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Citizenship: USA/Australia

### **Education:**

B.Sc. (Psychology), with highest honors, Carnegie-Mellon University, 1977  
M.A. (Public Policy Studies), University of Chicago, 1979  
M.B.A. (Economics and Statistics), University of Chicago, 1981  
Ph.D. (Business Economics), University of Chicago, 1984

THESIS: *A General Equilibrium Analysis of the Borrower-Lender Relation: An Examination of Credit Rationing Hypotheses.* (Committee: J. Gould, A. Madansky (co-chairmen), D. Carlton, D. Diamond, E. Lazear, M. Miller.)

### **Academic Experience (excluding short course assignments):**

Lecturer in Mathematics, Graduate School of Business, University of Chicago, 1981-1982  
Assistant Professor of Management, Owen Graduate School of Management, Vanderbilt University, 1982-1990  
Visiting Professor of Economics, Abteilung für Wirtschaftswissenschaften, Universität Ulm, Winter 1985  
Visiting Professor of Economics, Institut für Geld- und Kapitalverkehr, Universität Hamburg, Summer 1989  
Assistant Professor of Management, Anderson Graduate School of Management, University of California, Los Angeles, 1990-1992  
Visiting Professor of Management, Betriebswirtschaftslehre, Universität Trier and Universität Frankfurt, Summer 1992-Winter 1993

### **Professor of Management, Australian Graduate School of Management (now Australian School of Business), University of New South Wales, 1993-**

*AGSM Professorial Research Fellow, 2006-Present*  
*2006 Senior Faculty Research Award (for performance over a 10-yr period)*

### **Director Executive MBA Program, 1993-1996**

*The latter role included the initial establishment of the program*

### **Director Centre for Corporate Change, 1999-2006**

*The latter role has entailed the capital development and research program of the CCC. The CCC's capital base was over \$850,000 with approximately \$1.2 million in recurrent grant funding per year as well as general fund raising to meet the on-going administrative and academic operations of the Centre.*

*Two spinoff companies were generated by the Centre. Brandalytics® provided brand equity monitoring services and was a JV with AMR Harris and UTS. The Future Choice Initiative was a partnership between three universities and provides advance discrete choice modeling software and services. FCI was a finalist in the Australian Governments Secrets of IT Success Competition in 2005 and the winner of its most promising research award.*

*Activities of the Centre can be seen at:*

<http://www2.agsm.edu.au/agsm/web.nsf/Content/FacultyResearchCentres-TheCentreforCorporateChange>

*Highlights includes a Research Briefing series, a Symposium series, the Global Leaders Forum and a series of private Thought Leadership in International Business Conferences conducted jointly with the University of Illinois CIBER in St Thomas (2002), Snoqualmie (2003) and Lafayette (2004). Support was also given to the conference activities of the AIB and AOM.*

Visiting Reader, Hong Kong University of Science and Technology, Fall 1995.

Research Fellow, City University–Hong Kong, Fall/Winter 1997.

Research Fellow, Centre for the Study of Choice, University of Technology (Sydney), 2006–.

Advanced Institute of Management (UK), International Fellow; Visiting Professor London Business School, 2004–2005

Alexander von Humboldt Foundation Research Award; Visiting Professor Humboldt Universität, 2007–2008.

Rockefeller Foundation Bellagio Fellow, 2008.

#### **Ongoing relationships:**

Visiting Professor, Universität Hamburg (1989 and periodically since 2000); Visiting Research Professor, Copenhagen Business School (annually since 2002); Visiting Professor, China European International Business School, Shanghai (periodically since 1999); External Visitor, Insead (annually since 2003).

#### **Courses Taught (by Institution). Syllabi and materials on website:**

**At AGSM (Recent MBA/EMBA):** International Business in Asia (MBA on site project course in China), Corporate Strategy (MBA/EMBA), International Business Strategy (MBA/EMBA), Strategic Management of Intellectual Property (MBA shortcourse)

**At AGSM (Past):** Ph.D. Seminars (one on Corporate Strategy and one on Innovation), Globalization of the Knowledge Based Organization (MBA).

**At AGSM (Executive Programs):** *Managing Competitive Strategy,\* Technology Management,\* The International Manager's Program,\* Managing Intellectual Property,\** the Accelerated Development Program, the General Manager Program, and the Development Program for Managers (\* indicates program directorship and development)

**At Vanderbilt:** Pricing, Managerial Decisionmaking and EC92, Economics of the Firm, International Business, Industrial Strategy and Organization, Regulation and Antitrust Economics, Financial Institutions, Information Economics (Ph.D. Level)

**In Germany (Hamburg, Frankfurt & Trier):** Managerial Decisionmaking and EC92, Information Economics (Ph.D. Level), International Business Strategy, Management of Knowledge (Ph.D. Level), Economics and Management of E-Business

**At UCLA:** Marketing Strategy, Product Management, MBA Projects.

**In Hong Kong (HKUST, City University, AGSM HKMBA):** Corporate Strategy, International Business Strategy, Management of Knowledge, e-Business Strategy

**In Denmark (Copenhagen Business School):** Knowledge Creation and Innovation Management (Executive MBA), Advanced Lectures on Measurement Methodologies, NORD–IB PhD Program, PhD Seminar on CSR Research.

#### **Phd Students:**

*Current Ph.D. Students:* Michael Collins (Real Options), Pierre Richard (E-Commerce), Nidhida Perm-Ajchariyawong (Innovation)

*Completed Ph.D. Students:*

Sunil Venaik, An Extended Model of Global Marketing (1999); Currently, University of Queensland

Christine Soo, Knowledge Creating Processes and Innovation (2000); Currently, University of Western Australia

Siegfried Gudergan, Essays on Alliance Performance (2001); Currently, University of Technology Sydney

Tim Coltman, CRM Performance (2005); Currently, University of Wollongong (ARC Postdoctoral Fellow)

***Professional Associations/University Affiliations:***

**Professional Associations and Activities Therein (Including Awards):** American Economic Association, Econometric Society, INFORMS, The Product Development Management Association, Academy of International Business, Academy of Management, Australia New Zealand Academy of Management, Australian New Zealand Marketing Academy

**American Marketing Association:** Jury, Paul Converse Award.

**INFORMS:** Organizing Committee, Marketing Science Conference, Nashville 1987; Program Coordinator, Euro XII/TIMS International XXXI, Helsinki 1992 and TIMS XXXIII, Singapore 1995; Organizing Committee, Marketing Science Conference, Sydney 1995

**AIB: Chair, Academy of International Business, Annual Meeting, Sydney, 2001**

*Chairing the AIB 2001 Meeting required the raising of more than \$150,000 in support, either in cash or in-kind*

*Journal of International Business Studies (editorial board), 2006 Decade Award Committee Chair; Faculty 2006 AIB Doctoral Consortium. 2007 Program Organizing Committee.*

*Best Paper Award Finalist, 2005 AIB Conference.*

**ANZAM: Executive Committee, ANZAM (2005–2006).**

*Best Paper Award, 2001 ANZAM Conference*

*Best Paper Award, 2006 ANZAM Conference*

*2007 ANZAM Conference Organizing Committee*

**AOM: Executive Committee and Chair, International Management Division of the Academy of Management. Term runs from 2004–2009.**

*Raised funding for the Booz Allen Hamilton/strategy+business eminent scholar award in International Business (2004–2006). Organized PDW program (2005). Organized IM Conference Program (2006). Received one of three AOM Enterprise Awards (2005) to develop multimedia delivery of IMD Program activities*

*BPS Junior Faculty Consortium Faculty (2006)*

*Carolyn Dexter Award Nominee—Best Intl Paper (2007)*

*Evidence-Based Management Collaborative (2007–2008)*

**AIM International Fellowship (2004–2005).** Named one of the first International Fellows by the UK ESRC to examine, in conjunction with George Yip and Gerry Johnson, the strategic competitiveness of British corporations.

