

Benny Barak, Ph.D.

Professor of Marketing & International Business

HOFSTRA UNIVERSITY

Professor and Chairperson
Department of Marketing & International Business
Frank G. Zarb School of Business
222 Weller Hall, 134 Hofstra University
Hempstead, N.Y. 11550
Tel (516) 463-5707
Fax (516) 463-4834

E-Mail MKTBZB@HOFSTRA.EDU

HOME ADDRESS

6 Mirrielees Circle
Great Neck
New York, 11021

Tel (516) 466-1283
Fax (516) 466-6739

E-Mail barben@optonline.net

INTERESTS: Departmental Administration, Teaching, Research.

Special Research Interest: Cross-cultural studies of the aging process in varied consumer populations around the world. I seek to examine how independent and interdependent cognitive and desired age self-construal traits, as well as other psychographic life-style characteristics, are germane to the aging process on a global level, and how they vary across diverse societies. In cooperation with other faculty (both at Hofstra and other universities) I aspire to systematically assess the relationship of age self-construal traits to fashion perception and other aspects of consumer behavior across the world, so far with data collected in the United States, China, India, France, South Korea, and Nigeria.
Special Teaching Interest: Global and Domestic Strategic Marketing Planning.

EDUCATION:

- 1976/1979
&
1974/1975
- Ph.D.** - Graduate School of the **City University of New York**.
Major: Marketing, with a specialization in **Consumer Behavior**.
- Ph.D. Dissertation (1979):** "*Cognitive Reference Age Among the Elderly: A New Concept for Marketing.*"
An empirical thesis with as prime objective development of a survey measure to assess age-role self-conceptualization. The scale, renamed *Cognitive Age*, was found to be a reliable and valid alternative measure of non-chronological age.
- 1979
- M.A.** - Graduate School of the **City University of New York**.
Position Paper (1978): "*Consumer Behavior Under Conditions of Low Involvement.*"
- 1973
- M.B.A.** - **Bernard M. Baruch College**, City University of New York.
Major: Marketing.
Thesis: "*A Cross-Cultural Comparison: American and Dutch Tourists.*"
- 1972
- B.S.** - **California State University, Hayward** (Hayward, CA).
Major: Business Administration - **Marketing**.

HONORS:

- 2003/2004 **Distinguished Teaching Award** - Frank G. Zarb School of Business
- 1991, 1997
& 2003 **Special Research Leave** - Hofstra University
- 1975 **Graduate Teaching Fellow:** Graduate School - City University of New York
- 1974 **Doctoral Research Fellowship**, Bernard M. Baruch College, C.U.N.Y.
- 1974 **C.U.N.Y. representative** to the *Ninth Doctoral Consortium of the American Marketing Association*; Eugene, Oregon.
- 1973 **Master's Research Fellowship**, Bernard M. Baruch College, C.U.N.Y.
1972. **Magna Cum Laude**, California State University at Hayward, California

Honor Societies:

- 1972 *Delta Mu Delta* - National Honor Society in Business Administration.
- 1972 *Omicron Delta Epsilon* - International Honor Society in Economics.

ACADEMIC EXPERIENCE:

- 1992/present **Chairperson** - Department of Marketing & International Business,
Frank G. Zarb School of Business, Hofstra University.
- 2004 **Professor of Marketing and International Business**
- 1985/2004 **Associate Professor of Marketing and International Business**
Department of Marketing & International Business
Frank G. Zarb School of Business - Hofstra University (tenured as of 1990).
- 1981/1985 **Assistant Professor** - Department of Marketing
Bernard M. Baruch College - the City University of New York.
- 1979/1981 **Assistant Professor** - Department of Marketing
University College, Rutgers - The State University of New Jersey.
- 1976/1979 **Instructor** - Department of Marketing
University College, Rutgers - The State University of New Jersey.
- 1973/1975 **Lecturer** - Department of Marketing
Bernard M. Baruch College - The City University of New York.
- 1973 **Research Assistant** - Department of Marketing
Bernard M. Baruch College - The City University of New York.

