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Married to Katherine Shultz
One son: Matthew C.G. Shultz

ACADEMIC DEGREES

1991 Columbia University, New York, New York.
Post Doctorate - Marketing.
1990 **Ph.D.** - Social & Organizational Psychology, **M.Phil.** (1990); **M.A.** (1984).

DePauw University, Greencastle, Indiana.
1977 **B.A. cum laude** - Psychology; study abroad: Athens & Cairo.

ACADEMIC APPOINTMENTS

5/09-present **Professor and Charles H. Kellstadt Chair**, Loyola University Chicago, Quinlan School of Business; **International Fellow**, Harvard-Vietnam Program / FUV (from 2001); **Research Fellow**, Doctoral Program in Sustainable Development, Loyola Andalucía (from 2017).

5/99-5/09 **Professor and Marley Foundation Chair**, Arizona State University, W. P. Carey School of Business and the Morrison School of Management and Agribusiness; **Faculty Affiliate**, School of Global Studies, Program for Southeast Asian Studies, the Russian and East European Studies Consortium, and the Melikian Center. **Research and Teaching Fellow**, Harvard-Vietnam-Fulbright Program; **Director**, ASU Food Marketing Program; **Director**, Balkans & Black Sea Export Development Project, an externally funded program.

8/94-present **Ancillary Appointments:**
Distinguished Visiting Professor & International Fellow, UEH-HCMC, Vietnam: March 2016-19.
BHP-Billiton Visiting Professor, University of Western Australia, February 2016.
Inaugural CCS Visiting Professor, Dublin City University, June 2007.
Visiting Scholar, Harvard University, sabbatical, Spring 2007.
Fulbright Scholar, Harvard-FETP, Vietnam, April, May, or June: 2001-2005, 2007, 2008, 2016.
Fulbright Scholar, University of Rijeka, Croatia, March-July 1997.
Invited Scholar, Harvard Institute for International Development / Harvard Vietnam Program:
Sept. 1996, 1997, 1999; Aug. 2010.
Research Analyst, Columbia University Center for International Business Research, 1994-1996.
Visiting Professor, Ho Chi Minh City College of Marketing, January 1995 & 1996.
Visiting Professor, University of Zagreb, July 1995 & 1996; June 1998, 2006, 2007.

4/97-5/99 **Associate Professor**, Arizona State University, School of Management.
8/94-4/97 **Assistant Professor**, Arizona State University, School of Management.
5/94-8/94 **Visiting Assistant Professor**, Columbia University Graduate School of Business.
1/94-5/94 **Associate Professor**, University of New England, Australia.
5/93-12/93 **Visiting Assistant Professor**, Columbia University Graduate School of Business.
8/92-5/93 **Assistant Professor**, Arizona State University, School of Management.
5/91-8/92 **Visiting Assistant Professor**, Columbia University Graduate School of Business.
1/87-5/89 **Instructor**, Columbia University.
8/83-12/83 **Adjunct Instructor**, William Paterson College.
8/76-5/77 **Experimental Psychology Laboratory Assistant**, DePauw University.

OTHER WORK EXPERIENCE

Consultancies for multinational and smaller companies, universities, governments and NGOs; management and other business experience (details on last page).

OVERVIEW: RESEARCH, TEACHING, AWARDS, DISTINCTIONS

- Transforming/Devastated/Recovering Markets and Economies; Marketing as Constructive Engagement; Macromarketing; Policy and Sustainable Development; Globalization; International and Cross-Cultural Marketing and Consumer Behavior; Food and Agribusiness Marketing; IPR; Value Chains; Marketing Strategy/Management; Marketing Places; Entrepreneurship; Big, Forward-Thinking, Developmental (BFD) Marketing; formats include MS, MBA, Undergraduate, Executive Education, Doctoral Seminars, and Site-Immersion courses.
- Two endowed professorships; several awards for scholarly contributions, including Fulbright appointments, research fellowships, distinguished visiting-professorships, outstanding article, outstanding reviewer, and outstanding service awards, best paper awards, honors for outstanding contributions to research, numerous grants, awards for faculty researcher and faculty teacher of the year, editorships and editorial board memberships, etc.; AMA Sheth-Foundation Marketing Doctoral Consortium, faculty participant.
- Over 250 scholarly publications, including books, journal articles, book chapters, conference proceedings, etc.; over 7500 citations (<https://scholar.google.com/citations?user=WLOYgWwAAAAJ&hl=en&oi=ao>).
- P.I. Co-P.I. or Leader for grants/projects funded by USDA, USAID, USDE, Ford Foundation, US State Department, United Nations, National Geographic Society, et al.
- Invited to lecture, to present research at universities and institutes, and to counsel governments, NGOs and businesses on six continents.
- An expanding focus on profoundly distressed markets, communities, societies and conflicted regions, to enhance sustainable peace and prosperity; the inclusion of junior faculty and students in various projects, to advance their scholarly and professional interests.

EDITORIAL AND POLICY BOARD RESPONSIBILITIES

President, Macromarketing Society, from 2016-2019.

President, International Society of Markets and Development, 2007-2010.

Editor, *Journal of Macromarketing*, two terms: 2004-2010.

Associate Editor, *Journal of Macromarketing*, from 2010-present.

Associate Editor, *Journal of Public Policy & Marketing*, from 2017-present.

Section Editor, Marketing and Development, *Journal of Macromarketing*, 1998-2010.

Editorial Review Board, *Journal of Public Policy & Marketing*, 1995-present.

Editorial Review Board, *Journal of Macromarketing*, 1995-present.

Editorial Policy Board, *Journal of Macromarketing*, 1997-present.

Editorial Review Board, *Consumption, Markets and Culture*, 2000-present.

Editorial Advisory Board, *Vietnam Marketing Journal*, February 2004-2015.

Editorial Board, *Journal of Economics and Development*, 2011-present.

Editorial Review Board, *Applied Research in Quality of Life*, 2010-present.

Editorial Board, *Journal of Consumer Affairs*, 2018-present.

Editorial Board, *International Journal of Community Well-Being*, from 2020.

Editorial Board, *Subsistence Marketplaces*, from 2021.

Editorial Policy Board, *Tržište*, 1996-2011.

Editorial Board, Palgrave-Macmillan Series on Marketing's Contributions to the Firm & Society, from 2019.

Policy Board, International Society for Markets and Development, 1997-2012; ex officio from 2012-present.

Council of Advisors, Thailand Regional Forum, from 2020.

Board of Trustees, Arizona Food and Drug Industry Education Foundation, 2000-2011.

Advisory Board, MSR21 (Marine Silk Road, 21st Century), 2013-present.

Editorial Advisory Board, *Securities Industry Daily*, 1994-1996.

BOOKS & MONOGRAPHS

Shultz, C., Rahtz, D. & Sirgy, J. (forthcoming, 2022), *Community, Economy, and COVID-19: Lessons from Multi-Country Analyses of a Global Pandemic*, Cham, Switzerland: Springer Publishing.

Shultz, C., et al. (forthcoming, someday), *Making the Balkans Work: Marketing, Development and Sustainable Peace in Southeast Europe*, solicited by publishers.

Shultz, C. ed. (2015), *Legends in Consumer Research – Morris B. Holbrook, Volume 12: Macromarketing Applications, Part I – Ethical Concerns, Social Issues, and Animal Companions*, Thousand Oaks, CA: Sage Publications.

Shapiro, S., Tadajewski, M. & Shultz, C. ed. (2009), *Macromarketing--A Global Focus: Marketing Systems, Societal Development, Equity & Poverty* (4 Volumes), London, UK: Sage Publishing.

Pecotich, A. & Shultz, C. (2006/2016), *Handbook of Markets and Economies: East Asia, Southeast Asia, Australia, New Zealand*, New York: M.E. Sharpe Publishers (first print, 2006); Routledge (second print 2016).

Pecotich, A. & Shultz, C. (1998), *Marketing and Consumer Behavior in East and Southeast Asia*, Sydney: McGraw-Hill (“Best Seller,” effective October 2000).

Enterprise Management in Countries with Economies in Transition (1997, written by Shultz, C., Low, M. & Ardrey, W.), New York: United Nations Publications [this monograph underwent a two-stage, double blind review; firstly, within the UN and then the academic economic development community].

INVITED/SPECIAL PUBLICATIONS

Shultz, C., Hoek, J., Lee, L., Leong, W., Srinivasan, R., Viswanathan, M. & Wertenbroch, K. (2022), “JPPM’s Global Perspective and Impact: An Agenda for Research on Marketing and Public Policy,” *Journal of Public Policy & Marketing*, 41(1), 34-50. <https://doi.org/10.1177/07439156211049216>

Shultz, C. & Wilkie, W. (2021), “Macromarketing, the Indispensable Discipline,” *Journal of Macromarketing*, 41 (1), 5-9. <https://doi.org/10.1177/0276146720983405>

Shultz, C., Barrios, A., Krasnikov, A., Becker, I., Bennett, A., Emile, R., Hokkinen, M., Pennington, J., Santos, M. & Sierra, J. (2020), “The Global Refugee Crisis: Pathway for a More Humanitarian Solution,” *Journal of Macromarketing*, 40 (1), 128-143. (Featured by Sage Publishing for World Humanitarian Day, 2021) <https://doi.org/10.1177/0276146719896390>

Shultz, C. (2017), “Marketing: The Next 40,000 Years,” *Journal of Macromarketing*, 37 (3), 328-330. <https://doi.org/10.1177/0276146717712360>

Shultz, C. (2016), “There *Is* more to Marketing: An Encore to Layton’s Ring Cycle and the Compelling Case for Marketing Systems Theory, Research and Management,” *Australasian Marketing Journal*, 24 (3), 257-259. <https://doi.org/10.1016/j.ausmj.2016.08.012>

Shultz, C. (2015), “Introduction,” *Legends in Consumer Research – Morris B. Holbrook, Volume 12: Macromarketing Applications, Part I – Ethical Concerns, Social Issues, and Animal Companions*, C. Shultz, ed. Thousand Oaks, CA: Sage Publications, xxiii-xxxiv.

- Shultz, C. & Holbrook, M. (2015), "Interview with Morris Holbrook," *Legends in Consumer Research – Morris B. Holbrook, Volume 12: Macromarketing Applications, Part I – Ethical Concerns, Social Issues, and Animal Companions*, C. Shultz, ed. Thousand Oaks, CA: Sage Publications, 489-498.
- Viswanathan, M., Shultz, C. & Sridharan, S. (2014), "Introduction to the Special Issue on Subsistence Marketplaces: From Micro-Level Insights to Macro-Level Impact," *Journal of Macromarketing*, 34 (2), 1-3.
- Sridharan, S. Viswanathan, M., Benton, R. & Shultz, C. (2014), "Introduction to a Special Section on Subsistence Marketplaces: Moving Bottom-up from Marketplace Insights to Managerial Implications," *Journal of Marketing Management*, 30 (5-6), 35-38.
- Shultz, C., Peterson, M., Zwick, D. & Atik, D. (2014), "My Iranian Road Trip – Comments and Reflections on Videographic Interpretations of Iran's Political Economy and Marketing System," *Journal of Macromarketing*, 34 (1), 87-94.
- Shultz, C. (2012), "Vietnam: Political Economy, Marketing System," *Journal of Macromarketing*, 32 (1), 7-17.
<https://doi.org/10.1177/0276146711428323>
- Shultz, C. (2009), "All Along the Watchtower," *Journal of Macromarketing*, 29 (4), 344.
- Mittelstaedt, J. & Shultz, C. (2009), "The Changing Face of Markets and Marketing Systems in Socioeconomic Development: Introductory Comments on the Special Issue," *Journal of Macromarketing*, 29 (4), 346-348.
- Shapiro, S. & Shultz, C. (2009), "Macromarketing, Controversy and Economic Development: Just Before and Now During the Global Meltdown," *European Business Review*, 21 (4), 313-325.
<https://www.emeraldinsight.com/doi/full/10.1108/09555340910970427?fullSc=1>
- Shultz, C., Holbrook, M. & Lehmann, D. (2009), "Metric and Interpretive Explorations of Macromarketing," *Journal of Macromarketing*, 29 (3), 217-219.
- Shapiro, S., Tadajewski, M. & Shultz, C. (2009), "Interpreting Macromarketing: The Construction of a Major Macromarketing Research Collection," *Journal of Macromarketing*, 29 (3), 325-334.
<http://journals.sagepub.com/doi/pdf/10.1177/0276146709338706>
- Shultz, C. (2009), Examining the Interactions among Markets, Marketing, and Society, *Journal of Macromarketing*, 29 (1), 1-3.
- Shultz, C. (2007), "Nâng cao chất lượng đào tạo tiến sĩ ở Việt Nam: góc nhìn quốc tế và những định hướng phát triển mới," trong Kỷ yếu Hội thảo *Nâng cao chất lượng đào tạo tiến sĩ kinh tế*, Nhà Xuất bản Đại học Kinh tế Quốc dân, Hà Nội: 76-84 ("Enhancing the quality of doctoral education in Vietnam: international perspectives and new directions for improvement," *Enhancing the Quality of Doctoral Education in Economics and Business in Vietnam*, Hanoi: National Economics University Publishing House, 68-75).
- Shultz, C. (2007), "The Unquestioned Marketing Life? Let Us Hope Not," *Journal of Macromarketing*, 27 (3), 224.
- Shultz, C. (2007), "Macromarketing," in *Explorations of Marketing in Society*, G. Gundlach, L. Block & W. Wilkie, eds. Cincinnati: ITP / South-Western Publishers, for the American Marketing Association, 766-784.
- Shultz, C. (2006), "Reach, Access, Impact," *Journal of Macromarketing*, 26 (1), 4.

- Shultz, C. (2006), "Makromarketinškoj orijentaciji," in *Identitet Marketinga*, G. Grbac, ed. Sveučilište U Rijeci Ekonomski Fakultet Rijeka, 4-5.
- Shultz, C. (2005), "Some Macromarketing Thoughts on Natural and Human-induced Disasters," *Journal of Macromarketing*, 25 (1), 2-3.
- Shultz, C., Rahtz, D. & Speece, M. (2004), "Globalization, Transformation, and Quality of Life: Reflections on ICMD-8 and Participative Marketing and Development," *Journal of Macromarketing*, 24 (2), 168-172. (Sanford Grossbart, special issue editor).
- Shultz, C. (2004), "Staying the Macromarketing Course and Expanding Boundaries," *Journal of Macromarketing*, 24 (1), 3-5.
- McDonagh, P. & Shultz, C. (2002), "On Society, Market Logic and Marketing," *European Journal of Marketing*, 36 (5/6), 517-522.
- Shultz, C., Speece, M. & Pecotich, A. (2000), "The Evolving Investment Climate in Vietnam and Subsequent Challenges to Foreign Investors," *Thunderbird International Business Review*, 42 (6), 735-754.
- Shultz, C. (1999), "Macrotransition: A New World Order Predicated by Consumers and Marketers (keynote address)," *Proceedings of Slovenian Marketing Association Conference*, Portorož, Slovenia.
- Shultz, C. (1992), "Vietnam's New Entrepreneurs," *Journal of Commerce*, 393 (no. 2778, July 27), 8a.