**European International Business Academy:** Doctoral Consortium Faculty (2001–2003)

**European Academy of Business in Society (EU Framework Initiative):** Doctoral Consortium Faculty (2006)

### ***Editorial and Refereeing Duties (Formal):***

Associate Editor, *Management Science*, 1988–1990  
Associate Editor, *Australian Journal of Management*, 1995–2005  
Associate Editor, *European Management Review*, 2005–present  
Associate Editor, *Academy of Management Perspectives*, 2006–present  
Editorial Board, *Journal of Small Business Economics*, 1993–2002  
Editorial Board, *Journal of Product Innovation Management*, 1991–present;  
Editor of special issue on the Internationalization of Innovation (2000)  
Editorial Board, *Journal of International Business Studies*, 2003–present  
Editorial Board, *Asia Pacific Journal of Management*, 2003–present  
Editorial Board, *Strategic Organization*, 2006–present  
Editorial Board, *Corporate Governance: An International Review*, 2007–present  
Editorial Board, *BuR–Business Research*, 2007–present  
Editorial Board, *Strategic Management Journal*, 2007–present  
Editorial Board, *Journal of Strategic Management*, 2008–present

Served as ad hoc referee for *The Journal of Business*, *American Economic Review*, *Rand Journal of Economics*, *Management Science*, *Organization Science*, *California Management Review*, *Financial Management*, *Economic Inquiry*, *Marketing Science*, *Journal of Marketing Research*, *Strategic Management Journal*, *Journal of Economics and Business*, *Empirical Economics*, *Academy of Management Journal*, *Journal of Product Innovation Management*, *Journal of Consumer Research*, *Journal of Institutional and Theoretical Economics*, *International Journal of Research in Marketing*, *Information Systems Journal*, *Journal of Forecasting*, *AGENDA*, *Journal of World Business*, *Decision Support Systems*, *British Journal of Management*, *Journal of Business Ethics* and *The MS/OR Handbook of Research in Marketing*

Served as member of the expert advisory groups of *The National Science Foundation*, *Hong Kong Grants Authority*, *Australian Research Council*, *Marketing Science Institute*

Academic Advisory Board, Global Research Consortium, 1997–present

Associate, Centre for Regional Economic Development, People's University, Beijing, PRC

### ***Governmental Panels***

**Research Quality Framework, Assessment Panel, 2007–2008.** The RQF Panel is responsible for the assessment of individual faculty research quality with the aim of ultimately determining the allocation of funding to universities. It was established by the Department of Education, Science and Training (DEST).

**Publications:**

**Refereed Journals:**

- “Formative versus Reflective Measurement Models: Two Applications of Formative Measurement,” *J. Business Research*, forthcoming (with T. Coltman, D. Midgley & S. Venaik).
- “Tourism and Discretionary Income Allocation: Heterogeneity among Households,” *Tourism Management*, 29, 1, February 2008 (with G. Crouch, S. Dolnicar, T. Hyubers, J. Louviere & H. Oppewal).
- “Do Managers Behave as Theory Suggests? A Choice Theoretic Examination of Foreign Direct Investment Location Decision Making,” *Journal of International Business Studies*, 38, 7, December 2007 (with P. Buckley & J. Louviere) best paper finalist, AIB Conference, Quebec City, 2005.
- “Do What Consumers Say Matter? The Misalignment of Preferences with Unconstrained Ethical Intentions,” *Journal of Business Ethics*, 76, 4, December 2007 (with P. Auger).
- “External Knowledge Acquisition, Creativity and Learning in Organizational Problem Solving,” *International Journal of Technology Management*, 38, 1/2, 2007 (with D. Midgley & C. Soo).
- “E-Business Strategy and Firm Performance: A Latent Class Assessment of the Drivers and Impediments to Success,” *Journal of Information Technology*, 22, 2, May 2007 (with T. Coltman & D. Midgley).
- “Using Best-Worst Scaling Methodology to Investigate Consumer Ethical Beliefs Across Countries,” *Journal of Business Ethics*, 70, 3, February 2007 (with P. Auger & J. Louviere).
- “Discretionary Expenditure and Tourism Consumption,” *Journal of Travel Research*, 45, 1, February 2007 (with G. Crouch, S. Dolnicar, T. Hyubers, J. Louviere & H. Oppewal).
- “The Other CSR,” *Stanford Social Innovation Review*, Fall 2006 (with P. Auger, G. Eckhardt & T. Birtchnell).
- “Dual Paths to Performance: The Impact of Global Pressures on MNC Subsidiary Conduct and Performance,” *Journal of International Business Studies*, 36, 6, 2005 (with D. Midgley & S. Venaik).
- “Modular Strategies: B2B Technology and Architectural Knowledge,” *California Management Review*, 47, 4, Summer 2005 (with P. Richard).
- “Consumer Ethics Across Cultures,” *Consumption, Markets, and Culture*, 8, 3, 2005 (Paper and Video) (with G. Eckhardt & R. Belk).
- “Client and Agency Mental Models in Evaluating Advertising,” *International Journal of Advertising*, 24, 1, 2005 (with M. Collins & G. Dowling).
- “A New Perspective on the Integration-Responsiveness Pressures Confronting Multinational Firms,” *Management International Review*, 44, SI1, 2004 (with D. Midgley & S. Venaik).
- “What Will Consumers Pay for Social Product Features?” (with P. Auger, J. Louviere & P. Burke), *Journal of Business Ethics*, 42, 3, 2003.
- “Knowledge Management: Philosophy, Process, and Pitfalls,” *California Management Review*, 44, 4, Summer 2002 (with A. Deering, D. Midgley, & C. Soo). Best Paper, 2001 ANZAM Conference. A variant of this paper was published in *Forum* (European Foundation for Management Development, Paris).
- “Keeping E-Business in Perspective,” *Communications of the ACM*, September 2002 (with T. Coltman, A. Latukefu and D. Midgley).
- “E-Business: Revolution, Evolution or Hype?” *California Management Review*, 44, 1, Fall 2001 (with D. Midgley, T. Coltman & A. Latekefu).
- “The Globalization of Innovation: Introduction,” *Journal of Product Innovation Management*, 17, September 2000.

