

C. SAMUEL CRAIG

Leonard N. Stern School of Business
New York University
40 West 4th Street
New York, New York 10012
Tel: (212) 998-0555 E-mail: sraig@stern.nyu.edu

EDUCATION AND HONORS

Ohio State University, Ph.D., 1971
NDEA Fellow, 1969-1971

University of Rhode Island, M.S., 1967
Phi Kappa Phi, Scholastic Honorary
Omicron Delta Epsilon, Economics Honorary

Westminster College, B.A., 1965
Omicron Pi Delta, Business Honorary
Psi Chi, Psychology Honorary

Journal of Retailing, Best Article Award, 1984, 1991
Journal of International Marketing, Hans B. Thorelli Five Year Award, 2007
S. Tamer Cavusgil Best Article Award, 2000, 2001, 2006, 2011
International Marketing Review, Outstanding Paper Award, 2010, 2012
Carol and Bruce Mallen Award for Published Scholarly Contributions to Motion Picture Industry
Studies, 2011
American Marketing Association Global Marketing SIG's Significant Contributions to Global
Marketing Award, 2012
Journal of Advertising Research, Best Academic Reviewer Award, 2015

ACADEMIC EXPERIENCE

Ohio State University
1971-1972 Assistant Professor of Library Administration
1971-1973 Assistant Director, Mechanized Information Center
1972-1974 Assistant Professor of Marketing, College of Administrative Science
Cornell University Graduate School of Business and Public Administration
1974-1977 Assistant Professor of Marketing
1977-1979 Associate Professor of Marketing
New York University Leonard N. Stern School of Business
1979-1984 Associate Professor of Marketing
1984- Professor of Marketing
1984-1988 Associate Dean for Academic Affairs
1988- Professor of Marketing and International Business
1991-1998 Chairman, Marketing Department
1999- Director, Entertainment, Media and Technology Program
2001- Catherine and Peter Kellner Professor
2005-2013 Deputy Chair, Marketing Department

BUSINESS EXPERIENCE

International Business Machines

Marketing Representative, Data Processing Division, Providence, RI, 1966-1968.

BOOKS

Consumer Behavior: An Information Processing Perspective with B. Sternthal, Englewood Cliffs, NJ: Prentice-Hall, 1982.

International Marketing Research with S.P. Douglas, Englewood Cliffs, NJ: Prentice-Hall, 1983.

Personal Selling: Theory, Research and Practice (Ed.) with J. Jacoby. Lexington, MA: Lexington Books, 1984.

History of Advertising. Series editor with H. Assael. New York: Garland, 1985.

Repetition Effects Over the Years (Ed.) with B. Sternthal. New York: Garland, 1986.

Development of Media Models in Advertising (Ed.) with A. Ghosh. New York: Garland, 1986.

Relationship of Advertising Expenditures to Sales (Ed.) with A. Ghosh. New York: Garland, 1986.

Global Marketing Strategy with S.P. Douglas, New York: McGraw-Hill, 1995.

International Marketing Research, Third Edition, with S.P. Douglas, Chichester, UK: John Wiley and Sons, 2005.

CHAPTERS IN BOOKS

“Marketing Experimentation,” with B. Sternthal in *Marketing Research: Fundamentals and Dynamics*, by G. Zaltman and P. Burger, Dryden Press, 1974.

“Information for International Marketing Decisions,” with S.P. Douglas in *Handbook of International Management*, 2nd ed., I. Walter, ed., New York: John Wiley, 1988.

“Marketing Research in the International Environment,” S.P. Douglas in *Handbook of International Management*, 2nd ed., I. Walter, ed., New York: John Wiley, 1988.

“Establishing Equivalence in Comparative Consumer Research,” with S.P. Douglas in *Comparative Marketing Systems*. E. Kaynak and R. Savitt, eds., New York: Praeger, 1984.

“Contributions of Comparative Research to the Study of Consumer Behavior,” with S.P. Douglas in *Marketing Management Technology as a Social Process*, G. Fisk, ed., New York: Praeger, 1986.

C. Samuel Craig

“Researching Global Markets,” with S.P. Douglas in *Marketing Manager's Handbook*. 3rd edition, S.J. Levy, et al. eds., Dartnell, 1994.

