

CURRICULUM VITAE

Gary J. Bamossy, Ph.D.

EDUCATION:

Ph.D: Business Administration/Marketing, University of Utah, March, 1983.

Minor Field Exams: International Business; Social Psychology

TEACHING:

- Marketing Management (core MBA)
- Marketing Research
- Consumer Behavior

RESEARCH INTERESTS:

Global Diffusion of Consumer Culture

Sustainable Consumption Practices

Green Marketing

Cross Cultural Research Methods

ACADEMIC EXPERIENCE:

- Professor of Marketing, McDonough School of Business, Georgetown University, 2005-2012.
- Professor of Marketing, David Eccles School of Business, University of Utah, 1999-2005.
- Vrije Universiteit, Amsterdam, The Netherlands: Fall 1985-2006--*Hoogleraar, Marktkunde* (Chaired Professor of Marketing). Department Chairman 1990-1999, now Adjunct Professor of Marketing.
- Vrije Universiteit, Amsterdam, The Netherlands: Associate Professor of Marketing, 1987-1990.
- Vrije Universiteit, Amsterdam, The Netherlands: Assistant Professor of Marketing, 1985-1987.

University Service

- Director, Global Business Program, David Eccles School of Business, University of Utah, 2001-2005.
- Chair, Department of Marketing, David Eccles School of Business, University of Utah, 1999-2001.
- Chair, Department of Marketing, Vrije Universiteit, Amsterdam, 1990-1999.
- Standing Member, Academic Research Committee, Faculty of Economics, Vrije Universiteit, Amsterdam, 1988-1999.

PROFESSIONAL ACTIVITIES:

Memberships

- American Marketing Association
- Association for Consumer Research
- European Marketing Academy
- International Society of Marketing and Development
- Co-Founder of *Center for Consumer Culture* (with Prof. Alladi Venkatesh, U.C. Irvine), a web-based resource for research in globalization and consumer behavior.

Other Professional Activities:

- Editorial Review Boards: *Journal of Public Policy and Marketing*; *Journal of Macromarketing*; *Academy of Marketing Sciences Review*; *Consommations et Sociétés*; *Journal of Teaching International Business*.
- Regular ad hoc reviewer, *Journal of Consumer Research*.
- Ad hoc reviewer for *European Journal of Marketing*; *Journal of Advertising*; *Journal of International Business Studies*.
- International Society of Marketing and Development, Board Member representing North America, 2003-2011.
- Program Co-Chairman, *Association for Consumer Research Conference*, Amsterdam, June 1992 (first ACR European Conference).
- Program Committee Member, *Association for Consumer Research Conferences* in New York City, 1990, Boston, 1994, Stockholm, 1997, Montreal, 1998; Paris, 1999; Dublin 2005; Milan, 2007.
- Reviewer, *Association for Consumer Research Conferences*, 1984-present.
- Reviewer, *European Marketing Academy Conferences*, 1986-present.
- Reviewer for various academic publications (textbooks and research annuals)
- Guest lectures/Research Presentations to faculty and students at Universities in the USA, Canada, Indonesia, Belgium, France, and Italy (1985-present).

Grants, Fellowships, Academic Honors

- Invited Member by The Bank of Sweden, to nominate a candidate for the *Alfred Nobel Prize in Economic Sciences*, 1999-2003; 2007-2012.
- Summer Research Grants (Competitive): David Eccles School of Business, 2000, 2004 (\$10,000 per summer); CIBER (Center for Business and Economics Research), 2001, 2002, 2003 (\$5,000-\$7,500 per summer).
- Utah Travel Council: \$50,000 Research Grant (2002) *Post 2002 Winter Olympic Games European Study*.
- Utah Travel Council: \$40,000 Research Grant for *Pre-Winter Olympic Games European Study* (1999).