- “The Organisational Imperative and the Optimal Performance of the Global Firm: Formalising and Extending the Integration-Responsiveness Framework,” *Organization Science*, 11, 6, 2000 (with D. Midgley & S. Venaik).
- “Understanding Institutional Designs Within Marketing Value Systems,” *Journal of Marketing*, 63, Special Issue, 1999 (with S. Carson, G. John & G. Dowling).
- “Paying the Piper an Incentive to Play a Better Tune: Understanding and Resolving Advertiser-Agency Conflicts,” *Journal of Business-to-Business Marketing*, 6, 1, Spring 1999 (with G. Dowling).
- “Doing What They Say or Saying What They Do? Australian Organizations’ Signals of Performance and Attitudes,” *Australian Journal of Management*, 24, 1, June 1999 (with B. Kabanoff).
- “A Formal Model of Trust Based on Outcomes,” *Academy of Management Review*, 23, 3, July 1998 (with R. Bhattacharya & M. Pillutla).
- “Perspectives on Growth: Implications for Asia, Australia and New Zealand,” *Agenda*, 4, 1997 (with S. Kirchner).
- “The Internationalisation of Innovation,” *Journal of Product Innovation Management*, 12, January 1995.
- “Determining Automobile Insurance Claims and Premium Pricing: A Preliminary Analysis,” C. Hipp (ed.), *Geld, Banken und Versicherungen*, Karlsruhe: VVW (with B. Cooil), 1994.
- “How Well Do Patents Measure New Product Activity?” *Economic Letters*, 41, April 1993.
- “New Products and Financial Risk Changes,” *Journal of Product Innovation Management*, 9, September 1992.
- “New Product Innovations and Stock Price Performance,” *Journal of Business Finance & Accounting*, 19, September 1992 (with P. Chaney).
- “Managerial Contracting and Bank Lending with Private Information,” in W-R Heilmann (ed.), *Geld, Banken und Versicherungen*, Karlsruhe: VVW, 1992 (with H. Milde).
- “The Return to Advertising Expenditure,” *Marketing Letters*, 3, May 1992, (with B. Cooil).
- “The Impact of New Product Introductions on the Market Value of Firms”, *Journal of Business*, 64, October 1991, (with P. Chaney and R. Winer). Another version of this paper is published as Marketing Science Institute Research Report 89-105.
- “New Products Over The Business Cycle,” *Journal of Product Innovation Management*, 7, December 1990.
- “Diversification Strategy and Performance in Canadian Manufacturing Firms”, *Strategic Management Journal*, 11, September 1990 (with T. Nguyen and A. Seror).
- “Agency Contracting and Inside Debt,” *Schweizerische Zeitschrift für Volkswirtschaft und Statistik*, 129, June 1990 (with H. Milde).
- “Rationally Determined Irrationality: An Extension of the Thesis of Rationality as Anti-Entropic,” *Journal of Economic Psychology*, 10, November 1989.
- “The Bank-Customer Relationship,” in W-R Heilmann (ed.), *Geld, Banken und Versicherungen*, Karlsruhe: VVW, 1988 (with M. Flannery).
- “Rethinking the Product Portfolio: A Generalized Investment Model,” *Management Science*, 34, September 1988 (with D. Stewart).
- “Entry and Learning,” *Management Science*, 33, June 1987.
- “Credit Rationing Theory: A Survey and Synthesis,” *Journal of Institutional and Theoretical Economics (Zeitschrift für die gesamte Staatswissenschaft)*, 141, December 1985 (with E. Baltensperger).
- “A Note on the Application of Portfolio Theory,” *Journal of Marketing*, 49, Fall 1985 (with A. Shocker & D. Stewart).

“Incentives and Multi-Period Rationing in Loan Contracts,” in H. Göppl and R. Henn (eds), *Geld, Banken und Versicherungen*, Karlsruhe: VVW, 1985.

**Books and Refereed Monographs (those with \* refereed):**

*The Myth of the Ethical Consumer*, Proposal in review, Cambridge University Press (with P. Auger and G. Eckhardt).

*Knowledge Creation and Innovation Management*, Cheltenham: Edward Elgar, forthcoming (with David Midgley & Christine Soo).

*Managing the Global Corporation: Case Studies in Strategy and Management*, 2nd Edition, New York: McGraw-Hill, 2001 (with José de la Torre & Yves Doz).

*The Essence of Corporate Strategy: Theory for Modern Decision Making*, Sydney: Allen & Unwin, 1997 (with Jeremy Davis).

*EUROPEAN MARKETS AFTER 1992: Implications for Business Strategy*, Lexington, MA: Lexington Books, 1991, (with William C. Hightower).

*ISSUES IN PRICING: Theory and Research*, Lexington, MA: Lexington Books, 1988 (editor).

*Rationing in a Theory of the Banking Firm*, New York: Springer-Verlag, 1986. Volume 9 in the *Studies in Contemporary Economics Series*.\*

**Chapters in Books and Reviews (those with \* refereed):**

“Global Segments of Socially Conscious Consumers: Do They Exist?” to appear in N.C. Smith, C.B. Bhattacharya, D. Vogel and D. Levine, eds., *Global Challenges in Responsible Business*, New York: Cambridge University Press (with P. Auger & J. Louviere).

“Measuring the Importance of Ethical Consumerism: A Multi-Country Empirical Investigation,” to appear in J. Hooker, J. Hulpke and P. Madsen, eds., *Controversies in International Corporate Responsibility*, Charlottesville VA: Philosophy Documentation Center, 2007 (with P. Auger & J. Louviere), 207-221.

“Building Communities,” to appear in D. Barry and H. Hansen, *Sage Handbook of New & Emerging Approaches to Management & Organization*, Thousand Oaks: Sage, 2007 (with N. Nikolova).\*

“Strategy Content & Process in The Context of E-Business Performance,” in G. Szulanski, Y. Doz and J. Porac (eds.), *Strategy Process, Advances in Strategic Management*, Volume 22, New York: JAI Press, 2005 (with T. Coltman & D. Midgley).\*

“Relating Customer Value to Strategic Competence: A Discrete Choice Measurement Approach,” in R. Sanchez and J. Freiling (eds.) *Research in Competence-Based Management, Volume 1 – A Focused Issue on the Marketing Process in Organizational Competence.*, Oxford: Elsevier Pergamon, 2005 (with D. Midgley & J. Brazell).\*

“Knowledge Creation in Organizations: A Multiple Study Overview,” in J. Davis, E. Subrahmanian & A. Westerberg (eds.) *Knowledge Management: Organizational and Technological Dimensions*, New York: Springer-Verlag, 2005 (with C. Soo & D. Midgley).

“Dual Paths to Multinational Subsidiary Performance: Networking to Learning and Autonomy to Innovation,” in Ariño, A. Ghemawat, P. & Ricart, J.E. (Eds.). *Creating Value through International Strategy*, Hampshire: Palgrave, 2004 (with S. Venaik & D. Midgley).\*

“The Eclectic Paradigm: The Developmental Years as a Mirror on the Evolution of the Field of International Business,” in J. Cheng & M. Hitt (eds.) *Advances in International Management*, Volume 15. New York: Elsevier, 2004.

