

T. BETTINA CORNWELL

University of Michigan
Sport Management Program, Division of Kinesiology
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EDUCATION

- 1988 Ph.D., Marketing, The University of Texas at Austin
Minor area: Cognitive Psychology
- 1983 M.B.A., The University of Texas at Austin
Emphasis: International Business
- 1981 B.A. (Hons), Marketing, Florida State University

EMPLOYMENT

- 2007 to present Professor of Marketing and Sport Management, The University of Michigan, Ann Arbor MI 48109
- 2002 -2007 Professor of Marketing, The University of Queensland, Brisbane 4072
Marketing Cluster Leader, December 2004 to 2007
- 2000 – 2002 Reader in Marketing, The University of Queensland, Brisbane 4072
- 1998 – 2000 Professor, The University of Memphis, Memphis, TN 38152
- 1992 - 1998 Associate Professor, The University of Memphis, Memphis, TN 38152
- 1987 - 1992 Assistant Professor, The University of Memphis, Memphis, TN 38152
- 1983 - 1987 Research Assistant, The University of Texas at Austin, Austin, TX 78712
- Summer 1983 Research Assistant, Paine–Webber (Public Finance), Austin, TX 78746
- 1976 - 1983 Sales and Sales Management, Positions for Major Retail Firms.

TEACHING EXPERIENCE

Undergraduate:

Advertising and Sales Promotion
Advertising Problems
Media and Campaigns
Consumer Behavior
International Marketing
Sales Fundamentals
Introduction to Marketing
Sponsorship-Linked Marketing

Graduate:

Advertising Management (MBA)
Multinational Marketing Seminar (EMBA & MBA)
Global Marketing (IMBA)
Strategic International Marketing (IMBA)
Advanced Consumer Behavior (PhD)
Marketing (MBA)
Sponsorship-Linked Marketing (MBA)

Visiting Positions and Courses Taught:

University of Oregon, USA, Promotion & Marketing Communications (MBA) 2003-2004
University of Otago, Dunedin, New Zealand, Consumer Behavior (three levels), 1998-1999
Universidad Autonoma de Guadalajara, Guadalajara, Mexico, International Marketing, 1995
Universität Dortmund, Dortmund, Germany, Global Marketing, 1994

RESEARCH INTERESTS

Communication Effects: Sponsorship-linked Marketing, Advertising, Sports Marketing
Consumer Behavior: Comprehension Processes, Consumer Behavior Patterns
Public Policy: Marketing and Vulnerable Populations, Environment
International Marketing: Trade and Policy Development

RESEARCH AND PUBLICATIONS**Dissertation:**

"Comprehension and Miscomprehension of Selected Print Advertisements: Focus on the Hispanic Consumer," May 1988, (Chairperson: Wayne D. Hoyer)

Professional Report (Masters Thesis):

"Foreign-Trade Zones in the United States: A Management Survey," December 1983, (Supervisor: Robert T. Green)

Refereed Journal Articles:

McAlister, Anna R. and T. Bettina Cornwell (2009), "Children's Brand Symbolism Understanding: Links to Theory of Mind and Executive Functioning," Psychology & Marketing, forthcoming.

Mitchell, Vince W., George Balabanis, Bodo B. Schlegelmilch and T. Bettina Cornwell (2009), "Measuring Unethical Consumer Behavior Across Four Countries," Journal of Business

- Ethics, forthcoming and currently available Online first:
<http://www.springerlink.com/content/a6h4qj22g753k0n1/fulltext.pdf>.
- Clark, John M., T. Bettina Cornwell and Stephen W. Pruitt (2009), "The Impact of Title Event Sponsorship Announcements on Shareholder Wealth," Marketing Letters, forthcoming and currently available via Online First:
<http://www.springerlink.com/content/w04k076k232g18q2/fulltext.html>.
- Wamwara-Mbugua, L. Wakiuru and T. Bettina Cornwell (2009), "A Dialogical Examination of Kenyan Immigrants' Acculturation in the United States," Journal of Immigrant & Refugee Studies, 7 (4), forthcoming.
- Cunningham, Stephanie, T. Bettina Cornwell and Leonard Coote (2009), "Expressing Identity and Shaping Image: The Relationship between Corporate Mission and Corporate Sponsorship," Journal of Sport Management, 23 (1), 65-86.
- Wamwara-Mbugua, L. Wakiuru and T. Bettina Cornwell (2008), "The Impact of Tourism on the Consumption of Environment: Coping and Potential Praxis in Malindi, Kenya," African Journal of Business Management, 2(6), 99-110.
- Weeks, Clinton S., T. Bettina Cornwell and Judy C. Drennan (2008), "Leveraging Sponsorships on the Internet: Activation, Congruence, and Articulation," Psychology & Marketing, 25 (7), 637-654.
- Cornwell, T. Bettina (2008), "State of the Art and Science in Sponsorship-linked Marketing," Journal of Advertising, 37 (3), 41-55. (*Invited Article*)
- Cornwell, T. Bettina, Wakiuru Wamwara-Mbugua and Stephan Nicovich (2008), "Dependence Patterns in Consumer Behavior: Exploration and Refinement of a Concept," Journal of Consumer Behaviour, 7 (1), 51-71.
- Wamwara-Mbugua, Wakiuru, T. Bettina Cornwell and Gregory Boller (2008), "Triple Acculturation: The Role of African Americans in the Consumer Acculturation of Kenyan Immigrants," Journal of Business Research, 61 (2), 83-90.
- Wakefield, Kirk L., Karen Becker-Olsen and T. Bettina Cornwell (2007), "I Spy a Sponsor: The Effects of Sponsorship Level, Prominence, Relatedness and Cueing on Recall Accuracy," Journal of Advertising, 36 (4), 61-74.
- Arquitt, Steven P. and T. Bettina Cornwell (2007), "Micro-Macro Linking Using System Dynamics Modeling: An Examination of Eco-labeling Effects for Farmed Shrimp," Journal of Macromarketing, 27(3), 243-255.
- Cornwell, T. Bettina, Michael S. Humphreys, Angela M. Maguire, Clinton S. Weeks, and Cassandra L. Tellegen (2006), "Sponsorship-Linked Marketing: The Role of Articulation in Memory," Journal of Consumer Research, 33 (3) 312-321.

