

## CURRICULUM VITAE

# DR. BOONGHEE YOO

Professor, Department of Marketing and International Business,  
Frank G. Zarb School of Business, Hofstra University, Hempstead NY 11549 USA  
**Phone:** (516) 491-3174 (C), 463-4242 (O), 942-0843 (H), **Email:** mktbzy@hofstra.edu  
**URL:** [http://people.hofstra.edu/faculty/Boonghee\\_Yoo](http://people.hofstra.edu/faculty/Boonghee_Yoo)

## PHILOSOPHIES/INTERESTS

- Teaching:** My teaching philosophy is to, valuing students as persons, help them develop business skills required, maximize their learning of the subject matters, and grow as valuable assets to the global society. My primary teaching interests include marketing research, cross-cultural consumer behavior, principles of marketing, and international marketing.
- Research:** My research philosophy is to make quality contribution to marketing literature by discovering regularities which take place in the interaction between marketing activity and consumer behavior. My primary research interests include brand equity, marketing scale development, offshored services, consumer animosity, online and offline retail productivity, and quantitative approaches to marketing.
- Service:** My service philosophy is to serve whoever needs my service with my time, expertise, and gladness. My primary service interests are the Hofstra community. I provide services to all levels of Hofstra – to the University, the Zarb School of Business, the Department, and the students. At the same time, I am willing to serve the community outside Hofstra.

## EDUCATION

- Sep. 1992 – Ph.D. in Business Administration (Major: Marketing) (GPA = 3.9 out of 4.0)  
Jun. 1996 Department of Marketing, Robinson School of Business  
**Georgia State University**, Atlanta, Georgia

Dissertation: “The Effect of Marketing Efforts and Culture on Brand Equity Formation.”

Synopsis: The research was to understand theoretically and empirically the main effects of marketing efforts, the main effects of culture, and the moderating effects of culture on the brand equity formation process.

Committee Members: Naveen Donthu (Marketing - Chair), Wesley Johnston (Marketing), Kofi Dadzie (Marketing), and Howard Schneider (Statistics)

- Jun. 1991 – M.S. in Business Administration (Overall GPA = 4.0 out of 4.0)  
Aug. 1992 Department of Business Administration, College of Business  
**University of Illinois at Urbana-Champaign**, Illinois

Thesis: “The Effects of Advertising Variation in a Competitive Environment on Brand Name Memory.”

Faculty Advisor: D. Sudarshan, Professor of Marketing

Mar. 1989 - Graduate courses for M.A. in Advertising and Public Relations (Overall GPA = 4.0  
Feb. 1990 out of 4.0)  
Graduate School of Public Policy, **Sogang University** (a Jesuit university), Seoul,  
South Korea

Mar. 1980 - B.A. in English Language and Literature (Minor: English Language Education;  
Feb. 1983 & Earned a Teacher Certificate in English Language Arts for Grade 7 to 12; GPA =  
Mar. 1986 - 4.0 out of 4.5)  
Feb. 1987 Department of English Language and Literature, College of Liberal Arts  
**Dongguk University**, Seoul, South Korea

*1983-1985  
Leave of absence  
for military  
service*

Thesis: "William Shakespeare: Agony and Growth of King Lear."  
Faculty Advisor: Jaenam Kim, Professor of English Literature

## ACADEMIC EXPERIENCE

Sep. 2011 - Professor of Marketing  
Present Department of Marketing and International Business  
Frank G. Zarb School of Business  
**Hofstra University**, Hempstead, New York

Sep. 2002 - Associate Professor of Marketing (Tenured in August 2006)  
Present Department of Marketing and International Business  
Frank G. Zarb School of Business  
**Hofstra University**, Hempstead, New York

Aug. 2000 - Associate Professor of Marketing (Tenured in August 2001)  
Aug. 2002 Department of Marketing and Business Law  
G. R. Herberger College of Business  
**St. Cloud State University**, St. Cloud, Minnesota

Jul. 1998 - Assistant Professor of Marketing (Tenure track)  
Jul. 2000 Department of Marketing and Business Law  
G. R. Herberger College of Business  
**St. Cloud State University**, St. Cloud, Minnesota

