

John D Branch

Academic Curriculum Vitae

Summary:

- International teacher, trainer, researcher, speaker, consultant, and educational administrator
- Expertise in introductory marketing, marketing management, go-to-market strategy, consumer behaviour, marketing research, international marketing, services marketing, innovation, research methods, cross-cultural business, pedagogy, international business education, and educational administration
- Experience in more than 50 universities, government agencies, and both for-profit and not-for-profit organisations in Europe, Asia, Africa, and the Americas

Address:

Stephen M. Ross School of Business
University of Michigan
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Ann Arbor, Michigan
USA, 48109-1234
Tel.: 1.734.647.5301
E-Mail: jdbranch@umich.edu

Date of Birth:

28 December 1967

Citizenship:

Canadian

Languages:

English, French, Basic Russian, Basic Spanish

Education:

Degrees:

January 2019 to June 2020	Doctor of Professional Studies (DProf) Middlesex University London, England
September 2011 to April 2017	Doctor of Education (EdD) University of Michigan Dearborn, USA
January 1997 to October 2004	Doctor of Philosophy (PhD) University of Cambridge Cambridge, England
August 2001 to August 2003	Master of Arts in Education (MAEd) Washington University in Saint Louis Saint Louis, USA
September 199 to April 1993	Master of Business Administration (MBA) University of New Brunswick Fredericton, Canada
September 1986 to April 1990	Bachelor of Engineering Science (BESc) University of Western Ontario London, Canada

Graduate Courses:

September 1993 to December 1993	Business Research Methods École Supérieure de Commerce de Rennes Rennes, France
September 1993 to December 1993	Market Data Analysis École Supérieure de Commerce de Rennes Rennes, France
May 1992	Restructuring and Reorganization Warsaw School of Economics Warsaw, Poland

Awards:**Athletic Honours:**

June 2001	Scott Furey Award University of Cambridge Cambridge, England
March 2000	Cambridge Varsity Half-Blue Athlete University of Cambridge Cambridge, England
March 1999	Cambridge Varsity Half-Blue Athlete University of Cambridge Cambridge, England
March 1998	Cambridge Varsity Half-Blue Athlete University of Cambridge Cambridge, England
June 1997 to May 1998	Captain, Varsity Blues Ice Hockey Team University of Cambridge Cambridge, England
March 1997	Cambridge Varsity Half-Blue Athlete University of Cambridge Cambridge, England
April 1992	C.I.A.U. Academic All-Canadian Athlete University of New Brunswick Fredericton, Canada
April 1989	Bronze Mustang Athlete University of Western Ontario London, Canada

Professional Honours:

June 2012	Fellow Global Marketing Network Cambridge, England
January 2009	Fellow Chartered Institute of Marketing Maidenhead, England

Professional Qualifications:

September 1998 to Present	Chartered Marketer Chartered Institute of Marketing Maidenhead, England
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Research Honours:

July 2024	Nominee, CUIBE Best Paper on <i>International Business Education</i> Academy of International Business Annual Conference Seoul, Korea
July 2024	Nominee, <i>AIB Insights</i> Award Academy of International Business Annual Conference Seoul, Korea
November 2022	Best Paper in <i>Reconceptualizing Marketing Track</i> Society for Marketing Advances Annual Conference Charlotte, USA
November 2017	Best Paper in <i>Product and Brand Management Track</i> Society for Marketing Advances Annual Conference Louisville, USA

Research Honours (continued):

April 2017
 Doctoral Honors
 University of Michigan
 Dearborn, USA

Scholarships:

September 1992 to April 1993
 Graduate Scholarship
 University of New Brunswick
 Fredericton, Canada

September 1992 to April 1993
 Graduate Research Assistantship
 University of New Brunswick
 Fredericton, Canada

September 1986 to April 1990
 Fahramet/Indusmin Academic Scholarship
 University of Western Ontario
 London, Canada

Teaching Honours:

April 2026
 Winner
 Neary MBAn Teaching Award, Ross School of Business
 Ann Arbor, USA

April 2026
 J. Frank Yates Inclusive Teaching Excellence Award
 University of Michigan
 Ann Arbor, USA

March 2026
 Honored Instructor
 University of Michigan
 Ann Arbor, USA

May 2025
 Nominee
 ACUM Outstanding Advisor Award, University of Michigan
 Ann Arbor, USA

April 2025
 Last Lecture Speaker
 MBA, Ross School of Business
 Ann Arbor, USA

April 2025
 Graduation Speaker
 Executive MBA, Ross School of Business
 Ann Arbor, USA

April 2025
 Last Lecture Speaker
 Weekend MBA, Ross School of Business
 Ann Arbor, USA

April 2024
 Last Lecture Speaker
 Weekend MBA, Ross School of Business
 Ann Arbor, USA

April 2024
 Winner
 Executive Education Teaching Award, Ross School of Business
 Ann Arbor, USA

April 2023
 Winner
 Neary Weekend MBA Teaching Award, Ross School of Business
 Ann Arbor, USA

April 2023
 Winner
 Neary MM Teaching Award, Ross School of Business
 Ann Arbor, USA

May 2021
 Winner
 Arnie Ludwig Outstanding Professor, University of Notre Dame
 Notre Dame, USA

Teaching Honours (continued):

December 2019	Nominee Teaching Innovation Prize, University of Michigan Ann Arbor, USA
April 2019	Winner Neary Weekend MBA Teaching Award, Ross School of Business Ann Arbor, USA
April 2019	Winner Neary MM Teaching Award, Ross School of Business Ann Arbor, USA
March 2018	Nominee Neary MBA Teaching Award, Ross School of Business Ann Arbor, USA
January 2018	Nominee Service in International Education, University of Michigan Ann Arbor, USA
March 2017	Nominee Golden Apple Award, University of Michigan Ann Arbor, USA
March 2017	Winner Neary MM Teaching Award, Ross School of Business Ann Arbor, USA
March 2016	Nominee Neary MBA Teaching Award, Ross School of Business Ann Arbor, USA
March 2015	Winner Executive Education Teaching Award, Ross School of Business Ann Arbor, USA
March 2015	Winner Neary Weekend MBA Teaching Award, Ross School of Business Ann Arbor, USA
March 2015	Nominee Neary BBA Teaching Award, Ross School of Business Ann Arbor, USA
March 2015	Nominee Neary MM Teaching Award, Ross School of Business Ann Arbor, USA
October 2014	Council on Global Engagement Award Nominee University of Michigan Ann Arbor, USA
April 2013	Nominee Neary MM Teaching Award, Ross School of Business Ann Arbor, USA
April 2012	Nominee Neary MBA Teaching Award, Ross School of Business Ann Arbor, USA
November 2011	Champion Sherwin-Williams Distinguished Teaching Award Atlanta, USA
September 2011	Graduation Speaker Executive MBA, Ross School of Business Ann Arbor, USA

Teaching Honours (continued):

November 2010	Finalist Sherwin-Williams Distinguished Teaching Award Atlanta, USA
March 2009	Nominee Neary BBA Teaching Award, Ross School of Business Ann Arbor, USA
February 2009	Nominee Teaching Innovation Prize, University of Michigan Ann Arbor, USA
May 2006	Reid Teaching Award Washington University in Saint Louis Saint Louis, USA
November 2005	Finalist Houghton Mifflin Innovative Teacher Award San Antonio, USA
May 2003	Reid Teaching Award Washington University in Saint Louis Saint Louis, USA
November 2002	Winner Houghton Mifflin Innovative Teacher Award Saint Petersburg, USA

Research Experience:**Assistantships:**

September 1992 to April 1993	Research Assistant University of New Brunswick Fredericton, Canada
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Blog Postings:

Boumgarden, Peter; & John Branch. "Collective Impact or Coordinated Blindness." *Stanford Social Innovation Review*. 14 February 2013. http://www.ssireview.org/blog/entry/collective_impact_or_coordinated_blindness

Branch, John. "On Concepts." AEA365—A Tip-a-Day By and For Evaluators. American Evaluation Association, 18 June 2012. <http://aea365.org/blog/?p=6638>

Book Chapters:

Branch, John; Jack Lipkind; and David Wernick. "Exploring Love As an Educational Value of Compassionate Pedagogy." In: Nygaard, Claus (ed.). *Compassionate Pedagogy in Higher Education*. Faringdon, England: Libri Publishing, 2026, pp. 349-363.

Branch, John; Jack Lipkind; and David Wernick. "Advancing Global Competence Through International Service Learning: Bandhwari Women's Project." In: Katsura, Ourania; and Krishna Bista (eds.). *Advancing Global Competencies in Education: Theory and Practice*. New York, USA: Routledge, 2025, pp. 110-121.

Branch, John; and Amy Gillett. "Unlocking the Wealth of Cultures with Technology." In: de Gennaro, Davide; and Marco Marino (eds.). *Global Classroom: Multicultural Approaches and Organizational Strategies in Teaching and Learning Business and Economics*. Bingley, UK: Emerald, 2024, pp. 123-136.

Branch, John; and David Wernick. "The Use of Debate Cases to Enhance Students' Analytical Skills." In: Nygaard, Claus (ed.). *Enhancing Students' Learning Outcomes*. Faringdon, England: Libri Publishing, 2023, pp. 263-287.

Branch, John. "Physician, Heal Thyself: Discovering My Educational Values With a View to Enhancing Students' Learning Outcomes." In: Nygaard, Claus (ed.). *Enhancing Students' Learning Outcomes*. Faringdon, England: Libri Publishing, 2023, pp. 33-56.

Branch, John; and Mehmet Durnali. "Preface." In: Branch, John; and Mehmet Durnali (eds.). *Global Perspectives on the Internationalisation of Higher Education*. Hershey, USA: IGI Global, 2023, pp. xxi-xxxviii.

Branch, John; and Bryan Christiansen. "Preface." In: Branch, John; & Bryan Christiansen (eds.). *Analyzing International Business Operations in the Post-Pandemic Era*. Hershey, USA: IGI Global, 2023, pp. xii-xviii.

Book Chapters (continued):

- Apaydin, Marina; John Branch; and Amy Gillett. "Business and Culture: A Virtual Exchange Across Four Countries." In: Perez, Aaron; and Senol Orakci (eds.). *Pedagogy, Presence, and Motivation in Online Education*. Hershey, USA: IGI Global, 2022, pp. 168-186.
- Branch, John; and David Wernick. "The Transnationalization of Business Education." In: Zhuplov, Anatoly (ed.). *Global Trends, Dynamics, and Imperatives for Strategic Development in Business Education in an Age of Disruption*. Hershey, USA: IGI Global, 2022, pp. 34-57.
- Wernick, David; and John Branch. "Teaching Cross-cultural Competence in a Smart Machine Age: The Role of International Service Learning in the Business School Curriculum." *Global Trends, Dynamics, and Imperatives for Strategic Development in Business Education in an Age of Disruption*. In: Zhuplov, Anatoly (ed.). Hershey, USA: IGI Global, 2022, pp. 92-109.
- Branch, John. "Fetishism and Consumer Value." In: Burns, David (ed.). *Multifaceted Explorations of Consumer Culture and Its Impact*. Hershey, USA: IGI Global, 2018, pp. 22-40.
- Branch, John. "A History of the Stockholm School of Economics." In: Christiansen, Bryan (ed.). *Economic and Geopolitical Perspectives of the Commonwealth of Independent States and Eurasia*. Hershey, USA: IGI Global, 2018, pp. 157-177.
- Branch, John. "A Review of Transnational Higher Education." In: Smith, Brent (ed.). *Mission-Driven Approaches in Modern Business Education*. Hershey, USA: IGI Global, 2018, pp. 234-253.
- Branch, John; Marcus Collins; & Eldad Yogev-Slotnick. "New Paradigms, Perspectives and Practices." In: Branch, John; Marcus Collins; & Eldad Yogev-Slotnick (eds.). *Contemporary Issues in Digital Marketing: New Paradigms, Perspectives and Practices*. Faringdon, England: Libri Publishing, 2018, pp. 1-24.
- Collins, Marcus; & John Branch. "And She Told Two Friends: The Power of the Network in Digital Marketing." In: Branch, John; Marcus Collins; & Eldad Yogev-Slotnick (eds.). *Contemporary Issues in Digital Marketing: New Paradigms, Perspectives and Practices*. Faringdon, England: Libri Publishing, 2018, pp. 57-67.
- Collins, Marcus; & John Branch. "Location, Location, Location: Environmental Conditions in Digital Marketing." In: Branch, John; Marcus Collins; & Eldad Yogev-Slotnick (eds.). *Contemporary Issues in Digital Marketing: New Paradigms, Perspectives and Practices*. Faringdon, England: Libri Publishing, 2018, pp. 69-85.
- Branch, John. "Accountability in the Management Education Industry." In: Hall, David; & Gabriel O. Ogunmokun (eds.). *Higher Education Leadership, Management and Marketing: Research and Perspectives*. Perth, Australia: Global Publishing House International, 2018, pp. 1-10.
- Branch, John. "Leadership in Management Education: Challenges and Prescriptions." In: Hall, David; & Gabriel O. Ogunmokun (eds.). *Higher Education Leadership, Management and Marketing: Research and Perspectives*. Perth, Australia: Global Publishing House International, 2018, pp. 111-123.
- Hørsted, Anne; Paul Bartholomew; John Branch; & Claus Nygaard. "A Possible Conceptualisation of Innovative Teaching and Learning in Higher Education." In: Nygaard, Claus; John Branch; Paul Bartholomew; & Anne Hørsted (eds.). *New Innovations in Teaching and Learning in Higher Education*. Faringdon, England: Libri Publishing, 2017, pp. 1-22.
- Branch, John; & Tim Hartge. "Using the ECTS for Learning-Centred Curriculum Design." Nygaard, Claus; John Branch; & Anne Hørsted (eds.). *Learning-Centred Curriculum Design in Higher Education*. Faringdon, England: Libri Publishing, 2017, pp. 221-238.
- Hartge, Tim; & John Branch. "Academic Rigour: Harnessing High-Quality Connections and Classroom Conversations." Nygaard, Claus; John Branch; & Anne Hørsted (eds.). *Learning-Centred Curriculum Design in Higher Education*. Faringdon, England: Libri Publishing, 2017, pp. 275-290.
- Branch, John; Anne Hørsted; & Claus Nygaard. "Four Perceptions of Curriculum: Moving Learning to the Forefront of Higher Education." In: Nygaard, Claus; John Branch; & Anne Hørsted (eds.). *Learning-Centred Curriculum Design in Higher Education*. Faringdon, England: Libri Publishing, 2017, pp. 1-26.
- Nygaard, Claus; John Branch; & Anne Hørsted. "An Introduction to Teaching and Learning Entrepreneurship." In: Nygaard, Claus; John Branch; & Anne Hørsted (eds.). *Teaching and Learning Entrepreneurship*. Faringdon, England: Libri Publishing, 2017, pp. 1-14.
- Branch, John; & Anne Hørsted. "An Introduction to Globalisation of Higher Education." In Branch, John; & Anne Hørsted (eds.). *Globalisation of Higher Education: Political, Institutional, Cultural, and Personal Perspectives*. Faringdon, England: Libri Publishing, 2017, pp. 1-16.

