

Professor Dr. Olivier Furrer

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Chair of Marketing
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Personal Data

- 44 years old, Swiss and French, married, one child.
- French (mother tongue), English (fluent), German (elementary knowledge), and Dutch (passive).

Education

Degrees

- Ph.D. in Business Administration, 1992-1997, University of Neuchâtel, Switzerland.
- MS. in Statistics, 1996-1997, University of Neuchâtel, Switzerland.
- MA/BA. (Licence = 4-year program) in Business Administration, 1988-1992, University of Neuchâtel, Switzerland.

Development Courses

- Certificate of advance teaching competencies, Nijmegen School of Management, Radboud University Nijmegen, 2007.
- Postgraduate Certificate in Learning and Teaching in Higher Education, modules: Introduction to the Postgraduate Certificate, the Experience of Learning, and Course Design, 2001, The University of Birmingham, UK.
- Post Doctoral Research, 1997-1999, University of Illinois at Urbana-Champaign, USA.
- Ph. D. Courses: Participation at the 10th EMAC Colloquium for Doctoral Students in Marketing, Warwick, U.K., May 18-20, 1997.
- Doctoral Course titled “Introduction to Field Research Methods for Management Research,” 1995, University of Lausanne, Switzerland.

Academic Experience

- Full Professor of Marketing (professeur ordinaire), University of Fribourg, Switzerland, September 2013-present.
- Associate Professor of Strategic Management (Tenured), Nijmegen Management School, Radboud University Nijmegen (former Nijmegen Catholic University), The Netherlands, 2001-2013.
- Visiting Lecturer (chargé de cours), HEC Genève, University of Geneva, Switzerland, 2012-present.
- Visiting Professor, École Supérieure des Sciences Technique et de Management (*Suptem*), Tangier, Morocco, May 2013.
- Adjunct Professor, VU University, Amsterdam, The Netherlands, 2009. Adjunct Professor (chargé d’enseignement vacataire), Université des Sciences et Technologies de Lille, France, 2008-present.
- Extraordinary Professor, University of Neuchâtel, Switzerland, 2006. Visiting Professor, HEC Lausanne, University of Lausanne, Switzerland, 2005-2006, Lecturer (chargé de cours) in Management, University of Neuchâtel, Switzerland, 2003-2004.
- Lecturer in Marketing, The Birmingham Business School, The University of Birmingham, UK, 2000-2001.

- Visiting Assistant Professor in Strategic Management, University of Illinois at Urbana-Champaign, USA, Spring 2000.
- Adjunct Professor, Escem School of Business and Management, Tours-Poitiers, France, 2003-2005, Reims Management School, France, March 2000 and May 2004.
- Visiting Professor, University of Neuchâtel, Switzerland, November 2001 and March 2003, University of Illinois at Urbana-Champaign, USA, August 1998.
- Research Associate, University of Illinois at Urbana-Champaign, 1998-2000.
- Visiting Scholar, Vrije Universiteit Amsterdam, January-March 2008; University of Neuchâtel, Switzerland Summer 2000, Winter 2001-2002; University of Illinois at Urbana-Champaign, 1997-1999, Summer 2001, Summer 2002.
- Invited Professor, University of Applied Sciences of Saint-Imier, Switzerland, 1993-1996.
- Research and Teaching Assistant, Chair of Management, University of Neuchâtel, Professor B. Bircher, 1991-1997.

Teaching Experience

Marketing

- Undergraduate: *Marketing* (University of Fribourg, 2013-present); *Corporate Communication* (University of Fribourg, 2013-present); *Service Marketing and Management* (HEC Lausanne, Switzerland, 2005-2006, Reims Management School, France, 2000, 2004, Escem School of Business and Management, Tours, France, 2003, 2004, 2005), *Marketing Fundamentals* (The Birmingham Business School, UK, 2000-2001), *International Marketing* (The Birmingham Business School, UK, 2000-2001), *Internet Marketing* (Reims Management School, France, 2000).
- Graduate: *Marketing Strategy* (University of Fribourg, 2013-present); *Service Marketing* (Université des Sciences et Technologies de Lille, France, 2008-present; MBA, HEC Genève, University of Geneva, Switzerland, 2012-present; École Supérieure des Sciences Technique et de Management (*Suitem*), Tangier, Morocco, May 2013).
- Executive Programs: *International Trade in Services* (University of Illinois at Urbana-Champaign, USA, 1998).

Strategic Management

- Undergraduate: *International Management* (Radboud University Nijmegen, 2009-2013), *Corporate Strategy* (University of Neuchâtel, Switzerland, 2003-2004), *International Business* (The Birmingham Business School, UK, 2000-2001), *Strategic Management and Business Policy* (University of Illinois at Urbana-Champaign, USA, 2000, Radboud University Nijmegen, The Netherlands, 2002-2004), *Business Policy Seminar* (University of Neuchâtel, Switzerland, 1992-1996).
- Graduate: *International Management and Strategy* (Radboud University Nijmegen, 2004-2008, Arnhem Business School, 2006-2008), *Corporate Strategy* (Radboud University Nijmegen, 2002-2013), *Project Management* (University of Applied Sciences of Saint-Imier, Switzerland, 1993-1996).
- Executive Programs: *Corporate Strategy* (ABK, Radboud University Nijmegen, 2010-2013), *Strategic Decision Making* (IBO General Management MBA Program, Zeist, The Netherlands, 2002), *The Tools of Strategic Analysis* (University of Neuchâtel, 2001).
- Ph.D. Programs: Co-organizer of the research seminar series at the Nijmegen School of Management, 2002-2004. Presentations at Ph.D. seminars: University of Illinois at Urbana-Champaign, March 2000, The Birmingham Business School, March 2001, HEC Paris, April 2001, Nijmegen School of Management, November 2001, November 2003, 3^e cycle Romand de Gestion d'Entreprise, Switzerland, March 2003, University of Kentucky, September 2003, HEC Montréal, Québec, October 2004, Cranfield School of Management, UK, February 2005, Corporate Social Responsibility in an International Context, Nijmegen School of Management, since 2011.

Other Courses

- Graduate Corporate Social Responsibility: *Corporate Social Responsibility in an International Context* (IAE Aix-en-Provence/Marseille, France, April 14-16, 2011, April 2012).

- Graduate Research Methodology: *Designing Research* (Radboud University Nijmegen, 2008-2013), *Research Methodology* (Synthesizing literature) (Radboud University Nijmegen, The Netherlands, 2005-2007), *Management Research Methodology* (University of Neuchâtel, Switzerland, 2006).

Teaching Awards

- 2012: Winner of the “2011/2012 Teacher of the Year” in the Master in International Management Award by the Synergy student association.
- 2011: Winner of the “2010/2011 Teacher of the Year” in the Master in International Management Award by the Synergy student association.
- 2010: Nominated for the “2009/2010 Teacher of the Year” in the Master in Strategy Award by the Synergy student association.
- 2009: Winner of the “2008/2009 Teacher of the Year” in the Master in Strategy Award by the Synergy student association.
- 2008: Winner of the “2007/2008 Teacher of the Year” in the Master in Strategy Award and winner of the “2007/2008 Teacher of the Year” in the Master in International Management Award by the Synergy student association.
- 2007: Winner of the “2006/2007 Teacher of the Year” in the Master in Strategy Award by the Synergy student association. Nominated for the “2006/2007 Teacher of the Year” in the Master in International Management Award by the Synergy student association.
- 2006: Winner of the “2005/2006 Teacher of the Year” in the Master in International Management Award by the Synergy student association. Nominated for the “2005/2006 Teacher of the Year” in the Master in Strategy Award by the Synergy student association.

