

R. BRUCE MONEY

Office:

Marriott School of Business
Whitmore Global Management Center
TNRB 360-G
Brigham Young University
Provo, UT 84602
Phone: (801) 422-4535
Email: moneyb@byu.edu

Home:

1341 East 2300 North
Provo, UT 84604
(801) 494-9862

Education

UNIVERSITY OF CALIFORNIA, IRVINE

Graduate School of Management

Ph.D., Marketing, 1995. Specialization in international marketing and strategy

Dissertation: "A Social Networks Analysis of the Influence of National Culture on Word-of-Mouth Referral Behavior in the Purchase of Industrial Services in the U.S. and Japan"

HARVARD BUSINESS SCHOOL

M.B.A. with Honors, 1988

BRIGHAM YOUNG UNIVERSITY

B.A., 1983, University Honors, in English with dual minor in Economics and Japanese
Honors Thesis: "John Milton and Calvinism"

Academic Experience

BRIGHAM YOUNG UNIVERSITY, Marriott School of Management

Executive Director, Whitmore Global Management Center, 2014-present; **Department Chair**, Marketing and Global Supply Chain (formerly Business Management), 2009-2014; **Professor** of Marketing, 2007; named **Fred Meyer Professor**, 2010; **Associate Professor**, 2004-2007.

Courses Taught:

- Global Management (MBA and Executive MBA core)
- Global Business Negotiations (MBA and Executive MBA core/elective)
- International Marketing (MBA and undergraduate elective)

UNIVERSITY OF SOUTH CAROLINA, Moore School of Business

Associate Professor (with tenure), 2001-2004, International Business Department;
Assistant Professor, 1995-2001.

Courses Taught:

- Global Marketing Management (core) for:
-International MBA program, main campus

-International MBA joint program with the Vienna Business and Economics University (Wirtschaftsuniversität Wien)

- International Marketing (elective) for Professional MBA program, including off-campus locations via satellite
- International Business Negotiations (graduate elective)
- International Marketing Doctoral Seminar (team taught)

UNIVERSITY OF CALIFORNIA, IRVINE

Summer Session Instructor, 1994.

Course title: Introduction to Marketing (undergraduate).

- Received highest overall instructor ratings for any MBA or undergraduate business class at UC Irvine prior to that time.

Research Assistant, Marketing department, 1992-94.

BRIGHAM YOUNG UNIVERSITY

Teaching Assistant, London Study Abroad, 1982. Taught classes and served as tutor for undergraduates. Assisted directors in leading educational experiences of 40 students through Great Britain, Europe, Russia and Middle East.

Awards and Honors

Professional

-Best Reviewer Award, Academy of International Business, 2021

-Highly Commended Award, Emerald LiteriNetwork, 2011 for 2010 article in *Journal of Services Marketing*

Brigham Young University

-Values in Action Award, Marriott School, 2023

-MBA Multiplier award, 2019-20

-Outstanding Citizen Award, Marriott School, 2016

-Fred Meyer Professorship, Marriott School, 2010-present

-Outstanding Service Award, Business Management Department, Marriott School, 2008, 2014

-Marriott School Outstanding Teacher Award, 2007

- Outstanding Teacher Award, Business Management Department, Marriott School, 2006
- First Place, CIBER (Center for International Business Education and Research) Case Challenge, Ohio State University, 2004, 2006, and 2007 (faculty advisor/coach)
- Finalist, Wake Forest Marketing Summit MBA Case Competition, 2008 (faculty advisor/coach)
- Donald Staheli Fellow, Marriott School, 2005-2008
- Selected as showcased professor/project for Mentored Learning Symposium, BYU President's Leadership Council/ORCA, 2005

University of South Carolina

- Outstanding 2nd Year Professor, 2003-2004, International MBA program (student selected)
- Outstanding 2nd Year Professor, 2001-2002, MBA program (student selected)
- Alfred G. Smith Jr. Teaching Award (business school wide, faculty committee selected), 2000
- Outstanding Professor, 2000-2001 and 1999-2000, Professional MBA program for elective courses (student selected)
- Cited as one of five most popular professors (of about 100) in *Business Week's* "Guide to the Best Business Schools," 1998 edition

American Marketing Association

- Best Paper, Global and Cross-Cultural Marketing Track, Summer Educators' Conference, 2006, "The Implications of Social Capital and Resource Exchange for International Relationship Continuity in Export Channels," with Jennifer L. Nevins
- Best Paper, Global Marketing Track, Summer Educators' Conference, 2003 "Development and Validation of a Measure of Long-Term Orientation," with William O. Bearden and Jennifer L. Nevins
- Doctoral Consortium Fellow, 1995