- Ali, Czafrann, T. Bettina Cornwell, Doan Nguyen and Leonard Coote (2006), "Exploring the Usefulness of a Consumer Activity Index in the Sponsorship-Linked Marketing Context," International Journal of Sport Marketing and Sponsorship, 7 (3), 115-124.
- Cui, C. Cui, Vince Mitchell, Bodo Schlegelmilch and T. Bettina Cornwell (2005), "Measuring Consumers' Ethical Position in Austria, Britain, Brunei, Hong Kong and USA," Journal of Business Ethics, 62 (1), 57-71.
- Cornwell, T. Bettina, Charles C. Cui, Vince Mitchell, Bodo Schlegelmilch, Anis Dzulkiflee and Joseph Chan (2005), "The Role of Religion in Consumers' Ethical Positions," International Marketing Review, 22 (5), 531-546.
- Schneider, Lars-Peter, and T. Bettina Cornwell (2005), "Cashing in on Crashing via Brand Placement in Computer Games: The Effects of Experience and Flow on Memory," International Journal of Advertising, 24 (3), 321-343.
- Cornwell, T. Bettina, Stephen W. Pruitt and John M. Clark (2005), "The Relationship Between Major League Sports' Official Sponsorship Announcements and the Stock Prices of Sponsoring Firms," Journal of the Academy of Marketing Science, 33 (4), 1-12.
- Cornwell, T. Bettina, Clinton Weeks, and Donald Roy (2005), "Sponsorship-linked Marketing: Opening the Blackbox," Journal of Advertising, 34 (2), 23-45. (Reprinted in Marketing in the 21st Century: Integrated Marketing Communication, eds., Deborah L. Owens and Douglas R. Hausknecht, Praeger Publishers 2007.)
- Nicovich, Stephan and T. Bettina Cornwell (2005), "Experienced Presence within Computer Mediated Communications: Initial Explorations on the Effects of Gender with Respect to Empathy and Immersion," Journal of Computer-Mediated Communication, 10 (2), article 6. <http://jcmc.indiana.edu/vol10/issue2/nicovich.html>.
- Cornwell, T. Bettina and Leonard V. Coote (2005), "Corporate Sponsorship of a Cause: The Role of Identification in Purchase Intent," Journal of Business Research, 58 (3), 268-276.
- Pruitt, Stephen, T. Bettina Cornwell and John Clark (2004), "The NASCAR phenomenon: Auto Racing Sponsorships and Shareholder Wealth," Journal of Advertising Research, 44 (3), 281-296.
- Drennan, Judy C. and T. Bettina Cornwell (2004), "Emerging Strategies for Sponsorship on the Internet," Journal of Marketing Management, 20, 1123-1146.
- Cornwell, T. Bettina and Judy C. Drennan (2004), "Cross-Cultural Consumer/Consumption Research: Dealing with Issues Emerging from Globalization and Fragmentation," Journal of Macromarketing, 24 (2), 108-121.

- Babakus, Emin, T. Bettina Cornwell, Vincent Wayne Mitchell and Bodo Schlegelmilch (2004), "Reactions to Unethical Consumer Behavior Across Six Countries," Journal of Consumer Marketing, 21 (4), 245-253.
- Roy, Donald P. and T. Bettina Cornwell (2004), "The Effects of Consumer Knowledge on Responses to Event Sponsorships," Psychology & Marketing, 21 (3), 185-207.
- Roy, Donald P. and T. Bettina Cornwell (2003), "Brand Equity's Influence on Responses to Event Sponsorships," Journal of Product and Brand Management, 12 (6), 377-393.
- Irwin, Richard L., Tony Lachowetz, T. Bettina Cornwell, and John S. Clark (2003), "Cause-Related Sport Sponsorship: An Assessment of Spectator Beliefs, Attitudes and Behavioral Intentions," Sport Marketing Quarterly, 12 (2), 131-139.
- Clark, John M., T. Bettina Cornwell and Stephen W. Pruitt (2002), "Heroes in the Boardroom? Corporate Stadium Sponsorship and Shareholder Wealth," Journal of Advertising Research, 41 (6), 1-17.
- Juric, Biljana, T. Bettina Cornwell and Damien Mather (2002), "Exploring the Usefulness of an Ecotourism Interest Scale," Journal of Travel Research, 40 (3), 259-269.
- Squires, Lisa, Biljana Juric and T. Bettina Cornwell (2001), "Level of Market Development and Intensity of Organic Food Consumption: Cross-Cultural Study of Danish and New Zealand Consumers," Journal of Consumer Marketing, 18 (5), 392-407.
- Cornwell, T. Bettina and Rachel Smith (2001), "The Communications Importance of Consumer Meaning in Cause-linked Events: Findings from a U.S. Event to Benefit Breast Cancer Research," Journal of Marketing Communications, 7 (4), 213-229.
- Cornwell, T. Bettina, Donald P. Roy and Edward A. Steinard (2001), "Exploring Manager's Perceptions of the Impact of Sponsorship on Brand Equity," Journal of Advertising, 30 (2), 41-51.
- Cornwell, T. Bettina, Stephen W. Pruitt and Robert Van Ness (2001), "An Exploratory Analysis of the Value of Winning in Motorsports: Sponsorship-linked Marketing and Shareholder Wealth," Journal of Advertising Research, 41 (1), 17-31.
- Cornwell, T. Bettina, George E. Relyea, Richard L. Irwin and Isabelle Maignan (2000), "Understanding Long-Term Effects of Sports Sponsorship: Role of Experience, Involvement, Enthusiasm and Clutter," International Journal of Sports Marketing and Sponsorship, (June/July), 127-143.
- Roy, Donald P. and T. Bettina Cornwell (1999), "Managers' Use of Sponsorship in Building Brands: Service and Product Firms Contrasted," International Journal of Sports Marketing and Sponsorship, (November/December), 345-360.

- Cornwell, T. Bettina (1999), "Recent Developments in International Sponsorship Research," Sponsorship Business Review, 2 (December), 36-42.
- Cornwell, T. Bettina and Isabelle Maignan (1998), "Research on Sponsorship: International Review and Appraisal," Journal of Advertising, 27 (2), 1-21.
- Keillor, Bruce D., R. Stephen Parker and T. Bettina Cornwell (1998), "Using Advertising to Manage Consumer Satisfaction in an International Market," Journal of Global Marketing, 12 (1), 27-46.
- Keillor, Bruce D., R. Stephen Parker and T. Bettina Cornwell (1998), "Free Market Consumers in a Centrally Controlled Market: The Perspective from Hong Kong," Journal of International Marketing and Exporting, 2 (2), 115-124.
- Nicovich, Stephan and T. Bettina Cornwell (1998), "An Internet Culture?: Implications for International Marketing," Journal of Interactive Marketing, 12 (4), 22-33.
- Cornwell, T. Bettina, Isabelle Maignan, and Richard Irwin (1997), "Long-term Recall of Sponsorship Sources: An Empirical Investigation of Stadium and Sport Cafe Audiences." Asia-Australia Marketing Journal, 5 (1), 45-57.
- Cornwell, T. Bettina (1997), "The Use of Sponsorship-Linked Marketing by Tobacco Firms: International Public Policy Issues," Journal of Consumer Affairs, 31 (2), 238-254.
- Cornwell, T. Bettina and Terrence G. Gabel (1996), "Out of Sight, Out of Mind: An Exploratory Examination of Institutionalization and Consumption," Journal of Public Policy and Marketing, 15 (2), 278-295.
- Tat, Peter K. and T. Bettina Cornwell (1996), "A Motivation-based Model of Coupon Usage," Journal of Promotion Management, 3 (1/2), 1-14.
- Cornwell, T. Bettina (1995), "Sponsorship-Linked Marketing Development," Sport Marketing Quarterly, 4 (4), 13-24.
- Cornwell, T. Bettina (1994), "Advertising, Ethnicity and Attendance at the Performing Arts," Journal of Professional Services Marketing, 10 (2), 145-156.
- Kedia, Ben L. and T. Bettina Cornwell (1994), "Mission Based Strategies for Internationalizing U.S. Business Schools," Journal of Teaching in International Business, 5 (3), 11-29.
- Cornwell, T. Bettina, Emin Babakus, George Vozikis and Timothy Mescon (1991), "American Perceptions of Japanese Foreign Direct Investment," Issues in International Business, 9 (2), 16-25.
- Cornwell, T. Bettina and Tonna R. Bruce (1991), "Strategic Perspectives for International Education Providers," Journal of Teaching in International Business, 3 (2), 41-51.