Ph.D. Supervision

- Ph.D. co-promoter of J. Bücker at the Nijmegen School of Management (Radboud University Nijmegen, The Netherlands). Dissertation title: “Global Competency and Global Mindset,” defended on March 12, 2013.
- President of the Ph.D. jury of O. Farooq at CERGAM, IAE, Aix en Provence (University Paul Cézanne, Aix-Marseille, France). Dissertation title: “Corporate Social Responsibility and Stakeholder Relationships: Different Perspectives and New Avenues of Research,” defense June 17, 2011.
- Ph.D. supervisor and co-promoter of B. Tjemkes at the Nijmegen School of Management (Radboud University Nijmegen, The Netherlands). Dissertation title: “Growing and Sharing the Pie: A Study of Performance in Strategic Alliances,” defended on June 6, 2008.
- Ph.D. co-supervisor of A. Perrinjaquet at HEC Lausanne (University of Lausanne, Switzerland). Dissertation title: “The Value/Personality – Attitude – Behavior Hierarchy and its Impact on Individual Performance in the Context of Market Orientation,” defended on October 26, 2007.

Management Tasks/Administrative Responsibilities

- Coordinator of the Master in International Management, Nijmegen School of Management, since 2008.
- Member of the management team of the relationship management research group at the Nijmegen School of Management, 2001-2004.
- Coordinator for the English track of the Bachelor in Business Administration program at the Nijmegen School of Management, 2002-2003.
- Socrates/Erasmus coordinator at the Nijmegen School of Management, 2002-2003.
- Liaison Business School-Engineering School at the University of Birmingham (UK), 2001.
- Member of the board of the Economic and Social Sciences Faculty, University of Neuchâtel 1993-1997.
- Member of the board of the Economic Sciences Division, University of Neuchâtel, 1993-1997.

Research Interests

- Response Strategies in Strategic Alliances, Corporate Social Responsibility in International Contexts.

Books/Monographs

- *Corporate Level Strategy: Theory and Applications*, Second edition, Routledge: London and New York, expected 2014.
- *Corporate Level Strategy: Theory and Applications*, Routledge: London and New York, 2011 (ISBN: 978-0-415-55342-1 (paperback), 978-0-415-55341-4 (hardback), and 978-0-203-84452-6 (e-book)).
- *Services autour des produits : Enjeux et stratégies*, Economica, Paris, 1999 (ISBN : 2-7178-3914-3).
- *Orientation-client et services autour des produits informatiques*, Ph.D. Dissertation, University of Neuchâtel, Neuchâtel, 1997.

Parts of Books (Chapters)

- “Integrity and Corporate Governance: Controlling Top Managers and Meeting Corporate Social Responsibilities”. In *Integrity in Organizations: Building the Foundations for Humanistic Management*, W. Amann & A. Stachowicz-Stanusch (eds.), Palgrave Macmillan, 2013, Ch. 24, pp. 480-497.
- “Business Policy and Corporate Strategy”. In *Encyclopedia of Management Theory*, E.H. Kessler (ed.), Sage Publications, Inc., 2013, Vol. 1, pp. 94-98.
- “A Circumplex Model of Interpartner Dynamics in Strategic Alliances” (with B. Tjemkes, P. Vos, C. Boymans, & M. Ubachs), In *Interpartner Dynamics in Strategic Alliances*, T.K. Das (ed.), Research in Strategic Alliance Book Series, Information Age Publishing, 2013, pp. 97-130.
- “Behavioral Responses to Adverse Situations in Strategic Alliances” (with B.V. Tjemkes). In *Behavioral Perspectives on Strategic Alliances*, T.K. Das (ed.), Research in Strategic Alliance Book Series, Information Age Publishing, 2011, pp. 227-249.
- “The Influence of Individual Values on Employees’ Attitudes Toward Market Orientation” (with A. Furrer-Perrinjaquet). In *Marketing: Orientations, Products, and Communications*, F. Columbus (ed.), Nova Science, Hauppauge (NY), 2010.
- “A Customer Relationship Typology of Product Services Strategies”. In *Handbook of Innovation and Services: A Multi-disciplinary Perspective*, F. Gallouj and F. Djellal (eds.), Edward Elgar, 2010, pp. 701-721 (an earlier version of the paper has been presented at the Eleventh Annual AMA Frontiers in Services Conference, June 27-29, 2002, Maastricht, The Netherlands).
- “De kloof tussen managementwetenschap en praktijk: een stakeholder perspectief” (with B. Tjemkes). *Strategie in verhouding: netwerken, stakeholders, samenwerken*, B. Tjemkes, T. van den Hout, and I. Schrijver (eds.), Lemma, Den Haag, 2010, pp. 89-105.
- “Marketing Strategies”. In *Marketing Management: International Perspectives*, M.S. Raju and D. Xardel (eds.), 2nd edition, Tata McGraw-Hill, New Delhi (India), 2009, pp. 81-98.
- “Embedding CSR in Organizations” (with T. Donia, M. Huurneman, R. Rottier, M. van Sambeek and A. Fikken). In *Organizing Sustainability for the Future: The Case of Brazil*, G. Kolenbrander and L. Lamberts (eds.), Synergy, Nijmegen, 2009, pp. 21-23.
- “Strategizing for the Future” (with T. Donia, M. Huurneman, R. Rottier, M. van Sambeek and A. Fikken). In *Organizing Sustainability for the Future: The Case of Brazil*, G. Kolenbrander and L. Lamberts (eds.), Synergy, Nijmegen, 2009, pp. 24-51.
- “Stratégies de services autour des produits”. In *Marketing des services*, Ph. Callot (éd.), Vuibert, Paris, 2007, pp. 13-26.
- “Strategy” (with S. Joore, R. van Moll, N. Reitsma, J. Rietbergen, and J. Tuinhof). In *Entering Emerging Markets: Lessons from India*, M. Franssen et al. (eds.), Synergy, Nijmegen, 2006, pp. 60-97.
- “Conclusion: Critical Success Factors for Investing in India” (with R. Schouteten). In *Entering Emerging Markets: Lessons from India*, M. Franssen et al. (eds.), Synergy, Nijmegen, 2006, pp. 231-237.
- “Marketing Strategies”. In *Marketing Management: International Perspectives*, M.S. Raju and D. Xardel (eds.), Vijay Nicole Publishing, Chennai (India), 2006, pp. 81-98.

- “Organizational Structure in a Global Context: The Structure-Intangible Asset Portfolio Link” (with D. Sudharshan and H. Thomas). In *Valuation of Intangible Assets in Global Operations*, F.J. Contractor (ed.), Quorum Books, Westport (CT), 2001, pp. 334-353 (an earlier version of this paper has been presented at the Rutgers Conference on the Valuation of Intangible Assets in Global Operations, Rutgers University, NJ, February 5th, 1999).
- “Le rôle stratégique des « services autour des produits »”. In *Marketing des Services: Stratégie, Outils, Management*, C. Lovelock and D. Lapert, Publi Union, Paris, 1999, pp. 130-142 (reprint of the article published in *Revue française de gestion*).