Marketing Science Institute

- Honorable Mention, 1994 Alden G. Clayton doctoral dissertation proposal competition

Student and Other:University of California, Irvine

- Regents Fellowship (academic excellence)
- Watson Fellowship (outstanding research paper in doctoral program)
- LaVerne Noyes Fellowship

Harvard Business School

- Second Year Honors (top 15%)

Brigham Young University

- Trustees Scholar (four years full tuition)
- University Honors (29 students out of 4,255 graduates)
- One of top ten English department graduates

Community

- On My Honor Award, Boy Scouts of America, 1999 (adult leader service)

Research Interests

- International marketing
- Multilateral negotiation
- Business-to-business buyer behavior
- Effects and measurement of national culture
- Services marketing

ResearchRefereed Publications:

Blair, Cynthia Wallin, Manus Rungtusanatham, Elliot Rabinovich, Yuhchang Hwang, and R. Bruce Money (2020), "Managing Critical Spare Parts Supply within a Buyer-Supplier Dyad: Buyer Preferences for Ownership and Placement," *Journal of Business Logistics*, 41 (2), 111-128.

Bone, Sterling A., Katherine N. Lemon, Katie A. Liljenquist, Paul W. Fombelle, Kristen B. DeTienne, and R. Bruce Money (2018), "The Power of Surveys to Increase Repeat Business," *Baylor University Keller Center Research Report*, 11 (March).

Bone, Sterling A., Katherine N. Lemon, Katie A. Liljenquist, Paul W. Fombelle, Kristen B. DeTienne, and R. Bruce Money (2017), "Mere Measurement "Plus":

How Solicitation of Open-ended Positive Influences Customer Purchase Behavior,” *Journal of Marketing Research*, 54 (1), 156-170.

Abstracted in “The Power of Positive Surveying,” in Idea Watch, 2017, *Harvard Business Review*, 95 (January/February), 22-24.

Sampson, Scott E., and R. Bruce Money (2015), “Modes of Customer Co-production for International Service Offerings,” *Journal of Service Management*, 26 (4), 625-647.

Allred, Chad R. and R. Bruce Money (2010), “The Service Hand-off: Effects of Multivendor Service Performance on Customer Satisfaction—an Experimental Study,” *Journal of Services Marketing*, 24 (3), 184-195.

Money, R. Bruce, and Chad R. Allred (2009), “An Exploratory Test of a Model of Social Networks, National Culture, and International Multilateral Negotiations,” *Negotiation Journal* 22 (July), 337-356

Nevins, Jennifer L. and R. Bruce Money (2008), “Performance Implications of Distributor Effectiveness, Trust, and Culture in Import Channels of Distribution,” *Industrial Marketing Management* 37 (January), 46-58.

Nevins, Jennifer L., William O. Bearden, and R. Bruce Money (2007), “Ethical Values and Long-Term Orientation,” *Journal of Business Ethics*, 71 (3): 261-274.

Money, R. Bruce, Terence A. Shimp, and Tomoaki Sakano (2006), “Celebrity Endorsements in Japan and the United States: Is Negative Information All That Harmful?” *Journal of Advertising Research*, 46 (1), 113-123.

Bearden, William O., R. Bruce Money, and Jennifer L. Nevins (2006), “A Measure of Long-Term Orientation: Development and Validation,” *Journal of the Academy of Marketing Science*, 34 (3), 456-467.

Hewett, Kelly, R. Bruce Money, and Subhash Sharma (2006), “National Culture and Industrial Buyer-Seller Relationships in the United States and Latin America.” *Journal of the Academy of Marketing Science*, 34 (3), 386-402.

Bearden, William O., R. Bruce Money, and Jennifer L. Nevins (2006), “Multidimensional Versus Unidimensional Measures in Assessing National Culture Values: The Hofstede VSM Example,” *Journal of Business Research*, 59 (2), 195-203.

Roth, Martin S., R. Bruce Money, and Thomas J. Madden (2004), “Purchasing Processes and Characteristics of Industrial Service Buyers in the U.S. and Japan,” *Journal of World Business*, 39 (2), 183-198.

Money, R. Bruce (2004), “Word-of-Mouth Promotion and Switching Behavior in Japanese and American Business-to-Business Service Clients,” *Journal of Business Research*, 57 (3) 297-305.

