

CURRICULUM VITAE

Michel R. M. Rod



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Date of birth: 21/04/1963 | Nationality: Canadian/British/French/New Zealand Permanent Resident

A. EDUCATION

- Ph.D. Commerce (2003) University of Birmingham (UK)
- M.Sc. Medical Sciences (1990) University of Calgary
- B.Sc. (Hon) Pharmacology/Toxicology (1986) University of Western Ontario

B. EMPLOYMENT

1. Academic Appointments

- 2016 - Associate Dean Research & International & PhD Program Director, Sprott School of Business, Carleton University, Ottawa, Canada
- 2015 - Professor, Sprott School of Business, Carleton University, Ottawa, Canada
- 2009 - 2015 Associate Professor, Sprott School of Business, Carleton University, Ottawa, Canada
- 2005 - 2009 Senior Lecturer/ Undergraduate Program Director, School of Marketing & International Business, Victoria University of Wellington, Wellington, New Zealand
- 2003 Visiting Professor, Korea University, Seoul, Korea (Sept-Dec)
- 2001 - 2004 Lecturer, School of Marketing & International Business, Victoria University of Wellington, Wellington, New Zealand
- 1998 – 2001 Sessional Instructor, University of Lethbridge, SAIT Campus, Calgary, Canada

2. Other Employment

- 1999 – 2001 Manager of Intellectual Property Development, Research Services, University of Calgary, Calgary, Canada
- 1998 - 1999 Director of the Office of Industry & International Research Relations, Faculty of Medicine, University of Calgary, Calgary, Canada

C. PUBLICATIONS

	Lifetime	Since Joining Carleton (2009)
Articles in refereed journals	66	48
Refereed book chapters	7	5
Book Chapters	3	0
Refereed conference proceedings/papers/posters/abstracts	64	33
Non refereed conference/roundtable presentations	4	2
Technical reports	10	5
Monographs, case studies, working papers	2	2
Total research funding/awards	NZ\$797,600 + CAD\$46,000	CAD\$46,000

1. Refereed Scholarly Publications

a. Articles in refereed journals (letter in brackets indicates 2017 ABDC Journal Quality ranking)

1. Lowe, S. and Rod, M. (2018). “Business Network Becoming: Time, Change and Process”, *Industrial Marketing Management*, 68 (January), 156-164. (A*)
<https://doi.org/10.1016/j.indmarman.2017.10.012>
2. Eroglu, M., Rod, M., and Barragan, S. (forthcoming). “Contextualizing Arab Female Entrepreneurship in the United Arab Emirates”, *Culture and Organization* (B), available online 24 Oct 2016 at
<http://dx.doi.org/10.1080/14759551.2016.1244824>
3. Rojas-Méndez, J.I., Hine, M.J. and Rod, M. (2018). “Brand Personalities of Global Wine Exporters: A Collective Reputation Theory Perspective”, *Journal of International Food and Agribusiness Marketing*, 30(1), 88-105. (C), <https://doi.org/10.1080/08974438.2017.1387884>
4. El Banna, A., Papadopoulos, N., Murphy, S.A., Rod, M. and Rojas-Méndez, J.I. (2018). “Ethnic identity, consumer ethnocentrism, and purchase intentions among bi-cultural ethnic consumers: “Divided loyalties” or “dual allegiance”? *Journal of Business Research*, 82(January), 310-319. (A)
<https://doi.org/10.1016/j.jbusres.2017.09.010>
5. Wang, Y., Rod, M. and, Ji, S. (2017). “Social Media Capability in B2B Marketing: Toward a Definition and a Research Model”, *Journal of Business and Industrial Marketing*, 32(8), 1125-1135. (A)
<https://doi.org/10.1108/JBIM-10-2016-0250>
6. Lindsay, V., Rod, M., and Ashill, N. (2017). “Institutional and resource configurations associated with different SME foreign market entry modes”, *Industrial Marketing Management*, 66, (October 2017), 130-144. (A*) <https://doi.org/10.1016/j.indmarman.2017.07.014>
7. Munim, A., Rod, M., Tavakoli, H. and Hosseinian, F. (2017). “An Analysis of the Composition, Health Benefits, and Future Market Potential of the Jerusalem Artichoke in Canada”, *Journal of Food Research*, 6(5), 69-84.
8. Lambert, D., Rod, M. and Hosseinian, F. (2017). “The Market Potential of a Grape Pomace Microemulsion”, *Journal of Food Research*, 6(2), 65-74.
9. Santa, A. and Rod, M. (2016). “North American and European Plastic Equipment Processing Companies’ Relationships with Andean Markets”, *Multidisciplinary Business Review*, 9(6), 50-70.
10. Lowe, S., Kainzbauer, A., Rod, M. and Hwang, K.S. (2016), “Exploring the Perceived Practical Value of Social Practice Theories for Business Practitioners”, *Journal of Organizational Change Management*, 29(5), 751-768. (B).
 - Emerald Literati Network 2017 Award for Excellence – Highly Commended Award
11. Lowe, S. Rod, M. and Hwang, K.S. (2016), “Understanding structures and practices of meaning-making in industrial networks”, *Journal of Business & Industrial Marketing*, 31(4), 531-542. KEYWORDS: Marketing (A).

12. Rod, M., Ashill, N. and Gibbs, T. (2016), “Customer perceptions of frontline employee service delivery: a study of Russian bank customer satisfaction and behavioral intentions”, *Journal of Retailing and Consumer Services*, 30, 212-221. KEYWORDS: Marketing (A).
13. Gazley, A., Sinha, A. and Rod, M. (2016), “Toward a Theory of Marketing Law Transgressions”, *Journal of Business Research*, 69(2), 476-483. KEYWORDS: Marketing (A).
14. Stone, C. and Rod, M. (2016), “Unfair Play in Confederational World Cup Qualification? An Analysis of the 1998 – 2010 FIFA World Cup Performances and the Bias in the Allocation of Tournament Berths”, *Soccer & Society*, 17(1), 40-57.(C).
15. Smith, T., Williams, T., Lowe, S., Rod, M. and Hwang, K.S. (2015), “Context into text into context: marketing practice into theory; marketing theory into practice”, *Marketing Intelligence & Planning*, 33(7), 1027-1046. KEYWORDS: Marketing (A).
16. Rod, M. and Ashill, N. (2015), “The impact of hospital customer orientation on burnout of public hospital service workers in New Zealand”, *Journal of Strategic Marketing*, 23(3), 189-208. KEYWORDS: Marketing (A).
17. Stone, C., Smith, C. and Rod, M. (2015), “The Impact of Team Tenure and Relational Embeddedness on Performance: An Analysis of Social Capital in the National Basketball Association”, *International Journal of Sport Management*, 16(4), 1-26. KEYWORDS: Management (B).
18. Rojas-Méndez, J. , Le Nestour, M. and Rod, M. (2015), “Understanding attitude and behaviour of Canadian consumers toward organic wine”, *Journal of Food Products Marketing*, 21(4), 375-396. KEYWORDS: Marketing (C).
19. Rod, M. and Paliwoda, S. (2015), “Does Successful Marketing of Intellectual Property Necessitate an Entrepreneurial Marketing Orientation?”, *International Journal of Entrepreneurship and Innovation Management*, 19(3/4), 147-162. KEYWORDS: Marketing (C).
20. Ashill, N., Rod, M. and Gibbs, T. (2015), “Coping with stress: a study of retail banking service workers in Russia”, *Journal of Retailing and Consumer Services*, 23(2), 58-69. KEYWORDS: Marketing (A).
21. Kusel, R., Daellenbach, K. and Rod, M.(2015) “The ties that bind? Online musicians and their fans”, *Asia Pacific Journal of Marketing and Logistics*, 27(2), 168-190. KEYWORDS: Marketing (B)
22. Rod, M., Baddar ALHussan, F. and Beal, T. (2015), “Conventional and Islamic Banking: Perspectives from Malaysian Islamic Bank Managers”, *International Journal of Islamic Marketing and Branding*, 1(1), 36-54. KEYWORDS: Islamic Banking, marketing
23. Rod, M., Lindsay, V. and Ellis, N. (2014), “Managerial perceptions of service-infused IORs in China and India: A discursive view of value co-creation”, *Industrial Marketing Management*, 43(4), 603-612. KEYWORDS: Marketing (A*)
24. Dwyer, K., Hosseinian, F. and Rod, M. (2014), “The market potential of grape waste alternatives”, *Journal of Food Research*, 3(2), 91-106.