Book Chapters (continued):

- Branch, John. "Transnational Higher Education." In Branch, John; & Anne Hørsted (eds.). *Globalisation of Higher Education: Political, Institutional, Cultural, and Personal Perspectives*. Faringdon, England: Libri Publishing, 2017, pp. 95-121.
- Pauna, Diana; & John Branch. "The Internationalisation of the Stockholm School of Economics." In Branch, John; & Anne Hørsted (eds.). *Globalisation of Higher Education: Political, Institutional, Cultural, and Personal Perspectives*. Faringdon, England: Libri Publishing, 2017, pp. 123-144.
- Nygaard, Claus; John Branch; Sarah Hayes; & Anne Hørsted. "Introduction." In: Nygaard, Claus; John Branch; Sarah Hayes; & Anne Hørsted (eds.). *Innovative Teaching and Learning in Higher Education*. Faringdon, England: Libri Publishing, February 2017, pp. 1-20.
- Bartholomew, Paul; John Branch; & Nygaard, Claus. "Introduction." In: Nygaard, Claus; John Branch; & Paul Bartholomew (eds.). *Assessing Learning in Higher Education*. Faringdon, England: Libri Publishing, 2016, pp. 1-10.
- Pauna, Diana; & John Branch. "Student Development at the Stockholm School of Economics in Riga." In: Nygaard, Claus; John Branch; & Paul Bartholomew (eds.). *Assessing Learning in Higher Education*. Faringdon, England: Libri Publishing, 2016, pp. 39-58.
- Nygaard, Claus; John Branch; & Paul Bartholomew. "Introducing Technology-Enhanced Learning." In: Nygaard, Claus; John Branch; & Paul Bartholomew (eds.). *Technology-Enhanced Learning in Higher Education*. Faringdon, England: Libri Publishing, 2015, pp. 1-16.
- Branch, John; Claus Nygaard; Paul Bartholomew; & Linda Scott-Webber. "Practising Learning Space Design." In: Branch, John; Claus Nygaard; Paul Bartholomew; & Linda Scott-Webber (eds.). *Learning Spaces in Higher Education*. Faringdon, England: Libri Publishing, 2014, pp. 1-19.
- Nygaard, Claus; John Branch; & Paul Bartholomew. "An Introduction to Case-Based Learning." In: Nygaard, Claus; John Branch; & Paul Bartholomew (eds.). *Case-Based Learning in Higher Education*. Faringdon, England: Libri Publishing, 2014, pp. 1-16.
- Nygaard, Claus; John Branch; & Clive Holtham. "A Call for Contemporary Practices of Learning in Higher Education." In: Nygaard, Claus; John Branch; & Clive Holtham (eds.). *Learning in Higher Education— Contemporary Standpoints*. Faringdon, England: Libri Publishing, 2013, pp. 1-10.
- Branch, John; & Alyssa Martina. "Universal Design for Learning in Higher Education." In: Nygaard, Claus; John Branch; & Clive Holtham (eds.). *Learning in Higher Education— Contemporary Standpoints*. Faringdon, England: Libri Publishing, 2013, pp. 111-126.
- Branch, John; Lewis Hershey; & David Vannette. "The Use of RISK® for Introducing Marketing Strategy." In: Nygaard, Claus; Clive Holtham; & Nigel Courtney (eds.). *Beyond Transmission: Innovations in University Teaching*. Faringdon, England: Libri Publishing, 2011, pp. 216-231.
- Branch, John; Huai-Mei Chiang; & Ivan Goenawan. "Analogical Learning in Higher Education." In: Nygaard, Claus; & Clive Holtham (eds.). *Improving Student Learning Outcomes*. Copenhagen Business School: Copenhagen, Denmark, 2009, pp. 149-162.
- Branch, John; & Maja Martinovic. "Brand Management in Emerging Markets: Private Label Branding in Croatia and the Case of Dona Trgovina D.O.O." In: Singh, Satyendra (ed.). *Handbook of Business Practices and Growth in Emerging Markets*. World Scientific Publishing: London, England, 2009, pp. 161-179.
- Branch, John. "Postmodern Consumption and the High-Fidelity Audio Microculture." In: Belk, Russell; & John Sherry (eds.). *Research in Consumer Behavior Volume 11: Consumer Culture*. Oxford, England: Elsevier, 2007, pp. 63-84.

Books:

- Branch, John; & Bryan Christiansen (eds.). *Contemporary Geoeconomical and Geopolitical Influences on International Business*. Hershey, USA: IGI Global, 2026.
- Branch, John; & Bryan Christiansen (eds.). *Examining Modern Economic Anthropology*. Hershey, USA: IGI Global, 2026.
- Branch, John; & Bryan Christiansen (eds.). *Critical Economic Implications of Global Demographic Changes*. Hershey, USA: IGI Global, 2026.
- Branch, John; and Mehmet Durnalı (eds.). *Global Perspectives on the Internationalisation of Higher Education*. Hershey, USA: IGI Global, 2023.

Books (continued):

- Branch, John; & Bryan Christiansen, Bryan (eds.). *Analysing International Business Operations in the Post Pandemic Era*. Hershey, USA: IGI Global, 2023.
- Apaydin, Marina; John Branch; Michael Dent; and Otto Regalado (eds.). *The Internationalisation of Higher Education*. Charlotte, USA: Information Age Publishing, 2023.
- Christiansen, Bryan; & John Branch (eds.). *The Marketisation of Higher Education: Policies, Practices, and Perspectives*. London, England: Palgrave Macmillan, 2021.
- Christiansen, Bryan; & John Branch (eds.). *Handbook of Research on Global Industry Transitions and Opportunities*. Hershey, USA: IGI Global, 2021.
- Christiansen, Bryan; John Branch; & Joanna Karmowska (eds.). *Cultural Factors and Performance in 21st Century Businesses*. Hershey, USA: IGI Global, 2020.
- Branch, John. *The Transnationalization of the Stockholm School of Economics*. Riga, Latvia: Lambert Academic Publishing, 2019.
- Branch, John; Marcus Collins; & Eldad Yogev-Slotnick (eds.). *Contemporary Issues in Digital Marketing: New Paradigms, Perspectives and Practices*. Faringdon, England: Libri Publishing, 2018.
- Nygaard, Claus; John Branch; Paul Bartholomew; & Anne Hørsted (eds.). *Learner-Centred Curriculum Design in Higher Education*. Faringdon, England: Libri Publishing, 2017.
- Nygaard, Claus; John Branch; & Anne Hørsted (eds.). *New Innovations in Teaching and Learning in Higher Education*. Faringdon, England: Libri Publishing, 2017.
- Nygaard, Claus; John Branch; & Anne Hørsted (eds.). *Teaching and Learning Entrepreneurship*. Faringdon, England: Libri Publishing, 2017.
- Branch, John; & Anne Hørsted (eds.). *Globalisation of Higher Education: Political, Institutional, Cultural, and Personal Perspectives*. Faringdon, England: Libri Publishing, 2017.
- Nygaard, Claus; John Branch; Sarah Hayes; & Anne Hørsted (eds.). *Innovative Teaching and Learning in Higher Education*. Faringdon, England: Libri Publishing, 2017.
- Nygaard, Claus; John Branch; & Paul Bartholomew (eds.). *Assessing Learning in Higher Education*. Faringdon, England: Libri Publishing, 2016.
- Nygaard, Claus; John Branch; & Paul Bartholomew (eds.). *Technology-Enhanced Learning in Higher Education*. Faringdon, England: Libri Publishing, 2015.
- Branch, John; Claus Nygaard; Paul Bartholomew; & Linda Scott-Webber (eds.). *Learning Spaces in Higher Education*. Faringdon, England: Libri Publishing, 2014.
- Nygaard, Claus; John Branch; & Paul Bartholomew (eds.). *Case-Based Learning in Higher Education*. Faringdon, England: Libri Publishing, 2014.
- Nygaard, Claus; John Branch; & Clive Holtham (eds.). *Learning in Higher Education—Contemporary Standpoints*. Faringdon, England: Libri Publishing, 2013.
- Chapter test materials for: Pride, William; & O.C. Ferrell. *Marketing*. 17th ed. Mason, USA: Cengage Publishing.
- Branch, John; Bob Eames; Stacy Jackson; Maribel McElroy; Steve VenderVeen; & David Vequist. *Capstone—Experiential Class Workbook*. Dubuque, USA: Kendall Hunt Publishing, 2009.

Book Reviews:

- Branch, John. "Review of 'Qualitative Research Using QSR NUD•IST' by Celia Gahan and Mike Hannibal." *Qualitative Market Research: An International Journal*, Volume 2, Number 1, 1999, pp. 47-48.

Book Series Editing:

- Barger, Mike; & Anne Craig (eds.). *Instructional Technology in Higher Education*. Leeds, United Kingdom: Emerald Publishing, forthcoming.
- Durnalı, Mehmet; & Pinar Ayyıldız (eds.). *Diversity, Equity, and Inclusion in Higher Education*. Charlotte, USA: Information Age Publishing, 2024.
- Cupid, Sherella; & Antione D Tomlin (eds.). *Black Experiences in Higher Education: Faculty, Staff, and Students*. Charlotte, USA: Information Age Publishing, 2023.

Book Series Editing (continued):

Apaydin, Marina; John D. Branch; Michael M. Dent; and Otto Regalado (eds.). *The Internationalisation of Higher Education*. Charlotte, USA: Information Age Publishing, 2023.

Cases:

Branch, John; Trent Warnke; and Brad Wyant. *The Chevrolet Volt: Why Did GM's Plug-In Hybrid Electric Vehicle Fail?*. Ann Arbor, USA: The William Davidson Institute. Ann Arbor, USA: The William Davidson Institute, under review.

Wernick, David; John Branch; and Jack Lipkind. *Walsh Whiskey: An Innovative Spirit-Maker Looks to Write the Next Chapter*. Ann Arbor, USA: The William Davidson Institute, 2025.

Wernick, David; John Branch; and Johanna Clancy. *The Belfast Distillery Company: Reviving an Iconic Spirits and Taking It Global*. Ann Arbor, USA: The William Davidson Institute, 2024.

Wernick, David; & John Branch. "Plus-Size Clothing: À la Mode or Fashion Faux Pas?" Toronto, Canada: TopHat, 2023.

Wernick, David; & John Branch. "Hershey's Ethical Supply Chain Dilemma." Toronto, Canada: TopHat, 2022.

Branch, John; & Kim Cameron. "Transforming Culture in the Kingdom: How Saudi Telecom Focused on People to Compete in the Digital Age." Ann Arbor, USA: The William Davidson Institute, 2019.

Branch, John. "Nike, Colin Kaepernick, and the NFL: Stand and Deliver?" Toronto, Canada: TopHat, 2018.

Branch, John. "Amazon: *Aqua Vitae* or River of Tears?" Toronto, Canada: TopHat, 2018.

Branch, John. "Smartwatches: Is Time Running Out for the Swiss Watchmaking Industry?" Toronto, Canada: TopHat, 2018.

Branch, John. "Afrikan Tähti: Coming to America?" Ann Arbor, USA: The William Davidson Institute, 2015.

Branch, John. "Arm & Hammer: Extending a Trusted Brand." Ann Arbor, USA: The William Davidson Institute, 2015.

Branch, John. "Clearshield: Evaluating Market Attractiveness." Ann Arbor, USA: The William Davidson Institute, 2015.

Branch, John. "Ecolab: Is Green the New Black?" Ann Arbor, USA: The William Davidson Institute, 2015.

Branch, John. "Hong Kong Philharmonic: A New Hope?" Ann Arbor, USA: The William Davidson Institute, 2015.

Branch, John. "Medivice: An Exploration of Key Account Management." Ann Arbor, USA: The William Davidson Institute, 2015.

Branch, John. "Samitivej Hospital: Medical Tourism in Thailand." Ann Arbor, USA: The William Davidson Institute, 2015.

Branch, John. "Schaeffler: Opportunities in Peru?" Ann Arbor, USA: The William Davidson Institute, 2015.

Branch, John. "Spry Chewing Gum: Blowing Bubbles in a Competitive Market." Ann Arbor, USA: The William Davidson Institute, 2015.

Branch, John. "Sussex Industries: New Products or New Markets?" Ann Arbor, USA: The William Davidson Institute, 2015.

Branch, John. "Woodmaster: Developing a Distribution Channel." Ann Arbor, USA: The William Davidson Institute, 2015.

Branch, John. "Delta Corporate Accounts: Measuring Customer Value." Ann Arbor, USA: The William Davidson Institute, 2015.

Branch, John. "Gardasil: Growing a New Market." Ann Arbor, USA: The William Davidson Institute, 2015.

Branch, John. "The Clean Hands Company: Market Selection." Ann Arbor, USA: The William Davidson Institute, 2015.

Augustine, Grace; & John Branch. "Chery Automobile: Vying for a Piece of the American Pie." Ann Arbor, USA: The William Davidson Institute, 2008.

Lee, Moses; & John Branch. "Giving Tree International: ESL Training in Vietnam." Ann Arbor, USA: The William Davidson Institute, 2008.

Branch, John. "Katie's Kakes." Ann Arbor, USA: The William Davidson Institute, 2008.