Sep. 1996 - Assistant Professor of Marketing (Tenure track)  
Jul. 1998 Department of Management, Marketing, and Information Systems  
College of Business  
**Chicago State University**, Chicago, Illinois

Sep. 1995 - Instructor of Marketing (Full-time)  
Jun. 1996 Department of Marketing  
Robinson College of Business  
**Georgia State University**, Atlanta, Georgia

Sep. 1992 - Graduate Research and Teaching Assistant (Part-time)  
Aug. 1995 Department of Marketing  
Robinson College of Business  
**Georgia State University**, Atlanta, Georgia

## INDUSTRY EXPERIENCE

Jan. 1987 - Assistant Marketing Manager, **Cheil Communications, Inc.** (A Samsung  
May 1991 company; Ranked as the largest ad agency in South Korea and one of the 20  
largest agencies in the world), Seoul, South Korea

Designed and conducted annual consumer surveys of 6,000 consumers for more than 200 products and services, and developed a media effectiveness forecasting model and a consumer profiling model.

Sep. 1983 - Corporal and 81mm Mortar Shooter, 67th Army Infantry Division, **South Korea**  
Dec. 1985 **Army**, South Korea

## AWARDS/HONORS

2010 **The 2010 Outstanding Paper Award** for Asia Pacific Journal of Marketing and Logistics.

2007 **AMA's Hugh G. Wales Award**: Outstanding Faculty Advisor in Recognition of Outstanding Service and Guidance to the Collegiate Chapter

2003 - Present Listed in **Marquis Who's Who in America**

2004 - Present Listed in **Academic Keys Who's Who in Business Higher Education**

2001 **Best Paper Award**, Consumer Behavior Track, the American Marketing Association 2001 Summer Educators' Conference

2001 **Co-chair of the Marketing Research Track**, the American Marketing Association 2001 Summer Educators' Conference

2000 **Finalist, the Appreciation Award**, Student Chapter of American Marketing Association (college-wide award for outstanding service to students), St. Cloud State University

2000 **Distinguished Research Award** for Outstanding Research Contribution for Years 1995-2000 (college-wide award for outstanding research), College of Business, St. Cloud State University

2000 **8 or More Papers in 5 Years Research Award** (college-wide award for outstanding research), College of Business, St. Cloud State University

- 1999           **College of Business Winner of the Teacher Recognition Award in Excellence of Teaching** (university-wide award for outstanding teaching), Student Representative Assembly, St. Cloud State University
- 1995           **Fellow of the 1995 American Marketing Association Doctoral Consortium**, Wharton School, University of Pennsylvania, Philadelphia
- 1994           **Scholarship**, the Mission Committee, the Canaan Presbyterian Church, Glenview, Illinois
- 1993 & 1994   **Scholarship**, the Southern Chapter, the Korean-American Scholarship Foundation, Atlanta, Georgia
- 1990 & 1991   Member of the **Junior Board of Directors**, Cheil Communications, South Korea
- 1990           **Scientific Advertising Award**, the President of Cheil Communications, South Korea
- 1980 - 1983   **President's Honor Student**, Dongguk University (throughout the 4-year education), Seoul, South Korea  
&  
1986 - 1987

## RESEARCH:

### Manuscripts under Review at Refereed Academic Journals

1. **Yoo, Boonghee** and Naveen Donthu (2011), "eQUAL: A Multiple-Item Scale of Electronic Commerce Retailing Quality," Under review at *Information & Management*.
2. Jung, Wonmo, Gwangyong Gim, and **Boonghee Yoo** (2011), "The Mediating Effect of Organizational Justice on the Balanced Scorecard Performance Dimensions: A Study on the Defense Acquisition Performances of South Korea," under second review at *Conference of American Marketing Association*.

### Refereed Academic Journal Articles

1. **Yoo, Boonghee** and Seung-Hee Lee (2011), "An Unsymmetrical Effect of Past Experiences with Genuine Fashion Luxury Brands and Their Counterfeits on Purchase Intention of Each," forthcoming in *Journal of Business Research*.
2. **Yoo, Boonghee**, Naveen Donthu, and Tomasz Lenartowicz (2011), "Measuring Hofstede's Five Dimensions of Cultural Values at the Individual Level: Development and Validation of CVSCALE," *Journal of International Consumer Marketing*, 23 (3/4), 193-210.

