

ASPY P. PALIA



ADDRESS:

Business:

Marketing Department
Shidler College of Business
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EDUCATION:

Doctor of Business Administration (1985), Kent State University

Major Field: International Business

Minor Field: International Economics

Master of Business Administration (1976), University of Hawaii at Manoa

Bachelor of Engineering (Mechanical) (1966), University of Bangalore

SPECIAL AWARDS, FELLOWSHIPS AND HONORS:

ACHIEVEMENT AWARDS:

Albert Nelson Marquis Lifetime Achievement **Award**, 2017

The Marquis Who's Who Board of Publications

TEACHING AWARDS:

Nominated for **Board of Regents' Excellence in Teaching Award**, 2003

Dean's Commendation for Teaching Excellence, 1998

Faculty of Business Administration, **National University of Singapore**

"evaluated and ranked by students as the best instructor for the third and fourth level (Honors students) modules for Term I of the 1998/99 academic year."

College of Business Administration **Teaching Excellence Award**, 1995

President's Reception -- Mortar Board Senior Honor Society

Mentor Honor/Award, 1995

President's Tea -- Mortar Board Senior Honor Society

Outstanding Educator Honor/Award, 1993 -- nominated by

- (1) UH Board of Regents Scholar and
- (2) Outstanding CBA Senior 1993

Presidential Citation for Meritorius Teaching, 1989

College of Business Administration **Excellence in Teaching Award**, 1989

Outstanding Graduate Student **Teaching Award**, Kent State University, 1980

RESEARCH AWARDS:

Assn for Business Simulation & Experiential Learning **Best Paper Award**, March 2024

Assn for Business Simulation & Experiential Learning Best Paper Award Nominee, 2023

Assn for Business Simulation & Experiential Learning **Best Paper Award**, March 2022

Assn for Business Simulation & Experiential Learning **Best Paper Award**, March 2021

Assn for Business Simulation & Experiential Learning **Best Paper Award**, March 2020

Assn for Business Simulation & Experiential Learning Best Paper Award Nominee, 2017

Assn for Business Simulation & Experiential Learning Best Paper Award Nominee, 2016

Assn for Business Simulation & Experiential Learning Best Paper Award Nominee, 2014

College of Business Administration **CIBER Award**, March 2002 (not used)

College of Business Administration **CIBER Award**, April 2001 (not used)

University **Research Council ORA Travel Award**, March 1998

University **Research Council ORA Travel Award**, March 1997

University **Research Council ORA Travel Award**, March 1996

University **Research Council ORA Travel Award**, March 1995

University **Research Council ORA Travel Award**, April 1994

College of Business Administration **CIBER Award**, May 1993

College of Business Administration TPC Fund **Award**, May 1992

University **Research Council ORA Travel Award**, May 1992

University **Research Council ORA Travel Award**, April 1991

University **Research Council ORA Travel Award**, September 1989

University **Research Council ORA Travel Award**, March 1989

University **Research Council ORA Travel Award**, March 1988

University **Research Council ORA Travel Award**, December 1986

SERVICE AWARDS:

State of Hawaii 30 Years **Certificate of Service**, 2015

State of Hawaii 20 Years **Certificate of Service**, 2006

Beta Gamma Sigma (The Honor Society for AACSB Accredited Business Programs)

Professor of the Year Award, 2003

Beta Gamma Sigma Board of Governors **Commitment to Excellence Award**, 1996

State of Hawaii 10 Years **Certificate of Service**, 1994

Beta Gamma Sigma Outstanding **Service Award**, 1992

Member, UHM Center for Teaching Excellence Faculty Advisory Group, 1991

Member, **UH Manoa Honors and Awards Committee**, 1990 and 1991

Distinguished **Service Award**, Kent State University, 1983

EDUCATIONAL IMPROVEMENT AWARDS:

Office of Faculty Development and Academic Support (**OFDAS**)
Instructional Travel & Development Fund Grant, 1995
 Office of International Programs and Services (**OIPS**)
International Agreements Fund Award, 1991-1992
 Office of International Programs and Services (**OIPS**)
International Agreements Fund Award, 1990-1991
 Office of Faculty Development and Academic Support (**OFDAS**)
Instructional Travel & Development Fund Grant, 1991
 College of Business Administration **Faculty Award**, 1990
 FY 1989-90 Educational Improvement Fund (**EIF**) **Grant**, 1989

FELLOWSHIPS AND HONORS:

Biographee, **Marquis Who's Who in America**,
 73rd Edition, 2019 (notified October 2018)
 72nd Edition, 2018 (notified October 2017)
 71st Edition, 2017 (notified July 2016)
 70th Edition, 2016 (notified July 2015)
 69th Edition, 2015 (notified July 2014)
 68th Edition, 2014 (notified July 2013)
 67th Edition, 2013 (notified May 2012)
 66th Edition, 2012 (notified July 2011)
 65th Edition, 2011 (notified June 2010)
 64th Edition, 2010 (notified June 2009)
 63rd Edition, 2009 (notified June 2008)
 62nd Edition, 2008 (notified August 2007)
 61st Edition, 2007 (notified July 2006)
 60th Edition, 2006 (notified July 2005)
 59th Edition, 2005 (notified July 2004)
 58th Edition, 2004 (notified August 2003)
 57th Edition, 2003 (notified August 2002)
 56th Edition, 2002 (notified August 2001)
 55th Edition, 2001 (p. 4021)
 Millennium Edition, 2000 (p. 3720)
 53rd Edition, 1999 (notified June 1998)
 52nd Edition, 1998 (p. 3289)
 51st Edition, 1997 (pp. 3252-53)
 Biographee, **Marquis Who's Who in American Education**,
 8th Edition, 2007-2008 (notified June 2007)

Biographee, **Marquis Who's Who in Finance and Business**,
(formerly Marquis Who's Who in Finance and Industry)

37th Edition, 2009-2010 (notified May 2009)

36th Edition, 2008-2009 (notified June 2007)

35th Edition, 2006-2007 (notified August 2005)

34th Edition, 2004-2005 (notified July 2004)

Biographee, **Marquis Who's Who in Finance and Industry**,

33rd Edition, 2002-2003 (notified September 2002)

32nd Edition, 2001-2002 (p. 524)

Millennium Edition, 2000-2001 (p. 631)

30th Edition, 1998-1999 (p. 604)

Biographee, **Marquis Who's Who in the West**,

Millennium (27th) Edition, 2000-2001 (p. 474)

26th Edition, 1998-1999 (notified August 1997)

25th Edition, 1996-1997 (p. 650)

Biographee, **Marquis Who's Who in the World**,

33rd Edition, 2016 (notified October 2015)

32nd Edition, 2015 (notified October 2014)

31st Edition, 2014 (notified September 2013)

30th Edition, 2013 (notified July 2012)

29th Edition, 2012 (notified September 2011)

28th Edition, 2011 (notified July 2010)

27th Edition, 2010 (notified July 2009)

26th Edition, 2009 (notified July 2008)

25th Edition, 2008 (notified February 2007)

24th Edition, 2007 (notified April 2006)

23rd Edition, 2006 (notified February 2005)

22nd Edition, 2005 (p. 1674)

21st Edition, 2004 (notified September 2003)

20th Edition, 2003 (notified October 2002)

19th Edition, 2002 (notified August 2001)

Millennium Edition, 2000 (notified April 2000)

15th Edition, 1998 (notified August 1997)

14th Edition, 1997 (notified August 1996)

Biographee, **Asian/American Who's Who** [Rifacimento Intl. (Singapore/New Delhi)]

5th Edition, 2008 (notified October 2007)

4th Edition, 2005 (notified October 2004)

Biographee, **Asia/Pacific Who's Who** [Rifacimento Intl. (Singapore/New Delhi)]

Vol. IX, 2009 (notified November 2008)

Vol. VIII, 2008 (notified March 2008)

Vol. VII, 2007 (notified January 2007)

Vol. VI, 2006 (notified June 2005)

Biographee, **Directory of International Biography**,

[International Biographical Centre (Cambridge, England)],
 26th Edition, 1998 (p. 345)
 25th Edition, 1997 (p. 304)

Biographee, **Men of Achievement**,

[International Biographical Centre (Cambridge, England)],
 17th Edition, 1997 (p. 391)

Biographee, **Strathmore's Who's Who**, 1997

Faculty Advisor, Secretary-Treasurer, **Beta Gamma Sigma**, *International Honor Society Recognizing Business Excellence*, University of Hawaii Chapter, 2000-present

External Examiner, National University of Singapore, Board of Graduate Studies, 2002

Senator, University of Hawaii Faculty Congress, 1996, 2007

Chair, Pacific Basin Chapter, Academy of International Business, 1996-2002

Chair, Pacific Basin Region, Academy of International Business, 1995

Member, **University of Hawaii Marketing Plan Advisory Committee**, 1994 Faculty Advisor, Secretary-Treasurer, **Beta Gamma Sigma**, *National Honor Society Recognizing Business Excellence*, Alpha of Hawaii Chapter, 1990-2000

Faculty Advisor, Secretary-Treasurer, **Beta Gamma Sigma**, *National Honor Society Recognizing Business Excellence*, Alpha of Hawaii Chapter, 1990-2000

Appointment to **UHM Graduate Faculty** of Business Administration, 1989

Member, **Mu Kappa Tau National Marketing Honor Fraternity**, 1989-present.

Member, **Beta Gamma Sigma National Business Honors Society**, 1986-present.

University Fellowship, Kent State University, 1983

East-West Center **Scholarship**, The East-West Center, 1973-75

PROFESSIONAL ASSOCIATIONS:

American Marketing Association

Academy of International Business

Pacific Asian Consortium for International Business Education and Research

Association for Business Simulation and Experiential Learning

Pan-Pacific Business Association (Charter Member)

American Marketing Association (Honolulu Chapter)

Beta Gamma Sigma, *International Honors Society Recognizing Business Excellence*

Beta Gamma Sigma, *National Honors Society Recognizing Business Excellence*

Mu Kappa Tau, National Marketing Honor Fraternity

Pi Sigma Epsilon, National Professional Fraternity in Marketing,
 Sales Management, and Selling

ACADEMIC POSITIONS:

Visiting Professor, Chulalongkorn University, Bangkok (May 2005-March 2006)

Visiting Professor, Singapore Management University (May-June 2004)

Visiting Professor, Singapore Management University (May-June 2003)
 Visiting Professor, Vietnam National University, Hanoi School of Business – Vietnam Executive MBA Program (August-September 2002)
 Visiting Professor, Graduate School of Business Administration, National University of Singapore (May-July 2002)
 Visiting Professor, Graduate School of Business Administration, National University of Singapore (May-July 2001)
 Visiting Senior Fellow Graduate School of Business Administration, National University of Singapore (May-July 2000)
 Senior Fellow, Department of Marketing, Faculty of Business Administration, National University of Singapore (July 1998 - July 1999)
 Professor, College of Business Administration, University of Hawaii at Manoa (1996-present)
 Visiting Scholar, Faculty of Business Administration, National University of Singapore (July-November 1991)
 Associate Professor, College of Business Administration, University of Hawaii at Manoa (1990-1995)
 Assistant Professor, College of Business Administration, University of Hawaii at Manoa (1984-1989)
 Instructor, College of Business Administration, Kent State University (1982-1984)
 Teaching Fellow, College of Business Administration, Kent State University (1977-1980)

TEACHING AT OTHER INSTITUTIONS:

Visiting Professor, **Chulalongkorn University, Bangkok** (May 2005 – March 2006)
 Visiting Professor, **Singapore Management University** (May – June 2004)
 Visiting Professor, **Singapore Management University** (May – June 2003)
 Visiting Professor, **Chulalongkorn University, Bangkok, Thailand** (June 2003)
 Visiting Professor, **Vietnam National University**, Hanoi School of Business, Vietnam Executive MBA Program (August – September 2002)
 Visiting Professor, Graduate School of Business Administration, **The National University of Singapore** (May – July 2002)
 Visiting Senior Fellow, Graduate School of Business Administration, **The National University of Singapore** (May – July 2001)
 Visiting Professor, Asian Institute of Technology, Bangkok, **Thailand**, (July 2001)
 Visiting Senior Fellow, Graduate School of Business Administration, **The National University of Singapore** (May – July 2000)
 Visiting Professor, **Kathmandu College of Management** (July 2000)
 Visiting Professor, **Indian Institute of Management**, Ahmedabad (July 2000)
 Senior Fellow, Department of Marketing, Faculty of Business Administration, **The National University of Singapore** (July 1998 - July 1999)
 Visiting Professor, **Marketing Institute of Singapore** (August 1997)
 Visiting Professor, **Chulalongkorn University, Bangkok, Thailand** (June 1997)

Visiting Professor, **Mount Carmel Institute of Management**, Bangalore, India
(June 1997)

Visiting Professor, **Hong Kong Institute of Marketing** (July 1996)

Visiting Professor, **Marketing Institute of Singapore** (June 1995)

Visiting Professor, **University of Otago, New Zealand** (May 1995)

Visiting Professor, **Marketing Institute of Singapore** (August 1994)

Visiting Professor, **Chulalongkorn University, Bangkok**, Thailand (July 1993)

Visiting Professor, **Administrative Staff College of India**, Hyderabad, India
(August 1992)

Visiting Professor, **Chulalongkorn University, Bangkok**, Thailand (July 1992)

Visiting Professor, **Universiti Kebangsaan Malaysia**, Bangi-Selangor,
Kuala Lumpur, Malaysia (June, July 1992)

Visiting Professor, College of Management, **National Sun Yat-sen University**,
Kaohsiung, **Taiwan** (June 1992)

Visiting Professor, **Marketing Institute of Singapore** (November 1991)

Visiting Scholar, Faculty of Business Administration, **National University of Singapore**
(July-November 1991)

Visiting Professor, **Universiti Kebangsaan Malaysia**, Bangi-Selangor,
Kuala Lumpur, Malaysia (June 1991)

Visiting Professor, **University of International Business and Economics**,
Beijing, P.R.C. (May-June 1991)

Visiting Professor, Graduate School of International Management, **International**
University of Japan, Urasa, Yamato-machi, Japan (May 1991)

Affiliate Faculty, **Japan America Institute of Management Science**, Honolulu, Hawaii
(1989- present)

RELATED WORK EXPERIENCE:

Export Sales Engineer, Larsen & Toubro Limited, 1972-1973

Sales Engineer, Larsen & Toubro Limited, 1966-1972

PUBLICATIONS:

ARTICLES IN BLIND REFEREED JOURNALS:

Liesch, Peter W. and Aspy P. Palia, "Australian Perceptions and Experiences of International Countertrade With Some International Comparisons," **European Journal of Marketing**, Vol. 33, No. 5/6, 1999, pp. 488-511.

Yoon, Heon Deok and Aspy P. Palia, "Countertrade as an Alternative for Export Strategy and Its Practices in Korea," **Journal of Korea Trade**, Vol. 1, No. 1, December 1997, pp. 77-92.

- Palia, Aspy P. and Peter W. Liesch, "Survey of Countertrade Practices in Australia," **Industrial Marketing Management**, Vol. 26, No. 3, July 1997, pp. 301-313.
- Palia, Aspy P. and Heon Deok Yoon, "Countertrade Practices in Korea," **Industrial Marketing Management**, Vol. 23, No. 3, July 1994, pp. 205-213.
- Palia, Aspy P., "Countertrade Practices in Japan," **Industrial Marketing Management**, Vol. 22, No. 2, May 1993, pp. 125-132.
- Palia, Aspy P., "Countertrade Practices in Indonesia," **Industrial Marketing Management**, Vol. 21, No. 3, August 1992, pp. 273-279.
- Yoon, Heon Deok and Aspy P. Palia, "Recent Trends in Korean Countertrade: A Content Analysis," **International Business Journal**, Vol. 2, May 1991, pp. 71-91.
- Palia, Aspy P. and Peter W. Liesch, "Recent Trends in Australian Countertrade: A Cross-National Analysis," **Asia-Pacific Journal of Management**, Vol. 8, No. 1, April 1991, pp. 85-103.
- Palia, Aspy P. and Charles F. Keown, "Combating Parallel Importing: Views of U.S. Exporters to the Asia-Pacific Region," **International Marketing Review**, Vol. 8, No. 1, 1991, pp. 47-56.
- Palia, Aspy P. and Oded Shenkar, "Countertrade Practices in China," **Industrial Marketing Management**, Vol. 20, No. 1, February 1991, pp. 57-65.
- Palia, Aspy P. and Charles F. Keown, "Strategies to Combat Parallel Importing," **Singapore Marketing Review**, Vol. 5, 1990, pp. 44-51.
- Palia, Aspy P., "The U.S. Steel Trigger Price Mechanism: Import Impact and Strategic Response," **Akron Business and Economic Review**, Vol. 21, No.2, Summer 1990, pp. 46-57.
- Palia, Aspy P., "Worldwide Network of Countertrade Services," **Industrial Marketing Management**, Vol. 19, No. 1, February 1990, pp. 69-76.
- Palia, Aspy P. and Harold R. Williams, "Impact of TPM on U.S. Steel Imports from Japan," **International Review of Economics and Business**, Vol. XXXVI, No. 12, December 1989, pp. 1109-1121.

- Negandhi, Anant R. and Aspy P. Palia, "The Changing Multinational Corporation -- Nation State's Relationship: The Case of IBM in India," **Asia-Pacific Journal of Management**, Vol. 6, No. 1, October 1988, pp. 15-38.
- Williams, Harold R. and Aspy P. Palia, "The U.S. Trigger Price Mechanism: Econometric Analysis of Its Impact on Steel Imports," **International Review of Economics and Business**, Vol. XXXV, No. 4-5, April-May 1988, pp.457-471.
- Palia, Aspy P., "Impact of Trigger Price Mechanism on U.S. Steel Imports from South Korea," **Singapore Marketing Review**, Vol. 2, March 1987, pp. 60-66.
- Williams, Harold R. and Aspy P. Palia, "TPM Impact on U.S. Steel Imports from the European Community," **Foreign Trade Review**, Vol. 21, No. 4, January-March 1987, pp. 378-397.
- Wills, James, Laurence Jacobs, and Aspy P. Palia, "Countertrade: Asia-Pacific Dimensions," **International Marketing Review**, Vol. 3, No. 2, Summer 1986, pp. 20-27.

ARTICLES IN OTHER PUBLICATIONS:

- Palia, Aspy P., "Countertrade." in: Sheth, Jagdish N. and Naresh K. Malhotra, eds., **Wiley International Encyclopedia of Marketing**. New York: Wiley, 2011. Bello, Daniel C. and David M. Griffith, eds., **International Marketing**, Vol. 6, pp. 16-18.
- Palia, Aspy P., "The Internet Savvy Marketer – A New Breed!," **Voice of Business** (The Chamber of Commerce of Hawaii) Vol. 41, No. 02, February 14, 2000, p. 10.
- Palia, Aspy P. and Peter W. Liesch, "Australian Countertrade: Positive Reception Down Under," **Trade & Forfeiting Review**, Vol. 2, Issue 7, April 1999, pp. 24-26.
- Liesch, Peter W. and Aspy P. Palia, "Attitudes of Managers of Australian International Business Firms Toward International Countertrade," University of Tasmania Department of Management Working Paper Series No. 97-06 (ISSN 1323-9287; ISBN 0 85901 737 0), August 1997.
- Palia, Aspy P., "Providing Learning Opportunities in Marketing," in: Center for Teaching Excellence, **In Celebration of Teaching: Reflections of University of Hawaii Professors**. Honolulu: Office of Faculty Development and Academic Support, Fall 1991.

