



Marketing Cluster Leader, December 2004-2007  
*Responsible for leadership of 30+ faculty and PhD students. Key contributions in re-design of the PhD program and development of a research incentive program for faculty.*

2000 – 2002            Reader in Marketing, The University of Queensland, Brisbane 4072  
1998 – 2000            Professor, The University of Memphis, Memphis, TN 38152  
1992 - 1998            Associate Professor, The University of Memphis, Memphis, TN 38152  
1987 - 1992            Assistant Professor, The University of Memphis, Memphis, TN 38152  
1983 - 1987            Research Assistant, The University of Texas at Austin, Austin, TX 78712  
Summer 1983            Research Assistant, Paine–Webber (Public Finance), Austin, TX 78746

#### **TEACHING EXPERIENCE**

##### **Undergraduate:**

Advertising and Sales Promotion  
Advertising Problems  
Media and Campaigns  
Consumer Behavior  
International Marketing  
Sales Fundamentals  
Introduction to Marketing  
Sponsorship-Linked Marketing  
Sport Marketing

##### **Graduate:**

Advertising Management (MBA)  
Multinational Marketing Seminar (EMBA & MBA)  
Global Marketing (IMBA)  
Strategic International Marketing (IMBA)  
Advanced Consumer Behavior (PhD)  
Marketing (MBA)  
Sponsorship-Linked Marketing (MBA)  
Marketing for Sport Industry (MSM)

##### **Visiting Positions and Courses Taught:**

Seoul National University, Sport Sponsorship and Social Responsibility (MS), 2013-2107  
Hi Molde, Norway, Sport Sponsorship, 2015, 2017  
University of Melbourne, Marketing Communications, 2004  
University of Oregon, USA, Promotion & Marketing Communications (MBA), 2003-2004  
University of Otago, Dunedin, New Zealand, Consumer Behavior, 1998-1999  
Universidad Autonoma de Guadalajara, Guadalajara, Mexico, International Marketing, 1995  
Universität Dortmund, Dortmund, Germany, Global Marketing, 1994

#### **RESEARCH INTERESTS**

Communication Effects: Sponsorship-linked Marketing, Advertising Strategy, Sports Marketing  
Consumer Behavior: Comprehension and Memory Processes, Consumer Behavior Patterns  
Public Policy: Marketing and Vulnerable Populations, Environment, Health  
International Marketing: Trade and Policy Development

## **RESEARCH AND PUBLICATIONS**

### **Dissertation:**

"Comprehension and Miscomprehension of Selected Print Advertisements: Focus on the Hispanic Consumer," May 1988, (Chairperson: Wayne D. Hoyer)

### **Professional Report (Masters Thesis):**

"Foreign–Trade Zones in the United States: A Management Survey," December 1983, (Supervisor: Robert T. Green)

### **Refereed Journal Articles:**

Cornwell, T. Bettina, Jennifer Howard-Grenville, and Christian Hampel (2018), "The Company You Keep: How an Organization's Horizontal Partnerships affect Employee Organizational Identification." Academy of Management Review, forthcoming.

Testa, Francesco, Michael V. Russo, T. Bettina Cornwell, Aaron McDonald, and Brandon Reich (2018), "Social Sustainability as Buying Local: Soft Policy, Meso Level Actors and Social Influences on Purchase Intentions," Journal of Public Policy & Marketing, forthcoming.

Weeks, Clinton S., Michael S. Humphreys, and T. Bettina Cornwell (2018), "Why consumers misattribute sponsorships to non-sponsor brands: Differential roles of item and relational communications." Journal of Experimental Psychology: Applied, forthcoming.

Jensen, Jonathan A., and T. Bettina Cornwell (2017), "Why Do Marketing Relationships End? Findings from an Integrated Model of Sport Sponsorship Decision-Making," Journal of Sport Management, 31 (4), 401-418.

Woisetschläger, David M., Christof Backhaus, and T. Bettina Cornwell (2017), "Inferring Corporate Motives: How Deal Characteristics Shape Sponsorship Perceptions," Journal of Marketing, 81 (5), 121-141.

- Orth, Ulrich R., T. Bettina Cornwell, Jana Ohlhoff, and Christiane Naber (2017) "Seeing faces: The role of brand visual processing and social connection in brand liking," European Journal of Social Psychology, 47 (3), 348-361.
- Minton, Elizabeth A., T. Bettina Cornwell and Lynn R. Kahle (2017), "A Theoretical Review of Consumer Priming: Prospective Theory, Retrospective Theory and the Affective-Behavioral-Cognitive Model," Journal of Consumer Behaviour, 16 (4), 309-321.
- Kelly, Sarah, Len Coote, T. Bettina Cornwell, and Anna R. McAlister (2017), "Mellowing Skeptical Consumers: An Examination of Sponsorship-Linked Advertising," International Journal of Sport Communication, 10 (1), 58-84.
- Minton, Elizabeth A. and T. Bettina Cornwell (2016), "The Cause Cue Effect: Cause-Related Marketing and Consumer Health Perceptions" Journal of Consumer Affairs, 50 (2), 372-402. *Winner of the 2017 Journal of Consumer Affairs Best Paper Award.*
- Prosch, Michael, Ulrich R. Orth, and T. Bettina Cornwell (2015), "Competence Enhancement and Anticipated Emotion as Motivational Drivers of Brand Attachment," Psychology & Marketing, 32 (9), 934-949.
- Close, Angeline, Russell Lacey, and T. Bettina Cornwell (2015), "How Visual Processing and Need for Cognition Enhance Event Sponsorship Outcomes," Journal of Advertising Research, 55 (2), 206-215.
- Cornwell, T. Bettina and Dae Hee Kwak (2015), "Sponsorship-Linked Marketing: Introduction to Topics," Journal of Sport Management, 29 (2), 133-136.
- Pappu, Ravi and T. Bettina Cornwell (2014), "Corporate Sponsorship as an Image Platform: Understanding the Roles of Relationship Fit and Sponsor-sponsee Similarity," Journal of the Academy of Marketing Science, 42, 490-510.
- Cornwell, T. Bettina, Anna R. McAlister and Nancy Polmear-Swendris (2014), "Children's Knowledge of Packaged and Fast Food Brands and their BMI. Why the Relationship Matters for Policy Makers," Appetite, 81, 277-283.
- Tsiotsou, Rodoula H., Kostas Alexandris and T. Bettina Cornwell (2014), "Using Evaluative Conditioning to Explain Corporate Co-branding in the Context of Sport Sponsorship," International Journal of Advertising, 33 (2), 295-327.
- Cornwell, T. Bettina and Michael S. Humphreys (2013), "Memory for Sponsorship Relationship: A Critical Juncture in Thinking," Psychology & Marketing, 30 (5), 394-407.
- Marzec, Mary, Seung Pil Lee, T. Bettina Cornwell and Dee W. Edington (2013), "Predictors of Behavior Change Intention Using Health Risk Appraisal Data," American Journal of Health Behavior, 37 (4), 478-490.