COURSES TAUGHT SINCE 1973: **Graduate Level** (Hofstra University, Bernard M. Baruch College - C.U.N.Y. & Rutgers, the State University of New Jersey):

Marketing Management, Survey of Marketing, Consumer Behavior, Marketing Planning and Control, Strategic Marketing Management, Marketing Communications & Promotional Strategies, Advertising Principles, Advanced Research Seminar (Hofstra M.B.A Capstone course), M.B.A. thesis supervision, Ph.D. Dissertation supervision (Doctoral programs at Hofstra University and at the Graduate School of the City University of New York).

Undergraduate Level (Hofstra University, Erasmus University, Bernard M. Baruch College - C.U.N.Y. & Rutgers University, the State University of New Jersey):

Marketing Foundations, Consumer Behavior, Consumer Studies Seminar, Marketing Strategy, Marketing Planning and Product Strategies (Hofstra, Capstone course), Marketing Planning and Product Strategies (Hofstra, Product Planning and Strategy (Rutgers), Product Planning and Control (Baruch, Capstone course), International Marketing (Hofstra & Erasmus University), Introduction to Advertising, Advanced Advertising Management (Rutgers - Capstone course), Marketing Communications, Marketing for Non-Profit Organizations, Marketing and Society.

PUBLICATIONS:

Journal Articles

- 2003 "Age Satisfaction in Africa and Asia: A Cross-Cultural Exploration," with Mathur , Zhang, Lee and Erundu. **Asia Pacific Journal of Marketing & Logistics**, Vol. 15 (1/2), 3-26.
This lead-in article is a substantially revised and blind-reviewed version of a national ACR sponsored conference paper, with the same title, in S. M. Smith, (ed.), **8th Cross-Cultural Research Conference**, Turtle Bay Resort, Hawaii [presented December 2001 & published on CD-RAM disk].
- 2001 "Perceptions of Age Identity: A Cross-Cultural Inner-Age Exploration," with Mathur , Zhang, and Lee. **Psychology & Marketing**, 18(10), Oct. 2001, 1003-1029.
- 2001 "A Cross-Cultural Procedure to Assess Reliability and Measurement Invariance," with Mathur (lead author), Zhang, and Lee. **Journal of Applied Measurement**, 2 (3), 2001, 241-255.
- 1999 "Perceived Youth: Appraisal and Characterization," (with D. Rahtz), **The International Journal of Aging & Human Development**, 49 (3), 1999, 231-257.

Journal Articles (Continued)

- 1998 "The Inner Ages of Middle-Aged Prime-Lifers," **The International Journal of Aging & Human Development**, 46 (3), 1998, 189-228.
- 1990 "Cognitive Age and Youthfulness: Demographic and Psychographic Dimensions," (with D. Rahtz), **Journal of Ambulatory Care Marketing**, 3 (2), 1990, 51-65.
- 1988 "Public Self-Consciousness and Consumption Behavior," (with S. Gould), **Journal of Social Psychology**, 128 (3), June 1988, 393-400.
- 1987 "Cognitive Age: A New Multidimensional Approach To Measuring Age Identity," **The International Journal of Aging & Human Development**, 25 (2), 1987, 109-128.
- 1987 "Baby Boom Singles: The Social Seekers," (with B. Stern and S. Gould), **Journal of Consumer Marketing**, 4 (4), Fall 1987, 5-22.
- 1987 "Sexual Identity Scale: A New Self-Assessment Measure," (with B. Stern and S. Gould), **Sex Roles**, 17 (9/10), 1987, 503-519.
- 1986 "Subjective Age Correlates: A Research Note," (with B. Stern), **The Gerontologist**, 26 (5), 1986, 571-578.
- 1985/86 "Women's Age in Advertising: An Examination of Two Consumer Age Profiles," (with B. Stern), **Journal of Advertising Research**, 25 (December/January), 1985/1986, 38-47.
- 1985 "Fantastic At Forty! The New Young Woman Consumer" (with B. Stern), **The Journal of Consumer Marketing**, 2 (2), Spring 1985, 41-54.