Schwepker, Charles and T. Bettina Cornwell (1991), "An Examination of Ecologically Concerned Consumers and Their Intention to Purchase Ecologically Package Products," Journal of Public Policy and Marketing, 10 (2), 77–101.

Tat, Peter K. and T. Bettina Cornwell (1991), "Consumer Motivation: A New Focus for Rebate Redemption," Journal of Promotion Management, 1 (1), 21–39.

Cornwell, T. Bettina, Allen Bligh and Emin Babakus (1991), "Complaint Behavior of Mexican American Consumers to a Third-Party," Journal of Consumer Affairs, 25 (1), 1–18.

Wiles, Judy and T. Bettina Cornwell (1991), "A Review of Methodologies Utilized in Measuring Affect, Feeling and Emotion in Advertising," Current Issues and Research in Advertising, James H. Leigh and Claude R. Martin, Jr., eds., 13 (1/2), 241–275.

Cornwell, T. Bettina (1989), "Foreign-Trade Zones in the United States: A Longitudinal Management Perspective," International Marketing Review, 6 (6), 42–52.

Refereed Proceedings:

Kelly, Sarah, T. Bettina Cornwell and Leonard V. Coote (2009), "Mellowing Skeptical Consumers: Processing of Sponsorship Linked Advertising Versus Non-Sponsorship Linked Advertising," in *Advances in Consumer Research*, Ann L. McGill and Sharon Shavitt (Eds.) Association for Consumer Research, Duluth, MN, (36), forthcoming.

Cornwell, T. Bettina, Michael Humphreys, Anna R. McAlister, Emerald Quinn, Lynn R. Kahle, and Doug Nelson (2009), "Eagle—Bird, Nokia—Phone: Understanding Brands as Words," in Kristy Reynolds and J. Chris White (Eds.) *Marketing Theory and Applications*, 2009 American Marketing Association Winter Marketing Educators' Conference, Tampa FL, (20), 52-53.

McAlister, Anna and T. Bettina Cornwell (2008), "Exploring Preschool Children's Taste Preferences as Related to their Knowledge of Food Brands," in James R. Brown and Rajiv P. Dant (Eds.) *Enhancing Knowledge Development in Marketing*, American Marketing Association Summer Educators Conference, San Diego, (19), 393-394.

Weeks, Clinton S., T. Bettina Cornwell and Judy C. Drennan (2007), "Using the Internet to Leverage Sponsorships," 36th European Marketing Academy Conference Proceedings, CD File 1375.

Coote, Leonard V. and T. Bettina Cornwell (2007), "Antecedents and Consequences of Identification in International Expansion," 36th European Marketing Academy Conference Proceedings, CD File 107.

- Stoyle, Chanel M. and T. Bettina Cornwell (2007), "Effectiveness of Sponsorship Communications: A Conceptual Framework Predicting Explicit and Implicit Memory," in Andrea L. Dixon and Karen A. Machleit (Eds.) Marketing Theory and Applications, American Marketing Association Winter Educators' Conference, (18), 48.
- Kelly, Sarah, T. Bettina Cornwell and Lenoard V. Coote (2007), "Consumer Skepticism and Tehmatically Tied Advertising," in Andrea L. Dixon and Karen A. Machleit (Eds.) Marketing Theory and Applications, American Marketing Association Winter Educators' Conference, (18), 104.
- Wamwara-Mbugua, Wakiuru, T. Bettina Cornwell and Gregory Boller (2006), Triple Acculturation: The Role of African Americans in the Consumer Acculturation of Kenyan Immigrants," in Advances in Consumer Research, 33, Eds. Connie Pechmann and Linda Price, Duluth, MN: Association for Consumer Research, 428.
- Wamwara-Mbugua, Wakiuru, T. Bettina Cornwell (2006), "Immigrant Acculturation as a Dialogical Process", Advances in Consumer Research- Asia Pacific, Association for Consumer Research, 192-193.
- Cornwell, T. Bettina and Leonard V. Coote (2006), "The Identification Construct: A Review and Conceptual Framework," American Marketing Association Summer Educator's Conference, 17, 288.
- Arquitt, Steven P. and T. Bettina Cornwell (2006), "A Role for System Dynamics Modelling in Macromarketing?" in Layton, M, Layton R. and Wooliscroft B. (Eds), Macromarketing the Future of Marketing, Macromarketing Conference Proceedings, 113-130.
- Cornwell, T. Bettina, Cameron Newton and Robert Lawson (2005), "Dependence in Consumer Behavior Research: Exploring Measurement," Advances in Consumer Research, 33 (1), 543-548.
- Schulz, Olaf, T. Bettina Cornwell and Ursula Weisenfeld (2005), "The Role of Sponsorship in a Market Entry Strategy, in Diehl, S., Terlutter, R. and Weinberg P. (Eds), Advertising and Communications, Proceedings of the 4th International Conference on Research in Advertising Proceedings, 223-230.
- Wakefield, Kirk L., Karen Becker-Olsen and T. Bettina Cornwell (2005), "I Spy a Sponsor: The Effects of Sponsorship Level, Prominence, Relatedness and Cueing on Recall Accuracy," Association for Consumer Research, European Conference, Göteborg Sweden, 136-137.
- Cornwell, T. Bettina, Michael S. Humphreys, Angie Maguire, and Cassandra L. Tellegen (2005), "Articulation and Memory: Consumer Response to Sponsorship-Linked Marketing," American Marketing Association Educator's Summer Conference Proceedings, eds., Beth A. Walker and Mark B. Houston, 16, 114-115.