- Lee, Seung Pil, T. Bettina Cornwell and Kathy Babiak (2013), "Developing an Instrument to Measure the Social Impact of Sport: Social Capital, Collective Identities, Health Literacy, Well-being and Human Capital," Journal of Sport Management, 27, 24-42.
- Cornwell, T. Bettina and Anna R. McAlister (2013), "Contingent Choice. Exploring the Relationship Between Sweetened Beverages and Vegetable Consumption," Appetite, 62 (March), 203-208.
- Cornwell, T. Bettina, Michael S. Humphreys, Emerald Quinn and Anna R. McAlister (2012), Memory of Sponsorship-linked Communications: The Effect of Competitor Mentions, SAGE Open, (October-December), 1-14.
- Schultz, Clifford J., Rohit Deshpandé, T. Bettina Cornwell, Ahmet Ekici, Mark Peterson, Stanley Shapiro, Debabrata Talukdar, Ann Veeck (2012), "Marketing and Public Policy: Transformative Research in Developing Markets," Journal of Public Policy & Marketing, 31 (2), 178-184.
- McAlister, Anna R. and T. Bettina Cornwell (2012), "Collectable Toys as Marketing Tools: Understanding Preschool Children's Response to Foods Paired with Premiums," Journal of Public Policy & Marketing, 31 (2), 195-205.
- Wisehart, Taryn, Seung Pil Lee and T. Bettina Cornwell (2012), "Exploring the Relationship between Sponsorship Characteristics and Sponsorship Asking Price," Journal of Sport Management, 26 (4), 335-349.
- Kelly, Sarah J., T. Bettina Cornwell, Leonard V. Coote and Anna R. McAlister (2012), "Event Related Advertising and the Special Case of Sponsorship-Linked Advertising," International Journal of Advertising, 41 (1), 15-37.
- McAlister, Anna R., Sarah J. Kelly, Michael S. Humphreys and T. Bettina Cornwell (2012), "Change in a Sponsorship Alliance and the Communication Implications of Spontaneous Recovery," Journal of Advertising, 41 (1), 5-16.
- Chien, Monica, T. Bettina Cornwell, and Ravi Pappu (2012), "Rejoinder to commentary on Chien, Cornwell, and Pappu (2010): Advancing research on sponsorship portfolio effects," Journal of Business Research, 65, 117-121.
- Nickell, David, T. Bettina Cornwell and Wesley J. Johnson (2011), "Sponsorship-linked Marketing: A Set of Research Propositions," Journal of Business & Industrial Marketing, 26 (8), 577-589.
- Cornwell, T. Bettina and Anna R. McAlister (2011), "Alternative Thinking about Starting Points of Obesity: Development of Child Taste Preference," Appetite, 56, 428-439.
- Spry, Amanda, Ravi Pappu and T. Bettina Cornwell (2011), "Celebrity Endorsement, Brand Credibility, and Brand Equity," European Journal of Marketing, 45, 882-909.

- McAlister, Anna R., T. Bettina Cornwell and Emilita Krisanti Cornain (2011), "Collectible Toys and Decision to Share: I Will Gift You One to Expand My Set," British Journal of Developmental Psychology, 29, 1-17.
- Chien, Monica, T. Bettina Cornwell, and Ravi Pappu (2011), "Sponsorship Portfolio as Brand Image Creation Strategy," Journal of Business Research, 64, 142-149.
- Humphreys, Michael S., Jason M. Tangen, T. Bettina Cornwell, Emerald A. Quinn, and Krista L. Murray (2010), "Unintended Effects of Memory on Decision Making: A Breakdown in Access Control," Journal of Memory and Language, 63 (3), 400-415.
- McAlister, Anna R. and T. Bettina Cornwell (2010), "Children's Brand Symbolism Understanding: Links to Theory of Mind and Executive Functioning," Psychology & Marketing, 27 (3), 203-228.
- Humphreys, Michael S., T. Bettina Cornwell, Anna R. McAlister, Sarah J. Kelly, Emerald A. Quinn, Krista L. Murray (2010), "Sponsorship, Ambushing and Counter-Strategy: Effects Upon Memory for Sponsor and Event," Journal of Experimental Psychology: Applied, 16 (1), 96-108.
- Wamwara-Mbugua, L. Wakiuru and T. Bettina Cornwell (2010), "Visitor Motivation in Attending International Festivals," Event Management: An International Journal, 13, 277-286.
- Wamwara-Mbugua, L. Wakiuru and T. Bettina Cornwell (2010), "A Dialogical Examination of Kenyan Immigrants' Acculturation in the United States," Journal of Immigrant & Refugee Studies, 8 (1), 32-49.
- McAlister, Anna R. and T. Bettina Cornwell (2009), "Preschool Children's Persuasion Knowledge: The Contribution of Theory of Mind," Journal of Public Policy & Marketing, 28 (2), 175-185.
- Mitchell, Vince W., George Balabanis, Bodo B. Schlegelmilch and T. Bettina Cornwell (2009), "Measuring Unethical Consumer Behavior Across Four Countries," Journal of Business Ethics, 88 (2), 395-412.
- Clark, John M., T. Bettina Cornwell and Stephen W. Pruitt (2009), "The Impact of Title Event Sponsorship Announcements on Shareholder Wealth," Marketing Letters, 20 (2), 169-182.
- Cunningham, Stephanie, T. Bettina Cornwell and Leonard Coote (2009), "Expressing Identity and Shaping Image: The Relationship between Corporate Mission and Corporate Sponsorship," Journal of Sport Management, 23 (1), 65-86.

