RESUME

Michael J. Houston
Ecolab/Pierson M. Grieve Chair in International Marketing
Associate Dean of Global Initiatives
Academic Director, CIBER

Carlson School of Management
University of Minnesota
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Minneapolis, MN 55455

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January 2012

EDUCATION

Ph.D. University of Illinois at Urbana-Champaign

M.S. University of Illinois at Urbana-Champaign

B.S. University of Illinois at Urbana-Champaign

ACADEMIC EXPERIENCE

Ecolab/Pierson M. Grieve Chair in International Marketing, Carlson School of Management, University of Minnesota, 1997-present.

Associate Dean of Global Initiatives (formerly International Programs) (2001-present) and Director of International Programs (1998-2001), Carlson School of Management, University of Minnesota, 1998-present.

Academic Director, Center for International Business Education and Research, 2009-present.

Interim Dean, Carlson School of Management, University of Minnesota, March 2005-June 2006.

Associate Dean of Faculty and Research, Carlson School of Management, University of Minnesota, 1992-1996.

Research Professor of Marketing, Carlson School of Management, University of Minnesota, 1986-1997.

ACADEMIC EXPERIENCE - (continued)

Chair, Department of Marketing, Carlson School of Management, University of Minnesota, 1986-1992, 1999-2002.

Adjunct Professor, Department of International Marketing and Management, Vienna University of Economics and Business Administration, 1999-present.

Visiting Professor, Warsaw School of Economics, 2000-present.

Distinguished Visiting Professor, National University of Singapore, 1997-1998.

James R. McManus-Bascom Professor in Marketing, Graduate School of Business, University of Wisconsin-Madison, 1983-1986.

Chair, Marketing Department, Graduate School of Business, University of Wisconsin-Madison, 1980-1984.

Professor, Graduate School of Business, University of Wisconsin-Madison, 1982-1986 (on leave 1984-1985).

Professor of Business Administration, University of Illinois at Urbana-Champaign, 1984-1985.

Associate Professor, Graduate School of Business, University of Wisconsin-Madison, 1978-1982.

Assistant Professor, Graduate School of Business, University of Wisconsin-Madison, 1975-1978.

Assistant Professor, College of Business Administration, Texas A&M University, 1972-1975.

Assistant Professor (1970-1972) and Instructor (1969-1970), College of Business, Western Illinois University, 1969-1972.

PRIMARY TEACHING INTERESTS

International Marketing
Brand Management
Global Branding

DISSERTATION COMMITTEES

Chair/Major Advisor:

Terry Childers (initial placement: University of Minnesota)
James D. Larson (initial placement: Washington State University)
Catherine Cole (initial placement: University of Iowa)
Ruth A. Smith (initial placement: University of Maryland)
Cynthia Huffman (initial placement: Wharton)
Vania Meyer (initial placement: University of St. Thomas)
Giana Eckhardt (initial placement: Australian Graduate School of Management)
Ashwani Monga, (initial placement: University of Texas, San Antonio)
Sharon Ng, (initial placement: Nanyang Technical University, Singapore)
Lufang Meng (initial placement: private sector)

Member (Marketing Only)

Robert E. Smith	M. Viswanathan	Lan Nyugen
Anthony Pecotich	Milos Graonic	Sonia Monga
Carol Suprenant	Jennifer Gregan-Paxton	
Margaret Friedman	Gwen Achenreiner	
Susan E. Heckler	Katryna Johnson	

PROFESSIONAL MEMBERSHIPS

American Marketing Association
Association for Consumer Research
Academy of International Business
European Marketing Academy

HONORS AND AWARDS

Visiting Scholar, Marketing Leaders Seminar, New York University, 1982.
John G. Schutz Excellence in Marketing Award, University of Wisconsin-Madison, 1982 (Charter Recipient).
Best Article, Journal of Marketing Education, 1983.
Best Article, Honorable Mention, Journal of Retailing, 1986.
D. Maynard Phelps Distinguished Lecturer, University of Michigan, 1986.

HONORS AND AWARDS (continued)

Keynote Speaker. Albert Haring Symposium, Indiana University, 1988.

