

G. SCOTT ERICKSON
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ACADEMIC EXPERIENCE

Ithaca College, Ithaca, NY

2010/present **Professor, Marketing**
Spring 2010 **Interim Associate Dean, School of Business**
2002/2010 **Associate Professor, Marketing**
2006/2009 **Chair, Marketing/Law Department**
1992/1996 **Assistant Professor, Marketing**

Marketing Management (graduate)
Pre-MBA Module: Marketing/Operations (graduate)
Principles of Marketing
Sales and Sales Promotion
Social & Non-Profit Marketing
International Marketing
Marketing Research
Marketing Minicourse
International Business Minicourse
Marketing Sustainability Initiatives (Graduate & Professional Studies)
Patents and the Inventive Process (Washington DC program seminar)
Promotion Management
Sales Management
Retailing Management
New Product Planning & Development: An International Perspective
Quantitative Methods in Business
Production Management

School of Business, Queen's University, Kingston, ON, Canada

2010/2011 **Fulbright Visiting Research Chair**, Monieson Centre for the Study of Management of Knowledge-Based Enterprises

Higher Business School, Siberian Aerospace University, Krasnoyarsk, Russia

Summer 2002 **Visiting Professor**

Active Learning Technologies (Pearson/Prentice Hall), West Park, NY

Financial Times Week Ahead project
Content provider (2002/2003)
Prentice Hall Learning on the Internet Partnership Companion Website (Philip/CW):
Decision Sciences Team leader (2000/2002)
Content provider (1999/2002)
Activebook
Content provider (2001), *Integrated Operations Management*, Hanna & Newman
Mastering Business (integrated new-media instruction package)
Producer (2000), *Mastering Marketing* segment
Editor (2000), *Mastering Operations Management* segment

Marketing: Real People, Real Choices, 2nd ed., Solomon & Stuart
Team leader for WebCT 2000 course
Wrote on-line lectures for WebCT 2000 course
Statistics for Managers, 2nd ed., Levine, Berenson & Stephan
Wrote ancillary materials for WebCT 1999 course (exams, in-line exercises, etc.)
Revised on-line lectures for WebCT 1999 course

SUNY College at Oneonta, Oneonta, NY
2000/2002 **Assistant Professor, Marketing**

Fundamentals of Marketing, Marketing Management, Marketing Research, Marketing Case Competition, International Marketing, Fundamentals of Management

Marist College, Poughkeepsie, NY
1996/2000 **Assistant Professor, Marketing**

Marketing Management, Marketing Communications, Marketing Policies and Problems, Business & Society, Management & Organizational Behavior, Introduction to Management Science (graduate), Production Management (graduate), Business Analysis for Effective Decision Making (graduate, traditional and online), Industrial & International Marketing (graduate), Special Topics: Marketing for NonProfits (graduate)

Empire State College, State University of New York, World University Program, Ithaca, NY and Tompkins County Community College, Global Connections Program, Ithaca, NY

Summers **Adjunct Instructor**
1996/97/98 Students from *Escuela Superior de Negocios* (Spain) and
Pontificia Universidad Catholica (Dominican Republic)

Allentown College of St. Francis de Sales, Center Valley, PA
1991/92 **Adjunct Lecturer**, Marketing & Management

Lehigh University, Bethlehem, PA
1989/1992 **Teaching Assistant**, Management Department
1988/1992 **Business Writing Associate**, Rauch Center for Business
Communication
1990/1991 **Project Consultant/Seminar Coordinator**, International Trade
Development Program
1988/1989 **Business Analyst**, Small Business Development Center

Southern Methodist University, Dallas, TX
1981/82 **Graduate Assistant**, Communications Service

EDUCATION

Ph.D., College of Business and Economics, Lehigh University, Bethlehem, PA, 10/93.
Dissertation: *The WIPO Patent Harmonization Treaty: The Impact of a First-To-File Priority Claim Basis on Technological Innovation in the United States.*

M.I.M., American Graduate School of International Management (Thunderbird),
Glendale, AZ, 5/83.

M.B.A., Edwin L. Cox School of Business, Southern Methodist University, Dallas, TX,
5/83.

B.A., Haverford College, Haverford, PA, 5/80.

PUBLICATIONS: Books

From Knowledge to Intelligence: Creating Competitive Advantage in the Next Economy, with Helen N. Rothberg, Butterworth-Heinemann Elsevier: Boston, 2005.

Reviews:

[Harvard Business School Working Knowledge](#)
[Society of Competitive Intelligence Professionals](#)
[Chief Engineer](#)

PUBLICATIONS: Journal Articles

"Strategic Knowledge Management in a Low-Risk Environment," with Helen N. Rothberg, accepted for publication in *Electronic Journal of Knowledge Management*.

"Assessing Knowledge Management Needs: A Strategic Approach to Developing Knowledge," with Helen N. Rothberg, accepted for publication in *International Journal of Knowledge Management*.

"Using Intellectual Capital to Enhance Performance in the Hospitality Industry," with Michael McCall, accepted for publication in *Advances in Competitiveness Research*.

"Social Networks and Trust in e-Commerce," with Kurt Komaromi and Fahri Unsal, *International Journal of Dependable and Trustworthy Information Systems*, 2010, 1:1, 45-59.

"Intellectual Capital in Tech Industries, A Longitudinal Study," with Helen N. Rothberg, *Electronic Journal of Knowledge Management*, 2009, 7:5 (December), 559-576.

"Knowledge Asset Potential vs. Vulnerability: Balancing Risks," with Helen N. Rothberg, *Electronic Journal of Knowledge Management*, 2009, 7:2 (June), 227-232.

"Intellectual Capital in Business-to-Business Markets," with Helen N. Rothberg, *Industrial Marketing Management*, 2009, 38:2 (February), 159-165.

"RFID Tracking Technology and Individual Privacy Rights," with Eileen P. Kelly, *Central Business*

Review, 2008, 27:2 (Summer), 21-25.

"Intellectual Capital and Organizational Performance: An Empirical Study of the Pharmaceutical Industry" with Alka Bramhandkar and Ian Applebee, **Electronic Journal of Knowledge Management**, 2008, 5:4, 357-362, www.ejkm.com.

"International Aspects of Radio Frequency Identification Tags: Different Approaches to Bridging the Technology/Privacy Divide," with Eileen P. Kelly, **Knowledge, Technology, & Policy**, 2007, 20, 107-114.

"Building Competitive Advantage with Radio Frequency Identification Tags," with Eileen P. Kelly, **Competitiveness Review**, 2007, 17:1/2, 37-46.

"Stacking the Strategy Deck with 'CIKM' (Seek'em)," with Helen N. Rothberg, **Competitive Intelligence Magazine**, 2006, 9:4 (July-August), 6-11.

"Organizational Size and Invention: An Examination of US Patentees," **Journal of Global Competitiveness**, 2006, 14:1, 3-14.

"Sustainability and the Business Curriculum at Ithaca College," with Marlene E. Barken, **International Journal of Environmental, Cultural, Economic and Social Sustainability**, 2006, <http://ijs.cgpublisher.com/>.

"Revisiting the Porter Hypothesis in the Wake of Kyoto," **Global Business & Economics Anthology 2005**, 2005, 456-466.

"Intellectual Capital and National Competitiveness," with Helen N. Rothberg, **Global Business & Economics Anthology 2005**, 2005, 393-407.

"Ethical Perspectives on the Use of Radio Frequency Identification Tags," with Eileen P. Kelly, **Journal of Applied Management and Entrepreneurship**, 2005, 10:3 (July), 78-86. Reprinted in **IEEE Engineering Management Review**, 2007, 35:2, 57-63.

"Radio Frequency Identification Tags: Commercial Applications vs. Privacy Rights," with Eileen P. Kelly, **Industrial Management and Data Systems**, 2005, 105:5/6, 703-713.

"Expanding Intelligence Capabilities: Downstream Knowledge Targets," with Helen N. Rothberg, **Journal of Competitive Intelligence and Management**, 2005, 3:3 (Fall), 7-14.

"Intellectual Capital, Competitive Intelligence and the Economic Espionage Act" with Carr, C. and Rothberg, H., **International Journal of Learning and Intellectual Capital**, 2004, 1:4, 460-482.

"Legal and Privacy Issues Surrounding Customer Databases and E-Merchant Bankruptcies: Reflections on Toysmart.com," with Eileen P. Kelly, **Industrial Management and Data Systems**, 2004, 104:3, 209-217.

