

**MARTIN S. ROTH**  
**Chief Innovation & Assessment Officer**  
**Professor, Sonoco International Business Department**  
**Moore School of Business**  
**University of South Carolina**  
**Columbia, SC 29208**  
**U.S.A.**  
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#### **ACADEMIC/INDUSTRY POSITIONS**

2008 – current      **Professor**, Sonoco International Business Department  
**Chief Innovation & Assessment Officer**,  
Moore School of Business, University of South Carolina

2005 - 2008      **Professor**, Sonoco International Business Department  
**Executive Director, International MBA Program**,  
Moore School of Business, University of South Carolina

1997 - 2005      **Associate Professor**, Sonoco International Business Department  
Moore School of Business, University of South Carolina

1995 - 1997      **Associate Professor**, Marketing Department  
Carroll School of Management, Boston College

1989 - 1995      **Assistant Professor**, Marketing Department,  
Carroll School of Management, Boston College

1988 - 1989      **Lecturer**, Katz Graduate School of Business,  
University of Pittsburgh

1987 - 1988      **Associate Director of Research**, Pittsburgh Research Institute for  
Studies in Marketing (PRISM) Pittsburgh, PA

1985 - 1987      **Research Assistant**, PRISM  
Pittsburgh, PA

1983 - 1984      **Retail Manager**, Beacon Pharmacy  
Pittsburgh, PA

#### **EDUCATION**

1985 - 1990      **Ph.D. in Business Administration**  
Katz Graduate School of Business, University of Pittsburgh  
Pittsburgh, Pennsylvania  
Major: Marketing, Minor: Anthropology

1984 - 1985      **Master of Business Administration**  
Graduate School of Business, University of Pittsburgh

Concentration: Marketing

1979 - 1983            **Bachelor of Arts**  
 University of Pittsburgh  
 Majors: Business and Economics

## REFEREED JOURNAL PUBLICATIONS

Martin S. Roth, Satish Jayachandran, Mourad Dakhli and Deborah A. Colton, "Subsidiary Use of Foreign Marketing Knowledge," *Journal of International Marketing* (forthcoming).

Elizabeth Bender, Charles Partlow and Martin S. Roth "An Examination of Strategic Drivers Impacting U.S. Multinational Lodging Corporations," *International Journal of Hospitality and Tourism Management* (forthcoming)

Carolyn T. White, Martin S. Roth and Terence A. Shimp (2008), "Comparative Advertising in Countries Where Brands and Comparative Advertising Are Novel," *Journal of International Business Studies*, 39 (5), 851-863.

Martin S. Roth, R. Bruce Money and Thomas J. Madden (2004), "Purchasing Processes and Characteristics of Industrial Service Buyers in the U.S. and Japan," *Journal of World Business*, 39 (2), 183-196.

Kelly Hewitt, Martin S. Roth and Kendall Roth (2003), "Conditions Influencing Headquarters and Foreign Subsidiary Roles in Marketing Activities and Their Effects on Performance," *Journal of International Business Studies*, 34 (6), 567-585.

Martin S. Roth (2003), "Media and Message Effects on DTC Prescription Drug Advertising Awareness," *Journal of Advertising Research*, 43 (June), 180-193.

Thomas J. Madden, Kelly Hewitt and Martin S. Roth (2001), "Managing Images in Different Cultures: A Cross-National Study of Color Meanings and Preferences," *Journal of International Marketing*, 8 (4), 90-107.

Martin S. Roth and Mourad Dakhli (2000), "Regional Trade Agreements As Structural Networks: Implications for Foreign Direct Investment Decisions," *Connections*, 23 (1), 60-71.

Martin S. Roth and Jean B. Romeo (2000), "Co-Promotions Drive Health Plan Satisfaction and Subscriber Appeal," *Marketing Health Services*, 19 (Winter/Spring), 21-27.

Martin S. Roth, Robert C. Davenport, and William Simpson (1998), "Assessing the Economic Value of Antihypertensive Medications," *American Journal of Managed Care*, 4 (September), 1267-1275.

Martin S. Roth (1998), "Taming Technology: Financial Services Have Lessons to Share in Managing Customer Relationships," *Marketing Management*, 6 (Winter), 20-30.

Martin S. Roth (1996), "Patterns in Direct-to-Consumer Prescription Drug Advertising and Their Public Policy Implications," *Journal of Public Policy and Marketing*, 15 (Spring), 63-75.

Martin S. Roth (1995), "Effects of Global Market Conditions on Brand Image Customization and Brand Performance," *Journal of Advertising*, 24 (Winter), 55-75.

