

August 25, 2024

John Hadjimarcou

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EDUCATION:

Ph.D.	Kent State University, 1994 Major: Marketing Minor: International Business
MBA	West Virginia University, 1988
B.S.B.Ad.	West Virginia University, 1987 Major: Accounting (Magna Cum Laude)

ACADEMIC EXPERIENCE:

2024 -	Dean, Woody L. Hunt College of Business The University of Texas at El Paso
2024 -	Paul L. Foster and Alejandra de la Vega Foster Distinguished Chair in International Business, The University of Texas at El Paso
2023 - 24	Interim Dean, Woody L. Hunt College of Business The University of Texas at El Paso
2016 - 24	Chair for the Director of the Center for the Study of Western Hemispheric Trade, The University of Texas at El Paso
2012 - 16	Frank and Wilma Hanley Endowed Professorship in Business Administration, The University of Texas at El Paso
2012 -	Professor of Marketing, Department of Marketing, Management and Supply Chain, The University of Texas at El Paso
2006 - 23	Chair, Department of Marketing, Management and Supply Chain, The University of Texas at El Paso
2001 - 12	Associate Professor of Marketing (with tenure), Department of Marketing and Management, The University of Texas at El Paso
1994 - 97	Assistant Professor of Marketing, Department of Marketing and

& 1999-2001	Management, The University of Texas at El Paso
2000	Visiting Faculty, Helsinki School of Economics and Business, Mikkeli Campus, Finland
1997 - 99	Visiting Assistant Professor of Marketing, Department of Public and Business Administration, University of Cyprus
1993	Instructor of Marketing, Department of Marketing, Kent State University
1990 – 92	Teaching Fellow, Department of Marketing, Kent State University
1988 – 89	Instructor of Business Administration, Department of Business Administration, Davis & Elkins College, Elkins, West Virginia

TEACHING:

COURSES TAUGHT

The University of Texas at El Paso

BUSN 1301	Introduction to Global Business (400-500+ students/section; 2016-2022)
MKT 3300	Principles of Marketing (face-to-face, online asynchronous, and HyFlex)
MKT 3310	Principles of Retailing
MKT 4301	Marketing Research
MKT 4325	International Marketing (face-to-face and HyFlex)
MKT4399	Current Topics in Marketing – E-Commerce
MGMT 4300	Strategic Management
MKT 5311	Marketing Management (EMBA, F2F, hybrid, online)
MKT 5355	International Marketing
MGMT 5325	Management Strategy and Policy
MKT 5394	Special Topics in Marketing (International Research Course – Spain)
IBUS 6313	Doctoral Seminar in International Marketing
IBUS 6389	Doctoral Seminar in Cross-Cultural Consumer Marketing

University of Cyprus

PBA 453	Strategic Marketing
PBA 355	Retail Management
PBA 352	Consumer Behavior
PBA 355	Sales Management

Kent State University

MKTG 45060	International Marketing
MKTG 35050	Marketing Research
MKTG 35035	Buyer Behavior
MKTG 45082	Retail Management

MKTG 35010 Principles of Marketing
MKTG 45096 Independent Study – Honors Program

Davis & Elkins College

MRKT 304 Marketing Management
MRKT 201 Principles of Marketing
ACCT 315 Advanced Accounting
MGMT 332 Operations Management

TEACHING, TEACHING-RELATED, AND OTHER AWARDS, NOMINATIONS,
AND SIGNIFICANT ACTIVITIES

2022 College Teaching Excellence Award, College of Business Administration, The University of Texas at El Paso

2014- [Fellow, The University of Texas System Academy of Distinguished Teachers](#)

2019- Distinguished Teaching Professor, [UTEP Academy of Distinguished Teachers](#)

2017 Teaching Excellence Award, Executive MBA Program, The University of Texas at El Paso

2015 University Marshal of Students, The University of Texas at El Paso, Spring Commencement

2013-15 21st Century Scholars Program Faculty-in-Residence/Fellow, Division of Student Affairs, The University of Texas at El Paso

2014 Honorary Centennial Grand Marshal, The University of Texas at El Paso, Spring Centennial Commencement

2013 Grand Marshal, The University of Texas at El Paso, Winter Commencement

2013 [Regents' Outstanding Teaching Award, The University of Texas System](#)

2010 Faculty Achievement Award for Teaching, The University of Texas at El Paso

2010 Piper Teaching Award Nominee, College of Business Administration, The University of Texas at El Paso

2008-11 Center for Effective Teaching and Learning (CETaL) Fellow, The University of Texas at El Paso

2005 Teaching Award in recognition of Professional Instruction and Guidance for the Marketing Management course – Accelerated MBA, The University of Texas at

El Paso

- 2004-05 IMPACT Fellow, The University of Texas at El Paso ADVANCE Institutional Transformation for Faculty Diversity - The IMPACT Seminars were designed to increase the effectiveness of participating faculty by developing new ways of integrating teaching, research, and service, and developing leadership skills.
- 2003 Outstanding Teacher in Marketing and Management – College of Business Administration at The University of Texas at El Paso
- 2000-02 Center for Effective Teaching and Learning (CETaL) Fellow, The University of Texas at El Paso
- 2000 Donald & Geraldine Hedberg Foundation Fellowship, Direct/Interactive Marketing Institute for Professors.
- 2000 Honorary Member. Delta Sigma Pi, Gamma Phi Chapter, Professional Business Fraternity at The University of Texas at El Paso (selected by student members as the Faculty Honorary inductee for the 1999-2000 Academic Year)
- 1997 Outstanding Teacher in Marketing and Management, College of Business Administration, The University of Texas at El Paso
- 1996 Outstanding Faculty Advisor (selected by student members) - The University of Texas at El Paso Chapter of the American Marketing Association.

SCHOLARSHIP OF TEACHING AND LEARNING/TEACHING-RELATED PRESENTATIONS & DEVELOPMENT ACTIVITIES

Completed the Blackboard Exemplary Course Program (2022), https://help.blackboard.com/Learn/Instructor/Ultra/Performance/Best_Practices/Online_Teaching_Strategies/Exemplary_Course_Program

Hadjimarcou, John and Michael Garcia (2022), “Exploring Sustainability in a Freshman Introduction to Business Course, Engineering Unleashed Card, available at <https://engineeringunleashed.com/card/3005>

Wagstaff, Fernanda and John Hadjimarcou (2020), “Gender Equality in International Business Education,” *Journal of Management Education*, 44(5), 605-621.

Attended the Sol Conference on Teaching and Learning (2021), The University of Texas at El Paso

Attended the Aligning Outcomes with Blackboard Workshop (2020), The University of Texas at El Paso

Hadjimarcou, John (2019). Blog: Doctoral programs have a responsibility to develop their students to become effective teachers, The University of Texas System Academy of Distinguished Teachers, available at: <https://www.utsystem.edu/sites/academy-of-distinguished-teachers/blog/doctoral-programs-have-responsibility-develop-their-students-become-effective-teachers-2019-09-03>

Hadjimarcou, John (2019). Commentary – Build it and they will come. The Little Orange Book: Short Lessons in Excellent Teaching e-Book (available on Apple Books).

Hadjimarcou, John (2019). Commentary – Patience is the most important part of good teaching. The Little Orange Book: Short Lessons in Excellent Teaching e-Book (available on Apple Books).

Attended Panopto Work-Group: Embedded Quizzes and Student Assignments (2019), The University of Texas at El Paso

Participated in the Online Exams Workshop (2019), The University of Texas at El Paso

Completed Transforming Your Teaching with Blackboard Learn: A Cohort-Based Professional Development Experience (2019), The University of Texas at El Paso

Participated in the Innovative Teaching Series – Classroom Technologies: Friends, not foes (2018), The University of Texas at El Paso

Completed Learning Outcomes for Student Success (2018) Workshop, The University of Texas at El Paso

Completed MS Teams for Teaching and Integration with Blackboard Workshop (2018), The University of Texas at El Paso

Hadjimarcou, John (2015). Build it, and they will come. In The Little Orange Book: Short Lessons in Excellent Teaching (pp. 94-95). Austin, TX: University of Texas Press.

Hadjimarcou, John (2015). Imitate Success. The Little Orange Book: Short Lessons in Excellent Teaching (pp. 45-46). Austin, TX: University of Texas Press.