- Recipient, “Emerging Markets Grant”, (\$7,000) The Davidson Institute, University of Michigan for studying *Cultural Influences on International Joint Venture Performance* 1998. (together with Professor Keith Brouthers).
- Recipient, *Anglo-Dutch Scholar Forum*, travel and research grant (\$5,000), London and Amsterdam 1997. (together with Professor Keith Brouthers)
- Recipient, *Technology in the Classroom Grant*, David Eccles Graduate School of Business Administration, Univ. of Utah (\$12,000, with Professors J. Costa and R. Semenik), 1995.
- Recipient of two 4-year scholarships to finance Ph.D. students' study from the Dutch Society of Economics Research (*Ecozoek* Awards of \$640,000: \$80,000/year for 1991-'95; 1993-'97).
- Recipient, *Faculty Grant for Research*, Vrije Universiteit (\$250,000 over 5 years to bring visiting scholars to Amsterdam for visiting research positions).
- Faculty Member, *European Marketing Academy Doctoral Consortium*, Stockholm, 1998.
- Tinbergen Research Institute, Amsterdam, *Research Fellow*, 1993-present.
- Faculty Member, *Ph.D.Seminar on Cross Cultural Research*, Odense University, Denmark, 1997, 1998.
- Corporate Sponsorship of academic research projects from Apple Computer (1986 and 1989); IBM, Atari, Young & Rubicam, 1989; Direct Marketing Institute Nederland, 1993; J. Walter Thompson, 1994; Andersen Consulting, 1994.
- Travel Grants, 1986, 1988, 1990, 1995, 1997 from the KNAW (Dutch Science Foundation).
- Marketing Science Institute (Cambridge, Massachusetts). Seed money for "Country of Origin" Research Project (With Prof. N.Papadopolous, Carleton University), 1986.
- Graduate Research Fellowships, 1980-81; 1981-82, Graduate School of Business Administration, University of Utah.
- Recipient, F.A. Carleson Research Scholarship, Graduate School of Business Administration, University of Utah, 1982.
- Doctoral Consortium Fellow (American Marketing Association), University of Minnesota, 1982.

Media Presentations:

- National Public Radio; CBS television (Salt Lake City affiliate); Associated Press; Salt Lake City Tribune; Deseret News: (interviews on the introduction and implications of the Euro; European Union Economic Issues; European's Awareness and Interest in the American West and Utah);
- Wall Street Journal, Europe (Female Business Travellers Study for American Express);
- Washington Post (diffusion of food across cultures).
- Atlanta Journal Constitution ("Green Washing"/Sustainable Consumption)
- Los Angeles Times (Green Washing/Sustainable Consumption)
- KCBS Radio (San Francisco) Interview (Green Washing/Sustainable Consumption)

BOOKS:

- Solomon, M., G.J. Bamossy, and S. Askegaard, Consumer Behavior: A European Perspective Prentice Hall International, London, 1999 and 2002 (2nd ed.), 2006 (3rd ed.), 2009 (4th ed).
 - Translated in German as: Konsumenten Verhalten: Der Europäische Markt, Pearson Studium, München, Germany, 2001; 2008; Translated in Dutch as: Consumenten Gedrag: De Europese Markt, 2007.
- J.A.Costa and G. J. Bamossy (eds.) Marketing in a Multicultural World: Ethnicity, Nationalism, and Cultural Identity, Sage Publications, Newbury Park, Ca.1995. Reviewed in Journal of Marketing Research (1997), 34 (August), p. 411-412.
- Semenik, R.J. and Bamossy, G.J. Principles of Marketing: A Global Perspective, 2nd. ed South-Western Publishing Co. Cincinnati, OH., 1995.
 - Translated in Portuguese as: Princípios de Marketing: Uma Perspectivo Global, Makrum Books, São Paulo, Brazil, 1996.
- Semenik, R.J. and Bamossy, G.J. Principles of Marketing: A Global Perspective South-Western Publishing Co. Cincinnati, OH., 1993.
- Bamossy, G.J., and R.J. Semenik (eds.) Advances in Nonprofit Marketing Vol 4 JAI Press Greenwich, CT. 1993.
- Van Raaij, W.F. and Bamossy, G.J.(eds.) European Advances in Consumer Research, vol. 1 Association for Consumer Behavior, Provo, Ut., 1993.

Film:

- *Fashion Iconography*, Association for Consumer Research, European conference, Milan, July 2007. (documentary on the sacred-profane dimensions of religious items as fashion).
- *Does Green?*, (video ethnography on the discrepancies between attitudes and behavior, and the importance of “green” in representation of self). 2008.

REFEREED PUBLICATIONS (past 10 years only):

