

GARY KNIGHT

Associate Professor of Marketing and International Business

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EDUCATION

Ph.D. Michigan State University, 1997
Dissertation: *Emerging Paradigm for International Marketing: The Born Global Firm*
Chair: S. Tamer Cavusgil

MBA University of Washington, 1993
Major: Marketing and International Business

Completed various export and international business-related seminars through the U.S. Department of Commerce, International Trade Administration.

Attended the Japanese Language Institute, Sophia University (*Joochi Daigaku*), Tokyo 1986 and 1987 (two academic years)
Major: Japanese Language and Culture

BA Washington State University, 1985
Major: Finance
Minor: Economics

BA Washington State University, 1985
Major: Foreign Languages

CERTIFICATE University of Paris (*Sorbonne*), France, 1982-83 (one academic year)
Major: French Language and Culture

Languages

- ◆ French (fluent)
- ◆ Japanese (fluent)
- ◆ Spanish (moderately fluent)

AWARDS AND HONORS

Ranked one of the *top 15 most prolific scholars* in the United States, and one of the top 30 worldwide, in the six leading international business journals. Source: S. Xu, G. Yalcinkaya and S. Seggie (2008), "Prolific Authors and Institutions in Leading International Business Journals," *Asia Pacific Journal of Management*, 25:189–207.

Ranked in the *top five percent* of scholars who have published in the *Journal of International Business Studies* since 1995, based on number of articles published. JIBS is the leading international business journal.

Named a *Faculty Fellow* of the Institute for Global Entrepreneurship, Florida State University

Listed in *Who's Who in America* and *Who's Who Among America's Teachers*.

Dean's Research Grant (\$12,000 grant), 2008, to conduct research on "Strategy in Emerging Markets and Bottom-of-the-Pyramid Countries."

Best Paper Award, 2006 Annual Meeting, Academy of International Business Southeast USA Division, for the article, co-authored with Michael Czinkota "Terrorism and International Business: The Corporate Response," which appeared in the *Proceedings: 2006 Annual Conference, Academy of International Business SE*. Lansing, MI: Academy of International Business.

Hans B. Thorelli 5-Year Award, 2006, for the best article in international marketing, for the article "Entrepreneurship and Marketing Strategy: The SME Under Globalization," which appeared in the June 2000 issue of the *Journal of International Marketing*

Award for Instructional Development Project (\$8,700 grant) from the Council for Instruction, Office for Distributed and Distance Learning, 2004, Florida State University (along with Dr. Patrick Maroney and Dr. Dennis Cradit)

Nominee, 2004, *University Teaching Award*, Florida State University

Teacher Award, Spring Semester 2002, MBA Class of 2002, Florida State University

Highly Commended Award, 2001, *International Marketing Review* for the paper "A Flexible Model of Consumer Country-of-Origin Perceptions: A Cross-Cultural Investigation," with R. Calantone

Eldridge Haynes Prize for Best Paper, \$2,000 award, 2000 Annual Meeting, Academy of International Business, Phoenix, AZ

Best Paper Award, Global Marketing Track, American Marketing Association, Winter Educator's Conference, 2000, San Antonio, TX.

Nominated for the editorship of the *Journal of International Marketing*, for the period ending June, 2003. Nomination based in part on being one of the top contributing authors to the journal.

Award for Outstanding Reviewer in Track, for both the Marketing Strategy and International Marketing tracks, 1999 Society for Marketing Advances (SMA) conference, Atlanta, Georgia

First Year Assistant Professor Grant (competitive; \$10,000), 1998, Florida State University

Inducted into *Beta Gamma Sigma*, the national AACSB honorary of graduate students finishing in the top 20% of their class

Commendation for Excellence in Teaching, Department of Marketing & Logistics, Michigan State University, 1996 (2 commendations for 2 separate courses: International Marketing and Marketing Management)

AMA Doctoral Consortium Fellow, 1996

Dean's nominee for *Richard D. Irwin Doctoral Fellowship* in Business and Economics, Michigan State University, 1996

Best Student Paper Award for 1995 (Jane Fenyo Award), Academy of Marketing Science (sole author)

Dean's Graduate Fellowship, 1995, Michigan State University

Received \$9,200 grant from the Center for International Business Education and Research (CIBER), Michigan State University, to conduct research on "Nature and Performance of the Born Global Firm," 1995

Fulbright Award for study in Quebec, Canada, 1993-94. Visiting Fulbright Scholar at McGill University, Montreal. Research topic: Marketing strategy under the North American Free Trade Agreement.

PUBLICATIONS

(* Denotes refereed publication)

Journal

Articles:

Douglas Johansen and Gary Knight (2010), "Entrepreneurial and Market-Oriented SME's Fit to International Environments, Dynamic Capabilities and Competencies," *International Business: Research, Teaching and Practice*, 4(1): 38-55.*

Czinkota, Michael, Gary Knight, Peter Liesch, and John Steen (2010), "Terrorism and International Business: A Research Agenda," *Journal of International Business Studies*, 41(5): 826-843.*

Kuhlmeier, David and Gary Knight (2010), "The Critical Role of Relationship Quality in Small- and Medium-Sized Enterprise Internationalization," *Journal of Global Marketing*, 23(1): 16-32.*

Knight, Gary (2009), "Evolution of a Research Stream," *Advances in International Marketing*, 19: 53-66.*

Knight, Gary and Daekwan Kim (2008), "International Business Competence and the Contemporary Firm," *Journal of International Business Studies*, 40(2): 255-264.*

Hartsfield, Samantha, Doug Johansen, and Gary Knight (2008), "Entrepreneurial Orientation, Strategy, and Marketing Capabilities in the Performance of Born Global Firms," *International Business: Research, Teaching and Practice*, 2(1): 12-38.*

Weerawardena, Jay, Peter Liesch, Gillian Mort, Gary Knight, and Tim Kastelle (2007), "Introduction" (to Special Issue), *Journal of World Business*, 42(3): 232-235.

Weerawardena, Jay, Peter Liesch, Gillian Mort, and Gary Knight (2007), "Conceptualizing Accelerated Internationalization in the Born Global Firm: A Dynamic Capabilities Perspective," *Journal of World Business*, 42(3): 294-306.*

Steen, John, Peter Liesch, Gary Knight, and Michael Czinkota (2006), "The Contagion of International Terrorism and its Effect on the Firm in an International World," *Public Money & Management*, 26(5): 1-8.*

Liesch, Peter, John Steen, Gary Knight, and Michael Czinkota (2006), "Problematising the Internationalization Decision: Terrorism-Induced Risk," *Management Decision*, 44(6): 809-823.*

Kuhlmeier, David and Gary Knight (2006), "Antecedents to Internet-Based Purchasing: A Multinational Study" *International Marketing Review*, 22(4): 460-73.*

Czinkota, Michael, Gary Knight, Peter Liesch, and John Steen (2005), "Positioning Terrorism in Management and Marketing: Research Propositions" *Journal of International Management*, 11(4): 581-604.*

Czinkota, Michael and Gary Knight (2005), "On the Front Line: Marketers Can be Part of the Solution in Combating Global Terrorism," *Marketing Management*, 14 (May/June): 33-39.*

Czinkota, Michael and Gary Knight (2005), "Managing the Terrorist Threat," *European Business Forum*, 20 (Winter): 42-45.*

Brady, Michael, Gary Knight, Joe Cronin, G. Tomas Hult, and Robert Hurley (2005), "Removing the Contextual Lens: A Multinational, Multi-Setting Comparison of Service Evaluation Models," *Journal of Retailing*, 81(3): 215-224.*

Hult, G. Tomas, Robert Hurley, and Gary Knight (2005), "Innovativeness and Capacity to Innovate in a Complexity of Firm-Level Relationships," *Industrial Marketing Management*, 34(3): 281-292.*

Rialp, Alex, Josep Rialp, and Gary Knight (2005), "The Phenomenon of Early Internationalizing Firms: What Do We Know After a Decade (1993-2003) of Scientific Inquiry?," *International Business Review*, 14 (2): 147-166.*