Hadjimarcou, John (2015). Change before you have to. In The Little Orange Book: Short Lessons in Excellent Teaching (pp. 19-20). Austin, TX: University of Texas Press.

Hadjimarcou, John (2014 & 2015), “It’s ALL about Leadership,” interactive presentation at the 21st Century Scholars Program Workshop, The University of Texas at El Paso (February 19, 2014, & February 11, 2015)

Flores, Felix and John Hadjimarcou (2014), “Mind Mapping and Personal Journals as a Means of Enhancing Student Creativity in Assignments,” Presentation at the Marketing Educators’ Association Conference

Hadjimarcou, John (2012), "Technology-Enhanced Courses: The Impact of Online Study Plans on Exam Performance," The International Sun Conference on Teaching and Learning, The University of Texas at El Paso, El Paso, TX (March 2, 2012)

Hadjimarcou, John (2011), "Integrating Teaching, Research, Service, and Developing Personal Leadership," Workshop at the International Sun Conference on Teaching and Learning, The University of Texas at El Paso, El Paso, TX (March 10, 2011)

Hadjimarcou, John (2011), "IMPACT: Tools and Strategies to Rejuvenate your Career Trajectory," Workshop at the Center for Effective Teaching and Learning (CETaL) Teaching Enhancement Fridays: Building your Professional Portfolio, The University of Texas at El Paso, El Paso, TX (February 18, 2011)

Hadjimarcou, John (2011), "Good Assessment Practices: Objective-type Exams," Center for Effective Teaching and Learning Blog, The University of Texas at El Paso

Hadjimarcou, John (2010), "Integration of Teaching, Research, and Service," Workshop at the Collaborative Faculty Mentoring Program, The University of Texas at El Paso, El Paso, TX (October 8, 2010)

Hadjimarcou, John (2010), "Creating a Positive Learning Environment through Faculty Development," Keynote Address, Outdoor Teaching/Learning Conference, Sul Ross State University, Alpine, Texas

Hadjimarcou, John (2010), "Integrating Teaching, Research, and Service as an Effective Strategy to Develop a Productive Career in Academe," Workshop at the Outdoor Teaching/Learning Conference, Sul Ross State University, Alpine, Texas

Hadjimarcou, John (2010, 2011), "A Discussion of the Literature in International Marketing," Invited presentation at Kennesaw State University, DBA Program, Kennesaw, Georgia

Hadjimarcou, John (2010, 2011), "A Discussion of the Theory of Reasoned Action," Invited presentation at Kennesaw State University, DBA Program, Kennesaw, Georgia

Hadjimarcou, John (2010), "Faculty Development: Integration of Teaching, Research, and Service," Workshop at The Sun Conference on Teaching and Learning, The University of Texas at El Paso, El Paso, Texas

Reimers, Christine and John Hadjimarcou (2007), "Faculty Professional Development: Bringing Purpose to Academic Lives and Institutions," Presentation at the Professional and Organizational Development Network in Higher Education, Pittsburgh, PA

Hadjimarcou, John (2002), PowerPoint Transparencies to accompany Consumer Behavior by Harold W. Berkman, Jay D. Lindquist and M. Joseph Sirgy, Atomic Dog Publishing Company, Cincinnati, Ohio

Hadjimarcou, John (2000), Curriculum Development Workshop, Center for Effective Teaching and Learning, The University of Texas at El Paso

Hadjimarcou, John (2000), Workshop on Developing Course Web Sites, College of Business Administration, The University of Texas at El Paso

Hadjimarcou, John and John W. Barnes (1999), Chapter 14 – Silver Streak Flame-Broiled Hamburgers: Entry into Mexico via Franchising, in *Regional Case Studies in International Business & Strategic Policy*, Hoy, Frank and Richard L. Sprinkle (Eds.), 119-123

Barnes, John W., John Hadjimarcou, and David Luevano (1999), Chapter 5 – Action West Jeans, in *Regional Case Studies in International Business & Strategic Policy*, Hoy, Frank and Richard L. Sprinkle (Eds.), 37-42

Barnes, John W. and John Hadjimarcou (1997). ‘Marketing Student Perceptions of non-traditional Business Schools: An Exploratory Assessment,’ *Proceedings of the Western Marketing Educators’ Conference*, George E. Belch and Linda J. Morris, eds., San Diego, CA: Western Marketing Educator’s Association, pp. 55-58

Hoy, Frank, Somnath Bhattacharya, Patrick A. Traichal, John W. Barnes, and John Hadjimarcou (1998), “International Expansion is a Two-Way Street: The Case of Chihuahua Charlie’s Restaurants and Silver Streak Flame-Broiled Hamburgers,” in *Frontiers of Entrepreneurship Research*, Vol. 18 pp. 478-479 (Abstract)

Barnes, John W. and John Hadjimarcou (1997), “Marketing Student Perceptions of Non-Traditional Business Schools: An Exploratory Assessment,” presented as part of the UTEP COBA Brown Bag Research Seminar Series (February 6, 1997)

Hadjimarcou, John (1997). Enhancing Group Collaboration Using World Wide Web Discussion Groups, in *Great Ideas for Teaching Marketing*, 4th Edition, South-Western.

Hadjimarcou, John and Somnath Bhattacharya (1997), “The Impact of Prior Computer Knowledge and Involvement on Students’ Attitudes Toward the WWW and Web Usage,” *Developments in Marketing Science*, Elizabeth J. Wilson, and Joseph F. Hair, Jr., eds., Coral Gables, FL: Academy of Marketing Science, Vol. XX, pp. 99-103 (Abstract)

DOCTORAL DISSERTATION AND MASTER’S THESIS COMMITTEES

Mahimkar, Amit (2024 -), “Three Essays on Customer Success Management: Unveiling Dynamics, Developing Measures, and Mitigating Challenges in Contemporary Business Practices, The University of Texas at El Paso (Doctoral Dissertation Committee Chair)

Adewale, Adebusola Azeezat (2024), Factors Affecting Perceptions of Believability, Credibility, and Trust in Social Media Commerce for Gen Z Consumers (Master's Thesis Outside Committee Member, Department of Communication)

Choi, Soochan (2023), "Three Essays on Anti-consumers: Conceptualizing, Envisioning, Expanding based on Self-construal and Political Ideology," College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Committee Member)

Monzon, Gustavo (2021), "An Examination of Enrollment Patterns and Behaviors of High School Graduating Seniors at a Hispanic Serving Institution," College of Education. The University of Texas at El Paso (Doctoral Dissertation Outside Member)

Muñoz, Justin (2021), "Green Gains Green: A View of How Sales are Affected by Sustainability and Innovation in a B2B Setting," College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Co-Chair)

Moreno, Gabriel (2021), "Intraorganizational Adaptiveness: Internal Advocacy Efforts that Improve Sales Performance," College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Committee Member)

Flores, Felix (2017), "Essays on Creativity and Innovation in Distributed New Product Development Teams," College of Business Administration. The University of Texas at El Paso (Doctoral Dissertation Committee Member)

Cuyler, Mishaw T. (2016), "Help-Seeking and Stigma in the Workplace: The Moderating Roles of Organizational Climate and Self-Identity," College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Co-chair)

Peters, Abby (2014), "Public Social Network Sites and Social Recruiting," College of Business Administration. The University of Texas at El Paso (Doctoral Dissertation Committee Member)

Singh, Satvir (2014), "Under What Situations Do Idiosyncratic Deals Lead to Positive Organizational Outcomes? The Role of Leader-Member Exchange Social Comparison, Perceived Organizational Support, and Unit Climate," College of Business Administration. The University of Texas at El Paso (Doctoral Dissertation Committee Member)

Laffranchini, Giacomo (2014), "Turnaround Response to Performance Decline in Family-Controlled Publicly-Traded Firms: A Three-Essay Investigation," College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Chair)

Salazar, Dalila (2014), "The Big [Motion] Picture: Analyzing the Factors Affecting the International Motion Picture Industry," College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Chair)

Kim, Si-Hyun (2014), "Good Soldiers, Happy Customers: The Mediating Effect of Customers' Perceived Justice and Affect," College of Business Administration. The University of Texas at El Paso (Doctoral Dissertation Committee Member)

Yang, Shuang (2014), "COO Brand Effects for Emerging Market Firms," College of Business Administration. The University of Texas at El Paso (Doctoral Dissertation Committee Member)

