

BRENDA STERNQUIST

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EDUCATION

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| 1976-1978 | Doctor of Philosophy, Interdisciplinary
(Marketing, Consumer Economics and Statistics)
University of Tennessee
Knoxville, Tennessee |
| 1974-1976 | Master of Science, University of Alberta
Edmonton, Alberta, Canada |
| 1969-1973 | Bachelor of Science, South Dakota State University
Brookings, South Dakota |

PROFESSIONAL EXPERIENCE

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| 2012-present | Professor
Department of Marketing
Broad College of Business
Michigan State University |
| 1990-2012 | Professor – International Retailing
Advertising, Public Relations and Retailing
College of Communications Arts and Sciences |
| 1990-2005 | Professor-International Retailing |
| 1984-1990 | Associate Professor |
| 1978-1984 | Assistant Professor
Department of Human Environment and Design
College of Human Ecology
Michigan State University
East Lansing, MI |

HONORS

- < Ralph H. Smuckler Award for Advancing International Studies & Programs 2013.
- < Special Life Time Logistics Service Award For Outstanding Achievement and Continuous Contribution to the Science and Practice of Retail Management. IX International Logistics & Supply Chain Congress, Izmir, Turkey 2011.
- < Japanese materialism: A comparison between the new breed and second baby boomer

age- cohorts, Published in Journal of Asia Business Studies chosen as the Outstanding Paper of the Year Award Winner at the Literati Network Awards for Excellence 2011.

- < Reconceptualization of price mavenism: Do Chinese consumers get a glow when they know, published in Asia Pacific Journal of Marketing and Logistics chosen as the Outstanding Paper of the Year Award Winner at the Literati Network Awards for Excellence 2011.
- < Retail Leadership Award 2010 presented by the Asian Retail Congress, Mumbai, India
- < Identified as top researcher (tied) for the major retailing research journals.
- < Member of the board of directors for Tsinghua University Retail Research Center 2006-
- < Selected as 2004 Woman of Achievement. Zonta Club of East Lansing. (Award for outstanding service)
- < Finalist Marketing Management Association National Master Teacher Award 2004. (Award sponsored by Hormel Corporation)
- < Selected as the first National Outstanding Retail Educator 2004 (Award presented by National Retail Federation, Center for Retail Studies Texas A & M and JC Penney)
- < Received the Michigan State University Distinguished Faculty Award 1999 (Highest faculty award given at Michigan State University in recognition of outstanding career of research, teaching and outreach)
- < Received the MSU Alumni Club of Mid-Michigan Quality in Undergraduate Teaching Award 1997. (Highest award given at Michigan State University in recognition for outstanding teaching)
- < Received Centennial Leader Award, College of Human Ecology, University of Tennessee 1997
- < Selected for Outstanding Faculty Recognition, College of Human Ecology, Michigan State University 1997
- < Member of the Merchandising Management Team that received the 1996 All-University Excellence in Diversity Award.
- < Cited for scholarly achievement by Phi Kappa Phi 1994.
- < Selected as Michigan State University CASE Outstanding Professor June 1992.
- < Merchandising Management Program was selected as one of the three model international programs by International Studies and Programs, Michigan State University March 1991.
- < Selected as 1991 Outstanding Researcher by the College of Human Ecology, Michigan State

University.

TEACHING EXPERIENCE

Undergraduate Courses:	International Business International Retailing Retail Strategy Small Business Entrepreneurship International Buying and Product Development
Graduate Courses:	International Retailing Chinese Retail System Theories of International Retailing Japanese Retail System International Consumer Behavior Multivariate Data Analysis Cross Cultural Management Retail Research Consumer Behavior Modeling Theories and Retail Strategy Meta-theory and Retailing

FUNDED RESEARCH (Selected)