25. Rod, M. and Beal, T. (2014), “The Experience of New Zealand in the Evolving Wine Markets of Japan and Singapore”, *Asia-Pacific Journal of Business Administration*, 6(1), 49-63. KEYWORDS: Marketing (C)
26. Jain, R. and Rod, M. (2013), “Intellectual Property Management: Assessing stakeholder knowledge regarding obtaining valid patent rights”, *Journal of Intellectual Property Rights*, 18(3), 251-258. KEYWORDS: IP Management
27. Rod, M. and Ashill, N. (2013), “The impact of call centre stressors on inbound and outbound call centre agent burnout”, *Managing Service Quality*, 23(3), 245-264. KEYWORDS: Marketing (A)
28. Dagfous, A., Ashill, N.J. and Rod, M. (2013), “Transferring knowledge for organisational customers by knowledge intensive business service marketing firms: An exploratory study”, *Marketing Intelligence & Planning*, 31(4), 421-442. KEYWORDS: Marketing (A)
29. Haverila, M., Rod, M. and Ashill, N. (2013), “Cell phone product-market segments using product features as a cluster variate: a multi-country study”, *Journal of Strategic Marketing*, 21(2), 101-124. KEYWORDS: Marketing (A)
30. Rojas-Méndez, J. and Rod, M. (2013), “Chilean Wine Producer Market Orientation: Comparing MKTOR versus MARKOR”, *International Journal of Wine Business Research*, 25(1), 27-49. KEYWORDS: Marketing (B)
31. Lowe, S., Ellis, N., Purchase, S., Rod, M. and Hwang, K.S. (2012), “Mapping alternatives: A commentary on Cova, B. et al. (2010). ‘Navigating between dyads and networks’, *Industrial Marketing Management*, 41(2), 357-364. KEYWORDS: Marketing (A*)
 - this article is a full manuscript, not a brief commentary
32. Saunders, S. and Rod, M., (2012), “Brand network maps: a multidimensional approach to brand-consumer relationships in the New Zealand pharmacy industry”, *International Journal of Pharmaceutical and Healthcare Marketing*, 6(1), 55-70. KEYWORDS: Marketing.
33. Rod, M., Ellis, N. and Beal, T. (2012), “Discursive constructions of the role of cultural intermediaries in the wine markets of Japan and Singapore”, *Qualitative Market Research: An International Journal*, 15(2), 128-147. KEYWORDS: Marketing. (B)
34. Ellis, N., Rod, M., Beal, T. and Lindsay, V. (2012), “Constructing identities in Indian networks: discourses of marketing management in inter-organizational relationships”, *Industrial Marketing Management*, 41(3), 402-412. KEYWORDS: Marketing, Research Methods. (A*)
35. Ashill, N. and Rod, M. (2011), “Burnout processes in non-clinical health service encounters”, *Journal of Business Research*, 64(10), 1116-1127. KEYWORDS: Marketing. (A)
36. Rod, M. (2011), “Subjective, personal introspection in action-oriented research”, *Qualitative Research in Organizations and Management: An International Journal*, 6(1), 6-25. KEYWORDS: Research Methods, Management. (B)

37. Rod, M. (2011), “Government/business relations: an agency-theory perspective on the procurement of market research”, *International Journal of Procurement Management*, 4(1), 108-120. KEYWORDS: Marketing. (C)
38. Rod, M. and Ashill N. (2010), “The effect of customer orientation on frontline employees’ job outcomes in a new public management context”, *Marketing Intelligence & Planning*, 28(5), 600-624. KEYWORDS: Marketing. (A)
39. Rod, M. and Ashill, N. (2010), “Management commitment to service quality and service recovery performance: a study of public and private hospitals”, *International Journal of Pharmaceutical and Healthcare Marketing*, 4(1), 84-103. KEYWORDS: Marketing.
 - Emerald Literati Network 2011 Award for Excellence – Highly Commended Award
40. Rod, M. , Saunders, S. and Beal, T. (2009), “Knowledge management in a business-to-business context: an Indian exemplar?” *Journal of Information and Knowledge Management*, 8(3), 267-273. KEYWORDS: Management. (C)
41. Rod, M., Ashill, N. and Saunders, S. (2009), “Considering implementing major strategic change? Lessons from a joint venture in the UK health technology sector”, *International Journal of Pharmaceutical and Healthcare Marketing*, 3(3), 258-278. KEYWORDS: Marketing.
42. Ashill, N., Rod, M., Thirkell, P. and Carruthers, J. (2009), “Job resourcefulness, job burnout and service recovery performance: an examination of call centre frontline employees”, *Journal of Services Marketing*, 23(5), 338-350. KEYWORDS: Marketing. (A)
43. Rod, M. and Saunders, S. (2009), “Multisector collaboration: an action research approach” *Journal of Applied Business Research*, 25(5), 1-10. KEYWORDS: Research Methods. (C)
 - This issue’s lead article
44. Rod, M. (2009), “A model for the effective management of joint ventures: a case study approach”, *International Journal of Management*, 26(1), 3-17. KEYWORDS: Management. (C)
 - This issue’s lead article
45. Rod, M. (2009), “Marketing: philosophy of science and ‘epistobabble warfare’”, *Qualitative Market Research: An International Journal*, 12(2), 120-129. KEYWORDS: Marketing. (B)
46. Rod, M. and Saunders, S. (2009), “The informative and persuasive components of pharmaceutical promotion: an argument for why the two can co-exist?”, *International Journal of Advertising*, 28(2), 313-349. KEYWORDS: Marketing. (B)
47. Rod, M. and Ashill, N. (2009), “Symptoms of burnout and service recovery performance: the influence of job resourcefulness”, *Managing Service Quality*, 19(1), 60-84. KEYWORDS: Marketing. (A)
48. Rod, M., Ashill, N., Shao, J. and Carruthers, J. (2009), “An examination of the antecedents and outcomes of internet banking service quality: a New Zealand study”, *Marketing Intelligence & Planning*, 27(1), 103-126. KEYWORDS: Marketing. (A)
 - Emerald Literati Network 2009 Award for Excellence – Highly Commended Award

