

---

**David M. Reid, Ph.D.**  
**Professor**  
**Management**  
**Albers School of Business/Economics**  
[reidd@seattleu.edu](mailto:reidd@seattleu.edu)

---

### **Academic Background**

- Ph.D. University of Edinburgh Business School, Edinburgh, Scotland, United Kingdom, Global Business Strategy, 1994  
M.S. Manchester Business School, Manchester, United Kingdom, Management Sciences (Marketing minor), --N/A--  
B.S. University of Salford, Salford, United Kingdom, Mechanical Engineering, --N/A--

### **Qualification**

Practice Academic

### **Professional Memberships**

- Washington Clean Technology Alliance, 2010-2012  
Academy of Marketing Sciences, 2010  
China Club of Seattle, 2009-2014  
Climate Solutions, 2008-2011  
Carbon Exchange, 2007-2009  
International Association of Japanese Business Scholars, 2002-2010  
Beta Gamma Sigma Honorary Society, 2001-present  
International Management Development Association, 2000-2010  
Academy of International Business, 1990-present

### **Work Experience**

#### **Work Experience**

##### **Academic**

- Professor-Global Business Strategy, Albers School of Business and Economics, Seattle University (September, 2008 - Present), Seattle, Washington.  
Thomas F. Gleed Chair Professor of Business Administration, Albers School of Business and Economics, Seattle University (September, 2006 - August, 2008), Seattle, Washington.  
Benjamin Forman Chair Professor of International Business, Director: Center of International Business, Rochester Institute of Technology Rochester (September, 2000 - August, 2007), Rochester, New York.  
Malayan United Industries Chair Professor of International Business, Curtin Business School, Curtin University of Technology (January, 1996 - August, 2000), Perth, Australia- WA.  
Director Citicorp Doctoral Program and Lecturer in Business, University of Hong Kong School of Business (January, 1990 - December, 1995), Hong Kong, China- Hong Kong.  
Director of M.B.A Program and Lecturer in Marketing, University of Edinburgh Business School (September, 1987 - December, 1999), Edinburgh, United Kingdom.  
Lecturer in Marketing and International Business, The Chinese University of Hong Kong (September, 1985 - June, 1987), Hong Kong, China- Hong Kong.  
Lecturer in Marketing, University of Edinburgh Business School (June, 1978 - December, 1999), Edinburgh, United Kingdom.

##### **Non-Academic**

- Director of Strategic Planning, BBDO Asia Pacific (April, 1986 - May, 1991), Hong Kong, China- Hong Kong.  
Sales and Marketing Director, Unilever (January, 1975 - June, 1978), London, United Kingdom.

#### **Consulting Experience**

- 2012: Global Scot, Invited by the First Minister of Scotland to advise Scottish companies globalizing,  
2006-2011: Global Scot, Invited by the First Minister of Scotland to advise Scottish companies globalizing  
2010: United States Federal Court, Expert Witness on international organization for trade

2007-2010: Global Scot, Invited by the First Minister of Scotland to advise Scottish companies globalizing  
 2008: Adaptis, Strategic Advice re India  
 2006-2007: SHIFF, Integration of Chinese symbols into western high fashion  
 2003-2006: Gorbel Inc, Board Director  
 1986-1987: J&J Medical, Strategic advice  
 1985: J&J Medical, Strategic advice  
 1985: British Telecom Scotland, Strategic advice  
 1984: J&J Medical, Strategic advice  
 1984: British Telecom Scotland, Strategic advice  
 1983: J&J Medical, Strategic advice  
 1983: British Telecom Scotland, Strategic advice

### **Paid Service Experience**

2010: US Federal Court, Testimony on the nature of cross border organizational arrangements apropos taxation minimization

### **Teaching**

#### **Courses Taught**

**Courses from the Teaching Schedule:** Business Policy & Strategy, Business Policy and Strategy, China's Role in Global Business, China: Its Role in Global Business, Competing With and Within Change, Competing With and Within China, Competitive Strategy, Competitive Strategy, Global Environment of Business, International Management, International Management, International Policy Strategy, International Policy and Strategy, International Study Tour: Management, Special Topics-Business Negotiation Skills, Special Topics-Strategic Management and Culture in Japanese Business

#### **Courses taught, but not in the Schedule:**

Ecole Supérieur de Commerce Paris: Specialist Masters Program: Business Planning; Fundamentals of Corporate Strategy

#### **Teaching Activities**

##### **Course (New) - Creation/Delivery: Conventional**

2012 -

2012 -

##### **Other Teaching Activities**

2012 -

2012 -

### **Intellectual Contributions**

#### **Intellectual Contributions Grid**

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	38			38
Publications in Refereed Conference Proceedings	42			42
Publications of Non-refereed or Invited Papers	4			4
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings	7			7
Presentations of Refereed Papers	37			37
Presentations of Non-Refereed Papers	15			15

#### **Refereed Articles**

##### **Basic or Discovery Scholarship**

Reid, D. M. (2012). Intellectual Property Rights: A Comparative Perspective, Asia, EU, and North America. *Norteamérica*.

Reid, D. M. (2011). China: The Elephant in Every Room. *SIU Journal of Management*.

Reid, D. M. & MacKinnon, S. J. (2010). Win the China IP War and Gain Globally. *Thunderbird International Business Review*, 52 (6), 475-489.

Ajemian, C. J. & Reid, D. M. (2010). Preventing Global Warming: The United States, China and Intellectual Property. *Business & Society*, 115 (4), 417-436.

Reid, D. M., Fram, E. H., & Chi, G. (2010). A Study of Chinese Street Vendors: How They Operate. *Journal of Asia-Pacific Business*, 11, 244-257.

Reid, D. M., Fram, E., & Chi, G. (2009). A Study of Chinese Street Vendors: How They Operate. *Journal of Asia-Pacific Business*.

