

EDUCATION

Ph.D., (Marketing) Northwestern University, 2003

MBA, University of Chicago, 1992

B.S., University of Notre Dame, 1988

ACADEMIC POSITIONS

University of Illinois at Chicago, Liautaud Graduate School of Business (2003 to present)

Assistant Professor of Marketing

Courses Taught: International Marketing (MBA Course; Campus and Asia/MBA Programs)
Intro to Marketing (Core MBA Mktg Course; Campus and Asia/MBA Programs)
Consumer Behavior (Ph.D.)

Course Methods: Text Cases and Student 'Live' Cases (case studies involving Chicagoland businesses)

Teaching Interests: Consumer Behavior, Marketing Management, Global Marketing, Marketing Research, Qualitative Research Methods, and Social Entrepreneurship

Northwestern University, Kellogg School of Management

Instructor, Marketing Management (special undergraduate course offering) (Fall, 2002)

Lecturer, Global Initiatives in Management (Graduate) (Winter, 2002)

REFEREED JOURNAL PUBLICATIONS

DeBerry-Spence, B., (2009) "Making Theory and Practice in Subsistence Markets: An Analytic Autoethnography of MASAZI in Accra, Ghana," *Journal of Business Research*, forthcoming.

DeBerry-Spence, B., (2008) "Consumer Creations of Product Meanings in the Context of African-Style Clothing," *Journal of the Academy of Marketing Science*, 36 (3): 395-408.

DeBerry-Spence, B., (2008) "Third-Space Scholars: Bridging the Marketing Academy and Emerging Markets," *Journal of Business and Industrial Marketing*, 23 (6): 368 – 373.

Bonsu, S. and DeBerry-Spence, B., (2008) "Consuming the Dead: Identity and Community Building Practices in Death Rituals," *Journal of Contemporary Ethnography*, 37 (6): 694-719.

REFEREED JOURNAL PUBLICATIONS CON'T.

Kozinets, R., Sherry, J., Storm, D. Duhachek, A., Nuttavuthisit, K., DeBerry-Spence, B., (2004), "Ludic Agency and Retail Spectacle," *Journal of Consumer Research*, 31 (3): 658-672.

Sherry, J. F., Kozinets, R. V., Duhachek, A., DeBerry-Spence, B., Nuttavuthisit, K., Storm, D., (2004), "Gendered Behavior in a Male Preserve: Role Playing at ESPN Zone Chicago," *Journal of Consumer Psychology*, 14 (1&2), pp. 151-158.

Kozinets, R. V., Sherry, J. F., DeBerry-Spence, B., Duhachek, A., Nuttavuthisit, K., Storm, D., (2002), "Themed Flagship Brand Stores in the New Millennium: Theory, Practice, Prospects," *Journal of Retailing*, Vol. 78, pp. 17-29 [Winner, William R. Davidson Honorable Mention Award for Best Paper].

Sherry, J. F., Kozinets, R. V., Storm, D. Duhachek, A., Nuttavuthisit, K., DeBerry-Spence, B., (2001), "Being in the Zone: Staging Retail Theater at ESPN Zone Chicago," *Journal of Contemporary Ethnography*, 30 (4), pp. 465-510.

TRANSFORMATIVE RESEARCH INITIATIVES

DeBerry-Spence, Founder and Executive Director, *The MASAZI® Visitor and Welcome Centre*: Accra, Ghana (2005 – Present). Built and opened in Dec., 2005, this transformative research initiative serves as a site for theoretical inquiry, data collection, and research idea generation. It also engages a social agenda, serving as the official visitor and welcome centre for The Centre for National Culture (which houses over 500 microbusinesses) and a 'distinguished' visitor and welcome centre for the capital city of Accra. MASAZI has hosted *NY Times* and *BBC World Live*.

RESEARCH UNDER REVIEW

DeBerry-Spence, B., S. K. Bonsu and E. J. Arnould, "Market Development in The African Context" In Penaloza, L., Toulouse, N., Visconti, L., editors. *Cultural Marketing Management: Strategy and Practices*.