REFEREED JOURNAL ARTICLES

- Sepulveda, C., Shultz, C. & Peterson, M. (forthcoming), "Evolving Marketization, Societal Trends, and Indicators in Chile and the Andean Region," *Markets, Globalization and Development Review*.
- De Quero-Navarro, B., Aoun-Barakat, K., Shultz, C., Araque-Padilla, R. & Montero-Simó, M. José (in press), "Consumer Animosity and Perceived Cultural Distance: Toward Mutual Well-Being for Refugees and Host Countries," *Journal of Consumer Affairs*.
- Laczniaik, G. & Shultz, C. (2021), "Toward a Doctrine of Socially Responsible Marketing (SRM): A Macro and Normative-Ethical Perspective," *Journal of Macromarketing*, 41 (2), 201-231.
<https://doi.org/10.1177/0276146720963682>
- Steinfeld, L., Venugopal, S., Appau, S., Barrios, A., Dadzie, C., Gau, R., Holt, D., Nguyen, M., & Shultz, C. (2021), "Across Time, Across Space and Intersecting in Complex Ways: A Framework for Assessing Impacts of Environmental Disruptions on Nature-Dependent Prosumers," *Journal of Public Policy & Marketing*, 40 (2), 262-284. <https://doi.org/10.1177/0743915620976563>
- De Quero-Navarro, B., Aoun-Barakat, K., Shultz, C., Araque-Padilla, R. & Montero-Simó, M. (2020), "From Conflict to Cooperation: a Macromarketing View of Sustainable and Inclusive Development in Lebanon and the Middle East," *Environmental Management*, 66, 232-247. <https://doi.org/10.1007/s00267-020-01300-w>
- Barrios, A., Shultz, C. & Montes, J. (2019), "Entrepreneurship as Boundary Object: Toward Reintegration of Colombia's Ex-Militants into Civil Society," *Journal of Macromarketing*, 39 (4), 368-384.
<https://doi.org/10.1177/0276146719884606>

- Shultz, C. & Peterson, M. (2019), "A Macromarketing View of Sustainable Development in Vietnam," *Environmental Management*, 63 (4), 507-519. <https://link.springer.com/article/10.1007%2Fs00267-017-0971-8>
- Dumitrescu, C., Hughner, R., & Shultz, C. (2018), "Examining Consumers' Responses to Corporate Social Responsibility Addressing Childhood Obesity: The Mediating Role of Attributional Judgments," *Journal of Business Research*, 88 (July), 132-140. <https://doi.org/10.1016/j.jbusres.2018.03.006>
- Nguyen, D.T., Nguyen, T. & Shultz, C. (2018), "Diffusing Market Orientation to Drive Marketing Capital: Evidence from Vietnam," *Journal of Strategic Marketing*, 26 (6), 20-31. <https://doi.org/10.1080/0965254X.2017.1318941>
- Sredl, K., Shultz, C. & Brečić R. (2017), "The Arizona Market—A Marketing Systems Perspective on Pre- and Post-War Developments in Bosnia, with Implications for Sustainable Peace and Prosperity," *Journal of Macromarketing*, 37 (3), 300-316. <https://doi.org/10.1177/0276146717712359>
- Dumitrescu, C., Hughner, R. & Shultz, C. (2017), "Consumers' Responses to Governmental versus Corporate Initiatives Intended to Change Food Consumption Behaviors, Explained by Consumers' Self-Serving Bias," *Journal of Food Products Marketing*, 23 (6), 683-704. <http://dx.doi.org/10.1080/10454446.2015.1048033>
- Shultz, C. (2016), "Marketing an End to War: Constructive Engagement, Community Wellbeing, and Sustainable Peace," *Markets, Globalization & Development Review*, 1 (2), Article 2, 1-23. <http://digitalcommons.uri.edu/cgi/viewcontent.cgi?article=1015&context=mgdr>
- Varma, A., Jukic, N., Pestek, A., Shultz, C. & Nestorov, S. (2016). "Airbnb: Exciting Innovation or Passing Fad?" *Tourism Management Perspectives*, 20, 228-237. <https://doi.org/10.1016/j.tmp.2016.09.002>
- Barrios, A., de Valck, K., Shultz, C., Sibai, O., Husemann, K., Maxwell-Smith, M. & Luedicke, M. (2016), "Marketing as a Means to Transformative Social Conflict Resolution: Lessons from Transitioning War Economies and the Colombian Coffee Marketing System," *Journal of Public Policy & Marketing*, 35 (2), 185-197. <https://doi.org/10.1509/jppm.15.151>
- Dumitrescu, C., Hughner, R. & Shultz, C. (2016), "Policy and Marketing Changes to Help Curb Childhood Obesity: Government Ban vs. Industry Self-Regulation," *International Journal of Consumer Studies*, 40 (5), 519-526. <http://onlinelibrary.wiley.com/doi/10.1111/ijcs.12296/full>
- Haase, M., Becker, I., Nill, A., Shultz, C. & Gentry, J. (2016), "Male Breadwinner Ideology and the Inclination to Establish Market Relationships: A Theoretical Analysis and Evidence from Germany," *Journal of Macromarketing*, 36 (2), 149-167 (finalist, 2017 "Charles C. Slater Award," for best article published in volumes 35 and 36). <https://doi.org/10.1177/0276146715576202>
- Mittelstaedt, J., Kilbourne, W. & Shultz, C. (2015), "Macromarketing Approaches to Thought Development in Positive Marketing: Two Perspectives on a Research Agenda for Positive Marketing Scholars," *Journal of Business Research*, 68 (12), 2513-2516. <https://doi.org/10.1016/j.jbusres.2015.06.038>
- Mittelstaedt, J., Shultz, C., Kilbourne, W. & Peterson, M. (2014), "Sustainability as Megatrend: Two Schools of Macromarketing Thought," *Journal of Macromarketing*, 34 (3), 253-264. (2015 "Charles C. Slater Award," for best article published in volumes 33 and 34). <https://doi.org/10.1177/0276146713520551>
- Nguyen, T.T.M., Rahtz, D. & Shultz, C. (2014), "Tourism as Catalyst for Quality of Life in Transitioning Subsistence Marketplaces: Perspectives from Ha Long, Vietnam," *Journal of Macromarketing*, 34 (1), 28-44 (2018 "Best Article" Award, ISQOLS). <https://doi.org/10.1177/0276146713507281>

- Brown, S., McDonagh, P. & Shultz, C. (2013), "Titanic: Consuming the Myths and Meanings of an Ambiguous Brand," *Journal of Consumer Research*, 40 (December), 595-614. <https://doi.org/10.1086/671474>
- Dumitrescu, C., Nganje, W. & Shultz, C. (2013), "Perceived Value of Pasta in Greece and Romania," *British Food Journal*, 115 (10), 1518-1536. <https://doi.org/10.1108/BFJ-07-2013-0195>
- Brown, S., McDonagh, P. & Shultz, C. (2013), "A Brand So Bad It Has To Be Good," *Journal of Marketing Management*, 29 (11/12), 1251-1276. <https://www.tandfonline.com/doi/abs/10.1080/0267257X.2013.796321>
- Shultz, C., Deshpandé, R., Cornwell, B., Ekici, A., Kothandaraman, P., Peterson, M., Shapiro, S., Talukdar, D., Veeck, A. (2012), "Marketing and Public Policy: Transformative Research in Developing Markets," *Journal of Public Policy & Marketing*, 31 (2), 178-184. <http://journals.ama.org/doi/abs/10.1509/jppm.11.007?code=amma-site>
- Westbrook, M. D., Shultz, C. & Nguyen, D. T. (2012), "Quality of Student Life for Business Students in Vietnam: The Roles of Learning Motivation and Psychological Hardiness in Learning," *Journal of Happiness Studies*, 13 (6), 1091-1103. <https://link.springer.com/article/10.1007%2Fs10902-011-9308-0>
- Shultz, C. (2012), "Marketing Systems, the Ring Cycle, and the Layton Effect," *Australasian Marketing Journal*, 20 (3), 190-194. <https://doi.org/10.1016/j.ausmj.2012.05.004>
- Brown, S., McDonagh, P. & Shultz, C. (2012), "Dark Marketing: Skeleton in the Cupboard or Ghost in the Machine?" *European Business Review*, 24 (3), 196-215. (Outstanding Paper Award Winner at the Literati Network Awards for Excellence 2013.) <https://www.emeraldinsight.com/doi/abs/10.1108/095553412112224771>
- Jallat, F. & Shultz, C. (2011), "Lebanon: From Cataclysm to Opportunity -- Crisis Management Lessons for MNCs in the Tourism Sector of the Middle East," *Journal of World Business*, 46 (4), 476-486. <https://www.sciencedirect.com/science/article/pii/S1090951610000659>
- Nil, A. & Shultz, C. (2010), "Family Policy in Germany: Is the Romanticized Idealization of the Male Breadwinner Losing its Relevance?" *Journal of Macromarketing*, 30 (4), 375-383. <https://journals.sagepub.com/doi/abs/10.1177/0276146710375963>
- Pecotich, A., Rahtz, D. & Shultz, C. (2010), "Systemic and Services Dominant Socio-Economic Development: Legal, Judicial and Market Capacity Building in Bangladesh," *Australasian Marketing Journal*, 18 (4), 248-255. <https://www.sciencedirect.com/science/article/abs/pii/S1441358210000510>
- Shultz, C., Renko, S. & Brčić-Stipčević, V. (2010), "Grocery Store-Attributes in Recovering Economies: An Empirical Investigation of Their Importance, Using Three Component Contour Plotting," *Journal of International Food & Agribusiness Marketing*, 22 (1-2), 37-51. <https://www.tandfonline.com/doi/abs/10.1080/08974430903372757>
- Shultz, C. & Holbrook, M. (2009), "The Paradoxical Relationship between Marketing and Vulnerability," *Journal of Public Policy & Marketing*, 28 (1), 124-127; reprinted in C. Shultz (2015), *Legends in Consumer Research – Morris B. Holbrook, Volume 12: Macromarketing Applications, Part I – Ethical Concerns, Social Issues, and Animal Companions*, Thousand Oaks, CA: Sage Publications, 169-176. <https://journals.sagepub.com/doi/10.1509/jppm.28.1.124>
- Nil, A. & Shultz, C. (2009), "Global Software Piracy: Trends and Strategic Implications," *Business Horizons*, 52 (3), 289-298. Reprinted as Harvard Business School case, HBS Publishing, case # BH332-PDF-ENG. <https://www.sciencedirect.com/science/article/pii/S000768130900024X>

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- Shultz, C. (2007), "Marketing as Constructive Engagement," *Journal of Public Policy & Marketing*, 26 (2), 293-301. <https://doi.org/10.1509/jppm.26.2.293>
- Geipel, A., Nill, A. & Shultz, C. (2007), "Die Analyse der Zeugenaussage im ordentlichen Verfahren," *Zeitschrift für die Anwaltspraxis*, 19 (15), 847-856.
- Hughner, R., McDonagh, P., Prothero, A., Shultz, C. & Stanton, J. (2007), "Who are Organic Food Consumers? A Compilation and Review of Why People Purchase Organic Food," *Journal of Consumer Behaviour*, 6 (2-3), 94-110. <https://doi.org/10.1002/cb.210>
- Manfredo, M. & Shultz, C. (2007), "Risk, Trade, Recovery and the Consideration of Real Options: The Imperative Coordination of Policy, Marketing, and Finance in the Wake of Catastrophe," *Journal of Public Policy & Marketing*, 26 (1), 33-48. <https://doi.org/10.1509/jppm.26.1.33>
- Ardrey, W., Pecotich, A. & Shultz, C. (2006), "Entrepreneurial Women as Catalysts for Socioeconomic Development in Transitioning Cambodia, Laos, and Vietnam," *Consumption, Markets and Culture*, 9 (4), 277-300. <https://doi.org/10.1080/10253860600921811>
- Gentry, J., Putrevu, S. & Shultz, C. (2006), "The Effects of Counterfeiting on Consumer Search," *Journal of Consumer Behaviour*, 5 (May-June), 245-256. <https://doi.org/10.1002/cb.176>
- Shultz, C., Crnjak-Karanović, B. & Renko, S. (2005), "Evolving Food Marketing Systems in Recovering Economies: Some Lessons from Croatia's Gavrilović and emerging 'Oldies-but-Goodies'," *Ekonomski Pregled*, 56 (11), 996-1012. <https://hrcak.srce.hr/10417>
- Shultz, C., Burkin, T., Grbac, B. & Renko, N. (2005), "When Policies and Marketing Systems Explode: An Assessment of Food Marketing in the War-Ravaged Balkans and Implications for Recovery, Sustainable Peace, and Prosperity," *Journal of Public Policy & Marketing*, 24 (1), 24-37. (Finalist for "Thomas Kinneer Best Article Award," 2004-2007). <https://doi.org/10.1509/jppm.24.1.24.63897>
- Edwards, M. & Shultz, C. (2005), "Reframing Agribusiness: Moving from Farm to Market Centric," *Journal of Agribusiness*, 23 (1), 57-73. https://ecommons.luc.edu/business_facpubs/28/
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- Poot, S., Shultz, C., & Bamossy, G. (1994), "Ethnicity and Consumption in an Age of Urbanization and Global Marketing: The Case of Black South Africa," *Marketing: Its Dynamics and Changes*, ed. Hans Kasper, Maastricht: European Marketing Academy, 763-776.
- Pecotich, A., Renko N., & Shultz, C. (1994), "Violation of the Self Among the Devastated and the Dispossessed: Consumer Behaviour and the Value of Possessions within the Refugee Camps of Croatia," *Marketing: Its Dynamics and Changes*, ed. H. Kasper, Maastricht: European Marketing Academy, 1423-1426.

- Shultz, C. & Pecotich, A. (1994), "Vietnam: New Assessments of Consumption Patterns in a (Re)Emergent Capitalist Society," *Asia Pacific Advances in Consumer Research*, eds. J. Cote & Siew Meng Leong, Provo, UT, Association for Consumer Research, 222-227.
- Shultz, C. (1993), "Is There a Marketing Solution to the Commons Dilemma?" *Proceedings of Macromarketing Conference* (Vol. 18) eds. A. F. Firat, A. Joy, and R. Dholakia, University of Rhode Island.
- Pecotich, A. & Shultz, C. (1993), "Vietnam Revisited: Observations and Emergent Themes in Consumer Behavior Since the Implementation of Market Reforms," *European Advances in Consumer Research*, eds. G. Bamossy & F. van Raaij, Provo, UT: Association for Consumer Research, 233-236.
- Schmitt, B. & Shultz, C. (1993), "Situational Variances on Brand Preferences: The Effects of Variances in Product Exposures and Purchasing Targets," *Marketing for the New Europe: Dealing with Complexity* (Vol. 22) eds. J. Chias & J. Sureda, Barcelona: European Marketing Academy, 1703-1706.
- Shultz, C. & Pecotich, A. (1993), "Consumer Hopes and Dreams in Vietnam: What Consumers Want, Expect, Hope for, and Miss Since 'Doi Moi'," *Proceedings of International Conference on Marketing and Development*, (Vol. 4), ed. L. Dominguez, San Jose, Costa Rica, 454-457.
- Simmering, M. & Shultz, C. (1993), "Ownership of Sex-Stereotyped Toys in Relation to Parents' Occupational Prestige," *Proceedings of Society for Consumer Psychology*, (Division 23 of the American Psychological Association), eds. K. Findlay, A. Mitchell, & F.C. Cummins, Clemson, SC: American Psychological Association and CtC Press, 145-151.
- Shultz, C. & Tavassoli, N. (1992), "Viewer Involvement during Televised Sports and the Impact of Intrusive versus Non-Intrusive Commercials: Implications for Sponsors of World Cup '94," *Proceedings of European Marketing Academy Conference* (Vol. 21) ed. K. Grunert, Aarhus, Denmark, 1395-1398.
- Shultz, C. (1991), "Marketing, Machiavellianism, Organizational Structure, and Sales Performance," *Proceedings of European Marketing Academy Conference* (Vol. 20) ed. F. Bradley, Dublin, 1286-1311.

