

## **GREGORY E. OSLAND, Ph.D.**

Professor of Marketing  
College of Business  
Butler University  
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### **EDUCATION**

**Ph.D.** Michigan State University (1993)

Major Field: Marketing. Minors: International Business, Sociology

**M.B.A.** University of Colorado – Boulder (1982)

Major Emphasis: Marketing

**B.S.** Iowa State University (1974)

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

### **PROFESSIONAL EXPERIENCE**

#### **BUTLER UNIVERSITY**

Professor: (2005-present) teach Introduction to Marketing, International Marketing - undergraduate and MBA, Frontiers in Latin America – undergraduate.

Associate Professor: (1999-2005) Also taught International Business and Contemporary Business Issues In East Asia

Assistant Professor: (1993-1999)

#### **MICHIGAN STATE UNIVERSITY**

Instructor: taught Marketing Management - undergraduate, International Marketing - MBA (1990-'93)  
Research Assistant (1989-1992).

#### **OSLAND & ASSOCIATES**

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

Executive Management Trainer: United Nations (China), Associated Credit Bureaus, Transunion Inc.

Marketing Consultant: 3M, Meadowbrook Press, Super Value Wholesalers, Haynes Enterprises, Grace Church, The Navigators, EcoParaiso Resort, American Senior Communities

#### **MANAGEMENT TECHNOLOGIES INTERNATIONAL**

Trainer: trained Chinese managers in Marketing and Economics in an international joint venture in Hunan, China (1986-1989).

Consultant: provided business consulting for Chinese enterprises (1986-1989).

#### **THE NAVIGATORS**

Area Director: recruited, trained, and supervised campus representatives in the Chicago area (1983-1986).

Campus Representative at Northwestern University, Evanston (1977-1980).

### **ACADEMIC HONORS, AWARDS, and GRANTS**

- Butler University Mortar Board College of Business Professor of the Year (2009-2010).

- Butler University Sunset Project Interdisciplinary Research Project Winner (2010).
- Indiana University CIBER Research Grant (2009).
- Butler Student Government Association "Apple" Teaching Award (2001, 2008, 2011, 2013, 2014).
- College of Business Faculty Researcher of the Year (2005).
- U.S. Dept. of Education GLOBE Research & Development Grants (2001, 2002, 2003, 2004, 2005).
- Featured researcher/speaker for Butler's Founders Day Celebration of Faculty Research (2004).
- Butler Academic Grants from Holcomb Research Institute (1995, 2003).
- COB internal grants for ecotourism research in Latin America (2001, 2002, 2003, 2005, 2009, 2015)
- Best Article of the Year, *Journal of International Marketing* (1999).
- Research Grant from Holcomb Research Institute (1994).
- Honored as a Michigan State University Marketing Department "Outstanding Teacher" (1993).

## PUBLICATIONS AND PRESENTATIONS

### JOURNAL ARTICLES

Osland, Gregory E. and Robert Mackoy, (2012), "Education and Ecotourism: A Framework and Analysis of Education in Ecotourism in Costa Rica and Panama," *European Journal of Tourism, Hospitality and Recreation*, 3:1, 77-94.

Florenthal, Bela and Gregory Osland, (2009), "High- Versus Low-Context National Cultures: Preferences for Type of Retailer and for Human Interaction," *Indian Journal of Economics & Business*, Special Issue, 97-109.

Osland, Gregory, (2007), "Ecotourism in Latin America: Four Types of Birding Tours," *Indiana Audubon Quarterly*, 85(May), 354-362.

Aiken, Damon, Robert Mackoy, Ben Liu, Richard Fetter and Gregory Osland, (2007), "Dimensions of Internet Commerce Trust," *Journal of Internet Commerce*, 6:4, 1-25.

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

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

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

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

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

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

Taylor, Charles R., Shaoming Zou and Gregory E. Osland, (1998), "International Entry Mode Choice by U.S. and Japanese MNCs: A Cross-cultural Assessment of the Transaction Cost

Analysis Framework," *Thunderbird International Business Review*, 40:4, 359-412.

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

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

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

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

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

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

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

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

### **OTHER PUBLICATIONS**

Osland, Gregory, (2013), "Help the Environment: Go Native This Spring," Guest Editorial, *Indianapolis Star*, March 28.

Osland, Gregory and Robert Mackoy, (2010), "Education in Ecolodges in Panama and Costa Rica," *Travel and Tourism Research Association Annual Conference Proceedings*, Susan Beeton and Cathy Hsu, editors, (June), San Antonio.

Osland, Gregory, (2009), "Beginnings of a Fulfilling Career," Michigan State University Contributions to International Business and Innovation, S. Tamer Cavusgil, editor, in *Advances in International Marketing*, Volume 19, 95-104.

Osland, Gregory, Robert Mackoy, and Daniel McQuiston (2007), "EcoParaiso," in *Marketing Leadership in Hospitality and Tourism*, Fourth Edition, Stowe Shoemaker, Robert Lewis, and Peter Yesawich, editors. Case 47, 1-5, Upper Saddle River, NJ: Pearson, Prentice Hall.

Osland, Gregory E. and Robert Mackoy (2005), "Issues in Ecolodge Management in Latin America," *Travel and Tourism Research Association Annual Conference Proceedings*, (June), New Orleans, LA.

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

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

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

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

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

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

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

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

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

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

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

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

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

## **PRESENTATIONS**

Osland, Gregory E. and Bela Florenthal (2010), "A Framework for Analyzing and Improving Ecotourism Performance," Marketing Management Association Annual Conference, MBAA International, (March), Chicago, IL.