National Conference Proceeding Articles

- 2001 "Age Satisfaction in Africa and Asia: A Cross-Cultural Exploration," (with Mathur, Zhang, Lee and Erundu) in S. M. Smith, (ed.), **8th Cross-Cultural Research Conference**, Turtle Bay Resort, Hawaii [presented December 2001 & published on CD-RAM disk]. After a double-blind review and substantial revisions also published in the **Asia Pacific Journal of Marketing & Logistics** (see above).
- 1990 "Cognitive Age and Youthfulness: Demographic and Psychographic Dimensions," (with D. Rahtz) in D. Kriner and George T. Baker, III (Eds.), **Advances in Health Care Research, 1989 Proceedings**, American Association for Advances in Health Care Research, 1990, 47-51. This article, under the same title was invited for publication in the **Asia Pacific Journal of Marketing & Logistics** (see above).

National Conference Proceeding Articles (Continued)

- 1990 "Exploring Additional Dimensions of Quality of Life Among Middle-Aged Pre-Boomers," (with D. Rahtz) in H. Lee Meadow and M. Joseph Sirgy, (eds), **Quality-of-Life Studies in Marketing and Management: Proceedings of the third Quality-of-Life/Marketing Conference**, Blacksburg, Virginia: Omni Press, 1990, 239-253.
- 1988 "Ideal Age Concepts: An Exploration," (with B. Stern and S. Gould) in Michael J. Houston (ed), **Advances in Consumer Research, Vol 15**, Ann Arbor: Association of Consumer Research, 1988, 146-152.
- 1987 "Male and Female Fashion Apparel Innovativeness and Opinion Leadership: A Research Note," (with S. Gould) in Jon H. Hawes and George E. Glison (eds), **Developments in Marketing Science, Vol 10**, Akron, Ohio: Academy of Marketing Science, 1987, 110-114.
- 1986 "Sex-Linked Trait Indexes Among Baby-Boomers and Pre-Boomers: A Research Note," (with B. Stern) In R. J. Lutz (Ed), **Advances in Consumer Research, Vol. 13**, Ann Arbor, ACR, 1986, 204-209.
- 1985 "Alternative Age Measures: A Research Agenda," (with S. Gould) in E. C. Hirshman and M. B. Holbrook, **Advances in Consumer Research, Vol. 12**, (eds), Ann Arbor: Association for Consumer Research, 1985, 53-58.
- 1984 "Teaching Environmental Scanning: An Experimental Approach," in **Developments in Marketing** Kalamazoo, Michigan: Academy of Marketing Science, 1984, 169-173.
- 1982 "Elderly Solitary Survivors and Social Policy: The Case forWidows," in **Advances in Consumer Research, Vol. 9**, Andrew Mitchell, (ed), Ann Arbor: Association for Consumer Research, 1982, 27-30.
- 1981 "Cognitive Age: A Nonchronological Age Variable" (with L. G. Schiffman), in **Advances in Consumer Research, Vol. 8**, K.B. Monroe, (ed), Ann Arbor: Association of Consumer Research, 1981, 602-606.
- 1981 "The Case-Form Method: An Alternative Approach to Teaching Marketing Strategy," in **The Changing Marketing Environment: New Theories and Applications, 1981 Educators' Conference, Vol. 47**, K. Bernhardt et al, (eds), Chicago: American Marketing Association, 1981, 419-422.

Local Conference Proceeding Article

- 1978 "Attitude Involvement with Newark," in **Newark, 1967-1977: An Assessment**, Newark, N.J.: New Jersey Institute of Technology, 1978, 519-523. [This was not a national Conference]

Publications in Books

- 1985 Reprint of Barak and Schiffman (1981). "Cognitive age: A nonchronological age variable," as a reading in **The Elderly Market: Selected Readings**, ed. C. Schewe, American Marketing Association, 1985, 16-20.
- 1982 Chapter on "Sales Promotion," In C. Heyel (Ed.), **The Encyclopedia of Management**, 3rd ed., N.Y.: Van Nostrand Reinhold Co., 1982, 1073-1076.

Book Review

- 1991 Book review of **How Old Are You: Age Consciousness in American Culture**, by Howard P. Chudacoff, Princeton University Press, 1991, in the **Journal of the Academy of Marketing Science**, 19 (Spring), 152-153.