“The Role of Knowledge Quality in Firm Performance?” in Tsoukas & Mylonopoulos (eds.) *Organizations as Knowledge Systems* London: Palgrave, 2004 (with C. Soo & D. Midgley).\*

“E-Business Performance: A Latent Class Examination,” in G. Fandel, U. Backes-Gellner, M Schlüter & J. Staufenbiel (eds.) *Modern Concepts of the Theory of the Firm: Managing*

*Enterprises in the New Economy*, Berlin: Springer-Verlag, 2004 (with T. Coltman and D. Midgley).

- “Managerial Beliefs, Market Contestability and Dominant Strategic Orientation in the Eclectic Paradigm,” in J. Cantwell and R. Narula (eds.) *Reevaluating the Eclectic Paradigm*, London: Palgrave, 2003 (with D. Midgley & S. Venaik).\*
- “Employment Contracts as Trusting Relationships,” in L. Kelly (ed.), *Asia Pacific Perspectives on Human Resource Management*, forthcoming (with R. Bhattacharya & M. Pillutla).
- “Multinationals as Flagship Firms,” *Academy of Management Review*, 26, 3 (July), 2001.
- “The Causes and Consequences of the Asian Economic Crisis,” in A. Karmann (ed.), *Financial Structure and Stability*, Heidelberg: Springer-Verlag, 2000.
- “Knowledge, Tacit Understanding and Strategy,” in G. Twite & R. Marks (eds.), *Recent Developments in Management Thinking*, Sydney: Allen & Unwin, 1999.
- “Normative Lessons from Growth Theory: What Does the Evidence Tell Us?” in D. Midgley, et al (eds), *Enterprise Management in the Asia-Pacific Region*, McGraw Hill, 1998.
- “Issues in the Development of Financial Expert Systems Models,” in R. W. Blanning (ed.) *Foundations of Expert Systems for Management*, Köln: Verlag TUV Rheinland GmbH, 1989.
- “Economic Theory and Pricing Behavior,” in T. Devinney (ed.) *ISSUES IN PRICING: Theory and Research*, Lexington, MA: Lexington Books, 1988.
- “Price, Advertising, and Scale as Information Revelation Mechanism in Markets,” in T. Devinney (ed.) *ISSUES IN PRICING: Theory and Research*, Lexington, MA: Lexington Books, 1988.
- “Legal Aspects of MRI,” in C.L. Partain, et. al. (eds.), *Magnetic Resonance Imaging*, Philadelphia, PA: W.B. Saunders Company, 1988 (with A. James, et. al.).

**Selected Proceedings (Refereed marked with \*; CD or electronic with a §):**

- “Do Managers Look beyond Cost When Making Outsourcing Decisions? The Role of Innovation and Value Capture in Effecting Managerial Decision-Making,” *Proceedings of the 21st Annual Conference of ANZAM*, Sydney, 2007 (with N. Perm-Ajchariyawong) — winner of the best paper award.\*§
- “The Importance of Intangible Social Attributes in Individual Purchasing Decisions,” in *Best Paper Proceedings of the Academy of Management*, Philadelphia, 2007 (with P. Auger & J. Louviere).\*§ This paper was also nominated for the Carolyn Dexter Award for the best international paper.
- “Buyer Preferences for Outsourced Logistics Services (3PL),” in *Proceedings of the 20th Annual Conference of ANZAM*, Rockhampton, 2006 (with T. Coltman, K. Hughes & S. Whiting) — winner of the best paper award.\*§
- “Two Sides of Market Orientation and the Link to Performance,” in *Proceedings of the 19th Annual Conference of ANZAM*, Canberra, 2005 (with T. Coltman).\*§
- “The Exceptional Firm,” in *Proceedings of the 18th Annual Conference of ANZAM*, Dunedin, 2004 (with G. Yip & G. Johnson).\*§
- “Utilizing Rich Multimedia Methods for the Elicitation of Preferences for Radical Future Technologies,” in *Proceedings of the ESOMAR/EMAC Where Science Meets Practice 2004*, Warsaw, 2004 (with J. Louviere & T. Coltman).\*§
- “Consumer Reaction to Social Issues: A Six Country Study,” in *Proceedings of the European Marketing Academy Conference*, Murcia, 2004 (with P. Auger & J. Louviere).\*§
- “An Empirical Assessment of e-Business Implementation Constraints,” in *e-Business Review*, Academy of e-Business, 2002 (with T. Coltman & D. Midgley).\*
- “An Integrated Framework of Alliance Governance and Performance,” in M. Trick (ed.), *Growing the International Firm: Success in Mergers, Acquisitions, Networks and Alliances*,

Pittsburgh: Carnegie Bosch Institute (with S. Gudergan & S. Ellis), 2002 (with S. Gudergan and S. Ellis).\*

“Understanding and Resolving Advertiser-Agency Conflicts,” in *Proceedings of the Decision Sciences Institute Fourth International Meeting*, Sydney, 1997 (with G. Dowling).\*

“Models for Automobile Insurance Accidents and Losses,” *Proceedings of the American Statistical Association Business and Economics Section*, Alexandria, VA: American Statistical Association, 1994 (with B. Cooil & D. McCormick).\*

“Economics and Psychology in Rational Perspective,” in L.F. Alwitt(ed.), *Proceedings of the American Psychological Association's Annual Meeting*, Washington, DC: APA, 1987.

“An Economic Theory of Non-Rational Behavior,” in D.W. Stewart (ed.), *Proceedings of the American Psychological Association's Annual Meeting*, Washington, DC: APA, 1985.

#### **Video Publications and Documentaries:**

“Consumer Ethics Across Cultures,” published in conjunction with *Consumption, Markets, and Culture*, Finalist at the European ACR Film Festival, 2005 (24 Minutes).

“Why Don't Consumers Behave Ethically? The Social Construction of Consumption” People's Choice Award winner at the European ACR Film Festival, 2006 (27 Minutes), Finalist at the ACR Film Festival, 2006. Full video published by Insight Media. Video trailer available at:

<http://www2.agsm.edu.au/agsm/web.nsf/Content/ResearchCentres-CCC-ResearchProjects-EthicalConsumerDVD>

#### **Centre Published Reports:**

*Tourism and the Competition for Discretionary Expenditure*. Melbourne: Sustainable Tourism CRC, 2006 (with G. Crouch, S. Dolnicar T. Huybers, J. Louviere & H. Oppewal).

*Going Where No Tourist Has Gone Before: The Future Demand for Space Tourism*. Sydney: The Future Choice Initiative, 2006 (with G. Crouch & J. Louviere).

*Leaving Home: Is There a Case for Asian Expansion for Australian Banks and Insurers?* Sydney: Centre for Corporate Change, 2005 (with O. Young & D. Huang, NM Rothschild).

*Customer Relationship Success*, Sydney: Centre for Corporate Change, 2004 (with T. Coltman).

*Modeling Likely Uptake of Future Technologies: An Information Acceleration Approach*, Sydney: Cooperative Research Centre for Smart Internet Technology, 2003 (with T. Coltman & J. Louviere).

