

IRENE LANGE

Professor and Chairperson

ACADEMIC AND BUSINESS BACKGROUND

Academic and research objectives: Global Marketing Education

Education

Ph.D., Marketing, University of Illinois, 1968

Dissertation: "The Role of Marketing in Economic Development of Puerto Rico"

M.S., Marketing, University of Illinois, 1962

Thesis: "Marketing in Centrally Planned Economy: USSR"

B.S., Marketing, University of Illinois, 1960

Teaching Affiliations

California State University, Fullerton - Professor and Chair

George Washington University - adjunct professor

Industrial College, Armed Forces, Fort McNair - guest lecturer

Kauppakoreakoulu, Helsinki School of Economics, Finland - visiting professor

Inter-American University of Puerto Rico - instructor

University of Illinois - graduate assistant

Honors

Honorary Doctorate from Kaunas University of Technology, Kaunas, Lithuania, June 1998

Excellence in Education Award, Phi Kappa Phi, National Honorary, presented April 23, 1997

Educator of the Year, Western Marketing Educators Award, 1995

Life Member of the International Marketing Association

Outstanding Faculty Award, School of Business, CSUF

Phi Kappa Phi

Beta Gamma Sigma

Sigma Iota Epsilon

Omicron Delta Epsilon

"Top Ten Commerce Award" University of Illinois

University of Illinois Gold Key

Business and Consulting Experience

International Marketing Association of Orange County, California - executive manager

U.S. Department of Commerce, Bureau of East-West Trade, recipient of Sears Federal

Fellowship - market analysis and trade promotion

National Aeronautics and Space Administration (NASA), Huntsville, Alabama - study

on commercialization of solar energy

Export Institute of Finland

NASA Manned-Spacecraft Center, Houston, Texas - postdoctorate grant for study of

procurement and negotiations

Special Editorship

Invited Guest Editor, Special Issue on Global Marketing Education for the Journal of Marketing Education, Summer, 1999, Vol. 20, No. 2.

RESEARCH PUBLICATIONS

Professional Publications

Atwong, C. Vogt, G., Lange I. (2003). Online learning experience: A case study. *Academic Exchange Quarterly*, 7(3): 2363-31.

Zimmer, R., Lange, I, & Byrne, J. (1998). An international business component for the introductory marketing course: A teaching tool. *Review of Business (Special Issue: Global Business Education)*, 20(2), 40-44.

"An International Business Component for the Introductory Marketing Course: A Teaching Tool," Review of Business, Special Issue, *Global Business Education*, Vol. 20, No. 2, (Winter, 1998).

"An Investigation of Marketing Educators' Approach to Teaching International Marketing in the Introductory Marketing Course," (co-author), Journal of Teaching in International Business, Vol. 8, No. 1, Nov. 1996.

"Analysis of Japanese Direct Investment, (co-author), American Business Review, June 1995.

"Japanese Direct Investment in the U.S.: A Strategy for Market Dominance," The Asian Conference Proceedings, St. John's University, November 1992.

"The Relationship Between Internships and Entry Positions for International Business Majors," Proceedings on Languages and Communications for World Business and the Professions, July 1991.

"Globalizing the Curriculum: Changing Campus Cultures," AACSB 1990 Annual Meeting, tape series, #31.

"International Business Degree with a Concentration in a Foreign Language," Proceedings of the International Management Education: Needs for the 1990s and Beyond, Symposium, Monterey Institute of International Studies, 1989.

How to Develop an Export Strategy for the U.S. Market, (co-author), Alexander Hamilton, NY, 1982.

"East-West Trade and Barter," in Hans Thorellis' and Helmut Becker's (eds.) International Marketing Strategy, Pergamon Policy Studies, 1980.

"Commentary on International Marketing," in Harold Berkman's and Ivan Vernon's Contemporary Perspectives in International Business, Rand McNally, 1979.

"U.S. Role in East-West Trade," Journal of International Business Studies, Fall/Winter 1977.

"Marketing Research Techniques for Assessing Markets of East European Economies," Baylor Business Studies, October 1977.

"The Role of Marketing Research in the Planning Process of Eastern Europe," Academy of International Business Proceeding, Orlando, Florida, August 1977.

"Market Structures of Eastern Europe and Barriers to Trade Expansion," Foreign Affairs Research Papers Available, FAR Documentation Center, U.S. Department of State, 1976.