2009-2012	Best Buying Practices USDA \$149,754 CO PIs: L. Good
2009-2011	Home RFID Butler (\$59,990) IRGP Grant MSU CO PIs: E. Todd, D. Twede and H. Li.
2007-2008	Comparing China and India's Buyer-Supplier Relationships (\$5,000) CIBER, Center for International Business Education and Research
2006-2007	Buyer-Supplier Relationships in China (\$2,500) CASID, Center for Advanced Study in International Development.
2003-2004	Retail Buyers and Suppliers in India: Economic Action and Social Structure in Embedded Markets (\$3,500). Center for International Business Education and Research-Michigan State University with Humaira Mahi
2001-2002	Michigan Electronic Retailing, College of Human Ecology Research Initiation Award (\$15,000)
1998-2000	Food Retailing in People's Republic of China, United States Department of Agriculture-National Needs Initiative (\$100,000)

- 1995-1997 Food Distribution in Multinational Markets: Western Europe, Central Europe and Mexico, United States Department of Agriculture Higher Education Challenge Grant Program (\$71,393). Co-investigators: Linda Good, Patricia Huddleston, Dawn Pysarchik and Judy Osbun.
- 1995-1997 Emerging Free Markets: Retailing in the People's Republic of China. Michigan State University All University Research Initiation (\$15,000).
- 1994-1995 Rural Retailing: Access to Goods and Related Services: A Multi-Disciplinary Symposium. Michigan State University Agriculture Experiment Station Project (\$5,000)
- Rural Retailing: Access to Goods and Related Services: A Multi-Disciplinary Symposium. NCR-65, Agriculture Experiment Station Project (\$1,000).
- Food Distribution in the People's Republic of China. Michigan State University Agriculture Experiment Station (\$1,500)
- 1993-1994 Retailing in the People's Republic of China. Michigan State University All University Research Initiation Grant, (\$9,500).
- A Comparison of U.S. and U.K. Retailing. Michigan State University Global Competence Grant, International Studies and Programs (\$5,000).
- 1992-1997 China: The Distribution of Food and Agricultural Products. Michigan State University Agriculture Experiment Station Project (\$1,500 annually).
- 1988-1993 Rural Retailing: Impact of Change on Consumer and Community. Michigan State University Agriculture Experiment Station Regional Research Project, 1988-1990 Project Leader (\$16,000 annually).
- 1991-1992 Telecommunications Retailing. Telecommunications Advancement Foundation, Japan (\$12,000). Co-investigator: Tomoyoshi Ogawa.
- International Food Distribution Systems: A Video Study. Higher Education Challenge Grant Cooperative State Research Service, United States Department of Agriculture (\$45,675) Co-investigators: Linda Good, Patricia Huddleston and Dawn Pysarchik.
- The Japanese Retail Industry: Strategies and Policies to Improve Trade Imbalance. Michigan State University Center for International Business Education and Research (\$4,000).

- 1991-1992 cont'd Development of a Model Program for Internationalizing the Curriculum. Michigan State University International Studies and Programs (\$5,000). Co-investigators: Dawn Pysarchik, Linda Good and Patricia Huddleston.
- 1990-1991 Telecommunications - A Comparative Study Between Japan and the U.S. Telecommunications Advancement Foundation, Japan (\$13,000). Co-investigator: Tomoyoshi Ogawa.
- International Consumer Distribution Systems. Michigan State University International Studies and Programs (\$5,000). Co-investigators: Linda Good, Patricia Huddleston and Dawn Pysarchik.
- Understanding Soviet Consumer Distribution Systems. Vanity Fair Corporation Award (\$1,000). Co-investigators: Linda Good, Patricia Huddleston and Dawn Pysarchik.
- 1989-1990 The Present and Future Aspects of Retail Sales Through the Means of Telecommunications - Comparative Study Between Japan and the United States. Hosono Bunka Foundation, Japan (\$15,385). Co-investigator: Tomoyoshi Ogawa.
- Buying and Procurement Practices of Japanese Department Stores. Isetan Department Store (\$3,500) and Maury Department Store (\$3,500). Co-investigator: Tomoyoshi Ogawa.
- 1988-1989 The Japan Retail Industry: Gatekeepers of U.S. Products. Michigan State University All University Research Initiation Grant (\$7,470).
- 1987-1990 Upper Michigan Tourism: Market Segmentation and Tourist Consumer Behavior Modeling. Michigan State University Agricultural Experiment Station Project (\$6,300). Cooperators: Dawn Pysarchik, Bonnie Davis, Daniel Chappelle.
- 1984-1985 Apparel Imports: Consumer's Perception of Information Cues. Michigan State University, Human Ecology College Research Initiation Grants (\$900)
- 1983-1990 Toward Achieving Michigan's Rural Employment Potential: The Role of Resort Area Retailing. Michigan State University Agricultural Experiment Station Project (\$56,628). Cooperators: Dawn Pysarchik, Bonnie Davis, Daniel Chappelle.
- 1983-1984 Energy Shortage Impact on Resort Area Retailing. Michigan State University, Human Ecology College Research Initiation Grant (\$1100).