Knight, Gary and S. Tamer Cavusgil (2005), "A Taxonomy of Born-Global Firms," *Management International Review*, 45(3): 15-35.*

Knight, Gary, Tage Madsen, and Per Servais (2004), "An Inquiry into Born Global Firms in Europe and the USA," *International Marketing Review*, 21 (6): 645-65.*

Knight, Gary and S. Tamer Cavusgil (2004), "Innovation, Organizational Capabilities, and the Born-Global Firm," *Journal of International Business Studies*, 35 (2): 124-41.*

Hult, G. Tomas, Robert Hurley, and Gary Knight (2004), "Innovativeness: Its Antecedents and Impact on Business Performance," *Industrial Marketing*

Management, 33 (5): 429-438.*

Knight, Gary, Richard Spreng, and Attila Yaprak (2003), "Cross-national Development and Validation of an International Business Measurement Scale: The COISCALE," *International Business Review*, 12 (5): 581-99.*

Knight, Gary and Peter Liesch (2002), "Information Internalization in the Internationalization of the Firm," *Journal of Business Research*, 55 (12): 514-31.*

Knight, Gary (2001), "Entrepreneurship and Strategy in the International SME," *Journal of International Management*, 7: 155-171.* (Cited as the Number 5 most downloaded article at this journal in 2008, 2009, 2010, 2011)

Calantone, Roger and Gary Knight (2000), "The Critical Role of Product Quality in the International Performance of Industrial Firms," *Industrial Marketing Management*, 29 (6): 493-506.*

Knight, Gary (2000), "Entrepreneurship and Marketing Strategy: The SME Under Globalization," *Journal of International Marketing*, 8 (2): 12-32.* (**Winner**, Hans B. Thorelli 5-Year Award for the best article in international marketing, *Journal of International Marketing*)

Knight, Gary, G. Tomas Hult and Edward Bashaw (2000), "Research Productivity in the Journal of Business Research: 1985 – 1999" *Journal of Business Research*, 49 (3): 303-14.*

Knight, Gary and Roger Calantone (2000), "A Flexible Model of Consumer Country-of-Origin Perceptions: A Cross-Cultural Investigation," *International Marketing Review*, 17 (2 & 3).* (**Winner**, Highly Commended Award, 2001, *International Marketing Review*)

Knight, Gary and Attila Yaprak (2000), "Emerging Patterns of International Business: Implications for Public Policy," *Advances in International Marketing*, 10: 385-97.*

Knight, Gary (1999), "International Services Marketing: Review of Research, 1980-1998," *Journal of Services Marketing*, 13 (4/5): 347-60.*

Liesch, Peter and Gary Knight (1999), "Information Internalization and Hurdle Rates in SME Internationalization," *Journal of International Business Studies*, 30 (1): 383-94.*

Knight, Gary (1999), "Consumer Preferences for Foreign and Domestic Products," *Journal of Consumer Marketing*, 16 (2): 151-62.*

Knight, Gary (1997), "Firm Orientation and Strategy under Regional Market Integration," *The International Executive*, 39 (3): 351-74.*

Knight, Gary (1997), "Strategy and Entrepreneurship in a Developing Free Trade Area," *International Journal of Management*, 14 (2): 237-49.*

Knight, Gary (1997), "Cross-Cultural Reliability and Validity of a Scale to Measure Firm Entrepreneurial Orientation," *Journal of Business Venturing*, 12 (3): 213-25.*

Knight, Gary (1996), "Amerika Kigyoo no Nippon Shijoo Sanyuu no Bunkayooiin: Shippai Kara Manabu Ibunka Bijinesu no Kyookun" (Principles of Cross-Cultural Business: Lessons from American Firm Failures in the Japanese Market), *Sekai Keizai Hyooron* (World Economic Review, an academic business journal in Japan), 40 (June): 42-50.*

Knight, Gary and S. Tamer Cavusgil (1996), "The Born Global Firm: A Challenge to Traditional Internationalization Theory," in *Advances in International Marketing*, 7.*

Knight, Gary (1995), "International Marketing Blunders by American Firms in Japan: Some Lessons for Management," *Journal of International Marketing*, 3 (4):107-29.*

Books:

Cavusgil, S. Tamer, Gary Knight, and John Riesenberger (2011), *Global Business: A Managerial Perspective*, 1st Ed. Upper Saddle River, NJ: Prentice Hall. Forthcoming.

Cavusgil, S. Tamer, Gary Knight, and John Riesenberger (2011), *International Business: Strategy, Management, and the New Realities*, 2nd Ed. Upper Saddle River, NJ: Prentice Hall.

Cavusgil, S. Tamer and Gary Knight (2009), *Born Global Firms: A New International Enterprise*. New York: Business Expert Press.

Cavusgil, S. Tamer, Gary Knight, John Riesenberger, and Attila Yaprak (2009), *International Marketing Research*. New York: Business Expert Press

Cavusgil, S. Tamer, Gary Knight, and John Riesenberger (2008), *International Business: Strategy, Management, and the New Realities*, 1st Ed. Upper Saddle River, NJ: Prentice Hall.

Hills, Gerald, Daniel Muzyka, Glenn Omura, and Gary Knight (editors) (1995), *Research at the Marketing/Entrepreneurship Interface*. Chicago: University of Illinois.

Knight, Gary, Richard Moxon, and Frederick Truitt (1993), *Global Business Sourcebook: Where to Find the Information You Need to Succeed in the Global Marketplace*. Seattle: Center for International Business Education and Research, University of Washington.

Book

Chapters: Rialp, Alex, Josep Rialp, and Gary Knight (2010), "La Vocacion de los Nuevos Modelos de PYMES: El Caso de las Empresas Born-Globals," (Commerce in New Models of

Small and Medium-sized Enterprises: The Case of Born Global Firms), in *Economia Industrial: La Competitividad de las PYMEs en la Era de la Globalizacion*, Ed. S. Ortiz. Madrid, Spain: Centro de Publicaciones del Ministerio de Industria, Turismo, y Comercio

Czinkota, Michael and Gary Knight (2009), "The Effects of Terrorism on International Marketing," in *Glocal Marketing*, Ed. G. Svensson. Bingley, UK: Emerald.*

Knight, Gary (2008), "Small Multinational Enterprises under Globalization," in *Handbook of International Marketing*. Ed. Masaaki Kotabe and Kristiaan Helsen. Thousand Oaks, CA: Sage.*

Liesch, Peter, John Steen, Gary Knight, and Michael Czinkota (2008), "International Management in the Face of Terrorism-Induced Uncertainty," in *21st Century Management*. Ed. C. Wankel. Thousands Oaks, CA: Sage.*

Knight, Gary (2007), "The New Global Marketing Realities," in *Marketing in the 21st Century*. Ed. B. Keillor. Westport, CT: Praeger.

Knight, Gary (1999), "International Services Marketing: Review of Research, 1980-1998," *Journal of Services Marketing*, 13 (4/5): 347-60; reprinted in Paliwoda, S. and J. Ryans, editors (2007), *International Marketing*, Bradford, UK: Emerald Group Publishing.

Knight, Gary and S. Tamer Cavusgil (2004), "Innovation, Organizational Capabilities, and the Born-Global Firm," *Journal of International Business Studies*, 35 (2): 124-41; reprinted in Oviatt, Benjamin and Patricia McDougall, editors (2007), *International Entrepreneurship*, Surrey, UK: Edward Elgar.

Hezar, Isil, Tevfic Dalgic, S. Phelan, and Gary Knight (2006), "Principles of Global Niche Marketing Strategies: An Early Conceptual Framework," In *Handbook of Niche Marketing*. Ed. T. Dalgic. New York: Best Business Books.

Gary Knight (2004), "The Born-Global Firm in Japan", in *The New Japan*. Ed. T. Abe. Tokyo, Japan: Nihon Daigaku Press.