“International Marketing,” with S.P. Douglas in *Companion Encyclopedia of Marketing*. M.J. Baker, ed. London: Routledge, 1995.

“Location-Allocation Models for Designing Multifacility Retail Networks” with A. Ghosh and S. McLafferty in *Facility Location: A Survey of Applications and Methods*, Z. Drezner. ed. Springer-Verlag, 1995.

“Global Marketing,” with S.P. Douglas, *IEBM Encyclopedia of Marketing*, M.J. Baker, Ed., London: International Thompson Business Press, 1999.

“International Advertising,” with S. P. Douglas, *International Encyclopedia of Social and Behavioral Sciences*, N. J. Smelser and Paul Baltes, Editors-in-Chief, *Media Studies and Commercial Applications*, M. Schudson, ed., Amsterdam, Pergamon, 2001.

“Dynamics of International Brand Architecture: Overview and Directions for Future Research,” with S.P. Douglas, in *Handbook of Research in International Marketing*, Subhash Jain, ed. Edward Elgar , 2003.

“Expanding the Perspective: Making US Marketing Relevant for the New World Order,” with S.P. Douglas, in *Does Marketing Need Reform?* J.N. Sheth and R. Sisodia, eds. M.E. Sharpe, 2006.

“Advertising Across Cultures,” with S.P. Douglas, in *Handbook of Advertising*. G.J. Tellis and T. Ambler, eds. Sage, 2007.

“Reassessing Global Marketing Strategy,” with S.P. Douglas in *International Business Scholarship: AIB Fellows on the First 50 Years and Beyond, Research in Global Strategic Management*, Vol. 14, J. Boddewyn, ed. Emerald Group Publishing, 2008

“Impact of Context on Cross-cultural Research,” with S.P Douglas in *Beyond Hofstede: Cultural Frameworks for Global Marketing and Management*. C. Nakata, ed. Palgrave Macmillan, 2009.

“Global Marketing Research,” with S.P. Douglas in *Handbook of Technology Management*, H. Bidgoli, ed., John Wiley, 2010.

“Global Marketing Strategy: Past, Present and Future,” with S.P. Douglas in *Advances in International Management: The Past, Present and Future of International Business and Management*, Devinney, T.M., T. Pedersen and L. Tihanyi eds. Vol. 23, New York: Emerald, 2010.

C. Samuel Craig

“Global Marketing Strategy,” with S.P. Douglas in *International Encyclopedia of Marketing*, Vol.6, J. Sheth and N.K. Maholtra eds. D.C. Bello and D. Griffith, Volume eds. Blackwell Publishing, 2011.

“The Limits of Global Branding: The Emerging Market Challenge,” with S.P. Douglas, in *Handbook of Research in International Marketing*, 2nd edition, Subhash Jain and David A. Griffith, eds. Edward Elgar, 2011.

“International Advertising Research,” with S.P. Douglas in *Handbook of Research in International Advertising*, Shintaro Okazaki, ed. Edward Elgar, 2012.

“Culture and Consumer Behaviour: Contextual and Compositional Components,” with S. P. Douglas in *Handbook of New Developments in Consumer Behaviour*, Gordon Foxall and Victoria Wells, eds. Edward Elgar, 2012.

“International Advertising,” *International Encyclopedia of Social and Behavioral Sciences*, Second edition. J.D. Wright, Editor-in-Chief, Vol. 12, Oxford: Elsevier, 2015.

“Challenges in International Marketing Research Projects,” with A. Engelen and M. Engelen, *Handbook of Market Research*, edited by Christian Homburg, Martin Klarmann and Arnd Vomberg, Springer (forthcoming).

ARTICLES

“Interorganizational Data Systems: The Computer and Distribution,” with L.W. Stern, *Journal of Retailing* (Summer 1971), 73-86. Reprinted in *Interorganizational Relations*, W.M. Evan, ed., New York: Penguin, 1976.

“The Effect of Overlearning on Retention,” with B. Sternthal and K. Olshan. *Journal of General Psychology* 87(1972), 85-94.

“Brave New Marketing,” *Business and Society* (Fall 1972), 17-22.

“Managing Conflict in Distribution Channels: A Laboratory Study,” with L.W. Stern and B. Sternthal. *Journal of Marketing Research* (May 1973), 169-179.