"Intellectual Capital at the National Level: Measurement and Management Issues," with Helen N. Rothberg, **Global Business and Economics Review—Anthology 2003**, 2003, 148-156.

"Cybersmear: David and Goliath Redux?" with Eileen P. Kelly, **Global Business and Economics Review—Anthology 2003**, 2003, 168-173.

"The Patenting Process, Innovation, and Size," **Knowledge, Technology & Policy**, 2003, 15:4, 24-36.

"Knowledge-Sharing in Value-Chain Networks: Certifying Collaborators for Effective Protection Processes," with Helen N. Rothberg and Chris A. Carr, ***Advances in Competitiveness Research***, 2003, 11:1, 152-164.

"Managing Competitive Capital from the Outside In," with Helen N. Rothberg and Chris A. Carr, ***Global Business and Economics Review-Anthology 2002***, 2002, 337-342.

"B2B Internet Applications: Strategic Considerations," with Helen N. Rothberg, ***Competitiveness Review***, 2002, 12:2, 57-63.

"Consumer Affairs Responses to Unsolicited Customer Compliments," with Donald W. Eckrich, ***Journal of Marketing Management***, 17:3/4 (April), 2001, 321-340.

"Intellectual Capital and Competitiveness: Guidelines for Policy," with Helen N. Rothberg, ***Competitiveness Review***, Summer/Fall 2000, 10:2, 192-198.

"A Comparison of Student Evaluations Before and After the Conclusion of a Marketing Course," with Donald W. Eckrich, ***The Journal of the Association of Marketing Educators***, 3:3 (Spring), 2000, 152-163.

"The Latin American Business Environment: Patent Protection Issues," with Andrea Nhuch, ***International Journal of Public Administration***, 23:5-8, 2000, 1285-1309.

"Inventive Behavior and Patent Protection," ***International Journal of Technology Management***, 18:5/6/7/8, 1999, 510-519.

"Patent Law and New Product Development: Does Priority Claim Basis Make a Difference?" ***American Business Law Journal***, 36:2, Winter, 1999, 327-347.

"Public Event Networks: An Application of Marketing Theory to Sporting Events," with Roland J. Kushner, ***European Journal of Marketing***, 33:3-4, 1999, 348-364.

"Export Controls: Marketing Implications of Public Policy Choices," ***Journal of Public Policy & Marketing***, 16:1, Spring, 1997, 83-92.

"Patent Systems and Economic Culture: The Japanese Patent System," ***Asian Journal of Marketing***, 5:1, December 1996, 7-22.

"Environment and Innovation: The Case of the Small Entity," ***Industrial Marketing Management***, 25:6, November 1996, 577-587.

"Unilateral Free Trade Strategies: Are There Limits to the Krugman Critique?" ***Advances in Competitiveness Research***, 4:1, 1996, 45-59.

"Using Patents to Benchmark Technological Standing: International Differences in Patent Citations," ***Benchmarking for Quality Management & Technology***, 3:1, 1996, 4-17.

"Generating National Technological Output: The Influence of a National Patent System," ***Advances in Competitiveness Research***, 3:1, 1995, 86-109.

"The North American Free Trade Agreement: The Case for Stable Tariffs," ***The International Trade Journal***, 8:2, Summer, 1994, 223-250.

PUBLICATIONS: Book Chapters and Cases

"Protecting Knowledge Assets" with Helen N. Rothberg, in David G. Schwartz and Dov Te-eni, eds., ***Encyclopedia of Knowledge Management, 2nd ed.***, Hershey, PA: IGI Global, 2011, 1336-1342.

"Measuring and Managing Intellectual Capital for both Development and Protection," with Helen N. Rothberg, in Belen Vallejo-Alonso, Arturo Rodriguez-Castellanos, and Gerardo Arregui-Ayastuy, eds., ***Identifying, Measuring, and Valuing Knowledge-Based Intangible Assets: New Perspectives***, Hershey, PA: IGI Global, 2011, 254-267.

"The Changing Face of Intellectual Assets: Trade Secrets and the Economic Espionage Act," with Chris A. Carr, in Braden A. Everett and Nigel L. Trijillo, eds., ***Technology Transfer and Intellectual Property Issues***, Hauppauge, NY: Nova Science Publishers, 2010, 197-211.

"Millenials, Social Networking, and Trust," with Kurt Komaromi & Fahri Unsal, in Dominika Latusek & Alexandra Gerbasi, eds., ***Trust and Technology in a Ubiquitous Modern Environment***, Hershey, PA: IGI Global, 2010, 270-286.

"Knowledge Assets, E-Networks and Trust," with Helen N. Rothberg, in Jean-Marc Seigneur & Adam Slagell, eds., ***Collaborative Computer Security and Trust Management***, Hershey, PA: Information Science Reference/IGI Global, 2010, 1-11.

"Government Stewardship of Online Information: FOIA Requirements and Other Considerations," in Kuanchin Chen & Adam Fadlalla, eds., ***Online Consumer Protection: Theories of Human Relativism***, Hershey, PA: Information Science Reference/IGI Global, 2009, 310-325.

"Knowledge Management and Trust," with Helen N. Rothberg, in Teemu Kautonen & Heikki Karjaluo, eds., ***Trust and New Technologies: Marketing and Management on the Internet and Mobile Media***, Cheltenham, UK: Elgar, 2008, 267-281.

"Online Auctions: A Review of Literature on Types of Fraud and Trust Building," with Fahri Unsal, in Teemu Kautonen & Heikki Karjaluo, eds., ***Trust and New Technologies: Marketing and Management on the Internet and Mobile Media***, Cheltenham, UK: Elgar, 2008, 91-107.

"Sharing and Protecting Knowledge: New Considerations for Digital Environments," with Helen N. Rothberg, in Ettore Bolisani, ed., ***Building the Knowledge Society on the Internet: Sharing and Exchanging Knowledge in Networked Environments***, Hershey, PA: Information Science Reference/IGI Global, 2008, 325-339.

"Legal and Ethical Issues Concerning RFID," with Eileen P. Kelly, in Thorsten Blecker & George Huang, eds., ***RFID in Operations and Supply Chain Management: Research and Applications***, Erich Schmidt Verlag: Berlin, Germany, 2008, 487-500.

"Li & Fung", Case Study in Michael Czinkota, Ilkka Ronkainen, Catherine Sutton-Brady, and Tim Beal, ***International Marketing*** (Asia Pacific Edition), Thomson: South Melbourne, Australia, 2008, 496-498.

"Knowledge Management & Trust in E-Networks" with Helen N. Rothberg, in Linda Brennan & Victoria Johnson, eds., ***Computer-Mediated Relationships and Trust: Managerial and Organizational***

Effects, Hershey, PA: Information Science Reference/IGI Global, 2008, 227-238.

"Randall Walker (Signature)," with Donald W. Eckrich & Sarah Wortman in J. Steven Kelly & Susan K. Jones, eds., **Readings and Cases in Integrated Marketing Communications**, Evanston, IL: Racom, 2004.

"Business Education in Russia: A Siberian Perspective," with Richard Insinga & Vladimir Kureshov, in Ilan Alon & John R. McIntyre, eds., **Business Education and Emerging Market Economies**, Boston: Kluwer, 2004, 299-309.

"Competitive Capital: A Fourth Pillar of Intellectual Capital?" with Helen N. Rothberg, in Nick Bontis, ed., **World Congress on Intellectual Capital Readings**, Woburn, MA: Butterworth-Heinemann, 2002, 94-103.

"Surety, Inc.," with Donald W. Eckrich and Sarah Wortman, in Bob Stone & Ron Jacobs, **Successful Direct Marketing Methods**, 7th ed., New York: McGraw-Hill, 2001, 178-179.

"Entering the Japanese Retail Market: Survival of the Fittest?" with James M. Maskulka & Therese A. Maskulka, in Raj Aggarwal, ed., **Restructuring Japanese Business for Growth: Strategy, Finance, Management, and Marketing Perspectives**, Boston: Kluwer Academic Publishers, 1999, 259-274.

"Patent Protection in Central and Eastern Europe: Lessons From the West," in Arie A. Ullmann & Alfred Lewis, eds., **Privatization and Entrepreneurship: The Managerial Challenge in Eastern Europe**, New York: Haworth Press, 1997, 241-261.

"A Retail Entry Model for the Operational Control Decisions of International Retailers," with Therese A. Maskulka in Stanley J. Paliwoda & John K. Ryans, Jr., eds., **International Marketing Reader**, London: Routledge, 1995, 240-254.