- Reid, D. M. & MacKinnon, S. J. (2008). Protecting Your Intellectual Property in China. *MIT Sloan Management Review*.
- Aybar, B., Mergen, E., Perotti, V., & Reid, D. M. (2007). Analysis of Attitudes of Turkish Citizens toward the Effect of EU Membership on Economic, Political and Cultural Environment. *Turkish Studies*, 8 (3), 19.
- Reid, D. M. (2007). Consumer change in Japan: a longitudinal study. *Thunderbird International Business Review*, 49 (1), 77-101.
- Zyglidopoulos, S. & Reid, D. M. (2006). Managing Corporate Reputation Within the Chinese Context: Future Research Directions. *Corporate Reputation Review*, 9 (3), 1-7.
- Zyglidopoulos, S., DeMartino, R., & Reid, D. M. (2006). Cluster Reputation as a Facilitator in the Internationalization of Small and Medium-Sized Enterprises. *Corporate Reputation Review*, 9 (1), 79-87.
- Reid, D. M. & Jallat, F. (2006). Someone's Wife is Someone's Daughter: An Exploratory Study of Guanxi Strategy in China. *Journal of Asia-Pacific Business*, 7 (1), 25-52.
- DeMartino, R., Reid, D. M., & Zyglidopoulos, S. C. (2006). Balancing Localization and Globalization: Exploring the impact of globalization on a Regional Cluster. *Entrepreneurship & Regional Development*, 18 (1), 1-24.
- Reid, D. M. (2006). Mexico and the China Factor. *Voices of Mexico*, 76-84.
- Fram, E., Lu, L., & Reid, D. M. (2005). The Attitudes of Chinese Industrial Purchasing Agents towards US Suppliers: An Exploratory Study. *Asia Pacific Journal of Economics and Business*, 9 (1), 4-20.
- Reid, D. M., DeMartino, R., & Zyglidopoulos, S. C. (2005). The Internationalization Journey of a High-Tech Cluster. *Thunderbird International Business Review*, 47 (5), 529-554.
- Reid, D. M. (2005). Business is Business, Opposing view: Countries have different standards to which companies must adapt. *USA Today*, A5.
- Fram, E., Lu, L., & Reid, D. M. (2004). Consumer Behavior In China: An Exploratory Study of Two Cities. *Journal of Asia-Pacific Business*, 5 (4), 25-42.
- Reid, D. M. & Zyglidopoulos, S. C. (2004). Causes and Consequences of the Lack of Strategic Foresight in the decisions of Multinational Corporations to enter China. *Futures*, 36 (2), 237-252.
- Reid, D. M. & Walsh, J. C. (2003). Market Entry Decisions in China. *Thunderbird International Business Review*, 45 (3), 289-312.
- Fram, E., Lu, L., & Reid, D. M. (2002). Understanding the Behaviors of Upscale Chinese Consumers. *Asia Pacific Journal of Economics and Business*, 30-45.
- Reid, D. M. & Walsh, J. (2001). Quasi-Legal Commerce in Southeast Asia: Evidence from Myanmar. *Thunderbird International Business Review*, 199-221.
- Reid, D. M. (2000). Crisis in Korea: discerning opportunities. *International Journal of Management & Decision Making*, 1 (1), 44-67.
- Reid, D. M. (1999). Changes in Japan's post-bubble business environment: Implications for foreign-affiliated companies. *Journal of International Marketing*, 7 (3), 38-63.
- Reid, D. M. (1997). The changing requirements for achieving competitiveness in Japan. *Asia Pacific Journal of Economics and Business*, 1 (2), 3-23.
- Reid, D. M. (1995). Critical success factors in Japanese consumer products market: Guidance for foreign MNCs. *Thunderbird International Business Review*, 37 (6), 555-581.
- Reid, D. M. (1995). Executive insights: Perspectives for international marketers on the Japanese market. *Journal of International Marketing*, 3 (1), 63-84.
- Reid, D. M. (1995). New product planning: lessons from Japanese experience. *Journal of Marketing Management*, 26 (5), 129-38.
- Reid, D. M. (1993). Product planning for new hotels. *Long Range Planning*, 26 (5), 129-138.
- Reid, D. M. & Fung, Y. C. (1993). Direct marketing in Hong Kong, its impact and importance: some strategic recommendations. *Hong Kong Journal of Business Management*, 11, 1-24.
- Reid, D. M. & Schlegelmilch, B. (1990). Planning and control in the U.K. and West Germany: the mechanical engineering industry. *Marketing Intelligence and Planning*, 8 (4), 30-38.
- Reid, D. M. (1990). Where planning fails in practise. *Long Range Planning*, 23 (2), 85-93.
- Reid, D. M. & Hinkley, L. C. (1989). Strategic planning: the cultural impact. *Marketing Intelligence and Planning*, 7 (11/12), 4-12.
- Reid, D. M. (1989). Data access and issue analysis in strategic planning. *Marketing Intelligence and Planning*, 7 (1/2), 14-18.
- Reid, D. M. (1989). Operationalizing strategic planning. *Strategic Management Journal*, 10 (6), 553-567.
- Reid, D. M. (1988). Marketing the political product. *European Journal of Marketing*, 22 (9), 34-47.
- Reid, D. M. (1988). Towards effective product management. *European Journal of Marketing*, 22 (5), 32-43.
- Reid, D. M. (1980). Evaluating the marketing mix, its application to strategic marketing. *European Journal of Marketing*, 14 (4), 192-205.

## Refereed Proceedings

### Basic or Discovery Scholarship

- Reid, D. M. (2014). INNOVATION IN CHINA: VIABLE OR NOT? *China Goes Global*.
- Reid, D. M. & Ajemian, C. (2009). Towards a Productive Joint US-China Policy Dialog on Environmental Clean Up. *Competition or Cooperation: East vs. West*.

