

VITA

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EDUCATION

University of California, Berkeley
Ph.D. Marketing, 1980
(basic discipline studied—Cultural Anthropology)

San Diego State University
M.B.A. Marketing and Management, 1975

San Jose State University
B.A. Chemistry, 1970

EXPERIENCE

1989-present	University of California, Irvine The Paul Merage School of Business Professor Emeritus of International Business
1996-1997	Georgetown University, School of Business Visiting Scholar
1991-1992	Madrid Business School, Spain Visiting Professor
1979-1989	University of Southern California Associate Professor, Marketing Department Research Associate, International Business Education and Research Program
1979	University of California, Berkeley Lecturer: Marketing Management
1976-1978	University of California, Berkeley Graduate School of Business Administration Teaching Assistant: Marketing Management Marketing Department Assistant Research Assistant: D.A. Aaker and R.P. Bagozzi
1975-1976	Solar Turbines International Subsidiary of Caterpillar Tractor Co., San Diego, CA Market Analyst: Market research consisting of forecasting demand, pricing system design, and competitive analysis

- 1975 San Diego State University, School of Business
Teaching Assistant: Instructed quantitative analysis for business decisions, upper-division and graduate sections
- 1974-1979 U.S. Naval Reserves, UDT/SEAL Team 121
USNAB, Coronado, CA
- 1970-1974 U.S. Navy, Underwater Demolition Team ELEVEN
USNAB, Coronado, CA
Platoon Commander, Diving Officer, various other collateral duties

TEACHING EXPERIENCE

Graduate and undergraduate courses in Marketing Management, International Marketing, International Strategic Alliances, International Negotiations, Innovation Processes, Global Business, Promotions Management, Consumer Behavior, Industrial Marketing, Marketing Research, A Comparison of U.S./Mexican Business Systems, and international residential courses in China (5), Mexico (3), the Netherlands (5), Canada, Russia, Czech Republic (2), Ireland, Austria, Argentina, Brazil, and Cuba.

Developed and delivered three-day workshop entitled, "Managing Negotiations: Japan," for the Ford Motor Company at their Executive Development Center in Detroit. The program included videotaping of Ford executives and videotapes of Japanese managers. The program was delivered to more than 2000 Ford executives in three countries.

Consultation and lectures to executive groups at several corporations and institutions, including Lear Seigler, Jeffries Banknote, Toyota Motor Sales, Latham and Watkins Attorneys, Los Angeles Junior Chamber of Commerce, Western Automobile Leasing Association, COMEX Group (France), Educational Testing Service, TransAmerica Corporation, the Small Business Administration, Bell and Howell, Korea Investment and Finance Corporation (Korea), the Foreign Service Institute (U.S. State Department), Port of Los Angeles, Kiwanis International, Honeywell Corporation, San Diego Chamber of Commerce, Esterline Company, Hyundai Motor America, Ford Motor Company, AT&T, Rotary International, Prudential Insurance Company, Young Presidents' Organization International University, INTEL Corporation, Rockwell International, United States Trade Representative, Allergan, Mitsubishi, Printronix, INSEAD, Canon, Advanced Technology Laboratories, the United States Institute of Peace, National Institute of Health, General Motors, Conexant, Daimler Benz, and the Marine Corps Civil Affairs Group.

Lectures to executives audiences in several foreign countries – Japan, Hong Kong, China (Mainland and Taiwan), Korea, Brazil, Canada, the United Kingdom, Spain, Mexico, France, Germany, Norway, Russia, Australia, the Czech Republic, Switzerland, Israel, Ireland, and Vietnam.

Invited academic presentations at universities such as Duke University, University of Michigan, Georgetown University, University of Nebraska, Marketing Science Institute, UCLA, INSEAD (France), Madrid Business School (Spain), Norwegian School of Economics, Manchester Business School (UK), McGill University (Montreal), Korea University, Dalian Institute of Technology (China), MIT, Dortmund University (Germany), Monterrey Institute of Technology (Mexico), George Washington University, IMD (Switzerland), Ho Chi Minh University of Economics (Vietnam), International Research Center for Japanese Studies (Kyoto), Johns Hopkins School of Advanced International Studies, Harvard University Program on Negotiation, and the University of Southern California.

"Negotiation Skills," USC Executive Programs, Japanese, Brazilian, Korean and American groups with simultaneous translation.

