

David A. Griffith

Hallie Vanderhider Chair in Business
Professor of Marketing
Mays Business School, *Texas A&M University*
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EMPLOYMENT

Academic Experience

Texas A&M University, Mays Business School, College Station, Texas

2018-present, Hallie Vanderhinder Chair in Business

2018-present, Professor of Marketing (Tenured 2018)

Lehigh University, College of Business and Economics, Bethlehem, Pennsylvania

2015-2018, Iacocca Chair

2012-2018, Professor of Marketing (Tenured 2012)

Michigan State University, Eli Broad College of Business, East Lansing, Michigan

2008 - 2012, John William Byington Endowed Chair in Global Marketing

2010 - 2012, Professor of Marketing

2006 - 2010, Associate Professor Marketing (Tenured 2006)

2003 - 2006, Assistant Professor of Marketing & Supply Chain Management

Wirtschaftsuniversität Wien, International Marketing and Management, Vienna, Austria

2002, 2007, 2008, Affiliated faculty

Japan-America Institute of Management Science, Honolulu, Hawai'i

2002 Affiliated MBA faculty

University of Hawai'i at Manoa, College of Business Administration, Honolulu, Hawai'i

2001-2003, Associate Professor of Marketing (Tenured 2003)

University of Oklahoma, Michael F. Price College of Business, Norman, Oklahoma

1997-2001, Assistant Professor of Marketing

Business Experience

Consulting/Executive Education

Advised/taught executives from companies inclusive of, but not limited to, Blue Cross Blue Shield, Chrysler, Da Vinci Science Center, Detroit Medical Center, E&J Gallo, General Motors, Hanwha Group, Lear Corporation, Masco, Microsoft, MSW Research, NCSOFT, Takata Holdings, The Walt Disney Company, on a wide range of topics, inclusive of global marketing strategy, brand strategy, innovation, design thinking, marketing analytics, digital marketing, retail strategy, and customer engagement.

The Hampton Company (acquired by Charles Schwab)

Developed and executed customer relationship management programs. Supervised and trained employees in areas of pension plan administration and trust accounting. Responsible for the oversight and administration of defined contribution pension plans.

Paine Webber Securities, Inc. (acquired by UBS Group AG)

Developed and implemented customer service and sales management programs. Developed and executed technical and fundamental equity valuation models.

AWARDS, HONORS AND RECOGNITIONS

- 2025 Lifetime Achievement Award, American Marketing Association, Inter-organizational Marketing SIG
- 2025 Herb Thompson Teaching Award in Marketing, Department of Marketing, Texas A&M University
- 2024 Ranked among the Top 2% of Marketing Scholars worldwide. Ioannidis, John P.A. (2024), "August 2024 data-update for "Updated science-wide author databases of standardized citation indicators"", Elsevier Data Repository, V7, doi: 10.17632/btchxktzyw.7
- 2024 Author Research Productivity in the Premier AMA Journals (2014-2023), AMA DocSIG
- 2023 *Faculty Fellow*, AMA Sheth Foundation Doctoral Consortium, BI Norwegian Business School.
- 2023 *Faculty Fellow*, AMA Global Marketing SIG Doctoral Consortium, Santiago, Chile
- 2023 Author Research Productivity in the Premier AMA Journals (2013-2022), *AMA DocSIG*
- 2023 Outstanding Paper Award, *International Marketing Review*, in recognition of the paper: Griffith, David A., Hannah S. Lee and Goksel Yalcinkaya (2022), "The Use of Social Media and the Prevalence of Depression: A Multi-Country Examination of Value Co-Creation and Consumer Well-being," *International Marketing Review*, 39(1), 1-31.
- 2022 *Fellow*, Academy of International Business (AIB), elected in recognition for outstanding contributions to the international business field.
- 2022 Outstanding Reviewer Award, *International Marketing Review* (2021)
- 2022 Author Research Productivity in the Premier AMA Journals (2012-2021), *AMA DocSIG*
- 2022 *Faculty Fellow*, AMA Global Marketing SIG Doctoral Consortium, Crete, Greece
- 2021 *S. Tamer Cavusgil Award*, *Journal of International Marketing*, American Marketing Association. This award recognizes the most recent calendar year (2021) article that has made the most significant contribution to the advancement of the practice of international marketing management. Received in honor of the article: Griffith, David A., Tereza Dean and Jessica J. Hoppner (2021), "Choices and Consequences: Recommendations for an Improved Understanding of Cultural Distance in International Marketing Research," *Journal of International Marketing*, 29(3), 23-42.
- 2021 *Louis W. Stern Award*, *Interorganizational SIG*, American Marketing Association. This award recognizes an outstanding article which has made a significant contribution to the literature on marketing and channels distribution. Received in honor of the article: Seggie, Steven H., David A. Griffith, and Sandy D. Jap (2013), "Passive and Active Opportunism in Interorganizational Exchange." *Journal of Marketing*, 77(6), 73-90.
- 2021 Ranked as the 2nd most productive author in *International Marketing Review*. The study analyzed data spanning 1983 through 2019. Donthu et al. (2021), "A Bibliometric Review of International Marketing Review (IMR): Past, Present, and Future," *International Marketing Review*, 38(5), 840-878.
- 2021 Ranked among the Top 2% of Marketing Scholars worldwide. Baas, Jeroen, Kevin Boyack, and John Ioannidis (2021), "Updated science-wide author databases of standardized citation indicators" <https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/3>
- 2021 Outstanding Reviewer Award, *Journal of Marketing* (2020)
- 2021 Author Research Productivity in the Premier AMA Journals (2011-2020), *AMA DocSIG*
- 2021 Ranked as the 2nd most productive author, and 3rd most cited, in the *Journal of International Marketing*. The study analyzed data spanning 1993 through 2019. Donthu et al. (2021), "Research Constituents, Intellectual Structure, and Collaboration Patterns in Journal of International Marketing: An Analytical Retrospective," *Journal of International Marketing*, 29(2), 1-25.

