

CURRICULUM VITAE

MARIA KNIAZEVA
Professor of Marketing

School of Business Administration
University of San Diego
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Degrees Earned:

- 2003 Ph.D., University of California, Irvine, The Paul Merage School of Business, USA (Marketing)
- 1998 Postgraduate Research Program, University of California, Irvine, The Paul Merage School of Business, USA (Management)
- 1995 MBA professional development program, University of California, Irvine, The Paul Merage School of Business, USA (Marketing)
- 1981 MA, Leningrad (St Petersburg) State University, School of Journalism, Russia (Journalism)
- 1981 BA, Leningrad (St Petersburg) State University, School of Journalism, Russia (Journalism)

Academic Research Interests:

- Easternization of the West (authenticity, intersection of Eastern and Western values)
- Designer body as a global product (commodification of human body, beauty, and age)
- Global healthcare and medical tourism (cross-cultural movement)
- Marketplace mythology (storytelling on product packaging)
- Bottled water phenomenon (concept of naturalness)
- Qualitative research methods (in-depth interview, videography)

Fieldwork:

2015: South Korea
2014: South Korea, Italy
2013: Indonesia/Bali
2012: South Africa, Zambia, Botswana, Indonesia/Bali, Russia
2011: Ecuador, Russia, Egypt, UAE
2010: Indonesia/Bali, Kenya, Tanzania, China/Tibet, UK, India, France

2009: Belize
2007: China

Dissertation:

Title: "Genetically Modified Food on the Plate: Food Consumption in the Time of Frankenfood."
Dissertation Committee: Dr. John L. Graham (Chair), Dr. Alladi Venkatesh, Dr. Leo Chavez (Anthropology), Dr. Judy B. Rosener (University of California, Irvine, The Paul Merage School of Business)

Honors:

- 2014 Best Conference Work Honorable Mention Award at the Global Fashion Management conference in London for videography *Yoga and Fashion*, UK, February 13-15.
- 2012 Best Conference Work Honorable Mention Award at the Global Marketing Conference at Seoul for videography *Red Bull on the Roof of the World, or From Landscape into Servicescape*, South Korea, July 19-22.
- 2011 Recognized as Outstanding Professor at Gamma Phi Beta's Scholarship Banquet.
- 2008 Recognized as Outstanding Professor at Gamma Phi Beta's Scholarship Banquet.
- 2007 Recognized as Outstanding Professor at Gamma Phi Beta's Scholarship Banquet.

Awards and Grants:

- 2015 SBA Ahlers Center for International Business Academic Research Reward. Amount: \$500.
- 2014 USD International Opportunity Grant for presenting videography "Yoga and Fashion" at the Global Fashion Management conference in London, UK (February 13-15). Grant amount: \$1,875.
- 2014 Sponsored by SBA Ahlers Center for International Business Faculty Development trip to South Korea and Japan (March).
- 2013 USD International Opportunity Grant for presenting working paper "Selling Karma in the Supermarket" at the International Food Marketing Research Symposium in Budapest, Hungary (June 19-20). Grant amount: \$1,500.
- 2012 SBA Ahlers Center for International Business Academic Research Reward. Amount: \$ 1,000.