"A Comparison of International Indicators of the Quality of Technological Output," in Raquib Zaman, ed., **Competing in a Global Economy**, Ithaca, NY: Ithaca College, 1995, 173-188.

"The North American Free Trade Agreement: The Case for Stable Tariffs," in Khosrow Fatemi & Dominick Salvatore, eds., **The North American Free Trade Agreement**, Oxford: Pergamon Press, 1994, 291-309.

"Mutiny in the Manufacturing Department," **Business Ethics Minicase Collection**, Arthur Andersen & Co., S.C. Business Ethics Program, November 1991.

"Robbing Peter to Pay...Peter," **Business Ethics Minicase Collection**, Arthur Andersen & Co., S.C. Business Ethics Program, November 1991.

PRESENTATIONS: Proceedings

"Strategic Knowledge Management in a Low-Risk Environment," with Helen N. Rothberg, in Eduardo Tome, ed., **Proceedings of the 11th Annual European Conference on Knowledge Management**, Vila Nova de Famalicao, Portugal, September 2-3, 2010, 369-374.

"Freedom of Information and Knowledge Assets," in Eduardo Tome, ed., **Proceedings of the 11th Annual European Conference on Knowledge Management**, Vila Nova de Famalicao, Portugal, September 2-3, 2010, 362-368.

"Freedom of Information: Preliminary Empirical Data," in Terri Rittenburg and Mark Peterson, eds., ***Exploring the Frontiers of Macromarketing, Proceedings of the 35th Annual Macromarketing Conference***, Laramie, WY, June 9-12, 2010, 285-298.

"Marketing Information as Proprietary Assets: Trade Secrets and the Economic Espionage Act," with Chris A. Carr, in Terri Rittenburg and Mark Peterson, eds., ***Exploring the Frontiers of Macromarketing, Proceedings of the 35th Annual Macromarketing Conference***, Laramie, WY, June 9-12, 2010, 271-283.

"Intellectual Capital in Tech Industries: A Longitudinal Study," with Helen N. Rothberg, ***6th International Conference on Intellectual Capital, Knowledge Management & Organisational Learning***, Montreal, QC, October 1-2, 2009, 103-108.

"SPF 45: Exploring KM Strategy in a High Risk Environment," with Helen N. Rothberg, ***6th International Conference on Intellectual Capital, Knowledge Management & Organisational Learning***, Montreal, QC, October 1-2, 2009, 109-114.

"Communicating Mixed Messages: The California Tuna Case," with Marlene Barken, in Terry Witkowski, ed., ***Rethinking Marketing in a Global Economy: Proceedings of the 34th Annual Macromarketing Seminar***, Kristiansand, Norway, June 4-7, 2009, 92-96.

"The US Freedom of Information Act and Privacy," in Terry Witkowski, ed., ***Rethinking Marketing in a Global Economy: Proceedings of the 34th Annual Macromarketing Seminar***, Kristiansand, Norway, June 4-7, 2009, 205-208.

"Intellectual Capital Over Time: A Longitudinal Study of Utilities," with Helen N. Rothberg, ***Competition Forum, 19th Annual American Society for Competitiveness Conference***, 6(2), Orlando, FL, November 6-8, 2008, 265-270.

"Intellectual Capital and the Hospitality Industry," with Michael McCall, ***Competition Forum, 19th Annual American Society for Competitiveness Conference***, 6(1), Orlando, FL, November 6-8, 2008, 37-42.

"Knowledge Asset Potential vs. Vulnerability: Balancing Risks," with Helen N. Rothberg, ***5th International Conference on Intellectual Capital, Knowledge Management & Organisational Learning***, New York, NY, October 9-10, 2008, 167-172.

"Governmental Knowledge Assets: Combination, Access & Vulnerability Under FOIA," with Lynn Kistner, ***5th International Conference on Intellectual Capital, Knowledge Management & Organisational Learning***, New York, NY, October 9-10, 2008, 159-166.

"Diffusing Science: Designing Communication Processes to Disseminate Scientific Concepts," with Max Evjen, ***Proceedings of the Fourth Art of Management and Organization Conference***, Banff, AL, September 9-12, 2008, 687-700.

"Intellectual Capital and Performance in Financial Services Industries," with Alka Bramhandkar and Kenneth Beebe, in Chris Bart, Nick Bontis, and Patricia Wakefield (eds.), ***Proceedings of the 29th McMaster World Congress***, Hamilton, ON, January 16-18, 2008 (electronic proceedings).

"Balancing Knowledge Potential and Knowledge Vulnerability," with Helen N. Rothberg, in Chris Bart, Nick Bontis, and Patricia Wakefield (eds.), ***Proceedings of the 29th McMaster World Congress***, Hamilton, ON, January 16-18, 2008 (electronic proceedings).

"Strategic Protection Factors: Insights Into Balancing Knowledge Development and Protection," with Helen N. Rothberg, in ***Competition Forum, 18th Annual American Society for Competitiveness Conference***, Tulsa, OK, November 8-10, 2007, 236-242.

"Intellectual Capital and Financial Performance in Aerospace/Defense," with Alka Bramhandkar & Ian Applebee, in ***Competition Forum, 18th Annual American Society for Competitiveness Conference***, Tulsa, OK, November 8-10, 2007, 126-130.

"To Share or Not to Share: What Regional Development Authorities Can Learn from Strategically Managing Knowledge," with Helen N. Rothberg, in ***The Challenges of Non-Market Influences on Market Strategies, Strategic Management Society 27th Annual International Conference***, San Diego, CA, October 14-17, 2007, 43 (abstract).

"Intellectual Capital and Organizational Performance: An Empirical Study of the Pharmaceutical Industry," with Alka Bramhandkar and Ian Applebee, in Blanca Martins & Dan Remenyi (eds.), ***8th European Conference on Knowledge Management***, Barcelona, Spain, September 6-7, 2007, 147-151.

"Bringing the Marketing Discipline into the Forefront of Knowledge Management," with Chris Carr, ***Academy of Legal Studies in Business 82nd Annual Conference***, Indianapolis, IN, August 11-14, 2007, 61 (abstract).

"Marketing Sustainability in Higher Education," with Bonnie O'Hara, in Stacey Menzel Baker & Daniel Westbrook (eds.), ***Macromarketing & Development: Building Bridges and Forging Alliances: Proceedings of a Joint Conference of the Macromarketing Society and the International Society for Marketing and Development***, Washington, DC, June 2-5, 2007, 345 (abstract).

"Weblogs and Trade Secrets: Private Property vs. Freedom of Expression," in Stacey Menzel Baker & Daniel Westbrook (eds.), ***Macromarketing & Development: Building Bridges and Forging Alliances: Proceedings of a Joint Conference of the Macromarketing Society and the International Society for Marketing and Development***, Washington, DC, June 2-5, 2007, 375-380.

"The Strategy of Intellectual Capital: Development & Protection in Different Industries," with Helen N. Rothberg, in Christopher Bart, Nick Bontis & Patricia Wakefield (eds.), ***Proceedings of the 28th McMaster World Congress: 9th World Congress on Intellectual Capital and Innovation***, Hamilton, ON, January 24-26, 2007 (electronic proceedings).

"Trade Secrets and Collaborators: Sharing Knowledge with Advertising Agencies," with Helen N. Rothberg and Shannon Wilcox, ***Competition Forum, Proceedings of the American Society for Competitiveness 17th Annual Conference***, 4(2), Washington, DC, November 9-11, 2006, 515-521.

"Regional Development Authorities as a Basis for Knowledge Management," with Helen N. Rothberg and James Melitski, ***Proceedings of the 7th European Conference on Knowledge Management***, Budapest, Hungary, September 4-5, 2006, 671-677.

"RFID Tracking Technology and Individual Privacy Rights," with Eileen P. Kelly, ***Academy of Legal Studies in Business***, St. Petersburg, FL, August 8-12, 2006, 14 (abstract)

"Knowledge Sharing in the Supply Chain: Special Aspects of Sustainability," with Helen N. Rothberg and Jessica Kraske, ***Moving Up the Value Chain, Proceedings of the 2006 EurOMA Conference***, Glasgow, UK, June 19-21, 2006, 673-680.

"The Intellectual Capital of the United States," with Helen N. Rothberg, ***Proceedings of the 6th***

European Conference on Knowledge Management, Limerick, Ireland, September 8-9, 2005, 178-183.

