

GREGORY E. OSLAND

EDUCATION

Ph.D. Michigan State University

Major Field: Marketing. Minors: International Business, Sociology

M.B.A. University of Colorado - Boulder

Major Emphasis: Marketing

B.S. Iowa State University

Major Field: Biology (Honors Program). Minors: Geography, World History, Sociology

ACADEMIC HONORS AND AWARDS

- The CBA Faculty Researcher Award for 2004-2005 (2005).
- U.S. Dept. of Education GLOBE Research & Development Grants (2001, 2002, 2003, 2004, 2005).
- Featured researcher/speaker for Butler's Founders Day Celebration of Faculty Research (2004).
- Butler Academic Grants from Holcomb Research Institute (1995, 2003).
- Butler University Student Government Association "Apple" Teaching Award (2001).
- Best Article of the Year, *Journal of International Marketing* (1999).
- Faculty Research Grant from Holcomb Research Institute (1994).
- Honored as a Michigan State University Marketing Department "Outstanding Teacher" (1993).

PROFESSIONAL EXPERIENCE

BUTLER UNIVERSITY

Professor: teach Introduction to Marketing, International Marketing - undergraduate and MBA, International Business Environment, Contemporary Business Issues in East Asia – undergraduate (2005-present).

Associate Professor: (1999-2005)

Assistant Professor: (1993-1999)

MICHIGAN STATE UNIVERSITY

Instructor: taught Marketing Management - undergraduate, International Marketing - MBA (1990-1993).
Research Assistant (1989-1992).

OSLAND & ASSOCIATES

Visiting Professor: Helsinki School of Economics, Finland (International Business, MBA, 2004+)

Executive Management Trainer: United Nations (trained Chinese joint venture management trainers in Shandong), Associated Credit Bureaus, Transunion Inc., Nokia - Helsinki, Chinese government delegations visiting the U.S. (1992 - present).

Marketing Consultant: 3M, Meadowbrook Press, Super Value Wholesalers, Haynes Enterprises, Grace Community Church, The Navigators, EcoParaiso Resort (1982 – present).

MANAGEMENT TECHNOLOGIES INTERNATIONAL

Trainer: trained Chinese managers in marketing and economics in an international joint venture in Hunan, China (1986-1989). Consultant: provided business consulting for Chinese enterprises (1986-1989).

THE NAVIGATORS

Area Director: recruited, trained, and supervised campus representatives in the Chicago area (1983-1986).
Campus Representative at Northwestern University (1977-1980).

PUBLICATIONS AND PRESENTATIONS

REFEREED JOURNAL ARTICLES

Osland, Gregory and Robert Mackoy, (2004), "Ecotourism Performance Goals and Evaluations," *Journal of Ecotourism*, 3:2, 109-128.

Mackoy, Robert and Gregory Osland, (2004), "Lodge Selection and Satisfaction: Attributes Valued by Ecotourists," *Journal of Tourism Studies*, 15:2, 23-38

Aiken, Damon, Ben Liu, Robert Mackoy, and Gregory Osland (2004), "Building Internet Trust: Signaling through Trustmarks," *International Journal of Internet Marketing and Advertising*, 1:3, 251-267.

Osland, Gregory E., Charles R. Taylor, and Shaoming Zou (2001), "Selecting International Modes of Entry and Expansion," *Marketing Intelligence & Planning*, 19:3, 153-161.

Taylor, Charles R., Shaoming Zou, and Gregory E. Osland, (2000), "Foreign Market Entry Strategies of Japanese MNCs," *International Marketing Review*, 17:2, 146-163.

Osland, Gregory E. and S. Tamer Cavusgil, (1998), "The Use of Multiple-Party Perspectives in International Joint Venture Research," *Management International Review*, 38:3, 191-202.

Taylor, Charles R., Shaoming Zou and Gregory E. Osland, (1998), "International Entry Mode Choice by U.S. and Japanese MNCs: A Cross-cultural Assessment of the Transaction Cost Analysis Framework," *Thunderbird International Business Review*, 40:4, 359-412.

Zou, Shaoming, Charles R. Taylor, and Gregory E. Osland, (1998), "The EXPERF Scale: A Cross-National Generalized Export Performance Measure," *Journal of International Marketing*, 6:3, 37-58.

Bjorkman, Ingmar and Gregory E. Osland, (1998), "Multinationals in China: Responding to Host Government Pressures," *Long Range Planning*, 31:3, 436-445.