- 2011 Sponsored by SBA Ahlers Center for International Business Faculty Development trip to The Philippines, Singapore, Malaysia (March 11-20).
- 2010 SBA Ahlers Center for International Business Grant to support a trip to Tokyo, Japan for the Editorial Board meeting of the Journal of Global Academy of Marketing Science (September 7-13). The grant is provided through the terms of the BIE. Grant amount: \$2,960.
- 2010 USD International Opportunity Grant for presenting videography “Finding Harmony in the Jungle” at the European Association for Consumer Research conference in London, UK (June 30 - July 3). Grant amount: \$ 1,400.
- 2010 CIBER (Center for International Business Education and Research) Grant to participate in the Faculty Development in International Business (FDIB) Africa Program “Understanding the Business Challenges of Sub-Saharan Africa.” The combined support is offered by University of California at Los Angeles, University of Southern California, San Diego State University and Michigan State University. Countries visited: Kenya, Tanzania and South Africa (May 10-26). Grant amount: \$5,500.
- 2010 Sponsored by SBA Ahlers Center for International Business Faculty Development trip to Columbia and Peru (March 6-14).
- 2009 SBA Academic Research Reward. Amount: \$5,500.
- 2008 Sponsored by SBA Ahlers Center for International Business trip to attend European SBA Alumni Reunion in Luxembourg (June 20-22).
- 2008 USD and SBA International Opportunity Grant for conducting research project in China (March 13-25). Grant amount: \$4,978.
- 2007 SBA Academic Research Reward. Amount: \$5,000.
- 2006 SBA Academic Research Reward. Amount: \$4,000.
- 2005 SBA Academic Research Reward. Amount: \$6,000.
- 2002 University of California, Irvine Fellowship to attend 37th Annual American Marketing Association Sheth Foundation Doctoral Consortium; Goizueta Business School Emory University, Atlanta, GE (June 6 – 9).
- 2002 University of California, Irvine Fellowship to attend the Fifth Doctoral Seminar on the Cultural Embeddedness of Marketing, Consumer and Organizational Research; University of Southern Denmark, Odense, Denmark (June 1-6).

- 1999- 03 University of California, Irvine Regents Fellowship (\$55,549 award plus tuition and fees).
- 1999 United States Information Agency (UCIA) Alumni Small Grant for publishing book “America Through the Eyes of a Russian Woman” by Maria Kniazeva in English.
- 1997-98 American Association of University Women (AAUW) International Fellowship for a year-long research in the University of California, Irvine, The Paul Merage School of Business.
- 1994-95 Edmund Muskie Fellowship for a year-long graduate study in the University of California, Irvine, the Paul Merage School of Business (sponsored by the United States Information Agency, administered by the Foreign Student Service Council).

Published Articles and Book Chapters (2003 – present):

- 2015 Kniazeva (forthcoming), “Having a Tummy in Spiritual Harmony, or Eastern Spirituality in the Western Supermarket,” *Qualitative Market Research*, special issue “Journey to the West: Rethinking the Role of Asian Business and Consumer Culture in the Global Marketplace.”
- 2015 Kniazeva Maria, “Estonian Singing” in *Understanding Global Cultures: Metaphorical Journeys Through 34 Nations, Clusters of Nations, Continents and Diversity*, ed. Gannon, Martin J. and Pillai K. Rajnandini.
- 2014 Kniazeva Maria and Steve Charters, “Authenticity in the mirror of consumer memories, or Drinking champagne in Russia,” in *Brand Management in Emerging Markets*, ed. Wang, Cheng Lu, 121-136.
- 2012 Kniazeva Maria, “Faking authenticity?” in *Food Packaging: Procedures, Management and Trends*, ed. Kontominas, M., Nova Science Publishers: NY, 173 – 186.
- 2012 Kniazeva Maria and Russell W. Belk, “The Western yogi: Consuming Eastern wisdom,” *International Journal of Consumer Research*, Vol. 1, Number 1, 1-27.
- 2011 Kniazeva Maria, “It all began with a kiss, or When packaging sells a country.” The special multi-media issue of *International Journal of Culture, Tourism and Hospitality Research*, Vol. 5-4, 383 – 395.
- 2011 Kniazeva Maria, “A Happy man in a Buick or How Chinese consumers let Western brands enter their lives,” in the *Handbook of Contemporary Marketing in China: Theories and Practices*, ed. Cheng Lu Wang, Nova Science Publishers: NY, 155 – 172.