Czinkota, Michael, Gary Knight, and Peter Liesch (2004), "Terrorism and International Business: Conceptual Foundations", in *Terrorism and the International Business Environment*. Ed. G. Suder. Northampton, MA: Edward Elgar Publishing.

Knight, Gary, Isil Hezar, and Tevfic Dalgic (2002), "Principles of Global Niche Marketing", in *Global Niche Marketing: Principles and Practices*. Binghamton, NY: Haworth Press.

Knight, Gary and J. Dennis Cradit (2002), "Market Failure and International Trade: National Policy Considerations", in *Markets and Governments: Issues, Roles, and Remedies*. Tokyo: Nihon Daigaku Press.

Knight, Gary, J. Dennis Cradit, Attila Yaprak (2002), "Market Failure and Public Policy in the Internationalization of Small and Medium Enterprises," in *Markets and Governments: Issues, Roles, and Remedies*. Tokyo: Nihon Daigaku Press.

T. Abe, K. Sonoda, K. Yorimoto, N. Iijima, M. Sakuma, Y. Taniguchi, T. Aida, J. Abert, R. Mitchell, R. Marans, E. Rosa, G. Guagnano, and Gary Knight (1994), "Haikibutsushori ni Kan Suru Chishiki to Koodoo no Nichibei Hikaku Kenkyuu" (A Comparative Study of Recycling Knowledge and Behavior in Japan and the United States), in *Asahi Garasu Zaidan Kenkyuu Seika Hookoku* (Research Journal of the Asahi Glass Foundation). Tokyo: Asahi Glass Foundation.

Book

Reviews:

Johansen, Doug and Gary Knight (2008), Review of "International Marketing Research: Opportunities and Challenges in the 21st Century" by Alex Rialp and Josep Rialp. *International Business Review*, 17 (3), 368-69.*

Knight, Gary (1995), Review of "The Global Marketing Imperative: Positioning Your Company for the New World of Business" by Michael Czinkota, I. Ronkainen, and J. Tarrant. *Journal of International Marketing*, 3 (3), 122-125.

Knight, Gary (1994), Review of "Assessing NAFTA: A Trinational Analysis," S. Globerman and M. Walker, eds. *Journal of International Marketing*, 2 (3), 117-21.

Knight, Gary (1994), Review of "Small and Medium-Sized Transnational Corporations: Role, Impact, and Policy Implications," United Nations Publications. *Journal of International Marketing*, 2 (2), 103-06.

Knight, Gary (1994), Review of "Advances in International Marketing, Vol. 5: Industrial Networks," D. Sharma, ed. *Journal of International Marketing*, 2 (1), 106-11.

Reports:

Lashbrooke, Elvin, G. Tomas Hult, S. Tamer Cavusgil, Attila Yaprak, and Gary Knight. (2002), *Study Abroad Programs in Business Schools*. East Lansing, MI: Michigan State University Press.

Conference

Papers:

Czinkota, Michael and Gary Knight (2011), "The Impact of Terrorism as a Segmentation Variable," in *Proceedings: American Marketing Association Global Marketing Conference*, Chicago: American Marketing Association.

Kuhlmeier, David and Gary Knight (2010), "Diffusion and Consumer Use of the Internet: A Cross-National Investigation," in *Proceedings: 2010 Annual Conference, Academy of International Business SE*. E. Lansing, MI: Academy of International Business.*

Johansen, Douglas, Gary Knight and Piet Pauwels (2010), "Marketing, Product, and Agents: How do Contemporary Firms Achieve Legitimacy in International Markets?," in *Proceedings of the 2010 AMA Educators Conference*, Chicago: American Marketing Association.*

Johansen, Douglas and Gary Knight (2010), "Do the Same Rules Apply? Strategic Logics of Doing Business in Emerging Markets," in *Proceedings: 2010 Annual Meeting, Academy of International Business*. Rio de Janeiro, Brazil: Academy of International Business.*

Zhang, Man, Gary Knight, and Patriya Tansuhaj (2010), "The Role of Organizational Culture in the International Performance of Emerging Market MNEs," in *Proceedings: 2010 Annual Meeting, Academy of International Business*. Rio de Janeiro, Brazil: Academy of International Business.*

Knight, Gary, Daekwan Kim and David Kuhlmeier (2009), "Antecedents and Consequences of Electronic Integration in International Supplier Buyer Relationships: Effect of Communication Culture," in *Proceedings: 2009 Annual Conference, Academy of International Business*. San Diego, CA: Academy of International Business.*

Gary Knight (2009), "The Born Global Firm in Japan," in *Proceedings of the Annual Conference of the Association of Japanese Business Studies*, San Diego, CA: Association of Japanese Business Studies.

Johansen, Doug and Gary Knight (2009), "SME Capabilities and Competencies: Fit to International Environment," in *Proceedings of the Annual Conference of the Academy of Marketing Science*, Baltimore. Coral Gables, FL: Academy of Marketing Science.*

Johansen, Doug and Gary Knight (2008), "Dynamic Capabilities Entrepreneurial and Market Oriented SME's Fit to International Environments and Competencies," in *Proceedings: 2008 Annual Conference, Academy of International Business SE*. E. Lansing, MI: Academy of International Business.*

Kuhlmeier, David and Gary Knight (2008), "A Cross-National Investigation of Technology Acceptance, Diffusion of Innovation, and Consumer Use of the Internet," in *Proceedings: 2008 Annual Conference, Academy of International Business*. E. Lansing, MI: Academy of International Business.*

Fletcher, Richard and Gary Knight (2008), "Emerging Market Consumers: An Empirical Investigation," in *Proceedings: 2008 Annual Conference, Academy of International Business*. E. Lansing, MI: Academy of International Business.*

Liesch, Peter, Bernard Simonin, and Gary Knight (2008), "Explaining the Worldwide Sourcing of Technical and Administrative Processes," in *Proceedings: 2008 Annual Conference, Academy of International Business*. E. Lansing, MI: Academy of International Business.*

Czinkota, Michael and Gary Knight (2007), "Terrorism Preparedness of Manufacturing and Service Firms" in *Proceedings of the Annual Conference of the Academy of Marketing Science*, Coral Gables, FL: Academy of Marketing Science.*

Kuhlmeier, David and Gary Knight (2007), "Antecedents of Performance in the Exporter-Distributor Relationship," in *Proceedings: 2007 Annual Conference, Academy of International Business*. E. Lansing, MI: Academy of International Business.*

Hartsfield, Samantha and Gary Knight (2007), "The Critical Roles of Entrepreneurial Orientation, Strategy, and Marketing Capabilities in the International Performance of Born Global Firms," in *Proceedings: 2007 Annual Conference, Academy of International Business SE*. E. Lansing, MI: Academy of International Business.*

Knight, Gary and Daekwan Kim (2006), "International Business Competence and the International SME," in *Proceedings: The Academy of Management Annual Conference, 2006*, Atlanta.*

Knight, Gary and Michael Czinkota (2006), "Terrorism and International Business: The Corporate Response," in *Proceedings: 2006 Annual Conference, Academy of International Business SE*. E. Lansing, MI: Academy of International Business.*
(**Winner**, Best Paper Award, 2006 Annual Meeting, Academy of International Business Southeast USA Division)

Knight, Gary, Bernard Simonin, and Peter Liesch (2006), "The Silk Road Through Outsourcing and Offshoring: The Need for an Externalisation Theory," in *Proceedings: 2006 Annual Conference, Academy of International Business*. E. Lansing, MI: Academy of International Business.*

Zhang, Z., W. Zhang, R. Chen, and Gary Knight (2006), "Cross-Cultural Validation of a Scale to Assess International Corporate Entrepreneurship," in *Proceedings: 2006 Annual Conference, Academy of International Business*. E. Lansing, MI: Academy of International Business.*

Steen, John, Peter Liesch, Michael Czinkota, and Gary Knight (2005), "Uncertainty, International Terrorism, and the Firm," in *Proceedings: 2005 Annual Meeting, Academy of International Business*. E. Lansing, MI: Academy of International Business.*