Editor, Journal of Marketing Research, 1988-1991.
American Marketing Association Doctoral Consortium Faculty Member, 1979, 1983, 1985, 1986, 1988-1991, 1993, 1996, 2002, 2003 (co-chair), 2005 (invited).
Stanford University Marketing Camp, 1990.
Distinguished Lecturer, Kansas State University, 1998.
Identified as One of Top Academic Market Researchers for Past 20 Years, (Marketing Educator, Summer 1997).

GRANTS

Principal Investigator, Center for International Business Education and Research, Title VI, U.S. Department of Education, $1.52 million, 2010-2014.

PUBLICATIONS

Papers on Consumer Behavior

Cohen, Joel B. and Michael J. Houston. "Cognitive Consequences of Brand Loyalty," Journal of Marketing Research, February, 1972.

Houston, Michael, J. "The Effect of Unit-Pricing on Choices of Brand and Size in Economic Shopping," Journal of Marketing, July, 1972.

Gillespie, S.M. and Michael J. Houston. "A Market Segmentation of Consumers' Attitudes Toward Seafood," Proceedings of the Marine Technology Society, 1974.

Brooker, George and Michael J. Houston. "An Evaluation of Measures of Opinion Leadership," in K.L. Bernhardt (ed.), Marketing: 1776-1976 and Beyond, American Marketing Association, 1976.

Houston, Michael, J. and Seymour Sudman. "Real Estate Agents as a Source of Consumer Information," Journal of Consumer Affairs, Summer, 1977.

Rothschild, Michael, L. and Michael J. Houston. "The Consumer Involvement Matrix: Some Preliminary Findings," in B. Greenberg and D. Bellenger (eds.), Contemporary Marketing Thought, American Marketing Association, 1977.

Houston, Michael J. and Michael L. Rothschild. "Conceptual and Methodological Perspectives on Involvement," in S.C. Jain (ed.), Research Frontiers in Marketing: Dialogues and Directions, American Marketing Association, 1978.

Houston, Michael J. "Consumer Evaluations of Product Information Sources," in J. Leigh and C. Martin (eds.), Current Issues and Research in Advertising, Division of Research, Graduate School of Business Administration, University of Michigan, 1979.

Houston, Michael J. "Cognitive Structure and Information Search Patterns of Prospective Graduate Business Students," in J. Olson (ed.), Advances in Consumer Research, Vol 7, Association for Consumer Research, 1980.

Rothschild, Michael L. and Michael J. Houston. "Individual Differences in Voting Behavior: Further Investigations of Involvement," in J. Olson (ed.), Advances in Consumer Research. Vol. 7, Association for Consumer Research, 1980. (Reprinted in Bruce I. Newman and Jagdish N. Sheth, eds., Political Marketing: Readings and Annotated Bibliography, 1986.)

Nevin, John R. and Michael J. Houston. "Image as a Component of Attraction to Intraurban Shopping Areas," Journal of Retailing, Spring, 1980. (Reprinted in W. Darden and R. Lusch (eds.), Patronage Behavior and Retail Management (New York: Elsevier North Holland, 1982).)

Houston, Michael J. and Michael L. Rothschild. "Policy-Related Experiments on Information Provision: A Normative Model and Explication," Journal of Marketing Research, November, 1980.

Houston, Michael J. and John R. Nevin. "Retail Shopping Area Image: Structure and Congruency Between Downtown Areas and Shopping Centers," in K. Monroe (ed.), Advances in Consumer Research Vol. 8, Association for Consumer Research, 1981.

Childers, Terry L. and Michael J. Houston. "Imagery Paradigms for Consumer Research: Alternative Perspectives from Cognitive Psychology," in R. Bagozzi and A. Tybout (eds.), Advances in Consumer Research Vol. 10, Association for Consumer Research, 1983.

Smith, Ruth A. and Michael J. Houston. "Script-Based Evaluations of Satisfaction with Services," in L. Berry et al. (eds.), Emerging Perspectives on Services of Marketing, American Marketing Association, 1983.

Houston, Michael J., J. Paul Peter, and Alan G. Sawyer. "The Role of Meta-Analysis in Consumer Research," in R. Bogozzi and A. Tybout (eds.), Advances in Consumer Research, Vol. 10, Association for Consumer Research, 1983.

Smith, Ruth A., Michael J. Houston, and Terry Childers. "Verbal vs. Visual Processing Modes: An Empirical Test of the Cyclical Processing Hypothesis," in T. Kinnear (ed.), Advances in Consumer Research, Vol II, 1984.