Articles in Refereed Journals

- “The Impact of CQ on Communication Effectiveness and Job Satisfaction in Intercultural Interactions and the Role of Anxiety” (with J. Bücker, E. Poutsma & D Buyens), *International Journal of Human Resource Management*, Special Issue on Exploring Expatriate Outcome, forthcoming.
- “Robust Imitation Strategies” (with D. Sudharshan and R.A. Arakoni), *Managerial and Decision Economics*, forthcoming.
- “Research on MNEs’ Strategy: Key Approaches and New Avenues” (with M. Damic & M. Gonzalez-Loureiro), *Cuadernos de Economía y Dirección de la Empresa*, Special Issue on New Directions of Research in Strategic Management, forthcoming.
- “Societal-Level Versus Individual-Level Predictions of Ethical Behavior: A 48-Society Study of Collectivism and Individualism” (with D.A. Ralston, C.P. Egri et al.), *Journal of Business Ethics*, 2013 forthcoming.
- “La perception de la compatibilité entre les responsabilités sociales et économiques des entreprises: une étude interculturelle,” (with J.-C. Usunier and A. Furrer-Perrinjaquet), *Les Cahiers du Cedimes*, Special issue on Management interculturel et performance d’entreprises, forthcoming.
- “A Model of Response Strategies in Strategic Alliances: A PLS Analysis of a Circumplex Structure” (with B. Tjemkes, and J. Henseler), *Long Range Planning*, 45 (5-6), 2012, pp 424-450.
- “Responding to Adverse Situations within Exchange Relationships: The Cross-Cultural Validity of a Circumplex Model of Response Strategies” (with B.V. Tjemkes, A. Ülgen Aydinlik, and K. Adolfs), *Journal of Cross-Cultural Psychology*, 43 (6), 2012, pp. 943-966.
- “Response Strategies in an International Strategic Alliance Experimental Context: Cross-Countries Differences” (with B.V. Tjemkes, K. Adolfs, and A. Ülgen Aydinlik), *Journal of International Management*, 18 (1), 2012, pp. 66-84.
- “The Perceived Trade-Off between Corporate Social and Economic Responsibilities: A Cross-National Study” (with J.-C. Usunier and A. Furrer-Perrinjaquet), *International Journal of Cross Cultural Management*, 11 (3) 2011, pp. 279-302.
- “A Twenty-First Century Assessment of Values across the Global Workforce” (with D.A. Ralston, C.P. Egri et al.), *Journal of Business Ethics*, 104 (1), November 2011, pp. 1-31.
- “Alliantiemangement: Een responsstrategie typologie” (with K. Adolfs and B.V. Tjemkes), *M&O: Tijdschrift voor Management en Organisatie*, 65 (5), September-October 2011, pp. 28-43.
- “Management Students Attitude toward Business Ethics: A Comparison between France and Romania” (with D. Bageac and E. Reynaud), *Journal of Business Ethics*, 98 (3), 2011, pp. 391-406.
- “The Antecedents of Response Strategies in Strategic Alliances” (with B.V. Tjemkes), *Management Decision*, 48 (7), 2010, 1103-1133.
- “Attitudes towards Corporate Responsibilities in Western Europe and in Central and Eastern Europe” (with C.P. Egri, D.A. Ralston et al.), *MIR - Management International Review*, 50 (3), 2010, pp. 379-398.
- “Ethical Preferences for Influencing Superiors: A 41-Society Study” (with D.A. Ralston, C.P. Egri et al.), *Journal of International Business Studies*, 40 (6), 2009, pp. 1022-1045.
- “Managen van de prestaties op het gebied van MVO: Resultaten van een empirisch onderzoek in Nederland” (with P. Vos and C.P. Egri), *M&O: Tijdschrift voor Management en Organisatie*, 62 (5), 2008, pp. 23-36.
- “Dynamic Capabilities to Match Multiple Product Generations and Market Rhythm” (with S.G. Dacko, B.S.-C. Liu, and D. Sudharshan), *European Journal of Innovation Management*, 11 (4), 2008, pp. 441-471.

- “Resource Configurations, Generic Strategies, and Firm Performance: Exploring the Parallels Between Resource-Based and Competitive Strategy Theories in a New Industry” (with, D. Sudharshan, H. Thomas, and M.T. Alexandre), *Journal of Strategy and Management*, 1 (1), 2008, pp. 15-40.
- “Gérer les responsabilités sociales des entreprises envers leurs parties prenantes” (with A. Perrinjaquet, P. Vos and C.P. Egri), *Revue économique et sociale*, 66 (March), 2008, pp. 33-50.
- “The Structure and Evolution of the Strategic Management Field: A Content Analysis of Twenty-six Years of Strategic Management Research” (with H. Thomas and A. Goussevskaia), *International Journal of Management Reviews*, 10 (1), 2008, pp. 1-23.
- “A Test of the Quasi-Circumplex Structure of Human Values” (with A. Perrinjaquet, J.-C. Usunier, G. Cestre, and P. Valette-Florence), *Journal of Research in Personality*, 41 (4), 2007, pp. 820-840.
- “The Impact of Resource-Strategy Correspondence on Marketing Performance-Financial Performance Tradeoffs” (with M.T. Alexandre and D. Sudharshan), *Journal of Strategic Marketing*, 15 (2&3), 2007, pp. 161-183.
- “The Dynamics and Evolution of the Service Marketing Literature: 1993-2003” (with P. Sollberger), *Service Business*, 1 (2), 2007, pp. 93-117.
- “Valorile individuale și responsabilitățile etice în corporații: diferențe între studenții la business și manageri” (Individual Values and Corporate Ethical Responsibility: Differences Between Business Students and Managers) (with A. Perrinjaquet), *Revista Română de Marketing*, nr. 2 (ianuarie-martie), 2007, pp. 160-187.
- “Corporate Strategy and Shareholder Value during Decline and Turnaround” (with J.R. Pandian and H. Thomas), *Management Decision*, 45 (3), 2007, pp. 372-392.
- “Performance Differences across Strategic Groups: An Examination of Financial Market-Based Performance Measures” (with J.R. Pandian, H. Thomas and W.C. Bogner), *Strategic Change*, 15 (7/8), 2006, pp. 373-383.
- “Conceptualising and Measuring the Equity of Online Brands” (with G. Christodoulides, L. de Chernatony, E. Shiu and T. Abimbola), *Journal of Marketing Management*, 22 (7), 2006, pp. 799-825.
- “L’impact des valeurs personnelles des employés sur leurs attitudes d’orientation marché” (with A. Perrinjaquet), *Revue française du marketing*, n° 208, 2006/3-5, pp. 33-47.
- “Resource-Based Theory and Its Link to the Global Strategy, Structure, and Performance Relationship: An Integrative Framework” (with J.A. Krug, D. Sudharshan, and H. Thomas), *International Journal of Management and Decision Making*, 5 (2/3), 2004, pp. 99-116.
- “To Localize or to Standardize on the Web: Empirical Evidence from Italy, India, the Netherlands, Spain, and Switzerland” (with N. Singh and M. Ostinelli), *Multinational Business Review*, 12 (1), 2004, pp. 69-87.
- “The Impact of Values on Attitudes Toward Market Orientation” (with C. Lantz and A. Perrinjaquet), *MSI [Marketing Science Institute] Report*, 04-001 (Report No. 04-104), 2004, pp. 103-127.
- “Coûts d’opportunité liés à la maximisation de la performance en marketing” (with D. Sudharshan), *Revue française du marketing*, n° 195, 2003/5, pp. 39-52.
- “A Hierarchical Framework of New Product Development: An Example from Biotechnology” (with M.T. Alexandre and D. Sudharshan), *European Journal of Innovation Management*, 6 (1), 2003, pp. 48-63.
- “The Relationships between Culture and Behavioral Intentions toward Services” (with B.S.-C. Liu and D. Sudharshan), *Journal of Service Research*, 4 (2) November 2001, pp. 117-128.
- “Internet Marketing Research: Opportunities and Problems” (with D. Sudharshan), *Qualitative Market Research: An International Journal*, Special Issue – Research in Cyber-Space, 4 (3), 2001, pp. 123-129.
- “Segmenter le marché européen des services: une approche culturelle” (with D. Sudharshan), *Revue française du marketing* (French review of Marketing), n° 181, 2001/1, pp. 81-96.
- “The Rivalry Matrix: Understanding Rivalry and Competitive Dynamics” (with H. Thomas), *European Management Journal*, 18 (6) December 2000, pp. 619-637.
- “The Relationships between Culture and Service Quality Perceptions: Basis for Cross-Cultural Market Segmentation and Resource Allocation” (with B.S.-C. Liu and D. Sudharshan), *Journal of Service Research*, 2 (4) May 2000, pp. 355-371.
- “Services autour des produits: l’offre des entreprises informatiques,” *Revue française du marketing*, n° 166, 1998/1, pp. 91-105.
- “Le rôle stratégique des « services autour des produits »,” *Revue française de gestion*, n° 113, mars-avril-mai, 1997, pp. 98-108.