- Palia, Aspy P. and Oded Shenkar, "Counting on Countertrade?," **The China Business Review**, Vol. 18, No. 2, March-April 1991, pp. 51-53.
- Palia, Aspy P., "COMPETE Enhancement Project in Marketing," in: Office of Faculty Development and Academic Support, **Report on the Educational Improvement Fund 1989/90: Instructional Improvement and Transformation in Teaching/Learning through the Tools of Technology**. Honolulu, Hawaii: Office of Faculty Development and Academic Support, University of Hawaii at Manoa, November, 1990, pp. 131-134.
- Palia, Aspy P., "COMPETE IFPS/Personal Analysis Package V.3: A Marketing Decision Support System," accepted for publication with: **Compete: A Dynamic Marketing Simulation**, 4th edition. Homewood, Illinois: Irwin, 1990. **Verbal confirmation** by senior author Dr. Anthony J. Faria dated October 17, 1989.
- Wills, James R. and Aspy P. Palia, "Managing Countertrade," **Euro-Asia Business Review**, Vol. 6, No. 4, October 1987, pp. 44-48.
- Palia, Aspy P., "Strategic Market Planning With the COMPETE Product Portfolio Analysis Package: A Marketing Decision Support System," **Pacific Research Institute for Information Systems and Management (PRIISM), Working Paper No. 91-001**, 1991.
- Palia, Aspy P., "COMPETE IFPS/PERSONAL Student Analysis Package V.2," **Pacific Research Institute for Information Systems and Management (PRIISM), Working Paper No. 88-025**, 1988.
- Palia, Aspy P., "COMPETE IFPS/Personal 2.2 "What If" Analysis Tutorial," **Pacific Research Institute for Information Systems and Management (PRIISM), Working Paper No. 88-023**, 1988.
- Palia, Aspy P., "COMPETE IFPS/Personal 2.2 "Goal Seeking" Analysis Tutorial," **Pacific Research Institute for Information Systems and Management (PRIISM), Working Paper No. 88-022**, 1988.
- Palia, Aspy P., "Sensitivity Analysis With The COMPETE IFPS/Personal Student Analysis Package: A Marketing Decision Support System," **Pacific Research Institute for Information Systems and Management (PRIISM), Working Paper No. 88-024**, 1988.
- Palia, Aspy P., "The Countertrade Predicament: Problem and Resolution--A Prototype International Marketing Decision Support System," **Pacific Research Institute for Information Systems and Management (PRIISM), Working Paper No. 88-026**, 1988.

Palia, Aspy P., "The Changing Multinational Corporation - A Nation State's Relationship: The Case of IBM in India," co-authored with Dr. Anant R. Negandhi, **Bureau of Economic and Business Research (BEBR), Faculty Working Paper No. 1332**, February 1987.

Negandhi, Anant R. and Aspy P. Palia, "Quest for Self-Sufficiency in Technological Development: A Cost-Benefit Analysis of the Withdrawal of IBM from India," co-authored with Dr. Anant R. Negandhi, **Bureau of Economic and Business Research (BEBR), Faculty Working Paper No. 1333**, February 1987.

Negandhi, Anant R. and Aspy P. Palia, "The Changing Multinational Corporation-Nation State's Relationship: The Case of IBM in India," co-authored with Dr. Anant R. Negandhi, **Pacific Research Institute for Information Systems and Management (PRIISM), Working Paper No. 87-002**, 1987.

Palia, Aspy P., "Goal-Seeking Analysis with the COMPETE IFPS/PERSONAL Student Analysis Package: A Marketing Decision Support System," **Pacific Research Institute for Information Systems and Management (PRIISM), Working Paper No. 87-005**, 1987.

Palia, Aspy P., "Alternative Approaches to Development of Computer Technology: A Comparison of India, Japan, and Singapore," co-authored with Dr. Anant R. Negandhi, **Pacific Research Institute for Information Systems and Management (PRIISM), Working Paper No. 87-006**, 1987.

Palia, Aspy P., "What-If Analysis with the COMPETE IFPS/PERSONAL Student Analysis Package: A Marketing Decision Support System," **Pacific Research Institute for Information Systems and Management (PRIISM), Working Paper No. 87-007**, 1987.

Palia, Aspy P., "Quest for Self-Sufficiency in Technological Development: A Study of the Withdrawal of IBM from India," **Pacific Research Institute for Information Systems and Management (PRIISM), Working Paper No. 86-009**, 1986.

CONFERENCE PROCEEDINGS:

Palia, Aspy P., "Decision Support-Induced Engagement and Learning Trends by Simulation," in: **Developments in Business Simulation and Experiential Learning**, Vol. 51, Proceedings of the Fifty First Annual Conference for Business Simulation and Experiential Learning, pp. 91-114 (March 14 – 16, 2024). Bernie Keys Library, 15th edition, The Keys to Research in Business Simulation and Experiential Learning, 2024 ABSEL (Association for Business Simulation and

Experiential Learning) Research Archives and Conference Papers. **(Triple blind refereed). [Best Paper Award]**

Palia, Aspy P., “Accelerating Engagement and Learning via Early Decision Support Mediation,” in: **Developments in Business Simulation and Experiential Learning**, Vol. 50, Proceedings of the Fiftieth Annual Conference for Business Simulation and Experiential Learning, pp. 301-321 (March 22 – 24, 2023). Bernie Keys Library, 15th edition, The Keys to Research in Business Simulation and Experiential Learning, 2023 ABSEL (Association for Business Simulation and Experiential Learning) Research Archives and Conference Papers. **(Triple blind refereed). [Best Paper Nominee]**

Palia, Aspy P., “Augmenting Engagement and Learning via Decision Support Mediation,” in: **Developments in Business Simulation and Experiential Learning**, Vol. 49, Proceedings of the Forty-ninth Annual Conference for Business Simulation and Experiential Learning, pp. 175-205 (March 31 – April 1, 2022). Bernie Keys Library, 15th edition, The Keys to Research in Business Simulation and Experiential Learning, 2022 ABSEL (Association for Business Simulation and Experiential Learning) Research Archives and Conference Papers. **(Triple blind refereed). [Best Paper Award]**

Palia, Aspy P., “Sustaining Engagement and Learning in a Pandemic,” in: **Developments in Business Simulation and Experiential Learning**, Vol. 48, Proceedings of the Forty-eighth Annual Conference for Business Simulation and Experiential Learning, pp. 12-34 (March 24-26, 2021). Bernie Keys Library, 15th edition, The Keys to Research in Business Simulation and Experiential Learning, 2021 ABSEL (Association for Business Simulation and Experiential Learning) Research Archives and Conference Papers. **(Double blind refereed). [Best Paper Award]**

Palia, Aspy P., “Enhancing Experiential Learning via Sustained Student Engagement,” in: **Developments in Business Simulation and Experiential Learning**, Vol. 47, Proceedings of the Forty-seventh Annual Conference for Business Simulation and Experiential Learning, pp. 42 – 70 (March 18-20, 2020). Bernie Keys Library, 15th edition, The Keys to Research in Business Simulation and Experiential Learning!, 2020 ABSEL (Association for Business Simulation and Experiential Learning) Research Archives and Conference Papers. **(Double blind refereed). [Best Paper Award]**

Palia, Aspy P., “Enhancing Experiential Learning Via Phased Simulation Debriefing,” in: **Developments in Business Simulation and Experiential Learning**, Vol. 46, Proceedings of the Forty-sixth Annual Conference for Business Simulation and Experiential Learning, pp. 222 – 257 (March 20-22, 2019). Bernie Keys Library, 15th edition, The Keys to Research in Business Simulation and Experiential

Learning!, 2019 ABSEL (Association for Business Simulation and Experiential Learning) Research Archives and Conference Papers. **(Double blind refereed)**.

- Palia, Aspy P., “The Quest For Marketing Effectiveness & ROI With the Efficiency Analysis Package,” in: **Developments in Business Simulation and Experiential Learning**, Vol. 45, Proceedings of the Forty-fifth Annual Conference for Business Simulation and Experiential Learning, pp. 105 – 127 (March 21-23, 2018). Bernie Keys Library, 15th edition, The Keys to Research in Business Simulation and Experiential Learning!, 2018 ABSEL (Association for Business Simulation and Experiential Learning) Research Archives and Conference Papers. **(Triple blind refereed)**.
- Palia, Aspy P., “Developinig a Strategic Target SBU Portfolio With the Target Portfolio Package,” in: **Developments in Business Simulation and Experiential Learning**, Vol. 44, Proceedings of the Forty-fourth Annual Conference for Business Simulation and Experiential Learning, pp. 167-182 (March 8-10, 2017). Bernie Keys Library, 15th edition, The Keys to Research in Business Simulation and Experiential Learning, 2017 ABSEL (Association for Business Simulation and Experiential Learning) Research Archives and Conference Papers. **(Triple blind refereed)**. **[Best Paper Nominee]**
- Palia, Aspy P. and Jan De Ryck, “Improving Profitability Via Cost Control With the Cost of Production Performance Package,” in: **Developments in Business Simulation and Experiential Learning**, Vol. 43, Proceedings of the Forty-third Annual Conference for Business Simulation and Experiential Learning, pp. 166-184 (March 23-25, 2016). Bernie Keys Library, 15th edition, The Keys to Research in Business Simulation and Experiential Learning!, 2016 ABSEL (Association for Business Simulation and Experiential Learning) Research Archives and Conference Papers. **(Triple blind refereed)**. **[Best Paper Nominee]**
- Palia, Aspy P. and Jan De Ryck, “Assessing Competitor Strategic Business Units With the Competitor Analysis Package,” in: **Developments in Business Simulation and Experiential Learning**, Vol. 42, Proceedings of the Forty-second Annual Conference for Business Simulation and Experiential Learning, pp. 52-68 (March 4-6, 2015). Bernie Keys Library, 15th edition, The Keys to Research in Business Simulation and Experiential Learning!, 2015 ABSEL (Association for Business Simulation and Experiential Learning) Research Archives and Conference Papers. **(Double blind refereed)**.
- Palia, Aspy P. and Jan De Ryck, “Implementing Marketing Control With the Web-based Profitability Analysis Package,” in: **Developments in Business Simulation and Experiential Learning**, Vol. 41, Proceedings of the Forty-first Annual Conference for Business Simulation and Experiential Learning, pp. 64-84 (March

19-21, 2014). Bernie Keys Library, 15th edition, The Keys to Research in Business Simulation and Experiential Learning!, 2014 ABSEL (Association for Business Simulation and Experiential Learning) Research Archives and Conference Papers. **(Triple blind refereed). [Best Paper Nominee]**

- Palia, Aspy P. and Jan De Ryck, "Repositioning Brands With The Web-based Product Positioning Map Graphics Package," in: Marian Boscia, ed., **Developments in Business Simulation and Experiential Learning**, Vol. 40, Proceedings of the Fortieth Annual Conference for Business Simulation and Experiential Learning, pp. 207-228 (March 6-8, 2013). Bernie Keys Library, 14th edition, The Keys to Research in Business Simulation and Experiential Learning!, 2013 ABSEL (Association for Business Simulation and Experiential Learning) Research Archives and Conference Papers. **(Triple blind refereed).**
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INSTRUCTIONAL DEVELOPMENT:

1. Based on learning and engagement theory, **analyzed evidence on decision support-induced engagement** trends during **Fall 2023 / Spring 2024** among competing simulation team members during the Coronavirus COVID-19 Pandemic from **Spring 2021 to Spring 2022**. Remote online (via Zoom) engagement measures monitored include bi-weekly online decision entry, results retrieval, and graphics package usage,

weekly writing assignments, individual report, team presentation, server log statistics of daily, weekly, and semester team activity, website tracking, during the COVID-19 pandemic.

2. **Developed and deployed** a comprehensive database directory of accessible online Marketing dss (decision support system) packages, trimmed dss demo videos, and published dss articles during **Fall 2022 / Spring 2023**. Simulation participants have 24/7 access to these online resources during each phase of the marketing simulation.
3. **Developed and deployed** a Qualtrics Survey on **Course Engagement** during **Spring 2022** to assess measures of (a) Cognitive Engagement inside and outside class, (b) Affective (Emotional) Engagement, (c) Behavioral (Physical) Engagement, (d) Skills Engagement, (e) Participation/Interaction Engagement, and Performance Engagement.
4. **Developed and deployed** a Qualtrics Survey on **Phased Simulation Debriefing** during **Fall 2021** to assess the benefit derived from the initial briefing during the 'Prepare to Compete' phase, the intermediate debriefings during the 'Compete' and 'Report and Present' phases, and the final debriefing during the 'Wrap-Up' phase at the end of the semester.
5. **Developed and deployed** a Qualtrics Survey on **Marketing dss Packages** during **Spring 2021** to assess (a) the usage of dss packages by simulation phase, (b) the frequency of usage of each dss package by simulation phase, (c) the preferred order of introduction of both dss analysis and performance packages, (d) ratings of dss package attributes including access, availability, flexibility, auto-extract feature (via external linking from the simulation results), cell comments, ease of use, and interactive nature of the online PPA and PPM graphics packages, (e) helpfulness of dss packages in performing segmentation, targeting, differentiation, positioning, pricing, demand forecasting, manufacturing/shipping, forecast error impact tracking, budgeting, cash flow analysis, monitoring performance, analyzing performance, and strategic market planning, (f) dss package usage experience, and value added to the learning experience.
6. **Developed and deployed Zoom videos** of the COMPETE Portal navigation including decision entry, results retrieval, course handouts repository, cross-linkage to the course website, and usage of the product positioning map and product portfolio analysis online graphics packages as well as marketing decision support packages during **Spring 2021**. Uploaded trimmed videos to the UH Google drive and positioned links on specific webpages on the course website for review by participants 24x7. **Identified and collected evidence on new measures of academic engagement** including page views, marketing dss package downloads, marketing dss paper downloads, and video downloads during each of the simulation debriefing phases in a remote learning environment.

7. **Developed and deployed trimmed Zoom videos** of the COMPETE Portal navigation including decision entry, results retrieval, course handouts repository, cross-linkage to the course website, and usage of the product positioning map and product portfolio analysis online graphics packages as well as marketing decision support packages during **Spring 2021**. Uploaded trimmed videos to the UH Google drive and positioned links on specific webpages on the course website for review by participants 24x7. **Identified and collected evidence on new measures of academic engagement** including page views, marketing dss package downloads, marketing dss paper downloads, and video downloads during each of the simulation debriefing phases in a remote learning environment.
8. **Developed and deployed fillable PDF forms** to facilitate remote self-selected team formation, handouts, concept and example forms and exam answer sheets to be administered remotely via Zoom prior to and during **Fall 2020**. Developed and collected new evidence on academic engagement including downloads of marketing decision support packages during the start-up, initial debriefing, intermediate debriefing, report and present, and final debriefing phases of the COMPETE marketing simulation. Other evidence included recorded attendance, and role overload specified in the Academic Engagement model.
9. Based on learning and engagement theory, **collected evidence on (a) observed in-class participation / interaction skills (cognitive), emotional (affective), and performance physical (behavioral) engagement** among competing simulation team members prior to and during the Coronavirus COVID-19 Pandemic during **Spring 2020**. Remote online (via Zoom) engagement measures monitored include observed levels of improved attendance, in-class focus and energy, relevant questions raised, discussion quality, decision support package usage, end-of-period scaffolding, initial, intermediate, and final debriefing despite initial Zoom-related challenges encountered. Outside-class engagement measures monitored include two-way communication, bi-weekly online decision entry, results retrieval, and graphics package usage, weekly writing assignments, individual report, team presentation, server log statistics of daily, weekly, and semester team activity, website tracking, prior to and during the COVID-19 pandemic.
10. Based on learning and engagement theory, **collected evidence on sustained observed in-class participation/interaction skills (cognitive), and performance physical (behavioral) engagement** among competing simulation participation team members during **Fall 2019**. In-class engagement measures include observed levels of increased attendance, in-class focus and energy, relevant questions raised, discussion quality, decision support package usage, end-of-period scaffolding, initial, intermediate and final debriefing. Out-of-class engagement measures include two-way communication, bi-weekly online decision entry, results retrieval, and graphics package usage, weekly writing assignments, individual report, team presentation, server log statistics of daily, weekly, and semester team activity, website tracking, and online

survey responses.

11. Based on a survey of the literature on curricular engagement, developed, deployed, collected, and presented objective and subject evidence on cognitive, affective and behavioral student engagement during each debriefing phase in the capstone Marketing Strategies course during **Fall 2019**. Phased simulation debriefing consists of (a) an initial briefing during the 'Prepare to COMPETE' phase, (b) an intermediate debriefing during the 'COMPETE' phase, (c) an intermediate debriefing during the 'Report and Present' phase, and (d) a final debriefing during the "Wrap-Up" phase of the capstone Marketing Strategies course. This phased debriefing procedure stimulates participant interest, turbocharges participant engagement, heightens participant motivation and builds teamwork to analyze and understand reasons for deviations in past performance and to improve future company performance.
12. Developed and integrated Profit Forecasting Analysis Workbook Version 1.0 for use in **Marketing Management & Decision Making and Marketing Strategies** courses / seminars during **Spring 2019**. The Online Profit Forecasting Analysis Package enables competing participant teams to investigate the potential profitability of their marketing strategy. First, the package automatically extracts their current price, potential unit sales, fixed marketing cost, and sales commission, as well as their estimated unit production cost for the next decision period from their performance results. Next, the package enables the user to investigate four alternative scenarios in order to determine the best profit alternative. Each of the four alternative scenarios are defined by inputs on price, estimated unit sales, unit production cost, fixed marketing cost, and sales commission for the forthcoming decision period. Based on these inputs, the Profit Forecasting Analysis package calculates the breakeven quantity in units and sales volume, unit contribution, contribution ratio, gross contribution, total revenues and net contribution for each of the four alternative scenarios. Finally, the package identifies the best profit alternative based on user input.
13. Developed, deployed and communicated phased simulation debriefing process during Fall 2018. Phased simulation debriefing consists of (a) an initial briefing during the 'Prepare to COMPETE' phase, (b) an intermediate debriefing during the 'COMPETE' phase, (c) an intermediate debriefing during the 'Report and Present' phase, and (d) a final debriefing during the "Wrap-Up" phase of the capstone Marketing Strategies course. This phased debriefing procedure stimulates participant interest, turbocharges participant engagement, heightens participant motivation and builds teamwork to analyze and understand reasons for deviations in past performance and to improve future company performance.
14. Developed **End Game Performance Package** during Spring 2018. The End Game Performance Package is used in intermediate and final debriefing at the end of the COMPETE Simulation trial decision period and at the end of competition. The End Game Performance Package provides participants feedback on cumulative team

performance ranking, profitability ratios, profitability measures, market share by product, end-of-game quality, end-of-game unit cost of production and efficiency ratios as well as measures. The End Game Performance package is used together with the marketing dss packages to identify deviations in performance, understand the underlying reasons and take corrective action in order to exercise marketing control and improve performance.

15. Supervised development of the **COMPETE Portal Version 1.0** during **Spring 2017 and Fall 2017**. The COMPETE Portal enables competing participant teams to enter decisions, view results, assess cumulative team performance for all companies, access COMPETE Analysis worksheets, COMPETE Performance and Performance Analysis worksheets, COMPETE Analysis Programs, Product Positioning Map graphics package, Product Portfolio Analysis graphics package, and Frequently Asked Questions. The COMPETE Portal replaces the Online COMPETE Online Decision Entry System (CODES), and provides direct access to the course handouts repository, course schedule, individual Strategic Market Plan report webpage, Team Presentation webpage, and course grades.
16. **Developed and integrated the web-based Efficiency Analysis Package Version 1.00** for use in **Marketing Management & Decision Making and Marketing Strategies** courses / seminars during **Spring 2017**. The Online Efficiency Analysis Package enables competing participant teams to learn, identify and assess the reasons for any decrease in efficiency (sales-to-advertising ratio) of any strategic business unit (SBU) in their brand portfolios during each decision period. This decision support package (a) extracts and presents the price, units sold, advertising media budget, sales force size, salary, commission, and quality for all competing teams from the simulation results. In addition, the package extracts and presents the advertising awareness index, quality and cost relative to the industry average for each of the products from the simulation results. Further, the package enables participants to identify the underlying reasons for a relatively low (relative to competitors) sales-to-advertising ratio. Competing participant teams use this package in implementing marketing control.
17. **Developed and integrated the web-based Target Portfolio Package Version 1.00** for use in **Marketing Management & Decision Making and Marketing Strategies** courses / seminars during **Fall 2016**. The Online Target Portfolio Package enables competing participant teams to develop a strategic target SBU portfolio based on the position of their SBUs relative to competitor SBUs on the BCG Growth Share and Growth Gain Matrices, and the Product Positioning Map. This package is used together with (a) the Normative Position of Brands package to assess the internal balance and trends in their brand portfolio, (b) the Competitor Analysis package to assess the relative strengths and weaknesses of each of the competitor brands, and (c) the Sources and Uses of Cash package to check the financial balance of their strategic market plan. In addition, they can assess the relative pricing, advertising, and salesforce strengths and weaknesses relative to competitors.