Childers, Terry L. and Michael J. Houston. "Conditions for a Picture Superiority Effect on Consumer Memory," Journal of Consumer Research, September, 1984.

Smith, Ruth Ann, Michael J. Houston, and Terry L. Childers. "The Effects of Schematic Memory on Imaginal Processing," Psychology and Marketing, Fall, 1985.

Childers, Terry L., Michael J. Houston, and Susan E. Heckler. "Measurement of Individual Differences in Visual Versus Verbal Information Processing," Journal of Consumer Research, September, 1985.

Smith, Ruth Ann and Michael J. Houston. "A Psychometric Assessment of Measures of Scripts in Consumer Memory," Journal of Consumer Research, September, 1985.

Smith, Ruth Ann and Michael J. Houston. "Measuring Script Development: An Evaluation of Alternative Approaches," in Richard J. Lutz (ed.), Advances in Consumer Research, Vol. 13, Association for Consumer Research, 1986.

Childers, Terry L., Susan E. Heckler, and Michael J. Houston. "Memory for the Visual and Verbal Components of Print Advertisements," Psychology and Marketing, Vol. 3, 1986.

Rothschild, Michael L. and Michael J. Houston. "The Consumer Involvement Matrix: A Strategic Marketing Tool," Singapore Marketing Review, March, 1986.

Gardner, Meryl P. and Michael J. Houston. "The Effects of Verbal and Visual Components of Retail Communications," Journal of Retailing, Spring 1986. (This article received Honorable Mention for the Best Article Award for the Journal in 1986.)

Cole, Catherine A. and Michael J. Houston. "Encoding and Media Effects on Consumer Learning Deficiencies in the Elderly," Journal of Marketing Research, February, 1987.

Houston, Michael J., Terry L. Childers, and Susan E. Heckler. "Picture-Word Consistency and the Elaborative Processing of Advertisements," Journal of Marketing Research, November, 1987.

Heckler, Susan E., Terry L. Childers, and Michael J. Houston. "On the Construct Validity of the SOP Scale," Journal of Mental Imagery, 17(3&4), 1993.

Huffman, Cynthia and Michael J. Houston. "Goal-Oriented Experiences and the Development of Knowledge," Journal of Consumer Research, September, 1993. (1994 Robert Ferber Award awarded to first author).

Keller, Kevin Lane, Susan E. Heckler, and Michael J. Houston. "The Effects of Brand Name Suggestiveness on Advertising Recall," Journal of Marketing, January, 1998. (Translated and reprinted in Russian journal, Marketing and Research)

Eckhardt, Giana and Michael J. Houston. "Consumption as Self-Presentation in a Collectivist Society," in Kineta Hung and Kent Monroe (eds.), Asia Pacific Advances in Consumer Research, Vol. 3, 1999.

Houston, Michael J. and Giana Eckhardt. "Culture's Consequences on Consumer Behavior Toward Food in Asia," Asian Journal of Marketing, v. 8, n. 2, 2001.

Eckhardt, Giana M. and Michael J. Houston. "To Own Your Grandfather's Spirit: The Nature of Possessions and their Meaning in China," in P. Tidwell and T. Muller (eds.), Asia Pacific Advances in Consumer Research, Vol. 4, 2001.

Eckhardt, Giana M. and Michael J. Houston. "Cultural Paradoxes Reflected in Brand Meaning: McDonald's in Shanghai China," Journal of International Marketing, 10 (2), 2002.

Lee, Yih Hwai, Swee Hoon Ang, Ah Keng Kau, Michael Houston, Kwon Jung, Doreen Kum, and Elison Lim. "Beyond the Bamboo Curtain: Initial Results of a Large-Scale Asian Consumer Behavior Study," Asian Journal of Marketing, v. 9, n. 1, 2003.

Ng, Sokling (Sharon) and Michael J. Houston. "Exemplars or Beliefs? The Impact of Self-View on the Nature and Relative Influence of Brand Associations," Journal of Consumer Research, March, 2006.

Monga, Ashwani and Michael J. Houston. "Fading Optimism in Products: Temporal Changes in Expectations About Performance," Journal of Marketing Research, November, 2006.

Eckhardt, Giana M. and Michael J. Houston. "On the Distinction Between Cultural and Cross-Cultural Psychological Approaches and Its Significance for Consumer Research," in Review of Marketing Research, Vol. 3, N. Malhotra (ed.), (Armonk, NY: M.E. Sharpe), 2007.

