

GLENN S. OMURA, PH.D.

Associate Professor

**The Eli Broad Graduate School of Management
Marketing and Supply Chain Management
North Business Complex
Michigan State University
East Lansing, Michigan 48824**

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PROFESSIONAL ORIENTATION

Professional interests are in the theory and practice of market creation, entrepreneurial marketing and brand strategy.

TEACHING ACTIVITIES

Associate Professor at Michigan State University teaching:

- Market Creation (MBA, PhD)
- Marketing Management (MBA)
- Brand Strategy (MBA)
- Strategic Market Planning (MBA)
- Emerging Issues in Management (MBA)
- Retailing Management (Undergrad)
- Marketing Problem Solving (Undergrad, MBA)
- Competitive Strategy (MBA, PhD)

Visiting Associate Professor at Central Michigan University

Assistant Professor at Boston University

HONORS AND AWARDS

- *Outstanding MBA Professor Award* in 2005 and 2006, voted by MBA students.
- MSU College of Business *Richard D. Lewis Award for Quality Excellence* in 2003 for his contributions to the MBA Program of the Broad Graduate School of Management.
- Outstanding Marketing Professor, *Business Week's Guide to the Best Business Schools*, 4th Edition (1995), 5th Edition (1997), BW Online (1998; last year individuals were noted)
- Charles E. Slater Award for Best Paper for 1993-94, *Journal of Macromarketing*
- Member of Board of Directors for the Society of Competitive Intelligence Professionals, 1989-1992

RESEARCH GRANTS

- Course project (\$20,000) from Intelligent Transportation Systems-Michigan, 2002

- Research grant (\$5,000) from Whirlpool Corporation, 1994.
- Research grant (\$2,000) from MSU Center for International Business Education and Research, 1994
- Research grant (\$380,000) from Edward Lowe Foundation, 1991-2006
- Research grant (\$2,000) from Food Industry Institute, MSU, 1988.
- Unrestricted grant (\$2,500) from Alliance Associates, 1987.
- Unrestricted grant (\$2,000) from Michigan Biotechnology Institute, 1987.
- Collaborator on research grant (\$50,000) from Central Michigan University to Professor Larry Lepisto at CMU, 1986.
- Collaborator on research grant to Professor Larry Lepisto at CMU (\$15,000) from Sears Roebuck, Inc., 1985.
- Unrestricted grant (\$2,500) from Leo Burnett, 1984.
- Research Grant (\$10,000) from Chrysler Corporation, 1983.
- Research Grant (\$5,000) from American Store Equipment, 1979.

RESEARCH AND PUBLICATION ACTIVITIES

Omura, Glenn S. (2006), "Disruptive Innovation Effects on Retailers," in Barry Berman and Chuck McMellon (eds.), *Proceedings of Retailing 2006: Strategic Challenges in the New Millennium*

Omura, Glenn S. (2006), "Entrepreneurial Response of New Retail Formats in Response to Disruptive Technology," in Gerry Hills (ed.), *Research at the Marketing/Entrepreneurship Interface 2006 Proceedings*, Chicago: University of Illinois

Taylor, Charles R. and Glenn S. Omura (1999), "A Political Economy Interpretation of the Economic Growth and Subsequent Crisis in the Republic of Korea," *Global Focus*, Volume 11 (4), p. 49-62.

Omura, Glenn S. (1997), "Lead User as Entrepreneurial Consumer," in Gerry Hills and Morgan Miles (eds.), *Research at the Marketing/Entrepreneurship Interface 1997 Proceedings*, Chicago: University of Illinois and American Marketing Association.

Myers, Matthew B. and Glenn S. Omura (1997), "The Internationalization of Doctoral Programs: A Survey of Program Directors," in S. Tamer Cavusgil and Nancy E. Horn (eds.), *Internationalizing Doctoral Education in Business*, East Lansing, MI: Michigan State University Press, 25-39.

Omura, Glenn S. (1996), "Technology Absorption as a Threat to Entrepreneurs," in Gerry Hills and Joe Giglierano (eds.), *Research at the Marketing/Entrepreneurship Interface 1996 Proceedings*, Chicago: University of Illinois and American Marketing Association.

Stoel, Leslie D. and Glenn S. Omura (1996), "A Social Conflict Theory of Strategic Group Rivalry," in Cornelia Droge and Roger Calantone (eds.), *Enhancing Knowledge Development in Marketing, 1996 AMA Educators' Proceedings*, Chicago: American Marketing Association, 258-259.

