

Michael Francesco Alioto, Ph.D.
Adjunct Fixed-Term Professor
Board School of Business: Marketing
Michigan State University
Email: alioto@msu.edu

Education

Ph.D., University of Southern Illinois, 1989

Major: Political Science

Fields:

Comparative Politics:

Advanced Industrial Societies, Emerging/Developing Societies, Southern Europe, the Balkans, Latin America—Regime Change, European Governmental Coalitions, and Political Development

International Politics:

International Theory, War and Conflict, International Political Economy (IPE), World Systems Analysis, and Political Integration

Research Methods:

Research Design, Experimental and Non-Experimental Quantitative Methods, Qualitative Methods (Ethnography, Anthropological Methods, and Grounded Theory), Non-Linear Dynamic Systems, Complexity Theory, Chaos Theory, and Catastrophe Theory

Political Theory:

Formal/Logical Theory, Game Theory, Coalition Theory, Philosophy of Science, Normative Theory, European Liberalism and Socialism

Dissertation Title: *Incremental and Non-Incremental Political Change Patterns: Comparisons of Eleven Hellenic, Latin European, and Latin American Parliamentary and Presidential Systems (1922-1987).*

M.A., University of Wisconsin-Milwaukee, 1983

Major: Political Science

Fields: Comparative Politics (European) and International Politics (Theory and IPE)

B.A., University of Wisconsin-Milwaukee, 1983

Major: International Relations

Minor: Russian and Balkan History

Licenses and Certifications

None

Professional Memberships

American Marketing Association (1989-Present)

ESOMAR: European Society for Opinion and Marketing Research (1998-Present)

Society for Chaos Theory in Psychology and Life Sciences (1997-Present)

Awards and Honors

Dissertation Fellowship Award. University of Southern Illinois (1987).

Professional Positions

Academic - Faculty

Adjunct Fixed-Term Professor, Michigan State University (2015-Present)

Adjunct Professor, Walsh College (2015-Present)

Adjunct Assistant Professor, Oakland University (2011)

Adjunct Assistant Professor, Wayne State University (1989-1993)

Adjunct Assistant Professor, University of Detroit-Mercy (1989-1993)

Academic – Administrative/Other

None

Applied Professional

Marketing Research Consultant (Automotive, Global and Multicultural): Human8, Inc. (formerly Gongos, Inc.), Royal Oak, MI 2022-Present

Marketing Research Consultant (Global and Multicultural): Gongos, Inc., Royal Oak, MI (2008 – 2021)

Marketing Research Consultant: Market Probe, Inc., Milwaukee, WI. (2005 – 2008)

Marketing Research Consultant: RDA Group, Inc., Bloomfield Hills, MI (1995 – 2005)

Marketing Research Consultant: Automated Marketing Systems, Inc., Southfield, MI (1993 – 1995)

Marketing Research Consultant: Maritz Marketing Research, Inc., Troy, MI (1989 – 1993)

Consulting

None

Military

None

Intellectual Contributions

Refereed Journal Articles

None

Non-Refereed Journal Articles

Briggs, Rex, Michael Francesco Alioto, Dmitry Gaiduk, and David Krajicek (2017). *“Kids in a Candy Store: Deep Learning and Artificial Intelligence”*. ESOMAR Research World, No 66, October 2017.

Alioto, Michael Francesco. (2014). *“The Evolution of Market Research”*. ESOMAR, RW Connect, 03 September 2014, pp. 1-6.

Alioto, Michael F. (2009). *“What Post-Recession Behavior Means for Marketers Today: New Research Predicts How We Will Spend”*. American Marketing Association, Marketing News, 30 September 2009, pp. 34--37.

Alioto, Michael Francesco. (2012). *“Marketing Research in the New America: How Will Our Industry Survive?”* MRA Alert Magazine, June 2012.

Presentation of Refereed Papers

International

Alioto, Michael Francesco and Marilyn Parrett. (2002). *“The Use of “Respondent –Based Intelligent” Surveys in Cross-National Research”*. ESOMAR: Latin American Conference, São Paulo, Brasil, May 2002.—Best Paper Award.