- 2020 Ranked among the Top 2% of Marketing Scholars worldwide. Baas, Jeroen, Kevin Boyack, and John Ioannidis (2020), "Data for "Updated science-wide author databases of standardized citation indicators"", Mendeley Data, V2, doi: 10.17632/btchxktzyw.2
- 2020 Author Research Productivity in the Premier AMA Journals (2010-2019), *AMA DocSIG*
- 2020 Appointed to the *Hong Kong Research Grants Council, Business Studies Panel* (2020-2021)
- 2019 *Significant Contributions to Global Marketing*, AMA Global Marketing SIG.
- 2019 Author Research Productivity in the Premier AMA Journals (tied for 18th) (2009-2018), *AMA DocSIG*
- 2019 Recognized with a "Silver medal" for substantive contributions in the *Journal of International Business Studies* in its first 50 years.
- 2019 Ranked as the most prolific U.S. scholar in terms of research productivity, and third most impactful worldwide based upon citations, on the topic of exporter-importer relationships over the time period 1975 to 2017. Aykol, Bilge (2019), "The Profile of Research on Exporter-Importer Relationships: A Chronological Analysis," *Journal of Global Marketing*, 32(3), 177-199.
- 2018 *Hans B. Thorelli Award*, *Journal of International Marketing*, American Marketing Association. This award recognizes an article for significant and long-term contribution to international marketing theory or practice. Received in honor of the article: Cui, Anna Shaojie, David A. Griffith and S. Tamer Cavusgil (2005), "The Influence of Competitive Intensity and Market Dynamism on Knowledge Management Capabilities of Multinational Corporation Subsidiaries," *Journal of International Marketing*, 13(3), 32-53.
- 2018 *Excellence in Global Marketing Research Award*, AMA Global Marketing SIG. This award recognizes an article for significant and long-term contribution to international marketing. Received in honor of the article: Lages, Luis Filipe, Sandy Jap and David A. Griffith (2008), "The Role of Past Performance in Export Ventures: A Short-term Reactive Approach" *Journal of International Business Studies*, 39(2), 304-325.
- 2018 Ranked 1st in terms of publication output based upon proportional authorship, 2nd in terms of total number of publications, and 5th in terms of citation impact in the international marketing literature (for the time period 1995-2015). Leonidou et al. (2018), "International Marketing Research: A State-of-the-Art Review and the Way Forward," *Advances in International Marketing: A Research Anthology*, 3-33, Springer.
- 2018 Author Research Productivity in the Premier AMA Journals (2008-2017), *AMA DocSIG*
- 2018 Appointed to the *Hong Kong Research Grants Council, Business Studies Panel* (2018-2019)
- 2018 *Faculty Fellow*, AMA Global Marketing SIG Doctoral Consortium, Santorini, Greece
- 2017 Ranked 18th worldwide in terms of publication productivity in the *Journal of International Business Studies*. Verbeke, Alain and Angelito Calma (2017), "Footnotes on JIBS 1970–2016," *Journal of International Business Studies*, 48(9), 1037-1044.
- 2017 Author Research Productivity in the Premier AMA Journals (2007-2016), *AMA DocSIG*
- 2017 *Keynote Speaker*, Marketing Scholar Forum, University of Hong Kong
- 2017 *Faculty Fellow*, 30th European Academy of Marketing Doctoral Colloquium
- 2016 Appointed to the *Hong Kong Research Grants Council, Business Studies Panel* (2016-2017)
- 2016 Author Research Productivity in the Premier AMA Journals (2011-2015), *AMA DocSIG*
- 2016 Ranked as the 6th most prolific author in international strategic management (for the period 2000-2013). White et al. (2016), "Trends in international strategic management research from 2000 to 2013: Text mining and bibliometric analyses," *Management International Review*, 56(1), 35-65.
- 2016 Ranked 4th in relation to most prolific scholar and most impactful scholar in relation to the study of national culture in the field of international business (for the period 2000-2012). Lopez-Duarte et al. (2016), "Understanding the relevance of national culture in international business research: A quantitative analysis," *Scientometrics*, 108(3), 1553-1590.
- 2015 *Faculty Fellow*, Societa Italiana Marketing, 2015 Doctoral & Research Colloquium
- 2015 Author Research Productivity in the Premier AMA Journals (2010-2014), *AMA DocSIG*
- 2015 *Keynote Speaker*, Mid-Atlantic Doctoral Symposium, Temple University