Research and Publication Activities - continued

Craymer, Eric and Glenn S. Omura (1996), "A Portfolio Approach to Modeling Firm Growth Patterns," in *The 41st ICSB World Conference Proceedings*, Vol. 1, Stockholm: ICSB.

Craymer, Eric and Glenn S. Omura (1995), "The Liability of Entrepreneurial Growth," in Gerry Hills and Richard Teach (eds.), *Research at the Marketing/Entrepreneurship Interface 1995 Proceedings*, Chicago: University of Illinois and American Marketing Association.

Taylor, Charles, R., and Glenn S. Omura (1995), "Analyzing Economic Development in the Republic of Korea: An Evaluation of Alternative Paradigms of Marketing and Economic Development --- Part II," *Journal of Macromarketing*.

Hills, Gerald E., Daniel Muzyka, Glenn S. Omura, Gary Knight (eds.)(1995), *Research at the Marketing Entrepreneurship Interface*, UIC/American Marketing Association Marketing/Entrepreneurship Research Symposium.

Knight, Gary, Glenn S. Omura, Gerry E. Hills, and Daniel Muzyka (1995), "Trends in Marketing/Entrepreneurship Research: 1970 to Present," in Gerald E. Hills, Daniel Muzyka, Glenn S. Omura, Gary Knight (eds.), *Research at the Marketing/Entrepreneurship Interface*, UIC/American Marketing Association Marketing/Entrepreneurship Research Symposium.

Taylor, Charles, R., and Glenn S. Omura (1994), "An Evaluation of Alternative Paradigms of Marketing and Economic Development --- Part 1," *Journal of Macromarketing*, Vol. 14 (Fall), 6-20, **lead article**. Won Charles E. Slater award for best paper for 1993 and 1994.

Keep, William R., Glenn S. Omura, and Roger J. Calantone (1994), "What Managers Should Know About Their Competitors' Patented Technologies," *Industrial Marketing Management*, Vol. 23 (July), 257-264.

Omura, Glenn S., Roger Calantone, and Jeffrey Schmidt (1994), "Entrepreneurism as the Market Satisfying Mechanism in the Free Market System," in Gerald E. Hills and Sumaria T. Mohan-Neill (eds.), *Research at the Marketing/Entrepreneurship Interface*, UIC/American Marketing Association Marketing/Entrepreneurship Research Symposium.

Montoya, Mitzi M., Glenn S. Omura, and Roger Calantone (1993), "Getting Over the Brick Wall with the Marketing Manager," Gerald E. Hills, Raymond W. LaForge, and Daniel Muzyka (eds.), *Research at the Marketing/Entrepreneurship Interface*, UIC/American Marketing Association Marketing/Entrepreneurship Research Symposium.

Montoya, Mitzi M., Glenn S. Omura, and Roger Calantone (1993), "Entrepreneurial Organizational Decision Making," (abstract), Annual DSI Conference,

Montoya, Mitzi M., Glenn S. Omura, and Roger Calantone (1992), "An Information Processing Framework for Industrial Buying Behavior," (abstract) *Proceedings of the American Marketing Association Summer Educators' Conference*, 255-256.

Keep, William W. and Glenn S. Omura (1992), "A Patent Based Study of the Relationship Between Industry Research Structure and Research Activity," (abstract) *Proceedings of the American Marketing Association Summer Educators' Conference*, 42.

Taylor, Charles R. and Glenn S. Omura (1992), "Back to the Political Economy Paradigm in the Study of Marketing in Economic Development: A Case Analysis of South Korea," in T.A. Klein, R.W. Nason, and L.D. Dahringer, *Macromarketing XVII Proceedings*, Netherlands.

Research and Publication Activities - continued

Omura, Glenn S. (1990), "Competitive Strategy and Strategic Alliances: Implications for Turkish Firms," *Proceedings of the Annual Symposium of Turkish Industrialists' and Businessmen's Association* (A conference for the largest companies in Turkey), Istanbul, Turkey.

Hollander, Stanley C. and Glenn S. Omura (1989), "Chain Store Developments and Their Political, Strategic, and Social Interdependencies," *Journal of Retailing*, 65 (Fall), 299-325.

Kotabe, Masaaki and Glenn S. Omura (1989), "Sourcing Strategies of European and Japanese Multinationals: A Comparison," *Journal of International Business Studies*, Spring, 113-130.

