

Carol Ann Finnegan, Ph.D.

Contact Information

Associate Professor
College of Business and Administration
University of Colorado at Colorado Springs
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Education

Michigan State University, Communication Arts and Sciences, East Lansing, MI
Advertising, PR and Retailing Department (PhD; Retailing), 2007

Santa Clara University, Leavey School of Business, Santa Clara, CA (MBA: Agribusiness
Management and Finance), 1999

Katolicki Uniwersytet Lubelski, Lublin, Poland (Diploma; Year Program in Polish Language and
Culture), 1990

The George Washington University, Columbian College of Arts and Sciences, Wash., DC (BA;
History), 1988

Professional Experience

Academic Experience

University of Colorado at Colorado Springs, 2007-present
Associate Professor of Marketing, August 2014 - present
Assistant Professor of Marketing, August 2007 – July 2014.

Michigan State University, Retailing Instructor, January 2004 – 2007

Foreign Visiting positions/lectures:

- National Taiwan University (NTU), Visiting Professor, January – June 2015
- National Taiwan University of Science and Technology (NTUST), Adjunct Assistant Professor, June – August 2010, 2011, 2013
- Sol Plaatje University, South Africa, lectures to students and business community, summer 2014
- Cologne Business School, Germany, fall 2014

Relevant Industry Experience

International Consulting

- CARANA Corporation, Arlington, VA, *Associate*, (USA, Jamaica, Tajikistan, Russia, Kazakhstan, Kyrgyzstan), 2000-2002, 1995-1997
- RONCO Consulting Corp., Washington, DC, *Enterprise Development Specialist*, (USA and Albania), 1994 – 1995
- Development Alternatives, Inc., Washington, DC, *Various positions*, 1991 – 1994 (Poland and USA)

Domestic Consulting, Marketing and Sales

- Independent Consultant, 1994, 1997-2000
- Lease Cost Solutions, Sunnyvale, CA, *Sales Representative*, 1998 – 1999
- Customer Manufacturing Group, Santa Clara, CA, *Market Researcher*, 1997 – 1999

Research Activities

Refereed Publications

Peer Reviewed Journals

1. Finnegan, CA, Aicher, T., Block, R. (2020). "Repeat Registrations of a Running Event: Applying Customer Base Analysis". *Sport Marketing Quarterly*. 29(2): 94-108.
2. Finnegan, CA, Tsang, SS, Woodward, G. and Chang, J. (2019). "Foreign Retail Banner Longevity". *International Marketing Review*. 36(6): 887-910.
3. Finnegan, CA, Runyan, RC, Gonzalez-Padron, T. and Hyun, J (2016). "Diversity and Rigor Trends in Retailing Research: Assessment and Guidelines". *International Journal of Management Reviews*. 18(1): 51-68.
4. Tsang, S.S. and Finnegan, C. (2013). "Timing of the First Franchised Outlet," *International Journal of Retailing and Distribution Management*, 41 (2):135 - 154.
5. Runyan, R., Finnegan, C., Gonzales-Padron, T. and Hyun, J. (2013). "What drives publishing productivity for pretenure marketing faculty: Insights using the lens of resource advantage theory," *Marketing Education Review*, 23(2):105–119.
6. Slater, S., Olson, E. and Finnegan, C. (2011). "Business Strategy, Marketing Organization Culture, and Performance," *Marketing Letters*, 22:227-242.
7. Chan, P., Finnegan, C. and Sternquist, B. (2011). "Retail Internationalization Predictors of Success," *European Journal of Marketing*, 45(6): 1005-1022.
8. Finnegan, C., Olson, E. and Slater, S. (2009). "It's More Than Just Green to be KEEN," *Marketing Management*, September/October, 18(5): 26-29.
9. Hult, G.T.M., Ketchen, Jr., D., Griffith, D., Finnegan, C., Gonzalez-Padron, T.L., Harmancioglu, F.N., Huang, Y., Talay, M.B. and Cavusgil, S.T. (2008). "An Assessment of Cross-Cultural Data Equivalence in International Business Research," *Journal of International Business Studies*, 39(6): 1027-1044.
10. Sternquist, B., Finnegan, C., and Chen, Z. (2008). "Adding Value to Buyer-Supplier Relationships in China," (2008). *Journal of Asia Business Studies*, 3(1):1-11.