- 2015 *Hans B. Thorelli Award, Journal of International Marketing*, American Marketing Association. This award recognizes an article for significant and long-term contribution to international marketing theory or practice. Received in honor of the article: Yalcinkaya, Goksel, Roger Calantone and David A. Griffith (2007), "An Examination of Exploration and Exploitation Capabilities: Implications for Product Innovation and Market Performance," *Journal of International Marketing*, 15(3), 63-93.
- 2014 *Carl R. and Ingeborg Beidleman Research Award*, Lehigh University
- 2014 *Excellence in Global Marketing Research Award*, AMA Global Marketing SIG. This award recognizes an article for significant and long-term contribution to international marketing. Received in honor of the article: Tihanyi, Laszlo, David A. Griffith and Craig J. Russell (2005), "The Effect of Cultural Distance on Entry Mode Choice, International Diversification, and MNE Performance: A Meta-Analysis" *Journal of International Business Studies*, 36(3), 270-283.
- 2014 Named to the American Marketing Association's *Academic Council*
- 2014 Ranked 34th worldwide in terms of impact to the international business literature (based on weighted normalized citations). Xu, Poon and Chan (2014), "Contributing institutions and authors in international business research," *Management International Review*, 54(5), 735-755.
- 2014 Author Research Productivity in the Premier AMA Journals (2009-2013), *AMA DocSIG*
- 2012 *Faculty Fellow*, American Marketing Association-Sheth Doctoral Consortium
- 2012 Ranked 5th worldwide in terms of publication productivity in the leading three international business journals (2001-2009). Lahiri, S. and V. Kumar (2012), "Ranking international business institutions and faculty members using research publication as the measure," *Management International Review*, 52(3), 317-340.
- 2011 John D. and Dortha J. Withrow Endowed Teacher-Scholar Award, Michigan State University
- 2011 *Faculty Fellow*, American Marketing Association-Sheth Doctoral Consortium
- 2010 Named a "Rising Star" by ScienceWatch.com for the Economics & Business Discipline.
- 2010 Ranked 25th worldwide in terms of publication productivity in the seven leading international business journals and twenty-two elite mainstream journals (1996-2008). Trevino et al. (2010), "A perspective on the state of the field: International business publications in the elite journals as a measure of institutional and faculty productivity," *International Business Review*, 19(4), 378-387.
- 2010 *Faculty Fellow*, American Marketing Association-Sheth Doctoral Consortium
- 2010 *International Marketing Review*, top ten reviewer for 2008-2010
- 2009 *International Marketing Review*, Outstanding Paper Award
- 2009 Award for Meritorious Performance, Eli Broad Graduate School of Management
- 2009 *Faculty Fellow*, American Marketing Association-Sheth Doctoral Consortium
- 2008 Ranked 4th worldwide in terms of publication productivity in the leading six international business journals (1996-2006). Xu, S., G. Yalcinkaya and S.H. Seggie (2008), "Prolific authors and institutions in leading international business journals," *Asia Pacific Journal of Management*, 25, 189-207
- 2008 *International Marketing Review*, Outstanding Paper Award
- 2008 *Faculty Fellow*, American Marketing Association-Sheth Doctoral Consortium
- 2002 *Dennis Ching Teaching Excellence Award*, University of Hawai'i
- 2001 *Excellence in Leadership*, Beta Epsilon Chapter of Delta Sigma Pi, University of Oklahoma
- 2000 *William J. Alley-Rayonier International Business Scholar*, University of Oklahoma
- 1999 *William J. Alley-Rayonier International Business Scholar*, University of Oklahoma
- 1999 *OU Associates Teaching Fellow 1999-2001*, University of Oklahoma
- 1998 *Junior Faculty Research Award*, University of Oklahoma
- 1998 *American Brands/Rayonier International Business Scholar*, University of Oklahoma
- 1998 *Outstanding Professor*, University of Oklahoma Student Association
- 1996 *Doctoral Consortium Student Fellow*, American Marketing Association, Kent State University
- 1995 *David B. Smith Fellowship*, Kent State University, recognizing scholarship and research
- 1995 *Excellence in Teaching & Excellence in Research Awards*, Kent State University Graduate Student Senate
- 1994 *Outstanding Marketing Ph.D. Teaching Award*, Department of Marketing, Kent State University

EDUCATION

- Ph.D. *Kent State University*, College of Business Administration
Major Field: Marketing
Minor Field International Business
Kent, OH, 44242
- M.B.A. *Kent State University*, College of Business Administration
Major Field: Management
Kent, OH, 44242
- B.S.B.A. *The University of Akron*, College of Business Administration
Major Field: Finance
Akron, OH 44325

RESEARCH

Research Areas

Strategy, International Marketing, Innovation, International Business

Journal Publications

(Google Scholar: citations 20,182; h-index 70; i10-index 135; accessed Sept. 1, 2025)

Park, Soo Hyung “Ralph” and David A. Griffith (*forthcoming*), “The Effect of Customer-Centric Strategy and Structure Alignment on New Product Portfolio Innovativeness and Firm Performance,” *Journal of the Academy of Marketing Science*.

Lee, Hannah S., Goksel Yalcinkaya, and David A. Griffith (2024), “Examining the Relationship of Country-level Digital Ad Spend and Cross-Border E-commerce Buyers under Cultural and Political Globalization,” *International Marketing Review*, 41(5), 1102-1117.

Griffith, David A. and Goksel Yalcinkaya (2023), “The Power of Institutions on International Marketing: Reflections on the COVID-19 Pandemic can Inform International Marketing Activities,” *International Marketing Review*, 40(5), 957-980.

Dean, Tereza and David A. Griffith (2023), “Relationship Marketing Variation in Multidyadic Channels with Component Supplier Specification,” *Journal of Inter-Organizational Relationships*, 28(3-4), 112-128.

Lee, Hannah S. Goksel Yalcinkaya and David A. Griffith (2023), “Understanding the Co-evolution of Ad Spend by Media Channel and Retail Format Sales at the County Level: A Multi-country Examination,” *Journal of International Marketing*, 31(2), 64-81.

Griffith, David A., Hannah S. Lee and Goksel Yalcinkaya (2023), “Understanding the Relationship Between the Use of Social Media and the Prevalence of Anxiety at the Country Level: A Multi-country Examination,” *International Business Review*, 32(4), 102102.

Griffith, David A., Hannah S. Lee and Goksel Yalcinkaya (2023), “Understanding the Relationship Between Advertising Spending and Happiness at the Country Level,” *Journal of International Business Studies*, 54(1), 128-150.