- Reid, D. M. & Ajemian, C. (2009). Breaking the Deadlock on US-China Policy Dialog Regarding Environmental Clean Up. *Working Collaboratively for Sustainability*.
- Reid, D. M. & Ajemian, C. (2008). The Future of the Relationship: The United States, China and Intellectual Property. *The Globalization of Chinese Enterprises: Transformational Politics, Business Strategies, and Future Paths*, John F. Kennedy School of Government Harvard University: .
- Reid, D. M. (2008). Intellectual Property Rights: A Comparative Perspective, Asia, EU, and North America,. *NAFTA Regional Integration Conference*.
- Reid, D. M. (2008). The Future of the Relationship: The United States, China and Intellectual Property. *China Goes Global*.
- Reid, D. M. (2006). Consumer change in Japan: a longitudinal study. *The Association of Japanese Business Studies*.
- Reid, D. M. & Jallat, F. (2005). An Exploratory Study of Guanxi Strategy in China. *Fourteenth World Business Congress*.
- Reid, D. M. & Joles, J. (2005). Outsourcing to China from NYS: An exploratory study. *Academy of International Business Mid-West Conference*.
- Reid, D. M. (2005). An Exploratory Study of Guanxi Strategy in China. *Fourteenth World Business Congress*.
- Reid, D. M. & Jallat, F. (2005). An Exploratory Study of Guanxi Strategy in China. *Fourteenth World Business Congress*.
- Aybar, B., Mergen, E., Perotti, V., & Reid, D. M. (2004). Analysis of Attitudes of Turkish Citizens toward EU Membership. *Academy of International Business International Conference*, Stockholm, Sweden: .
- Reid, D. M., Horejsi, B., & Perotti, V. (2004). Analysis of Attitudes of Czech Citizens toward the Effect of EU Membership on the Business Climate. *International Management Development Association - Global Business: Coping with Uncertainty*.
- Reid, D. M. (2004). Consumer Change in Japan: a longitudinal study. *8th International Conference on Global Business and Economic Development*.
- Reid, D. M., Horejsi, B., & Perotti, V. (2004). Analysis of Attitudes of Czech Citizens toward the Effect of EU Membership on the Business Climate. *International Management Development Association - Global Business: Coping with Uncertainty*, Pa: IMDA, 725-731.
- Reid, D. M., Horejsi, B., & Perotti, V. (2004). Analysis of Attitudes of Czech Citizens toward the Effect of EU Membership on the Business Climate. *International Management Development Association - Global Business: Coping with Uncertainty*.
- Reid, D. M., Horejsi, B., & Perotti, V. (2004). Analysis of Attitudes of Czech Citizens toward the Effect of EU Membership on the Business Climate. *International Management Development Association - Global Business: Coping with Uncertainty*.
- Reid, D. M. (2003). The Internationalization of a High Tech Cluster: An Investigation from Three Theoretical Perspectives. *European International Business Association*.
- Zyglidopoulos, S., DeMartino, R., & Reid, D. M. (2003). Cluster Reputation and the Internationalization Process of SMEs. *Clusters, Industrial Districts and Firms: The Challenge of Globalization*, Modeno, Italy: University of Modeno.
- Reid, D. M., Zyglidopoulos, S., & DeMartino, R. (2003). The Internationalization of a High-tech Cluster: An Investigation from three Theoretical Perspectives. *The MNC as a Knowing Organization: European International Business Academy*.
- Reid, D. M., Zyglidopoulos, S., & DeMartino, R. (2003). The Internationalization of a High-tech Cluster: An Investigation from three Theoretical Perspectives. *The MNC as a Knowing Organization: European International Business Academy*.
- Reid, D. M. & Zyglidopoulos, S. (2002). Causes and Consequences of the Lack of Strategic Foresight in the decisions of Multinational Corporations to enter China. *Probing the Future: Developing Organizational Foresight in the Knowledge Economy*.
- Reid, D. M. (2002). Foreign Companies in China: Guanxi Strategy. *The impact of globalization on world business in the new millennium: competition, cooperation, environment, and development*.
- Reid, D. M. & Walsh, J. (2002). The Competitive Advantages of Shanghai: Evidence from International Consumer Goods Firm. *Academy of International Business Mid-West Conference*.
- Reid, D. M. & Walsh, J. (2002). When Strengths become weaknesses: Shanghai the new Hong Kong? *The impact of globalization on world business in the new millennium: competition, cooperation, environment, and development*.
- Reid, D. M. (2002). Foreign Companies in China: Guanxi Strategy. *The impact of globalization on world business in the new millennium: competition, cooperation, environment, and development*.
- Reid, D. M. (2002). Strategy or Self Indulgence: A Deconstruction of Strategy in the Advertising Agency Context. *Academy of International Business NE Conference*.
- Reid, D. M. (2002). Foreign Companies in China: Guanxi Strategy. *11th Annual World Business Congress of IMDA*.
- Reid, D. M. (2002). When Strengths Become Weaknesses: Shanghai the New Hong Kong? *11th Annual World Business Congress of IMDA*.
- Reid, D. M. & Zyglidopoulos, S. (2002). Causes and Consequences of the Lack of Strategic Foresight in the decisions of Multinational Corporations to enter China. *Organizational Foresight in the Knowledge Economy*.
- Reid, D. M. (2002). The Competitive Advantages of Shanghai: Evidence from International Consumer Goods Firms. *Academy of International Business Mid-West Conference*.
- Reid, D. M. & Zyglidopoulos, S. (2002). Causes and Consequences of the Lack of Strategic Foresight in the decisions of Multinational Corporations to enter China. *Probing the Future: Developing Organizational Foresight in the Knowledge Economy*.
- Reid, D. M. & Walsh, J. (2002). When Strengths become weaknesses: Shanghai the new Hong Kong? *The impact of globalization on world business in the new millennium: competition, cooperation, environment, and development*.

- Reid, D. M. (2001). Internationalization of a High-Tech Photonics Cluster. *Academy of International Business SE Conference*.
- Reid, D. M. (2001). Market Entry Decisions in China. *Emerging Markets Conference SUNY Brockport*.
- Reid, D. M. & Walsh, J. (1999). Responding to Complexity in International Business Development: Evidence from East and South East Asia. *University of Western Sydney*.
- Reid, D. M. (1999). Constructive Serendipity: exploring the impact of the Asian crisis, a qualitative approach. *Inaugural Conference of Association of Qualitative Researchers*.
- Reid, D. M. (1999). Research and business: the value of the emergent theory approach. *Acer National Business Education and Research Conference*
- Reid, D. M. & Walsh, J. (1999). Complexity theory, its role in International Business Strategy Development: Evidence from East and Southeast Asia. *British Academy of Management Conference*.
- Reid, D. M. (1997). Strategic market entry perspectives in South Korea. *British Academy of Management Conference*.
- Reid, D. M. (1995). Survey data and empirical analysis of multi-level marketing in Hong Kong. *First South China International Business Symposium*.
- Reid, D. M. (1994). Ethical values a source of conflict: but whose values. *Inaugural Conference of the Centre for Business Values*.

## Non-Refereed Articles

### Basic or Discovery Scholarship

- Reid, D. M. (1999). Examination of developments in contemporary Japan and the implications for Australia. *Hansard (25)*, 139-152.
- Reid, D. M. (2004). U.S. must pick up the pace to stay atop global business. *Rochester Democrat and Chronicle (1)*.
- Reid, D. M. (2005). Give CAFTA a chance to prove it's worth. *Rochester Business Journal, 16 (427)*.