*The Management of Intellectual Property in Australian Organisations*, Sydney: Centre for Corporate Change, 2003 (with A. Liberman, Freehills).

*The Strategic Application of E-Intelligence*, Sydney: Centre for Corporate Change, 2001 (with T. Coltman & D. Midgley).

#### **Cases (those appearing de la Torre, Doz, and Devinney, 2000 marked \*):**

“Haburi,” 2001.

“Gatetrade,” 2001.

“Agribuys,” (plus teaching note) 2002.

“Challenges at Maconomy,” 2001.

“Chateau Online,” (plus teaching note) 2003.

“Global Knowledge at AT Kearney,” (plus teaching note) 2001.

“Integrated Options: Knowledge Management,” (plus teaching note) 2000.

“Carrefour vs Wal-mart: The Battle for Global Retail Dominance,” (plus teaching note) 2000. Published in M.A. Carpenter & W.G. Sanders, *Strategic Management: A Dynamic Perspective*. Englewood NJ: Prentice Hall, 2006.

- “Knowledge Management at Morgan & Banks,” (plus teaching note) 2000.
- “Hans Sulzer AG,” (plus teaching note) 1999.
- “Dewey, Cheetham and Howe,” 1999.
- “SouthGold,” (plus teaching note and Excel worksheet on futures hedging) 1999.\*
- “Colonial vs National Mutual: The Battle for a China License,” (plus teaching note) 1998.\*
- “China Southern Airlines,” & “China Southern Airlines: The Accident Dilemma” (plus teaching note) 1998.\*
- “Nizhlak: The Top Management Team,” (plus teaching note) 1998.\*
- “Egon Zehnder International: Asian Expansion,” & “Egon Zehnder International: The Indian Overture,” (plus teaching note) 1997.\* A condensed version entitled “Egon Zehnder International: Asian Options” plus a Chinese language version are available also.
- “The Australian Motorcycle Company: Born Global or Stillborn?” (plus teaching note) 1997.\*
- A series of six case studies relating to an exercise on economic development opportunities—Hoggart Meats, Brasico Steel, Silverstar Communications, White Rhino, Lazarus Medical Care, and Gyozu Ltd.

### **Working Papers:**

- “Modelling Consumer Choice Behaviour in Space Tourism,” November 2007 (with G. Crouch, J. Louviere & T. Islam) under review, *Tourism Management*.
- “Supply Chain Contract Evolution,” September 2007 (with T. Coltman, K. Bru, Nidhida Perm-Ajchariyawong & G.R.G. Benito) under review, *European Management Journal*.
- “Customer Relationship Management and Firm Performance,” September 2007 (with T. Coltman & D. Midgley) under review, *MIS Quarterly*.
- “The Relative Importance of Logistic Service Provider Attributes,” July 2007 (with T. Coltman, B. Keating & K. Hughes). Winner, Best Paper Award, 2006 ANZAM Conference.
- “Service-Dominant Logic within the Supply Chain: a Third Party Logistics Perspective,” July 2007 (with T. Coltman & B. Keating).
- “Do Managers Look beyond Cost When Making Outsourcing Decisions? The Role of Innovation and Value Capture in Effecting Managerial Decision-Making,” July 2007 (with N. Perm-Ajchariyawong).
- “Measuring Long Term Superior Performance: Or How to Compare Apples with Oranges,” June 2007 (with G. Yip & G. Johnson) paper prepared as part of the AIM Initiative. Under review, *Long Range Planning*.
- “The Importance of Intangible Social Attributes in Individual Purchasing Decisions,” June 2007 (with P. Auger & J. Louviere). This paper was nominated for the Carolyn Dexter Award for the best international paper at the 2007 AOM Conference.
- “Business Week & the Financial Times Business Schools Rankings: Similar but Different,” April 2007 (with G. Dowling & N. Perm-Ajchariyawong), under review, *European Management Review*.
- “The Frontier of Performance,” February 2007 (with G. Yip & G. Johnson) paper prepared as part of the AIM Initiative. Under review, *British Journal of Management*.
- “Measuring Organizational Performance in Management Research: A Synthesis of Measurement Challenges and Approaches,” May 2007 (with P. Richard, G. Yip & G. Johnson) paper prepared as part of the AIM Initiative. Under review, *Journal of Management* (Conditional Acceptance).
- “Consumer Assessment of Social Product Features,” March 2006 (with P. Auger, J. Louviere & P. Burke) under review, *International Journal of Research in Marketing* (Second Review: Conditional Acceptance).

- “The Importance of Internal and External Knowledge Sourcing and Firm Innovation,” August 2006 (with T. Pederson & C. Soo).
- “A Theory of Reasoned Cooperation and Compliance in Non-Equity Alliances,” July 2006 (with S. Gudergan & S. Ellis) under review, *Academy of Management Journal*.
- “Why Don’t Consumers Behave Ethically? The Social Construction of Consumption,” July 2006 (with G. Eckhardt & R. Belk) under second review, *Journal of Public Policy and Marketing*.
- “The Role of Fairness and Ambiguity in Negotiating Marketing Alliances,” June 2006 (with S. Gudergan & S. Costi).
- “Organizational Knowledge and the Project-Based Organization,” April 2006 (with L. Bourgenon).
- “The Retail Market for Compound Instruments in Germany – Developments and Benefits,” (with M. Wilkens) November 2005.
- “Knowledge Creating Processes and Innovation,” March 2005 (with D. Midgley & C. Soo).
- “A Competence-Innovation Framework of Alliance Performance,” November 2004 (with S. Gudergan & S. Ellis).
- “The Client-Consultant Interaction in Professional Business Service Firms,” October 2004 (with N. Nikolova) paper prepared for AOM.
- “The Client-Consultant Interaction in Professional Business Service Firms: Outline of the Interpretive Model and Implications for Consulting,” May 2004 (with N. Nikolova), paper prepared for EGOS.
- “Knowledge Creation in Organizations: Exploring Firm and Context Specific Effects,” February 2004 (with D. Midgley & C. Soo).
- “The Dynamic Evolution of Trust,” (with R. Bhattacharya & M. Pillutla).
- “Who are the Innovators and What do They Gain?” July 1995 (with P. Chaney).
- “Athletic Scholarship and Regulation by the NCAA,” July 1992.

