

CURRICULUM VITA

GLEN H. BRODOWSKY

PO Box 1251 San Marcos, California 92079

Phone: 760-750-4261

e-mail: glenbrod@csusm.edu

Glen Brodowsky has been a professor of marketing at California State University San Marcos since 1996. He teaches courses in marketing, marketing research, global marketing, and consumer behavior at the graduate and undergraduate levels.

He is affiliated with and regularly teaches at: Copenhagen Business School, Denmark; National Cheng-chi University in Taiwan (國立政治大學); and Universidad Internacional Del Ecuador.

His research interests focus on global marketing strategy, cross cultural time concepts and their effects on consumer behavior, country-of-origin effects on product choice, survey research methods, and marketing pedagogy.

He speaks, reads, and writes Mandarin Chinese.

FACULTY POSITIONS HELD

California State University, San Marcos

Professor of Marketing	2008 - Present
Chair, Department of Management & Marketing	2004 - 2008
Associate Professor of Marketing	2002 - 2008
Assistant Professor of Marketing	1996 - 2002

National Cheng Chi University

Visiting Lecturer, International MBA Program	2007 - Present
Fulbright Lecturer National Cheng Chi-University, Taiwan	2007

Copenhagen Business School

International Summer University Program	2010 – Present
---	----------------

Universidad Internacional Del Ecuador

MBA Program	2009 – Present
-------------	----------------

EDUCATION

Ph.D., Marketing.	1997
School of Management, State University of New York at Buffalo.	

Master of Business Administration (MBA), Marketing.	1992
School of Management, State University of New York at Buffalo.	

Advanced Chinese Studies.	1987
National Taiwan University, The Stanford Center, Taipei, Taiwan.	

Bachelor of Arts, Far Eastern Languages and Civilizations.	1986.
The University of Chicago	

RESEARCH AND PUBLICATIONS

Refereed Journal Articles

1. Schuster, C.P, B.B. Anderson and G.H. Brodowsky (in press) Secondary Data Collection: Classroom Activities for Learning” *Journal of the Academy of Business Education*
2. Schuster, C.P., G.H. Brodowsky, and B.B. Anderson (in press) “Construct Equivalency and Cross-Cultural Perceptions of Time.” *International Journal of Consumer Research* (in press)
3. Taylor, R. L. and G.H. Brodowsky (2012) “Integrating Cross-Cultural Marketing Research Training in International Business Education Programs: It’s Time, Here’s Why and How” *Journal of Teaching in International Business*, Volume 23, Issue 2, pp 1-28
4. Gruber, T., A. Lowrie, G. Brodowsky, A. Reppel, R. Voss, and I.N. Chowdhury, (2012), “Investigating the Influence of Professor Characteristics on Student Satisfaction and Dissatisfaction: A Comparative Study” *Journal of Marketing Education*, vol. 34, 2: pp. 165-178.
5. Pillai, R, J.C. Kohles, M.C. Bligh, M.K. Karsten, and G.H. Brodowsky, (2011), “Leadership in ‘Confucian Asia’: a Three-Country Study of Justice, Trust, and Transformational Leadership” *Organizational Management Journal* Vol. 8, pp. 242-259.
6. Su, E, Y.A. Huang, G.H. Brodowsky, and H.J. Kim. (2011), “The impact of Product Placement on TV-Induced Tourism: Korean Dramas and Taiwanese Viewers” *Tourism Management*. Vol. 32, Issue 4, pp 805-814.
7. Brodowsky, Glen H. and Ruth Taylor, (2010) "Is That Your Final Answer? Improving and moving Beyond Standard Multiple Choice Marketing Questions," *Journal of the Academy of Business Education*. *Journal of the Academy of Business Education*, Vol. 10, Spring, pp 147-162 .
8. Brodowsky, Glen H. and Gary W. Lawson (2010), “From Grading to Reviewing: Providing Meaningful Feedback in a Case-Based MBA Course,” *Ethics and Critical Thinking Journal*, September 15.
9. Brodowsky, Glen H., Camille Schuster, Beverleee Anderson, Ofer Meilich, and Ven Venkatesan, (2008) “If Time is Money, is it a Common Currency: Time in Anglo, Asian, and Latin Cultures,” *Journal of Global Marketing*, Vol. 21 no. 4, 245-258.
10. Brodowsky, Glen H., Neil Granitz, and Beverlee Anderson (2008) “The Best of Times is Now: A Study of the Gay Sub-culture’s Attitudes Toward Time” *Time & Society* Vol. 17 No. 2/3, pp.233-260.
11. Brodowsky, Glen H. and George Belch, (2006) As Seen on TV and Now in a Marketing Classroom Near You: The Infomercial, *Marketing Education Review Special Edition on Teaching Innovations*.

