

## CURRICULUM VITAE

# DR. BOONGHEE YOO

Associate Professor, Department of Marketing and International Business,  
Frank G. Zarb School of Business, Hofstra University, Hempstead NY 11549 USA  
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### 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. My primary research interests include brand equity, internet marketing strategy, marketing scale development, cross-cultural consumer behavior, 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  
Feb. 1990 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

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

## **ACADEMIC EXPERIENCE**

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

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

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

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

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 & 1986 - 1987	President's Honor Student, Dongguk University (throughout the 4-year education), Seoul, South Korea

**RESEARCH:** The mark of \* next to the publication year indicates a research activity affiliated with the name of Hofstra University.

### **Refereed Academic Journal Articles**

1. \*Swani, Kunal and Boonghee Yoo (2010), "The Effect of Price Deals between High- and Low-Priced Brands," forthcoming in Journal of Product and Brand Management.
2. \*Lee, Chae-Eon, Gwangyong Gim, Boonghee Yoo (2009), "The Effect of Relationship Quality on Citizen Satisfaction with Electronic Government Services," forthcoming in Marketing Management Journal.
3. \*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.
4. \*Yoo, Boonghee (2009), "Developing an Overall Ranking of 79 Marketing Journals: An Introduction of PRINQUAL to Marketing," Australasian Marketing Journal, 17 (September), 160-174
5. \*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.
6. \*Yoo, Boonghee and Seung-Hee Lee (2009), "Buy Genuine Luxury Fashion Products or Counterfeits?" Advances in Consumer Research, 36, 280-286.
7. \*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.
8. \*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.

9. \*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.
10. \*Dou, Wenyu, Boonghee Yoo, and Ma Liang Yu (2003), "Consumer Patronage of Ethnic Portals," International Marketing Review, 20 (6), 661-677.
11. \*Yoo, Boonghee and Rujirutana Mandhachitara (2003), "Estimating Advertising Effects on Sales in a Competitive Setting," Journal of Advertising Research, 43 (September), 310-321.
12. \*Yoo, Boonghee, Drue K. Schuler, and Gary A. Sneider (2003), "Do Information Technology-Savvy Salespeople Sell More?" Marketing Management Journal, 13 (1), 14-22.
13. \*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.
14. \*Yoo, Boonghee and Naveen Donthu (2002), "Testing Cross-Cultural Invariance of Brand Equity Creation Process," Journal of Product & Brand Management, 11 (6), 380-398.
15. \*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.
16. \*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).
17. \*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).
18. 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.
19. Yoo, Boonghee (2002), "Cross-Group Comparisons: A Cautionary Note," Psychology & Marketing, 19 (April), 357-368.
20. Yoo, Boonghee and Naveen Donthu (2001), "Developing and Validating a Multidimensional Consumer-Based Brand Equity Scale," Journal of Business Research, 52 (April), 1-14.
21. 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]
22. 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.

23. 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.
24. 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.
25. Donthu, Naveen and Boonghee Yoo (1998), "Cultural Influences on Service Quality Expectations," Journal of Service Research, 1 (November), 178-185.
26. Donthu, Naveen and Boonghee Yoo (1998), "Retail Productivity Assessment Using Data Envelopment Analysis," Journal of Retailing, 74 (Spring), 89-105.
27. 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.
28. 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.

### **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.

### **Refereed Conference Proceedings**

- 2008\* 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 appears in *Advances in Consumer Research*).
- 2007\* 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).
- 2007\* 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).

- 2006\* 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).
- 2005\* Yoo, Boonghee and Seung-Hee Lee (2005), "May Counterfeit Products Help Sales of Genuine Products?" INFORMS Marketing Science Conference, Emory University (Abstract).
- 2004\* Yoo, Boonghee and Naveen Donthu (2004), "Online Store Site Quality: Conceptualization and Measurement of eQUAL," INFORMS Marketing Science Conference, Rotterdam, Netherlands (Abstract).
- 2003\* 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).
- 2002 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).
- 2001 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).
- 2000 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 in a CD disk).
- 2000 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).
- 1999 Yoo, Boonghee and Naveen Donthu (1999), "Cultural Orientation and Consumer Ethnocentrism," Proceedings of the 1999 Summer Marketing Educators' Conference of American Marketing Association (Abstract).
- 1999 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).
- 1998 Yoo, Boonghee and Naveen Donthu (1998), "Brand Equity Scale Development," INFORMS Marketing Science Conference, Montreal (Abstract).

- 1998 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).
- 1998 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).
- 1998 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).
- 1997 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).
- 1997 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).
- 1997 Yoo, Boonghee (1997), "Franchising Versus Ownership Choice," Proceedings of the 1997 Midwest Business Administration Association Conference (Abstract).
- 1996 Yoo, Boonghee and Naveen Donthu (1996), "A Cross-cultural Validation of Aaker's Brand Equity Scale," INFORMS Marketing Science Conference (Abstract).
- 1995 Donthu, Naveen and Boonghee Yoo (1995), "Retail Productivity Assessment Using Data Envelopment Analysis," INFORMS Marketing Science Conference, New Orleans (Abstract).
- 1995 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).
- 1995 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).
- 1995 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).

- 1994 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, 24-29.
- 1994 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).
- 1993 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*).

### **Mass Media Coverage of Research**

- 2000 "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**

- 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 - Present 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.