Journal & Book Editing

- 1995 Co-editor & co-chair (with Evans and Berman), **Proceedings - 1995 Research Conference on Ethics and Social Responsibility in Marketing**, Hofstra University Press, 1995.
- 1994 to Present Reviews of articles, since 1994, for **American Marketing Association Conferences**, the **Journal of the Academy of Marketing Science**, the **Journal of Business Ethics**, the **International Journal of Aging & Human Development**, and **Psychology & Aging**.

Invited Presentations

- 2004 "Are Age Self-Contrual and QOL Associations a Cross-Cultural Phenomenon?" (with Drs. Guiot and Mathur), *6th International Conference of the International Society for Quality of Life Studies*, Nov. 10-14, 2004, Philadelphia, PA.
- 1997 "The Internationalization of the Zarb School of Business", presented at the *CIBER program of Rutgers and Columbia Universities* at Rutgers University, Newark on internationalizing business schools.

Non-Self Citations of Writings

(Known non-self citations -- compiled from *Social Sciences Citation Index*, *LEXIS/NEXIS*, other electronic data bases and original sources)

Barak, B. (1998). Inner-Ages of middle-aged prime lifers. **International Journal of Aging and Human Development**, 46 (3), 189-228.

1. (2002), *Advances in Consumer Research*, Vol. 29, 539-541.
2. (2001), *Journals of Gerontology*, Vol. 56B (4), p. 195-211.

Barak, B. (1987). Cognitive age: A new multidimensional approach to measuring age identity. **International Journal of Aging and Human Development**, 25 (2), 109-127.

1. (2002), *Experimental Aging Research*, Vol. 28 (1), 87-98.
2. (2001), *Thesis at University of Maastricht, Netherlands* (thesis on Web).
3. (2000), *Journal of Marketing Management*, Vol. 16 (5), 505-527.
4. (2000), *Journal of Market Research Society*, Vol. 41, 311-334.
5. (1999), *Journal of Social Behavior and Personality*, Vol. 14 (2), 221-241.
6. (1999), *Thesis at Lakehead University, Canada* .
7. (1998), *International Journal of Aging and Human Development*, Vol 46 (2), 109-124.
8. (1998), *Journal of General Psychology*, Vol125 (4), 317-345.
9. (1997), *Health Care Management Review*, Vol. 22, 33-40.
10. (1997), *Annual Review of Sociology*, Vol. 23, 233.
11. (1996), *International Journal of Aging and Human Development*, Vol 43 (2), 267-276.
12. (1995), *Journal of Social Psychology*, Vol. 135, p. 447-457.
13. (1994), *Folia Neuropsychiatrica*, Vol. 29 (2), 119-127.
14. (1993), *International Journal of Aging and Human Development*, Vol 37 (3), 191-203.
15. (1992), *Journal of Applied Psychology*, Vol. 77, 469.
16. (1992), *Zeitschrift fur Entwicklungspsychologie & Pedagogische Psychologie*, Vol. 24, 39-48

17. (1991), *Zeitschrift fur Gerontologie*, Vol. 24, 98.
18. (1991), *Work Stress*, Vol. 5, 177.
19. (1991), *Journal of Advertising*, Vol. 20 (4), p. 37-47

Barak, B. (1979). *Cognitive reference age among the elderly: A new concept for marketing*, unpublished Ph.D. dissertation, The City University of New York.

1. (1997), *Health Care Management Review*, Vol. 22, 33-40.
2. (1994), *Folia Neuropsychiatrica*, Vol. 29 (2), 119-127.
3. (1991), *Journal of Business Research*, Vol. 22, p. 187-194
4. (1989), *Psychology and Aging*, Vol. 4 (1), 73-78.

Barak, B., & Gould, S. (1985). Alternative age measures: A research agenda. In E. C. Hirshman & M. B. Holbrook (Eds.), **Advances in consumer research** (Vol 12, pp. 53-58). Ann Arbor, MI: Association for Consumer Research.