- 2010 Kniazeva Maria and Russell W. Belk, "If this brand were a person, or Anthropomorphism of brands through packaging stories." *Journal of Global Academy of Marketing Science*, November, Vol. 20 – 3, 231 - 238.
- 2010 Kniazeva Maria and Russell W. Belk, "Supermarkets as libraries of postmodern mythology," *Journal of Business Research*, Vol. 63, Issue 7, July, 748 – 753.
- 2009 Kniazeva Maria and Russell W. Belk, "Packaging as a vehicle for mythologizing the brand," in: Elliott, Richard (Ed.): *Brands and brand management. Cross-cultural and critical perspectives on brands*, London [u.a.]: Routledge (reprinted).
- 2007 Kniazeva Maria and Alladi Venkatesh, "Food for thought: A study of food consumption in postmodern U.S. culture," *Journal of Consumer Behaviour*, Vol. 6, 419 – 435.
- 2007 Kniazeva Maria and Russell W. Belk, "Packaging as a vehicle for mythologizing the brand," *Consumption, Markets and Culture*, Vol. 10: 1, 51 – 69.
- 2005 Kniazeva Maria, "Marketing "Frankenfood": appealing to hearts or minds?" *Journal of Food Products Marketing*, Vol. 11: 4, 21 – 39.
- 2003 Kniazeva Maria, "Between the ads: effects of non-advertising TV messages on consumer behavior," in *The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion*, ed. L. J. Shrum, Mahwah, NJ: Erlbaum, 213 – 232.

Conference Proceedings:

- 2015 Kniazeva Maria, and Eva Babicheva "When a Pointy Nose is in Vogue, or (un)Saving Face in Korea," *Global Fashion Management conference*, Florence, Italy, June 25-28.
- 2014 Kniazeva Maria, "Restoring Authenticity of a Country," *Global Marketing Conference*, Singapore, July 15-18.
- 2014 Kniazeva Maria, "Why you Should (or not) Make Films for Academic Purpose," *Global Marketing Conference*, Singapore, July 15-18.
- 2014 Kniazeva Maria, "Yoga and Fashion," a 13-minute film presented at *Global Fashion Management conference*, London, UK, February 13-15.
- 2013 Kniazeva Maria, "Natural Consumer," *Association for Consumer Research Annual North American Conference*, Chicago, IL.
- 2013 Kniazeva Maria, "Yoga and Fashion," a 13-minute film presented at *Association for Consumer Research Annual North American Conference, Film Festival*, Chicago, IL, October 3-6.

- 2013 Kniazeva Maria, "Selling Karma in the Supermarket," *International Food Marketing Research Symposium*, Institute of Food Products Marketing, Budapest, Hungary, June 20.
- 2012 Kniazeva Maria, "Eastern Spirituality in the Western Supermarket," *Global Marketing Conference*, Seoul, South Korea, July 19-22.
- 2012 Kniazeva Maria, "Red Bull on the Roof of the World or From Landscape into Servicescape" (videography), *Global Marketing Conference*, Seoul, South Korea, July 19-22.
- 2011 Kniazeva Maria and Steve Charters, "Staging authenticity in the cellars of Champagne," 6th International conference of the Academy of Wine Business Research, Bordeaux, France, June, 9-11.
- 2010 Kniazeva Maria, "Finding Harmony in the Jungle," an 11-minute videography presented at the Global Marketing Conference "Marketing in a Turbulent Environment," in Tokyo, Japan, September 9-12.
- 2010 Kniazeva Maria, "Finding Harmony in the Jungle," an 11-minute videography presented at the Film Festival of the European Association for Consumer Research Conference in London, UK, June 30- July 3.
- 2008 Kniazeva Maria, "It all began with a kiss, or When packaging sells a country," a 17-minute documentary film presented at the Film Festival of the 2nd Latin America Association for Consumer Research Conference, Sao Paulo, Brazil, July 31- August 3.
- 2008 Kniazeva Maria, "American consumers in the kitchen or The meaning of cooking in the 21st century," in Proceedings of the Global Marketing Conference "Marketing in the Dynamic Global World," Shanghai Jiaotong University, Shanghai, China, March 20-23.
- 2007 Kniazeva Maria, "Consuming books," a documentary film presented at the 3rd Video Ethnography Workshop "Consumer Culture Theatre," Schulich School of Business, York University, Toronto, Canada, May 28 -29.
- 2005 Kniazeva Maria, "How many wings does a butterfly have Or Visual stimuli as elicitation technique for in-depth interviews," in *Advances in Consumer Research*, Vol. XXXII, eds. Menon Geeta and Akshay R. Rao, Duluth, MN: Association for Consumer Research, 540-545.
- 2005 Kniazeva Maria, "Fun for adults," a documentary film presented at the 1st Video Ethnography Workshop "The Pragmatics of Consumer Videography," University of Utah, Salt Lake City, Utah.
- 2005 Kniazeva Maria, "Studying food in the consumer behavior discipline," accepted by the 9th International Conference on Marketing and Development, Thessaloniki, Greece (declined).