Barua, Maria (2013), "Supply Chain Management: Impact of Customer Relationship Marketing on Performance Under Cooperation and Competition Strategies," College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Co-chair)

Cangioni, Carole Louise (2011), "Three Essay Dissertation on Immigrant Entrepreneurs," College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Committee Member)

McNicol, Jason (2010), "A Three-Essay Dissertation: Do Strategic Committees Matter?" College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Co-chair)

Za Gara, Alesia (2010), Department of Communication, The University of Texas at El Paso (Master's Thesis Committee Member)

Gil, Adrian (2009), "Top Management Team Heterogeneity, Global Strategic Posture, and Firm Performance: Evidence from MNEs Headquartered Around the World," College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Committee Member)

Gao, Yan (2009), "Three Essays on Chinese Outward Investment," College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Committee Member)

Berthelot, Anne (2008), "The Impact of Entrepreneurial Motivation on Venture Performance," College of Business Administration, The University of Texas at El Paso (Doctoral Dissertation Committee Member)

Soroa-Koury, Sandra (2008), "Consumers' Responses to Mobile Advertising: A Normative Social Behavior Perspective," Department of Communication, The University of Texas at El Paso (Master's Thesis Committee Member)

Jimenez, Marissa (2007), "Guilt Factors Influencing the Effectiveness of Green Advertising," Department of Communication, The University of Texas at El Paso (Master's Thesis Committee Member)

RESEARCH:

INTERESTS

International Marketing, Strategy, Green Marketing and Sustainability

JOURNAL ARTICLES (published and under review)

Flores, Felix, Gary Frankwick, John Hadjimarcou, and Jose Ablanado-Rosas (under review), “title withheld,” *International Marketing Review*

Mahimkar, Amit, Edward Ramirez, and John Hadjimarcou (under review), “title withheld,” *Journal of Service Theory and Practice*

Mahimkar, Amit, Edward Ramirez, and John Hadjimarcou (revise and resubmit), “title withheld,” *AMS Review* - [Winning proposal at the 2024 AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles \(DoCCA\)](#)

Choi, Soochan, Edward Ramirez, and John Hadjimarcou (under review), “title withheld,” *Journal of Business Research*

Ramirez, Edward, Gabriel Moreno, and John Hadjimarcou (2024), “Green Orientation: The Consumer’s Perspective,” *Journal of Consumer Marketing*

Laffranchini, Giacomo, John Hadjimarcou, and Si Hyun Kim (2022), “First Response to a Turnaround Situation in Family Firms,” *Journal of Family Business Strategy*, 13 (1), 100434

Leonidou, Leonidas, Bilge Aykol, John Hadjimarcou, and Dayananda Palihawadana (2021), “Investigating the infidelity problem in exclusive manufacturer-distributor relationships: A dyadic perspective,” *Psychology & Marketing*, 38 (11), 2122-2141.

Wagstaff, Fernanda, John Hadjimarcou, and Chiara Chanoi (2020), “Gender Equality in International Business Education,” *Journal of Management Education*, 44 (5), 605-621.

Laffranchini, Giacomo, John Hadjimarcou, and Si Hyun Kim (2020), “The Impact of Socioemotional Wealth on Decline-Stemming Strategies of Family Firms,” *Entrepreneurship Theory and Practice*, 44 (2), 185-210.

Yang, Shuang, Fernando R. Jimenez, John Hadjimarcou, and Gary L. Frankwick (2019), “Functional and Social Value of Chinese Brands,” *Journal of Global Marketing*, 32 (3), 200-215, <https://doi.org/10.1080/08911762.2018.1545955>

Leonidou, Leonidas C., Bilge Aykol, John Hadjimarcou, and Dayananda Palihawadana (2018), “Betrayal in buyer-seller relationships: Its causes, symptoms, forms, effects, and therapies,” *Psychology & Marketing*, 35 (5), 341-356

Ramirez, Edward, Roland Gau, John Hadjimarcou, and Zhenning Xu (2018), "User-Generated Content as Word-of-Mouth," *Journal of Marketing Theory and Practice*, 26 (1-2), 90-98.

Hadjimarcou, John, Jessica Herrera, and Dalila Salazar (2017), "Inward Internationalization and Exogenous-based Outshopping in Cross-border Retailing," *Review of International Business and Strategy*, 27 (4), 434-449.

Laffranchini, Giacomo, John Hadjimarcou, Si Hyun Kim, and Michael R. Braun (2016), "The Internationalization of Family Firms: A Signal Detection Approach," *Journal of Family Business Management*, 6 (3), 291-309.

Leonidou, Leonidas C., Constantinos N. Leonidou, John Hadjimarcou, and Irina Lytovchenko (2014), "Assessing the greenness of environmental advertising claims made by multinational industrial firms," *Industrial Marketing Management*, 43 (4), 671-684.

Jimenez, Fernando, John Hadjimarcou, Maria Barua, and Donald Michie (2013), "A Cross-National and Cross-Generational Study of Consumer Acculturation to Advertising Appeals," *International Marketing Review*, 30 (5), 418-439.

White, George O. III, John Hadjimarcou, Stan Fainshmidt, and Richard A. Posthuma (2013), "Home Country National Culture and Conflict Strategy Fit in Transnational Business Contract Disputes," *International Business Review*, 22, 554-567.

Hadjimarcou, John, Lance E. Brouthers, Jason McNicol, and Donald Michie (2013), "Six Strategies for the Growth of the Maquiladoras," *Business Horizons*, 56 (2), 207-217.

Hadjimarcou, John (2012), "An Investigation of Advertising Appeals during Life Transitions," *International Journal of Management and Marketing Research*, 5 (1), 55-65.

Brouthers, Lance E., George Nakos, John Hadjimarcou, and Keith E. Brouthers (2009), "Key Factors for Successful Export Performance for Small Firms," *Journal of International Marketing*, 17 (3), 21-38.

Brouthers, Lance E., Edward O'Donnell and John Hadjimarcou (2005), "Generic Product Strategies for Emerging Market Exports into Triad Nation Markets: A Mimetic Isomorphism Approach," *Journal of Management Studies*, 42 (1), 225-245.

Brouthers, Lance E., John W. Story, and John Hadjimarcou (2005), "Three Strategies for China to Gain Competitiveness in Triad Nation Markets," *Peking University Business Review*, 24-29. [by invitation]

Leonidou, Leonidas C., John S. Kaminarides, and John Hadjimarcou (2004), "Exploring Manufacturer-Customer Relationships: Domestic Versus Foreign Business," *Thunderbird International Business Review*, 46 (5), 545-573

Leonidou, Leonidas C., Constantine S. Katsikeas, and John Hadjimarcou (2002), "A Behavioral Analysis of U.S. Export Business: Harmonious versus Problematic Relationships," *Journal of International Marketing*, 10 (3), 96-115.

Leonidou, Leonidas C., John S. Kaminarides, and John Hadjimarcou (2002), "Doing Business with Major U.S. Trading Partners: Background, Influence Strategies, and Performance," *Journal of Global Business*, 13(24), 5-14.

Hadjimarcou, John, John W. Barnes, Somnath Bhattacharya, Patrick Traichal, and Frank Hoy (2000), "International Strategic Alliances: A Tale of Two Firms," *Journal of Small Business Strategy*, 11 (2), 77-91.

Bang, Hae-Kyong, Alexander E. Ellinger, John Hadjimarcou, and Patrick Traichal (2000), "Consumer Concern, Knowledge, Belief and Attitude Toward Renewable Energy: An Application of the Reasoned Action Theory," *Psychology & Marketing*, 17 (6), 449-468. **The ninth most cited article in Special Issues of P&M from 1984 to 2020 (58 special issues with 374 documents: <https://onlinelibrary.wiley.com/doi/abs/10.1002/mar.21393>).**

Miller, Darryl W., John Hadjimarcou, and Alan R. Miciak (2000), "A Scale for Measuring Advertising-Evoked Mental Imagery," *Journal of Marketing Communications*, 6 (1), 1-20.

Hadjimarcou, John and Michael Y. Hu (1999), "Global Product Stereotypes and Heuristic Processing: The Impact of Peripheral Task Complexity," *Psychology & Marketing*, 16 (7), 583-612.

Barnes, John W., John Hadjimarcou, and Richard S. Jacobs (1999), "Assessing the Role of the Customer in Dyadic Service Encounters," *Journal of Customer Service in Marketing & Management*, 5 (2), 1-22.