## Non-Refereed Proceedings

### Basic or Discovery Scholarship

- Reid, D. M. (2010). China's 2010 Competitive Posture. *Academy of Marketing Sciences*.

## Invited Articles/Reviews

- Reid, D. M. & MacKinnon, S. J. (2008). Protecting Your Intellectual Property in China. *MIT Sloan Management Review*.

## Chapters, Cases, Readings, Supplements

### Chapter

- Reid, D. M. (2013). Win the China IP war and gain globally II. *Doing Business in China: , The Marketing & Management Collection, Henry Stewart Talks Ltd*. London: Henry Stewart Talks Ltd,.
- Reid, D. M. (2013). Win the China IP war and gain globally I. *Doing Business in China: , The Marketing & Management Collection, Henry Stewart Talks Ltd*. London (online at <http://hstalks.com/?t=MM1293395-Reid>): Henry Stewart Talks Ltd,.
- Reid, D. M. (2011). Intellectual Property Rights: A Comparative Perspective, Asia, EU, and North America. In Press, *Regionalism*.
- Reid, D. M. (2008). Business is Business. *Read, Reason, Write 8/E*. McGraw Hill.
- Reid, D. M. (2008). Business is Business. *Critical Reading and Analysis*. New York: McGraw Hill.
- Reid, D. M. (2005). Complexity in International Business Development: Evidence from East and Southeast Asia. *Economic Globalization in Asia* (pp. 1-14). Cheltenham, UK: Ashgate.
- Reid, D. M. (2003). The New Jewellery: Cell Phones in China. *Chinese Economic Transition and International Marketing Strategy*. Westport CT: Praeger [B].
- Reid, D. M. (2003). International Market Entry into China. *Chinese Economic Transition and International Marketing Strategy*. Westport CT: Praeger [B].

## Presentations of Refereed Papers

### International

- Reid, D. M. (2014, August). *INNOVATION IN CHINA: VIABLE OR NOT?* China Goes Global, Shanghai, China-PRC.
- Reid, D. M. & Ajemian, C. (2009, May). *Towards a Productive Joint US-China Policy Dialog on Environmental Clean Up*. Competition or Cooperation: East vs. West, Edmonton, Canada.
- Reid, D. M. & Ajemian, C. (2009, April). *Breaking the Deadlock on US-China Policy Dialog Regarding Environmental Clean Up*. Working Collaboratively for Sustainability, Seattle, Washington.
- Reid, D. M. & Ajemian, C. (2008). *The Future of the Relationship: The United States, China and Intellectual Property*. The Globalization of Chinese Enterprises: Transformational Politics, Business Strategies, and Future Paths, Cambridge, Massachusetts.
- Reid, D. M. (2008). *The Future of the Relationship: The United States, China and Intellectual Property*. China Goes Global, Cambridge, Massachusetts.
- Reid, D. M. (2008, September). *Intellectual Property Rights: A Comparative Perspective, Asia, EU, and North America*,. NAFTA Regional Integration Conference, Mexico City, Mexico.
- Reid, D. M. (2008, September). *Intellectual Property Rights: A Comparative Perspective, Asia, EU, and North America*. NAFTA Regional

Integration Conference, Mexico City, Mexico.

Reid, D. M. (2006, July). *Consumer change in Japan: a longitudinal study*. The Association of Japanese Business Studies, Beijing, China-PRC.

Reid, D. M. & Jallat, F. (2005). *An Exploratory Study of Guanxi Strategy in China*. Fourteenth World Business Congress, Guadalajara, Spain.

Reid, D. M. (2005, July). *An Exploratory Study of Guanxi Strategy in China*. Fourteenth World Business Congress, Granada, Spain.

Reid, D. M., Horejsi, B., & Perotti, V. (2004, June). *Analysis of Attitudes of Czech Citizens toward the Effect of EU Membership on the Business Climate*. International Management Development Association - Global Business: Coping with Uncertainty, Maastricht, Netherlands.

Reid, D. M. (2004, January). *Consumer Change in Japan: a longitudinal study*. 8th International Conference on Global Business and Economic Development, Guadalajara, Mexico.

Reid, D. M., Zyglidopoulos, S., & DeMartino, R. (2003, December). *The Internationalization of a High-tech Cluster: An Investigation from three Theoretical Perspectives*. The MNC as a Knowing Organization: European International Business Academy, Copenhagen, Denmark.

Reid, D. M. (2003, December). *The Internationalization of a High Tech Cluster: An Investigation from Three Theoretical Perspectives*. European International Business Association, Copenhagen, Denmark.

Reid, D. M. & Walsh, J. (2002). *When Strengths become weaknesses: Shanghai the new Hong Kong?* The impact of globalization on world business in the new millennium: competition, cooperation, environment, and development, Antalya, Turkey.

Reid, D. M. & Zyglidopoulos, S. (2002). *Causes and Consequences of the Lack of Strategic Foresight in the decisions of Multinational Corporations to enter China*. Probing the Future: Developing Organizational Foresight in the Knowledge Economy, Glasgow, United Kingdom.

Reid, D. M. (2002, July). *When Strengths Become Weaknesses: Shanghai the New Hong Kong?* 11th Annual World Business Congress of IMDA, Antalya, Turkey.

Reid, D. M. (2002, July). *Foreign Companies in China: Guanxi Strategy*. 11th Annual World Business Congress of IMDA, Antalya, Turkey.

Reid, D. M. & Zyglidopoulos, S. (2002, July). *Causes and Consequences of the Lack of Strategic Foresight in the decisions of Multinational Corporations to enter China*. Organizational Foresight in the Knowledge Economy, Glasgow, United Kingdom.

Reid, D. M. (2002, July). *Foreign Companies in China: Guanxi Strategy*. The impact of globalization on world business in the new millennium: competition, cooperation, environment, and development, Antalya, Turkey.

Reid, D. M. (2002, March). *The Competitive Advantages of Shanghai: Evidence from International Consumer Goods Firms*. Academy of International Business Mid-West Conference, Chicago, Illinois.

Reid, D. M. (2001). *Market Entry Decisions in China*. Emerging Markets Conference SUNY Brockport, Rochester, New York.

Reid, D. M. (2001, March). *Internationalization of a High-Tech Photonics Cluster*. Academy of International Business SE Conference, New Orleans, Louisiana.

Reid, D. M. (2000, November). *The trauma of Developing Business Positions in China, In search of Relevance for Internationa*. Academy of International Business International Conference, Phoenix, Arizona.