"Intellectual Capital and National Competitiveness," with Helen N. Rothberg, **Business & Economics Society International 2005 Conference**, Flagstaff, AZ, July 22-25, 2005, 58 (abstract).

"Revisiting the Porter Hypothesis in the Wake of Kyoto," **Business & Economics Society International 2005 Conference**, Flagstaff, AZ, July 22-25, 2005, 59 (abstract).

"Growing and Protecting Knowledge: Industry Issues Regarding Regulation," with Helen N. Rothberg, **2005 Marketing and Public Policy Conference Proceedings**, Jeff Langenderfer, Don Lloyd Cook, and Jerome D. Williams, eds., Washington, DC, May 19-21, 2005, 55-56 (abstract).

"Public Policy Approaches to Radio Frequency Identification (RFID) Technology," with Eileen P. Kelly and Brianne DelPozzo, **2005 Marketing and Public Policy Conference Proceedings**, Jeff Langenderfer, Don Lloyd Cook, and Jerome D. Williams, eds., Washington, DC, May 19-21, 2005, 71-72 (abstract).

"Sustainability and the Business Curriculum at Ithaca College," with Marlene E. Barken, **International Conference on Environmental, Cultural, Economic, and Social Sustainability**, Honolulu, HI, February 25-27, 2005, 43 (abstract).

"RFID Technology: Potential and Concerns," with Eileen P. Kelly, **6th World Congress on the Management of Electronic Commerce, 26th McMaster World Congress**, Hamilton, ON, January 19-21, 2005 (electronic proceedings).

"Knowledge to Intelligence: National Factors," with Helen N. Rothberg, **8th World Congress on the Intellectual Capital and Innovation, 26th McMaster World Congress**, Hamilton, ON, January 19-21, 2005 (electronic proceedings).

"Organizational Size and Invention: An Examination of US Patentees," **Competition Forum: Proceedings of the 2004 American Society for Competitiveness Conference**, Falls Church, VA, October 14-16, 2004, 84-94.

"Radio Frequency Identification Tags: Strategic and Ethical Perspectives," with Eileen P. Kelly, **Competition Forum: Proceedings of the 2004 American Society for Competitiveness Conference**, Falls Church, VA, October 14-16, 2004, 204-213.

"Risky Business: Managing Knowledge in a Competitive Intelligence World," with Helen N. Rothberg, **Proceedings of the Fifth European Conference on Knowledge Management**, Paris, France, September 30-October 1, 2004, 295-304.

"Sustainability in the Curriculum: Building a Program at Ithaca College," with Marlene E. Barken, **Proceedings of the Social Marketing Advances in Research and Theory Conference 2004**, Kananaskis, AB, Canada, September 16-18, 2004, 29-30 (abstract).

"Knowledge Management in Social Marketing: An Intelligence Approach," with Helen N. Rothberg, **Proceedings of the Social Marketing Advances in Research and Theory Conference 2004**, Kananaskis, AB, Canada, September 16-18, 2004, 55-56 (abstract).

"The Strategy of Intellectual Capital Management: Industry Factors," with Helen N. Rothberg and Erin McKay, **7th World Congress on the Management of Intellectual Capital and Innovation, 25th McMaster World Congress**, Hamilton, ON, January 14-16, 2004 (electronic proceedings).

"New Frontiers in Cybersmear: Strategies for Dealing with Uncontrolled Information," **5th World Congress on the Management of Electronic Commerce, 25th McMaster World Congress**, Hamilton, ON, January 14-16, 2004 (electronic proceedings).

"Russia is Much More Than Moscow: Building a Business Program in Siberia," with Richard Insinga, **Business Education and Emerging Market Economies: Trends and Prospects**, Georgia Tech Center for International Business Education and Research (CIBER), Atlanta, GA, November 7, 2003 (proceedings online at the CIBER website).

"Cybersmear: David and Goliath Redux?" with Eileen P. Kelly, proceedings of the **2003 Business & Economics Society International Conference**, San Francisco, CA, July 24-28, 2003, 53 (abstract).

"Intellectual Capital at the National Level: Measurement and Management Issues," with Helen N. Rothberg, proceedings of the **2003 Business & Economics Society International Conference**, San Francisco, CA, July 24-28, 2003, 52 (abstract).

"Customer Databases and E-Business Bankruptcies: Business-to-Business Privacy Issues," with Eileen P. Kelly, **Marketing and Public Policy Conference Proceedings 2003**, Washington, DC, May 29-31, 2003, 159-161 (abstract).

"Consumer Complaining Behavior and Public Policy," with Donald W. Eckrich, **Marketing and Public Policy Conference Proceedings 2003**, Washington, DC, May 29-31, 2003, 129-131 (abstract).

"A Risk Framework for Intellectual Capital Management," with Helen N. Rothberg, **6th World Congress on the Management of Intellectual Capital and Innovation, 24th McMaster World Congress**, Hamilton, ON, January 15-17, 2003 (electronic proceedings).

"Protecting E-Business Knowledge Assets in Collaborator Networks," with Chris A. Carr and Helen N. Rothberg, **4th World Congress on the Management of Electronic Commerce, 24th McMaster World Congress**, Hamilton, ON, January 15-17, 2003 (electronic proceedings).

"The U.S. Export Control System: Patterns and Trends," with Sandy Knutti, **Global Competitiveness**, proceedings of the 2002 American Society for Competitiveness Conference, Washington, DC, October 10-12, 2002, 260-269.

"Measuring and Managing Intellectual Capital," with Helen N. Rothberg and Jessica Wuerz, **Global Competitiveness**, proceedings of the 2002 American Society for Competitiveness Conference, Washington, DC, October 10-12, 2002, 423-431.

"Managing Competitive Capital from the Outside In," with Helen N. Rothberg and Chris A. Carr, proceedings of the **2002 Business and Economics Society International Conference**, Montreal, QC, July 24-29, 2002, 106 (abstract).

"Intellectual Capital, Competitive Intelligence, and the Economics Espionage Act," with Chris A. Carr and Helen N. Rothberg, proceedings of the **Academy of Legal Studies in Business, 77th Annual Meeting**, Las Vegas, NV, July 27-31, 2002, 71, (abstract).

"Competitive Intelligence and the Intellectual Capital Framework," with Helen N. Rothberg, **5th World Congress on the Management of Intellectual Capital, 23rd Annual McMaster World Congress**, Hamilton, ON, January 16-18, 2002 (electronic proceedings).

"Patents and the Internet," **3rd World Congress on the Management of Electronic Commerce, 23rd Annual McMaster World Congress**, Hamilton, ON, January 16-18, 2002 (electronic proceedings).

"Managing Competitive Capital in the New Economy," with Helen N. Rothberg and Chris A. Carr, **2001 Institute of Behavioral and Applied Management Conference**, Charleston, SC, November 7-10, 2001, 44 (abstract).

"Collaborator Certification: Protecting Knowledge in E-Business Networks," with Helen N. Rothberg & Chris A. Carr, **Global Competitiveness**, proceedings of the 2001 American Society for Competitiveness Conference, Washington, DC, October 11-13, 2001, 552-560.

"Technology Entrepreneurs: Domestic and Foreign Innovation Strategies," **R&D Opportunity & Technological Entrepreneurship**, proceedings of the R&D Management Conference, Dublin, Ireland, September 6-7, 2001, 149-156.

"Intellectual Capital Protection Across Borders," with Helen N. Rothberg, **R&D Opportunity & Technological Entrepreneurship**, proceedings of the R&D Management Conference, Dublin, Ireland, September 6-7, 2001, 141-148.

"Intellectual Capital, Competitive Intelligence, and the Economic Espionage Act of 1996," with Chris A. Carr & Helen N. Rothberg, **Marketing and Public Policy Conference Proceedings 2001**, Ronald Paul Hill & Charles R. Taylor, eds., Washington, DC, May 31-June 2, 2001, 127-128 (abstract).

"Competitive Capital," with Helen N. Rothberg, **4th World Congress on the Management of Intellectual Capital, 22nd Annual McMaster World Congress**, Hamilton, ON, January 17-19, 2001 (electronic proceedings).

"E-Business Across the Value Chain," with Helen N. Rothberg, **2nd World Congress on the Management of Electronic Commerce, 22nd Annual McMaster World Congress**, Hamilton, ON, January 17-19, 2001 (electronic proceedings).