***Research Support Received (and under application):***

*Since 1999 individual grant support received amounted to over \$11,000,000. This does not include grant moneys and general support raised in relation to others associated with the Centre for Corporate Change*

- |           |   |
|-----------|---|
| 1983–1988 | Summer Research Support, Dean’s Fund for Faculty Research, Owen Graduate School for Management, Vanderbilt University   |
| 1985–1987 | Misc. Research Support, University Research Council, Vanderbilt University  |
| 1985–1987 | Marketing Science Institute, Cambridge MA, Impact of New Product Introductions on the Market Value of Firms – US\$10,000  |
| 1988–1989 | Marketing Science Institute, Cambridge MA, The Impact of Components of Corporate Strategy on the Market Value of Firms – US\$10,000   |
| 1992      | Center for International Business Education and Research UCLA, Research Managerial Decisionmaking and European Integration – US\$5,000  |
| 1993–1994 | Andrus Foundation, Washington D.C., Age as a Rating Factor in Automobile Insurance Pricing (with B. Cooil, Vanderbilt University) – US\$64,000                                  |
| 1994–1995 | International Diffusion of a Technological New Product, Australian Research Council (with David Midgley) – A\$11,000  |
| 1994–1995 | Australian Research Council (Small Grants), International Patenting Behavior: Determinants of Country Patenting Behavior and its Relationship to the Business Cycle – A\$11,000 |

- 1995–1997 Australian Research Council (Special Research Grant), The Transfer of Knowledge and Capabilities Across International Boundaries – A\$26,000
- 1997 Egon Zehnder International, Case Development on International Expansion – A\$10,000
- 1997 Program for International Research Linkages, Canadian High Commission, Carrying Competencies Off-Shore: An Investigation of Australian and Canadian Foreign Investment in China (with A. Seror, Laval) – C\$5,000
- 1998 University Grants Council, Hong Kong, Measuring the Utility Value of Ethical Consumerism (with Patrice Auger, City University HK) – HK\$45,000
- 1999–2000 Australian Research Council (Small Grants), An Alternative Methodology for the Investigation of MNE Performance (with David Midgley, Sunil Venaik and Kendall Roth, South Carolina) – A\$15,000
- 1999–2001 Centre for Corporate Change, Knowledge Creation Processes and Firm Innovation (with David Midgley and Christine Soo) – A\$20,000 + \$9,000 extension of funding. Additional funding of US\$100,000 secured through AT Kearney Centres of Excellence.
- 1999–2002 SRG and UCG, Hong Kong, Measuring the Utility Value of Ethical Consumerism (with Patrice Auger, City University HK, and Jordan Louviere, Sydney) – HK\$143,860 (SRG) (granted 1/6/99) and A\$115,000 (ARC)
- 2000–2001 Special Research Grant (with R. Bhattacharya, BCG, and Madan Pillutla, LBS) – A\$15,000, Experimental Validation of Outcome Trust
- 2000–2001 SAS Institute, E-Intelligence and Corporate Strategy – A\$88,000
- 2002–2003 CRC for Smart Internet Technology (Linkage Grant), Measuring Customer Response to Radical Future Technologies (with J. Louviere, UTS and industry partners Westpac) – A\$138,000 + \$25,000 top up, A\$121,000 in 2004.
- 2003–2005 Australian Research Council (Discovery Grant), Cross-Cultural Differences in Perceptions Of Consumption Ethics (with G. Eckhardt, AGSM, and R. Belk, Utah) – A\$112,000
- 2003–2005 Australian Research Council (Discovery Grant), Outcome Trust: An Experimental Validation (with R. Wood, AGSM) – A\$68,000
- 2003 Nokia/Telstra, Using Lead User Research to Determine the Demand for 3G Service Delivery – A\$50,000
- 2003–2005 Transurban, Discrete Choice Modeling of Infrequent Road Users (with J. Louviere, UTS) – A\$275,000
- 2003–2006 Australian Research Council (Linkage Program), Negotiation Style Choice and Performance in Non-Equity Business Partnerships (with S. Gudergan, UTS) – A\$105,000
- 2004–2005 Australian Research Council (Linkage International Award), Knowledge and Networks: An Evaluation of Patent Citation Activity and Active Knowledge Networks (with M. Reitzig and T. Pedersen, Copenhagen Business School) – A\$45,400
- 2003–2004 Australian Research Council (Special Research Initiative), Management and Consumer Decisionmaking Network—Convener of a seed funding request to create a network of academic researchers – A\$30,000
- 2004 AIM Fellowship (ESRC UK), Performance of UK Firms (with G. Yip and G. Johnson) – A\$200,000
- 2004 Cooperative Research Centre for Sustainable Tourism, Modelling and Exploring Tourism Consumer Choice: Strengthening the Knowledge Base for Improved Strategic Decision Making in The Australian Tourism Industry (with T. Huybers, G. Crouch, S. Dolnicar, J. Louviere, and H. Oppewal) – A\$45,000

- 2005–2007 Australian Research Council (Linkage Program), Patterns of Rural Segmentation (with J. Louviere and S. Gudergan, UTS) – A\$1,400,000+ (**Described at: <http://www.ruralchoice.com.au>**)
- 2005–2007 Australian Research Council (Discovery Grant), Information Provision and the Valuation of Social Attributes (with P. Auger, MBS., A. Gunnthorsdottir, AGSM, J. Louviere and M. King, UTS) – A\$205,000
- 2006–2008 Australian Research Council (Linkage Program; DHL), Modelling the Dynamics of Supply Chain Alignment: Linking Customer Behaviour to Internal Capabilities (with T. Coltman, J. Gattorna, E. Anderson) – A\$1,000,000 [Note that I am not named as a co-investigator on this grant but am part of the project team]. (**Described at: <http://www.sitacs.uow.edu.au/projects/sca/DHL/index.htm>**)
- 2006–2009 Australian Research Council (Linkage Program; Bluescope Steel), A Simulation Based Approach to Understanding Alternative Supply Chain Configurations (with T. Coltman, J. Gattorna, T. Spedding) – A\$231,000
- 2007–2010 Australian Research Council (Linkage Program; ACT Health), An Action Research Project to Strengthen Inter-Professional Learning and Practice Across the ACT Health System (with J. Braithwaite, R. Iedema, J. Westbrook, R. Foxwell, R. Boyce, K. Murphy, M.-A. Ryall, J. Beutel, M. Budge, W. Ramsey) – A\$4,700,000.
- 2007–2008 Alexander von Humboldt Foundation. Research Award, €60,000.
- 2008 Rockefeller Foundation, Bellagio Centre Fellow.
- 2008–2010 Australian Research Council (Linkage Program; CRT), Strategic Service Innovation: The Role of Heterogeneity in Substantive and Dynamic Capabilities (with I. Lings, S. Gudergan and J. Louviere) – A\$510,000.

***Research Paper Presentations (ordered chronologically. Multiple presentations in parentheses, titles are excluded for simplicity):***

*In the last 10 years more than 200 paper and conference presentations globally at leading conference and institutions of higher learning. Those prior to 2000 are only summarized for brevity.*