Osland, Gregory E. and Ingmar Bjorkman, (1998), "MNC - Host Government Interaction: Government Pressures on MNCs in China," *European Management Journal*, 16(1), 91-99.

Osland, Gregory E. and S. Tamer Cavusgil (1996), "Performance Issues in U.S.-China Joint Ventures," *California Management Review*, 38(2), 106-130.

Osland, Gregory E. and Attila Yaprak (1995), "Learning through International Strategic Alliances: Processes and Factors that Enhance Marketing Strategy Effectiveness," *European Journal of Marketing*, 29(3), 52-66.

Osland, Gregory E. (1994), "Successful Operating Strategies in the Performance of U.S.-China Joint Ventures," *Journal of International Marketing*, 2(4), 53-78.

Osland, Gregory E. and Lloyd M. Rinehart (1993), "Negotiation in Channels of Distribution: Conditions, Behavior, and Outcomes," *Journal of Marketing Channels*, 3(2), 111-128.

OTHER REFEREED PUBLICATIONS

Aiken, Damon, Gregory Osland, Ben Liu, and Robert Mackoy, (2003), "Developing Internet Consumer Trust: Exploring Trustmarks as Third-Party Signals, American Marketing Association Winter Educators Conference Proceedings: *Marketing Theory and Applications*, Vol. 14, Orlando, FL, 145-146.

Skinner, Deborah, Robert Mackoy, and Gregory Osland, (2000), "Does Need for Cognition Moderate the Effects of Humor on in Advertising or What Does It Take to Get the Message?," American Marketing Association Summer Educators' Conference Proceedings: *Enhancing Knowledge Development in Marketing*, Vol. 11, Chicago, IL, 139-140.

Mullen, Michael, Catherine Tyler, William Lauffer and Gregory E. Osland (1999), "Distribution Channels as Keys to Entrepreneurial Success in International Markets: A Review and Analysis," AMA Winter Educators' Conference Proceedings: *Marketing Theory and Application*, Vol.10, St. Petersburg, FL, 95-106.

Taylor, Charles R., Shaoming Zou and Gregory E. Osland, (1996), "International Entry Mode Choice by U.S. and Japanese MNCs: A Cross-cultural Assessment of the Transaction Cost Analysis Framework," AMA Summer Educators' Conference Proceedings: *Enhancing Knowledge Development in Marketing*, Vol. 7, San Diego, CA, 402-403.

Osland, Gregory E. (1994), "The Roles of Government on the Performance of International Joint Ventures: A Case Study of U.S.-China IJVs," Proceedings of the AMA Winter Educators' Conference: *Marketing Theory and Application*, Vol. 5, St. Petersburg, Florida, 191-192.

Osland, Gregory E. and Attila Yaprak (1993), "A Process Model On the Formation of Multinational Strategic Alliances," In Refik Culpun (ed.), *Multinational Strategic Alliances*. Binghamton, NY: International Business Press, 81-100.

Osland, Gregory E. (1991), "Origins and Development of the Product Life Cycle Concept," *Proceedings of the Fifth Conference on Historical Research in Marketing and Marketing Thought*, Charles R. Taylor, et.al. (eds.), Academy of Marketing Science, 68-84.

REFEREED PRESENTATIONS

Florenthal, Bela and Gregory E. Osland (2006), "The Impact of 'Emotional Warmth' on Preference for Human Interaction and Channel Preference: A Cross-cultural Analysis," Academy of Marketing Conference, (July), London, UK.

Osland, Gregory E. and Robert Mackoy (2005), "Issues in Ecolodge Management in Latin America,"

Travel and Tourism Research Association Conference, (June), New Orleans, LA.

Aiken, Damon, Gregory Osland, Ben Liu, and Robert Mackoy, (2003), "Developing Internet Consumer Trust: Exploring Trustmarks as Third-Party Signals," Presentation at American Marketing Association Winter Educators Conference, (February), Orlando, FL.

Skinner, Deborah, Robert Mackoy, and Gregory Osland, (2000), "Does Need for Cognition Moderate the Effects of Humor on Advertising or What Does It Take to Get the Message?," American Marketing Association Summer Educators' Conference, (August), Chicago, IL.

Taylor, Charles R., Shaoming Zou, and Gregory E. Osland (1998), "A Cross-Cultural Comparison of Factors that Influence U.S. and Japanese Firms' Choice of Foreign Market Entry Mode," Academy of Marketing Science Conference, (May), Virginia Beach, VA.