3. Thelen, Shawn T., **Boonghee Yoo**, and Vincent P. Magnini (2011), "An Examination of Consumer Sentiment toward Offshored Services," *Journal of the Academy of Marketing Science*, 39 (April), 270-289 (Thelen and Yoo are co-first authors).
4. Swani, Kunal and **Boonghee Yoo** (2010), "Interactions between Price and Price Deal," *Journal of Product and Brand Management*, 19 (2), 143-152.
5. Lee, Chae-Eon, Gwangyong Gim, **Boonghee Yoo** (2009), "The Effect of Relationship Quality on Citizen Satisfaction with Electronic Government Services," *Marketing Management Journal*, 19 (Fall), 118-129.
6. Lee, Seung-Hee and **Boonghee Yoo** (2009), "A Review of the Determinants of Counterfeiting and Piracy and the Propositions for Future Research," *Korean Journal of Policy Studies*, 24 (1), 1-38.
7. **Yoo, Boonghee** (2009), "Cross-National Invariance of the Effect of Personal Collectivistic Orientation on Brand Loyalty and Equity: The United States versus South Korean Consumers," *Asia Pacific Journal of Marketing and Logistics*, 21 (1), 41-57. (Awarded **The 2010 Outstanding Paper Award** for the journal).
8. **Yoo, Boonghee** (2009), "Developing an Overall Ranking of 79 Marketing Journals: An Introduction of PRINQUAL to Marketing," *Australasian Marketing Journal*, 17 (September), 160-174.
9. **Yoo, Boonghee** and Seung-Hee Lee (2009), "Buy Genuine Luxury Fashion Products or Counterfeits?" *Advances in Consumer Research*, 36, 280-286.
10. **Yoo, Boonghee** and Naveen Donthu (2005), "The Effect of Personal Cultural Orientation on Consumer Ethnocentrism: Evaluations and Behaviors of U.S. Consumers toward Japanese Products," *Journal of International Consumer Marketing*, 18 (1/2), 7-44.
11. **Yoo, Boonghee** and Jeff W. Totten (2005), "The Effects of Marketing Education and Individual Cultural Values on the Ethics of a Southern School's Students," *International Journal of Business Disciplines*, 16 (2), 73-84.
12. Dou, Wenyu, **Boonghee Yoo**, and Ma Liang Yu (2003), "Consumer Patronage of Ethnic Portals," *International Marketing Review*, 20 (6), 661-677.
13. **Yoo, Boonghee** and Rujirutana Mandhachitara (2003), "Estimating Advertising Effects on Sales in a Competitive Setting," *Journal of Advertising Research*, 43 (September), 310-321.
14. **Yoo, Boonghee**, Drue K. Schuler, and Gary A. Sneide (2003), "Do Information Technology-Savvy Salespeople Sell More?" *Marketing Management Journal*, 13 (1), 14-22.
15. **Yoo, Boonghee** and Robert Edward Sibley, Jr. (2002), "Dynamic Co-Existence of Company-Owned and Franchised Outlets: A Framework of the Franchisor Perspective," *Marketing Management Journal*, 12 (2), 23-38.