- Martin S. Roth (1995), "The Effects of Culture and Socioeconomics on the Performance of Global Brand Image Strategies," *Journal of Marketing Research*, 32 (May), 163-175.
- Martin S. Roth (1994), "Enhancing Consumer Involvement in Health Care: The Dynamics of Control, Empowerment, and Trust," *Journal of Public Policy and Marketing*, 13 (Spring), 115-132.
- Martin S. Roth and William P. Amoroso (1993), "Linking Core Competencies to Customer Needs: Strategic Marketing of Health Care Services," *Journal of Health Care Marketing*, 13 (Summer), 49-54.
- Martin S. Roth and Jean B. Romeo (1992), "Matching Product Category and Country Image Perceptions: A Framework for Managing Country-of-Origin Effects," *Journal of International Business Studies*, 23 (3), 477-498.
- George M. Zinkhan, Martin S. Roth and Mary Jane Saxton (1992), "Knowledge Development and Scientific Status in Consumer Behavior Research: A Social Exchange Perspective," *Journal of Consumer Research*, 19 (September), 282-291.
- Martin S. Roth (1992), "Depth Versus Breadth Strategies for Global Brand Image Management," *Journal of Advertising*, 21 (June), 23-36.
- C. Whan Park, Martin S. Roth and Philip F. Jacques (1988), "Evaluating the Effects of Advertising and Promotion Campaigns," *Industrial Marketing Management*, April, 129-140.

#### **BOOKS, BOOK CHAPTERS, INVITED, and NON-REFEREED PUBLICATIONS**

- Martin S. Roth (2007) "Global Language Partnerships: Preparing Mobile, Multilingual, International Business Managers," IIE Network.org (Institute of International Education), <http://iienetwork.org/page/102760/>. Abstract in IIE Networker, Spring 2007, page 13.
- Martin S. Roth, C. Eugene Reeder and Chris M. Kozma (2002), "Pharmacoeconomics of Hypertension: Bridging the Clinical – Economic Gap," in *New Frontiers In the Management of Hypertension*, ed. M. Schachter and N. Kaplan. Lippincott Williams & Wilkins: London, 115-126.
- Martin S. Roth (2002), "Capitalizando la Imagen Corporativa," *Mercado*, 101 (March), 88-91.
- Lawrence Feick, Martin Roth, Michael Deighan, and Stuart James (2000-8), *Country Manager: The International Marketing Simulation*. Charlottesville, VA: Interpretive Software, Inc.
- Lawrence Feick, Martin Roth, Michael Deighan, and Stuart James (2000-8), *Country Manager: The International Marketing Simulation. Administrator's Guide*. Charlottesville, VA: Interpretive Software, Inc.
- Martin S. Roth (1997), "New Strategies for a Global Industry: The Case of the Pharmaceutical Industry," in *Europe and the Global Competition*, ed. Sabine Urban. Gabler GmbH: Weisbaden, 193-214.
- Martin S. Roth (1995), "The Value of Image Advertising," *Upside*, October, 18.
- Gerald E. Smith and Martin S. Roth (1995), "Shaping Customers' Perceptions of Value: Differentiation Value Analysis and Strategic Pricing," *Journal of Professional Pricing*, 4 (Summer), 6-13.

Martin S. Roth and Gerald E. Smith (1995) "Shaping Customers' Perceptions of Value: Positioning and Reference Price Strategies," *Journal of Professional Pricing*, 4 (Spring), 6-11.

### **WORKING PAPERS**

Deborah Colton, Martin S. Roth, and William O. Bearden, "Sources of Global E-tail Advantage: Relationships Among Orientations, Resources, and Performance" (CIBER working paper D-06-01).

Elizabeth Bender, Charles Partlow, and Martin S. Roth, "Corporate Strategies of U.S. Multinational Lodging Firms," (Alfred P. Sloan Foundation Travel and Tourism Industry Center, University of South Carolina, working paper).

Davina Vora and Martin S. Roth, "A Model of Foreign Market Channel Relationships: The Role of Distributor Identification with and Commitment to a Manufacturer" (CIBER working paper D-01-21).

### **REFEREED CONFERENCE PROCEEDINGS**

George M. Zinkhan, Mary J. Saxton, Martin Roth and Gerald Zaltman (1990), "A Citation Analysis of the ACR Proceedings: A Knowledge Development and Social Exchange Perspective," in *Advances in Consumer Research*, 17, eds. M. Goldberg, G. Gorn, R. Pollay, Provo, UT: Association for Consumer Research, 627-635.

Martin S. Roth and Christine Moorman (1988), "The Cultural Content of Cognition and the Cognitive Content of Culture: Implications for Consumer Research," in *Advances in Consumer Research*, 15, ed. Michael Houston, Provo, UT: Association for Consumer Research, 403-410.

Martin S. Roth (1987), "Closing the Reality Gap: The Concept of Meaning in Marketing Theory and Research," in *Proceedings of the Winter Educators' Conference*, eds. Russell W. Belk and Gerald Zaltman, American Marketing Association.

### **CONFERENCE & INVITED PRESENTATIONS**

Martin S. Roth (2008), "Forces Shaping the Economy: Local & Global Perspectives," presented at the Business at Sunrise, Northeast Columbia Chamber of Commerce meeting, Columbia, June.

Deborah Colton, Martin S. Roth, and William O. Bearden (2008), Sources of Global E-tail Advantage: Relationships Among Orientations, Resources, and Performance," at the annual American Marketing Association Winter Educators' conference, February (winner, Global Marketing track *Best Paper Award*).

Martin S. Roth (2007), "North American Perspective on Globalization and Graduate Business Education: Program Structure, Content, and Experiential Learning," at the AACSB International Conference and Annual Meeting, Tampa, April.