"Generating and Protecting Competitive Capital From the Outside In," with Helen N. Rothberg and Chris Carr, presented at **2000 Institute of Behavioral and Applied Management Conference**, San Diego, CA, November 8-11, 2000 (abstract in proceedings).

"B2B Internet Applications: Strategic Considerations," with Helen N. Rothberg, **Global Competitiveness**, proceedings of the 2000 American Society for Competitiveness Conference, Atlanta, GA, October 5-7, 2000, 257-264.

"Innovation Across Borders: Filing Patents in Multiple Countries," **Global Competitiveness**, proceedings of the 2000 American Society for Competitiveness Conference, Atlanta, GA, October 5-7, 2000, 369-379.

"New Product Planning & Development: The Effects of Foreign Filing Intentions," **Proceedings of the 2000 Conference, Academy of International Business Northeast Regional Meeting**, Ithaca, NY, June 9-10, 2000, 46-58.

"Gray Markets: Pricing Components and Policy Responses," **Marketing & Public Policy Conference Proceedings 2000**, Washington, DC, June 1-4, 2000, 3-4.

"Electronic Business, Competitive Capital, and Public Policy," with Helen N. Rothberg, presented at the **1st World Conference on the Management of Electronic Commerce--21st Annual McMaster National Business Conference**, Hamilton, ON, January 19-21, 2000 (electronic proceedings).

"Intellectual Capital & Competitiveness: Guidelines for Policy," with Helen N. Rothberg, **Global Competitiveness**, proceedings of the 1999 American Society for Competitiveness Conference, Atlanta,

GA, October 21-23, 1999, 270-277.

"Competitive Capital: A Sustainable Source for Competitive Advantage," with Helen N. Rothberg, ***Global Competitiveness***, proceedings of the 1999 American Society for Competitiveness Conference, Atlanta, GA, October 21-23, 1999.

Low-Level Trade Sanctions," ***Global Competitiveness***, proceedings of the 1999 American Society for Competitiveness Conference, Atlanta, GA, October 21-23, 1999, 375-382.

"Green Marketing: Seeking Competitive Advantage Under Stringent Regulation," ***Macromarketing XXIV: Macromarketing and 21st Century Challenges: Sustainable Consumption and Ecological Challenges***, Nebraska City, NE, August 12-15, 1999, 132-141.

"Intellectual Capital, Competitive Intelligence, and Services," with Helen N. Rothberg, ***1999 SERVSIG Services Research Conference: Jazzing into the New Millenium***, Ray Fisk & Liam Glynn, eds., New Orleans, LA, April 10-12, 1999, 15-20.

"Protecting Intellectual Capital in a Competitive Intelligence World," with Helen N. Rothberg, ***Annual Research Volume, American Society for Competitiveness***, proceedings of the 1998 ASC Conference, Boston, MA, October 22-24, 1998, 346-356.

"Patent Prosecution and Technological Competitive Advantage: An Empirical Investigation," ***Annual Research Volume, American Society for Competitiveness***, proceedings of the 1998 ASC Conference, Boston, MA, October 22-24, 1998, 127-134.

"Competitive Advantage from Environmental Regulation: An Examination of the Porter Hypothesis," ***Marketing and Public Policy Conference Proceedings 1998***, vol. 8, Alan Andreasen, Alex Simonson & N. Craig Smith, eds., Washington, DC, June 5-6, 1998, 14-20.

"Risk and Return in International Retailing," with Therese A. Maskulka, ***Developments in Marketing Science***, proceedings of the *Annual Conference of the Academy of Marketing Science*, vol. XXI, John B. Ford & Earl D. Honeycutt, Jr., eds., Norfolk, VA, May 28-31, 1998, 108-112.

"Inventive Behavior and Patent Protection: Proactive Strategies and Public Policy Implications," ***2nd World Conference on Managing Intellectual Capital and Innovation, 19th McMaster National Business Conference***, Hamilton, ON, Canada, January 21-23, 1998 (electronic proceedings).

"Patent Prosecution and Technological Competitive Advantage," ***Global Competitiveness***, vol. 5, proceedings of the Eighth Annual U.S. Competitiveness in the Global Marketplace Conference, American Society for Competitiveness, Tulsa, OK, October 23-25, 1997, 67-76.

"Market Entry: An Evolutionary Approach to Retail Competitiveness," with James M. Maskulka, ***Global Competitiveness***, vol. 5, proceedings of the Eighth Annual U.S. Competitiveness in the Global Marketplace Conference, American Society for Competitiveness, Tulsa, OK, October 23-25, 1997, 21-31.

"Patent Systems and Inventive Behavior: Preliminary Empirical Results," ***Marketing & Public Policy Conference Proceedings, 1997***, vol. 7, Easwar Iyer & George R. Milne, eds., Boston, MA, May 16-17, 82-88.

"Patent Systems and Inventive Behavior: Conceptual Foundations," ***Marketing & Public Policy Conference Proceedings, 1997***, vol. 7, Easwar Iyer & George R. Milne, eds., Boston, MA, May 16-17, 1997, 74-81.

"The Reliability of Faculty Evaluations by Students: A Field Experiment," with Donald Eckrich, **19th Annual American Marketing Association International Collegiate Conference Faculty Track Proceedings**, William Gary Wolfe, ed., New Orleans, LA, April 17-19, 1997, 1-9.

"Technological Extortion: An Application of Sanction Theory," **Global Competitiveness**, vol. 4, proceedings of the Seventh Annual U.S. Competitiveness in the Global Marketplace Conference, American Society for Competitiveness, Shaker Zahra, Abbas Ali & Wes Johnston, eds., Atlanta, GA, October 17-19, 1996, 418-425.

"Entry Contra Competitive Advantage: Wal-Mart in Mexico," with Susana Oropesa, **Global Competitiveness**, vol. 4, proceedings of the Seventh Annual U.S. Competitiveness in the Global Marketplace Conference, American Society for Competitiveness, Shaker Zahra, Abbas Ali & Wes Johnston, eds., Atlanta, GA, October 17-19, 1996, 113-120.

"Entry Theory and Evolutionary Mechanisms in the U.K. and Japanese Retail Sectors: An Applied Lamarckian Perspective," with James M. Maskulka, presented at European Institute of Retailing and Service Studies/Canadian Institute of Retailing and Service Studies: *3rd International Conference on Recent Advances in Retailing and Services Science*, Telfs/Buchen, Austria, June 22-25, 1996.

"The U.S. Export Control System: A Progress Report," **Marketing and Public Policy Conference Proceedings, 1996**, vol. 6, Ronald Paul Hill & Charles Ray Taylor, eds., Washington, DC, May 17-18, 1996, 73-79.

"The China Card: Controls and Sanctions in an Era of Global Competition," **Marketing and Public Policy Conference Proceedings, 1996**, vol. 6, Ronald Paul Hill & Charles Ray Taylor, eds., Washington, DC, May 17-18, 1996, 67-72.

"Managing Innovation for Optimal Positioning: New Product Development and Patent Law," **Building for Tomorrow: The Management of Intellectual Capital & Innovation, Academic Proceedings**, the 17th McMaster National Business Conference, Hamilton, ON, Canada, January 24-26, 1996.

"Environmental Regulation & Competitiveness: Rethinking the Porter Hypothesis," **Global Competitiveness**, vol. 3, proceedings of the Sixth Annual U.S. Competitiveness in the Global Marketplace Conference, American Society for Competitiveness, Abbas Ali, ed., Dallas, TX, October 19-22, 1995, 159-169.

"The Krugman Critique: Does Competitiveness Matter in a Free Trade World?" **Global Competitiveness**, vol. 3, proceedings of the Sixth Annual U.S. Competitiveness in the Global Marketplace Conference, American Society for Competitiveness, Abbas Ali, ed., Dallas, TX, October 19-22, 1995, 135-143.

"The Impact of a First-To-File Patent System on Technological Innovation in the United States," **Marketing and Public Policy Conference Proceedings, 1995**, vol. 5, Pam Scholder Ellen & Patrick J. Kaufman, eds., Atlanta, GA, May 19-20, 1995, 295-304.

"Retail Entry into Eastern Europe: The Matter of Technological Leaps," with Fahri Unsal, **Retailing: Theories and Practices for Today and Tomorrow**, proceedings of the Fourth Triennial Academy of Marketing Science/American Collegiate Retailing Association: International Retailing Conference, Robert L. King, ed., Richmond, VA, October 22-24, 1994, 150-153.