Eckhardt, Giana M. and Michael J. Houston, "On the Malleable Nature of Product Meaning in China," Journal of Consumer Behavior, December, 2008.

Ng, Sharon and Michael J. Houston, "Field Dependency and Brand Cognitive Structures," Journal of Marketing Research, April, 2009.

Heckler, Susan E., Kevin Lane Keller, Michael J. Houston, and Jill Avery, "Building Brand Knowledge Structures: Elaboration and Interference Effects on the Processing of Sequentially Advertised Brand Benefit Claims, Journal of Marketing Communications, April, 2009.

Papers on Research Methods

Houston, Michael J. "The Key Informant Technique: Marketing Applications," in T.B. Greer (ed.), Increasing Marketing Productivity/Conceptual and Methodological Foundation of Marketing, American Marketing Association, 1974. (Reprinted in R. Ferber (ed.), Readings in Survey Research, American Marketing Association, 1979.)

Houston, Michael J. and Robert W. Jefferson. "The Negative Effects of Personalization on Response Patterns in Mail Surveys, Journal of Marketing Research, February, 1975.

Houston, Michael J. and Seymour Sudman. "A Methodological Assessment of the Use of Key Informants," Social Science Research, June, 1975.

Houston, Michael J. and R.W. Jefferson. "On the Personalization-Anonymity Relationship in Mail Surveys," Journal of Marketing Research, February, 1976.

Houston, Michael J. and Neil M. Ford. "Broadening the Scope of Methodological Research on Mail Surveys," Journal of Marketing Research, November, 1976. (Reprinted in R. Ferber (ed.), Readings in Survey Research, American Marketing Association, 1979 and in A. Jain et al. (Eds.), Marketing Research: Applications and Problems (New York: John Wiley and Sons, 1982).

Houston, Michael J. and John R. Nevin. "The Effects of Source and Appeal on Mail Survey Response Patterns," Journal of Marketing Research, August, 1977. (Reprinted in R. Ferber (ed.), Readings in Survey Research, American Marketing Association, 1979.)

Rothschild, Michael L. and Michael J. Houston. "Internal Validity, External Validity, and the Passage of Time as Issues in Developing Advertising Effectiveness Measures," in J. Olson (ed.), Advances in Consumer Research, 1980.

Papers on Other Topics

Houston, Michael J. "The Classification of Goods Theory: A Basis for Identifying Market Position and Short-Run Marketing Goals," in R.C. Curhan (ed.), New Marketing for Social and Economic Progress/Marketing's Contribution to the Firm and to the Society, American Marketing Association, 1975.

Houston, Michael J. "The Marketing of Higher Education," in J.H. Donnelly and W.R. George (eds.), Marketing of Services, American Marketing Association, 1981.

Houston, Michael J. "Minimum Markup Laws: An Empirical Assessment," Journal of Retailing, Winter, 1981.

Houston, Michael J. and Shelby D. Hunt. "The BBA-MBA Combination: Pierson, Gordon and Howell Revisited," Journal of Marketing Education, Spring, 1983. (This article received the Best Article Award for the Journal in 1983.)

Schuh, Arnold A., Michael J. Houston, and John C. Anderson, "Marketing Strategies for East Central Europe: A Balancing Act Between Globalization and Local Market Responsiveness," in P. Chadraba and R. Springer (eds.), Marketing Strategies for Central and Eastern Europe, 1996.

Books, Chapters, Monographs

Houston, Michael J. "Prospects for Institutionalized Consumerism," in O.C. Ferrell and R. La Garce (eds.), Public Policy Issues in Marketing, Lexington Books, 1975.

Gillespie, S.M. and Michael J. Houston. An Analysis of Seafood Consumption Patterns and Product Perceptions in Texas, Technical Paper, TAMU-SG-75.

Hattwick, R.E., R.W. Jefferson, and Michael J. Houston. "Toward a Behavioral Theory of Consumer Choice," in T. Ball et al. (eds.), Marketing Readings: An Enrichment of Concepts, Waveland Press, 1979.

Houston, Michael J. and Michael L. Rothschild. An Experimental Investigation of the Efficacy of Warning Messages in Antacid Television Commercials. Report to the Federal Trade Commission, November 9, 1978.