1979-1980 Deceptive Advertising: A Consumer Research Approach. Michigan State University Foundation (\$4,690).

BOOKS AND BOOK CHAPTERS

- Sternquist, B. (2011) International Retailing. *Wiley International Encyclopedia of Marketing*. Jagdish Sheth and Naresh Malhotra (Editors in Chief) and Daniel Bello and David Griffith (Volume Editors) West Sussex, UK: John Wiley & Sons Ltd, 136-146.
- Sternquist, B. (2011) Retail Strategic International Expansion (SIRE²) Theory and Cases. (ED) Haslett, MI: BSC Publisher
- Sternquist, B. (2011) Strategic International Retail Expansion (SIRE²) in Retail Strategic International Expansion (SIRE²) Theory and Cases. B. Sternquist (ED) Haslett, MI: BSC Publisher, 1-16.
- Sternquist, B. (2011) International Retailing Theory and Research, Haslett, MI: BSC Publishing
- Sternquist, B. (2011) Strategic International Retail Expansion Extended Model and Propositions (SIRE³) in *International Retailing Theory and Research*, B Sternquist (ED) Haslett, MI: BSC Publisher, 3-30
- Park, Y. and B. Sternquist (2011) The Global Retailer's Strategic Proposition and Choice of Entry Mode, *International Retailing Theory and Research*, B. Sternquist (ED) Haslett, MI: BSC Publisher, 33-66.
- Cohan, L. and B. Sternquist (2011) Network Advantages for the Internationalization of Global Retailers: An Extension of Dunning's Eclectic Paradigm, *International Retailing Theory and Research*, B. Sternquist (ED) Haslett, MI: BSC Publisher, 67-82.
- Lu, H. and B. Sternquist (2011) Born Global Retailers' Internationalization: A Social Network Perspective, *International Retailing Theory and Research*, B. Sternquist (ED) Haslett, MI: BSC Publisher, 83-106.
- Manjeshwar, S. and B. Sternquist (2011) Private Label and International Retailing Strategy, *International Retailing Theory and Research*, B. Sternquist (ED) Haslett, MI BSC Publisher, 109-130.
- Srivastava Dabas, C. and B. Sternquist (2011) Corporate Brand Positioning and Entry Mode Choices of International Retailers, *International Retailing Theory and Research*, B. Sternquist (ED) Haslett, MI: BSC Publisher, 131-166.
- Huang, Y. and B. Sternquist (2011) Retailers' Foreign Market Entry Decisions: An Institutional Perspective, *International Retailing Theory and Research*, B. Sternquist (ED) Haslett, MI: BSC Publisher, 169-198.
- Chan, P., Finnegan, C. and B. Sternquist (2011) Country and Firm Level Factors in International Retail Expansion, *International Retailing Theory and Research*, B. Sternquist (ED) Haslett, MI: BSC Publisher, 199-232.
- Sharma, N. and B. Sternquist (2011) Extension of International Retail Involvement (IRI) Model: An Application of Institutional Theory, *International Retailing Theory and Research*, B. Sternquist (ED) Haslett, MI: BSC Publisher, 233-258.