Reid, D. M. (1999, October). *Research and business: the value of the emergent theory approach*. Acer National Business Education and Research Conference, Perth, Australia- WA.

Reid, D. M. & Walsh, J. (1999, September). *Complexity theory, its role in International Business Strategy Development: Evidence from East and Southeast Asia*. British Academy of Management Conference, Manchester, United Kingdom.

Reid, D. M. (1999, July). *Constructive Serendipity: exploring the impact of the Asian crisis, a qualitative approach*. Inaugural Conference of Association of Qualitative Researchers, Melbourne, Australia- VIC.

Reid, D. M. (1999, July). *Crisis in Korea: Implications for Foreign Enterprise*. Academy of International Business Southeast Asia Annual Conference, Melbourne, Australia- VIC.

Reid, D. M. & Walsh, J. (1999, July). *Responding to Complexity in International Business Development: Evidence from East and South East Asia*. Economics of globalisation University of Western Sydney, Sydney, Australia- NSW.

Reid, D. M. & Walsh, J. (1999, July). *Quasi-Legal Commerce in Southeast Asia: Evidence from Myanmar*. Academy of International Business Southeast Asia Annual Conference, Melbourne, Australia- VIC.

Reid, D. M. (1997, September). *strategic market entry perspectives in South Korea*. British Academy of Management Conference, London, United Kingdom.

Reid, D. M. (1995, March). *Survey data and empirical analysis of multi-level marketing in Hong Kong*. First South China International Business Symposium, Macau, China - Macau.

Reid, D. M. (1994, June). *Ethical values a source of conflict: but whose values*. Ethical values a source of conflict: but whose values, Hong Kong, China- Hong Kong.

### **Regional**

Reid, D. M. & Joles, J. (2005, September). *Outsourcing to China from NYS: An exploratory study*. Academy of International Business Mid-West Conference, Chicago, Illinois.

Reid, D. M. & Walsh, J. (2002). *The Competitive Advantages of Shanghai: Evidence from International Consumer Goods Firm*. Academy

of International Business Mid-West Conference, Chicago, Illinois.

Reid, D. M. (2002, September). *Strategy or Self Indulgence: A Deconstruction of Strategy in the Advertising Agency Context*. Academy of International Business NE Conference, Salisbury, Maryland.

#### State

Reid, D. M. (2012, May). *The Shape of China's Government for the Next Five Years--Implications for Business Policy*. Washington State China Relations Council, Seattle, Washington.

### **Presentations of Non-Refereed Papers**

#### International

Reid, D. M. (2010). *China's 2010 Competitive Posture*. Academy of Marketing Sciences, Portland, Washington.

Reid, D. M. (2011, June). *The Rise of The Transnational Corporation: Factoring China into the Equation*. Chongqing University, Chongqing, China-PRC.

#### Local

Reid, D. M. (2012, May). *Reading the Tea Leaves: The Shape of China's Government for the Next Five Years. Implications for Business Policy*. Albers Alumni Breakfast Series, Seattle, Washington.

#### Regional

Reid, D. M. (2012, March). *Recent China Developments*. Asia Business Forum, Bellevue, Washington.

Reid, D. M. (2013, January). *China's New Government Lineup: Likely Policies and Implications for US Business*. China CEO Clinic, Seattle, Washington.

Reid, D. M. (2013, April). *China's Governmental Challenges*. Tai Initiative Conference on Trust, Seattle, Washington.

Reid, D. M. (2013, April). *The Shape of China's Government--Implications for Business Policy*. North West Plastics Association, Seattle, Washington.

Reid, D. M. (2014, January). *2014 Economic Outlook for China*. Asia Business Forum, Seattle, Washington.

Reid, D. M. (2014). *Summit Meetings in Beijing*. Asia Business Forum, Seattle, Washington.

Reid, D. M. (2015, August). *Chinese Economic Volatility*. Washington State China Relations Council, Seattle, Washington.

Reid, D. M. (2015, September). *Attracting Foreign Direct Investment from China*. Washington State China Relations Council, Seattle, Washington.

Reid, D. M. (2015). *2015 Economic Outlook for China*. Asia Business Forum, Seattle, Washington.

#### State

Reid, D. M. (2013, February). *Seattle's Position in International Trade*. Columbia Club Breakfast Meeting, Seattle, Washington.

Reid, D. M. (2013, May). *China, Korea: what is the connection?* Columbia Club Breakfast Meeting, Seattle, Washington.

Reid, D. M. (2015). *Xi Jinping Visit to the USA*. Asia Business Forum, Seattle, Washington.

### **Software**

#### Software

2009: The Global Financial Crisis.

2009: Reaching the Chinese Consumer.

2009: Is China's Currency Undervalued.

2009: China's Dalian.

2009: Bangalore: India's IT Capital.

### **Other Research**

#### Newspaper Articles or Columns

2008: Reid, D. M., 'Protecting your IP in China.'

2007: Reid, D. M., 'China's price is far too high.'

### **Service**

#### **Service to the Institution**

#### Department Assignments

##### **Chair:**

2012-2013: Promotion and Tenure Committee

##### **Mentoring Activities:**

2013-2014: Mark Stabingas, Teresa Brosnan: Adjunct Professors

## **College Assignments**

### **Assurance of Learning - Institutional Service:**

- 2011-2012: Proposed three study tours for 2011: Scoped out and costed study tours to: Russia, Chile and Argentina, Taiwan Vietnam and Cambodia
- 2010-2011: Designed and proposed new courses
- 2010-2011: Albers Undergraduate Core Curriculum Review Committee
- 2010-2011: Albers Undergraduate Core Curriculum Review Committee
- 2010-2011: Albers Undergraduate Core Curriculum Review Committee
- 2010-2011: Albers Undergraduate Core Curriculum Review Committee

### **Faculty Advisor:**

- 2011-2012: Global Business Club Competition Judge: Acted as judge for competition. Attended ceremony and gave feedback to presenters.

## **College Assignments**

### **Member:**

- 2012-2013: Management Department Personnel Committee

## **College Assignments**

### **Mentoring Activities:**

- 2010-2011: Co-led Study Tour to United Kingdom
- 2007-2008 – 2009-2010: Mentoring of adjunct professors: Tony Barnes, Karl Weaver, Dave Parker.