12. Brodowsky, Glen H., Justin Tan, and Ofer Meilich (2004), Managing Country of Origin Choices: Competitive Advantages and Opportunities. *International Business Review*, Vol. 13, No. 6.
13. Pillai, Rajnandini, Susan Stites Doe, and Glen H. Brodowsky (2004) "Marketing the Presidency: Do Leadership and Scandal Mix? *Journal of Applied Social Psychology*, VOL. 34 (6), PP. 1109-1130.
14. Brodowsky, Glen H. and Beverlee B. Anderson, (2003) "Student Perceptions of Communication Skills: Writing, Presentation and Public Speaking" *Journal of the Academy of Business Education* Volume 4, Fall pp. 13-22.
15. Anderson, Beverlee B. Glen H. Brodowsky, (2001) "A Cross-cultural Study of Waiting as a Satisfaction Driver in Selected Service Encounters" *The Journal of East West Business* Volume 7, No. 1 pp. 11-36.
16. Erevelles, Sunil, Veronica Horton, Glen H. Brodowsky, and Jonnvee Caragan (2000) "Managing Questionnaire-Related Non-Response Bias" *Journal of Marketing Management* Vol. 10 Issue 1, Spring- Summer.
17. Brodowsky, Glen H. and Beverlee B. Anderson (2000) "A Cross Cultural Study of Consumer Attitudes Toward Time" *Journal of Global Marketing*, Vol. 13, No.3.
18. Brodowsky, Glen H. (1998) "The Effects of Multiple Countries of Origin on Evaluation and Attitudes Toward Buying Japanese versus American Automobiles: A Comparison between Low and High Ethnocentric Consumers" *Journal of International Consumer Marketing*, Vol.10, No.3.
19. Lukas, Bryan A. and Glen H. Brodowsky (1998) "Successful Invention Management: Formalizing the Generation and Validation of New Product Ideas" *Competitive Intelligence Review*, Vol. 9 No.4, October-December.

Edited Volumes

1. Cadwallader, Susan and Glen H. Brodowsky, eds. (2010) , The Pinnacle of Marketing Education, Proceedings of the 2010 Marketing Educators' Association Conference, Seattle, WA.
2. Brodowsky, Glen H. and Robert A. Lupton, (2009), New Horizons in Marketing Education, Proceedings of the 2009 Marketing Educators' Association Conference, Newport Beach, CA.