FORTHCOMING RESEARCH

"Do Service Quality Perceptions Matter? The Nature and Effects of Early Service-Quality Evaluations in Rural Ghana," with K. Dadzie, J. Evans, C. Blankson. (Working paper). For submission to *Marketing Science*

"Unveiling Consumer's Practices of Comfort: Toward a Theory of Consumer Comfort" with E. Izberk-Bilgin. (Working paper). For submission to *Journal of Consumer Culture*

"Dressing to Authenticate: Historicized Cultural Authentication" with E. Izberk-Bilgin. (Based on working paper). For submission to *Journal of Consumer Research*

Africa and Its Diasporas. Edited book for the *Council for the Development of Social Science Research in Africa*. (Chapter proposals reviewed; Scheduled for 2010 Publication).

REFEREED CONFERENCE PRESENTATIONS

Ozanne, J., DeBerry-Spence, B. and Crockett, D. (2008) "Building the Transformative Research Community: Opportunities and Obstacles for Rising Scholars," Association for Consumer Research. [Roundtable; survey conducted and analyzed pre-conference, with presentation of findings]. San Francisco, CA.

DeBerry-Spence, B. (2008) "Reinforcing Traditions in Global Markets," at Subsistence Marketplaces: Sustainable Consumption and Commerce for a Better World. Sponsored by the University of Illinois at Champaign/Urbana, the University of Illinois at Chicago and the University of Wyoming, Chicago, IL.

DeBerry-Spence, B., (2006) "Third Spacing in the Academy." International Academy of African Business Development. Accra, Ghana.

Otnes, C., DeBerry-Spence, B. and Coulter, R., (2006) "Shopping with Consumers (SWC) at Subsistence Marketplaces," Product and Market Development for Subsistence Marketplaces. Sponsored by the University of Illinois at Champaign/Urbana and the University of Illinois at Chicago. Chicago, IL.

DeBerry-Spence, B., and Izberk-Bilgin, E., (2005) "Wearing Identity: The Symbolic Uses of African Clothing by African Americans," Association for Consumer Research. San Antonio, TX.

DeBerry-Spence, B., (2005) "African Americans and African Clothing: Toward a Theory of Consumer Comfort," International Academy of African Business and Development. Dar es Salaam, Tanzania.

DeBerry-Spence, B., (2004) "Experiencing Ghana: Creating Memorable Encounters," International Academy of African Business and Development. Atlanta, GA.

DeBerry-Spence, B., (2004) "Rethinking Meaning Transfer: A Theory Building Study of African-American Consumption of African Clothing," International Academy of African Business and Development. Atlanta, GA.

Nuttavuthisit, K., and DeBerry-Spence, B. (2002), "New Retail Design Development," Association for Consumer Research. Atlanta, GA.

Sherry, J. F., Kozinets, R. V., Duhachek, A., DeBerry-Spence, B., Nuttavuthisit, K., Storm, D., (2002) "Gendered Behavior in a Male Preserve: Role Playing at *ESPN Zone Chicago*," Association for Consumer Research on Gender. Dublin, Ireland.

Nuttavuthisit, K., and DeBerry-Spence, B. (2002). "A Typology of Gender Retail Practices within the Retail Environment", Association for Consumer Research on Gender. Dublin, Ireland.

DeBerry-Spence, B. and Nuttavuthisit, K., (2002) "When Cultural Products Become Transcultural," African Studies Association Annual Conference. Sponsored by the University of Michigan, Ann Arbor, MI.

DeBerry-Spence, B. (2002) "How Consumption Context Affects Product Meanings: Multi-Site Ethnography", 4th Annual Conference on Ethnography. Sponsored by DePaul University. Chicago, IL.

CONFERENCE PROCEEDINGS

DeBerry-Spence, B. and Izberk-Bilgin, (2006) "Wearing Identity: The Symbolic Uses of Africa Clothing by African Americans" in *Advances in Consumer Research*, Vol. 33, ed. Cornelia Pechmann and Linda L. Price, Duluth, MN: Association for Consumer Research, 191-192.

