

CURRICULUM VITA: STEVEN J. LYSONSKI

October 2016

Work Address

College of Business Administration

Marketing Department

Marquette University

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EDUCATION

1977- 198-4.9jn <<6 16005 Tw 11R1MC /P <<883y 0.013 Tc -0.002 Tw -7.891 -1.174 Td [(Ma)11.4 (j)-13.4

1977 -1978

ASSISTANT DIRECTOR, M.B.A. PROGRAM, SYRACUSE
UNIVERSITY

Courses Taught (MBA, Executive MBA and undergraduate level)

Marketing Management, Marketing Principles, Marketing Policy, Consumer Behavior, Marketing Research, International Marketing, Marketing.

Areas of Research Interest

CrossCultural Analysis,Product Management, Marketing Management, International Marketing, Consumer Behavior, Content Analysis, Services Marketing

Other Employment

1976 XEROX CORPORATION, SYRACUSE, N.Y.

AWARDS AND HONORS

Received Citation Classic Award from Journal of Business Ethics for "Ethics of Business Students: A Cross Cultural Comparison" published in Journal of Business Ethics in 1991. As a citation class, it was recognized as one of the most cited articles in the journal's 30 year history.

Received Best Paper Award for all published papers in 2010 for "Money, Money, Money—How Do Attitudes Toward Money Impact Vanity and Materialism? The Case of Young Chinese Consumers" published in

Association Doctoral Consortium Fellow (1979)

Beta Gamma Sigma Honorary Society (1976)

PUBLICATIONS AND OTHER SCHOLARLY ACTIVITIES

Refereed Journal Articles

"Finding Cross National Consistency: Use of Theory to Validate Acculturation to Global Consumer Culture Measure", (with S. Durvasula) Journal of Global Marketing 2016, 29(2),1-14.

"Cross National Applicability of a Parsimonious Measure of Acculturation Global Consumer Culture", (with S. Durvasula) Psychological Reports 2015, 116(3), 738-750.

"Impact of Stylistic Responses on Mean and Covariance Structure Analysis in Cross-National Research", (with S. Durvasula) Journal of Global Business Management 2015, 11(1).

"Predisposition to Global Brands: The Impact of Acculturation, Ethnocentrism, and Materialism", (with S. Durvasula) Journal of Global Business Management 2015, 11(2), 156-65.

"Receptivity of Young Chinese to American And Global Brands: Psychological Underpinnings" Journal of Consumer Marketing 2014, 31(4), 252-62.

"Probing The Etic Vs. Emic Nature of Consumer Ethnocentrism: Cross National Evidence", (with S. Durvasula), Innovative Marketing 2014, 10(1), 7-16.

"Nigeria In Transition Acculturation to Global Consumer Culture", (w/ S. Durvasula), Journal of Consumer Marketing 2013, 30(6), 493-508.

"Consumer Decision Making Styles In Retailing: Evolution of Mindsets and Psychological Impacts", (with S. Durvasula) Journal of Consumer Marketing, 2013, 30(1), 75 – 87.

"Evidence of a Secular Trend In Attitude Towards The Macro Marketing Environment In India: Pre

"A Double Edged Sword: Understanding Vanity Across Cultures," Journal of Consumer Marketing, 2008, 25(4), Fall 2008 (with S. Durvasula).

and Consumerism in New Zealand: A Longitudinal View," (with S. Durvasula and J. Watson) European Journal of Marketing 2003, 37, 3/4, 388-406.

"Cultural Values and Important Possessions: A Cross Cultural Analysis," (with J. Watson, T. Gillan and L. Raymore), Journal of Business Research 2002, 55(11), 923-931.

"Understanding the Interfaces: How Ocean Freight Shipping Lines Can Maximize Satisfaction," (with S. Durvasula and S. Mehta), Industrial Marketing Management 2002, 31(6), 491-504.

"Does Vanity Describe Other Cultures?: A Cross Cultural Examination of the Vanity Scale," (with S. Durvasula and J. Watson), Journal of Consumer Affairs 0.0ut .J(50.6 (u)2 324.)Tj ()Tj ET 43.2 (u)2 (08

"An Exploration of the Quantity Surcharge Concept in Greece," (with Y. Zotos), European Journal of Marketing, 1993, Vol. 27, 1085-

"Assessing the CrossNational Applicability of Consumer Behavior Models: A Model of Attitude Toward Advertising in General," (with S. Durvasula, C. Andrews, and R. Netemeyer), Journal of Consumer Research, March 1993, Vol. 19, 626-636.

"The CrossCultural Generalizability of a Scale For Profiling Consumers' Decision Making Styles," (with S. Durvasula, and C. Andrews), Journal of Consumer Affairs, Summer 1993, Vol. 27, 1, 555.