- “Construction de groupes stratégiques,” *Student*, Vol. 1, n° 4, 1996, pp. 241-250.
- “Comment défendre l’image « Made-in Switzerland » : le cas des services” (with H. Brossard, M. Gramigna and M. Kostecki), *Die Unternehmung*, n° 1, 1995, pp. 21-32.
- “L’image des services suisses: enjeux et propositions d’action” (with H. Brossard, M. Gramigna and M. Kostecki), *Die Unternehmung*, n° 1, 1994, pp. 35-50.

Articles in Non-Refereed Journals

- “Risicogeneidheid bom onder samenwerkingsrelatie” (with M. van Sambeek and B. Tjemkes), *DEAL!*, september 2011, pp. 34-35.
- “Les gérants apprécient le sérieux des analystes, mais les suivent peu” (with G. Bolliger and M. Dubois), *Unicité*, No. 25, June 2004, pp. 16-17.
- “Les gérants apprécient le sérieux des analystes, mais les suivent peu” (with G. Bolliger and M. Dubois), *L’Agefi*, December 10, 2003, pp. 1, 8.
- “Bologne, le modèle suisse”, *Le Temps*, November 6, 2003, p. 13.
- “La vogue des théories fausses”, *Le Temps*, December 23, 2002, p. 8.
- “Enquête : les étudiants face aux responsabilités des entreprises” (with A. Perrinjaquet and F. Goffart), *PME Magazine*, December 2002, pp. 66-67.
- “Make Marketing Tech Management a Firm Priority” (with D. Sudharshan), *Marketing News*, July 17, 2000, p. 28.
- “A Guide for the Management of Marketing Technology”, *Agefi Finance & Technology*, Supplément au n° 82 du 28 avril 2000, pp. 96-100.

Refereed Conference Proceedings

- “Les déterminants du comportement responsable: une comparaison internationale a grand échelle” (with E. Reynaud, C.P. Egri, D.A. Ralston et al.), AIMS 2008, XVII^e Conférence Internationale de Management Stratégique, 28-31 mai, 2008, Nice Sophia Antipolis (<http://WWW.aims2008.info/spip.php?article35>).
- “Moving Away from Short-Term Performance Measurement Online: A New Metric of Brand Equity” (with G. Christodoulides and L. de Chernatony), Proceedings of the 2007 Academy of Marketing Science Conference, Coral Gables, FL, May 23-May 26, 2007.
- “The Mediating Effects of Post-Formation Processes on the Relationship Between Alliance Formation Conditions and Alliance Performance” (with B. den Ouden and J. Bell), Proceedings of the Center for Strategy and Alliances Workshop 2006, Radboud University Nijmegen, Nijmegen (on CD-ROM).
- “Response Strategies in Problematic Alliances: An Experimental Study” (with B. den Ouden), August 2006 Proceedings of the Center for Strategy and Alliances Workshop 2006, Radboud University Nijmegen, Nijmegen (on CD-ROM).
- “The Influence of Personal Values and National Contexts on Attitudes Towards Corporate Responsibilities” (with C.P. Egri, D.A. Ralston et al.), Third B.C. Organizational Behaviour Conference, Vancouver, Canada, 2006 (on CD-ROM).
- “How Do You Climb the Corporate Ladder? A Multi-Regional Analysis of the Ethical Preferences for Influencing Superiors” (with D.A. Ralston, C.P. Egri et al.), Best Papers Proceedings of the Academy of Management Meeting in Honolulu, Hawaii, August 5-10, 2005 (on CD-ROM), Academy of Management International Management Division Best Paper Award Finalist.
- “Individual Values and Corporate Ethical Responsibility: Differences Between Business Students and Managers” (with A. Perrinjaquet), Rejuvenating Marketing: Contamination, innovation, integration. Proceedings of the 34th EMAC Conference, 24-27 May 2005, Milan (on CD-ROM) (an earlier version of the paper has been published in the IUMI Working Paper Series of the University of Lausanne (Switzerland) (IUMI 0502).
- “Trends in Service Marketing Research: 1993-2003” (with P. Sollberger), Proceedings of the 4th International Congress Marketing Trends, 21st-22nd January 2005, Paris (on CD-ROM).

- “Determinants of E-Commerce Brand Preference” (with S.M. Lloyd, J. Spaniol and W. Demory), Proceedings of the Society for Consumer Psychology (SCP) 2005 Winter Conference, St. Pete Beach, FL, February 24-26, 2005.
- “Managerial Perspectives on Corporate Environmental and Social Responsibilities in 22 Countries” (with C.P. Egri, D.A. Ralston, et al.), Best Papers Proceedings of the Academy of Management Meeting, K.M. Weaver (ed.), New Orleans, August 6-11, 2004, ONE C1-C6 (nominated for the Dexter Award) (on CD-ROM).
- “The Evolution of the Service Marketing Literature: 1993-2003” (with P. Sollberger), Proceedings of the 2004 AMA Summer Marketing Educators’ Conference, Volume 15, *Enhancing Knowledge Development in Marketing*, K. L. Bernhardt, J. S. Boles, and P. Scholder Ellen (eds.), American Marketing Association: Chicago, 2004, pp. 129-135 (on CD-ROM).
- “E-tail Brand Equity: Scale Development and Validation” (with G. Christodoulides, L. de Chernatony, E. Shiu and T. Abimbola), Proceedings of the Academy of Marketing Conference, Cheltenham, 6-9 July 2004 (on CD-ROM) (an earlier version of the paper has been published the Birmingham Business School Working Paper Series).
- “L’impact des valeurs personnelles des employés sur leurs attitudes d’orientation marché” (with A. Perrinjaquet and C. Lantz), Proceedings of the 20th International Conference of the French Marketing Association, Saint-Malo, May 6-7, 2004 (on CD-ROM) (earlier versions of the paper have been published in the IUMI Working Paper Series of the University of Lausanne (Switzerland) (IUMI 0307) and in the CR-MM Working Paper Series of the University of Neuchâtel (Switzerland) (CR-MM-2003-03)).
- “Breaking Down the Synergy Barriers of the MNC” (with J.A. Krug, D. Sudharshan, and H. Thomas), *Southwest Review of International Business Research*, Vol. 15, Proceedings of the 2004 AIB-Southwest Division Conference, Orlando, March 2-6, 2004, J.A. Pope (ed.), pp. 160-175 (an earlier version of the paper has been presented at the 2002 Strategy World Congress: Strategy: Over the Horizon, Saïd Business School, University of Oxford, March 18 and 19, 2002).
- “The Gap between Management Science and Management Practice: A Dynamic View and Empirical Testing in the Strategic Management Field” (with B. den Ouden), Proceedings of the 2003 British Academy of Management Annual Conference, Arrogate, September 15-17, 2003, S. Parkinson and J. Shutt (eds.), Leeds Business School (on CD-ROM).
- “The Relationships between Employees’ Individual Values and their Market Orientation Values” (with C. Lantz and A. Perrinjaquet), Proceedings of the 2003 AMA Summer Marketing Educators’ Conference, Volume 14, *Enhancing Knowledge Development in Marketing*, R. B. Money and R. L. Rose (eds.), American Marketing Association: Chicago, 2003, pp. 117-124.
- “The Impact of Employees’ Individual Values on their Market Orientation Values” (with C. Lantz and A. Perrinjaquet), Proceedings of the 32nd EMAC Conference, Glasgow 20-23rd May 2003, M. Saren and A. Wilson (eds.), University of Strathclyde, Glasgow (on CD-ROM).
- “A Typology of Market Windows and Antecedents of Firm Readiness in the Launching of Multiple Generations of New Products” (with S.G. Dacko, B.S. Liu and D. Sudharshan), Proceedings of the Academy of Marketing Science Annual Conference—Volume XXV, *Developments in Marketing Science*, H.E. Spotts (ed.), Academy of Marketing Science, 2002, pp. 66-74.
- “The Effect of Culture on Behavioral Intentions through Service Quality Perceptions” (with B.S. Liu and D. Sudharshan), Rethinking European Marketing: Proceedings from the 30th EMAC Conference, Bergen, Norway May 8th-11th 2001, E. Breivik, A.W. Falkenberg and K. Grønhaug (eds.), Bergen, 2001, pp. 1366-1371 (on CD-ROM).
- “L’influence des facteurs culturels sur la perception de la qualité de service” (with B.S. Liu and D. Sudharshan), Actes du 16^e Congrès International de l’Association française du marketing, Montréal 18 au 20 mai 2000, R. Michon, J.-C. Chebat and F. Colbert (eds.), Tome 1, École des Hautes Études Commerciales, Montréal, 2000, pp. 657-665.
- “Marketing Technology Management: An Emerging Function and a Process for the Management of a Core Competence” (with M. T. Alexandre and D. Sudharshan), AMA Winter Educators’ Conference 2000, Volume 11, *Marketing Theory and Application*, J.P. Workman Jr. and W. D. Perreault Jr. (eds.), American Marketing Association: Chicago, 2000, pp. 63-71.
- “Comment défendre l’image « Made-in Switzerland » : le cas des services” (with H. Brossard; M. Gramigna, and M. Kostecki), *Communication et circulation des informations, des idées e des personnes: Actes du Deuxième Colloque Transfrontalier*, F. Grize (éd.), Institut d’informatique de la Faculté des Sciences, Université de Lausanne, Lausanne-Dorigny, 1995, pp. 173-182.