Conference Proceedings and Presentations

1. Brodowsky, Glen H., Susan Cadawallader, E.Vincent Carter, and Kirti Celli (2014) , "A Cross-campus Approach to Online Education: A Collaborative Faculty-driven Approach to Redesigning Principles of Marketing, Presented at the 2014 Marketing Educators' Association Conference, San Jose, CA.
2. Brodowsky, Glen H. (2013) "When the Going Gets Tough, the Tough Gets Going: Marketing in Economic Downturns," Presented at the Asia Pacific Conference on Changing Business Practices in the Current Environment, SIMSREE, University of Mumbai, India.
3. Brodowsky, Glen and Beverlee B. Anderson (2013), "Second Guessing Secondary Data: Getting Students to Reflect on What The Internet Really Has to Offer," Marketing Educator's Association Conference, Portland, OR.
4. Brodowsky, Glen H., Camille P. Schuster, and Beverlee B. Anderson (2013) "Country Image as Competitive Advantage: The Asian Electronics Industry," 3rd Annual Conference on Innovation and Entrepreneurship, Singapore.
5. Neu, Wayne and Glen Brodowsky (2012) "The Group Assignment Social Network: Unintended Consequences of Group Assignments," Marketing Educators' Association Conference, Long Beach, CA.
6. Schuster, Camille, Glen Brodowsky, and Robert Lupton, (2012), ""Where and How to Fit Business Analytics in the Marketing Curriculum," Special Session, Marketing Educators' Association, Long Beach, CA
7. Anderson, Beverlee, Schuster, Camille, and Glen Brodowsky (2012), "Temporal Patterns and Orientation: Cross Cultural Differences of Importance to Marketers." Marketing Management Association Conference, Chicago, IL.
8. Brodowsky, Glen, Thorsten Gruber, Tom Hayes, Jane Helmsley-Brown, Anthony Lowrie, and Patrick Murphy, (2012), "Marketing For Higher Education: Ethics and Development in a Global Market." Special Session, American Marketing Association Winter Educators' Conference, St. Petersburg, FL.
9. Brodowsky, Glen, Camille Schuster, and Beverlee Anderson (2012), "Consumer Confidence as a Function of Time Orientation: A Cross-Cultural Study of Attitudes Toward Past, Present, and Future" Presented at the International Conference in Marketing, Indian Institute of Management Lucknow, Noida Campus,
10. Brodowsky, Glen, Wayne Neu, Nathalie Spielmann, Thorsten Gruber, Anthony Lowrie, Alexander Reppel, and Roediger Voss (2011) "Do Marketing Professors Have a Special Role to Play In Developing Meaningful Services-Marketing Based Measures of Student Evaluations of Teaching." Special Session presented at the Marketing Educators' Association Annual Conference, San Diego, California.

11. Ackerman, David, Oscar DeShields, Glen Brodowsky, and Barbara Gross, (2011), "Traveling Across Borders in Marketing Education." Special Session presented at the Marketing Educators' Association Annual Conference, San Diego, California.
12. Gruber, Thorsten, Anthony Lowrie, Glen Brodowsky, Alexander Reppel, Roediger Voss, (2010), "How Students Want to be Treated in Student-Professor Encounters – An Intra-National Comparison Study," AMA Summer Educators' Conference, Boston, MA.
13. Brodowsky, Glen and Gary Lawon, (2010) "From Grading to Reviewing: Providing Meaningful Feedback in a Case-Based MBA Marketing Course," Marketing Educators' Association Conference, Seattle, WA.
14. Taylor, Ruth and Glen H. Brodowsky (2010), "International Marketing Research: Too Big and Too Important to Fit into a Single Chapter," Marketing Educators' Association Conference, Seattle WA.
15. Kohles, J., M. Bligh, R. Pillai, M. Carsten, and G. Brodowsky (2009), "Leadership in Confucian Asia: Similarities and Differences of Justice, Trust, and Leadership Outcomes in Mainland China, Hong Kong, and Singapore," Recipient of John Yanouzas Outstanding Paper Award. Eastern Academy of Management, Managing in a Global Economy XIII Conference, Rio de Janeiro, Brasil.
16. Gruber, T., A. Reppel, G.H. Brodowsky, and R. Voss (2009), "Revealing Female and Male Students' Satisfaction with the Characteristics of Effective Professors," Presented at the American Marketing Association Summer Educators' Conference, Chicago, IL.
17. Gruber, T. A. Reppel, G.H. Brodowsky, and R. Voss, (2009), "Service Encounters in Higher Education: Investigating the Influence on the Satisfaction and Dissatisfaction of Students," Presented at the Marketing Educators' Association Conference, Newport Beach, California.
18. Brodowsky, Glen H., Camille Schuster, and Beverlee Anderson, (2008), "Universalist versus Absolutist Approaches to Measuring Time Concepts across Cultures" Presented at Association for Global Business Twentieth Annual International Conference, Newport Beach, CA.
19. Chang, Katherine and Glen H. Brodowsky (2008) "The Relationships among Attitude, Brand Equity and Repurchase Intention: The Case of Skincare Products in Taiwan," Presented at Society for Marketing Advances, San Antonio, Texas.
20. Brodowsky, Glen H. and Ruth Taylor, (2008) "Is that your final answer? Improving and Moving Beyond Standard Multiple Choice Marketing Questions" Presented at 2008 Marketing Educators Association Conference, Salt Lake City, Utah.
21. Brodowsky, Glen H. and Beverlee B. Anderson "Sometimes, Two Heads Aren't Better than One: Lessons Learned from Team Teaching" Presented at 2006 Marketing Educators' Association, San Francisco, California.