Peer Reviewed Book Series

11. Finnegan, C. (2009). "From Central Asia to Michigan State University: The Foundation of an Academic Career," in Cavusgil, S.T. ed., *Advances in International Marketing*, 19:169-172.

Peer Reviewed Conference Proceedings

1. Gonzalez-Padron, T., Runyan, R., Hyun, J., Line, N., Hee, Y.H and Finnegan, C. (2011). "Tried And True Or Cutting Edge: Use Of Data Analytical Techniques In Marketing Research," Academy of Marketing Science Proceedings, 2011
2. Eroglu, S., Finnegan, C., Evirgen, C. and Cavusgil, E., "Alien Whales vs. Local Minnows: Can Global Retailers Compete with Local Incumbents in Emerging Markets?," EIRASS Conference, 2010
3. Finnegan, C., Cavusgil, S.T. and Evirgen, C., "Examining Country Effects on Average Foreign Firm Performance And the Chain Size-Performance Relationship," *American Marketing Association Winter Conference Proceedings*, 2010
4. Finnegan, C. and Good, L., "Within-Country Retail Format Diversification: Does Country Context Matter?," *American Marketing Association Winter Conference Proceedings*, 2009
5. Runyan, R., Finnegan, C. and Rodrigues, A., "Environmental Uncertainty and Market Attractiveness: Do Regions Matter?," *World Marketing Congress Proceedings*, 2009
6. Sternquist, B., Finnegan, C. and Chen, Z., "Adding Value to Buyer-Supplier Relationships in China," *Academy of International Business Conference Proceedings*. Beijing, 2006
7. Finnegan, C., "Multi-Level Agency Issues in International Franchising," *Academy of International Business Conference Proceedings*. Quebec City, 2005
8. Sternquist, B., Chung, J.E. and Finnegan, C., "Time Orientation in Japanese Buyer-Supplier Relationships," *Academy of International Business Conference Proceedings*. Stockholm, 2004

Peer Reviewed Book Reviews

1. Book review: Globalization and Its Discontents, *Thunderbird International Business Review*, 46(4):487-491. (July/Aug 2004)
2. Book review: The Chinese Century, *Thunderbird International Business Review*, 48(2):291-295. (March 2006)

Non-Refereed Publications

1. "Buyer-Supplier Relationships in the Semiconductor Industry," (with Dr. Humaira Mahi), *INFORMS/Marketing Science Conference Proceedings*, Rotterdam, 2004
2. "Buyer-Supplier Relationships in China: Factors Influencing Supplier Switching," (Dr. Brenda Sternquist and Zhengyi Chen). *Conference Proceedings of WCC-101*, China Agribusiness Conference. East Lansing, 2004
3. "Small Enterprise Development in Poland: Does Gender Matter?" (with Dr. Jean Weidemann), *GEMINI*, 1994
4. "USAID's Financial Systems Approach to Small Business Development," *Development Alternatives Working Paper*, October 1993

Conference Presentations

1. Finnegan, C., “Global Retailing Research: Lessons from Turkey and Beyond”, member of Turkish Retail Panel, CIMAR Conference, Atlanta, Georgia, 2011
2. Finnegan, C., Cavusgil, S.T. and Evirgen, C., “Examining Country Effects on Average Foreign Firm Performance And the Chain Size-Performance Relationship,” *American Marketing Association Winter Conference Proceedings*, 2010
3. Runyan, R., Finnegan, C. and Rodrigues, A., “Environmental Uncertainty and Market Attractiveness: Do Regions Matter?”, *World Marketing Congress*, 2009
4. Finnegan, C. and Good, L., “Within-Country Retail Format Diversification: Does Country Context Matter?” American Marketing Association (AMA) Winter Conference, Tampa, FL, 2009.
5. Finnegan, C., “Coming Full Circle,” Invitational Symposium on MSU Contributions to Research in International Business and Innovation, Michigan State University, 2008
6. Sternquist, B., Chen, Z., and Finnegan, C., “Buyer-Supplier Relationships in China: Factors Influencing Supplier Switching,” *Academy of International Business Conference*. Beijing, 2006
7. Finnegan, C., “Multi-Level Agency Issues in International Franchising” *Academy of International Business Conference*. Quebec City, 2005
8. Sternquist, B., Finnegan, C. and Chung, J.E., “Time Orientation in Japanese Buyer-Supplier Relationships,” *Academy of International Business Conference*. Stockholm, 2004
9. Finnegan, C. and Mahi, H., “Buyer-Supplier Relationships in the Semiconductor Industry,” *INFORMS/Marketing Science Conference*, Rotterdam, 2004