- Dean, Tereza, David A. Griffith and Goksel Yalcinkaya (2023), "The Roles of the Shadow of the Past and Future in Driving New Product Novelty and Meaningfulness within Coopetitive Collaborations," *Industrial Marketing Management*, 109, 174-187.
- Griffith, David A., Hannah S. Lee and Goksel Yalcinkaya (2022), "The Use of Social Media and the Prevalence of Depression: A Multi-Country Examination of Value Co-Creation and Consumer Well-being," *International Marketing Review*, 39(1), 1-31.
- Griffith, David A., Tereza Dean and Jessica J. Hoppner (2021), "Choices and Consequences: Recommendations for an Improved Understanding of Cultural Distance in International Marketing Research," *Journal of International Marketing*, 29(3), 23-42.
- Griffith, David A., Tereza Dean and Goksel Yalcinkaya (2021), "Building and Leveraging Competence Exploitation and Exploration for Firm New Product Success," *Industrial Marketing Management*, 97(August), 233-244.
- Hoppner, Jessica J., Paul Mills and David A. Griffith (2021), "Navigating the Demands of Increasing Customer Participation Through Firm and Individual Job Resources," *Industrial Marketing Management*, 97(August), 173-182.
- Seggie, Steven H. and David A. Griffith (2021), "The Moderating Effects of Economic and Strategic Relationship Value in Tolerating Active and Passive Opportunism," *Journal of Business Research*, 128(May), 233-244.
- Lee, Hannah S. and David A. Griffith (2021), "Reward Strategy Spillover Effects on Observer Cooperation in Business Networks," *Marketing Letters*, 32(1), 47-59.
- Zheng, Xu (Vivian), David A. Griffith, Ling Ge and Uri Benoliel (2020), "Effects of Contract Ambiguity in Interorganizational Governance," *Journal of Marketing*, 84(4), 147-167.
- Harmancioğlu, Nükhet, David A. Griffith and Tuba Yilmaz (2019), "Short- and Long-term Market Returns of International New Product Codevelopment Alliances," *Journal of the Academy of Marketing Science*, 47(5), 939-959.
- Lee, Hannah S. and David A. Griffith (2019), "The Balancing of Country-Based Interaction Orientation and Marketing Strategy Implementation Adaptation/ Standardization for Profit Growth in Multinational Corporations," *Journal of International Marketing*, 27(2), 22-37.
- Lee, Hannah S. and David A. Griffith (2019), "Social Comparison in Retailer-Supplier Relationships: Referent Discrepancy Effects," *Journal of Marketing*, 83(2), 120-137.
- Cillo, Paola, David A. Griffith and Gaia Rubera (2018), "The New Product Portfolio Innovativeness-Stock Returns Relationship: The Role of Large Individual Investors' Culture," *Journal of Marketing*, 82(6), 49-70.
- Dean, Tereza, David A. Griffith and Roger J. Calantone (2018), "Reciprocal Value Sharing in Manufacturer-Retailer Relationships: The Case of New Product Introductions," *Marketing Letters*, 29(1), 87-100.
- Griffith, David A., Goksel Yalcinkaya, Gaia Rubera and Verdiana Giannetti (2017), "Understanding the Importance of the Length of Global Product Rollout: An Examination in the Motion Picture Industry," *Journal of International Marketing*, 25(4), 50-69.

- Dahlquist, Steven H. and David A. Griffith (2017), "Explicit and Normative Contracting in Collaborations of Varying Magnitudes: Differing Perspectives of Component Suppliers and Original Equipment Manufacturers," *Industrial Marketing Management*, 65(August), 15-27.
- Griffith, David A., Jessica J. Hoppner, Hannah S. Lee and Tobias Schoenherr (2017), "The Influence of the Structure of Interdependence on the Response to Inequity in Buyer-Supplier Relationships," *Journal of Marketing Research*, 54(1), 124-137.
- Griffith, David A. and Hannah S. Lee (2016), "Cross-country Collaboration of Marketing Personnel within a Multinational: Leveraging Customer Participation for New Product Advantage," *Journal of International Marketing*, 24(4), 1-19.
- Esmark, Carol, Stephanie M. Noble, John Bell, and David A. Griffith (2016), "The Effects of Behavioral, Cognitive, and Decisional Control in Collaborative Service Experiences," *Marketing Letters*, 27(3), 423-436.
- Dean, Tereza, David A. Griffith and Roger J. Calantone (2016), "New Product Creativity: Understanding Contract Specificity in New Product Introductions," *Journal of Marketing*, 80 (2), 39-58.
- Hoppner, Jessica J. and David A. Griffith (2015), "Looking Back to Move Forward: An Examination of Research in International Marketing Channels," *Journal of Retailing*, 91(4), 610-626.
- Hoppner, Jessica J., David A. Griffith and Ryan C. White (2015), "Reciprocity in Relationship Marketing: A Cross-Cultural Examination of the Effects of Equivalence and Immediacy on Relationship Quality and Satisfaction with Performance," *Journal of International Marketing*, 23(4), 64-83.
- Griffith, David A. and Yanhui Zhao (2015), "Contract Specificity, Contract Violation and Relationship Performance in International Buyer-Supplier Relationships," *Journal of International Marketing*, 23 (3), 22-40.
- Griffith, David A., Goksel Yalcinkaya and Gaia Rubera (2014), "Country-level Performance of New Experience Products within a Global Rollout: The Moderating Effects of Economic Wealth and National Culture," *Journal of International Marketing*, 22(4), 1-20.
- Hoppner, Jessica J., David A. Griffith and ChangSeob Yeo (2014), "The Intertwined Relationships of Power, Justice and Dependence," *European Journal of Marketing*, 48(9/10), 1690-1708.
- Griffith, David A. and Boryana Dimitrova (2014), "Business and Cultural Aspects of Psychic Distance and Complementarity of Capabilities in Export Relationships," *Journal of International Marketing*, 22 (3), 50-67.
- Crespo, Cátia Fernandes, David A. Griffith and Luis Filipe Lages (2014), "The Performance Effects of Vertical and Horizontal Subsidiary Knowledge Outflows in Multinational Corporations," *International Business Review*, 23(5), 993-1007.
- Schoenherr, Tobias, David A. Griffith and Aruna Chandra (2014), "Intangible Capital, Knowledge and New Product Development Competence in Supply Chains: Process, Interaction and Contingency Effects among SMEs," *International Journal of Production Research*, 52(16), 4916-4929.
- Dahlquist, Steven H. and David A. Griffith (2014), "Multidyadic Industrial Channels: Understanding Component Supplier Profits and Original Equipment Manufacturer Behavior," *Journal of Marketing*, 78(4), 59-79.
- Schoenherr, Tobias, David A. Griffith and Aruna Chandra (2014), "Knowledge Management in Supply Chains: The Role of Explicit and Tacit Knowledge," *Journal of Business Logistics*, 35(2), 121-135.