"International Negotiation Skills," two-day seminars with Diagama Visao in Brazil, INFORCOM in the Russia, and the Czech Management Center in Prague, simultaneous translation.

"Industrial Marketing," Engineering Management Program, UCLA Extension.

Development of and participation in executive program (certified) for USC Orange County--
"International Marketing."

"Managing Negotiations," University of California Management Institute.

"International Negotiations," Faculty Development Program in International Business, University of South Carolina.

ACADEMIC AND PROFESSIONAL MEMBERSHIPS

American Marketing Association
Academy of International Business
Academy of Management
Association of Japanese Business Studies
Advisor for the International Negotiation Institute, Tokyo, Japan
Member, Board of Directors, World Trade Center Association of Orange County

SERVICE

Director, Merage Center for Global Leadership (2015-present)

Director, the UCI John S. & Marilyn Long Institute for US-China Institute Business & Law (2010 to 2011)

The Co-Director, UCI Center for Citizen Peacebuilding (2000-2008)

Associate Dean of Graduate Programs (1994-1995)

Marketing Area Coordinator (1999-2002)

Member, International Advisory Council, Toda Institute for Global Peace and Policy Research

External Reviewer, Chinese University of Hong Kong, 2001-2003

Guest Editor for Symposium on International Business Negotiations for the *Journal of International Business Studies*, December 1998 issue.

Editorial Boards for the *Journal of International Business Studies*, *California Management Review*, and *Advances in International Marketing*.

Occasional reviewer for the *Journal of Marketing*, the *Journal of Marketing Research*, the *Journal of Consumer Research*, the *Academy of Management Journal*, the *Journal of International Marketing*, the *Journal of International Negotiation*, the *Negotiation Journal*, the *International Marketing Review*, the *Journal of International Research in Marketing*, the *Journal of Personal Selling and Sales Management*, *Advances in Marketing Research*, the *American Marketing Association Educators' Conference Proceedings*, *Organization Science*, *Communication Monographs*, *Journal of Management Studies*, *International Journal of Conflict Management*, and the National Science Foundation.

Chairman, International Marketing Track, 1991, American Marketing Association Winter Educators' Conference, February, Orlando, Florida.

Moderator of Panel "Building an International Research Network" at the American Marketing Association Faculty Consortium on Global Marketing, Washington, D.C., July 1991.

External consultant for the U.S. Department of Education CIBER grant at the School of Business, University of South Carolina, 1996.

Dissertation Committees (UCI)

- Member for Marc Jones (1992)
- Member for Nicholas Abaco (1993)
- Member for Mahesh Rajan (1993)
- Member for Donna Hill, School of Social Ecology (1994)
- Chairman for Bruce Money (1995)
- Member for Janie Chang (1995)
- Chairman for Tina Roemer (1996)
- Chairman for Rika Houston (1997)
- Member for Eric Shih (1999)
- Chairman for Joel West (2000)
- Chairman for Kenneth Kambara (2000)

- Chairman for Maria Kniazeva (2002)
- Chairman for Guang Yang (2003)
- Co-Chairman for Nivein Behairy (2003)
- Chairman for Jennifer Chandler (2007)
- Member for Samantha Cross (2010)
- Member for Bruce Hemmer, Political Science (2009)
- Member for Daniel Wehrenfennig, Political Science (2009)
- Co-Chairman for Dante Pirouz (2010)

Dissertation Committees (USC)

- Member for Yao Apasu (1982)
- Member for Joyce Neu, Department of Linguistics (1985)
- Chairman for Michael Duffy (1986)
- Member for D'lisa D. Olson, Department of Psychology (1988)
- Chairman for Frank Alpert (1989)
- Member for Robert Winsor (1989)

Academic Committees (UCI)

- Chair, UCI Senate Committee on Rules & Jurisdiction (2008-09)
- Chair, UCI Senate Committee on International Education (2004-06)
- UCI Representative to the University Committee on International Education (2004-06)
- Global Peace and Conflict Studies Board
- Pacific Forum Board
- Interim Chairman, University and Faculty Welfare
- GSM Master Program Committee
- GSM International Programs Committee (Chair)

Academic Committees (USC)

- Academic Senate Representative, 1980-82, 1984-88
- Business School Task Force--Internationalizing the Curriculum
- University International Education Committee
- East Asian Studies Center, Associate Member
- USC AISEC Advisor
- Business School Operations Committee
- Editorial Board, *New Management*
- Business School Undergraduate Curriculum Committee
- Diogenes Society Steering Committee

ACADEMIC HONORS

2009 International Trade Educator of the Year Award, given by the North American Small Business International Trade Educators' Association

Academy of Management International Division Best Paper Award at the Annual Meetings, San Diego, CA, August 1998 for "Language's Consequences: A Test of Linguistic Based Measures of Culture Using Hofstede's Dimensions," with Joel West.

