

## BIOGRAPHICAL SKETCH OF DR. MARK CLEVELAND



Dr. Mark Cleveland (PhD, MSc, BComm, *John Molson School of Business*, at *Concordia University*, Montréal, Canada) is the *Dancap Private Equity Professor of Consumer Behavior*, and an Associate Professor of Marketing (with tenure), in the DAN Management department (Faculty of Social Sciences), at the *University of Western Ontario* (London, Ontario, Canada). He also taught at the *John Molson School of Business* (*Concordia University*, Montréal), *HEC-Montréal* (*Université de Montréal*), *Euromed School of Management* (Marseille), and *Kedge Business School* (Marseille). He was also a Visiting Professor at *Vienna University of Economics and Business*. As coordinator of the Consumer Behavior area, Mark teaches numerous courses at the graduate and undergraduate levels, which presently includes marketing research, consumer behavior, consumer theory and methodology, and marketing management. Since 2013, Dr. Cleveland has been an Associate Editor for the *International Marketing Review*. He serves as an ad-hoc reviewer for numerous journals.

His research spans several areas of marketing, with a special focus on cross-cultural consumer behavior; globalization, ethnic/social identity and acculturation; culture and decision-making; cosmopolitanism, materialism and consumer ethnocentrism; international market segmentation; services marketing, green marketing, gift-giving, advertising, psychometrics and scale development, as well as branding and internet shopping behavior. To date, Mark has published 29 journal articles, numerous book chapters, and a book on global consumer culture. His work appears in the *Journal of International Marketing*, the *International Marketing Review*, the *Journal of Business Research*, *Psychology & Marketing*, the *Journal of Interactive Marketing*, the *Journal of Economic Psychology*, the *International Journal of Advertising*, the *International Journal of Intercultural Relations*, the *Journal of Consumer Marketing*, the *Journal of Strategic Marketing*, the *Journal of Consumer Behavior*, the *Canadian Journal of Administrative Sciences*, and the *Journal of International Consumer Marketing*. His research has been presented at 33 conferences spanning 5 continents. He has conducted research on consumers living in 22 countries: the Americas (Canada, United States, Mexico, and Chile), Europe (United Kingdom, France, Germany, Slovakia, Sweden, Netherlands, Austria, Hungary, and Greece), and Asia (India, Taiwan, China, Korea, Japan, Thailand, Iran, Lebanon, and Turkey). Dr. Cleveland's cumulative scholarly work has more than 1700 citations on *Google Scholar*, and he has received numerous awards for his research contributions.

Links to Mark's research articles: <http://scholar.google.ca/citations?user=WWMNIMAAAAJ>