Elizabeth Bender, Charles Partlow, and Martin S. Roth (2007), "Corporate Strategies of U.S. Multinational Lodging Firms," Sloan Industry Studies Annual Conference, Cambridge MA, April.

Martin S. Roth (2007), "The New Millennium Workforce: Interests and Initiatives," Institute of Internal Auditors District Conference, Charlotte, March.

Martin S. Roth (2006) "Globalization, Intellectual Capital, and Education," Pedagogical Academy, Richland School District Two, Columbia, SC, October.

Elizabeth Bender, Charles Partlow, and Martin S. Roth (2006) "Corporate Strategies of U.S. Multinational Lodging Firms," International Council on Hotel, Restaurant, and Institutional Education conference, Washington DC, July.

Martin S. Roth (2006), "On the Cutting Edge of International Business Education," Institute of Management Accountants, Spartanburg, SC, May.

Davina Vora and Martin S. Roth (2001), "A Model of Foreign Market Channel Relationships: The Role of Distributor Identification with and Commitment to a Manufacturer," competitive paper presented at the annual Academy of International Business conference, Sydney, November.

Martin S. Roth, Satish Jayachandran, Mourad Dakhli and Deborah Colton (2001), "Marketing Knowledge Transfer and Value Creation in MNEs: The Use and Effectiveness of External Marketing Knowledge," presented at the annual American Marketing Association Winter Educators' conference, February (winner, Global Marketing track *Best Paper Award*).

Kelly Hewitt, Martin S. Roth and Kendall Roth (2000), "Factors Influencing Implementation of Successful Standardization or Customization Strategies by Foreign Subsidiaries: A Contingency Perspective," presented at the annual Academy of International Business conference, Phoenix, November.

Lawrence Feick, Stuart James, and Martin S. Roth (2000) "*Country Manager: An International Marketing Strategy Simulation Game*," presented at the American Marketing Association International Educators' Conference, Buenos Aires, June-July.

Martin S. Roth, R. Bruce Money and Thomas J. Madden (2000), "Buying Processes for Industrial Services: A Two-country, Two-culture Market Segmentation Study," presented at the annual American Marketing Association Summer Educators' conference, Chicago, August.

Martin S. Roth (2000) "The Use and Effectiveness of DTC Message Strategies," presented at the annual Public Policy and Marketing conference, Washington DC, June.

Martin S. Roth, Satish Jayachandran, Mourad Dakhli and Deborah Colton (2000), "Learning From Experience: The Use and Effectiveness of Transferred Knowledge in Marketing Subsidiaries," presented at UCONN and at Harvard Business School, April-May 2000.

Kelly Hewett and Martin S. Roth (2000), "Effects of Boundary Spanning Influences on Subsidiary Marketing Practices: The Fit Between Ideal Profiles and Product Performance," presented at the annual American Marketing Association Winter Educators' conference, San Antonio, February.

Martin S. Roth, R. Bruce Money and Thomas J. Madden (1999), "Segmenting the Industrial Services Market in the U.S. and Japan: Effects of Organization Characteristics, Purchase Process, and Buying Situations on New Entrants' Purchases," presented at the annual Academy of International Business conference, Charleston, November.

- Kelly H. Usategui, Thomas J. Madden and Martin S. Roth (1999) "Managing Images in Different Cultures: A Cross-national Study of Color Meanings and Preferences," presented at the annual American Marketing Association Summer Educators' conference, San Francisco, August.
- Martin S. Roth & Terrence A. Shimp (1999), "The Use and Effectiveness of DTC Message Strategies," presented at the annual American Marketing Association Summer Educators' conference, San Francisco, August.
- Mourad Dakhli and Martin S. Roth (1998), "Regional Trade Agreements As Structural Networks: Implications for Country Attractiveness Evaluations," presented at the annual Academy of International Business conference, Vienna, Austria, October.
- Martin S. Roth (1998), "Measuring and Managing Brand Images in the Global Marketplace," presented at the Marketing Science Institute's Understanding Customers and Consumers in a Global Marketplace conference, Barcelona, Spain, May.
- Martin S. Roth (1996), "Patterns in Direct-to-Consumer Prescription Drug Print Advertising and Their Public Policy Implications" presented at the annual Marketing and Public Policy Conference, Washington D.C., May.
- Jean B. Romeo and Martin S. Roth (1994), "Antecedents and Consequences of Joint Promotion Campaign Effectiveness," presented at the annual American Marketing Association Winter Educators' conference, St. Petersburg, February.
- Martin S. Roth (1993), "A Comparative Analysis of Four Research Techniques for Measuring Brand Image," presented at the annual Association for Consumer Research conference, Nashville, October.
- Martin S. Roth (1993), "Customizing Brand Image Strategies Across International Markets: Effects on Financial Performance," presented at the annual American Market Association Summer Educators' conference, Boston, August.
- Martin S. Roth (1992), "The Impact of Pharmaceutical Advertising to Consumers on Drug Information Use, Compliance, and the Doctor-Patient Relationship: An Exploratory Analysis," presented at the eleventh annual American Association for Advances in Health Care Research conference, Jackson WY, March.
- Jean B. Romeo and Martin S. Roth (1992), "Joint Promotion Strategies for Health Care Organizations," presented at the eleventh annual American Association for Advances in Health Care Research conference, Jackson WY, March.
- Martin S. Roth (1991), "Market Specificity and Socioeconomics: Developments in Classifying and Segmenting Global Markets," at the IAREP/SASE conference, Stockholm, June.
- Martin S. Roth (1991), "Brand Image Strategy Breadth vs. Depth: Implications for International Advertising," at the International Trade and Finance Association conference, Marseille, May.
- George M. Zinkhan, Gerald Zaltman, and Martin S. Roth (1991), "Reviewers and Authors as Gift Givers: The Manuscript Review Process and Knowledge Development," at the American Marketing Association Winter conference, Orlando, February.