49. Ashill, N., Rod, M. and Carruthers, J. (2008), “Management commitment to service quality and service recovery performance in a state-owned enterprise”, *Journal of Strategic Marketing*, 16(5), 437-462. KEYWORDS: Marketing. (A)
50. Saunders, S. and Rod, M. (2008), “Mapping the New Zealand agricultural technology sector: an exploratory network approach”, *Journal of International Food and Agribusiness Marketing*, 20(1), 57-74. KEYWORDS: Marketing. (C)
51. Rod, M., Ashill, N. and Carruthers, J. (2008), “The relationship between job demand stressors and service recovery performance in a state-owned enterprise”, *Journal of Retailing and Consumer Services*, 15(1), 22-31. KEYWORDS: Marketing. (A)
52. Rod, M., Ashill, N. and Carruthers, J. (2007), “Pharmaceutical marketing return-on-investment: a European perspective”, *International Journal of Pharmaceutical and Healthcare Marketing*, 1(2), 174-189. KEYWORDS: Marketing
53. Carruthers, J., Rod, M. and Ashill, N. (2007), “Purchaser-provider interaction in UK public health: improving stakeholder cooperation”, *International Journal of Pharmaceutical and Healthcare Marketing*, 1(1), 12-26. KEYWORDS: Marketing
54. Rod, M. (2006), “Multi-party, multi-sector knowledge creation: maximizing outcomes through stakeholder collaboration”, *Journal of Information and Knowledge Management*, 5(4), 259-267. KEYWORDS: Management (C)
55. Rod, M., Carruthers, J. and Ashill, N. (2006), “Antecedents and outcomes of service recovery performance: insights from an organisation post-corporatisation and post-deregulation”, *Innovative Marketing*, 2(2), 20-31. KEYWORDS: Marketing
56. Rod, M. (2006), “An innovative biotechnology start-up company approach: when entrepreneurs leverage university resources”, *International Journal of Entrepreneurship and Innovation*, 7(2), 99-104. KEYWORDS: Small Business & Entrepreneurship (C)
57. Rod, M. (2006), “The sealing of university intellectual property boundaries and the ceiling of academic entrepreneurial tolerance”, *Science and Public Policy*, 33(1), 3-4. KEYWORDS: Public Policy (B)
 - This 1200-word guest editorial/opening commentary was at the invitation of the journal’s publisher subsequent to his attending my conference presentation at 5th *Triple Helix Conference*, Turin, Italy in May 2005.
58. Carruthers, J., Ashill, N. and Rod, M. (2006), “Purchaser-provider relationships in the uk public healthcare sector: mapping and assessing the key management and organizational issues influencing stakeholder cooperation”, *Qualitative Market Research: An International Journal*, 9(1), 86-102. KEYWORDS: Marketing (B)
59. Rod, M. and Paliwoda, S. (2003), “Multi-sector collaboration: a stakeholder perspective on a government, industry & university collaborative venture”, *Science and Public Policy*, 30(4), 273-284. KEYWORDS: Public Policy (B)

60. Rod, M., Paliwoda, S., Coggins, P. and McDonald, J. (2000), “Comparing some of the issues facing university and non-university biotechnology start-up companies”. *Les Nouvelles: Journal of the Licensing Executives Society*, 35(2), 76-81. KEYWORDS: Small Business & Entrepreneurship
61. Rod, M., and Paliwoda, S. (1999), “Value based marketing for transitional economies”, *Journal of Transnational Management Development*, 4(2), 65-75. KEYWORDS: Marketing,
62. Rod, M. (1997), “The use of research in developing advertising strategies”, *Management Research Review* (previously published as *Management Research News*), 20(1), 50-60. KEYWORDS: Marketing (C)
63. Wishaw, I.Q., Rod, M.R. and Auer, R.N. (1994), “Behavioural deficits revealed by multiple tests in rats with ischemic damage limited to half of the CA1 sector of the hippocampus”, *Brain Research Bulletin*, 34(3), 283-289. KEYWORDS: Other
64. Rod, M.R. and Auer, R.N. (1992), “Combination therapy with nimodipine and dizocilpine in a rat model of transient forebrain ischemia”, *Stroke*, 23(5), 725 – 732. KEYWORDS: Other
65. Rod, M.R., Wishaw, I.Q. and Auer, R.N. (1990), “The relationship of structural ischemic brain damage to neurobehavioural deficit: the effect of postischemic MK-801”, *Canadian Journal of Psychology*, 44(2), 196 -209. KEYWORDS: Other
66. Rod, M.R. and Auer, R.N. (1989), “Pre-and postischemic administration of dizocilpine (MK-801) maleate mitigates cerebral necrosis in the rat”, *Canadian Journal of Neurological Sciences*, 16(3), 340-344. KEYWORDS: Other

b. Refereed conference papers

(Conference proceedings published on CD/flash drive have no page references.)

1. Rod, M., Lindsay, V. and Ashill, N. (2017) “Understanding SME entry into emerging markets using institutional and resource-based theory”, *IMP Annual Conference*, September 5-8, Kuala Lumpur, Malaysia.
2. Munim, A., Hosseinian, F. and Rod, M. (2017) “An Analysis of the Composition, Health Benefits, and Future Market Potential of the Jerusalem Artichoke in Canada”, *Agriculture and Food Conference*, 20-24 June 2017, Elenite Bulgaria. Re-printed in *Agriculture & Food*, Volume 5, 2017.
3. Rojas-Méndez, J., Hine, M. and Rod, M. (2017) “Brand Personalities of Global Wine Exporters: A Collective Reputation Theory Perspective”, *International Food Marketing Research Symposium*, June 15-16, 2017, Dubrovnik, Croatia.
4. Massi, M. and Rod, M. (2017) “Value Co-Creation as a Means of Legitimacy: An Institutional Theory Perspective”, *Bringing Institutional Theory To Marketing Conference*, 29-30 May 2017, Paris France.
5. Rod, M., Ellis, N. and Purchase, S. (2016) “Interactive Interspection: unpicking the complexity of B2B action research”, *IMP Asia in Africa Conference*, Dec 4-7, 2016, Cape Town, South Africa.

6. Rod, M. (2016) "Effectuation and Discourse: A Proposed Approach for Studying Multisector Venture Creation", *2016 Effectuation Conference* June 5-7, 2016, Bodø, Norway.
7. Rojas-Mendez, J., Rod, M. and Hine, M. (2016) "What's Your Oenotype?: Global Wine Consumers' Perceptions of Country-wine Personalities", *11th Global Brand Conference*, Bradford, England, April 27-29, 2016.
8. Wang, Y., Rod, M. and, Ji, S. (2015), "Industrial Tweeting: A Critical Review on the Use of Social-Media in B2B Marketing", *ANZMAC 2015 Conference*, University of New South Wales, Sydney, Australia, Nov. 30-Dec. 2, 2015.
9. El Banna, A., Papadopoulos, N., Murphy, S.A., Rojas-Méndez, J.I. and Rod, M. (2015), "Ethnic identity, consumer ethnocentrism, and purchase intentions among bi-cultural ethnic consumers: 'Divided loyalties' or 'dual allegiance'?" (abstract), *10th Royal Bank International Research Seminar* (Montreal, QC: September 24-26)
10. Halinski, M. and Rod, M. (2015), "Exploring the Dynamics of Network Deadlock: Interorganizational Stalemate without Stale Mates?" *Academy of Management*, Vancouver, Canada, Aug. 7-11.
11. El Banna, A., Papadopoulos, N., Murphy, S., Rojas-Mendez, J. and Rod, M. (2015), "Old Country Passions: Animosity, Affinity, and Purchase Intentions among Ethnic Consumers", *World Marketing Congress of the Academy of Marketing Science*, Bari, Italy, July 14-18.
12. Lindsay, V., Ashill, N. and Rod, M. (2015), "SME entry into an emerging market: a resource-based and institutional approach", *Academy of Marketing Conference*, University of Limerick, Ireland, July 7-10.
13. Lowe, S., Rod, M. and Hwang, K.S. (2014), "Exploring the Perceived Practical Value of Social Practice Theories for Business Practitioners", *Industrial Marketing and Purchasing (IMP) Asia Conference*, Bali, Indonesia, Dec. 7-10.
14. Ashill, N., Rod, M. and Gibbs, T. (2014), "Burnout and Coping Strategies: A Study of Service Workers in Russia", *21st International Conference on Recent Advances in Retailing and Consumer Services Science*, Bucharest, Romania, July 7-10.
15. Rod, M. and Baddar Alhussan, F. (2014), "Conventional and Islamic Banking: Perspectives from Malaysian Islamic Bank Managers", *5th Global Islamic Marketing Conference*, Kuala Lumpur, Malaysia, April 22 - 24.
16. Rod, M., Lowe, S., Hwang, K.S. and Sullivan, S. (2013), "Overcoming barriers to practical effectiveness in marketing management research", *Academy of Marketing Conference*, University of Glamorgan, UK, July 8-11.
17. Ashill, N., Lindsay, V. and Rod, M. (2013), "Understanding SME entry into emerging markets using institutional and resource-based theory", *Academy of Marketing Conference*, University of Glamorgan, UK, July 8-11.
18. Rod, M. (2013), "Effectuation, Discourse and Multisector Collaboration", *Triple Helix XI International Conference*, London, UK, July 8-10.