- Bamossy, G.J. and Johansson, J. (2009) “Global Communications” in Handbook of International Marketing, (M. Kotabe and K. Helsen, eds.) Sage Publications, in press.
- Wang, J., Zhao, X., and Bamossy, G. (2009) “The Sacred and Profane in On-Line Gaming” in Virtual Social Identity and Consumer Behavior, (M. Solomon and N. Wood, eds.) M.E. Sharpe, London, in press.
- Bamossy, G.J., “Star Gazing: The Mythology and Commodification of Vincent van Gogh” (2005) in (David Mick and S. Ratneshwar, eds.) Inside Consumption: Frontiers of Research on Consumer Motives, Goals, and Desires, Routledge 309-29.
- Brouthers, K. and G.J. Bamossy, “Post Formation Processes in Eastern and Western European Joint Ventures,” (2006) Academy of Management Journal, 43, 2, March, pgs. 22-38. Abstracted in: International Abstracts of Human Resources, Spring, 2006.
- Costa, J.A. and G.J. Bamossy (2003) “Retrospecting Retrosapes: Form and Function, Content and Context” in Stephen Brown and John Sherry (eds.) Time, Space, and the Market: Ecumenical Essays on the Rise of Retrosapes, M.E. Sharpe, London, pgs. 253-70.
- Bamossy, G.J., v.d.Herk, H., (2003) “Construction, Mediation, and Consumption of the 2002 Winter Olympics” in (D. Turley and S. Brown, eds.) with Hester v.d. Herk, European Advances in Consumer Research, vol. 6, pgs. 312-15.
- Goldberg, M. Gorn, J. Perrachio, L, and Bamossy, G. (2002) “Understanding Materialism Among Youth” Journal of Consumer Psychology , vol. 13, 3, 278-88.
- Bamossy, G.J. (2002) “The Mythology and Commercialization of Vincent van Gogh” Advances in Consumer Research, October, 2002, vol. 29, pgs. 44-5.
- Costa, J.A., and G.J. Bamossy (2001), “Le Parc Disney: Creating an “Authentic” American Experience”, Advances in Consumer Research, Mary Gilly and Joan Meyers-Levy (eds). Vol. 28, pgs. 398-402.

- Yvonne van Everdingen and Bamossy, Gary J., (2000) "Marketing of a Financial Innovation: Commercial Use of the Euro by European Companies Prior to Mandatory Adoption" Journal of Business Research, vol. 48, nr. 2, pgs. 123-33.
- Papadopoulos, N., Heslop, L., and Bamossy, G., et.al., (2000) "Does Country of Origin Matter?: A Cross-National and Longitudinal Study of Product-Country Images with a Focus on the U.S. and Japan" Marketing Science Institute.
- Papadopoulos, N., Heslop, L., and Bamossy, G. (2000) "Evidence of Home Country Bias in Evaluations of Products: A 15-Country Study" European Marketing Academy Conference, Rotterdam, pgs. 1-6.
- Papadopoulos, N., Heslop, L., Baker, C. and Bamossy, G (2000) "Made in Canada, Eh? A Cross-National and Longitudinal Study of Consumer Views on the Competitiveness of Canadian Products" Administrative Sciences Association of Canada Conference, Montréal.
- Bamossy, Gary J., Margaret Hogg, and Soren Askegaard (1999) "Europeans' Imagination of the American West" Proceedings of the Association for Consumer Research, Paris, (L.J. Shurm, et.al. eds.).
- Bamossy, Gary J. and Costa, Janeen A. (1998) Exporting Gender: Paris' Disney Village and 'The Rhythm of America,' *Proceedings of the Fourth Conference on Gender, Marketing and Consumer Behavior*, Association for Consumer Research San Francisco, California, with Janeen A. Costa, 201-202.
- Bamossy, Gary J. and Costa, Janeen A. (1998) "Retailing Culture: Cross-Cultural Theoretical and Empirical Issues in Museum Gift Shop Practices" in Proceedings of the Multicultural Marketing Conference (Jean-Charles Chebat and A. Ben Oumlil, eds). Academy of Marketing Science, Montreal, Canada, Sept. 17-20, 1998, pgs. 277-78.
- Brouthers, K.D. and G. Bamossy. (1997) "The role of key stakeholders in international joint venture negotiations: Case studies from eastern Europe." Journal of International Business Studies, 28(2): 285-308.

EXECUTIVE TRAINING PROGRAMS:

- *Post-Graduate Program for Management Consultants*, Vrije Universiteit, Amsterdam. (1990-1998). Teach marketing management, and marketing research to management consultants in 2 year professional certificate program.
- *ISIDA* (Istituto Superiore per Imprenditori e Dirigenti di Azienda), 1991-1999. Palermo, Sicily. International MBA program. Marketing Research, and use of SPSS.

- *Ecole Européenne des Affaires* (European School of Management), Paris, France. (1990-1993) Executive Course in Strategic Marketing Management.

CONSULTING:

- Addison Wesley Publishing Company, Amsterdam
- American Express International, Amsterdam
- Andersen Consulting, Benelux
- Apple Computer, B.V., Benelux
- eBay Customer Service Division (Salt Lake City)
- General Electric Health Care (Salt Lake City)
- PMS & W., Young & Rubicam Advertising Agency, Amsterdam.
- PTT (Dutch Telecom)
- SPSS Benelux
- Stedelijk Museum, Amsterdam (Museum of Modern Art)
- Unilever Corporation, Rotterdam
- Utah Travel Council (Salt Lake City)
- Van Gogh Museum, Amsterdam

Contact Information:

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