1. (2002), *Advances in Consumer Research*, Vol. 29, 539-541.
2. (2001), *Thesis at University of Maastricht, Netherlands* (thesis on Web).
3. (2000), *Advances in Consumer Research*, Vol. 27, 215-223.
4. (2000), *Journal of Marketing Management*, Vol. 16 (5), 505-527.
5. (1999), *Journal of Social Behavior and Personality*, Vol. 14 (2), 221-241.
6. (1999), *Thesis at Lakehead University, Canada* .
7. (1997), *Health Care Management Review*, Vol. 22, 33-40.
8. (1997), *Annual Review of Sociology*, Vol. 23, 233.
- 9 (1996), *International Journal of Aging and Human Development*, Vol 43 (4), 267-276.
10. (1995), *Journal of Consumer Psychology*, Vol. 4 (2), 107-132.
11. (1994), *Folia Neuropsychiatrica*, Vol. 29 (2), 119-127.
12. (1992), *Gerontologist*, Vol. 32, p. 312-317.

13. (1991), *Journal of Business Research*, Vol. 22, p. 187-194
14. (1991), *Journal of Advertising*, Vol. 20 (4), p. 37-47
15. (1990), *Association of Consumer Research*, Vol. 20, p. 880.
16. (1989), *Psychology and Aging*, Vol. 4 (3), 376-377.

Barak, B., & Rahtz, D. R. (1990). Cognitive age and youthfulness: Demographic and Psychographic dimensions. **Advances in Health Care Research, 1989 Proceedings**, American Association for Advances in Health Care Research, 47-51.

1. (2001), *Thesis at University of Maastricht, Netherlands* (thesis on Web).
2. (1999), *Journal of Social Behavior and Personality*, Vol. 14 (2), 221-241.
3. (1995), *Journal of Consumer Psychology*, Vol. 4 (2), 107-132.
4. (1995), *Journal of Social Psychology*, Vol. 135, p. 447-457.
5. (1992), *Journal of Consumer Research*, Vol. 19 (September), p. 292-301.

Barak, B., & Schiffman, L. G. (1981). Cognitive age: A nonchronological variable. In K. B. Monroe (Ed.), **Advances in Consumer Research** (Vol 9, pp. 602-606). Ann Arbor, MI: Association for Consumer Research.

1. (2002), *Advances in Consumer Research*, Vol. 29, 539-541.
2. (2001), *Thesis at University of Maastricht, Netherlands* (thesis on Web).
3. (2000), *Advances in Consumer Research*, Vol. 27, 215-223.
4. (2000), *Journal of Marketing Management*, Vol. 16 (5), 505-527.
5. (2000), *Journal of Market Research Society*, Vol. 41, 311-334.
6. (1999), *Regards croises en Sciences Economiques et Gestion, Information et Communication, Sciences humaines et sociales*, Paris: L'Harmattan, 193-208.
7. (1999), *Journal of Market Research Society*, Vol 41, p. 311.
8. (1999), *Journal of Social Behavior and Personality*, Vol 14 (1), 221-241.
9. (1999), *Thesis at Lakehead University, Canada* .
10. (1998), *ANZMAC Conference, New Zealand* (article on Web)

11. (1997), *Health Care Management Review*, Vol. 22, 33-40.
12. (1996), *Actes du Congres de l'Association Francaise du Marketing*, 12, 21-32.
13. (1996), *Health Communication*, Vol. 8, (3) pp. 199-215.
14. (1996), *Review of Business*, Vol. 17, (3) Spring (article on Web).
15. (1995), *Journal of Consumer Psychology*, Vol. 4 (2), 107-132.
16. (1995), *Journal of Social Psychology*, Vol. 135, p. 447-457.
17. (1994), *Research on Aging*, Vol. 16, p 415.
18. (1993), *Association of Consumer Research*, Vol. 20, p. 257.
19. (1992), *Gerontologist*, Vol. 32, p. 312-317.
20. (1992), *Social Indicators*, Vol. 26, p. 23.
21. (1992), *Journal of Consumer Research*, Vol. 19 (September), 292-301.
22. (1991), *Journal of Advertising*, Vol. 20 (4), 37-47.
23. (1991), *Journal of Business Research*, Vol. 22, 187-194
24. (1990), *Association of Consumer Research*, Vol. 17, 880-885
25. (1990), *Association of Consumer Research*, Vol. 20, 902.