**Prior to 2000:**

University of British Columbia, London Business School (4), INSEAD (4), Brussels University, University of Chicago, Harvard University (School of Public Health & HBS), Marketing Science Conference (University of Chicago, 1984), American Psychological Association (Toronto, 1984), ORSA/TIMS (Dallas, 1984), Universität Karlsruhe (6), Universität Konstanz, Universität Ulm, Marketing Science Conference (Vanderbilt University, 1985), ORSA/TIMS (Boston, 1985), Marketing Science Conference (University of Texas, 1986), ORSA/TIMS (Miami, 1986), McGill University, Marketing Science Conference (Jouy-en Josas, France, 1987), Universität Bern, American Psychological Association (New York, 1987), Carnegie Mellon University (Served as Visiting Scholar 10/87), Illinois, Cornell, Rochester, Toronto, Michigan, SUNY Buffalo, Marketing Science Conference (Washington, 1988), Washington University, Marketing Science Institute, Northwestern, USC (2), Marketing Science Conference (Duke, 1989), European Institute for Advanced Studies in Management (Brussels), TIMS International Meeting (Osaka, 1989), Universität Lüneburg, Universität Hamburg, Universität Mainz, Universität Kiel (2), Tulane, Marketing Science Conference (Delaware, 1991), UC Irvine, UCLA (3), Konrad-Adenauer Stiftung (San Diego, 1991), University of South Carolina, University of Warwick, Iowa, Helsinki School of Economics, Universität Würzburg, Universität Frankfurt, TIMS International Meeting (Helsinki, 1992), Marketing Science Conference (London, 1992), Universiteit Groningen, Australian Graduate School of Management (UNSW), University of Melbourne, Wissenschaftszentrum Berlin, American Economic Association (Anaheim, 1993), American Economic Association (Boston, 1/94), Marketing Science (Arizona, 3/94), Universität Trier (2), American Economic Association (Washington, 1/95), Cranfield University, Erasmus University, Oxford University, City University HK (2), European AIB (Stockholm 12/96), Marketing Science Conference (Berkeley, 3/97), Sydney University, Decision Sciences (Sydney

7/97), Minnesota, Georgetown, Marketing Science Institute, Marketing Science Conference (INSEAD, 7/98), AIB (Vienna, 10/98), ANZMAC (Otago, 12/98), Meso Conference (Duke, 3/99), Marketing Science Conference (Syracuse, 5/99), Egos Conference (Warwick, 6/99), Mainz/MSI/Stanford Competition Conference (6/99), IESE (Barcelona), NYU, Universität Dresden, Universität Leipzig, Universität Jena, Universität Giessen, AIB (Charleston, 11/99)

**After 1999 (\* indicates by invitation only or private funded invitation):**

Organization Science Winter Conference (Keystone, 2000)\*  
e-Commerce & Global Business Forum (Santa Cruz, May 2000)\*  
Stockholm School of Economics (June, 2000)\*  
Competences Conference (Helsinki, June 2000)  
Strategic Management Society (Vancouver, October 2000)  
UC Berkeley (October 2000)\*  
Academy of International Business (Phoenix, November 2000)  
U. Illinois (November 2000)\*  
IMD (November 2000)\*  
European Int'l Business Academy (Maastricht, December 2000) (**Doctoral Consortium Faculty**)\*  
UCLA-CMIE Research Conference (February 2001)\*  
Strategic Management Society (San Francisco, October 2001)  
Academy of International Business (Sydney, 2001) (**Program Organizer/Local Host**)\*  
eLab Conference (Singapore, 2001)\*  
ANZ Academy of Management, ANZAM (Auckland, 2001) (**Winner, Best Paper Award**)  
Int'l Academy of E-Business (Orlando, 2002)  
Egos Conference (Athens, 2002)  
European Marketing Academy (Braga, 2002)  
Academy of International Business (San Juan, 2002)  
Strategic Management Society (Paris, 2002)  
LINK Conference (Copenhagen Business School, 2002)\*  
National University of Singapore (October 2002)\*  
Managing Enterprises in the New Economy; Erich-Gutenberg-Arbeitsgemeinschaft (Hagen, 2002)\*  
European Int'l Business Academy (Athen, 2002) (**Doctoral Consortium Faculty**)\*  
WHU-Koblenz (December 2002)\*  
U. Pittsburgh (December 2002)\*  
Knowledge Management & the Global Firm (Sydney, 2003) (**Conference Organizer along with U. Sydney, Carnegie Mellon U. and U. Pittsburgh**)\*  
U. of Pennsylvania, Wharton (March 2003)\*  
U. of Technology, Sydney (April, 2003)\*  
CHERE [Centre for Health Economics Research & Education] (March 2003)\*  
Danish Research Unit on Industrial Dynamics (Copenhagen Business School, 2003)\*  
Academy of International Business (Monterey, 2003)  
Globalization Conference (EISE, Barcelona 2003)\*  
Academy of Management (Seattle, 2003)  
Advances in Strategic Management Conference (Insead, 2003)\*  
MSI Conference on Social Initiatives (Boston, 2003)\*  
SAP-Innovation Congress (Basel, 2003)\*  
European Int'l Business Academy (Copenhagen, 2004) (**Doctoral Consortium Faculty**)\*  
European Marketing Academy (Murcia, 2004)  
Strathclyde University (June 2004) (**AIM Fellowship Public Lecture**)\*  
Marketing Science Conference (Rotterdam, 2004)  
EGOS Conference (Ljubiana, 2004)  
Academy of International Business (Stockholm, 2004)  
Academy of Management (New Orleans, 2004) (**Elected to AOM Leadership Executive**)  
J. of Int'l Business Studies Frontiers Conference (Michigan State U., 2004)\*  
Strategic Management Society (San Juan, 2004)  
ESOMAR (Warsaw, 2004)\*  
International CSR Conference, Humboldt University (Berlin, 2004)\*  
ANZ Marketing Academy, ANZMAC (Wellington, 2004)  
ANZAM (Dunedin, 2004) (**Named to the ANZAM Executive**)

Berkeley Social Responsibility Conference (2005)\*  
 European Marketing Academy (Milan, 2005)  
 Melbourne Business School (October 2005)  
 European ACR—Film Festival (Gothenberg, 2005) (**Finalist in Film Festival**)  
 EGOS (Berlin 2005)  
 Academy of International Business (Quebec, 2005) (**Finalist Best Paper Award**)  
 Academy of Management (Honolulu, 2005) (**Organizer, IM Divisional Professional Development Workshops; Winner of AOM Innovation Award**)  
 Strategic Management Society (Orlando, 2005)  
 ANZMAC (Freemantle, 2005)  
 ANZAM (Canberra, 2005)  
 ACCS (Berlin, 2006)\*  
 Academy of International Business (Beijing, 2006) (**Doctoral Consortium Faculty; Chair, JIBS Decade Award Committee**)\*  
 Marketing Science Conference (Pittsburgh, 2006)  
 London Business School Social Responsibility Conference (July 2006)\*  
 Academy of Management (Atlanta, 2006) (**Program Chair, IM Division; Business Policy & Strategy Junior Faculty Consortium Faculty**)\*  
 European Assn of Consumer Research—Film Festival (Sydney, 2006) (**Winner of the People's Choice Award**)  
 Assn of Consumer Research—Film Festival (Orlando, 2006) (**Finalist in Film Festival**)  
 National University of Singapore (September 2006)\*  
 Carnegie-Bosch Institute CSR Conference (Hong Kong, 2006)\*  
 AOM-UN Global Compact Conference (Cleveland, 2006)\*  
 Strategic Management Society (Vienna, 2006)  
 Norwegian School of Management (October 2006)\*  
 Erasmus University (October 2006)\*  
 2nd Intl Conference on CSR (Berlin, 2006) (**Member of the Organizing Committee**)\*  
 University of Vienna (October 2006)\*  
 ANZAM (Rockhampton, 2006) (**Winner, Best Paper Award**)  
 Academy of International Business (U. Indiana, 2007) (**Program Organizing Committee**)\*  
 Marketing Science (Singapore, 2007)  
 NHH Bergen (May 2007)\*  
 CSMP (Philadelphia, 2007)  
 Cambridge University (May 2007)\*  
 London School of Economics (May 2007)\*  
 MSOM (Beijing, 2007)  
 European Marketing Academy (Reykjavik, 2007)  
 Evidence Based Management Collaborative (Carnegie Mellon, 2007–2008)\*  
 Academy of Management (Philadelphia 2007) (**Chair, IM Division; Nominee, Carolyn Dexter Award**)\*  
 ESSEC Paris (October 2007)\*  
 Humboldt University, Berlin (November 2007)\*  
 ANZAM (Sydney, 2007) (**Program Organizing Committee; Winner, Best Paper Award**)\*  
 Beijing University (December 2007)  
 York University (January 2008)\*  
 University of Iceland (January 2008)\*  
 Bocconi University (February 2008)\*  
 Nordic Academy of Management (Reykjavik, 2008) (**Keynote Speaker**)\*  
 3rd Intl Conference on CSR (Berlin, 2008) (**Member of the Organizing Committee**)\*