Cases (continued):

- Branch, John. "Jim Thompson Thai Silk." Ann Arbor, USA: The William Davidson Institute, 2008.
- Branch, John. "Maru Industries." Ann Arbor, USA: The William Davidson Institute, 2008.
- Branch, John. "Inline Fibreglass." Ann Arbor, USA: The William Davidson Institute, 2008.
- Branch, John. "Maru Industries." Ann Arbor, USA: The William Davidson Institute, 2008.
- Branch, John. "Inline Fibreglass." Ann Arbor, USA: The William Davidson Institute, 2008.
- Branch, John. "Sussex Chainless Bicycle." Ann Arbor, USA: The William Davidson Institute, 2008.
- Branch, John. "Irbis Motorcycle Factory." Ann Arbor, USA: The William Davidson Institute, 2008.
- Branch, John. "Vostok Watches." Ann Arbor, USA: The William Davidson Institute, 2008.
- Branch, John. "StrongFiber Company Limited." Ann Arbor, USA: The William Davidson Institute, 2008.

Conceptual Notes:

- Branch, John; & Patrick Ryan. "Note on Countertrade." Ann Arbor, USA: The William Davidson Institute, 2018.
- Branch, John. "Note on Culture." Ann Arbor, USA: The William Davidson Institute, 2018.
- Branch, John; & Steve Kardel. "Note on Remittances." Ann Arbor, USA: The William Davidson Institute, 2018.
- Branch, John. "A Note on International Trade Theory." Ann Arbor, USA: The William Davidson Institute, 2014.
- Sanchez-Burks, Jeffrey; & John Branch. "Bridging in a Globalizing World: Strategies and Tools for Developing Cultural Intelligence." Ann Arbor, USA: The William Davidson Institute, 2008.

Conference Organisation:

- Judge, Innovations in Teaching Competition, *Society for Marketing Advances 2024 Conference*. November 2024. Tampa, USA.
- Program Co-Chair, *Social Media Week Independent-Ann Arbor*. 15 September 2017. Ann Arbor, USA.
- Program Co-Chair, Learner-Centric Curriculum Design in Higher Education, *Learning in Higher Education 2017 Symposium*. June 2017. Aegina, Greece.
- Program Co-Chair, Teaching and Learning Innovations in Higher Education, *Learning in Higher Education 2017 Symposium*. May 2017. Copenhagen, Denmark.
- Program Co-Chair, Digital Marketing: New Paradigms, New Perspectives, New Practices, *Digital Marketing Symposium*. October 2016. Ann Arbor, USA.
- Program Co-Chair, Teaching and Learning Entrepreneurship, *Learning in Higher Education 2016 Symposium*. October 2016. Riga, Latvia.
- Program Co-Chair, The Globalisation of Higher Education, *Learning in Higher Education 2016 Symposium*. June 2016. Aegina, Greece.
- Program Co-Chair, Teaching and Learning Innovations in Higher Education, *Learning in Higher Education 2016 Symposium*. May 2016. Copenhagen, Denmark.
- Program Co-Chair, Assessment of Learning in Higher Education, *Learning in Higher Education 2015 Symposium*. June 2015. Aegina, Greece.
- Program Co-Chair, Technology-Enhanced Learning in Higher Education, *Learning in Higher Education 2014 Symposium*. June 2014. Aegina, Greece.
- Program Chair, *Society for Marketing Advances 2013 Conference*. October 2013. Hilton Head, USA.
- Program Co-Chair, Learning Spaces in Higher Education, *Learning in Higher Education 2013 Symposium*. October 2013. Ann Arbor, USA.
- Program Co-Chair, Case-Based Learning in Higher Education, *Learning in Higher Education 2012 Symposium*. June 2013. Aegina, Greece.
- Track Chair, Cengage Pride/Ferrell Innovations in Teaching Competition, *Society for Marketing Advances 2012 Conference*. November 2012. Orlando, USA.
- Program Co-Chair, Learning in Higher Education—Contemporary Perspectives, *Learning in Higher Education 2012 Symposium*. June 2012. Aegina, Greece.

Conference Organisation (continued):

Track Chair, Cengage Pride/Ferrell Innovations in Teaching Competition, *Society for Marketing Advances 2011 Conference*. November 2011. Memphis, USA.

Organiser, Speech by Emil Tedeschi, *CREES/Ross School of Business Speaker Series*. October 2011. Ann Arbor, USA.

Track Chair, Cengage Pride/Ferrell Innovations in Teaching Competition, *Society for Marketing Advances 2010 Conference*. November 2010. Atlanta, USA.

Track Chair, Cengage Pride/Ferrell Innovations in Teaching Competition, *Society for Marketing Advances 2009 Conference*. November 2009. New Orleans, USA.

Program Co-Chair, *Consumer Cultural Theory 2009 Conference*. June 2009. Ann Arbor, USA.

Track Chair, Houghton Mifflin Innovative Teacher Award, *Society for Marketing Advances 2008 Conference*. November 2008. Saint Petersburg, USA.

Track Chair, Houghton Mifflin Innovative Teacher Award, *Society for Marketing Advances 2007 Conference*. November 2007. San Antonio, USA.

Program Co-Chair, *Olin International Business Outlook 2005 Conference*. November 2005. Saint Louis, USA.

Program Co-Chair, *Olin International Business Outlook 2004 Conference*. November 2004. Saint Louis, USA.

Conference Panels:

Wernick, David; Jay Lipe; & John Branch. "Teaching Cross-Cultural Competence Through Experiential Learning: New Directions for IB and Management Instructors." *European International Business Academy Annual Conference*. December 2021. Madrid, Spain.

Newbury, William; John Branch; Joanna Scott-Kennel; and David Wernick. "Teaching International Business in the Covid-19 Era." *Academy of International Business Annual Conference*. July 2020. Online.

Branch, John; David Wernick; Ronaldo Parente; & Jay Lipe. "Best Practices, Trends and Technologies in Online International Business Education." *European International Business Academy Annual Conference*. December 2019. Leeds, England.

Branch, John; David Wernick; Ronaldo Parente; & Filip De Beule. "Teaching Cross-Cultural Competence in Traditional, Online, and Hybrid Formats." *European International Business Academy Annual Conference*. December 2019. Leeds, England.

Parente, Ronaldo; David Wernick; Bill Newbury; and John Branch. "International Business in the Dynamic Environment." *International Business Academy-CEE Conference*. September 2019. Kaunas, Lithuania.

Parente, Ronaldo; David Wernick; Jay Lipe; Marc Weinstein; and John Branch. "International Business Online Education in a Transforming World." *European International Business Academy Annual Conference*. December 2018. Poznan, Poland.

Sams, Doreen; Jie Fowler; John Branch; Karin Braunsberger; & Kevin Shanahan. "Strategies to Develop and Recruit for Study Abroad Programs." *Society for Marketing Advances 2017 Conference*. November 2017. Louisville, USA.

Branch, John; & Diane Edmondson. "Teaching Consumer Behavior in Today's Changing University Environment." *Society for Marketing Advances 2014 Conference*. November 2014. New Orleans, USA.

Crawford, Brett; & John Branch. "The Normative Pillar of the Professions." *Academy of Management Conference*. August 2011. San Antonio, USA.

Branch, John; Karen Stone; & Tracy Tuten. "A Pedagogical Primer for Professors." *Society for Marketing Advances 2009 Conference*. November 2009. New Orleans, USA.

Branch, John. "Pulling Back the Veil: Exploring Technology in Marketing." *Society for Marketing Advances 2006 Conference*. November 2006. Nashville, USA.

Branch, John; John Drea; Paul Hensel; Greg Martin; Bill Moncrief; Don Robin; & Richard Sjolander. "Internationalising Your Career: Tales from an Armchair Anthropologist, a Wandering Minstrel, Two Hired Guns, a Geographically-Dispersed Teammate, and the Global Tycoon." *Society for Marketing Advances 2005 Conference*. November 2005. San Antonio, USA.

Branch, John. "Experiential Learning in Marketing: Perspectives and Practices." *Society for Marketing Advances 2004 Conference*. November 2004. Saint Petersburg, USA.

Conference Panels (continued):

Branch, John; John Drea; Joe Hanna; Mary Mobley; & Ellen Moore. "The Case Method: Variations on a Theme." *Society for Marketing Advances 2004 Conference*. November 2004. Saint Petersburg, USA.

Branch, John. "Concepts, Concept Development, and Consumer Research." *Association for Consumer Research North American Conference*. October 2004. Portland, USA.

Branch, John; & Bill Kehoe. "International Marketing: Pedagogical Perspectives and Practices." *Society for Marketing Advances 2003 Conference*. November 2003. New Orleans, USA.

Branch, John; & Stacy Jackson. "Experiential Learning: Theory and Practice." *The 8th Annual MMA Fall Educators' Conference*. September 2003. Nashville, USA.

Conference Posters:

Branch, John. "Teaching Cultural Competence Using a Virtual Exchange." *European International Business Annual Conference*. December 2019. Leeds, England.

Branch, John. "Concepts and Concept Development." *21st Ethnographic and Qualitative Research Conference*. February 2009. Cedarville, USA.

Conference Presentations:

Branch, John. "The Internationalisation of Higher Education." *2025 CMED Conference*. Dallas, USA: 19-21 November 2025.

Wernick, David; and John Branch. "Walsh Whiskey: Crafting a Global Strategy for a Craft Spirit-Maker." *Academy of Management Annual Meeting*. July 2025. Copenhagen, Denmark.

Hess, Allison; & John Branch. "Gruen Redux: Exploring the Concept of Membership in Marketing." *Society for Marketing Advances Conference*. November 2024. Tampa, USA.

Wernick, David; Johanna Clancy; and John Branch. "Sheroes Hangout: Empowering India's Acid Attack Survivors to Face the Future." *2024 Academy of International Business Central and Eastern Europe Regional Conference*. Budapest, Hungary: 18-21 September 2024.

Wernick, David; and John Branch. "The Belfast Distillery Company: Reviving an Iconic Spirits Brand and Taking It Global." *2024 Academy of International Business Conference*. Seoul, South Korea: 04-06 July 2024.

Branch, John. "Executive Doctoral Programmes." *2023 CMED Conference*. Orlando, USA: 16-17 November 2023.

Wernick, David; John Branch; & Amory Pescariu. "Mining Its Time— Rio Tinto's Lithium Mine in Serbia's Jadar Valley." *2023 Academy of International Business Conference*. Warsaw, Poland: 07-09 July 2023.

Branch, John; Maansi Dalmia; & Ethan Mo. "The Impact of Culture on Brand Extension: The Specific Versus Diffuse Dimension and Product Category Similarity." *Society for Marketing Advances Conference*. November 2022. Charlotte, USA.

Wernick, David; John Branch; & Amory Pescariu. "Honking up the Right Trees— Canada Goose Takes Flight." *2022 Academy of International Business Southeast Regional Conference*. Panama City, USA: 27-29 October 2022.

Branch, John. "Education Hubs as Industry Clusters." *2022 Academy of International Business Southeast Regional Conference*. Panama City, USA: 27-29 October 2022.

Branch, John; & David Wernick. "Education Hubs as Industry Clusters." *2022 Academy of International Business Central and Eastern Europe Regional Conference*. Zagreb, Croatia: 14-16 September 2022.

Wernick, David; John Branch; & Amory Pescariu. "Honking up the Right Trees— Canada Goose Takes Flight." *2022 Academy of International Business Central and Eastern Europe Regional Conference*. Zagreb, Croatia: 14-16 September 2022.

Branch, John; and David Wernick. "Virtual Exchanges: A New Pedagogical Model for the Post-Covid Era?" *European Advanced Educational Technology Conference*. Cambridge, England: 25-27 March 2022.

Santos, Marcos; John Branch; & David Wernick. "Disney in China: Magic Kingdom Meets the Middle Kingdom." *2021 Academy of International Business Asia Pacific Regional Conference*. Bangkok, Thailand: 08-10 December 2021.

Branch, John; & Daniella Gennaro. "Education Hubs as Industry Clusters." *2021 Academy of International Business Asia Pacific Regional Conference*. Bangkok, Thailand: 08-10 December 2021.

Research Experience (continued):
John D Branch

Conference Presentations (continued):

- Branch, John; Maansi Dalmia; & Ethan Mo. "The Impact of Culture on Brand Extension: The Specific Versus Diffuse Dimension." *2021 Academy of International Business Asia Pacific Regional Conference. Bangkok, Thailand: 08-10 December 2021.*
- Wernick, David; & John Branch. "Teaching Cross-Cultural Competence Through Experiential Learning: Reflections on an Innovative International Service-Learning Project in India." *2021 Academy of International Business Asia Pacific Regional Conference. Bangkok, Thailand: 08-10 December 2021.*
- Branch, John; Maansi Dalmia; & Ethan Mo. "The Impact of Culture on Brand Extension: The Specific Versus Diffuse Dimension." *2021 American Marketing Association Global SIG Conference. Taormina, Italy: 01-03 October 2021.*
- Branch, John. "Living Educational Theory: An Autoethnography of My Professional Practice." *33rd Ethnographic and Qualitative Research Conference. June 2021. Las Vegas, USA.*
- Branch, John; & Marcus Collins. "More Than Words." *42nd Conference on Management and Executive Development. Austin, USA: November 2019.*
- Branch, John; & Marcus Collins. "Think About This." *42nd Conference on Management and Executive Development. Austin, USA: November 2019.*
- Branch, John. "Teaching Cultural Competence Using a Virtual Exchange." *International Association of Cross-Cultural Competence and Management Conference. October 2019. Paris, France.*
- Branch, John. "Homerton Changemakers: A Co-Curricular Programme at the University of Cambridge." *International Association of Cross-Cultural Competence and Management Conference. October 2019. Paris, France.*
- Branch, John. "Critical Perspectives on Transnational Higher Education." *European International Business Academy Annual Conference. December 2018. Poznan, Poland.*
- Branch, John. "An Exploration of Brand Biographies in India." *European International Business Annual Conference. December 2017. Milano, Italy.*
- Branch, John. "A Praxiological Approach to International Business Research." *European International Business Annual Academy Conference. December 2017. Milano, Italy.*
- Branch, John. "An Exploration of Brand Biographies in India." *Society for Marketing Advances Conference. November 2017. Louisville, USA.*
- Branch, John. "An Introduction to Praxiology." *28th Ethnographic and Qualitative Research Conference. February 2016. Las Vegas, USA.*
- Branch, John. "Transnational Higher Education: Taking Stock and Looking Forward." *Comparative and International Education Society Annual Conference. March 2016. Vancouver, Canada.*
- Branch, John. "Pedagogy." *Global Summit on Educating Entrepreneurs. William Davidson Institute. University of Michigan. June 2011. Ann Arbor, USA.*
- Crawford, Brett; & John Branch. "Towards a Process Theory of Propagating Interests and Institutional Entrepreneurship: Change in a Chamber of Commerce." *Academy of Management Annual Meeting. August 2011. San Antonio, USA.*
- Crawford, Brett; & John Branch. "Interests, Social Worlds, and Capital: Structure in a Chamber of Commerce." *Academy of Management Annual Meeting. August 2010. Montreal, Canada.*
- Crawford, Brett; & John Branch. "Institutional Entrepreneurship: Re-Shaping Interests and Change in a Chamber of Commerce." *ABC Workshop. May 2010. Copenhagen, Denmark.*
- Branch, John. "Internationalising Your Career." *AACSB 'Building Toward Success' Faculty Conference on Learning Conference. June 2007. Orlando, USA.*
- Branch, John. "Postmodern Consumption and the High-Fidelity Audio Microculture." *Consumer Cultural Theory Conference. August 2006. Notre Dame, USA.*

Conference Proceedings:

- Branch, John "Same but Different: Comparing European and American Higher Education." In: Kehoe, William; & Linda Whitten (eds.). *Advances in Marketing: Making an Impact.* Saint Petersburg, USA: Society for Marketing Advances, November 2008, p. 132.