- Griffith, David A., Hannah S. Lee, ChangSeob Yeo and Roger Calantone (2014), "Marketing Process Adaptation: Antecedent Factors and New Product Performance Implications in Export Markets," *International Marketing Review*, 31(3), 308-334.
- Griffith, David A. and Gaia Rubera (2014), "A Cross-Cultural Investigation of New Product Strategies for Technological and Design Innovations," *Journal of International Marketing*, 22(1), 5-20.
- Cui, Annie Peng, Michael Y. Hu and David A. Griffith (2014), "What Makes a Brand Manager Effective?" *Journal of Business Research*, 67(2), 144-150.
- Seggie, Steven H., David A. Griffith and Sandy D. Jap (2013), "Passive and Active Opportunism in Interorganizational Exchange," *Journal of Marketing*, 71(6), 73-90.
- Lages, Luis Filipe, Jose Mata and David A. Griffith, (2013), "Change in International Market Strategy as a Reaction to Performance Decline," *Journal of Business Research*, 66(12), 2600-2611.
- Griffith, David A. and Jessica J. Hoppner (2013), "Global Marketing Managers: Improving Global Marketing Strategy through Soft Skill Development," *International Marketing Review*, 30(1), 21-40.
- Moeller, Miriam, Michael Harvey, David A. Griffith and R. Glenn Richey (2013), "The Impact of Country-of-Origin on the Acceptance of Foreign Subsidiaries in Host Countries: An Examination of the 'Liability-of-Foreignness'," *International Business Review*, 22(1), 89-99.
- Rubera, Gaia, David A. Griffith and Goksel Yalcinkaya (2012), "Technological and Design Innovation Effects in Regional New Product Rollouts: A European Illustration," *Journal of Product Innovation Management*, 29(6), 1047-1060.
- Griffith, David A., Timothy S. Kiessling and Marina Dabic (2012), "Aligning Strategic Orientation with Local Market Conditions in a Transitional Economy: Implications for a Subsidiary's Knowledge Management and Marketing Effectiveness," *International Marketing Review*, 29(4), 379-402.
- Lee, Hannah S. and David A. Griffith (2012), "Comparative Insights into the Governance Problems of Agency Theory: The Influence of Institutional Environment on the Basic Human Tenets," *Academy of Marketing Science Review*, 2(1), 19-33.
- Griffith, David A. and Michael R. Czinkota (2012), "Release the Constraints: Working to Solve the Problems of Export Financing in Troublesome Times," *Business Horizons*, 55(3), 251-260.
- Hoppner, Jessica J. and David A. Griffith (2011), "The Role of Reciprocity in Clarifying the Performance Payoff of Relational Behavior," *Journal of Marketing Research*, 48(5), 920-928.
- Kim, Stephen K., Richard G. McFarland, Soongi Kwon, Sanggi Shon and David A. Griffith (2011), "Understanding Governance Decisions in a Partially Integrated Channel: A Contingent Alignment Framework," *Journal of Marketing Research*, 48(3), 603-616.
- Rubera, Gaia, Andrea Ordanini and David A. Griffith (2011), "Incorporating Cultural Values for Understanding the Influence of Perceived Product Creativity on Intention to Buy: An Examination in Italy and the U.S.," *Journal of International Business Studies*, 42(4), 459-476.
- Cui, Anna Shaojie, Roger J. Calantone and David A. Griffith (2011), "Strategic Change and Termination of Inter-firm Partnerships," *Strategic Management Journal*, 32(4), 402-423.

- Harvey, Michael G., David A. Griffith, Timothy S. Kiessling and Miriam Moeller (2011), "A Multi-level Model of Global Decision-Making: Developing a Composite Global Frame-of-Reference," *Journal of World Business*, 46(2), 177-184.
- Griffith, David A. (2011) "Insights into Gaining Access to Export Financing: Understanding Export Lenders' Ideal Exporter Profile," *Journal of World Business*, 46(1), 84-92.
- Griffith, David A., Goksel Yalcinkaya and Roger J. Calantone (2010), "Do Marketing Capabilities Consistently Mediate Effects of Firm Intangible Capital on Performance Across Institutional Environments?" *Journal of World Business*, 45(3), 217-227.
- Melancon, Joanna Phillips, David A. Griffith, Stephanie M. Noble and Qimei Chen (2010), "Synergistic Effects of Operant Knowledge Resources," *Journal of Services Marketing*, 24(5), 400-411.
- Griffith, David A. (2010), "Understanding Multi-level Institutional Convergence Effects on Market Segments and Global Marketing Strategy," *Journal of World Business*, 45(1), 59-67.
- Griffith, David A. and Goksel Yalcinkaya (2010), "Resource-Advantage Theory: A Foundation for Insights into Global Advertising Research," *International Journal of Advertising*, 29(1), 15-36.
- Adjei, Mavis T., David A. Griffith and Stephanie M. Noble (2009), "When Do Relationships Pay Off for Small Retailers? Exploring Targets and Contexts to Understand the Value of Relationship Marketing," *Journal of Retailing*, 85(4), 493-501.
- Zhang, Chun, John W. Henke, Jr., and David A. Griffith (2009), "Do Buyer Cooperative Actions Matter Under Conditions of Relational Stress? Evidence from Japanese and U.S. Assemblers in the U.S. Automotive Industry," *Journal of Operations Management*, 27(6), 479-494.
- Narasimhan, Ram, Anand Nair, David A. Griffith, Jan Stentoft Arlbjörn and Elliott Bendoly (2009), "Lock-in Situations in Supply Chains: Exploring Strategies under a Social Exchange Theory-Economic Modeling Joint Approach," *Journal of Operations Management*, 27(5), 374-389.
- Griffith, David A., Nükhet Harmancioğlu and Cornelia Dröge (2009), "Governance Decisions for Offshore Outsourcing of New Product Development in Technology Intensive Markets," *Journal of World Business*, 44(3), 217-224.
- Seggie, Steven H. and David A. Griffith (2009), "What Does it Take to Get Promoted in Marketing Academia? Understanding Exceptional Publication Productivity in the Leading Marketing Journals," *Journal of Marketing*, 73(1), 122-132.
- Griffith, David A., S. Tamer Cavusgil and Shichun Xu (2008), "Emerging Themes in International Business Research," *Journal of International Business Studies*, 39(7), 1120-1235.
- Hult, G. Tomas M., David J. Ketchen, Jr., David A. Griffith, Carol A. Finnegan, Tracy Lee Gonzales-Padron, Nükhet Harmancioğlu, Ying Huang, M. Berk Talay and S. Tamer Cavusgil (2008), "Data Equivalency in Cross-Cultural International Business Research: An Assessment and Guidelines," *Journal of International Business Studies*, 39(6), 1027-1046.
- Hult, G. Tomas M., David J. Ketchen, Jr., David A. Griffith, Brian R. Chabowski, Mary K. Hoffman, Bernadine Johnson Dykes, Wesley A. Pollitte and S. Tamer Cavusgil (2008), "An Assessment of the Measurement of Performance in International Business Research," *Journal of International Business Studies*, 39(6), 1064-1080.