**Recent Press Coverage (selected examples from 2004–):**

“Roundtable to Spell Out Hong Kong’s Role,” *South China Morning Post*, 14 July 2007.  
 “Find Your Own Way Far From Home,” *Sydney Morning Herald*, 19 May 2007.  
 “Australian Companies Act to Ease Talent Squeeze,” *The Age*, 18 December 2006.  
 “Those Nasty Lying Consumers,” *The Economist (online)*, 16 October 2006.  
 “A New Brand of Valuation,” *Business Review Weekly*, 4-10 May 2006.

- “Next Stop, Space Tourism,” *Business Review Weekly*, 23-29 March 2006.
- “Space Tourism: Marketing to the Masses,” presented on *Space.com*, 6 June 2005  
[http://space.com/adastra/050606\\_isdc\\_tourism.html](http://space.com/adastra/050606_isdc_tourism.html)
- “Location, Location,” *Australian Financial Review*, 13 May 2005.
- “Think Big in Asia, Banks Told,” *Australian Financial Review*, 27 April 2005.
- “Work Overseas to Get Ahead,” and “Australia’s Rising CEOs are not Made on the Premises,”  
*Australian Financial Review*, 24 March 2005.
- “Why Independence is in the Mind and not the Numbers,” *Australian Financial Review*, 17  
 March 2005.
- “A Corporate Curse? The Bottom Line that Doesn’t Pay, but can Cost When Crossed,” *The Age*,  
 16 March 2005.
- “Companies Feel that Public Spirit,” *The Weekend Australian Financial Review*, 5 March 2005.
- “CRM: The Big Picture,” *MIS Magazine*, March 2005.
- “How Should the Wool Industry Deal with PETA?” *ABC Radio News*, 21 February 2005.  
 Follow-on from reports on ABC Radio, 4 February 2005.
- “Brain Drain,” *ABC TV Midday Report*, 21 April 2004.
- “Consumers Can be Less Caring,” *Sydney Morning Herald* and *The Age*, 4 April 2004.

**Miscellaneous University Activities (recognized formally):**

**Vanderbilt University:**

Served as a member of the Economics and Finance Faculty Recruiting Committees (1983–1986); Chairman, Business Environment Faculty Recruiting Committee (1986); Research Workshop and Working Paper Coordinator (1983–1989); Member of the Faculty Computer Committee (1985); Member of the Faculty Research Committee (1984–1985); Member of the Faculty Library Committee (1986–1989); Chairman, Communications Proficiency Committee (1987–1988); Justin Potter Lectureship Committee (1988–1989); Chairman, Library & Communications Committee (1988–1989); Information Technology Committee (1988–1989)

Ph.D. Dissertation Committee Membership: D. Chang, “Unorganized Money Markets and Monetary Policy in Less Developed Countries” (Vanderbilt, 1986). I. Erata, “A Study of Cost Functions in the Commercial Banking Industry” (Vanderbilt, 1987).

**AGSM/UNSW:**

General Management Hiring Committee (1994–1996, 1999–2006), MBA/XMBA Articulation Committee (1994), Director, Executive MBA Program, (1993–1996), Member of the AGSM Board of Management (1995–1997), Member of the AGSM Advisory Committee (1995–1997), Member of the Board of Directors—AGSM Ltd (1995–1997), Chair, AGSM Strategic Review Reference Committee (1999), Director, Centre for Corporate Change (1999–2006), XP Working Party (2001), AGSM Governance Committee (2001), AGSM Growth Options Committee (2002), Research & PhD Committee (1999–2006), AGSM Strategic Planning Group (2003), External Relations Working Party (2003), Curriculum Committee (2004–2005), Standing Committee (2006).

Management Committee, Centre for European Studies (UNSW) (1996–2004)

Management Committee, Centre for Clinical Governance Research in Health (UNSW) (2006–)

**Consulting and other Professional Experience (not listed elsewhere):**

- Co-Founder and Director, Brandalytics (JV company) (2005–2007)
- Co-Founder and Director, FutureChoice (2005–)
- Director, Timotheos Partners Ltd, Sydney Australia (2000–2006)
- Director, Century Link Corporation, Hong Kong, China (1999–)
- Board of Directors, International House, Sydney (2003–2004)
- Management Board, Amnesty International, Sydney (2000–)

Management consultant for various organizations including large corporations—United Press International, IMS/Dun & Bradstreet (London), Apple Computer, Martin-Marietta (Department of Energy), NationsBank, Dominion Bank, Nuturn Corporation, The Tennessee Valley Authority, LG (Seoul), Permanent General Insurance, Boral, AT Kearney, GEC-Alsthom, AMP, Morgan & Banks/TMP, GM/Holden, CSR, Mobil, Koppers Industries, SAP, Rolls Royce (UK), SAS Institute, Hanimex/Rabbit Photo, Thomson Publishing, Transurban, Nokia, Telstra, and Westfield Holdings—as well as many small Internet startups—e.g., Agribuys (US), Haburi (Denmark), Maconomy (Denmark), and ChateauOnline (France)—and governments and non-profits—e.g., the State Council of the PRC (China), the government of PNG, Amnesty International, The Property Council of Australia, Invest Australia, Australian Manufacturing Council and the City of Sydney. Served as an economic expert in numerous legal cases.

Written Op-Ed articles in publications such as the *Wall Street Journal*, *Sunday Express* (London), *Sydney Morning Herald*, *The Australian*, *The Financial Review*, *Ad News*, *Business Review Weekly*, *Asia Inc.*, *Süddeutsch Zeitung*, and *Il Sol* (Rome).

Lectured or served as program director in executive programs at Vanderbilt University, the Helsinki School of Economics, Helsinki University of Technology, Universität Frankfurt, China European International Business School, Copenhagen Business School, Insead and the Australian GSM as well as private corporate programs in the USA, Australia, India, China and Hong Kong.

Judge *MIS Asia* Innovation Awards, 2003–2005.