- Wamwara-Mbugua, L. Wakiuru and T. Bettina Cornwell (2008), "The Impact of Tourism on the Consumption of Environment: Coping and Potential Praxis in Malindi, Kenya," African Journal of Business Management, 2(6), 99-110.
- Weeks, Clinton S., T. Bettina Cornwell and Judy C. Drennan (2008), "Leveraging Sponsorships on the Internet: Activation, Congruence, and Articulation," Psychology & Marketing, 25 (7), 637-654.
- Cornwell, T. Bettina (2008), "State of the Art and Science in Sponsorship-linked Marketing," Journal of Advertising, 37 (3), 41-55. (*Invited Article*) (Reprinted in Harald Dolles and Sten Soderman, Eds., Handbook of Research on Sport and Business Edward Elgar Publishing, 2012).
- Cornwell, T. Bettina, Wakiuru Wamwara-Mbugua and Stephan Nicovich (2008), "Dependence Patterns in Consumer Behavior: Exploration and Refinement of a Concept," Journal of Consumer Behaviour, 7 (1), 51-71.
- Wamwara-Mbugua, Wakiuru, T. Bettina Cornwell and Gregory Boller (2008), "Triple Acculturation: The Role of African Americans in the Consumer Acculturation of Kenyan Immigrants," Journal of Business Research, 61 (2), 83-90.
- Wakefield, Kirk L., Karen Becker-Olsen and T. Bettina Cornwell (2007), "I Spy a Sponsor: The Effects of Sponsorship Level, Prominence, Relatedness and Cueing on Recall Accuracy," Journal of Advertising, 36 (4), 61-74.
- Arquitt, Steven P. and T. Bettina Cornwell (2007), "Micro-Macro Linking Using System Dynamics Modeling: An Examination of Eco-labeling Effects for Farmed Shrimp," Journal of Macromarketing, 27(3), 243-255.
- Cornwell, T. Bettina, Michael S. Humphreys, Angela M. Maguire, Clinton S. Weeks, and Cassandra L. Tellegen (2006), "Sponsorship-Linked Marketing: The Role of Articulation in Memory," Journal of Consumer Research, 33 (3) 312-321.
- Ali, Czafrann, T. Bettina Cornwell, Doan Nguyen and Leonard Coote (2006), "Exploring the Usefulness of a Consumer Activity Index in the Sponsorship-Linked Marketing Context," International Journal of Sport Marketing and Sponsorship, 7 (3), 115-124.
- Cui, C. Cui, Vince Mitchell, Bodo Schlegelmilch and T. Bettina Cornwell (2005), "Measuring Consumers' Ethical Position in Austria, Britain, Brunei, Hong Kong and USA," Journal of Business Ethics, 62 (1), 57-71.
- Cornwell, T. Bettina, Charles C. Cui, Vince Mitchell, Bodo Schlegelmilch, Anis Dzulkiilee and Joseph Chan (2005), "The Role of Religion in Consumers' Ethical Positions," International Marketing Review, 22 (5), 531-546.

- Schneider, Lars-Peter, and T. Bettina Cornwell (2005), "Cashing in on Crashing via Brand Placement in Computer Games: The Effects of Experience and Flow on Memory," International Journal of Advertising, 24 (3), 321-343.
- Cornwell, T. Bettina, Stephen W. Pruitt and John M. Clark (2005), "The Relationship Between Major League Sports' Official Sponsorship Announcements and the Stock Prices of Sponsoring Firms," Journal of the Academy of Marketing Science, 33 (4), 1-12.
- Cornwell, T. Bettina, Clinton Weeks, and Donald Roy (2005), "Sponsorship-linked Marketing: Opening the Blackbox," Journal of Advertising, 34 (2), 23-45. (Reprinted in Marketing in the 21<sup>st</sup> Century: Integrated Marketing Communication, Eds., Deborah L. Owens and Douglas R. Hausknecht, Praeger Publishers 2007.)
- Nicovich, Stephan and T. Bettina Cornwell (2005), "Experienced Presence within Computer Mediated Communications: Initial Explorations on the Effects of Gender with Respect to Empathy and Immersion," Journal of Computer-Mediated Communication, 10 (2), article 6. <http://jcmc.indiana.edu/vol10/issue2/nicovich.html>.
- Cornwell, T. Bettina and Leonard V. Coote (2005), "Corporate Sponsorship of a Cause: The Role of Identification in Purchase Intent," Journal of Business Research, 58 (3), 268-276.
- Pruitt, Stephen, T. Bettina Cornwell and John Clark (2004), "The NASCAR phenomenon: Auto Racing Sponsorships and Shareholder Wealth," Journal of Advertising Research, 44 (3), 281-296.
- Drennan, Judy C. and T. Bettina Cornwell (2004), "Emerging Strategies for Sponsorship on the Internet," Journal of Marketing Management, 20, 1123-1146.
- Cornwell, T. Bettina and Judy C. Drennan (2004), "Cross-Cultural Consumer/Consumption Research: Dealing with Issues Emerging from Globalization and Fragmentation," Journal of Macromarketing, 24 (2), 108-121.
- Babakus, Emin, T. Bettina Cornwell, Vincent Wayne Mitchell and Bodo Schlegelmilch (2004), "Reactions to Unethical Consumer Behavior Across Six Countries," Journal of Consumer Marketing, 21 (4), 245-253.
- Roy, Donald P. and T. Bettina Cornwell (2004), "The Effects of Consumer Knowledge on Responses to Event Sponsorships," Psychology & Marketing, 21 (3), 185-207.
- Roy, Donald P. and T. Bettina Cornwell (2003), "Brand Equity's Influence on Responses to Event Sponsorships," Journal of Product and Brand Management, 12 (6), 377-393.
- Irwin, Richard L., Tony Lachowetz, T. Bettina Cornwell, and John S. Clark (2003), "Cause-Related Sport Sponsorship: An Assessment of Spectator Beliefs, Attitudes and Behavioral Intentions," Sport Marketing Quarterly, 12 (2), 131-139.