OTHER PUBLICATIONS

- Shultz, C. (2013), "What Is the Marine Silk Road and Why Should We Be Concerned?" Discussant comments, Carnegie Endowment for International Peace and Marine Silk Road 21st Century, <http://msr21.org/past-events>.
- Shultz, C. (2012), "Spotlight: Consumer Behavior Research in Emerging and Subsistence Markets," *CBSIG Quarterly*, 6 (1), American Marketing Association, MarketingPower.com.
- Shultz, C. (2011), "Cambodian Day Markets," The Macromarketing Society: www.macromarketingsociety.org.
- Shultz, C. (1998), "From the Editors: Marketing and Development," *Journal of Macromarketing*, 18 (1), 6.
- Shultz, C. (1996), "Marketing in the Land of the Moving Goal Posts," *Marketing News*, 30 (9), 14, 18.
- Ardrey, W. & Shultz, C. (1995), "Vietnam & China: Competitors but not Combatants," *The Asian Wall Street Journal Weekly*, November 6, 1995, 16 (correction in *The Asian Wall Street Journal Weekly*, January 2, 1996, 8).
- Shultz, C. Belk, R. & Ger, G. (1994), "Introduction to Consumption in Marketizing Economies," *Research in Consumer Behavior*, Vol. 7, eds. C. Shultz, R. Belk, & G. Ger, Greenwich, CT: JAI Press, ix-xiv.

BOOK REVIEWS

Shultz, C. (2000), Review of Harvie, C. & Tran Van Hoa (1997), *Vietnam's Reforms and Economic Growth*, New York: St. Martin's Press, in *Journal of Asian Studies*, 59 (3), 797-798.

RESEARCH PENDING REVIEW

“Macro-servicing: Services as Constructive Engagement for Sustainable Peace, Prosperity and Well-Being,” *Journal of Services Marketing*.

“Consumer Responses to COVID Policy Across the World: The Role of Resilience and National Culture” *Journal of International Marketing* (with A. Krasnikov et al.), revise and resubmit; under second review.

“Plastic Pollution - Importance of Education to Plastic-Waste Reduction in Vietnam.” *Society of Environmental Toxicology and Chemistry* (with A. Elzer, B. Brooks, L. Leege, D. Schlenk, S. Tran, C. Vo, T. Hoang).

“Pollution Mitigation and Reduction in Southeast Asia.” *US Dept. of State* (with T. Hoang et al.)

“A Systemic Framework for Constructive Engagement to Facilitate Community Quality of Life in the COVID-19 Era and Its Aftermath,” *Annual ISQOLS Conference* (with D. Rahtz & J. Sirgy), under review.

WORKING PAPERS/BOOKS WITH DATA COLLECTED

“Collective Trauma, Relief, and Resiliency in and through Consumption and Markets,” *2021 TCR Conference*, (with M. Mason, S. Bone, S. Menzel Baker, K. Aoun Barakat, A. Fehl, K. Pounders, M. Thomas).

“Cambodia’s Killing Fields: A Longitudinal Field Study -- with Lessons for Recovery, Justice, Civil Society, and Sustainable Peace and Prosperity”.

“The Dynamic Effects of Policy and Marketing Systems on Peace and QOL: Evidence from Medellin, Colombia” (with A. Barrios, et al.).

“Rehabilitating a Marketing System: Constructive Engagement, Unexploded-Ordnance Removal and Well-Being in Quang Tri, Viet Nam” (with M. Nguyen and M. Peterson).

“Can We Achieve Sustainable Peace and Prosperity in Iraq? Perspectives from Kurdistan and Nineveh”.

“IPR in Emerging Markets” (with A. Krasnikov).

“From Genocide to Global Marketing: Transition, FDI and Strategic Market Development” (with D. Rahtz).

“Systemic Commonalities and Remedies for the Global Refugee Crisis” (with A. Barrios, A. Krasnikov, K. Aoun-Barakat, et al.).

“The Global Refugee Crisis: Toward Humane Care and Resolution, from the Balkans to the Bekaa Valley.”

“Dark Marketing, Dark Consumption” (with S. Brown & P. McDonagh).

“Breaking the Cycle of Poverty, Injustice and Violence in Nicaragua: A Marketing Systems Template” (with R. Araque-Padilla, M. Montero-Simó & N. Salazar).

“From Vietnam to You: Systemic Dynamics of Distress and Desire in a System of Global Consumption.”

- “Vietnam’s Coffee Industry: Evolving Producer-Consumer Dynamics” (with An Van Khanh, et al).
- “Marketing Miracles – and Their Management”.
- “Meta-analysis for Benchmarking QOL in Developing Markets” (with J. Sirgy, et al.).
- “Three-dimensional Perspectives on Consumption Phenomena in the Wake of Ethnopolitical Conflict” (with M. Holbrook).
- “Macromarketing and the FIFA World Cup” (with B. Grbac, et al.).
- “Consumer Behavior during War-induced Stress: Possessions, Transactions and Self-Concept among Refugees from the Balkans to the Middle East” (with G. Aoun, et al.).
- “An Explanation of Parents’ Food Choices for their Children” (with C. Dumitrescu & R. Hughner).
- “The Impact of Tourism on Local Perceptions of QOL in Indonesia” (with D. Rahtz & F. Rahman).
- “Improving Living Standards Data: New Measures, Models and Interpretations for the World Bank” (with Nguyen Dinh Tho).
- “Binh Phuoc: A New Player in Vietnam’s Dynamic Economic Region of the South” (with Bui Van & Nguyen Dinh Tho).
- “In Search of the Postmodern Consumer: Refinement and Validation of POMOSCAL (with A. Firat).
- “The Transcendent Agora: Ancient, Contemporary and Digital Perspectives”.
- “From Machiavelli to Macromarketing: A Scholar’s Journey.”
- “Georgia, Russia, South Ossetia: Assessment of Post-War Consumer, Market and Marketing Dynamics” (with J. Gentry, M. Beruchashvili, M. Pearce).

RESEARCH SPONSORSHIPS AND ACADEMIC HONORS

- | | |
|-----------|--|
| 2019-2021 | Provincial Government of Cao Bang/UNESCO: “Developing long-term and sustainable tourism business strategies in the area of Non Nuoc Cao Bang UNESCO Global Geopark,” with E. Ngan, funded (suspended due to COVID-19 Pandemic). |
| 2019 | National Geographic Society: “Reduction of Plastic Waste to the Ocean in Vietnam: Educating the Educators Approach,” with T. Hoang et al., funded. Recognized by <i>Financial Times</i> as “Best practice examples of sustainability, ethics and social purpose,”
https://www.ft.com/content/b6bcfa02-ef37-11e9-ad1e-4367d8281195 |
| 2018 | International Society for Quality of Life Studies (ISQOLS) Award for most outstanding Macromarketing article published 2014-2018, with M. Nguyen & D. Rahtz. |
| 2017 | FAO-UN: “Artisanal Fisheries and Sustainable Aquaculture,” with T. McInerney & K. Stevens, \$30,000. |
| 2016-2019 | Distinguished Visiting Professor & International Fellow, University of Economics-HCMC, Vietnam: March 2016, 2017, 2018, 2019. |

- 2016 AMA Sheth-Foundation Marketing Doctoral Consortium.
- 2016 LUC Strategic Initiatives: “The Business of Social Justice,” with K. Stevens, G. Henderson, et al., \$15,400.
- 2016 BHP-Billiton Visiting Professor, University of Western Australia, \$10,000.
- 2016 P&G Fund of the Greater Cincinnati Foundation: “Experiential Learning in Emerging Business Markets” (PTAP 4224), with P. McCoy, \$10,000.
- 2015 Charles C. Slater Award, for best article published in *Journal of Macromarketing*, Vols. 33 & 34, with J. Mittelstaedt, W. Kilbourne & M. Peterson.
- 2015 Outstanding Teacher of the Year, Quinlan School of Business Graduate Programs, Loyola University Chicago.
- 2014 Croatian Ministry of Science and Technology: “Strategic Marketing - Creating the Identity of a Competitive Economy” (project code: 081-1151212-1454), with B. Grbac et al. funded.
- 2013 USAID: “Mekong Partnership for the Environment Project (MPE): Capacity building and connectivity to develop dialogue among multi-stakeholders” (USAID-RDMA-RFA-486-13-000002), with T. Hoang, et al. \$12,990,000 (not funded).
- 2013 Outstanding Researcher of the Year, Quinlan School of Business, Loyola University Chicago.
- 2013 Outstanding Paper Award Winner, “Dark Marketing: Skeleton in the Cupboard or Ghost in the Machine?” Literati Network Awards for Excellence 2013.
- 2013 Best Paper Award, “Macromarketing Approaches to Thought Development in Positive Marketing: Two Perspectives on a Research Agenda for Positive Marketing Scholars,” *Conference on Positive Marketing*.
- 2010-2013 USAID: (Enterprise Development in “Latin America”) with M. Maher, et al. \$3,000,000.
- 2012 Stanley J. Shapiro Award, in recognition for being the outstanding reviewer for the *Journal of Macromarketing*.
- 2011-2012 Georgetown University Distinguished Speaker Series, as published in *Wall Street Journal*.
- 2009 Robert W. Nason Award, in recognition for outstanding contributions to macromarketing.
- 2006-2011 USDA: “International Agribusiness Fellows Program: Master's Studies in Agribusiness and Agricultural Trade Policy,” \$217,000, with P. Patterson, et al. funded.
- 2006-2007 USAID: “Evaluating the Impact of U.S. Government Assistance on Job Creation and Workforce Development in Eastern Europe and Eurasia,” with S. Batalden, et al., funded for approximately, \$275,000.
- 2006-2008 Fulbright Program: Invited by US Embassy staff (Zagreb) and University of Rijeka to serve as Fulbright Senior Specialist; dollar amount and dates to be determined.
- 2006-2007 Croatian Ministry of Science: “Strategic marketing - Creating the Identity of a Competitive Economy,” with B. Grbac, funded.

- 2006-2007 Croatian Ministry of Science: “Competitive Advantage Model of Croatian Organic Food Offer for Entering Europe: A competitive Organic Food Marketing System in Croatia, with N. Renko, et al., funded.
- 2006-2008 UNDP: “Socio-Economic Baseline Survey of the Chittagong Hill Tracts,” \$134,000, with D. Rahtz, under review.
- 2005-2006 USDA: “The Balkans & Black Sea Project: American-Greek-Romanian Initiatives to Enhance Understanding of Multicultural Market Opportunities, Trade and Development,” \$100,000, with R. Marquardt et al, funded.
- 2005-2009 USAID: “Partnership for Food Industry Development: Linking Universities and Food Marketing Organizations in Bosnia and Herzegovina, Croatia, and the United States,” \$1.9 million, with several scholars, pending.
- 2005-2006 USDA: “New Product Development: Linking Consumers, Producers and Multidisciplinary Researchers,” \$180,000, with R. Marquardt et al, to be resubmitted.
- 2005-2006 USDA: “Emerging Markets in Cambodia: Expanding Arizona’s Global Network for Cotton Exports,” \$168,000, with Troy Schmitz, et al, to be resubmitted.
- 2004-2006: USDA/MIATCO: "Food Export Promotion Project: Creating a Global Communication Network to Grow American Food Markets," \$1.4 million, with R. Marquardt, et al., not funded; new iteration requested.
- 2005-2006 Coca-Cola: “I’d Like to Enable the World to Buy a Coke: Responsible Marketing Education Programs for Disadvantaged Students,” \$780,000, with R. Marquardt, et al, not funded.
- 2005-2006 UNDP/CRP: “Assessment of Vietnam's Enterprise Development Law in Rural Communities,” amount TBD, with Pham Anh Tuan, et al, revisions requested.
- 2005-2006 World Bank / IFC: “Enterprise Development in Cambodia,” with D. Rahtz and C. Bruton, \$366,000, revisions requested.
- 2005-2006 Ford and Rockefeller Foundations: “Food Security and Global Inclusion in Indochina,” with Hoang Thuy Bang and Dang Kim Son, under review.
- 2003 ASU: “Researcher of the Year,” in recognition of outstanding research performance, \$1000.
- 2002-2004 World Bank: “An Assessment of the Legal and Marketing Systems in Bangladesh,” with D. Rahtz, et al (approximately \$500,000; subset of a \$15 million World Bank project), funded.
- 2003 Austrian Ministry of Commerce: “Schutz von intellektuellen Eigentumsrechten in Österreich: Strategische Empfehlungen zur Bekämpfung von Counterfeit Gütern und Brand Piracy” (with A. Nil): \$22,000, to be submitted for second review as part of Alpen-Adria Project.
- 2002 Ford Foundation / MARD: “October Project: Vietnamese and American Trade Development,” with T. Richards and P. Patterson, \$16,500, funded.
- 2000-2002 DOE: “Emerging Markets of the Balkans and Black Sea Region: An International Business Education and Export Development Project,” with T. Burkink, et al. \$315,000.
- 2000 STAR Center, “Balkans Development via Education, Trade and Investment,” with G. Seperich & T. Burkink, \$5000.

- 2000 STAR Center, "Sustainable Agribusiness Development with Mutually Beneficial Outcomes for America and Vietnam," \$3500.
- 1999-2001 USDA: "Food Marketing Curriculum Development," with R. Marquardt, et al. \$98,000.
- 1999 Thomas Kinnear Best Article Award, *Journal of Public Policy & Marketing*, years 1997-1999.
- 1998 Awarded \$1.5 million endowed chair by the Kemper and Ethel Marley Foundation.
- 1998 DOE: "Creating Synergy and Partnerships in the Development, Implementation & Assessment of Global Business" (with G. Anders et al.): \$120,000.
- 1998 SRCA: "Deconsumption, Acute Stress and Re-integration: Macromarketing and Relief Efforts in the Refugee Camps of Croatia and Bosnia-Herzegovina," \$5500 (from Morrison School).
- 1998 Recognition Award from Faculty Senate for outstanding contributions to student service.
- 1998 SRCA: "Cross-cultural Marketing and Development: Consumer Decision-Making, Export Marketing and DFI Policy," \$5500.
- 1997 Awarded tenure.
- 1997 USIA: "Building Competitive Advantages for Students and Companies Through Marketing Education and Executive Development," \$21,000.
- 1997 SRCA: "Entrepreneurship and Enterprise Development in Transition Economies," \$5500.
- 1997 Croatian Ministry of Science and Technology (with B. Grbac): "The Market Orientation of Small and Medium Enterprises -- An Answer to Environmental Dynamics," \$10,000.
- 1996 Croatian Ministry of Science and Technology (with N. Renko): "Enterprise Development in Croatia's Private Sector," \$10,000.
- 1996 IIM: "When International Counterfeiting and Brand Piracy Hit Home: Protecting the Intellectual Property Rights of Valley Businesses," \$9,900.
- 1996 Sponsored by *The Economist* to participate in the first Myanmar Business Roundtable.
- 1996 Partially funded to organize first *Experimental Marketing Management Conference* in the Socialist Republic of Vietnam.
- 1996 SRCA, "Consumer Decision Making in Rapidly Transforming Economies," \$5500.
- 1996 Council for Research and Creative Activities FGIA, "Protecting Intellectual Property Rights in Southeast Asia: Strategic Recommendations to Prevent Counterfeiting and Brand Piracy," \$6200.
- 1995 Recognition Award from Provost for outstanding contributions to student service.
- 1995 Australian Development and Aid Project (I was the only American invited to join the ADAP Southern Vietnam Economic Development Program).