"Strategic Marketing Planning, Environmental Uncertainty and Performance," (with T. Pecotich), International Journal of Research in Marketing, August 1992, Vol. 9, No. 3, 247-255.

"The New Zealand Fair Trading Act of 1986: Deceptive Advertising," (with M. Duffy), Journal of Consumer Affairs, 1992, Vol. 26, 1, 177-199.

"The Elaboration Likelihood Model and Locus of Control: Is There A Connection," (with Y. Zotos and P. Martin), Psychological Reports, 1992, Vol. 70, 105-116.

"Marketing Planning and Performance: The Case of New Zealand," (with N. Vander Walt, and R. Brodie), Journal of Global Marketing, 1991, Vol. 4, 3, 45-58.

"Understanding CrossCultural Student Perceptions of P 0 Tc12.9 (")v(et)-2.1Tj [(A9 (t)-(C)4 (o)10.3Z.id011 Tc 0.011

"Consumer Sentiment: New Zealand Versus England, USA and Greece," (with Y. Zotos), New Zealand Journal of Business, Fall 1989, Vol. 10, 99-109.

"Coping With Environmental Uncertainty and Boundary Spanning in the Product Manager's Role," (with A. Singer and D. Wilemon), Journal of Consumer Marketing, Spring 1989, Vol. 6, No. 2, 33-44. (Reprinted per request of editor, Journal of Business and Industrial Marketing, Winter 1988, Vol. 3, No. 16, 5-16; Journal of Services Marketing, Fall 1988, Vol. 2, No. 4, 126; and Journal of Product and Brand Management, Spring 1992, Vol. 1, No. 2.).

"Social Consequences of Television Advertising," in Pa Vej ModREklame i Danmark (translated TV Advertising in Denmark), F. Hansen, S. Heade, H. Larson and B. Jensen, eds., Civil-Commerce Publishing, Copenhagen, Denmark, 1985.

"Role Portrayals in British Magazine Advertisements," European Journal of Marketing, 1985, Vol. 19, No. 7, 375.

"A Boundary Theory Investigation of the Product Manager's Role," Journal of Marketing, Winter 1985, Vol. 49, 26-40.

"The Sales Manager as a Boundary Spanner: A Role Theory Analysis," (with E. Johnson), Journal of Personal Selling and Sales Management, November 1983, Vol. III, 8-21.

"Female and Male Portrayals in Magazine Advertisements: A Re-examination," Akron Business Review, Summer 1983, Vol. 14, 50-55.

Technology Transfer to the Household: The Case of an Energy Conserving Innovation, The New England Journal of Business and Economics, Fall 1982, Vol. 9, 57-63.

Book Review

"A Review of T.C. Schelling's Micromotives and Macrobehavior," Journal of Macromarketing, Fall 1982, 69-74.

Contributions to Books

"Embracing Globalization: A Study of Factors Shaping Consumer Acceptance of Imported Products," in Globalization: Capital Flows, Competition and Regulation, Batavia, B. and Nandakumar, P. eds., 2007, 260; Toronto, Canada: APF Press (with S. Durvasula).

"Understanding Generation Y Consumers: An Application of Vanity Scale to Examine CrossNational and Gender Differences," in Marketing in the New Global Order: Challenges and Opportunities, ed. Panda, T.K. and Donthu, N., 2007, New Delhi: Excel Books (with S. Durvasula)

"Ethical Myopia: The Case of Framing by Framing" In T. Donaldson & P. Werhane (Eds.), Ethical Issues in Business: A Philosophical Approach, 2002, 45-66, 2002, Upper Saddle River, NJ: Prentice Hall (with A. Singer, S., Singer, M., & D. Hayes)

"A Decision Tree Calculus for Selecting Service Satisfaction Determinants in the Industrial Sector," in Delivering Service Quality, MacMillan India Limited: New Delhi, 2000, (with S. Durvasula and S. Mehta).

"Vegemiteraminp1.7 (w(e)-1.7 (ht)6nm)19.em DurvatiurDellnge4.6h4 D.euristr,inCd: Ntur. snCl (oa)-1.9 (w)4.6 7.76 12

"New York Air: Flying in Unfriendly Skies," in Marketing: Contemporary Concepts and Practices, William Schoell, Allyn & Bacon Inc., 3rd, 1988.

"De-marketing" in Beacham's Marketing Reference, Beacham, R. Hise and H. Tongren, eds., Research Publishing, 1986, 323-

"New York Air," in Business Policy: Cases and Texts, Robert Comerford and Dennis Callaghan, Kent Publishing Company, 1985, 487-

"The Emergence of New York Air," in Marketing: Contemporary Concepts and Practices, William Schoell, Allyn & Bacon Inc., 1985, 94-98.

"Pump to Profit," in Marketing: Contemporary Concepts and Practices, William Schoell, Allyn & Bacon Inc., 1985, 180.