Book Reviews

- “Service Quality: Research Perspective by Benjamin Schneider and Susan S. White (Thousand Oaks: Sage, 2004)”, *International Journal of Service Industry Management*, Vol. 16, No. 4, 2005, pp. 408-410.
- “Winning at Service: Lessons from Service Leaders by Waldemar Schmidt, Gordon Adler and Els van Weering (Chichester: John Wiley & Sons Ltd, 2003)”, *International Journal of Service Industry Management*, Vol. 15, No. 5, 2004, pp. 515-518.
- “Service Marketing Self-Portraits: Introspections, Reflections, and Glimpses from the Experts by Raymond P. Fisk, Stephen J. Grove, and Joby John, editors (Chicago, Illinois: American Marketing Association, 2000)”, *International Journal of Service Industry Management*, Vol. 14, No. 1, 2003, pp. 148-151.
- “Driving Customer Equity: How Customer Lifetime Value Is Reshaping Corporate Strategy by Roland T. Rust, Valarie Zeithaml, and Katherine N. Lemon (New York: The Free Press, 2000)”, *International Journal of Service Industry Management*, Vol. 13, No. 1, 2002, pp. 107-111.

Case Studies

- “The Daimler and Renault-Nissan Alliance” (with F. Rooijmans and L. Kniest), 2013 forthcoming, (30 p.).
- “Integrating Skype within Microsoft” (with L. van Heeswijk and E. Hoffer), *ecch* (Nr. 312-226-1), 2012 (32 p.).
- “Heineken in Congo: The Case of the Katangese Market” (with C. Dekkers), *ecch* (Nr. 311-157-1), 2011 (28 p.).
- “Nestlé: Divesting Perrier?” (with R. Koostra and T. Meijer) in *Strategic Management: Competitiveness and Globalisation – Concepts and Cases* (by H.W. Volberda, R.E. Morgan, P. Reinmoeller, M.A. Hitt, R.D. Ireland, and R.E. Hoskisson), South-Western Cengage Learning, Andover (UK), 2011, pp. 747-764 (16,000 copies).
- “eBay and Skype: Diverging Futures” (with F. Rooijmans), *ecch* (Nr. 311-063-1), 2011, (33 p.).
- “The Skype Acquisition by eBay” in O. Furrer, *Corporate Level Strategy: Theories and Applications*, Routledge, Oxford and New York, 2011, p. 65-67 (3 p.).
- “Nestlé: Divesting Perrier?” (with R. Koostra and T. Meijer), *ecch* (Nr. 308-009-1), 2008, (31 p.).
- “Decisions, Risk and Uncertainty and the Use of Game Theoretic Models: The Examples of Intel Polaroid vs Kodak and the Breakfast Cereals Industry” (with H. Thomas) in *Strategy: Analysis & Practice*, J. McGee, H. Thomas and D. Wilson, McGraw-Hill, London, 2005, pp. 559-564 (abstracted from the article published in *European Management Journal*), (6 p.).

Measurement Scale

- “Circumplex Response Strategy Scales, 2012” (with B.V. Tjemkes, A. Ülgen Aydinlik, and K. Adolfs), PsychTest, American Psychological Association, 2013 (doi:10.1037/t17170-000).

Working Papers

- “Attitudes of Future Business Professionals towards Corporate Responsibility: A 27-Society Analysis” (with C.P. Egri et al.), November 2013.
- “Measuring Cultural Intelligence and Testing for Cross-Cultural Equivalence” (with J.J.L.E. Bücker & T. Peeters Weem), October 2013 (a previous version has been presented at the 2012 Annual Meeting of the Academy of Management, Boston, Massachusetts, August 3-7, The Informal Economy).
- “Destructive Behavior in Buyer-Seller Relationships: The Effect of Manager’s Risk Propensity” (with B. Tjemkes, J. Henseler, & M.F. van Sambeek), October 2013 (an earlier version as been presented at the 2010 Academy of Management Annual Meeting, Montréal, Canada, August 6-10).
- “Two Decades of Service Marketing Research: Mapping the New Frontiers of the Discipline,” (with C. Delcourt & DD Gremler), July 2013 (presented at the 2013 Frontiers in Service Conference, July 4-7, 2013, Taipei, Taiwan).