- 1995 Council for Research and Creative Activities (FGIA): “Consumer Behavior in Indochina -- An Assessment of Market Conditions and Opportunities,” \$6000.
- 1995 Council for Research and Creative Activities: “Measures of Marketing and Consumption Phenomena in Rapidly Transforming Economies -- Case Analyses from Southeast Asia and the Former Yugoslavia,” \$5500.
- 1994 United Nations grant for the study of enterprise development in emerging markets, \$10,000.
- 1994 International Thomson Publishing Co. start-up grant to co-author a marketing and consumer behavior book on Southeast Asia, \$13,000.
- 1994 University of New England faculty support research and travel, \$10,500.
- 1993 Chazen Institute, Columbia University: International Research, \$2900.
- 1993 Council for Research and Creative Activities (FGIA): Regional Study in Southeast Asia, \$5700.
- 1993 Arizona State University West Faculty Support, \$5500 (returned due to leave of absence).
- 1992 Invited and funded by Vietnamese government to give first lecture on market economies and consumer research in the Socialist Republic of Vietnam.
- 1992 Columbia Business School Faculty Support, \$500.
- 1991 Columbia Business School Grant for Market Development Research in Vietnam, \$300.
- 1991 Sports Advertising and Promotions Research, with *Univision*, equipment.
- 1991 Sports Sponsorship Research, with *ISL Marketing*, \$2800.
- 1989 Doctoral Fellowship.
- 1988 Columbia University Research Grant.
- 1977 Graduated *cum laude*
Honors thesis: *The Effect of Depth Illusions on Accommodation and Convergence*.
- 1977 Sigma Xi, The Scientific Research Society.
- 1977 Psi Chi, The Psychology Research Society.
- 1974 Rector Scholar.

SAMPLE INVITED PRESENTATIONS WITHOUT PROCEEDINGS

- Shultz, C. “Impactful Research,” Special session on Contributions to Marketing and Public Policy from Notable Scholars across the Field, *AMA Winter Academic Conference*, Las Vegas, February 19, 2022.
- Beninger, S., Barrios, A., Shultz, C., Polsa, P., DeQuero-Navarro, B., & Jagannathan, S. “Considering Challenges for Forcibly Displaced People in Hosting Marketplaces,” *International Conference on Marketing and Development*, International Society of Marketing & Development and the Indian Institute of Management, Trichy, India, December 18, 2021.

- Shultz, C., “Systemic Dynamics of Marketization toward the Elusive Goal of Well-Being for All,” *International Conference on Marketing and Development*, International Society of Marketing & Development and the Indian Institute of Management, Trichy, India, December 17, 2021.
- Firat, A.F., Shultz, C., Peterson, M. Sepulveda, C., Fowler, J. & Tadajewski, M., “Marketization - II,” *International Conference on Marketing and Development*, International Society of Marketing & Development and the Indian Institute of Management, Trichy, India, December 17, 2021.
- Shultz, C., “Marketing as Constructive Engagement for Sustainable Prosperity and Peace,” Keynote Address, *Biennial Conference of the Emerging Markets Conference Board*, Puebla, Mexico, November 18, 2021.
- Shultz, C., “Markets and Marketing as Constructive Engagement: Toward Sustainable Prosperity, Peace and Well-Being,” Keynote Address, *International Conference on Contemporary Issues in Economics, Management and Business*, National Economics University, Hanoi, Vietnam, November 11, 2021.
- Shultz, C., “Marketing as Constructive Engagement...to Save Humanity,” doctoral seminar, University of Texas, Rio Grande Valley, October 21, 2021.
- Shultz, C., Panelist comments, ServCollab Ideation Workshop on Refugee Wellbeing, via Zoom, October 15, 2021.
- Shultz, C., Hoek, J., Lee, L., Leong, W. Y., Srinivisan, R., Viswanathan, M. & Wertenbrock, K. “JPP&M’s Global Footprint: Compilation of Various International Perspectives at JPP&M,” *Annual Marketing & Public Policy Conference*, American Marketing Association, Virtual, June 24, 2021.
- Shultz, C., “Marketing Considerations for Afghanistan,” Keynote Address, *Marketing & Quality of Life Conference*, Kabul University, Afghanistan, Kabul/Virtual, June 18-19, 2021.
- Shultz, C. & Aoun-Barakat, K. “Traumatized to the Breaking Point: Marketing and Policy Imperatives for Lebanon and the Middle East,” *AMA Winter Academic Conference*, Virtual, February 19, 2021.
- Shultz, C., “Macromarketing Perspectives on the COVID-19 Pandemic: From Theory to Practical Solutions for Community Well-Being,” *2020 Virtual Symposium: Building Resilience with Community Data*, Community Impact Consortium/ISQOLS, August 7, 2020.
- Shultz, C., Santos, C., Baker, S. & Neier-Baran, S. “Marketing: An Ignatian Perspective,” *A New Paradigm for a New Normal*. Digital/Zoom Conference sponsored by IAJU, IAJBS, CJBE, July 14-15, 2020.
- Barrios, A., Shultz, C., Polsa, P., Sirgy, J. & Peterson, M. “COVID-19 and the Implications for Markets, Marketing and Society,” *45th Annual Macromarketing Conference* (Digital/Zoom Symposium), Bogotá, Colombia, July 7, 2020.
- Shultz, C., “Toward Sustainable Individual QOL and Societal Well-Being,” *AMA Winter Academic Conference*, San Diego, CA, February 15, 2020
- Shultz, C., Wilkie, W., Baker, S., Hunt, S., Peterson, M. & Sheth, J., “Marketing for a better World – Macromarketing Imperative,” *AMA Winter Academic Conference*, San Diego, CA, February 15, 2020.
- Shultz, C. “Marketing toward Sustainable Peace and Prosperity,” College of William & Mary / Carnegie Endowment for International Peace, Washington, DC, November 7, 2019.
- Shultz, C. “Marketing, Our Obligation to the Commons: from Chicago to the South China Sea – and back,” *Q-Talks Live! at 1871*, Chicago, October 23, 2019, <https://www.youtube.com/watch?v=3Y67UH7oi78>

- Shultz, C. "Thoughts on Change in Global Market: Is It a Good Time to Invest in China with the Rise of Southeast Asia?" *Twentieth Annual US-China Trade Conference*, Chicago, October 10, 2019.
- Shultz, C. "Regulation & Solutions: Importance of Sustainable Development for Vietnam," *Plastic Waste Reduction in the Ocean*, ICISE & the National Geographic Society, Quy Nhon, Vietnam, August 20, 2019 (This research project was featured in the *Financial Times*, as best-practice for sustainable business outreach and education).
- Shultz, C. "Environmental Consequences of Plastics Pollution and Economic Impacts," *Plastic Waste Reduction in the Ocean*, ICISE & the National Geographic Society, Quy Nhon, Vietnam, August 19, 2019 (research project featured in the *Financial Times*, as best-practice for sustainable business outreach and education).
- Shultz, C. "Existential Marketing Research," *Doctoral Student and Early Career Scholars Symposium of the 44th Annual Macromarketing Society*, Cleveland, June 24, 2019
- Ngan, L. & Shultz, C. "Developing Long-term and Sustainable Tourism Business Strategies in the Area of Non Nuoc Cao Bang UNESCO Global Geopark," *International Conference for UNESCO Global Geoparks: Tools for Sustainable Tourism Development*, Cao Bang, Vietnam, May 7, 2019.
- Shultz, C. "Toward Sustainable Peace, Prosperity and Well-being: Comparative Lessons from Recovering Economies," American University of Iraq-Sulaimani, Sulaimani, Iraq, March 7, 2019.
<https://auis.edu.krd/iris/events/dr-clifford-shultz-sustainable-peace>
- Shultz, C. Nguyen, M. & Peterson, M. (2019), "Vietnam's Evolving Transition: The Systemic Dynamism of Marketing and Consumption, with Implications for Constructive Engagement and Sustainable Well-Being," *AMA Winter Educators Conference*, Austin, TX, February 23, 2019
- Shultz C. "Cambodia into the Future: Successes, Challenges, Opportunities and Choices," National University of Management, Phnom Penh, January 14, 2019.
- Shultz, C. "The Refreshing Air of Macromarketing," Welcome Address, President of the Macromarketing Society, *43rd Annual Macromarketing Conference*, Universität Leipzig, Leipzig, Germany, July 9, 2018.
- Shultz, C. "Macromarketing Approaches to Thought Development in Positive Marketing: A Research Agenda for Positive Marketing (and ALL Business) Scholars," Doctoral Consortium Keynote Address, Universidad Loyola Andalucía, Córdoba, Spain, May 16, 2018.
- Bolton, R., Malhotra, N., Shultz, C., Steenkamp, J., & Taylor, R., "Meet the Editors," *2018 Conference of the Emerging Markets Conference Board*, Witwatersrand University, Johannesburg, South Africa., April 7, 2018.
- Shultz, C. "Macromarketing Approaches to Thought Development in Positive Marketing: A Research Agenda for Positive Marketing Scholars in Emerging Markets," *2018 Conference of the Emerging Markets Conference Board*, Witwatersrand University, Johannesburg, South Africa., April 7, 2018.
- Shultz, C. "Improving the Human Condition: Macromarketing Lessons from Devastated and Recovering Economies," *2018 Conference of the Emerging Markets Conference Board*, Witwatersrand University, Johannesburg, South Africa., April 5, 2018.
- Shultz, C., Krasnikov, A. & Barrios, A. "Emerging Markets and the Global Refugee Crisis: Obligations and Opportunities," *Emerging Markets Conference*, St. Petersburg, Russia, October 5, 2017.

- Grbac, B., Shultz, C., Rahtz, D. & Ekici, A. “Memories, Real Time, and the Future: Time Boundaries and Community Quality-of-Life Assessments in Transitional Environments,” *ISQOLS Conference*, Innsbruck, Austria, September 28, 2017.
- Shultz, C. “Marketing and Policy Innovations to End War and to Sustain Peace,” *AMA Summer Educators’ Conference*, San Francisco, August 5, 2017.
- Barrios, A. & Shultz, C. “Marketing and Policy Toward Peace-Making in Colombia,” *AMA Summer Educators’ Conference*, San Francisco, August 5, 2017.
- Shultz, C. “Macromarketing: From Bosnia to the Bekaa Valley and Beyond,” St. Joseph University – Beirut, July 7, 2017.
- Shultz, C. “Macromarketing: Genesis, Evolution and Future of Marketing,” Universidad Loyola Andalucía, Córdoba, Spain, April 24, 2017, <http://www.loyolaandnews.es/marketing-de-desarrollo-para-mejorar-las-condiciones-de-vida-en-paises-deprimidos/>
- Shultz, C. “Marketing as Constructive Engagement toward Sustainable Quality of Life,” University of Economics, Ho Chi Minh City, Vietnam, March 23, 2017.
- Shultz, C. “Marketing as Constructive Engagement toward Sustainable Quality of Life,” National Economics University, Hanoi, Vietnam, March 16, 2017.
- Sirgy, J., Rahtz, D & Shultz, C. “Alleviating Suffering in Post Conflict and Post Disaster Environments: The Development and Application of Community Quality of Life Measurement Tools,” *ISQOLS Conference*, Seoul, Korea, September 2016.
- Shultz, C. “Macromarketing: Toward Sustainability, Peace, Prosperity, QOL, ... & Saving the World,” *PhD Student and Early Career Workshop*, Macromarketing Society and University of Wyoming, Laramie, WY, August 1-3, 2016.
- Shultz, C., “Marketing and FDI as Catalysts for Sustainable Community Well-being and QOL: Perspectives from Vietnam to Lebanon...and back,” Saint Joseph University – Beirut, July 25, 2016.
- Shultz, C. “Public Policy & Marketing Research in Difficult Environs: War-Ravaged and Recovering Economies,” *Public Policy and Marketing Conference*, Cal Poly, San Luis Obispo, CA, June 24, 2016.
- Shultz, C. “The Global Refugee Crisis: A View from a Longitudinal Field Study of Vulnerable Communities and Subsistence Marketplaces,” *6th Subsistence Marketplaces Conference*, University of Illinois, Urbana-Champaign, June 17, 2016.
- Shultz, C. “Global Marketing and Development: Rebuilding and Rebranding Fractured Nations for Sustainable Peace and Prosperity,” *2016 AMA Sheth-Foundation Marketing Doctoral Consortium*, University of Notre Dame, South Bend, IN, June 9, 2016.
- Shultz, C. “Toward Sustainable Marketing, Development and QOL,” National University of Management, Phnom Penh, Cambodia, May 23, 2016.
- Shultz, C. “Development and Sustainable QOL: Perspectives from Ha Long and Beyond,” Harvard-Fulbright Economics Teaching Program, Ho Chi Minh City, Vietnam, May 17, 2016.
- Dumitrescu, C., Hughner, R. & Shultz, C. “The Logic, Science and Purpose of a Doctoral Dissertation: A Study of Policy and Marketing Changes to Help Curb Juvenile Obesity,” Economics University of Ho Chi Minh City, Vietnam, May 17, 2016.

- Shultz, C., “From Machiavelli to Matilda Bay – A Scholar’s Odyssey from Wall Street to Societal Well-being,” *BHP-Billiton Research Presentation*, University of Western Australia, Perth, February 17, 2016. http://www.business.uwa.edu.au/data/assets/pdf_file/0010/2915596/16_02_17-Clifford-Schultz.pdf
- Shultz, C. & Giulietti, J. “Strategic Initiatives for Leadership, Education and Business in Post-Election Myanmar,” *Presentations and Roundtable Discussions at Campion Institute and the Cardinal’s Residence*, Yangon, Myanmar, January 12-13, 2016.
- Shultz, C. “Normative Drivers of Justice, Development, Law and National Well-being,” *Global Forum on Law Justice and Development*, World Bank, Washington, November 16, 2015.
- Shultz, C., Rahtz, D. & Sirgy, J. “Distinguishing Flourishing from Distressed Communities: Vulnerability, Resilience and a Systemic Framework to Facilitate Well-Being,” *ISQOLS Conference*, Phoenix, AZ, October 16, 2015.
- Shultz, C. “Laudato Si’: from the Sacred to the Secular (and back),” *Caring for our Common Home: Conversations on Ecology and Justice*, Loyola University Chicago, September 9, 2015.
- Shultz, C. “Macromarketing Research and Engaged Learning in Devastated and Recovering Economies: Catalysts for Transformation,” *IAJBS/CJBE Conference*, Universidad Católica del Uruguay, Montevideo, July 21, 2015.
- Shultz, C., Barrios, A., Gikas, A., Haque, S., Kasch, K., Lizak, G., Marks, L. & Petcoff, J. “The Opportunities and Challenges of Rebranding a Recovering Country to Grow Responsible FDI and Tourism,” poster session at the *40th Annual Macromarketing Conference*, Loyola University Chicago, June 25, 2015.
- Shultz, C. “Consumption Dynamics among the Devastated, Displaced and Dispossessed,” *Public Policy and Marketing Conference*, June 4, 2015.
- Shultz, C., Gikkas, A., Haque, S., Kasch, K., Lizak, G., Marks, L. & Petcoff, J. “Toward Leading Extraordinary Lives and Setting the World on Fire,” *FCIP/CEL Lunch and Learn*, Loyola University Chicago.
- Shultz, C. “Rebuilding and Rebranding Fractured Nations, for Sustainable Peace and Prosperity,” Universidad de los Andes, Bogotá, Colombia, March 24, 2015.
- Shultz, C. “Broadening the Paradigm of Marketing as Exchange: Why, Toward What, Roadblocks, & Reflections from the Field,” distinguished panelist presentation on Expanding the Paradigm of Marketing, *American Marketing Association, Winter Educators’ Conference*, San Antonio, February 14, 2015. (Encore performance, by invitation).
- Rahtz, D. & Shultz, C. “Transformative Innovation and Social Entrepreneurship: The Macromarketing Imperative for Sustainable Peace & Prosperity,” *Global Innovation and Entrepreneurship: Building Key Capabilities for Emerging Economies*, Prasetiya Mulya Business School, Jakarta, Indonesia, August 21, 2014.
- Shultz, C. “Publishing in ‘Good’ Journals,” Faculty Seminar, Ekonomski Fakultet, University of Rijeka, Croatia, June 24, 2014.
- Shultz, C. “Broadening the Paradigm of Marketing as Exchange: Why, Toward What, Roadblocks, & Reflections from the Field,” distinguished panelist presentation on Expanding the Paradigm of Marketing, *Marketing and Public Policy Conference*, Boston, June 5, 2014.
- Shultz, C. “Marketing and Policy as Constructive Engagement for Devastated and Dispossessed Consumers, Communities and Countries,” *Marketing and Public Policy Conference*, Boston, June 5, 2014.