16. **Yoo, Boonghee** and Naveen Donthu (2002), "Testing Cross-Cultural Invariance of Brand Equity Creation Process," Journal of Product & Brand Management, 11 (6), 380-398.
17. Dadzie, Kofi Q., Wesley J. Johnston, **Boonghee Yoo**, and Tom G. Brashear (2002), "Measurement Equivalence and Applicability of Core Marketing Concepts Across Nigerian, Kenyan, Japanese and U.S. Firms: An optimal Scaling Approach," Journal of Business and Industrial Marketing, 17 (6), 430-455.
18. Pesch, Michael J., **Boonghee Yoo**, and Vicki Osendorf (2002), "Gilbert Printing," Journal of the International Academy for Case Studies, 8 (5), 39-44 (Teaching notes are published in 8 (7), 43-50).
19. Pesch, Michael J., **Boonghee Yoo**, and Vicki Osendorf (2002), "Bo Diddley's," Journal of the International Academy for Case Studies, 8 (2), 29-35 (Teaching notes are published in 8 (3), 107-117).
20. **Yoo, Boonghee** and Naveen Donthu (2002), "The Effects of Marketing Education and Individual Cultural Values on Marketing Ethics of Students," Journal of Marketing Education, 24 (August), 92-103.
21. **Yoo, Boonghee** (2002), "Cross-Group Comparisons: A Cautionary Note," Psychology & Marketing, 19 (April), 357-368.
22. **Yoo, Boonghee** and Naveen Donthu (2001), "Developing and Validating a Multidimensional Consumer-Based Brand Equity Scale," Journal of Business Research, 52 (April), 1-14.
23. **Yoo, Boonghee** and Naveen Donthu (2001), "Developing a Scale to Measure the Perceived Quality of an Internet Shopping Site (SITEQUAL)," Quarterly Journal of Electronic Commerce, 2 (1), 31-47. [see the article]
24. **Yoo, Boonghee**, Naveen Donthu, and Sungho Lee (2000), "An Examination of Selected Marketing Mix Elements and Brand Equity," Journal of the Academy of Marketing Science, 28 (April), 195-211. One of the 50 most-frequently read JAMS articles.
25. Dadzie, Kofi Q., Wesley J. Johnston, Evelyn W. Dadzie, and **Boonghee Yoo** (1999), "Influence in the Organizational Buying Center and Logistics Automation Technology Adoption," Journal of Business & Industrial Marketing, 14 (5/6), 433-444.
26. Mohamed, A. Amin, Herbert A. Conley, and **Boonghee Yoo** (1999), "Perceptions of Child Care Center Owners in Chicago: Implications For Public Policy," International Journal of Sociology and Social Policy, 19 (7/8), 100-113.
27. Donthu, Naveen and **Boonghee Yoo** (1998), "Cultural Influences on Service Quality Expectations," Journal of Service Research, 1 (November), 178-185.
28. Donthu, Naveen and **Boonghee Yoo** (1998), "Retail Productivity Assessment Using Data Envelopment Analysis," Journal of Retailing, 74 (Spring), 89-105.
29. **Yoo, Boonghee**, Naveen Donthu and Bruce K. Pilling (1998), "Channel Efficiency: Franchise versus Non-Franchise Systems," Journal of Marketing Channels, 6 (3/4), 1-15.

30. Pilling, Bruce K., Steve W. Henson, and **Boonghee Yoo** (1995), "Competition among Franchises, Company-Owned Units, and Independent Operators: A Population Ecology Application," Special Issue of Franchising: Contemporary Issues and Research, Journal of Marketing Channels, 4 (1/2), 177-195.

### **Invited Academic Journal Articles**

1. **Yoo, Boonghee** (2011), "Store Image on Purchase Intention: The Moderating Effect of Individual and Societal Uncertainty Aversion among American and Korean Consumers," forthcoming in Journal of International Business and Law.
2. **Yoo, Boonghee** and Seung-Hee Lee (2004), "The Buyers of Counterfeit Products in South Korea," Journal of International Business and Law, 3 (1), 95-112.

### **Refereed Conference Proceedings**

1. **Yoo, Boonghee**, Seung-Hee Lee, and Kwangho Jung (2011), "The Effect of Consumer Ethics on Purchase Intention of Luxury Counterfeits and Genuine Items," Presented in Luxury and Counterfeiting Conference: Issues, challenges and prospects, Geneva, Switzerland (Abstract).
2. **Yoo, Boonghee** and Seung-Hee Lee (2010), "An Unsymmetrical Effect of Past Experiences with Genuine Fashion Luxury Brands and Their Counterfeits on Purchase Intention of Each," The 2010 Global Marketing Conference, Tokyo, Japan (Abstract).
3. Lee, Seung-Hee and **Boonghee Yoo** (2009), "Antecedents of Attitudes towards Counterfeits of Luxury Brands: A Consumer Misbehavior Model Perspective," The 2009 North American Conference of the Association for Consumer Research, Pittsburgh (Abstract).
4. **Yoo, Boonghee** and Seung-Hee Lee (2008), "Buy Genuine Luxury Fashion Products or Counterfeits?" The 2008 North American Conference of the Association for Consumer Research, San Francisco (Full-paper appeared in *Advances in Consumer Research*, vol. 36).
5. Thelen, Shawn, Vincent Magnini, and **Boonghee Yoo** (2007), "An Introduction, Construction, and Validation to the Offsetscale: A Measure of Offshore Service Ethnocentrism," The 2007 AMA Summer Marketing Educators' Conference, Washington DC (Abstract).
6. **Yoo, Boonghee** (2007), "Website Quality and Online Purchase Behaviors," The 7<sup>th</sup> Annual Conference of the International Academy of E-Business, Vancouver, Canada (Abstract).
7. **Yoo, Boonghee** (2006), "The Effect of Personal Collectivism on Brand Loyalty and Equity: South Korea and the United States" EMAC (European Marketing Academy) Conference, Athens University of Economics and Business, Athens, Greece (Abstract).
8. **Yoo, Boonghee** and Seung-Hee Lee (2005), "May Counterfeit Products Help Sales of Genuine Products?" INFORMS Marketing Science Conference, Emory University (Abstract).
9. **Yoo, Boonghee** and Naveen Donthu (2004), "Online Store Site Quality: Conceptualization and Measurement of eQUAL," INFORMS Marketing Science Conference, Rotterdam, Netherlands (Abstract).