- Sung, E. and B. Sternquist (2011) Strategic International Joint Venture: Opportunity, Expansion and Longevity for Retailers' Internationalization, *International Retailing Theory and Research*, B. Sternquist (ED) Haslett, MI: BSC Publisher, 259-284.
- Beard, C. and B. Sternquist Internationalization of Hospitals, *International Retailing Theory and Research*, B. Sternquist (ED) Haslett, MI: BSC Publisher, 285-304.
- Sternquist, B. (2009) International Retailing. (In Japanese) Tokyo, Japan: Shin-Hyoron Publisher
- Sternquist, B. (2009) International retail trends and their impact on India. In *India Retail Report* Delhi, India: Rajmohan Publishers 502-508
- Manjeshwar, S. and B. Sternquist (2008). Reliance Retail: A Fresh approach towards retailing in India. In A. Kazmi (Ed.), *Business Policy & Strategic Management* 3 ed., New Delhi: Tata McGraw-Hill. 613-620.
- Sirigiri, R. and B. Sternquist (2008). Food World: Forerunner of organised food retailing in India. In A. Kazmi (Ed.), *Business Policy & Strategic Management* 3 ed., New Delhi: Tata McGraw-Hill. 621-636.
- Sternquist, B. (2007) *International Retailing* 2ed. New York: Fairchild Books and Visuals.
- Sternquist, B. (2002) Department Stores. In A. Bird (Ed.), *Encyclopedia of Japanese Business and Management* (pp. 109-110). London: Routledge.
- *Sternquist, B. (2000) Internationalization of Japanese Department and GMS Stores: Are there Characteristics that Profile Success? In M. Czinkota and M. Kotabe (Eds.), *Japanese Retail Strategy*, London: Thompson International Books, 242-249.
- *Sternquist, B., Jae-Eun Chung and Tomoyoshi Ogawa (2000) Japanese Department Stores: Does Size Matter in Buyer-Supplier Relationship? In M. Czinkota and M. Kotabe (Eds.), *Japanese Retail Strategy*, London: Thompson International Books., 64-80.
- Sternquist, B. (1998) *International Retailing*. New York: Fairchild Press
- Good, L., Huddleston, P. Pysarchik, D. & Sternquist, B. (1995) *A Report on Michigan State University's Model International Department Experiment: A Strategy for a Global University*, (eds. Lim, G.), Chapter 4: Merchandising Management. Michigan State University Printing, East Lansing, MI.
- Sternquist, B. and L. Jolly, L. Leistritz, R. Kean, H. Bastow-Shoop, C. Jasper, L. Gaskill (1995). *Rural Retailers: Financial Profile of High, Medium and Low Profit Firms*. (A workbook for financial planning.) North Central Regional Extension Publication NC 555.
- Sternquist, B. and M. Kacker (1994). *European Retailing's Vanishing Borders*. Westport, Connecticut: Quorum Publishers.
- Sternquist, B., Davis, B & Pysarchik, D. (1994). Financial analysis. *Tourism Marketing and Management Handbook*, Stephen F. Witt and Luiz Moutinho (Eds.) 2nd Edition Hertfordshire, UK.: Prentice Hall, 220-224.
- *Sternquist, B. & Ogawa, T. (1993). Japanese retail buyers: supplier dependence and sourcing considerations. *The Japanese Distribution System Handbook*, M.R. Czinkota and M. Kotabe (Eds), Chicago, IL: Probus Publishing Co., 149-162.
- Sternquist, B., Davis, B. & Pysarchik, D. (1989). Financial analysis in tourism. *Tourism Marketing and Management Handbook*. Stephen Witt and Luiz Moutinho (Eds) Prentice-Hall International, Scotland, 151-155.