- Money, R. Bruce and John C. Crotts (2003), "The Effect of Uncertainty Avoidance on Information Search, Planning, and Purchases of International Travel Vacations," *Tourism Management*, 24 (2), 191-202.
- Hewett, Kelly, R. Bruce Money, and Subhash Sharma (2002), "An Exploration of the Moderating Role of Corporate Culture in Industrial Buyer-Seller Relationships," *Journal of the Academy of Marketing Science*, 30 (3), 229-239.
- Money, R. Bruce (2000), "Word-of-Mouth Referral Sources for Buyers of International Corporate Financial Services," *Journal of World Business*, 35 (Fall), 314-329.
- Money, R. Bruce and Deborah Colton (2000), "The Response of the 'New Consumer' to Promotion in the Transition Economies of the Former Soviet Bloc," *Journal of World Business*, 35 (Summer), 189-205.
- Money, R. Bruce and John C. Crotts (2000), "Buyer Behavior in the Japanese Travel Trade: Advancements in Theoretical Frameworks," *Journal of Travel and Tourism Marketing*, 9 (1), 1-17.
- Money R. Bruce (2000), "Social Networks and Referrals in International Organizational Buying of Travel Services: The Role of Culture and Location," *International Journal of Hospitality and Tourism Administration*, 1 (1), 27-48.
- Money, R. Bruce and John L. Graham (1999), "Salesperson Performance, Pay, and Job Satisfaction: Tests of a Model Using Data Collected in the United States and Japan," *Journal of International Business Studies*, 30 (1), 149-172.
- Abstracted in "Japan: Does Money Motivate?" in Briefings from the Editors, 1997, *Harvard Business Review*, 75 (September-October), 9-10.
- Money, R. Bruce, Mary C. Gilly, and John L. Graham (1998), "Explorations of National Culture and Word-of-Mouth Referral Behavior in the Purchase of Industrial Services in the U.S. and Japan," *Journal of Marketing*, 62 (October), 76-87.
- Money, R. Bruce (1998), "International Multilateral Negotiations and Social Networks," *Journal of International Business Studies*, 29 (4), 695-710.
- Anterasian, Cathy, John L. Graham, and R. Bruce Money (1996), "Are U.S. Managers Superstitious About Market Share?" *Sloan Management Review*, 37 (Summer), 67-77.

Textbook:

- Cateora, Philip R., R. Bruce Money, Mary C. Gilly, and John L. Graham (2024), *International Marketing*, 19th ed. New York: McGraw Hill.

Non-Refereed or Editor-Reviewed Publications:

Money, R. Bruce (2011) "International Negotiations," Wiley International Encyclopedia of Marketing ed. by J. Sheth and N. Malhotra, Volume 1 International Marketing, John Wiley & Sons Limited.

Bone, Sterling A., Katherine N. Lemon, Katie A. Liljenquist, R. Bruce Money, and Kristen B. DeTienne (2009), "Fishing for Compliments and Complaints: The Influence of Solicited Customer Feedback and Company Acknowledgement on Customer Attitudes and Intentions," *MSI Reports*, 9 (3): 51-75, Marketing Science Institute, Cambridge, MA.

Also featured in *Insights from MSI*, "Harnessing the Power of Positive Feedback," Fall 2009, 3-4.

Money, R. Bruce (2002), "Como Dirigir su Fuerza de Ventas, en Japon," (Managing Your Sales Force in Japan) *Mercado*, 101, 80-83.

Money, R. Bruce (1996), "Marketing Industrial Services in Japan and the United States: It's Not Just 'Who You Know,' Report No. 96-106, Marketing Science Institute (Cambridge, MA).

Under Review and Work in Progress:

Beck, Ben B., Nate Alred, Franziska Schmid, Stefan Wuyts, and R. Bruce Money, "SMBs as a Force for Good: Influencing Gender Equality Norms in Emerging Markets," targeted for *Journal of Marketing*.

Ryan, Kaylina, Harrison Budge and R. Bruce Money, Japanese Folklore in Marketing Strategy for American Goods and Services in Japan," targeted for *International Journal of Research in Marketing*.

Zipporo, Rachel, Tinesha Arggawal, and R. Bruce Money, "National Culture and Leadership in Chinese Supply Chains," targeted for *Journal of International Business Studies*.

Refereed Conference Proceedings (published as papers or abstracts):

Money, R. Bruce and Vasilios Theoharakis, "The Influence of Information Search Tendency and Uncertainty Avoidance on Word-of-Mouth Activity in Consumer Service Selection" (2010), *the Academy of International Business meeting*, Rio de Janeiro.