20. Brodowsky, Glen H.. Ofer Meilich, Beverlee B. Anderson, and Ven Venkatesan," If Time is Money, Is it a Common Currency" Presented 2006 at the American Marketing Association Summer Educators' Conference, Chicago, IL.
21. Brodowsky, Glen H. and Beverlee B. Anderson "Data, Data Everywhere but They Never Stop to Think: A Case Study in Developing an Effective Research Methods Course," 2005 Marketing Educators' Association Meeting Proceedings, La Jolla, California.
22. Brodowsky, Glen H. "What the Sneetches Teaches: Dr. Seuss as a Marketing Teaching Tool 2005 Marketing Educators' Association Meeting Proceedings, La Jolla, California.
23. Brodowsky, G. H., Pass, M. & Anderson, B.B. "Not on a School Night: Using Creative Scheduling as a Strategic Advantage in An Increasingly Complex Educational Marketplace." 2004 Marketing Educators' Association Meeting Proceedings, Las Vegas, Nevada.
24. Brodowsky, G. H., Pass, M, & Anderson, B.B., Planning Non-Traditional Academic Schedules: How Changing Times Necessitate Changing Times on Campus," 2004 Hawaii International Conference on Business, Honolulu, Hawaii.
25. Pillai, R., Kohles, J. & Brodowsky, G. "Leadership, Justice, Trust and Outcomes in the PRC and the SAR (Hong Kong): Two Sides of the Same Coin?" First Conference on Cross Cultural Leadership and Management, June 2004, Seoul Korea.
26. Watson, K. & Brodowsky, G.H., Achieving Content and Relational Communication Goals: A Model of Media Choice." Presented in an Interactive Session of the 2004 Academy of Management Annual Conference, New Orleans, Louisiana.
27. Anderson, Beverlee B. (2003) "Social Time Insights in Higher Education," Proceedings of the ISIDA International Conference on Time and Management. Palermo, Italy.
28. Brodowsky, Glen H and Beverlee B. Anderson (2003) "The Sacred Weekend," Proceedings of the ISIDA International Conference on Time and Management. Palermo, Italy.
29. Brodowsky, Glen H and Beverlee B. Anderson (2003) "Cross Border Shopping Behavior: The Case of College Students Living in a Border Region" Hawaii International Conference on Business, Honolulu, Hawaii
30. Brodowsky, Glen H. And Beverlee B. Anderson (2002) "Why Johnny Can't Write: An analysis of the Effectiveness of a Business Writing Requirement in a College of Business Curriculum" Presented at 2002 Marketing Educators' Association.
31. Brodowsky, Glen H. and George Belch (2002) "The Infomercial: The Handy-Dandy Marketing Teaching Tool" Proceedings of the 2002 Marketing Educator's Association.

32. Anderson, Beverlee and Glen H. Brodowsky (2000), "Time Over Time: A Study of how Mexican Consumers' Concepts of Time have Changed Over Time" Proceedings of the ISIDA International Conference on Time and Management. Palermo, Italy.
33. Brodowsky, Glen H. and Justin Tan, (1999) Managing Country of Origin: Understanding How Country of Design and Country of Assembly Affect Product Evaluations and Attitudes Toward Purchase" in Brown, Stephen P and Sudharshan, D. *Enhancing Knowledge Development in Marketing, Proceedings of the American Marketing Association Summer Educators' Conference.*
34. Erevelles, Sunil, Glen Brodowsky, Orlenda Salazar, and Veronica Horton, (1999) "Minimizing Questionnaire-Related Bias in Marketing Research" Proceedings of the Decision Sciences Conference, Winter.
35. Jain, Arun K., and Glen H. Brodowsky, M. Divan (1993) "Sonka Meats, a Case Study" Proceedings of the Eastern Case Writers Association.