## **College Assignments**

### **Other Institutional Service Activities:**

- 2014-2015: APEC CEO Summit: Represented Albers at this meeting

## **College Assignments**

### **Other Institutional Service Activities:**

- 2009-2010: Co-led study tour to Japan and Korea

## **College Assignments**

### **Other Institutional Service Activities:**

- 2012-2013: Presentation: Reading the Tealeaves of Change in China's Government: Early morning presentation to Albers Alumni

## **College Assignments**

### **Student placements:**

- 2009-2010: Job Placements: Located jobs for three graduates: two MBAs: Puja Aneja and Peter Lin; one UG: Zhao Huiqiang

### **Writing Student Recommendations:**

- 2009-2010: Student recommendations: Wrote six student recommendations

### **Chair:**

- 2006 – 2012: Albers Center for Global Business: Co Director: Several early morning meetings. Networking with key business players. Carried out strategic review to rejuvenate the center. Brought eminent speaker to SU

## **College Assignments**

### **Chair:**

- 2012-2013 – 2013-2014: Albers Center for Global Business: Co-direct the Center with Dr Raven. Taken over as Director as Peter pulls back.

## **College Assignments**

### **Member:**

- 2013-2014: ASRC

## **College Assignments**

### **Member:**

- 2011-2012: Albers Core Review Committee: Member of a committee to review and redesign the undergraduate core



2011-2012: China/Asia Council: Along with Kim, Ravens, et al submitted a research grant proposal. Sounded out funding opportunities from the community.

2009-2010: Department of Economics recruitment search committee

### **College Assignments**

#### **Member:**

2013-2014: Faculty recruitment: Recruitment of strategy faculty: video and face to face interviews.

### **College Assignments**

#### **Member:**

2009-2010: International Business Assessment Group

### **College Assignments**

#### **Member:**

2012-2013 – 2014-2015: International Business Assessment Group

### **College Assignments**

#### **Member:**

2011-2012: International Business Assessment Group: One of three members determining strategy for assessment of learning in international business

### **University Assignments**

#### **Assurance Of Learning - Institutional Service:**

2011-2012: China Vietnam Tour: Laid the groundwork for overseas study tour to HK and Vietnam

### **University Assignments**

#### **Assurance Of Learning - Institutional Service:**

2013-2014: Designed and successfully executed China Study Tour

### **University Assignments**

#### **Member:**

2011-2012: Academic Assembly: Bi weekly meetings

2011-2012: China Council: Member of a group established by Associated Provost for Global Engagement. Its objective is to tap China resource/expertise for institutional benefit. Several meetings (bi monthly) with associated follow up activities in the business community.

2009-2010: Ad-hoc China Strategy Committee: Initiated the creation of this committee, Chaired by Assoc Provost Lawrence

### **University Assignments**

#### **Member:**

2010-2011 – 2013-2014: Global Advisory Team: Team set up by Associate Provost Global Engagement. Its role is to purview global activities, formulate policies and to administer research funds. This is a time consuming commitment. It requires much reading and assessment of research proposals. Meetings are held monthly.

### **University Assignments**

#### **Member:**

2011-2012: SU President's China Kitchen Cabinet: At the invitation of SU President, met as a group (of four) several times and subsequently advised President Sundberg as to how to explore the China opportunity

2010: Trade Development Alliance

2009-2010: TEAGLE Workshop

2009-2010: Provost's Committee for recruitment of Associate Vice Provost for Global Engagement

### **University Assignments**

#### **Member:**

2014: Trade Development Alliance: Board Member: Represent SU. Attend several meetings each year at 7:30 am.

#### **Other Institutional Service Activities:**

2015: Media Interview: Interviewed by Janet Tu Seattle Times

<http://www.columbian.com/news/2015/sep/23/in-our-view-xis-visit-will-impact-state/>

2015-2016: Media Interview: Lydia DePills Washington Post: Interviewed about China's slowdown August 26

2013-2014: COPE: Hybrid Course Training

2012-2013 – 2013-2014: Manage the PMI China Trust: Organize China scholar visit and lectures.

**Writing Student Recommendations:**

2012-2013: Paula Aranda: Wrote reference for marines officer program

**State-wide Assignments**

**Other Institutional Service Activities:**

2009-2010 – 2010-2011: Media Exposure: Kingston Jamaica radio: Several live interviews on China

2008-2009 – 2009-2010: Media Exposure: Kingston Jamaica radio: Several live interviews on China

2008-2009: Media Exposure: Kingston Jamaica radio: Several live interviews on China

**State-wide Assignments**

**Other Institutional Service Activities:**

2015: Media Interview: Natalie Brand King 5 Television on Xi Jinping visit:

<http://www.king5.com/story/news/local/seattle/2015/09/22/local-dignitaries-meet-chinese-president/72646942/>

**State-wide Assignments**

**Other Institutional Service Activities:**

2012-2013: Presentation in conjunction with Washington State China Relations Council on the implications of change in China's government

**State-wide Assignments**

**Member:**

2012 – 2015: Asia Business Forum: Member of a founding group to bring consideration of strategic Asian matters to the community

**State-wide Assignments**

**Member:**

2008 – 2014: Seattle Chongqing Sister Cities Association: Board member.

**State-wide Assignments**

**Member:**

2014-2015: Washington State Chinese Chamber of Commerce: Board Member

**Service to the Profession**

**Academic Conference: Discussant**

2014: China Goes Global, Shanghai, China-PRC. BRAZIL, CHINA, US: A TRIANGULAR RELATIONSHIP?

BRAZIL, CHINA, US: A TRIANGULAR RELATIONSHIP?, José-Augusto Guilhon-Albuquerque University of Campinas, Brazil

China's Strategy for Energy Acquisition in the middle east and Its Impact on US-China Relations, Dr. Manochehr Dorraj Professor of International Affairs Texas Christian University Fort Worth, Texas, USA

Hedging in the Middle East and China-U.S. Competition Mohammad Salman1 Vrije Universiteit Brussel (VUB), Belgium

2011: China Goes Global, Cambridge, Massachusetts. Session Chair and Discussant at the prestigious China Goes Global Conference held at the Kennedy School of Government, Harvard University

2009: China Goes Global, Cambridge, Massachusetts.

**Academic Conference: Moderator / Facilitator**

2010: Seattle Goes Global.