Hadjimarcou, John and Michael Y. Hu (1999), "An Examination of Categorization and Stereotyping Heuristics in Global Product Evaluations," *Journal of Marketing Management*, 15 (5), 405-433.

Leonidou, Leonidas C., John Hadjimarcou, Anna Kaleka, and Gergana Stamenova (1999), "Bulgarian Consumers' Perceptions of Products Made in Asia Pacific," *International Marketing Review*, 16 (20), 126-142.

Barnes, John W. and John Hadjimarcou (1999), "A Qualitative Investigation of the Perceptions of Marketing Students Regarding Non-Traditional Business Education Formats," *Journal of Marketing for Higher Education*, 9 (2), 59-81.

Hadjimarcou, John and John W. Barnes (1998), "Strategic Alliances in International Franchising – The Entry of Silver Streak Restaurant Corporation into Mexico," *Journal of Consumer Marketing*, 15 (6), 598-607.

BOOKS/BOOK CHAPTERS/ESSAYS/OTHER

Hadjimarcou, John (2019). Blog: Doctoral programs have a responsibility to develop their students to become effective teachers, The University of Texas System Academy of Distinguished Teachers, available at: <https://www.utsystem.edu/sites/academy-of-distinguished-teachers/blog/doctoral-programs-have-responsibility-develop-their-students-become-effective-teachers-2019-09-03>

Hadjimarcou, John (2019). Commentary – Build it and they will come. The Little Orange Book: Short Lessons in Excellent Teaching e-Book (available on Apple Books).

Hadjimarcou, John (2019). Commentary – Patience is the most important part of good teaching. The Little Orange Book: Short Lessons in Excellent Teaching e-Book (available on Apple Books).

Hadjimarcou, John (2015), “Build it and they will come,” The Little Orange Book, Short Lessons in Excellent Teaching, The University of Texas System, Academy of Distinguished Teachers. Tower Books, An Imprint of the University of Texas Press: Austin, TX.

Hadjimarcou, John (2015), “Imitation,” The Little Orange Book, Short Lessons in Excellent Teaching, The University of Texas System, Academy of Distinguished Teachers. Tower Books, An Imprint of the University of Texas Press: Austin, TX.

Hadjimarcou, John (2015), “Change before you have to,” The Little Orange Book, Short Lessons in Excellent Teaching, The University of Texas System, Academy of Distinguished Teachers. Tower Books, An Imprint of the University of Texas Press: Austin, TX.

Brouthers, Lance E., John W. Story, and John Hadjimarcou (2008), “A Signaling Theory Investigation of How to Overcome Negative Country of Origin Effects,” in Arie Y. Lewin, S. Tamer Cavusgil, G. Tomas M. Hult and David A. Griffith (Eds.), *Thought Leadership in Advancing International Business Research*, New York, NY: Palgrave MacMillan, 134-152.

Hadjimarcou, John and John W. Barnes (2001), “Strategic Alliances in International Franchising – The Entry of Silver Streak Restaurant Corporation into Mexico,” in Dianne Welsh and Alon Ilan (Eds.), *International Franchising in Emerging Markets: Central and Eastern Europe and Latin America*, Chicago, IL: CCH Incorporated, 293-306.

RESEARCH IN PROGRESS

Munoz, Justin, John Hadjimarcou, Gary L. Frankwick, and Yang Yang (be submitted soon), “title withheld,” *Journal of Business & Industrial Marketing*

Ramirez, Suzanne and John Hadjimarcou, “Modernizing Learning in Business through Corporate Partnerships,” Target journal: *Journal of Education for Business* - to be submitted in Fall 2024

Hadjimarcou, John, “Effective Teaching Practices,” Target journal: *Journal of Education for Business* – to be submitted in Fall 2024 – developed with the UTS Academy of Distinguished Teachers.

Villanueva, Sarah and John Hadjimarcou, “Practice Makes Perfect in Technology-Enhanced Courses: The Impact of Adaptive Learning Activities on Overall Course Performance,” Target journal: *Journal of Education for Business* - to be submitted in Spring 2025

Hadjimarcou, John, “Reverse International Product Cycle,” Target journal: *Journal of World Business* - to be submitted in Spring 2025

Salazar, Dalila, John Hadjimarcou, Edward Ramirez, Zhenning Xu, and Gary L. Frankwick (writing stage), “Taking the Show on the Road: Analyzing Movie Signals Responsible for Global Blockbusters,” Target journal: *International Marketing Review* – to be submitted in Summer 2025

Hadjimarcou, John, Giacomo Laffranchini, and Lance Brouthers, “Strategic Planning Committees in Entrepreneurial Firms,” Target journal: *Entrepreneurship Theory and Practice*– to be submitted in Fall 2025

PROCEEDINGS/PRESENTATIONS AT SEMINARS, CONVENTIONS, MEETINGS

Mahimkar, Amit, Edward Ramirez, and John Hadjimarcou (2024), “Navigating Role Ambiguity and Role Conflict: Implications for Service Sabotage in Customer Success Management,” AMA Summer Educators’ Conference, Boston, MA.

Mahimkar, Amit, Edward Ramirez, and John Hadjimarcou (2024), “Customer Success Management: Conceptualization, Scale Development, and Validation,” AMA Summer Educators’ Conference, Boston, MA.

Choi, Soochan, Edward Ramirez, and John Hadjimarcou (2023), “Anti-consumers Are Not the Same: Envisioning Anti-Consumers based on the Interaction between Self-Construal and Political Ideology,” AMA Winter Educators’ Conference, Nashville, TN.

Wagstaff, Fernanda and John Hadjimarcou (2020), “The teaching and learning of gender equality in international business education,” Academy of International Business 2020, Miami, FL

Ramirez, Edward, Gabriel Moreno, and John Hadjimarcou (2020), “Green Orientation: The Consumer’s Perspective,” ACIEK Academy Conference, Madrid, Spain

Leonidas Leonidou, Bilge Aykol, John Hadjimarcou and Dayananda Palihawadana (2018), “Infidelity in Inter-organizational Marketing Relationships,” IMP Group Conference, Marseille, France

Laffranchini, Giacomo, Si-Hyun Kim, and John Hadjimarcou (2018), "Turnaround in Family Firms: A Review of the Literature and Research Agenda," United States Association for Small Business and Entrepreneurship (USASBE) Conference, Los Angeles, CA

Leonidas Leonidou, Bilge Aykol, John Hadjimarcou and Dayananda Palihawadana (2017), "Betrayal dynamics in buyer-seller relationships," IMP Group Conference, Kuala Lumpur, Malaysia

Laffranchini, Giacomo, John Hadjimarcou, and Si-Hyun Kim (2016), "First Response to Organizational Decline in Family Firms," United States Association for Small Business and Entrepreneurship (USASBE) Conference, San Diego, CA.

Leonidou L.C., Leonidou C.N., Hadjimarcou J.S., Lytovchenko I. (2015). An Analysis of the Environmental Claims Made in International Industrial Advertisements. In: Kubacki K. (eds) Ideas in Marketing: Finding the New and Polishing the Old. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham

Hadjimarcou, John (2014), "Journal Rankings in Business," Chairs' Meeting with the Provost, The University of Texas at El Paso

Laffranchini, Giacomo, John Hadjimarcou, and Michael R. Braun (2013), "The internationalization of small family-owned businesses: a signal detection approach," United States Association for Small Business and Entrepreneurship (USASBE) Conference, San Francisco, CA.

Hadjimarcou, John (2012), "Strategic Planning in Action," Presentation at the UTEP Leadership Development Institute, The University of Texas at El Paso, El Paso, TX.

Yang, Shuang, Fernando Jimenez, John Hadjimarcou, and Gary Frankwick (2012), "How do market characteristics influence brand country of origin effects? Academy of Marketing Science Conference, New Orleans, LA.

Hadjimarcou, John (2011), "Strategic Planning," Presentation at the UTEP Leadership Development Institute, The University of Texas at El Paso, El Paso, TX.

Barua, Maria, John Hadjimarcou, Fernando Jimenez, and Don Michie (2010), "Generational Analysis of Hispanics in the United States: The Acculturation to a Puffery-Laden World," AMA Summer Educators' Conference, Boston, MA.