"Generating National Technological Output: The Influence of a National Patent System," **Global Competitiveness**, vol. 2, proceedings of the Fifth Annual U.S. Competitiveness in the Global Marketplace Conference, American Society for Competitiveness, Harvey Kahalas, Yash Puri & Kathleen

Suchon, eds., Boston, MA, October 19-22, 1994, 31-42.

"International Indicators of the Quality of Technological Output," *Global Competitiveness*, vol. 2, proceedings of the Fifth Annual U.S. Competitiveness in the Global Marketplace Conference, American Society for Competitiveness, Harvey Kahalas, Yash Puri & Kathleen Suchon, eds., Boston, MA, October 19-22, 1994, 425-436.

"The Japanese Distribution System: Impregnable Fortress or Invitation to Innovation?" with Therese A. Maskulka and James M. Maskulka, presented at European Institute of Retailing and Services Studies/Canadian Institute of Retailing and Services Studies: *Recent Advances in Retailing & Services Studies Conference*, Lake Louise, AL, Canada, May 7-10, 1994 (abstract).

"State Science & Technology Programs: Opportunities for Marketing Students and Educators," *Connect with Success*, proceedings of the Fifteenth Annual International Collegiate Conference, American Marketing Association, Mehmet Diriker, ed., New Orleans, LA, April 22-24, 1993, 4-8.

"EC Retail Investments in the U.S.: Motivations and Implications," with Therese A. Maskulka & John K. Ryans, Jr. *Retailing: Reflections, Insights and Forecasts*, Robert L. King, ed. Proceedings of the Third Triennial Academy of Marketing Science/American Collegiate Retailing Association: Retailing Conference, Richmond, VA, October 11-14, 1991, 187-191.

"U.S. Retailing and EC92: Matching Entry Strategy to Commitment," with Therese A. Maskulka & John K. Ryans, Jr., *Proceedings of the Western Decision Sciences Institute Conference*, Lihue, HI, March, 1991, 250-251.

PRESENTATIONS: Other

"Incorporating Social Responsibility into the Business Curriculum," Faculty of Management, Lethbridge University, Lethbridge, AB, Canada, November 19, 2010.

"Intellectual Capital," *Knowledge Exchange Seminar*, Monieson Centre, School of Business, Queen's University, Kingston, ON, Canada, September 22, 2010.

"The Strategy of Knowledge: Development vs. Protection," *Distinguished Fulbright Lecture*, Monieson Centre, School of Business, Queen's University, Kingston, ON, Canada, September 13, 2010.

"Global Meltdown: Searching for the Limits of Constructive Competition," panel discussion, *20th Annual American Society for Competitiveness Conference*, Falls Church, VA, October 28-30, 2009.

"Managing Intellectual Property in China," *6th Annual Wharton China Business Forum*, Philadelphia, PA, February 21, 2009.

"RFID, the Promise and the Concerns," *Cornell Food Science & Technology Seminar Series*, Geneva, NY, February 4, 2009.

"Does One Size Really Fit All?" *One Right System for IP—Vision Impossible?*, IPR University Center, Helsinki, Finland, October 1-3, 2008.

"Intellectual Property in China," *Wharton China Business Forum 2008*, Philadelphia, PA, March 29, 2008.

"Pricing and Trade Secrets: Strategies for Sharing and Protecting Proprietary Information," *3^d Pricing*

Optimization for Financial Services Conference, Coconut Grove, FL, December 3-5, 2007.

"Pricing and Trade Secrets: Developing a Strategy for Sharing and Protecting Pricing Information," *PriceX: The Pricing Institute's 20th Annual Conference*, Key Biscayne, FL, June 25-27, 2007.

"Improving Performance with CI and KM," with Helen N. Rothberg, *2007 Society of Competitive Intelligence Professionals International Annual Conference and Exhibition*, New York City, NY, May 1-3, 2007.

"Blog Strategies After O'Grady," *American Society for Competitiveness 17th Annual Conference*, Washington, DC, November 9-11, 2006.

"Creating Layers of Competitive Advantage with CIKM," with Helen N. Rothberg, *2006 Society for Advancement of Management International Conference*, Orlando, FL, April 6-9, 2006.

"It's a Risky Business: Developing and Protecting Knowledge Assets in a CI World," with Helen N. Rothberg, *2005 Society of Competitive Intelligence Professionals Annual International Conference & Exhibition*, Chicago, IL, April 6-9, 2005.

"IC for Communities, Cities, Nations and Regions," panel discussion, *8th World Congress on the Management of Electronic Commerce, 26th McMaster World Congress*, Hamilton, ON, January 19-21, 2005.

"Turning Knowledge to Intelligence with Shadow Teams," with Helen N. Rothberg, *KM World & Intranets 2004 Conferences & Exposition*, Santa Clara, CA, October 26-28, 2004.

"Commercial Applications of Radio Frequency Identification Tags: Is Regulation Needed?" with Eileen P. Kelly, *2004 Annual Meeting of the Northeast Academy of Legal Studies in Business*, April 30-May 2, 2004, West Point, NY.

"Competitive Intelligence and the Risk/Reward Environment: Conditions for Use," with Helen N. Rothberg, *American Society for Competitiveness 2003 Conference on Competition in a Dynamic World*, Falls Church, VA, October 9-11, 2003.

"The New Frontiers of Corporate Finance," roundtable participant, *2003 Business & Economics Society International Conference*, San Francisco, CA, July 24-28, 2003.

"Capital Democratization," roundtable participant, *2002 Business & Economics Society International Conference*, Montreal, QC, July 24-29, 2002.

"E-Business and the Intelligence Challenge," with Helen N. Rothberg, *2001 Society of Competitive Intelligence Professionals Annual International Conference & Exhibition*, Seattle, WA, March 7-10, 2001.

"Intellectual Capital and Competitive Intelligence," with Helen N. Rothberg, *Society of Competitive Intelligence Professionals Academic Conference*, Philadelphia, PA, December 8-9, 2000.

"The Mastering Business Project: A State-of-the-Art New-Media Package for Management Education," with Helen N. Rothberg, *2000 American Society for Competitiveness Conference*, Atlanta, GA, October 5-7, 2000.

"Leveraging & Protecting Intellectual Capital: International Considerations," with Helen N. Rothberg, *2000 Conference, Academy of International Business Northeast U.S. Regional Meeting*, Ithaca, NY, June 9-10, 2000.

"The U.S. Invention-To-Innovation Process: Preliminary Data on Managing for Optimal New Technological Products," *Innovation in New Product Development: Best Practice in Research, Modeling and Applications*, a SEI Center Conference in conjunction with a special issue of *JMR*, the Wharton School of the University of Pennsylvania, Philadelphia, PA, May 25-26, 1995.

"Encouraging Innovation From the Small Entity," *1995 Eastern Economics Association Conference*, New York, NY, March 18, 1995.

"First-To-File Patents and the Small Company: A Threat to Innovation?" *4th Academy of Marketing Science: Quality of Life/Marketing Conference*, Washington, DC, November 19-21, 1992.

BOOK REVIEWS

Knowledge Power: Intellectual Property, Information, and Privacy, Renee Marlin-Bennett, Lynne Rienner Publishers (2004), in *Knowledge, Technology & Policy*, 20, 127-128 (2007)

Chinese Economic Transition and International Marketing Strategy, Ilon Alon, Praeger (2003), in *Knowledge, Technology & Policy*, 18:1, 116-118 (2005)

The Electric Vehicle and the Burden of History, David A. Kirsch, Rutgers University Press (2000), in *Knowledge, Technology & Policy*, 16:3, 170-171 (2003).

The Economics of Intellectual Property, Volumes I-IV, Ruth Towse & Rudi Holzhauser, Edward Elgar (2002), in *Knowledge, Technology & Policy*, 15:4, 91-93 (2003).