Conference Proceedings (continued):

- Branch, John. "Pulling Back the Veil: Exploring Technology in Marketing." In: Kehoe, William; & Linda Whitten (eds.). *Advances in Marketing: Linking Organizations and Customers*. Nashville, USA: Society for Marketing Advances, November 2006, p. 349.
- Branch, John; John Drea; Paul Hensel; Greg Martin; Bill Moncrief; Don Robin; & Richard Sjolander. "Internationalising Your Career: Tales from an Armchair Anthropologist, a Wandering Minstrel, Two Hired Guns, a Geographically-Dispersed Teammate, and the Global Tycoon." In: Kehoe, William; & Linda Whitten (eds.). *Advances in Marketing*. San Antonio, USA: Society for Marketing Advances, November 2005, p. 383.
- Branch, John; & Andrew Kaikati. "Blogs, Blogging, and the Blogosphere: Current State and Future Directions." In: Kehoe, William; & Linda Whitten (eds.). *Advances in Marketing: Managerial, Pedagogical, Theoretical*. San Antonio, USA: Society for Marketing Advances, November 2005, p. 373.
- Branch, John. "Giovanni's Ristorante: The Axioms of Marketing in Three Acts." In: Kehoe, William; & Linda Whitten (eds.). *Advances in Marketing: Managerial, Pedagogical, Theoretical*. San Antonio, USA: Society for Marketing Advances, November 2005, p. 4.
- Branch, John. "Concepts, Concept Development, and Consumer Research." *Advances in Consumer Research*, Volume 32, 2005, p. 178.
- Branch, John; Jim Gray; Joe Hanna; Mary Mobley; & Ellen Moore. "The Case Method: Variations on a Theme." In: Kehoe, William; & Linda Whitten (eds.). *Advances in Marketing: Concepts, Issues and Trends*. Saint Petersburg, USA: Society for Marketing Advances, November 2004, pp. 124.
- Branch, John. "Experiential Learning in Marketing, Perspectives and Practices." In: Kehoe, William; & Linda Whitten (eds.). *Advances in Marketing: Concepts, Issues and Trends*. Saint Petersburg, USA: Society for Marketing Advances, November 2004, pp. 218.
- Branch, John. "Axiology: A Primer for Marketing Researchers." In: Kehoe, William; & Linda Whitten (eds.). *Advances in Marketing: Concepts, Issues and Trends*. Saint Petersburg, USA: Society for Marketing Advances, November 2004, pp. 224-229.
- Branch, John; & Bill Kehoe. "International Marketing: Pedagogical Perspectives and Practices." In: Kehoe, William; & Linda Whitten (eds.). *Advances in Marketing: Pedagogy, Philosophy and Processes*. New Orleans, USA: Society for Marketing Advances, November 2003, pp. 168.
- Branch, John. "Mini-Cases: Merging Declarative, Procedural, and Contextual Knowledge." In: Steinhoff, Marie (ed.) *Great Professors Make the Difference*. Proceedings of: *The 8th Annual MMA Fall Educations' Conference*. September 2003. Nashville, USA Marketing Management Association, p. 23-24.
- Branch, John; & Stacy Jackson. "Experiential Learning: Theory and Practice." In: Steinhoff, Marie (ed.) *Great Professors Make the Difference*. Proceedings of: *The 8th Annual MMA Fall Educations' Conference*. September 2003. Nashville, USA Marketing Management Association, p. 27.
- Branch, John; Cédric Beernaert Moulron; Brenda Frixa; Marianne Hoffmann; & Oriana Molino. "The Cola Wars: A Qualitative Study of Young Cola Drinkers in Belgium." In: Veneble, Beverly (ed.). *Marketing Advances in Pedagogy, Process, and Philosophy*. St. Petersburg, USA: Society for Marketing Advances, November 2002, pp. 132-137.
- Branch, John. "Risk: Using the *Game of Global Domination*TM for Teaching Marketing Strategy." In: Veneble, Beverly (ed.). *Marketing Advances in Pedagogy, Process, and Philosophy*. Saint Petersburg, USA: Society for Marketing Advances, 2002, p. 1.
- Branch, John. "Concepts and Concept Development in Management Research." In: 2002 AoM/IAoM 20th Annual International Conference Proceedings. Chesapeake, USA: Maximillian Press Publishers, 2002, pp. 669-673.
- Brandenburg, Christy; & John Branch. "A Hybrid Approach to Business Education: Integrating Prometheus at the Olin School of Business." In: 2002 AoM/IAoM 20th Annual International Conference Proceedings. Chesapeake, USA: Maximillian Press Publishers, 2002, pp. 163-168.
- Branch, John; & Elizabeth Bleyaert. "Abduction, Induction, and Deduction: Reviewing the Logic of Scientific Discovery." *Customer Research Academy Workshop*. April 2002. Manchester, England.
- Branch, John. "A Picture Says a Thousand Words: The Collage Method in Qualitative Research." *Advances in Qualitative Methods Conference*. February 2001. Edmonton, Canada.
- Branch, John. "The MiniDisc Digital Audio Medium: Evaluation and Application in Qualitative Research." *Advances in Qualitative Methods Conference*. February 2001. Edmonton, Canada.

Conference Proceedings (continued):

- Branch, John. "An Introduction to Concept Development for Consumer and Marketing Research." *Society for Marketing Advances 2000 Conference*. November 2000. Orlando, USA.
- Branch, John. "Concepts: A Review of the Literature for Consumer and Marketing Research." *Society for Marketing Advances 2000 Conference*. November 2000. Orlando, USA.
- Branch, John. "Understanding Consumer Values: A New Program of Research." *Customer Research Academy Workshop*. March 1998. Manchester, England.
- Branch, John. "Services Marketing Journal: A Pedagogical Tool." *American Marketing Association Conference on Services Marketing*. June 1997. Dublin, Ireland.
- Branch, John; & Douglas Bryson. "Reflections on the First Network of International Business Schools International Case Competition." *3rd Annual Network of International Business Schools International Conference*. March 1996. Rennes, France.

Dissertations:

- Branch, John. *Teaching is Like Engineering: My Living Educational Theory*. Unpublished doctoral dissertation. London, England: Middlessex University, 2020.
- Branch, John. *A Praxiography of the Transnationalization of the Stockholm School of Economics*. Unpublished doctoral dissertation. Dearborn, USA: University of Michigan-Dearborn, 2017.
- Branch, John. *A Phenomenology of Consumer Values in the High-Fidelity Audio Microculture*. Unpublished doctoral dissertation. Cambridge, England: University of Cambridge, 2004.
- Branch, John. *A Survey of the Marketing Practices of Fredericton Automotive Dealership Service Departments*. Unpublished master dissertation. Fredericton, Canada: University of New Brunswick, 1993.
- Branch, John. *Frequency Spectrum Analyzer for the MC6800 Microcomputer*. Unpublished bachelor dissertation. London, Canada: University of Western Ontario, 1990.

Doctoral Consortia:

- Branch, John. *American Marketing Association Global SIG 2022 Conference*. June 2022. Chania, Greece.
- Branch, John. *American Marketing Association Global SIG 2021 Conference*. October 2021. Taormina, Italy.
- Branch, John. "Pedagogy." *Society for Marketing Advances 2015 Conference*. November 2015. San Antonio, USA.
- Branch, John; & Danny Butler. "Pedagogy." *Society for Marketing Advances 2012 Conference*. November 2012. Orlando, USA.
- Branch, John; & Danny Butler. "Pedagogy: The Art and Science of Teaching." *Society for Marketing Advances 2010 Conference*. November 2010. Atlanta, USA.
- Branch, John. "Teaching Excellence: The Strategic Marketing Perspective." *Society for Marketing Advances 2008 Conference*. November 2008. Saint Petersburg, USA.
- Branch, John. "Internationalising Your Career." *Society for Marketing Advances 2006 Conference*. November 2006. Nashville, USA.
- Branch, John. "Internationalising Your Career." *Society for Marketing Advances 2005 Conference*. November 2005. San Antonio, USA.
- Branch, John. "Internationalising Your Career." *Society for Marketing Advances 2004 Conference*. November 2004. Saint Petersburg, USA.

Fellowships:

- | | |
|----------------------------|--|
| January 2026 to April 2026 | Visiting Fellow
Magdalene College, University of Cambridge
Cambridge, England |
| October 2019 to Present | External Member
Faculty of Education, University of Cambridge
Cambridge, England |
| October 2017 to June 2018 | Visiting Fellow
Wolfson College, University of Cambridge
Cambridge, England |

Fellowships (continued):

- September 1998 to December 1998 Visiting Fellow
Kellogg Graduate School of Management, Northwestern University
Evanston, USA
- October 1995 to December 1995 Visiting Research Fellow
University of Oxford
Oxford, England

Grants:

- September 2014. 6 month, \$10 000 Grant, for the exploration of the Flipped Classroom. Digital Education and Innovation, University of Michigan.
- July 2006. Academic Director. 18 month, \$125 000 USAID Grant, for the development of the Marketing Center at the International Academy of Business in Almaty, Kazakhstan.
- January 2007. Academic Director. 24 month, \$175 000 USAID Grant, for the development of a career centre of the Institut National de Commerce in Algiers, Algeria.

Journal Articles:

- Hassan, Mahmud; John Branch; Humiyun Alam Shoaib; Saad Bin Shahid Chowdhury; and Mithila Talukder Tanny. "The Relationship Between Brand Ethicality and Brand Trust: Brand Credibility, Emotional Attachment, and Perceived Quality Effects." *Asian Journal of Business Ethics*, under review.
- Zabojnik, Stanislav; and John Branch. "EU Decarbonization and Industrial Export Competitiveness in a Small Open Economy: A Surprising Resilience." *Equilibrium. Quarterly Journal of Economics and Economic Policy*, Vol. 20, Iss. 4, December 2025, pp. 2353-3293.
- Zabojnik, Stanislav; and John Branch. "Sun Powerec Systems: Expanding EU Green Innovations Under the African Sun. Economic & Managerial." *Spectrum/Ekonomicko-manazérske Spektrum*, Vol. 19, Iss. 2025.
- Branch, John; Fariz Ahmadova; and Nargiz Hajiyeva. "Science and Education as Pillars of Post-Conflict Recovery: Lessons from Azerbaijan's Karabakh Region." *International Journal of Educational Development*, Vol. 114, 2025, pp. 1-16.
- Branch, John. "Teaching is Like Engineering: Theorising My Professional Practice." *International Journal of Education, Humanities, and Social Science*, Vol. 7, Iss. 1, 2024, pp. 175-187.
- Wernick, David; John Branch; and Amory Pescariu. "Canada Goose Spreads Its Wings: Global Expansion Amid Turbulent Skies." *American Journal of Management*, Vol. 23, Iss. 1, 2023, pp. 27-40.
- Power, Eoin; and John Branch. "A Balkan Neofunctional Success Story or the Curious Case of Bosnia's Central Bank." *East European Politics and Societies*, 2023. <https://doi.org/10.1177/08883254221147542>
- Branch, John; Maansi Dalmia; & Ethan Mo. "The Impact of Culture on Brand Extension: The Specific Versus Diffuse Dimension and Product Category Similarity." *Journal of Marketing Development and Competitiveness*, Vol. 16, No. 4, 2022, pp 22-33.
- Branch, John. "Exploring Competition in the Not-for-Profit Sector: The Case of Education in the United States." *International Journal of Learning and Development*, Vol. 22, No. 4, 2022, pp. 94-110.
- Branch, John. "Living Educational Theory as a Model of Continuing Professional Development." *International Journal of Teacher Education and Professional Development*, Vol. 5, Iss. 1, 2022.
- Branch, John; & David Wernick. "Virtual Exchanges: A New Pedagogical Model for the Post-Covid Era?" *International Journal of Learning and Teaching*, Vol. 8, No. 3, September 2022, pp. 195-199.
- Branch, John. "An Autoethnography of My Educational Values." *Educational Journal of Living Theories*, Vol. 15, Iss. 1, June 2022, pp. 1-25.
- Branch, John. "A Praxiological Approach to Management Research." *American Journal of Management*. Vol. 19, No. 1, 2019, pp. 9-25.
- Branch, John. "An Exploration of Brand Biographies in India." *Journal of Marketing Development and Competitiveness*, Vol. 13, No. 1, 2019, pp. 1-13.
- Branch, John. "Critical Perspectives on Transnational Higher Education." *Journal of Higher Education Theory and Practice*, Vol.19, No.1, 2019, pp. 11-30.