White, George, Richard A. Posthuma, and John Hadjimarcou (2009), "Culture's Influence on Conflict Resolution Strategy Choice and Performance in Foreign Venture Contract Disputes," Academy of International Business Annual Conference, San Diego, CA.

White, George O., Richard A. Posthuma, and John Hadjimarcou (2007), "Culture and Conflict Strategy Fit Among Firms in Transnational Business Contract Disputes," Academy of Management Annual Meeting.

Brouthers, Lance E., O'Donnell, Edward, and Hadjimarcou, John (2007), "To Imitate or Not to Imitate: Emerging Market Services' Export Strategies and Triad Nation Performance," Academy of International Business Annual Conference, Indianapolis, IN.

White, George O. and Hadjimarcou, John (2006), "Culture's Influence on Conflict Resolution Strategy Performance in Foreign Venture Contract Disputes," Academy of Management Annual Meeting (International Management Division).

Hadjimarcou, John (2006), "Cross-Border Retailing and the Impact of Currency Devaluation and Cross-Border Competition: Contingency and Long-Term Strategies," Invited presentation at the Cross-Border Shopping Activity Conference – Federal Reserve Bank of Dallas, San Antonio, Texas

Hadjimarcou, John (2006), "New Product Development and Commercialization – Consumer/Client Issues," Invited presentation at the Invention to Venture Workshop, El Paso, Texas

Hadjimarcou, John (2006), "Cross-Border Retailing and the Impact of Currency Devaluation and Cross-Border Competition: Contingency and Long-Term Strategies – Central Business Association, El Paso, Texas

Brouthers, Lance, John W. Story, John Hadjimarcou, and Keith Brouthers (2005), "Can Developing Country Firms Overcome Negative Country of Origin Stereotypes?" Paper presented at the Academy of International Business Conference, Quebec, Canada.

Michie, Donald and John Hadjimarcou (2005), "Maquiladoras: Mexico's Pandora's Box." Paper presented at the Globalization Conference, San Antonio, Texas.

Brouthers, Lance E., John W. Story and John Hadjimarcou (2004), "An Investigation of Three Strategies for Overcoming Negative Country of Origin Stereotypes," The 2nd Annual JIBS/AIB/CIBER Invitational Conference on Emerging Research Frontiers in International Business, East Lansing, Michigan.

Hadjimarcou, John and John W. Barnes (1998), "Currency Devaluation and Cross-Border Competition: Impacts on Retailing in El Paso," Texas Centers for Border Economic Development, Technical Report 98-2

Hadjimarcou, John (1998), "Product Evaluations in Complex Task Situations," Paper presented at the Department of Public and Business Administration of the University of Cyprus Seminar Series.

Hadjimarcou, John, John W. Barnes, and Melinda Urteaga (1997), "Primary Life Changes and Expectant Parents as Consumers: Informational vs. Emotional Appeals," Proceedings of the Southern Marketing Association, Elnora W. Stuart and Ellen M. Moore, eds., Atlanta, GA: Southern Marketing Association, pp. 74-76. Summary Brief) - OUTSTANDING PAPER AWARD IN CONSUMER/ BUYER BEHAVIOR TRACK

Miller, Darryl W., John Hadjimarcou, and Alan R. Miciak (1997). "The Development of a Mental Imagery Scale," *Developments in Marketing Science*, Elizabeth J. Wilson, and Joseph F. Hair, Jr., eds., Coral Gables, FL; Academy of Marketing Science, Vol. XX, p. 9 (Abstract)

Hadjimarcou, John and John W. Barnes (1997), "Retailing to Foreign National Consumers in the Border Zone: The Impact of Currency Devaluation and Cross-Border Competition," presented as part of the UTEP COBA Brown Bag Research Seminar Series (February 27, 1997).

Barnes, John W. and John Hadjimarcou (1996), "An Exploratory Study of Retailing to the Mexican National Consumer in the Border Zone," *Developments in Marketing Science*, Elizabeth J. Wilson and Joseph F. Hair, Jr. (eds.), Vol. 29, 170. (Abstract)

Hadjimarcou, John, John W. Barnes and Richard S. Jacobs (1996), "The Effects of Context-Induced Mood States on Initial and Repeat Product Evaluations: A Preliminary Investigation," *Advances in Consumer Research*, Kim Corfman and John Lynch (eds.) Vol. 23, Ann Arbor, MI: Association for Consumer Research, 337-341

Miciak, Alan R., Douglas C. West and John Hadjimarcou (1996), "Brand Equity and Value: An Empirical Investigation," *Proceedings of the Atlantic Marketing Association Conference*.

Barnes, John W., Richard S. Jacobs, and John Hadjimarcou (1996), "Customer Satisfaction with Dyadic Service Encounters: The Customer's Contribution," 1996 AMA Educators' Conference Proceedings, Cornelia Droge and Roger Calantone (eds.), Chicago, IL: American Marketing Association, 549-554

Hadjimarcou, John, Darryl W. Miller, and Alan Miciak (1996), "The Impact of Consumer Ethnocentrism on Consumer Evaluations of Bi-National Products," *Developments in Marketing Science*, Elizabeth J. Wilson and Joseph F. Hair, Jr., (eds.), Vol. 29, 129-135. **BEST-IN-TRACK PAPER AWARD: INTERNATIONAL MARKETING TRACK**

Hadjimarcou, John and John W. Barnes, 1995. "The Effect of Context-Induced Mood States on Initial and Repeat Product Evaluations: A Preliminary Investigation," presented as part of the UTEP COBA Brown Bag Research Seminar Series (October 13, 1996).

Hadjimarcou, John and Lawrence J. Marks (1994), "An Examination of the Effects of Context-Induced Mood States on the Evaluation of a 'Feel-Good' Product: The Moderating Role of Product Type and the Consistency Effects Model." *Advances in Consumer Research*, Chris T. Allen and Deborah Roedder John (eds.), Vol. 21, Ann Arbor, MI: Association for Consumer Research, 509-513.

Hadjimarcou, John and Michael Y. Hu (1993), "Assessing the Dimensionality and Reliability of Outgroup-Specific Versions of the CETSCALE." 1993 AMA Educators' Conference

Proceedings, David W. Cravens and Peter R. Dickson (eds.), Chicago, IL: American Marketing Association, 330-335.

Hadjimarcou, John and Michael Y. Hu, 1993. "Assessing the Dimensionality and Reliability of Outgroup-Specific Versions of the CETSCALE." The 1993 American Marketing Association Summer Educators' Conference, Boston, MA.

Bruning, Edward R., Michael Y. Hu and John Hadjimarcou (1991). "The Role of Ethnocentrism in Consumer Choice: An Integrative Analysis." 1991 Administrative Sciences Association of Canada Proceedings, Niagara Falls.

OTHER PUBLICATIONS

Hadjimarcou, John (1998), "Book Review: Global Perspectives in Cross-Cultural and Cross-National Consumer Research by Ajay Manrai and Lalita Manrai," *Journal of the Academy of Marketing Science*, Vol. 26, No. 2 [non-peer reviewed]

RESEARCH AWARDS

- | | |
|------|---|
| 2020 | Best Research Paper Award (Marketing), College of Business Administration |
| 2010 | Department Best Paper Award: presented by the College of Business Faculty and the Business College Council |
| 2006 | Department Best Paper Award: presented by the College of Business Faculty and the Business College Council |
| 2005 | Outstanding Research Award: presented by the College of Business Faculty and the Business College Council |
| 2003 | Outstanding Research Award: presented by the College of Business Faculty and the Business College Council |
| 2000 | Outstanding Research Award: presented by the College of Business Faculty and the Business College Council |
| 1997 | Outstanding Paper Award: Consumer/Buyer Behavior Track. The 1997 Annual Society for Marketing Advances Conference |
| 1996 | Best-In-Track Paper Award: International Marketing Track. The 1996 Annual Academy of Marketing Science Conference |
| 1994 | Kent State University Graduate Research Fellowship (Spring Semester) |