- Clark, John M., T. Bettina Cornwell and Stephen W. Pruitt (2002), "Heroes in the Boardroom? Corporate Stadium Sponsorship and Shareholder Wealth," Journal of Advertising Research, 41 (6), 1-17.
- Juric, Biljana, T. Bettina Cornwell and Damien Mather (2002), "Exploring the Usefulness of an Ecotourism Interest Scale," Journal of Travel Research, 40 (3), 259-269.
- Squires, Lisa, Biljana Juric and T. Bettina Cornwell (2001), "Level of Market Development and Intensity of Organic Food Consumption: Cross-Cultural Study of Danish and New Zealand Consumers," Journal of Consumer Marketing, 18 (5), 392-407.
- Cornwell, T. Bettina and Rachel Smith (2001), "The Communications Importance of Consumer Meaning in Cause-linked Events: Findings from a U.S. Event to Benefit Breast Cancer Research," Journal of Marketing Communications, 7 (4), 213-229.
- Cornwell, T. Bettina, Donald P. Roy and Edward A. Steinard (2001), "Exploring Manager's Perceptions of the Impact of Sponsorship on Brand Equity," Journal of Advertising, 30 (2), 41-51.
- Cornwell, T. Bettina, Stephen W. Pruitt and Robert Van Ness (2001), "An Exploratory Analysis of the Value of Winning in Motorsports: Sponsorship-linked Marketing and Shareholder Wealth," Journal of Advertising Research, 41 (1), 17-31.
- Cornwell, T. Bettina, George E. Relyea, Richard L. Irwin and Isabelle Maignan (2000), "Understanding Long-Term Effects of Sports Sponsorship: Role of Experience, Involvement, Enthusiasm and Clutter," International Journal of Sports Marketing and Sponsorship, (June/July), 127-143.
- Roy, Donald P. and T. Bettina Cornwell (1999), "Managers' Use of Sponsorship in Building Brands: Service and Product Firms Contrasted," International Journal of Sports Marketing and Sponsorship, (November/December), 345-360.
- Cornwell, T. Bettina (1999), "Recent Developments in International Sponsorship Research," Sponsorship Business Review, 2 (December), 36-42.
- Cornwell, T. Bettina and Isabelle Maignan (1998), "Research on Sponsorship: International Review and Appraisal," Journal of Advertising, 27 (2), 1-21.
- Keillor, Bruce D., R. Stephen Parker and T. Bettina Cornwell (1998), "Using Advertising to Manage Consumer Satisfaction in an International Market," Journal of Global Marketing, 12 (1), 27-46.
- Keillor, Bruce D., R. Stephen Parker and T. Bettina Cornwell (1998), "Free Market Consumers in a Centrally Controlled Market: The Perspective from Hong Kong," Journal of International Marketing and Exporting, 2 (2), 115-124.

- Nicovich, Stephan and T. Bettina Cornwell (1998), "An Internet Culture?: Implications for International Marketing," Journal of Interactive Marketing, 12 (4), 22-33.
- Cornwell, T. Bettina, Isabelle Maignan, and Richard Irwin (1997), "Long-term Recall of Sponsorship Sources: An Empirical Investigation of Stadium and Sport Cafe Audiences." Asia-Australia Marketing Journal, 5 (1), 45-57.
- Cornwell, T. Bettina (1997), "The Use of Sponsorship-Linked Marketing by Tobacco Firms: International Public Policy Issues," Journal of Consumer Affairs, 31 (2), 238-254.
- Cornwell, T. Bettina and Terrence G. Gabel (1996), "Out of Sight, Out of Mind: An Exploratory Examination of Institutionalization and Consumption," Journal of Public Policy and Marketing, 15 (2), 278-295.
- Tat, Peter K. and T. Bettina Cornwell (1996), "A Motivation-based Model of Coupon Usage," Journal of Promotion Management, 3 (1/2), 1-14.
- Cornwell, T. Bettina (1995), "Sponsorship-Linked Marketing Development," Sport Marketing Quarterly, 4 (4), 13-24.
- Cornwell, T. Bettina (1994), "Advertising, Ethnicity and Attendance at the Performing Arts," Journal of Professional Services Marketing, 10 (2), 145-156.
- Kedia, Ben L. and T. Bettina Cornwell (1994), "Mission Based Strategies for Internationalizing U.S. Business Schools," Journal of Teaching in International Business, 5 (3), 11-29.
- Cornwell, T. Bettina, Emin Babakus, George Vozikis and Timothy Mescon (1991), "American Perceptions of Japanese Foreign Direct Investment," Issues in International Business, 9 (2), 16-25.
- Cornwell, T. Bettina and Tonna R. Bruce (1991), "Strategic Perspectives for International Education Providers," Journal of Teaching in International Business, 3 (2), 41-51.
- Schwepker, Charles and T. Bettina Cornwell (1991), "An Examination of Ecologically Concerned Consumers and Their Intention to Purchase Ecologically Package Products," Journal of Public Policy and Marketing, 10 (2), 77-101.
- Tat, Peter K. and T. Bettina Cornwell (1991), "Consumer Motivation: A New Focus for Rebate Redemption," Journal of Promotion Management, 1 (1), 21-39.
- Cornwell, T. Bettina, Allen Bligh and Emin Babakus (1991), "Complaint Behavior of Mexican American Consumers to a Third-Party," Journal of Consumer Affairs, 25 (1), 1-18.
- Wiles, Judy and T. Bettina Cornwell (1991), "A Review of Methodologies Utilized in Measuring Affect, Feeling and Emotion in Advertising," Current Issues and Research in Advertising, James H. Leigh and Claude R. Martin, Jr., eds., 13 (1/2), 241-275.

Cornwell, T. Bettina (1989), "Foreign-Trade Zones in the United States: A Longitudinal Management Perspective," International Marketing Review, 6 (6), 42-52.

### **Refereed Proceedings:**

Cornwell, T. Bettina, and Steffen Jahn (2017), "Rethinking Sponsorship Recognition: An Abstract." In Academy of Marketing Science World Marketing Congress, pp. 77-78.

Drengner, Jan, Steffen Jahn, Hansjoerg Gaus, Bettina T. Cornwell, Renaud Lunardo, Ababacar Mbengue, Huachao Gao, and Yonggui Wang (2017), "Delivering Linking Value through Events: Investigating Communal and Experiential Drivers of Loyalty," In The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World: Proceedings of the 2011 World Marketing Congress, p. 381.

Bargh, Danielle, Anna R. McAlister, and T. Bettina Cornwell (2012), "Paths to Persuasion when Advertising to Young Children," American Academy of Advertising Conference Proceedings, 66-68.