“Promotion of Information Services: An Evaluation of Alternative Approaches,” with L.W. Stern, A.J. LaGreca and G.J. Lazorick, *Journal of the American Society for Information Science* (May-June 1973), 171-179.

“Humor in Advertising,” with B. Sternthal. *Journal of Marketing* (October 1973), 12-18.

C. Samuel Craig

“A Parasimulation of Interorganizational Conflict,” with L.W. Stern and B. Sternthal, *International Journal of Group Tensions*, Vol. 3, No. 102, (1973), 68-90.

“Fear Appeals: Revised and Revisited” with B. Sternthal, *Journal of Consumer Research* (December 1974), Vol. 1, No. 3, 22-34.

“Strategies for Managing Interorganizational Conflict: A Laboratory Paradigm,” with L.W. Stern and B. Sternthal, *Journal of Applied Psychology* 60 (August 1975), 472-482.

“An Application of Conjoint Measurement to Communication Research,” with V.R. Rao, *Communication Research* 2(July 1975), 317-328. Entire issue later published as *Communicating the Consumers: The Information Processing Approach*, M.L. Ray and Scott Ward, eds., Beverly Hills, California: Sage, 1976.

“The Effect of Sociometric Location on the Adoption of an Innovation within a University Faculty,” with L.W. Stern, A.J. LaGreca and R.G. Salem, *Sociology of Education* 49(January 1976), 90-96.

“Advertising Wearout: An Experimental Analysis,” with B. Sternthal and C. Leavitt. *Journal of Marketing Research* (November 1976), 365-72.

“PROMAR: The New Product Marketing Game,” with R.E. Zeller and L.A. Brown, *Journal of Marketing Research*. Computer Abstracts Section. 14(August 1977), 415-416.

“Sheldon's Constitutional Theory and Advertising Appeals: A Preliminary Appraisal,” with Irene B. Rosenfeld, *Journal of Advertising*, (Spring 1977), 36-41.

“PROMAR: The New Product Marketing Game,” with L.A. Brown and R.E. Zeller. *Computer Applications* Vol. 4, #3-4, (1977), 677-767.

“Spatial Diffusion of Innovation: A Gaming Approach,” with L.A. Brown. *Simulation and Games*, 9(March 1978), 29-52.

“Item Nonresponse in Mail Surveys: Extent and Correlates,” with J. McCann. *Journal of Marketing Research*, 15(May 1978), 285-89.

“Assessing Communication Effects on Energy Conservation,” with J. McCann. *Journal of Consumer Research*, 5(September 1978), 82-8.

“The Impact of Persuasive Communications on Energy Conservation,” with J. McCann. *Energy Systems and Policy*, 2:4(1978), 433-47.

C. Samuel Craig

“The Construct Validity of the Tripartite Classification of Attitudes,” with B. Sternthal, A. Tybout, and R. Bagozzi. *Journal of Marketing Research*, 16(February 1979), 88-95.

“Innovation Diffusion and Entrepreneurial Activity in a Spatial Context: Conceptual Models and Related Case Studies,” with L.A. Brown and M. Brown. *Research in Marketing*, Vol. 4, J. Sheth, ed., Greenwich: JAI Press, 1980.

“Developing Strategies for Influencing Residential Consumption of Electricity,” with J. McCann. *Journal of Environmental Systems*, 9:2(1979-80), 175-187.

“Simulating the Spatial Diffusion of Innovation: A Gaming Experimental Approach,” with L.A. Brown. *Journal of Socio-Economic Planning Science*. Vol. 14 (1980), 167-179.

“Measurement of Subjective Trade-Offs in Media Allocation Decisions,” with V.R. Rao. *Current Issues and Research in Advertising*. J.H. Leigh and C.R. Martin (eds.), Ann Arbor: Graduate School of Business, 1980.

“Protocols in Consumer Research: Problems Methods and Uses,” with S.P. Douglas and J.P. Faivre. *Research in Marketing*, Vol. 5, J. Sheth, ed., Greenwich: JAI Press, 1981.

“Consumers without a Direct Economic Incentive to Conserve Electricity,” with J. McCann. *Journal of Environmental Systems*, 10:2(1980-1981), 157-164.

“Strategic Factors Associated with Market and Financial Performance,” with S.P. Douglas, *Quarterly Review of Economics and Business*, 22(Summer 1982), 101-112.