Bone, Sterling A., Katherine N. Lemon, Katie A. Liljenquist, R. Bruce Money, and Kristen B. DeTienne (2010), "New Dare to Care Attitude: Why Soliciting (and Acknowledging) Customers' Feedback Brings Them Back," *Academy of Management Annual Meeting*, Montreal.

- Bone, Sterling A., Katherine N. Lemon, Katie A. Liljenquist, R. Bruce Money, Kristen B. DeTienne (2010), "Fishing for Compliments and Complaints: The Influence of Solicited Customer Feedback and Company Acknowledgement on Customer Attitudes and Intentions," *Proceedings of the AMA Winter Educators Conference*, New Orleans.
- Money, R. Bruce, Wendy Adair, John L. Graham, Allan Bird, and Stephen Weiss, (2009) "Measuring the Impact of Culture on International Negotiations," panel session at the *Academy of International Business Meeting*, San Diego.
- Bone, Sterling A., Katherine N. Lemon, Katie A. Liljenquist, and R. Bruce Money (2008), "Fishing for Compliments: The Influence of Solicited Customer Feedback and Company Acknowledgement on Loyalty," *2008 Frontiers in Services Conference*, College Park, Maryland.
- Allred, Chad R. and R. Bruce Money (2007), "Customer Satisfaction with the Performance of Multivendor, After-Sales Service Alliances," *Proceedings of the AMA Summer Educators' Conference* (Vol. 18), Jakki J. Mohr and Robert J. Fisher, eds. Chicago: American Marketing Association.
- Nevins, Jennifer L. and R. Bruce Money (2006), "The Implications of Social Capital and Resource Exchange for International Relationship Continuity in Export Channels," *Proceedings of the AMA Summer Educators' Conference* (Vol. 17), Dhruv Grewal, Michael Levy, and R. Krishnan, eds. Chicago: American Marketing Association, 96-97. **Winner, Best Paper, Global and Cross-Cultural Marketing Track.**
- Money, R. Bruce, and Chad R. Allred (2006), "An Exploratory Test of a Model of Social Networks, National Culture, and International Multilateral Negotiations," *Proceedings of the Academy of International Business Annual Meeting*, 116-117.
- Nevins, Jennifer L. and R. Bruce Money (2005), "Relationship Continuity in Export Channels: The Implications of Social Capital and Resource Exchange," *Proceedings of the AMA Summer Educators' Conference* (Vol. 16), Mark B. Houston and Beth Walker, eds. Chicago: American Marketing Association, 141-142.
- Bearden, William O., R. Bruce Money, and Jennifer L. Nevins (2005), "Validation and Application of a Bi-Dimensional Long-Term Orientation Scale," *Proceedings of the AMA Winter Educators' Conference* (Vol. 16), Kathleen Seiders and Glenn B. Voss, eds. Chicago: American Marketing Association, 59-60.
- Money, R. Bruce, Terence A. Shimp, and Tomoaki Sakano (2003), "A Cross-National Study of the Effect of Negative Celebrity Endorser Information," *Proceedings of the European Association for Consumer Research Conference*.
- Money, R. Bruce, Kelly Hewett, and Subhash Sharma (2003), "The Influence of National Culture and Buyer-Seller Relationships on Repurchase Intention in Business-to-Business Markets," *Proceedings of the Academy of International Business Annual Meeting*, 32.