Pappu, Ravi, T. Bettina Cornwell, and Ann Wallin (2011), "Emotion and Identification: Endorsement: It's about How you Identify with Kate and then How Kate fits with the Brand," American Marketing Association Summer Educator's Conference, 22, 40-41.

Cornwell, T. Bettina, Anna R. McAlister, Seung Pil Lee, Christopher Swift, Arielle Mellen and Mandie Maurer (2011), "Emerging Issues in Sustainability and Green Marketing: Promoting Healthful Foods: Could Water be the Answer?," American Marketing Association Summer Educator's Conference, 22, 130-131.

Drengner, Jan, Steffan Jahn, Hansjorg Gaus, and T. Bettina Cornwell (2011), "Connected Consumers: The Influence of Temporal Sense of Community, Socio-Emotional Experience and Satisfaction on Event Loyalty," Advances in Consumer Research, 39, 556-558.

Bargh, Danielle, Anna R. McAlister, and T. Bettina Cornwell (2011), "Information Processing by Preschool Children: A Test of the Elaboration Likelihood Model," American Marketing Association Winter Educator's Conference, 22, 230-231.

Wishart, Taryn, T. Bettina Cornwell and Seung Pil Lee (2010), "The Structural Relationship between Sponsorship Characteristics and Price: An Investigation

- of Various Communication Components, North American Society for Sport Management Conference, 13-14.
- Cornwell, T. Bettina and Youngbum Kwon (2010), "Another Decade of Sponsorship Research, North American Society for Sport Management Conference, Tampa, 225-226.
- Marzec, Mary L., Seung Pil Lee, T. Bettina Cornwell, and Dee Eddington (2009), "Marketing Wellness Internally: Exploring Health Risk Appraisal Variables," American Marketing Association Summer Educator's Conference Proceedings, Chicago IL, 287-288. *Best Paper in the Public Policy and Ethical Issues Track*.
- McAlister, Anna R., Emilita K. Cornain and T. Bettina Cornwell (2009), "Collectable Toys as Marketing Tools: Understanding Preschool Children's Desire to Collect," American Marketing Association Summer Educator's Conference Proceedings, Chicago IL, 336-337.
- Kelly, Sarah, T. Bettina Cornwell and Leonard V. Coote (2009), "Mellowing Skeptical Consumers: Processing of Sponsorship Linked Advertising Versus Non-Sponsorship Linked Advertising," in Advances in Consumer Research, Ann L. McGill and Sharon Shavitt (Eds.) Association for Consumer Research, Duluth, MN, (36), 730.
- Cornwell, T. Bettina, Michael Humphreys, Anna R. McAlister, Emerald Quinn, Lynn R. Kahle, and Doug Nelson (2009), "Eagle—Bird, Nokia—Phone: Understanding Brands as Words," in Kristy Reynolds and J. Chris White (Eds.) Marketing Theory and Applications, 2009 American Marketing Association Winter Marketing Educators' Conference Proceedings, Tampa FL, (20), 52-53.
- McAlister, Anna and T. Bettina Cornwell (2008), "Exploring Preschool Children's Taste Preferences as Related to their Knowledge of Food Brands," in James R. Brown and Rajiv P. Dant (Eds.) Enhancing Knowledge Development in Marketing, American Marketing Association Summer Educators Conference Proceedings, San Diego, (19), 393-394.
- Weeks, Clinton S., T. Bettina Cornwell and Judy C. Drennan (2007), "Using the Internet to Leverage Sponsorships," 36<sup>th</sup> European Marketing Academy Conference Proceedings, CD File 1375.
- Coote, Leonard V. and T. Bettina Cornwell (2007), "Antecedents and Consequences of Identification in International Expansion," 36<sup>th</sup> European Marketing Academy Conference Proceedings, CD File 107.
- Stoyle, Chanel M. and T. Bettina Cornwell (2007), "Effectiveness of Sponsorship Communications: A Conceptual Framework Predicting Explicit and Implicit Memory," in Andrea L. Dixon and Karen A. Machleit (Eds.) Marketing Theory and Applications, American Marketing Association Winter Educators' Conference, (18), 48.

- Kelly, Sarah, T. Bettina Cornwell and Lenoard V. Coote (2007), "Consumer Skepticism and Thematically Tied Advertising," in Andrea L. Dixon and Karen A. Machleit (Eds.) Marketing Theory and Applications, American Marketing Association Winter Educators' Conference, (18), 104.
- Wamwara-Mbugua, Wakiuru, T. Bettina Cornwell and Gregory Boller (2006), Triple Acculturation: The Role of African Americans in the Consumer Acculturation of Kenyan Immigrants," in Advances in Consumer Research, 33, Eds. Connie Pechmann and Linda Price, Duluth, MN: Association for Consumer Research, 428.
- Wamwara-Mbugua, Wakiuru, T. Bettina Cornwell (2006), "Immigrant Acculturation as a Dialogical Process", Advances in Consumer Research- Asia Pacific, Association for Consumer Research, 192-193.
- Cornwell, T. Bettina and Leonard V. Coote (2006), "The Identification Construct: A Review and Conceptual Framework," American Marketing Association Summer Educator's Conference, 17, 288.
- Arquitt, Steven P. and T. Bettina Cornwell (2006), "A Role for System Dynamics Modelling in Macromarketing?" in Layton, M, Layton R. and Wooliscroft B. (Eds), Macromarketing the Future of Marketing, Macromarketing Conference Proceedings, 113-130.
- Wakefield, Kirk L., Karen Becker-Olsen and T. Bettina Cornwell (2006), "I Spy a Sponsor: The Effects of Sponsorship Level, Prominence, Relatedness and Cueing on Recall Accuracy," Association for Consumer Research, European Conference, Göteborg Sweden, 136-137.
- Cornwell, T. Bettina, Cameron Newton and Robert Lawson (2005), "Dependence in Consumer Behavior Research: Exploring Measurement," Advances in Consumer Research, 33 (1), 543-548.
- Schulz, Olaf, T. Bettina Cornwell and Ursula Weisenfeld (2005), "The Role of Sponsorship in a Market Entry Strategy, in Diehl, S., Terlutter, R. and Weinberg P. (Eds), Advertising and Communications, Proceedings of the 4th International Conference on Research in Advertising Proceedings, 223-230.
- Cornwell, T. Bettina, Michael S. Humphreys, Angie Maguire, and Cassandra L. Tellegen (2005), "Articulation and Memory: Consumer Response to Sponsorship-Linked Marketing," American Marketing Association Educator's Summer Conference Proceedings, eds., Beth A. Walker and Mark B. Houston, 16, 114-115.
- Arquitt, Steven P. and T. Bettina Cornwell, "Macro-micro Linking Using System Dynamics Modeling: A Preliminary Examination of Eco-Labeling Effects for Farmed Shrimp," in Discourse, Diversity and Distinction: Macromarketing at 30 Years, Papers of the 30<sup>th</sup> Annual Macromarketing Conference, eds., Mark Peterson and Ronald Paul Hill, The Macromarketing Society, Inc. 182-192.