- 2004 Kniazeva Maria, "How many wings does a butterfly have Or Visual stimuli as elicitation technique for in-depth interviews," Association for Consumer Research Conference, Portland, Oregon, October 7-10.
- 2004 Kniazeva Maria, "Buying (and eating) genes Or How to market "Frankenfood"?" 4th Annual Hawaii International Conference on Business, Honolulu, Hawaii, June 21-24.
- 2003 Kniazeva Maria, "Studying television effects: unrealistic attempt?" in *Advances in Consumer Research*, Vol. XXX, eds. Punam A. Keller and Dennis W. Rook, Valdosta, GA: Association for Consumer Research, 249-254.
- 2002 Kniazeva Maria, "Naturalness as a frame of reference for consumer perception of food," in *Enhancing Knowledge Development in Marketing*, Vol. 13, ed. William J. Kehoe and John H. Lindgren Jr., Chicago, IL: American Marketing Association, 97-103.
- 2002 Kniazeva Maria, "Studying television effects: unrealistic attempt?" Association for Consumer Research Conference, Atlanta, Georgia, October 17-20.
- 2002 Kniazeva Maria, "Symbols on the plate: food consumption in the time of Frankenfood," *The Cultural Dimension of Business Research: the Fifth Doctoral Seminar on the Cultural Embeddedness of Marketing, Consumer and Organizational Research*, University of Southern Denmark, Odense, Denmark, June 1-6.
- 2002 Kniazeva Maria, "Between the ads: effects of non-advertising TV messages on consumer behavior," 21st Annual Advertising and Consumer Psychology Conference, New York, NY, May 16-18.

Presentations Given:

- 2015 Kniazeva Maria, invited presentation "Advertising Medical Tourism: Cultural Sensitivity in the Global Hospital," *the Global Healthcare Policy and Management conference*, Seoul, South Korea, June 29- July 2. The conference was organized and hosted by the Yonsei University and leading business newspaper The Korea Economic Daily. The coverage was broadcasted in a 30-minute program on Korea Economy TV channel.
- 2015 Kniazeva Maria, Chair of the session "Using Visual Methods and Film Making in Fashion Marketing," *Global Fashion Management Conference*, Florence, Italy (June 25-28).
- 2014 Kniazeva Maria, invited presentation "Medical Tourism: Marketing Strategy for the Russian Market," *the 1st Gangseo Medical Tourism Forum*, Seoul, South Korea, November 14.