- Bearden, William O., R. Bruce Money, and Jennifer Nevins (2003), "Development and Validation of a Measure of Long-Term Orientation," *Proceedings of the AMA Summer Educators' Conference* (Vol. 14), R. Bruce Money and Randall L. Rose, eds. Chicago: American Marketing Association, 356-357. **Winner, Best Paper, Global Marketing Track.**
- Money, R. Bruce, Kelly Hewett, and Subhash Sharma (2002), National Culture, Buyer-Seller Relationships, and Repurchase Intention in Industrial Markets," *Proceedings of the AMA Winter Educators' Conference* (Vol. 13), Ken Evans and Lisa Scheer, eds. Chicago: American Marketing Association, 354-355.
- Money, R. Bruce (2000), "The Influence of Social Network Referral Activity on Customer Loyalty in an International Context," *Proceedings of the Academy of International Business Annual Meeting*, 107.
- Roth, Martin S., R. Bruce Money, and Thomas J. Madden (2000), "Buying Processes for Industrial Services: A Two-Country, Two-Culture Market Segmentation Study," *Proceedings of the AMA Summer Educators' Conference* (Vol. 11), Gregory T. Gundlach and Patrick E. Murphy, eds. Chicago: American Marketing Association.
- Money, R. Bruce and John C. Crotts (2000), "The Effect of Uncertainty Avoidance on Information Search, Planning, and Purchases of International Travel Vacations," *Advances in Consumer Research (proceedings of the Association for Consumer Research conference)*, Vol. 28, 41.
- Roth, Martin S., R. Bruce Money, and Thomas J. Madden (1999), "Segmenting the Industrial Services Market in the U.S. and Japan: Effects of Organization Characteristics, Purchase Process, and Buying Situations on New Entrants' Purchases," *Proceedings of the Academy of International Business Annual Meeting*, 50.
- Money, R. Bruce (1999), "The Influence of Social Network Referral Activity on Customer Loyalty in an International Context," *Proceedings of the AMA Summer Educators' Conference* (Vol. 10), Steven P. Brown and D. Sudharshan, eds. Chicago: American Marketing Association, 216-217.
- Money, R. Bruce, Kelly Uscategui, and Subhash Sharma (1999), "Does Relationship Marketing Work? National Culture, Corporate Culture, and Repurchase Intentions in Industrial Markets," *Proceedings of the AMA Winter Educators' Conference* (Vol. 10), Anil Menon and Arun Sharma, eds. Chicago: American Marketing Association, 168.
- Money, R. Bruce, Kelly Uscategui, and Subhash Sharma (1998), "The Influence of Corporate and National Culture on Relationship Marketing and the Repurchase Intention of Industrial Buyers," *Proceedings of the Academy of International Business Annual Meeting*, 13.
- Colton, Deborah and R. Bruce Money (1998), "Response to Promotion in Post-Communist Eastern Europe," in *Proceedings of the AMA Summer Educators' Conference* (Vol. 9),

Ronald C. Goodstein and Scott MacKenzie, eds. Chicago: American Marketing Association, 322.

Money, R. Bruce (1998), "Research Propositions for Japanese Sales Force Management," *Proceedings of the AMA Winter Educators' Conference* (Vol. 9), Dhruv Grewal and Connie Pechmann, eds. Chicago: American Marketing Association, 412-420.

Money, R. Bruce (1997), "Propositions for Sales Force Management Research in Post-Bubble Japan," *Proceedings of the Academy of International Business Annual Meeting*, 54-55.

Money, R. Bruce (1996), "Social Networks and Referral Behavior in the Purchase of Industrial Services in the United States and Japan," *Proceedings of the AMA Winter Educators' Conference* (Vol. 7), Edward A. Blair and Wayne A. Kamakura, eds. Chicago: American Marketing Association, 269-270.

Money, R. Bruce (1996), "Is it 'Who You Know?' National Culture and Social Networks in the Purchase of Industrial Services in the United States and Japan," *Proceedings of the Academy of International Business Annual Meeting*, 56.

Other Conference Presentations

Bone, Sterling A., Katherine N. Lemon, Katie A. Liljenquist, R. Bruce Money, and Kristen B. DeTienne (2010), "Fishing for Compliments: The Influence of Soliciting Feedback and Company Acknowledgment on Customer Attitudes and Repatronage Behavior," *Second Annual Center for Services Leadership Academic Meeting*, Tempe, Arizona

Bone, Sterling A., Katherine N. Lemon, Katie A. Liljenquist, R. Bruce Money, and Kristen B. DeTienne (2010), "Managing Customer Feedback," *Singapore Management University Institute of Service Excellence Conference*.

Bone, Sterling A., Katherine N. Lemon, Katie A. Liljenquist, and R. Bruce Money (2008), "The Power of a 'Thank You': The Influence of Customer Compliments on Customer Loyalty," presented at *Customer Management: Academia Meets Practice Conference*, Technical University of Munich.

Money, R. Bruce "Intercultural Competency in International Marketing," (2000) panel session, *Academy of International Business Meeting*, Phoenix.

Money, R. Bruce, "Social Networks and International Business-to-Business Customer Loyalty," (1999) *International Sunbelt Social Networks Conference XIX*, Charleston, South Carolina.

Money, R. Bruce, "Tie Strength and Centrality in the Purchase of Commercial Services in the United States and Japan" (1996) *International Sunbelt Social Networks Conference XVI*, Charleston, South Carolina.

Money, R. Bruce, "The Social Structure of Distribution Channels in Japan" (1994), *American Psychological Association Conference*, symposium on The Influence of Culture on the Marketing Process, Los Angeles.