GRANTS/REPORTS FROM SPONSORED RESEARCH

- 2020 VentureWell Grant (\$10,000); embed entrepreneurship education in the curriculum
- 2020 UTEP – Center for Instructional Design; Online Course (BUSN 1301) Development (\$4,000)
- 2001 Hispanic Marketing Institute (in Frito-Lay/PepsiCo Foundation; Marketing and Manufacturing Initiative) with Gary L. Sullivan (\$10 million – not funded)
- 2000 UTEP Digital Media Center Summer Academy Grant. Development of multimedia materials for the Principles of Retailing course (\$2,000)
- 2000 Robert Bondi Endowment. Development of a Case Study for CalTV Appliance Chain (\$1,500)
- 1997 The Center for the Study of Western Hemispheric Trade. Development of a Case Study for Silver Streak Restaurants. Co-Investigator with John W. Barnes (\$10,000)
- 1997 The Center for the Study of Western Hemispheric Trade. Development of a Case Study for Action West Jeans. Co-Investigator with John W. Barnes (\$10,000)
- 1996 The University of Texas at El Paso, Office of Sponsored Projects. Research Enhancement Fund Grant. Development of Survey for Cost-Benefit Study of the Inclusion of Wind-Generated Electricity in El Paso County (subcontracted from an EPA grant to UTEP CERM). Co-Investigator with John W. Barnes and Patrick Traichal (\$2,000)
- 1995 The University of Texas at El Paso, Office of Sponsored Projects. University Research Institute (URI) Grant awarded to fund initial research activities for a project entitled “Country-of-Origin Effects within NAFTA Countries.” (\$2,500)
- 1995 The University of Texas at El Paso, College of Business Administration, Summer Faculty Research Award (one course)
- 1994 Kent State University, Dissertation Research Award (\$5,000)

SERVICE:

ACADEMIC/PROFESSIONAL

- 2024 Panelist, Academy of Marketing Science Webinar, “How to Integrate AI into Marketing Education,” April 24, 2024
- 2024 Track Chair, 2024 Annual Conference, Academy of Marketing Conference, Marketing Pedagogy and Education Track, May 2024, Coral Gables, FL
- 2024 Ad Hoc Reviewer: *European Journal of Marketing*, *Journal of Product and Brand Management*
- 2004-23 Member, Editorial Board, *Psychology and Marketing*
- 2021-23 Ad Hoc Reviewer: *Journal of International Marketing*, *Journal of Product and Brand Management*
- 2020-21 Ad Hoc Reviewer: *Journal of Product and Brand Management*, *Journal of Business and Industrial Marketing*, *Journal of Family Business Management*, *Journal of International Marketing*, and *Journal of Business Research*
- 2020 Reviewer, Academy of International Business 2020 Conference, Miami, FL
- 2019- The University of Texas System Academy of Distinguished Teachers, Co-Chair of Membership Committee
- 2019 Panel Member, Academic Integrity and Respondus Tools, National Distance Learning Week, The University of Texas at El Paso (11/6/2019)
- 2018-19 Ad Hoc Reviewer: *Journal of Product & Brand Management*, *International Marketing Review*, *Journal of Global Marketing*, *International Journal of Conflict Management*
- 2017 Ad Hoc Reviewer, *Journal of Product & Brand Management*
- 2017 Ad Hoc Reviewer, *Journal of Global Marketing*
- 2016-17 The University of Texas System Academy of Distinguished Teachers, Chair of Publications Committee
- 2014-17 Fellow, The University of Texas System Academy of Distinguished Teachers
- 2014 Ad Hoc Reviewer, *Asia Pacific Journal of Marketing and Logistics*

2007-13 Ad Hoc Reviewer, *Journal of International Marketing*

2011-12 Ad Hoc Reviewer, *Journal of Management Studies*

2006, 2010,
2011, 2015 Ad Hoc Reviewer, *International Journal of Conflict Management*

2013 Reviewer, Academy of Marketing Science Conference

2010-12 Session Chair, SUN Conference on Teaching and Learning at UTEP

2006-10 Member, Editorial Board, *Journal of Global Business Advancement*

2006 Ad Hoc Reviewer, *Asia Pacific Journal of Management*

2006-08 Reviewer, Academy of International Business Conference

2006 Reviewer, AMA Summer Educators' Conference

2006 Reviewer, AMA Winter Educators' Conference

2005 Session Chair, SUN Conference on Teaching and Learning at UTEP

2005 Reviewer, Association for Consumer Research Conference

2005 Reviewer, 2005 American Marketing Association Summer Marketing Educators' Conference

2005 Reviewer, Academy of International Business Conference

2004 Reviewer, Academy of International Business Conference

2004 Session Chair, SUN Conference on Teaching and Learning at UTEP

2004 Reviewer, 2005 American Marketing Association Winter Marketing Educators' Conference

2004 Session Chair, SUN Conference on Teaching and Learning at UTEP

2003 Reviewer, Academy of International Business 2004 Conference

2002 Session Chair, 2002 Society for Consumer Psychology Conference

2001 Ad Hoc Reviewer, *Journal of World Business*

2001 Reviewer, 2002 Society for Consumer Psychology Conference.

- 2001 Discussion Leader, 2001 Association for Consumer Research (ACR) Conference.
- 2001 Session Chair, 2001 Association for Consumer Research (ACR) Conference.
- 2001 Reviewer, 2001 Association for Consumer Research Conference
- 2001 Program Committee Member, The Second Annual E-Commerce Conference, International Academy of E-Business.
- 2000 Program Committee Member, The First Annual E-Commerce Conference, International Academy of E-Business.
- 2000 Reviewer, 2000 Association of Consumer Research (ACR) Conference.
- 2000 Reviewer, 2000 Society for Marketing Advances (SMA) Conference: E-Commerce and Buyer Behavior Tracks.
- 1999 Reviewer, 2000 Academy of Marketing Science Conference: Buyer Behavior Track.
- 1999 Textbook Review: International Marketing, 10th Edition by Philip R. Cateora and John L. Graham, Irwin McGraw-Hill. My contribution is acknowledged in the textbook's 11th Edition (2002).
- 1997 Reviewer, 1997 American Marketing Association International Collegiate Conference. William G. Wolfe (Conference Chair).
- 1997 Discussant, 1997 Academy of International Business - Southwest Conference.
- 1997 Panel Moderator, 1997 Academy of Marketing Science Conference.
- 1997 Discussion Leader, 1997 Academy of Marketing Science Conference.
- 1996 Reviewer, 1997 Academy of Marketing Science Conference, Internet Marketing Track.
- 1996 Reviewer, Academy of International Business-Southwest Annual Conference, Latin America Track.
- 1996 Reviewer, 1996 Multicultural Marketing Conference (Sponsored by the Academy of Marketing Science), Ethnocentrism and Acculturation Track.
- 1996 Ad Hoc Reviewer, Journal of Business Venturing.

- 1996 Reviewer, 1996 Academy of Marketing Science Conference, Consumer Behavior and Consumer Marketing Track.
- 1996 Discussant, 1996 Academy of Marketing Science Conference. Session 1.1: Affect, Belief, and Attitude Research.
- 1996 Invited participation in an in-depth interview regarding the World Wide Web in classroom instruction and its inclusion in marketing textbooks, with Houghton-Mifflin Senior Editor for Marketing (1996 Academy of Marketing Science Conference).
- 1996 Proposal Review: Casebook in International Marketing, entitled “Marketing in Emerging Markets,” by John Quelch. IRWIN.
- 1996 Textbook Review: Basic Marketing; A Global-Managerial Approach by William D. Perrault, Jr. and E. Jerome McCarthy. IRWIN. My review dealt with the evaluation of the international marketing content of the textbook.
- 1995 Member, Special Interest Group (SIG) for Global Marketing, Consumer Behavior, and Marketing Education.
- 1995 Textbook Review: Global Marketing by Johnny Johansson. Irwin McGraw-Hill. My contribution was acknowledged in the textbook.

