

## **CURRICULUM VITAE**

### **Gary J. Bamossy, Ph.D.**

#### **EDUCATION:**

**Ph.D:** Business Administration/Marketing, University of Utah, March, 1983.

*Minor Field Exams:* International Business; Social Psychology

#### **TEACHING:**

- Marketing Management (core MBA)
- Marketing Research
- Consumer Behavior

#### **RESEARCH INTERESTS:**

Global Diffusion of Consumer Culture

Sustainable Consumption Practices

Green Marketing

Cross Cultural Research Methods

#### **ACADEMIC EXPERIENCE:**

- Professor of Marketing, McDonough School of Business, Georgetown University, 2005-2012.
- Professor of Marketing, David Eccles School of Business, University of Utah, 1999-2005.
- Vrije Universiteit, Amsterdam, The Netherlands: Fall 1985-2006--*Hoogleraar, Marktkunde* (Chaired Professor of Marketing). Department Chairman 1990-1999, now Adjunct Professor of Marketing.
- Vrije Universiteit, Amsterdam, The Netherlands: Associate Professor of Marketing, 1987-1990.
- Vrije Universiteit, Amsterdam, The Netherlands: Assistant Professor of Marketing, 1985-1987.

#### **University Service**

- Director, Global Business Program, David Eccles School of Business, University of Utah, 2001-2005.
- Chair, Department of Marketing, David Eccles School of Business, University of Utah, 1999-2001.
- Chair, Department of Marketing, Vrije Universiteit, Amsterdam, 1990-1999.
- Standing Member, Academic Research Committee, Faculty of Economics, Vrije Universiteit, Amsterdam, 1988-1999.

## **PROFESSIONAL ACTIVITIES:**

### **Memberships**

- American Marketing Association
- Association for Consumer Research
- European Marketing Academy
- International Society of Marketing and Development
- Co-Founder of *Center for Consumer Culture* (with Prof. Alladi Venkatesh, U.C. Irvine), a web-based resource for research in globalization and consumer behavior.

### **Other Professional Activities:**

- Editorial Review Boards: *Journal of Public Policy and Marketing*; *Journal of Macromarketing*; *Academy of Marketing Sciences Review*; *Consumptions et Sociétés*; *Journal of Teaching International Business*.
- Regular ad hoc reviewer, *Journal of Consumer Research*.
- Ad hoc reviewer for *European Journal of Marketing*; *Journal of Advertising*; *Journal of International Business Studies*.
- International Society of Marketing and Deveopment, Board Member representing North America, 2003-2011.
- Program Co-Chairman, *Association for Consumer Research Conference*, Amsterdam, June 1992 (first ACR European Conference).
- Program Committee Member, *Association for Consumer Research Conferences* in New York City, 1990, Boston, 1994, Stockholm, 1997, Montreal, 1998; Paris, 1999; Dublin 2005; Milan, 2007.
- Reviewer, *Association for Consumer Research Conferences*, 1984-present.
- Reviewer, *European Marketing Academy Conferences*, 1986-present.
- Reviewer for various academic publications (textbooks and research annuals)
- Guest lectures/Research Presentations to faculty and students at Universities in the USA, Canada, Indonesia, Belgium, France, and Italy (1985-present).

### **Grants, Fellowships, Academic Honors**

- Invited Member by The Bank of Sweden, to nominate a candidate for the *Alfred Nobel Prize in Economic Sciences*, 1999-2003; 2007-2012.
- Summer Research Grants (Competitive): David Eccles School of Business, 2000, 2004 (\$10,000 per summer); CIBER (Center for Business and Economics Research), 2001, 2002, 2003 (\$5,000-\$7,500 per summer).
- Utah Travel Council: \$50,000 Research Grant (2002) *Post 2002 Winter Olympic Games European Study*.
- Utah Travel Council: \$40,000 Research Grant for *Pre-Winter Olympic Games European Study* (1999).