Funded Research

Awarded grants annually 1996-2006 by the Center for International Business Education and Research (CIBER) at Brigham Young University and the University of South Carolina, in amounts ranging from \$2,500 to \$14,700.

Marketing Institute research grant (from JC Penny Retail Research Fund) of \$3,000, Brigham Young University, 2005.

Other Research

"Japan: Internationalization or Isolation?" Harvard Business School case for the first-year Business, Government & International Economy course (required), assisted author Dr. Patricia A. O'Brien. HBS Case Services, Boston, 1988.

"Japanese Pension Funds and U.S. Investment Strategy," unpublished paper at Harvard Business School, 1988.

"Land of the Rising Capital Flood: Japan's Direct Foreign Investments," unpublished paper at Harvard Business School, 1987.

Service-- Profession

Professional Associations

Board Member, American Marketing Association, Utah Chapter, 2011-12.

National Conference

Co-chair, American Marketing Association Summer Educators' Conference, Chicago, 2003.

Editorial Review Boards

Journal of International Marketing, 2007-present

Journal of International Management, 2000-present

Journal of International Business Studies, 2007-2016

Journal of World Business, 2001-2006

International Quarterly Journal of Marketing, 2000-2003

Journal Manuscript Reviewing (ad hoc)

Journal of Marketing Research

Journal of Marketing
Journal of the Academy of Marketing Science
Journal of International Business Studies
Journal of Business Research
Journal of World Business
Journal of International Marketing
Journal of Management
International Marketing Review
Journal of International Management
Journal of Market Focused Management

Conference Paper Reviewing

American Marketing Association Educators' Conferences
Summer: 1995, 1996, 1998 (discussant also), 1999, 2000, 2002, 2004, 2005, 2009, 2012, 2013, 2015, 2016, 2017, 2018, 2020, 2022
Winter: 1996, 1998 (session chair also), 2000, 2001, 2002, 2007, 2011
 Academy of International Business Annual Meeting, 1998, 1999, 2000, 2002, 2006, 2010, 2012, 2013, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2024
 Association for Consumer Research Conference, 2000
 American Marketing Association International Marketing Conference, 2000
 Academy of Marketing Science Conference, 2002, 2004, 2011, 2015
 Academy of Management Annual Meeting, 1996 (program reviewer also), 1998
 International Marketing Strategy Conference, 1998
 Asian Business and Economics Conference, 1996

Research Grant Reviewing

University Grant Committee, Research Grants Council, Hong Kong (public funding body in Hong Kong to support academic research), 2003

Textbook Manuscript Reviewing

Value in Marketing: Retrospective and Perspective Stance for Routledge, 2018
International Management for Edward Elgar Publishing (2017)
Unlocking B2B Profits for Palgrave Macmillan (2007)
International Business, for Prentice Hall (2005)
 Negotiations text proposal, for McGraw-Hill (2004)
E-Branding, for Oxford University Press (2000)
The Marketing Power of Emotion, for Oxford University Press (2000)
Selling & Sales Management: An Integrative Approach, for Prentice Hall (2000).
Negotiating Across Cultures, for Academic Press (2000).
Global Marketing Management, for John Wiley & Sons (1998).

Service-- Brigham Young University

Executive Director, Kay and Yvonne Whitmore Global Business Center (includes service on Marriott School Executive Committee), 2014-present. Administer \$1.2

million CIBER (Center for International Business Education and Research) grant from U.S. Department of Education on behalf of Marriott School, 2014-2018, renewed 2018-2022, 2022-2026.

Chair, Marketing and Global Supply Chain Department (formerly Business Management), 2009-2014

Member, Executive MBA program operating committee, 2011-present

Member, Marriott School Rank and Status (Promotion and Tenure) Committee, 2008-2009, 2016-2019

MBA Marketing Major Faculty Group Chair (includes MBA Admissions Committee and Curriculum Committee membership), 2005-2009

Chair, Classroom/Teaching subcommittee, Tanner Building Expansion, Marriott School, 2005-2008

Chair, International Committee, Marriott School National Advisory Council fall meeting, 2009

Faculty Advisor to BYU team (undergraduate), CIBER (Center for International Business Education and Research) Case Challenge, Ohio State University, 2004-2008

Faculty Advisor to BYU team (MBA), Wake Forest Marketing Summit Case Competition, 2007-2009.