Journal Articles (continued):

- Krasniqi, Besnik; & John Branch. "Institutions and Firm Growth in a Transitional and Post-Conflict Economy of Kosovo." *Journal of Entrepreneurship in Emerging Economies*, Vol. 12, No. 2, 2018, pp. 187-204.
- Branch, John. "Understanding in Qualitative Research." *International Journal of Multidisciplinary Research*, Vol. 5, Iss. 05, 2017, pp. 1-10.
- Branch, John. "Reflections on Authentic Leadership." *International Journal of Management Research and Business Strategy*, Vol. 5, Iss. 1, January 2016, pp. 1-9.
- Branch, John; & Francesco Rocchi. "Concept Development: A Primer." *Philosophy of Management*, Vol. 14, Iss. 2, 2015, pp. 111-133.
- Branch, John; & Francesco Rocchi. "Concepts: A Review." *International Journal of Management Concepts and Philosophy*, Vol. 9, No. 1, 2015, pp. 20-39.
- Crawford, Brett & Branch, John. "Interest Plurality and Institutional Work: An Ethnography of Rural Community Organizing." *Journal of Organizational Ethnography*, Vol. 4, No. 1, 2015, pp. 98-116.
- Branch, John; Maja Martinovic; & Michael Metzger. "Introduction from the Guest Editors." *International Journal of Business and Emerging Markets*, Vol. 4, No. 1, 2012, pp. 1-3.
- Hershey, Lewis; & John Branch. "Lexicon Rhetoricae: The Narrative Theory of Kenneth Burke and Its Application to Marketing." *Qualitative Market Research: An International Journal*, Vol. 14, No. 2, 2011, pp. 174-187.
- Branch, John. "The Devil is in the Detail: Reflexive Accounting in Qualitative Market Research." *Qualitative Market Research: An International Journal*, Vol. 12, No. 3, 2009, pp. 355-357.
- Branch, John. "Message from the Guest Editor." *Marketing Education Review*. Vol. 17, No. 1, Spring 2007, pp. ix-x.
- Branch, John; & Michael Brent. "The Effective Trainer in Uzbekistan." *Gestion 2000*, Vol. 12, No. 6, November-December 1996, pp. 153-161.

Journal Editing:

- | | |
|----------------------|---|
| January 2010 to 2014 | Editorial Review Board
Marketing Education Review
USA |
|----------------------|---|

Journal Special Issues:

- | | |
|--------------|---|
| January 2023 | "Education Hubs" Special Issue Editor
International Journal of Educational Development
Netherlands |
| January 2012 | "Marketing in Emerging Markets" Special Issue Editor
International Journal of Business and Emerging Markets
India |
| Spring 2007 | "Teaching Innovations in Marketing" Special Issue Editor
Marketing Education Review
USA |

Magazine Articles:

- Gillet, Amy; and John D. Branch. "10 Strategies for Launching a Successful Virtual Exchange: Connecting Students Across Cultures Prepares Them for a Global Workforce." *Harvard Business School Publishing Inspiring Minds*. First published 30 November 2023. <https://hbsp.harvard.edu/inspiring-minds/10-strategies-for-launching-a-successful-virtual-exchange>
- Gillett, Amy; & John Branch. "One Size Does Not Fit All: Localization in the Age Globalization." *BizEd*, May/June 2020.
- Branch, John. "Accountability in Graduate Management Education." *Developing Leaders*, Issue 13, 2013, pp. 54-59.
- Branch, John. "Leadership Beyond the Hype: A Conceptual Critique." *Developing Leaders*, Issue 11, 2013, pp. 39-47.

Research Reports:

- Gillett, Amy; & John Branch. "Virtual Exchange: From Head of the Class. Instructors in the Business & Culture Virtual Exchange Reflect on the Experience, Student Impact and Lessons Learned." Ann Arbor, USA: William Davidson Institute, 26 June 2023.

Research Seminars:

- “The Transnationalisation of Higher Education: An International Marketing Perspective.” University of Guelph: Guelph, Canada, February 2022.
- “The Transnationalisation of Higher Education.” Florida International University: Miami, USA, February 2020.
- “A Praxiography of the Transnationalization of the Stockholm School of Economics.” Stockholm School of Economics in Riga: Riga, Latvia, May 2017.
- “The Transnationalization of the Stockholm School of Economics.” University of Michigan: Ann Arbor, USA, February 2016.
- “Analogical Learning in Higher Education.” University of Michigan: Dearborn, USA, March 2012.
- “What Do High-Fidelity and Scrapbooking Share in Common?: Two Studies of Postmodern Consumption.” University of Michigan: Ann Arbor, USA, March 2007.
- “A Phenomenology of Consumer Values in the High-Fidelity Audio Microculture.” Wake Forest University: Winston-Salem, USA, April 2005.

Textbooks:

- Branch, John. *Going to the Market: The Principles and Practices of Marketing*. Cambridge, England: Cambridge University Press, under review.

Workshops:

- Branch, John. “Reflections in Online Non-Degree Programmes.” *CMED Tuesdays*. 25 August 2020.
- Branch, John. “A Praxiological Approach to International Business Research.” *Journal of International Business Paper Development Workshop*. December 2017. Milano, Italy.

Teaching Experience:**Current Positions:**

- | | |
|---------------------------|---|
| September 2025 to Present | Faculty Associate
CMENAS, University of Michigan
Ann Arbor, USA |
| September 2021 to Present | Clinical Associate Professor of Business Administration
University of Michigan
Ann Arbor, USA |
| July 2006 to Present | Faculty Associate
CREES, University of Michigan
Ann Arbor, USA |
| August 2006 to Present | Research Fellow
William Davidson Institute
Ann Arbor, USA |

Lectures:

- | | |
|---------------|---|
| April 2024 | Culture Still Matters
American University in Cairo
Cairo, Egypt |
| February 2024 | The 3H Model of Loyalty
North South University
Dhaka, Bangladesh |
| March 2023 | Culture and International Business
University of Galway
Galway, Ireland |
| November 2023 | The Internationalisation of Higher Education
Birmingham City University
Birmingham, England |

Lectures (continued):

March 2023	Consumer-Centric Innovation Trinity College Dublin Dublin, Ireland
March 2023	Cross-Cultural Competence American University in Cairo Cairo, Egypt
February 2022	Culture American University in Cairo Cairo, Egypt
December 2021	Branding Greenhills School Ann Arbor, USA
February 2021	How to Win the Game... and Keep on Winning Osher Lifelong Learning Institute Ann Arbor, USA
December 2019	The Contagion Cookbook University of Michigan Ann Arbor, USA
June 2017	A Marketing Primer University of Michigan Ann Arbor, USA
June 2017	Developing Your Culture Competence University of Michigan Ann Arbor, USA
October 2016	The Russian Economy in 3 Acts Osher Lifelong Learning Institute Ann Arbor, USA
July 2016	Globalisation: The Great Debate University of Michigan Ann Arbor, USA
July 2016	Developing Your Culture Competence University of Michigan Ann Arbor, USA
August 2015	Globalisation: The Great Debate University of Michigan Ann Arbor, USA
August 2015	Developing Your Cultural Competence University of Michigan Ann Arbor, USA
April 2015	Customer Experience University of Tirana Tirana, Albania
April 2015	Services Marketing European University in Tirana Tirana, Albania
October 2014	Customer Loyalty University of Michigan Ann Arbor, USA
August 2014	Globalisation: The Great Debate University of Michigan Ann Arbor, USA

Lectures (continued):

August 2014	Developing Your Cultural Competence University of Michigan Ann Arbor, USA
March 2014	Positioning University of Michigan Marketing Communications Ann Arbor, USA
January 2014	An Introduction to Marketing Zell Entrepreneurship and Law Ann Arbor, USA
January 2014	Marketing Strategy 101 University of Michigan Marketing Communications Ann Arbor, USA
January 2014	Innovation Young Professionals Organization Ann Arbor, USA
December 2013	Globalisation: The Great Debate University of Michigan Ann Arbor, USA
August 2013	Globalisation: The Great Debate University of Michigan Ann Arbor, USA
August 2013	Developing Your Cultural Competence University of Michigan Ann Arbor, USA
December 2013	Culture and International Business Universidad Torcuato di Tella Buenos Aires, Argentina
October 2012	Pedagogy Renmin University of China Beijing, China
August 2012	Globalisation: The Great Debate University of Michigan Ann Arbor, USA
August 2012	Developing Your Culture Competence University of Michigan Ann Arbor, USA
October 2011	Russia: Business and Economics University of Michigan Ann Arbor, USA
July 2011	Globalisation: The Great Debate University of Michigan Ann Arbor, USA
July 2011	Developing Your Culture Competence University of Michigan Ann Arbor, USA
April 2011	Developing Your Culture Competence Shanghai University Shanghai, China
March 2011	The Cola Wars University of Michigan—Dearborn Dearborn, USA

Lectures (continued):

February 2011	Marketing for Social Enterprises Washington University in Saint Louis Saint Louis, USA
August 2010	Globalisation: The Great Debate University of Michigan Ann Arbor, USA
August 2010	Developing Your Culture Competence University of Michigan Ann Arbor, USA
August 2010	Russia: Business and Economics University of Michigan Ann Arbor, USA
July 2010	Globalisation: The Great Debate University of Michigan Ann Arbor, USA
July 2010	Developing Your Culture Competence University of Michigan Ann Arbor, USA
July 2010	Ph.D. Programmes in Business: An International Perspective ESAN Lima, Peru
July 2010	Russia: Business and Economics University of Michigan Ann Arbor, USA
January 2010	Developing a Cultural Competence First Presbyterian Church Ann Arbor, USA
November 2009	Developing a Cultural Competence University of Portsmouth Portsmouth, England
September 2009	Globalisation and the World Economy University of Michigan Ann Arbor, USA
August 2009	The Case Method University of Michigan Ann Arbor, USA
July 2009	Globalisation: The Great Debate University of Michigan Ann Arbor, USA
July 2009	Developing Your Culture Competence University of Michigan Ann Arbor, USA
June 2009	Globalisation: The Great Debate University of Chicago Chicago, USA
June 2009	Becoming a Global Manager University of Michigan Ann Arbor, USA
April 2009	Becoming a Global Manager University of Michigan Ann Arbor, USA

Lectures (continued):

April 2009	Consumer Culture University of Michigan Ann Arbor, USA
April 2009	The Case Method University of Michigan Ann Arbor, USA
March 2009	The Globalisation of Consumers University of Michigan Ann Arbor, USA
March 2009	The Cultural Imperative of International Marketing Rice University Houston, USA
January 2008	Developing a Cultural Competence Hope College Holland, USA
April 2007	The STPs of Marketing Barcelona Management Institute Barcelona, Spain
January 2007	The Cultural Imperative of International Marketing Barcelona Management Institute Barcelona, Spain
January 2007	Competition in Emerging Economies Mediterranean Business School Tunis, Tunisia
November 2006	Cultural Competence in International Business ITAM Mexico City, Mexico
March 2006	Culture and International Marketing Saratov State Socio-Economic University Saratov, Russia
March 2006	International Marketing Kyiv Mohyla Business School Kyiv, Ukraine
February 2006	Culture and International Marketing Stockholm School of Economics in Riga Riga, Latvia
January 2006	PhD Programmes in Business: An International Perspective ESAN Lima, Peru
November 2005	Competition: Lessons for Marketing in Mexico ITESM Mexico City, Mexico
June 2005	Marketing to the Aged Washington University Center for Aging Saint Louis, USA
March 2005	The Cultural Challenge ESAN Lima, Peru
March 2004	Culture and International Business Tallinn Technical University Tallinn, Estonia

Lectures (continued):

March 2004	Culture and International Business Stockholm School of Economics Riga, Latvia
March 2004	Culture and International Business International School of Management Vilnius, Lithuania
February 2004	A Framework for Student Union Marketing Student Union, Washington University in Saint Louis Saint Louis, USA
March 2003	The Cola Wars Hong Kong University of Science and Technology Clearwater Bay, Hong Kong
October 2002	Customer Satisfaction World Affairs Council Saint Louis, USA
September 2002	The Cultural Approach to International Marketing Washington University in Saint Louis Saint Louis, USA
March 2002	Prometheus at the Olin School of Business Copenhagen Business School Learning Lab Copenhagen, Denmark
December 2001	International Business Washington University in Saint Louis Saint Louis, USA
November 2001	The Cola Wars Washington University in Saint Louis Saint Louis, USA
October 2001	Prometheus at the Olin School of Business Washington University in Saint Louis Saint Louis, USA
February 2000	The Cola Wars The HELP Institute Kuala Lumpur, Malaysia
April 1999	Culture and International Management University of Redlands Redlands, USA
January 1999	Cross-Cultural Marketing Memorial University of Newfoundland Harlow, England
December 1998	Qualitative Research Methods University of Houston Houston, USA
November 1998	Understanding Consumer Values Rice University Houston, USA
November 1998	Culture and Consumer Behavior University of Illinois at Chicago Chicago, USA
October 1998	Cross-Cultural Marketing Rice University Houston, USA

Lectures (continued):

October 1998	Culture and International Marketing University of Illinois at Chicago Chicago, USA
March 1998	Cross-Cultural Marketing Memorial University of Newfoundland Harlow, England
June 1997	Culture and International Marketing Schiller International University London, England
April 1996	Principles of Marketing Washington University Karachi, Pakistan
September 1995	Culture and Marketing York University Toronto, Canada
September 1995	Culture and Marketing Wilfred Laurier University Waterloo, Canada
July 1995	Marketing and Uzbekistan Tashkent State University of Economics Tashkent, Uzbekistan
February 1995	International Marketing Anglia Polytechnic University Norwich, England
January 1995	Culture and Marketing University of World Economics and Diplomacy Tashkent, Uzbekistan
January 1995	Marketing and Uzbekistan Tashkent State University of Economics Tashkent, Uzbekistan

Previous Positions:

July 2015 to August 2021	Clinical Assistant Professor of Business Administration University of Michigan Ann Arbor, USA
July 2006 to June 2015	Lecturer of Marketing University of Michigan Ann Arbor, USA
May 2001 to June 2006	Senior Lecturer in International Business Washington University in Saint Louis Saint Louis, USA
January 1997 to May 1999	Teaching Assistant University of Cambridge Cambridge, England
September 1996 to December 1996	Assistant Professor École Supérieure de Commerce de Rennes Rennes, France
January 1995 to August 1995	Professor European Community TACIS Program Tashkent, Uzbekistan

Previous Positions (continued):

September 1993 to August 1996	Lecturer École Supérieure de Commerce de Rennes Rennes, France
May 1993 to July 1993	Lecturer Bishkek International School of Management Bishkek, Kyrgyzstan
September 1992 to April 1993	Graduate Tutor University of New Brunswick Fredericton, Canada
November 1990 to June 1991	Substitute Teacher Simcoe County Board of Education Midhurst, Canada

Simulations:

Sanchez-Burks, Jeffrey; & John Branch. "World Economic Forum." Ann Arbor, USA: The William Davidson Institute, 2008.