Keep, William W., Daniel L. Wardlow, and Glenn S. Omura (1989), "Survivability of Entrepreneurs as a Function of Evolutionary Market Change and Task Complexity," in Gerald E. Hills, Raymond W. LaForge, and Beverly J. Parker (eds.), *Research at the Marketing/Entrepreneurship Interface*, UIC/American Marketing Association Marketing/Entrepreneurship Research Symposium, 47-61.

Hollander, Stanley C. and Glenn S. Omura (1988), "Retail Census Findings and Strategic Implications," *Arthur Anderson Retail Newsletter*, Vol. I (February).

Omura, Glenn S. (1986), "Developing Retailing Strategies," in *International Journal of Retailing*, Vol. 1 (3).

Kotabe, Masaaki, and Glenn S. Omura (1986), "Global Sourcing Strategies: A Typology," in *Proceedings of Decision Sciences Institute*, Sang M. Lee, Lester Digman, and Marc J. Schniederjans (Eds.).

Reilly, Karen, Sevgin Eroglu, Karen Machleit, Glenn S. Omura (1984), "Consumer Decision Making Across Family Life Cycle Stages," in *Advances in Consumer Research*, Chicago: Association for Consumer Research.

Omura, Glenn S. (1983), "Correlates of Item Nonresponse Behavior," *Journal of the Marketing Research Society*, Vol. 25 (4), 321-330.

Omura, Glenn S. and M. Bixby Cooper (1983), "Three Strategic Planning Techniques for Retailers," *Business*, Vol. 33, Jan-Mar, 2-8, **lead article**.

Eroglu, Sevgin, Glenn S. Omura, and Karen Machleit, "Evoked Set Size and Temporal Proximity to Purchase," in American Marketing Association *Proceedings*, 1983 Educators Conference, Dearborn, Michigan.

Omura, Glenn S. (1982) *Strategic Design of Store Interiors*, Monograph Series 2, No. 2, Academy of Marketing Science.

Omura, Glenn S. (1982) "A Simple Interpersonal Model of Consumer Response to a Product Defect," in John H. Summey, Blaise J. Bergiel, and Carol H. Anderson, eds., *A Spectrum of Contemporary Marketing Ideas*, Carbondale, Illinois: Southern Marketing Association.

Omura, Glenn S. and Andreas W. Falkenberg (1982), "Consumer Panels: How Representative Are They?" in John H. Summey, Blaise J. Bergiel, and Carol H. Anderson, eds., *A Spectrum of Contemporary Marketing Ideas*, Carbondale, Illinois: Southern Marketing Association.

Omura, Glenn S. and W. Wayne Talarzyk (1982), "Shaping Public Opinion: Personal Sources of Information on a Major Political Issue," *Advances in Consumer Research*, Vol. X, Ann Arbor: Association for Consumer Research.

Research and Publication Activities – continued

Omura, Glenn S. (1980), "Cultural Values as an Aid in Understanding Domestic vs. Foreign Car Ownership," in John H. Summey and Ronald D. Taylor, eds., *Evolving Marketing Thought 1980*, Carbondale, Illinois: Southern Marketing Association.

Omura, Glenn S., Mary Lou Roberts, and W. Wayne Talarzyk, (1980), "An Exploratory Survey of Women's Travel Attitudes and Behavior: Directions for Research," in Jerry C. Olson, ed., *Advances in Consumer Research*, Vol. VII, Ann Arbor: Association for Consumer Research.

Omura, Glenn S. (1979), "Role of Attribute Generality in Cognitions of Political Candidates," in William L. Wilkie, ed., *Advances in Consumer Research*, Vol. VI, Ann Arbor: Association for Consumer Research.

Omura, Glenn S. and W. Wayne Talarzyk (1975), "Relationships Between Consumer's Shopping and Leisure Activities and Their Attitudes Toward the Energy Crisis: A Cross-Sectional Study," in Mary Jane Schlinger, ed., *Advances in Consumer Research*, Vol. 11, Ann Arbor: Association for Consumer Research.

Talarzyk, W. Wayne and Glenn S. Omura (1974) "Consumer Attitudes Toward and Perceptions of the Energy Crisis," in Ronald C. Curhan, ed., *Proceedings*, American Marketing Association.