19. Rojas-Méndez, J., Le Nestour, M. and Rod, M. (2013), “Understanding attitude and behaviour of Canadian consumers toward organic wine”, *International Food Marketing Research Symposium*, Budapest, Hungary, June 20-21.
20. Rod, M. and Ashill, N. (2013), “Call Centre Stressors and Burnout: Perceived Differences between Inbound and Outbound Call-Centre Agents”, *European Marketing Academy Conference (EMAC)*, Istanbul, Turkey, June 4-6.
21. Ellis, N., Rod, M. and Lindsay, V. (2012), “Managerial perceptions of service-based IORs in China and India: A cross cultural and multi-method comparison”, *Industrial Marketing and Purchasing (IMP) Asia Conference*, Goa, India, Dec. 9-12, 2012.
22. Purchase, S., Lowe, S., Ellis, N. and Rod, M. (2012), “Researching network development: the next generation (or making movies within an IMP agenda)”, *Industrial Marketing and Purchasing (IMP) Asia Conference*, Goa, India, Dec. 9-12, 2012.
23. Jain, R. and Rod, M. (2012), “Intellectual property management: assessing stakeholder knowledge regarding obtaining valid patent rights” *1st International Conference on Management of Intellectual Property Rights and Strategy (MIPS)*, Mumbai, India, Feb. 2-5.
24. Rod, M. and Lowe, S. (2011), “Exploring Academic Problems and Practical Solutions in Management Research”, *International Conference on Applied Business Research (ICABR 2011)*, Johor Bahru, Malaysia, Nov. 28-Dec. 2, 2011.
25. Rojas-Méndez, J. and Rod, M. (2011), “The market orientation of Chilean Wine producers: A comparison of MKTOR versus MARKOR”, *Australia New Zealand Marketing Academy Conference (ANZMAC)*, Perth, Australia, Nov. 28-30.
26. Rod, M., Ellis, N., Purchase, S. and Lowe, S. (2011), “Network Pictures: Making Sense of Metaphors the IMP Way”, *27th Industrial Marketing and Purchasing (IMP) Conference*, University of Strathclyde, Glasgow, Sept. 1-3.
27. Rod, M., Lowe, S., Ellis, N., Purchase, S. and Hwang, K.S. (2011), “Knowing and doing action-orientated research in business networks: The use of subjective personal introspection”, *Academy of Marketing Conference*, University of Liverpool, Liverpool, July 5-7.
28. Rod, M., Ellis, N. and Beal, T. (2010), “Agents of globality: the role of cultural intermediaries in the wine markets of Japan and Singapore”, *26th Industrial Marketing and Purchasing (IMP) Conference*, Corvinus University, Budapest, Sept. 2-4.
29. Rod, M. and Ashill, N. (2010), “The effect of customer orientation on frontline employees job outcomes in a new public management context”, *Academy of Marketing Conference*, Coventry University, Coventry, UK, July 3-6.
30. Ellis, N., Rod, M., Beal, T. and Lindsay, V. (2009), “Doing business in Asia: discursive constructions of managerial practices in relationships between Indian and New Zealand organizations”, *3rd Industrial Marketing and Purchasing (IMP) Asia Conference*, Kuala Lumpur, Malaysia, Dec. 6-9.

31. Gazley, A. and Rod, M. (2009), “Summary brief: marketing law transgressions: a hazard model analysis”, *Society for Marketing Advances Proceedings*, New Orleans, Nov. 4-7.
32. Rod, M. and Beal, T. (2008), “Asymmetrical knowledge management in a cross-cultural business alliance: L&T’s engagement with New Zealand”, *1st International Conference on Doing Business in India*, IFIM Business School, Bangalore India, Dec. 18-19.
33. Gazley, A., Sinha, A. and Rod, M. (2008), “The factors that influence intent to transgress marketing law”, *Society for Marketing Advances Proceedings*, St. Petersburg, FL, USA, Nov. 4-9.
34. Ashill, N., Rod, M. and Carruthers, J. (2008), “Job resourcefulness and employee burnout: frontline service recovery performance efforts in a call centre context”, *European Marketing Academy Conference*, Brighton, UK, May 27-30.
35. Rod, M., Ashill, N. and Carruthers, J. (2007), “The effect of management commitment to service quality on frontline employees’ service recovery performance in a ‘new public management’ context”, *Academy of Marketing Conference*, Edgbaston, UK, July 3-6.
36. Saunders, S. and Rod, M. (2007), “Can operations research inform the exploitation of business-to-business knowledge networks?”, *23rd Industrial Marketing and Purchasing (IMP) Conference*, Manchester, UK, Aug. 29-31.
37. Rod, M. (2006), “Subjective, personal introspection: autoethnographic collaborative network insights”, *22nd Industrial Marketing and Purchasing (IMP) Conference*, Milan, Italy, Sept 7-9.
38. Gazley, A., Rod, M. And Sinha, A. (2006), “The antecedents and consequences of marketing law transgressions”, *American Marketing Association Summer Educator’s Conference*, Chicago, USA, August 4-7.
39. Rod, M. (2006), “Multi-party, multi-sector knowledge creation: maximising outcomes through stakeholder collaboration”, *3rd International Conference on Knowledge Management*, Greenwich, UK, July 31-Aug. 2.
40. Ashill, N., Carruthers, J. and Rod, M. (2006), “Antecedents and outcomes of service recovery performance in retailing: A New Zealand study”, *The European Institute of Retailing and Services Studies Conference*, Budapest, Hungary, July 9-12.
41. Rod, M., Ashill, N. and Carruthers, J. (2006), “Service recovery performance in a post-corporatisation and post-deregulation environment”, *Academy of Marketing Conference*, Middlesex University, London, UK, July 3-6.
42. Gazley, A., Rod, M. and Sinha, A. (2006), “The antecedents and consequences of marketing law transgressions”, *2006 AMA Educators’ Conference Proceedings*, 17, pp. 225-226.
43. Ashill, N., Rod, M. and Carruthers, J. (2006), “Antecedents and outcomes of service recovery performance in a retail environment”, *European Marketing Academy Conference*, Athens, Greece, May 23-26.