- “Corporate Responsibility Practices and Performance in Europe: The Role of Stakeholders and Institutions” (with C.P. Egri, D.A. Ralston et al.), June 2013 (earlier versions have been presented at the 3rd International Sustainability Conference (ICS 2012), Basel, Switzerland, August 29-31, at the 2011 Academy of Management Annual Meeting, San Antonio, Texas, USA, August 12-16, 2011 and at the “Comparative Perspectives on Corporate Social and Environmental Practices” Seminar held at the Polytechnic University of Honk Kong, June 10-12, 2009).
- “Stakeholder pressures, CSER practices, and business outcomes in Denmark, Germany and the Netherlands” (with N. Berg, C.P. Egri et al.), June 2013 (presented at the 2010 Academy of Management Annual Meeting, Montréal, Canada, August 6-10).
- “On Modeling Resource-Strategy-Performance Linkages” (with D. Sudharshan), May 2013 (earlier versions have been presented at the 2002 AMA Summer Marketing Educators’ Conference, San Diego, August 3-6, 2002, special session on Dynamic Considerations in Modeling and Implementing Marketing Strategy and at the Strategic Management Society 22nd Annual International Conference, September 22-25, 2002, Paris, France and Runner up for the McKinsey/SMS Best Conference Paper Prize).
- “Measuring Cultural Intelligence: A New Test of the CQ Scale” (with J.J.L.E. Bückler & Y. Lin), April 2013 (earlier versions have been presented at the 2011 Academy of Management Annual Meeting, San Antonio, Texas, USA, August 12-16, 2011 and at the 36th EIBA Annual Conference, Porto, 9th-11th December 2010).
- “The Effects of Alliance Type and Learning on Relational Response: A Moderated Mediation Model,” (with T. Klein, B. Tjemkes, and J. Henseler), January 2013.
- “The Effect of Individualism–Collectivism on Opportunistic Propensity in International Strategic Alliances” (with B. Tjemkes, A. Ülgen Aydinlik, and M. Yasioglu), June 2012 (earlier version have been presented at the 2012 Annual Meeting of the Academy of Management, Boston, Massachusetts, August 3-7, The Informal Economy and Cross-Cultural Management Seminar at the Radboud University Nijmegen, November 12, 2012).
- “A Circumplex Model of the Behavioural Antecedents of Unintended Strategic Alliance Dissolution: A PLS-based Analysis” (with B. Tjemkes & J. Henseler), March 2012, Working Paper, Nr. STRAT12-01, Institute for Management Research, Radboud University Nijmegen.
- “Are Values at the Societal-Level Acceptable as Cross-Cultural Predictors in Today’s Global Economy?” (with D.A. Ralston, C.P. Egri et al.), March 2012 (presented at the 2012 Academy of International Business (AIB) Annual Meeting, Washington, DC, USA, June 30-July 3, 2012).
- “The Relevance of Relevance Gap Solutions: A Stakeholder Perspective on Academic Management Research” (with B. Tjemkes). February 2012.
- “Responses to Buyers’ Dependence in Supplier Relationships: The Role of Environmental Uncertainty” (with R. Gruntjes and B.V. Tjemkes), July 2011.
- “Influence of Societal Contexts and Individual Values on Attitudes towards Corporate Responsibilities Across 40 Societies” (with C.P. Egri, D.A. Ralston et al.) April 2011 (an earlier version has been presented at the AIB 2011 Annual Meeting, Nagoya, Japan, June 24-28, 2011).
- “A Stakeholder Perspective on the Relevance of Academic Management Research” (with B.V. Tjemkes), January 2011 (earlier versions of have been presented at the Cranfield School of Management Lunchtime Research Seminars, February, 28th, 2005 and at the Strategic Management Society 24th Annual International Conference, October 31-November 3, 2004, San Juan, Puerto Rico, USA).
- “Determinants of Responsible Behavior: A 24-Country Study of Corporate Social and Environmental Responsibility,” (with E. Reynaud, C.P. Egri, D.A. Ralston et al.) July 2010 (an earlier version as been presented at the AIMS Workshop on Sustainable Development, ISC-Paris, May 20, 2010).
- “Hoe productieondernemingen klanten kunnen binden: productdiensten strategieën”, (with B. Tjemkes) March 2010.
- “The Effect of Economic and Social Dissatisfaction on the Use of Response Strategies in Alliances” (with B.V. Tjemkes), February 2010.
- “How Weaker Firms Appropriate Value in Asymmetrical Alliances with Dominant Partner!” (with B.V. Tjemkes and A. Madhok), July 2009 (a previous version has presented at the 2009 Academy of Management Annual Meeting, August 7-11, 2009 - Chicago, Illinois, U.S.A.).
- “Les déterminants du comportement responsable: une comparaison internationale à grande échelle” (with E. Reynaud, C.P. Egri, D.A. Ralston et al.), Working Paper n° 826, Institut d’Administration des Entreprises, Université de Droit, d’Economie et des Sciences d’Aix-Marseille, Université Paul Cezanne.

- “The Influence of Personal Values and National Contexts on Attitudes towards Corporate Responsibilities: A Study of Managers and Professionals in 28 Countries” (with D.A. Ralston, C.P. Egri et al.), May 2008.
- “Developing a Brand Equity Scale for Online Retailers” (with G. Christodoulides and L. de Chernatony), April 2008 (an earlier version has been presented at the 2007 Thought Leaders International Conference, Birmingham Business School, Birmingham, UK).
- “The Circumplex Structure of Response Strategies: Experimental Tests in the Strategic Alliance Context” (with B.V. Tjemkes), January 2008 (Presented at the 2008 Annual Meeting of the Academy of Management, Anaheim (CA), August 8-13, 2008).
- “Why Your Customers Do Not Want to Partner” (with B. Hillebrand and J. Bloemer), November 2007 (a previous version has been presented at the Nijmegen School of Management CSA Workshop, October 2004).
- “Understanding Alliance Performance: A Reconciliation of the Structure and Process Perspective” (with B.V. Tjemkes and J. Bell), January 2007 (an earlier version has been presented at the Academy of Management Meeting, Philadelphia, August 2007 and at the 2nd Annual Copenhagen Conference on Strategic Management, Copenhagen, December 12-13, 2006).
- “Service Employees’ Market Orientation: The Roles of Individual and Organizational Factors” (with A. Perrinjaquet), June 2006 (earlier version of this paper have been presented at the 2006 Frontiers in Services, June 29-July 2, 2006, Brisbane, Australia, and at the SERVSIG Research Conference 2005, Singapore, 2-4 June, 2005).
- “The Moderating Role of Dependence in Relationship Marketing: An Example from the Wealth Management Industry” (with G. Bolliger and M. Dubois), November 2005 (paper presented at the 2005 AMA Winter Marketing Educators’ Conference, San Antonio, February 11-14, 2005).
- “Determinants of E-Commerce Brand Preference” (with S.M. Lloyd, J. Spaniol and W. Demory), August 2005.
- “Culture Influences on Interdependence Asymmetry between Retailers and Consumers in Service Relationships” (with B. Njoku and B. Liu), August 2005 (earlier versions have been presented at the 3rd International Conference on Business, Economics, Management and Marketing, Athens, Greece, June 16-18, 2005, at the 2004 annual meeting of the Association for Global Business, November 18-21, Cancun, Mexico, at the 13th Annual AMA Frontiers in Services Conference, Miami, Florida, October 28-31, 2004, at the 2004 AMA Summer Marketing Educators’ Conference, Boston, August 6-9, 2004, and at the 12th Annual AMA Frontiers in Services Conference, Washington, DC, 2003).
- “Les valeurs dans la vie professionnelle et la responsabilité sociale des entreprises en Suisse : Comparaisons entre les étudiants universitaires et les étudiants d’une haute école de gestion” (with A. Perrinjaquet), Cahier de recherche en marketing & management, CR-MM-2003-02, Université de Neuchâtel (Switzerland).
- “Les technologies marketing et leur impact sur la structure des entreprises” (with A. Perrinjaquet and D. Sudharshan), November 2002.
- “International Strategic Alliances in the Airline Industry: To Use or not to Use a Service Quality Strategy” (with M.C. Simpson and B.S. Liu), February 2002 (presented at the Eleventh Annual AMA Frontiers in Services Conference, June 27-29, 2002, Maastricht, The Netherlands).
- “The Role of Boundaries in Product Market Landscape Dynamics” (with M.T. Alexandre and D. Sudharshan), October 2001.
- “Output Satisfaction and Dissonance Reduction Behaviors with High Credence Services: The Moderator Roles of Trust and Culture” (with B.S. Liu and D. Sudharshan), October 2001 (earlier versions have been presented at the Tenth Annual AMA Frontiers in Services Conference, Washington, DC, October 25-28, 2001 and at a Ph.D. Seminar at the Nijmegen School of Management on November 16th 2001).
- “The Marketing Technology Manager” (with M.T. Alexandre and D. Sudharshan), Working Paper, University of Illinois at Urbana-Champaign (USA), 1999.
- “Diversification: A Measurement Issue”, Working Paper, University of Illinois at Urbana-Champaign (USA), 1999.
- “Orientation-Marché, Orientation-Client et Services autour des Produits”, Cahier de recherche en marketing & management, CR-MM-97-04, Université de Neuchâtel (Switzerland), 1997.
- “Les services autour des produits informatiques: la pratique des entreprises”, Cahier de recherche en marketing & management, CR-MM-97-01, Université de Neuchâtel (Switzerland), 1997.