REPRINTS

Omura, Glenn S. and W. Wayne Talarzyk (1982), "Shaping Public Opinion: Personal Sources of Information on a Major Political Issue," in Bruce I. Newman and Jagdish N. Sheth (eds.), *Political Marketing: Readings and Annotated Bibliography*, Chicago: American Marketing Association, 1986.

Omura, Glenn S. and M. Bixby Cooper (1983), "Three Strategic Planning Techniques for Retailers," *Business*, Jan-Feb-Mar, Vol. 13, in *Business Strategies Series, Vol. 2, Marketing: Planning, Analysis, Strategy*, Atlanta: Business Publishing Division, Georgia State University, 1984.

INDUSTRY PUBLICATIONS

Omura, Glenn S. (2009), "Teen Leverage," *Photo Marketing Magazine*, May 23-25.

Omura, Glenn (2005), *Successful Imaging Retailer Strategies*, Jackson, MI: Photo Marketing Association International, 56 pages, Research monograph.

Omura, Glenn (2003), *The Future of the Professional Lab Industry*, Jackson, MI: Photo Marketing Association International, 30 pages.

Omura, Glenn (2002), *Marketing Digital Imaging: Best Retail Practices in a Growth Industry*, Jackson, MI: Photo Marketing Association International, 56 pages, Research monograph.

Omura, Glenn (1999), *Creating the Digital Imaging Mass Market*, Jackson, MI: Photo Marketing Association International, 48 pages, Research monograph.

Omura, Glenn (1995), *Entrepreneurial Digital Imaging Services: Best Practices in an Emerging Industry*, Jackson, MI: Photo Marketing Association International, 64 pages, Research monograph.

Omura, Glenn S., Roger Calantone, and Phillip Carter (1992), *The Guiding Principles Reignite Business Growth*, an 8-volume videotape series, The Edward Lowe Foundation and Michigan State University.

Industry Publications - continued

Carter, Phillip, Roger Calantone, and Glenn S. Omura (1992), *The Guiding Principles for Entrepreneurial Success*, The Edward Lowe Foundation and Michigan State University.

Omura, Glenn S. (1991), *Imaging Technology Trends: Transition to a New Industry*, Photo Marketing Association International, 52 pages, research monograph.

Omura, Glenn S. (1990), "Procedure for Target Marketing," *Photo Marketing Magazine*, June.

Omura, Glenn S. and William W. Keep (1989), *Photo Consumer Lifestyles*, Photo Marketing Association International, 115 pages, research monograph

Omura, Glenn S. and Carolyn Espel (1989), "Artificial Intelligence in Photo Marketing -- A Reality," *Photo Marketing Magazine*, Vol. 64, January.

Omura, Glenn S. and Carolyn Espel (1989), "Let a PC Help You Create An Ad Campaign," *Photo Marketing Magazine*, Vol. 64, February.

Omura, Glenn S. and William W. Keep (1988), *Mini Labs: Strategies for the Future*, Photo Marketing Association International, 80 pages (monograph).

Omura, Glenn S. (1987), *Camera Upgrading*, Photo Marketing Association International, 50 pages (monograph).

Omura, Glenn S. (1986), *Targeting the Gift Market*, Photo Marketing Association International, 50 pages (monograph).

Omura, Glenn S. (1986), "Stalking the Gift Hunter," *Photo Marketing Magazine*, Vol. 61, September.

Omura, Glenn S. (1986), *Photo Consumer Lifestyles*, Photo Marketing Association International, 70 pages (monograph).

Omura, Glenn S. (1985), "Seven Photo Consumer Lifestyles," *Photo Marketing Magazine*, Vol. 60, October.

Omura, Glenn S. (1985), *Competitive Strategies for Specialty Camera Stores*, Photo Marketing Association International, 80 pages (monograph).

Omura, Glenn S. (1985), "Upheaval in Retail Segment Provides Insight Into Future," *Photo Marketing Magazine*, Vol. 60, July.

Omura, Glenn S. (1984), *Competitive Strategies for the Photographic Industry*, Photo Marketing Association International, 119 pages (monograph).

Omura, Glenn S. (1984), "Marketing Strategies for 1984," *Photo Marketing Magazine*, Vol. 59, January.

UNPUBLISHED ACADEMIC PRESENTATIONS

“A Framework and Hypotheses for a Theory of Disruptive Innovation” (2007), American Marketing Association Summer Educators’ Conference, Washington D.C.