- Shultz, C. "From Killing Fields to Consumer Society," *C4*, DePaul University, May 2, 2014.
- Shultz, C. "Discussant's Comments: Systemic Complexities and Opportunities along the Marine Silk Road," *Workshop on Land and Marine Silk Road Countries: Past, Present, and Future*, Loyola University Chicago, March 29, 2014.
- Shultz, C., Baker, S., Singhapakdi, A., Gundlach, G., Ferrell, O.C., Mittelstaedt, J. "Ending Crimes of Omission: Expanding the Focus, Scope, & Responsibilities of Marketing Ethics," *AMA Winter Educators' Conference*, Orlando, FL, February 22, 2014.
- Shultz, C. "Social Networking and the Existential Ps of Marketing," GMA Seminar, Loyola University Chicago, January 31, 2014.
- Cook, D., Critchfield, L., Millison, D., Newcomb, M., Rahtz, D., Shultz, C. & Vickerman, J. "What Is the Marine Silk Road and Why Should We Be Concerned?" (msr21.org/past-events/), Carnegie Endowment for International Peace, Washington, DC, November 13, 2013.
- Shultz, C. "Vulnerable Populations & Social Traps: A Call for Systemic Marketing Ethics through Constructive Engagement," *20th Annual International Vincentian Business Ethics Conference*, DePaul University, Chicago, October 18, 2013.
- Shultz, C. "Constructive Engagement with Emerging Markets," *AMA Summer Educators' Conference*, Boston, MA, forthcoming August, 9 2013.
- Shultz, C. "The Marketing and Recovery of Cambodia: Implications and Opportunities for Bosnia and Herzegovina," Ekonomski Fakultet, University of Sarajevo, June 25, 2013.
- Shultz, C. "Indian Ocean Basin: 21st Century Challenges," Discussant at Critchfield Conference, College of William & Mary, Williamsburg, VA, April 6, 2013.
- Shultz, C. "The March from Folly to Constructive Engagement: Lessons from the Field and Implications for the Marine Silk Road," *Critchfield Conference*, College of William & Mary, Williamsburg, VA, April 6, 2013.
- Shultz, C. "Cambodia: A Longitudinal Study, 20 Years and Counting," Arizona State University, March 28, 2013.
- Dumitrescu, C., Hughner, R. & Shultz, C. "Special Session on Food Marketing, Corporate Social Responsibility, and Public Policy," *AMA Winter Educators' Conference*, Las Vegas, NV, February 15, 2013.
- Shultz, C. "Considerations for Marketing Ethics: Social Traps, Systems & Constructive Engagement," *AMA Winter Educators' Conference*, Las Vegas, NV, February 16, 2013.
- Mittelstaedt, J., Kilbourne, W. & Shultz, C. "Macromarketing Approaches to Positive Marketing: Two Perspectives," Winner Best Paper Award, *Conference for Positive Marketing*, New York, NY, January 14, 2013
- Shultz, C., "Emerging Markets," *AMA Summer Educators' Conference*, Chicago, IL, August 17, 2012.
- Shultz, C. "Global Marketing and Sustainability Roundtable Session," *The PhD Project*, Chicago, IL, August 16, 2012.
- Shultz, C., An, V.K., Holbrook, M. & Shapiro, S. (2012), "Coffee as Stimulant for Development in Subsistence Marketplaces of Vietnam," *Fourth Subsistence Marketplaces Conference*, Chicago, IL, July 29.

- Rahtz, D. & Shultz, C. (2012), "Transition and Evolution of Subsistence Marketplaces: A Longitudinal Study of Tourism Development and QOL in Koh Yao Noi, Thailand," *Fourth Subsistence Marketplaces Conference*, Chicago, IL, July 29.
- Chmela, N., Meghan, D, Conway, M., Donnelly, S., Colborn, H., Franco, A., Harris, L., Phillips, J., Tuncay Zayer, L., Benton, R., Shultz, C. (2012), "The Labre Project: From Subsistence to Sustenance, in a Marketscape of Opulence," *Fourth Subsistence Marketplaces Conference*, Chicago, IL, July 27-29.
- Shultz, C. & Rahtz, D. "Sustainable Cyrene: the Libyan Green Mountains Project," featured speakers at roundtable discussion, Cairo, Egypt, May 27, 2012.
- Shultz, C., "Development Strategies for Transitioning/Recovering Libya," College of William & Mary, Williamsburg, VA, April 18, 2012.
- Shultz, C. "Marketing in the Balkans: Catalyst for Sustainable Peace and Prosperity," presentation to visiting delegation from University of Piraeus, LUC SBA, Chicago, IL, December 12, 2011.
- Shultz, C. "Catalysts to Sustainable Peace and Prosperity in War-Ravaged Economies," U. S. Department of State, Washington, DC, November 10, 2011.
- Shultz, C. "The Imperative of Systemic, Longitudinal, Multi-methodological Research: Lessons from Recovering Economies," Georgetown University, Washington, DC, November 9, 2011.
- Shultz, C. "Externalities or Opportunities: Systemic Considerations and Constructive Engagement," *AMA Summer Educators' Conference*, Special Session on Market Turbulence and Externalities, San Francisco, August 7, 2011.
- Shultz, C. "The Art and Science of Publishing: Perspectives from the *Journal of Macromarketing* and Beyond," *World Bank and National Economics University Research Symposium*, Hanoi, Vietnam, July 29, 2011.
- Shultz, C. "Market Devastation and Recovery," Eccles School of Business, University of Utah, Salt Lake City, March 31, 2011.
- Shultz, C. "From Societal Devastation to Recovery: The Imperative Policy / Consumer / Marketing Dynamic," Saïd School of Business, University of Oxford, March 25, 2011.
- Shultz, C. "Global Market Leadership," *Symposium on Success in the Global Market & Effective Supply Chain Management*, Ho Chi Minh City, March 5, 2011.
- Shultz, C. "The Development School: Marketing as Constructive Engagement," University of London, December 14, 2010.
- Shultz, C. "Transformative Business Education in Vietnam," LUC SBA Board of Advisors, December 7, 2010.
- Shultz, C. "Marketing in the Balkans," presentation to visiting delegation from University of Piraeus, LUC SBA, Chicago, IL, December 6, 2010.
- Shultz, C. "From Devastation to a Just Recovery: The Marketing Imperative," Universidad Torcuato Di Tella, Buenos Aires, November 9, 2010.
- Shultz, C. "Marketing, Consumption and Consumer Well-Being," Discussant at *AMA Summer Educators' Conference*, Boston, August 11, 2010.

- Shultz, C. "The Global Economic Crisis: Transformative Business Education as Catalyst for Sustainable Recovery," *Conference on Jesuit Business Education*, Marquette University, Milwaukee, WI, July 10, 2010.
- Shultz, C. "The Future of Business Schools: An Ignatian Alternative in the Wake of the "Great Recession," *35th Annual Macromarketing Conference*, University of Wyoming, June 10, 2010
- Shultz, C. "A Road to Meaningful Marketing Research (From Machiavelli to Meaning)," University of Western Australia, Nedlands, WA, March 19, 2010.
- Shultz, C. "The Future of Business Schools: An Ignatian Alternative," *AMA Winter Educators' Conference*, New Orleans, February 20, 2010.
- Shultz, C. "Reflection on the Values under Challenge in the Current Financial Crisis," President's B-School Initiative, Loyola University Chicago, February, 2010.
- Shultz, C. "Presidential Address," *11th Conference of the International Society of Markets and Development*, National Economics University, Hanoi, January 7, 2010.
- Shultz, C. "Getting Published (A Road to Meaningful Marketing Research)," seminar at the National Economics University Doctoral Consortium," Hanoi, January 5, 2010.
- Shultz, C. "Macromarketing Implications of the Current Economic Crisis: How We Got Here and the Way Out," *AMA Summer Educators' Conference*, Chicago, August 9, 2009.
- Shultz, C., Deshpandé, R., Cornwell, T.B., Shapiro, S., Veeck, A., Debu, Ekici, A., "A TCR Framework for Developing Markets," *2nd Transformative Consumer Research Conference*, Villanova University, June 28, 2009.
- Shultz, C. "Macro Considerations of Morrisfest," *Columbia University Annual Marketing Research Seminar*, May 8, 2009.
- Shultz, C. "War, Recovery, and You," Inaugural Morrison House Lecture, ASU, February 17, 2009.
- Shultz, C., Layton, R., Laczniak, E., & McDonagh, P. "The *Journal of Macromarketing*: Origins, Contributions, Future Directions, and Opportunities in 'Oz'," *Australia-New Zealand Marketing Academy Conference*, Sydney, December 1-3, 2008.
- Pecotich, A., Rahtz, D. & Shultz, C. "Bangladesh: The Market – Judiciary Interface and Challenges for Marketing Systems and Services Dominant Logic in Emerging Economies," *Forum on Markets and Marketing*, Sydney, December 4-6, 2008.
- Shultz, C., Vu, T.A, Nguyen, X.T., & Phan, C.D. *Marketing of Places and Development Strategy for the Mekong Major Economic Zone*, Fulbright Economics Teaching Program, Harvard University and VCCI, Phu Quoc, April 28-30, 2008.
- Shultz, C. "Ignatian Marketing Research: Applications in/for Recovering Economies," Loyola University Chicago, November 30, 2007.
- Shultz, C. "Marketing as Constructive Engagement," special session, by invitation, on the definition of Marketing, *2007 AMA Summer Educators' Conference*, Washington, DC, August 4, 2007.

- Shultz, C. "The Devastated and the Dispossessed: Can Consumer Research Save Them/Us from War and Genocide?" *ACR/MSI Transformative Consumer Research Conference*, Tuck School - Dartmouth, Hanover, NH, July 7, 2007.
- Shultz, C. "Identity Marketing and Society: A Transformative Research Agenda for the 21st Century," Dublin City University, Ireland, June 21, 2007.
- Hill, R. and Shultz, C. "Twin Sons of Different Mothers: A Discussion of Special Issues in the *Journal of Public Policy & Marketing* and the *Journal of Macromarketing*, Bridge Session between the M&PPC and the ISMD / *Macromarketing Conference*, Washington, June 2, 2007.
- Shultz, C., Phan, C.D., Vu, T.A. & Nguyen, X.T. *Marketing of Places and Development Strategy for the Central Major Economic Zone*, Fulbright Economics Teaching Program, Harvard University and VCCI, Hoi An, May 2-5, 2007.
- Shultz, C. "The Global MBA: Perspectives, Language, Pedagogy," Ho Chi Minh City Economics University, HCMC, April 27, 2007.
- Shultz, C. "Longitudinal, Multi-Methodological, and Multi-Stakeholder Marketing Research: Meaning and Impact in/from the Balkans," University of Nebraska, March 27, 2007.
- Shultz, C., Hunt, S., Lacznia, E., Murphy, P, Baker, S., Mittelstaedt, J. Nill, A., & Ferrell, O.C., "Macromarketing: Reflections and New Directions" Academic Council Special Session, by invitation to the *2007 AMA Winter Educators' Conference*, San Diego, February 17, 2007.
- Bromley, L., Hahn, D., Kallestad, D., Rock, A. Shultz, C., Silver, M., Turekian, V., presentations and roundtable discussions at several institutes, ministries and universities. Sponsored by the Vietnamese Ministry of Science and Technology, and the American Association for the Advancement of Science, Hanoi and Ho Chi Minh City, July 24-26, 2006.
- Shultz, C. "Lessons from Vietnam, Cambodia and Iraq, and Implications for Increasing Globalization, Emerging Market Economies, and U.S. Foreign Policy: A View from the United States," Ludwig-Maximilians-Universität München (University of Munich), July 8, 2006.
- Shultz, C., "Macromarketing: from Concepts to Cambodia," Institut für Unternehmensführung, Universität Innsbruck, July 4, 2006.
- Shultz, C. "New Directions," *31st Macromarketing Conference: Macromarketing the Future of Marketing?*, Queenstown, NZ, June 8, 2006.
- Shultz, C. "Explorations of Macromarketing: Toward a Broadened World View," Special Session on Marketing and Society, *AMA Winter Educators' Conference*, St. Petersburg, February 20, 2006.
- Shultz, C. "The Journal of Macromarketing," Meet the Editors Session, *AMA Summer Educators' Conference*, San Francisco, August 2005.
- Shultz, C. "The Future of Marketing," Panel presentation at the *30th Annual Macromarketing Conference*, St. Petersburg, May 30, 2005.
- Shultz, C, Bui, V., & Phan, D., *Marketing Places: New Strategies for Regional Development in the Mekong Delta*, Fulbright Economics Teaching Program, Harvard University and VCCI, Can Tho, May 4-6, 2005.