Beckwith, N., Michael J. Houston, R. Mittelstaedt, K. Monroe, and S. Ward (eds.). 1979 Educators' Conference Proceedings, American Marketing Association, 1979.

Houston, Michael J. "Consumer Behavior," in Marketing for Financial Institutions, The Institute of Financial Education, 1982, 1987.

Busch, Paul and Michael J. Houston. Marketing: Strategic Foundations, (Homewood: Richard D. Irwin, Inc., 1985).

Houston, Michael J. and Richard J. Lutz (eds.). Marketing Communications: Theory and Research, (Chicago: American Marketing Association, 1985).

Houston, Michael J. (Ed.). Review of Marketing. 1987, (Chicago: American Marketing Association, 1987).

Houston, Michael J. (ed.). Advances in Consumer Research, Vol. 15, (Provo, UT: Association for Consumer Research, 1988).

Bovee, C.L., Michael J. Houston, and J.V. Thill, Marketing, 2nd ed., (New York: McGraw-Hill, 1995).

Houston, Michael J., "Building A Successful Alliance: A New Era for WSE and the Carlson School," in Polish-American MBA at the Warsaw School of Economics: Lessons Learned from an International Partnership, A. Sulejewicz and M. Zaidi (eds.), Warsaw School of Economics Press, 2000.

Loken, Barbara, Rohini Ahluwalia, and Michael J. Houston (eds.), Brands and Brand Management: Contemporary Research Perspectives, (New York: Routledge, 2010).

Loken, Barbara, Rohini Ahluwalia, and Michael J. Houston, "On the Science of Branding: An Introduction," in Loken et al. (eds.), Brands and Brand Management: Contemporary Research Perspectives, (New York: Routledge, 2010).

Loken, Barbara, Christopher Joiner, and Michael J. Houston, "Leveraging a Brand Through Brand Extension," in Loken et al. (eds.), Brands and Brand Management: Contemporary Research Perspectives, (New York: Routledge, 2010).

Ng, Sharon, Michael J. Houston, And Rohini Ahluwalia, "Culture and Branding," in Lee, A. and S. Ng, Handbook of Culture and Consumer Behavior, forthcoming.

Book Review

Schoner, B. and K. Uhl. Marketing Research, 2nd ed., John Wiley and Sons, Inc., 1975. Review appeared in Journal of Marketing, April 1976.

INVITED PRESENTATIONS

1982 - New York University (Marketing Leaders Series)
1983 - University of Minnesota
University of Illinois
1986 - University of Michigan (D. Maynard Phelps Distinguished Lecture Series)
1988 - University of Texas at Austin
University of Southern California
UCLA
Washington State University
1989 - University of Arizona
Ohio State University
1990 - Stanford University (Marketing Camp)
Case Western Reserve University
1991 - University of Notre Dame
1996 - University of Pittsburgh
1998 - National University of Singapore
Kansas State University (1998 Distinguished Lecturer)

1999 - Vienna University of Economics and Business Administration
2000 - Vienna University of Economics and Business Administration
2002 - University of Kentucky
University of Innsbruck
2004 - University of Murcia, Spain (EMAC Conference)
Conference, "Brand Magic," Warsaw, Poland
2006 - Nanyang Technological University (Singapore)
2007 - University of Hawaii (Manoa)
2008 - Nanyang Technological University (Singapore)
2009 - Carlson School Faculty Lecture Series, University of Minnesota

PROFESSIONAL SERVICE ACTIVITIES

Editorial Activities

Editor, Journal of Marketing Research, 1988-1991.
Editorial Board, Journal of Marketing Research, 1978-1988, 1991-2003.
Editorial Board, Journal of Marketing, 1978-1993, 2002-2005.
Editorial Board, Journal of Retailing, 1980-1992.
Editorial Board, Journal of Consumer Research, 1987-2005.
Judge, Ferber Award, 1997.
Editorial Board, Journal of Consumer Psychology, 1991-present.
Editorial Board, Asian Journal of Marketing, 2000-present.
Editorial Board, European Business Forum, 2005-2008.
Editorial Board, International Journal of Research in Marketing, 2007-present.
Consulting Editor, McGraw-Hill, 1988-1997.
Advisory Board, Journal of Health Care Marketing, 1988-1991.