Member, Marriott School Signature Strengths Committee (International Business subcommittee), 2007-2008

Faculty Director, Executive MBA Foreign Business Excursions:
 -Asia, 2007, 2009, 2023
 -Middle East, 2013, 2014
 -Europe, 2015

Faculty Director, Marriott School Business Study Abroad Programs
 -Europe, 2005, 2006, 2008, 2018
 -Asia, 2010, 2017
 -Mediterranean, 2011
 -Global Marketing 2012, 2016

Speaker, BYU Management Society, Las Vegas Chapter, 2017

Speaker, BYU Management Conference 2006, "A Framework for Successful Negotiations"

Member, Executive Board, Marketing Institute, 2005-2007

Member, CIBER Advisory Board, 2004-present

Faculty Advisor to international marketing field study team for MBA students, 2005.

Honors Thesis committee member, "A Comparison of the Economic and Cultural Development of Japan and Thailand through the Human Development and World Happiness Indexes," Tanner M. Money, graduated 2020.

Supervisor, "Marketing Strategy: American Goods, Services, and Japanese Folklore," senior project, Kaylina Parmly Ryan, graduated 2020.

**Service--
University of South Carolina**

Chair (2003-2004) and member (2000-2003), Committee to Promote Teaching Effectiveness (School of Business). Considers files for and awards school's annual top teaching honor.

Member, Faculty Senate (University), 2000-2003.

Member, Faculty Executive Committee, Professional MBA program (School of Business), 2000-2002.

Member, Faculty Advisory Council (School of Business), 1998-2001.

Darla Moore Fellowship selection committee (School of Business), 2003.

IMBA University of Manchester program selection committee (School of Business), 2003.

Member, Dean's ad-hoc committee on Teaching Evaluation (School of Business), 1996-97.

Chair, department recruiting committee, 1996-97.

Member, Ethics Committee for the Protection of Human Subjects (University), 1995-1998.

Doctoral Student Committees (School of Business):

-Jennifer Nevins (dissertation co-chair, oral comprehensive exam committee, qualifying committee), graduated 2005, International Business.

-Peter Kaufman (dissertation committee), graduated 2004, Marketing

-Daniel Wadden (qualifying committee), graduated 2004, Marketing

- Ahmet Kirca (oral comprehensive exam committee, qualifying committee), graduated 2004, International Business.
- Deborah Colton (oral comprehensive exam committee, qualifying committee), graduated 2004, International Business.
- Jay Carlson (dissertation committee, oral comprehensive exam committee), graduated 2001, Marketing.
- Carolyn White (dissertation committee), graduated 2001, International Business.
- Andrew Cudmore (oral comprehensive exam), graduated 2000, Marketing.
- Carl Dresden (dissertation committee), graduated 1999, International Business.
- David Hardesty (oral comprehensive exam), graduated 1999, Marketing.
- Robert Pearce (dissertation committee), graduated 1997, Management.

Other Student Development (School of Business):

- Mikell Lewis, supervised independent study class in international marketing, graduated 2003.
- Robert Graves, masters (thesis committee), graduated 1996.

**Executive
Education**

Brigham Young University—Executive MBA program

- “Business Negotiations,” elective course, 2006-present
- “Global Management,” required course, 2008-present
- “Advanced Negotiations, elective course, 2007-2018
- “Customer Relationship Management, elective course, 2009-2017
- “Negotiation Skills,” for National Instruments, 2017

University of South Carolina

- “Dealing with Ethical Issues in Purchasing,” for Sonoco Corporation, 2005
- “Strategic Marketing,” for Nissan Motor Company, Ltd., Tokyo Headquarters, 2000-2004.
- “Marketing Management” for Bayer Pharmaceuticals Japan, 2004
- “Advanced Negotiation” for University of South Carolina public programs, 2004-2010

“Negotiation Strategies” for:

Adobe, 2016
 AgFirst Credit Bank, 2016-2019
 BBA Fiberweb, 2002-2004
 Church of Jesus Christ of Latter-day Saints, Purchasing Department, 2021
 Entrata Corporation, 2019
 Fuji Film, 2004
 Institute of Supply Management – Utah, 2022
 Lexington Medical Center, 2003-2004
 Maverik, Inc., 2020
 Milliken & Company, 2002
 Murata, Ltd., 2009
 National Association of Purchasing Managers, 2005
 Nutraceutical, 2018
 Palmetto Health Alliance, 2004
 PML Associates 2002
 Prysmian Group (Pirelli Cables & Systems), 2018-present
 Robert Bosch Corporation, 2002
 Santee-Cooper Power, 2003, 2007-2019
 South Carolina Electric and Gas (SCANA Corp.), 2004
 Sonoco Corporation, 1995, 2003, 2010-2013
 Zions Bank, 2007, 2009, 2010

“Value-Based Selling,” for SONOCO, 2011-2013

“International Negotiation,” for CSX World Terminals, 2001

ALBA (Athens Laboratory of Business Administration) Graduate School:

“Global Marketing Management” for Eurobank and Hellenic Bankers Association (Greece) executive development programs, 2003-2008

College of Charleston

“Principled Negotiation Strategies,” for Hospitality Leadership Development Institute, 2002-2006.