- Lages, Luis Filipe, Sandy Jap and David A. Griffith (2008), "The Role of Past Performance in Export Ventures: A Short-term Reactive Approach" *Journal of International Business Studies*, 39(2), 304-325.
- Chen, Qimei, Yi He, Xinshu Zhao and David A. Griffith (2008), "Sources of Product Information for Rural Chinese Consumers," *International Journal of Advertising*, 27(1), 67-97.
- Seggie, Steven H. and David A. Griffith (2008), "The Resource Matching Foundations of Competitive Advantage: An Alternative Perspective on the Globalization of Service Firms," *International Marketing Review*, 25(3), 262-275. (2008 Best Paper Award; *International Marketing Review*)
- Yalcinkaya, Goksel, Roger Calantone and David A. Griffith (2007), "An Examination of Exploration and Exploitation Capabilities: Implications for Product Innovation and Market Performance," *Journal of International Marketing*, 15(3), 63-93.
- Griffith, David A. and Robert F. Lusch (2007), "Getting Marketers to Invest in Firm-Specific Capital," *Journal of Marketing*, 71(1), 129-145.
- Calantone, Roger J. and David A. Griffith (2007), "Challenges and Opportunities in the Field of Global Product Launch," *Journal of Product Innovation Management*, 24(5), 414-418. (Introduction to the Special Issue)
- Harvey, Michael G. and David A. Griffith (2007), "The Role of Globalization, Time Acceleration and Virtual Global Teams in Fostering Successful Global Product Launches," *Journal of Product Innovation Management*, 24(5), 486-501.
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Perspectives/ Commentaries/Editorials (Peer and Editorial Reviews)

Boncheva, Katerina, Hanna Gajewska-De Mattos, David A. Griffith, Giuseppe Pirrone, Aušrinė Šilenskytė, and Alexander Tonn (*forthcoming*), “Examining the Context, Connection, and Complexity of Collaborative Doctoral Programs in International Business” *Critical Perspectives on International Business*.

Griffith, David A. (2021), “Connecting Sustainable Marketing and International Marketing Strategy Standardization/Adaptation: Research Opportunities,” *Journal of Sustainable Marketing*, 2(2), 39-42.

Griffith, David A. (2021), “Reconsidering our Focus on Innovation: What are the Effects of Innovation on Well-being?” *Italian Journal of Marketing*, 3, 159-163.

Griffith, David A. (2008), “From the Editor in Chief,” *Journal of International Marketing*, 16 (1), 1–3.

TEACHING

Undergraduate

Marketing Strategy (in-person and remote learning)
Customer Insights through Data Analysis/Quantitative Marketing Analysis
International Business (large section)
Principles of Marketing (small and large sections)
International Marketing
Global Retailing
Retail Management

Graduate

Marketing Strategy, Brand Management, and Innovation Management (Executive MBA, Professional MBA, in-person, hybrid, and remote learning)
Global Strategy (Fulltime MBA, Professional MBA)
International Business (Executive MBA, Professional MBA, Fulltime MBA)
International Marketing (Fulltime MBA)
Marketing Analytics (Fulltime MBA, MS in Marketing)
Marketing Management (Fulltime MBA, Executive MBA, in-person and remote learning)
Marketing Theory (Ph.D.)
Inter-organizational Issues (Ph.D.)

International Residency/Study Abroad

Executive MBA (Asia – China)
Weekend MBA (Asia – China)
Undergraduate (Europe – England, Belgium and France)

Independent Study Advising

Ph.D.: International Marketing Strategy, Experimental Design, Research Design Issues, Agency Theory in International Marketing, International Joint Ventures, Inter-organizational Analysis
MBA: International Marketing, Sports Marketing
Undergraduate: Electronic Marketing, Qualitative Research Methods, Sports Marketing, Marketing Strategy and Planning

Doctoral Dissertation Committees (Chair, Co-Chair and Committee Member)

Soohyung “Ralph” Park (2025), “The New Product Portfolio: Implications from the Behavioral Theory of the Firm,” Texas A&M University, *Chair*

Hannah S. Lee (2014), “The Management of Multiple Relationships in Information-rich Environments: Positive and Negative Effects of Information Symmetry in Networks,” Michigan State University, *Co-Chair*

Steven H. Dahlquist (2012), “Value Maximizing and Claiming Behavior in Multi-dyadic Supply Chain Structures,” Michigan State University, *Chair (2011 Dissertation Award Winner: Institute for the Study of Business Markets, Penn State University)*

Tereza Dean (2012), “New Product Launches and Manufacturers’ Returns: Addressing the Challenges of Launching New Products through Large Retailers,” Michigan State University, *Committee Member*

Ravi Srinivasan (2011), “Governing Inter-organizational Relationships in the Presence of Ex Post Opportunism and Uncertainty: An Alignment Model of Managing Outsourcing,” Michigan State University, *Committee Member*

Jessica J. Hoppner (2010), “Marketing Strategy Decision Making: The Unintended Consequences of Incorporating Competitive Information,” Michigan State University, *Chair*