Osland, Gregory E. and Ingmar Bjorkman (1997), "MNC - Host Government Interaction: Government Pressures on MNCs in China," The Conference on Government - Business Relations in Asia, Sponsor: *Asia-Pacific Journal of Management*, (February), Singapore.

Taylor, Charles R., Shaoming Zou and Gregory E. Osland, (1996) "International Entry Mode Choice by U.S. and Japanese MNCs: A Cross-cultural Assessment of the Transaction Cost Analysis Framework," American Marketing Association Summer Educators' Conference, (August), San Diego, CA.

Osland, Gregory E. (1994), "The Roles of Government on the Performance of International Joint Ventures: A Case Study of U.S.-China IJVs," American Marketing Association Winter Educators' Conference, (February), St. Petersburg, FL.

Osland, Gregory E. and Attila Yaprak (1991), "Organizational Learning in Cooperative Alliances: Exploring the Theoretical Foundations," Academy of International Business Conference, (October), Miami, FL.

Osland, Gregory E. (1991), "Origins and Development of the Product Life Cycle Concept," Fifth Conference on Historical Research in Marketing and Marketing Thought, Sponsored by the Academy of Marketing Science, (April), East Lansing, MI.

NON-REFEREED INTELLECTUAL CONTRIBUTIONS

Mackoy, Robert and Gregory Osland (2004), "Ecotourists and Their Decisionmaking Processes," Butler University College of Business Administration Research Presentation, (April 22), Indianapolis, IN.

Osland, Gregory E. (2004), "Ecotourism as a Conservation Biology Tool," Presentation to Butler University College of Liberal Arts & Sciences, Biology students and faculty, (April 16), Indianapolis, IN.

Osland, Gregory E. and Robert Mackoy (2004), "Ecotourism Stakeholders and Ecolodge Performance," Presentation at Butler University Founders Day Celebration of Faculty Research, (February 5), Indianapolis, IN.

Osland, Gregory E. (2003), "Travel on the Wild Side to Preserve Nature," *Indianapolis Star*, June 4.

Osland, Gregory E. (2003), "Maximizing Sabbaticals for Research and Professional Development: An Example of Ecotourism Research and Spanish Acquisition," Butler University College of Business Administration Faculty Research Presentation, (March 20), Indianapolis, IN.

Osland, Gregory, Robert Mackoy, and Daniel McQuiston, (2003), "EcoParaiso," Indiana University CIBER Case Collection, European Case Clearing House; USA Distributor: Babson University, Wellesley, MA.

Osland, Gregory, Robert Mackoy, and Daniel McQuiston, (2003), "Teaching Note for EcoParaiso," Indiana University Case Collection, European Case Clearing House; USA Distributor: Babson University, Wellesley, MA.

Aiken, Damon, Ben S. Liu, Robert Mackoy and Gregory Osland (2002), "Developing Internet Consumer Trust: Exploring Trustmarks as Third-party Signals," Invited presentation and paper: College of Management, Yuan Ze University, (December 26), Chung-Li, Taiwan.

Osland, Gregory, Damon Aiken, Ben Liu, and Robert Mackoy (2002), "Developing Internet Consumer Trust: Exploring Trustmarks as Third-Party Signals," Butler University College of Business Administration Faculty Research Presentation, (July 10), Indianapolis, IN.

Skinner, Deborah, Robert Mackoy, and Gregory Osland (1999), "Does the Need for Cognition Moderate the Effectiveness of Ironic Humor in Advertising? Or What Does It Take to Get the Message," Butler University College of Business Administration Faculty Research Presentation, (December 9), Indianapolis, IN.

Osland, Gregory E. (1996), "MNC - Host Government Interaction: MNC Responses to Government Pressures in China," Butler University College of Business Administration Faculty Research Presentation, (December 13), Indianapolis, IN.

Osland, Gregory E. (1996), "Qualitative Research Methods in International Joint Venture Research: U.S.-China Joint Ventures," Invited Research Presentation to Faculty and Doctoral Students - Swedish School of Economics, (March 12), Helsinki, Finland.

Osland, Gregory E. (1995), "Education in China," Butler University College of Business Administration Faculty Research Presentation, (December 11), Indianapolis, IN.

Osland, Gregory E. (1995), "A Review of *Pacific Service Enterprises and Pacific Cooperation*." A book review in *Journal of International Marketing*, 3(2), 101-103.

Osland, Gregory E. (1993), "Successful Operating Strategies in the Performance of U.S.-China Joint Ventures," Presentation: Second Conference on Joint Ventures in East Asia, (December), Bangkok, Thailand.