Steen, John, Peter Liesch, Michael Czinkota, and Gary Knight (2005), "Uncertainty, International Terrorism, and the Firm," in *Proceedings: 2005 Academy of Management Conference*: Honolulu, HI.*

Czinkota, Michael and Gary Knight (2005), "Positioning Terrorism in Marketing: Research Propositions," in *Proceedings: 6th Annual International Business Research Forum*. Temple University, Philadelphia, PA.*

Knight, Gary, Daekwan Kim, and S. Tamer Cavusgil (2005), "International Business Competence: What Value Does It Have?," in *Proceedings: 2005 Annual Meeting, Academy of International Business*. E. Lansing, MI: Academy of International Business.*

Steen, John, Peter Liesch, Gary Knight, and Michael Czinkota (2004), "Internationalization Under Terrorism-Induced Uncertainty," in *Proceedings: 2004 Annual Meeting, Academy of International Business*. E. Lansing, MI: Academy of International Business.*

Weerawardena, Jay, Gillian Mort, Peter Liesch, and Gary Knight (2003), "Dynamic Learning Capabilities and Internationalisation of Born Global Firms: A Conceptual Model and Research Propositions," in *Proceedings of the 2003 European International Business Association Conference*, Copenhagen, Denmark.*

Knight, Gary (2003), "Entrepreneurship's Link to International Performance and the Mediating Role of Strategy: An Empirical Investigation", in *Proceedings of the 2003*

Annual Conference on International Entrepreneurship. Derry, Northern Ireland: University of Ulster.*

Knight, Gary and Peter Liesch (2003), "The Effects of Regional Integration and Globalisation on the Firm's International Performance," in *Proceedings: 2003 Annual Meeting, Academy of International Business*. Honolulu, HI: Academy of International Business.*

Knight, Gary, Michael Czinkota, and Peter Liesch (2003), "Terrorism and International Business," in *Proceedings: 2003 Annual Meeting, Academy of International Business*. Honolulu, HI: Academy of International Business.*

Kuhlmeier, David and Gary Knight (2003), "Toward an Integrated Framework, A Review of U.S. Export Support of the SME", in *Proceedings of the 2003 American Marketing Association Marketing and Public Policy Conference*, Washington, DC.*

Rialp, Alex, Josep Rialp, and Gary Knight (2002), "The Phenomenon of International New Ventures, Global Start-Ups, and Born Globals: What Do We Know After a Decade of Scientific Inquiry?", in *Proceedings of the 2002 European International Business Association Conference*, Athens, Greece.*

Knight, Gary (2002), "A Taxonomy of Born-Global Firms", in *Proceedings of the 2002 Annual Conference on International Entrepreneurship*. Montreal, Canada: McGill University.*

Knight, Gary and David Kuhlmeier (2002), "The Critical Roles of Experience, Proclivity, and Risk in the Likelihood of Internet-Based Purchasing: a Multinational Study", in *Proceedings: 2002 Annual Meeting, Academy of International Business*. Honolulu, HI: Academy of International Business.*

Knight, Gary and Peter Liesch (2002), "The Dual Nature of Product and Market Processes in the Internationalization of the High-Tech Born Global Firm", in *Proceedings: 2002 Annual Meeting, Academy of International Business*. Honolulu, HI: Academy of International Business.*

Knight, Gary and Richard Fletcher (2001), "International Promotion and Emerging Markets," in *Proceedings: 2001 Annual Meeting, Academy of International Business*. Honolulu, HI: Academy of International Business.*

Liesch, Peter and Gary Knight (2001), "Product-Mode-Market Combinations as Portfolio Selection: Foundation Considerations," in *Proceedings: 2001 Annual Meeting, Academy of International Business*. Honolulu, HI: Academy of International Business.*

Liesch, Peter and Gary Knight (2001), "Firm Internationalisation, Externalisation and the Worldwide Market for Transactions," in *Proceedings: The Academy of Management Annual Conference*, Washington DC.*

Knight, Gary (2000), "Archetypes of E-Commerce Users in International Business: A Taxonomy of Organizational Characteristics," in *Proceedings: 2000 Annual Meeting, Academy of International Business*. Honolulu, HI: Academy of International Business.*

Knight, Gary (2000), "Market Orientation and the Channel in International Small and Medium Firms: An Empirical Study," in *Proceedings: 2000 Annual Meeting, Academy of International Business*. Honolulu, HI: Academy of International Business.* (**Winner**, Eldrige Haynes Prize for Best Paper, 2000 Annual Meeting, Academy of International Business)

Dalgic, Tevfik and Gary Knight (2000), "Principles of Global Niche Marketing Strategies: An Early Conceptual Framework," in *Proceedings: 2000 Annual Meeting, Academy of International Business*. Honolulu, HI: Academy of International Business.*

Liesch, Peter and Gary Knight (2000), "Explaining the International Venture Selection Process via a Portfolio Theory Approach," in *Proceedings: 2000 Annual Meeting, Academy of International Business*. Honolulu, HI: Academy of International Business.*

Knight, Gary and Tevfik Dalgic (2000), "Market Orientation, Marketing Competence, and the International Performance of the Firm," in *Proceedings of the 1999 AMA Winter Educators Conference*, J. Workman and W. Perreault, eds. Chicago: American Marketing Association.* (**Winner**, Best Paper Award, Global Marketing Track, American Marketing Association, Winter Educator's Conference, 2000).

Knight, Gary, Tage Madsen, Per Servais, and Erik Rasmussen (2000), "The Born Global Firm: Description and Empirical Investigation in Europe and the United States," in *Proceedings of the 1999 AMA Winter Educators Conference*. Chicago: American Marketing Association.*

Liesch, Peter and Gary Knight (2000), "International Venturing, Transactions Costs, and the Market for Transactions," in *Proceedings: 1999 Annual Meeting, Academy of International Business*. Honolulu, HI: Academy of International Business.*

Liesch, Peter and Gary Knight (2000), "Firm Internationalisation Through External Market-Based Transacting," in *Proceedings of the 1999 ANZIBA Conference*. Sydney, Australia: Australia New Zealand International Business Association.

Knight, Gary, Richard Spreng, and Attila Yaprak (1999), "Evaluation and Refinement of Survey Scales in International Marketing Research," in *Proceedings of the 1999 AMA Winter Educators' Conference*. Chicago: American Marketing Association.*

Knight, Gary and S. Tamer Cavusgil (1998), "Entrepreneurship and Marketing Strategy: The SME Under Globalization," in *Proceedings of the Conference on International Entrepreneurship*, R. Wright and H. Etemad, eds. Montreal, Canada.*

Knight, Gary and Preet Aulakh (1998), "A Taxonomy, with Performance Correlates, of Born Global Firms," in *Proceedings of the Conference on Globalization, the International Firm and Emerging Economies*, S. Cavusgil and H. Tutek, eds. Izmir, Turkey.*

Knight, Gary, Lydia McKinley-Floyd, and Gordon Fullerton (1997), "Themes and Interpretations: A Summary of the 8th Conference on Historical Research in Marketing and

Marketing Thought,” in *Proceedings of the 8th Conference on Historical Research in Marketing and Marketing Thought*, D. Brian Jones and P. Cunningham, eds. Kingston, Ontario: Queen’s University.*

Knight, Gary and S. Tamer Cavusgil (1997), “Emerging Organizational Paradigm for International Marketing: The Born Global Firm,” in *Proceedings: 1997 Annual Meeting, Academy of International Business*, M. Kotabe, Chair. Honolulu, HI: Academy of International Business.*

Liesch, Peter and Gary Knight (1997), “The Role of Internalizing Information in the Internationalization of the SME,” in *Proceedings: 1997 Annual Meeting, Academy of International Business*, M. Kotabe, Chair. Honolulu, HI: Academy of International Business.*

