

NANCY R. BUCHAN

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Professional Status

Associate Professor of International Business, University of South Carolina, 2006 -
Assistant Professor of Marketing, University of Wisconsin – Madison, 1997 - 2006

Educational Background

- 1998 Ph.D. Marketing, University of Pennsylvania
- 1995 Master of Arts in International Studies, University of Pennsylvania
- East Asia/Japanese Concentration, The Lauder Institute
 - Summer 1991, Lauder Study Program in Tokyo
- 1989 Bachelor of Arts, University of Wisconsin
- Majors in Economics and International Relations
 - National Oratorical Speaking Champion (1984), Full Tuition Scholarship
- 1986-1988 Foreign Exchange Student, Sophia University, Tokyo, Japan

Research Grants, Honors, and Awards

National Science Foundation – Human and Social Development (HSD) program (2005), “The Impact of Globalization on Trust and Cooperation.” Exploratory one-year grant awarded to conduct the research among citizens within six countries. Receipt of the exploratory award is accompanied with an invitation to submit a full (3-5 year) proposal based on the exploratory award results.

National Science Foundation – Cross Directorate Activities (2005), “Expanding Global Networks of Students and Researchers: The Impact of Globalization on Trust and Cooperation.” Award to support the formation of a research network of PhD students and faculty researchers in six countries.

Graduate School Research Competition, University of Wisconsin – Madison (2003, 2002, 2000, 1998)

School of Business Research Competition, University of Wisconsin – Madison (2002, 2000, 1998)

Starr Faculty Research Scholar for Research Pertaining to Asia, University of Wisconsin – Madison (1998-2001, 2001-2004)

Marketing Science Institute, Alden G. Clayton Doctoral Best Dissertation Award (1996)

Russell Sage Foundation, Small Grants Program in Behavioral Economics, Grant (1996)

National Security Education Program, Doctoral Fellowship (1995-1997)

Albert Haring Doctoral Symposium Discussant, Indiana University (1996)

GE Foundation Fellowship (1993-1996)

Foreign Language Acquisition Scholar (FLAS) Grant Recipient (1992-1993)

Publications and Research

Publications

Rachel T.A. Croson and Nancy R. Buchan (1999), “Gender and Culture: International Experimental Evidence from Trust Games,” *The American Economic Review*, 89(2): 386-391.

Buchan, Nancy R, Rachel T.A. Croson, and Robyn M. Dawes (2002), “Swift Neighbors and Persistent Strangers: A Cross-Cultural Investigation of Trust and Reciprocity in Social Exchange,” *American Journal of Sociology*, 108(1): 168-206.

Buchan, Nancy R., Rachel T.A. Croson, and Eric J. Johnson (2004), “When Do Fairness Beliefs Influence Bargaining Behavior: Experimental Evidence from Japan and the United States,” *Journal of Consumer Research*, 31(2004): 181-190.

Buchan, Nancy R. and Rachel T.A. Croson (2004), “The Boundaries of Trust: Own and Other’s Actions in the US and China,” *Journal of Economic Behavior and Organization*, 55(4): 485-504.

Leung, Kwok, Rabi Bhagat, Nancy R. Buchan, Miriam Erez, and Cristina B. Gibson (2005), “Culture and International Business: Recent Advances and Future Directions,” *Journal of International Business Studies*, 36(4): 357-379.

Buchan, Nancy R., Rachel T.A. Croson, and Eric J. Johnson (in press), “Let’s Get Personal: An International Examination of the Influence of Communication, Culture, and Social Distance on Other Regarding Preferences,” *Journal of Economic Behavior and Organization*, 60(3):373-398.

Book Chapters

Buchan, Nancy R. (2003), “An Experimental Economic Approach to International Marketing,” in *State of the Art in International Marketing*, Subhash Jain, ed., Edward Elgar Publications, Northampton, MA.

Buchan, Nancy R., Rachel T.A. Croson, Eric J. Johnson, and George Wu (2005), “Gain and Loss Ultimatums,” in *Advances in Behavioral and Experimental Economics*, John Morgan, ed., part of the *Advances in Applied Microeconomics* series, Elsevier Science - JAI Press, Greenwich, CT.

Research Under Review

Buchan, Nancy R., Rachel T.A. Croson, and Sara S. Solnick, "Trust and Gender: An Examination of Behavior, Biases, and Beliefs in the Investment Game," Conditionally accepted, *Journal of Economic Behavior and Organization*.

Malhotra, Naresh, Sung S. Kim and Nancy R. Buchan, "Online Consumers' Reactions to Information Privacy Threats: An Exploratory Cross-National Study," Under review at *Management Information Science Quarterly*.

Buchan, Nancy R. "A Matter of Trust." Preparing for second review at the *Academy of Management Review*.

Research in Progress

Buchan, Nancy and Gianluca Grimalda, "The Impact of Globalization on Trust and Cooperation." Conceptualization and experimental design for 19 country study completed. Commitment from foreign researchers obtained. Aggregate and individual level scales of globalization constructed. First wave of experiments in three countries was conducted in the US, China and Spain in November/December 2004, second wave of six countries in summer/fall 2006. NSF grant awarded 7/01/05.