Test Development:

April 2020 to March 2025	Chair, Principles of Marketing Test Development Committee ETS Princeton, USA
May 2019 to March 2024	Member, Major Field Test BBA Committee ETS Princeton, USA
June 2017 to July 2019	Member, Principles of Marketing Test Development Committee ETS Princeton, USA
October 2016	Advisor, Major Field Test MBA ETS Princeton, USA

Visiting Positions:

August 2022	Visiting Professor Central European University Budapest, Hungary
October 2020	Visiting Professor Higher School of Economics Moscow, Russia
September 2020	Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia
August 2020	Adjunct Professor University of Notre Dame South Bend, USA
June 2020	Visiting Professor Luxembourg School of Business Luxembourg City, Luxembourg
May 2020	Visiting Professor Stockholm School of Economics in Riga Riga, Latvia
May 2020	Visiting Professor ORT Uruguay Montevideo, Uruguay

Visiting Positions (continued):

September 2019	Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia
August 2019	Adjunct Professor University of Notre Dame South Bend, USA
May 2019	Visiting Professor Luxembourg School of Business Luxembourg City, Luxembourg
May 2019	Visiting Professor Stockholm School of Economics in Riga Riga, Latvia
April 2019	Visiting Professor ORT Uruguay Montevideo, Uruguay
October 2018	Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia
September 2018	Visiting Professor Luxembourg School of Business Luxembourg City, Luxembourg
August 2018	Adjunct Professor University of Notre Dame South Bend, USA
May 2018	Visiting Professor Stockholm School of Economics in Riga Riga, Latvia
April 2018	Visiting Professor ORT Uruguay Montevideo, Uruguay
September 2017	Visiting Professor Luxembourg School of Business Luxembourg City, Luxembourg
September 2017	Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia
August 2017	Adjunct Professor University of Notre Dame South Bend, USA
July 2017	Adjunct Professor University of Notre Dame South Bend, USA
May 2017	Visiting Professor Luxembourg School of Business Luxembourg City, Luxembourg
May 2017	Visiting Professor Stockholm School of Economics in Riga Riga, Latvia
April 2017	Visiting Professor ORT Uruguay Montevideo, Uruguay

Visiting Positions (continued):

January 2017	Visiting Professor University of San Francisco San Francisco, USA
November 2016	Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia
July 2016	Adjunct Professor University of Notre Dame South Bend, USA
June 2016	Adjunct Professor University of Notre Dame South Bend, USA
May 2016	Visiting Professor Stockholm School of Economics in Riga Riga, Latvia
April 2016	Visiting Professor ORT Uruguay Montevideo, Uruguay
January 2016	Adjunct Professor University of Notre Dame South Bend, USA
November 2015	Visiting Professor University of San Francisco San Francisco, USA
September 2015	Visiting Professor Luxembourg School of Business Luxembourg City, Luxembourg
July 2015	Adjunct Professor University of Notre Dame South Bend, USA
June 2015	Visiting Professor Stockholm School of Economics in Riga Riga, Latvia
April 2015	Visiting Professor ORT Uruguay Montevideo, Uruguay
January 2015	Adjunct Professor University of Notre Dame South Bend, USA
October 2014	Visiting Professor University of San Francisco San Francisco, USA
September 2014	Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia
July 2014	Adjunct Professor University of Notre Dame South Bend, USA
March 2014	Visiting Professor Stockholm School of Economics in Riga Riga, Latvia

Visiting Positions (continued):

February 2014	Visiting Professor ORT Uruguay Montevideo, Uruguay
January 2014	Adjunct Professor of Law University of Michigan Ann Arbor, USA
January 2014	Adjunct Professor University of Notre Dame South Bend, USA
March 2013	Visiting Professor Stockholm School of Economics in Riga Riga, Latvia
September 2013	Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia
July 2013	Adjunct Professor University of Notre Dame South Bend, USA
July 2013	Visiting Professor ESAN Lima, Peru
March 2013	Visiting Professor Stockholm School of Economics in Riga Riga, Latvia
January 2013	Adjunct Professor University of Notre Dame South Bend, USA
September 2012	Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia
July 2012	Visiting Professor ESAN Lima, Peru
March 2012	Visiting Professor Stockholm School of Economics in Riga Riga, Latvia
November 2011	Visiting Professor EAFIT Medellin, Colombia
July 2011	Visiting Professor ESAN Lima, Peru
June 2011	Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia
June 2011	Visiting Professor University of Western Ontario London, Canada
February 2011	Visiting Professor Stockholm School of Economics in Riga Riga, Latvia

Visiting Positions (continued):

October 2010	Visiting Professor ESSCA Budapest, Hungary
September 2010	Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia
July 2010	Visiting Professor ESAN Lima, Peru
February 2010	Visiting Professor Stockholm School of Economics in Riga Riga, Latvia
November 2009	Visiting Professor Moscow State University Moscow, Russia
September 2009	Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia
July 2009	Visiting Professor ESAN Lima, Peru
February 2009	Visiting Professor Stockholm School of Economics in Riga Riga, Latvia
October 2008	Visiting Professor Moscow State University Moscow, Russia
March 2008	Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia
February 2008	Visiting Professor Stockholm School of Economics in Riga Riga, Latvia
January 2008	Visiting Professor Barcelona Management Institute Barcelona, Spain
November 2007	Visiting Professor Stockholm School of Economics in Riga Riga, Latvia
October 2007	Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia
July 2006	Visiting Professor ESAN Lima, Peru
June 2006	Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia
April 2006	Visiting Professor Barcelona Management Institute Barcelona, Spain

Visiting Positions (continued):

November 2006	Visiting Professor Stockholm School of Economics in Riga Riga, Latvia
April 2006	Visiting Professor Barcelona Management Institute Barcelona, Spain
March 2006	Visiting Professor University of Michigan Ann Arbor, USA
February 2006	Visiting Professor Stockholm School of Economics in Riga Riga, Latvia
January 2006	Visiting Professor ESAN Lima, Peru
January 2006	Visiting Professor University of Michigan Ann Arbor, USA
July 2005	Visiting Professor ESAN Lima, Peru
September 2003	Visiting Professor American University in Bulgaria Sofia, Bulgaria
January 2003	Visiting Professor American University in Bulgaria Sofia, Bulgaria
November 2002	Visiting Professor École Supérieure de Commerce de Rouen Rouen, France
November 2002	Visiting Professor American University in Bulgaria Sofia, Bulgaria
September 2000	Visiting Professor Chulalongkorn University Bangkok, Thailand
January 2000	Visiting Professor The HELP Institute Kuala Lumpur, Malaysia
October 1999	Visiting Professor Helsinki School of Economics and Business Mikkeli, Finland
September 1999	Visiting Faculty Rotterdam School of Management Rotterdam, Netherlands
April 1999	Visiting Professor École Supérieure de Commerce de Reims Reims, France
June 1999	Visiting Professor Tbilisi Business School Tbilisi, Georgia

Visiting Positions (continued):

March 1999	Visiting Professor Syddansk Universitet Sønderborg, Denmark
October 1998	Visiting Professor Helsinki School of Economics and Business Mikkeli, Finland
May 1998	Visiting Professor University of Ljubljana Radovljica, Slovenia
April 1998	Visiting Professor École Supérieure de Commerce de Reims Reims, France
January 1998 to June 1998	Visiting Professor Vrije Universiteit Brussel Brussels, Belgium
January 1998	Visiting Professor Helsinki School of Economics and Business Mikkeli, Finland
October 1997	Visiting Professor Helsinki School of Economics and Business Mikkeli, Finland

Workshops:

March 2023	Writing an Award-Winning Case University of Galway Galway, Ireland
February 2017	Case Teaching STRIDE Ann Arbor, USA
April 2015	Case Writing STRIDE Manila, Philippines
June 2014	Case Writing STRIDE Manila, Philippines
October 2008	Case Writing Moscow State University Moscow, Russia

Professional Experience:**Advisory Positions:**

September 2018 to November 2021	Member, Strategic Planning Committee Acleda Institute of Business Phnom Penh, Cambodia
May 2012 to September 2015	Faculty Advisor Global Marketing Network Hitchin, England
January 2012 to Present	Investment Advisor Washington Alliance Vancouver, USA
March 2010 to Present	Board Member New Caanan School Vancouver, USA

Consulting Positions:

March to June 2023	Trainer Mirvac Sydney, Australia
August 2021	Facilitator Delta Airlines Atlanta, USA
July 2021	Consultant ODIB, Harvard University Cambridge, USA
August 2017	Institutional Auditor Acleda Institute of Business Phnom Penh, Cambodia
March 2014 to December 2014	Expert Consultant Weber Shandwick New York, USA
December 2012	Expert Consultant Ergo New York, USA
March 2010	Senior Associate Consultant Kazakh Economic University Almaty, Kazakhstan
January 2010	Marketing Consultant Sixteen47 Limited Accra, Ghana
October 2008 to June 2010	Consultant Cardiovascular Center, University of Michigan Ann Arbor, USA
July 2007 to Present	President and Chief Executive Officer Cognizant Limited Ann Arbor, USA
October 2006	Consultant Nature's First Law San Diego, USA
November 2004	Advisor Moscow School of Political Studies Moscow, Russia
October 1996 to 2000	Director John Branch Consulting Orillia, Canada
June 1993	Marketing Consultant Bishkek Glass Factory Bishkek, Kyrgyzstan
May 1992 to July 1992	Marketing Consultant Stomil-Olsztyn S.A. Tyre Company Olsztyn, Poland

Management Training Positions:

May 2026	Marketing Stockholm School of Economics in Riga Riga, Latvia
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Management Training Positions (continued):

January 2026	Marketing Accenture Riga, Latvia
November 2025	Strategic Thinking Steer New York, USA
June 2025	Marketing Accenture Riga, Latvia
May 2025	Marketing Stockholm School of Economics in Riga Riga, Latvia
May 2025	Fundamentals of Marketing Luminor Riga, Latvia
December 2024	Go-to-Market Planning FIDUS Global Ann Arbor, USA
November 2024	Go-to-Market Strategy Seminarium Santiago, Chile
July 2024	Marketing FTP School of Business and Technology Ho Chi Minh City, Vietnam
June 2024	Competition FTP School of Business and Technology Ho Chi Minh City, Vietnam
June 2024	Marketing Accenture Riga, Latvia
May 2024	Marketing Accenture Riga, Latvia
May 2024	Marketing Stockholm School of Economics in Riga Riga, Latvia
November 2023	Marketing Stockholm School of Economics in Riga Riga, Latvia
October 2023	Marketing Accenture Riga, Latvia
September 2023	Marketing Accenture Riga, Latvia
August 2023	Marketing FTP School of Business and Technology Ho Chi Minh City, Vietnam
May 2023	Marketing Stockholm School of Economics in Riga Riga, Latvia

Management Training Positions (continued):

April 2023	Go-to-Market Strategy Parallel 18 San Juan, Puerto Rico
November 2022	Marketing Stockholm School of Economics in Riga Riga, Latvia
October 2022	Marketing Swedbank Riga, Latvia
August 2022	The Big Picture Marketing J&J Surgical Vision Singapore, Singapore
June 2022	Marketing FTP School of Business and Technology Ho Chi Minh City, Vietnam
May 2022	Marketing Stockholm School of Economics in Riga Riga, Latvia
February 2022	Marketing Accenture Riga, Latvia
October 2021	Marketing Swedbank Riga, Latvia
May 2021	Marketing Stockholm School of Economics in Riga Riga, Latvia
April 2021	Go-to-Market Planning Latvijas Pasts Riga, Latvia
March 2021	Marketing Accenture Riga, Latvia
February 2021	Strategic Go-to-Market Planning Seminarium Santiago, Chile
October 2020	Marketing Stockholm School of Economics in Riga Riga, Latvia
March 2020	Marketing Accenture Riga, Latvia
November 2019	Marketing Decision-Making Dell Round Rock, USA
November 2019	The Big Picture Gore Philadelphia, USA
October 2019	Marketing Stockholm School of Economics in Riga Riga, Latvia

Management Training Positions (continued):

August 2019	The Big Picture Johnson & Johnson Munich, Germany
July 2019	The Big Picture Gore Philadelphia, USA
July 2019	The Big Picture Gore Munich, Germany
May 2019	Marketing Stockholm School of Economics in Riga Riga, Latvia
June 2019	Marketing Decision-Making Dell Round Rock, USA
April 2019	Marketing Decision-Making Dell Round Rock, USA
April 2019	Marketing Decision-Making Dell Round Rock, USA
February 2019	The Big Picture Gore Newark, USA
December 2018	The Big Picture Gore Newark, USA
December 2018	The Big Picture Gore Munich, Germany
November 2018	The Big Picture Gore New Haven, USA
October 2018	The Big Picture Janssen Beirut, Lebanon
September 2018	The Big Picture Counsyl San Francisco, USA
September 2018	The Big Picture Gore Munich, Germany
August 2018	Marketing Decision-Making Dell Round Rock, USA
June 2018	Marketing Decision-Making Dell Round Rock, USA
May 2018	Marketing Stockholm School of Economics in Riga Riga, Latvia

Management Training Positions (continued):