- 2014 Kniazeva Maria, invited presentation “Consumer Trends in Russia,” Healthcare practitioners and PhD students, *The College of Health Science, Yonsei University*, Seoul, South Korea, August.
- 2014 Kniazeva Maria, invited presentation “Russia: Perception of Beauty and Aesthetic Surgery Market,” Healthcare practitioners and PhD students, *The College of Health Science, Yonsei University*, Seoul, South Korea, August.
- 2014 Kniazeva Maria, invited presentation “Making Films for Consumer Research,” PhD students, *The Center for Sustainable Culture and Service, Yonsei University*, Seoul, South Korea, August 28.
- 2014 Kniazeva Maria, Chair of two sessions “Authenticity in the Global World” and “Film Making for Marketing Research and Communication,” *Global Marketing Conference*, Singapore, July 15-18.
- 2014 Kniazeva Maria, invited screening of the videography “Yoga and Fashion,” *MBA program in Fashion Management, Yonsei University*, Seoul, South Korea, March, 8.
- 2012 Kniazeva Maria, Chair of two sessions “Easternization of the West” and “Global Marketing,” *Global Marketing Conference*, Seoul, South Korea, July 19-22.
- 2010 Kniazeva Maria, Chair of the multi-media session, *Global Marketing Conference* “Marketing in a Turbulent Environment,” Tokyo, Japan, September 9-12.
- 2010 Kniazeva Maria, “Marketing, Consuming and Researching Happiness,” *Reims Management School marketing faculty meeting*, France, November 18.
- 2008 Kniazeva Maria, Chair of the session “Culture and consumption: More about a globalized world,” the 2nd Latin America Association for Consumer Research Conference, Sao Paulo, Brazil, July 31- August 3.
- 2008 Kniazeva Maria, Chair of the two sessions “Customer relationship management” and “Consumer behavior,” the Global Marketing Conference “Marketing in the Dynamic Global World,” Shanghai Jiaotong University, Shanghai, China, March 20-23.
- 2007 Kniazeva Maria, Chair of the session “Consumption and emerging consumers,” European Conference of the Association for Consumer Research, Universita Bocconi, Milan, Italy, July 11-14.

Research in Progress:

“(Un)Saving Face,” with Eva Babicheva, Hanyang University, Seoul, South Korea.

“Commercial Storytelling: One Water Bottle at a Time,” with Dr. Russell W. Belk, York University, Canada.

“Global Medical Tourism,” with Dr. Ki Nam Jin, The College of Health Science, Yonsei University, Seoul, South Korea.

“Get the Body You Want,” with Dr. Alisara Charinsarn, Thammasat Business School, Bangkok, Thailand.

Professional Membership:

Invited Member of the Editorial Board of *the Journal of International Food and Agribusiness Marketing*, edited by John Stanton, USA (since 2012).

Invited Member of the Editorial Board of *the International Journal of Consumer Research*, edited by Cheng Lu Wang, USA (since 2010).

Invited Member of the Editorial Board of *the Journal of Global Fashion Marketing (JGFM)*, launched by Korean Academy of Marketing Science (since 2010).

Invited Member of the Editorial Board of *the Journal of Global Scholars of Marketing Science (JGSMS, formerly JGAMS)*, launched by Korean Academy of Marketing Science (since 2009).

Invited Associate of the *Research Centre “Wine, Place, and Value”* at Reims Management School in Reims, France (2010 - 2013).

Member of Association for Consumer Research (ACR).

Review Activities for:

2014 Journal of Business Research.

2014 Global Marketing conference in Singapore.

2013 Journal of Global Fashion Marketing.

2013 Brand Management in Emerging Markets.

2013 Association for Consumer Research North American conference.

2013 McGraw-Hill/Irwin.

2012 Journal of Product Innovation Management.

- 2012 Journal of Global Fashion Marketing.
- 2012 Sage textbooks *Understanding Global Cultures* by Gannon and Pillai and *Global Marketing and Advertising* by Marieke de Mooij.
- 2012 Global Marketing Conference at Seoul, South Korea.
- 2011 The Journal of Global Academy of Marketing Science.
- 2011 International Journal of Consumer Research.
- 2011 The 6th International conference of the Academy of Wine Business Research, Bordeaux, France.
- 2010 Journal of Global Fashion Marketing.
- 2010 The Film Festival of the European Association for Consumer Research Conference, London.
- 2010 The Journal of Global Academy of Marketing Science.
- 2009 Textbook Global Marketing, McGraw-Hill/Iwin.
- 2009 The Journal of Marketing Management.
- 2009 The Journal of Global Academy of Marketing Science.
- 2009 The Annual North American Association for Consumer Research Conference, Pittsburg.
- 2009 The Association of Collegiate Marketing Educators (ACME) Conference, Oklahoma City.
- 2009 The Asia Pacific Association for Consumer Research Conference, India.
- 2008 The Journal of Consumer Behaviour.
- 2008 International Journal of Culture, Tourism and Hospitality Research.
- 2008 The Annual North American Association for Consumer Research Conference, San Francisco.
- 2008 The 2nd Latin American Conference of the Association for Consumer Research, Sao Paulo, Brazil.