- Arquitt, Steven P. and T. Bettina Cornwell, "Macro-micro Linking Using System Dynamics Modeling: A Preliminary Examination of Eco-Labeling Effects for Farmed Shrimp," in Discourse, Diversity and Distinction: Macromarketing at 30 Years, Papers of the 30th Annual Macromarketing Conference, eds., Mark Peterson and Ronald Paul Hill, The Macromarketing Society, Inc. 182-192.
- Cornwell, T. Bettina, Michael S. Humphreys, Angie Maguire, and Cassandra L. Tellegen (2003), "The Role of Articulation in Sponsorship-linked Marketing," Proceedings of the Advertising and Consumer Psychology Conference 2003, 8-9.
- Lachowetz, Tony, John Clark, Richard Irwin and T. Bettina Cornwell, (2002), "Cause-related Sponsorship: A Survey of Consumer/Spectator Beliefs, Attitudes, Behavioral Intentions and Corporate Image Impressions," in American Marketing Association Educator's Proceedings: Enhancing Knowledge Development in Markets, 12, eds., William J. Kehoe and John H. Lindgren Jr., American Marketing Association, Chicago, IL, 14-20.
- Cornwell, T. Bettina and Judy C. Drennan (2002), "Sponsorship and the Internet," in Proceedings of the 2002 Conference of the American Academy of Advertising, ed., Avery M. Abernethy, Auburn University, Auburn, AL, 190-191.
- Cornwell, T. Bettina (2002), "New Directions for Cross-Cultural Consumer/Consumption Behavior Research," in Macromarketing in the Asia Pacific Century, eds., Jack Cadeaux and Anthony Pecotich, Papers of the 27th Annual Macromarketing Conference, University of New South Wales, Sydney, Australia, 150-160.
- Cornwell, T. Bettina and Rachel K. Smith (2002), "Diagnosis of Breast Cancer: The Roles of Policy, Technology and People During the Period of Vulnerability," 2002 American Marketing Association Marketing and Public Policy Conference.
- Roy, Donald P. and T. Bettina Cornwell (2001), "The Influence of Brand Equity on Consumer Responses to Sports Sponsorship," in American Marketing Association Educator's Conference Proceedings: Enhancing Knowledge Development, 12, eds., S.J. Grove and G. W. Marshall, American Marketing Association, Chicago, IL, 354-359.
- Harrison, Gail, Biljana Juric and T. Bettina Cornwell (2001), "The Relationship of Advertising Model Attractiveness and Body Satisfaction to Intention to Purchase an Exercise Product," Asia-Pacific Advances in Consumer Research, eds., Paula M. Tidwell and Thomas E. Muller, 217-222.
- Juric, Biljana and T. Bettina Cornwell (1999), "An Ecotourist Evolution Model," in Proceedings of the Academy of Marketing Conference, University of Stirling, Stirling, United Kingdom, 2139-2146.
- Cornwell, T. Bettina (1998), "(Re)Designing A Ph.D. Consumer Behavior Seminar," in American Marketing Association Winter Educator's Conference Proceedings, eds., Dhruv Grewal and Connie Pechmann, Chicago, IL: American Marketing Association, 358-361.

- Cornwell, T. Bettina, Stephen Pruitt and Robert Van Ness (1998), "An Examination of the Value of Winning in Motor Sports," in ANZMAC98 Conference Proceedings, Dunedin, New Zealand: Australia-New Zealand Academy of Marketing Conference, 453-456.
- Roy, Donald P. and T. Bettina Cornwell (1998), "Strategic Issues in Corporate Event Sponsorships: A Comparison of Product and Service Firms," in Advances in Marketing, eds., Joyce A. Young and Dale Varble, Southwestern Marketing Association, 84-85.
- Cornwell, T. Bettina (1997), "Worldwide Circumvention of Advertising Restrictions in the Tobacco Industry: The Sponsorship Loophole," in Proceedings of the 1997 Conference of the American Academy of Advertising, ed., M. Carole Macklin, Cincinnati, Ohio, University of Cincinnati, 256-257.
- Keillor, Bruce D., R. Stephen Parker and T. Bettina Cornwell (1997), "An Exploratory Investigation of Consumer Satisfaction in an International Context," in Southern Marketing Association Proceedings, Southern Marketing Association, 133-135.
- Cornwell, T. Bettina (1995), "A Sponsorship-Linked Marketing Research Agenda," in Proceedings of 7th Bi-Annual World Marketing Congress, eds., Peter Chandler, Ken Grant and Ian Walker, Melbourne, Australia: Academy of Marketing Science, 6-93 - 6-98.
- Cornwell, T. Bettina and Isabelle Maignan (1995), "International Issues in Sponsorship," in Proceeding of the 7th Bi-Annual World Marketing Congress, eds. Peter Chandler, Ken Grant and Ian Walker, Melbourne, Australia, Academy of Marketing Science, 15-128.
- Cornwell, T. Bettina and Terrance G. Gabel (1995), "The Institutionalized Consumer" in Advances in Consumer Research, eds., Frank R. Kardes and Mita Sujan, Provo UT: Association for Consumer Research, 22, 686-691.
- Cornwell, T. Bettina and Helen Katz (1995), "Women's Voices: An Analysis of Female Publication in Academic Advertising Journals," in American Marketing Association Educator's Proceedings, eds., Barbara B. Stern and George M. Zinkhan, Chicago, IL: American Marketing Association, 99-108.
- Cornwell, T. Bettina and Bryan Lukas (1994), "The American's Version of Speaker Corner: Communication at the Crossroads," in Advances in Marketing, eds., Daniel L. Sherrell, Daryl O. McKee and Robert P. Bush, 295-301.
- Keillor, Bruce D. and T. Bettina Cornwell (1993), "The Use of Content Analysis as a Research Tool for Historical Consumer Research," in Marketing: Satisfying a Diverse Customerplace, eds., Tom K. Massey, Jr., Kansas City: Southern Marketing Association, 15-16.

- Bashaw, R. Edward and T. Bettina Cornwell (1993), "The Broadened Nature of Exchange in Defining Marketing's Functional Areas," in Marketing: Satisfying a Diverse Customerplace, eds., Tom K. Massey, Jr., Kansas City: Southern Marketing Association, 113–115.
- Cornwell, T. Bettina and Charles Schwepker (1992), "Attitudes and Intentions Regarding Ecological Aspects of Packaging: Subcultural Variations," in Proceedings of the 1992 Conference of the American Academy of Advertising, ed., Leonard N. Reid, Athen, GA: The University of Georgia, 119–121.
- Cornwell, T. Bettina and O.C. Ferrell (1992), "Coping With The Threat of an Earthquake: An Examination of Consumption Pattern Changes," in Marketing Perspectives for the 1990's, ed., Robert L. King, Richmond, VA: Southern Marketing Association, 74–78.
- Schwepker, Charles and T. Bettina Cornwell (1991), "Ecologically Responsible Purchasing and The Collegiate Consumer: Shaping the Future," in Advances in Marketing, eds., Joseph F. Hair, Jr., Daryl O. McKee and William C. Moncrief, III, Southwestern Marketing Association 48–54.
- Jackson, Ralph and T. Bettina Cornwell (1991), "The Effects of Career Stage on Organizational Buyer Behavior" in Advances in Marketing, eds., Joseph F. Hair, Jr., Daryl O. McKee and William C. Moncrief, III, Southwestern Marketing Association, 55–61.
- Cornwell, T. Bettina (1991), "Unpackaging Ethnic Identification," in Proceedings of the 1991 Conference of the American Academy of Advertising, ed., Rebecca Holman, New York, NY: D'Arcy Masius Benton and Bowles, Inc., 114–120.
- Tat, Peter and T. Bettina Cornwell (1990), "A Motivation–Based Model of Coupon Usage," in AMA Educator's Proceedings, eds., William Bearden et al., Chicago, IL: American Marketing Association, 25.
- Schwepker, Charles and T. Bettina Cornwell (1990), "Quality of Life and the Opportunity Presented by Direct Product Profit," in Proceedings of the Third Quality of Life/Marketing Conference, eds., H. Lee Meadow and M. Joseph Sirgy, Blacksburg, VA: Virginia Polytechnic Institute & State University, 56–63.
- Cornwell, T. Bettina, George Vozikis and Timothy S. Mescon (1990), "Comparative Management and Marketing Practices, Business Education and the 'New Order' in Eastern Europe," in Proceedings of the Strategies for Business Ventures in Central and Eastern Europe: Building Strategic Alliances Conference, Budapest, Hungary, 82–83.
- Wiles, Judy and T. Bettina Cornwell (1990), "Innovative Methodologies Utilized in Measuring Affect, Feeling and Emotion in Advertising," in Advances in Marketing, eds., Peter J. Gordon and Bert J. Kellerman, Southwestern Marketing Association, 253–256.