Alioto, Michael Francesco, Carol Culebro, Jorge Cherbosque, and Amy Routhier. (2003). *“The “True” Inner Self: A Qualitative Assessment of the Mexican Customer’s Psychological and Cultural Anthropological Construct”*. ESOMAR: Qualitative Conference, Venice, Italy.—Best Paper Award.

Alioto, Michael Francesco, Sanford Stallard, and Amy Routhier. (2004). *“Mapping’ the Customer’s Mind: Multi-Dimensional Psychological Insights in Pre and Post Project Qualitative Research”*. ESOMAR: Academic Conference, Warsaw, Poland.—Best Paper Award.

Alioto, Michael Francesco, Carol Culebro Steward, and Jim E. Thomas. (2003). *“From “Report Card” to True Consumer Insight: The Evolution of Ford de México’s Customer Satisfaction Dealer Program (1995-2003)”*. ESOMAR: Latin American Conference, Punta de Este, Uruguay.

Alioto, Michael Francesco. (2005). *“The Globalized Commercial Model: Conducting Marketing Research in Latin America: Conflict, Consensus, and Synthesis—What Are the Issues?”*. ESOMAR: Latin American Conference, Argentina (2005).—Best Paper Award.

Alioto, Michael Francesco. (2006). *“The “Modern” Marketing Researcher: Applying the Holistic da Vincian Principles of Thought and Creativity to the Next Marketing Research Paradigm”*. ESOMAR: Latin American Conference, Rio de Janeiro, Brasil (2006).

Alioto, Michael Francesco. (2007). *“The Marketing Researcher: Leonardo da Vinci and the Next Marketing Research Paradigm”*. ESOMAR: Congress, Berlin, Germany (2006).

National (United States)

Alioto, Michael Francesco and Amy Perifanos. *"Museums: How the Art of Curation Will Change the Way Organizations Learn and Act on Insights"*. TMRE: Boca Raton, Florida, 2014.

Alioto, Michael Francesco. *"Mobile Surveys: The 5th Methodology: A New Paradigm or a Strategic Enhancement?"* MRMW: Atlanta, Georgia, 2011.

Books

None

Book Chapters

Alioto, Michael Francesco Alioto and Marilyn Parrett. (2003). *"The Use of "Respondent –Based Intelligent" Surveys in Cross-National Research"*. In **ESOMAR, Excellence 2003 in International Research**. Amsterdam, The Netherlands: ESOMAR: The World Association of Research Professionals.

Alioto, Michael Francesco Alioto, Carol Culebro, Jorge Cherbosque, and Amy Routhier. (2004). *"The "True" Inner Self: A Qualitative Assessment of the Mexican Customer's Psychological and Cultural Anthropological Construct"*. In **ESOMAR, Excellence 2004 in International Research**. Amsterdam, The Netherlands: ESOMAR: The World Association of Research Professionals.

Alioto, Michael Francesco Alioto, Sanford Stallard, and Amy Routhier. (2004). *"Mapping' the Customer's Mind: Multi-Dimensional Psychological Insights in Pre and Post Project Qualitative Research"*. In **ESOMAR, Excellence 2004 in International Research**. Amsterdam, The Netherlands: ESOMAR: The World Association of Research Professionals.

Written Cases

None

Other Publications

None

Manuscripts Submitted/Papers Under Review

None

Impact of Intellectual Contributions

None

Courses Taught

Political Science Courses (Undergraduate)

PS271, Introduction to Comparative Politics, Wayne State University, 1990-1992

POLS374, Introduction to Comparative Politics, University of Detroit-Mercy, 1989-1992

POLS460, Comparative Politics: Western Europe, University of Detroit-Mercy, 1990-1992

PS379, Comparative Politics: Latin America, Wayne State University, 1993

Michael Francesco Alioto
CV
Final 2024 March

POLS272, Introduction to International Politics, University of Detroit-Mercy, 1990-1992
PS281, International and World Politics, Wayne State University, 1991-1998.
PS581, American Foreign Policy, Wayne State University, 1997.
PS101/110, American Government, Wayne State University, 1989 – 1992
PS103, American Government (Hispanic Student Class), Wayne State University, 1989 – 1992
POLS165, American Government, University of Detroit-Mercy, 1989-1992
POLS200, American Political Culture, University of Detroit-Mercy, 1991.
POLS302, American Political Thought, University of Detroit-Mercy, 1991
PS352, Political Theory—Justice, Wayne State University, 1996.
PAD401: Seminar in Public Administration I, University of Detroit-Mercy, 1990.
PAD402: Seminar in Public Administration II, University of Detroit-Mercy, 1990.