10. Lee, Seung-Hee and **Boonghee Yoo** (2003), "Consumer Evaluations of Counterfeit Fashion Products," Proceedings of the 2003 Annual Advertising and Consumer Psychology Conference Sponsored by the Society for Consumer Psychology and the Korean Marketing Association, Seoul, South Korea (Abstract).
11. Dou, Wenyu, **Boonghee Yoo**, and Ma Liang Yu (2002), "Understanding the Patronage of Ethnic Portals Sites: An Exploratory Study of Chinese Internet Users," Proceedings of the 2002 Association of Consumer Research Asia-Pacific Conference, Beijing, China (Abstract).
12. Gulati, Rajesh and **Boonghee Yoo** (2001), "Product Failure and Consumption-Related Behaviors: The Impact of Consumer Attributions and Consumer Perceptions of Partnering Firms' Responses," Proceedings of the 2001 Summer Marketing Educators' Conference of American Marketing Association (*The Best Paper Award, Consumer Behavior Track*) (Abstract).
13. Dou, Wenyu, **Boonghee Yoo**, and Naveen Donthu (2000), "Capturing Global Consumers: The Roles of Global Ethnic Portals," Proceedings of the JIBS (Journal of International Business Studies) Special Issue and Conference on E-commerce and Global Business, Santa Cruz, California (Full-text).
14. **Yoo, Boonghee** and Naveen Donthu (2000), "Developing a Scale of Perceived Quality of Internet Shopping Site (PQISS)," Proceedings of the 2000 Academy of Marketing Science Conference, Montreal, Canada (Abstract).
15. **Yoo, Boonghee** and Naveen Donthu (1999), "Cultural Orientation and Consumer Ethnocentrism," Proceedings of the 1999 Summer Marketing Educators' Conference of American Marketing Association (Abstract).
16. Mohamed, A. Amin, Herbert A. Conley, and **Boonghee Yoo** (1999), "The Supply and Demand of Child Day Care in Chicago: Implications for Public Policy," Proceedings of the 1999 Midwest Business Administration Association Conference (Abstract).
17. **Yoo, Boonghee** and Naveen Donthu (1998), "Brand Equity Scale Development," INFORMS Marketing Science Conference, Montreal (Abstract).
18. **Yoo, Boonghee** and Naveen Donthu (1998), "Validating Hofstede's Five-Dimensional Measure of Culture at the Individual Level," Proceedings of the 1998 Summer Marketing Educators' Conference of American Marketing Association (Abstract).
19. **Yoo, Boonghee** and Naveen Donthu (1998), "Societal and Individual Uncertainty Aversion: A Two-Country Study of Store Image and Purchase Intention," Proceedings of the 1998 Winter Marketing Educators' Conference of American Marketing Association (Abstract).
20. Dadzie, Kofi Q., Wesley J. Johnston, Evelyn W. Dadzie, and **Boonghee Yoo** (1998), "Influence in the Organizational Buying Center and Logistics Automation Technology Adoption," Proceedings of the 1998 American Marketing Association Logistics and Supply Chain Management Conference, Vienna, Austria (Abstract).