Knight, Gary and Roger Calantone (1997), “Cross Cultural Investigation of Information Processing on Product Country-of-Origin,” in *Proceedings of the 1997 AMA Summer Marketing Educators’ Conference*, T. Hult and O.C. Ferrell, eds. Chicago: American Marketing Association.*

Knight, Gary (1996), "Cross National Reliability and Validity of a Scale to Measure Firm Entrepreneurial Orientation," in *Research at the Marketing/Entrepreneurship Interface*, G. Hills and R. Teach, eds. Chicago: University of Illinois.*

Knight, Gary and Richard Spreng (1996), "Country of Origin Effects: An ELM Perspective," in *Marketing Issues in a New Era: Proceedings of the 1996 AMA Winter Educators’ Conference*, E. Blair and W. Kamakura, eds. Chicago: American Marketing Association.*

Knight, Gary (1996), “Historical Marketing Blunders by American Firms In Japan,” in *Proceedings of the 7th Conference on Historical Research in Marketing and Marketing Thought*, K. Rassuli, S. Hollander, and T. Nevett, eds. Ft. Wayne: Purdue University.*

Knight, Gary (1995), “Marketing Strategy and Entrepreneurial Orientation in a Developing Free Trade Area,” in *Research at the Marketing/Entrepreneurship Interface*, G. Hills, D. Muzyka, G. Omura, and Gary Knight, eds. Chicago: University of Illinois.*

Knight, Gary, Glenn Omura, Gerald Hills, and Daniel Muzyka (1995), “Research in Marketing and Entrepreneurship: An Empirical Analysis and Comparison with Historic Trends,” in *Research at the Marketing/Entrepreneurship Interface*, G. Hills, D. Muzyka, G. Omura, and Gary Knight, eds. Chicago: University of Illinois.*

Knight, Gary and Richard Spreng (1995), “Central and Peripheral Processing on Brand and Product Attitudes and Intentions: The Impact of Country-of-Origin,” in *Marketing Theory and Applications: Proceedings of the 1995 AMA Winter Educators’ Conference*, D. Stewart and N. Vilcassim, eds. Chicago: American Marketing Association.*

Knight, Gary and Richard Spreng (1995), “Cross National Assessment of the Reliability and Validity of a Scale to Measure Country of Origin Image,” in *Proceedings of the*

Society for Consumer Psychology, S. MacKenzie and D. Stayman, eds. Washington DC: American Psychological Association.*

Knight, Gary (1995), "A Taxonomy of Strategy, with Performance Correlates, in an Evolving Free Trade Area: Canadian Firms Respond to NAFTA," in *Developments in Marketing Science, Volume XVIII: Proceedings of the Annual Conference of the Academy of Marketing Science*, R. Gomes, ed. Coral Gables, FL: Academy of Marketing Science.* (**Winner**, 1995 Best Student Paper Award, Academy of Marketing Science).

Knight, Gary (1995), "The Relationship Between Entrepreneurial Orientation, Strategy, and Performance: An Empirical Investigation," in *Enhancing Knowledge Development in Marketing: Proceedings of the 1995 AMA Educators' Conference* (Summer), B. Stern and G. Zinkhan, eds. Chicago: American Marketing Association.*

Knight, Gary and S. Tamer Cavusgil (1995), "The Born Global Firm: Challenge to Traditional Internationalization Theory," in *Proceedings of the Third Symposium of the Consortium for International Marketing Research*, Tage Madsen, ed. Odense, Denmark: Odense University.*

Conference

Panels:

Knight, Gary (2010), "International Entrepreneurship: Theoretical Approaches and Implications for Internationalization of the Firm," in the panel *International Entrepreneurship and Emerging Markets*, at 2010 Annual Meeting, Academy of International Business. Rio de Janeiro, Brazil.*

Knight, Gary (2009), "The Global Financial Crisis and Emerging Markets" in the panel *The Effect of Financial Crisis on Latin America Companies Sustainability Initiatives*, at 2009 Academy of Management Conference: Chicago, IL.*

Knight, Gary (2009), "A Bottom of the Pyramid Marketing Research Agenda" in the panel *Marketing and Global Poverty*, at 2009 American Marketing Association Conference: Chicago, IL.*

Knight, Gary (2009), "Emergent Issues Regarding Born Global Firms," panel on *Born Globals - New Directions (Special Session)*, at 2009 Annual Conference, Academy of International Business. E. Lansing, MI: Academy of International Business (refereed)

Knight, Gary (2009), "Using Management Skill Builders to Teach Contemporary Issues in International Business," panel on *International Business Pedagogy*, at 2009 Annual Conference, Academy of International Business. E. Lansing, MI: Academy of International Business (refereed)

Knight, Gary (2009), "Current Challenges in the Economy of Japan," panel on *Current Issues and Challenges in Japan*, at 2009 Annual Conference, Association of Japanese Business Studies. St. Louis, MO: Association of Japanese Business Studies (refereed)

Griffiths, A., M. Winn, J. Steen, P. Liesch, M. Kirchgeorg, B. Sampson, Gary Knight, and Michael Czinkota (2005), "Terrorism, Climate Change and Managing in the 21st Century," panel at *2005 Academy of Management Conference*: Honolulu, HI.*

Wright, Richard, Nicolle Coviello, Marian Jones, Gary Knight, and Harry Sapienza (2005), "International Entrepreneurship: Opportunities for Conceptual and Empirical Advancement," panel at the *2004 Annual Meeting, Academy of International Business*, Stockholm, Sweden, Academy of International Business.*

Samli, Coskun, Suder, Gabrielle, John Steen, Peter Liesch, Gary Knight, J. Bueschken, and Peter Walters (2004), "Building Bridges Under Conditions of Adversity," panel at the *2004 Annual Meeting, Academy of International Business*, Stockholm, Sweden, Academy of International Business.*

Presentations: Cavusgil, S. Tamer and Gary Knight (2008), "Teaching International Business Using the Internet," 2008 Annual Meeting, Academy of International Business, Milan, Italy

Knight, Gary (2007), "Teaching International Business: Emergent Trends and Methods," 2007 Annual Meeting, Academy of International Business Southwest USA Division, San Diego, CA (refereed)

Knight, Gary (2007), "Teaching International Business: Emergent Trends and Methods," 2007 Annual Meeting, Western Academy of Management, Missoula, MT (refereed)

Knight, Gary (2006), "Teaching International Business: Emergent Trends and Methods," 2006 Annual Meeting, Academy of International Business Southeast USA Division, Clearwater Beach, Florida (refereed)

Knight, Gary (2006), "Teaching International Business: Emergent Trends and Methods," 2006 Annual Meeting, Academy of International Business Northeast USA Division, Boston, MA (refereed)

Knight, Gary (2006), "Entrepreneurship and Marketing Strategy: The SME Under Globalization," which appeared in the June 2000 issue of the *Journal of International Marketing*, and won the Hans B. Thorelli 5-Year Award for the best article in international marketing, Winter 2006 Meeting, American Marketing Association, St. Petersburg, Florida (refereed)

Knight, Gary and J. Dennis Cradit (2002), "Market Failure and International Trade: National Policy Considerations", *International Conference on Security of the Earth in the 21st Century*, Nihon University, Tokyo, Japan. (refereed)

Knight, Gary and J. Dennis Cradit (2002), "Market Failure and Public Policy in the Internationalization of Small and Medium Enterprises," *International Conference on Security of the Earth in the 21st Century*, Nihon University, Tokyo, Japan (refereed)

Liesch, Peter and Gary Knight (2001), "A Portfolio Theory Perspective on the Structuring of International Ventures," *Symposium of the Consortium for International Marketing Research*, Sydney, Australia. (refereed)

Knight, Gary (2001), "Improving Study Abroad Programs in Business," *2001 International Roundtable on Study Abroad Programs in Business Schools*, Michigan State University, East Lansing (refereed)

Knight, Gary and Peter Liesch (2000), "International Venturing and the Worldwide Market for Transactions," *2000 Symposium of the Consortium for International Marketing Research*, Phoenix, Arizona. (refereed)

