

PROMOTION RECOMMENDATION  
The University of Michigan-Flint  
School of Management

Erin Cavusgil, associate professor of marketing, with tenure, School of Management, is recommended for promotion to professor of marketing, with tenure, School of Management.

Academic Degrees:

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|-------|------|---|
| Ph.D. | 2008 | Michigan State University, East Lansing, MI |
| M.S.  | 2000 | University of Minnesota, Minneapolis, MN    |
| B.S.  | 1998 | University of Michigan-Ann Arbor, MI        |

Professional Record:

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| 2013 – Present | Associate Professor, with tenure, School of Management, University of Michigan-Flint |
| 2008 – 2013    | Assistant Professor, School of Management, University of Michigan-Flint              |

Summary of Evaluation:

Teaching: Professor Cavusgil is a committed and conscientious teacher. She has taught both online and traditional courses and teaches at both the undergraduate and graduate level. Professor Cavusgil recently prepared a new course in Retail Management that will be an important part of the marketing curriculum and will also serve to support the new Supply Chain Management major. She brings in guest speakers and brings in real life examples to supplement textbook material. She is very adept at using various classroom technologies including Blackboard and the McGraw Hill *Connect* course supplements. She pioneered the use of “clickers” within the School of Management to facilitate immediate feedback during in class lectures.

Research and Professional Development: Professor quality of her research is high. Her *Journal of Marketing Theory and Practice* article was recognized in a special issue of that journal as one of the top 20 articles within the past decade. Since her promotion, she has published nine articles. Of those nine articles, eight have appeared in journals with impact factors greater than 1.0. In 2016, she received a certificate of recognition for highly cited research in the *International Business Review*. Overall, she has published in *International Business Review*, *International Journal of Innovation Management*, *Journal of Environmental Psychology*, *Journal of Business Research*, *Industrial Marketing Management*, *Journal of Product Innovation Management*, *Journal of the Academy of Marketing Science*, *Health Marketing Quarterly*, *Journal of Marketing Theory and Practice*, and the *Journal of Business Ethics*. Professor Cavusgil currently has five manuscripts under review and eight papers that she is developing with a variety of co-authors. She is an active reviewer for four different academic journals.

### Recent and Significant Publications:

- “The Role of Economic and Normative Signals in Internal Prosocial Crowdfunding: An Illustration Using Market Orientation and Psychological Capital” (Co-authors: V. Jancenelle, and R. Javalgi), *International Business Review*, forthcoming.
- “Marketing Capabilities, Positional Advantage and Performance of Born Global Firms: Contingent Effect of Ambidextrous Innovation” (Co-authors: S. Martin and R. Javalgi), *International Business Review*, 26, 2017, pp. 527-543.
- “Number of R&D Alliances and Innovation Output: Nonlinear Relationship Evidence from the Pharmaceutical Industry” (Co-authors: S. Xu and S. Deligonul), *International Journal of Innovation Management*, 20, (6), 2016, pp. 1-22.
- “A Protection Motivation Explanation of Base-of-the-Pyramid Consumers’ Environmental Sustainability” (Co-authors: G. Zhao and Y. Zhao), *Journal of Environmental Psychology*, 45, 2016, pp. 116-126.
- “Social Stratification and Mobility Among Chinese Middle Class Households: An Empirical Investigation” (Co-authors: J. Song, J. Li, and R. Luo), *International Business Review*, 25, 2016, pp. 646-656.

Service: Professor Cavusgil has provided excellent service to the School of Management, the university, and to the discipline. Since being promoted to associate professor, she has served on the Executive Committee, the Undergraduate Committee (chair), the Summer Committee, the Operations and Supply Chain Management program review committee, the Marketing faculty search committee, and the Hagerman Endowed Professor search committee. Professor Cavusgil has also served on university-wide committees including the Scholarships, Awards, and Special Events Committee and the Student Concerns Committee. She is also a regular participant in School of Management meetings, departmental meetings, commencement exercises, and providing reference letters for her students upon graduation. She serves on four editorial review boards including *the Journal of Business Research*, the *Thunderbird International Business Review*, and the *International Business Review*, and the *Journal of Marketing and Strategic Management*.