Jean B. Romeo and Martin S. Roth (1990), "The Underlying Dimensions of Country Image and Their Relationship to Product Category Characteristics: A Cross-Cultural Investigation," at the annual Association for Consumer Research conference, New York, October.

Martin S. Roth and James S. Boster (1988), "Wine Tasting Groups as Information Cartels," at the annual American Association for the Advancement of Science meeting, Boston, MA, February.

### **CONFERENCE SESSION CHAIRS AND DISCUSSANT**

Martin S. Roth (2007), Chairperson and organizer for session "Tri-regional Perspectives on Globalization and Graduate Business Education: Program Structure, Content, and Experiential Learning," at the AACSB International Conference and Annual Meeting, Tampa, April.

Martin S. Roth (2000), Chairperson and Moderator for special session, "Issues in Sharing Marketing Practices Across Subsidiaries in MNCs," at the American Marketing Association International Educators' Conference, Buenos Aires, June-July 2000.

Martin S. Roth (2000), Discussant for three papers in "The Relationship Between Market Orientation and Performance" track at the American Marketing Association International Educators' Conference, Buenos Aires, June-July 2000.

Martin S. Roth (2000), Chairperson for special session, "New Questions and Answers on DTC Drug Advertising," at the Public Policy and Marketing Conference, Washington DC, June.

Martin S. Roth (1999), Chairperson for special session, "Giving Customers Control: Multi-discipline Perspectives on Direct-to-Consumer Drug Advertising," at the American Marketing Association Summer Educators' Conference, San Francisco, August.

Martin S. Roth (1994), Discussant for three papers in "Problems with Advertising" track at the annual Association for Consumer Research conference, Boston, October.

Martin S. Roth (1993), Chairperson for special session, "Innovations in Defining and Measuring Brand Image," at the annual Association for Consumer Research conference, Nashville, October.

Martin S. Roth (1992), Chairperson for session "Consumer Behavior," at the annual Northeast Decision Sciences Institute Meeting, Boston, April.

Martin S. Roth (1992), Discussant for paper "Comparative Study of Variables Affecting Productivity in the U.S. and Taiwan," at the annual Northeast Decision Sciences Institute Meeting, Boston, April.

Martin S. Roth (1990), Chairperson for special session "Global Research in Consumer Values and Perceptions of Foreign Products," at the annual Association for Consumer Research conference, New York, October.

### **INDUSTRY CONFERENCE PRESENTATIONS**

Martin S. Roth, "Mastering the Message: Findings From the DTC Print Ad Awareness Study," presented at the 2004 DTC National Conference, Boston, March 2004.

Martin S. Roth and Carole Huntsman, "A Value-Based Approach to Partnering & Relationship Building," Institute for International Research's "Services Marketing Forum" conference, Baltimore, November 1996.

Martin S. Roth, "Value-Based Pricing and Product Positioning," The Professional Pricing Society's *Profitable Pricing Strategies* conference, Chicago, October 1995.

Martin S. Roth "Value-Based Positioning and Pricing: Strategies for Service Providers," Institute for International Research's "Pricing for Profit: A Forum for Service Providers" conference, Boston, August 1995.

Martin S. Roth "The Consumers' Role in the Managed Health Care System," Association of Healthcare Educators meeting, Boston, April 1995.

Martin S. Roth "Creating Value Through Strategic Pricing and Promotions," Global Business Research's "Pharmaceutical Pricing" conference, Philadelphia, January 1995.

Martin S. Roth "Linking Your Core Competencies to Customer Needs," Institute for International Research's *Designing, Developing and Delivering Outstanding Service Value* conference, New Orleans, December 1994.

### **CONFERENCE TRACK CHAIR**

2005 American Marketing Association "Global Marketing" Track co-chair, Summer Educators' Conference, San Francisco, August 2005.

2000 American Marketing Association "Marketing Strategy" SIG Track co-chair, International Educators' Conference, Buenos Aires, June-July 2000.

### **BOOK REVIEWS**

*Journal of Marketing Research* (1997), 34 (August), p. 411-412, a review of *Marketing in a Multicultural World*, (1995) Janeen A. Costa and Gary J. Bamossy eds., Sage Publications.

*Journal of Marketing* (1991), 55 (April), p. 80-82, a review of *Marketing Strategies for the New Europe: A North American Perspective on 1992*, (1990) John K. Ryans Jr. and Pradeep A. Rau, American Marketing Association.