Knight, Gary and G. Tomas Hult (1999), "International Services Marketing", panel at *1999 American Marketing Association Summer Educators' Conference*, San Francisco, CA. (refereed)

Knight, Gary and Tomas Hult (1998), "The Case for Case-Based Research and Recommended Procedure", panel at *1998 American Marketing Association Summer Educators' Conference*, Boston, MA. (refereed)

Knight, Gary and S. Tamer Cavusgil (1997), "Emerging Paradigm for International Marketing: Born-Global Firm," *Fourth Symposium of the Consortium for International Marketing Research*, Brugge, Belgium. (refereed)

Knight, Gary and S. Tamer Cavusgil (1996), "An Emerging Paradigm for International Trade: The Born Global Firm in Japan," *9th Annual Meeting of the Association of Japanese Business Studies*, Nagoya, Japan. (refereed)

Multimedia: Knight, Gary (2008), wrote the script for *Emerging Markets and the New Global Challengers*, an educational DVD produced by Atma Global Inc., New York. The DVD accompanies the textbook *International Business: Strategy, Management, and the New Realities, 1st Ed.* by S. Tamer Cavusgil, Gary Knight, and J. Riesenberger (2008), Prentice Hall.

Knight, Gary (2008), wrote the script for *Airbus versus Boeing*, an educational DVD produced by Atma Global Inc., New York. The DVD accompanies the textbook *International Business: Strategy, Management, and the New Realities, 1st Ed.* by S. Tamer Cavusgil, Gary Knight, and J. Riesenberger (2008), Prentice Hall.

Other: Czinkota, Michael and Gary Knight (2011), "Middle East Instability: Thoughts for Managers," *Korea Times*, February 9, www.koreatimes.co.kr. *Korea Times* is the oldest and most influential English daily newspapers in South Korea.

Knight, Gary (2009), encyclopedia entry on "Born Global Firms" in the *Wiley International Encyclopedia of Marketing*. Requested to submit the entry by the encyclopedia editors, Dan Bello, Jagdish Sheth, and Naresh Malhotra.

Weerawardena, Jay, Peter Liesch, Gillian Mort, Gary Knight, and Tim Kastle (2007), co-editors, Special Issue of the *Journal of World Business* on "The Early and Rapid Internationalization of the Firm" Vol. 42, No. 3

Knight, Gary (2005), testimony before the United States House of Representatives Committee on Small Business, "Terrorism's Effect on International Business," Washington DC, November 1, 2005, published in the *Congressional Record*, Washington DC, Serial No. 109-35

Knight, Gary (1994), "Early Advertising in Japan," *Retrospectives in Marketing*, 8 (1).

Knight, Gary (1993), "NAFTA Holds Promise for Stronger, Prosperous North America," *Marketing News*, 27 (October 25), 14-15.

PROFESSIONAL EXPERIENCE

TEACHING

- | | |
|----------------|---|
| 2003 - present | <p><i>Associate Professor</i> — Florida State University, Tallahassee</p> <p>MAN 3600: Multinational Business Operations (undergraduate course)</p> <p>MAR 4156: Multinational Marketing (undergraduate course)</p> <p>MAN 4610: International Business Special Topics (undergraduate course)</p> <p>MAN 4680: International Market Entry Strategies (undergraduate course)</p> <p>MAR 3023: Basic Marketing (undergraduate course)</p> <p>MAR 5125: Global Marketing Strategy (MBA course)</p> <p>MAR 5125: Global Marketing Strategy (MBA <i>online</i> course)</p> <p>MAR 4939: Social Marketing in the Global Context (undergraduate course)</p> <p>MAN 5601: Multinational Business Operations (MBA course)</p> <p>MAN 5601: Multinational Business Operations (MBA <i>online</i> course)</p> <p>MAN 5601: Multinational Business Operations (Executive MBA course)</p> <p>MAR 5816: Marketing Strategy (MBA course)</p> <p>MAR 5816: Marketing Strategy (MBA <i>online</i> course)</p> <p>MAR 6817: Marketing Theory (guest lecturer in doctoral seminar)</p> |
| Summer 2007 | <p><i>Visiting Associate Professor</i> — Faculty of Business Administration, Bilkent University, Ankara, Turkey. Taught two courses: MAR 433 International Marketing (undergraduate course) and MAN 673 International Business Strategy (MBA course)</p> |
| Summer 2005 | <p><i>Associate Professor</i> — Florida State University, International Programs, taught MAR 3023, MAN 3600, MAR 4156, and MAN 4680 at the Florida State University campus in Tokyo, Japan</p> |
| Summer 2004 | <p><i>Associate Professor</i> — Florida State University, International Programs, taught MAR 3023, MAN 3600, MAR 4156, and MAN 4680 at the Florida State University campus in Paris, France</p> |
| Summer 2004 | <p><i>Associate Professor</i> — Florida State University, International Programs, taught MAR 3023, MAN 3600, MAR 4156, and MAN 4680 at the Florida State University campus in Valencia, Spain</p> |
| Summer 2003 | <p><i>Associate Professor</i> — Florida State University, International Programs, taught MAR 3023, MAN 3600, MAR 4156, and MAN 4680 at the Florida State University campus in Tokyo, Japan</p> |

- Summer 2001 *Assistant Professor* — Florida State University, International Programs, taught MAR 3023, MAN 3600, MAR 4156, and MAN 4680 at the Florida State University campus in Valencia, Spain
- 2001 Seminar on the Born Global Firm, Department of Urban and Regional Planning, Florida State University
- Summer 2001 *Assistant Professor* — Florida State University, International Programs, taught MAR 3023, MAN 3600, MAR 4156, and MAN 4680 at the Florida State University campus in Valencia, Spain
- Summer 2000 *Assistant Professor* — Florida State University, International Programs, Special Program in Marketing and International Business, London, England and Paris, France
- Summer 2000 *Visiting Assistant Professor* — College of Business, Nihon University, Tokyo, Japan. Taught the course “Marketing Strategies in Japan, Europe, and the United States,” in Japanese
- 1998 Seminar on American Business and Culture, Nihon University, Tokyo, Japan
- 1998 Seminar on the Internationalization of Services and the SME, Department of Urban and Regional Planning, Florida State University
- 1997- 2003 *Assistant Professor* — Florida State University, Tallahassee
- 1995-97 *Doctoral student* — Michigan State University, East Lansing
(Note: I was the sole instructor for all listed courses).
Seminar on Japanese Business and Culture (Executive MBA Program)
Seminar on International Marketing (Executive MBA Program)
ML 860: International Business (MBA course)
ML 415: International Marketing Management (undergraduate course)
ML 310: International Business (undergraduate course; taught two times)
ML 300: Managerial Marketing (undergraduate course; taught two times)
- 1993 *MBA student* — University of Washington, Seattle
MKTG 301: Managerial Marketing (undergraduate course), taught three discussion sections as teaching assistant

RESEARCH

- Winter 2006 *Visiting Scholar* — Faculty of Management, University of Queensland, Brisbane, Australia
- Winter 2001 *Visiting Scholar* — Faculty of Management, University of Queensland, Brisbane, Australia
- Summer 1999 *Visiting Associate Professor* — Department of Marketing, College of Business, University of Southern Denmark, Odense, Denmark
- Summer *Visiting Scholar* — School of Management, University of Tasmania, Launceston, Australia

1998

1993-96 *Research Assistant* — to Professor S. Tamer Cavusgil, International Business Center / Center for International Business Education and Research (CIBER), Michigan State University

1992-93 *Research Assistant* — to Professor Richard Moxon, Director, Center for International Business Education and Research (CIBER), University of Washington.