Mullen, Michael, Gregory E. Osland, and Torger Reve (1992), "A Comprehensive Review of A Decade of the Literature on International Marketing Channels," *Working Paper Series*, No. 114/92, Centre for Research in Economics and Business Administration, Norwegian School of Economics and Business Administration, Bergen, Norway.

Osland, Gregory E. (1990), "A Review of *Advances in International Marketing Research*, Vol.3," *Journal of Marketing*, 54(October), 126-127.

Osland, Gregory E. (1990), "Doing Business in China: A Framework for Cross-Cultural Understanding," *Marketing Intelligence & Planning*, 8(4), 4-14.

WORK IN PROGRESS

Aiken, Damon, Robert Mackoy, Ben Liu, Richard Fetter and Gregory Osland, "The Antecedents and Consequences of Generalized Internet Trust: Developing a Conceptual Framework and Measurement Scale," Repositioning the completed paper.

Osland, Gregory et.al., "Roles of Naturalist Guides in Ecotourism," Analyzing data collected in 2005.

Osland, Gregory, Robert Mackoy, and Sakthi Mahenthiran "A Model of Ecolodge Performance," Built framework/model, developing research design.

INTERNAL SERVICE

UNIVERSITY

- Core Curriculum Committee, 2006-present.
- Latin America Global & Historical Studies Work Group, 2005-present.
- Student Affairs Committee, 2005.
- International Studies Committee, 2004-2005.
- Chinese History Faculty Recruiting Task Force, 2002-2003.
- Chinese Area Studies/Faculty Recruiting Task Force, 1999-2000.
- Committee on International and External Affairs, 1997-1998.
- Freshman Orientation Guide, 1995-1998.
- Clowes Hall Task Force, 1995-1996.
- University Club Treasurer, 1994-1995.

COLLEGE OF BUSINESS ADMINISTRATION

- International Work Group, 2001-present.
- U.S. Department of Education International Grant Task Force, 1998-present.
- Area Coordinator for International Management, 1994-2001, 2004.
- Member/Chair, Professional Standards Committee, 1999-2001.
- Butler Business Scholarship Committee, 1997-2001; Interviewer, 1997-present.
- Marketing Faculty Recruitment and Selection Task Forces, 1993, 1996, 1999, 2000, 2003.
- Dean Search Committee, 1999-2000.
- Policy and Curriculum Committee, 1998-1999.
- Undergraduate Integration Committee, 1997-1998.
- MBA Program Integration Committee, 1995-1996.
- Chair, Core Competencies Task Force, 1996.
- Honors' Program Committee, 1994-1998.
- Library Committee, 1993-1998.
- Faculty Advisor for the Global Business Club, 1996-2000.
- Faculty Advisor for the Marketing Club, 1993-1994.

- Associate Director of the Continuing Education Series Forum on NAFTA, 1993.

PROFESSIONAL AND COMMUNITY SERVICE

- Board of Directors; Executive Committee, Indiana Audubon Society, 2004-present.
- Board of Advisers, Centro Cristiano de Celebracion, 2002-2005.
- Ad Hoc Reviewer (2000 – present) *Management International Review*.
- Ad Hoc Reviewer (1998 - present) - *California Management Review*.
- Ad Hoc Reviewer (1997 - present) - Academy of Marketing Science Conferences.
- Ad Hoc Reviewer (1995 - present) - *Thunderbird International Business Review*.
- Ad Hoc Reviewer (1994 - present) - *Journal of International Business Studies*.
- Ad Hoc Reviewer (1992 - present) - *Journal of International Marketing*.
- Ad Hoc Reviewer (1992 - present) - *Journal of Business Research*.
- Ad Hoc Reviewer (1990-1992) - *International Marketing Review*.
- Discussant (May 1998), International Marketing Track, Academy of Marketing Science Conference, Virginia Beach, Virginia.
- Discussant (August 1992), International Marketing Track, American Marketing Association Summer Educators' Conference, Chicago, Illinois.
- Speeches and Media Interviews (1994 - present), *Indianapolis Star*, *Indianapolis Business Journal*, WTBU Television, Indiana Universities Radio Network, WFIU Radio, Noblesville Rotary Club, Great Lakes Fire Chiefs Association, Indiana Dept. of Commerce – International Trade Division.
- Steering Committee Member – Indiana Humanities Council: Asia-in-US Project (1997).

PROFESSIONAL AFFILIATIONS

- Academy of International Business
- Tourism and Travel Research Association