JOURNAL PUBLICATIONS

*= refereed publication

- *Choi, Y., Y. Huang and B. Sternquist (2014) The effects of the salesperson characteristics on buyer-seller relationships. *Journal of Business and Industrial Marketing*.
- *Manjeshwar, S, B. Sternquist and L. Good (2013) Decision Making of Retail Buyers: Perspectives from China and India. *Qualitative Marketing Research*. 16 (1). 38-52.
- *Byun, S. and B. Sternquist (2012) Here-Today-Gone-Tomorrow: Consumer reactions to perceived limited availability. *Journal of Marketing Theory and Practice*. 20(2) 227-238.
- *Srivastava-Dabbas, C. , B. Sternquist and H. Mahi. (2012) Organized retailing in India: Upstream channel structure and management. *Journal of Business and Industrial Marketing*. 27 (3), 176-195.
- *Huang, Y., B. Sternquist, C. Zhang and R. Calantone. (2011) A mixed-method study of the effects of guanxi between salespersons and buyers on retailer-supplier relationships in China. *Journal of Marketing Channels*. 18 (3), 189-215.
- *Byun, S. and B. Sternquist (2011) Fast fashion and in-store hoarding: The drivers, moderator, and consequences. *Clothing and Textile Research Journal*. 29 (3), 187-201.
- *Chung, J. , Y. Huang, , B. Jin. and B. Sternquist (2011) The impact of market orientation on Chinese retailers' channel relationships. *Journal of Business and Industrial Marketing*. 26 (1) 14-25.
- *Chan, P., C. Finnegan and B. Sternquist (2011) Country and firm level factors in international retail expansion. *European Journal of Marketing*. 45 (6) 1005-1022.
- *Chen, Z., Y. Huang and B. Sternquist (2011) Guanxi practice and Chinese buyer-supplier relationships: The buyer's perspective. *Industrial Marketing Management*. 40, 569-580.
- *Sung, E. and B. Sternquist (2010) Strategic international joint venture: Opportunity, expansion and longevity for retailers' internationalization. *Journal of Euromarketing*. 19(1) 55-66
- * Sternquist, B. and L. Wang (2010) Buying committees in the Chinese retail industry. *Asian Pacific Journal of Marketing and Logistics Management*. 22 (4) 492-511.
- * Runyan, R., J. Chung and B. Sternquist. (2010) Channel relationship factors in cross-cultural contexts: Antecedents of satisfaction in a retail setting. *Journal of Business Research*. 63, 1186-1195.
- *Sternquist, B. Y. Huang and Z. Chen (2010) Predicting market orientation: Chinese retailers in a transitional economy. *International Journal of Retail & Distribution Management*. 38 (5) 360-378
- *Byun, S. and B. Sternquist (2010) Reconceptualization of price mavenism: Do Chinese consumers get a glow when they know? *Asian Pacific Journal of Marketing and Logistics*. Patrinton. Vol 22, 3. 279-293.
- * Osajima, K. B. Sternquist and S. Manjeshwar. (2010) Japanese materialism: A comparison between the new breed and second baby boomer age-cohorts. *Journal of Asian Business Studies*. Vol 4, (3) 57-72.
- *Sternquist, B., C. Finnegan and Z. Chen (2008). Adding value to buyer-supplier relationships in China. *Journal of Asia Business Studies*. Fall. 1-11.