Adair, Wendy, Nancy R. Buchan and Xiaoping Chen, "The Influence of Culture on Communication: A Study of the Lewis' Culture Active Scale." An investigation of the psychometric properties of the Lewis scale, and the convergence of the scale with Hall's concepts of high/low context cultures. Amended scale development completed, survey will be conducted at 12 universities during 2004-2005 school year, and at universities internationally in the 2005-2006, and 2006-2007 school years. Once scale development is completed, its predictive ability regarding cross-cultural negotiation behaviors will be tested.

Buchan, Nancy R., "Cultural Variations in Creating and Sustaining Trust," in *Culture and International Management: Evolution of the Field*, Richard Steers and Rabi Bhagat, eds., Cambridge University Press, forthcoming.

Buchan, Nancy R., Peter R. Dickson, Jan B. Heide, and Diana L. Haytko, "Conceptualizing Trust in a Theory of Relationship Valuation."

Presentations at Conferences

Buchan, Nancy R. "The Boundaries of Trust: Own and Others' Actions in the US and China," International Conference on Social Dilemmas, Krakow, Poland, July 2005.

Buchan, Nancy R. "International Explorations of the Boundaries of Trust," Social Capital and Social Networks Conference (one of 16 invitees), Ohio State University, June 2005.

Buchan, Nancy R. "The Influence of Social Identity on Trust and Cooperation: An International Experiment," International Consortium on Globalization and Cooperation, University of Warwick – Center for the Study of Globalization and Regionalization, Warwick, England, July 2004.

- Buchan, Nancy R. "Trust and Gender: An Investigation of Biases, Beliefs, and Behavior in the Trust Game," Interdisciplinary Conversations on Trust and Social Capital (one of 15 invitees), University of Minnesota, May 2004.
- Buchan, Nancy R. "International Investigations into Trust Building in Groups," Conference sponsored by the Center for Ecological Foundations of the Mind: Trust in Groups from a Cross-Societal Perspective (one of 10 invitees), University of Hokkaido, Japan, September 2003.
- Buchan, Nancy R. "Trust and Gender: An Examination of Behavior, Biases, and Beliefs in the Investment Game," International Conference on Social Dilemmas (referred), Marstrand, Sweden, August 2003.
- Buchan, Nancy R., "Do Fairness Beliefs Influence Bargaining Behavior" Society for Judgment and Decision Making, (referred), Kansas City, MO, November 2002.
- Buchan, Nancy R., "Cross-National Studies of Trust and Reciprocation," State of the Art in International Marketing Conference (by invitation), University of Connecticut, CT, November 2001.
- Buchan, Nancy R. "Conducting Cross-National Experiments," Internationalizing Doctoral Education in Business Seminar (by invitation), University of Wisconsin – Madison, August 2001.
- Buchan, Nancy R., "The Boundaries of Direct and Indirect Trust: An International Study," (referred), International Conference on Social Dilemmas, Chicago, IL, July 2001.
- Buchan, Nancy R., "The Influence of Gender on Trust and Reciprocity," Society for Judgment and Decision Making, (referred), New Orleans, LA, November 2000.
- Buchan, Nancy R., "International Differences in Trust in Trading Relationships," (referred), Society for Judgment and Decision Making, New Orleans, LA, November 2000.
- Buchan, Nancy R., "The Influence of Gender on Trust and Reciprocity," (referred), American Economic Association Southwest Conference, Tucson, AZ, September 2000.
- Buchan, Nancy R., "The Cultural Boundaries of Trust and Reciprocity in Economic Bargaining," Special Topic Session (referred), Statistical Probability Uncertainty Decision Making Conference, Leeds, England, August 1997.
- Buchan, Nancy R., "Cultural Influences on Strategic Decision Making," Charleston Conference on Competitive Decision-Making (by invitation), Charleston, SC, June 1997.

Editorial Activities – Editorial Board Membership

Journal of International Business Studies – Appointed Editorial Board Member, January 2005

Editorial Activities - Reviewing

Marketing

Journal of Consumer Research

Marketing Science
Journal of Consumer Psychology
Marketing Letters
American Marketing Association Winter Meetings – Global Track reviewer
Association for Consumer Research Conference Committee Member 2003

International Business
Journal of International Business Studies

Economics
American Economic Review
Journal of Economic Behavior and Organization
Journal of Economic Games and Behavior
Economic Inquiry

Psychology
Personality and Social Psychology Bulletin
Journal of Personality and Social Psychology
Journal of Behavioral Decision Making

Sociology
American Journal of Sociology

Conflict/Negotiation
Journal of Conflict Resolution

Research Organizations
National Science Foundation

Practitioner Journals
IBM Systems Journal

Research Interests

The Building and Maintenance of Fairness and Trust in Relationships
The Influence of Culture and Gender on Trust
Experimental Economics
International Negotiation
Global Marketing

Teaching Experience

School of Business, University of Wisconsin

Global Marketing 420 (Undergraduate)	Avg. Rating (Over 19 sections)	4.77/5.00*
Global Marketing 720 (MBA)	Avg. Rating (Over 7 sections)	4.52/5.00

*Rated 3rd, 1st, and 2nd respectively among assistant professors in School of Business (1998, 2001, 2003).

Executive Education, University of Wisconsin-Madison, School of Business

Marketing in the Global Economy	June 2002	Rating: 6.61/7.00 scale
Marketing in the Global Economy	June 2001	Rating: 6.91/7.00 scale

Professional Affiliations

American Marketing Association
Association for Consumer Research
INFORMS
Society for Judgment and Decision Making
American Economic Association