Papers Presented at Academic Conferences

- Academy of International Business (AIB) Conference 2011, 2012; Academy of International Business Southwest Chapter (AIBSW) Conference 2004; AIMS (Association Internationale de Management Stratégique) 2008, 2010; Academy of Management (AoM) Annual Meeting 2003, 2004, 2005, 2007, 2008, 2009, 2010, 2011, 2012; Academy of Marketing (AM) Conference, 2004; Academy of Marketing Science (AMS) Conference, 2002; AMA 2005 SERVSIG Conference; AMA Summer Marketing Educators' Conference, 2002, 2003, 2004; AMA Winter Marketing Educators' Conference, 2000, 2001, 2005; Annual AMA Frontiers in Services, 2000, 2001, 2002, 2003, 2004, 2006, 2013; Association for Global Business (ABG) Annual Meeting 2004; International Conference on Business, Economics, Management and Marketing Athens (ATINER) 2005; British Academy of Management (BAM) Conference, 2003; Conférence Services autour des Produits, 1997; Congrès International de l'Association Française du Marketing (AFM), 2000, 2004; Colloque transfrontalier, 1995; European International Business Academy (EIBA) Annual Conference 2010; European Marketing Academy (EMAC) Conference, 2001, 2003, 2005; International Congress Marketing Trends 2005, Marketing Science Institute (MSI) Academic Conference 2002; Midwest Marketing Camp (MMC), 2002; Nijmegen School of Management CSA Workshop 2004, 2006, Rutgers International Conference, 1999; Society for Consumer Psychology (SCP) Winter Conference 2005, Strategic Management Society (SMS) Annual International Conference, 2001, 2002, 2004, 2005, 2008; Strategy World Congress, 2002; Tilburg Cross-Cultural Psychology Symposium, 2011.

Research Honors / Awards / Grants

- 2011: Research grant for data collection in the Netherlands from the University of Oklahoma: US\$ 600.00.
- 2009: Highly Commended Award Winner by the Literati Awards for excellence 2009 for “Resource Configurations, Generic Strategies, and Firm Performance: Exploring the Parallels Between Resource-Based and Competitive Strategy Theories in a New Industry” (with, D. Sudharshan, H. Thomas, and M.T. Alexandre), *Journal of Strategy and Management*, 1(1), 2008, pp. 15-40.
- 2009: Highly Commended Award Winner by the Literati Awards for excellence 2009 for “Dynamic Capabilities to Match Multiple Product Generations and Market Rhythm” (with S.G. Dacko, B.S. Liu, and D. Sudharshan), *European Journal of Innovation Management*, 11(4), 2008, pp. 441-471.
- 2008: the paper “The Structure and Evolution of the Strategic Management Field: A Content Analysis of Twenty-six Years of Strategic Management Research” (with H. Thomas and A. Goussevskaia) has been ranked by Blackwell Synergy among the Top 20 most popular articles published in *International Journal of Management Reviews*, May 2008, nr. 6.
- 2007 September: the paper “A Test of the Quasi-Circumplex Structure of Human Values” (with A. Perrinjaquet, J.-C. Usunier, G. Cestre, and P. Valette-Florence), has been ranked by ScienceDirect among the Top 25 Hottest Articles in *Journal of Research in Personality*, July-September 2007, nr. 23.
- 2007 April: “Internet Marketing Research: Opportunities and Problems” (with D. Sudharshan) published in *Qualitative Market Research* in 2001, has been ranked 15th of the papers published in *QMR* the most downloaded during 2006 (1,380 downloads), and ranked 5th of the papers the most downloaded since 2001 (6,039 downloads).
- 2006/2007: Grant from the Canadian Government with C.P. Egri et al. for an international research project on Corporate Social Responsibilities. CA\$ 3,750.00 (US\$ 3,150.00) for data collection in the Netherlands.
- 2006 (February-July): Funding (supplementary budget) for a research assistant from the University of Lausanne (Switzerland): CHF 11,200.00 (US\$ 9,500.00)
- 2005: Academy of Management Conference International Management Division Best Paper Award Finalist and publication in the Best Paper Proceedings for the paper: “How Do you Climb the Corporate Ladder? A Multi-Regional Analysis of the Ethical Preferences for Influencing Superiors” (with D.A. Ralston, C.P. Egri et al.).
- 2005 (February-July): Funding (supplementary budget) for a research assistant from the University of Lausanne (Switzerland): CHF 11,200.00 (US\$ 9,500.00)
- 2004: Literati Awards for Excellence for an outstanding paper published in 2003 in the *European Journal of Innovation Management* for “A Hierarchical Framework of New Product Development: An Example from Biotechnology” (with M.T. Alexandre and D. Sudharshan), *European Journal of Innovation Management*, 6(1), 2003, pp. 48-63
(<http://fiordiliji.emeraldinsight.com/vl=8564048/cl=60/nw=1/rpsv/literaticlub/winners/index.htm>).

- 2004: Grant (with Z. Zhu) from the Glavin Center for Global Management, Babson College for data collection in the United States for the project: The Impact of Employees' Individual Values on their Attitude toward Market Orientation and Innovativeness: A Cross-Cultural Study: US\$ 5,000.00.
- 2004: Academy of Management Conference Best Papers Proceedings for the paper "Managerial Perspectives on Corporate Environmental and Social Responsibilities in 22 Countries," with C.P. Egri, D.A. Ralston, et al.
- 2003-2004: Grant (with B. den Ouden) from the Nijmegen School of Management Research Institute for a research project on the relevance gap in strategy research: € 7,376.00.
- 2003-2004: Grant (with R. Kok) from the Nijmegen School of Management Research Institute for a research project on the impact of individual values on attitudes toward innovation and market orientation: € 8,800.00.
- 2002: Between August 2001 and August 2002 the paper "Internet Marketing Research: Opportunities and Problems" has been the number 2 paper, published in *Qualitative Market Research*, the most downloaded from the Emerald database.
- 2002: Sponsorship grants (with A. Perrinjaquet and C. Lantz) from Philip Morris and Migros for a research project on work values of Swiss managers: CHF 5,500.00 (US\$ 3,500.00)
- 2001: Grant (with M. Dubois) from the Swiss National Science Foundation for a research project: "Are Financial Analysts' Forecasts Useful?" (Project Nr. 12-65220.01): CHF 176,292.00 (US\$ 100,000.00).
- 2001: Grant (with D. Sudharshan and M.T. Alexandre) from the College of Agricultural, Consumer and Environmental Sciences at the University of Illinois at Urbana-Champaign for the article "A Hierarchical Framework of New Product Development: An Example from Biotechnology": US\$ 1,500.00.
- 2000: Grant (with D. Sudharshan and H. Thomas) from the Center for International Business Education and Research at Rutgers University for the article "Organizational Structure in a Global Context: The Structure-Intangible Asset Portfolio Link": US\$ 400.00.
- 1999: Grant from the Swiss National Science Foundation for the publication *Services autour des produits: enjeux et stratégies*: CHF 9,690.00 (US\$ 6,500.00).
- 1999: Grant from University of Neuchâtel Publication Funds for the publication *Services autour des produits: enjeux et stratégies*: CHF 3,500.00 (US\$ 2,300.00).
- 1997: Scholarship from the Swiss National Foundation for postdoctoral research: CHF 33,800.00 (US\$ 22,500.00).
- 1997: Grant from the State of Neuchâtel (Switzerland) for the printing of my Ph.D. thesis: CHF 2,100.00 (US\$ 1,400.00).

Research Promotion and Public Relations Activities

- "Strategische allianties in India" (by I. van de Klol), *Synjaal*, 13(4), 2011, pp. 16-17.
- "IM student participates in Academy of Management Meeting", http://www.ru.nl/businessadministration/news_events/latest_news/redactionele/im-student/, September 9, 2010
- "Olivier Furrer publishes new book", http://www.ru.nl/businessadministration/news_events/latest_news/redactionele/olivier-furrer/, September 8, 2010; "Olivier Furrer publiceert nieuw boek", <http://www.ru.nl/bedrijfskunde/koppeling/olivier-furrer-0/>, September 8, 2010.
- "A report of Maartje van Sambeek", http://www.ru.nl/nsm/news_events/latest_news_0/@781640/report-maartje-van/, September, 7, 2010; "Verslag: Van Maartje tot Mintzberg in Montreal", <http://www.ru.nl/fm/actueel/nieuws/@780598/verslag-maartje/>, August 27, 2010.
- "Oud-student: Maartje van Sambeek" (by M. Verwoert), *Synjaal*, 12(4), 2010, pp. 18-19.
- "Wetenschap over weerstand", *De Gelderlander*, October 08, 2009, www.deondernemer.nl.
- "Les Suisses supportent mal les comportements immoraux au travail" (interview with Fabienne Bogadi), *Le Temps*, Supplément Carrières n° 503, April 17, 2009, p. 3. (<http://81.27.130.64/Page/Uuid/4f626e40-2ac7-11de-9368-e5ae17b68d88%7C0>)
- "Koen (24) met *paper* naar Chicago", *De Gelderlander*, April 15, 2009, p. 23.
- "Jong talent [Koen Adolfs] presenteert onderzoek op congres in Chicago", April 2009, http://www.ru.nl/actueel/nieuws/management/jong_talent.
- "Olivier Furrer en Marcel van Birgelen winnen Emerald Awards for Excellence 2009", March 9, 2009, http://www.ru.nl/fm/actueel/nieuws/olivier_furrer_en/.