- Cornwell, T. Bettina, Michael S. Humphreys, Angie Maguire, and Cassandra L. Tellegen (2003), "The Role of Articulation in Sponsorship-linked Marketing," Proceedings of the Advertising and Consumer Psychology Conference 2003, 8-9.
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- Cornwell, T. Bettina, Christopher Lee, Seung Pil Lee (2015), "Employer Branding and the Role of Corporate Sponsor," European Association of Sports Management, Dublin Ireland, September 2015.
- Cornwell, T. Bettina and Aaron Charlton (2015), "Authentic partnerships in marketing: Measurement and roles in CSR" Global Fashion Management Conference, Florence, Italy, June 2015.
- Cornwell, T. Bettina, Steffen Jahn, and Wang Suk Suh (2015), "The Conceptual Chain from Event Activities to Emotions to Atmosphere, and Sponsor Awareness and Patronage," Poster Presentation, Academy of Marketing Science World Marketing Congress, Bari Italy, June 2015.
- Suh, Wang Suk, Yukyoum Kim, and T. Bettina Cornwell (2015), "Is the Price Fair?" The Formation and Influence of Perceived Price Fairness At the Early Stage of Dynamic Pricing," AMA Summer Marketing Educator's Conference, Chicago, 2015
- Karnal, Nadine, Mareike Wendt, Tatiana Bouzdine-Chameeva, T. Bettina Cornwell, and Ulrich R. Orth (2014), "Love at Second Sight: Temporal Effects of Design Typicality on Brand Liking," Academy of Wine Business Research, Geisenheim, Germany, June 2014.
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- Cornwell, T. Bettina (2014), "Big Data at What Cost? Special Session, American Academy of Advertising, Atlanta, March 2014.
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- Cornwell, T. Bettina (2014), "Similarity and Fit in Sponsorship," Invited Presentation, Michigan State University, Lansing, January 2014.
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- Cavusgil, S. Tamer and T. Bettina Cornwell, Faculty Development in International Business Seminar "Series in International Marketing," The Center for International Business Education and Research at The University of Memphis, June 19-23, 1997.
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- Cornwell, T. Bettina, Monika Nenon and Wakiuru Wamwara, "The New Intern Expatriate: An Empirical Examination of Business, Culture and Language Preparation," presented to the Academy of International Business Poster Session, Banff, Alberta Canada, September 28, 1996.
- Cornwell, T. Bettina and Isabelle Maignan, "Sponsorship-Linked Marketing," Special Interest Group Panel Discussion, American Marketing Association, San Diego, CA, August 3, 1996.
- Cornwell, T. Bettina, CIBER Business Workshop, "Doing Business in Germany" Fogelman Executive Center, The University of Memphis, April 11, 1995.
- Cornwell, T. Bettina, "Future Directions: International Selling," Pi Sigma Epsilon Regional Convention, November 5, 1994.
- Cornwell, T. Bettina, "The Green Movement and Green Marketing in the U.S.," Amerika Haus Stuttgart, April 27, 1994.
- Walters, Peter and T. Bettina Cornwell, "Culture, Consumer Behavior and the Segmentation of Global Markets," presented to the Academy of International Business, Maui, Hawaii, October 23, 1994.
- Cornwell, T. Bettina, Faculty Development in International Business Seminar "Series in International Marketing," The Center for International Business Education and Research at The University of Memphis, June 13-14, 1993.

Cornwell, T. Bettina, "An Overview of the European Community," International Cross-Cultural Seminars for Kellogg's Company, Rhodes College, February 25, 1993.

Cornwell, T. Bettina, Faculty Development in International Business Seminar "Series in International Marketing," The Center for International Business Education and Research at Memphis State University and Southern Illinois University at Carbondale, April 13-14, 1992.

Cornwell, T. Bettina, "Business Policy," Universität Dortmund, June 4, 1992.

Cornwell, T. Bettina, "Solidarity through Reactive Ethnicity: Communication With the Cultural Fringe," presentation to the American Psychological Association, August 15, 1992.

Cornwell, T. Bettina and Bruce Keillor, "Contemporary Literature and the Embedded Consumer Culture: The Case of Updike's Rabbit," presentation to the 3rd Internationale Gesellschaft für Empirische Literaturwissenschaft, Rhodes College, May 23, 1992.

Cornwell, T. Bettina "Sales Promotion," presentation to the American Cemetery Association, Fogelman Executive Center, Memphis State University, July 21, 1988.

## **RESEARCH GRANTS**

Cornwell, T. Bettina (2010), "Understanding Development of Child 'Flavor Hit' Palate and Designing Strategies for Change," University of Michigan OVPR Grant Program, \$10,000.

Humphreys, Michael S., Jason Tangen, T. Bettina Cornwell, John Vokey, and John Pearce (2009), "Learning and Deciding Under Low Levels of Awareness: Representation Issues and Memory Processes," Australian Research Council Discovery Grant, ACR direct only AUS\$ 174,000.

Cornwell, T. Bettina, (2008), The University of Michigan Rackham School of Graduate Studies, Summer Research Grant Program: US\$ 4,000

Pappu, Ravi S., T. Bettina Cornwell, Kathleen Doherty, and Damon Cavalchini, (2007) "Examining the Impact of Marketing Communications on Brand Image, Brand Equity, and Behavior Outcomes, overall value including salaries and overhead: AUS\$ 161, 828.