- *Byun, S. and B. Sternquist (2008). In-store hoarding: The measurement and application in fast fashion retail environment. *The International Review of Retail and Distribution and Consumer Research*. Vol 18 (2),133-147.
- *Sternquist, B., R. Runyan and Z. Chen (2008). The use of buying committees by Chinese retailers: The effects of environment and strategy upon structure. *Journal of Retailing and Consumer Services*. 15, 93-103.
- *Chung, J., Sternquist, B., & Chen, Z. (2008). Japanese retail buyer-supplier relationships: Does performance matter? *Asian Pacific Journal of Marketing and Logistics*. Vol 20 (1). 55-75.
- *Park, Y. and B. Sternquist (2008). The global retailer's strategic proposition and choice of entry mode. *International Journal of Retail & Distribution Management*.36, (4) 281-299.
- * Huang, Y. and B. Sternquist (2007) Retailers' foreign market entry decisions: An institutional perspective. *International Business Review*. 16. 613-629.
- *Chung, J., B. Jin and B. Sternquist (2007) The role of market orientation in channel relationships when channel power is imbalanced. *The International Review of Retail, Distribution and Consumer Research*, 17 . (2) 159-176.
- *Chung, J.E., B. Sternquist and Z. Chen (2006) Retailer buyer-supplier relationships: The Japanese difference. *Journal of Retailing*. 82 (4) 349-355.
- *Sternquist, B. and Z. Chen (2006) Food retail buyer behavior in People's Republic of China: A grounded theory model. *Qualitative Market Research: An International Journal*. (9) 2, 243-265.
- *Jin, B. and B. Sternquist (2004). Shopping is truly a joy. *Service Industries Journal*. 24 (6) 1-18.
- *Sternquist, B. S. Byun and B. Jin (2004) Dimensionality of price: An asian perspective. *The International Review of Retail, Distribution and Consumer Research*, 4 (1), 1-18.
- *Stoel, L. and B. Sternquist (2004). Group identification: The influence of group membership on retail hardware cooperative members. *Journal of Small Business Management*. 42(2) 155-173.
- Sternquist, B. S. Z. Chen and Y. Huang (2003) Retail buyer-supplier relationships in China: The supply chain. *China Business Review*. 30 (5) 34-37.
- *Jin, B., B. Sternquist and A. Koh (2003). Price as hedonic shopping. *Family and Consumer Sciences Research Journal*. 31, (X), 1-25.
- *Jin, B. and B. Sternquist (2003) The influence of retail environment on price perceptions: An exploratory study of U.S. and Korean students. *International Marketing Review*. 20 (6), 643-660.
- *Sternquist, B., T. Ogawa and A. Cooper (2002) Japanese Department Store Buyer-Supplier Relationships. *Journal of Asia Pacific Marketing*. 1 (2) 22-46.
- Sternquist, B. (2001) China: An opening door policy. *Chain Store Age*, January, 62-64.
- Sternquist, B., Z. Chen and Y. Wang (2001) Behavioral relationship: Buyers and suppliers in Chinese food retailers. *China Business and Trade*, (in Chinese) 159 (3) 38-41.
- Yu, J. P. and B. Sternquist (1999). The legend of a private brand: The Gap. *Korean Distribution Journal* (In Korean) July, 68-71.
- Sternquist, B. and Byoungho Jin (1999) What sets the United States retail industry apart from other countries? *Korean Distribution Journal* (In Korean) January 22-25.
- Sternquist, B. and Byoungho Jin (1999) The department store industry in the United States. *Korean Distribution Journal* (In Korean) February 62-65.
- Sternquist, B. and Byoungho Jin (1999) The department store industry in Europe. *Korean Distribution Journal* (In Korean), March, 30-33