18. **Developed and integrated the web-based Cost of Production Performance Package Version 2.00 with Automated Data Retrieval and Macro** for use in **Marketing Management & Decision Making and Marketing Strategies** courses / seminars during **Spring 2016**. The Online Cost of Production Package enables competing participant teams to learn, identify and assess the reasons for any increase in the cost of production of any product in their brand brand portfolios during each decision period. This decision support package (a) extracts and presents the industry R&D to Cost expenditures, market share, shipments, ending inventory and stockouts for each of their products from the simulation results, and (b) identifies the antecedents of the Cost of Production (R&D Effect, Scale Effect, Experience Effect, and Cost of Production Effect) for each SBU. Competing participant teams use this package in implementing marketing control.
19. **Developed and integrated the web-based Market Share Performance Package Version 1.00 with Automated Data Retrieval** for use in **Marketing Management & Decision Making and Marketing Strategies** courses / seminars during **Fall 2015**. The Online Market Share Package enables competing participant teams to learn, identify and assess the reasons for any decrease in market share of any strategic business unit (SBU) in their brand portfolios during each decision period. This decision support package (a) extracts and presents the market share, price, advertising media budget, sales force size, salary, commission, and quality for all competing teams from the simulation results. In addition, the package extracts and presents the advertising awareness index, quality and cost relative to the industry average for each of the products from the simulation results. Competing participant teams use this package in implementing marketing control.
20. **Developed and integrated the web-based Cost of Production Performance Package Version 1.00 with Automated Data Retrieval** for use in **Marketing Management & Decision Making and Marketing Strategies** courses / seminars during **Spring 2015**. The Online Cost of Production Package enables competing participant teams to learn, identify and assess the reasons for any increase in the cost of production of any product in their brand brand portfolios during each decision period. This decision support package (a) extracts and presents the industry R&D to Cost expenditures, market share, shipments, ending inventory and stockouts for each of their products from the simulation results, and (b) identifies the antecedents of the Cost of Production (R&D Effect, Scale Effect, Experience Effect, and Cost of Production Effect) for each SBU. Competing participant teams use this package in implementing marketing control.
21. **Developed and integrated the web-based Competitor Analysis Package Version 2.00 with Automated Data Retrieval** for use in **Marketing Management & Decision Making and Marketing Strategies** courses / seminars during **Fall 2014**. The Online Competitor Analysis Package enables competing participant teams to learn, identify and

assess the strength of each strategic business unit (SBU) of competitor brand portfolios during each decision period. This decision support package (a) extracts and presents the earnings per share of each competing firm as well as the main antecedents of market share for each SBU of each of the competing firms from the simulation results, and (b) identifies and flags the antecedents for each SBU. Competing participant teams use this package in strategic market management and strategic market planning.

22. **Developed and integrated the web-based Profitability Analysis Package Version 2.00 with Automated Data Retrieval** for use in **Marketing Management & Decision Making and Marketing Strategies** courses / seminars during **Fall 2013**. The Online Profitability Analysis Package enables competing participant teams to learn, identify and assess the underlying reasons for profitability or loss of each strategic business unit (SBU) within their brand portfolio during each decision period. This decision support package (a) extracts and presents the earnings per share of each competing firm as well as the main components of revenues and expenses for each SBU of each of the competing firms from the simulation results, and (b) identifies and flags the antecedents of each determinant of revenues and/or expenditures for each SBU. Competing participant teams use this package to exercise marketing control. The package enables users to monitor performance, identify deviations, understand the underlying reasons, take corrective action and thereby exercise marketing control.
23. **Developed and integrated the web-based Quality Analysis Package Version 1.00 with Automated Data Retrieval** for use in **Marketing Management & Decision Making and Marketing Strategies** courses / seminars during **Spring 2013**. The Online Quality Analysis Package enables competing participant teams to learn, identify and assess the underlying reasons for profitability or loss of each strategic business unit (SBU) within their brand portfolio during each decision period. This decision support package (a) extracts and presents the quality for each product as well as the total R&D dollars invested and percent directed toward quality improvement for each product of each competing firm. Competing participant teams use this package to exercise marketing control. The package enables users to monitor performance, identify deviations, understand the underlying reasons, take corrective action and thereby exercise marketing control.
24. **Developed and integrated the web-based Profitability Analysis Package Version 1.00 with Automated Data Retrieval** for use in **Marketing Management & Decision Making and Marketing Strategies** courses / seminars during **Fall 2012**. The Online Profitability Analysis Package enables competing participant teams to learn, identify and assess the underlying reasons for profitability or loss of each strategic business unit (SBU) within their brand portfolio during each decision period. This decision support package (a) extracts and presents the earnings per share of each competing firm as well as the main components of revenues and expenses for each SBU of each of the competing firms from the simulation results. Competing participant teams use this package to exercise marketing control. The package enables users to monitor

performance, identify deviations, understand the underlying reasons, take corrective action and thereby exercise marketing control.

25. **Developed and integrated the web-based COMPETE Product Positioning Map (PPM) Graphics Package Version 1.20** for use in **Marketing Management & Decision Making and Marketing Strategies** courses / seminars during **Spring 2012**. This **interactive web-based** marketing decision support graphics package is used by participant teams in the marketing simulation COMPETE, 5th ed., 2006, to assess and analyze their current brand positions and their brand trajectories every period, every two periods or every four periods relative to those of their competitors. This information is used by the competing participant teams together with geo-demo-psycho VALS segmentation data to select their target markets and position their brands in the minds of their consumers in relation to competing brands. The product positioning maps for each of the nine strategic business units (SBUs) are generated based on the output of the COMPETE simulation. Team members are able to log in with a password and generate the PPM graphs interactively by product, by market and by company in Adobe Acrobat Reader. These graphs can be downloaded / imported into PowerPoint and used by individuals / teams in their target market planning / positioning reports and presentations.

26. Developed **Normative Position of Brands & Trends V. 1.0 with Automated Data Retrieval** during **Fall 2011**. The Normative Position of Brands (NPB) & Trends Workbook is used to assess the consistency of each strategic business unit (SBU) in a brand portfolio with its normative position. This package is used by competing participant teams to determine the relative market share (RMS), industry growth rate (IGR), brand growth rate (BGR), and SBU sales revenue (SSR) for each of nine SBUs at the end of each year of operation. These variables are used to determine the normative position of each SBU on the Growth Gain Matrix (GGM) based on the SBU position on the Growth Share Matrix (GSM) and its recommended strategy. In addition, the package is used to determine the maximum sustainable growth rate (MSGR) and the weighted average growth rate (WAGR) for the brand portfolio. Analyses of the brand portfolios of competitors yields useful insights that are used in strategic market planning.

27. Developed **Forecast Error Impact Workbook V. 1.0 with Automated Data Retrieval** during **Spring 2011**. The Forecast Error Workbook is used to determine the impact of sales forecast errors on team profitability over the course of competition. This package is used by competing participant teams to determine the impact of ending inventory carrying costs and storage charge, lost sales due to stockouts, and overtime production premium for each of nine strategic business units at the end of each decision period. The Forecast Error Impact Package reveals the impact of forecast errors on team profitability and highlights the need for and significance of forecast accuracy in improving team performance.

28. Developed **Forecast Error Workbook V. 2.0 with Automated Data Retrieval** during **Fall 2010**. The Forecast Error Workbook is used to identify and track the type, frequency and magnitude of sales forecast errors over the course of competition. This package is used by competing participant teams to determine the extent of ending inventory, stockouts, and overtime production for each of nine strategic business units at the end of each decision period. Later, the teams use the package to present consolidated sales forecast errors during the team presentation at the end of competition. Then, the teams present a sales forecast using a linear unrestricted single equation multiple regression model and check its accuracy. The use of the Forecast Error Package highlights the need for and significance of forecast accuracy in improving team performance.
29. Developed **Forecast Error Workbook V. 1.0** during **Spring 2010**. The Forecast Error Workbook is used to identify and track the type, frequency and magnitude of sales forecast errors over the course of competition. This package is used by competing participant teams to determine the extent of ending inventory, stockouts, and overtime production for each of nine strategic business units at the end of each decision period. Later, the teams use the package to present consolidated sales forecast errors during the team presentation at the end of competition. Then, the teams present a sales forecast using a linear unrestricted single equation multiple regression model and check its accuracy. The use of the Forecast Error Package highlights the need for and significance of forecast accuracy in improving team performance.
30. Developed **Sources and Uses of Cash Workbook V. 2.0 with Automated Data Retrieval** during **Fall 2009**. The Sources and Uses of Cash Workbook is used to project cash sources and uses in the forthcoming year 4 to accomplish the Strategic Market Plan indicated in Step 5. Develop a Target Portfolio of the Strategic Market Planning Process.
31. Developed **Matrices.xls Multiple Regression Data Matrices Workbook V. 2.0 with Automated Data Retrieval** during **Spring 2009**. The workbook consists of nine worksheets. Each worksheet generates a data matrix for one of the nine strategic business units. The Matrices.xls workbook (a) identifies the company number, (b) retrieves price, advertising, salesforce, and quality data for the company and each of its competitors, (c) calculates the average competitor price, average competitor advertising, average competitor salesforce, and average competitor quality, and (d) inserts the seasonal demand variability factor for each of the first 11 periods of operation. Course participants are able to create data matrices for each of their nine strategic business units. They use these data matrices for the first 11 periods to develop multiple regression models in order to forecast the sales of each SBU.
32. Developed **SBU Analysis Package V. 2.0 with Automated Data Retrieval** during **Fall 2008**. This online package enables competing participant teams to operationalize the “Iceberg Principle” and determine the contribution to profit or loss of each of their nine

strategic business units (SBUs). Each of the nine SBU profitability analysis worksheets automatically retrieves the SBU sales revenue, unit production costs, regional administrative, depreciation, interest, consulting and marketing research expenses, as well as regional salesforce size, salary, commission and hire and train expenses for the current period. Based on the user inputs for regional salesforce time allocation, salary, commission and hire/train and administrative expenses as well as SBU broadcast, print and sales promotion expenses and product research and development expense, each of the nine SBU worksheets calculates the contribution to profit or loss for the corresponding SBU. Automatic data retrieval saves time and precludes potential data entry errors. Cell comments clarify information sources and cell formulae used.

33. Developed **SBU Analysis Package V. 1.0 with Automated Data Retrieval** during **Spring 2008**. This online package enables competing participant teams to operationalize the “Iceberg Principle” and determine the contribution to profit or loss of each of their nine strategic business units (SBUs). Each of the nine SBU profitability analysis worksheets automatically retrieves the SBU sales revenue, unit production costs, regional administrative, depreciation, interest, consulting and marketing research expenses, as well as regional salesforce size, salary, commission and hire and train expenses for the current period. Based on the user inputs for regional salesforce time allocation, salary, commission and hire/train and administrative expenses as well as SBU broadcast, print and sales promotion expenses and product research and development expense, each of the nine SBU worksheets calculates the contribution to profit or loss for the corresponding SBU. Automatic data retrieval saves time and precludes potential data entry errors.
34. Developed **Ratios Analysis Package V. 1.0 with Automated Data Retrieval** during **Spring 2008**. This online package enables competing participant teams to automatically retrieve the Earnings per Share (EPS) and Sales for all companies from their Excel printouts. The package then calculates and graphs the Net Profit after Tax (NPAT), Retained Income, Total Assets (approximate), Net Profit Margin (NPM), Sales-to-Asset Turnover (SATO) (approximate) and Return on Total Assets (ROTA) (approximate) for all companies. These graphs enable the teams to assess how well the management of competing firms use their assets to generate sales (SATO), how profitable their sales are (NPAT), and how well the management of competing firms use their assets to generate profits (ROTA). No data entry is required. Earnings per Share and Sales for each company for each period are extracted from Excel printouts as competition progresses. Automatic data retrieval saves time and precludes potential data entry errors.
35. Developed **Breakeven Analysis Package V. 1.0 with Automated Data Retrieval** during **Fall 2007**. This online package enables competing participant teams to use breakeven analysis as one input in setting price for each of their nine strategic business units. Each of the three product breakeven analysis worksheets automatically retrieves the unit production costs and the estimated total fixed expense for the next period.

Based on the user inputs for Gross Margin and Profit Desired, the worksheet calculates and graphs the unit and dollar sales needed to breakeven and to achieve the desired profit. Automatic data retrieval saves time and precludes potential data entry errors.

36. Developed **Marketing Mix Analysis Package V. 1.0 with Automated Data Retrieval** during **Summer 2007**. This online package enables competing participant teams to automatically retrieve, graph, and compare the marketing mix (price, advertising, salesforce, and quality) and resulting unit sales of each of the nine strategic business units. Divisional managers can analyze the marketing mix for their own product in all three regions. Regional managers can analyze the marketing mix for all three products in their region. Automatic data retrieval saves time and precludes potential data entry errors.
37. Developed **Proforma Analysis Package V. 2.0 with Automated Data Retrieval** during **Spring 2007**. This package automatically retrieves relevant data from the Excel version of the COMPETE printouts for the current period, thereby saving time and precluding potential data entry errors. Competing participant teams use this package to generate a set of proforma statements, preview the projected results, modify the marketing budget if necessary, and finalize their marketing decisions. Later, they use the **Proforma Analysis Package V. 2.0** to automatically retrieve relevant data from the Excel version of the COMPETE printouts for the period under review to monitor and graph their actual v projected results, identify deviations, calculate performance indices, understand the underlying reasons for the deviations, and take corrective action, thereby exercising control over their marketing programs.
38. **Supervised upgrading** of the online **Weekly Writing Assignment Package V. 5.0** in **Spring 2007**. This online package enables students in the Writing Intensive (WI) MKT 391 – Marketing Strategy course to submit weekly writing assignments via the web. The assignments are graded in Microsoft Word by the Teaching Assistant Suann Robinson and her comments, corrections (additions, deletions, modifications) and suggestions for improvement can be viewed by each student in a secure personalized environment accessible with a password.
39. Developed **Proforma Analysis Package V. 1.0** during **Fall 2006**. This package enables competing participant teams to generate a set of proforma statements, preview the projected results, modify the marketing budget if necessary, and finalize their marketing decisions. Later, they use the **Proforma Analysis Package** and Web-based simulation results to monitor and graph their actual v projected results, identify deviations, calculate performance indices, understand the underlying reasons for the deviations, and take corrective action, thereby exercising control over their marketing programs.
40. Developed **COMPETE Company Performance Audit Package V. 1.0** during **Fall 2005**. This package provides competing participant teams feedback on 18 measures of

team performance that include profits, market share, quality, cost and efficiency.

41. **Supervised development and integration** of the online version of the **COMPETE MINISIM** program into the Marketing curriculum during **Spring 2005**. This after-the-fact market test laboratory enables participant teams to determine the impact of changes in one or more elements of their marketing mix on their cash flow, market share and profit performance in prior decision periods. **MINISIM** can be ordered for \$150,000 via e-mail or a web-based order form. The **MINISIM** files are (a) created, (b) compressed, and (c) e-mailed to participant teams via team distribution lists, when the **COMPETE** simulation is run. Based on **MINISIM** use, the participants (a) improve their knowledge of individual and joint marketing response functions, and (b) refine their marketing mix.
42. **Supervised upgrading** of the online **Weekly Writing Assignment Package V. 4.0** in **Spring 2005**. This online package enables students in the Writing Intensive (WI) MKT 391 – Marketing Strategy course to submit weekly writing assignments via the web. The assignments are graded in HTML by the Teaching Assistant Mivelia Andika and her corrections (additions, deletions, modifications) and suggestions for improvement can be viewed by each student in a secure personalized environment accessible with a password.
43. **Developed** the **online cumulative comparative team performance evaluation interface** within the COMPETE Online Decision Entry System (CODES) in **Fall 2004**. This interface enables competing participant teams to access and view the cumulative performance of their own and competing teams by period over the course of competition.
44. **Developed** the **Online Fillable Excel Team Presentation Grading Sheet and Peer Evaluation Forms** in **Summer 2004**. Course participants can fill in these forms and submit them via e-mail.
45. **Supervised upgrading** of the online **Weekly Writing Assignment Package V. 3.0** in **Spring 2004**. This online package enables students in the Writing Intensive (WI) MKT 391 – Marketing Strategy course to submit weekly writing assignments via the web. The assignments are graded in HTML by the Teaching Assistant Elizabeth Willmott and her corrections (additions, deletions, modifications) and suggestions for improvement can be viewed by each student in a secure personalized environment accessible with a password.
46. **Developed** the **Dynamic Online Course / Seminar / Workshop Handout Repository** in **Fall 2003**. PDF versions of all course handouts including 1-, 2-, 3-, 4-, and 6-slides per page versions of PowerPoint handouts are available online (24/7) to registered course / seminar / participants.
47. **Developed** the **Online Multiple Regression Analysis Data Matrices Package V. 2.0**

- in **Fall 2003**. Course participants are able to create data matrices for each of their nine Strategic Business Units, and use these data matrices in sales forecasting.
48. **Developed** the Interactive Online Product Portfolio Analysis Package Version 1.1 with Normative Position of Brands Template in **Spring 2003**. Competing participant teams can generate blank growth share and growth gain matrices in order to develop transparencies indicating the normative positions of their own and competitor brands. These transparencies are used in strategic analyses of their own and competitor product portfolios.
 49. **Supervised upgrading** of the online **Weekly Writing Assignment Package V 2.0** in **Spring 2003**. This online package enables students in the Writing Intensive (WI) MKT 391 – Marketing Strategy course to submit weekly writing assignments via the web. The assignments are graded in HTML by the Teaching Assistant Christine Hong and her corrections (additions, deletions, modifications) and suggestions for improvement can be viewed by each student in a secure personalized environment accessible with a password.
 50. **Developed** the **online comparative performance evaluation interface** within the COMPETE Online Decision Entry System (CODES) in **Fall 2002**. This interface enables competing participant teams to access and view the performance of their own and competing teams at pre-set intervals (such as every year) decided by the competing participant teams at the start of competition.
 51. **Supervised** development and integration of **web-based COMPETE Excel-based output and performance evaluation** of competing participant teams in **Spring 2002**. These packages were developed with Executive MBA participant David Walton. The Excel-based COMPETE output facilitates analysis and the performance evaluation provides feedback on team performance on 18 output measures that include profits, market share, quality, cost and efficiency. Both packages were thoroughly tested at the National University of Singapore during **Summer 2002**.
 52. **Developed and integrated the web-based COMPETE Product Portfolio Analysis Graphics Package Version 1.10** during **Spring 2002** into the Marketing curriculum. This **interactive web-based** marketing decision support graphics package is used by participant teams in the marketing simulation COMPETE, 4th ed., 1994, to assess and analyze (1) their own portfolio of products (strategic business units), and (2) the product portfolios of their main competitors. Based on the static, comparative static, and dynamic analyses conducted, participant teams will be better able to formulate, implement and control an integrated marketing program. The Boston Consulting Group Growth Share Matrix (GSM) and Growth Gain Matrix (GGM) are generated based on the output of the COMPETE simulation. Team members are able to log in with a password and generate the BCG Matrices interactively by product, by market and by company in Adobe Acrobat Reader. These graphs can be downloaded / imported into

PowerPoint and used by individuals / teams in strategic market planning.