**COURSES TAUGHT:** (T) = Tutorial; (G) = Graduate-level course

**At Hofstra** (2002 – Present) \* = Regular lecture courses

- § 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 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)

**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)

**STUDENT COURSE AND TEACHER RATINGS (CTRs) AT HOFSTRA**

Course and Section	Level	Semester	Teaching Effectiveness Factors (Scale Scores)			
			(1) Overall Evaluation of Instructor and Course	(2) Workload and Difficulty	(3) Grading and Feedback Quality	(4) Interaction and Encouragement
MKT144-A	UG	Fall 2002	1.7	2.8	1.3	1.6
MKT175-01	UG	Fall 2002	1.9	3.0	1.5	2.0
MKT175-B	UG	Fall 2002	1.7	3.0	1.7	1.4
MKT245-A	G	Fall 2002	2.0	2.4	1.5	1.9
Semester Average			1.8	2.8	1.5	1.7
MKT144-A	UG	Spring 2003	2.2	2.1	1.9	2.1

MKT175-A	UG	Spring 2003	2.2	2.7	1.8	2.2
MKT207-A	G	Spring 2003	3.2	2.7	2.6	2.8
Semester Average			2.5	2.5	2.1	2.4
MKT144-A	UG	Fall 2003	1.7	2.6	1.4	1.8
MKT207-A	G	Fall 2003	2.4	2.9	2.0	1.8
MKT245-A	G	Fall 2003	1.4	2.5	1.2	1.4
Semester Average			1.8	2.7	1.5	1.7
MKT144-01	UG	Spring 2004	2.4	2.7	1.9	2.2
MKT144-A	UG	Spring 2004	1.1	2.8	1.3	1.2
MKT170-B	UG	Spring 2004	1.4	2.7	1.2	1.2
Semester Average			1.6	2.7	1.5	1.5
MKT101-A	UG	Fall 2004	1.5	2.8	1.3	1.4
MKT101-B	UG	Fall 2004	1.6	2.7	1.4	1.3
MKT257J-A	G	Fall 2004	1.4	2.6	1.4	1.1
Semester Average			1.5	2.7	1.4	1.3
MKT144-05	UG	Spring 2005	1.5	3.1	1.4	1.3
MKT144-A	UG	Spring 2005	1.4	2.9	1.2	1.1
MKT245-A	G	Spring 2005	1.8	2.2	1.4	2.1
Semester Average			1.6	2.7	1.4	1.5
MKT101-03	UG	Fall 2005	1.7	2.7	1.6	1.6
MKT101-B	UG	Fall 2005	1.5	2.8	1.4	1.6
MKT144-A	UG	Fall 2005	1.5	2.4	1.6	1.4
Semester Average			1.6	2.6	1.5	1.5
MKT101-A	UG	Spring 2006	1.7	2.8	1.5	1.7
MKT245-A	G	Spring 2006	2.6	2.3	2.0	2.3
MKT257J-A	G	Spring 2006	2.3	2.3	1.7	1.4
Semester Average			2.2	2.5	1.7	1.8
MKT101-A	UG	Fall 2006	2.0	2.8	1.9	2.5
MKT101-B	UG	Fall 2006	2.1	2.5	2.0	1.7
MKT144-A	UG	Fall 2006	2.3	2.3	2.0	2.0
Semester Average			2.1	2.5	2.0	2.1
MKT101-A	UG	Spring 2007	1.9	2.8	1.6	1.8
MKT144-A	UG	Spring 2007	2.1	2.3	1.8	1.7
MKT245-A	G	Spring 2007	2.1	2.3	1.7	1.5
Semester Average			2.0	2.5	1.7	1.7
Research Leave                      Fall 2007						
MKT144-A	UG	Spring 2008	2.7	2.5	2.1	2.2
MKT144-B	UG	Spring 2008	2.3	2.5	1.8	1.9
MKT245-A	G	Spring 2008	1.8	2.3	1.3	1.8
HUHC-021B	UG	Spring 2008	1.2	2.8	1.4	1.0
Semester Average			2.0	2.5	1.7	1.7
MKT101-A	UG	Fall 2008	2.4	2.8	1.9	2.4
MKT144-01	UG	Fall 2008	2.6	2.4	1.9	2.4

MKT144-A	UG	Fall 2008	2.6	2.1	1.9	1.8
Semester Average			2.5	2.4	1.9	2.2
MKT101-A	UG	Spring 2009	2.0	2.8	1.8	1.9
MKT144	UG	Spring 2009				
MBA350	G	Spring 2009	2.3	3.0	2.1	1.3
Semester Average						

## SERVICES

### Services to the Department

- 2002 - Present      Member, Departmental Personnel Committee, Department of Marketing and International Business
- 2003 - Present      Departmental Representative, Library and Information Services, Department of Marketing and International Business
- 2004 - Present      Webmaster of the Departmental Homepage, Department of Marketing and International Business
- 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.
- 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
- 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

- 2008 - Present      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**

- 2006 - Present 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)

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.

- 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.

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**

- 2008 Co-translated from Korean to English a book by Kuksun Ahn titled "When I Have Done the Lord's Work" (4,000 copies distributed).
- 1998 - Present Editor, "Evangelists" (Quarterly Christian Newsletter; 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.
- 2007 & 2008 Judge, Annual Tissue Tactics Contest by AdPack USA (Ad agency)
- 2004 Marketing Strategy Planning Services to a Presbyterian Church: According to the request by Senior Pastor In-Chul Hwang, Arumdaun Presbyterian Church, Plainview, NY, I conducted three marketing projects on the voluntary basis:
- q Survey Report and Marketing Tips on Designing a Small-Group Bible Study, July 29, 2004.
  - q An Outcome Assessment of the Oikos Small-Group Bible Study, December 31, 2004
  - q What do the 30s and 40s age members want? December 31, 2004

### **PROFESSIONAL MEMBERSHIP:**

- 1993 - Present Member, American Marketing Association

### **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 Shelter Rock Church, Syosset, New York (Senior Pastor Steve Tomlinson)