- 2008 The Global Marketing Conference “Marketing in the Dynamic Global World,” Shanghai Jiaotong University, Shanghai, China.
- 2007 The European Conference of the Association for Consumer Research, Università Bocconi, Milan, Italy.
- 2007 Consumption, Markets and Culture journal.
- 2005 The Marketing Division of Administrative Sciences Association of Canada (ASAC).
- 2003 South-Western College Publishing, textbook *Marketing: Best Practices*.
- 2003 Consumption, Markets, and Culture journal.

USD Service:

- 2013-- An appointed representative of the SBA Institutional Review Board.
- 2013-2015 An elected member of the USD Senate.
- 2013-- An appointed member of the Undergraduate Curriculum Task Force.
- 2007-- A volunteered marketing expert, USD Office of Public Affairs.
- 2009-2014 An appointed member of the School of Business Administration Undergraduate Studies Committee.
- 2008-2010 A volunteered member of the University of San Diego Sustainable Curriculum and Research working group.
- 2004 - 2010 An elected member of the School of Business Administration faculty Advisory Board for the Ahlers Center for International Business.

Public Service and Consulting Engagements:

- 2014 Performed consulting services on the Cross-cultural Challenges of Global Website with focus on Medical Tourism for Korea Tourism Organization (Seoul, South Korea, November).
- 2014 Conducted a nine-hour seminar “Global Trends and Marketing Opportunities” for Global Business Strategy professional development program organized by the

Master of Science in Executive Leadership program at USD (San Diego, October).

- 2014 Conducted a three-hour seminar “Global Demographic Trends and Marketing Opportunities” within Executive MBA Program for visiting students from Munich, Germany organized by Ahlers Center for International Business (San Diego, August).
- 2012 Performed consulting services as a reviewer of a new Marketing program at Saudi University, College of Business Administration (October).
- 2012 Conducted a three-hour seminar “Global Trends and Their Impact on Marketing” for 40 executives from LG Corporation, South Korea within a professional development program organized by the Master of Science in Executive Leadership program at USD (San Diego, September).
- 2012 As a faculty advisor guided Honors Thesis by Kirstyn Bruning titled “Balance and Empowerment through the promotion of Yoga” and Honors Thesis by Matt Bregar titled “Eastern Spirituality in the Western Supermarket.”
- 2011 Participated as an invited Judge for the Western Fairs Association Annual Achievement Awards Program, Western Fairs Association (November).
- 2011 Moderated a session titled Understanding Low-income Consumers and Strategy at C.K. Prahalad conference organized by the Center for Peace and Commerce and Ahler’s Center for International Business (USD, September 16).
- 2011 Invited as an expert to participate in the workshop titled *Future of Drinking Water* organized by *the Institute for the Future* and sponsored by Amway (Palo Alto, CA, July 12).
- 2010 Participated in the Brown Bag Lunch with The Paul Merage School of Business Doctoral Alumni as an invited discussant, University of California, Irvine, December 2.
- 2009 Participated in the Brown Bag Lunch with The Paul Merage School of Business Doctoral Alumni as an invited discussant, University of California, Irvine, November 19.
- 2006--13 Consultant to the Law Offices of Jacob Sapochnick with expert letters on marketing related issues.
- 2009 Was quoted in the *San Diego Magazine* in the article “Promote it, and they might Come” as a marketing expert on current tourism trends (April).