44. Saunders, S., Rod, M. and Carruthers, J. (2005), “The application of network theory to the New Zealand agricultural technology industry: an exploratory investigation, *Industrial Marketing and Purchasing (IMP) Asia Conference*, Phuket, Thailand, Dec. 11-14.
45. Gazley, A., Rod, M. and Sinha, A. (2005), “How aware are firms of marketing law and why do they transgress it?”, *Australia New Zealand Marketing Academy Conference (ANZMAC)*, Perth, Australia Dec. 5-7.
46. Saunders, S., Rod, M. and Carruthers, J. (2005), “The New Zealand agricultural technology industry: an exploratory investigation of stakeholder relationships”, *Australia New Zealand Marketing Academy Conference (ANZMAC)*, Perth, Australia Dec. 5-7.
47. Rod, M. and Saunders, S. (2005), “Applied and participative multi-sector research: mitigating the gap between theory and practice”, *Beijing International Conference on Applied Business Research*, Beijing, China Dec. 1-4.
48. Rod, M. (2005), “Collaborative multi-sector knowledge creation - the Institute of Health Economics”, *Knowledge Management Asia Pacific Conference*, Wellington, NZ, Nov. 28-29.
49. Carruthers, J. Ashill, N. and Rod, M. (2005), “An examination of stakeholder relationships in the UK public healthcare sector”, *Academy of Marketing Conference*, Dublin Institute of Technology, Ireland, July 5-8.
50. Longley, S., Carruthers, J. and Rod, M. (2005), “Hearing stories of practice – multi organisational networks in action”, *12th International Conference on Multi-Organizational Partnerships, Alliances and Networks*, University of Glamorgan, Pontypridd, Wales, June 22-24.
51. Beal, T., Ashill, N., Carruthers, J. and Rod, M. (2005), “The management challenge of realising purchaser-provider cooperation in the UK public healthcare”, *9th Global Business and Economic Development Conference*, Seoul, Korea, May 25-28.
52. Ashill, N., Carruthers, J. and Rod, M. (2005), “A descriptive framework for managing purchaser-provider cooperation: an empirical investigation of the UK public healthcare sector”, *34th European Marketing Academy Conference*, Milan, Italy, May 24-27.
53. Rod, M. (2005), “University-industry cooperation: perspectives from a non-university biotechnology start-up company”, *5th Triple Helix Conference*, Turin, Italy, May 18-21.
54. Rod, M. (2004), “Multi-party, multi-sector collaboration: stakeholder perspectives”, *11th International Conference on Multi-Organizational Partnerships, Alliances and Networks*, Tilburg University, Tilburg, Holland June 23-26.
55. Rod, M. (2004), “Action oriented research: reducing the gap between theory and practice”, *European Applied Business Research Conference*, Edinburgh, Scotland June 14-18.
56. Rod, M. and Paliwoda, S. (2003), “Informing, persuading and reminding: why is pharmaceutical promotion so controversial?”, *Academy of Marketing Conference*, Aston Business School, Birmingham, UK, July 8-11.

57. Rod, M. and Paliwoda, S. (2002), “Multi-sector collaboration: a stakeholder perspective on a government, industry & university collaborative venture”, *4th Triple Helix Conference*, Copenhagen, Denmark, Nov. 6-9.
58. Rod, M. (1999), “Pharmaceutical marketing: transactional or relational exchange?”, *15th Industrial Marketing and Purchasing (IMP) Conference*, University College Dublin, Dublin Ireland, Sept. 2-4.
59. Rod, M. (1999), “Comparing some of the issues facing university and non-university biotechnology start-up companies”, *7th Annual High Technology Small Firms Conference*, Manchester Business School, Manchester UK, May 28-29.
60. Rod, M. (1998), “Interorganizational relationships within strategic alliances/joint ventures”, *18th Annual R&D Management Conference*, Avila, Spain, Sept. 30- Oct. 2.
61. Rod, M. and Paliwoda, S. (1997), “Transitions: from marketing as transactional exchange to marketing as relational exchange in societies replacing planned economies with market-based structures”, *6th International Conference on Marketing & Development*, Black Sea University, Mangalia, Romania, July 1-4.

c. Chapters in Refereed Books

1. Lindsay, V., Rod, M., and Ashill, N. (2018). “Home country institutional agents (HCIAS) as boundary spanners supporting SME internationalisation”, Chpt 5 in *Advances in International Marketing: A Research Anthology*, co-edited by L.C. Leonidou, C.S. Katsikeas, S. Samiee, and B. Aykol. pp. 99-124.
2. El Banna, A., Papadopoulos, N., Murphy, S. A., Rojas-Méndez, J., and Rod, M. (2016). Animosity, Affinity, and Purchase Intentions Among Ethnic Consumers. In *Rediscovering the Essentiality of Marketing*. Proceedings of the 2015 Academy of Marketing Science (AMS) World Marketing Congress, Petruzzellis, Luca, Winer, Russell S. (Eds.) (pp. 713-727). Springer International Publishing. *(re-printed in book form version of #6 in peer-reviewed conference proceedings/papers).
3. Papadopoulos, Nicolas, Michel Rod, Jill Reid, and José I. Rojas-Méndez (forthcoming, accepted October 7, 2016), "Place-based International Brand Communications: An Exploratory Study of Managers' Views", in J. Aldás-Manzano, C. Ruiz-Mafé, and C. Veloutsou (Eds; names listed alphabetically, final order tbd), [book title tbd], Athens Institute for Education and Research (Athens, Greece)
4. Rod, M., Ashill, N. and Gibbs, T. (2016), “A Study of Service Worker Burnout in Russia”, in Sahadev, S., Purani, K. and Malhotra, N. (eds.) *Boundary Spanning Elements and the Marketing Function in Organizations*, Springer. pp. 33-47.
5. Ellis, N. and Rod, M. (2014), “Using discourse analysis in case study research in business-to-business contexts”, in Marshall, R., Pattinson, H. and Woodside, A. (eds.) *Field Guide for Business-to-Business Case Study Research*, Advances in Business Marketing & Purchasing book series, Vol. 21, 77-99.
6. Rod, M. (2014), “Autoethnography”, in Farrell, A. and Lee, N. (eds.) *Wiley Encyclopedia of Management Volume 9: Marketing*, 3rd Ed. Wiley.

7. Auer, R.N., Rod, M. and Whishaw, I.Q. (1990), “MK-801: “Efficacy and limitations in cerebral ischemia”, in *Excitatory Amino Acids*, Vol. 5 Fidia Research Foundation Symposium Series. pp. 703 -709.

2. Other-Refereed Publications

a. Other Conference Presentations

1. Reid, J., Papadopoulos, N., Rod, M. and Rojas-Méndez, J. (2015), "Place-Brand Associations in International Branding and Advertising: What Managers Think" (abstract), *13th Annual International Conference on Marketing* (Athens, Greece: Athens Institute for Education and Research, June 29 – July 2).
2. Savage, R., Beal, T. and Rod, M. (2009), “Pushing the boundaries: a New Zealand case study of developing an ICT-enabled flexible learning programme”, *5th International Conference on Multimedia and ICT in Education*, Lisbon, Portugal, April 22-24 (poster).
3. Rod, M. (2003), “Multi-sector inter-organisational collaboration and knowledge creation – a Canadian case study”, *29th Annual European International Business Association Conference*, Copenhagen, Denmark, Dec. 10-13 (poster).

b. Published Working Papers

1. Rod, M. and Beal, T. (2012), “The Experience of New Zealand in the Evolving Wine Markets of Japan and Singapore”, *American Association of Wine Economists (AAWE) Working Paper No. 100*.