- Shultz, C. "30 Years after the Fall of Saigon: Important Lessons Still to be Learned from Vietnam and Cambodia," *Journeys of the Mind: The President's Distinguished Lecturers Series*, Fountain Hills, AZ, March 29, 2005.
- Shultz, C, Bui, V., Phan, D. & Pham T., *Marketing Places: New Strategies for Regional Development in the Northern Provinces*, Asian Development Bank and Fulbright Economics Teaching Program, Hanoi, November 22-28, 2004.
- Nguyen, D.T., Shultz, C. & Westbrook, D. "Subjective QOL in Vietnam: Measures and Trends in the Wake of 'Doi Moi'," *ISQOLS Conference: Advancing Quality of Life in a Turbulent World*, Philadelphia, November 10–14, 2004.
- Shultz, C., "The Internet and Food Marketing Development for Universities and Industry," *National Grocers Association Meeting*, Albuquerque, September 12, 2004.
- Shultz, C. and Rahtz, D. "Macromarketing Thoughts on Cambodia," University of Nebraska, October 24, 2003.
- Shultz, C. "Brand, Market and Export Development," University of Zagreb, October 16, 2003.
- Shultz, C. "Branding in Transitioning Economies," University of Rijeka, October 15, 2003.
- Shultz, C. & Holbrook, M. "Marketing and the Tragedy of the Commons: A Synthesis, Commentary, and Analysis for Action," selected for special session, "Substantive and Publication Insights from the Editor and Award Winning Authors," *American Marketing Association Summer Educators' Conference*, Chicago, August 16, 2003; invited by Editor of *JPP&M* for encore presentation at *American Marketing Association Winter Educators' Conference*, Scottsdale, February 8, 2004 and again at *American Marketing Association Summer Educators' Conference*, Boston, August 7, 2004.
- Shultz, C. "From Kearney to Kosovo: Globalization and Marketing as *Realpolitik*," *James E. Smith Midwest Conference on World Affairs*, University of Nebraska, March 11, 2003.
- Shultz, C. & Hoang Thuy Bang, "Coffee as Metaphor for Vietnam's Socioeconomic Development," *International Symposium on Marketing and Development*, Ho Chi Minh City, January 9, 2003.
- Pecotich, A., & Shultz, C. "Methodological Lessons Learned in Balkans Field Research and Implications for Southeast Asian Transition Economies." *International Symposium on Marketing and Development*, Ho Chi Minh City, January 9, 2003.
- Shultz, C. "Alleviating Poverty in Developing Economies," Panel presentation for UN/FAO World Food Day Global Telecast, Mesa, AZ, October 16, 2002.
- Shultz, C. "Branding and Export Development in Vietnam," Ho Chi Minh City Technological University, HCM City, June 20, 2002.
- Shultz, C. "Communists, Coffee and Consumers: Reflections on a Ten Year Research Odyssey through Vietnam and Prognoses for the Future." ASU-PSEAS, Tempe, April 25, 2002.
- Shultz, C. "The Misunderstood and Under-appreciated Markets and Consumers of Southeast Asia," Swedish School of Economics, Helsinki, April 17-18, 2002.
- Firat, A. & Shultz, C. "Postmodern Consumer," Arizona Marketing Consortium, Tucson, March 22, 2002.
- Shultz, C. "Food Marketing Systems in the Balkans as Mechanisms for Inclusion and Geo-political Stability." University Roundtable to discuss post September 11 events and their implications, Tempe, AZ, November 9, 2001.

- Shultz, C. "War, Consumption, Integrative Food Systems and Sustainable Peace," HCR Conference, Austin, Texas, October 11, 2001.
- Shultz, C. "Market Driven Agri-Policy: Issues, Challenges and Opportunities in Vietnam," DANIDA/MARD, Buon Ma Thout, Vietnam, June 13, 2001.
- Shultz, C., Burkink, B., Renko, N., Grbac, B., Pavicic, J. & Marquardt, R. "When Policy and Management Collide: The Evolution of Food Marketing in the Balkans and Implications for Managerial Practices and Regional Harmony," Arizona Marketing Consortium, Tempe, March 23, 2001.
- Shultz, C., Burkink, T. & Marquardt, R. "Consumer Opinions Toward the Use of Foods Made with Genetically Modified Ingredients," *International Food and Agribusiness Management Association World Food and Agribusiness Forum*, Chicago, June 2000.
- Shultz, C. "Agribusiness, Constructive Engagement and Sustainable Peace," ASU Journeys of the Mind Distinguished Scholars Lecture Series, Queen Creek, AZ, November 30, 2000.
- Shultz, C. & Rahtz, D. "Preliminary Proposal for the Enterprise Development Institute in the Transitional Mekong Basin," World Bank / IFC, Ho Chi Minh City, November 20, 2000.
- Shultz, C. "Synopsis of the Investment Climate vis-à-vis Trade, Distribution, Consumer Affairs and Agribusiness Trends in Cambodia," US-ASEAN Business Council Conference for Investment in Cambodia, Phnom Penh, May 11-12, 2000.
- Shultz, C. "Marketing Vietnam," Harvard-Fulbright Center, HCM City, May 16, 2000.
- Shultz, C. "The Next Step in Marketing Education: Refining Curricula at Vietnamese Universities," Ho Chi Minh City College of Marketing, HCM City, April 7-8, 2000.
- Shultz, C. "Consumers, Markets and Opportunities," *Arizona Agribusiness Forum*, Mesa, AZ, March, 2000.
- Shultz, C. "Marketing, Transition and Development in War-torn Economies," David Eccles School of Business, University of Utah, February 15, 2000.
- Shultz, C. "Thoughts on more Optimal Development," *7th Conference of the International Society for Marketing and Development*, Accra, Ghana, January 7, 2000.
- Shultz, C. "More than Random Thoughts on the Paradigm Shift in Food Marketing," Annual Agribusiness Council Meeting, Casa Grande, AZ, November 19, 1999.
- Shultz, C. & Grbac, B. "Croatia: Macromarketing Test-Case for a New Millennium," *24th Annual Macromarketing Conference*, Nebraska City, NE, August 14, 1999.
- Shultz, C. "Consumer Trends in Transition Economies," University of Sarajevo, May 27, 1999.
- Shultz, C. "Sport, Marketing and Development," Clemson University, October 23, 1998.
- Shultz, C. "Transition and Marketing in Bosnia-Herzegovina," University of Sarajevo, June 8, 1998.
- Shultz, C. "Marketing and Development in Transition Economies: Comparison to the Southeast Asian Experience," *International Symposium on Marketing Resource Development Strategies for South East Europe*, United States Information Services and the Croatian Ministry of Science, Rijeka, Croatia, June 4-5, 1998.

- Shultz, C. "Enterprise Development and Employment Trends in Developing Economies," *Economist Intelligence Unit Government Roundtable*, Bangkok, January 22, 1998.
- Shultz, C. "Product Development, Brand Management and Market Share," *Third Annual Conference on Experimental Marketing Management*, Ho Chi Minh City, January 14, 1998.
- Shultz, C. "Marketing, Development and Policy in Transitional Cambodia and Vietnam," American Graduate School of International Management, October 13, 1997; October 7, 1998.
- Shultz, C., "Vietnamese Transition in Peril: A Failure to Institutionalize Requisite Marketing and Management Practices," Harvard Institute for International Development, September 23, 1997.
- Shultz, C. "Development and Transition in Croatia," CIES/USIA, Washington, July 23, 1997.
- Shultz, C. "Marketing Management in Transition Economies," University of Zagreb, May 8, June 5, 1997.
- Shultz, C. "SMEs Development in Transition Economies: Applications of Various Models to the Croatian Context," *International Conference on Economic Systems and European Union*, Rijeka, April 25, 1997.
- Shultz, C. and Youngdahl, W. "Vietnamese Transition and Global Supply Chain Management: Best Practices for Technology Sharing and Export Development," *Second Annual Conference on Experimental Marketing Management*, Ho Chi Minh City, January 11, 1996.
- Shultz, C. "Strategic Management of IPR in Global Markets," World Trade Center, Phoenix, December 17, 1996.
- Shultz, C. "Marketing and Development Issues in Cambodia and Vietnam," Odense University, Denmark, September 20, 1996.
- Shultz, C. "SMEs and Sustainable Development in Transition Economies," IRC-Bihac, Bosnia-Herzegovina, May 25, 1996.
- Shultz, C. "Marketing Management in transition Economies," University of Zagreb, Croatia, May 18, 1996.
- Shultz, C. "Marketing and Consumption in Vietnam," *Markets and Marketing Opportunities in Vietnam* (AMA, WTC and IIM Conference), Phoenix, April 19, 1996.
- Shultz, C. "Marketing and Consumer Behavior in Vietnam," American Graduate School of International Management, Glendale, AZ, March 26, 1996.
- Shultz, C. "Marketing and Development Issues in Vietnam and Cambodia," Arizona State University Southeast Asian Studies Program, Tempe, AZ, March 26, 1996.
- Shultz, C. "Marketing 'Head Start' Programs," Phoenix, March 21, 1996.
- Shultz, C. "Exploring New Markets: The Transition Economies of Southeast Asia," Arizona World Trade Center, Phoenix, March 20, 1996.
- Shultz, C. "Marketing Management in Transition Economies: The Case of Myanmar," Yangon Institute of Economics, March 12, 1996.
- Shultz, C. "Marketing's Role in Economic Transition," *EIU Myanmar Business Roundtable*, Yangon, March 13.

- Shultz, C. "Strategic Marketing in the Socialist Republic of Vietnam," *Conference on Experimental Marketing Management*, Ho Chi Minh City, January 9, 1996 (A video-recorded version of this presentation was also broadcast on the Vietnamese National Television Network, January 10, 1996).
- Shultz, C. "Contemporary Issues in Consumer Research," Edith Cowan University - Churchlands Campus, Perth, Australia, December 18, 1995.
- Shultz, C. "Managing the Research Process in Global Markets," Edith Cowan University - Joondalup Campus, Perth, Australia, December 14, 1995
- Shultz, C., "The Necessity of SMEs to Economic Development in Transition Economies," United Nations, New York, November 17, 1995.
- Shultz, C., "Marketing and Development Issues in Indochina," Columbia University, New York, November 16, 1995.
- Shultz, C., "The Promise and Peril of Marketing in Indochina: The Cases of Cambodia and Vietnam," University of California-Irvine, November 9, 1995.
- Shultz, C., "The Role of National Policy in Shaping Commerce and Consumption Patterns in Transition Economies," *Twentieth Macromarketing Conference*, Richmond, VA, August 18, 1995.
- Shultz, C., "Foundations of Croatian and American Academic Exchanges," University of Rijeka, Croatia, July 7, 1995.
- Shultz, C., "Foundations of Croatian and American Academic Exchanges," University of Zagreb, Croatia, July 5, 1995.
- Shultz, C., "From Social Upheaval to Socioeconomic Stability: Can Vietnam and Cambodia 'Catch Up'," *Fifth International Conference on Marketing and Development*, Beijing, June 24, 1995.
- Schmitt, B. & Shultz C., "Establishing and Maintaining Corporate Image in Southeast Asia," *Fifth International Conference on Marketing and Development*, Beijing, June 24, 1995.
- Shultz, C., "The Promise and Peril of Business Opportunities in Vietnam," *Academy of International Business Regional Conference*, American Graduate School of International Management, Glendale, AZ, May 27, 1995.
- Shultz, C., "External Funding and Faculty Exchanges as Part of Vietnam's University Development: A Proposal to the Ministry of Education," Ho Chi Minh City College of Marketing, HCM City, May 20, 1995.
- Shultz, C., "The Process and Prognosis of the Indochinese Commercial Renaissance," Georgetown/USAID Business Education Center, Phnom Penh, May 17, 1995.
- Shultz, C., "Vietnam: A Case in International Marketing," University of California-Irvine, May 6, 1995.
- Firat, A.F. & Shultz, C., "Marketing Strategies in Fragmented Postmodern Markets," *International Academy of Business Disciplines Conference*, Los Angeles, April 7, 1995.
- Shultz, C., "Teaching Methods and Curriculum Development for Marketing Education in Vietnam," Ho Chi Minh City College of Marketing, HCM City, January 10, 1995.
- Shultz, C., "The Need for Marketing Education in the Socialist Republic of Vietnam," Ho Chi Minh City University, HCM City, January 9, 1995.

- Shultz, C., "A Marketing and Consumer Research Agenda for Vietnam," Institute for Research on Market and Price, Hanoi, January 7, 1995.
- Hong, F., Pecotich, A. & Shultz, C., "Brand Name Translation in a Cross Cultural Context," *Australia-New Zealand Academy of Management Conference*, Wellington, December 7, 1994.
- Shultz, C., "Thoughts on Better Marketing Research in the Field: The Melding of Ethnography, Channel Mapping and Rapid Market Appraisal," *Nineteenth Macromarketing Conference*, Boulder, Colorado, August 12, 1994.
- Shultz, C., "Idea Generation and Theory Development," University of Western Australia, Perth, April 12, 1994.
- Shultz, C., "Brand Equity, Change and Organizational Leadership," Columbia University Alumni Association, Bombay, March 18, 1994.
- Shultz, C., "Creating a Core Curriculum for Business Education in a Transforming Economy," Ho Chi Minh University, Ho Chi Minh City, January 4, 1994.
- Shultz, C., "Current Themes in Marketing," University of New England, Armidale, Australia, July 29, 1993.
- Shultz, C., "New Consumer Research Methodologies Applied to Agricultural Marketing Research," *International Conference on Marketing and Agriculture*, Indian Agricultural Research Institute, Delhi, March 19, 1993.
- Shultz, C., "Marketing and the Commons Dilemma," Dublin Institute of Technology, Dublin, July 2, 1993.
- Shultz, C., "Consumer Behavior Phenomena and Economic Transformation," The Institute of Trade Economics and Technology, Hanoi, January 19, 1993.
- Shultz, C., "Factors that Militate Market Opportunities in Transforming Socialist Economies," *Conference on U.S. Competitiveness*, Phoenix, November 4, 1992.
- Shultz, C., "The Limits of Taste in Advertising," Sponsored by *New York Times*, *Adweek*, and the *Wall Street Journal*, New York, June 2, 1992.
- Shultz, C., "Market Economies and Consumer Research," Institute for Research on Market and Price, Hanoi, May 6, 1992.
- Shultz, C., "Marketing Management into the 21st Century," University of Western Australia, Perth, April 27, 1992.
- Shultz, C., "Adaptive Selling, Machiavellianism, and Orientation Toward Cognitive Problem Solving in the Buyer-Seller Dyad," University of Western Australia, Perth, November 5, 1991.
- Shultz, C. & Christie, R., "Machiavellianism and Performance: a Cross Cultural and Longitudinal Perspective," *International Society of Political Psychology Conference*, Helsinki, July 1, 1991.

SERVICE TO THE ACADEMY & OTHER EXTERNAL STAKEHOLDERS

Invited Panelist, *Journal of Public Policy & Marketing Distinguished Scholar Workshop, AMA Winter Academic Conference*, Las Vegas, NV, February, 19 2022.

Track Co-Chair (with A. Barrios & J. Pennington), "Social Conflicts and Market Dynamics," *46th Annual Macromarketing Conference*, Auckland, NZ, Cardiff, UK, Denver, USA, virtual, July 12-15.

Session Organizer & Chair, “The COVID-19 Pandemic and Social Conflict: Perspectives from the Americas,” *46th Annual Macromarketing Conference*, Auckland, NZ, Cardiff, UK, Denver, USA, virtual, July 12-15, 2021.

Session Organizer & Co-Chair (with M. Mason and S. Bone), “Market Dynamics of Resilience and Recovery from Social Conflict,” *46th Annual Macromarketing Conference*, Auckland, NZ, Cardiff, UK, Denver, USA, virtual, July 12-15, 2021.

Session Organizer and Co-Chair (with M. Mason and S. Bone), “Resilience and Recovery in Deeply Traumatized Markets,” *AMA Winter Academic Conference*, virtual, February 19, 2021.

Invited Participant, *Journal of Public Policy & Marketing* workshop with the Association of African Business Schools (with M. Scott, K. Martin, et al.), virtual, December 2, 2020

Committee Member and Marketing Group Co-Leader (with N. Santos), Course Development Working Group, International Association of Jesuit Business Schools (IAJBS), Colleagues in Jesuit Business Education (CJBE), from 2020.

Conference Co-Chair (with A. Barrios, J. Fowler & J. Gentry), *45th Annual Macromarketing Conference*, Bogotá, Colombia, 2020.

Conference Co-Chair (with A. Krasnikov et al.), *Macromarketing Symposium: Russia 2020*, Moscow, Russia. Postponed by Russian authorities.

Session Co-Chair (with W. Wilkie), “Marketing for a better World – Macromarketing Imperative,” *AMA Winter Academic Conference*, San Diego, CA, February 15, 2020.