2006: Asia Pacific Economics Association. Session chair: Financial Development and Corporate Governance Issues July 29-30

**Academic Conference: Panelist**

2014: Asia Business Forum, Seattle, Washington. 2014 Economic outlook for China

2014: Asia Business Forum, Seattle, Washington. Analysis of Chinese government summit meeting in Beijing

2014: China Goes Global, Shanghai, China.  
2013: Export Challenges Conference, Seattle, Washington.  
2013: Tai Initiative Conference on Trust, Seattle, Washington.  
2013: China CEO Clinic, Seattle, United States of America.  
2013: Columbia Club Breakfast Meeting.  
2013: Pacific Northwest Regional Conference on US/China Subnational Relations, "New Directions Facilitating Trust."  
2009: Transatlantic IP Collaboration, Washington, District of Columbia. Dangers of Counterfeiting, Piracy and Other Restrictions of IP Rights

#### **Advisor**

2010: Ignation Teaching Pedagogy April 7.  
2010: Asian American Accepted Student Reception, April 9.  
2008 – 2010: GlobalScot, Glasgow, United Kingdom. Invited by the First Minister of Scotland to advise Scottish companies with process of globalizing

#### **Assurance of Learning - Professional Service**

2010: Study Tour Workshop.  
2010: Business in Brazil, May 13 Bellevue Hyatt, Bellevue, Washington.  
2010: Evening with Martin Jacques May 13. Respected China pundit  
2010: Shenzhen WITA May 8, Seattle, Washington.  
2010: Student Learning Outcomes SU, Seattle, Washington.

#### **Board Member: Advisory Board**

2014: China Goes Global, Shanghai, China. Reviewed three papers  
2012 – 2014: Asia Business Forum.  
2012: Asia Pacific Conference on Information Management (APCIM) 2012, Seattle, Washington.  
2012: Washington State Chinese Chamber of Commerce, Seattle, Washington. Organization to promote [Business Networking](#) · [Business in China](#) · [Chamber of Commerce](#) · [China](#) · [Doing Business with China](#) · [Chinese and American Opportunities in China](#) · [Networking with US China business professionals](#)  
2010: Chongqing Government Banquet Ceremony September 9. Rainier Club

#### **Board Member: PRJ Editorial Review Board**

2010 – 2016: International Journal of Trade and Global Markets.  
2013 – 2014: Editorial Advisory Board of the Journal of Shinawatra University.  
2011 – 2014: Emerging Markets.  
2010 – 2014: Journal of Euromarketing.  
2010 – 2014: Journal of Teaching in International Business.  
2001 – 2014: Journal of Transnational Management.  
2003 – 2013: International Journal of Trade and Global Markets (IJTGM).  
2010 – 2012: Emerging Markets. Review articles for the journal  
2009 – 2010: International Journal of Trade and Global Markets.  
2009 – 2010: Journal of Euromarketing.  
2009 – 2010: Journal of Transnational Management.  
2009 – 2010: Journal of Teaching in International Business.  
2009 – 2010: China Economic Policy Review.  
2007 – 2009: International Journal of Trade and Global Markets.  
2004 – 2009: Journal of Euromarketing.

#### **Board of Directors: Moderate Involvement**

2010: International Management Development Association International Conference, Konya, Turkey. Reviewed four papers

#### **Board of Directors: Substantial Involvement**

2009: International Management Development Association.

#### **Chair: Conference / Track / Program**

2004 – 2009: International Management Development Association International Conference International Management De.  
2006: Academy of International Business International Conference, Beijing, China-PRC. Track Chair and organizer. June 23-26.

### **Reviewer - Article / Manuscript**

2011 – 2013: Emerging Markets. Reviewed manuscript: Developments and perspectives of time honored brands in China

2012: Emerging Markets. Reviewed manuscript: Another look at institutional influences on the rise of made-in-China multinationals

2010: International Journal of Trade and Global Markets (IJTGM).

### **Editor: Academic PRJ**

2009: Journal of Asia-Pacific Business.

2009: Management and Organization Review.

### **Invited Lecture**

2013: North West Plastics Association, Seattle, United States of America.

2013: China CEO Clinic, Seattle, Washington.

2013: Pacific Northwest Regional Conference on US/China Subnational Relations, "New Directions Facilitating Trust."

2011 – 2013: Asia Business Forum, Seattle, Washington. Presentation on change of China government and implications

2009: University of Washington Advanced PhD Training Program, Seattle, Washington. China's Rapid Development and Its Environmental Cost

2006 – 2009: University of Washington Advanced PhD Training Program. China Business Environment and Competitive Success Factors

### **Keynote Address**

2015: Asia Business Forum. Presentation on Xi Jinping's visit to the USA and China's economic outlook

2013: China CEO Clinic, Seattle, Washington.

### **Other Professional Service Activities**

2014: PhD External Examiner Thaksin University, Bangkok, Thailand.

2013: Co-organizer Pacific Northwest Regional Conference on US/China Subnational Relations, "New Directions Facilitating Trust.", Seattle, United States of America.

2012: Washington State China Relations Council, Seattle, Washington. Attended several China related events and connected regularly with the China-related community

2010: Wuxi China Cooperation Meeting December 8.

2010: China Club May 21, Bellevue, Washington.

2010: British American Business Council April 3.

2010: Global Scotland Event April 6. Rainier Club

2010: WSCRC Members Forum: December 7th, Seattle, Washington.

2010: China Hot Topic April 13, Seattle, Washington. China Hot Topic session

2010: The Beijing Consensus April 22, Seattle, Washington. Rainier Club luncheon lecture

2010: State of Technology luncheon May 17, Seattle, Washington.

### **Presentation**

2015: The Economic Development Council of Seattle & King County (EDC) and the Trade Development Alliance of Greater Seattle (TDA). Presentation on attracting foreign direct investment from China

National webcast chaired by Robert Rubin ex Treasury Secretary

2015: Washington State China Relations Council. Presentation on Chinese Economic Volatility

2012: Asia Business Forum, Bellevue, Washington. Presentation City Hall on China economy

2009: Competition or Cooperation: East vs. West, Edmonton, Canada. Towards a Productive Joint US-China Policy Dialog on Environmental Clean Up

2009: Working Collaboratively for Sustainability. Towards a Productive Joint US-China Policy Dialog on Environmental Clean Up

### **Reviewer - External Tenure**

2012: St Joe's University Philadelphia, Philadelphia, Pennsylvania. Made tenure evaluation and recommendation for Dr Neiva of St Joseph's University

### **Reviewer: Conference Paper**

2010: International Management Development Association International Conference. Reviewed four papers

2010: Academy of Marketing Sciences, Portland, Oregon. Reviewed five papers

2009: The Association of Japanese Business Studies, San Diego, California.