“Approaches to Assessing International Marketing Opportunities for Small and Medium-Sized Companies,” with S.P. Douglas and W. Keegan. *Columbia Journal of World Business*, 17(Fall 1982), 26-32.

“Formulating Retail Location Strategy in a Changing Environment,” with A. Ghosh. *Journal of Marketing*, 17(Summer 1983), 56-68.

“How Predispositions and Discretion Influence Energy Consumption,” *Journal of Energy and Development*, 7(Spring 1983), 247-265.

“Examining Performance of U.S. Multinationals in Foreign Markets,” with S.P. Douglas. *Journal of International Business Studies*, (Winter 1983), 51-52.

“A Location Allocation Model for Facility Planning in a Competitive Environment,” with A. Ghosh. *Geographical Analysis*, 16(January 1984), 39-51.

C. Samuel Craig

“Models of the Retail Location Process: A Review,” with A. Ghosh and S. McLafferty. *Journal of Retailing*, 60(Spring 1984), 5-36. Received award for best paper in the *Journal of Retailing* for 1984.

“An Approach to Determining Optimal Locations for New Services,” with A. Ghosh. *Journal of Marketing Research*, 23(November 1986), 354-362.

“Global Marketing Myopia,” with S.P. Douglas. *Journal of Marketing Management*, 2(Winter 1986), 155-169.

“Market Structure, Performance and Strategy: A Comparison of U.S. and European Markets,” with S.P. Douglas and S.K. Reddy. *Advances in International Marketing*, Vol. 2, T. Cavusgil, ed., Greenwich: JAI Press, 1987.

“Evolution of Global Marketing Strategy: Scale, Scope, and Synergy,” with S.P. Douglas. *Columbia Journal of World Business*. 24(Fall 1989), 47-59. Reprinted in: *Global Marketing Management*. R. Buzzell and J. Quelch. Boston: Addison-Wesley, 1991; *Readings in International Business*. R.Z. Aliber and R.W Click, eds. Cambridge: MIT Press, 1993; *Marketing Classics: A Selection of Influential Articles*. Ben M. Enis, Keith K. Cox and Michael P. Mokwa. Upper Saddle River, NJ: Prentice-Hall, 1995.

“Achieving Success in Japanese Consumer Markets,” with S.P. Douglas. *Japan and the World Economy*, 2(1990), 1-21.

“Spatial Dimensions of International Markets,” with S.P. Douglas in *Spatial Analysis in Marketing: Theory, Methods and Applications*. In C.A. Ingene and A. Ghosh, Eds., Greenwich: JAI Press, 1991.

“FRANSYS: A Franchise Distribution System Location Model,” with A. Ghosh. *Journal of Retailing*, 67(Winter 1991), 466-495. Received award for best article in *Journal of Retailing* for 1991.

“Patterns of Convergence and Divergence Among Industrialized Nations: 1960-1988.” With S.P. Douglas and A. Grein. *Journal of International Business Studies*, 23(1992), 773-787.

“Advances in International Marketing: A Review,” with S.P. Douglas, *International Journal of Research in Marketing*, 9(1992), 291-318.

“Using Household Level Viewing Data to Maximize Effective Reach,” with A. Ghosh. *Journal of Advertising Research*, 33(January/February 1993), 38-47.

C. Samuel Craig

“Cross-National Consumer Research Traditions,” with S.P. Douglas and M.A. Morrin in *Research Traditions in Marketing*. G. Laurent, G.L. Lilien and B. Pras, eds. Boston: Kluwer, 1994.

"Market Entry Strategies: An Emerging Market Perspective," with S.P. Douglas, *Foreign Trade Review*, XXIX (July-December 1994), 115-127.

"Developing Strategies for Global Markets: An Evolutionary Perspective," with S.P. Douglas, *Columbia Journal of World Business* XXXI (Spring 1996), 70-81. Modified version appeared as "Developing a Global Marketing Strategy" in *Chemtech*, (April 1997), 43-49. Reprinted in: S.J. Paliwoda and J.K. Ryans (eds.), *International Marketing*, Cheltenham, UK: Edward Elgar, 2007.

"Global Portfolio Planning and Market Interconnectedness," with S.P. Douglas, *Journal of International Marketing*, 4 (1996), 93-110.