- 2008 Participated as an Ahlers Center for International Business instructor for Munich Executive Program San Diego Forum entitled “Marketing in a Global Environment.” Conducted a three-hour-long seminar on global marketing (August).
- 2008 Was quoted in the national magazine *Earnshaw’s* (infants’, girls’ and boys’ wear review) in the article “Eye on the Target” as a marketing expert on current trends (February).
- 2007 Served on a panel of marketing experts at the luncheon “Ambient Marketing Tactics” of the *San Diego Chapter of the American Marketing Association* (March 29).
- 2007 Served as one of the judges for the marketing competition among local companies organized by the *San Diego Chapter of the American Marketing Association* (June).
- 2007 Was quoted in *San Diego Business Journal* in the article “Marketers Miss Big Target When Aiming Too Young” as a marketing expert on demographic trends (January 22).
- 2007 Participated as an Ahlers Center for International Business instructor for Munich Executive Program San Diego Forum entitled “Marketing in a Global Environment.” Conducted a three-hour-long seminar on global branding (August).
- 2006- 08 Represented a School of Business Administration for the USD Academic Review Committee (ARC).
- 2004- 06 Represented a School of Business Administration for the International and Interdisciplinary Development USD Committee (IIDC).
- 2004 Participated as an Ahlers Center for International Business instructor for Munich Executive Program San Diego Forum entitled “Marketing in a Global Environment.” Conducted a three hour-long seminar “Developing Consumer Understanding in Advertising Campaigns” (August 6).
- 2003 Participated as a keynote speaker to MBA students at the Welcome Reception hosted by the graduate division of School of Business Administration (September).
- 2003 Participated as an Ahlers Center for International Business instructor for Munich Executive Program San Diego Forum entitled “Marketing in a Global Environment.” Conducted a daylong seminar “Developing Consumer Understanding in Advertising Campaigns” (August 4–15).

Professional Development:

- 2014 Attended Summer Innovation Institute on incorporation of technology in the classroom, USD, June 2 -13.
- 2014 Attended Faculty Development in International Business Seminar, organized by the Ahlers Center for International Business, School of Business Administration, USD; March. *Visited South Korea and Japan.*
- 2013 Attended workshop “Internalization of the Curriculum Faculty,” USD International Center, November 16.
- 2012 Attended Faculty Development in International Business (FDIB) Africa Program “Understanding the Business Challenges of Sub-Saharan Africa,” organized by the CIBER (Center for International Business Education and Research); May 9-18. *Visited South Africa, Botswana and Zambia.*
- 2011 Attended Faculty Development in International Business Seminar in Asia, organized by the Ahlers Center for International Business, School of Business Administration, USD; March 11-20. *Visited The Philippines, Singapore, and Malaysia.*
- 2011 Attended Faculty Development in International Business (FDIB) MENA Program, organized by the CIBERs (Center for International Business Education and Research); January 1-15. *Visited UAE and Egypt.*
- 2010 Spent 6 weeks of sabbatical time at *Rheims Management School in France* working on collaborative research on authenticity.
- 2010 Attended International Faculty Development Seminar “Religion, Ecology and Identity in Tibet,” organized by the CIEE (Council on International Educational Exchange); June 11-23. *Visited Tibet/China.*
- 2010 Attended Faculty Development in International Business (FDIB) Africa Program “Understanding the Business Challenges of Sub-Saharan Africa,” organized by the CIBER (Center for International Business Education and Research); May 12-26. *Visited Kenya, Tanzania and South Africa.*
- 2010 Attended Faculty Development in International Business Seminar, organized by the Ahlers Center for International Business, School of Business Administration, USD; March 6-16. *Visited Columbia and Peru.*
- 2010 Attended Workshop on Creativity, San Diego, School of Business Administration, USD, April 30.
- 2009 Attended NVivo 8 workshop, San Diego, April 16-17.