"New York Air," in Successful Marketing for Service Organizations, Eugene Johnson and Eberhard Scheuing, American Management Association, 1982, 197-203.

B. Refereed Proceedings (these papers were also presented at the respective conference)

Identifying the Drivers of Consumer Attitudes Toward Foreign Owned Retailers in Emerging Markets: A Study of India (with S. Durvasula), American Academy of Behavioral and Social Sciences, Feb. 2016, 19.

Significance of National Identity on Global Brand Attitudes: Evidence from China, (with S. Durvasula), Great Lakes Institute of Management & Krishna Vasavan Center for Research in Marketing, Dec. 2015, 22-23.

Situating Global Brands in China – Factors Affecting Inertia (with S. Durvasula), Proceedings of the 8th NASME International Marketing Conference in India, Dec. 2014, 50-54.

Acquiescence and Extreme Response Style Issues in Cross-National Research: Detection and Adjustment (with S. Durvasula), Proceedings of the 2014 Association for Global Business Conference, Orlando, FL, 2014, 29

What Drives Young Adults to Digital Piracy? A Study of a Nordic Country, (with S. Durvasula), 7th North American Society for Marketing Education in India (NASMEI) Conference, Dec., 2013,

Cross-National Applicability of a Parsimonious Measure of Acculturation to Global Consumer Culture, (with S. Durvasula), Association for Global Business, Nov. 2013, 25.

Decision Making Drivers of Digital Piracy: Attitudes, Intentions, and Actions (with S. Durvasula), Association for Global Business, Washington, DC, November, 2012 pp. 85-89.

Measuring Global Consumer Acculturation – Commonalities across Countries (with S.

Durvasula), 5th Great Lakes NASMEI Conference, India 2011 332-

Preference for Global Brands: Do Consumer Acculturation Dimensions Serve as Predispositions?" (with S. Durvasula and J. Watson), International Conference on Brand Management, Institute of Management Technology, Ghaziabad, India January 8-9, 2010, 3536.

"SERVAL - The UniDimensional Service Personal Value Scale" (with S. Durvasula and A. D. Madhavi), Proceedings of the 4th Great Lakes NASMEI Marketing Conference, 2010, Mamai, India: Great Lakes Institute of Management, pp. 14952.

"Consumerism in India: Do Consumers Perceive Changes in the Macro Marketing Environment since the Economic Liberalization of 1991?" (with S. Durvasula and A.D. Madhavi), Proceedings of the 2009 Association for Global Business Conference (6 pages)

Institute of Management. (with S. Durvasula).

"Organizing the Supply Chains for Security: Implications for FRAT," Proceedings of the IDEA Conference, 2007, (with S. Durvasula and B. Srivastava).

"Images of Women in U.K. Advertisements: Does Advertising Belittle Women's Liberation," Proceedings of the Annual International Conference on Marketing and Development, 2005, 188-195, (with G. Zotos and E. Plakoyiannaki).

"Is the World Becoming Flat? Ethnocentrism, Globalization, and Free Trade," (with S. Durvasula and S. Akhter), Proceedings of the International Conference on Globalization and Economic Asymmetrie 2005.

" Building Service Attributes Into a System: Exploring Logistic Preferences of Ocean Freight Shipping Customers," (with S. Durvasula and S. Mehta), Proceedings of the 2004 International Conference on Service Systems and Service Management, 2004, 202-208.

"An Empirical Assessment of the Dimensionality of Singapore Retailers' Service Quality Perceptions," (with S. Durvasula and S. Mehta), 2004 Proceedings of the Academy for Global Business Advancement Conference, 156, 159.

An Empirical Assessment of the Dimensionality of Singapore Retailers' Service Quality Perceptions," (with S. Durvasula (equal contribution) and S. Mehta), Proceedings of the Academy for Global Business Advancement Conference, 2004,

"The Use of Technology in Managing Customer Relationships in the B2B Industry: Case of the Ocean Freight Shipping Industry," (with S. Durvasula, S. Mehta), in Proceedings of the International Conference on Marketing of Technology Oriented Products and Services, 2003.

"Evaluating the Determinants of Service Satisfaction in a B2B Environment," (with S. Durvasula and S. Mehta), Emerging Issues in Services Marketing: Emotions, E Marketing, and Encounters, Janet R. McColl-Kennedy and Sharyn Rundle-Thiele ed., Brisbane, Australia, 2002.

"The Use of Technology in Managing Customer Relationships in the B2B Industry: Case of the Ocean Freight Shipping Industry," (with S. Durvasula and S. Mehta), in Proceedings of the International Conference on Marketing of Technology Oriented Products and Services, 2003

"Alcohol Advertisements: A Content Analysis of Greek Magazines" (with Y. Zotos and E. Plakonnayni) in Rethinking European Marketing: Proceedings of the European Marketing Academy, May 2001, pgs. 230-233

"Vanity in Advertising" (with J. Watson, S. Durvasula, R. Raynor), Proceedings of the Annual Conference of the Association for Consumer Research, October, 1998.