Marketing, 8th ed., Zikmund & D'Amico, Southwestern Publishing Co. (2002)

SERVICE

SCHOOL/DEPARTMENT

Ithaca College

All College

- **Search Committee, Associate Vice President of Marketing Communications** (2010)
- **Faculty Development Committee**(2008/present)
 - **Chair** (2009/2010)
- **Academic Policies Committee, Curriculum Subcommittee** (2009/present)
- **Provost's Ad Hoc Committee on Chair Workload** (2009/2010)
- **Information Technology Planning & Advisory Committee** (2006/2009)
- **Search Committee, Director of Assessment and Student Learning** (2008/2009)
- **Provost's Ad Hoc Committee on Program Review** (2008)
- **Planning & Priorities Committee** (2002/2008)
 - **Sustainability Subcommittee** (2005/2006)
- **APC Special Programs Review Committee** (2005/2007)
- **Middle States Task Force 6: Student Learning** (2006/2007)
- **Search Committee, Assistant to the Provost** (2004/2005)
- **Ad Hoc Faculty Council Committee on Advising** (2003/04)
- **Mentoring Program** (2003/present)

School of Business

- **Interim Associate Dean** (spring 2010)
- **Chair, Marketing/Law Department** (2006/2009)
- **Graduate Curriculum Committee** (2008)
- **Baccalaureate Curriculum Committee** (2002/2008. 2010)
 - **Chair** (2005/2006, 2010)
- **Program Assessment Committee/Ad Hoc Learning Outcomes Committee** (2002/2008, 2010)
 - **Chair** (2005/2008)
- **Sustainability Committee** (2004/present)
- **Search Committees**
 - **Dean** (2009/2010)
 - **Assistant Dean** (2008/2009)
 - **Marketing, Chair, tenure track** (2007/2008)
 - **Marketing/IMC, Chair, term appointment** (2006/2007, 2009/2010)
 - **Marketing/IMC, Chair, one-year appointment** (2006)
 - **Marketing, tenure track**(1993/94)
- **American Marketing Association Collegiate Chapter, School of Business**
 - **Faculty Advisor** (1992/96, 2002/present)
 - **Judge**
 - **Dr. O. Karl Mann Website Competition** (2006/present)
 - **Annual Report Competition** (2009, 2007, 1996)
 - **Chapter Awards**
 - **Outstanding Chapter Planning** (2010)
 - **Outstanding Community Service** (2010)
 - **Third Place, Dr. O. Karl Mann Website Competition** (2009)
 - **Outstanding Community Service** (2009)
 - **Outstanding Collegiate Chapter** (2008)
 - **Honorable Mention, Dr. O. Karl Mann Website Competition** (2008)

- Outstanding Professional Development (2007)
- Outstanding Membership Activities (2007)
- Outstanding Communications (2007)
- Outstanding Membership Activities (2006)
- Outstanding Marketing Week Activities (2006)
- Outstanding Professional Development (2005)
- Outstanding Chapter Planning (2003)
- Outstanding Marketing Week Activities (1996)
- Outstanding Chapter Planning (1995)
- **Moderator**, (1993, 1994) International Collegiate Conference
- **Instructional Resources Committee** (2002/2005)
- **AACSB Deferral Report/Assessment Plan** (Summer 2004)
- **Orientation** (Summer 2009, 2008, 2006, 2003)
- **Computer Policy Committee**, School of Business (1995/96)
- **Ad Hoc Committee on Special Examination Times**, School of Business (1992/93).

SUNY College at Oneonta

- **Marketing Club**, co-advisor, Division of Economics & Business (2001/02, 2000/01)
 - Top Chapter, Eastern Region (2002)
 - Outstanding Chapter, Eastern Region (2001)
 - Finalist, Marketing Case Competition (2001)
- **Business Committee**, Division of Economics & Business (2001/02, 2000/01)
- **Graduate Committee**, Division of Economics & Business (2001/02, 2000/01)
- **Summer School Committee**, Division of Economics & Business (2001/02, 2000/01)
- **Curriculum Committee**, Division of Economics & Business (2001/02)
- **Faculty Recruitment and Planning Committee**, Division of Economics & Business (Spring 2002)
- **Discretionary Awards Committee, Research Evaluation**, Division of Economics & Business (2001/02)
- **Organizational Behavior Search Committee**, Division of Economics & Business (2001/02)
- **Marketing Search Committee**, Division of Economics & Business (2000/01)

Marist College

- **MBA Program Review Committee**, School of Management (1999/2000, 1998/99, 1997/98)
- **Outcomes Assessment Advisor**, School of Management (1999/2000, 1998/99)
- **Chair, Ad Hoc Committee on Sabbaticals**, College (1999/2000, 1998/99)
- **Principal Investigator** (with Vernon Murray), Marketing Research Study, School of Graduate and Continuing Education (1999/2000, 1998/99)
- **Search Committee, Operations Management**, School of Management (1999/2000)
- **Search Committee, Assistant Dean**, School of Management (1998/1999)
- **Bureau of Economic Research**, School of Management
- Title VI-B Grant Business International Education initiative (1999/2000)
- Team Hudson Valley Research Study (1997/98)
- Catskill Watershed Corporation Economic Development Committee (1997/98)
- **Instructional Resources Committee**, School of Management (1996/97).
- **Library Subcommittee**, Middle States Periodic Review, College (1996/97)

PROFESSION

- **American Society for Competitiveness**
 - **Board of Directors** (1999 to present)
 - **Advisory Board** (1996 to 1999)
- **College Relations Chair**, Finger Lakes Chapter, American Marketing Association, (1994/97).
- **Session Chair/Discussant:**
 - *6th International Conference on Intellectual Capital & Knowledge Management*, Montreal, QC, October 1-2, 2009.
 - *2008 American Society for Competitiveness Conference*, Orlando, FL, November 6-8, 2008.
 - *5th International Conference on Intellectual Capital, Knowledge Management & Organisational Learning*, New York, NY, October 9-10, 2008.
 - *2007 American Society for Competitiveness Conference*, Tulsa, OK, November 8-10, 2007.
 - *2007 European Conference on Knowledge Management*, Barcelona, Spain, September 6-7, 2007.
 - *6th European Conference on Knowledge Management*, Limerick, Ireland, September 8-9, 2005.
 - *Business & Economics Society International 2005 Conference*, Flagstaff, AZ, July 22-25, 2005.
 - *American Society for Competitiveness 2004 Conference on the Future of Global Free Enterprise*, Falls Church, VA, October 14-16, 2004.
 - *Social Marketing Advances in Research and Theory Conference 2004*, Kananaskis, AB, September 16-18, 2004.
 - *2003 Conference on Competition in a Dynamic World, American Society for Competitiveness*, Falls Church, VA, October 9-11, 2003.
 - *Business & Economics Society International 2003 Conference*, San Francisco, CA, July 24-28, 2003.
 - *2003 Marketing & Public Policy Conference, American Marketing Association*, Washington, DC, May 29-31, 2003.
 - *Thirteenth Annual Conference on U.S. Competitiveness in the Global Marketplace*. American Society for Competitiveness, Washington, DC, October 11-13, 2002.
 - *Business & Economics Society International 2002 Conference*, Montreal, QC, July 24-29, 2002.
 - *Twelfth Annual Conference on U.S. Competitiveness in the Global Marketplace*. American Society for Competitiveness, Washington, DC, October 11-13, 2001.
 - *2001 Marketing & Public Policy Conference*, American Marketing Association, Washington, DC, May 31-June 2, 2001.
 - *Eleventh Annual Conference on U.S. Competitiveness in the Global Marketplace*. American Society for Competitiveness, Atlanta, GA, October 5-7, 2000.
 - *2000 Conference, Academy of International Business Northeast Regional Meeting*, Ithaca, NY, June 9-10, 2000.
 - *Tenth Annual Conference on U.S. Competitiveness in the Global Marketplace*. American Society for Competitiveness, Atlanta, GA, October 21-23, 1999.
 - *Ninth Annual Conference on U.S. Competitiveness in the Global Marketplace*, American Society for Competitiveness, Boston, MA, October 22-24, 1998.
 - *Eighth Annual Conference on U.S. Competitiveness in the Global Marketplace*, American Society for Competitiveness, Tulsa, OK, October 23-25, 1997.
 - *Seventh Annual Conference on U.S. Competitiveness in the Global Marketplace*,