Lauder Institute of Management and International Studies (at the Wharton School, University of Pennsylvania) 1993 Citation Winner for a paper with A. Mintu and W. Rodgers, "Explorations of Negotiation Behavior in Ten Foreign Cultures Using a Model Developed in the United States," *Management Science*, January 1994, 40 (1), page 72-95.

Rated third among scholars in International Business during the 1980's based upon research productivity (cf. "An Analysis of Significant Contributions to the International Business Literature," A.J. Morrison & A.C. Inkpen, *Journal of International Business Studies*, vol. 22, no. 1, 1991).

USC Faculty Research and Innovation Fund Award, 1985

Academy of Marketing Science Dissertation Competition—First Place, 1981

Division 23, American Psychological Association Dissertation Competition—Honors Award, 1981

AMA Consortium Fellow, 1979

Honor Students' Society, 1978

Flood Fellowship, 1976-77

Blue Key Upper Division Honorary Fraternity, 1967-70

RESEARCH

Dissertation

Cross-Cultural Sales Negotiations: A Multilevel Analysis, R.P. Bagozzi, chairman; R.H. Holton and J.J. Gumperz (Anthropology Department), committee members. A study of face-to-face sales negotiations in Japan and the United States. Methods included executive interviews, participant observation, a laboratory simulation with videotaping, and structural equation modeling.

Journal Articles

Negotiation Topics

With Lynda Lawrence and William Hernandez Requejo, "Inventive Negotiation: Getting Beyond Yes," *Organizational Dynamics*, forthcoming.

With William L. Cron, Mary C. Gilly, John W. Slocum, Jr., "Pricing Decisions and Income of Professional Service Providers: A Focus on Gender," *Organizational Behavior and Human Decision Processes*, 2008, 80, pages 791-806.

With William Hernandez Requejo, "Managing Face-to-Face International Negotiations," *Organizational Dynamics*, 2009, 38(2), 167-177.

Kam-hon Lee, Guang Yang, and John L. Graham, "Tension and Trust in International Business Negotiations: American Executives Negotiating with Chinese Executives," *Journal of International Business Studies*, September 2006, 37(5), pages 623-641.

Bruce Hemmer, Paula Garb, Marlett Phillips, and John L. Graham, "Putting the 'UP' in Bottom-UP Peacebuilding: Broadening the Concept of International Negotiations," *Journal of International Negotiation*, 2006, 11(1), pages 129-162.

With Alma Mintu-Wimsatt, "Testing a Negotiation Model on Canadian Anglophone and Mexican Exporters," *Journal of the Academy of Marketing Science*, July 2004, 32, pages 345-356.

With N. Mark Lam, "The Chinese Negotiation," *Harvard Business Review*, October 2003, pages 82-91.

With C. Roemer, J. Neu, and P. Garb, "A Comparison of Russian and American Negotiation Behaviors," *International Negotiation*, 1999, 4, pages 1-25.

With A. Mintu-Winsatt and R. Calantone, "Problem-Solving Approach in an International Context: Antecedents and Outcomes," *International Journal of Research in Marketing*, 1998, 5, pages 19-35.

With M. Kamins and W. Johnston, "A Multi-Method Examination of Buyer-Seller Interactions among Japanese and American Businesspeople," *Journal of International Marketing*, 6(1), 1998, pages 8-32 (lead article).

With A. Mintu-Winsatt, "Culture's Influence on Business Negotiations in Four Countries," *Group Decision and Negotiation*, 1997, 6, pages 483-502.

With A. Mintu-Winsatt and W. Rodgers, "Explorations of Negotiation Behaviors in Ten Foreign Cultures Using a Model Developed in the United States," *Management Science*, January 1994,

40(1), pages 72-95, (Lauder Institute Citation Winner). Reprinted in *National Culture and International Management in East Asia*, H. Davis and W. Schultz (eds.), London: International Thomas Business Press in Strategic Management, 1997.