"Advertising and Materialism" (with J. Watson, R. Raynor, S. Durvasula), Proceedings of the Australian-New Zealand Marketing Educators Conference, December 1997, 361-362.

"A Cross-Cultural Examination of a Scale to Measure Trait Aspects of Vanity," (with S. Durvasula and J. Watson), Proceedings of the 8th Bi-Annual World Marketing

Congress, June 1997, 554

"Exporter Performance: Getting Close to the Customer," (with A. Lye), Proceedings of the 8th Bi-Annual World Marketing Congress, June 1997, 344.

"Gender Portrayals in Print Italian Advertisements," (with Yorgos Zotos and N. Cirilli), Proceedings of the 25th Annual Conference of the European Marketing Academy, May, 1996, 351-356.

"The Use of Fear Appeals in Greek Magazine Advertisements," (with Y. Zotos and L. Ziamou), Sixth Bi-Annual World Marketing Congress Proceedings, July 1993, pp. 353-361.

"Managing Marketing/Manufacturing Fit with Demand and Supply Tactics," (with S. Foo and D. Kim), Proceedings 1917.1 ()L7 (1993, n)2 (g)C2.6 (3S(g)12.9si))L7 (172K12.9si))L7 (1.141 Td [(Fw8))

"The Impact of Moderating Variables on the Product Manager's Role Conflict,"

Affairs, 1984.

Abstract of "Female and Male Portrayals in Magazine Advertisements: A Re-Examination," published in The Inventory of Marriage and Family Literature, Vol. X, Sage Publication, Spring 1984.

Professional Association Memberships and Offices Held

Member, American Marketing Association

Member, European Marketing Academy

Member, Executive Committee of the European Marketing Academy, 1990-1993.
Editorial Review Board, International Journal of Research in Marketing, 1990-1993.

Editorial Review Board, Journal of Consumer Marketing, 1994-present.

Editorial Review Board, Journal of Asia Pacific Business, 1995-2001.

Editorial Review Board, Annual Editions of Marketing, 1993-present.

Other Scholarly Activities

Reviewer, ad hoc, Journal of Direct Marketing, 1998

Reviewer, 1997 American Marketing Association Annual Conference

Reviewer, ad hoc, Journal of Consumer Affairs, 1995, 1996, 1999

Reviewer, ad hoc Journal of Consumer Research, 1993

Reviewer, ad hoc Journal of Public Policy and Marketing, 1992

Reviewer, ad hoc Journal of Consumer Affairs, 1993

Reviewer, ad hoc Journal of Asia Pacific Business, 1992, 1993, 1994

Reviewer -1991 European Marketing Academy Annual Conference

Reviewer -1991 American Marketing Association Annual Conference

Reviewer -ad hoc Journal of New Zealand Business, 1987-89

Reviewer -ad hoc Journal of Marketing, 1988-7

Reviewer -ad hoc Journal of Macromarketing, 1983

Reviewer -New England Journal of Business and Economics, 1981-

Taught series of seminars to United Fund directors in Rhode Island for the MAPS Program, 1983

SERVICE ACTIVITIES

University Committees and Other University Service

Member—University Sabbatical Committee 2006

Member MBA Committee, 2002-2005

Member University Student Appeals Committee, 2002-

Member International Business Program Committee, 2001-

Chair- Faculty Research Committee, 1999-2001.

Member University Social Justice Committee, 1999-2001

Department Coordinator Internship Program 1996

Member -Faculty Research Committee, 1999-2003

Member -Committee on Faculty, 1999-1996

Faculty Advisor -Student Chapter of American Marketing Assoc. 1999-1996.

Member -Campus Ministry Advisory Board, 1999-1994

Member -Strategic Opportunities Task Force, 1992-

Chairman -Subcommittee on International Business Program, 1990-

Member -Undergraduate Curriculum Committee, 1989-1996.

Chairman -Annual College of Business Faculty Picnic, 1990

Directed Theses Students in Master Science in Marketing, 1988-89

Member -University Faculty Senate, 12 1985-86

Member -College Executive Seminars Committee, 1983

Member -College Research Advisory Committee, 1983

Member -Executive MBA Committee, 1983

Supervised Honors Project for minor students, 1982, 1989

Member -College Poll Committee, 1982

Faculty Mentor, 1982

Member -URI Speakers Bureau, 1983, 1985

University Advisor to Freshman and Sophomore marketing students, 1981-

Member -University Teaching Effectiveness and Facilities Committee, 1981

Member -College Curriculum Committee, 1982