Dissertation Research

A Comprehensive Model of the Role of Country-of-Origin on Consumer Purchase Decisions

Case Studies

Jain, A., G. Brodowsky, and M. Divan - 1994 The Role of Marketing in Privatizing Hungarian Firms

Jain, A., G. Brodowsky, and M. Divan - 1993 Sonka Meats, a Case Study

TEACHING EXPERIENCE

Undergraduate Courses Taught

- Foundations of Marketing
- Marketing Communications
- Customer Analysis
- Global and Cross Cultural Marketing
- Consumer Behavior
- Marketing Research
- Business Writing
- International Marketing Management: Strategic Thinking for Managing and Marketing in a global economy

Graduate Courses Taught

- Marketing Foundations
- Marketing Management
- Global Business Strategies
- Business Research Methods
- Consumer Behavior
- International Market Research

Guest Lecturer at the Following Institutions

- National Cheng-chi University, Taiwan, ROC 2007-2014
- Copenhagen Business School, Denmark 2010-2014
- Univeridad Internacional Del Ecuador, Quito, Ecuador 2009, 2012, 2013
- Sydenham Institute of Management Studies, Research & Entrepreneurship Education, University of Mumbai (2013)
- Fachhochschule Osnabrück – University of Applied Sciences, Germany 2010
- Universidad Autonoma de Baja California, Ensenada Mexico 2009
- National Taipei University of Technology, Taiwan, ROC 2009
- National Cheng-gong University, Taiwan, ROC 2007
- National Chang-hua University of Education, Taiwan, ROC 2007
- National Chong-cheng University, Taiwan, ROC 2007
- Di-wan College of Management, Taiwan, ROC 2007
- Osher Institute of Lifelong Learning, San Marcos, CA 2006-2009
- University of California Irvine Extension 2005
- Northeastern University, Shenyang, Peoples Republic of China 2004
- University of California Riverside Extension 1999-2007

SERVICE

Marketing Educators' Association (MEA)

- President, 2010-2011
- Vice President and Program Co-chair 2008-2010

American Marketing Association (AMA)

- Marketing for Higher Education, Track Chair 2014

Academic Senate California State University (ASCSU)

- Secretary, Executive Committee (2012-2014)
- Academic Senator (2004-present)
- Faculty Affairs Committee, Vice Chair
- Steering Committee on Common-Human Resources Systems
- Inter-segmental Coordinating Committee on Student Learning
- Committee on Serving Students with Disabilities
- Inter-segmental Committee of Academic Senates

California State University San Marcos (CSUSM)

- WASC Accreditation Steering Committee
- University 20th Anniversary Steering Committee Facilitator
- Blue Print for North County Healthcare Education Chair
- NEAC (Nominations, Elections, and Constitution) Committee
- WASC accreditation reaffirmation committee, first year student retention
- Secretary of the University Academic Senate
- Faculty Affairs Committee Academic Policy and Programs Committee
- Professional Leave Committee
- Consultant to the President
 - Principal investigator for university competitive positioning stud
 - Principal investigator for university budget process study University

College of Business Administration (CoBA), CSUSM

- MBA Curriculum Committee, Chair
- Periodic Review Committee of the Dean, College of Business
- College Peer Review Committee
- Marketing Faculty Search Committee, Chair
- College Research and Development Committee, Chair
- Accounting Search Committee
- Business Building Planning Team
- College of Business Leadership Council
- Program Director, Global Business Management
- Undergraduate Programs Committee, Chair
- AACSB Accreditation Steering Committee

CONSULTING CLIENTS

- Cardinal Health
- Callaway Golf
- Leadership North County
- Escondido Downtown Business Association
- City of Escondido Marketing Campaign
- The PennySaver

Foreign Language Proficiency

Mandarin Chinese – Speak, Read, and Write

REFERENCES

Beverlee B. Anderson
Professor of Business
College of Business Administration
California State University San Marcos
San Marcos, CA 92096
banderso@csusm.edu

Camille P. Schuster
Professor of Marketing
College of Business Administration
California State University San Marcos
San Marcos, CA 92096
cpschuster@gmail.com

Arun K. Jain
Samuel P. Capen Professor of Marketing Research
School of Management
State University of New York at Buffalo
mgtarun@buffalo.edu