“The Service Design Revolution in Hardgoods Retailing,” *Emergence: 2006 Service Design*, Carnegie-Mellon School of Design, Pittsburgh, PA.

“Impact of Disruptive Consumer Electronic Innovation on Retailers,” (2005), American Marketing Association, Summer Educators’ Conference, San Francisco CA.

“Retailer Adoption of New Technology-Based Products: Failures and Successes,” (2005), European Institute for Retailing and Services Studies, Orlando, FL

“Lead User as Entrepreneurial Consumer: Nomological Validity Test,” (1999), UIC/Marketing and Entrepreneurship Special Interest Group/AMA Research Symposium, San Francisco.

“Organizational Ecology Theory Applied to Marketing and Entrepreneurship Research,” (1998), UIC/Marketing and Entrepreneurship Special Interest Group/AMA Research Symposium, Boston.

“Entrepreneurial Marketing,” (1997), Academy of Marketing Science Fall Conference, panel discussant (Norfolk, Va.)

"Market Creation vs. Marketing: An Entrepreneurial Approach," (1997), American Marketing Association Winter Educators' Conference, panel discussant (St. Petersburg, FL).

"Decision Models and Entrepreneurial Development," (1993), American Marketing Association Summer Educators' Conference, invited paper presentation, Boston.

"Entrepreneurial Organizational Decision Making," (1992), Decision Sciences Institute Meeting, with Mitzi M. Montoya and Roger Calantone, (San Francisco).

"Strategic Thinking of Leading Edge Global Competitors," (1991), Society of Competitor Intelligence Professionals National Conference, (New Orleans).

"Foreign Competitors and Their Production Strategies," (1989), Society of Competitor Intelligence Professionals National Conference, (Orlando).

"Game Theory: An Untraditional Approach to Competitor Analysis," (1989), Society of Competitive Intelligence Professionals Regional Conference, (Chicago).

"The Effect of Sex and Cognitive Age on the Well-Being and Shopping Behavior of Mature Consumers," with Lawrence Lepisto, presented at the Retailing and the Older Consumer Conference of the University of Florida, 1989.

"The Creative Analyst: New Perspectives in Competitor Analysis," (1988), Society of Competitive Intelligence Professional National Conference, (St. Louis).

"Marketing Frameworks for Developing Retailing Strategies," presented at the ACRA/NRMA Annual Conference, 1984.

"Are Strategic Planning Techniques Useful in Retailing?" presented at the NRMA Annual Conference, 1983.

PROFESSIONAL ACTIVITIES

Committees and Task Forces

University

Presidential Task Force on Economic Development
Graduate Advisory Council

College

Masters Program Committee
Executive MBA Research Task Force
Corporate MBA Task Force
Core MBA Faculty Committee

Department

Masters Program Marketing Committee

Entrepreneurial Internet Activities

mtechie. Weekly e-letter digest focused on the role of marketing in the creation of markets, innovation, technology, and the Internet. Largest listserv on the topic of entrepreneurship with 900 subscribers, published continuously since 1997.

Marketing Techie. Homepage and archive for *mtechie*. www.marketingtechie.com

Alternative Shot, marketing management blog that interprets academic and other sophisticated research to make it more accessible to practicing managers. <http://omura.wordpress.com/>

Brand Strategy, brand strategy Pinterest Board that is a graphics resource for students and professors studying brand strategy. <http://pinterest.com/glennomura/>

Editorial Review Boards

Journal of Developmental Entrepreneurship (Current), Editorial Review Board.

AMA Marketing Education Quarterly (Current), Editorial Review Board

Industrial Marketing Management (2007), Ad hoc reviewer.

Journal of Marketing (1999-present), Ad hoc reviewer.

Journal of International Marketing (1995-1999), Editorial Review Board; currently ad hoc review.

Journal of Macromarketing, (1995-1999), Editorial Review Board.

Journal of World Business (1997-1999), Editorial Review Board.

International Marketing Review (1989-1991), Associate Editor for Competitive Strategies and Market Planning.