### **TRADE and POPULAR PRESS QUOTES**

*Newswatch, WIST TV*, April 2008, "Moore International MBA Program."

*Carolina Minute*, April 2008, "European Business Schools Set Trends," (<http://uscnews.sc.edu/03EuropeanBusinessSchools.mp3>).

*South China Morning Post*, May 23, 2007, "Firm's US arm fits mainland strategy," Josie Liu.

*South China Morning Post*, May 23, 2007, "Mainland fridge maker's US factory helping head off a trade cold war," Josie Liu.

*Business Education Forum*, April 2007, "Internationalizing the Business Curriculum," Joanne M. Lozar Glenn, 9-15.

*Newswatch, WIST TV*, April 2005, "Moore International MBA Program."

*Carolina Minute*, March 2000, "Advertising Prescription Drugs."

*Carolina Minute*, February 2000, "Global Consumer Culture."

*CNBC*, March 1997, "Direct-to-Consumer Drug Advertising."

*Boston Herald*, February 1997, "RiteAid and Revco Merger."

*DTC Solutions*, Summer 1995, "Using Database Marketing to Change Consumer Behavior."

*Med Ad News*, March 1995, "The Compliant Patient is Well-Informed."

*Med Ad News Executive Edition*, November 1994, quoted in five articles in a special issue titled "The Consumer Takes Charge."

*Boston Herald*, December 5, 1993, "This Year it's Chic to Shop Cheap."

*Boston Globe*, September 20, 1993, "Big Business Around the Campus."

*Boston Business Journal*, October 19, 1992, "State Lags Behind in Exports."

## **RESEARCH GRANTS AND AWARDS**

- 2004 Alfred P. Sloan Foundation Travel and Tourism Industry Center, University of South Carolina (with E. Bender, C. Partlow, D. Schweiger), "Corporate Strategy and Management Practice," \$78,091.
- 2001 Center for International Business Education and Research, Moore School of Business, University of South Carolina (CIBER) (with L. Feick and S. Jayachandran, M. Dakhli, D. Colton), "Marketing Knowledge Transfer and Value Creation in MNEs," \$3,500.
- 2001 CIBER (with S. Jayachandran), "The Relationship Between Performance and Innovation," \$3,700.
- 2001 CIBER (with D. Vora), "A Model of Distributor Identification with Foreign Manufacturers," \$3,500.
- 2001 Best Paper Award, Global Marketing track, American Marketing Association Winter Educators' conference, Martin S. Roth, Satish Jayachandran, Mourad Dakhli and Deborah Colton, "Marketing Knowledge Transfer and Value Creation in MNEs: The Use and Effectiveness of External Marketing Knowledge."
- 2000 CIBER (with S. Jayachandran, M. Dakhli, D. Colton), "Marketing Knowledge Transfer and Value Creation in MNEs," \$3,500.
- 2000 CIBER (with S. Jayachandran), "The Relationship Between Performance and Innovation," \$750.
- 2000 CIBER (with D. Vora), "A Model of Distributor Identification with Foreign Manufacturers," \$3,000.
- 2000 CIBER (with D. Colton), "The Effects of marketing Resources on E-Commerce Performance in International Markets," \$750.
- 1999 Marketing Science Institute research award (with T. Madden and W. Dillon), "Integrated Marketing Communications and Brand Performance," \$6,000.

- 1998 Visiting Professor, Wirtschaftsuniversitat Wien, Vienna, Austria.  
 1998 CIBER "Response Bias in Global Customer Satisfaction Surveys," \$5,500.  
 1997 CIBER "Regional Trade Agreements As Structural Networks: Implications for Foreign Direct Investment Location Decisions," \$5,400.  
 1996 Visiting Professor, University Robert Schuman - IECS Strasbourg, France.  
 1995 Summer Research Incentive Grant, Boston College "Identifying What Customers Value: Value-Related Strategies and Techniques from Health Care and High Technology Markets," (with Gerald Smith) \$5000.00.  
 1994 Summer Research Expense Grant, Boston College, "A Content Analysis of Direct-to-Consumer Prescription Drug Advertising," \$700.00.  
 1993 Summer Research Incentive Grant, Boston College, "Framing Benefit and Risk Information in Direct-to-Consumer Prescription Drug Advertising," \$5000.00.  
 1993 Awarded position in the *Visiting Professor Program* sponsored by the Advertising Education Foundation. Worked in the American Chicle Division of the Warner-Lambert Co., Morris Plains, NJ, May-June 1993.  
 1992 Summer Research Incentive Grant, Carroll School of Management, Boston College, "The Impact of Pharmaceutical Advertising to Consumers," \$5,000.00.  
 1992 Summer Research Expense Grant, Boston College, "The Impact of Prescription Drug Advertising to Consumers: Developing Measures of Benefits and Risks," \$650.00.  
 1992 Summer Research Expense Grant, Boston College (with J. Romeo), "Joint Promotion Campaigns for Health Care Organizations," \$812.50.