"The Japanese Negotiation Style: Characteristics of a Distinct Approach," *Negotiation Journal*, April 1993, pages 123-140.

With J. Neu, "A New Methodological Approach to the Study of Interpersonal Influence Tactics: A 'Test Drive' of a Behavioral Schema," *Journal of Business Research*, Vol. 29, 1994, pages 131-144.

With N.J. Adler and R. Brahm, "Business Negotiations in the Peoples Republic of China," *Strategic Management Journal*, September 1992, 13(6), pages 449-466. Reprinted in *National Culture and International Management in East Asia*, H. Davis and W. Schultz (eds.), London: International Thomas Business Press in Strategic Management, 1997.

With L. Evenko (Institute of the USA and Canada, USSR) and M. Rajan (Australian Graduate School of Management), "A Comparative Study of Soviet and American Business Negotiations," *Journal of International Business Studies*, third quarter 1992, 23(3), pages 387-418 (lead article), published as a working paper by the *Marketing Science Institute* (Cambridge, MA).

With M. Rajan, "Nobody's Grandfather was a Merchant: Understanding the Soviet Commercial Negotiation Process and Style," *California Management Review*, Spring 1991, 33(3), pages 40-57.

With N.J. Adler, "Cross-Cultural Interactions: The International Comparison Fallacy," *Journal of International Business Studies*, Fall 1989, 20(3), pages 515-538.

With S. Ichikawa, "A Scientific Study of Negotiation Styles in Ten Countries," *Distribution Policies* (in Japanese), 38, 1988, pages 51-58.

With M.C. Gilly and J. Neu, "Gender's Influence on Behaviors and Outcomes in a Buyer-Seller Negotiation Simulation," *Journal of Retailing*, 64(4), Winter 1988, pages 427-451.

With N. Campbell (Manchester Business School, U.K.), A. Jolibert (Universite de Sciences de Grenoble, France), and H.G. Meissner (University of Dortmund, Germany), "Marketing Negotiations in France, Germany, the United Kingdom, and the United States," *Journal of Marketing*, 52(2), April 1988, pages 49-62.

With D.K. Kim (Korea University, Korea), C.Y. Lin, and M. Robinson, "Buyer-Seller Negotiations around the Pacific Rim (Japan, Korea, Taiwan, and the United States)," *Journal of Consumer Research*, 15(1), June 1988, pages 48-54. Reprinted in D.K. Kim and L. Kim (eds.), *Management behind Industrialization: Readings in Korean Business*, Seoul: Korea University Press, 1989, pages 272-300.

With N.J. Adler (McGill University, Canada) and T. Schwarz (Monterrey Institute of Technology, Mexico), "Business Negotiations in Canada (French and English Speakers), Mexico, and the United States," *Journal of Business Research*, 15(4), 1987, pages 411-429.

With Douglas Andrews, "A Holistic Analysis of Cross-Cultural Business Negotiations," *Journal of Business Communications*, 24(4), Fall 1987, pages 63-77. Reprinted in Annual Editions: *Human Resources*, Guilford, CT: Dushkin Publishing, 1988.

With N. J. Adler, "Business Negotiations: Canadians Are Not Just Like Americans," *Canadian Journal of Administrative Science*, 4(3), September 1987, pages 211-238. Reprinted in B.J. Punnett (ed.), *International Studies of Management and Organization*, 1988 and in *Labor Relations in Canada*, Scarborough, Ontario: Prentice Hall, 1989.

With Yoshihiro Sano, "At the Negotiation Table with the Japanese," *International Marketing Review*, 3(3), Autumn 1986, pages 58-71.

"The Problem-Solving Approach to Negotiations in Industrial Marketing," *Journal of Business Research*, 14, 1986, pages 271-286.

"Cross-Cultural Sales Negotiations: A Laboratory Experiment," *Marketing Science*, Spring 1985, pages 130-146.

"The Influence of Culture on the Process of Business Negotiations: An Exploratory Study," *Journal of International Business Studies*, Spring 1985, pages 79-94. Reprinted in D.M. Andrus, D.W. Norrell, and S.V. Gogumalla (eds.), *International Marketing Management: A Reader*, Bessemer, AL: Colonial Press, 1988, pages 74-88.

With C.Y. Lin (National Sun Yat-Sen University, Taiwan) and R. Allerheiligen, "Honesty in Interorganizational Negotiations in the United States, Japan, Brazil, and the Republic of China," in the *Journal of MacroMarketing*, 5(3), Fall 1985, pages 4-16.