"Economic Performance Over Time: Does Porter's Diamond Hold at the National Level?" with A.F. Grein, *International Executive*, 38 (May/June 1996), 303-322.

“Responding to the Challenges of Global Markets: Change, Complexity, Competition and Conscience,” with S.P. Douglas, *Columbia Journal of World Business*, 31 (Winter 1996), 6-18. Reprinted in *IEEE Engineering Management Review* (1997), Vol. 25, 4-14.

“Managing the Transnational Value Chain: Strategies for Firms from Emerging Markets,” with S.P. Douglas, *Journal of International Marketing*, 5 (1997), 97-110.

“The Changing Dynamic of Consumer Behavior: Implications for Cross-Cultural Research,” with S.P. Douglas, *International Journal of Research in Marketing*, 14 (1997), 379-395.

“Competing in the Next Millennium: Challenges Facing International Marketers,” with S.P. Douglas, *International Marketing Review*, 16 (1999), 99-107.

"Configural Advantage in Global Markets," with S.P. Douglas, *Journal of International Marketing*, 8(2000), 6-20. Paper received the 2000 S. Tamer Cavusgil Best Paper Award for the “most significant contribution to the advancement of the practice of international marketing management.”; 2007 Hans B. Thorelli Award, for “the most significant and long-term contribution to international marketing theory or practice.” Reprinted in: three volume set, *International Marketing*, S. J. Paliwoda and J. K. Ryans, Jr., (eds.) Edward Elgar Publishing, 2007

“Building Global Brands in the 21st Century,” with S. P. Douglas, *Japan and the World Economy* 12 (2000), 273-283.

C. Samuel Craig

“Integration and Responsiveness: Marketing Strategies of Japanese and European Automobile Manufacturers,” with A. F. Grein and Hirokazu Takada. *Journal of International Marketing* 9 (2001), 19-50.

"Conducting International Marketing Research in the 21st Century," with S.P. Douglas, *International Marketing Review*, 18(2001), 80-90. Reprinted in *Best Practices in International Marketing*. Michael Czinkota, ed. Harcourt, (forthcoming)

“Integrating Branding Strategy Across Markets: Building International Brand Architecture,” with S. P. Douglas and E. Nijssen, *Journal of International Marketing* 9 (2001), 97-114. Paper received the 2001 S. Tamer Cavusgil Best Paper Award for the “most significant contribution to the advancement of the practice of international marketing management.”

“The Internet and International Consumer Markets,” with S.P. Douglas and T. B. Flaherty, *Journal of Internet Commerce* 2 (2003), 107-123.

“Culture Matters: Consumer Acceptance of US Films in Foreign Markets,” with W.H. Greene and S.P Douglas, *Journal of International Marketing*, 13 (2005), 80-103.

“On Improving the Conceptual Foundations of International Marketing Research,” with S.P. Douglas, *Journal of International Marketing*, 14 (2006), 1-22. Paper received the 2006 S. Tamer Cavusgil Best Paper Award for the “most significant contribution to the advancement of the practice of international marketing management.” Reprinted in *International Marketing: Modern and Classic Paper*, Vol. II, S.J. Paliwoda and J.K. Ryans, Jr. eds. Edward Elgar, 2008.

“Beyond National Culture: Implications of Cultural Dynamics for Consumer Research,” with S.P. Douglas, *International Marketing Review*, 23 (2006), 322-342.

“Collaborative and Iterative Translation: An Alternative Approach to Back Translation,” with S.P. Douglas, *Journal of International Marketing*, 15 (2007), 30-43.

“Contextual and Cultural Factors Underlying Americanization,” with S.P Douglas and A. Bennett, *International Marketing Review*, 26 (2009), 90-109. Received outstanding paper award, Highly Commended, Literati Network Awards for Excellence, 2010

“Leading the Way: Reflections on the Editors of the *Journal of Retailing*,” *Journal of Retailing*, 85 (2009), 504-505.

“Assessing Cross Cultural Marketing Theory and Research: A Commentary Essay,” with S.P. Douglas, *Journal of Business Research*, 64 (2011) 625-627.

“Convergence and Divergence: Developing a Semiglobal Marketing Strategy,” with S.P Douglas, *Journal of International Marketing*, 19 (2011), 82-101. Paper received the 2011 S. Tamer

C. Samuel Craig

Cavusgil Best Paper Award for the “most significant contribution to the advancement of the practice of international marketing management.”