Cornwell, T. Bettina (1989), "Tattooed Women and Tractor Pulls: Sports Marketing Examined," in Advances in Marketing, eds., Peter J. Gordon and Bert J. Kellerman, Southwestern Marketing Association, 289–295.

Cornwell, T. Bettina and Tonna R. Bruce (1989), "Strategic Perspectives for International Education Providers," in Academy of Marketing Science Proceedings of the Fourth Bi-Annual World Marketing Congress, eds., William Lazer, Eric H. Shaw and Chow-Hou Wee, Singapore, Republic of Singapore, 149.

Cornwell, T. Bettina (1989), "T-Shirts as Wearable Diary: An Examination of Artifact Consumption and Garnering Related to Life Events," in Advances in Consumer Research, eds., Marvin E. Goldberg, Gerald Gorn and Richard Pollay, Association For Consumer Research, 17, 375–379.

Cornwell, T. Bettina (1987), "Foreign–Trade Zones in the United States: A Longitudinal Management Survey," 14th International Marketing Congress, International Marketing Strategies: West Asia, Institute of Marketing and Management, New Delhi, India, 50.

Books, Book Chapters and Casework:

Chien, Monica P., T. Bettina Cornwell and Ravi Pappu (2008), "A Theoretical Framework for Analysis of Multiple Sponsorship Effects on Consumer Responses," in New Trends in Advertising Research, Francisco Costa Pereira, Jorge Veríssimo, Peter Neijens, Eds., Lisboa: Edições Sílabo, Chapter 11, 189-201.

Cornwell, T. Bettina, Clinton S. Weeks and Donald P. Roy (2007), "Sponsorship-linked Marketing: Opening the Blackbox," in Marketing in the 21st Century, Vol. 4: Integrated Marketing Communications, Deborah L. Owens and Douglas R. Hausknecht, Eds. REPRINT of 2005 Journal of Advertising.

Amis, John and T. Bettina Cornwell (2006), editors, Global Sport Sponsorship, Oxford: Berg Publishers.

Weeks, Clinton S., T. Bettina Cornwell and Michael Humphreys (2006), "Conceptualizing Sponsorship: An Item and Relational Information Account," Creating Images and the Psychology of Marketing Communications: An International Perspective, eds. Lynn R. Kahle and Chung-Hyun Kim, Chapter 16, 257-276.

Cornwell, T. Bettina and Donald Roy (1999), "Race for the Cure," in Cases in Sport Marketing, eds. Mark McDonald and George R. Milne, Jones and Bartlett Publishers, Chapter 19. 329-338.

Cornwell, T. Bettina and Bruce Keillor (1996), "Contemporary Literature and the Embedded Consumer Culture: The Case of Updike's Rabbit" in Empirical Approaches to Literature

and Aesthetics, ed. Mary Sue MacNealy and Roger J. Kreuz, Norwood, NJ: Ablex Publishing Corp., 559-572.

Kedia, Ben and T. Bettina Cornwell (1995), "Mission Based Strategies for Internationalizing U.S. Business Schools" in Internationalization of the Business Curriculum, ed. Manton C. Gibbs, Jr., New York, NY: The Haworth Press.

Cornwell, T. Bettina and Charles Schwepker (1995), "Ecologically Concerned Consumers and Their Product Purchases," in Environmental Marketing: Strategies, Practice, Theory and Research, ed. Michael J. Polonsky and Alma T. Mintu, New York, NY: The Haworth Press, 119-153.

Cornwell, T. Bettina (editor) (1993), Global Exchange: The Washington Post International Marketing Companion, Needham Heights, MA: Allen and Bacon.

Miscellaneous Publications:

Cornwell, T. Bettina (2008), Book Review of Mindless Eating: Why We Eat More than We Think, by Brian Wansink, in Journal of Marketing 72 (1), 135.

Cornwell, T. Bettina (2001), Book Review of Advances in International Marketing edited by S. Tamer Cavusgil and Tage Koed Madsen in Journal of the Academy of Marketing Science, (Summer), 29(3), 318-319.

Cornwell, T. Bettina (1997), "Raising Sponsorship Research to the Next Level," International Marketing Review, Editorial introduction to the special issue on Sponsorship-Linked Marketing, 14 (3), 141-144.

Cornwell, T. Bettina (1995), Book Review of Product Country Images: Impact and Role in International Marketing by Nicolas Papadopoulos and Louise A. Heslop, in Journal of the Academy of Marketing Science, 23 (3), 218-219.

Cornwell, T. Bettina (1992), Book Review of Leo Bogart's "Strategy in Advertising: Matching Media and Messages to Markets and Motivations," in Journal of the Academy of Marketing Science, 20 (2), 199.

Cornwell, T. Bettina and D. Layne Rich (1990), "Take Me Out to the Ballgame: The Dos and Don'ts of Sports-Linked Marketing," LIMRA's Market Facts, July/August, 38-39, 44, 49.

Cornwell, T. Bettina (1989), "Speak Well of Memphis," The Commercial Appeal, August 7.

PRESENTATIONS, SEMINARS, AND INVITED LECTURES

- McAlister, Anna R., and T. Bettina Cornwell (2009) "Preschool Children's Knowledge of Food Brands Impacts their Development of a Taste Palate," Australasian Society for Behavioural and Health Medicine 6th Annual Scientific Conference, Auckland, New Zealand. *Winner of Best Paper award for the conference.*
- Kelly, Sarah, T. Bettina Cornwell and Leonard V. Coote (2009), "The Impact of Ambush Advertising on Consumer Memory for Sponsor Brand," Excellence in Marketing Research: Striving for Impact, American Marketing Association, Winter Educator's Conference, Tampa, FL, February 2009.
- McAlister, Anna R., and T. Bettina Cornwell (2009), "Preschool Children's Persuasion Knowledge: The Contribution of Theory of Mind and Siblings," 2009 American Academy of Advertising Conference, Cincinnati, OH, March 2009.
- Chien, P. Monica, T. Bettina Cornwell, and Ravi Pappu (2008), "Exploring Sponsorship Framing Effects," American Psychological Association 116th Annual Convention, Boston, MA, August 2008.
- Chien, P. Monica, T. Bettina Cornwell, and Ravi Pappu (2008), "The Effects of Sponsorship Portfolio on Consumer Associations of the Sponsor Brand," Academy of Marketing Science Annual Conference, Vancouver, BC, Canada, May, 2008.
- Chien, P. Monica, T. Bettina Cornwell, and Ravi Pappu (2008), "A Theoretical Framework for Analysis of Multiple Sponsorship Effects on Consumer Responses," 6th International Conference on Research in Advertising, Lisbon, Portugal, June 2008.
- McAlister, Anna and T. Bettina Cornwell (2008), "Preschool Children's Brand Symbolism Understanding: Links to Social and Cognitive Development," Society for Consumer Psychology Conference, New Orleans, LA, February 2008. *Winner of Best Paper award for the conference.*
- McAlister, Anna R., and T. Bettina Cornwell (2008), Consumer Psychology: Theory of Mind as a Predictor of Children's Understanding of Advertising Intent. International Society for the Study of Behavioral Development, Würzburg, Germany.
- Smith, Andrew, Michael S. Humphreys and T. Bettina Cornwell (2007), "Automatic Extraction and Modelling of Human Knowledge Networks from Natural Language Using a Complex Systems Approach," 8th Asia-Pacific Complex Systems Conference, Gold Coast Australia, July 2007.
- McAlister, Anna R., and Cornwell, T. Bettina (2007), "Understanding the Vulnerability of Child Consumers: Links between Theory of Mind Deficits and Preschool