May 2018	Marketing Decision-Making Dell Round Rock, USA
April 2018	Marketing Decision-Making Dell Round Rock, USA
March 2018	Marketing Decision-Making Dell Round Rock, USA
March 2018	The Big Picture Johnson & Johnson Dubai, U.A.E.
January 2018	The Big Picture Gore Phoenix, USA
November 2017	The Big Picture Baxter Chicago, USA
November 2017	The Big Picture Johnson & Johnson Hamburg, Germany
October 2017	The Big Picture Gore Hong Kong, China
August 2017	Marketing Decision-Making Dell Round Rock, USA
July 2017	Marketing Decision-Making Dell Round Rock, USA
May 2017	Marketing Stockholm School of Economics in Riga Riga, Latvia
May 2017	Marketing Success Solvay Riga, Latvia
May 2017	Marketing Strategy Baltic Amber Group Riga, Latvia
April 2017	Marketing Decision-Making Dell Round Rock, USA
March 2017	The Big Picture Johnson & Johnson Hamburg, Germany
January 2017	Marketing Decision-Making Dell Round Rock, USA
June 2016	Marketing Stockholm School of Economics in Riga Riga, Latvia

Management Training Positions (continued):

April 2016	Marketing Strategy Carlsberg Riga, Latvia
November 2015	Marketing Strategy Carlsberg Riga, Latvia
November 2015	Marketing Decision-Making Dell Singapore
October 2015	Marketing Zagreb School of Economics and Management Zagreb, Croatia
October 2015	Marketing Luxembourg School of Business Luxembourg City, Luxembourg
September 2015	Key Account Management Seminarium Santiago, Chile
September 2015	Key Account Management Seminarium Bogota, Colombia
June 2015	Marketing Decision-Making Dell Round Rock, USA
June 2015	Marketing Stockholm School of Economics in Riga Riga, Latvia
May 2015	Marketing Decision-Making Dell Round Rock, USA
April 2015	Customer Experience Raiffeisen Bank Albania Tirana, Albania
October 2014	Marketing Decision-Making Dell Round Rock, USA
October 2014	Key Account Management MATE Zagreb, Croatia
September 2014	Marketing Decision-Making Dell Bratislava, Slovakia
September 2014	Marketing Strategy Oracle/Raiffeisen Bank/Bank Austria Vienna, Austria
August 2014	Globalisation and Cultural Competence WeberShandwick Chicago, USA
July 2014	Marketing Decision-Making Dell Round Rock, USA

Management Training Positions (continued):

July 2014	Customer Service airBaltic Riga, Latvia
June 2014	Marketing International Construction Bank of China Ann Arbor, USA
May 2014	Marketing Stockholm School of Economics in Riga Riga, Latvia
May 2014	Healthcare Management and Marketing Johnson & Johnson Riga, Latvia
April 2014	Marketing Decision-Making Dell Santa Clara, USA
April 2014	Marketing Decision-Making Dell Round Rock, USA
March 2014	Marketing Decision-Making Dell Round Rock, USA
December 2013	Developing Your Cultural Competence WeberShandwick Chicago, USA
October 2013	Key Account Management Seminarium Bogota, Colombia
October 2013	Marketing Strategy: <i>The Big Picture</i> Seminarium Bogota, Colombia
October 2013	Sizing and Scoping New Markets Mate Belgrade, Serbia
September 2013	Key Account Management Seminarium Santiago, Chile
August 2013	Marketing Strategy: <i>The Big Picture</i> Seminarium San Jose, Costa Rica
August 2013	Key Account Management Seminarium San Jose, Costa Rica
August 2013	Marketing Strategy: <i>The Big Picture</i> Seminarium Medellin, Colombia
August 2013	Marketing Strategy Bank Negara Jakarta, Indonesia
August 2013	Marketing Strategy Malaysian Airlines Kuala Lumpur, Malaysia

Management Training Positions (continued):

July 2013	Marketing Decision-Making Dell Round Rock, USA
June 2013	Strategic Sales Management Rimi Riga, Latvia
June 2013	Strategic Management Estonian Hospital Association Tartu, Estonia
June 2013	Marketing Decision-Making Dell Round Rock, USA
May 2013	Marketing Strategy: <i>The Big Picture</i> Seminarium Panama City, Panama
May 2013	Marketing Stockholm School of Economics in Riga Riga, Latvia
May 2013	Marketing Strategy Banque Saudi Riyadh, Saudi Arabia
March 2013	Healthcare Management and Marketing Johnson & Johnson Riga, Latvia
February 2013	Loyalty Yapi Kredi Istanbul, Turkey
November 2012	Strategic Services Marketing Management Seminarium Santiago, Chile
November 2012	Marketing Strategy Shui On Land Wuhan, China
October 2012	Marketing Strategy ICLIF Kuala Lumpur, Malaysia
October 2012	The Role of Human Resources Management in Competition William Davidson Institute Kyiv, Ukraine
October 2012	Strategic Services Marketing Management Seminarium Bogota, Colombia
September 2012	Marketing Strategy: <i>The Big Picture</i> Mate Belgrade, Serbia
July 2012	Marketing Strategy: <i>The Big Picture</i> Seminarium Panama City, Panama
May 2012	Marketing Stockholm School of Economics in Riga Riga, Latvia

Management Training Positions (continued):

May 2012	Scoping and Sizing New Markets Latvian Investment and Department Agency Riga, Latvia
March 2012	Healthcare Management and Marketing Johnson & Johnson Riga, Latvia
February 2012	Marketing Strategy Alcon Moscow, Russia
October 2011	Marketing Strategy Novartis Moscow, Russia
September 2011	Developing a Business Model for Legal Firms Dykema Detroit, USA
August 2011	Marketing Strategy: <i>The Big Picture</i> Seminarium San Jose, Costa Rica
June 2011	Marketing Strategy: <i>The Big Picture</i> Mate Zagreb, Croatia
June 2011	Strategic Marketing Rimi Riga, Latvia
May 2011	Marketing Stockholm School of Economics in Riga Riga, Latvia
March 2011	Healthcare Management and Marketing Johnson & Johnson Riga, Latvia
October 2010	Strategic Services Marketing Management Seminarium Bogota, Colombia
June 2010	Healthcare Management and Marketing Johnson & Johnson Riga, Latvia
June 2010	International Marketing Latvian Investment and Department Agency Daugavpils, Ventspils, and Leipaja, Latvia
May 2010	Marketing Stockholm School of Economics in Riga Riga, Latvia
May 2010	International Marketing Latvian Investment and Department Agency Riga and Valmeira, Latvia
December 2009	Understanding the Consumer and Marketing University of Michigan Hong Kong, China
October 2009	Strategic Services Marketing Management Seminarium Panama City, Panama

Management Training Positions (continued):

October 2009	Strategic Marketing Management Acumen Fund New York, USA
September 2009	Strategic Marketing Management Mate Zagreb, Croatia
August 2009	Marketing Strategy Shui On Land Shanghai, China
May 2009	Marketing Stockholm School of Economics in Riga Riga, Latvia
December 2008	Understanding the Consumer and Marketing University of Michigan Hong Kong, China
November 2008	Strategic Services Marketing Management Seminarium San Jose, Costa Rica
October 2008	Strategic Marketing Management Acumen Fund New York, USA
October 2008	Understanding Consumer Value University of Michigan Ann Arbor, USA
October 2008	Strategic Marketing Stockholm School of Economics in Riga Riga, Latvia
September 2008	Segmentation, Targeting, and Positioning Dykema Detroit, USA
September 2008	Marketing Oracle Riga, Latvia
July 2008	Strategic Services Marketing Management Seminarium Santiago, Chile
May 2008	Marketing Stockholm School of Economics in Riga Riga, Latvia
March 2008	Strategic Marketing Management Mate Belgrade, Serbia
March 2008	Strategic Marketing Management Mate Zagreb, Croatia
February 2008	Strategic (Marketing) Management Brady Corporation Chicago, USA
February 2008	Strategic Marketing Rimi Riga, Latvia

Management Training Positions (continued):

November 2007	Services Marketing Latvijas Past Riga, Latvia
November 2007	Marketing in the Automotive Industry Domenikss Mercedes-Benz Riga, Latvia
November 2007	Marketing Oracle Riga, Latvia
October 2007	Marketing Zagreb School of Economics and Management Zagreb, Croatia
October 2007	Marketing University of Michigan Ann Arbor, USA
October 2007	Understanding Consumer Value University of Michigan Ann Arbor, USA
July 2007	Marketing Oracle Riga, Latvia
July 2007	Strategic Services Marketing Management Intras Santo Domingo, Dominican Republic
June 2007	Strategic Services Marketing Management Seminarium Santiago, Chile
May 2007	Marketing Stockholm School of Economics in Riga Riga, Latvia
May 2007	Strategic Services Marketing Management International Academy of Business Almaty, Kazakhstan
February 2007	Assessing Business Opportunities Brady Corporation Ann Arbor, USA
December 2006	Strategic Services Marketing Management Zagreb School of Economics and Management Zagreb, Croatia
November 2006	Strategic Services Marketing Management Stockholm School of Economics in Riga Riga, Latvia
November 2006	Strategic Services Marketing Management Konzepte & Conceptos Mexico City, Mexico
July 2006	Marketing ProConcept Belgrade, Serbia
May 2006	Marketing Zagreb School of Economics and Management Zagreb, Croatia

Management Training Positions (continued):

January 2006	Marketing at ESSEX ESSEX Industries Saint Louis, USA
November 2005	Workshop Leader Alliance for Building Capacity Saint Louis, USA
May 2004	Training Developer Edward Jones Saint Louis, USA
April 2004	Workshop Leader Alliance for Building Capacity Saint Louis, USA
May 1998	Euro Module Leader A.C. & Partners Tashkent, Uzbekistan
March 1998	Module Tutor Surrey Marketing College Cambridge, England
May 1997 to August 1998	Module Tutor Cambridge Marketing College Cambridge, England
February 1996	Training Advisor Dniepropetrovsk State University Dniepropetrovsk, Ukraine
May 1992 to July 1992	Management Trainer Stomil-Olsztyn S.A. Tyre Company Olsztyn, Poland

Membership of Associations:

July 2000 to Present	Society for Marketing Advances USA
July 1996 to Present	Chartered Institute of Marketing England

Professional Positions:

July 2011 to December 2017	Chief Global Strategist anaZana Corporation San Diego, USA
May 1990 to September 1990	Engineer Kubota Metal Corporation Orillia, Canada
May 1989 to September 1989	Junior Engineer Fahramet Steel Castings Orillia, Canada

Service to Profession:

November 2013 to October 2014	President Society for Marketing Advances USA
November 2012 to November 2013	President Elect Society for Marketing Advances USA

Service to Profession (continued):

January 2012 to November 2012	Secretary Society for Marketing Advances USA
January 2011 to December 2011	Vice-President Membership Services Society for Marketing Advances USA

Speaking Positions:

June 2023	The What and How of Why InspireU stc Riyadh, Kingdom of Saudi Arabia
December 2013	Globalisation and Cultural Competency WeberShandwick Chicago, USA
July 2012	Winning and Keeping Customers Ecolab Saint Paul, USA
March 2011	Competition, Competitive Advantage, and Logistics Supply Chain Management Advisory Panel Ann Arbor, USA
February 2011	Assessing Market Size: The 4 Bs Stockholm School of Economics in Riga Riga, Latvia
April 2010	Competition, Consumer Value, and China Chinese Entrepreneur Network, University of Michigan Ann Arbor, USA
February 2010	Globalisation Stockholm School of Economics in Riga Riga, Latvia
January 2010	Pricing Your Offering Skandalaris Center for Entrepreneurial Studies Saint Louis, USA
January 2010	Competition in the 3 rd Sector Skandalaris Center for Entrepreneurial Studies Saint Louis, USA
September 2009	The Future of Marketing (with Philip Kotler) MATE Belgrade, Serbia
September 2009	The Future of Marketing (with Philip Kotler) Zagreb School of Economics and Management Zagreb, Croatia
March 2007	Marketing and Innovation Nikola Tesla Ericsson Zagreb, Croatia
January 2007	Pricing Your Offering Skandalaris Center for Entrepreneurial Studies Saint Louis, USA
January 2007	Competition in the 3 rd Sector Skandalaris Center for Entrepreneurial Studies Saint Louis, USA

Speaking Positions (continued):

March 2006	Brand Building Solutia Saint Louis, USA
December 2005	Cross Cultural Consumption Stockholm School of Economics in Riga Executive Board Riga, Latvia
October 2005	Strange Brew: Competition, Consumers, and Quality Anheuser-Busch Saint Louis, USA
August 2005	Marketing to Different Cultures Home Builders Association of Saint Louis Saint Louis, USA
January 2005	Services: The Key to Growth at Quilogy Quilogy Saint Charles, USA
October 2004	Competition, Consumer Value, and Marketing U.S. State Department Saratov, Russia
January 2004	Competition, Value, and Innovation Quilogy Saint Charles, USA
November 2003	Consumer Value HR Department, Washington University in Saint Louis Saint Louis, USA

University Service**Administrative Positions:**

October 2025 to December 2025	Core MBA Marketing Management Course Coordinator University of Michigan Ann Arbor, USA
October 2024 to December 2024	Core MBA Marketing Management Course Coordinator University of Michigan Ann Arbor, USA
September 2024 to August 2025	Faculty Senate University of Michigan Ann Arbor, USA
September 2023 to August 2025	Associate Director, CREES University of Michigan Ann Arbor, USA
October 2023 to December 2023	Core MBA Marketing Management Course Coordinator University of Michigan Ann Arbor, USA
October 2022 to December 2022	Core MBA Marketing Management Course Coordinator University of Michigan Ann Arbor, USA
January 2018 to August 2024	Co-Director, Yaffe Digital Media Initiative University of Michigan Ann Arbor, USA
September 2014 to December 2015	Founding Dean Luxembourg School of Business Luxembourg City, Luxembourg

Administrative Positions: (continued):

September 2013 to 2017	Academic Director, Weekend MBA and Evening MBA Programs University of Michigan Ann Arbor, USA
October 2011 to December 2011	Core MBA Marketing Management Course Coordinator University of Michigan Ann Arbor, USA
December 2006 to December 2008	Director of Educational Outreach The William Davidson Institute Ann Arbor, USA
July 2006 to July 2021	Academic Director, MBA Marketing Zagreb School of Economics and Management Zagreb, Croatia
June 2006 to August 2008	Academic Dean Barcelona Management Institute Barcelona, Spain
September 2003 to June 2006	Coordinator, MBA International Business Concentration Washington University in Saint Louis Saint Louis, USA
September 2002 to June 2006	Faculty Advisor, International Business Outlook Conference Washington University in Saint Louis Saint Louis, USA
September 2002 to June 2006	Director, Global Management Studies Washington University in Saint Louis Saint Louis, USA
August 2002 to May 2003	Manager, Undergraduate International Internship Washington University in Saint Louis Saint Louis, USA
January 1996 to December 1996	Assistant Director, International Relations École Supérieure de Commerce de Rennes Rennes, France