“The Role of Context in Assessing International Marketing Opportunities,” with S.P. Douglas, *International Marketing Review*, 28 (2011), 150-162. Received the outstanding paper award winner, Literati Network Awards for Excellence, 2012

"Empowering Rural Consumers in Emerging Markets" with S.P. Douglas, *International Journal of Emerging Markets*, 6 (2011), 382-393.

“Creating Cultural Products: Cities, Context and Technology,” *City, Culture and Society*, 4 (2013), 195-202.

“Partnering for Growth in Emerging Markets,” *Journal of Advertising Research*. December (2013), 109-110.

“E-Word of Mouth: An Early Predictor of Audience Engagement,” with W.H. Greene and A. Versaci, *Journal of Advertising Research*, Vol. 55, March (2015). 62-72.

“Multicultural marketplaces: New territory for international marketing and consumer research,” with C. Demangeot and A. J. Broderick, *International Marketing Review*, Vol. 32. No. 2 (2015). 118-140.

“Researching the Global Marketplace: Susan Douglas’ Legacy,” *International Marketing Review*, Vol. 32. No. 2 (2015).

“Separate but Together: Mediterranean Identity in Three Countries,” with Luca Petruzzellis, *Journal of Consumer Marketing*, (forthcoming).

CONFERENCE PROCEEDINGS

“Consumer Decision Making: On the Importance of Price,” with J.F. Engel and W.W. Talarzyk. *Proceedings of the Association for Consumer Research*, David M. Gardner, ed., College Park, Maryland, 1971, 243-255.

“The Effectiveness of Opinion Leadership in the Promotion of Information Services,” with L.W. Stern and A.J. LaGreca in T.V. Greer, ed., *Combined Proceedings, American Marketing Association*, (Fall 1973), 266-272.

“Market Sub-segmentation: An Analytical Approach to Refining Segmentation Strategies,” with J.L. Ginter, *Proceedings of Midwestern AIDS Conference*, (Spring 1974), 1913-1918.

C. Samuel Craig

“Dependent Measures and Attributes Used in the Multi-Attribute Attitude Model: A Comparative Analysis,” with J.L. Ginter, in R.C. Curhan, ed., *Proceedings of the American Marketing Association*, Fall, 1974, 84-89.

“An Empirical Test of a Scale of Innovativeness,” with J.L. Ginter in M.M. Schlinger, ed., *Advances in Consumer Research*, Vol. 2, Association for Consumer Research, 1974.

“Fast Food Consumption Preferences of Black Consumers,” K. Miller and J. Hawkins in H.W. Nash and D.P. Robins, eds., *Proceedings of the Southern Marketing Association*, (Fall 1975).

“Identifying Market Segments with AID 3,” with V.R. Rao and J. McCann in K.L. Bernhardt, ed., *Proceedings of the American Marketing Association*, Fall 1976, 393-397.

“Communicating Energy Conservation Information to Consumers: A Field Experiment,” with J. McCann in B.A. Greenberg and D.N. Bellenger, eds., *Proceedings of the American Marketing Association*, Fall 1977, 432-436.

“Segmenting Charitable Givers: An Application of TOBIT,” with T. Deutscher and J. McCann in B.A. Greenberg and D.N. Bellenger, eds., *Proceedings of the American Marketing Association*, Fall 1977, 34-38.

“Influencing Energy Consumption: A Communications Approach,” *Proceedings of Energy Conservation and Public Awareness Conference*, U.S. Department of Energy, Office of Conservation and Solar Energy, Washington, 1980.

“A Game Theoretic Approach to Retail Location Strategy,” with A. Ghosh. *Proceedings of the American Marketing Association*, B.J. Walker, et al., eds., (August 1982), 212-215.

“Examining Performance of U.S. Multinationals in Foreign Markets,” with S.P. Douglas, in V. Kirpalani, ed., *International Marketing: State of the Art, Managerial Issues, Research, and Opportunities*. Marketing Science Institute, 1983.

“A Covering Approach to Retail Facility Location,” with A. Ghosh. *Proceedings of the American Marketing Association*. Russell Belk, et al., eds., (August 1984).