UNIVERSITY

- 2022 Presentation, Provost’s Meeting with the Chairs, “Lessons Learned from Developing a Department Strategic Plan ,” The University of Texas at El Paso
- 2021- Panel Member, The University of Texas at El Paso Hearing Tribunal for Tenured Faculty Members
- 2020 Panel Member, Provost Office University-wide Workshop on Finishing the Semester Strong – via MS Teams
- 2020 Faculty Ambassador, Blackboard Remote Teaching, The University of Texas at El Paso (15 hours)
- 2020 Member, The University of Texas at El Paso UTSADT Selection Committee; worked with the nominee on her application (successful nomination)
- 2019-21 Ex-officio member, The University of Texas at El Paso Academy of Distinguished Teachers Executive Council

- 2019 The University of Texas at El Paso Academy of Distinguished Teachers – led the effort to create the UTEP Academy of Distinguished Teachers along with Dr. Beth Brunk-Chavez
- 2018-19 The University of Texas at El Paso – led the effort to establish uniform standards for University-wide teaching awards, along with Dr. Beth Brunk-Chavez
- 2018-19 Member, Dean of the College of Business Administration Search Committee – Appointed by the University President
- 2017-18 Member, The University of Texas at El Paso Tuition and Fees Committee
- 2017-18 Member, Faculty Leadership Community, The University of Texas at El Paso
- 2017 Member, Faculty Onboarding Working Group, The University of Texas at El Paso
- 2017 Member, Ad Hoc Review Committee for Endowed Chairs and Professorships, The University of Texas at El Paso
- 2017 American Academy of Arts and Sciences, Faculty Focus Group Participation, The University of Texas at El Paso (February 6, 2017)
- 2017 The University of Texas System, Dual Credit Faculty Focus Group Participation, The University of Texas at El Paso (March 3, 2017)
- 2005-17 Member, UTEP Intellectual Property Committee, The University of Texas at El Paso
- 2015 The University of Texas System Academy of Distinguished Teachers Selection Committee at The University of Texas at El Paso
- 2014-16 Member, University Fees Committee, Vice President of Student Affairs Office, The University of Texas at El Paso
- 2016 Key stakeholder discussion, Center for Faculty Leadership and Development, The University of Texas at El Paso (November 2, 2016)
- 2013-15 21st Century Scholars Program, Faculty-In-Residence and Program Chair, Division of Student Affairs, The University of Texas at El Paso
- 2014 Member, CETaL Director Search Committee, Provost’s Office, The University of Texas at El Paso

- 2014 Member, Academic Analytics Chairs' Ad-hoc Committee, Provost's Office, The University of Texas at El Paso
- 2014 Center for Excellence in Teaching and Learning (CETaL) Strategic Plan Committee, The University of Texas at El Paso
- 2010-14 Marketing Committee Co-Chair, Executive Committee Member, 1914-2014 Centennial Commission, The University of Texas at El Paso
- 2009-13 Mentor, Collaborative Faculty Mentoring Program, The University of Texas at El Paso
- 2012 Member, Senior Vice Provost Search Committee, The University of Texas at El Paso
- 2012 Discussion Facilitator, Opportunity Nation, Building Opportunity and Social Mobility through Collaboration: The El Paso Model, The University of Texas at El Paso
- 2009-12 Taskforce Member, Accountability Partner, Leadership Development Institute, The University of Texas at El Paso
- 2007-09 UTEP IMPACT Seminar Coordinator – Coordinated and conducted an intensive weeklong faculty development workshop dealing with the integration of teaching, research, and service every May for a group of faculty specifically selected to participate in the Seminar; led monthly meetings following the completion of the workshop.
- 2006-10 Mentor, College Assistance Migrant Program (CAMP) Mentor
- 2006-08 UTEP National Science Foundation ADVANCE Institutional Transformation for Faculty Diversity Fellow (College of Business Administration representative)
- 2007 Member, Promotion and Tenure Committee for Dr. Sergio Pena (Graduate School)
- 2006 Member, University Strategic Thinking Committee
- 2004-06 Secretary, Faculty Senate
- 2004-06 Member, Faculty Senate Executive Council
- 2005-06 Member, Tuition and Fees Master Planning Committee
- 2005-06 Member, University Fees Advisory Committee

2005 Discussion Leader, Teachers for a New Era Conference (UTEP)

2001-04 Member, Faculty Senate Executive Council

2003 Member, Faculty Senate Teaching Effectiveness Committee

2002 Member, University Committee on Senior Experience

2001-02 Member, Faculty Senate Information Technology Committee

2001-02 Member, Dean of the College of Business Administration Search Committee – Appointed by the University President

2001 Member, IPED Advisory Council

2001 Member, Faculty Senate Union and Bookstore Committee

2001 Panel Member, Tenure Portfolio Workshop, CETaL

2000 Member, University of Texas System Telecommunications and Information Technology Committee (UT Telecampus)

2000 Member of the Faculty Senate Union and Bookstore Committee

1999-2000 Faculty Senate Representative for the Department of Marketing and Management

1999 Graduate Council Representative for the College of Business

1996 Member, Editorial Advisory Board, The Honors Journal

1995-97 Member, Faculty Senate Research Committee

1995-97 Member, The University Honors Program Committee

1995-97 Member, University Style Committee for the World Wide Web (WWW)

1995-97 Participated in the Annual UTEP Alumni Phone-a-Thon

COLLEGE

2023 Workshop Leader, Woody L. Hunt College of Business Teaching Workshops; led five teaching workshops on student engagement.

- 2023 Committee Chair, Woody L. Hunt College of Business Societal Impact Champions Committee
- 2019-2023 Faculty Advisor, CEO (Collegiate Entrepreneurs' Organization) UTEP Student Chapter
- Best Cross Campus Innovation & Networking Award – 2nd Place (2020 Global CEO Conference)
 - UTEP Student Leadership Award – Spirit Award (2021 The Student Engagement & Leadership Center, The University of Texas at El Paso)
 - UTEP Student Leadership Award – Student Organization of the Year (2021 The Student Engagement & Leadership Center, The University of Texas at El Paso)
- 2021 Member, College Merit Appeals Committee
- 2021 Chair, Search Committee - Department Chair Search – Department of Accounting and Information Systems
- 2020 Chair, College Post-Tenure Review Committee
- 2020 Chair, Search Committee - Department Chair Search – Department of Economics and Finance
- 2019 Led the effort to establish a “peer review” teaching process in the College of Business Administration (the first college at the University to establish such a procedure)
- 2019 College Faculty Lead, College of Business Administration, State Employee Charitable Campaign (SECC) – recommended and led the effort to engage students through the “Miners Give” teachable moment on giving, generosity, and philanthropy; College was recognized for the highest participation among all colleges at the University
- 2019 Member, College of Business Administration Merit Appeals Committee
- 2019 Chaired Teaching Awards Selection Committee, College of Business Administration, The University of Texas at El Paso
- 2019 Developed (with Dr. Jimenez-Arevalo) the new teaching awards selection process for the College
- 2019 Member, College of Business Administration Dean Search
- 2018 Developed initial draft of COBA’s workload policy

- 2016 Chair, College Honors Program Ad Hoc Committee; developed proposal for the College of Business Honors Program
- 2014-15 Member, Search Committee for Chair, Department of Accounting and Information Systems
- 2011 Advisor, Coca-Cola MBA Engagement Project
- 2009-10 Advisor, MBA Business Solutions Group, DeWalt Project
- 2004-07 Member, Doctoral Program in International Business Policy Committee
- 2004 Member, College of Business Merit Policy Committee
- 2004 Interviewer at the 2004 AMA Summer Marketing Educators' Conference for the International Business Position Search
- 2003-04 Member, International Business Search Committee
- 2002 Member, College of Business Scholarship Committee
- 2000-01 Member, Committee for the development of a Ph.D. in International Business
- 2000 Developed Discussion Web for the College of Business 2020 Vision
- 2000 Department Representative on the College of Business Strategic Planning Committee
- 1999 Member, College of Business Technology Committee
- 1995-97 Member, College of Business Administration Committee on Computer Planning

DEPARTMENT

- 2023 Search Committee Chair, Lecturer Positions in Marketing
- 2006- Chair, Department of Marketing, Management and Supply Chain
- 2005 Chair, Undergraduate Curriculum Committee
- 2004-05 Chair, Faculty Development Committee
- 2003-04 Member, Marketing Search Committee
- 2004 Organizer and presenter, Faculty Curriculum Seminar (with R. Posthuma)

- 2003-04 Member, Faculty Development Committee
- 2003-04 Member, Undergraduate Curriculum Committee
- 2003-04 Member, Strategic Management Search Committee
- 2003 Member, Merit Review Committee
- 2002 Member, Strategic Management Search Committee
- 2002 Member, Merit Review Committee
- 2001 Member, Merit Review Committee
- 2001 Chair, Marketing Faculty Search Committee
- 2000 Conducted Peer Evaluation and Review of Teaching Presentation and Effectiveness for MKT 3300
- 2000 Chair, Marketing Faculty Search Committee
- 2000 Participated in the development of the Annual Program Review of the Department of Marketing and Management
- 1999-2000 Member, Marketing Faculty Search Committee
- 1995 Created Department of Marketing and Management Inaugural Home Page for the World Wide Web (WWW)
- 1995 Conducted Peer Evaluation and Review of Teaching Presentation and Effectiveness for MKT 3495 and MKT 3302
- 1995 Departmental Curriculum and Mission Planning Committee, Department of Marketing and Management, College of Business Administration
- 1995 Designed Department of Marketing and Management Promotional Brochure for incoming students
- 1995-1997 Faculty Advisor, The University of Texas at El Paso Chapter of the American Marketing Association (AMA). The chapter received the 1995-96 and 1996-1997 Performance Awards and the 1995-96 Outstanding Community Service Award from National AMA. Also, it received Certificates of Appreciation from Junior Achievement and Career Services.