Session Co-Chair (with Josh Wiener), “Think Tank for Immigration Concerns and Reform,” *Marketing and Public Policy Conference*, Washington, DC, June 6-8, 2019.

Session Co-Chair (with Alan Malter), “Emerging Markets in Conflict Zones: Toward Resilience, Inclusion, Justice and Sustainable Well-Being,” *AMA Winter Educators Conference*, Austin, TX, February 21-24.

Track Co-Chair (with Andrés Barrios), “Marketing and Development,” *43rd Annual Macromarketing Conference*, Leipzig, Germany, July 9-12, 2018.

Track Chair, “Peace Marketing,” *15th Biennial International Conference on Marketing and Development*, Chisinau, Moldova, July 5-7, 2018.

Chair and Organizer, Special Double-Session, “Marketing and Policy Innovations to End War and to Sustain Peace,” *American Marketing Association Summer Educators’ Conference*, San Francisco, August 5, 2017.

Chair, Special Session on Marketing Systems, *43rd Annual Macromarketing Conference*, Queenstown, NZ, June 20, 2017.

Track Chair (with Don Rahtz), *14th Biennial International Conference on Marketing and Development*, Lima, Peru, August 2016.

Track Chair (with Mark Peterson & Andrés Barrios), *41st Annual Macromarketing Conference*, Dublin, July 2016.

Program Planning Committee, *Marketing and Public Policy Conference*, San Luis Obispo, CA, June 2016.

Co-Chair (with R. Benton & O. Kravets), *40th Annual Macromarketing Conference*, Chicago, June 2015.

Program Planning Committee, *Marketing and Public Policy Conference*, Washington, DC, June 2015.

Chair, Special Session on Marketing Ethics, AMA Winter Educators' Conference, Orlando, FL, January 22, 2014.

Editorial Board, *CROMAR Proceedings*, 2013.

Track Chair (with C. Kaufman), Macromarketing and Transformative Consumer Research, *Annual Conference of the Emerging Markets Conference Board*, Port Elizabeth, South Africa, forthcoming, June 2013.

Session Chair, "Macromarketing and Asia," *38th Annual Macromarketing Conference*, Toronto, June 4-7, 2013.

Panelist, The PhD Project of the American Marketing Association, Chicago, July 17-17, 2012

Conference Co-Chair (with R. Benton, S. Sidrahan, & M. Viswanathan), *4th Subsistence Marketplaces Conference*, July 2012.

Discussant, "Why Is It Good To Be Next to Your Competitors? Entrepreneurial Competitive Clusters in Emerging Economies" and "The Effects of Communication Channels to Electronic Product Buying Behavior of Urban Households with Low-Middle Income: The Case of Hanoi, Vietnam," *World Bank and National Economics University Research Symposium*, Hanoi, July 28-29, 2011.

Track Chair (with Michaela Haase), Marketing and Development, *36th Macromarketing Conference*, Williamsburg, VA, June 5-8, 2011.

Roundtable Session Organizer, "Impact beyond One's Fulbright Award," *33rd Annual Fulbright Association Conference*, Buenos Aires, November 4-7, 2010.

Track Chair (with Frédéric Jallat & Detlev Zwick), Global & Cross-Cultural Marketing, *Academy of Marketing Science Conference*, Portland, OR, May 19-22, 2010.

Track Chair (with Ray Benton & Dan Westbrook), Markets, Marketing and Trade, *International Society of Markets and Development Conference*, Hanoi, Vietnam, January 5-8, 2010.

Session Chair, Sustainability, *35th Macromarketing Conference*, June 9-12, 2010.

Track Chair (with Rohit Deshpandé), Developing Markets, *2nd Transformative Consumer Research Conference*, Villanova University, Philadelphia, June 26-28, 2009.

Organizing Committee, *11th International Conference on Markets and Development*, Hanoi, Vietnam, January 5-8, 2010.

Organizing Committee, *Columbia University GSB Marketing Camp: "Morrisfest"*, May 8, 2009.

Program committee, *2009 Marketing and Public Policy Conference*.

Advisory Council, *2008 Forum on Markets and Marketing*, Sydney, December 4-6, 2008.

Session Co-Chair (with Roger Layton), Macromarketing, *ANZMAC*, Sydney, December 1-3, 2008.

Program Committee, *2008 Marketing and Public Policy Conference*.

Program Committee, *2007 Marketing and Public Policy Conference*, Washington, DC.

Program Committee, *2006 Marketing and Public Policy Conference*, Long Beach, CA.

ACR Task Force for Transformative Consumer Research, 2005.

Program Committee, 2005 *International Conference on Marketing and Development*, Thessaloniki, Greece.

Program Committee, 2004 *Marketing and Public Policy Conference*, Salt Lake City, Utah.

Conference Co-Chair, 8th *ISMD Conference*, Bangkok, January 4-7, 2003.

Session Chair and Organizer, Food Marketing Alliance Roundtable, *American Marketing Association Summer Educators' Conference*, San Diego, August 5, 2002.

Reviewer, Fulbright Program, current.

Chair, *Balkans Symposium*, Arizona State University, February 13, 2002.

Marketing and Development Track Chair, *Year 2000 ISQOLS Conference*, Barcelona, July 20-22, 2000.

Trustee, Arizona Food and Drug Industry Education Foundation, 2001-present.

AFMA Education Advisory Board, 2002-present.

Chair, Agribusiness Session, *US-ASEAN Business Council for Investment in Cambodia*, Phnom Penh, May 11-12, 2000.

Conference Co-Chair, 25th *Annual Macromarketing Conference*, June 22-25, 2000.

Program Committee, Arizona Agribusiness Forum, March 2000.

Program Chair, 23rd *Annual Macromarketing Conference*, August 12-15, 1998.

Director, International Business Education and Research Cooperative, 1995-1999.

Session Chair, "Post War Development Issues," *International Symposium on Marketing Resource Development Strategies for South East Europe*. Sponsored by USIS and Croatian Ministry of Science, Rijeka, Croatia, June 4-5, 1998.

Conference Co-Chair, *International Symposium on Marketing Development and Transition Economies*. Sponsored by United States Information Services, Opatija, Croatia, June 26-28, 1997.

Reviewer (Journals), *Journal of International Marketing*, *Journal of Macromarketing*, *Academy of Marketing Science Review*, *European Journal of Marketing*, *Journal of Public Policy & Marketing*, *Research in Consumer Behavior*, *Consumption, Markets and Culture*, *Journal of Business Research*, *Thunderbird International Business Review*, *Journal of International Business Studies*, *Qualitative Market Research*, *Social Influence*, *Journal of Organizational Excellence*, *Journal of Marketing Management*, *Journal of Consumer Culture*, *World Journal of Retail Business Management*, *British Food Journal*, *Journal of Consumer Affairs*, *International Journal of Research in Marketing*, *Marketing Theory*, *Journal of Services Research*, *Journal of Consumer Policy*, *International Journal of Emerging Markets*, *California Management Review*, *Journal of Business Ethics*, *Social Indicators Research*, *Applied Research in Quality of Life Studies*, *Customer Needs and Solutions*, *Journal of International Business Policy*, *International Journal of Human Rights*, etc.

Reviewer (Conferences; Agencies; Programs), American Marketing Association, Academy of Marketing Science, International Society of Marketing and Development, Cultural Dimensions of International Marketing, Association for Consumer Research, Macromarketing, European Marketing Academy, Public Policy and

Marketing, Academy of International Business, International Society for Quality of Life Studies, CROMAR, Consumer Culture Theory, Cross Cultural Research, Transformative Consumer Research, Helsinki Corporate Social Responsibility Conference, Subsistence Marketplaces Conference, Fulbright Program, Croatian Science Foundation, Emerging Markets Conference Board, etc.

Reviewer (Books), D. Lehmann & R. Winer (1994), *Analysis for Marketing Planning*, third ed., Burr Ridge, IL: Irwin; J. Costa & G. Bamossy (1995), *Marketing and Cultural Identity: Ethnicity and Nationalism in Marketing and Consumer Behavior*, Sage Publications.

Conference Chair, *Markets and Marketing Opportunities in Vietnam*. Sponsored by the American Marketing Association, the Institute for International Management and the World Trade Center, April 19, 1996, Phoenix.

Marketing and Development Track Chair, *1997 Macromarketing Conference*.

Special Session Organizer, "Consumers and Brands in Southeast Asia: Evolving Relationships and Current Issues," *Asia-Pacific ACR Conference*, Perth, July 11-13.

Invited Participant, *Myanmar Business Roundtable*, sponsored by *The Economist*, March 13, 1996, Yangon.

Conference Chair, *Experimental Marketing Management Conference*. Sponsored by Vietnam Ministry of Economic and Price Reform, January 9-10, 1996, Ho Chi Minh City.

Advisor, Vrije Universiteit Benchmarking Research Center, Amsterdam, 1994-1999.

Mission and Curriculum Advisor, College of Marketing, Ho Chi Minh City, 1994-present.

AMA Healthcare Marketing Division's Speakers Bureau, Current.

Chair, "Marketing in China, Outsiders' Perspectives," *Fifth International Conference on Marketing and Development*, Beijing, June 23, 1995.

Chair and session organizer, "Evolutionary Trends in Marketing and Development: Explorations, Issues and Illustrations from Southeast Asia," *Fifth International Conference on Marketing and Development*, Beijing, June 24, 1995.

Co-Chair, *Association for Consumer Research Conference* research note session, Boston, October 22, 1994.

Chair and session organizer, "Consumption and Asian Market Socialism: Emerging Phenomena in China, India, and Vietnam," *Association for Consumer Research Conference*, Singapore, June 15, 1994.

External examiner, Hong, Frank Kwok Chee (1994), *Brand Names Translation and Consumers' Product Perceptions and Evaluations*. Masters of Commerce thesis, University of Western Australia.

Discussant, *Association for Consumer Research Conference* competitive paper session: "Values, Materialism and the Environment," October 8, 1993, Nashville.

Chair, special session, *International Conference on Marketing and Development*: "Cultural Dimensions of Trade and Development," San Jose, Costa Rica, January 8, 1993.

Chair, special session, *Association for Consumer Research Conference*, special session: "Transition from Communism to Capitalism," Vancouver, BC, October 8, 1992.

UNIVERSITY SERVICE

Founding/Development Committee, Quinlan School and School of Environmental Studies Collaborative M.S. Program in Sustainable Business, from Fall 2020.

Organizer, LUC Quinlan School and Law School Deans' Program Development Tour, Ha Noi & Ho Chi Minh City, Vietnam, January 12-18, 2020.

LUC Mission Advisory Council, from Fall 2019.

Ignatian Faculty Seminar, Fall 2018.

Quinlan School Endowed Chairs Committee, from 2017.

QSB Site-Visit Team, Vietnam: assessment of LUC Vietnam Center for Quinlan School Engagement in Vietnam (w/ K. Stevens, J. Griffin, J. Engel, S. Gramata, S. Ries), October 9-13, 2017.

Search Committee, Raymond Baumhart Chair of Business Ethics, 2016-2017.

Co-Organizer (w/ M. Bosco, E. Geroulis, G. Henderson, K. Stevens), "The Business of Social Justice," Quinlan School Signature Series Event, April 21, 2016.

Organizer (w/ M. Garanzini et al.), Italian Ministry of Trade luncheon, September 11, 2014.

Search Committee, several Marketing Dept. searches.

Chair, Quinlan School Steering Committee, 2014-2015.

Member, University Strategic Planning Committee, including Plan 2020 Committee, from 2014.

Leader, Endowed Chairs Project, Loyola University Chicago, from 2013.

Member, Quinlan School of Business, Strategic Planning Committee, from 2013.

Co-Chair, Workshop on the Land and Marine Silk Road Countries: Past, Present, and Future, Quinlan Center for International Business, March 29, 2014.

Member, Integrated Marketing Council, Loyola University Chicago, from 2012.

Search Committee for LUC tenure-line marketing hire in marketing, 2011-2012, 2013-2014; 2014-2015, 2015-2016, 2017-2018.

Participant, Ignatian Pedagogy Retreat, Loyola University Chicago, April 23, 2012.

Chair, Academic Grievance Board, 2012.

Loyola Cuba Business Development Advisory Committee, from 2011-2013.

LUC QSB Sports Management Advisory Board, from 2011.

Search Committee for LUC SBA Dean, 2010-2011; 2015.

QSB Center for Social Enterprise Advisory Board, from 2014-2017.

Roundtable discussion re topics for business seminars in Vietnam; Majestic Hotel, Ho Chi Minh City, January 15, 2011.

M.C., GSB Links, September 17, 2010.

Chair, Academic Grievance Board, 2010.

LUC Vietnam Advisory Board, from 2009 to present.

Loyola University Chicago Vietnam Project, October 8-13, 2009, Ho Chi Minh City.

Advisory Committee, LUC QSB International Business Center (formerly the Center for Global Leadership and Ethical Management), from 2009 to present.

LUC SBA Faculty Development Research Awards committee, from 2009 to present.

LUC SBA Promotion and Tenure committee, from 2009 to present.

LUC – XLRI lecture series, November 2009.

President's Advisory Committee for Global Engagement; Faculty International Committee, 2007-2009.

President's Task Force: Explorations in Emerging Markets (e.g., Vietnam), 2007-2009.

Search Committee: Dean MSMA, 2006.

Regents Professor Nomination Committee, 2006.

Search Committee: Lincoln Chair in Ethics and Technology, 2006.

Search Committee: Academic Provost and Vice President for Research, 2006.

Organized first meeting by Vietnamese Ambassador to Arizona and ASU, October 4, 2005

Director, Food and Agribusiness Marketing Program, 1999-2009.

School of Global Studies, Steering Committee; Graduate Curriculum Committee, 2005.

Committee for Academic Program Review, 2004.

MSABR and College of Business program development committee, 2006.

Faculty Affiliate: College of Liberal Arts, Global Studies Program, 2005-2009.

Advisor, ASU College of Arts and Sciences Global Studies Program, 2005-2006.

Numerous school and campus committees, e.g., faculty search, curriculum, P&T, business development, campus quality and development, etc., 1999-2009.

Chair, MSABR Promotion and Tenure committee, 2000-2001.

Graduate admissions committee, 1999-2009.

Chair, food marketing curriculum development committee, 1999-2009.

Chair, ASU Scholarship, Research and Creative Activities Committee, 1998-1999.

ASU School of Management Outcomes Assessment Task Force, 1996-1997.

ASU School of Management MBA orientation, Fall 1996.

Academic Senate, Arizona State University West, Spring, 1993, Fall 1994.

ASU Speakers Bureau, 1994-2009.

ASU School of Management Curriculum Committees: Gateway; Globalization; Integration; Culture and Change Management, 1994-1995.

ASU School of Management new student orientation, Spring, 1995

Honors Thesis Advisor, Alika Singh, "Perceptions of Intellectual Property Rights," 1996-1997.

Coordinator, International Marketing Unit, University of New England, February 1994-May 1994.

Led first MBA study tour (15 Columbia students) to Vietnam, January 1-January 13, 1994.

Organized Columbia University Colloquium Series on Business Opportunities in Vietnam, Fall, 1993.

Organized Columbia University and Erasmus Universiteit-Rotterdam comparative advertising colloquium, June 24, 1993.

DISSERTATION & THESIS COMMITTEES

De Quero Navarro, Beatriz (anticipated 2021), "Systemic Market and Marketing Complexities in Syria, Lebanon and the adjacent Middle East" (working title), Universidad Loyola Andalucía.