- Children's Misunderstanding of Consumer Processes," 13th European Conference on Developmental Psychology, Jena, Germany, August 2007.
- McAlister, Anna R., & Cornwell, T. Bettina (2007), "Consumer Psychology: A Framework for Investigating the Effects of Individual Differences in Theory of Mind, Executive Functioning and Cognition," 15th Biennial Conference of the Australasian Human Development Association, Sydney, Australia, July 2007.
- McAlister, Anna R., & Cornwell, T. Bettina (2007), "Children's Formation of Brand Attitudes: Age of Onset and Importance of Product Category," Advertising and Consumer Psychology Conference, Santa Monica, CA, June 2007.
- Cornwell, T. Bettina (2006), "Sponsorship-linked Marketing; The Role of Articulation," Seminar, Marketing, University of British Columbia, January 2006.
- Cornwell, T. Bettina and Scott Kelly (2006) "Research in Sports Marketing and Sponsorship" Sports Marketing SIG Special Session, Chicago, Il. August 2006.
- Cornwell, T. Bettina (2006), "Sponsorship-Linked Marketing Communications," pre-conference session organizer and chair, American Academy of Advertising, Reno, Nevada, March 2006.
- Chien, Pi-Hsuan Monica, T. Bettina Cornwell, and Robyn Stokes (2005), "A Theoretical Framework for Analysis of Image Transfer in Multiple Sponsorships," Australia and New Zealand Marketing Academy Conference (ANZMAC), Perth, Australia, December 2005.
- Wamwara-Mbugu, Wakiuru, T. Bettina Cornwell and Gregory Boller (2005), "Triple Acculturation: The Role of African Americans in the Consumer Acculturation of Kenyan Immigrants," Association for Consumer Research, San Antonio, Texas, October 2005.
- Weeks, Clinton S., T. Bettina Cornwell and Michael S. Humphreys (2005), Empirical Support for an Item and Relational Conceptualization of Sponsorship," Association for Consumer Research, Working Paper Session, San Antonio, Texas, October 2005.
- Cornwell T. Bettina, Vassilis Dalakas and Michael Mokwa (2005), "The Role of Sports Marketing in the B-School Curriculum" Panel Discussion, American Marketing Association Summer Educators Meeting, San Francisco, July 29-August 1, 2005.
- Cornwell, T. Bettina (2005), "Marketing on Toast!" Breakfast Meeting of the Australian Marketing Institute, March 2, 2005, Brisbane, Australia.
- Cornwell, T. Bettina, Judy Drennan and Clinton Weeks (2004), "Sponsorship on the Internet: Congruence, Articulation and Interactivity," Association for Consumer Research Conference, Working Paper Session, Portland Oregon, October 2004.

- Coote, Leonard V., T. Bettina Cornwell and Andrew T. Stephen (2004), "Consumer-Company Identification and Consumer-Company Relationships: A Conceptual Framework," American Marketing Association Summer Educator's Conference, Boston, MA, August 2004.
- Johnston, Margaret and T. Bettina Cornwell (2004), "Sponsorship-Linked Marketing in a Small Country Context: Event Study Findings," Academy of International Business, Stockholm Sweden, Summer 2004.
- Cornwell, T. Bettina and Leonard V. Coote (2003), "Sponsorship of a Cause: Exploring the Role of Organizational Identification in Sponsorship-Linked Purchase Commitment," American Marketing Association Summer Educator's Conference, Chicago IL, August 2003.
- Nicovich, Stefan G., Gregory W. Boller and T. Bettina Cornwell (2003), "Gender and the Role of Empathy in Experienced Presence within Computer Mediated Communications," American Marketing Association Summer Educator's Conference, Chicago IL, August 2003.
- Cornwell, T. Bettina (2002), "Corporate Sponsorship: What makes it work effectively?" Executive Development Program, Brisbane, Australia, November 13, 2002.
- Irwin, Richard L., T. Bettina Cornwell, Tony Lachowetz and John S. Clark (2002), "Cause-Related Sport Sponsorship: Assessing Beliefs, Attitudes, and Behavioral Intentions of Event Spectators and Corporate Decision Makers," International Conference on Sport and Entertainment Business, Columbia, SC, October 3, 2002.
- Dembla, Pamila and T. Bettina Cornwell (2001), "Analysis of Instruments in Global Information Technology," Second Annual Global Information Technology Management World Conference, Dallas Texas, June 2001.
- Wamwara, Wakiuru and T. Bettina Cornwell (2001), "Tourism's Impact on the Consumption Environment of Consumer in Malindi, Kenya" American Marketing Association Summer Educator's Conference, Washington DC, August 2001.
- Cornwell, T. Bettina (2000), "Developing a Measure of Sponsorship-linked Purchase Commitment" presented in "Measurement Issues in Sponsorship Research Special Session," Australia New Zealand Marketing Conference, Gold Coast, Australia, December 2000.
- Dembla, Pamila, T. Bettina Cornwell and Bruce Keillor (2000), "Scale Development in Cross-Cultural Consumer Behavior," American Marketing Association Summer Educator's Conference, Chicago, IL, August 2000.
- Mukherji, Jyotsna, Daniel L. Sherrell and T. Bettina Cornwell (2000), "Understanding Intergenerational Transfer of Influence processes and Facilitating Conditions," Poster