## **Service to the Community**

### **Member of a Committee**

2011 – 2013: Asia Business Forum, Co-founder

2011 – 2013: Seattle Chongqing Sister Cities Alliance, Attend monthly board meetings in the evenings. Its activities trigger other activities, ceremony attendance and such.

2011: Luncheon with Executive Vice Mayor Ma of Chongqing, A follow up obligation as a board member of the Seattle Chongqing Sister Cities Association

### **Other Community Service Activities**

2011 – 2014: Global Scot, Invited by First Minister of Scotland to offer advice to Scottish companies and entrepreneurs with their attempts to globalize

2013: Eisenhower Fellow Award, Selected by Eisenhower Fellow as the expert to meet in Seattle.

2011 – 2013: Cascade Bicycle Club, The club has 14,000 members. It is the largest in the world. It has lobbying and social roles. I am a Ride Leader: As part of the campaign to promote safe bicycling have led 15 rides each year ( 20 to 85 miles) for the public in Seattle and its environs

2011: Inauguration of Seattle Chinese Garden

### **Speech / Presentation at a Community Meeting**

2013: Columbia Breakfast Club, Talk on China

2013: Columbia Breakfast Club, Strategic Export Threat

## **Professional Development**

### **Assurance of Learning - Professional Development**

2010: Student Learning Outcomes, Seattle, Washington.

2010: Center for Teaching and Learning Seminar, Seattle, Washington.

### **Research-Related Conference/Seminar**

2010: Economist Breakfast, Seattle, Washington.

2010: Academy of Marketing Sciences, Portland, Oregon.

### **Other Professional Development**

2015: Asia Business Forum, Seattle, Washington.

2015: Washington State China Relations Council, Seattle, Washington.

2015: Asia Business Forum, Seattle, Washington.

2015: Washington State China Relations Council, Seattle, Washington.

2015: Washington State China Relations Council, Seattle, Washington.

2015: Asia Business Forum, Seattle, Washington.

2014: APEC China CEO Forum, Seattle, Washington.

2014: China Goes Global, Shanghai, China-PRC.

2014: Asia Business Forum, Seattle, Washington.

2014: Asia Business Forum, Seattle, Washington.

2013: China CEO Clinic, Seattle, Washington.

2013: Columbia Club Breakfast Meeting, Seattle, Washington.

2013: Columbia Club Breakfast Meeting, Seattle, Washington.

2013: North West Plastics Association, Seattle, Washington.

2013: Columbia Club Breakfast Meeting, Seattle, Washington.

2013: Columbia Club Breakfast Meeting, Seattle, Washington.

2012: Washington State China Relations Council, Seattle, Washington.

2012: Albers Alumni Breakfast Series, Seattle, Washington.

2011: Lunch with Congressman Rick Larsen, Seattle, United States of America.

2010: Ignation Teaching Pedagogy April 7, Seattle, Washington.

2010: Academy of Marketing Sciences, Portland, Washington.

2009: Sedona Systems Seminar, Seattle, Washington.

2009: Competition or Cooperation: East vs. West, Edmonton, Canada.

2009: Working Collaboratively for Sustainability, Seattle, Washington.

2009: Working Collaboratively for Sustainability, Seattle, Washington.

2009: Working Collaboratively for Sustainability, Seattle, Washington.

2008: NAFTA Regional Integration Conference, Mexico City, Mexico.  
2008: China Goes Global, Cambridge, Massachusetts.  
2008: NAFTA Regional Integration Conference, Mexico City, Mexico.  
2008: The Globalization of Chinese Enterprises: Transformational Politics, Business Strategies, and Future Paths, Cambridge, Massachusetts.

2006: The Association of Japanese Business Studies, Beijing, China-PRC.  
2005: Fourteenth World Business Congress, Guadalajara, Spain.  
2005: Fourteenth World Business Congress, Granada, Spain.  
2004: International Management Development Association - Global Business: Coping with Uncertainty, Maastricht, Netherlands.  
2004: International Management Development Association - Global Business: Coping with Uncertainty, Maastricht, Netherlands.  
2004: 8th International Conference on Global Business and Economic Development, Guadalajara, Mexico.  
2003: The MNC as a Knowing Organization: European International Business Academy, Copenhagen, Denmark.  
2003: European International Business Association, Copenhagen, Denmark.  
2002: The impact of globalization on world business in the new millennium: competition, cooperation, environment, and development, Antalya, Turkey.  
2002: Probing the Future: Developing Organizational Foresight in the Knowledge Economy, Glasgow, United Kingdom.  
2002: The impact of globalization on world business in the new millennium: competition, cooperation, environment, and development, Antalya, Turkey.  
2002: Academy of International Business NE Conference, Salisbury, Maryland.  
2002: 11th Annual World Business Congress of IMDA, Antalya, Turkey.  
2002: 11th Annual World Business Congress of IMDA, Antalya, Turkey.  
2002: Organizational Foresight in the Knowledge Economy, Glasgow, United Kingdom.  
2002: Academy of International Business Mid-West Conference, Chicago, Illinois.  
2001: Academy of International Business SE Conference, New Orleans, Louisiana.  
2001: Emerging Markets Conference SUNY Brockport, Rochester, New York.  
2000: Academy of International Business International Conference, Phoenix, Arizona.  
1999: British Academy of Management Conference, Manchester, United Kingdom.  
1999: Academy of International Business Southeast Asia Annual Conference, Melbourne, Australia- VIC.  
1999: University of Western Sydney, Sydney, Australia- NSW.  
1999: Academy of International Business Southeast Asia Annual Conference, Melbourne, Australia- VIC.  
1999: Inaugural Conference of Association of Qualitative Researchers, Melbourne, Australia- VIC.  
1999: Acer National Business Education and Research Conference, Perth, Australia- WA.  
1997: British Academy of Management Conference, London, United Kingdom.  
1995: First South China International Business Symposium, Macau, China - Macau.  
1994: Ethical values a source of conflict: but whose values, Hong Kong, China- Hong Kong.

#### **Professional Seminars / Workshops**

2010: China Moving Forward Conference, Seattle, Washington.

#### **Honors/Awards**

##### **Honor**

2008 – 2011: , Chongqing University of Science and Technology.  
2004: , International Management Development Association.  
1998: , Curtin Business School.  
1989: , European Journal of Marketing.

**Last updated by member on 22-Jun-16 (06:24 PM)**