"The Bolter Turbines, Inc., Negotiation Simulation," *Journal of Marketing Education*, Spring 1984, pages 26-36. Reprinted in *Industrial Marketing Management* (4th edition) by R. Haas, Kent: Boston, 1989; in *La Negociation Commerciale* (in French), Alain Jolibert and Maud Tixier (eds.), E.S.F.: Paris, 1988; and L. Hinkle, Wesley J. Johnston and Esther F. Lanigan. *Cases in Marketing Management: Issues in the 1990's*, Prentice Hall: Englewood Cliffs, NJ, 1992.

"A Comparison of Japanese and American Business Negotiations," *Journal of International Research in Marketing*, 1, 1984, pages 51-68.

With R.A. Herberger, "Negotiators Abroad--Don't Shoot From the Hip," *Harvard Business Review*, July-August 1983, pages 160-168. Reprinted in L.F. Luce and E.F. Smith (eds.), *Toward Internationalism*, Rowley, MA: Newbury House, 1987; and in I. G. Asherman and S. V.

Asherman (eds.), *The Negotiation Sourcebook*, 1st and 2nd editions, Amherst, MA: HRD Press 2001.

"Business Negotiations in Japan, Brazil, and the United States," *Journal of International Business Studies*, Spring/Summer 1983, pages 47-62. A portion of the article was reprinted in *International Executive*, 25(3), Fall 1983, pages 5-7.

"A Hidden Cause of America's Trade Deficit with Japan," *Columbia Journal of World Business*, Fall 1981, pages 5-15 (lead article). Portions of the article were read into the *Congressional Record* by Congressman D.K. Bereuter of Nebraska, May 6, 1982, and reprinted in J.B. McCall and M. B. Warrington's *Marketing by Agreement, A Cross-Cultural Approach to Business Negotiations*, Chichester, England: Wiley, 1984.

International Marketing Topics

With Jennifer D. Chandler, "Relationship-Oriented Cultures, Corruption, and International Marketing Success," *Journal of Business Ethics*, 2010, 92(2), pages 251-267.

With R. Jing, "Regulation vs. Values: How Culture Plays Its Role," *Journal of Business Ethics*, July 2008, 80(4), pages 791-806.

Joel West and John L. Graham, "A Linguistics-Based Measure of Cultural Distance and Its Relationship to Managerial Values," *Management International Review*, 2004, 44(3), pages 239-260.

With H. Rika Houston, "Culture and Corruption in International Markets: Implications for Policy Makers and Managers," *Consumption, Markets and Culture*, 4(3), 2001, pages 315-343.

With Frank Alpert, Michael Kamins, Tomoaki Sakano, and Naoto Onzo, "Retail Buyer Beliefs, Attitudes, and Behaviors toward Pioneer and Me-Too Follower Brands: A Comparative Study of Japan and the United States," *International Marketing Review*, 2001.

With R.B. Money and M.C. Gilly, "National Culture and Referral Behavior in the Purchase of Industrial Services in the United States and Japan," *Journal of Marketing*, 62(4), October 1998, pages 76-87.

With R.B. Money, "Salesperson Performance, Pay, and Job Satisfaction: Tests of a Model Using Data Collected in the U.S. and Japan," *Journal of International Business Studies*, 30(1), 1999, pages 149-172. Working paper summarized in *Harvard Business Review*, Editor's Briefings Section, September-October 1997, pages 9-10.

With F. Alpert, M. Kamins, T. Sakano, N. Onzo (Waseda University, Japan), "Retail Buyer Decision Making in Japan: What U.S. Sellers Need to Know," *International Business Review*, 6(2), 1997, pages 91-112. Marketing Science Institute (Cambridge, MA) Working Paper #95-

108 (August 1995) summarized in the *Harvard Business Review*, Editor's Briefings Section, March-April 1996, pages 14-15.

With M. Kamins and D. Oetomo, "Content Analysis of German and Japanese Advertising in Print Media from Indonesia, Spain and the United States," *Journal of Advertising*, 22(2), June 1993, pages 5-15 (lead article).

With K. Gronhaug (Norwegian School of Economics and Business Administration, Norway), "Ned Hall Didn't Have to Get a Haircut, or Why We Haven't Learned Much About International Marketing in the Last 25 Years," *Journal of Higher Education*, 69(2), March-April 1989, pages 152-187.