Barak, B., & Stern, B. (1986). Subjective age correlates: A research note. **The Gerontologist**, 26 (5), 571-578.

1. (2001), *Thesis at University of Maastricht, Netherlands* (thesis on Web).
2. (1999), *Thesis at Lakehead University, Canada* .
3. (1998), *International Journal of Aging and Human Development*, Vol 46 (2), 109-124.
4. (1998), *Advances in Experimental Social Psychology*, Vol. 30, 93-100.
5. (1997), *Annual Review of Sociology*, Vol. 23, 233-261.
6. (1996), *Journal of Adult Development*, Vol. 3 (4), 193-203.
- 7 (1996), *International Journal of Aging and Human Development*, Vol 43 (4), 267-276.

8. (1995), *Journal of Consumer Psychology*, Vol. 4 (2), 107-132.
9. (1995), *Journal of Adult Development*, Vol. 3 (3), 171-182.
10. (1995), *Journal of Social Psychology*, Vol. 135 (4), 447-457.
11. (1994), *Journal of Aging Studies*, Vol 8 (4), 397-412.
12. (1994), *Research on Aging*, Vol 16, 415.
13. (1994), *Journal of the Academy of Marketing Science*, Vol. 22 (3), 195-204.
14. (1994), *Folia Neuropsychiatrica*, Vol. 29 (2), 119-127.
15. (1994), *Journal of Gerontological Social Work*, Vol. 23 (1-2), 223-244.
16. (1993), *International Journal of Aging and Human Development*, Vol 37 (3), 191-203.
17. (1992), *Journal of Applied Psychology*, Vol. 77 (4), 469-484.
18. (1992), *Gerontologist*, Vol. 32, 312-317.
19. (1992), *Zeitschrift fur Entwicklungspsychologie & Pedagogische Psychologie*, Vol. 24, 39-47
20. (1991), *Zeitschrift fur Gerontologie*, Vol. 24, 98-104.
21. (1991), *Sex Roles*, Vol. 24, 323-333
22. (1989), *Zeitschrift fur Entwicklungspsychologie & Pedagogische Psychologie*, Vol. 21, 279-293
23. (1990), *Association of Consumer Research*, Vol. 17, 880-885
24. (1989), *Psychology and Aging*, Vol. 4 (1), 73-78.

Barak, B., & Stern, B. (1985/86). Women's age in advertising: An examination of two consumer age profiles. **Journal of Advertising Research**, 25 (December/January), 38-47.

1. (1992), *Journal of Advertising Research*, Vol 32(September/October), 43-53.
2. (1992), *Decision Sciences*, Vol. 23, 724-745.
3. (1990), *Journal of Advertising Research*, Vol. 29, 31-36.
4. (1989/1990), *Journal of Advertising Research*, (December/January), 31-35.

Barak, B. & Stern, B. (1985). Fantastic at forty! The new young woman consumer. **The Journal of Consumer Marketing**, 2 (2), Spring 1985, 41-54.

1. (1995), *Journal of Consumer Psychology*, Vol. 4 (2), 107-132.
2. (1994), *Perceptual and Motor Skills*, Vol 78 (3), 1075-1084.
3. (1992), *Journal of Consumer Research*, Vol. 19 (2, September), 292-301.
4. (1992), *Gerontologist*, Vol. 32, 312-317.
5. (1990), *Association of Consumer Research*, Vol. 17, 880-885.
6. (1990), *Akron Business and Economic Review*, Vol. 17, 880-885.

Barak, B., Stern, B. & Gould, S. (1988). Ideal age concepts: An exploration. In M. Houston (Ed.), **Advances in consumer research** (Vol 15, pp. 146-152). Ann Arbor, MI: Association for Consumer Research.