Occasional Reviewer

- *Advances in International Marketing*
- *International Journal of Retailing*
- World Congress on International Business Conference

American Marketing Association

Leadership Positions

- Chair, Marketing and Entrepreneurship Special Interest Group, American Marketing Association, 1997-1999, 2007-2010.
- Strategic Planning Task Force, AMA (2001-2002)
- Vice President for Information Dissemination, AMA (1999-elect; 2000-2001)
- Creator, Publisher, Editor, mtechie (weekly e-letter (1997 to present; 800+ subscribers; largest Listserv subscriber base on the topic of entrepreneurship)
- Creator, Moderator for Special Plenary Session at the Summer AMA Summer Conference: "Market Creation: The People, Products, and Technologies That Spawn Markets," with Geoffrey Moore (author of *Crossing the Chasm*, *Inside the Tornado*), Guy Kawasaki (author of *How to Drive Your Competition Crazy*, *Rules for Revolutionaries*), and Donna Dubinsky (founder of Palm Pilot, Handspring).
- Track Co-Chair, AMA Winter 1999 Conference, "Technology, Innovation, and Entrepreneurship, St. Petersburg.
- Member of the Executive Board of the Marketing and Entrepreneurship Special Group, American Marketing Association, 1993-Current
- Program Chair, UIC/ Marketing/Entrepreneurship AMA Interface Conference, San Francisco, 1994.
- "Japanese Distribution Channels," special international conference, Track Chair, Hawaii, 1991.

Reviewer and Discussant for Competitive Papers in Various AMA Conference Tracks

- International Marketing Strategy
- Entrepreneurship and Innovation
- Marketing Strategy
- Strategic Planning
- Services Marketing Conference, competitive paper judge

Academy of Marketing Science

Leadership Positions

- Entrepreneurship and Innovation Track Chair, 1998 National Conference, Norfolk.
- Co-Chair of Retailing Track, 1990.

Reviewer for Competitive Papers

- Competitive paper judge
- Session Chair, International Marketing and Competitive Strategy

PUBLIC SERVICE ACTIVITIES

Community Contributions

Founding organizer of the Annual Michigan Small Business Innovation Award, sponsored by the Michigan Small Business Association, Michigan State University, Old Kent Bank, and the *Detroit News* (1995).
Judge and supervisor for the evaluation of applicants for the award (1995-2000).

Judge for the international *Automotive News* PACE Award for best innovations in the automotive supplier industry (1996-Current). http://www.autonews.com/files/07_pace/judges.html

Lansing Visiting Nurse Services (1990-91), unpaid marketing consultant.

Highfield's (1988, 1989), unpaid marketing consultant to this "outward bound-type" program for juvenile delinquents.

Michigan State University (1986), unpaid consultant for development of University long range strategic plan.

Lansing Chamber of Commerce (1985), unpaid consultant for downtown revitalization project.

Executive Education and Management Seminars

"Leading Edge Management Thinking and New Business Models," 2009-2012, Railway Management Program, East Lansing, Chicago.

"Servicing customers and Discovering New Markets," 2009-2012, Railway Management Program, East Lansing, Chicago.

"Lifestyle Marketing to Gen Y, Gen X, Boomers and Seniors," 2008, General Session, Digital Imaging Marketing Association Convention.

"Worldwide Trends in Retailing," 2007, Keynote address, Australian Photo Marketing Association Annual Convention.

"Future New Business Models," 2007, Photo Marketing Association Annual Convention, Las Vegas

Successful Imaging Retail Strategies," 2005, to imaging industry managers and small business owners, sponsored by Photo Marketing Association (Orlando, Massachusetts, Dallas, Los Angeles, San Diego-Keynote Address, Minneapolis).

"Marketing Digital Imaging: Best Retail Practices in a Growth Industry," 2002, to imaging industry managers and small business owners, sponsored by Photo Marketing Association (Orlando, Connecticut, Massachusetts, Denver).

Executive Education and Management Seminars - continued

"Creating a Digital Imaging Mass Market," Keynote Address, Photo Marketing Association, 2001

"Future of the Digital Imaging Mass Market," 2000, Keynote Address, sponsored by Digital Imaging Marketing Association (Fall Convention).

"Marketing Management," 1999-Current, for the Professional Management Certificate Program sponsored by the Colleges of Business and Natural Science, to natural science graduate students.

"Marketing Management," 1999-2001 for the Veterinary Management Certificate Program sponsored by the Colleges of Business and Veterinary Science, practicing veterinarians.

"Creating the Digital Imaging Mass Market," 2000-2001, to imaging industry managers and small business owners, sponsored by Photo Marketing Association (Berkeley, Denver, Kansas City, Las Vegas, Connecticut).