53. **Developed and integrated the web-based COMPETE Product Positioning Map (PPM) Graphics Package Version 1.10** for use in **Internet Marketing** and **Marketing Strategy** courses / seminars during **Spring 2002**. This **interactive web-based** marketing decision support graphics package is used by participant teams in the marketing simulation COMPETE, 4th ed., 1994, to assess and analyze their own brand positions and brand trajectories relative to those of their competitors. This information is used by the competing participant teams together with geo-demo-psycho VALS segmentation data to select their target markets and position their brands in the minds of their consumers in relation to competing brands. The product positioning maps for each of the nine strategic business units (SBUs) are generated based on the output of the COMPETE simulation. Team members are able to log in with a password and generate the PPM graphs interactively by product, by market and by company in Adobe Acrobat Reader. These graphs can be downloaded / imported into PowerPoint and used by individuals / teams in their target market planning / positioning reports and presentations.
54. **Developed linked websites** for **BUS 615B (Vietnam EMBA - MBA Program)** and **Guangdong Training Program** consisting of course objectives, syllabi, schedule, grading, report/presentation outlines and grading criteria, and **hyperlinks** to advertising agencies, marketing associations, marketing journals, marketing research firms and other useful marketing websites during **Spring 2002**.
55. **Supervised development and integration of the online Weekly Writing Assignment Package V 1.0** in **Fall 2001**. This online package enables students in the Writing Intensive MKT 391WI – Marketing Strategy course to submit low-stakes mini-essay weekly writing assignments via the Web. The assignments are graded by the Teaching Assistant Dawn Oshiro, and her corrections (additions, deletions, modifications) and suggestions for improvement in HTML can be viewed by each student in a secure personalized environment accessible with a password. The professor has access to all students web pages and can review the most recent two assignments. In addition, the professor can access and view the average score and the number of assignments submitted by each student.
[<http://www.geocities.com/paliasta/marketing.htm>]
56. **Developed and integrated the web-based COMPETE Product Portfolio Analysis Graphics Package Version 1.0** during **Spring 2001** into the Marketing curriculum in **Spring 2001**. This **interactive web-based** marketing decision support graphics package is used by participant teams in the marketing simulation COMPETE, 4th ed., 1994, to assess and analyze (1) their own portfolio of products (strategic business units), and (2) the product portfolios of their main competitors. Based on the static, comparative static, and dynamic analyses conducted, participant teams will be better able to formulate, implement and control an integrated marketing program. The Boston

Consulting Group Growth Share Matrix (GSM) and Growth Gain Matrix (GGM) are generated based on the output of the COMPETE simulation. Team members are able to log in with a password and generate the BCG Matrices interactively by product, by market and by company. These graphs can be downloaded / imported into PowerPoint and used by individuals / teams in strategic market planning.

57. **Developed and integrated the web-based COMPETE Product Positioning Map (PPM) Graphics Package Version 1.0** for use in **Internet Marketing** and **Marketing Strategy** courses / seminars during **Fall 2000**. This **interactive web-based** marketing decision support graphics package is used by participant teams in the marketing simulation COMPETE, 4th ed., 1994, to assess and analyze their own brand positions and brand trajectories relative to those of their competitors. This information is used by the competing participant teams together with geo-demo-psycho VALS segmentation data to select their target markets and position their brands in the minds of their consumers in relation to competing brands. The product positioning maps for each of the nine strategic business units (SBUs) are generated based on the output of the COMPETE simulation. Team members are able to log in with a password and generate the PPM graphs interactively by product, by market and by company. These graphs can be downloaded / imported into PowerPoint and used by individuals / teams in their target market planning / positioning reports and presentations.
58. **Developed linked websites** for **BUS 615B (EMBA and JEMBA/CHEMBA Programs)** consisting of course objectives, syllabi, schedule, grading, report/presentation outlines and grading criteria, and **hyperlinks** to advertising agencies, marketing associations, marketing journals, marketing research firms and other useful marketing websites during **Fall 2000**.
59. **Developed Internet Marketing Savvy Profile (IMSP) Package** for use in **Internet Marketing** courses during **Summer 2000**. Organizations can use this package to benchmark their use of the virtual information, communication, transaction and distribution spaces in cyber space relative to their competitors. In addition, the package can be used to assess the degree to which the organization's presence in each virtual space is technologically sophisticated and/or customized. The package is developed based on the ICDT Model (Anghern, 1997).
60. **Developed and integrated COMPETE Online Decision Entry System** in **MKT 391** and during **Fall 1999**. Competing participant teams can log in and enter their team decisions from the **Course Website Homepage** on the **World Wide Web**. They can also access and print out their results from a remote site.
61. **Developed and integrated COMPETE Online Decision Entry System** in **MBA7301G/MMT6018G** during **Summer 1999** while on sabbatical leave at the **National University of Singapore (NUS)**. Competing participant teams can log in and enter their team decisions from the **Course Website Homepage** on the **World Wide**

- Web.** They can also access and print out their results from a remote site.
62. **Developed and integrated web-based interface for COMPETE simulation in MBA7301G/MMT6018G during Spring 1999** while on sabbatical leave at the **National University of Singapore (NUS)**. Competing participant teams can register, log in and enter their team decisions on the **NUS Intranet**. The instructor can retrieve the decisions, run the simulation and post the results to the website. The teams can then access and retrieve their results from the website.
 63. **Integrated BoardRoom web-based online discussion forum into Internet Marketing BK3209 and Internet Marketing MBA7301G/MMT6018G during Spring 1999** while on sabbatical leave at the **National University of Singapore**.
 64. **Developed new teaching materials for Internet Marketing MKT 362, Internet Marketing BK3209, and Internet Marketing MBA7301/MMT6018** (MBA course cross-listed with course offering for Masters Degree in Management of Technology Program) during **Fall 1998** while on sabbatical leave at the **National University of Singapore**.
 65. **Upgraded website during Fall 1998** while on sabbatical leave at the **National University of Singapore**. Website comprises **283 web pages**, and provides hyperlinks to **66 Marketing Journals, Top 200 B-to-B Websites - 1998, Top 67 Computer Industry Websites - 1997, and Asia Pacific Region Marketing Websites in 12 countries** (China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand, and Vietnam).
 66. **Developed webpage on Marketing websites during Fall 1998** while on sabbatical leave at the **National University of Singapore**. Hyperlinks are provided to advertising agencies, advertising information sources, demographic information sources, international marketing associations, international marketing journals, internet marketing, marketing associations, marketing journals, marketing magazines, marketing organizations, marketing research firms.
 67. **Developed and offered new course on Internet Marketing MKT 361 during Spring 1998**.
 68. **Developed linked websites for MKT 361** consisting of course objectives, syllabi, schedule, grading, report/presentation outlines and grading criteria, and **hyperlinks** to advertising agencies, marketing associations, marketing journals, marketing research firms, top computer industry websites, and other useful marketing websites during **Spring 1998**.
 69. **Integrated HERN Web Crossing web-based online conferencing, chat room and discussion forum into BUS 615 and MKT 391 in Fall 1997**. This package is used by competing participant teams in both courses for both public and private asynchronous

communication at the individual-, team- and class- levels. The chat room facility can also be used to hold Cyber Office Hours.

70. **Supervised installation and testing of network version of the Marketing Management Simulation in Fall 1997.** This simulation will be used during Spring 1997 in MKT 361 (Internet Marketing). In addition, this simulation can be used in BUS 312 (Principles of Marketing).
71. **Developed COMPETE PERFORMANCE**, an Excel-based package for monitoring and evaluating the overall performance of competing participant teams in the marketing simulation **COMPETE** in **Spring 1997**. This package consists of nine (9) worksheets BALA, COSTA, EFFA, EPSA, FINA, FINB, IEIA, MKTSHA, and QLTYA with built-in graphics that compute/track team performance on: (1) effectiveness measures such as sales/advertising, sales/salesforce expense, and sales/total selling expense, (2) market share of each of 9 strategic business areas (SBAs), (3) quality of each of 3 products, (4) cost of production of each of 3 products, (4) industry effort index of each of 9 SBAs, (5) profitability measures such as earnings per share, (b) return on total assets, (c) net profit margin, and (d) sales to asset turnover, and other performance measures. Based on this evaluation, participating teams are given feedback on their overall performance in the marketing simulation COMPETE.
72. **Developed linked websites for MKT 391 and MKT 652 (JEMBA)** consisting of course objectives, syllabi, schedule, grading, report/presentation outlines and grading criteria, and **hyperlinks** to advertising agencies, marketing associations, marketing journals, marketing research firms and other useful marketing websites during **Spring 1997**.
73. **Developed linked websites for BUS 615, MKT 371, and MGT 514 (JAIMS)** consisting of course objectives, syllabi, schedule, grading, report/presentation outlines/grading sheets, and **hyperlinks** to advertising agencies, marketing associations, marketing journals, marketing research firms and other useful marketing websites during **Fall 1996**.
74. **Supervised development of COMPETE Product Positioning Map Graphics Package Version 1.20 during Fall 1995/Spring 1996, and integration of this package into the Marketing curriculum in Spring 1996.** This marketing decision support package will be used by participant teams in the marketing simulation COMPETE, 4th ed., 1994, to assess and analyze their own brand positions and brand trajectories relative to those of their competitors. This information will be used by the competing participant teams together with geo-demo-psycho VALS segmentation data to select their target markets and position their brands in the minds of their consumers in relation to competing brands.
75. **Supervised installation of the network version of the fourth edition of the COMPETE marketing simulation on the JAIMS local area network (LAN) during Fall 1995.** This

network-based simulation will be used in the MGT 514 Corporate Competition: Management Simulation capstone course in the JAISMS Intercultural Management Program (ICMP).

76. **Supervised development of COMPETE Product Positioning Map Graphics Package Version 1.0** during **Spring/Summer 1995**, and **integration** of this package into the Marketing curriculum in **Fall 1995**. This marketing decision support package will be used by participant teams in the marketing simulation COMPETE, 4th ed., 1994, to assess and analyze their own brand positions and brand trajectories relative to those of their competitors. This information will be used by the competing participant teams together with geo-demo-psycho VALS segmentation data to select their target markets and position their brands in the minds of their consumers in relation to competing brands.
77. **Supervised development of COMPETE Product Portfolio Analysis Graphics Package Version 4.0** during **Fall 1994**, and **integration** of this package into the Marketing curriculum in **Spring 1995**. This marketing decision support package will be used by participant teams in the marketing simulation COMPETE, 4th ed., 1994, to assess and analyze (1) their own portfolio of products (strategic business units), and (2) the product portfolios of their main competitors. Based on the static, comparative static, and dynamic analyses conducted, participant teams will be better able to formulate, implement and control an integrated marketing program.
78. **Supervised development, installation and integration** of the network version of the **COMPETE MINISIM** program into the Marketing curriculum during **Fall 1994**. This program enables participant teams to determine the impact of changes in one or more elements of their marketing mix on their performance in prior decision periods. The competing participant teams improve their knowledge of individual and joint response functions.
79. **Supervised development of COMPETE Product Portfolio Analysis Graphics Package Version 2.0** for the **COMPETE** marketing simulation (4th edition) under a **1994 Research and Faculty Development Committee (RFDC) Grant**. This marketing decision support package will be used by participant teams in the marketing simulation COMPETE to assess and analyze (1) their own portfolio of products (strategic business units), and (2) the product portfolios of their main competitors. Based on the static, comparative static, and dynamic analyses, participant teams will be better able to formulate, implement and control an integrated marketing program.
80. **Received Award of C Plus Plus Compiler Version 7.0 for the Macintosh Computer and Borland Turbo Pascal for Windows Version 1.5** from RFDC/Dean David Bess in **Summer 1994**, based on plan to develop **marketing decision support software applications** for the full-time day MBA cohort program in **Fall 1994**.

81. **Developed automated PowerPoint presentations** for use with the **COMPETE** and **LAPTOP** marketing simulations in **BUS 611, MKT 315** and at **JAIS** seminars during **Spring 1994**.
82. **Supervised installation** of the fourth edition of the **COMPETE** marketing simulation on the CBA SML network. **Developed** a new set of **marketing decision support packages** to be used in **BUS 611** and **MKT 315** from **Fall 1994**.
83. **Supervised installation of COMPETE Instructor package** on the CBA RTM Network and **integrated** its use into the **marketing curriculum** during **Fall 1992**. This user-friendly package enables the COMPETE instructor to set up the simulation parameters at the start of competition, collect team decisions, run the simulation, and alter simulation parameters during the simulation competition.
84. **Supervised installation of COMPETE decision entry package** on CBA SML Network and **integrated** its use into the **marketing curriculum** during **Fall 1992**. This user-friendly package enables competing participant teams to enter and transfer their decisions to the network.
85. **Developed and introduced RATIOS**, a Lotus 123-based package for monitoring and evaluating the performance ratios of competing participant teams in the marketing simulation **COMPETE** in **Fall 1992**. This package enables the competing teams to compute/track team performance on Return on Total Assets, Net Profit Margin and Sales to Asset Turnover.
86. **Installed MICRO-COMPETE** at the **Chulalongkorn University (Chula), Bangkok, Thailand**, and **supported** its **integration** into the marketing curriculum in **July 1992**. **Support provided to Chula** in June 1992 included (1) student and instructor manuals, (2) teaching materials, (3) sample course outline, and (4) pc-based decision support packages including one **developed** under a **1989-90 UHM Educational Improvement Fund Grant**. Shared knowledge of simulation operating procedures and teaching objectives and methods with selected faculty members.
87. **Installed MICRO-COMPETE** at the **National Sun Yat-sen University (NSYS), Taiwan**, and **supported** its **integration** into the marketing curriculum in **June 1992**. **Support provided to NSYS** in June 1992 included (1) student and instructor manuals, (2) teaching materials, (3) sample course outline, and (4) pc-based decision support packages including one **developed** under a **1989-90 UHM Educational Improvement Fund Grant**. Shared knowledge of simulation operating procedures and teaching objectives and methods with selected faculty members.
88. **Introduced the COMPETE Product Portfolio Analysis Graphics Package Version 1.20** in **Spring 1992**. This advanced version of the package, developed under a **1990 UH Manoa Educational Improvement Fund (EIF) Grant**, enables participant teams in

the marketing simulation COMPETE to generate and overlay comparable product portfolio charts for different time periods in order to investigate brand trajectories.

89. **Developed COMPETE PERFORMANCE**, a Lotus 123-based package for monitoring and evaluating the overall performance of competing participant teams in the marketing simulation **COMPETE** in **February 1992**. This package consists of nine (9) worksheets BALA, COSTA, EFFA, EPSA, FINA, FINB, IEIA, MKTSHA, and QLTYA with built-in graphics that compute/track team performance on: (1) effectiveness measures such as sales/advertising, sales/salesforce expense, and sales/total selling expense, (2) market share of each of 9 strategic business areas (SBAs), (3) quality of each of 3 products, (4) cost of production of each of 3 products, (4) industry effort index of each of 9 SBAs, (5) profitability measures such as earnings per share, (b) return on total assets, (c) net profit margin, and (d) sales to asset turnover, and other performance measures. Based on this evaluation, participating teams are given feedback on their overall performance in the marketing simulation COMPETE.
90. **Installed MICRO-COMPETE** at the **National University of Singapore (NUS), Singapore**, and **supported** its **integration** into the **NUS marketing curriculum** under an **Office of International Programs, International Agreements Fund Grant** in **June 1991**. **Support provided to NUS** in June 1991 included (1) student and instructor manuals, (2) teaching materials, (3) sample course outline, and (4) pc-based decision support packages including one **developed** under a **1989-90 UHM Educational Improvement Fund Grant**. Shared knowledge of simulation operating procedures and teaching objectives and methods with selected faculty members.
91. **Installed MICRO-COMPETE** at the **Universiti Kebangsaan (UK), Kuala Lumpur, Malaysia**, and **supported** its **integration** into the **UK marketing curriculum** under an **Office of International Programs, International Agreements Fund Grant** in **June 1991**. **Support provided to UK** in June 1991 included (1) student and instructor manuals, (2) teaching materials, (3) sample course outline, and (4) pc-based decision support packages including one **developed** under a **1989-90 UHM Educational Improvement Fund Grant**. Shared knowledge of simulation operating procedures and teaching objectives and methods with selected faculty members.
92. **Installed MICRO-COMPETE** at the **University of International Business and Economics (UIBE), Beijing**, and **supported** its **integration** into the **UIBE marketing curriculum** under an **Office of International Programs, International Agreements Fund Grant** in **May-June 1991**. **Support provided to UIBE** in May-June 1991 included (1) student and instructor manuals, (2) teaching materials, (3) sample course outline, and (4) pc-based decision support packages including one **developed** under a **1989-90 UHM Educational Improvement Fund Grant**. **Conducted** a marketing management simulation **seminar** for **students and faculty**. Shared knowledge of simulation operating procedures and teaching objectives and methods with selected faculty members.

93. **Introduced** and supervised installation of the **MICRO-COMPETE Professor Summary Program** on the **CBANET** Local Area Network, and **integrated** its use into the **marketing curriculum** during **Spring 1991**.
94. **Introduced** and supervised installation of **MICRO-COMPETE** on the **CBANET** Local Area Network, and **integrated** this pc-based marketing simulation into the **marketing curriculum** during **Spring 1991**.
95. **Introduced** the **COMPETE Product Portfolio Analysis Graphics Package Version 1.10**, developed under a **1990 UH Manoa Educational Improvement Fund (EIF) Grant**, during **Fall 1990** in MKT 315 and BUS 658 courses at UH, and in the IB 690 course at JAIMS incorporating seven leadership modules team-taught by Professor Lane Kelley. This **EIF Grant Project** was completed **on schedule**.
96. **Supervised development** of **COMPETE Product Portfolio Analysis Graphics Package** under a **1990 UH Manoa Educational Improvement Fund (EIF) Grant**. This marketing decision support package will be used by participant teams in the marketing simulation COMPETE to assess and analyze (1) their own portfolio of products (strategic business units), and (2) the product portfolios of their main competitors. Based on the static, comparative static, and dynamic analyses conducted, participant teams will be better able to formulate, implement and control an integrated marketing program.
97. **Introduced LAPTOP** marketing simulation during **Fall 1990** in the JAIMS SETO Bank Hawaii Seminar.
98. **Developed** and **presented** a **RBase 5000-based Countertrade Decision Support package** for use by international marketing managers faced with countertrade demands. Marketing managers can identify and contact organizations providing specific countertrade services for particular product categories in specific regions of the world. This decision support package may be used during the planning, negotiation, execution, and control phases of a countertrade transaction. The countertrade database is essential for future research on countertrade.
99. **Developed COMPETE IFPS/PERSONAL Analysis Package V.3** consisting of (1) a student manual, (2) "What If" Analysis Tutorial, (3) "Goal Seek" Analysis Tutorial, and (4) four computer floppy disks, for use by student teams in the marketing simulation COMPETE. This marketing decision support system was **introduced** in **Spring 1989** MKT 315 courses.
100. **Developed** a **Foreign Exchange Exposure Analysis** worksheet (Lotus 1-2-3) for use by international marketing managers to hedge against foreign exchange exposure risk.
101. **Developed COMPETE IFPS/PERSONAL Student Analysis Package V.2** consisting of

- (1) a student manual, and (2) two computer floppy disks, for use by student teams in the marketing simulation COMPETE. This simple yet powerful **Marketing Decision Support System** uses the IFPS/Personal Release 2.2 system and will be **introduced** in **Spring 1989** MKT 315 courses.
102. **Compiled and introduced** an integrated **Marketing Decision Support System** comprising Lotus 1-2-3 and IFPS/Personal templates on seven floppy disks (for use by student teams) during **Spring 1988** in Marketing Management MKT315.
 103. **Developed and introduced The COMPETE Experience: Tools For Marketing Planning, Implementation and Control** during **Spring 1988** in Marketing Management MKT315.
 104. **Supervised development** of **Lotus 1-2-3 worksheet** used as a **Marketing Decision Support System** during **Fall 1987** in Airways simulation.
 105. **Developed and implemented** a system for monitoring the AIRWAYS performance of student teams during **Fall 1987** in MKT300.
 106. **Introduced AIRWAYS** marketing simulation during **Fall 1987** in MKT300.
 107. **Compiled and computer-indexed** a series of Marketing videocassettes for use in Marketing classes.
 108. **Supervised the development of** several **Lotus 1-2-3 worksheets** used as a Marketing Decision Support System to enhance student marketing decision-making skills.
 109. **Integrated** both **Lotus 1-2-3** and **IFPS/PERSONAL** Student Analysis Packages in **Spring 1987** MKT 315 classes.
 110. **Developed COMPETE IFPS/PERSONAL Student Analysis Package** consisting of (1) a student manual, and (2) three computer floppy disks, for use by student teams in the marketing simulation COMPETE. This simple yet powerful **Marketing Decision Support System** was **introduced** in **Spring 1987** MKT 315 courses **on schedule**.
 111. **Received Award of IFPS/PERSONAL Software Package (Serial #780)** from Dean David Bess on November 26, 1986, based on plan to incorporate IFPS/PERSONAL into **Spring 1987** Marketing courses.
 112. **Developed and implemented** a system for monitoring the COMPETE performance of student teams during **Spring 1986** in MKT 315.
 113. **Introduced COMPETE** marketing simulation during **Spring 1985** in MKT 315.