Nguyen Ngoc Quynh Thu (2021), *Firms' Sustainability Marketing Commitment and Performance: The Role of Chief Marketing Officers' Confucian Dynamism, Prosocial Motivations and Proactive Personality*, Victoria University of Wellington.

Elzer, Angela (2021), *Knowledge and Plastic Pollution - Importance of Education to Plastic Waste Reduction: Case Study in Vietnam*, Loyola University Chicago.

Beninger, Stefanie (2018), *Exploring Marketing Transformations: A Marketing Systems Approach to Understanding Impoverished Contexts*, Simon Fraser University.

Wang, Chao-shih (Jake) (2015), *Heard It Through The Grapevine: Traceability, Intelligence Cohort & Collaborative Hazard Intelligence*, Arizona State University, W. P. Carey School of Business.

Dumitrescu, Claudia (2013), *Obesity: Marketing, Policy and a Path to Wellness*, Arizona State University, W. P. Carey School of Business.

Blažeković, Mark (2011). *Making Partnership Work: Cross-Sector Alliances between Businesses and NGOs at the Bottom of the Pyramid*, University of Oxford.

Dumitrescu, Claudia (2008), *Opportunities for American Durum Wheat Exports to Greece and Romania*, Arizona State University, Morrison School of Management and Agribusiness and W. P. Carey School of Business.

Nguyen Thi Thuc Doan (2008), *Vietnamese Wedding Rituals as Consumption Experiences*, University of Utah, David Eccles School of Business (Sheth Award winner, 2007).

An Van Khanh (2004), *Consumers' Perspectives on Vietnam's Coffee Value Chain, with Implications for Appropriate Management of that Chain*. Arizona State University, Morrison School of Agribusiness and Resource Management.

Hoang Thuy Bang (2001), *Vietnam's Coffee Industry: Trends, Consumer Perceptions and Export Development*. Arizona State University, Morrison School of Agribusiness and Resource Management.

Cochran, Jennifer (2001), *Readership and Response: Measuring the Effectiveness of Direct Mail Food Advertising*. Arizona State University, Morrison School of Agribusiness and Resource Management.

Chanon, Wadwaree (2000), *An Analysis of the Frozen Seafood Industry in Thailand*. Arizona State University, Morrison School of Agribusiness and Resource Management.

Tavassoli, Nader (1994), *Interference and Integration of Spoken and Written Information*. Columbia University Graduate School of Business.

Sheinin, Daniel (1994), *Consumers' Attribute Perceptions of Brand Extensions and Implications for Reciprocity Effects on the Extending Brand*. Columbia University Graduate School of Business.

Yabsley, David (1994), *She'll Be Apples, Mate -- The Role of Adhesive Brand Labels in the Marketing of Apples in Australia*. University of New England Graduate School of Business Administration.

Simonson, Alexander (1993). *The Impact of Identical Brands on the Strength of New Brands and Original Brands: A Study of Brand Appropriateness and Dilution*. Columbia University Graduate School of Business.

Han, Jin (1993), *Comparative Advertising and Brand Categorization of Brand Extensions*. Columbia University Graduate School of Business.

External examiner for many Dissertations and P&T files from the US, Europe, Australia, Africa, and Asia.

SAMPLE INTERVIEWS, PODCASTS, DIGITAL PANELS, ETC.

“Macro-Marketing in Southeast Asia,” with A. Gini, LUC Q-Talks/WLW/Apple-podcast, December 10, 2020, <https://podcasts.apple.com/us/podcast/macro-marketing-in-south-east-asia/id1462927749?i=1000501947725>

“COVID-19 and College Football,” with D. Williams, CGTN, August 20, 2020, <https://america.cgtn.com/2020/08/22/the-u-s-football-season-has-been-delayed-due-to-the-covid-19-pandemic>

“World Hunger on the Rise — Causes, Consequences and Solutions,” with J. Rosenfield, *CITYSunTimes*, December 7, 2019, <https://news.citysuntimes.com/2019/12/07/world-hunger-on-the-rise-causes-consequences-and-solutions/>

Interviews with several media outlets re sustainability and ocean-plastics pollution in Vietnam, e.g.:
 VTC10, August 19, 2019: (1) <https://www.youtube.com/watch?v=xgtp5hZGWgY&feature=youtu.be> ;
 (2) <https://www.youtube.com/watch?v=a9W19mVJgu4&feature=youtu.be>;
 VOV1, August 20, 2019: <http://vov1.vov.vn/dong-chay-su-kien/nhung-viec-can-lam-ngay-nham-giam-thieu-rac-thai-nhua-o-cac-vung-bien-cua-viet-c146-52140.aspx>

“Professor Clifford speaks...about the first PhD thesis in Loyola Andalucía that includes s supervisor from Loyola Chicago...,” Universidad Loyola Andalucía, May 10, 2019, <https://www.youtube.com/watch?v=wKJmZamxZNI>

“World Cup 2026: Joint Canada, Mexico & USA bid up against Morocco,” with Dan Williams, CGTN-Africa, May 13, 2018, <https://youtu.be/9UWBcMKGsVo>

“Crisis Management and Sustainability,” with Tu Trinh, *Financial Business News Channel*, March 24, 2017: Part 2, <https://www.youtube.com/watch?v=aowrrI-e230>
Part 3, <https://www.youtube.com/watch?v=7vV5-Se1h1k&feature=youtu.be>

“Hà Tĩnh mong các nhà khoa học Hoa Kỳ hỗ trợ đào tạo nhân lực về môi trường (Ha Tinh expects US scientists to support human resource training on the environment),” with Duong Chien, *Bao Ha Tinh*, March 14, 2017, <http://bit.ly/2ntcALQ>.

“Vietnam and Me,” with Tran Quoc Khanh, *Financial Business News Channel*, May 18 (June 8), 2016: Part 1, <https://www.youtube.com/watch?v=w91MpO0XnGE> ;
Part 2, <https://www.youtube.com/watch?v=T2TlduBdWAU> ;
Part 3, <https://www.youtube.com/watch?v=2wiRGYCiWbI> .

“As Fast Food Takes Hold, Health Fears Grow,” with Ben Paviour, *The Cambodia Daily*, May 7, 2016, www.cambodiadaily.com/news/as-fast-food-takes-hold-health-fears-grow-112289/ .

“The Starkness of Cuba’s Technology Gap, Charted,” with Michael Murphy, *Quartz / The Atlantic*, December 19, 2014, <http://qz.com/314528/this-chart-shows-the-severity-of-cubans-lack-of-access-to-technology/> .

“Car Wiring Company Drops ISIS Name,” with Tim Inklebarger, *Wednesday Journal*, November 11, 2014.

“The changing MBA: How tech and entrepreneurship are reshaping studies,” with Debbie Carlson, *Chicago Tribune*, September 14, 2014.

World Cup Experts Panel, June-July 2014, <http://wallethub.com/blog/world-cup-by-the-numbers/4433/#ask-the-experts>

“Why Companies Discontinue ‘popular’ Products,” with Julie Deardorf, *Chicago Tribune*, February 28, 2014.

“McDonald’s in China,” with Lorene Yue, *Crain’s*, January 27, 2014.

“The Titanic's Unsinkable Popularity and the Field of ‘Dark Marketing,’” with Ben Richmond of *Motherboard*, July 29, 2013.

“Profesor Shultz iz Chicaga: Treba vremena za oporavak zemlje,” with *Radio Sarajevo*, June 25, 20013: <http://radiosarajevo.ba/novost/116922/profesor-shultz-iz-chicaga-treba-vremena-za-oporavak-zemlje>

“Vietnam: Political Economy, Marketing System,” Podcast with Terry Witkowski for the *Journal of Macromarketing*, Sage Publications, May 2012: <http://jmk.sagepub.com/site/misc/Index/Podcasts.xhtml>

“A Macromarketing Journey,” Podcast with Tony Pecotich for the *Journal of Macromarketing*, Sage Publications, May 2012: <http://jmk.sagepub.com/site/misc/Index/Podcasts.xhtml>

“Vietnam in an Era of Global Economic Crisis,” ITN, Hanoi, Vietnam, January 4, 2010.

“Bosnia’s Universities - Their Role in Recovery,” with Susan Ladika for *International Educator*, February 8, 2007.

- “Vietnam, APEC and the Future,” with Ken Hutchison for Knight-Ridder / McClatchy, November 3, 2006.
- “\$499 for PlayStation 3 may pit parents vs. kids,” with William Hermann, *The Arizona Republic*, May 20, 2006.
- “Serious Gamers Lust over hyped XBOX 360,” with Mary Jo Pitzl, *The Arizona Republic*, November 21, 2005.
- “Marketing Vietnam's Places,” with Nguyen Thi Binh Ngoc, *Vietnam Net*, Hanoi, November 24, 2004.
- “Marketing and Development in Vietnam”, with Pham Mai Huong, *Vietnam Television Business Forum*, Hanoi, November 25, 2004.
- “Men’s Cosmetics,” with Sam Mittelsteadt, *East Valley/Scottsdale Tribune*, October 29, 2003.
- “Why Consumers Buy Counterfeits,” with Sam Mittelsteadt, *East Valley/Scottsdale Tribune*, May 27, 2003.
- “Retailer Efforts to Improve Food Safety,” with Lynne Miller, *Supermarket News*, January 27, 2003.
- “Invest in Your Coffee Brands, says U.S. Expert,” with Phuong Thanh, *The Saigon Times Daily*, January 14, 2003.
- “The Americanization of International Cuisine,” with Peter Ortiz, *The Arizona Republic*, July 12, 2002.
- “Local Food Industry Expert Talks about Terrorism,” Staff interview, *Arizona Food Industry Journal*, February 2002.
- “Teaching Capitalism to Communist Hanoi,” with Lindsey Michaels, *ASU Research*, Fall 2001, <http://www.asu.edu/research/researchmagazine/2001Fall/Fall01p42-45.pdf>
- “Nobody Wants WalMart in Their Neighborhood,” Interview with Alia Rau, *The East Valley Tribune*, Mesa, November 20, 2001.
- “NATO in Kosovo.” Interview with Rusty Heaps, Metro Networks, Phoenix, March 24, 1999.
- “Buyer Frenzy in the Toy Industry.” Interview with Kevin Sheh for *The Tribune*, Phoenix, December 1, 1998.
- “Konkurencija Nikada Ne Spava..” Interview with Marinkovic Škomrlj for *Novi List*, Rijeka, June 22, 1997.
- “Brands vs. Generics.” Interview with John Croman for KNXV-TV (ABC affiliate), Phoenix, May 7, 1996.
- “Leveraging Holidays to Market Goods and Services.” Interview with Angela Rabago for *The Arizona Republic*, Phoenix, April 24, 1996.
- “Business Opportunities in Vietnam.” Radio interview with Mike Scerbo, KFYI, Phoenix, April 19, 1996.
- “Fear of Investment in Vietnam.” Interview with William Carlisle for *The Arizona Republic*, Phoenix, April 16, 1996.
- “Marketing in Vietnam.” Interview with Angela Gonzales for *The Business Journal*, Phoenix, April 12, 1996.
- “Consumer Decision Making When Purchasing Health Club Memberships.” Interview with Melissa Bordow for *Arizona Business Gazette*, Phoenix, January 29, 1996.
- “Doi Moi at Year 10.” Radio interview with Nhung Duc Trinh for *Voice of America*, Washington, January 24, 1996.

- “Coupons as Part of Promotion Strategy.” Radio interview with Ed Walsh for *KFYI*, Phoenix, January 22, 1996
- “German and American Commercial and Cultural Exchanges During World Cup 1994.” Interview with Doris Martinez, *Artisan TV*, New York, June 30, 1994.
- “Marketing in Emerging Economies.” Radio interview with Natalie Bennett for *TUNE*, Armidale, NSW, March 29, 1994.
- “Green Marketing in the Athletic Shoe Industry.” Interview with Richard Wilner, *Footwear News*, June 23, 1993
- “The Effects of Vietnam's Evolving Economic and Political Policies.” Radio Interview with Nhung Duc Trinh for *Voice of America*, Washington, February 1, 1993.
- “Economic Changes and Opportunities in Vietnam.” Radio Interview with Nhung Duc Trinh for *Voice of America*, Washington, September 16, 1992.
- “Trends and Shakeouts in Advertising.” Interview with Viva Hardigg for *U.S. News & World Report*, New York, June 4, 1992.
- “Advertising Personal Computers Throughout the Product Life Cycle.” Interview with T.C. Doyle for *Computer Reseller News*, New York, May 20, 1992.
- “Advertising and the Diamond Industry.” Television interview with Jan Roberts for *BBC* documentary, New York, May 16, 1992.
- “Subway Advertising as Part of the Communications Mix.” Interview with Tony Brown for *Gannett Newspapers, Inc.*, New York, April 3, 1992.
- “Situational and Dispositional Determinants of Sales Effectiveness.” Radio Interview w/ Network *6PR*, Perth, Australia, November 11, 1991.
- “Selling Financial Services to the Affluent.” Interview with William Saporito for *Fortune*, August 10, 1991.

PROFESSIONAL AFFILIATIONS

Macromarketing Society (active)
 American Marketing Association (active)
 Fulbright Association (active)
 International Society of Markets and Development (active)
 World Bank Thematic Working Group for the Global Forum on Law, Justice and Development (active)
 Chicago Council on Global Affairs (active)
 Development, Advancement, Research and Training (DART) Group (active)
 Association for Consumer Research (active)
 University of Hawaii East-West Center
 Vietnam Marketing Association
 Academy of Marketing Science
 European Marketing Academy
 Australia-New Zealand Marketing Academy
 Food Industry University Consortium
 University of Michigan Davidson Institute

CONSULTANCIES & OTHER WORK EXPERIENCE

- 1984-present CONSULTANT (paid and *pro bono*)
 Sample clients: United Nations; Goodwill Industries; Vietnam Chamber of Commerce & Industry; Cambodian Ministry of Tourism; National Transition Council; Transparency International; Saigon Cosmetics Corporation; Harvard University; various U.S. government agencies; Pfizer-India; International Rescue Committee; Mai Asia / GTZ; Asian Development Bank; NYNEX; Kidder Peabody; Shearson, Lehman, Hutton; Merrill Lynch; Fort Wayne Occupational Health Center; Hawver Group; Bridge Group; ISL Marketing; Euro-sportring; Lord, Dentsu, & Partners; Commerce Bank; First-Interstate Bank; CARANA.
- Conducted country risk, investment potential and sustainable market development analyses.
 - Developed and taught executive seminars on strategic marketing and business development.
 - Measured brand recognition, recall, and purchase intention predicted/caused by advertisements.
 - Created marketing, sales and business development strategies.
 - Developed marketing plans; forecasted market trends; designed and administered surveys.
 - Developed model to predict sales performance.
 - Researched predictors for industry-specific managerial skills; supervised assessment centers.
 - Advocated commercial and political interests of select international sporting goods companies.
 - Served as Vice President, International Sports and Recreation Trade Association.
- 1979-1982 STRIPE 3 ADIDAS; Washington, DC; Herzogenaurach, Germany.
General Manager, Stripe 3 Adidas (1980-1982).
- Managed American office responsible for retail and integrated marketing communications.
 - Identified and developed emerging markets.
 - Created and coordinated athletic events.
Founder and Player, Team Adidas.
 - Played promotional soccer matches and conducted global promotional activities.
- 1978-1979 OSCAR MAYER CO.; Washington, DC.
Market and Merchandise Analyst
- Developed product introduction and merchandising strategies; conducted market research; served as corporate liaison to USDA.