21. **Yoo, Boonghee** and Naveen Donthu (1997), "Developing and Validating Consumer-Based Overall Brand Equity Scale: A Multicultural Extension of the Aaker (1991) and Keller (1993) Conceptualizations," Proceedings of the 1997 Summer Marketing Educators' Conference of American Marketing Association (Abstract).
22. Dadzie, Kofi Q., **Boonghee Yoo**, and Edward R. Riordan (1997), "Is There A Contingency Theory of Market Orientation: An Investigation of Cross-national Contextual Factors," Proceedings of the 1997 Summer Marketing Educators' Conference of American Marketing Association (Abstract).
23. **Yoo, Boonghee** (1997), "Franchising Versus Ownership Choice," Proceedings of the 1997 Midwest Business Administration Association Conference (Abstract).
24. **Yoo, Boonghee** and Naveen Donthu (1996), "A Cross-cultural Validation of Aaker's Brand Equity Scale," INFORMS Marketing Science Conference (Abstract).
25. Donthu, Naveen and **Boonghee Yoo** (1995), "Retail Productivity Assessment Using Data Envelopment Analysis," INFORMS Marketing Science Conference, New Orleans (Abstract).
26. **Yoo, Boonghee**, Naveen Donthu, and Sungho Lee (1995), "Determinants of Consumer-Based Brand Equity," Proceedings of the 1995 Winter Marketing Educators' Conference of American Marketing Association (Abstract).
27. **Yoo, Boonghee**, Naveen Donthu, and Bruce K. Pilling (1995), "An Efficiency Evaluation of Franchise Systems: The Application of Data Envelopment Analysis," Proceedings of the 1995 Winter Marketing Educators' Conference of American Marketing Association (Abstract).
28. Brashear, Thomas, **Boonghee Yoo**, and Kofi Q. Dadzie (1995), "Global Investigation of Four P Taxonomy: An Empirical Study," Proceedings of the 1995 Joint Conference of the Korean Marketing Association and American Marketing Association, Seoul, South Korea (Abstract).
29. **Yoo, Boonghee**, David Gilliland, and Naveen Donthu (1994), "The Effects of Advertising Variation in a Competitive Environment on Brand Name Memory," Proceedings of the 1994 Winter Marketing Educators' Conference of American Marketing Association, pp. 24-29 (Full-text).
30. Dadzie, Kofi Q., Ishmael P. Akaah, Edward R. Riordan, and **Boonghee Yoo** (1994), "On the Global Applicability of Marketing Know-How: Some Evidence From the Application of A New Optimal Scaling Technique," Proceedings of the 1994 Summer Marketing Educators' Conference of American Marketing Association (Abstract).
31. Pilling, Bruce K., Steve W. Henson, and **Boonghee Yoo** (1993), "An Application of Population Ecology to Franchised and Non-Franchised Establishments," in Rajiv P. Dant (ed.), Excellence '93: A Bridge to Success, Proceedings of the 1993 Conference of the Society of Franchising (*Honorably noted paper*) (Abstract).

## Book Reviews

1. **Yoo, Boonghee** and Naveen Donthu (2002), A review on Geert Hofstede's 2001 book titled "Culture's Consequences: Comparing Values, Behaviors, Institutions, And Organizations Across Nations, Second Edition," Journal of Marketing Research, 39 (August), 388-389.
2. Donthu, Naveen and **Boonghee Yoo** (2001), A review on Wierenga and Bruggen's 2000 book titled "Marketing Management Support System: Principles, Tools, and Implementation," Journal of Marketing, 65 (October), 122-124.

## Mass Media Coverage of Research

"Robinson College of Business Study Provides Insight On Successful Internet Sites for the Holiday Shopping Season," Reported by Christopher Seward, e-Business Section, *The Atlanta Journal and Constitution*, November 28, 2000, p. F2.