Osland, Gregory E., Bela Florenthal, and Robin Turner (2009), "Value of a Sunset: Ecotourism," Butler University Sunset Project, (November), Indianapolis, IN.

Florenthal, Bela and Gregory Osland (2008), "High-Context Versus Low-Context National Cultures: Preferences for Type of Retailer and for Human Interaction," Applied Business and Entrepreneurship Association International, (November), Kauai, Hawaii.

Osland, Gregory, (2008) "Foundations and Evolution of a Research Career in International Marketing," Invitational Symposium on MSU Contributions to Research in International Business and Innovation, Michigan State University, (May), East Lansing, MI.

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

Osland, Gregory E. (2005), "Selling Out," Butler University College of Business Administration Welcome Week Presentation to Freshmen and Faculty, (August), Indianapolis, IN.

Osland, Gregory E. and Robert Mackoy (2005), "Issues in Ecotourism Management in Latin America," Travel and Tourism Research Association Conference, (June), New Orleans, LA.

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

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

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

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

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

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

Osland, Gregory, Damon Aiken, Ben Liu, and Robert Mackoy (2002), "Developing Internet Consumer

Trust: Exploring Trustmarks as Third-Party Signals,” Butler University College of Business Administration Faculty Research Presentation, (July 10), Indianapolis, IN.

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

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

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

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

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

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

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

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

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

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

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

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

Marketing Science, (April), East Lansing, MI.

## **WORK IN PROGRESS**

Osland, Gregory, Robert Mackoy, and Marlene McCormick, "Perceptions of Personal Risk in Developing Nations and the Impacts on Destination Choices: Ecotourism in Mexico." Sabbatical Spring 2016.

## **INTERNAL SERVICE/ADMINISTRATION**

### **UNIVERSITY**

- Sustainability Council, 2014-present.
- University Promotion and Tenure Committee, 2013-2015.
- Global and Historical Studies Advisory Council, 2012-2015.
- Board of Trustees Building Committee, Faculty Representative, 2012-2014.
- Institute for Study Abroad: Butler Liaison Committee, 2008-2015.
- Latin America Global & Historical Studies Work Group, 2005-present.
- University Mentor for New Faculty, 2010-11.
- International Studies Committee, 2004-2010.
- Core Curriculum Committee, 2006-2008.
- Student Affairs Committee, 2005.
- Chinese History Faculty Recruiting Task Force, 2002-2003.
- Chinese Area Studies/Faculty Recruiting Task Force, 1999-2000.
- Committee on International and External Affairs, 1997-1998.
- Freshman Orientation Guide, 1995-1998, 2014.
- Clowes Hall Task Force, 1995-1996.

### **COLLEGE OF BUSINESS**

- Dean Search Committee, 2014.
- Co-chair, Organizational Behavior and International Business Faculty Search Committee, 2013.
- Professional Standards Committee, 2009-2012, 1999-2001 (Chair 2000-2001, 2011-2012).
- Global Strategy Task Force, 2007-2010.
- International Work Group, 2001-2006.
- Junior-level Integration Task Force, 2006.
- U.S. Department of Education International Grant Task Force, 1998-2006.
- Marketing and Management Faculty Recruitment and Selection, 1993, 1996, 1999, 2000, 2003, 2006, 2007, 2010, 2014, 2015.
- Area Coordinator for International Management, 1994-2001, 2004.
- Dean Search Committee, 1999-2000.
- Policy and Curriculum Committee, 1998-1999.
- Undergraduate Integration Committee, 1997-1998.
- Butler Business Scholarship Committee, 1997-2001; Interviewer, 1997-present.
- MBA Program Integration Committee, 1995-1996.
- Chair, Core Competencies Task Force, 1996.
- Honors' Program Committee, 1994-1998.
- Library Committee, 1993-1998.
- Faculty Advisor for the Global Business Club, 1996-2000, 2007-2009.
- Faculty Advisor for the Marketing Club, 1993-1994.
- Associate Director of the Continuing Education Series Forum on NAFTA, 1993.

## **PROFESSIONAL AND COMMUNITY SERVICE**

- Executive Director, Project Eden, 2013-present.
- Grace Church: Outreach Oversight Committee, 2010-2013.
- Central Indiana Land Trust, Inc.: Land Committee, 2006-2008.
- Indiana Audubon Society Board of Directors: Executive Committee, 2004-2006.
- Board of Advisers, Centro Cristiano de Celebracion, 2002-2005.
- Ad Hoc Reviewer for journals & conferences, *Management International Review*, *California Management Review*, *Thunderbird International Business Review*, *Journal of International Business Studies*, *Journal of International Marketing*, *Journal of Business Research*, *International Marketing Review*; Academy of International Business Conferences, Academy of Marketing Science Conferences, American Marketing Association Conferences, 1992 – present.
- Discussant: International Marketing Track, Academy of Marketing Science Conference, Virginia Beach, Virginia, August 1998.
- Discussant: International Marketing Track, American Marketing Association, Summer Educators' Conference, Chicago, Illinois, August 1992.
- Speeches and Media Interviews: *Indianapolis Star*, *Indianapolis Business Journal*, WTBU Television, Indiana Universities Radio Network, WFIU Radio, Noblesville Rotary Club, Great Lakes Fire Chiefs Association, Indiana Dept. of Commerce – International Trade Division, 1994 – present.
- Steering Committee Member – Indiana Humanities Council: Asia-in-US Project, 1997.