BOOKS:

Rondinelli, Dennis A. and Aspy P. Palia, eds., **Project Planning and Implementation in Developing Countries**, Honolulu, Hawaii: East West Technology and Development Institute, 1976.

BOOK CHAPTERS:

Palia, Aspy P. "Countertrade," in: Sheth, Jagdish N. and Naresh K. Malhotra, (Editors in chief), **Wiley International Encyclopedia of Marketing**, Bello, Daniel C. and David M. Griffith (Volume Editors), **International Marketing**, Vol. 6 (New York, NY: Wiley, 2011), pp. 16-18.

Palia, Aspy P., Oded Shenkar and Mangmang Qiu, "Joint Ventures in the PRC: The Countertrade and Foreign Exchange Dimensions," in: Stewart, Sally (Volume Editor) and Nigel Campbell (Series Editor), **Advances in Chinese Industrial Studies**, Vol. 4, **Joint Ventures in the People's Republic of China** (Greenwich, Conn.: JAI Press, 1994), pp. 255-271.

Palia, Aspy P. and Oded Shenkar, "Managing Countertrade in the P.R.C.," in: Kelley, Lane and Oded Shenkar, eds., **International Business in China**, (London: Routledge, 1993), pp. 137-151.

Negandhi, Anant R. and Aspy P. Palia, "Alternative Approaches to Development of Computer Technology: A Comparison of India, Japan, and Singapore," in: Kaynak, Erdener and Kam-Hon Lee, eds., **Global Business: Asia Pacific Dimensions**, (London: Routledge, 1989), pp. 388-422.

Reitsperger, Wolf, and Aspy P. Palia, "Freihandelszonen," in Macharzina, Klaus and Martin K. Welge, eds. **Handwörterbuch Export and Internationale Unternehmung**. (Stuttgart: C.E. Poeschel Verlag, 1989) pp. 733-740.

REPRINTS OF PREVIOUS WORK:

Negandhi, Anant R. and Aspy P. Palia, "Alternative Approaches to Development of Computer Technology: A Comparison of India, Japan, and Singapore," accepted for inclusion in: Kaynak, Erdener and Kam-Hon Lee, eds., **Global Business: Asia Pacific Dimensions**, Hong Kong: University Publishers, 1989.

WORK IN PROCESS:

- (1) "The Many Faces of Web Users: Profiling Consumers Web-based Lifestyle" co-authored with Dr. Qimei Chen will be submitted to an Internet Marketing Journal.
- (2) "Survey of Countertrade Practices in Singapore," co-authored with Dr. Wee, Chow-Hou will be and submitted to **Asia Pacific Journal of Business**.
- (3) "Survey of Countertrade Practices in New Zealand," co-authored with Dr. Violetta Llanes and Dr. Andre Everett (data collected, needs editing, coding, analysis,...) will be submitted to **European Journal of Marketing**.
- (4) "Survey of Countertrade Practices in Hong Kong," co-authored with Dr. Henry Steele (data collected, needs editing, coding, analysis,....) will be submitted to **Asian Journal of Marketing**.
- (5) "Survey of Countertrade Practices in South Korea" co-authored with Dr. Heon Deok Yoon (data collected, needs editing, coding, analysis,....) will be submitted to **International Marketing Review**.
- (6) "Survey of Countertrade Practices in the P.R.C.," co-authored with Gao Guopei, Wang Xuequn, Xu Zijian and Gong Dexiang (data collected, needs editing, coding, analysis,....) will be submitted to **Industrial Marketing Management**.

EDITORIAL ACTIVITIES:

Member, Board of Editorial Review, **Research in Management Education and Development**, Vol. 2, Wankel, Charles and Robert DeFillippi (eds.), **Educating Managers with Tomorrow's Technologies** (Greenwich: Information Age Publishing, 2003).

Associate Editor, **e-Services Quarterly**, 1999 – present.

Academia Editor, **American Marketing Association**, Honolulu Chapter, AMAGRAMS, 1986-1987.

REFEREEING ACTIVITIES:

Reviewed two manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 14 – 16, 2024 (Orlando).

Reviewed four manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 22 – 24, 2023 (Pittsburgh).

Reviewed four manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 31 – April 1, 2022 (Virtual via Zoom).

Reviewed one manuscript submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 24-26, 2021 (Virtual via Zoom).

Reviewed three manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 18-20, 2020 (Pittsburgh).

Reviewed two manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 20-22, 2019 (San Diego).

Reviewed six manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 21-23, 2018 (Seattle).

Reviewed five manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 8-10, 2017 (Myrtle Beach).

Reviewed three manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 23-25, 2016 (New Orleans).

Reviewed three manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 4-6, 2015 (Las Vegas).

Reviewed two manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 19-21, 2014 (Orlando).

Reviewed one manuscript submitted to **e-Services Quarterly**, August 2013..

Reviewed three manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 6-8, 2013 (Oklahoma).

Reviewed one manuscript submitted to **e-Services Quarterly**, August 2012..

Reviewed four manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 7-9, 2012 (San Diego).

Reviewed one manuscript submitted to **e-Services Quarterly**, August 2011..

Reviewed four manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 16-18, 2011 (Pensacola Beach).

Reviewed one manuscript submitted to **e-Services Quarterly**, August 2010.

Reviewed four manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 24-26, 2010 (Little Rock).

Reviewed one manuscript submitted to **e-Services Quarterly**, August 2009..

Reviewed three manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 18-20, 2009 (Seattle).

Reviewed one manuscript submitted to **e-Services Quarterly**, August 2008..

Reviewed three manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 5-7, 2008 (Charleston).

Reviewed one manuscript submitted to **e-Services Quarterly**, December 2006.

Reviewed three manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 21-23, 2007 (San Antonio).

Reviewed one manuscript submitted to **e-Services Quarterly**, September 2006.

Reviewed two manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 22-24, 2006 (San Francisco).

Reviewed one manuscript submitted to **e-Services Quarterly**, January 2005.

Reviewed four manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 16-18, 2005 (Orlando).

Reviewed three manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 20-22, 2003 (Baltimore).

Reviewed one manuscript submitted to **Academy of Marketing Science (AMS) Summer Conference**, 2003.

Reviewed one manuscript submitted to **e-Services Quarterly**, January 2003

Reviewed two manuscripts submitted to **American Marketing Association (AMA) Summer Educator Conference**, 2002.

Reviewed four manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 20-22, 2002 (Pensacola Beach).

Reviewed manuscript submitted to **e-Services Quarterly**, November 2001

Reviewed manuscript submitted to 2001 Hawaii Conference on Business, June 2001 (Honolulu).

Reviewed three manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, April 4-6, 2001 (San Diego).

Reviewed manuscript submitted to **Asia Pacific Journal of Management**, May 1999.

Reviewed manuscript submitted to **Asian Journal of Marketing**, December 1998.

Reviewed manuscript submitted to **Asia Pacific Journal of Management**, October 1998.

Reviewed manuscript submitted to **Asia Pacific Journal of Management**, December 1997.

Reviewed four manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 19-21, 1997 (New Orleans).

Reviewed three manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 27-29, 1996 (Orlando).

Reviewed two manuscripts submitted to **Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 31-April 2, 1993 (Savannah).

Reviewed two manuscripts submitted to **Pacific & Asian Management Institute (PAMI) International Symposium on Pacific Asian Business**, February 10-14, 1993 (Manila).

Reviewed four manuscripts for **Academy of International Business (AIB) Annual Meeting**, November 20-22, 1992, (Brussels).

Member, **Program Review Committee, Academy of International Business (AIB) Annual Meeting**, November 20-22, 1992 (Brussels).

Member, **Program Review Committee, Academy of International Business (AIB) Annual Meeting**, October 17-20, 1991 (Miami).

Reviewed manuscripts submitted to **Pacific & Asian Management Institute (PAMI) International Symposium on Pacific Asian Business**, January 6-9, 1991 (Honolulu).

Reviewed manuscript submitted to **Journal of International Business Studies** jointly with Dr. Wolf D. Reitsperger

Member, **Program Review Committee, Academy of International Business (AIB)** Annual Meetings, October 11-14, 1990, (Toronto).

Reviewed two manuscripts for **Academy of International Business (AIB)** Annual Meetings, October 11-14, 1990, (Toronto).

Reviewed manuscript submitted to **Academy of Marketing Science** Conference, April 25-28, 1990, (New Orleans, LA).

Reviewed manuscripts submitted to **Pacific & Asian Management Institute (PAMI) International Symposium on Pacific Asian Business**, January 10-14, 1990 (Honolulu).

Reviewed manuscript submitted to **Singapore Marketing Review**.

Reviewed manuscripts submitted to **1988 Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 16-18, 1988.

Reviewed manuscripts submitted to **International Marketing Review** jointly with Dr. James R. Wills, Jr.

INSTITUTIONAL REPORTS:

"Survey of Potential Employers of CBA BBA Graduates Concerning Adequacy of Computer Literacy." Report developed by The Dean's Advisory Committee on Integrating Computers into Appropriate Curriculum, October 1989.

ACADEMIC CONFERENCE PRESENTATIONS:

"Decision Support-Induced Engagement and Learning Trends by Simulation Phase." Presented at the **Fifty First Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 14 – 16, 2024 (Orlando).

Panel Member, ABSEL 50th Anniversary Conference Special Session: Fellows Panel at the **Fiftieth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 22 – 24, 2023 (Pittsburgh).

"Accelerating Engagement and Learning via Early Decision Support Mediation." Presented at the **Fiftieth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 22 – 24, 2023 (Pittsburgh).

Panel Member, Plenary Panel on ABSEL Past and Future at the **Forty Ninth Annual Virtual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 31 – April 1, 2022 (Virtual via Zoom) (Pittsburgh).

“Augmenting Engagement and Learning via Decision Support.” Presented at the **Forty Ninth Annual Virtual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 31 – April 1, 2022 (Virtual via Zoom) (Pittsburgh).

“Sustaining Engagement and Learning in a Pandemic.” Presented at the **Forty Eighth Annual Virtual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 24-26, 2021 (Virtual via Zoom) (Pittsburgh).

“Enhancing Experiential Learning via Sustained Student Engagement.” Presented at the **Forty Seventh Annual Virtual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 18-20, 2020 (Pittsburgh).

“Enhancing Experiential Learning Via Phased Simulation Debriefing.” Presented at the **Forty Sixth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 20-22, 2019 (San Diego).

“The Quest For Marketing Effectiveness & ROI With the Efficiency Analysis Package.” Presented at the **Forty Fifth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 21-23, 2018 (Seattle).

“Developing a Strategic Target SBU Portfolio With the Target Portfolio Package.” Presented at the **Forty Fourth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 8-10, 2017 (Myrtle Beach).

“Improving Profitability Via Cost Control With the Cost of Production Performance Package.” Presented at the **Forty Third Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 23-25, 2016 (New Orleans).

“Assessing Competitor Strategic Business Units With the Competitor Analysis Package.” Presented at the **Forty Second Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 4-6, 2015 (Las Vegas).

“Implementing Marketing Control With the Web-based Profitability Analysis Package.” Presented at the **Forty First Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 19-21, 2014 (Orlando).

“Repositioning Brands With The Web-based Product Positioning Map Graphics

Package.” Presented at the **Fortieth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 6-8, 2013 (Oklahoma City).

“Assessing Brand Portfolio Normative Consistency & Trends With The Normative Position of Brands & Trends Package.” Presented at the **Thirty Ninth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 7-9, 2012 (San Diego).

“Tracking Forecast Error Type, Frequency and Magnitude With The Forecast Error Package.” Presented at the **Thirty Eighth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 16-18, 2011 (Pensacola Beach).

“Checking Financial Balance of Target Brand Portfolio With The Strategic Market Plan Cash Flow Package.” Presented at the **Thirty Seventh Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 24-26, 2010 (Little Rock).

“Online Marketing Control With The Strategic Business Unit Analysis Package.” Presented at the **Thirty Sixth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 18-20, 2009 (Seattle).

“Target Profit Pricing With The Web-Based Breakeven Analysis Package.” Presented at the **Thirty Fifth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 5-7, 2008 (Charleston).

“Online Budgeting and Marketing Control With the Proforma Analysis Package.” Presented at the **Thirty Fourth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 21-23, 2007 (San Antonio).

“Online Market Test Laboratory With The MINISIM Program.” Presented at the **Thirty Third Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 22-24, 2006 (San Francisco).

“Online Cumulative Simulation Team Performance Package.” Presented at the **Thirty Second Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 16-18, 2005 (Orlando).

“An Educational Perspective of Collaborative Virtual Communications and Multi-User Virtual Environments for Business Simulations.” Presented at the **Thirty Second Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 16-18, 2005 (Orlando). Mak Wai Keong co-author.

"Online Sales Forecasting With the Multiple Regression Analysis Data Matrices Package." Presented at the **Thirty First Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 24-26, 2004 (Las Vegas).

"Interactive Online Positioning With the Web-based Product Positioning Map Graphics Package." Presented at the **Thirtieth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 20-22, 2003 (Baltimore). Jan De Ryck and Mak Wai Keong co-authors.

"Interactive Online Strategic Market Planning With the Web-based Boston Consulting Group (BCG) Matrix Graphics Package." Presented at the **Twenty-ninth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 20-22, 2002 (Pensacola Beach). Jan De Ryck and Mak Wai Keong co-authors.

"An Online Evaluation of The COMPETE Online Decision Entry System." **Presented** at the **Twenty-eighth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** April 4-6, 2001 (San Diego). Mak Wai Keong co-author.

"Administering A Marketing Simulation – Common and Varied Practices Among Instructors." Presented at the **Twenty-eighth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** April 4-6, 2001 (San Diego). Dr. Annette L. Halpin, Dr. T. Rick Whiteley, and Dr. Thomas R. Keen, co-authors.

"Facilitating Learning in the New Millennium With The COMPETE Online Decision Entry System." **Presented** at the **Twenty-seventh Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 29-31, 2000 (Savannah). Mak Wai Keong and Dr. Dean S. Roussos co-authors.

"Singapore Countertrade Practices." **Presented** at the **Pan-Pacific Conference XV**, June 1-3, 1998 (Seoul, Korea). Dr. Wee, Chow Hou co-author.

"South Korean Countertrade Practices." **Presented** at the **Pan-Pacific Conference XIV**, June 3-5, 1997 (Kuala Lumpur, Malaysia). Dr. Heon Deok Yoon and Dr. Harry K. Lie co-authors.

"Plotting Brand Trajectories with the COMPETE PPM Package: A Market Segmentation Analysis and Positioning Tool." **Presented** at the **Twenty-fourth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 19-21, 1997 (New Orleans).

"Attitudinal Differences Toward Countertrade in China: An Exploratory Study." **Presented** at the **Pan-Pacific Conference XIII**, May 29-June 1, 1996 (Chiba, Japan). Dr. Gao Guopei, Wang Xuequn, Xu Zijian, and Gong Dexiang co-authors.

"Strategic Analysis of the Product Portfolio With the COMPETE PPA Package: A Strategic Market Planning Tool." **Presented** at the **Twenty-third Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)**, March 27-29, 1996 (Orlando).

"Attitudinal Differences Toward Countertrade in Singapore: An Exploratory Study." **Presented** at the **Pan-Pacific Conference XII**, May 29 - June 1, 1995 (Dunedin and Queenstown, New Zealand). Dr. Wee, Chow Hou co-author.

"Comparative Static Analysis with the COMPETE PPA Package: A Strategic Market Planning Tool." **Presented** at the **Twenty-second Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)**, March 29-31, 1995 (San Antonio).

"Attitudinal Differences Toward Countertrade in Australia: An Exploratory Study - Preliminary Findings." **Presented** at the **Pan-Pacific Conference XI**, June 2-4, 1994 (Bangkok, Thailand). Dr. Peter W. Liesch co-author.

Attended. Academy of International Business Annual Meeting, October 22-24, 1993 (Wailea, Maui).

"Attitudinal Differences Toward Countertrade in Australia: An Exploratory Study - Preliminary Findings." **Accepted for presentation** at the **Academy of International Business West/Southeast Asia Regional Conference**, June 23-25, 1993 (Hong Kong). Dr. Peter W. Liesch co-author.

"Attitudinal and Perceptual Differences Toward Countertrade In South Korea: An Exploratory Study - Preliminary Findings." **Presented** at the **Academy of International Business Southeast Asia Regional Conference**, June 21-24, 1992 (Brisbane, Australia). Dr. Heon Deok Yoon and Dr. Harry K. Lie co-authors.

"Joint Ventures in the PRC: The Countertrade Dimension." **Presented** at the **Conference on Joint Ventures in the PRC**, June 16-18, 1992 (Hong Kong). Dr. Oded Shenkar and Mangmang Qiu co-authors.

"U.S. Investment in the PRC: A Locational Perspective." **Presented** at the **Fifth International Conference on Comparative Management**, June 6-9, 1992 (Kaohsiung, Taiwan). Dr. Oded Shenkar and Mangmang Qiu co-authors.

"Tutorial on COMPETE Marketing Simulation Lotus 1-2-3 and Product Portfolio Analysis Decision Support Systems." **Presented** at the **Fifth International Conference on Comparative Management**, June 6-9, 1992 (Kaohsiung, Taiwan).

"Managing Countertrade in the PRC." **Presented** at the **Pacific Asian Management Institute 1992 International Symposium on Pacific Asian Business**, January 5-8, 1992 (Honolulu). Dr. Oded Shenkar co-author.

"Global Countertrade: A Decision-Making Model." **Presented** at the **Academy of International Business (AIB) Southeast Asia Conference**, June 20-22, 1991 (Singapore). Dr. Rolf E. Rogers co-author.

"Recent Trends in Indonesian Countertrade: A Cross-National Analysis." **Presented** at the **Pan-Pacific Conference VIII--A Business, Economic and Technological Exchange**, June 6-8, 1991 (Kuala Lumpur, Malaysia).

"Strategic Market Planning with the COMPETE Product Portfolio Analysis Package: A Marketing Decision Support System." **Presented** at the **Eighteenth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)**, April 3-5, 1991 (Nashville).

"International Joint Ventures in Poland." **Presented** at the **Pacific Asian Management Institute (PAMI) 1991 Fourth Annual International Symposium on Pacific-Asian Business**, January 7-9, 1991 (Honolulu). Dr. Oded Shenkar and Dr. Krystzof Obloj authors.

"Countertrade Practices in New Zealand." **Presented** at the **Pacific Asian Management Institute (PAMI) 1991 Fourth Annual International Symposium on Pacific-Asian Business**, January 7-9, 1991 (Honolulu).

Attended. Third Symposium on Cross-Cultural Consumer and Business Studies, December 17-19, 1990 (Honolulu).

"Recent Trends in Australian Countertrade: A Cross-National Analysis." **Presented** at the **Academy of International Business 1990 Annual Meeting**, October 11-14, 1990 (Toronto, Canada). Dr. Peter W. Liesch co-author.

"The Japanese Countertrade Juggernaut: A Cross-National Analysis." **Presented** at the **Academy of International Business 1990 Annual Meeting**, October 11-14, 1990 (Toronto, Canada). Dr. James R. Wills, Jr. co-author.

"Recent Trends in Korean Countertrade: A Cross-National Analysis." **Presented** at the **1990 Pacific Asian Management Institute (PAMI) Seventh Annual Colloquium on**

Selected Issues in International Business, July 13, 1990 (Honolulu). Dr. Heon Deok Yoon co-author.

"Chinese Countertrade: The Current Status." **Presented** at the **Pan-Pacific Conference VII--A Business, Economic and Technological Exchange**, May 31-June 2, 1990 (Seoul, Korea). Dr. Oded Shenkar co-author.

"Countertrade in the PRC: A Cross-National Analysis." **Presented** at the **Pacific Asian Management Institute 1990 International Symposium on Pacific Asian Business**, January 10-13, 1990 (Honolulu). Dr. Oded Shenkar co-author.