1. (2001), *Thesis at University of Maastricht, Netherlands* (thesis on Web).
2. (2001), *Journals of Gerontology*, Vol 36B (6) 267-373.
3. (2000), *Advances in Consumer Research*, Vol. 27, 215-223.
4. (1999), *Journal of Social Behavior and Personality*, Vol. 14 (2), 221-241.
5. (1998), *International Journal of Aging and Human Development*, Vol 46 (2), 109-124.
6. (1992), *Gerontologist*, Vol. 32 (3), 312-317.
7. (1991), *Wood and Fiber Science*, Vol. 23 (2), 207-219.
8. (1990), *Association of Consumer Research*, Vol. 17, 902.
9. (1990), *Association of Consumer Research*, Vol. 17, 880-885.

Work in Progress

Organized, with others from the department (Drs. Erondy, Lee, Mathur, and Zhang) as well as Dr. Guiot from Universite de Lille 2 (ESA) in France and Dr. Gould from Baruch College, CUNY, cross-cultural consumer behavior research. Designed the survey which focuses psychographics such as age and sex self-construal, life-satisfaction and materialism, as well as fashion related AIO items (e.g., fashion opinion leadership) and aspects of media behavior (e.g. frequency of usage of different media). Field surveys started in the late 1990s and by now there are hundreds of respondents from China, France, India, Nigeria, South Korea, and the United States. Data collection relied on the same survey questionnaire in diverse languages (Mandarin Chinese, English, French, and Korean) and will continue, thereby ensuring future publications.

Based on this data base, I published three articles as first author: two in marketing journals - **Psychology & Marketing** (2001) and **Asia Pacific Journal of Marketing & Logistics** (2003) – and the third a paper presented at a 2001 ACR sponsored **Cross-Cultural Research Conference** in Hawaii (after a 2nd blind review and a major re-write it became the 2003 **Asia Pacific Journal of Marketing & Logistics** article). The third journal article to rely on the data base was published (with Dr. Mathur as first author and myself as second) in the **Journal of Applied Measurement** (2001); that paper helped to further establish (through confirmatory factor analyses) reliability and validity of my cognitive age scale across China, India, and Korea.

Presently, an empirically based marketing journal article (co-authored as first author with Guiot, Mathur, Zhang, and Lee) is under preparation and aimed at the **Journal of Business Research (JBR)**. It assesses which inner-age measures in global consumer research are of greatest use in a global cross-cultural setting while relying on comparisons and contrasts between *independent* and/or *interdependent* measures of cognitive and desired age construal. The results indicate that interdependent age measures are better. *Are Age Self-Contrual and QOL Associations a Cross-Cultural Phenomenon?* (with Drs. Guiot and Mathur), is to be presented in November 2004 at the Quality of Life conference in Philadelphia: it concerns an empirical exploration that compares and contrasts *independent* and *interdependent* forms of life-satisfaction, health-satisfaction, and inner-age-satisfaction across China, France, and Korea.

Lastly, an article, with Dr.Zhang as first author, concerned with assessments of self-reported media use in the five countries surveyed is under review with the **Journal of Advertising Research**.

**UNIVERSITY
SERVICE:**

- 1992/present **Chairperson - Department of Marketing & International Business.**
As chairperson serve on the *Dean's Advisory Board*; supervise the department; attend to all departmental faculty; guide and advise junior faculty; engage in faculty (full and part-time) recruitment and evaluation; provide special advisement to student with graduation and curricular issues (e.g. provide double-count waivers for IB majors); and represent the department. In summary, provide good leadership to the department.
- 2003-2004 **Elected Senator** – Chairs' representative, Hofstra University.
- 1995/present **Co-Chairperson and School of Business representative to Chairs Caucus Leadership Council.** The leadership council consists of representatives from HCLAS, and the Schools of Business, Communication, and Education.
- 1995/1997 **Member - Executive MBA Committee.** The executive MBA committee was involved in the development of the curriculum for the new Executive MBA program which started in Fall 2000.
- 1994/1995 **Member - U.S./Dutch Conference Planning Committee.**
- 1992/1996 **Member - Frank G. Zarb School of Business Strategic Planning Advisory Committee (SPAC).**
Responsibilities: long-term planning for the Zarb School, development of a mission statement for the School, and continuation of AACSB accreditation.
- 1988/1991 **Elected Senator** – School of Business representative, Hofstra University.
- Spring 1989
to Fall 1991 **Chairperson - Hofstra University's Planning & Budget Committee.**
Member - Senate Executive Committee.
Responsibilities included faculty representation at Hofstra's Board of Trustees meetings, and providing oral reports on P&B meetings to the Senate, faculty-at-large, and Zarb school faculty. Chairing also involved membership in the Search Committee for the Associate Provost for Research and Grants (in 1990/91).
- 1986/1990 **Chairperson - Departmental Curriculum Committee**
Department of Marketing & IB, Hofstra University.