- Session, Association for Consumer Research, Advances in Consumer Research, 27 eds. Stephen J. Hoch and Robert J. Myer, Provo UT, 244-250.
- Cornwell, T. Bettina and Don Roy, "Theory and Measurement in Sponsorship Research," special session presentation to the Winter American Marketing Association Meeting, February, 1998.
- Katz, Helen, T. Bettina Cornwell, Wei-Na Lee, Bruce Vanden Bergh, and Eileen Forman, "A Health Check on the Doctorate: How Best to Prepare Doctoral Students for Their Careers," panel discussion at the Conference of the American Academy of Advertising, Cincinnati, Ohio, 1997, 281-282.
- Cornwell, T. Bettina and Wakiuru Wamwara, "The Influence of Dependence Patterns on Consumer Behavior: Exploration and Refinement of a Concept," working paper presentation to the Association for Consumer Research, Denver Colorado, October, 1997.
- Cavusgil, S. Tamer and T. Bettina Cornwell, Faculty Development in International Business Seminar "Series in International Marketing," The Center for International Business Education and Research at The University of Memphis, June 19-23, 1997.
- Cornwell, T. Bettina, Isabelle Maignan and Richard Irwin, "The Long-term Recall of Sponsorship Stimuli: An Empirical Investigation" presentation to the Academy of Marketing Science, Miami, FL, May 1997.
- Cornwell, T. Bettina, Monika Nenon and Wakiuru Wamwara, "The New Intern Expatriate: An Empirical Examination of Business, Culture and Language Preparation," presented to the Academy of International Business Poster Session, Banff, Alberta Canada, September 28, 1996.
- Cornwell, T. Bettina and Isabelle Maignan, "Sponsorship-Linked Marketing," Special Interest Group Panel Discussion, American Marketing Association, San Diego, CA, August 3, 1996.
- Cornwell, T. Bettina, CIBER Business Workshop, "Doing Business in Germany" Fogelman Executive Center, The University of Memphis, April 11, 1995.
- Cornwell, T. Bettina, "Future Directions: International Selling," Pi Sigma Epsilon Regional Convention, November 5, 1994.
- Cornwell, T. Bettina, "The Green Movement and Green Marketing in the U.S.," Amerika Haus Stuttgart, April 27, 1994.
- Walters, Peter and T. Bettina Cornwell, "Culture, Consumer Behavior and the Segmentation of Global Markets," presented to the Academy of International Business, Maui, Hawaii, October 23, 1994.

- Cornwell, T. Bettina, Faculty Development in International Business Seminar "Series in International Marketing," The Center for International Business Education and Research at The University of Memphis, June 13–14, 1993.
- Cornwell, T. Bettina, "An Overview of the European Community," International Cross– Cultural Seminars for Kellogg's Company, Rhodes College, February 25, 1993.
- Cornwell, T. Bettina, Faculty Development in International Business Seminar "Series in International Marketing," The Center for International Business Education and Research at Memphis State University and Southern Illinois University at Carbondale, April 13–14, 1992.
- Cornwell, T. Bettina, "Business Policy," Universität Dortmund, June 4, 1992.
- Cornwell, T. Bettina, "Solidarity through Reactive Ethnicity: Communication With the Cultural Fringe," presentation to the American Psychological Association, August 15, 1992.
- Cornwell, T. Bettina and Bruce Keillor, "Contemporary Literature and the Embedded Consumer Culture: The Case of Updike's Rabbit," presentation to the 3rd Internationale Gesellschaft für Empirische Literaturwissenschaft, Rhodes College, May 23, 1992.
- Cornwell, T. Bettina "Sales Promotion," presentation to the American Cemetery Association, Fogelman Executive Center, Memphis State University, July 21, 1988.

RESEARCH GRANTS

- Humphreys, Michael S., Jason. Tangen, T. B. Cornwell, John. Vokey and John. Pearce (2009), "Learning and Deciding Under Low Levels of Awareness: Representation Issues and Memory Processes," Australian Research Council Discovery Grant, ACR direct only AUS\$ 174,000.
- T. Bettina Cornwell, (2008), The University of Michigan Rackham School of Graduate Studies, Summer Research Grant Program: US\$ 4,000
- Pappu, Ravi S., T. Bettina Cornwell, Kathleen Doherty, and Damon Cavalchini, (2007) "Examining the Impact of Marketing Communications on Brand Image, Brand Equity, and Behavior Outcomes, overall value including salaries and overhead: AUS\$ 161, 828.
- Cornwell, T. Bettina and Michael S. Humphreys, (2006) Australian Research Council Discovery Grant, "Effective Marketing Communication: Pre-existing Knowledge Structures and Contextual Effects," overall value including salaries and overhead: AUS\$ 746,986
- Cornwell, T. Bettina and Leonard V. Coote, (2004), Australian Research Council Linkage Project, "Internet Companies and Consumer Behavior: A Study of Consumer-Company Identification and Word of Mouth," overall value including salaries and overhead: AUS\$ 214,345

Cornwell, T. Bettina and Judy Drennan (2002), Australian Research Council Discovery Grant, "Internet Sponsorship: Evaluation of Corporate Strategies and Consumer Experiences," AUS\$ 12,000

Cornwell, T. Bettina (2000), The University of Queensland NSR Grant, "The Role of Episodic Memory in Consumer Response to Sponsorship-linked Marketing Communications," AUS\$ 10,000

Several Grants each under US\$3,000 prior to 2000.

SERVICE TO THE MARKETING DISCIPLINE

Policy Board Member, The Macromarketing Society, elected 2005 for three-year term

Editorial Review Board, Journal of Public Policy and Marketing, 2006-present

Editorial Review Board, Journal of Business Research, 2005-present

Editorial Review Board, International Journal of Sports Marketing and Sponsorship, 1998-present

Editorial Review Board, Association for Consumer Research, 1998

Editorial Review Board, International Marketing Review, 1992-1998

Chair-Elect, American Marketing Association Special Interest Group for Sports Marketing and Special Events, 2008-2009

Ad Hoc Reviewer, Journal of Sport Management

Ad Hoc Reviewer, Journal of Marketing

Ad Hoc Reviewer, Journal of the Academy of Marketing Science

Ad Hoc Reviewer, Journal of Services Marketing

Ad Hoc Reviewer, Journal of Public Policy and Marketing

Ad Hoc Reviewer, Journal of Consumer Research

Ad Hoc Reviewer, Journal of Advertising

Ad Hoc Reviewer, Journal of Consumer Affairs

Ad Hoc Reviewer, Journal of Business Research

Ad Hoc Reviewer International Business Review

Ad Hoc Reviewer, Journal of International Marketing

Ad Hoc Reviewer, Journal of International Business Studies

Ad Hoc Reviewer, Marketing Theory

Special Issue Editor, International Marketing Review, 1997

Member, American Academy of Advertising, Research Committee, 1993

Track Chair, The Macromarketing Society, Micro-Macro Linking in Transformative Consumer Research, 2007

Co-Track Chair, Academy of Marketing Science, Sports Marketing, 2007

Track Chair, Australian and New Zealand Marketing Academy Conference, Advertising and Communications, 2006

Track Chair, 2006 Macromarketing Conference, Policy and System Dynamics, 2006

Track Chair, Association for Consumer Research,-Asia Pacific, 2006

Track Chair, Australia-New Zealand Marketing Academy,

Marketing Communications, 2006
Track Chair, Academy of International Business, U.S. Southwest Student Track, 1993
Track Chair, Academy of Marketing Science, International Marketing Track, 1995
Session Chair, Sport in the City: Cultural, Economic and Political Considerations, 1996
Session Chair, Academy of International Business Conference, 1993
Session Chair, American Marketing Association, Summer Educator's Conference, 1991, 2004, 2005
Reviewer, European Association for Consumer Research Conference, 2001
Reviewer, International Management Development Association Conference, 1999
Reviewer, Australia-New Zealand Academy of Marketing Conference, 1998, 1999
Reviewer, Association for Consumer Research, Asia-Pacific Conference, 1998
Reviewer, Marketing and Public Policy Conference, 1995, 1996
Reviewer, Academy of International Business Conference, 1993, 2005
Reviewer, Association for Consumer Research, 1992–1993
Reviewer, American Marketing Association, Winter Educator's Conference, 1991, 1993
Reviewer, American Marketing Association, Summer Educator's Conference, 1991, 2003, 2004
Reviewer, Southwestern Marketing Association, 1989–1992, 1995, 1996
Reviewer, Southern Marketing Association, 1988–1990, 1992, 1995, 1997
Reviewer, Academy of Marketing Science, 1987, 1990, 1992, 1996
Discussant, U.S. Competitiveness in the Global Marketplace, 1991
Discussant, Southwestern Marketing Association Conference, 1991
Discussant, Third Southwestern Doctoral Symposium, Research in Marketing, 1984