Erin Cavusgil (2008), “Three Essays on Marketing Strategy Elements and the Brand Life Cycle in the Pharmaceutical Industry,” Michigan State University, *Committee Member*

Michael A. Stanko (2008), “Finding the Balance between Outsourcing and Internalization: The Key to Innovative Success?” Michigan State University, *Committee Member*

Wesley Pollitte (2008), “The Effect of Vertical Networks on Channel Governance Adaptation: A Transaction Cost Economics Approach,” Michigan State University, *Chair*

Steven H. Seggie (2007), “Interorganizational Governance Response Strategies to Active and Passive Ex Post Opportunism: Increased Understanding via Value-based Boundary Constraints,” Michigan State University, *Co-Chair*

Goksel Yalcinkaya (2007), “Understanding the Emergence of Aggregate Level Innovation Diffusion through Individual Level Adoption Decisions,” Michigan State University, *Co-Chair*

Christopher C. Douglas (2007), “Three Essays on Empirical Macroeconomics,” Michigan State University, Department of Economics, *Committee Member*

Shichun Xu (2007), “Enhancing Innovation Capability through Successful Inter-firm Collaborations: Two Essays on R&D Alliances,” Michigan State University, *Committee Member*

Anna Shaojie Cui (2006), “Joint Venture Termination: Failure or Adaptation,” Michigan State University, *Co-Chair*

Nükheth Harmancıoğlu (2006), “The Development of Market Efficient Technological Innovation: A ‘Holistic’ Study from Multiple Perspectives,” Michigan State University, *Committee Member*

Burcu Tasoluk (2006), “A Contingency Framework for Global Branding: A Multi-level Interaction Model,” Michigan State University, *Committee Member*

Chun Zhang (2005), “Response Strategies to Noncooperative Incidents in International Distribution Partnerships,” Michigan State University, *Committee Member*

Kiyak, Tunga (2004), “A Framework for Global Corporations: The Role of Strategy, Structure, Leadership, Culture, and Processes,” Michigan State University, *Committee Member*

Sindhav, Birud (2001), “A Proactive Model of Communication in Marketing Channels,” University of Oklahoma, *Committee Member*

SERVICE

Editorship/Journal Leadership

Area Editor, *Journal of the Academy of Marketing Science*, 2025-present

Area Editor, Global Marketing, *Journal of International Business Studies*, 2023-present

Associate Editor, *Journal of Marketing*, 2023-2025

Editor-in-Chief: *Journal of International Marketing*, 2008-2010, 2011-2013

Advisory Board: *Journal of International Marketing*, 2019-present

Senior Advisory Board: *International Marketing Review*, 2013-present

Editor: *International Marketing Review*, Special Issue on Conceptualizing Culture: Implications for International Marketing Theory & Practice

Co-Editor (Roger J. Calantone and David A. Griffith): *Journal of Product Innovation Management*, Special Issue on Global Product Innovation and Launch

Co-Editor (Arie Y. Lewin, S. Tamer Cavusgil, G. Tomas M. Hult and David A. Griffith): *Thought Leadership in Advancing International Business Research*

Co-Editor (Daniel C. Bello and David A. Griffith): *Wiley International Encyclopedia of Marketing: International Marketing Section*

Co-Editor (Subhash Jain and David A. Griffith): *Handbook of International Marketing Research*, Edward Elger Publishing, Inc.

Editorial Review Boards

Journal of Marketing (2018-2022)

Journal of International Business Studies (2004-2007; 2014-2022)

Academy of Marketing Science Review (2011-present)

Journal of Sustainable Marketing (2021-present)

Italian Journal of Marketing (2020-present)

Journal of International Marketing (2002-2007; 2014-2019)

International Marketing Review (2007- 2013)

Journal of World Business (2001-2018)

Journal of Business Research (2004-2007)

Conference Organizing (chair, co-chair, organizing committee)

2021-present *International Business Research Insights Series*, Webinar series, co-hosted with Ahmet Kirca, Michigan State University CIBER.

2025 *Research Innovations in Sustainable Marketing (RISM2025)* - Driving Change, Building Awareness: Research Innovations in Sustainable Marketing for a Greener Tomorrow, Today!

2023 *Research Innovations in Sustainable Marketing (RISM2023)*—A Global Virtual Symposium

2017 Lehigh University, Impact Symposium, *Privacy & Security in the Era of Big Data*, Bethlehem, PA.

2017 Lehigh University, Data X Symposium, *Impact of Digital Information*, Bethlehem, PA.

2016 Lehigh University, *Data X Symposium*, Bethlehem, PA.

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|------|---|
| 2015 | AMA Global Marketing SIG's Pre-conference Event, AMA Winter, San Antonio, TX. |
| 2014 | AMA Global Marketing SIG's International Marketing Conference, Cancun, MEX. |
| 2013 | AMA Summer Educators' Conference, Boston, MA. |
| 2011 | AMA Global Marketing SIG's International Marketing Conference, Cancun, MEX. |
| 2010 | International Marketing Theory, UConn CIBER, Storrs, CT. |

Discipline Service

AACSB International (Association to Advance Collegiate Schools of Business International)

Co-Facilitator, Department Chairs Seminar (2019, 2020)

American Marketing Association

Louis W. Stern Award Selection Committee, Interorganizational SIG (2018, 2023)

Chair, AMA Global Marketing SIG Award committee (2020)

Journal of International Marketing, Editor-In-Chief Selection Committee (2018, 2023)

Academic Council (2014-2017)

Academic Council, Special Interest Group Sub-Committee (2014-2017)

Global Marketing Special Interest Group, Board of Directors (2000-2015)

Global Marketing SIG Special Interest Group, Chairperson (2001-2004)

Global Marketing Special Interest Group, Webmaster (2000-2015)