Courses Taught

University of Colorado at Colorado Springs

- Marketing Research - undergraduate and MBA students in US and Taiwan
- Retail Merchandising and Management - undergraduate and MBA students in US, Germany, and Taiwan
- International Business and Global Business - undergraduate and MBA
- International Marketing – undergraduate students
- Faculty-led Study Abroad (Japan, Spring 2020) – undergraduate and MBA

Michigan State University, East Lansing, MI, *Instructor*

- Introduction to Retailing
- Introduction to Marketing and Managerial Marketing
- Independent Study (Special Topics in Retailing)

Other Academic Presentations

- Guest lecturer for a week in Taiwan’s Ching Yun University. Taught Retailing Strategy and Marketing Research to undergraduate, MBA and EMBA students (November 2009)
- Invited presentation, “Demystifying Multi-level Models” for 60 MBA and doctoral students and faculty, National Taiwan University of Science and Technology (November 2009)

Service

University of Colorado at Colorado Springs

- **UCCS Farmhouse/Colorado Grain Chain** (2018 – present) – Worked with Farmhouse to develop materials for the Colorado Grain Chain (CGC), a new Colorado NGO focused on supporting small scale farming and supply chains (<https://www.coloradograinchain.com/>). Worked with CGC and UCCS students to develop the website, develop & implement market surveys through Qualtrics, and present findings at the UCCS Grain School.
- **International Programs** (2018 – present) Activities include: visited partner schools in Germany to promote UCCS; developed the COB's first faculty-led study abroad courses at the undergraduate and graduate levels; helped develop requirements for RfP and selected logistics partner; worked with the Marketing team to revise COB's marketing materials & website for international programs and create Japan-related materials.
- **Undergraduate Committee**, College of Business, UCCS, 2007 to 2018 (select deliverables: revised UG marketing prerequisites, revised marketing description & helped edit The Bulletin, helped write & edit the annual SAAC Report, annual review of COB scholarships)
- **UC-Denver's Center for International Business Education and Research (CIBER)** activities – UC-Denver's CIBER activities – attended regional meeting (2009; awarded \$300 travel grant), attended for international business faculty trip to China (2010; awarded \$3500 travel grant), CIBER Advisory Board member (2011 to present), attended/brought students to International Executive roundtables (2009-2011), and coordinated visits of two CIBER fellows (2011-2012), who guest-lectured in four classes, presented at alumni breakfast and lectured on international topics to students, faculty and staff.
- Marketing Faculty Search Committee, Fall 2007, Fall 2011, Fall 2013, 2018, 2019
- College of Business faculty exchange with NTUST (Taiwan), 2010, 2011, 2013
- Chancellor's Committee on business development on east of North Nevada, 2009
- Library Advisory Committee, College of Business Representative, Spring 2009

Marketing and International Business disciplines

- Global Track Chair, ACRA International Conference, November 2010 - March 2011
- Ad Hoc Reviewer for the following journals: *Journal of International Marketing*, *Thunderbird International Business Review*, *European Journal of Marketing*, *Industrial Marketing Management*, *Journal of International Food & Agribusiness Marketing*, *International Journal of Hospitality Management* and *Journal of the Association for Information Systems* (2004-present).
- Review conference papers for ACRA, AMA and AIB (2004 – present)
- Co-Track Chair, Big Emerging Markets, Academy of International Business conference, Midwest Chapter, 2007

Recognitions

- Awarded Best Reviewer for Track, Academy of International Business 2008 in Milan, Italy (24 out of 1220 reviewers were given this award)
- First Place, Graduate Best Paper Award, Shao Chang Lee Competition, Asian Studies Center, Michigan State University, 2006
- Outstanding Graduate Student in Retailing, Department of Advertising, Public Relations and Retailing, Michigan State University, 2006
- Nomination, Michigan State University's Excellence-In-Teaching Award, 2006
- Mary Louise Gephart Donnell Scholarship, Communication Arts and Sciences, Michigan State University, 2005, 2006
- Mariani Leadership Award, Food and Agribusiness Institute, Santa Clara University, 1999

Language Proficiency

- Polish