3. Non-Refereed Publications/Output

a. Conference/Workshop/Meeting Presentations/Participation

1. Rod, M. (2017), “Value Co-creation”, invited speaker/panellist at World Class Supply Chain 2017 Summit, Granite Ridge Golf Club, Milton ON, hosted by Lazaridis School of Business & Economics, Wilfred Laurier University, May 10.
2. Rod, M. (2013), “Lessons learned from a New Zealand study on doing business in India”, Canada-India Business Council ‘Focus on SMEs’ Roundtable, Ottawa, Sept. 20 (presentation and panel discussion).
3. Rod, M. (2011), “Poland needs your ideas and inventions”, 4th Intellectual Property Management Forum, Warsaw University of Technology, Oct. 26-29 (panel discussion).
3. Hibbert, P. and Rod, M. (2004), Working with Stakeholders: Collaborative Advantage or Collaborative Inertia?” Australia New Zealand Academy of Management Conference Workshop, University of Otago, Dec. 8, 2004.
4. Falkenberg, L. and Rod, M. (1998), “Start-up vs. Licensing”, presentation at Association of University Technology Managers Canadian Regional Meeting, Banff AB.

b. Book Chapters

1. Rod, Michel R. M. (2008), “Consumer Behaviour, Organisational Markets and Buyer Behaviour”, in *Marketing: The Core*, McGraw-Hill, Sydney, Australia, pp. 105-136.
2. Rod, Michel R. M. (2004), “Introduction to the New Zealand Marketing Environment”, in *The New Zealand Marketing Environment*, McGraw-Hill, Sydney, Australia, pp. 1-2.
3. Rod, Michel R. M. (2004), “Conclusion: Trends and Future Directions in New Zealand Marketing Practice”, in *The New Zealand Marketing Environment*, McGraw-Hill, Sydney, Australia, pp. 140-144.

c. Case Studies

1. Rod, M. and Saunders, S. (2011), “Case study: Vista entertainment solutions Ltd – market entry strategies for India”, in Ellis, N. *Business-to-Business Marketing*, Oxford University Press, Oxford, UK, pp. 204-207.

d. Teaching Aids

1. Rod, M. (2011), Test Item File, *Marketing*, 8th Canadian Edition, McGraw-Hill.

D. OTHER SCHOLARLY OR PROFESSIONAL ACTIVITY

1. Editorial Responsibilities

- Editorial Board, International Journal of Pharmaceutical and Healthcare Marketing, 2007 – present
- Editorial Advisory Board, Journal of Customer Behaviour, 2013 – present
- Editorial Review Board, Industrial Marketing Management, 2013 – present
- Editorial Advisory Board, Journal of Services Marketing, 2014 - present
- Editorial Review Board, Journal of Cross Cultural Marketing, 2014 – present
- Editorial Review Board, International Journal of Export Marketing, 2015 - present

Occasional Reviewer for:

- Journal of Business Research
- European Journal of Marketing
- Marketing Theory
- Marketing Intelligence & Planning
- Management Decision
- Management Learning
- Managing Service Quality
- Science and Public Policy
- Services Marketing Journal
- International Journal of Health Policy and Management

- International Journal of Hospitality Management
- International Journal of Tourism Research
- International Journal of Wine Business Research
- Journal of Business & Industrial Marketing
- Journal of Consumer Marketing
- Journal of Hospitality Marketing & Management (JHMM)

- Academy of Marketing (UK) conference
- Academy of Marketing Science conference
- European International Business Association (EIBA) conference
- European Marketing Academy (EMAC) conference
- Australia New Zealand Marketing Academy (ANZMAC) conference
- Industrial Marketing & Purchasing (IMP) conference
- Industrial Marketing & Purchasing in Asia (IMP Asia) conference

- Journal of Food Products Marketing
- Journal of Intellectual Property Rights
- Journal of Service Theory and Practice
- Journal of Wine Research
- Public Management Review
- Qualitative Research in Organizations and Management
- Australian Journal of Management

2. Contract or Other Research

a. Selected technical reports

1. Rod, M. (2014), Exploring Strategic Alliances as a Vehicle for Commercializing New Products and Technologies in the Canadian Forest Sector: A Literature Review and Integrative Framework, Report to Natural Resources Canada – Canadian Forest Service. pp. 1-38.
2. Lindsay, V., Shaw, V., Beal, T., Cone, M., McLean, F., Rod, M., Ashill, N. (2011), *Service Success in Asia – Building a Sustainable Competitive Advantage for New Zealand Service Firms in Asia: Spotlight on China and India*, Vol. 1, Full Report to Ministry of Science and Innovation. pp. 1-126.
3. Lindsay, V., Shaw, V., Beal, T., Cone, M., McLean, F., Rod, M., Ashill, N. (2011), *Service Success in Asia – Building a Sustainable Competitive Advantage for New Zealand Service Firms in Asia: Spotlight on China and India*, Summary Report to Ministry of Science and Innovation. pp. 1-28.
4. Beal, T. and Rod, M. (2009), *Riding social change: The New Zealand experience in the evolving wine markets of Japan and Singapore*, report to the Asia New Zealand Foundation. pp. 1-85.
5. Ashill, N., Rod, M., Carruthers, J., Thirkell, P. (2008), *The Relationships between Job Demand Stressors, Job Support Resources, Burnout and Job Outcomes: A Study of TelstraClear Contact Centre Employees*, report to TelstraClear, Wellington, New Zealand, 250 pages.
6. Ashill, N., Rod, M., Carruthers, J., Thirkell, P. (2007), *The Relationships between Job Demand Stressors, Job Support Resources, Burnout and Job Outcomes: A Study of ASB Contact Centre Employees*, report to ASB Bank, Auckland, New Zealand, 16 pages.
7. Lindsay, V., Beal, T., McLean, F., Rod, M., Zettinig, P. (2006), *Next Stop India: A Guide for New Zealand Business*, report to the Asia New Zealand Foundation. pp. 1-44.
8. Lindsay, V., Beal, T., McLean, F., Rod, M., Zettinig, P. (2006), *Next Stop India: A Guide for New Zealand Business: Case Studies*, report to the Asia New Zealand Foundation. pp. 1-65.
9. Rod, M. (2006), “Marketing ROI for Pharma”, in-depth report from the *Eyeforpharma 5th Annual Pharmaceutical Marketing Congress*, published by Network Pharma Ltd. pp. 1-22.
10. Rod, M. (2002), “Commercialising Intellectual Property Developed at Victoria University of Wellington” Edition 1, Inventor Handbook created for Victoria Link (VicLink) Ltd., 24 pages.

b. Research Grants and Awards

1. 2017 “POP//CAN//CRIT 2.0: Marketing and Promotion of Architecture in Canada”, SSHRC Connection grant, (Federica Goffi, Brynne Campbell co-applicants) - \$25,000.

