



## Condensed Curriculum Vitae of Attila Yaprak (2015)

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**Dr. Attila Yaprak** is a Professor of Marketing and International Business, Board of Visitors Faculty Fellow, and Director of the Doctoral Programs in the Business School at Wayne State University. He is also a Network Faculty member at Sabanci University (Turkey). He has served as the Director of the Center for International Business Studies (1991-2004) and the Associate Dean for Research in the Business School at Wayne State (1994-1998), and as the Executive Director of the Academy of International Business (1992-1995). During his tenure as the Director of CIBS, he raised funding to manage programs that internationalized the Business School's faculty, students, and curricula. As the Associate Dean, he managed the Business School's scholarly and funded research effort. As the Executive Director of the AIB, he managed the AIB's Secretariat and the AIB Foundation.

Dr. Yaprak received a Ph. D. degree in marketing and international business at Georgia State University (1978) and MBA (1973) and BS (1971) degrees at Indiana University. His doctoral dissertation, "*Formulating a Multinational Marketing Strategy: A Deductive, Cross-National Consumer Behavior Model*" was selected as one of four finalists for the Farmer Dissertation Award of the Academy of International Business (1979). Dr. Yaprak's research and teaching interests focus on global marketing strategy, cross-national consumer behavior, marketing theory, international alliances, and international business in and from emerging economies.

Dr. Yaprak's research has been published in the *Journal of the Academy of Marketing Science*, *Journal of International Business Studies*, *Journal of Business Research*, *Journal of World Business*, *Journal of Advertising*, *Journal of International Marketing*, *International Marketing Review*, *International Business Review*, *Management International Review*, *Political Psychology*, *European Journal of Marketing*, *R&D Management*, *International Journal of Conflict Management*, *International Journal of Industrial Engineering*, *Journal of East West Business*, *Quality Management Journal*, *Simulation and Gaming Journal*, *Journal of International Consumer Marketing*, *Advances in International Marketing*, and the *Proceedings* of the conferences of many scholarly associations. Cases and chapters authored by him have appeared in international marketing textbooks and scholarly books such as the *Handbook of Research in International Marketing*, and *Product and Country Images*. One of his co-authored articles published in the *Journal of International Business Studies* in 1987 was a finalist for the *JIBS Decade Award* in 1997. Dr. Yaprak is the Co-Editor of *Handbook of Emerging Market Multinational Corporations* (2015), *Globalization, the Multinational Firm and Emerging Economies* (2000), and a co-author of *Conducting Market Research for International Business* (2009). Recent articles co-authored by him (2010-2015) on emerging market multinationals, international alliances, international pricing, global branding, and global strategy have appeared in the *Journal of the Academy of Marketing Science*, *Journal of Business Research*, *Journal of International Marketing*, *International Marketing Review*, *International Business Review*, *Journal of World Business*, *Management International Review*, and the *Handbook on International Marketing Research* and *Handbook on Institutional Approaches to International Business*.

Dr. Yaprak has served as the Associate Editor for International Business at the *Journal of Business Research*, is (or has been) a member of the editorial review boards of the *Journal of International Marketing*, *International Marketing Review*, *International Business Review*, *Journal of Business Research*, *Journal of Asia-Pacific Business*, and *Marketing Management*. He has served as a reviewer for the *Journal of Marketing*, *Journal of International Business Studies*, *Journal of the Academy of Marketing Science*, *Advances in International Marketing*, *European Journal of Marketing*, *Journal of Product Innovation Management*, and *Journal of Operations Management*.

Dr. Yaprak is the recipient of the Academy of Marketing Science's *Outstanding Marketing Professors Award*, a teaching excellence award extended annually to three marketing faculty worldwide (2007); the *Distinguished Researcher Award* (2006) the *Distinguished Teacher Award* (2000), the *Graduate Excellence in Teaching Award* (1994 and 1998), and the *Distinguished Faculty Award* (1985), all given by the School of Business at Wayne State; and the *Wayne State University President's Award for Excellence in Teaching*, an award given to only six faculty university-wide (1982). He was awarded a *Visiting Scholar Fellowship* to Sabanci University by the Turkish Academy of Sciences in 2009, and a *Gambrinus Fellowship* at the Technische Universitat Dortmund, Germany in 2013.

Dr. Yaprak has developed and/or taught doctoral, graduate, and undergraduate courses in marketing and international business at Wayne State and the *Ecole Management de Lyon* (France), *Sabanci University* (Turkey), the *University of Munich* (Germany), *Jiang Xi College for International Trade* (China), *Trade Training Center* (the Philippines), and the *University of Michigan*, and *Michigan State University*. In addition to teaching the doctoral seminars in marketing theory and marketing strategy at Wayne State, he has taught in research seminars at the *Universidad Autonoma de Barcelona* (Spain) and the *Martti Ahtisaari Institute for Global Business at the University of Oulu* (Finland). He has co-lead faculty development in international business seminars at the *University of Memphis* (sixteen times) and the *University of South Carolina* (four times). He has developed interdisciplinary curricula and research programs on Eastern Europe and North America. His research and curriculum work at the International Trade Center, the WTO has taken him to China, Nepal, the Philippines, and Thailand. He has developed/co-developed curricula in foreign market entry planning, and on Eastern European Business, US-China Business, the North American Economy, and Marketing in Emerging Economies. He is a co-developer of the *EXPORTS* and the *MAPS* expert systems, and the *PROGRESS* simulation game. He has been a panelist at the Faculty Development Consortium (1996), and the plenary session of the annual conferences of the Academy of Marketing Science (1991) and its World Marketing Congresses (1993, 1989, 1988, 1985); the national conferences of the Academy of International Business (2000, 1983); the American Marketing Association's Educators' Conferences (1992, 1998) and Faculty Development Programs (1991, 1998); and the international conference of the European International Business Academy (1997). He has taught executive development programs on global marketing strategy and marketing research, and has coached senior executives in Turkey. He has served on 38 doctoral dissertation/master's thesis committees in the United States and abroad.

Dr. Yaprak's research has been funded by competitive grants awarded him by the *US Department of Education* (five separate grants in 1992-2002), *NSF/Greenfield Coalition* (1998-99), the *US Small Business Administration* (1989), and *DTE Energy* (1994-96). He has served on national/international grant funding review panels for the *US Department of Education* (including the prestigious CIBER program competition seven times), the *US Department of Defense* (National Security Education Program), and the *Social Sciences and Humanities Research Council of Canada* and the *Israeli Science Foundation*. He has provided advice to universities internationalizing their business curricula. He is married to Dr. Ece Yaprak, a Professor of Computer Engineering at WSU and a Director at the National Science Foundation, Washington. They have three children and four grandchildren. **[Updated 12/2015]**