"In Search of An Integrated Modular International Business Simulation." **Presented** at the **Pacific Asian Management Institute 1990 International Symposium on Pacific Asian Business**, January 10-13, 1990 (Honolulu). Hideto Kono, Dr. Larry R. Cross and Hiroshi Yamamura, co-authors.

"International Management Simulation Gaming: Current Status and Future Developments." **Presented** at the **Seventeenth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)**, January 7-9, 1990 (Honolulu). Dr. Anthony J. Faria, Dr. John R. Dickinson, and Dr. Dean S. Roussos, co-authors.

"Tempering the Asia-Pacific Challenge to U.S. Steel: Impact of TPM on U.S. Steel Imports from Japan and South Korea." **Presented** at the **Academy of International Business 1989 Annual Meeting**, November 19-22, 1989 (Singapore).

"Managing Countertrade Foreign Exchange Exposure." **Presented** at the **1989 Pacific Asian Management Institute (PAMI) Annual Colloquium on Selected Issues in International Business**, July 28, 1989 (Honolulu).

"The Countertrade Predicament: Problem and Resolution--A Prototype International Marketing Decision Support System." **Presented** at the **Academy of Marketing Science Fourth Bi-Annual World Marketing Congress**, July 16-19, 1989 (Singapore).

"Parallel Importing: Views of Hong Kong Sole Agents and U.S. Exporters." **Presented** at the **Pan-Pacific Conference VI**, May 30-June 1, 1989 (Sydney, Australia). Dr. Charles F. Keown co-author.

"The Changing Multinational Corporation--Nation State's Relationship: The Case of IBM in India." **Presented** at the **Pan-Pacific Conference VI**, May 30-June 1, 1989 (Sydney, Australia). Dr. Anant R. Negandhi co-author.

"Empirical Analysis of TPM Impact on U.S. Steel Imports from Canada." **Presented** at the **Pan-Pacific Conference VI**, May 30- June 1, 1989 (Sydney, Australia). Dr. Harold R. Williams co-author.

"The COMPETE IFPS/Personal Analysis Package V. 3: A Marketing Decision Support System." **Accepted** for **presentation** at the **IFPS Users Association 1989 National Meeting**, June 4-8, 1989, (Austin, Texas).

"'What If' Analysis Using The COMPETE IFPS/Personal Analysis Package V. 3: A Marketing Decision Support System." **Presented** at the **1989 American Marketing Association Microcomputers in the Marketing Curriculum Conference**, April 11-13, 1989, (New Orleans, Louisiana).

"Sensitivity Analysis With The COMPETE IFPS/Personal Student Analysis Package: A Marketing Decision Support System." **Presented** at the **1989 Association of Business Simulation and Experiential Learning (ABSEL) Conference**, March 1-3, 1989 (Orlando, Florida).

"Coping With Countertrade Demands: A Prototype Countertrade Decision Support Package." **Presented** at the **1989 Pacific Asian Management Institute (PAMI) International Symposium on Pacific Asian Business**, January 10-13, 1989 (Honolulu).

"Quest for Self-Sufficiency in Technological Development: A Study of the Withdrawal of IBM from India." **Presented** at the **Pan-Pacific Conference V**, May 16-18, 1988 (Singapore). Dr. Anant R. Negandhi co-author.

"Impact of U.S. Trigger Price Mechanism on Steel Imports from Japan: An Empirical Analysis." **Presented** at the **Pan-Pacific Conference V**, May 16-18, 1988 (Singapore). Dr. Harold R. Williams co-author.

"What-If Analysis With the COMPETE IFPS/Personal Student Analysis Package: A Marketing Decision Support System." **Presented** at the **1988 Association for Business Simulation and Experiential Learning (ABSEL) Conference**, March 16-18, 1988 (San Diego).

"The Genesis of Asia-Pacific Countertrade." **Presented** at the Pacific Asian Management Institute (**PAMI**) **1988 International Symposium on Pacific Asian Business**, January 6-9, 1988 (Honolulu). Dr. James R. Wills, Jr. co-author.

Attended. Academy of International Business (AIB), Pacific Basin Region, **Second Symposium on Cross-Cultural Consumer and Business Studies**, December 14-18, 1987 (Honolulu).

"Goal-Seek Analysis With The COMPETE IFPS/Personal Student Analysis Package: A Marketing Decision Support System." **Presented** at the 1987 **American Marketing Association (AMA) Microcomputers in Marketing Workshop**, October 10-13, 1987 (Honolulu).

"Managing Countertrade." **Presented** at the Pacific Asian Management Institute **(PAMI) Colloquium on Selected Issues in International Business**, August 7, 1987 (Honolulu). Dr. James R. Wills, Jr. co-author.

"Alternative Approaches to Development of Computer Technology: A Comparative Study of India, Japan, and Singapore." **Presented** at **American Marketing Association (AMA) 1987 International Conference**, January 4-7, 1987 (New Delhi, India). Dr. Anant R. Negandhi co-author.

"U.S.-Japan Trade Policy: Impact of U.S. Trigger Price Mechanism on Steel Imports from Japan." **Presented** at **American Marketing Association (AMA) 1987 International Conference**, January 4-7, 1987 (New Delhi, India). Dr. Harold R. Williams co-author.

"Impact of Trigger Price Mechanism on U.S. Steel Imports from South Korea." **Presented** at the Pacific Asian Management Institute **(PAMI) Colloquium on Selected Issues in International Business**, August 1986 (Honolulu).

Attended. American Marketing Association (AMA) 17th Attitude Research Conference at Honolulu, Hawaii, March 23-26, 1986.

"The Steel Trigger Price Mechanism: An Aggregate Analysis of Its Impact on Steel Imports." **Presented** at the 1984 Midwest Meeting of the **Academy of International Business (AIB)**, April 4-7, 1984 (Chicago). Dr. Harold R. Williams co-author.

"A Disaggregated Empirical Analysis of the Trigger Price Mechanism on Steel Imports." **Presented** at the Forty-Eighth Annual Meeting of the **Midwest Economics Association**, April 5-7, 1984 (Chicago). Dr. Harold R. Williams co-author.

"The Steel Trigger Price System: Its Effectiveness in Reducing Injury Caused By Dumping." **Presented** at the **Academy of International Business (AIB) Annual Meeting**, December 1983 (San Francisco). Dr. Harold R. Williams co-author.

"U.S. Steel Trigger Price Mechanism: Current Status and Problems." **Presented** at the **Academy of International Business** Northeastern Regional Meeting, March 1980 (M.I.T., Cambridge, Massachusetts). Dr. Harold R. Williams co-author.

OTHER CONFERENCE CONTRIBUTIONS:

Chair, Session on Simulation, Fifty-first Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL) March 14-16, 2024 (Orlando, Florida)

Panelist, Plenary Session of ABSEL Senior Fellows, Fiftieth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL) March 22-24, 2023 (Pittsburgh, Pennsylvania)

Chair, Session on Experiential Learning, Forty-eighth Annual (Virtual) Conference of the Association for Business Simulation and Experiential Learning (ABSEL) March 24-26, 2021 (Pittsburgh, Pennsylvania)

Chair, Session on Simulations, Forty-seventh Annual (Virtual) Conference of the Association for Business Simulation and Experiential Learning (ABSEL) March 18-20, 2020 (Pittsburgh, Pennsylvania)

Chair, Session on Simulations, Forty-sixth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL) March 20-22, 2019 (San Diego, California)

Chair, Session on Simulations, Forty-fifth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL) March 21-23, 2018 (Seattle, Washington)

Chair, Session on Simulations, Forty-third Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL) March 23-25, 2016 (New Orleans, Louisiana)

Chair, Session on Simulations, Forty-second Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL) March 4-6, 2015 (Las Vegas, Nevada)

Chair, Session on Enhancing Learning in Simulations, Thirty-ninth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL) March 7-9, 2012 (San Diego, California)

Chair, Session on Simulation Learning Presentations, Thirty-seventh Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL) March 24-26, 2010 (Little Rock, Arkansas)

Chair, Session on Simulation Learning Presentations, Thirty-fifth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL) March 5-7, 2008 (Charleston, South Carolina)

Panelist, Session on: Web Based Courses: What Does Work?—What Doesn't Work?, **Twenty-eighth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 1-4, 2001 (San Diego, California). Jerry Gosen, Nancy Leonard, Mary Jo Vaughan, and Peggy Golden co-panelists.

Chair, Session on Realistic Simulations of Total Enterprise Performance, **Twenty-fifth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** January 4-6, 1998 (Maui, Hawaii)

Local Arrangements Committee, **Twenty-fifth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** January 4-6, 1998 (Maui, Hawaii).

Chair, Session on International Trade, **Pan-Pacific Conference XIV**, June 3-5, 1997 (Kuala Lumpur, Malaysia).

Program Chair, **Academy of International Business (AIB) 1997 Asia Pacific Area Conference**, June 19-21, 1997 (Kamuela, Hawaii).

Conference Co-chair, **Academy of International Business (AIB) 1997 Asia Pacific Area Conference**, June 19-21, 1997 (Kamuela, Hawaii).

Chair, Session on Marketing and Experientail Learning, **Twenty-fourth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 19-21, 1997 (New Orleans).

Discussant, Session on Marketing and Experiential Learning, **Twenty-fourth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 19-21, 1997 (New Orleans).

Chair, Session on International Trade Research, **Pan-Pacific Conference XII**, May 29 - June 1, 1995 (Dunedin and Queenstown, New Zealand).

Chair, Session on International Trade Issues, **Pan-Pacific Conference XI**, June 2-4, 1994 (Bangkok, Thailand).

Discussant, Session on Consumer Behavior, **Fifth International Conference on Comparative Management**, June 6-9, 1992 (Kaohsiung, Taiwan).

Chair, "Research on Asia-Pacific Countertrade." **Presented** at the **Academy of International Business (AIB) Southeast Asia Conference**, June 20-22, 1991 (Singapore).

Chair, "Research Panel Workshop on Asia-Pacific Countertrade." **Presented** at the **Pan-Pacific Conference VIII--A Business, Economic and Technological Exchange**, June 6-8, 1991 (Kuala Lumpur, Malaysia). Dr. Peter W. Liesch co-panelist.

Chair, Session on Japan, **Academy of International Business 1990 Annual Meeting**, October 11-14, 1990 (Toronto, Canada).

Chair, Session on Management and Organizational Behavior in a Cross-Cultural Perspective, **1990 Pacific Asian Management Institute (PAMI) International Symposium on Pacific Asian Business**, January 10-13, 1990 (Honolulu).

Board Member, Coordinator, Game and Computer Laboratory, and Local Arrangements Committee, Seventeenth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL), January 7-9, 1990 (Honolulu).

Chair, Session on International Marketing, **1989 Pacific Asian Management Institute (PAMI) International Symposium on Pacific Asian Business**, January 10-13, 1989 (Honolulu).

Panelist at **Symposium on Business Game Competition in the International Setting**, Pan-Pacific Conference V, May 16-18, 1988 (Singapore).

Discussant at Symposium on Management Proposals for the Pan Pacific Era and the International Exchange of Management and Academic Research, Honolulu, Hawaii, November 22, 1986.

GRANTS:

International:

Lingnan College, Tuen Mun, Hong Kong

funded joint research on Countertrade Practices in Hong Kong

University of Otago, Dunedin, New Zealand

funded joint research on Countertrade Practices in New Zealand

Chulalongkorn University, Bangkok, Thailand

funded joint research on Countertrade Practices in Thailand

Universiti Kebangsaan Malaysia, Bangi-Selangor, Malaysia

funded joint research on Countertrade Practices in Malaysia

National University of Singapore, Singapore

funded joint research on Countertrade Practices in Singapore

University of Southern Queensland, Australia

funded joint research on Countertrade Practices in Australia

National:

Fujitsu/JAIMS:

Proposal submitted but not approved

University of Hawaii at Manoa:

Office of International Programs and Services:

International Agreements Fund Award, 1991-1992 (funded)

International Agreements Fund Award, 1990-1991 (funded)

Office of Faculty Development and Academic Support:

Instructional Travel & Travel Development Fund Grant, 1995 (funded)

Instructional Travel & Travel Development Fund Grant, 1991 (funded)

Educational Improvement Fund Grant, 1989-90 (funded)

Office of Technology Transfer and Economic Development Grant:

Application submitted (1991) but not approved

Fujio Matsuda Fellows Award:

Application submitted (1990) but not approved

ORA:

URC Travel Award, March 1998 (funded)

URC Travel Award, March 1997 (funded)

URC Travel Award, March 1996 (funded)

URC Travel Award, March 1995 (funded)

URC Travel Award, April 1994 (funded)

URC Travel Award, May 1992 (funded)

URC Travel Award, April 1991 (funded)

URC Travel Award, September 1989 (funded)

URC Travel Award, March 1989 (funded)

URC Travel Award, March 1988 (funded)

CBA:

RFDC Award, April 1996 (funded)

RFDC Award, September 1994 (funded)

CIBER Award, March 2002 (approved, funded, and lapsed)

CIBER Award, May 2001 (approved, but not funded)

CIBER Award, May 1993 (approved too late and not funded)

CIBER Award, May 1992 (approved, funded and later cancelled)

RAC Award, 1991 (funded)

RAC Award, 1990 (funded)

RAC Award, 1989 (funded)

RAC Award, 1988 (funded)

RAC Award, 1987 (funded)

RAC Award, 1986 (funded)

SPEECHES AND PRESENTATIONS:

“Marketing Decision Making” MS in Information Technology in Business Executive Program Seminar, **Chulalongkorn University, Bangkok, Thailand**, February 24, 2006. **Invited guest speaker.**

“Internet Marketing” MS in Information Technology in Business Executive Program Seminar, **Chulalongkorn University, Bangkok, Thailand**, February 17, 2006. **Invited guest speaker.**

“Market Segmentation Analysis and Positioning” MS in Information Technology in Business Executive Program Seminar, **Chulalongkorn University, Bangkok, Thailand**, February 10, 2006. **Invited guest speaker.**

“Strategic Market Planning” MS in Information Technology in Business Executive Program Seminar, **Chulalongkorn University, Bangkok, Thailand**, February 3, 2006. **Invited guest speaker.**

“Strategic Market Planning” Executive MBA Seminar, **Chulalongkorn University, Bangkok, Thailand**, June 24, 2005. **Invited guest speaker.**

Boston Network "Strategic Market Planning" Executive Development Workshop, **Bangkok, Thailand**, June 26-27, 2003. **Invited guest speaker.**

"Marketing Strategy and Strategic Market Planning" Executive MBA Seminar, **Chulalongkorn University, Bangkok, Thailand**, June 22, 2003. **Invited guest speaker.**

"Strategic Market Planning" MBA Seminar, **Chulalongkorn University, Bangkok, Thailand**, June 24, 2003. **Invited guest speaker.**

"Marketing Strategy and Strategic Market Planning" Student Seminar, **Chulalongkorn University, Bangkok, Thailand**, June 25, 2003. **Invited guest speaker.**

"Web-based Approaches to Market Analysis," presented to Print America, 2001 at the Kealani Resort, Wailea, Maui, February 26, 2001. Invited speaker

"Recent Developments in Internet Marketing," presented to graduate students at the Asian Institute of Technology, School of Management, Bangkok, Thailand, July 4, 2001. Invited speaker.

"Strategic Market Management and Web-based Market Research" presented to participants in University of Hawaii College of Business Administration **Business Plan Competition** at CBA, Honolulu, January 23, 2001.

"Frontiers of Marketing: Internet Marketing" presented at Hawaii Food Industry Association (HFIA) General Meeting at the **Oahu Country Club**, Honolulu, October 19, 2000.

"Strategies for Internet-Enhanced Marketing" Workshop presented with Dr. Glen Taylor at [HiTechHawaii@2000](#)--Connecting to the New Economy Conference at the **Hawaii Convention Center**, Honolulu, October 11-12, 2000.

"Research Seminar on Internet Marketing" for faculty and doctoral students, **Indian Institute of Management, Ahmedabad**, July 19, 2000.

"Internet as an Advertising Medium: its future, and possible implications in business communication." Post Graduate Management (PGM, 2nd Year) Program, **Indian Institute of Management, Ahmedabad**, July 18, 2000.

"Internet Impact on Marketing Concepts." Chinese MBA Program, MBC602 - Marketing Management, **The National University of Singapore**, April 6, 1999.

"Preparing Course Materials on the Website." Faculty Seminar, **The National University of Singapore**, August 21, 1998.

"Marketing in Action," **Mount Carmel College Institute of Management**, Bangalore, India, June 21, 1997. Invited guest speaker.

"Marketing Management," **Kirloskar Multimedia Limited**, India, July 10, 1996. **Invited guest speaker.**

"Strategic Market Planning," **Rotary Club of Bangalore, India**, July 8, 1996. **Invited guest speaker.**

"PowerPoint in the Classroom." CBA Research and Faculty Development Committee (RFDC) Seminar, **University of Hawaii at Manoa**, April 22, 1996.

"PowerPoint in the Classroom." CBA Research and Faculty Development Committee (RFDC) Seminar, **University of Hawaii at Manoa**, October 23, 1995.

"Strategic Market Planning and Marketing Decision Support Systems." Marketing Faculty Seminar, **University of Otago, Dunedin, New Zealand**, May 26, 1995.
Invited guest speaker.

"New Product Development and Product Innovation." Student Seminar, **Faculty of Commerce and Accountancy, Chulalongkorn University, Bangkok, Thailand**, July 13, 1993. **Invited guest speaker.**

"Sales Forecasting and Multiple Regression Analysis." Student Seminar, **Faculty of Commerce and Accountancy, Chulalongkorn University, Bangkok, Thailand**, July 14, 1993. **Invited guest speaker.**

"Future Perspectives of the Modern Marketing Manager." Dinner Talk at Chao Phaya Park Hotel to 150 business managers and participants in the Modern Marketing Manager Program of **Faculty of Commerce and Accountancy, Chulalongkorn University, Bangkok, Thailand**, July 14, 1993. **Invited guest speaker.**

"Marketing Management and Strategic Market Planning." Graduate Student Seminar, **Faculty of Commerce and Accountancy, Chulalongkorn University, Bangkok, Thailand**, July 15, 1993. **Invited guest speaker.**

"Strategic Market Planning." Forty-fourth Programme on Marketing Strategy and Management, **Administrative Staff College of India, Hyderabad, India**, August 3, 1992. **Invited guest speaker.**

"Marketing Decision Support Systems." Forty-fourth Programme on Marketing Strategy and Management, **Administrative Staff College of India, Hyderabad, India**, August 3, 1992. **Invited guest speaker.**

"Values and Lifestyles Analysis." Faculty and Student Seminar, **Faculty of Commerce and Accountancy, Chulalongkorn University, Bangkok, Thailand**, July 17, 1992.
Invited guest speaker.

"Asia-Pacific Countertrade." Faculty and Student Seminar, **Faculty of Commerce and Accountancy, Chulalongkorn University, Bangkok, Thailand**, July 16, 1992.
Invited guest speaker.

"Market Segmentation and Positioning Strategy." Faculty and Student Seminar, **Faculty of Commerce and Accountancy, Chulalongkorn University, Bangkok, Thailand**, July 16, 1992. **Invited guest speaker.**

"Countertrade in the Asia-Pacific Region." Faculty Seminar, Faculty of Business Management, **Universiti Kebangsaan, Bangi, Selangor, Malaysia**, July 6, 1992. **Invited guest speaker.**

"Strategic Market Planning With Marketing Decision Support Systems." Professional Seminar, **Marketing Institute of Singapore**, November 20-22, 1991 (Singapore). **Invited guest speaker.**

"Strategic Market Planning With A Product Portfolio Analysis Model." Faculty Seminar, **Faculty of Business Administration, National University of Singapore**, July 19, 1991. **Invited guest speaker.**

"Use of PC-based Decision Support Systems in Marketing Analysis, Planning, Implementation and Control," Faculty Seminar, **Faculty of Business Management, Universiti Kebangsaan, Bangi, Selangor, Malaysia**, June 11, 1991. **Invited guest speaker.**

"Marketing Analysis, Planning, Implementation and Control in a Complex, Dynamic and Uncertain Environment," Faculty Seminar, **Faculty of International Business Management, University of International Business and Economics, Beijing, China**, June 1, 1991. **Invited guest speaker.**

"Strategic Market Planning in a Complex, Dynamic and Uncertain Environment," International Management Forum, **Graduate School of International Management, International University of Japan**, May 23, 1991. **Invited guest speaker.**

"Countertrade in Asia," Center for Executive Development/Pacific Asian Management Institute, **International Visiting Colleagues Program**, July 12, 1990. **Invited guest speaker.**

"Use of Marketing Decision Support Systems in Marketing Decision Making," **American Statistical Association**, September 1988 meeting of the **Hawaii Chapter**, September 21, 1988. **Invited guest speaker.**

"Recent Trends in Countertrade," **Rotary Club of Bangalore, India**, August 1, 1988. **Invited guest speaker.**

CONSULTING PROJECTS:

Strategic Planning Workshop, Salvation Army Family Treatment Services, Honolulu, (May 1997).