2. 2016 “Total utilization of wine waste improving agri-food sustainability”, Sprott/OVPRI Undergraduate Summer Research Assistantship - \$6,000.
3. 2011 “A discourse analytic investigation of multi-sector collaboration within the triple helix of university-industry-government interorganizational relations”, Carleton University Research Achievement Award - \$15,000 (\$10,000 award/\$5,000 salary bonus).
4. 2008-2010 “Building a sustainable competitive advantage for New Zealand service firms in Asia”, Foundation for Research Science and Technology (New Zealand) – NZ\$700,000 (Co-recipients Val Lindsay (PI), Tim Beal, Michel Rod, Nick Ashill, Viv Shaw, Fergus MacLean, Malcolm Cone).
5. 2009 “Islamic banking in Malaysia”, Victoria University of Wellington, Faculty of Commerce & Administration research grant – NZ\$10,000 (Michel Rod (PI), Tim Beal, Kim Fam).
6. 2008 “Wine as a marker of social change”, Asia New Zealand Foundation (New Zealand) - NZ\$8,000 (Co-recipients Michel Rod (PI), Tim Beal).
7. 2006 “New Zealand SME internationalization in India”, Asia New Zealand Foundation (New Zealand) - NZ\$60,000 (Co-recipients Val Lindsay (PI), Tim Beal, Michel Rod, Peter Zetting).
8. 2006 “Doing Business in Hong Kong”, Hong Kong Economic Trade Development Office – NZ\$19,600 (Co-recipients Michel Rod (co-PI), Tim Beal (co-PI)).

c. Invited Talks

1. 2018 “My Journey from Medical Sciences to Business: A Marketing Primer for Biotech”, presentation to MSc/PhD in Biotechnology students at Instituto de Biología Molecular y Celular, Universitas Miguel Hernández de Elche, Alicante Spain, Feb. 19, 2018.
2. 2016 “Intro Marketing for Biotech Students”, presentation to Masters in Biotechnology students at Instituto de Biología Molecular y Celular, Universitas Miguel Hernández de Elche, Alicante Spain, Dec. 16, 2016.
3. 2015 “Venture Creation and Interorganisational Collaboration in the Triple Helix: Evidence of Effectuation?” Research presentation to Board of Directors, Institute of Health Economics, Edmonton AB, Nov. 19, 2015.
4. 2015 “Venture Creation and Interorganisational Collaboration in the Triple Helix: Evidence of Effectuation?” Research presentation to Department of Marketing and Information Systems, American University of Sharjah, Sharjah, UAE, Oct. 13, 2015.
5. 2014 “Welcome to “Principles of Marketing for Food Engineering Students”, Food Science and Nutrition, Dept. of Chemistry, Carleton University, Oct 23, 2014.
6. 2013 “Agents of Globality: The Role of Cultural Intermediaries in the Wine Markets of Japan and Singapore”, Graduate School of Logistics, Incheon National University, Korea, June 15, 2013.

7. 2012 “Welcome to “Principles of Marketing for Chemistry Students””, Food Science and Nutrition, Dept. of Chemistry, Carleton University, Mar. 9, 2012.
8. 2010 “New Faculty Research Event” Sprott School of Business, Carleton University, Sept. 24, 2010.
9. 2010 “Welcome to “Principles of Marketing for Chemistry Students””, Food Science and Nutrition, Dept. of Chemistry, Carleton University, Sept. 22, 2010.
10. 2008 “The Relationships between Job Demand Stressors, Job Support Resources, Burnout and Job Outcomes: A Study of TelstraClear Contact Centre Employees”, TelstraClear, Wellington, New Zealand, Jan. 2008.
11. 2007 “The Relationships between Job Demand Stressors, Job Support Resources, Burnout and Job Outcomes: A Study of ASB Contact Centre Employees”, ASB Bank, Auckland, New Zealand, Nov. 2007.
12. 2006 “Intellectual Property Policies, Commercialisation, and Academic Inventors: Whose Side am I On?” Malaghan Institute of Medical Research, Victoria University of Wellington, April 19, 2006.

3. Scholarly Work in Progress

1. Lowe, S. and Rod, M. “Weathering Contextual Activities and Situated Sensemaking”, revision submitted to *Journal of Business and Industrial Marketing* (A).
2. Munim, A., Rod, M. and El Banna, A. “SME Internationalization: A critical review of nontraditional approaches”, in preparation for submission to.....
3. Massi, M. and Rod, M. “Value co-creation as a means of legitimacy: an institutional theory perspective”, in preparation for submission to
4. Reid, J., Papadopoulos, N., Rod, M. and Rojas-Méndez, J. “Place-Brand Associations in International Branding and Advertising: What Managers Think”, in preparation for submission to
5. Lowe, S., Rod, M. and Fargher, S. “Words, Pictures, Sensemaking and Things”, in preparation for submission to *Industrial Marketing Management* (A*)
6. Rod, M., Lowe, S., Ellis, N. and Purchase, S., “Knowing and doing organizational action-orientated research: can introspection facilitate a theory-practice dialogue?”, in preparation for *Journal of Business Research*.
7. Lowe, S. Rod, M. Smith, T., Williams, T. and Hwang, K.S. “From *Sense and Sensibility* to *Persuasion* of practical pontoons in theory-building qualitative research”, in preparation for submission to *Strategic Management Journal*.
8. Lowe, S. Rod, M. and Hwang, K.S. “Polystructural social space - The final frontier”, revise and resubmit at *Qualitative Market Research: An International Journal*.(B)

9. Halinski, M. and Rod, M. “Exploring the Dynamics of Network Deadlock: Interorganizational Stalemate without Stale Mates?”, in preparation for submission to
10. Kalantzis, E. and Rod, M. “The role of communications in internal marketing: Constructivist communication insights”, in preparation for submission to

E. ACADEMIC RESPONSIBILITIES (TEACHING/SUPERVISION)

1. Graduate Supervisions/Committee:

Career Number: 2 Master of Commerce and Administration (M.C.A.), 10 Ph.D.

Completed: 2 M.C.A., 1 M. Design, 8 Ph.D. (1 co-supervision)

Completed

Student	Role	Degree	University	Year	Title
Jinyi Shao	Co-supervisor	M.C.A	Victoria University of Wellington	2007	Antecedents and outcomes of frontline employees' burnout and service recovery performance in a New Zealand state-owned enterprise setting
Aaron Gazley	Co-supervisor	Ph.D.	Victoria University of Wellington	2008	Antecedents and consequences of marketing law transgressions
Andy Millard	Co-supervisor	M.C.A	Victoria University of Wellington	2010	Are the people listening to government's good advice: Source credibility in government attributed social marketing messages
Anju Sethi	Thesis Proposal/ Defence Committees	Ph.D.	Carleton University	2012	The stage-gate process, organizational politics, and performance of new products
Belal Alsibai	Co-supervisor	M.Des.	Carleton University	2014	A study of young consumers' in-store food shopping purchase behaviour for developing smart mobile devices
Jill Reid	Comprehensive / Thesis Proposal/ Defence Committees	Ph.D.	Carleton University	2012 2014 2015	In search of the global consumer Place associations in international branding and advertising: a cross-national investigation
Alia el Banna	Thesis Defense Committee	Ph.D.	Carleton University	2014	An examination of the relationships between ethnicity, acculturation, and attitudes to places and their products

Mike Halinski	Comprehensive Exam	Ph.D.	Carleton University	2012	A review of mechanisms linking work and life
	Thesis Proposal			2014	Dealing with multiple perceptions of reality: change within a trans-organizational system
	Thesis Defence Committee			2016	Dealing with Multiple Perceptions of 'Reality': Change within a Transorganizational System
Christian Stone	Comprehensive Exam	Ph.D.	Carleton University	2013	Understanding the entrepreneurial opportunity recognition process
	Thesis Proposal			2015	Entrepreneurial orientation, the resource based view and performance: A study of micro enterprises in Trinidad
	Thesis Defence			2016	Entrepreneurial Orientation, Ambidexterity, the Resource Based View and Performance: Evidence from micro entrepreneurs in Trinidad
Robert Mittelman	Thesis Proposal	Ph.D.	Carleton University	2014	Charitable Giving to Distant Others: An extended theory of planned behaviour model
	Thesis Defence			2015	Charitable Giving to Distant Others: An extended theory of planned behaviour model
Mohammed Alwan	Thesis Proposal	Ph.D.	Carleton University	2015	Personal Factors That Influence The Formation of Domestic Tourist Destination Image
	Thesis Defence			2016	Advancing Tourist Destination Image Theory: Formation Antecedents and Behavioral Consequence

Ongoing PhD Committee/Supervisor work at Carleton University (student supervisions bolded)