“Maximizing Effective Reach in Media Planning,” with A. Ghosh. *Proceedings of the American Marketing Association*, (August 1985).

“Global Marketing Myopia,” with S.P. Douglas, *Proceedings EMAC*, (June 1986).

“Formulating Global Marketing Strategy,” with S.P. Douglas. *Proceedings of the State and the Private Enterprise in a Global Society Symposium*, Tokyo, September 1987.

C. Samuel Craig

“Minimizing Spatial Conflict in Franchise Distribution Systems,” with A. Ghosh. *Proceedings of the American Marketing Association*. August, 1990.

“Cross-National Consumer Research Traditions,” with S.P. Douglas and M. Broadman, *Conference on Research Traditions in Marketing*. Brussels, January 8-10, 1992.

“Information Access and Interpretation: The Internet and Consumer Behavior in International Markets,” with S. P. Douglas and T. B. Flaherty. *E-Commerce and Global Business Forum: Building Electronic Bridges Across Nations*, Santa Cruz, CA, May 17-19, 2000.

PRESENTED PAPERS (not published in a proceedings)

“A Perceptual Evaluation of a Selective Dissemination of Information System,” Computer Science Conference, Columbus, Ohio, February, 1973.

“Sociometric Location and the Adoption of an Innovation,” with L.W. Stern, A.J. LaGreca, and R.G. Salem, Southern Sociological Association, Washington, D.C., April, 1975.

“The Market and Infrastructure Context of Adoption and Diffusion of Innovation,” with L.A. Brown, American Association for the Advancement of Science, Annual Meeting, Boston, February, 1976.

“Strategic Factors Associated with Market and Financial Performance,” with S.P. Douglas, Academy of International Business, Montreal, 1981.

“Factors Affecting Performance in International Markets,” with S.P. Douglas. AMA/MSI International Marketing Workshop, March 23-24, Cambridge, Massachusetts, 1983.

“Minimizing Spatial Conflict in Franchise Distribution Systems,” with A. Ghosh. ORSA/TIMS, Philadelphia, 1990.

“Spatial Aspects of Global Markets,” with S.P. Douglas. Sixth Bi-Annual World Marketing Congress, Istanbul, Turkey, July, 1993.

“National Competitiveness: Sources and Impact,” with A. Grein, Academy of International Business, Boston, 1994.

“Marketing Strategies of Japanese Auto Manufacturers in Western Europe,” with A. Grein, Academy of International Business, Seoul, 1995.

C. Samuel Craig

“Extending Involvement in the Transnational Value Chain: Strategies for Firms from Emerging Markets,” with S.P. Douglas, International Management Development Association, Bermuda, July 1996.

“The Impact of Market Similarity and Market Interdependence on the Marketing Mix,” with A. Grein, Academy of International Business, Banff, Canada, September 1996.

“Developing Dynamic Global Marketing Strategies,” Convencion Mercadotecnia Internacional, Rosarito, Mexico, September 1997.

“Developing Configural Advantage in Global Markets,” with S.P. Douglas, Marketing Science Institute, Cambridge, MA, June 1998.

“Developing International Brand Architecture,” with S.P. Douglas, Ninth Biennial World Marketing Congress, Malta, June, 1999.

“Building Global Brands for the 21st Century,” Keynote Speech. Global Media Marketing, Tokyo, December 1999.

“Dynamics of International Brand Architecture: Overview and Directions for Future Research,” with S.P. Douglas, Research in International Marketing Conference, Storrs, CT, October 2007.

“Expanding Research Network in Cross-Cultural Context,” keynote speech, Japan Society of Marketing and Distribution, Osaka, Japan, May 30, 2009.

“The Limits of Global Branding: The Emerging Market Challenge,” with S.P. Douglas International Marketing Theory Conference, Storrs, CT, June 2010.

“Remembering Susan Douglas,” European Marketing Academy Conference, Ljubljana, Slovenia, May 2011.

“Remembering Susan Douglas,” Academy of International Business Conference, Nagoya, Japan, June 2011.

BOOK REVIEWS

Book Review of: *Marketing Channels* by L. Boone and J. Johnson in *Journal of Business*, 47(3), July 1974, 474-475.

Book Review of: *Psychological Economics* by George Katona in *Contemporary Psychology*, 21(4), 1976.