Case Judging:

April 2025	Judge William Davidson Institute DEI Case Competition Ann Arbor, USA
April 2024	Judge William Davidson Institute DEI Case Competition Ann Arbor, USA
April 2023	Judge William Davidson Institute DEI Case Competition Ann Arbor, USA
April 2022	Judge William Davidson Institute DEI Case Competition Ann Arbor, USA

Coaching:

September 2001 to March 2004	Head Coach Washington University in Saint Louis Ice Hockey Team Saint Louis, USA
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Examinations:

July 2021	Gislaine Teixeira Doctoral Dissertation Defence Fundação Getulio Vargas São Paulo, Brazil
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Examinations (continued):

April 2005 to Present	Bachelor of Science in Business Theses Stockholm School of Economics in Riga Riga, Latvia
April 2005 to Present	Executive Master of Business Administration Theses Stockholm School of Economics in Riga Riga, Latvia

Membership of Committees:

September 2023 to December 2025	MIRS Executive Committee University of Michigan Ann Arbor, USA
January 2023 to April 2023	Teaching Excellence and Innovation Committee University of Michigan Ann Arbor, USA
January 2023 to April 2023	Pre-Doctoral Programme Committee University of Michigan Ann Arbor, USA
January 2021 to April 2021	Ross Commencement Organising Committee University of Michigan Ann Arbor, USA
September 2011 to April 2020	Weekend MBA Committee University of Michigan Ann Arbor, USA
September 2019 to 2023	One-Year Master Degrees Advisory Committee University of Michigan Ann Arbor, USA
September 2019 to June 2020	Executive Committee, CREES University of Michigan Ann Arbor, USA
October 2018	Fulbright Scholarship University of Michigan Ann Arbor, USA
September 2017 to August 2019	MBA Advisory Committee University of Michigan Ann Arbor, USA
September 2016	Hybrid MBA Committee University of Michigan Ann Arbor, USA
March 2015	CREES Scholarship and Admissions University of Michigan Ann Arbor, USA
September 2013 to June 2015	Executive Committee, CREES University of Michigan Ann Arbor, USA
Autumn 2012	One-Year Graduate Degree Committee University of Michigan Ann Arbor, USA
Summer 2012	MBA of the Future Committee University of Michigan Ann Arbor, USA

Membership of Committees (continued):

Summer 2012	The Innovative Classroom Committee University of Michigan Ann Arbor, USA
October 2011	Fulbright Scholarship University of Michigan Ann Arbor, USA
September 2010 to August 2012	Community Values Committee University of Michigan Ann Arbor, USA
January 2010	CREES Scholarship and Admissions University of Michigan Ann Arbor, USA
October 2009	Fulbright Scholarship University of Michigan Ann Arbor, USA
October 2008	Fulbright Scholarship University of Michigan Ann Arbor, USA
April 2005	Annik Rodriguez Scholarship Washington University in Saint Louis Saint Louis, USA
April 2002	Thurtene Carnival 2002 Façade Productions Washington University in Saint Louis Saint Louis, USA
March 2002	Annik Rodriguez Scholarship Washington University in Saint Louis Saint Louis, USA
January 1998 to July 1998	Program Validation Vrije Universiteit Brussel Brussels, Belgium
November 1997 to October 1998	Management Studies Syndicate University of Cambridge Cambridge, England
July 1997 to September 1997	M.Sc. Development Anglia Polytechnic University Danbury, England
June 1997	Program Validation Holborn College London, England
March 1994 to June 1994	MBA Development École Supérieure de Commerce de Rennes Rennes, France
February 1994 to December 1996	Academic Board École Supérieure de Commerce de Rennes Rennes, France

Outreach:

July 2016	LEAD University of Michigan Ann Arbor, USA
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Outreach (continued):

July 2014	LEAD University of Michigan Ann Arbor, USA
July 2013	LEAD University of Michigan Ann Arbor, USA
July 2012	LEAD University of Michigan Ann Arbor, USA
July 2010	LEAD University of Michigan Ann Arbor, USA
July 2009	LEAD University of Michigan Ann Arbor, USA
July 2008	LEAD University of Michigan Ann Arbor, USA
June 2010	MReach University of Michigan Ann Arbor, USA
June 2008	MReach University of Michigan Ann Arbor, USA

Recruiting:

November 1996	World of Learning Education Fair Istanbul, Turkey
March 1996	Asian Education Fair Lahore and Karachi, Pakistan

Student Associations:

March 2014 to April 2017	Advisor, MBA B2B Club University of Michigan Ann Arbor, USA
September 2007 to April 2008	Advisor, European Business Club University of Michigan Ann Arbor, USA
April 2004 to Present	Advisor, OlinAid Washington University in Saint Louis Saint Louis, USA
October 2002 to Present	Advisor, Olin International Business Association Faculty Washington University in Saint Louis Saint Louis, USA
August 2001 to Present	Advisor, Sup de Co Association Humanitaire Faculty École Supérieure de Commerce de Rennes Rennes, France

Student Competitions:

October 2025	Judge, McKinsey Strategy Competition University of Michigan Ann Arbor, USA
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Student Competitions (continued):

February 2023	Judge, MMC Super Bowl Advertising Competition University of Michigan Ann Arbor, USA
March 2019	Judge, Leadership Crisis Challenge University of Michigan Ann Arbor, USA
January 2016	Judge, Leadership Crisis Challenge University of Michigan Ann Arbor, USA
January 2015	Judge, Leadership Crisis Challenge University of Michigan Ann Arbor, USA
November 2013	Judge, ConAgra Case Competition University of Michigan Ann Arbor, USA
January 2012	Judge, Leadership Crisis Challenge University of Michigan Ann Arbor, USA
January 2011	Judge, Leadership Crisis Challenge University of Michigan Ann Arbor, USA
December 2009	Developer, Leadership Crisis Challenge University of Michigan Ann Arbor, USA
September 2009	Judge, Leadership Crisis Challenge University of Michigan Ann Arbor, USA
January 2009	Judge, Leadership Crisis Challenge University of Michigan Ann Arbor, USA
April 2008	Judge, International Case Competition Network of International Business Schools Coventry, England
January 2008	Judge, Asian Business Conference Case Competition University of Michigan Ann Arbor, USA
February 2008	Judge, Latin Business Association Essay Competition University of Michigan Ann Arbor, USA
July 2007	Judge, Evening MBA Business Case Competition University of Michigan Ann Arbor, USA
February 2007	Judge, Asian Business Conference University of Michigan Ann Arbor, USA
February 2006	Head Judge, Price College of Business Case Competition University of Oklahoma Norman, USA
February 2005	Head Judge, Price College of Business Case Competition University of Oklahoma Norman, USA

Student Competitions (continued):

September 1995 to March 1996 Director, International Case Competition
École Supérieure de Commerce de Rennes
Rennes, France

Student Mentoring:

September 1993 to December 1996 Mentor
École Supérieure de Commerce de Rennes
Rennes, France

August 2001 to April 2006 Residence Faculty Associate
Washington University in Saint Louis
Saint Louis, USA

September 1991 to April 1993 Residence Proctor
University of New Brunswick
Fredericton, Canada

Student Speakers:

January 2014 to Present MBA Commencement Speaker Selection Committee
University of Michigan
Ann Arbor, USA

Supervision:

June 2019 to Present Advanced Research Projects
Greenhills School
Ann Arbor, USA

May 2009 to June 2012 Brett Crawford (Doctoral Dissertation)
Copenhagen Business School
Copenhagen, Denmark

September 2007 to Present Masters Theses, CREES
University of Michigan
Ann Arbor, USA

April 2005 to Present Bachelor of Science in Business Theses
Stockholm School of Economics in Riga
Riga, Latvia

April 2005 to Present Executive Master of Business Administration Theses
Stockholm School of Economics in Riga
Riga, Latvia

Media Appearances:**Magazines:**

“John Branch: Das Marketer.” *Benji Knewman*, Vol. 5, 2016, pp. 17-29.

Interviewed in: *LegalNews*, Ann Arbor, USA, August 2013.

Cited in: *MM Novice*, Ljubljana, Slovenia, October 2009.

Interview in: *Diena*, Riga, Latvia, October 2008.

Interview in: *Office Manager*, Riga, Latvia, October 2008.

Interview in: *Manager*, Zagreb, Croatia, March 2008.

Interview in: *Top Manager*, Saint Petersburg, Russia, May 2006

Cited in: *Kontrakty*, Kyiv, Ukraine, March 2006.

Newsletters:

McCartney, James; & Randy Schwartz. “John Branch on the New Economy of Russia and Its Environs.” *International Agenda*, Vol. 12, No.2, Fall 2013, pp. 15-16, 39.

“New WDI Initiative will Develop Teaching Materials.” *The William Davidson Institute Review*, Winter 2007, p. 8.

Newsletters (continued):

“Experiential Course ‘Global Management Studies’ Examines Changing Dynamics of International Business.” *Discovery@Olin*, Vol. 5, Iss. 2, Spring 2006, <http://www.olin.wustl.edu/discovery/feature.cfm?sid=631&pg=7>.

“A Conversation with...John Branch.” *The William Davidson Institute Review*, Summer 2006, p. 7.

“Estudiantes de Washington University en St. Louis Visitaron ESAN.” *Informesan*, número 166, marzo-abril 2005, p. 10.

“Students Experience Marketing Concepts with Mini-Case Studies.” *Discovery@Olin*, Vol. 3, Iss. 3, Spring 2004, <http://www.olin.wustl.edu/discovery/feature.cfm?sid=260&i=14&pg=1>.

Newspapers:

“Pietiekami Nenoverteta Eksporta Veiksmes Atslega.” *Kapitals*, Riga, Latvia, 2 April 2012, pp. 94-95.

“Aug Kopa Ar Kilentiem.” *Lietīškā Diena, Dienas Bizness*, Riga, Latvia, 29 October 2010, pp. 14-15.

“Mežģīnēs Gatavi Ietīt Pasauli.” *Lietīškā Diena, Dienas Bizness*, Riga, Latvia, 15 October 2010, pp. 22-23.

“Mācīs Ķīniešiem Ēst Eiropas Šokolādi.” *Lietīškā Diena, Dienas Bizness*, Riga, Latvia, 1 October 2010, pp. 20-21.

“Gaida Nišas Producktu Tirgus Atdzīvošanos.” *Lietīškā Diena, Dienas Bizness*, Riga, Latvia, 17 September 2010, pp. 22-23.

“Jāstartē Eiropas Zīmolu.” *Lietīškā Diena, Dienas Bizness*, Riga, Latvia, 21 May 2010, pp. 8-10.

Cited in: Lee, Thomas. “Reborn. . .Outside the USA—Anheuser-Busch Reinvents Popular Ad Campaigns for Foreign Markets Revamping As Needed To Allow for Cultural Differences.” *St. Louis Post-Dispatch*, 8 February 2004 (Also appeared in: Miami Herald, Bradenton Herald, Fort Worth Star-Telegram, Contra Costa Times, Akron Beacon-Journal, Fort Wayne News-Sentinel, Kansas City Star, Biloxi Sun Herald, and Wichita Eagle).

“The 12-Minute Classroom Rule at The University of Michigan.” <https://www.helixeducation.com/podcast/>

Podcasts:

“Breaking Schemas.” June 2024 to Present.

“Open Office Hours.” June 2020 to April 2023. More than 50 episodes.

Radio:

“The Power of the ‘Top Ten’ List.” *Marketplace, National Public Radio*, Monday 12 December 2005, <http://marketplace.publicradio.org/shows/2005/12/12/PM200512125.html>.

Television:

Guest on: A2 Insight, Ann Arbor, USA, June 2018.

Interviewed on: B92, Belgrade, Serbia, September 2009.

Interviewed on: NTS, Saratov, Russia, March 2006.

Interviewed on: STS, Saratov, Russia, October 2004.

Guest on: “STL Biz” business program. KTEC (PBS Affiliate), Saint Louis, USA, April 2004.

Guest on: “STL Biz” business program. KTEC (PBS Affiliate), Saint Louis, USA, November 2004.

Guest on: “Tweens” news segment. KMDX (NBC Affiliate), Saint Louis, USA, July 2002.

Websites:

“John Branch: Teaching MBA Skills to the Working Executive.” <https://www.sseriga.edu/john-branch-teaching-mba-skills-working-executive>

“The 12-Minute Classroom Rule at the University of Michigan.” <https://www.helixeducation.com/resources/enrollment-growth-university/12-minute-classroom-rule-university-michigan/>

“Business Professor Builds Classes Like He Builds Cars.” <https://www.coursehero.com/heroes/>

“How to Engage Your Students With the 12-Minute Rule and Quizzes They’re Meant to Fail.”

<https://www.edsurge.com/news/2018-11-05-how-to-engage-your-students-with-the-12-minute-rule-and-quizzes-they-re-meant-to-fail>

Interviewed for: best marketing. Zagreb, Croatia, September 2009.

Community Service:

Advising:

May 2023 to Present

Advisor
Hail! Impact
Ann Arbor, USA

Board Positions:

February 2024 to Present

Board Member, BioLeap
Puerto Rico Science, Technology and Research Trust
San Juan, USA

September 2023 to Present

Board Member
Jewish Family Services of Washtenaw County
Ann Arbor, USA

Fund-Raising:

September 1991 to April 1993

University of New Brunswick
Fredericton, Canada

September 1986 to April 1988

University of Western Ontario
London, Canada

Humanitarian:

June 2007 to June 2008

Habitat for Humanity
Ann Arbor, USA

Volunteering:

August 2001 to August 2003

Service First
Saint Louis, USA

August 2001

Easter Seals Relay
Saint Louis, USA

June 2001 to July 2003

Habitat for Humanity
Saint Louis, USA

December 1993 to January 1994

Médecins sans Frontières (Hungary and Ukraine)
Paris, France