OTHER (COMMUNITY, INTERVIEWS, ETC.)

- 2020 Teaching students the power of innovation and courage: Q&A with John Hadjimarcou of The University of Texas at El Paso - <https://venturewell.org/john-hadjimarcou/>
- 2008 Provided guidance to the City of El Paso Economic Development Department regarding the Cross-Border Retailing Study
- 1994- Interviewed by the El Paso Times and the Dallas Morning News on numerous topics in retailing and international business
- 2006 “Cross-Border Shoppers,” Value Retail News – A Publication of the International Council of Shopping Centers (published interview)
- 2001-2002 Member, El Paso Chamber of Commerce Entrepreneurship Acculturation Sub-Committee
- 1997 Reviewed the 1997 Greater El Paso YMCA Marketing Plan
- 1997 Served on the Judging Committee for the new slogan of the United States Postal Service’s new El Paso Distribution Center
- 1996 Served as Faculty-In-Residence at the World Trade Center El Paso/Juarez. Developed a comprehensive marketing plan, created a database of current and prospective members, and designed promotional materials, including a WWW home page, newsletters, and direct mailings.
- 1996-1997 Served as consulting editor of the World Trade Center El Paso/Juarez’s Newsletter, The Internationalist

MEMBERSHIPS

- 1994- Member, American Marketing Association (AMA)
- 1999- Member, Association of International Business (AIB)
- 1992 Lifetime Member, The International Honor Society in Economics of Omicron Delta Epsilon
- 1987 Lifetime Member, The Business Honor Society of Beta Gamma Sigma
- 1987 Lifetime Member, Golden Key National Honor Society
- 1987 Lifetime Member, The Honor Society of Phi Kappa Phi

OTHER PRESENTATIONS/SPEECHES

- 2013 Conducted Workshops on Value Chain and Organizational Strategy at Texas Tech University – Paul L. Foster School of Medicine
- 2001 Conducted Seminar for Continuing Education on Global Trade
- 2001 Conducted two seminars (e-commerce and strategic marketing) for the 3rd Small Business Executive Education Program
- 2001 Presented a seminar on Marketing Segmentation to the Sierra-Providence Health Network (Marketing Department)
- 2000 Conducted two seminars (e-commerce and global marketing) for the 2nd Small Business Executive Education Program
- 2000 Conducted seminar on Privacy in the Internet Era for the Center for Lifelong Learning at the University of Texas at El Paso
- 2000 Presentation at the Family Business Forum on Marketing on the World Wide Web
- 2000 Presentation to UTEP AWARE Program Participants on the Use of Multimedia Technology in the Classroom
- 1999 Presentation during COBA Business Advisory Council Progressive Dinner for the opening of new computer-equipped classrooms
- 1996 Presentation at COBA Business Advisory Council meeting on Student Participation in College-Company Collaborative Programs (World Trade Center El Paso/Juarez)
- 1996 Invited presentation at the El Paso University Presbyterian Church on the “Impact of NAFTA on the El Paso Economy.”
- 1995&1999 Conducted Seminars on International Franchising at the University of Texas at El Paso Franchise Center
- 1995 Participated as a speaker in the 1-Day MBA program offered by the College of Business Administration to company executives.
Topic: The Global Marketing of Products and Services
- 1995 Made presentations on International Marketing Opportunities in Mexico and Latin America at the Downtown and Westside Branches of El Paso Chamber of Commerce

FACULTY DEVELOPMENT: OTHER EVIDENCE OF MAINTENANCE OF RELEVANCE AND CURRENCY

- 2021 Attended workshop on Blackboard Learn Ultra (Gradebook) offered by Blackboard
- 2019 Completed the Blackboard Institute for Professors, The University of Texas at El Paso
- 2019 Attended Workshop on Panopto, The University of Texas at El Paso
- 2018 Attended Retention Center Workshop, The University of Texas at El Paso
- 2018 Participated in the 2018 AMA Summer Educators' Conference in Boston, Massachusetts
- 2015 Participated in the 2015 AMA Summer Educators' Conference in Chicago, IL
- 2009-14 Participated in the Sun Conference for Teaching and Learning, El Paso, Texas
- 2013 Participated in the 2013 AMA Summer Educators' Conference in Boston, Massachusetts
- 2011 Participated in the 2011 AMA Summer Educators' Conference in San Francisco, California
- 2010 Participated in the 2010 AMA Summer Educators' Conference in Boston, Massachusetts
- 2009 Participated in the 2009 AMA Summer Educators' Conference in Chicago, Illinois
- 2008 Participated in the 2008 AMA Summer Educators' Conference in San Diego, California
- 2006 Participated in the 2006 AMA Summer Educators' Conference in Boston, Massachusetts
- 2004 Participated in the 2004 AMA Summer Educators' Conference in Boston, Massachusetts
- 2004 Participated in the week-long workshop (IMPACT Seminar) on integrating teaching, research, and service as well as leadership development
- 2002 Participated in the 2002 AMA Summer Educators' Conference in San Diego, California

- 2001 Participated in the 2001 Association for Consumer Research (ACR) Conference in Austin, Texas
- 2001 Participated in IDEA Workshop on Assessing Student Learning: Practical Solutions for Difficult Problems in San Antonio, Texas (funded through CETal)
- 2000 Participated in the University of Texas at El Paso Digital Media Center's Summer Academy for Professors
- 2000 Attended the 2000 Direct/Interactive Marketing Institute for Professors in San Francisco, California
- 2000 Attended the 2000 Initiative for a Competitive Inner-City (ICIC) Conference in Kansas City, Missouri
- 1999-2000 Attended/participated in "Teaching Portfolio Series" seminars offered by the Center for Effective Teaching and Learning at the University of Texas at El Paso
- 1999 Attended "NAFTA: The First Five Years," An International Economic Conference, El Paso, Texas
- 1999 Attended the American Marketing Association Summer Educators' Conference, San Francisco, California
- 1997 Attended the Academy of Marketing Science Conference, Coral Gables, Florida
- 1997 Attended the Academy of International Business – Southwest Annual Conference, New Orleans, Louisiana
- 1996 Attended the American Marketing Association Summer Educators' Conference, San Diego, California
- 1996 Attended the Annual Academy of Marketing Science Conference, Phoenix, Arizona
- 1996 Attended the "NAFTA Symposium" at Texas A&M University, College Station, Texas
- 1995 Attended Association for Consumer Research Conference, Minneapolis, Minnesota
- 1995 Attended American Marketing Association International Collegiate Conference, New Orleans, Louisiana

- 1995 Participated in “The Challenge of NAFTA,” workshop sponsored by the El Paso Branch of the Federal Reserve Bank of Dallas, El Paso, Texas
- 1995 Participated in “State of the Region” workshop, sponsored by the Economic Development Council and the College of Business Administration, University of Texas at El Paso, El Paso, Texas
- 1994 Attended Academy of International Business Conference, Boston
- 1993 Attended American Marketing Association Summer Educators’ Conference, Boston, Massachusetts
- 1993 Attended Association for Consumer Research Conference, Nashville, Tennessee
- 1993 Attended the Canada/U.S. Law Institute Conference on “An Industrial Policy for North America (Canada/U.S.): Legal and Economic Considerations,” Eastlake, Ohio

OTHER HONORS, AWARDS, AND MILITARY SERVICE

- 1992 Graduate Student Award for Scholastic Excellence at Kent State University
- 1985-1987 Recipient of a Cyprus-America Scholarship Program (CASP) Scholarship through the Cyprus Fulbright Commission at West Virginia University
- 1981-1983 Sergeant, Cyprus National Guard (specializations in mortars and cryptography)