C. Samuel Craig

Book Review of: *Consumer and Industrial Buying Behavior*, edited by A.G. Woodside, J.N. Sheth and P.D. Bennett in *Executive*, (Spring) 1978.

Book Review of: *Psychological Principles of Marketing and Consumer Behavior* by S.H. Britt in *Contemporary Psychology*, 24(3), 1979.

Book Review of: *Sociopolitical Aspects of International Marketing*, edited by E. Kaynak in *Columbia Journal of World Business*, XXVII, (Summer) 1992.

Book Review of: *Marketing Across Cultures* by F. Trompennars and P. Woolliams in *International Journal of Advertising*, 2005.

WORKING PAPERS

“An Experimental Approach to the Study of Diffusion Agency Establishment Processes,” with L.A. Brown. Discussion Paper 12. Department of Geography, Ohio State, 1974.

“Issues Underlying the Prediction of Behavior,” with B. Sternthal and A. Tybout. Northwestern University, 1974.

“Consumer Evaluation of Product Information by Source: An Application of Conjoint Measurement,” with V.R. Rao, Cornell University, 1975.

“Marketing Energy Conservation to Residential Consumers of Electricity,” with J. McCann and C. Stannard, Cornell University, 1977.

“Marketing Solar Energy,” Cornell University, 1979.

RESEARCH GRANTS

Assistant Project Director and Faculty Associate, “Mechanized Information Center,” the Ohio State University Libraries and Department of Computer and Information Science, 1 February 1971-31 January 1974. Sponsor: National Science Foundation, Office of Science Information Service, GN-27458. Amount of Grant: \$864,730.

Faculty Associate, “The Market and Infrastructure Context of Innovation Adoption and Diffusion,” Department of Geography, The Ohio State University. Sponsor: National Science Foundation, G-36829. Amount of Grant: \$232,694.

Co-project Director, “Consumer Education Experiment on the Economics of Energy Utilization,” Sponsor: Federal Energy Administration (through New York Public Service Commission), 1 February 1976-31 January 1977. Amount of Grant: \$70,000.

C. Samuel Craig

Co-principal Investigator, "Conservation and Solar Policy and Program Analysis," Sponsor: Department of Energy (through Brookhaven National Laboratory, 1979). Amount of Grant: \$100,431.

Co-principal Investigator, "The Future of Retailing." October 2011 to April 2012. Sponsor: IBM. Amount of Grant: \$135,530.

PROFESSIONAL ACTIVITIES

Editorial Boards: *Journal of Marketing Research*, 1978-1985
Journal of Retailing, 1980-1985
Journal of Advertising Research, 1993-
International Journal of Advertising, 1997-
Journal of International Marketing, 2007-
City, Culture and Society, 2009-

Ad Hoc Referee for: *Organizational Behavior and Human Performance*
Journal of Applied Behavioral Analysis
American Marketing Association Proceedings
Association for Consumer Research Proceedings
American Marketing Association Dissertation Competition
Journal of Consumer Research
Journal of Marketing
Journal of Marketing Research
Journal of International Business Studies
International Journal of Research in Marketing
Japan and the World Economy
Columbia Journal of World Business
Academy of International Business Conference
EMAC Conference
Journal of International Marketing
International Executive
Journal of Public Policy and Marketing
Journal of Economic Psychology
Journal of Retailing
Research in Marketing
Marketing Science
Corporate Reputation Review
International Marketing Review
Journal of Business Research
Journal of the Academy of Marketing Science
Management Research News

C. Samuel Craig

Faculty, American Marketing Association Doctoral Consortium, 1984, 1986, 1987

Judge for Effie Awards, 2005-2010

Judge for David Ogilvy Awards, 2009, 2011

Board of Directors, NY Chapter of the American Marketing Association, 2005-2009

Reviewer, MSI Clayton Dissertation Proposal Competition, 2013

Member: American Marketing Association

Listed in: *Who's Who in America*
Who's Who in the World
Who's Who of Emerging Leaders in America
Who's Who in Finance and Industry
Who's Who in Advertising
Who's Who in American Education
Who's Who in International Business Education and Research

TEACHING AREAS

Entertainment and Media Industries, Marketing Management, Global Marketing Strategy,
Advertising Management

OTHER INTERESTS

Skiing, cycling, tennis, and art.

January 2016