- Recipient, “Emerging Markets Grant”, (\$7,000) The Davidson Institute, University of Michigan for studying *Cultural Influences on International Joint Venture Performance* 1998. (together with Professor Keith Brouthers).
- Recipient, *Anglo-Dutch Scholar Forum*, travel and research grant (\$5,000), London and Amsterdam 1997. (together with Professor Keith Brouthers)
- Recipient, *Technology in the Classroom Grant*, David Eccles Graduate School of Business Administration, Univ. of Utah (\$12,000, with Professors J. Costa and R. Semenik), 1995.
- Recipient of two 4-year scholarships to finance Ph.D. students' study from the Dutch Society of Economics Research (*Ecozoek* Awards of \$640,000: \$80,000/year for 1991-'95; 1993-'97).
- Recipient, *Faculty Grant for Research*, Vrije Universiteit (\$250,000 over 5 years to bring visiting scholars to Amsterdam for visiting research positions).
- Faculty Member, *European Marketing Academy Doctoral Consortium*, Stockholm, 1998.
- Tinbergen Research Institute, Amsterdam, *Research Fellow*, 1993-present.
- Faculty Member, *Ph.D.Seminar on Cross Cultural Research*, Odense University, Denmark, 1997, 1998.
- Corporate Sponsorship of academic research projects from Apple Computer (1986 and 1989); IBM, Atari, Young & Rubicam, 1989; Direct Marketing Institute Nederland, 1993; J. Walter Thompson, 1994; Andersen Consulting, 1994.
- Travel Grants, 1986, 1988, 1990, 1995, 1997 from the KNAW (Dutch Science Foundation).
- Marketing Science Institute (Cambridge, Massachusetts). Seed money for "Country of Origin" Research Project (With Prof. N.Papadopolous, Carleton University), 1986.
- Graduate Research Fellowships, 1980-81; 1981-82, Graduate School of Business Administration, University of Utah.
- Recipient, F.A. Carleson Research Scholarship, Graduate School of Business Administration, University of Utah, 1982.
- Doctoral Consortium Fellow (American Marketing Association), University of Minnesota, 1982.

### **Media Presentations:**

- National Public Radio; CBS television (Salt Lake City affiliate); Associated Press; Salt Lake City Tribune; Deseret News: (interviews on the introduction and implications of the Euro; European Union Economic Issues; European's Awareness and Interest in the American West and Utah);
- Wall Street Journal, Europe (Female Business Travellers Study for American Express);
- Washington Post (diffusion of food across cultures).
- Atlanta Journal Constitution ("Green Washing"/Sustainable Consumption)
- Los Angeles Times (Green Washing/Sustainable Consumption)
- KCBS Radio (San Francisco) Interview (Green Washing/Sustainable Consumption)

### **BOOKS:**

- Solomon, M., G.J. Bamossy, and S. Askegaard, Consumer Behavior: A European Perspective Prentice Hall International, London, 1999 and 2002 (2<sup>nd</sup> ed.), 2006 (3<sup>rd</sup> ed.), 2009 (4<sup>th</sup> ed).
  - Translated in German as: Konsumenten Verhalten: Der Europäische Markt, Pearson Studium, München, Germany, 2001; 2008; Translated in Dutch as: Consumenten Gedrag: De Europese Markt, 2007.
- J.A.Costa and G. J. Bamossy (eds.) Marketing in a Multicultural World: Ethnicity, Nationalism, and Cultural Identity, Sage Publications, Newbury Park, Ca.1995. Reviewed in Journal of Marketing Research (1997), 34 (August), p. 411-412.
- Semenik, R.J. and Bamossy, G.J. Principles of Marketing: A Global Perspective, 2nd. ed South-Western Publishing Co. Cincinnati, OH., 1995.
  - Translated in Portugese as: Princípios de Marketing: Uma Perspectivo Global, Makrum Books, São Paulo, Brazil, 1996.
- Semenik, R.J. and Bamossy, G.J. Principles of Marketing: A Global Perspective South-Western Publishing Co. Cincinnati, OH., 1993.
- Bamossy, G.J., and R.J. Semenik (eds.) Advances in Nonprofit Marketing Vol 4 JAI Press Greenwich, CT. 1993.
- Van Raaij, W.F. and Bamossy, G.J.(eds.) European Advances in Consumer Research, vol. 1 Association for Consumer Behavior, Provo, Ut., 1993.

**Film:**

- *Fashion Iconography*, Association for Consumer Research, European conference, Milan, July 2007. (documentary on the sacred-profane dimensions of religious items as fashion).
- *Does Green?*, (video ethnography on the discrepancies between attitudes and behavior, and the importance of “green” in representation of self). 2008.

**REFEREED PUBLICATIONS (past 10 years only):**

Bamossy, G.J. and Johansson, J. (2009) “Global Communications” in Handbook of International Marketing, (M. Kotabe and K. Helsen, eds.) Sage Publications, in press.

Wang, J., Zhao, X., and Bamossy, G. (2009) “The Sacred and Profane in On-Line Gaming” in Virtual Social Identity and Consumer Behavior, (M. Solomon and N. Wood, eds.) M.E. Sharpe, London, in press.

Bamossy, G.J., “Star Gazing: The Mythology and Commodification of Vincent van Gogh” (2005) in (David Mick and S. Ratneshwar, eds.) Inside Consumption: Frontiers of Research on Consumer Motives, Goals, and Desires, Routledge 309-29.

Brouthers, K. and G.J. Bamossy, “Post Formation Processes in Eastern and Western European Joint Ventures,” (2006) Academy of Management Journal, 43, 2, March, pgs. 22-38. Abstracted in: International Abstracts of Human Resources, Spring, 2006.