#### **EDITORIAL REVIEW BOARDS**

- 1994-present *Journal of Advertising*  
 1998-present *Journal of Public Policy & Marketing*  
 2001-present *Journal of World Business*

#### **AD-HOC JOURNAL REVIEWING**

- 2008 *Journal of International Business Studies*  
 2008 *Journal of International Marketing*  
 2007 *Journal of International Business Studies*  
 2006 *Journal of International Business Studies*  
 2006 *Journal of International Marketing*  
 2005 *Journal of International Marketing*  
 2005 *Journal of the Academy of Marketing Science*  
 2004 *Journal of International Marketing*  
 2004 *Journal of the Academy of Marketing Science*  
 2004 *Journal of Management*  
 2003 *Journal of International Business Studies*  
 2003 *Journal of the Academy of Marketing Science*  
 2003 *Journal of International Marketing*  
 2003 *Journal of Management*  
 2002 *Journal of International Business Studies*  
 2002 *Journal of International Marketing*  
 2002 *Journal of the Academy of Marketing Science*  
 2001 *Journal of Marketing Research*  
 2001 *Journal of International Business Studies*  
 2001 *Journal of International Marketing*

2001 *Journal of the Academy of Marketing Science*  
 2000 *Journal of Marketing Research*  
 2000 *Journal of International Marketing*  
 2000 *Journal of World Business*  
 2000 *Journal of the Academy of Marketing Science*  
 2000 *Journal of Marketing Theory and Practice*  
 2000 *American Journal of Managed Care*  
 2000 *Journal of International Business Studies*  
 1999 *Journal of the Academy of Marketing Science*  
 1999 *Journal of International Marketing*  
 1999 *Journal of World Business*  
 1999 *American Journal of Managed Care*  
 1999 *Journal of Marketing Theory and Practice*  
 1998 *Journal of Public Policy & Marketing*  
 1997 *Journal of Marketing Research*  
 1997 *Journal of Retailing*  
 1997 *Journal of International Business Studies*  
 1997 *Journal of Public Policy & Marketing*  
 1996 *Journal of International Business Studies*  
 1996 *Journal of Public Policy & Marketing*  
 1995 *Journal of Marketing Research*  
 1995 *Journal of International Business Studies*  
 1994 *Journal of International Business Studies*  
 1994 *Journal of Advertising*  
 1993 *Journal of Advertising*  
 1993 *Journal of International Business Studies*  
 1992 *Journal of Advertising* special edition on International Advertising  
 1992 *Journal of Advertising*

#### **AD-HOC CONFERENCE REVIEWING**

2007 American Marketing Association 2008 Winter Educators' Conference  
 2006 American Marketing Association 2006 Summer Educators' Conference  
 2005 American Marketing Association 2006 Winter Educators' Conference  
 2005 American Marketing Association 2005 Summer Educators' Conference  
 2005 Academy of International Business 2005 Meeting  
 2004 Academy of International Business 2004 Meeting  
 2003 American Marketing Association 2004 Marketing and Public Policy Conference  
 2002 American Marketing Association 2003 Marketing and Public Policy Conference  
 2002 American Marketing Association 2002 Summer Educators' Conference  
 2002 Academy of International Business 2002 Meeting  
 2000 American Marketing Association 2001 Marketing and Public Policy Conference  
 1999 American Marketing Association 2000 International Educators' Conference  
 1999 American Marketing Association 2000 Marketing & Public Policy Conference  
 1997 American Marketing Association 1998 Winter Educators' Conference  
 1996 American Marketing Association 1997 Dublin Educators' Conference  
 1996 Association for Consumer Research Conference  
 1995 Association for Consumer Research Conference  
 1994 Atlantic Marketing Association Meeting  
 1993 Northeast Decision Sciences Institute Meeting

1992 American Marketing Association 1993 Winter Educators' Conference  
 1992 American Marketing Association 1992 Summer Educators' Conference  
 1992 Northeast Decision Sciences Institute Meeting  
 1991 Northeast Decision Sciences Institute Meeting

## TEACHING

### Awards

2004 Alfred G. Smith, Jr. Outstanding Teacher Award, Moore School of Business

2004 Excellence in Teaching Award, University of South Carolina Alpha Chapter of the Mortar Board senior honor society

### Courses Taught

#### • Undergraduate

Marketing Principles  
 Marketing Principles, Honors  
 International Marketing  
 Advertising and Promotion  
 Consumer Behavior  
 Foreign Market Entry & Growth

#### • Graduate

Marketing Management  
 International Marketing  
 Advertising and Promotion  
 European Management Experience  
 Marketing Strategies for the Global  
     Financial Services Industry  
 Global Brand Management  
 Global Strategy and Policy  
 Foreign Market Entry & Growth

#### • Executive

Faculty member and coordinator, *Management Development Program* for Metso Paper, Daniel Management Center (DMC), Moore School of Business (MSB), University of South Carolina (USC), 2005-present.  
 Faculty member, *Strategic Thinking and Analysis*, DMC, 2003-present.  
 Faculty member and coordinator, *Management Development Program* for Upward Unlimited, DMC, 2007.  
 Faculty member, *Strategic Thinking and Analysis* for School Leadership Executive Institute, SC, DMC, 2007.  
 Faculty member and co-coordinator, *Strategic Marketing Program* for Nissan Motors, Tokyo and Yokohama Japan, DMC, 2000-2005.  
 Faculty member and coordinator, *Managing Innovation Program* for Verizon, various locations, DMC, 2005.  
 Faculty member, *International Management Development Program* for Verizon, various locations, DMC, 1998-2004.  
 Faculty member and coordinator, *Marketing Training Program* for Bayer Pharmaceuticals (Yakuhin) Japan, DMC, 2004.  
 Faculty member and coordinator, *Building Service, Driving Profits* program for University Health Care System, Augusta GA, DMC, 2002.  
 Faculty member, *International Competence Course* for BMW Group, Greenville SC, DMC, 2000.