Certification:

- 2012 Certificate of participation in the Op Ed Workshop “Write to Change the World” with the seminar leader Katherine Lanpher. The OpEd Project is a social venture founded to increase range and quality of ideas and voices we hear from in the world. San Diego, USD, November 10-11.
- 2007 Certificate of participation at the 3-rd Video Ethnography Workshop “Consumer Culture Theatre,” Schulich School of Business, York University, Toronto, Canada, May 28-29.
- 2005 Certificate of participation at Qualitative Data Analysis Workshop, sponsored by the Association for Consumer Research and Marketing Science Institute, University of Nebraska, Omaha, NE, May 15-20.
- 2005 Certificate of participation at Videography Workshop “The Pragmatics of Consumer Videography,” David Eccles School of Business, University of Utah, Salt Lake City, UT, June 22-25.

Professional Employment History:

- 2003- present Associate Professor of Marketing, University of San Diego, School of Business Administration, San Diego, CA (started as an Assistant Professor, promoted to Full Professor effective September 1, 2015)
- 2002- 2003 Visiting Instructor, Georgetown University, Robert Emmett McDonough School of Business, Washington DC
- 2002 Instructor, University of California, Irvine, The Paul Merage School of Business
- 1999- 2002 Teaching and Research Assistant, University of California, Irvine, The Paul Merage School of Business
- 1998- 1999 Executive Editor, Newspaper Pohjarannik, Kohtla-Jarve, Estonia
- 1997- 1998 Postgraduate Research Assistant, University of California, Irvine, The Paul Merage School of Business
- 1996- 1997 Executive Editor, Newspaper Pohjarannik, Kohtla-Jarve, Estonia
- 1995 Global Customer Service Systems Intern, International Rectifier, El Segundo, CA

- 1994- 1999 Free-lance Business Consultant/Interpreter, Dan-Consult Ltd (Danish company), Rakvere, Estonia
- 1981- 1994 Editor of Economic and Social Issues, Newspaper Pohjarannik, Kohtla-Jarve, Estonia

Courses Taught at University of San Diego:

Undergraduate program:

Global Marketing, International Marketing (including summer courses taught within the study abroad programs in Italy, Rome in 2006 and Paris, France in 2009), Fundamentals of Marketing (including a SYE course taught in Florence, Italy in 2014).

Graduate program:

Marketing for Managers, Marketing for International Managers, International Marketing, and Global Branding seminar (taught within the study abroad programs in Buenos Aires, Argentina in 2007 and Barcelona, Spain in 2008).

Executive program:

Global Business Strategy Certificate within the Master of Science in Executive Leadership program at USD; Seminars “Global Trends and Marketing Opportunities” (October 2014; September 2011).

Executive MBA Program for visiting students from Munich, Germany organized by Ahlers Center for International Business; Seminars “Global Trends and Marketing Opportunities” (August 2014, 2008, 2007, 2004, 2003).

Executive Professional Development program for 40 executives from LG Corporation, South Korea, organized by the Master of Science in Executive Leadership program at USD; Seminar “Global Trends and Their Impact on Marketing” (September 2012).

Selected Non-academic Publications:

Maria Kniazeva, “America Through the Eyes of a Russian Woman” – an English language book, Estonia, 1999.

Maria Kniazeva, “America Through the Eyes of a Russian Woman” – a Russian language book, Estonia, 1997.

Maria Kniazeva, “Welcome to Kohtla-Jarve” – an English language business guide, Estonia, 1994.

Articles published in English: The Orange County Register (Irvine, USA), UCI News (Irvine, USA), on-line magazine WIN, The Baltic Times (Tallinn, Estonia), ACCE Newsletter (American Chamber of Commerce in Estonia), Alumni Update Newsletter (Moscow, Russia and Washington, USA).

Articles published in Russian and Estonian: the national newspaper Estonia, the national magazine Kultuur ja Elu (Culture and Life).

Languages Spoken:

Fluent in English, native Russian speaker.

Personal Interests:

Travel, fitness, yoga, reading.