AMA Journal Task Force, 2010-2011

Track Chair, AMA Summer Educators' Conference, Chicago, IL, 2006

Track Chair, AMA Winter Educators' Conference, St. Petersburg, FL, 2006

Track Chair, AMA, Fifth Biennial AMA/AM Conference, Dublin, Ireland, 2005

AMA SIG Budget Task Force, 2004

Track Chair, AMA Summer Educators' Conference, San Diego, CA, 2002

Track Chair, AMA Winter Educators' Conference, Scottsdale, AZ, 2001

Chair, IU CIBER/AMA Global Marketing SIG Case Competition, 2001

Academy of International Business

Governing Board Member of the AIB-CIBER Doctoral Academy (2022-present)

2024 AIB Fellows' John Fayerweather Eminent Scholar Committee (2023)

Paper Development Workshop (2023 Annual AIB Meeting, Warsaw, Poland)

Junior Faculty Consortium Fellow (2022 Annual AIB Meeting, Miami, FL)

Track Chair, Marketing & Supply Chain Mgmt, AIB Annual Meeting, Monterey, CA, 2003

Academy of Marketing Science

Track Chair, AMS World Marketing Conference, Verona, Italy, 2007

University/College Service

Texas A&M University

Mays Business School

Associate Director of Research, Center for International Business Studies (2019-present)

Center for Executive Development Steering Committee (2019-2020)

Executive Committee (2018-2019)

Department Head Committee (2018-2019)

Department of Marketing

Ph.D. Committee (2018-present)

Friday Conversations Committee (2022-2023)

Promotion Committee, Clinical Faculty (2021, 2022, 2023)

Promotion & Tenure Committee (2022, 2023, 2024)

Department Head (2018-2019)

Recruitment Committee, Tenure-track, Chair (2018, 2019)

Recruitment Committee, Director of Center for Retailing Studies, Chair (2018-2019)

Recruitment Committee, Director of Master of Science in Marketing, Chair (2019)

Lehigh University
University

- Data X Initiative (interdisciplinary strategic initiative, 2013-2018)
- Faculty Grants for International Connections Selection Committee (2014-2018)
- Academic Infrastructure Working Group (2016-2017)
- Executive Committee, Lehigh University Department Chairs (2014-2017, 2017-2020)
- Chair, Executive Committee, Lehigh University Department Chairs (2015-2016)
- Committee on Data Entry Consistency with Current Grants and Proposals Systems and Processes (2014-2015)
- Dean Search Committee, College of Business and Economics (2013)
- Classroom Planning Committee (2013-2014)
- Cluster Hiring Committee (2012-2013)
- College of Business and Economics
 - Department Chair Council (2014-2018)
 - Impact Symposium (Chair 2017)
 - Beta Gamma Sigma Selection Committee (2014-2015, 2016-2017)
 - Promotion and Tenure Committee (2014-2015)
 - Professorship Selection Committee (2013, 2014)
 - Executive Committee (2012-2014)
- Department of Marketing
 - Chairperson (2012-2015, 2015-2018)
 - Recruitment Committee, Tenure-track, Chair (2012, 2013, 2014, 2017)
 - Recruiting Committee, Interdisciplinary Consumer Analytics Data X (2015-2016)
 - Recruitment Committee, Professor of Practice, Chair (2014), Member (2017)

Michigan State University

- University
 - University Committee on Faculty Tenure (2010-2011)
- Eli Broad College of Business/Eli Broad Graduate School of Management
 - Doctoral Program Committee (2007-2012)
 - Undergraduate Curriculum Task Force (2011-2012)
 - Full Time MBA Curriculum Taskforce (2010- 2011)
 - Global Initiatives Taskforce (2010 – 2011)
 - Weekend MBA Task Force (2007-2008)
 - Undergraduate Program Committee (2005-2007)
 - International Assessment for Undergraduate International Business (2004-2006)
 - Freshman College Colloquium (2005)
- Department of Marketing
 - Ph.D. Director, Marketing (2007-2012)
 - Faculty Recruitment Committee (2008-2009)
 - Comprehensive Exam Coordinator (2006)
 - Workload, Evaluation and Compensation Taskforce (2006)
 - Research, publication and Ph.D. Taskforce (2006)
 - Marketing Strategic Assessment Committee (2005-2006)

University of Hawai'i

- College of Business
 - Managing Director, Center for International Business and Research (2002-2003)
 - Noborikawa Chair Search Committee (2002-2003)
 - Dennis Ching Teaching Award Selection Committee (2002-2003)
 - Fish Scholarship Evaluation Committee – undergraduate (2002)
- Marketing Department
 - Faculty Recruitment Committee (2002-2003)
 - Marketing Department Sub-Committee Workload Policy (2001-2002)

University of Oklahoma

University

Computing Advisory Committee (2000-2001)

Instructional Technology Subcommittee (1998-2000)

Michael F. Price College of Business

International Business Major Review Committee (2000-2001)

Undergraduate Program Committee (1998-2000)

Student Involvement/Activities

Texas A&M University, Mays Healthcare Initiative, Presenter (Speaker Series, 2021)

Lehigh University, Faculty Advisor – Lambda Mu Sigma (2012-2018)

Lehigh University, Coordinator, Spring Department of Marketing NYC Corporate Visits (2013-2017)

Lehigh University, Coordinator, Fall Department of Marketing Speaker Series (2013-2016)

Michigan State University, Faculty Advisor – Delta Sigma Pi (2006-2012)

Michigan State University, Advisor - International Business Specialization (2004-2006)

University of Hawai'i, Asia Moot Corp Business Plan Competition, Faculty Advisor (2003)

University of Oklahoma, Adopt-a-Faculty Program (1997-2001)

University of Oklahoma, Freshman Mentoring Program (1999-2000)

University of Oklahoma, Netpreneur Club, Faculty advisor (2000-2001)

University of Oklahoma, Native American Business Society, faculty advisor (1998-1999)

MEMBERSHIP AND/OR AFFILIATIONS: ASSOCIATIONS

American Marketing Association

Academy of International Business

Responsible Research in Business & Management

Alpha Mu Alpha

Beta Gamma Sigma

Delta Sigma Pi

Golden Key National Honor Society