With M.C. Gilly, "A Macroeconomic Study of the Effects of Promotion on the Consumption of Infant Formula in Developing Countries," *Journal of MacroMarketing*, 8(1), Spring 1988, 21-31. Separate comments on article by J.J. Boddewyn and B. Meade, *Journal of MacroMarketing*, 8(2), Fall 1988, 40-45. Our replies in *Journal of MacroMarketing*, 9(1), Spring 1989. Reprinted in T. Meloan and J. Graham (eds.), *International and Global Marketing: Concepts and Cases*, Homewood, IL: Irwin, 1995 and 1998 editions.

With Y. Apasu and S. Ichikawa, "Corporate Culture and Sales Force Management in Japan and America," *Journal of Personal Selling and Sales Management*, 7, November 1987, pages 51-62.

With Y. Apasu and S. Ichikawa (Chukyo University, Japan), "Sales Force Management in Japan and the United States," *INSEAD Euro-Asia Review*, January 1987, pages 37-40. Reprinted in T. Meloan and J. Graham (eds.), *International and Global Marketing: Concepts and Cases*, Homewood, IL: Irwin, 1995 and 1998 editions.

With S. Ichikawa and Y. Apasu, "The Effects of Value Congruence on Salesperson Performance and Satisfaction in Japan and the United States," *Chukyo Shogakuronso*, 33(4), 1986, pages 1-36.

With T. Meloan, "Preparing the Exporting Entrepreneur," *Journal of Marketing Education*, Spring 1986, pages 11-20.

"The Foreign Corrupt Practices Act: A New Perspective," *Journal of International Business Studies*, Winter 1984, pages 107-122. Excerpted as testimony in hearings regarding the Foreign Trade Practices Act (H.R. 2157) before the Subcommittee on International Economic Policy and Trade of the Committee on Foreign Affairs, House of Representatives (April 25, 1983), pages 47-64, Washington: U.S. Government Printing Office (1985). Reprinted in D.M. Andrus, D.W. Norrell, and S.V. Gogumalla (eds.), *International Marketing Management: A Reader*, Bessemer, AL: Colonial Press, 1988, pages 123-134.

"Foreign Corrupt Practices: A Manager's Guide," *Columbia Journal of World Business*, Fall 1983, pages 89-94.

Strategy Topics

With B. Money and C. Anterasian, "Are American Managers Superstitious about Market Share?," *Sloan Management Review*, Summer 1996, pages 67-77.

With C. Anterasian (McKinsey & Co.), "When It's Good Management to Sacrifice Market Share," *Journal of Business Research*, 19, 1989, pages 187-213.

With W.S. Bishop and M. Jones (both managers with Caterpillar Tractors Co.), "The Volatility of Derived Demand in Industrial Markets and Its Management Implications," *Journal of Marketing*, Fall 1984, pages 95-103.

Other Topics

With Stephanie Dellande and Mary C. Gilly, "Managing Consumer Debt: Culture Compliance, and Completion," *Journal of Business Research*, forthcoming, 2016.

Stephanie Dellande, Mary C. Gilly, and John L. Graham, "Gaining Compliance and Losing Weight: The Role of the Service Provider in Health Care Services," *Journal of Marketing*, v. 68, July 2004, pages 78-91.

With M.C. Gilly, M.F. Wolfenbarger, and Laura J. Yale, "A Dyadic Study of Interpersonal Information Search," *Journal of the Academy of Marketing Science*, Spring 1998, 26(2), pages 83-100 (lead article).

With F. Alpert and M. Kamins, "An Examination of Reseller Buyer Attitudes Toward Order of Brand Entry," *Journal of Marketing*, July 1992, 56(3), pages 25-37. Excerpted in *Journal of Product Innovation and Management*, 1993, vol. 262-263.

With M.A. Kamins and H. Assael, "A Cognitive Response Involvement Model of the Process of Product Evaluation through Advertising Exposure and Trial," *Journal of Business Research*, 20, 1990, pages 191-215 (lead article).

With V. Folkes and S. Koletsky, "A Field Study of Causal Inferences and Consumer Reaction: The View From the Airport," *Journal of Consumer Research*, 13, March 1987, 534-539.

With D.W. Stewart and S. Hecker (Young and Rubicam), "It's More Than What You Say: Assessing the Influence of Non-verbal Communication in Marketing," *Psychology and Marketing*, 4(4), Winter 1987, pages 303-322.