1992-93 *Research Assistant* — to Professor Takematsu Abe, Nihon University, Tokyo, Japan.
(Note: I was based in Seattle, Washington for this position)

UNIVERSITY SERVICE – FLORIDA STATE UNIVERSITY

2006-present *Member*, Strategic Planning Committee, Marketing Department

2001-present *Member*, Masters Policy Committee

2009-present *Chair*, Masters Policy Committee

2000-present *Chair*, Honors Program, Marketing Department

2008-present *Representative*, Marketing Department Masters Policy to the College of Business

2001-present *Director*, Program in Multinational Business Operations, College of Business

2004-present *Affiliated Faculty*, Center for the Study of Hispanic Marketing Communication, College of Communication

2003-present *Founder and Program Leader*, Florida State University Specialized Program in Business, Tokyo, Japan.

2008 *Chair*, Doctoral Examination Committee, Marketing Department

2003-2008 *Member*, Doctoral Examination Committee, Marketing Department

2006-2008 *Member*, Faculty Evaluation Committee, Marketing Department

2003-2009 *Member*, Doctoral Policy Committee, Marketing Department

2007-2009 *Senator*, Faculty Senate, Florida State University

2001-2008 *Coordinator*, international programs in business at Tokyo, London, Paris, Florence, and Valencia, Spain.

- 2001-2008 *Member*, Council for International Education and Programs
- 2001-2008 *Member*, Committee for International Education and Programs, for shaping the direction of international education at the university level; appointed by Provost.
- 2001-2008 *Member*, Upper Division Advising Committee
- 2001-2005 *Member*, Recruiting Committee, to fill openings for Professors in Marketing
- 2003-2004 *Member*, Provost's Search Committee to find a new Rector for the Florida State University, Republic of Panama Campus
- 2003-2004 *Member and Marketing Department Representative*, Blue Ribbon Commission, for shaping the future of the College of Business
- 1998-1999 *Member*, Recruiting Committee, to fill opening for Assistant Professor in Marketing;
- 1998-1999 *Member*, Library Committee;
- 1998-1999 *Member*, Marketing Honors Program.
- 1997-1998 *Member*, Recruiting Committee, to fill opening for Assistant Professor in Marketing

DISSERTATION AND THESIS COMMITTEES

- 2010-present *Member*, dissertation committee for Ph.D. student Dusko Bogdanov, Department of Sport Management, Florida State University. Dissertation: Effect of Team Identity on National Identity
- 2010-present *Member*, dissertation committee for Ph.D. student Sheila Nguyen, Department of Sport Management, Florida State University. Dissertation: Influence of Perceived Shared Corporate Social Orientation of Employees and Volunteers with Sport Organizations on Attitudinal Outcomes
- 2008-2010 *Chair*, dissertation committee for Ph.D. student Douglas Johansen, Department of Marketing, Florida State University. Dissertation: Dynamics of Entrepreneurial and Market Orientations in Emerging Markets
- 2008-2009 *Member*, masters thesis committee of Sven Sandberg, masters student at the University of Lüneburg, Germany
- 2004-2006 *Member*, dissertation committee for Ph.D. student Sacha Joseph, Department of Marketing, Florida State University. Dissertation: Ethnicity, Personality and Values: Exploring the Consumer Exodus from Department to Discount Stores
- 2004-2005 *Chair*, dissertation committee for Ph.D. student David Kuhlmeier, Department of Marketing, Florida State University. Dissertation: The Role of the Internet in Online Buying

- 2005 *Member*, dissertation committee for Ph.D. student Arild Aspelund, Department of Management, Norwegian University of Science and Technology, Norway. Dissertation: Small International Firms – The Emergence of International New Ventures
- 2005 *Chair*, Honors Thesis Committee of Milota Srkal, student in the College of Business, Florida State University.
- 2004 *Member*, dissertation committee for Ph.D. student Francine Schlosser, Department of Management Sciences, University of Waterloo, Canada. Dissertation: The Intersection of Management and International Entrepreneurship
- 2003 *Member*, Master's Written Comprehensive Exam Committee of Saida Ali, masters student in the College of Social Sciences, International Affairs Program.
- 2002-
2004 *External reading member*, dissertation committee for Ph.D. student Taco Reus, Department of Management, Florida State University. Dissertation: "A Knowledge-based View of International Acquisition Performance"
- 2002-
2003 *Member*, dissertation committee for Ph.D. student Michael Hitchens, Department of Marketing, Florida State University. Dissertation: to be decided.
- 2001-
2003 *Member*, dissertation committee for Ph.D. student Derrick Deslandes, Department of Marketing, Florida State University. Dissertation: "The Impact of Perceived Local Resident Attitudes on Repeat Visitor Behavior"
- 2001 *External Examiner*, dissertation committee for Ph.D. student T. Nguyen, Department of Marketing, Faculty of Business, University of Technology, Sydney, Australia. Dissertation: "A Study of Relationship Quality in Export Markets: The Case of Developing Country-based Exporters and Foreign Importers"
- 2001 *Member*, Master's Written Comprehensive Exam Committee of Laura Reyes, masters student in the College of Social Sciences, International Affairs Program.
- 2000-
2001 *Chair*, thesis committee for Honors Thesis student Corbin Sawyer, Department of Marketing, College of Business, Florida State University. Thesis: "Harmonization Process and Regulatory Framework of the European Union: Implications for Marketing Strategy and Consumer Behavior"
- 1999-
2001 *Member*, dissertation committee for Ph.D. student Julia Tankersley, Department of Marketing, Florida State University. Dissertation: "Managing Service Quality Using Data Envelopment Analysis"

BUSINESS AND OTHER

- 2009 *Program Chair*—Association of Japanese Business Studies Annual Conference 2009, San Diego, CA
- 2009 Quoted in the *St. Petersburg Times*, Florida, in the article "Executives in Japan Do Not Regularly Commit Suicide"

- 2009 *Invited Speaker* (in Japanese) — College of Business, Nihon University, Tokyo, Japan. Topic: “Internationalization of Small- and Medium-Sized Enterprises”
- 2008 *Proceedings Editor* — *Proceedings: 2008 Annual Conference, Academy of International Business SE*. E. Lansing, MI: Academy of International Business.
- 2008 *Chair*— Farmer Dissertation Award Selection Committee, Academy of International Business, to select the year’s top dissertation in international business, worldwide
- 2007 - present *Associate Editor* — *International Business: Research Teaching and Practice*, the journal of the Academy of International Business, Southeast USA division
- 2004 - 2007 *Member* — Farmer Dissertation Award Selection Committee, Academy of International Business, to select the year’s top dissertation in international business, worldwide
- 2005 *Testimony before Congress* — testified before the United States House of Representatives Committee on Small Business, on the topic “Terrorism’s Effect on International Business,” Washington DC, November 1, 2005, published in the Congressional Record and at www.house.gov/smbiz/
- 2005 *Invited Speaker* – Rotary Club of Tallahassee, Florida, on the topic “Globalization”
- 2005 *Invited Speaker* — Internationalizing Doctoral Education in Business: A Ph.D. Conference, University of Illinois at Urbana-Champaign. Topic: Internationalizing Teaching
- 2005 *Invited Speaker* — Seminar on International Entrepreneurship, University of Southern Denmark, Odense, Denmark. Topic: Born Global Firms and International Entrepreneurship
- 2004 *Invited Speaker* — Professors’ panel on careers, Professional Business Fraternity, Florida State University, Tallahassee. Topic: Careers in International Business
- 2001 *Invited Speaker* — Colloquium on marketing research, College of Business, Florida State University, Tallahassee. Topic: A Taxonomy of Internationalizing SMEs
- 1999 *Invited Speaker* — Doctoral seminar on international business research, College of Business, Michigan State University, E. Lansing. Topic: Case Research Methods
- 2000 *Invited Speaker* — Colloquium on marketing research, College of Business, Florida State University, Tallahassee. Topic: International Marketing and the SME
- 2000 *Invited Speaker* — Doctoral Consortium of the Annual Conference of the Academy of International Business, Phoenix, Arizona. Topic: “Developing Your Research Career in International Business.”
- 2000 *Invited Speaker* (in Japanese) — College of Business, Daito Bunka University, Tokyo, Japan. Topic: “Emergent Research Streams in International Business”