Merage Foundation for U.S.-Israel Trade

“Strategic Networking” for Israeli CEOs and MBA students, 2005-present.

National University of Singapore

“International Negotiation,” for Norsk Hydro Asia (Norway’s largest public company), 1997.

University of Southern California

“Marketing to the Japanese” for Pacific Rim Management Program, International Business, Education and Research Executive Programs, 1996-1997.

Faculty Development

Participant in Negotiation and Leadership seminar, Harvard Law School, 2019

Participant in Faculty Development in International Business programs, sponsored by the Center for International Business Education and Research, Southern Africa 2019, Middle East North Africa 2018, South America 1998.

Participant in the Faculty Development Series for New Faculty, Brigham Young University, 2005.

Instructor for seminars in International Marketing and International Negotiations in Faculty Development in International Business program, University of South Carolina, 1997-2003.

Other Presentations

“Teaching With the Case Method,” faculty and doctoral student seminar, University of South Carolina, 1996.

Panelist, “Carolina’s Newest Faculty: The Best and Brightest for the Future,” University Associates meeting, University of South Carolina, 1996.

Business Experience

SAKURA BANK, LTD. **Los Angeles, CA**
(Assets: \$500 billion; world's second largest at the time; now Sumitomo Mitsui Banking Corporation)

Vice President, Western U.S. (11 states). Developed corporate services marketing program for Fortune 100 prospects. Managed corporate loan portfolio totaling \$200 million. Supervised assistant vice presidents and support staff. Reported to superiors in Japanese (1992).

THE STREET COMPANY **Newport Beach, CA**

Partner. Managed financial services element of Pacific Rim focused real estate firm specializing in investment marketing to several hundred Japanese contacts. Retained to initiate Japanese investor program for and travel to Japan with former U.S. Treasury Secretary William E. Simon (1990-92).

THE KOLL COMPANY (now CBRE) **Newport Beach, CA**

Director, Pacific Rim Equity Relations. Managed \$1 billion of Japanese investor relationships for West Coast's largest developer. Cultivated new funding sources for company's nine operating divisions. Published first company reference guide for joint venture negotiation (1988-90).

FUJITSU SYSTEMS OF AMERICA **San Diego, CA**
Associate, Finance Department. Active in preparing three-year strategic plan
 (Summer 1987).

MITSUI MANUFACTURERS BANK **Los Angeles, CA**
Commercial Loan Officer, National Corporate Division. Selected to mediate between
 Japanese and American executives in resolving cultural/financial challenges following
 Mitsui's acquisition of Manufacturers Bank (1983-86).

**Academic
 Extracurricular**

HARVARD BUSINESS SCHOOL
Publisher, *Prospectus*. Won competitive bid to market ads in and publish a for-profit pictorial
 directory of incoming class for distribution to students, faculty and recruiters (1986-87).

BRIGHAM YOUNG UNIVERSITY
Student Body Financial Vice President (elected). Managed \$500,000 budget of 26,000
 member student body (1982-83).

**Other
 Experience**

JAPAN NAGOYA MISSION **Central Japan**
 Served voluntary teaching mission for Church of Jesus Christ of Latter-day Saints.
Zone Leader. Supervised 30 Japanese and American missionaries in five cities (1978-
 80).

CHURCH EDUCATION SYSTEM (Church of Jesus Christ of Latter-day Saints) **Irvine, CA**
Instructor. Taught early-morning religion class to high school seniors every weekday of
 school year. Responsible for curriculum implementation, grading, and coordination
 with area administration (1989-90).

**Other
 Affiliations**

BOY SCOUTS OF AMERICA
 Eagle Scout. Various adult leadership positions and merit badge counselor for local troop
 (1983-present).

HARVARD BUSINESS SCHOOL ASSOCIATION OF ORANGE COUNTY
 Vice President, Sustaining Alumni. Increased number of alumni contributors by 35% (1989-91).

Personal Business fluent in Japanese