Costa, J.A. and G.J. Bamossy (2003) “Retrospecting Retrosapes: Form and Function, Content and Context” in Stephen Brown and John Sherry (eds.) Time, Space, and the Market: Ecumenical Essays on the Rise of Retrosapes, M.E. Sharpe, London, pgs. 253-70.

Bamossy, G.J., v.d.Herk, H., (2003) “Construction, Mediation, and Consumption of the 2002 Winter Olympics” in (D. Turley and S. Brown, eds.) with Hester v.d. Herk, European Advances in Consumer Research, vol. 6, pgs. 312-15.

Goldberg, M. Gorn, J. Perrachio, L, and Bamossy, G. (2002) “Understanding Materialism Among Youth” Journal of Consumer Psychology , vol. 13, 3, 278-88.

Bamossy, G.J. (2002) “The Mythology and Commercialization of Vincent van Gogh” Advances in Consumer Research, October, 2002, vol. 29, pgs. 44-5.

Costa, J.A., and G.J. Bamossy (2001), “Le Parc Disney: Creating an “Authentic” American Experience”, Advances in Consumer Research, Mary Gilly and Joan Meyers-Levy (eds). Vol. 28, pgs. 398-402.

- Yvonne van Everdingen and Bamossy, Gary J., (2000) "Marketing of a Financial Innovation: Commercial Use of the Euro by European Companies Prior to Mandatory Adoption" Journal of Business Research, vol. 48, nr. 2, pgs. 123-33.
- Papadopoulos, N., Heslop, L., and Bamossy, G., et.al., (2000) "Does Country of Origin Matter?: A Cross-National and Longitudinal Study of Product-Country Images with a Focus on the U.S. and Japan" Marketing Science Institute.
- Papadopoulos, N., Heslop, L., and Bamossy, G. (2000) "Evidence of Home Country Bias in Evaluations of Products: A 15-Country Study" European Marketing Academy Conference, Rotterdam, pgs. 1-6.
- Papadopoulos, N., Heslop, L., Baker, C. and Bamossy, G (2000) "Made in Canada, Eh? A Cross-National and Longitudinal Study of Consumer Views on the Competitiveness of Canadian Products" Administrative Sciences Association of Canada Conference, Montréal.
- Bamossy, Gary J., Margaret Hogg, and Soren Askegaard (1999) "Europeans' Imagination of the American West" Proceedings of the Association for Consumer Research, Paris, (L.J. Shurm, et.al. eds.).
- Bamossy, Gary J. and Costa, Janeen A. (1998) Exporting Gender: Paris' Disney Village and 'The Rhythm of America,' *Proceedings of the Fourth Conference on Gender, Marketing and Consumer Behavior*, Association for Consumer Research San Francisco, California, with Janeen A. Costa, 201-202.
- Bamossy, Gary J. and Costa, Janeen A. (1998) "Retailing Culture: Cross-Cultural Theoretical and Empirical Issues in Museum Gift Shop Practices" in Proceedings of the Multicultural Marketing Conference (Jean-Charles Chebat and A. Ben Oumlil, eds). Academy of Marketing Science, Montreal, Canada, Sept. 17-20, 1998, pgs. 277-78.
- Brouthers, K.D. and G. Bamossy. (1997) "The role of key stakeholders in international joint venture negotiations: Case studies from eastern Europe." Journal of International Business Studies, 28(2): 285-308.

### **EXECUTIVE TRAINING PROGRAMS:**

- *Post-Graduate Program for Management Consultants*, Vrije Universiteit, Amsterdam. (1990-1998). Teach marketing management, and marketing research to management consultants in 2 year professional certificate program.
- *ISIDA* (Istituto Superiore per Imprenditori e Dirigenti di Azienda), 1991-1999. Palermo, Sicily. International MBA program. Marketing Research, and use of SPSS.

- *Ecole Européenne des Affaires* (European School of Management), Paris, France. (1990-1993) Executive Course in Strategic Marketing Management.

### **CONSULTING:**

- Addison Wesley Publishing Company, Amsterdam
- American Express International, Amsterdam
- Andersen Consulting, Benelux
- Apple Computer, B.V., Benelux
- eBay Customer Service Division (Salt Lake City)
- General Electric Health Care (Salt Lake City)
- PMS & W., Young & Rubicam Advertising Agency, Amsterdam.
- PTT (Dutch Telecom)
- SPSS Benelux
- Stedelijk Museum, Amsterdam (Museum of Modern Art)
- Unilever Corporation, Rotterdam
- Utah Travel Council (Salt Lake City)
- Van Gogh Museum, Amsterdam

### **Contact Information:**

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