Service to American Marketing Association

Track Chair, AMA Summer Educators' Conference, 1979.
Doctoral Consortium Faculty, 1979, 1983, 1985, 1986, 1988, 1989, 1990, 1991, 1993, 1996, 2002, 2003 (co-chair), 2005 (invited).
Chair, Doctoral Dissertation Awards, 1983.
Co-Chair, Winter Educators' Conference, Phoenix, AZ, February 1985.
Committee to Select AMA/Irwin Distinguished Marketing Educator, 1993, 1994, 1995 (Chair), 1996 (Chair).
Vice President of Publications, 2000-2004.
Co-Chair, AMA-Sheth Foundation Doctoral Consortium, 2003.
Co-Chair, AMA Workshop for New Faculty, "Making the Transition," 2005, 2006, 2007.
Publications Task Force, 2006-2007.
Academic Co-Chair, Knowledge Coalition, 2007-present.
Journal of Marketing Research Editor Selection Committee, 2008

Journal of International Marketing Editor Selection Committee, 2009
Journal of Marketing Editor Selection Committee, 2010.

Service to Association for Consumer Research

Treasurer, 1982.
Judge, Doctoral Dissertation Grant Competition, 1980-1981.
Conference Program Committee, 1986.
Conference Program Chair and Proceedings Editor, 1987.
Director-Academic, 1998-2001.
Chair, Founders Award Committee, 2001.

Reviewer, Competitive Papers, Various AMA and ACR Conferences, 1973-present.
Track Chair, Academy of International Business International Conference, 2001.
Track Chair, European Marketing Academy Conference, Murcia, Spain, 2004.
External Review Committee for School of Business, National University of Singapore, 2003.
External Examiner, Department of Marketing, Nanyang Technological University, Singapore, 2004-2008.

UNIVERSITY SERVICE (Major Assignments--University of Minnesota Only)

Carlson School of Management

Executive Committee, Carlson School of Management, 1986-1996, 2001-present.
Search Committee (Chair) - Director of Executive Development Center, 1986-1987.
MBA Review Committee, 1987.
Search Committee - Director of MBA Program, 1987-1988.
Planning Committee, Carlson School of Management, 1987-1988, 1988-1989.
Dean's Advisory Council, Carlson School of Management, 1991-1996.
International Task Force (Chair), Carlson School of Management, 1992-1994.
Research Committee, Carlson School of Management, 1987-1988, 1989-1990 (Chair), 1990-1991 (Chair).
Ph.D. Committee, Carlson School of Management, 1986-1987, 1987-1988, 1988-1989, 1989-1990, 1990-1991.
Dean's Search Committee, 1990-1991.
Chair, New Building Committee, 1992-1999.
Warsaw Executive MBA Program-Academic Director, 1998-present.
Vienna Executive MBA Program-Academic Director, 1999-present.
Performance Management Task Force, 1998-1999.
Undergraduate Core Council, 2000-2001.
Diversity Committee, 2001-2003.

MBA Program Committee, 2002-2003, 2003-2004, 2004-2005.
Enterprise Oversight Committee, 2002-2003, 2003-2004, 2004-2005.
Academic Director, Carlson Brand Enterprise, 2003-2005, 2007-2009.
Coordinator, Brand Matters Lecture Series, 1999-present.
Honors Committee, 2011.
Various Search Committees and Reading Committees

University of Minnesota

University of Minnesota Internal Consulting Committee, 1993.
University of Minnesota Enrollment Management Committee, 1993-1994, 1995-1996.
University of Minnesota State Subsidy Allocation Committee, 1995-1996.
Steering Committee, The Retail Food Industry Center, 1996-1997, 1997-1998, 1998-1999.
University Advisory Committee on Study Abroad, 1998-1999, 1999-2000, 2003-2004, 2004-2005.
All-University Non-Health Sciences Promotion & Tenure Committee, 1998-1999, 1999-2000, 2000-2001, 2001-2002 (chair).
Steering Committee, NCA Focused Site Visit, 1999-2000, 2000-2001.
Advisory Committee, Center for Austrian Studies, 2002-present.
Search Committee, Associate Vice President of International Programs, 2005-2006.
Advisory Committee on International Research, 2006-2007, 2007-2008.
Search Committee, Director of China Center, 2007.
International Programs Council, 2006-present.
Advisory Board, China Center, 2008-present.
Advisory Board, Center for Advanced Research on Language Acquisition, 2009-10, 2010-11, 2011-12.