### External Reviewers:

Reviewer (A): “During the period of 2013 to date, Dr. Cavusgil has published 11 peer reviewed articles in good journals. She has consistently presented papers in major conferences. Her record indicates that she has been a good scholar in terms of quality as well as quantity. I would like to emphasize that her research reflects both theoretical thoroughness and empirical rigor. Her leadership services to the research community is demonstrated through her membership on the editorial review boards of *Journal of Business Research*, *Thunderbird International Business Review*, and *Journal of Marketing and Strategic Management*. I have no doubt that Dr. Erin Cavusgil will continue to publish papers in leading journals in Marketing and International Business. I give my strongest recommendation of Dr. Cavusgil for promotion.”

Reviewer (B): “The quantity of output in the case of promotion to professor seems to me to be more than adequate, in fact, excellent. Her reviewing and conference activity, indicative of service contributions to the discipline, are outstanding, in fact, some of the best I’ve ever seen on a vita. Professor Cavusgil’s pipeline of research seems to be brimming with new project and papers in

various stages of review and publication, which bodes well for her trajectory of future productivity.”

Reviewer (C): “I believe that she has achieved a very good record of publications both in terms of quality and quantity, while making excellent service contributions. Without any reservation, I strongly recommend Dr. Cavusgil to be promoted to full professor. Nearly all her articles focus on the intersection of new product development, marketing strategy, and international marketing, which represent important research areas in the field of marketing. I particularly like Dr. Cavusgil’s *Journal of the Academy of Marketing Science* paper, which I consider an outstanding paper. I have no doubt that she will continue to make important theoretical and managerial contributions to the field of marketing. I believe her record meets the requirements for someone being considered for promotion at my institution. Without any reservation, I strongly recommend Dr. Cavusgil be promoted to full professor.”

Reviewer (D): “I am impressed with the body of work Dr. Cavusgil has put together with approximately 2.5 refereed articles a year (many of which are highly regarded and 900+ citations per Google Scholar. She is a very productive and well-regarded scholar. The *Journal of the Academy of Marketing Science* article titled “Reflections on International Marketing: Destructive Regeneration and Multinational Firms” would probably be considered her most prestigious piece. I think this is a wonderful article. It is a well written conceptual piece, an article type that is increasingly difficult to publish in our empirically-driven academy. It has the potential to guide research in the area for many years to come. She has a steady stream of research and is making strong contributions to the field. She is clearly above average vis-à-vis her peer group, and probably quite a bit better than that.”


Reviewer (E): “I am impressed with the prolific quantity and highly respectable quality of Dr. Cavusgil’s research. She has consistently published her research in high quality and appropriate research outlets such as *Journal of Product Innovation Management*, *Journal of the Academy of Marketing Science*, *International Business Review*, and the *Journal of Business Research* – all top Marketing journals. Her new product development, innovation strategies, and international business research work is well respected in the Marketing and International Business disciplines. Her record is impressive and would place Dr. Cavusgil in the top 10% of Marketing scholars, and the top 5% of International Business Scholars. Dr. Cavusgil would meet our standards for promotion to Research Professor. I strongly endorse Dr. Cavusgil’s promotion....”

Reviewer (F): “Dr. Cavusgil has been very prolific, publishing 24 refereed journal papers in 10 years, plus five more in the advanced review state. More importantly, she has been highly selective in the outlets of her work. The impact factors of these journals (ranging from 1.5-3.0) are highly reflective of the outlets’ scholarly stature. It is most delightful to see three of her papers receive high citation recognition or best paper awards, confirming the quality of her work and achievement. For full professors, we expect a colleague to achieve some depth and impact in his or her selected field of enquiry. This is highly evident in Dr. Cavusgil’s case. I would recognized [sic] Dr. Cavusgil as being in the top 5% in international marketing, if not higher. Based on Dr. Cavusgil’s record, her holistic and outstanding performance would surpass our criteria and be highly eligible for promotion.”

Summary of Recommendation:

Professor Erin Cavusgil is a committed and conscientious teacher. She is a prolific and serious scholar making significant contributions in the important area of innovation and new product development in a global context. I wholeheartedly recommend Erin Cavusgil for promotion to professor of marketing, with tenure, School of Management.

Recommended by:

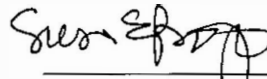


Scott D. Johnson, Ph.D.  
Dean, School of Management  
Professor of Marketing

Recommendation endorsed by:



Douglas G. Knerr  
Provost and Vice Chancellor for Academic Affairs



Susan E. Borrego, Chancellor  
University of Michigan-Flint

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