Marketing Courses (Undergraduate)

MKT405, Marketing Research, Oakland University, 2011

Marketing/Marketing Research Courses (Graduate)

MKT542, Consumer Insights, Walsh College, 2015-Present
MKT843, Graduate Seminar in Global Marketing Research, Michigan State University, 2015-2016.
MKT890, Select Topics in Marketing Research—International Research, Michigan State University, 2016-2019
MKT891, Select Topics in Marketing Research—Multicultural Research, Michigan State University, 2016-2019
MKT861, Graduate Seminar in Global Marketing Research, Michigan State University, 2015-2016.
MLT891, Selected Topics in Marketing Research: Ethnographies, Michigan State University, 2024-Present

Business/Research Courses (Doctoral)

MGT700, Doctoral Seminar, Walsh College, 2020-Present
RES711, Scope and Methods: Introduction, Walsh Collage, 2020-Present
RES712, Exploratory and Qualitative Research Methods, 2021-Present
RES713, Quantitative Research Methods I: Non-Experimental and Data Management, Walsh College, 2022-Present
RES714, Quantitative Research Methods II, Experimental, Walsh College, 2022-Present

College Service

None

Dissertation Advising

Humor in the Workplace (2022-current), committee member, under review, Walsh College.

Demographic Based Customer Satisfaction in Automotive Product Selection (2024-current), committee chair, under construction, Walsh College.

Productivity and Satisfaction within the Hybrid Work Situation (2024-current), committee member, under construction, Walsh College.

ESG and Sustainability in the American Workplace: A Comparative Study, (2024-), committee member, under construction, Walsh College.

Interpretation and Application of Qualitative Feedback Attached to Net Promotor Scores(2024-current), committee member, under construction, Walsh College.

Professional Service

Invited Lecturer

2013-Present: Global Marketing Research. Visiting Lecturer, Michigan State University, East Lansing, Michigan.

2011-2012: Global Marketing Research. Visiting Lecturer, Oakland University, Auburn Hills, Michigan.

1999-2005: Global Marketing Research. Visiting Lecturer, University of Wisconsin Madison: Madison, Wisconsin.

1999-2005: Global Marketing Research. Visiting Lecturer. University of Wisconsin-Milwaukee: Milwaukee, Wisconsin.

1999-2005: Global Marketing Research. Visiting Lecturer. University of Wisconsin-Parkside: Kenosha, Wisconsin.

2002 and 2005: Consumer Behavior. Visiting Lecturer. University of Wisconsin-Parkside: Kenosha, Wisconsin.

2005: Globalization and Development. Visiting Lecturer, Carthage College: Kenosha, Wisconsin.

Reviewer: Conference Paper

None

Workshop Presenter

None

Contracts, Grants and Sponsored Research Funded

None

Pending

None

Development Activities/Professional Meetings, Conferences, Seminars Attended

“Symposium for Big Data Education, University of Michigan, Ann Arbor, MI, Annual: 2015-2019.

“Symposium for Predictive Data and AI, University of Michigan, Ann Arbor, MI, Annual: 2020-2024.

“Symposium for Predictive Data and AI, University of Michigan, Ann Arbor, MI, Annual: 2020-2024.

Symposium MSU CXoM, DTE-Human8 joint presentation , East Lansing, MI, 01-02 November 2023.

“Big Data Conference, Wayne State University, Detroit, MI, 2016.

ESOMAR Congress, Annual Congress in Marketing Research, Istanbul, Turkey, September 2013.

ESOMAR Congress, Annual Congress in Marketing Research, Nice, France, September 2014.

ESOMAR Congress, Annual Congress in Marketing Research, New Orleans, LA September 2016.

Professionally Related Community Activities

Focus Group Moderator, Pete’s Coney Island Research, Private Support Study with Consultant. (2011).