## Professional Academic Activities

- 2009-Present     **A Member of the Editorial Board (Consumer Behavior Division)**
- Journal of Business Research
- 2005-Present     **A Member of the Editorial Board**
- Industrial Marketing Management
- 2002 - Present     **Ad-Hoc Reviewer for Journals:** I have been reviewing manuscripts for the following journals:
- Journal of Academy of Marketing Science
  - Journal of Marketing Practice and Theory
  - Journal of Retailing
  - Journal of Service Research
  - Management Science
- 2002 - Present     **Ad-Hoc Reviewer for Academic Conferences**
- The American Marketing Association Conferences
  - The Academy of Marketing Science Conferences
- 2003 & 2004     **Session Chair for Academic Conferences**
- INFORMS Marketing Science Conference, Rotterdam, Netherlands, 2004
  - Annual Advertising and Consumer Psychology Conference Sponsored by the Society for Consumer Psychology and the Korean Marketing Association, Seoul, South Korea, 2003
- 2001 – 2003     Member, **Doctoral dissertation committee** for Edmund Hershberger, Georgia State University, who successfully defended his dissertation on June 16, 2003.
- 2001                 **Co-chair of the Marketing Research Track**, the American Marketing Association 2001 Summer Educators' Conference

**COURSES TAUGHT:** (T) = Tutorial; (G) = Graduate-level course; Otherwise, undergraduate.

At Hofstra (2002 – Present)

- MKT101 Principles of Marketing
- MKT144 Marketing Research
- MKT170 International Marketing
- MKT175 Marketing Planning & Product Strategies
- MKT203 Marketing Management (G)
- MKT245 Research for Marketing Decisions (G)
- MKT257 Cross-Cultural Consumer Behavior (G)
- MBA350 MBA Integrative Capstone (G)
- MKT151 Readings in Marketing (T)
- IB161 Asian Business (T)
- MKT174 Business Internship (T)
- MKT185 Internship in Marketing (T)
- MKT280 Advanced Marketing Research (T) (G)
- MKT309 Research Seminar in Marketing (T) (G)
- MKT330 Graduate Internship in Marketing (T) (G)
- HUHC021 Cross-Cultural Consumer Behavior (Honors College Seminar)
- HUHC021 Culture, Consumer Animosity, and Corporate Strategy (Honors College Seminar)

Before Hofstra (1993 – 2002)

- Principles of Marketing (20 sessions)
- Marketing Research (19 sessions)
- Product and Price Management (13 sessions)
- Consumer Behavior (4 sessions)
- Case-Based Marketing Management (2 sessions)
- Business Statistics (1 session)
- Decision Analysis (1 session)
- Introduction to Business (1 session)
- New Product Development (1 session)
- Operations Management (1 session)
- Organizational Behavior (1 session)
- Advanced Marketing Research (1 session) (G)

## SERVICES

### Services to the Department

- |                |  |
|----------------|--|
| 2002 - Present | Member, <b>Departmental Personnel Committee</b> , Department of Marketing and International Business |
| 2004 - Present | <b>Webmaster of the Departmental Website</b> , Department of Marketing and International Business    |

- 2003 - Present Departmental Representative, **Library and Information Services**, Department of Marketing and International Business
- 2003 - Present Active member in the **Departmental effort to hire new faculty members** by participating in the screening the applicants, attending to the candidate evaluation meetings as a DPC member, and attending to pre-interview dinners with, and building rapport through phone calls with, the candidates.
- 2002 – Present **Course Captain** for MKT144 Marketing Research and MKT245 Research for Marketing Decisions
- 2003 – 2008 Member, **Departmental Assessment Committee**, Department of Marketing and International Business
- 2003 Member, **ad-hoc departmental task force on research productivity and collaborative research**
- 2003 Volunteer, to present one of my on-going research projects in the **Departmental research seminar** that Dr. Elaine Sherman coordinated. The topic was the impact of counterfeit products on penetration of the genuine products.
- 2004 Hosting a focus group interview to **raise a research fund for the department**, March 25, 2004

### **Services to the Frank G. Zarb School of Business**

- 2010 - Present Elected Chair, **Assurance of Learning Undergraduate Assessment Committee**, Frank G. Zarb School of Business
- 2011 Volunteer, **A Feasibility Survey on Zarb Online MBA Program**, Frank G. Zarb School of Business
- 2010 Volunteer, **A Faculty Opinion Survey on Enhancing Faculty Research Productivity**, Frank G. Zarb School of Business
- 2009 Volunteer member, **Nonprofit MBA Program Feasibility Evaluation Task Force Team**, Frank G. Zarb School of Business
- 2008 - 2010 Elected Chair, **Assurance of Learning Alumni Assessment Committee**, Frank G. Zarb School of Business
- 2006 – Present Elected Member, **Assurance of Learning Oversight Committee**, Frank G. Zarb School of Business
- 2004 – 2007 Elected Member (2004 - 2007) and Chair (2007), **Assurance of Learning Undergraduate Assessment Committee**, Frank G. Zarb School of Business