Nuttavuthisit, K., and DeBerry-Spence, B., (2003) "New Retail Design Development" in *Advances in Consumer Research*, Vol. 30, ed. Punam Anand Keller and Dennis W. Rook, Valdosta, GA: Association for Consumer Research, 209.

RESEARCH HONORS

CODESRIA Multinational Working Group Member and Coordinator, Council for the Development of Social Science Research in Africa (2006 - Present)

Great Cities Institute Fellowship, University of Illinois at Chicago (UIC) (2004-2005)

William R. Davidson Award, Honorable Mention, Best Paper in *Journal of Retailing* (2004) (Volume 78, Special Issue)

Hans E. Panofsky Research Award (2002), Northwestern University Program of African Studies Center for Comparative and International Studies, Summer Fellow (2002), Northwestern University Northwestern University Fellow (1999-2000)

INVITED TALKS

Fulbright (2009) "Global Challenges, Local Solutions: Fostering Change through Social Entrepreneurship," [presenter and panel participant based on MASAZI social venture]

Chicago Consumer Culture Theory Group (2007) "MASAZI: A Case Study of Third Space"

Great Cities Institute, UIC (2007) "Theories of Third Space: Reconceptualizing the Conceptual"

Japanese International Cooperation Agency (Accra, Ghana) (2006) "Branding Ghana: Back to the Basics and Beyond"

Ghana Ministry of Tourism and Diaspora Relations (2006) "Experiencing Ghana: Creating Memorable Encounters"

Ghana Ministry of Tourism/Ministry of Communications (2005) "Conceptual Branding: A *Golden Experience*"

Great Cities Institute, UIC (2004) "Ethnographic Marketing Research"

National Black MBA Association (Chicago, IL) (2004): "Corporate and Academy: At the Crossroads"

Northwestern University, Program of African Studies (Evanston, IL) (2004): "Successfully Managing the Dissertation and Writing Process"

York University (Toronto, Canada) (2003): “Rethinking Meaning Transfer: Ethnographic Insights from the Consumption of African Clothing”

REFEREE

American Marketing Association
Association for Consumer Research
Consumption, Markets & Culture
Council for the Development of Social Science Research in Africa (CODSRIA)
Journal of African Business
Journal of Business Research
Journal of Consumer Psychology
Journal of Consumer Research

TEACHING AWARDS

Honorable Mention, Best Professor - Liautaud Graduate School of Business (2005)

UNIVERSITY SERVICE

Grace Holt Scholars Proposal Development Committee (2009)
Great Cities Institute, Faculty Scholar Review Committee (2008)
Presenter, UIC Alumni Day –In cooperation with UIC Chancellor and President (2007)
Senate Executive Committee, UIC (2005 - Present)
Assoc. Dean, UIC College of Business, Search Committee (2005)
Senate, UIC (2004 - Present)
Student Community Projects (2003 – Present)
African American Academic Network Mentor (2003-2004)

DOCTORAL STUDENT WORK

Dissertation Committee, Elif Izberk-Bilgin, Doctoral Student Marketing
Dissertation Committee, Gary Schirr, Doctoral Student Marketing

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
International Academy of African Business Development
National Black MBA Association

OTHER AFFILIATIONS

Chicago Sister Cities (Appointed member)
Ghana Ministry of Tourism, Advisor
Royal Neighbors of America (Fraternal Benefits Organization), Board Member
StreetWise (Largest North American street-newspaper serving the homeless)
Past President, Board of Directors and Board Member

PROFESSIONAL EXPERIENCE

The MASAZI Visitor and Welcome Centre Accra, Ghana
Founder and Executive Director (2005 to Present)

Monsanto, G.D. Searle (now Pfizer) Skokie, IL
Senior Director, New Products (1999)
Director, Global Cardiovascular Businesses (1998-1999)
Director, Global New Businesses (1996-1998)

Northwestern Healthcare Network (now Northwestern Memorial Hospital) Chicago, IL
Assistant to the President (1994-1996)

Baxter Healthcare Corporation Deerfield, IL
Senior Marketing Manager (1992-1994)
Marketing Manager (1992)
Product Manager (1990-1991)
Market Research Manager (1989-1990)
Market Research Analyst (1988-1989)