

PROMOTION RECOMMENDATION
University of Michigan-Flint
School of Management

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

Academic Degrees:

Ph.D.	2008	Michigan State University, Lansing, Michigan
M.S.	2000	University of Minnesota, Minneapolis, Minnesota
B.S.	1998	University of Michigan, Ann Arbor, Michigan

Professional Record:

2008 – Present	Assistant Professor of Marketing, School of Management, University of Michigan-Flint
2001 – 2004	Chemical Engineer, Merck & Co., Rahway, New Jersey

Summary of Evaluation:

Teaching – Professor Cavusgil is a solid teacher with expertise in principles of marketing, new product development/innovation, integrated marketing communications, marketing strategy, and international marketing. She cares deeply about her students and their learning experiences. She fosters interaction with others and emphasizes application of real world business issues in her teaching. Her students rate her teaching effectiveness quite high and peer evaluations of her teaching attest to an instructor in command of the subject. Her teaching effectiveness spans both graduate and undergraduate levels as well as online and hybrid modes of instruction.

Research – Professor Cavusgil’s primary areas of research are new product development, marketing strategy, integrated marketing communications, and international marketing. External reviewers highly praise the quantity and more importantly, the quality of her scholarly work. Her earlier scholarly work had focused on pharmaceutical marketing and she now finds inspiration in issues facing global markets and product innovations.

Professor Cavusgil has published 15 refereed journal articles, 11 refereed conference proceedings, one book review, and six articles under review. A significant portion of her scholarly work has been produced since joining the University of Michigan-Flint in 2008. In addition, she has presented at a number of national conferences. Her article entitled, “Late Entrant Over-the-Counter and Rx Market Entry Strategies: An Investigation in the Pharmaceutical Industry” has received the prestigious *2012 Emerald Literati Network’s Outstanding Paper Award*.

Recent Significant Publications:

Cavusgil, S. T. and E. Cavusgil. “Reflections on International Marketing: Destructive Regeneration and Multinational Firms.” *Journal of the Academy of Marketing Science*, Volume 40 (2), 202-217 (2012).

- Xu, S., Fang, W. and E. Cavusgil. "Complements or Substitutes? Internal Technological Strength, Competitor Alliance Participation, and Innovation Development." *Journal of Product Innovation Management*, forthcoming.
- Deligonul, Z. S., Elg, U., Cavusgil, E., and Ghauri, P. "Developing Strategic Supplier Networks: An Institutional Perspective." *Journal of Business Research*, forthcoming.
- Cavusgil, E., Deligonul, Z. S., and Calantone, R. "Late Entrant Over-the-Counter and Rx Market Entry Strategies: An Investigation in the Pharmaceutical Industry." *International Journal of Pharmaceutical and Healthcare Marketing*, Volume 5 (2), 79-98 (2011).
- Cavusgil, E. and Calantone, R. "Are Pharmaceutical Marketing Decisions Calibrated to Communication Effects?" *Health Marketing Quarterly*, Volume 28 (4), 317-336 (2011).
- Kim, D., Basu, C., Naidu, G. M., and Cavusgil, E. "The Innovativeness of Born-Globals and Customer Orientation: Learning from Indian Born-Globals." *Journal of Business Research*, Volume 64 (8), 879-886 (2011).
- Yaprak, A., Xu, S., and Cavusgil, E. "Effective Global Strategy Implementation: Structural and Process Choices Facilitating Global Integration and Coordination." *Management International Review*, Volume 51 (2), 179-192 (2011).
- Cavusgil, S. T., Nayir, D. Z., Hellstern, G. M., Dalgic, T., and Cavusgil, E. "Editorial: International Ethnic Entrepreneurship." *International Business Review*, Volume 20, 591-592 (2011).
- McNally, R., Cavusgil, E., and Calantone, R. J. "Product Innovativeness Dimensions and Their Relationships with Product Advantage, Product Financial Performance, and Project Protocol." *Journal of Product Innovation Management*, Volume 27 (7), 991-1006 (2010).
- Talay, M. B., Seggie, S. H., and Cavusgil, E. "Exploring Correlates of Product Launch in Collaborative Ventures: An Empirical Investigation of Pharmaceutical Alliances." *Journal of Product Innovation Management*, Volume 26 (4), 360-370 (2009).
- Kim, D. and Cavusgil, E. "The Impact of Supply Chain Integration on Brand Equity." *Journal of Business and Industrial Marketing*, Volume 24 (7), 496-505 (2009).

Service – Professor Cavusgil's service record for faculty of her rank is excellent. In addition to serving in a variety of School and University committees, she has served as an ad hoc reviewer for a number of scholarly journals. She has also served on the School of Management Dean Search Advisory Committee for the past two years.

External Reviewers:

Reviewer (A):

"I am greatly impressed with the quantity and quality of her published research over such a short period of time. In addition, the focus of her research is clearly rooted in innovation, healthcare, and global marketing."

Reviewer (B):

"In sum, from a quantity and quality standpoint, it is my opinion that Erin has made significant contributions to both the theory and practice of marketing management, specifically within the domain of new product development and global competitive strategy. She rates very favorably compared to other junior marketing professors at similar stages in their careers."

Reviewer (C):

"Prof. Cavusgil has consistently published her research in high quality marketing outlets. Her work in new product development, innovation strategies, and international business is well respected in the field of marketing, and will continue to have an impact on the discipline's research agenda."

Reviewer (D):

“Dr. Cavusgil has a total of fifteen (15) peer-reviewed publications, with 114 citations. This is a very large volume of work for being only four years out from her doctoral program, and a significant level of citations for an early career in marketing.”

Reviewer (E):

“An author impact analysis on the Publish or Perish software reveals that papers authored/co-authored by Professor Erin Cavusgil have been cited a 110 times – which is very respectable for someone so early in her career. This body of work not only attests to the quantity and quality of Professor Cavusgil’s research, but also her impact on the field.”

Reviewer (F):

“Her focus in these streams of research overlap so as to provide a synergy that improves scholarly impact. This focus also provides her with substantive and cutting edge material for inclusion and influence in the courses she is teaching.”

Reviewer (G):

“Equally important is her strong pipeline which will ensure her continued productivity. Erin is addressing interesting research questions that are highly relevant and is following a rigorous methodology to execute the same.”

Reviewer (H):

“As a [junior] scholar, Erin has been exceptionally productive in research. She has published over 15 articles in top-tier marketing, innovation management, and business ethics journals and other well-respected tier-B business journals, a rare achievement for a young scholar at similar career stage.”

Summary of Recommendation:

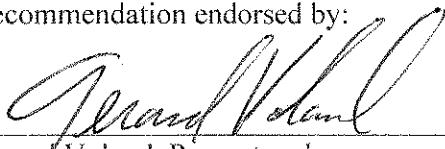
Professor Cavusgil is an outstanding scholar and a solid teacher with a highly satisfactory record of service. Erin Cavusgil is enthusiastically recommended for promotion to the rank of associate professor of marketing, with tenure, School of Management.

Recommended by:

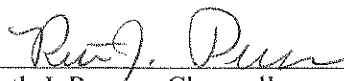


Vahid Lotfi, Acting Dean
School of Management

Recommendation endorsed by:



Gerard Voland, Provost and
Vice Chancellor for Academic Affairs



Ruth J. Person, Chancellor
University of Michigan-Flint

May 2013