Faculty member and coordinator, *Building Service, Driving Profits Through Strategic Thinking* program for MYND Enterprise Solutions (Computer Sciences Corp.; formerly PMSC), DMC, 2000.

Faculty member, *Business Skills for General Managers*, DMC, 2000-02.

Faculty member, *Leading the Global Enterprise*, DMC, 2000.

Faculty member and coordinator, *HFSG European Expansion Program* for Hillenbrand Industries, DMC, 1999.

Faculty member and co-coordinator, *Marketing Excellence Series* for Xerox ACO, various locations, DMC, 1997-1999.

Faculty member, *Creating Customer Value*, DMC, 1998-2000.

Faculty member, *Developing Profit Center Managers*, DMC, 1998-2001.

Faculty member and co-coordinator, *Faculty Development in International Business – International Marketing*, DMC, 1998-present.

Faculty member, *Mini-MBA Program* for Hill-Rom, Charleston SC, DMC, 1997.

Faculty member, *Small Business Development Programme*, Center for Irish Management (CIM), Boston College, 1997.

Faculty coordinator, *Tourism Marketing Management Program*, CIM, 1995-96.

Instructor, *Program Evaluation*, Center for Corporate Community Relations, Boston College, 1994-present.

Faculty member and computer simulation coordinator, *Marketing Management Program*, International Marketing Institute (IMI), Boston College, 1990-95.

Faculty member, *North American Executive Program*, IMI, 1992-93.

Faculty member, *International Marketing Management Program*, IMI, 1995.

Faculty member, *Russian Bank Executive Program*, IMI, 1994-95.

Faculty member, *Soviet Executive Program*, IMI, 1991.

Faculty member, *Banking and Society in America Program*, University of Pittsburgh, 1987.

#### **Dissertation & Thesis Committees (Moore School of Business, USC)**

Shane David Smith, “Brand Rating Biases: Effects of Instrument Design on Brand Evaluations,” completed April 2008 (member).

Jennifer Nevin, “Relationship Continuity in Export Channels: The Implications of Social Capital and Resource Exchange,” completed July 2005 (member).

Amber Liebsch, “Doing Business in Mexico,” Undergraduate Honors Thesis (Reader), April 2004.

Deborah Colton, “The Effects of Marketing Resources on E-commerce Performance in International Markets,” Ph.D. completed April 2004 (chairperson).

Tracy Dunn, “How Do Elderly African American Female Consumers Experience Direct-to-Consumer Prescription Drug Advertising? A Meaning-Based Model Approach,” Ph.D. completed September 2003 (member).

Carolyn White, “Comparative Advertising Across Cultures: Investigating the Effects of Alternate Execution Styles,” Ph.D. completed April 2001 (chairperson).

Timothy Sinclair, “International Markets for Children’s Furniture: Harper Mfg. Co., Inc.” Undergraduate Honors Thesis Director, defended April 2000.

Kelly Uscategui, “Fostering Successful Headquarters-Subsidiary Marketing Function Relationships: Implications for Market Brand Performance,” Ph.D. completed 1998 (member).

#### **Development**

- “*Country Manager*,” an international marketing simulation game (with Lawrence Feick, Stuart James, and Michael Deighan). Published (2000-08) and distributed by Interpretive Software, Inc.
- Administrator’s Guide for “*Country Manager*,” an international marketing simulation game (with Lawrence Feick, Stuart James, and Michael Deighan). Published (2000-08) and distributed by Interpretive Software, Inc.
- “Foreign Market Entry and Growth” undergraduate, graduate, and blended online learning courses.
- “Global Brand Management” graduate course.
- “Marketing Strategies for the Global Financial Services Industry” graduate course.
- “Global Strategy and Policy” IMBA graduate capstone graduate course
- “International Marketing Problems & Analysis” spreadsheet-based exercises.
- “Strategic Marketing Program” for Nissan and the Daniel Management Center (DMC), Moore School of Business, University of South Carolina.
- “Global Leadership Program” for GTE and the DMC.
- “HFSG European Expansion Program” executive program for Hillenbrand Industries and the DMC.
- “Marketing Excellence” executive program for Xerox ACO and the DMC.
- “Opportunities, Strategies and Practices in North America” executive program for the Center for Irish Management (CIM), CSOM, Boston College.
- “Tourism Marketing Management Program” executive program for the CIM.
- “Program Evaluation” executive program for the Center for Corporate Community Relations, CSOM, Boston College.
- Participant, Seminar on “Developing Discussion Leadership Skills,” taught by Roland Christensen, Boston College, February-April 1994.
- “Management of Financial Institutions” MBA concentration, Boston College.