"Digital Imaging Technologies and Markets," 1999, to imaging industry managers and small business owners, sponsored by Photo Marketing Association (Auckland, Frankfurt, Las Vegas, London, Munich, Toulouse).

"Digital Imaging Opportunities in the Next Five Years," 1998, to marketing and sales personnel of Ingram Micro Corporation (Santa Ana and Buffalo).

"Digital Imaging in the Next Five Years," 1997, Keynote Address, French Photo Marketing Association (Paris).

"Challenges in Financing High Technology Entrepreneurial Firms" (1996), address to the Board of Directors, Bank of Sweden, (Stockholm).

"Digital Imaging Market of the Future" (1996), keynote address to Photo Marketing Association International Annual Convention, (Las Vegas).

"Entrepreneurial Digital Imaging Services: Best Practices in an Emerging Industry" (1995), to small and medium company owners, (London, Las Vegas, Toledo). Presentations repeated in Melbourne, Australia in 1996.

"Strategic Thinking," to Ralson Purina (1991) and United Parcel Service (1991, 1995), (MSU).

"Marketing Management" (1991), week-long education program to a leading industrial company in Turkey.

"Strategic Marketing" (1990), to small and medium size company owners, (Jackson, MI).

"Winning Marketing Strategies" (1989), to managers and owners of companies (England, Scotland).

"Executive Course in Marketing Management" (1989), (MSU).

"Strategic Planning: Promise and Pitfalls" (1988), Michigan Public Management Conference, (MSU).

Direct Product Profitability: Promise and Pitfalls" (1988), to retailers (Chicago).

"Growth Strategies in Mature Industries" (1988), to floral industry, (Reno).

"Success Through Winning Marketing Strategies" (1987, 1988, 1989), (MSU).

Executive Education and Management Seminars - continued

"Growth Strategies," (1987) to CEOs and owners of companies from Europe, Africa, Middle East and USA Switzerland).

"Mini Labs: Strategies for the Future" (1987, 1988, 1989), to photo retailers and manufacturers (Chicago).

"Competitive Strategies with Customer Service" (1986 - 1991) to customer service executives and managers (MSU).

"Creative Decision Making" (1986 - 1991), to customer service executives and managers (MSU).

"Strategic Planning for State Government" (1986) to state government planning officials (MSU).

"Marketing: Cost/Benefit Financial Analysis" (1986) to retailers (Los Angeles).

"Fundamentals of Marketing Management" (1984, 1986) to retailers (USA, New Zealand, Australia).

"Competitive Strategies for the Photographic Industry" (1984, 1986) to executives and managers (USA, New Zealand, and Australia).

"Marketing: Managing Services" (1985, 1986) to executives and managers (USA and Italy).

"Lifestyle Marketing" (1986) to executives and managers (Las Vegas).

"Advanced Marketing Planning" (1986) to retail and wholesale executives (Las Vegas).

"Management Institute In Community Pharmacy Practice, Part I" (1984) to pharmacy store managers/owners (MSU).

"Management Institute In Community Pharmacy Practice, Part 11" (1984) to pharmacy store managers/owners (MSU).

"What the Photo Market is Saying to Photofinishers" (1983), to retail and wholesale photofinishers (San Antonio).

"What the Photo Market is Saying to Camera Store Dealers" (1983), to camera store dealers (San Antonio).

"Competitive Strategies" (1983), to Women in Communication association members (Lansing).

"Marketing Strategies for Single and Multiple Family Home Sales (1982)," for the Greater Lansing Home Builders Association (Lansing).

"Marketing Management" (1981), for Northern Michigan University Executive Development Program (Green Bay).

"Long Range Strategic Planning" (1981), for University of Michigan Executive Development Program (Ann Arbor).

CONSULTING AND PROFESSIONAL SERVICE CLIENTS

Adjusting Services Unlimited
Alliance Associates
American Store Equipment
Applied Science Fiction
BatIntertrade (Moscow)
Canon
Ceiba-Geigy
Chrysler Corporation
Colonial Meat Packaging
Eastman Kodak
Dow Chemical
Eckerd Drug Stores

Konica
Eczasibasi Group (Turkey)
Health Central, HMO
General Electric
Guardian Industries
3M
Magnavox
Michigan Education Association, MESSA
Michigan Retailers Association
Mitsubishi
Photo Marketing Association
Polaroid
The Weather Channel

EDUCATIONAL BACKGROUND

The Ohio State University, Ph.D.

Michigan State University, B.A.