Student	Committee Membership	Year	Title
Robert Helal	Principal Supervisor	2014	The concept of customer collaboration in new product innovation
	Comprehensive Exam		
	Thesis Proposal	2016	Knowledge Acquisition Methods and the Impact on Producer-Driven Collaborative Innovation Performance: A Dynamic Capabilities Perspective
	Thesis Defence	2017	Knowledge Acquisition Methods and the Role in Producer-Driven Collaborative Innovation Performance: A Dynamic Capabilities Perspective
Mike Weber	Comprehensive Exam	2016	
Paul Curwen	Comprehensive Exam	2013	The concept of personality in brand development

Marta Massi	Comprehensive Exam	2013	The concept of authenticity in marketing
	Thesis Proposal	2017	Product Certification and Trust: A Multiple Study Examination of Consumer Attitudes towards Certified versus Non-Certified Products
Yun Wang	Co-Supervisor Comprehensive Exam	2017	
	Thesis Proposal	2017	Social Media Analytics in Marketing
Greg Dole	Comprehensive Exam	2015	Exploring the concept of public value and it's measurement
Tom Duxbury	Thesis Proposal	2015	
Brynne Campbell	Comprehensive Exam (Architecture)	2016	
	Thesis Proposal	2017	Marketing Architecture in Canada: Exploring the Architecture Profession's Understanding and use of Marketing: 1955 – 2015
Chris Smith	Thesis Proposal	2017	The impact of generational cohort on union participation
Dhana Rettanai Kannan	Comprehensive Exam	2017	
Sanaz Hefizi	Co-Supervisor M.Des.	2017	Improving adherence to ongoing treatments in young adults through design
Rob Watters	Co-Supervisor M.Des.	2017	

2. EXTERNAL THESIS EXAMINATIONS

2007 – Yang Yu, M.C.A., Victoria University of Wellington, New Zealand

2011 – Romana Garma, Ph.D., University of Melbourne, Australia

2011 – Andrew Pascoe, M.C.A., Victoria University of Wellington, New Zealand

2012 – Haodong Gu, Ph.D., University of New South Wales, Australia

2015 - Vu Hung Dang, Ph.D., Victoria University of Wellington, New Zealand

3. COURSES TAUGHT

(Since joining Carleton University):

PhD:

Marketing PhD Seminar BUSI 6201 (Fall 2011)/BUSI 6200 (Winter 2015)

Master's Level:

Marketing Strategy Formulation/Implementation MKTG 5200 – Winter 2015/2016/2017/2018 (Colombia)

Technology (Business-to-Business) Marketing MKTG 5211 – Summer 2012 (Iran MBA)

Marketing Strategy Formulation/Implementation MKTG 5201/5202 – Summer 2011 (Iran)

Marketing Strategy Implementation MKTG 5202 – Summer 2010 (Iran)

Undergraduate Level:

Business-to-Business Marketing BUSI 3208 (Fall 2009, Fall/Winter 2010)

Marketing Management BUSI 4208 (Fall 2009-2014)

Introduction to Marketing BUSI 2208 (Winter 2010-2015, Winter 2017/2018, Fall 2012-2014, Summer 2014)

Basic Marketing (non-Business majors) BUSI 2204 (Summer 2012-2014)

(Prior to joining Carleton University):

Victoria University of Wellington (VUW) New Zealand

Introduction to Marketing MARK 101 (summer, winter, fall semesters 2001-2009)

Strategic Marketing Management MARK 311 (2004, 2005)

New Zealand Commercial Environment FCOM 110 (2005)

Introduction to Marketing (flexible/distance) MARK 151 (2004-2009)

Advanced Consumer Behaviour MARK 407 (2006, 2007)

Marketing Management (Graduate Diploma) GDBA 822 (2002, 2003)

Hanoi University of Technology, Vietnam (VUW partner)

Introduction to Marketing MARK 101 (2006-2008)

University of Economics Ho Chi Minh City, Vietnam (VUW partner)

Introduction to Marketing MARK 101 (2007-2008)

Nanyang University, China (VUW partner)

Introduction to Marketing MARK 101 (2008)

Korea University, Seoul South Korea

Consumer Behaviour BUS 348 (Fall 2003)

University of Lethbridge, Calgary Canada

International Marketing MGT 4220 (various times between Sept 1998 and April 2001)

Introduction to Consumer Behaviour MGT 3210 (various times between Sept 1998 and April 2001)

Mount Royal College, Calgary Canada

Personal/Professional Selling ADMN 1154 (Winter 1999)

4. Mentoring

MKTG 5201/5202 (Donghua University, Shanghai, 2010-2013)

MARK 101 (various Vietnam, Bangladesh, Malaysia, China VUW partner universities, 2004-2009)

5. Other Teaching/Supervision Related Activity

1. Primary supervisor on BUSI 4905 directed studies 2016
2. Supervisor of MBA (Colombia) thesis project 2015/2016
3. Co-supervisor of two Food Sciences 4907 thesis projects
4. I acted as second reader on two Iranian MBA papers over summer 2011.
5. Guest lecturer in Food Engineering (FOOD 3004) – 2011, 2014
6. Guest lecturer in Food Analysis (FOOD 3002) – 2012
7. Guest lecturer/mentor in Business Case Analysis BUSI 3800 – 2010, 2011, 2012, 2013
8. Guest lecturer in PhD Marketing Seminar BUSI 6200 – 2011/2014
9. Guest lecturer in PhD Research Methods BUSI 6902 – 2011, 2012

F. SERVICE RESPONSIBILITIES**1. Committee Work (Sprott School of Business)**

1. Plenary Committee – since 2011
2. Associate Dean, MBA Hiring Committee - 2012
3. Teaching Area Coordinator (Marketing) 2011-2015
4. Research Committee – since 2011, chair since July 2016
5. Tenure/Promotion Committee – 2011/2012/2013/2014/2016
6. Chair, Marketing Area Group Hiring Committee – 2013
7. Co-Chair, Global Entrepreneurship Hiring Committee – 2014
8. External – Management Area Hiring Committee - 2013
9. Undergraduate Curriculum Review Committee (CRC) 2010-2015
10. Entrepreneurship Committee – since 2010
11. International Programs Committee – since 2009
12. MBA CRC – 2013/2014
13. Distance/Online Learning Committee – since 2013
14. Chair, PhD Committee – since July 2016

2. Carleton University

1. Member, Advisory Committee on Internationalization – since Sept 2017
2. Member, Taskforce to review indirect costs of research – since Sept 2017
3. Member, Informal AHR Working Group – since Aug 2017
4. Member, OGS Adjudication Committee – since Nov 2016
5. Sprott Centre for Social Enterprise (SCSE/CSES) Management Board (ex-officio)
6. Member, Vice-President Research and International Search/Hiring Committee – since Jan 2017
7. Programs and Planning Committee – since July 2016
8. Graduate Faculty Board - since July 2016
9. Inaugural Faculty Member, Canada-India Centre for Excellence in Science, Technology, Trade and Policy
10. Member, Technology Innovation Management (TIM)/Lead to Win Council 2012-2013
11. Member of the Carleton University New Faculty Orientation Advisory Group since 2012
12. International Student Recruitment Workshops, India Aug 2012/Aug 2013
13. Member of the Planning Group, Carleton's Innovation Edge
14. Member, Carleton University Research Office, Research Achievement Awards (RAA) Selection Committee, 2013

3. Wider Community

1. Assessor of business opportunities, Lead to Win Program (since 2011)

2. External Review panel member – reviewing University of Wollongong in Dubai’s PhD/DBA program and doctoral student progress, Feb. 12-20, and June 12-21, 2015.