## **UNIVERSITY and PROFESSIONAL SERVICE**

- Chief Innovation and Assessment Officer, The Moore School of Business (MSB), University of South Carolina (USC), July 2008-present.
- Committee to Promote Teaching Effectiveness and Student Learning, Chair, MSB, 2008-present.
- Undergraduate Program Faculty Committee, Ex-officio, MSB, 2008-present.
- Graduate Program Faculty Committee, Ex-officio, MSB, 2008-present.
- Ph.D. Program Faculty Committee, Ex-officio, MSB, 2008-present.
- Executive Director, International Master of Business Administration Program, MSB, May 2005-June 2008.
- Darla Moore Fellows Selection Committee, MSB, March 2000-present.
- International Masters of Business Administration Faculty Executive Committee, MSB, 2003-2008.
- Professional Masters of Business Administration Faculty Executive Committee, MSB, 2005-2008.
- Community-Engagement Task Force, USC, 2008.
- Outside Reviewer for Sy Syms School of Business, Yeshiva University, Office of the Dean, 2008.
- General Education Task Force, USC, “Global Awareness and Multicultural Understanding” Team Leader, 2006-2007.
- Outside Reviewer for Kelley School of Business, Indiana University, Office of the Dean and Faculty Review Committee, 2007.
- Outside Reviewer for Black School of Business, Penn State Erie, Behrend College, Director’s Office, 2007.
- Executive Education Strategic Planning Committee (Chair), MSB, 2004.

- Faculty Advisory Council, MSB, 2004.
- Daniel Management Center Oversight Committee, MSB, 1997-2000; 2003-2004.
- John Howard Dissertation Competition Award Reviewer, American Marketing Association, 2004
- Student Grievance Committee, MSB, 1999-2003.
- Outside Reviewer for Penn State – Behrend College School of Business, Promotion and Tenure Committee, 2001.
- Graduate Program “Global Marketing Management” Core Sub-committee, MSB, 2000.
- Chair, Daniel Management Center Oversight Committee, MSB, University of South Carolina, 1999-2000.
- Chair, Daniel Management Center Executive Director Search Committee, MSB, 1999-2000.
- Member of the Board and Newsletter Editor, Marketing Strategy Special Interest Group, American Marketing Association, 1996-present.
- Outside Reviewer for George Washington University International Business Department, School of Business Administration, Promotion and Tenure Committee, 1998.
- MBA Curriculum Review Committee, Carroll School of Management (CSOM), Boston College, 1997.
- Email Migration Coordinator, Marketing Department, CSOM, 1997.
- Chair, Marketing Department Faculty Recruitment Committee, 1996.
- Home Page Standards Committee, CSOM, 1996.
- Full-time MBA Second Semester Core Committee, CSOM, January 1996-97.
- Faculty Advisor, International Exchange students, CSOM, 1996-97.
- Associate Staff Member, Center for Corporate Community Relations, Boston College, 1995-present.
- Education Policy Committee (EPC), CSOM, 1992-95.
- International Management Subcommittee of the EPC, CSOM, 1989-1997.
- Market Research Seminar Coordinator, Marketing Department, CSOM, 1992-97.
- Faculty Advisor, CSOM Honors Program, 1993-97.
- Faculty Coordinator, Marketing Academy, CSOM, 1990-1994.
- Faculty Advisor, Concordia MBA case competition, CSOM, 1994.
- Management of Financial Institutions MBA concentration development team, CSOM, 1994-97.
- Judge, Diane Weiss MBA case competition, CSOM, 1990-92, 1994.
- Faculty Representative, MBA Open House sessions, CSOM, 1989-93.
- Interviewer of faculty candidates for CSOM Accounting, Organization Studies, and Operations and Strategic Management Departments, 1991-94.
- Open House Week Faculty Representative, CSOM, 1994.
- Outside Reviewer for Duquesne University Graduate School of Business Administration's Promotion and Tenure Committee, 1992.
- Freshman Orientation Faculty Advisor, CSOM, 1992-93.
- Participant, Andover Workshop IV, on balancing and enhancing faculty teaching and research, Boston College. February 1992.
- Marketing Department faculty recruiting committees, CSOM, 1990-97.
- Mission, Objectives, Structure, and External Relations panel of the Long Range Planning Committee, CSOM, 1991.

## **CONSULTING CLIENTS**

Bank of America, Boston College Alumni Association, Delta Air Lines, Colonial Life and Accident, Holopack International, Lifeline Systems, Inc., Owens-Illinois, Rhone-Poulenc Rorer, Inc., Rockwell International, Sun Hill Industries, Inc., TeleCheck, TenderCare.

**PROFESSIONAL AFFILIATIONS and COMMUNITY SERVICE**

- American Marketing Association
- Academy of International Business
- Association for Consumer Research
- American Academy of Advertising
- Beta Gamma Sigma
- Columbia World Affairs Council
- Business Advisory Council, INC Program, Kelly Mill Middle School
- School Improvement Council, Dent Middle School

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