Report on the Potential for International Banking in the Peoples Republic of China and the ASEAN Group of Nations. Participated in a proprietary study prepared under subcontract for a Washington, D.C. area bank. (Contact: Dr. M.L. Liebrez, Professor, Department of Marketing, George Washington University for comments.)

PROFESSIONAL SERVICE:

Member, Marketing Department Personnel Committee, 2023.

Chair, Marketing Department Personnel Committee, 2022

Member, **Tenure & Promotion Review Committee**, 2021-2022

Member, Marketing Department Scholarship Committee, 2022

Acting Chair, Marketing Department, March 2019

Member, **Tenure & Promotion Review Committee**, 2018-19

Chair, Marketing Department Faculty Personnel Committee, 2018

Member, **Faculty Senate Executive Committee**, 2017-2019

Acting Chair, Marketing Department, March 2017

Chair, Marketing Department Personnel Committee, 2015

Member, **Tenure & Promotion Review Committee**, 2015-16.

Chair, Marketing Department Personnel Committee, 2012

Chair, Session on Enhancing Learning in Simulations, **Thirty-ninth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 2012.

Member, **Tenure & Promotion Review Committee**, 2011-12.

Chair, Marketing Department Personnel Committee, 2010

Chair, Session on Simulation Learning Presentations, **Thirty-seventh Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 2010.

Member, **Tenure & Promotion Review Committee**, 2008-09.

Chair, Marketing Department Personnel Committee, 2008

Chair, Session on Simulation Learning Presentations, **Thirty-fifth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** March 2008.

Member, **Committee on Faculty Service**, Manoa Faculty Senate, 2007-2009.

Senator, **University of Hawaii Faculty Congress**, 2007-2009.

Member, **Faculty Senate Executive Committee**, 2006-2007

Member, **Tenure & Promotion Review Committee**, 2004-05.

Member, **Program Review Committee, Association for Business Simulation and Experiential Learning (ABSEL) 2004 Conference**, March 16-18, 2005 (Orlando).

Member, **Faculty Senate Executive Committee**, 2004-2005

Member, **Board of Editorial Review, Research in Management Education and Development**, 2003.

Member, **Faculty Senate Executive Committee**, 2002-2003

Member, **Research and Faculty Development Committee**, 2001-2003

Member, **Tenure & Promotion Review Committee**, 2000-01.

Member, **Manoa Core Committee**, 2000-

Member, **Research and Faculty Development Committee**, 1999-2001.

Member, Board of Advisors, IPS National Competitiveness Report, **Institute of Industrial Policy Studies (IPS)**, Korea (1998).

Chair, Session on Realistic Simulations of Total Enterprise Performance, Twenty-fifth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL) January 1998

Local Arrangements Committee, **Twenty-fifth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL) January 1998**

Chair, Session on International Trade, Pan-Pacific Conference XIV, June 1997

Program Chair, Academy of International Business (AIB) 1997 Asia Pacific Area Conference, June 1997

Conference Co-chair, Academy of International Business (AIB) 1997 Asia Pacific Area Conference, June 1997

Chair, Session on Marketing and Experiential Learning, Twenty-fourth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL) March 1997

Discussant, Session on Marketing and Experiential Learning, **Twenty-fourth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL) March 1997**

Member, **Research and Faculty Development Committee, 1997.**

Senator, University of Hawaii Faculty Congress, 1996.

Member, **Faculty Senate Committee on Student Affairs, 1996.**

Member, **CBA International Programs Advisory Board, 1996- .**

Chair, Tenure & Promotion Review Committee, 1996-97.

Conference Co-chair, Academy of International Business Asia Pacific Area Conference, June 1997.

President, Faculty Council, 1995-1996.

Chair, Pacific Basin Chapter, Academy of International Business, 1996.

Chair, Faculty Council Executive Committee, 1995-1996.

Chair, Pacific Basin Region, Academy of International Business, 1995.

Member, **College of Business Administration (CBA)/American Assembly of Collegiate Schools in Business (AACSB) Reaccreditation Team**, 1995.

Member, **Asia-Pacific Center for Executive Development (APCED) Advisory Committee**, 1995-1996.

Member, **Multi-Media Instruction Committee**, 1995.

Member, **Program Review Committee, Association for Business Simulation and Experiential Learning (ABSEL) 1996 Conference**, March 27-29, 1996 (Orlando).

Member, **Faculty Council Executive Committee**, 1995.

Chair, Session on International Trade Issues, **Pan-Pacific Conference XII**, May 29 - June 1, 1995 (Dunedin and Queenstown, New Zealand).

Chair, Classroom Improvement Team, Quality Forum, CBA, 1994-95.

Chair, Session on International Trade Issues, **Pan-Pacific Conference XI**, June 2-4, 1994 (Bangkok).

Member, **University of Hawaii Marketing Plan Advisory Committee**, 1994.

Member, MBA Full-Time Day Program Self-Managed Work Team, 1994.

Member, **Program Review Committee, Pacific and Asian Management Institute (PAMI) 1993 International Symposium on Pacific Asian Business**, February 14-15, 1993 (Manila, The Philippines).

Discussant, Session on Consumer Behavior, **Fifth International Conference on Comparative Management**, June 6-9, 1992 (Kaohsiung, Taiwan).

Chair, Tutorial session on COMPETE Marketing Simulation Lotus 1-2-3 and Product Portfolio Analysis Decision Support Systems, **Fifth International Conference on Comparative Management**, June 6-9, 1992 (Kaohsiung, Taiwan).

Member, **Program Review Committee, Academy of International Business (AIB) 1992 Annual Meeting**, November 20-22, 1992 (Brussels).

Member, **Board of Examiners, National University of Singapore School of Postgraduate Management Studies**, 1991 (Singapore).

Chair, Research Panel on Asia-Pacific Countertrade, **Academy of International Business (AIB) Southeast Asia Conference**, June 20-22, 1991 (Singapore).

Chair, Research Panel Workshop on Asia-Pacific Countertrade, **Pan-Pacific Conference VIII--A Business, Economic and Technological Exchange**, June 6-8, 1991 (Kuala Lumpur, Malaysia).

Member, **Advisory Board, Society of College of Business Administration Alumni and Friends Executive Committee**, 1991-present.

Faculty Advisor, Secretary-Treasurer, Beta Gamma Sigma National Business Honors Society, University of Hawaii, 1990-present.

Member, **Program Review Committee, Academy of International Business (AIB) 1991 Annual Meeting**, October 17-20, 1991 (Miami).

Member, **Program Review Committee, Pacific and Asian Management Institute (PAMI) 1991 International Symposium on Pacific Asian Business**, January 6-9, 1991 (Honolulu).

Chair, Session on Japan, **Academy of International Business 1990 Annual Meeting**, October 11-14, 1990 (Toronto).

Member, **Program Review Committee, Academy of International Business (AIB) 1990 Annual Conference**, October 11-14, 1990 (Toronto).

Chair, Session on Management and Organizational Behavior in a Cross-Cultural Perspective, **1990 Pacific Asian Management Institute (PAMI) International Symposium on Pacific Asian Business**, January 10-13, 1990 (Honolulu).

Member, **Program Review Committee, Association for Business Simulation and Experiential Learning (ABSEL) 1990 Conference**, January 7-9, 1990 (Honolulu).

Board Member, Coordinator, Game and Computer Laboratory, and Local Arrangements Committee, Seventeenth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL), January 7-9, 1990 (Honolulu).

Member, **Program Review Committee, Association for Business Simulation and Experiential Learning (ABSEL) 1989 Conference**, March 1-3, 1989 (Orlando).

Chair, Session on International Marketing, **1989 Pacific Asian Management Institute (PAMI) International Symposium on Pacific Asian Business**, January 10-13, 1989 (Honolulu).

Member, **Program Review Committee, Pacific Asian Management Institute (PAMI) 1989 Conference**, January 10-13, 1989 (Honolulu).

Panelist at **Symposium on Business Game Competition in the International Setting**, Pan-Pacific Conference V, May 16-18, 1988 (Singapore).

Member, **Program Review Committee, Pacific Asian Management Institute (PAMI) 1988 Conference**, January 6-9, 1988, (Honolulu).

Discussant at Symposium on Management Proposals for the Pan Pacific Era and the International Exchange of Management and Academic Research, November 22, 1986 (Honolulu).

Member, **CBA Advisory Task Force**, 1985.

Unpaid Professional Community Service:

Director, Ala Wai Plaza Skyrise Homeowners Association, 2013-14

Member, The Salvation Army Honolulu Advisory Board, 1997-1998.

Chairperson, The Salvation Army Family Treatment Services Advisory Council, 1997-1998.

Member, The Salvation Army Family Treatment Services Advisory Council, 1997-1998.

Volunteer, East-West Center Alumni Phonathon, February 11, 1995

Director, Kings Gate Homeowners Association, 1994

Treasurer, Kings Gate Board of Directors, 1994

Member, First Advisory Board, Society of College of Business Administration Alumni and Friends, 1991-1992.

Member, East-West Center Association of the United States, Hawaii Chapter, 1989-1990.

Member, Advisory Board, The Salvation Army Residential Treatment Facilities for Children and Youth Advisory Council, 1989-96.

Vice Chairperson, Advisory Board, The Salvation Army Residential Treatment Facilities for Children and Youth Advisory Council, 1987-1989.

Vice President, East-West Center Alumni Association of the United States, Hawaii Chapter, 1987-1989.

Member, **Agency Brochure Committee**, The Salvation Army Residential Treatment Facilities for Children And Youth Advisory Council, 1986-1989.

Member, East-West Center Alumni **Ad Campaign Committee**, 1987-88.

Member, Advisory Board, The Salvation Army Residential Treatment Facilities for Children and Youth Advisory Council, 1986-present.

TEACHING AND INSTRUCTIONAL ACTIVITIES:

			# of	#
Term	Course No.	Course Title	Sections	Enrolled

UHM Regular Sessions

Spring 2024	MKT 361	Marketing Seminar - COMPETE	1	12
	BUS 312	Principles of Marketing	2	35

TEACHING AND INSTRUCTIONAL ACTIVITIES:

			# of	#
Term	Course No.	Course Title	Sections	Enrolled
UHM Regular Sessions				
Spring 2023	MKT 391	Marketing Strategies	2	36
	BUS 312	Principles of Marketing	1	20
Spring 2022	MKT 391	Marketing Strategies	2	37
	BUS 312	Principles of Marketing	1	37
Fall 2021	MKT 391	Marketing Strategies	1	19
	BUS 312	Principles of Marketing	2	43
Spring 2021	MKT 391	Marketing Strategies	2	34
	BUS 312	Principles of Marketing	1	12
Fall 2020	MKT 391	Marketing Strategies	1	20
	BUS 312	Principles of Marketing	2	23
Spring 2020	MKT 391	Marketing Strategies	2	30
	BUS 312	Principles of Marketing	1	5
Fall 2019	MKT 391	Marketing Strategies	2	21
Spring 2019	MKT 391	Marketing Strategies	2	30
	BUS 312	Principles of Marketing	1	9
Fall 2018	MKT 391	Marketing Strategies	2	32
	BUS 312	Principles of Marketing	1	9
Spring 2018	MKT 391	Marketing Strategies	2	35
Fall 2017	MKT 391	Marketing Strategies	2	27
	BUS 312	Principles of Marketing	1	10
Spring 2017	MKT 391	Marketing Strategies	2	30
Fall 2016	MKT 391	Marketing Strategies	2	20

			# of	#
Term	Course No.	Course Title	Sections	Enrolled

UHM Regular Sessions

Fall 2015	MKT 391	Marketing Strategies	2	26
Spring 2015	MKT 391	Marketing Strategies	1	14
	BUS 312	Principles of Marketing	1	19
Spring 2014	MKT 391	Marketing Strategies	2	33
Fall 2013	BUS 312	Principles of Marketing	2	80
Spring 2013	MKT 391	Marketing Strategies	2	29
Fall 2012	MKT 391	Marketing Strategies	2	23
Spring 2012	MKT 391	Marketing Strategies	2	26
Fall 2011	MKT 391	Marketing Strategies	1	17
	MKT 361	Mktg. Mgmt. & Decision Making	1	6
Spring 2011	MKT 391	Marketing Strategy	2	22
	MKT 361	Mktg. Mgmt. & Decision Making	1	4
Fall 2010	MKT 361	Mktg. Mgmt. & Decision Making	1	2
Spring 2010	MKT 391	Marketing Strategy	1	15
	MKT 361	Marketing Competition	1	3
Fall 2009	MKT 391	Marketing Strategy	2	15
Spring 2009	MKT 391	Marketing Strategy	1	4
	MKT 361	Marketing Competition	1	5
Fall 2008	MKT 651	Advanced Marketing Management	1	5
	MKT 361	Marketing Competition	1	3

Term	Course No.	Course Title	# of Sections	# Enrolled
UHM Regular Sessions				
Fall 2007	MKT 391	Marketing Strategy	2	13
Spring 2007	MKT 391	Marketing Strategy	2	23
Fall 2006	MKT 391	Marketing Strategy	2	32
Spring 2005	MKT 391	Marketing Strategy	3	54
Fall 2004	MKT 391	Marketing Strategy	2	27
Spring 2004	MKT 391	Marketing Strategy	3	58
	BUS 615B	EMBA	1	37
Fall 2003	MKT 391	Marketing Strategy	2	38
Spring 2003	MKT 391	Marketing Strategy	3	58
Fall 2002	MKT 391	Marketing Strategy	2	43
	MKT 651	Advanced Mktg. Mgmt. VEMBA	1	29
Spring 2002	MKT 391	Marketing Strategy	3	49
	BUS 615B	EMBA	1	20
Fall 2001	MKT 391	Marketing Strategy	2	42
	BUS 615B	JEMBA / CHEMBA	1	25
Spring 2001	MKT 391	Marketing Strategy	2	43
	BUS 615B	EMBA – Mktg. Mgmt.	1	40
	BUS 615B	JEMBA / CHEMBA	1	24
Fall 2000	MKT 391	Marketing Strategy	2	36
Spring 2000	MKT 362	Internet Marketing	1	31
	MKT 391	Marketing Strategy	2	36

Term	Course No.	Course Title	# of Sections	# Enrolled
Fall 1999	BUS 615	Marketing Management	1	43
	MKT 391	Marketing Strategy	2	26
Spring 1998	BUS 615	Marketing Management	2	71
	MKT 391	Marketing Strategy	2	45
	MKT 361	Internet Marketing	1	31
Fall 1997	BUS 615	Marketing Management	1	40
	MKT 391	Marketing Strategy	1	20
Spring 1997	BUS 615	Marketing Management	2	37
Fall 1996	MKT 371	Marketing Management	1	18
Spring 1996	MKT 315	Marketing Management	2	44
Fall 1995	BUS612	MBA Cohort Core	1	12
	BUS614	MBA Cohort Core (team)	1	30
	MKT315	Marketing Management	2	56
Spring 1995	BUS611	MBA Cohort Core	1	12
	BUS612	MBA Cohort Core	1	13
	MKT315	Marketing Management	2	58
	MKT399	Directed Research	1	1
Fall 1994	BUS611	MBA Cohort Core	1	13
	MKT315	Marketing Management	2	55
	MKT399	Directed Research	1	2
Spring 1994	MKT315	Marketing Management	2	45
	MKT399	Directed Research	1	1
Fall 1993	MKT315WI	Marketing Management	2	34
Spring 1993	MKT315WI	Marketing Management	2	21
Fall 1992	MKT315WI	Marketing Management	2	27

Term	Course No.	Course Title	# of Sections	# Enrolled
Spring 1992	MKT315	Marketing Management	1	30
	MKT321	Mktg. Info. Analysis	1	30
Spring 1991	MKT315	Marketing Management	1	18
	MKT321	Mktg. Info. Analysis	1	16
Fall 1990	MKT315	Marketing Management	1	27
	BUS658	Marketing Management	1	18
	MKT699	Directed Research	1	1
Spring 1990	MKT315	Marketing Management	1	11
	MKT655	Marketing Research	1	1
	MKT699	Directed Research	1	1
Fall 1989	MKT315	Marketing Management	1	23
	MKT321	Mktg. Info. Analysis	1	20
Spring 1989	MKT315	Marketing Management	2	32
Fall 1988	MKT315	Marketing Management	2	29
Spring 1988	MKT315	Marketing Management	2	45
	MKT300	Prin. of Marketing	1	25
Fall 1987	MKT315	Marketing Management	2	40
	MKT300	Prin. of Marketing	1	38
Spring 1987	MKT399	Directed Research	1	1
	MKT315	Marketing Management	2	29
Fall 1986	MKT399	Directed Research	1	1
	MKT315	Marketing Management	2	53
	MKT300	Prin. of Marketing	1	40
Spring 1986	MKT315	Marketing Management	2	36
Fall 1985	MKT315	Marketing Management	2	41
	MKT300	Prin. of Marketing	1	56

Term	Course No.	Course Title	# of Sections	# Enrolled
Spring 1985	MKT315	Marketing Management	2	37
	MKT300	Prin. of Marketing	1	58
Fall 1984	MKT315	Marketing Management	2	51
UHM Summer Sessions				
Summer 1985	MKT315	Marketing Management	1	20
Executive Development Programs				
UHM Executive MBA (EMBA) Program				
Spring 2004	BUS615B	Marketing Management	1	37
Spring 2002	BUS615B	Marketing Management	1	24
Spring 2001	BUS615B	Marketing Management	1	40
Spring 2000	DS660	Internet Marketing	1	33
Fall 1989	MKT690	Advanced Seminar in Mktg.	1	24
Fall 1987		International Trade & International Finance*	1	30
Spring 1985		International Trade & International Finance*	1	20
*Guest lecturer to UHM Executive MBA Program.				
UHM Guangdong Training Program				
Spring 2004	GTP 5	Strategic Market Management	1	10
Spring 2003	GTP 4	Strategic Market Management	1	10
Spring 2002	GTP 3	Internet Marketing	1	10
Fall 2000	GTP 2	Internet Marketing	1	12

Term	Course No.	Course Title	# of Sections	# Enrolled
Spring 2000	GTP 1	Internet Marketing	1	12
UHM Japan/China Focused MBA (JEMBA/CHEMBA) Program				
Fall 2001	BUS615B	Marketing Management	1	25
Spring 2001	BUS615B	Marketing Management	1	24
Spring 1998	MKT652	Japanese Marketing Systems	1	20
	MKT690	Chinese Marketing Systems		
		Marketing Simulation		
Spring 1997	MKT652	Japanese Marketing Systems Marketing Competition	1	18
UHM PAMI International Business Program (IBP)				
Summer 1990	IM690	International Management Simulation	1	19
UHM PAMI International Visiting Colleagues Program (IVCP)				
Summer 1990		Countertrade in the Asia-Pacific Region**	1	48
**Guest lecturer to UHM PAMI IBP/IVCP Program.				
UHM SINA.COM Senior Executive Seminar (January 6-9, 2001)				
Spring 2001		Internet Marketing	1	12
UHM Vietnam Executive MBA (VEMBA) Program				
Fall 2002	MKT 651	Advanced Mktg. Mgmt.	1	29
UHM Center for Executive Development (CED) Programs				
Summer 1990		Intl. Management Simulation	1	16