- *Sternquist, B. and Byounggho Jin. (1998) South Korean retail industry: Government's role in retail liberalization. *International Journal of Retail & Distribution Management*. (26) 9, 345-353.
- *McGowan, K. and B. Sternquist (1998) Dimensions of price as a marketing universal: A comparison of Japanese and U.S. consumers. *Journal of International Marketing*. 6 (4), 49-65.
- Sternquist, B. and Byounggho Jin. (1998) Internationalization of retailers. *Korean Distribution Journal*. (In Korean) April, 36-42.
- *Kean, R., Gaskill, L., Leistriz, L., Jasper, C., Bastow-Shoop, H., Jolly, L., & Sternquist, B. (1998). Effects of community characteristics, business environment, and competitive strategies on rural retail business performance. *Journal of Small Business Management*.(36) 2, 45-57.
- *Sternquist, B. (1997) A conceptual model of strategic international retail expansion. *International Journal of Retail & Distribution Management*, (25) 8, 262-268.
- *Sternquist, B. (1997). Internationalization of Japanese department stores. *International Journal of Commerce and Management*, Special Issue on Global Retailing. (7) 1, 57-73.
- *Sternquist, B. , L. Jolly, L. Leistriz, R. Kean, H. Bastow-Shoop, C. Jasper and L. Gaskill.(1996) Rural retailers: using a bankruptcy model to predict high profit versus low profit firms. *Journal of Small Business and Entrepreneurship*, 13 (1) Spring, 9-24.
- *Gaskill, L., C. Jasper, H. Bastow-Shoop, R. Kean, L. Leistriz and B. Stenquist. (1996) Operational planning and competitive strategies of male and female retailers. *The International Review of Retail, Distribution and Consumer Research*, 6(1) 76-96.
- *Chen, Y.F. & B. Sternquist (1995). Differences between international and domestic Japanese retailers. *The Service Industries Journal*, 15(4) 118-133.
- *Crank, W., C. Jasper, S. Meyer and B. Sternquist. (1995). The rural retailer in tourist communities: problems and implications for managerial strategies. *Journal of Travel and Tourism Marketing*, 4(2).
- *Bastow-Shoop, H., Leistriz, L., Gaskill, L., Jasper, C., Jolly, L., Kean, R. & Sternquist, B. (1995). Factors affecting the financial viability of rural retail businesses. *The Journal of Community Development Society*, 26(2).
- Sternquist, B. (1995). Buying a business-how much is too much? *Michigan Retailer*, 20(7) 20.
- *Sternquist, B., Ziao, Z.X. & Chengmin, Y. (1995). China: the planned to free market paradigm. *International Journal of Retail & Distribution Management*, 23(12).
- *Lin, L. & Sternquist, B.. (1994). Taiwanese consumers' perceptions of product information cues: country of origin and store prestige. *European Journal of Marketing*, 27(12) 5-18.
- *Chang, L. & Sternquist, B.. (January 1994). Product procurement: a comparison of Taiwanese and us retail companies. *International Review of Retail, Distribution and Consumer Research*, 4(1) 61-72.
- *Sternquist, B. (April 1994). Gatekeepers of Consumer choice: a four country comparison of retail buyers. *International Review of Retail, Distribution and Consumer Research*, 4(2) 159-176.
- *Davis, B., Chappelle, D., Sternquist, B. & Pysarchik, D. (1993). Tourism market segmentation in Michigan's Upper Peninsula: a regional approach. *Journal of Travel and Tourism Marketing*, 2(1), 1-30.
- *Chang, L. & Sternquist, B. (1993). Taiwanese department store industry: an overview. *International Journal of Retail and Distribution Management*, 21(1), 26-34.

- *Phillips, L. & Sternquist, B. (1993). Pay equity: a look at retail buyers. *Clothing and Textiles Research Journal*, 12.
- *Sternquist, B., Ogawa, T. & Phillips, L. (October 1992). Import Versus domestic apparel: contrasting views of Japanese and U.S. retail buyers. *International Review of Retail, Distribution and Consumer Research*, 387-408.
- *Phillips, L. A., Sternquist, B. & Mui, S. (Jan./Feb. 1992). Hong Kong department stores: retailing in the 90's. *International Journal of Retail and Distribution Management*, 20(1), 16-24.
- *McLain, S. & Sternquist, B. (1991). Ethnocentric consumers: do they 'Buy American'? *Journal of International Consumer Marketing*, 4(1).
- *Davis, B. Kern, S. & Sternquist, B. (1990). The influence of country of origin, the Buy American campaign and store prestige upon consumers' perceptions of quality and estimates of price. *Advances in International Marketing*, 4, 69-91.
- *Mahoney, M. & Sternquist, B. (1989). Perceptions of the discount retailer: an analysis of consumers' and managers' ideal discount store. *Journal of Consumer Studies and Home Economics*, 13.
- *Sternquist, B., Tolbert, S. & Davis, B. (1989). Imported apparel: retail buyers' reasons for foreign procurement. *Clothing and Textiles Research Journal*, 7(4), 35-40
- *Ogawa, T. & Sternquist, B. (1988). Buying and procurement in Japanese department stores, *Bulletin of Business Administration Department*, Bunkyo Women's College, 7 (December), 81-92.
- Pysarchik, D., Davis, B. & Sternquist, B. (1988). Effective Methods of evaluating employees. *Journal of Small Business*, (November/December) 6-7.
- Sternquist, B. & Clark, K. (1988). Corrective advertising information processing by teenagers. *Journal of Consumer Studies and Home Economics*, 1988 (12), 49-58.
- *Tolbert, S., Sternquist, B. & Davis, B. (Summer 1988). Retail Buyers: perceptions of the apparel industry buy American campaign. *Clothing and Textiles Research Journal*, 6(4), 1-5.
- Davis, B., Pysarchik, D. & Sternquist, B. (July 1987). Determining the bottom line. *Journal of Small Business*, 5, 6-7.
- Davis, B., Pysarchik, D. & Sternquist, B. (June 1987). Effective use of space can increase retail sales. *Journal of Small Business*, 5, 6-7.
- *Davis, B., & Sternquist, B. (Spring 1987). Appealing to the elusive tourist: an attribute cluster strategy. *Journal of Travel Research*, (25), 4, 25-31.
- *Sternquist, B. & Davis, B. (December 1986). Store status and country of origin as information cues: consumer's perception of sweater price and quality. *Home Economics Research Journal*, (15), 2, 124-131.
- *Sternquist, B.S. (Summer 1985). Attitudes about a resort area: a comparison of tourists and local retailers. *Journal of Travel Research*, (14), 14-19. (Selected as the *Journal of Travel Research* Outstanding Article of the Year by The International Association of Travel Research and Marketing Professionals, Travel and Tourism Research Association Conference, Memphis, Tennessee, June 1986.)
- *Sternquist, B.S. (1984-85). Apparel advertising: a study in consumer attitude change. *Clothing and Textiles Research Journal*, 3(1), 34-40.