Books

Spiced: The Global Marketing of Psychoactive Substances, Amazon, 2016.

Philip R. Cateora, Mary C. Gilly, John L. Graham, R. Bruce Money, *International Marketing*, Burr Ridge, IL: McGraw-Hill; 10th through 17th editions, 2015. Translated into Chinese, Spanish, Portuguese, Greek, and other languages.

John L. Graham, Lynda Lawrence, and William Hernandez Requejo, *Inventive Negotiation: Getting Beyond Yes*, New York: Palgrave Macmillan, 2014.

Sharon Graham Niederhaus and John L. Graham, *All in the Family: A Practical Guide to Successful Multigenerational Living*, 2nd edition, Landham, MD: Taylor Trade Publishing, 2013. Featured on ABC TV's *Good Morning American*, April 13, 2007.

William Hernandez Requejo and John L. Graham, *Global Negotiations: The New Rules*, New York: Palgrave Macmillan, 2008.

N. Mark Lam and John L. Graham, *China Now: Doing Business in the World's Most Dynamic Market*, New York, NY: McGraw-Hill Trade, 2007.

With James Hodgson (former U.S. Ambassador to Japan) and Yoshihiro Sano, *Doing Business with the New Japan*, 4th edition, Boulder, CO: Rowman & Littlefield, 2008. Chapter 3 is reprinted in Lewicki, Litterer, Saunders and Minton (eds.), *Negotiation: Readings, Exercises, and Cases*, (2nd edition), New York: Irwin 1993.

Edited with T. Meloan, *International and Global Marketing Concepts and Cases*, Homewood, IL: Irwin 1995; 2nd edition 1998.

With Yoshihiro Sano, *American Negotiation Techniques: Differences Between Japanese and American Styles*, Tokyo: Toyo Keizai Simpo Sha (in Japanese), 1987.

Monographs, Chapters, and Cases

“Culture and Human Resources Management,” Chapter 18 in Alan M. Rugman and Thomas L. Brewer (eds.), *The Oxford Handbook of International Business*, 2nd edition, Oxford: Oxford University Press, 2009, pages 503-536.

“Trade Brings Peace: An Essay about One Kind of Citizen Peacebuilding,” in J. Runzo and N. M. Martin (eds.), *War and Reconciliation: Perspectives of the World Religions*, Cambridge, England: Cambridge University Press, 2009. Based on a paper delivered at Cambridge University, May 2003.

“Culture’s Influence on Business Negotiations: An Application of Hofstede’s and Rokeach’s Ideas,” prepared for Farok J. Contractor and Peter Lorange (eds.), *Cooperative Strategies and Alliances: What We Know 15 Years Later*, 2002, pages 461-492.

“International Commercial Negotiations: A Focus on Japan,” in Hiroshi Kimura (ed.) *International Comparative Studies of Negotiating Behavior*, Kyoto: International Research Center for Japanese Studies, March 1998, pages 241-256; and in Peter Burton (ed.) *International Negotiation*, NY: St. Martins Press, pages 133-150.

With Alma Mintu-Wimsatt, “Antecedents and Outcomes of Problem-Solving: A Look at Canadian Negotiators,” T. A. Scandura and M. G. Serapio (eds.), *Research in International Business and International Relations*, 7, JAI Press: Stamford, CN, 1998, pages 117-137.

"Vis-a-Vis International Business Negotiations (Chapter 3) and "Business Negotiations Between Japanese and Americans" (Chapter 18), in J. D. Usunier and P. N. Ghauri (eds.) *International Business Negotiations*, Pergamon/Elsevier Science: London, 1996. The first is excerpted in “Executive Digest,” *Impact21: The Business of Asia*, June 1997 and reprinted in T. Meloan and J. Graham (eds.), *International and Global Marketing: Concepts and Cases*, Homewood, IL: Irwin 1998.

With M. Gilly, "International Marketing of Services," chapter in M. Bitner and V. Zeithaml *Services Marketing*, McGraw-Hill 1996, pages 414-446.

"Culture, Negotiations, and International Cooperative Ventures," in S. M. Gass and J. Neu (eds.), *Speech Acts Across Cultures, Challenges to Communication in a Second Language*, Berlin/New York: Mouton de Gruyler, 1996, pages 317-342.