UNIVERSITY SERVICE

University of Michigan

Division of Kinesiology, Executive Committee, Elected in 2008 for two-year term

University of Queensland

University of Otago, Selection Committee, Chair in Entrepreneurship, 2006
Selection Committee, Professor of Finance, 2006
Selection Committee, Lecturer/Senior Lecturer in Marketing, 2005
Marketing Cluster Leader, beginning December 2004-present
Selection Committee, Lecturer/Senior Lecturer in Law, 2004
University of Auckland, Master's Thesis Examiner, 2004
Selection Committee, Lecturer/ Senior Lecturer in Marketing, 2003
Selection Committee, Professor of Marketing, University of Otago, 2003
Selection Committee, Professor of Marketing, Melbourne Business School, 2003
Subject Chair, MGMT7102 Consumer Behavior, 2003
Subject Chair MGMT3105 Advertising Management, 2003
Selection Committee, Professor of Management, 2002
Selection Committee, Associate Professor of Entrepreneurship, 2002
Selection Committee, Marketing, 2002
Subject Chair, MGMT7102 Consumer Behavior, 2002

Subject Chair MGMT3105 Advertising Management, 2002
Board Member, Faculty of Engineering, Physical Sciences and Architecture, 2002
Selection Committee, Marketing, 2002
Selection Committee, International Business, 2002
University of Adelaide, Ph.D. Dissertation Examiner, Farrelly, 2002
School of Management, Ph.D. Dissertation Examiner, Summers, 2001
School of Management, Ph.D. Dissertation Examiner, Hodkinson, 2001
Marketing Area Chair, Semester 1, 2001
Subject Chair, MGMT7100 Marketing, Semester 1, 2001
Subject Chair, MGMT7106 Marketing on the Internet, Semester 1, 2001
Subject Chair, MGMT2105 Internet Marketing, Semester 1, 2001
Subject Chair, MGMT2101 Business-to-Business Marketing, Semester 1, 2001

University of Memphis

Fogelman College of Business and Economics, Sparks Family Chair of Excellence in International Business Search Committee, 1999-2000
University of Otago, Division of Commerce, Ph.D. Dissertation Examiner, 1998
Fogelman College of Business and Economics, Sparks Family Chair of Excellence in International Business Search Committee, 1998
Fogelman College of Business and Economics, Re-Structuring Implementation Committee, 1997
Center for International Business Education and Research (CIBER) Advisory Council, 1991-1997
The University of Memphis, Department of Economics, International Economics Search Committee, 1996
Fogelman College of Business and Economics, Structure Review Committee, 1996
The University of Memphis, International MBA, Curriculum Review Committee, 1996
Department of Marketing, Sales and Marketing Executives Chair of Excellence Search Committee, 1995-1996
The University of Memphis, Faculty Senate, 1995-1997
Fogelman College of Business and Economics, Marketing Strategy Advisory Committee, 1994-1995
University of Memphis, Study Abroad Scholarship Committee, 1993-1995
Fogelman College of Business and Economics International Task Force, Committee Chair, 1992-1993
Southern Association of Colleges and Schools, Self-Study Departmental Committee Member, 1992
Southern Association of Colleges and Schools, Self-Study Library Committee Member, Chair of Subcommittee on Library Staff, 1992-1993
Fogelman College of Business and Economics, Departmental Chair, Search Committee, 1992
Faculty Associate of the Robert Wang Center for International Business, 1990 to 1999
University of Memphis, Undergraduate Liaison, 1990 to 1999
University of Memphis, Department of Marketing, Doctoral Student Screening Committee, 1990-1992
University of Memphis, Library Committee Chair, 1987-1993

Fogelman College of Business and Economics, Graduate Curriculum Committee,
1995-1996
Fogelman College of Business and Economics, Undergraduate Curriculum Committee,
1987-1994
Faculty Sponsor, National Network of Graduate Business School Women, 1988-
1991
University of Memphis, Peer-Mentor Program, 1989-91, 1993

COMMUNITY SERVICE AND BUSINESS RELATIONSHIPS

Reviewer, Social Sciences and Humanities Research Council of Canada, 2008
Reviewer, Fonds zur Förderung der wissenschaftlichen Forschung (Austrian Science
Fund), 2007
Reviewer, Australian Research Council, Discovery and Linkage Projects, 2005, 2006,
2007
Consultant, sponsorship and advertising, Wotif.com Last Minute Accommodations, 2002
Consultant, preparation of business training materials, International Paper Company,
1998-1999
Research Advisor, Dixon Garden and Galleries, 1998
Judge, Greater Tri-Cities Business Awards, 1997
Board of Directors, Mason YMCA, 1997-98
Peer Reviewer, Social Sciences and Humanities Research Council of Canada, Ottawa
Canada, 1996
Field Reviewer, U.S. Department of Education, Business and International Education
Program, Washington D.C., 1992, 1994
Tutor, Memphis Literacy Council, 1994-95
Participant, A.B. Hill Elementary School CLUE Program, 1991
Presenter, Memphis Chapter of the American Marketing Association, 1991
Member of PROVIDA, a financial and role model support organization for the Girls
Clubs of Memphis 1988 - 1996
PROVIDA Publicity Director 1988-89.
PROVIDA Presenter, "Career Seminars in Marketing and Sales," 1990
Representative, "Women of Achievement" Board 1991-92
Funding and research advisor to the Memphis Symphony Orchestra, minority market
analysis project 1988-89

PROFESSIONAL AFFILIATIONS

Academy of International Business
Academy of Marketing Science
American Marketing Association
American Academy of Advertising
Association of Consumer Research

SPECIAL RECOGNITION AND ACTIVITIES

Special Studies Leave, UQ Business School, to visit University of Oregon, December 2003-March 2004

Recipient, Fogelman College of Business and Economics Faculty Development Leave Award, to visit University of Otago, Dunedin New Zealand, July 1998-June 1999

Recipient, Fulbright Research and Lecturing Award, Dortmund Germany, January 1994 – August 1994

Recipient, Robert Wang Center for International Business, Faculty Fellowship, Faculty Study Abroad program in Antwerp Belgium, 1993

Participant, University of South Carolina Faculty Development in International Business, 1991

Recipient, DDB Needham Media Faculty Intern Fellowship, 1989

Recipient, American Association of Advertising Agencies Educator's Scholarship, 1988

Recipient, Maas Brother's Fellowship, 1981

Member, Beta Gamma Sigma Honour Society

Member, Golden Key Honour Society