*Indicates refereed publication.

VIDEO TAPES

- Sternquist, B. Executive Producer/Content Specialist. Retailing in Western Europe. Global Retailing: Power and Potential Series, East Lansing, MI: MSU ITV, 1999.
- Sternquist, B. Executive Producer/Content Specialist. Retail Distribution in China, Emerging Market Opportunities Series, East Lansing, MI: MSU ITV, 1994.
- Sternquist, B. Executive Producer/Content Specialist. Food Distribution in China, Emerging Market Opportunities Series, East Lansing, MI: MSU ITV, 1994.
- Sternquist, B. Executive Producer/Content Specialist. Retail Distribution in Japan, Emerging Market Opportunities Series, East Lansing, MI: MSU ITV, 1994.
- Sternquist, B. Executive Producer/Content Specialist. Food Distribution in Japan, Emerging Market Opportunities Series, East Lansing, MI: MSU ITV, 1994.
- Sternquist, B. Content Specialist. International Product Development Part I: Considerations and Processes, Emerging Market Opportunities Series, East Lansing, MI: MSU ITV, 1994.
- Sternquist, B. Content Specialist. International Product Development Part II: The Sourcing Trip, Emerging Market Opportunities Series, East Lansing, MI: MSU ITV, 1994.

INVITED REGIONAL, NATIONAL AND INTERNATIONAL PRESENTATIONS

- Sternquist, B. (November 2012) Strategic International Retail Expansion³ (SIRE³) Keynote Address to Meiji University. Seeking Integration of Logistics and Marketing in Tokyo, Japan on November 24, 2012.
- Sternquist, B. (April 2012) International Retailing Theory Special Session. (With Leigh Sparks) American Marketing Association/ ACRA Triennial Retail Conference, Seattle, WA.
- Sternquist, B. (October 2011) Strategic International Retail Expansion (SIRE²) Keynote Address to IX International Logistics and Distribution Conference, Izmir, Turkey.
- Sternquist, B. (October 2011) Fast Retailers Internationalization to the Developing World, Keynote Address to the Korean Clothing and Textiles Society, Seoul, Korea.
- Sternquist, B. (October 2011) International Trends in Franchising, Keynote Address to the Korean Franchising Association, Seoul, Korea.
- Sternquist, B. (October 2011) Strategic International Retail Expansion (SIRE²) Address to Seoul National University, Seoul, Korea.
- Sternquist, B. (October 2011) Strategic International Retail Expansion (SIRE²) Address to Yonsei University, Seoul, Korea
- Sternquist, B. (June 2011) Buyer-supplier relationships in developing countries: Is China a model for India? Doshisha University, Kyoto, Japan.
- Sternquist, B. (March 2011) Retailing Book Author Panel. ACRA Annual Conference, Boston.
- Sternquist, B. (February 2010) Internationalization of Retailing: The SIRE model. Asian Retail Congress, Mumbai, India.
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