- 2000 *Invited Speaker* (in Japanese) — College of Business, Nihon University, Tokyo, Japan. Topic: “Public Policy and the International Business Activities of the Firm”
- 2000 *Invited Speaker* (in Japanese) — College of Business, Azabu University, Tokyo, Japan. Topic: “Public Policy and the International Business Activities of the Firm”
- 2000 *Invited Speaker* (in Japanese) — College of Business, Chuukyou University, Nagoya, Japan. Topic: “Emergent Research Streams in International Business”
- 2000 *Invited Speaker* — College of Business, University of Oklahoma, Norman. Topic: “Building a Research Career in Marketing: Issues, Strategies, and Tactics”
- 2000 *Invited Speaker* — Harvard Business School, Harvard University, Boston, Massachusetts. Topic: “The Born Global Firm: Emergent Paradigm for International Marketing”
- 1999 *Invited Speaker* — Doctoral Consortium of the Annual Conference of the Academy of International Business, Charleston, South Carolina. Topic: “Developing Your Research Career in International Business.”
- 1999 *Invited Speaker* — Department of Business Studies, Faculty of Social Sciences, Uppsala University, Uppsala, Sweden. Topic: “The Born Global Firm.”
- 1998 *Official Reviewer* — U.S. Department of Education, Washington D.C., December 14 – 18. Reviewed numerous grant applications (about \$300,000 each) for Centers for International Business Education and Research program.
- 1998 *Invited Speaker* (in Japanese) — Sixth Conference of the Asahi Glass Foundation, United Nations University, Tokyo, Japan. Topic: “Consumer Behavior in United States Waste Recycling Programs”
- 1994-97 *Editorial Assistant* — *Journal of International Marketing*, Michigan State University.
- 1988-92 *Export Manager* — Lindal Cedar Homes, Inc., Seattle, Washington. Managed all exporting operations for this medium-size company, primarily to Europe, Japan, and Mexico.
- 1986-1988 *English Teacher* — self-employed, Tokyo, Japan. Started own company to teach English to executives and other company managers in Japan.
- 1984-1986 *Financial Analyst / Bank Teller* – Bank of Pullman, Pullman, Washington. Analyzed financial data, opened new accounts, performed various banking functions.

ACTIVITIES AND MEMBERSHIPS

Editorial Review Board Memberships:

2010-present, *Journal of International Management*
2009-present, *Journal of the Academy of Marketing Science*
2007-present, *Journal of World Business*
2006-present, *Journal of Research in Interactive Marketing*
2004-present, *Journal of International Business Studies*
2004-present, *International Journal of Entrepreneurship and Small Business*
2002-present, *Journal of International Marketing*
2002-present, *Journal of International Entrepreneurship*

Ad-Hoc Reviewer for:

2003-present, *Management International Review*
2002-present, *Journal of International Management*
2002-present, American Marketing Association, Summer Marketing Educators' Annual Conference
1998-present, Academy of International Business Annual Conference
1998-present, *Journal of International Business Studies*
1998-present, *Service Industries Journal*
1993-present, *Journal of International Marketing*
2008-2008, *Journal of Management Studies*
2004-2008, *Organization Science*
1998-2008, *Journal of Business Venturing*
2007, research grants, National Science Foundation, Washington D.C.
2004, *Journal of Advertising*
2002, *Managerial and Decision Economics*
2002, Annual Conference on International Entrepreneurship. Montreal, Canada: McGill University
2002, John Wiley & Sons, Inc, for a new textbook in international business
2002, *Management International Review*
2000, SMA Conference, Consumer Behavior track
2000, *International Business Review*
2000, *Industrial Marketing Management*
2000, *Council on Research and Creativity*, Florida State University, Tallahassee
2000, AMA International Marketing Conference, Marketing Strategy SIG
2000, Academy of Marketing Science Conference
1999, AMA Summer Marketing Educators' Conference, International Marketing track
1999, SMA Conference, Marketing Strategy track and Global Marketing track
1999, research grants, National Science Foundation, Washington D.C.
1998, AMA Summer Marketing Educators' Conference, International Marketing track
1998, Annual Conference on International Entrepreneurship, Montreal, Canada
1998, Annual Conference of the Academy of Marketing Science, Global Marketing/Cross-Cultural track
1998, *Academy of Management Journal*, special issue on International Entrepreneurship
1997, Annual Conference of the Academy of Marketing Science, Entrepreneurship track
1995, Annual Conference of the Academy of Marketing Science, International Marketing track, Orlando, Florida
1995, Seventh Conference on Historical Research in Marketing and Marketing Thought, Ft. Wayne, Indiana
1995, Annual Symposium in Marketing and Entrepreneurship, Washington DC
1994, Annual Symposium in Marketing and Entrepreneurship, San Francisco and INSEAD

Discussant for:

2001, International Roundtable on Study Abroad Programs in Business Schools, Michigan State University
 2000, AMA Winter Marketing Educators' Conference, International Marketing track
 1998, Society for Market Advances (SMA) Conference, New Orleans
 1998, Conference on Globalization, the International Firm and Emerging Economies, Izmir, Turkey
 1995, Annual Conference of the Academy of Marketing Science, International Marketing track, Orlando, Florida
 1995, Seventh Conference on Historical Research in Marketing and Marketing Thought, Ft. Wayne, Indiana
 1994, Roundtable on Internationalizing Doctoral Education in Business, Michigan State University

Session Chair for:

2011, American Marketing Association Global Marketing Conference, Cancun, Mexico
 2010, Academy of International Business Annual Conference, Rio de Janeiro, Brazil
 2009, Academy of International Business Annual Conference, San Diego
 2009, Association of Japanese Business Studies Annual Conference, San Diego
 2008, Academy of International Business Annual Conference, two sessions, Milan, Italy
 2007, Academy of International Business Annual Conference, Southeast division, Nashville, Tennessee
 2001, International Roundtable on Study Abroad Programs in Business Schools, Michigan State University
 1999, AMA Winter Marketing Educators' Conference, St. Petersburg, Florida
 1998, Conference on Globalization, the International Firm and Emerging Economies, Izmir, Turkey
 1995, Annual Conference of the Academy of Marketing Science, International Marketing track, Orlando, Florida
 1995, Seventh Conference on Historical Research in Marketing and Marketing Thought, Ft. Wayne, Indiana
 1995, International Business Institute for Community College Faculty, Michigan State University

Track Chair for:

2010, Annual Conference of the Academy of International Business, 'SMEs, Entrepreneurship, and Born Global' track, Rio de Janeiro, Brazil
 2009, Annual Conference of the Academy of Marketing Science, 'Marketing and Global Risk' track, Baltimore, Maryland

Member of:

Academy of International Business
 American Marketing Association
 Academy of Management
 Association of Japanese Business Studies

PRIMARY INTERESTS

Research

- International business strategy
- International marketing strategy
- International strategy in 'bottom-of-the-pyramid' countries and emerging markets
- International strategy of the 'born global' firm; International entrepreneurship
- Marketing management and strategy

Teaching

- International business; International marketing
- International entrepreneurship /Born global firms
- Management and strategy
- Research methods

REFERENCES

Dr. S. Tamer Cavusgil

Callaway Professorial Chair
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Dr. Roger J. Calantone

Eli Broad Professor of Marketing
Chair, Marketing Department
Broad Graduate School of Management
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Dr. Peter Liesch

Professor of Management
Head, Enterprise and International Business
Graduate School of Management
The University of Queensland
St. Lucia, Queensland 4072
AUSTRALIA
Tel: 61-7 3365 7209 Fax: 61-7 3365 6988
Email: P.Liesch@gsm.uq.edu.au

Dr. Tadashi Shima

Professor, Marketing and International Business
College of Commerce
Nihon University
5-2-1 Kinuta, Setagaya-ku
Tokyo 157, JAPAN
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Email: shima@bus.nihon-u.ac.jp