Cornwell, T. Bettina and Michael S. Humphreys, (2006) Australian Research Council Discovery Grant, "Effective Marketing Communication: Pre-existing Knowledge Structures and Contextual Effects," overall value including salaries and overhead: AUS\$ 746,986

Cornwell, T. Bettina and Leonard V. Coote, (2004), Australian Research Council Linkage Project, "Internet Companies and Consumer Behavior: A Study of Consumer-Company Identification and Word of Mouth," overall value including salaries and overhead: AUS\$ 214,345

Cornwell, T. Bettina and Judy Drennan (2002), Australian Research Council Discovery Grant, "Internet Sponsorship: Evaluation of Corporate Strategies and Consumer Experiences," AUS\$ 12,000

Cornwell, T. Bettina (2000), The University of Queensland NSR Grant, "The Role of Episodic Memory in Consumer Response to Sponsorship-linked Marketing Communications," AUS\$ 10,000

Several Grants each under US\$3,000 prior to 2000.

### **SERVICE TO THE MARKETING DISCIPLINE**

Associate Editor, Journal of Advertising, 2010-2014  
Editorial Review Board, Journal of Advertising, 2009-present  
Editorial Review Board, International Journal of Advertising, 2009-2013  
Editorial Review Board, Journal of Public Policy and Marketing, 2006-present  
Editorial Review Board, International Journal of Sports Marketing and Sponsorship, 1998-2013  
Editorial Review Board, Journal of Macro Marketing and Policy Review Board, The Macromarketing Society, (elected) 2005-2012  
Editorial Review Board, International Marketing Review, 1992-1998  
Editorial Review Board, Journal of Business Research, 2005-2012, 2017- present  
Editorial Review Board, Association for Consumer Research, 1998  
Ad Hoc Reviewer, Journal of Sport Management  
Ad Hoc Reviewer, Journal of Marketing  
Ad Hoc Reviewer, Journal of the Academy of Marketing Science  
Ad Hoc Reviewer, Journal of Services Marketing  
Ad Hoc Reviewer, Journal of Public Policy and Marketing  
Ad Hoc Reviewer, Journal of Consumer Research  
Ad Hoc Reviewer, Journal of Advertising  
Ad Hoc Reviewer, Journal of Consumer Affairs  
Ad Hoc Reviewer, Journal of Business Research  
Ad Hoc Reviewer International Business Review  
Ad Hoc Reviewer, Journal of International Marketing  
Ad Hoc Reviewer, Journal of International Business Studies  
Ad Hoc Reviewer, Marketing Theory  
Special Issue Editor, Journal of Sport Management 2014  
Special Issue Editor, International Marketing Review, 1997  
Scientific Committee, Sport Marketing and Sponsorship Conference, 2016  
Chair-Elect, American Marketing Association Special Interest Group for

Sports Marketing and Special Events, 2008-2009  
Chair, American Marketing Association Special Interest Group for Sports Marketing and Special Events, 2009-2012  
Member, American Academy of Advertising, Research Committee, 1993  
Co-Track Chair, Academy of Marketing Science World Marketing Congress, 2016  
Track Chair, The Macromarketing Society, Micro-Macro Linking in Transformative Consumer Research, 2007  
Co-Track Chair, Academy of Marketing Science, Sports Marketing, 2007  
Track Chair, Australian and New Zealand Marketing Academy Conference, Advertising and Communications, 2006  
Track Chair, 2006 Macromarketing Conference, Policy and System Dynamics, 2006  
Track Chair, Association for Consumer Research, Asia Pacific, 2006  
Track Chair, Australia-New Zealand Marketing Academy, Marketing Communications, 2006  
Track Chair, Academy of International Business, U.S. Southwest Student Track, 1993  
Track Chair, Academy of Marketing Science, International Marketing Track, 1995  
Session Chair, Sport in the City: Cultural, Economic and Political Considerations, 1996  
Session Chair, Academy of International Business Conference, 1993  
Session Chair, American Marketing Association, Summer Educator's Conference, 1991, 2004, 2005  
Reviewer, European Association for Consumer Research Conference, 2001  
Reviewer, International Management Development Association Conference, 1999  
Reviewer, Australia-New Zealand Academy of Marketing Conference, 1998, 1999  
Reviewer, Association for Consumer Research, Asia-Pacific Conference, 1998  
Reviewer, Marketing and Public Policy Conference, 1995, 1996  
Reviewer, Academy of International Business Conference, 1993, 2005  
Reviewer, Association for Consumer Research, 1992–1993  
Reviewer, American Marketing Association, Winter Educator's Conference, 1991, 1993  
Reviewer, American Marketing Association, Summer Educator's Conference, 1991, 2003, 2004  
Reviewer, Southwestern Marketing Association, 1989–1992, 1995, 1996  
Reviewer, Southern Marketing Association, 1988–1990, 1992, 1995, 1997  
Reviewer, Academy of Marketing Science, 1987, 1990, 1992, 1996

## **UNIVERSITY SERVICE**

### University of Oregon

Lundquist College of Business, Interim PhD Coordinator, 2010-2011  
Lundquist College of Business, Committee on External Funding Policies, 2011  
Selection Committee, Assistant Professor of Management, 2011  
Selection Committee, Assistant Professor of Marketing, 2012, 2013, 2014  
University of Oregon, Faculty Tenure and Promotion Committee, 2013-2014  
Search Committee, Dean of the Lundquist College, 2015-2016

Search Committee, Provost, University of Oregon, 2016-2017  
Search Committee, Head, Assistant Professor of Marketing, 2017

#### University of Michigan

School of Kinesiology, Executive Committee, elected in 2008 for two-year term  
Selection Committee, Assistant Professor in Sport Management, 2009  
Selection Committee, Assistant Professor in Sport Management, 2008