- American Society for Competitiveness, Atlanta, GA, October 17-19, 1996.
- *Sixth Annual Conference on U.S. Competitiveness in the Global Marketplace*, American Society for Competitiveness, Dallas, TX, October 19-21, 1995.
- Facilitator (Chair/Discussant), *32nd Annual Meeting*, Eastern Academy of Management, Ithaca, NY, May 4-6, 1995.
- *Fourth Triennial AMS/ACRA National Retailing Conference*, Richmond, VA, October 22-24, 1994.
- *Fifth Annual Conference on U.S. Competitiveness in the Global Marketplace*, American Society for Competitiveness, Boston, MA, October 19-22, 1994.
- *CIRASS/EIRASS International Conference on Recent Advances in Retailing and Services Science*, Lake Louise, AL, Canada, May 7-10, 1994.
- **Reviewer:**
 - Editorial Board, *Competitiveness Review*, 1996 to present.
 - Editorial Board, *Journal of Global Competitiveness*, 2006 to present
 - Editorial Board, *International Journal of E-Adoption*, 2008 to present
 - Editorial Board, *Journal in Marketing and Operation Management*, 2007 to present
 - *Journal of Competitive Intelligence Management*, 2007
 - *International Journal of Environmental, Cultural, Economic, and Social Sustainability*, 2005
 - *International Journal of Business Performance Management*, 2005
 - *Journal of Current Research in Global Business*, 2005
 - *International Journal of Technology Management*, 2004
 - *International Journal of Electronic Business*, 2004
 - *Global Business & Economics Review*, 2006, 2003
 - *Knowledge, Technology & Policy*, 2002
 - *Industrial Marketing Management*, 2004, 1996
 - *Journal of Retailing & Consumer Services*
 - *Journal of Public Policy & Marketing*
 - *Academy of Management Review*, special issue on innovation, 1995, (ad hoc)
 - *Encyclopedia of Knowledge Management*, chapter for book, 2008
 - *Online Consumer Protection: Theories of Human Relativism*, chapter for book, 2007
 - *Computer Mediated Relationships and Trust: Managerial & Organizational Effects*, chapter for book, 2006
 - *2009 Marketing & Public Policy Conference*, Washington, DC, May 28-30, 2009.
 - *19th Annual American Society for Competitiveness Conference*, Orlando, FL, November 6-8, 2008.
 - *9th European Conference on Knowledge Management*, Southampton, UK, September 4-5, 2008.
 - *8th Annual World Congress on the Management of E-Business*, Toronto, ON, July 11-13, 2007.
 - *2007 American Society for Competitiveness Conference*, Tulsa, OK, November 8-10, 2007.
 - *2007 European Conference on Knowledge Management*, Barcelona, Spain, September 6-7, 2007.
 - *2007 Eastern Academy of Management*, New Brunswick, NJ, May 16-19, 2007.
 - *2007 Marketing & Public Policy Conference*, American Marketing Association, Washington, DC, May 31 - June 3, 2007.
 - *2006 Eastern Academy of Management, 43rd Annual Meeting*, Saratoga, NY, May 10-13, 2006.
 - *2006 Marketing & Public Policy Conference*, American Marketing Association, Long Beach, CA,

- *American Society for Competitiveness 2005 Conference, Competing in the Global Marketplace*, Washington, DC, November 10-12, 2005.
- *2005 Business & Economics Society International Conference*, Flagstaff, AZ, July 22-25, 2005.
- *Eastern Academy of Management, 42nd Annual Meeting*, Springfield, MA, May 11-14, 2005.
- *26th Annual McMaster World Congress, Management of E-Business*, Hamilton, ON, January 19-21, 2005.
- *American Society for Competitiveness 2004 Conference on the Future of Global Free Enterprise*, Falls Church, VA, October 14-16, 2004.
- *Social Marketing Advances in Research and Theory Conference 2004*, Kananaskis, AB, September 16-18, 2004.
- *Eastern Academy of Management, 41st Annual Meeting*, Providence, RI, May 12-15, 2004.
- *2004 Marketing & Public Policy Conference, American Marketing Association*, Salt Lake City, UT, May 21-22, 2004.
- *25th Annual McMaster World Congress, Management of E-Business*, Hamilton, ON, January 14-16, 2004.
- *2003 Conference on Competition in a Dynamic World, American Society for Competitiveness*, Falls Church, VA, October 9-11, 2003.
- *Business & Economics Society International 2003 Conference*, San Francisco, CA, July 24-28, 2003.
- CASE, *Eastern Academy of Management 40th Annual Meeting*, Baltimore, MD, April 30-May 3, 2003.
- *Academy of Business Education, 3rd Annual Meeting*, San Francisco, CA, September 18-20, 2003.
- *Thirteenth Annual Conference on U.S. Competitiveness in the Global Marketplace*, American Society for Competitiveness, Washington, DC, October 10-12, 2002.
- *Association for Global Business Annual Meeting*, Las Vegas, NV, November 21-23, 2002.
- *31st European Marketing Academy Conference*, Braga, Portugal, May 28-31, 2002.
- CASE, *Eastern Academy of Management 39th Annual Meeting*, New Haven, CT, May 1-4, 2002.
- *Society for Marketing Advances 2001 Conference*, New Orleans, LA, November 7-10, 2001.
- *Twelfth Annual Conference on U.S. Competitiveness in the Global Marketplace*, American Society for Competitiveness, Washington, DC, October 11-13, 2001.
- *2001 Marketing & Public Policy Conference*, Washington, DC, May 31-June 3, 2001.
- *Eleventh Annual Conference on U.S. Competitiveness in the Global Marketplace*, American Society for Competitiveness, Atlanta, GA, October 5-7, 2000.
- *2000 Multicultural Marketing Conference*, Academy of Marketing Science, Hong Kong, PRC, September 17-20, 2000.
- *2000 Conference Academy of International Business Northeast Regional Meeting*, Ithaca, NY, June 9-10, 2000.
- *Marketing & Public Policy Conference 2000*, Washington, DC, June 1-4, 2000.
- *Tenth Annual Conference on U.S. Competitiveness in the Global Marketplace*, American Society for Competitiveness, Atlanta, GA, October 21-23, 1999.
- *1999 Atlantic Marketing Association Conference*, Annapolis, MD, September 29-October 2, 1999.
- *1999 Marketing & Public Policy Conference*, Notre Dame, IN, May 21-22, 1999.
- *Ninth Annual Conference on U.S. Competitiveness in the Global Marketplace*, American Society for Competitiveness, Boston, MA, October 22-24, 1998.
- *1998 Product Development Management Association (PDMA) International*

- Conference, Atlanta, GA, October 3-7, 1998.*
- *1997 Product Development Management Association (PDMA) Research Conference, Monterey, CA, October 18-22, 1997.*
 - *1997 AMA Winter Educators' Conference, St. Petersburg Beach, FL, February 15-18, 1997.*
 - *1996 AMA Summer Educators' Conference, Doctoral Student Special Interest Group, San Diego, CA, August 3-6, 1996.*
 - *Sixth Annual Marketing and Public Policy Conference, Washington, DC, May 17-18, 1996.*
 - *Sixth Annual Conference on U.S. Competitiveness in the Global Marketplace, American Society for Competitiveness, Dallas, TX, October 19-21, 1995.*
 - *Fifth Annual Conference on U.S. Competitiveness in the Global Marketplace, American Society for Competitiveness, Boston, MA, 1994.*
 - *Western Decision Sciences Institute Annual Conference, Lihue, HI, 1991.*

PROFESSIONAL AFFILIATIONS

American Marketing Association
Academy of Marketing Science
American Society for Competitiveness
International Association for the Advancement of Teaching and Research in Intellectual Property
Society of Competitive Intelligence Professionals

HONORS & AWARDS

- **Fulbright Scholar**, 2010/2011, Visiting Research Chair, Monieson Center for the Study of Knowledge-Based Enterprises, Queens University, Canada
- **Outstanding Reviewer Award**, 2010, Emerald Literati Network, *Competitiveness Review*
- **Hugh G. Wales Award, Outstanding Faculty Advisor 2007/2008**, American Marketing Association International Collegiate Conference.
- **Dana Internship Program**, Ithaca College, awarded summer research intern (400 hours), 2007.
- **Outstanding Conference Participant**, *Business & Economics Society International 2003 Conference*, San Francisco, CA.
- **Outstanding Reviewer Award**, *1999 American Society for Competitiveness Conference*, Atlanta, GA.
- **Outstanding Reviewer Award**, *1998 American Society for Competitiveness Conference*, Boston, MA.
- **Grant**, Summer Research Grant Program, School of Management, Marist College, 1997 (\$4575).
- **Outstanding Paper Award**, MCB University Press 1997 Awards for Excellence, ***Benchmarking for Quality Management and Technology*** (3:1, 1996).
- **Dana Internship Program**, Ithaca College, awarded summer research intern (400 hours), 1995.
- **Outstanding Paper Award**, Fifth Annual Conference on U.S. Competitiveness in the Global Marketplace, American Society for Competitiveness, Boston, MA, 1994.
- **Grant**, Faculty Research Grant Program, Collegiate Activities Division, American Marketing Association, 1994 (\$1,000).