Term	Course No.	Course Title	# of Sections	# Enrolled
Spring 1987		Marketing Research	1	10
Fall 1986		Marketing Research	1	10
Summer 1986		Marketing Research	1	10
Summer 1985		Marketing Research	1	30
Spring 1985		Marketing Research	1	20
<i>Other Institutions in Hawaii</i>				
Japan America Institute of Management Science, Honolulu				
Fall 2003		JAIMS Seto Shinkin Seminar	1	6
Fall 2001	BUS615B	JEMBA/CHEMBA Marketing Management	1	24
Fall 2001		JAIMS Seto Shinkin Seminar	1	6
Spring 2001	BUS615B	JEMBA/CHEMBA Marketing Management	1	24
Fall 2000		JAIMS Seto Shinkin Seminar	1	10
Spring 2000	MGT514	Corporate Competition: Marketing Simulation	1	12
Fall 1999	MGT514	Corporate Competition: Marketing Simulation	1	14
Fall 1999		JAIMS Seto Shinkin Seminar	1	11
Spring 1998		ICMP/JEMBA/CHEMBA Management Simulation Game	1	35
Fall 1997	MGT514	Corporate Competition: Marketing Simulation	1	13

Term	Course No.	Course Title	# of Sections	# Enrolled
Fall 1997		JAIMS Seto Shinkin Seminar	1	10
Spring 1997	MGT514R	Corporate Competition: Management Simulation	1	25
Fall 1996	MGT514R	Corporate Competition: Management Simulation	1	41
Spring 1996	MGT514R	Corporate Competition: Management Simulation	1	30
Fall 1996		JAIMS Seto Shinkin Seminar	1	10
Spring 1996	MGT514R	Corporate Competition: Management Simulation	1	17
Fall 1995	MGT514	Management Simulation JAIMS ICMP JAIMS Seto Shinkin Seminar	1 1	37 11
Fall 1994		JAIMS Aso Fukuoka Seminar	2	282
Fall 1994		JAIMS Seto Shinkin Seminar	1	16
Fall 1993		JAIMS ASO Fukuoka Seminar	1	100
Fall 1990	IB690	Management Simulation JAIMS Seto Shinkin Seminar JAIMS Executive Seminar	1 1 1	26 10 60
Spring 1990	IB690	Management Simulation	1	16
Fall 1989	IB690	Management Simulation	1	42

Term	Course No.	Course Title	# of Sections	# Enrolled
Overseas Institutions				
Administrative Staff College of India, Hyderabad, India				
Summer 1992		Marketing Strategy & Management Executive Development Programme	1	28
Boston Network Executive Development Workshop				
Summer 2003		Strategic Market Planning	1	56
Chulalongkorn University, Bangkok, Thailand				
2nd Sem 2005		Seminar in Marketing Mgmt.	1	7
Oct '05 - Jan '06		MBA - YE Program		
1st Sem 2005		Electronic Commerce & Digital Enterprise: MMIB Program	1	47
Aug - Oct 2005				
1st Sem 2005		Seminar in Marketing Mgmt.	1	7
June - Sep 2005		MBA - YE Program		
1st Sem 2005		Seminar in Marketing Mgmt.	1	9
June - Sep 2005		MBA - R Program		
Summer 2003		Strategic Market Planning Executive MBA Seminar	1	50
Summer 2003		Marketing Strategy Seminar	1	50
Summer 1997		Marketing Technology Seminar	1	22
Summer 1992		Marketing Management Seminar	1	12

Term	Course No.	Course Title	# of Sections	# Enrolled
Hong Kong Institute of Marketing, Hong Kong				
Summer 1996		Strategic Market Planning Seminar	1	20
Indian Institute of Management, Ahmedabad, India				
Summer 2000		Internet Marketing Seminar	1	30
		Internet Marketing Research Seminar	1	40
Kathmandu College of Management, Kathmandu, Nepal				
Summer 2000		Internet Marketing Executive Development Workshop	1	25
Marketing Institute of Singapore, Singapore				
Summer 1997		Strategic Market Planning Seminar	1	17
Summer 1995		Strategic Market Planning Seminar	1	21
Summer 1995		Market Segmentation Analysis & Positioning Seminar	1	18
Summer 1994		Strategic Market Planning Seminar	1	14
Fall 1991		Strategic Market Planning Seminar	1	20
National Sun Yat-sen University, Kaohsiung, Taiwan				
Summer 1992		Marketing Management Seminar	1	40

Term	Course No.	Course Title	# of Sections	# Enrolled
National University of Singapore, Singapore				
Sp Term 2002	MBA5009) MBA6002) DIP5007) MMT6010) BM5230)	Marketing Management	1	14
Sp Term 2001	MBA7301G) MMT6018G) BM5331G)	Internet Marketing	1	42
Sp Term 2000	MBA7301G) MMT6018G)	Internet Marketing	2	52
Summer 1999	MBA7301G) MMT6018G)	Internet Marketing	1	20
Spring 1999	MBA7301G) MMT6018G) BK3209	Internet Marketing Internet Marketing	1 1	18 23
Fall 1998		Marketing Management Executive Development Program	1	14
Fall 1998	BK3200 BK4201	Marketing Management Strategic Marketing	1 1	16 23
Fall 1991	MB7301	Marketing Strategy	1	6
Fall 1991		Marketing Management Executive Development Program	1	35

Term	Course No.	Course Title	# of Sections	# Enrolled
Singapore Management University, Singapore				
Summer 2004	MKTG210	Marketing Management	1	37
Summer 2003	MKTG210	Marketing Management	1	20
University of International Business and Economics, Beijing, Peoples Republic of China				
Summer 1991		Marketing Management	1	28
		Simulation Seminar		

OTHER INSTRUCTIONAL ACTIVITIES:

Supervised directed reading and research, and development of "The Complete Spreadsheet" using Lotus 1-2-3 software at the undergraduate level. This spreadsheet is now used by students in MKT315 for analyzing company and competitor performance.

INTERNAL SERVICE:**DEPARTMENT:**

Member, Department Personnel Committee, Spring 2022

Chair, Department Personnel Committee, Spring 2022

Member, Department Scholarship Committee, Spring 2022

Acting Chair, March 2019

Chair, Department Faculty Personnel Committee, Fall 2018

Acting Chair, March 2017

Acting Chair, September 2016

Chair, Department Personnel Committee, Fall 2015

Chair, Department Personnel Committee, Fall 2012

Chair, Department Personnel Committee, Fall 2010

Chair, Department Personnel Committee, Fall 2008

Chair, Learning Assessment Committee, Spring 2004 – Spring 2005

Acting Chair, December 2002 – January 2003

Chair, Department Assessment Committee, Spring 2002 – Fall 2003

Acting Chair, December 1997 - January 1998

Chair, Department Personnel Committee, Department of Marketing, 1996

Member, Department Personnel Committee, Department of Financial & Economic Institutions, 1996

Acting, Acting Department Chair, July-August 1995

Department Personnel Committee, 1990-present

Western Association of Food Chains Scholarship Fund Selection Committee, 1990

COLLEGE:

Member, Faculty Senate Executive Committee, Fall 2017 - Spring 2019

Alternate President, Shidler College of Business Faculty Senate, Fall 2006 – Spring 2008

Member, Internal Operations Task Force, Shidler College of Business Strategic Planning Workshop, Fall 2006

Member, Faculty Senate Executive Committee, Fall 2006 – Spring 2008

Member, Faculty Senate Executive Committee, Fall 2004 - Spring 2005

Member, Faculty Senate Executive Committee, 2002 - 2004

Member, Research and Faculty Development Committee, 2001 - 2003

Member, Rewiring and Equipment Taskforce, Center for E-Business and Entrepreneurship, Fall 2000.

Member, Research and Faculty Development Committee, 1999-2001

Member, Faculty Council Executive Committee, 1998

Member, Research and Faculty Development Committee, 1997

Member, Business Night Awards Selection Committee, 1997

Member, CBA International Programs Advisory Board, 1996-

President, CBA Faculty Council, 1995-1996

Chair, Faculty Council Executive Committee, 1995-1996

Member, Asia-Pacific Center for Executive Development (APCED) Advisory Committee, 1995-1996.

Member, Multi-Media Instruction Committee, 1995

Member, Faculty Council Executive Committee, 1995-1997

Member, CBA/AACSB Reaccreditation Team, 1995-1996

Chair, Classroom Improvement Team, 1994-1995

Member, MBA Full-Time Day Program Self-Managed Work Team, 1994-1995

Chair, Graduate Governing Council, 1992

CBA Research Advisory Committee (RAC), 1992

Graduate Governing Council, 1992-93

CBA PAMI Task Force, Fall 1990

Recording Secretary, Faculty Council, Spring 1990

CBA Teaching Advisory Selection Committee (TASC), 1990

CBANET Subcommittee, 1990 - present

CBA Subcommittee on Research Databases, 1990 - present

CBANET Advisory Committee, 1989-90

Dean's Advisory Committee on Integrating Computers into Appropriate Curriculum, 1988-90

Nominating & Elections Committee, 1986-1987

Recording Secretary, Faculty Council, 1985

Faculty Council Executive Committee, 1985-1986

Secretary, Faculty Council Executive Committee, 1985

Member, CBA Advisory Task Force, 1985

International EMBA Committee, 1984

UNIVERSITY:

Member, Tenure & Promotion Review Committee, 2021-22

Member, Tenure & Promotion Review Committee, 2018-19

Member, Tenure & Promotion Review Committee, 2015-16

Member, Tenure & Promotion Review Committee, 2011-12

Member, Tenure & Promotion Review Committee, 2008-09

Member, **Committee on Faculty Service**, Manoa Faculty Senate, 2007-09.

Senator, **University of Hawaii Faculty Congress**, 2007-09.

Member, Tenure & Promotion Review Committee, 2004-05.

Member, Tenure & Promotion Review Committee, 2000-01.

Member, **Manoa Core Committee**, 2000-02

Member, **University of Hawaii Honors Council**, 2000

Member, **Faculty Disciplinary Advisory Committee**, 1998

Member, **Faculty Advisory Committee on Academic Freedom**, 1997

Senator, **University of Hawaii Faculty Congress**, 1996.

Member, Faculty Senate Committee on Student Affairs, 1996.

Chair, Tenure & Promotion Review Committee, 1996-97.

All Campus Council of Faculty Senate Chairs, 1995-96.

UH Marketing Plan Advisory Committee, 1994.

UH Manoa Office of Faculty Development and Academic Support (OFDAS) DPC,
1993-1994.

UH Manoa Honors and Awards Committee, 1990-1992.

UH Manoa Center for Teaching Excellence Faculty Advisory Group, 1991-1992.

UH Manoa Center for Teaching Excellence Search Committee, 1991.
Invited to be Honors Thesis Advisor, 1989

PROFESSIONAL DEVELOPMENT ACTIVITIES:

Completed "Data Governance at UH" Training Program (online) April, 2023

Completed Title IX Training Program (online) November, 2018

Attended Fifty-First Annual **Hawaii International Conference on System Sciences (HICSS 51)** January 4-7, 2018 (Waikoloa, Hawaii)

Attended Fiftieth Annual **Hawaii International Conference on System Sciences (HICSS 50)** January 5-7, 2017 (Waikoloa, Hawaii)

Attended Forty-Ninth Annual **Hawaii International Conference on System Sciences (HICSS 49)** January 6-9, 2016 (Koloa, Kauai)

Attended Forty-Eighth Annual **Hawaii International Conference on System Sciences (HICSS 48)** January 5-8, 2015 (Koloa, Kauai)

Attended Forty-Seventh Annual **Hawaii International Conference on System Sciences (HICSS 47)** January 6-9, 2014 (Waikoloa, Hawaii)

Attended Forty-Sixth Annual **Hawaii International Conference on System Sciences (HICSS 46)** January 7-10, 2013 (Wailea, Maui)

Attended Forty-Fifth Annual **Hawaii International Conference on System Sciences (HICSS 45)** January 3-8, 2012 (Wailea, Maui)

Attended Forty-Fourth Annual **Hawaii International Conference on System Sciences (HICSS 44)** January 3-8, 2011 (Koloa, Kauai)

Attended **Teaching Matters: Fall 2010 Series For Faculty On High-Impact Teaching and Learning Practices**, Center for Teaching Excellence, Office of Faculty Development & Academic Support, University of Hawaii at Manoa, September 16 – November 4, 2010.

Attended Forty-Third Annual **Hawaii International Conference on System Sciences (HICSS 43)** January 5-8, 2010 (Koloa, Kauai)

Attended Forty-Second Annual **Hawaii International Conference on System Sciences (HICSS 42)** January 5-8, 2009 (Waikoloa, Hawaii)

Attended Forty-First Annual **Hawaii International Conference on System Sciences (HICSS 41)** January 7-10, 2008 (Waikoloa, Hawaii)

Attended Fortieth Annual **Hawaii International Conference on System Sciences (HICSS 40)** January 3-7, 2007 (Waikoloa, Hawaii)

Attended “Locking Loyalty Seminar” Plaza Athenee Hotel, Bangkok, Thailand, November 17, 2005 (Bangkok)

Attended Thirty-Eighth Annual **Hawaii International Conference on System Sciences (HICSS 38)** January 3-6, 2005 (Waikoloa, Hawaii)

Attended Thirty-Seventh Annual **Hawaii International Conference on System Sciences (HICSS 37)** January 5-8, 2004 (Waikoloa, Hawaii)

Attended Thirty-Sixth Annual **Hawaii International Conference on System Sciences (HICSS 36)** January 6-9, 2003 (Waikoloa, Hawaii).

Attended Thirty-Fifth Annual **Hawaii International Conference on System Sciences (HICSS 35)** January 7-10, 2002 (Waikoloa, Hawaii).

Attended Thirty-First Annual **Hawaii International Conference on System Sciences (HICSS 31)** January 6-9, 1998 (Kohala, Hawaii).

Attended **Twenty-fifth Annual Conference of the Association for Business Simulation and Experiential Learning (ABSEL)** January 4-6, 1998 (Maui, Hawaii).

Attended Technology and Teaching Seminars during Fall 1997. **Introduced HERN Web Crossing** on-line web-based discussion forum, conferencing and chat room facility in BUS 615 and MKT 391 during Fall 1997.

Attended UHM Sexual Harassment Awareness Workshop, April 2, 1997.

Attended UHM EEO&AA Office Sexual Harassment Awareness Workshop, May 31, 1996.

Attended 1995 Community Association Law Seminar, May 13, 1995.

Attended UHM **Equal Employment Opportunity/Affirmative Action Diversity Seminar**, April 21, 1995.

Received Award of C Plus Plus Compiler Version 7.0 for the Macintosh Computer and Borland Turbo Pascal for Windows Version 1.5 from RFDC/Dean David Bess in **Summer 1994**, based on plan to develop **marketing decision support software applications** for the full-time day MBA cohort program in **Fall 1994**.

Attended **Hawaii State Association of Parliamentarians** 28th Annual Seminar, Honolulu, April 23, 1994.

Received a 1991-1992 International Agreements Fund Award to teach a Marketing Management Seminar at Chulalongkorn University, Bangkok, Thailand, and to commence work on joint curriculum development and research on countertrade practices in Thailand.

Received a 1992 CIBER (Center for International Business Education and Research) Grant for China-US Trade Conference to be jointly sponsored by the PRC Ministry of Foreign Economic Relations and Trade (MOFERT), the University of International Business and Economics (UIBE), Beijing and UHM CBA in July 1992.

Submitted two proposals entitled (1) "China-US Countertrade Conference" to be jointly sponsored by the Ministry of Foreign Economic Relations and Trade (MOFERT) and the University of International Business and Economics (UIBE), Beijing and (2) "Asia-Pacific Countertrade Database" to the **Center for International Business Education and Research (CIBER)** to be considered for a **1992 CIBER Grant**.

Submitted an application/proposal entitled "Asia-Pacific Countertrade Database" to the **Office of Technology Transfer and Economic Development Grant (OTTED)** to be considered for a **1991 University Software Development Program (USDP) Grant**. The proposed countertrade database will be used to serve the needs of both business practitioners (international marketing managers) and the academic community (researchers and teachers).

Received a 1990-1991 International Agreements Fund Award to teach Executive MBA seminars at University of International Business and Economics in Beijing, China, and Chulalongkorn University, Bangkok, Thailand, and for the development of joint curriculum and long-term research projects with these institutions and the International University of Japan.

Received a 1991 Office of Faculty Development and Academic Support (OFDAS) Instructional Travel & Travel Development Fund Grant to participate in the 1991 ABSEL Conference, April 2-6, 1991 (Nashville, Tennessee) in order to: (1) learn about the latest developments in the fields of business gaming and simulation development, (2) obtain valuable feedback/suggestions for refinement of the COMPETE Product Portfolio Analysis Package (developed under a 1989-90 Educational Improvement Fund Grant), (3) discuss the integration of a wide range of decision support packages with the fifth edition of the COMPETE marketing simulation, and (4) discuss the development of an international marketing simulation and accompanying pc-based international marketing decision support packages.

Member, Faculty Inquiry Group on Critical Thinking, 1990

Member, Multi-media Educational Technology Group, 1990

Submitted an application/proposal for a **1990-91 Fujitsu Matsuda Fellows Award**. This project will develop and integrate pc-based international business decision support packages into the curriculum. These decision support packages will be used by undergraduate, graduate, and executive level participants/students in the international business simulation proposed to be developed under a Fujitsu grant.

Submitted a preliminary Fujitsu Grant Proposal for the **Asia-Pacific International Business Simulation (APIBS) project** to the **Japan-America Institute of Management Science (JAIMS)** to develop a state-of-the-art international business simulation with an international marketing perspective and an Asia-Pacific focus. The

project team includes Professors Faria and Dickenson of University of Windsor, Canada and Professor Roussos of Youngstown State University.

Received a 1989-90 Educational Improvement Fund Grant Proposal for the "**COMPETE Enhancement Project**". This cross-disciplinary project will develop and integrate computer-based marketing decision-making tools into the curriculum. The project team includes Professor Donald Deryke of Information and Computer Sciences (ICS) and Mr. Kay Hoke, Computer Systems Manager, CBA.

Member, Faculty Inquiry Group on Active Learning, 1989

Provided Execucom Systems Corporation with COMPETE IFPS/Personal Student Analysis Package V.2 comprising a student manual and two floppy disks.

Provided Execucom Systems Corporation with COMPETE IFPS/Personal Student Analysis Package comprising a student manual and three floppy disks.

Received Award of IFPS/Personal Software Package (Serial #780) from Dean David Bess on **November 26, 1986** based on plan to incorporate IFPS/Personal into MKT315 courses in Spring 1987. **Integration** of IFPS/Personal into MKT315 was **achieved on schedule**.

Attended Execucom Systems Corporation Seminar on "New Applications of Decision Support System Technology," Honolulu, October 14, 1986.

PROFESSIONAL DEVELOPMENT PLANS:

The prime objective is to achieve **excellence** in **teaching, research, and service**. Research topics in the area of **international marketing/business** will focus on "**marketing to and from developing countries**." A continuing effort will be made to build a strong publications record, and to increase the scope of teaching and service. New teaching tools will be developed and used to train current and future international business managers to **understand, predict** and **control** forces in the external environment; and to **plan, implement** and **control** international marketing programs.

In recent years, the primary focus has shifted from research on countertrade in the Asia-Pacific region to research and development of new course materials, online strategic market planning and positioning graphics decision support packages, and online resources in the field of **Strategic Market Planning**. Based on this endeavor, several courses/seminars on Internet Marketing at the undergraduate, graduate and executive levels have been offered at UHM and leading overseas institutions in the Asia-Pacific region.

With the advent of the Internet and the World Wide Web, an interactive website has been developed and refined during this period. Over 449,000 visitors (including leading

corporations, consulting firms, educational institutions, and government agencies around the world) have visited (on the average for 7:01 minutes each) more than 2,087,000 web pages (on the average 5.2 pages) and downloaded graphics applications since December 16, 1999. The website has been continuously upgraded based on research, development of new packages, and visitor tracking at the application-, website- and server-levels. Web-based interactive graphic decision support packages, used in market segmentation analysis, positioning and strategic market planning, are available to participants for use on a 24x7 basis. The objective is to facilitate online user-centered learning in the New Millennium.