- “Improving Market Orientation by Managing Employee Values, Personalities, Attitudes and Behaviors” (with A. Perrinjaquet), *Xiprean: A Lilly CCE Journal*, No 4, November 2007, pp. 6-7.
- “The Circumplex Research Project” (with B. Tjemkes), *Relationship Management Newsletter* (Radboud University Nijmegen), Issue 17, Fall 2007, pp. 3-4.
- “Marketing : Chercheur primé”, *L’Express*, June 23rd, 2004, p. 2.
- “Sciences du marketing neuchâtelaises primées”, *RTN*, June 22nd, 2004, 10:16 (broadcasted at 18:00), radio broadcast (available at: <http://www.rtn.ch/Scripts/Index.aspx?id=2514599>)
- “Sciences du marketing primées”, *Trait d’Union*, No. 23, June 17th, 2004, published online at <http://www.unine.ch/traitdunion/articles/23/furrer.html>.
- “Une étude sur les valeurs des employés” (with A. Perrinjaquet, C. Lantz, and S. Jeanbourquin), *PME Magazine*, No. 3, March 2004, p. 59.
- “Une étude de l’Institut de l’entreprise lui vaut une publication prestigieuse !” (interview with A. Perrinjaquet, C. Lantz and V. Borel), *Unicité*, No. 23, December 2003, pp. 26-27.
- “Les valeurs des futurs cadres neuchâtelais: Une étude effectuée auprès des étudiants de l’Université de Neuchâtel et de la Haute École de Gestion apporte des éléments de réponse” (with A. Perrinjaquet), published online at http://www.hegne.ch/Actualite/Etudes/etude_des_valeurs.htm, January 2003.
- “Les futurs cadres sont favorables à d’avantage d’éthique dans les entreprises” (interview with A. Perrinjaquet and M. Dubois), *Unicité*, No. 19, February 2003, p. 22.
- “Les travaux d’un chercheur neuchâtelais reconnu dans les milieux internationaux du marketing” (interview with V. Borel), *Unicité*, No. 14, February 2002, p. 23.
- “Making the Most of Marketing Technology” (with M. T. Alexandre and D. Sudharshan), *Results*, Vol. 2, No. 2, Fall 1999, pp. 1-2.
- “Fiche de thèse: Orientation-client et services autour des produits informatiques” *Recherche et Applications en Marketing*, Vol. 13. n° 4, pp. 84-85.
- “Services informatiques/Enquête de l’Uni : Fidéliser le client”, *L’Express*, January, 23rd, 1996.
- “Défendre l’image des services suisses. L’Université pose des jalons” (with H. Brossard, M. Gramigna and M. Kostecki), *L’Express*, August 4th, 1994.

Other Academic Activities: Academic Services / Managerial Activities

- Expert for the Wiener Wissenschafts-, Forschungs- und Technologiefonds (WWTF) (Vienna Science and Technology Fund), for the 2011 Diversity-Identity Call.
- Expert for the European Union (EU) sponsored New INDIGO project to identify the most important variables influencing the extent and intensity of Science and Technology (S&T) cooperation between India and the EU, 2011. Delphi expert for the EU sponsored SEA-EU-NET project, which aims at intensifying research network with the countries of Southeast Asia, 2010; Expert for the French Research Institute for Development (IRD, France) in the framework of the MIRA project funded by the EU to evaluate S&T cooperation between the EU and the Mediterranean Partner Countries (MPC), 2010.
- Expert for the MARS project (International Monitoring of Activities and Research in Services) founded by the German Federal Ministry of Education and Research, 2007.
- Professional memberships: American Marketing Association (1999-2009), European Marketing Academy (2001-2009), Strategic Management Society (since 2001), Academy of Marketing Science (2002-2009), and Academy of Management (Since 2003). Member of the University Fellows International Research Consortium (<http://ufirc.ou.edu>).
- Co-editor of the Nijmegen Working Paper Series on Research in Relationship Management (2004-2006).
- Member of the Editorial Board of the *Journal of Service Research* since 2003 (ad hoc reviewer since 2001), (SSCI journal since 2004, impact score (2010), 1.615) and of the Editorial Board of *Service Business* since 2006 (SSCI journal since 2011, impact score (2010), .826). Review Board Member of *Management Decision* since 2003 (SSCI journal since 2007, impact score (2010), 1.078).
- Ad hoc reviewer for the *Strategic Management Journal* since 2011, the *Journal of Small Business Management* since 2010, the *Journal of Cross-Cultural Psychology* since 2008, for the *Journal of Personality* since 2008, for the special issue of *Industrial Marketing Management* on “The Transition from Product to Service in Business Markets” 2008, for the *Journal of Business Research* since 2004, for the

Journal of Hospitality Management since 2005, for *International Marketing Review* 2004 Special Issue on e-marketing, for the *Journal of Asia Pacific Marketing* since 2004, for *Organization Studies* since 2003, for *Corporate Reputation Review* 2002 special issue, and for the *European Journal of Innovation Management*.

- Reviewer for the 2006 and 2007 *Thought Leaders International Conference on Brand Management*. Reviewer for the 2002, 2003, 2004, 2005, 2006, and 2007 EMAC Conferences, for the 2002, 2004, 2005, 2006, and 2007 Summer AMA Educators' Conference, for the 2006 Winter AMA Educators' Conference, for the AMA 2003 SERVSIG Conference, for the 2003, 2004, 2005, 2006, and 2008 Academy of Management (AoM) Conference, for the 2007 Academy of Marketing Science, for the AMA 2005 SERVSIG Conference, and for 2005 World Marketing Congress.
- Reviewer for Oxford University Press, 2003, 2004, Sage Publication, 2003, 2006, Pearson Education, 2003, and for McGraw-Hill Publishing 2001, 2006.
- Expert for the Dutch Social Science Research Council (NOW) since 2003, for Swiss National Science Foundation (FNS) since 2005, for French National Research Foundation (ANR) since 2007.
- Conference Committee member and Scientific Committee member for the AMA 2003 SERVSIG Conference in Reims (France). Session chair at the 2004 SMS Annual International Conference, at the 2003 EMAC Conference, and at the 1999 AMA Summer Marketing Educators' Conference. Discussant at the 2001 AMA Summer Marketing Educators' Conference. Co-organizer with B. Bircher of the conference "Services autour des produits informatiques pour les PME", Yverdon (Switzerland), September 9, 1997. Co-organizer with B. Bircher of the Neuchâtel Services Workshop Series, 1996-1997.
- Member of the Scientific Committee of the Institute of Service Innovation Strategies (ISIS), ESSEC, Paris and Buccini, Milan (www.essec-serviceinnovation.com).
- Consulting and advising work for Quo Vabiz (The Netherlands), 2009; Philips (The Netherlands), 2007; Gaz de France (GDF), 2005; the International Center for the Study of Sport, Neuchâtel (Switzerland), 1997; Pestalozzi Children Library, Neuchâtel (Switzerland), 1995-1997.

Other, Non-Academic Activities

- Judo (1974-2004): Second dan black belt (since 1997).
- Heraldry (since 1988): Member of the Swiss Society for Heraldry since 1992, member of the French Society for Heraldry since 1996. Author of a *Dictionnaire héraldique*, published in 1992.