"Negotiation Behaviors in Norway Compared to Eleven Other Cultures" in T. B. Holmesland, K. J. Ims, and A. Petersen (eds.), *Essays in Marketing and Management*, Bergen (Norway): Fagbokforlaget, pages 35-54, 1995.

"Siberian Natural Gas Association, An International Negotiation Simulation," in T. Meloan and J. Graham (eds.). *International and Global Marketing Concepts and Cases*, Homewood, IL: Irwin, 1995.

"Ford Aerospace Corporation and Space Communications Corporation of Japan" in T.R. Wotruba and E.K. Simpson, *Sales Management Text and Cases*, Boston: PWS-Kent, pages 302-303, 1992.

With J. Neu, "An Analysis of Language Use in Negotiations: The Role of Context and Content," K. Ehlich and J. Wagner (eds.), *The Discourse of Business Negotiation*, Mouton de Gruyler: Amsterdam, 1995, pages 243-272.

With M.A. Jones and W.S. Bishop, "Bolter Turbines, Inc.: Product Development in Industrial Marketing," in L. Hinkle, Wesley J. Johnson and Esther F. Lanigan, *Cases in Marketing Management: Issues in the 1990s*, Prentice Hall: Englewood Cliffs, NJ, 1992.

"An Exploratory Study of the Process of Marketing Negotiations Using a Cross-Cultural Perspective," a monograph in R. Scarcella, E. Andersen and S. Krashen (eds.), *Developing Communicative Competence in a Second Language*, Newbury House Publishers, Rowley, MA, 1990, pages 239-279.

With K. Gronhaug, "International Marketing Research Revisited," in S.T. Cavusgil (ed.), *Advances in International Marketing*, 2, JAI Press: Greenwich, Connecticut, 1987, pages 121-138.

"A Theory of Buyer-Seller Negotiations," in J.N. Sheth (ed.), *Advances in Marketing Research*, 9, JAI Press: Greenwich, Connecticut, 1987, pages 163-183.

With C.Y. Lin, "A Comparison of Marketing Negotiations in the Republic of China (Taiwan) and the United States," in S.T. Cavusgil (ed.), *Advances in International Marketing*, 2, JAI Press: Greenwich, Connecticut, 1987, pages 23-46.

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Grants

With Rika Houston and Paul Feldstein, grant from five companies (Toyota, Toshiba, Kaiser Permanente, Mullikin Medical, and Little Company of Mary Hospital) to study health care delivery services in Japan (1996).

Retirement Industry Trust Association grant for a study of Americans' attitudes toward saving and pending IRA legislation (1995).

With Frank Alpert, Marketing Science Institute grant for the study of Pioneer Brand Advantage in Japan, Spain, and the United States (1993-94).

Marketing Science Institute grant for study of business negotiations in the Soviet Union (1989-91).

Ford Motor Company grant for development of an international negotiations training program and associated materials (1988).

USC International Business Education and Research Program research grants for study of business negotiations in Brazil (1984), Taiwan (1985), and China (1986-87).

USC International Business Education Program Research grant for the study of sales management practices in Japan and the United States (1985-86).

USC Faculty Research and Innovation Fund grant for studies of business negotiations in France, Germany, and the United Kingdom (1983-85).

U.S. Department of Education grant for a study of business negotiations in South Korea (1983-84).

With Roy A. Herberger, Toyota Corporation grant to study business negotiations and decision-making between Japanese and American executives. The research included development of videotape teaching materials and a computer simulation of international business decision-making (1979-81).

OTHER PUBLISHED MATERIALS

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www.AllintheFamilyBook.us, a website with resources for multigenerational living.

www.GlobalNegotiationResources.com, a website that includes advice on negotiations in 50 countries.

“Peace Monitor, Countries,” see www.citizenpeacebuilding.org where we have developed and published a measure of how peaceful are 77 different countries.

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Articles on my books and research have appeared in the *Chronicle of Higher Education*, the *New York Times*, the *Wall Street Journal*, the *Washington Post*, the *Los Angeles Times*, *Investors' Daily*, *Smithsonian Magazine* (January 1988 issue), *BusinessWeek*, the *AARP Bulletin*, *USA Weekend*, *Parade Magazine*, and several other magazines and newspapers. My work has garnered more than 150 million media impressions over the years. Numerous interviews have been aired on broadcast media (local, national, Japanese and Mexican) including the BBC, Fox News, *NBC Nightly News*, and *ABC Good Morning America*.