- 2005 – 2007 Member, **Ad Hoc Committee for the Hofstra University and Korea University Faculty and Student Exchange Agreement**, Frank G. Zarb School of Business
- 2005 – 2007 Elected Member, **Computer Committee**, Frank G. Zarb School of Business
- 2004 – 2005 Elected Member, **Special Outcomes Assessment Committee**, Frank G. Zarb School of Business

The Special Committee develops, recommends, and implements proper assessment methods to evaluate the revised MBA program launched in September 2004.

### **Services to Hofstra University**

- 2010 - Present Elected Member, **Center for Teaching and Scholarly Excellence**
- 2006 – 2009 Elected Faculty Senator for Frank G. Zarb School of Business, **University Senate, Hofstra University** (Serving the Undergraduate Academic Affairs Committee)
- 2003 – 2008 Faculty Advisor, **Hofstra American Marketing Association** (HAMA; Student Chapter of American Marketing Association open to all majors)
- 2003 – 2006 Elected Member, **Hofstra University Honors College (HUHC) Council**: As an elected member, I attend to the Council's bi-weekly 2-hour meetings.

This student club is open to all majors of the university. As advisor, I have consulted and worked closely with the student leadership; encouraged the membership drive; monitored and approved the budget executions; arranged guest speakers; served as a bridge between the Association and the faculty and between HAMA and the national AMA; and attended to the meetings and encouraged the activities.

The HUHC Council helps oversee HUHC operations in three critical areas: admissions, curriculum and faculty appointments. The HUHC Council consists of members elected by the faculty of the schools and colleges across the university that grant undergraduate degrees. It includes one member from each of the HCLAS divisions and other Schools.

## Services to the General Community

- 1998 - Present     **Editor, “Evangelists”** (Quarterly Christian Newsletter in Korean Language; 1,200 copies per issue)
- Planned, reviewed the manuscripts, edited, printed, and distributed the quarterly, which is the official newsletter of *Rev. Kuksun Ahn and Evangelists*, a missionary organization rooted in a Korean Presbyterian denomination; The newsletter has been distributed to Koreans in the U.S. as well as in other countries including South Korea, Canada, Japan, and New Zealand.
- 2011                Leading a Bible Study on **The Kingdom of Heaven**, Shelter Rock Church, Syosset
- 2008                **Co-translator** with Dr. Lester Meyer, from Korean to English, of a book by Rev. Kuksun Ahn titled “**When I Have Done the Lord’s Work**” (4,000 copies donated to the US prison inmates).
- 2007 & 2008       Judge, **Annual Tissue Tactics Contest by AdPack USA** (Ad agency)
- 2004 - Present     **Marketing Strategy Planning Services to Protestant Churches**
- ❑ Jr. and Sr. High School Students’ Perceptions on the Youth Ministry (2009), Shelter Rock Church, NY.
  - ❑ Survey Report and Marketing Tips on Designing a Small-Group Bible Study (2004), Arumdaun Presbyterian Church, Old Bethpage, NY.
  - ❑ An Outcome Assessment of the Oikos Small-Group Bible Study (2004), Arumdaun Presbyterian Church, Old Bethpage, NY.
  - ❑ What do the 30s and 40s age members want? (2004), Arumdaun Presbyterian Church, Old Bethpage, NY.

## HONOR SOCIETY:

- 1997 - Present     **Beta Gamma Sigma** (The national honor society for AACSB accredited business programs)

## PERSONAL

- Married:        Sungnan Ahn on October 20, 1987
- Children:        Kiwoong (b. 1989) and Heeyoung (b. 1992)
- Religion:        Evangelical Christianity (*sola scriptura, solus christus, sola fide, sola gratia, soli deo gloria*), attending the Korean Church of Queens, Jackson Heights, New York (Senior Pastor Paul Kyusup Lee)

As of September 2011