#### University of Queensland

University of Otago, Selection Committee, Chair in Entrepreneurship, 2006  
Selection Committee, Professor of Finance, 2006  
Selection Committee, Lecturer/Senior Lecturer in Marketing, 2005  
Marketing Cluster Leader, 2004-2007  
Selection Committee, Lecturer/Senior Lecturer in Law, 2004  
University of Auckland, Master's Thesis Examiner, 2004  
Selection Committee, Lecturer/ Senior Lecturer in Marketing, 2003  
Selection Committee, Professor of Marketing, University of Otago, 2003  
Selection Committee, Professor of Marketing, Melbourne Business School, 2003  
Subject Chair, MGMT7102 Consumer Behavior, 2003  
Subject Chair MGMT3105 Advertising Management, 2003  
Selection Committee, Professor of Management, 2002  
Selection Committee, Associate Professor of Entrepreneurship, 2002  
Selection Committee, Marketing, 2002  
Subject Chair, MGMT7102 Consumer Behavior, 2002  
Subject Chair MGMT3105 Advertising Management, 2002  
Board Member, Faculty of Engineering, Physical Sciences and Architecture, 2002  
Selection Committee, Marketing, 2002  
Selection Committee, International Business, 2002  
University of Adelaide, Ph.D. Dissertation Examiner, Farrelly, 2002  
School of Management, Ph.D. Dissertation Examiner, Summers, 2001  
School of Management, Ph.D. Dissertation Examiner, Hodkinson, 2001  
Marketing Area Chair, Semester 1, 2001  
Subject Chair, MGMT7100 Marketing, Semester 1, 2001  
Subject Chair, MGMT7106 Marketing on the Internet, Semester 1, 2001  
Subject Chair, MGMT2105 Internet Marketing, Semester 1, 2001  
Subject Chair, MGMT2101 Business-to-Business Marketing, Semester 1, 2001

#### University of Memphis

Fogelman College of Business and Economics, Sparks Family Chair of Excellence in  
International Business Search Committee, 1999-2000  
University of Otago, Division of Commerce, Ph.D. Dissertation Examiner, 1998  
Fogelman College of Business and Economics, Sparks Family Chair of Excellence in  
International Business Search Committee, 1998  
Fogelman College of Business and Economics, Re-Structuring Implementation  
Committee, 1997  
Center for International Business Education and Research (CIBER) Advisory Council,

1991-1997

The University of Memphis, Department of Economics, International Economics Search Committee, 1996  
Fogelman College of Business and Economics, Structure Review Committee, 1996  
The University of Memphis, International MBA, Curriculum Review Committee, 1996  
Department of Marketing, Sales and Marketing Executives Chair of Excellence Search Committee, 1995-1996  
The University of Memphis, Faculty Senate, 1995–1997  
Fogelman College of Business and Economics, Marketing Strategy Advisory Committee, 1994–1995  
University of Memphis, Study Abroad Scholarship Committee, 1993–1995  
Fogelman College of Business and Economics International Task Force, Committee Chair, 1992–1993  
Southern Association of Colleges and Schools, Self–Study Departmental Committee Member, 1992  
Southern Association of Colleges and Schools, Self–Study Library Committee Member, Chair of Subcommittee on Library Staff, 1992–1993  
Fogelman College of Business and Economics, Departmental Chair, Search Committee, 1992  
Faculty Associate of the Robert Wang Center for International Business, 1990 to 1999  
University of Memphis, Undergraduate Liaison, 1990 to 1999  
University of Memphis, Department of Marketing, Doctoral Student Screening Committee, 1990-1992  
University of Memphis, Library Committee Chair, 1987–1993  
Fogelman College of Business and Economics, Graduate Curriculum Committee, 1995-1996  
Fogelman College of Business and Economics, Undergraduate Curriculum Committee, 1987–1994  
Faculty Sponsor, National Network of Graduate Business School Women, 1988–1991  
University of Memphis, Peer–Mentor Program, 1989–91, 1993

#### **COMMUNITY SERVICE AND BUSINESS RELATIONSHIPS**

Reviewer, Social Sciences and Humanities Research Council of Canada, 2008, 2009  
Reviewer, Fonds zur Förderung der wissenschaftlichen Forschung (Austrian Science Fund), 2007  
Reviewer, Australian Research Council, Discovery and Linkage Projects, 2005, 2006, 2007  
Consultant, sponsorship and advertising, Wotif.com Last Minute Accommodations, 2002  
Consultant, preparation of business training materials, International Paper Company, 1998-1999  
Research Advisor, Dixon Garden and Galleries, 1998  
Judge, Greater Tri-Cities Business Awards, 1997  
Board of Directors, Mason YMCA, 1997-98

Peer Reviewer, Social Sciences and Humanities Research Council of Canada, Ottawa  
Canada, 1996  
Field Reviewer, U.S. Department of Education, Business and International Education  
Program, Washington D.C., 1992, 1994  
Tutor, Memphis Literacy Council, 1994–95  
Participant, A.B. Hill Elementary School CLUE Program, 1991  
Presenter, Memphis Chapter of the American Marketing Association, 1991  
Member of PROVIDA, a financial and role model support organization for the Girls  
Clubs of Memphis 1988 – 1996  
PROVIDA Publicity Director 1988–89.  
PROVIDA Presenter, "Career Seminars in Marketing and Sales," 1990  
Representative, "Women of Achievement" Board 1991–92  
Funding and research advisor to the Memphis Symphony Orchestra, minority market  
analysis project 1988–89

### **PROFESSIONAL AFFILIATIONS**

Academy of International Business  
Academy of Marketing Science  
American Marketing Association  
American Academy of Advertising  
Association of Consumer Research

### **SPECIAL RECOGNITION AND ACTIVITIES**

Recipient, 2016 Stewart Distinguished Faculty Award, Lundquist College of Business,  
University of Oregon  
Recipient, 2015 Goulet Outstanding Research Award, Lundquist College of Business,  
University of Oregon  
Participant, Faculty Scholars Program in Integrative Health Care, University of  
Michigan, 2009-2010  
Recipient, Distinguished Career Contributions to the Scientific Understanding of Sports  
Business, American Marketing Association, Sport and Event Marketing Special Interest  
Group, 2009  
Special Studies Leave, UQ Business School, to visit University of Oregon, December  
2003-March 2004  
Recipient, Fogelman College of Business and Economics Faculty Development Leave  
Award, to visit University of Otago, Dunedin New Zealand, July 1998-June 1999  
Recipient, Fulbright Research and Lecturing Award, Dortmund Germany, January 1994 –  
August 1994  
Recipient, Robert Wang Center for International Business, Faculty Fellowship, Faculty  
Study Abroad program in Antwerp Belgium, 1993  
Participant, University of South Carolina Faculty Development in International Business,  
1991



Recipient, DDB Needham Media Faculty Intern Fellowship, 1989  
Recipient, American Association of Advertising Agencies Educator's Scholarship, 1988  
Recipient, Maas Brother's Fellowship, 1981  
Member, Beta Gamma Sigma Honour Society  
Member, Golden Key Honour Society

**PERSONAL**

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Birthdate: March 7<sup>th</sup> 1960  
Dual Nationality: United States of America/Australia

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