UNIVERSITY

SERVICE: (Continued)

- 1986/1988 **Coordinator of Departmental Research Presentations**
Department of Marketing & IB, Hofstra University.
- 1985/1986 **Computer Coordinator**
Department of Marketing & IB, Hofstra University.
- 1982/1985 **Supervisor: Marketing and Consumer Research Division**
Marketing Department, Bernard M. Baruch College, C.U.N.Y.

NON-ACADEMIC

EXPERIENCE:

- 1994 **Marketing Consultant & Expert Witness.**
Forschner Group v. Arrow Trading (Swiss Army Knife brand perception based on assessments of consumer surveys of Swiss versus Chinese manufacturing as an issue in generic branding).
- 1994 *Forschner Group v. Arrow Trading* (Swiss Army Knife brand perception based on assessments of consumer surveys of Swiss versus Chinese manufacturing as an issue in generic branding).
- 1991 *Bristol Myers Squibb v. McNeil-P.P.C.* (Excedrin-PM versus Tylenol-PM brand perception case with assessments of consumer surveys).
- 1990 *Georgio Beverly Hills v Lady-In-Red* ("Red" perfume brand perception case with assessments of consumer surveys).
- 1975/1976 **Manager of Market Research and Promotion** - Negev Phosphates (1966) Ltd., Israel. (Negev Phosphates Ltd is an Israeli national mining company) Developed a basic international research effort at the firm and introduced promotional strategies.
- 1970/1972 **Fuller Brush Salesman.** Earned 60% of total college expenses through commissions by working an average of 10 hours a week.
Tutor. In addition to the Fuller Brush job also had a college job as tutor in French, German, Accounting and Mathematics.
- 1969/1970 **Inspector of Tourist Services,** Israel Ministry of Tourism. Responsibilities: inspection and assessment of the quality of tourist facilities and services in Northern Israel, in addition to the investigation of tourist complaints.

NON-ACADEMIC

EXPERIENCE: (Continued)

- 1961/1969 **Military Service, Israel Defence Forces (I.D.F.)**
Military rank in 1969: *Captain* in the Reserves.
- 1968/1969 *Israeli Liaison Officer* to the United Nations (U..N.) Forces on the Lebanese and Syrian cease-fire lines.
- 1967/1968 *Public Relations Officer* in the I.D.F. Military Spokesman's Office.
- 1964/1967 *Junior Israeli Delegate* to the Mixed Armistice Commission with Lebanon and Syria.
- 1963 Graduated *Officer Cadet* School.
- 1961 Joined I.D.F., started *boot*-camp in combat infantry.

BIOGRAPHICAL

BACKGROUND Born in Dutch East-Indies (in 1945 this became Republika Indonesia). Left Indonesia in 1955 for the Netherlands. Upon graduation from secondary school in Amsterdam (science specialization) emigrated to Israel. Arrived in the United States (California) in September 1970. Upon arrival started freshman year of college (Fall 1970). Returned to Israel (1975/1976) for year's leave of absence from doctoral program (gaining industrial experience) Presently a U.S. Citizen and a resident of New York state since 1976,.

LANGUAGES: Fluency in: English, Hebrew, Dutch, French, and German.
Comprehension in: Swedish, Yiddish, and Afrikaans.

PROFESSIONAL

MEMBERSHIPS: American Marketing Association.
Association of Consumer Research.
Academy of Marketing Science.

PERSONAL: Happily married with one child 5'7" 140 pounds Excellent Health