"Government Agency and East-West Trade," and "Teaching Note," Intercollegiate Bibliography: Abstracts of Cases from Intercollegiate Case Workshops, Intercollegiate Case Clearing House, 1976.

"Marketing in Eastern Europe," co-author, Proceedings of Southern Marketing 1973 Conference, November 1973.

Reprints

"U.S. Role in East-West Trade: An Appraisal," in Contemporary Issues series for high schools by National Textbook Co., (1980); in International Marketing Strategy, Pergamon Press (1980); International Business, 1979: A Selection of Current Readings, Michigan State University Press.

"Marketing and Markets of Eastern Europe," World Economy, Publication of the National Federation of Export Management Companies, June 1976.

Work in Progress

"Incentives and Disincentives to Exporting for Orange County Firms," survey.

Professional Paper Presentations

Chair, "Transfer of Teaching Pedagogy in International Education," WACRA, Mannheim, Germany, June, 2002.

Chair, "Teaching of International Marketing," Marketing Education Association, April 2002.

Chair, Case Method in Teaching International Business, WACRA, Lund, Sweden, June, 2001.

Chair, "Internationalizing the Curriculum," Marketing Education Association, April, 2001.

Presenter, "Demands in Teaching Marketing Internationally," World Association for Case Method Research and Case Method Application," Budapest, June 2000.

Presenter, "Problems of Transferability of Marketing Education, Academy of Business Administration (ABA), St. Thomas, December 1999.

Chair of Sessions for the Western Marketing Educators Conference, April 1996, 1997, 1998, 1999, 2000.

Invited Editor, "Global Marketing Education," *Journal of Marketing Education*, Summer, 1999, Vol. 20, No. 2.

Chair, International Teaching, WACRA Conference, "Careers," Spain, June 1999.

Chair, "Healthcare Issues for Targeted Segments," Advances in Health Care Research Conference, Breckenridge, CO, April 1999.

Chair, Eastern and Central European Marketing Education, ABA, Curacao, December 1998.

Chair, Career Preparations and Job Search for Marketing Majors, panel presentation, Western Marketing Educators Association (WMEA), April 17-19, 1997.

Discussant, Incorporating Ethnic Diversity into the Marketing Curriculum, WMEA, April 17-19, 1997.

Chair, Direct Selling in Mexico, Academy of Business Administration, Acapulco, Mexico, December 14-17, 1996.

Chair, New Developments in Eastern and Central Europe, International Management Development Association, Bermuda, July 17-20, 1996.

Presenter, Cross-National Teaching, at the World Association for Case Method Research and Applications, Warsaw, Poland, June 23-26, 1996.

Program Co-Chair, Academy of International Business, Western Regional Meeting/CIBER, Rancho Santa Fe, CA, May 3-4, 1996.

Chair, Juicing Up the Principles of Marketing Course, WMEA, Monterey, April 17-20, 1996.

Discussant and Chair, Cross-Cultural Issues in Marketing, Academy of Business Administration, Aruba,

Dec. 18-21, 1995.

Chair, Global Business Perspectives and Cross Cultural Buyer Behavior, Academy of Business Administration, Aruba, December 1995.

Participant, U.S. Delegation of the State Department, Economic Forum of the European Organization for Security and Economic Cooperation, as a moderator on Trade and Commerce, June 1995.

Chair, International Marketing Academy of Business Administration, Cancun, Mexico, December 1994.

Chair, Pedagogical Concerns for Marketing, Western Marketing Educators' Conference, Scottsdale, Arizona, April 22, 1994.

Presenter, "Models of Interdisciplinary Cooperation Between Business and Liberal Arts Faculty," Thirteenth Annual Eastern Michigan University Conference, Languages and Communication for World Business and the Professions, Ypsilanti, Michigan, April 16, 1994.

Program Chair, CIBER/CSU Conference on Integrating the Business and the Liberal Arts Curricula, CSUF, Fullerton, October 1, 1993.

Presenter, "Role of Marketing in Eastern European Transition Period," International Management Development Association's Conference, Turku, Finland, June 3-6, 1993.

Presenter, Germany's Unification: Managing in a Global Economy, The Eastern Academy of Management, Berlin, Germany, May 31-June 4, 1993.

"International Marketing and Marketing Research," lectures (in Russian) presented at the Moscow Steel & Alloy Institute, Moscow, Russia, June 5-10, 1992.

Presenter, "Countertrade as it Applies to Eastern Europe," the International Trade and Finance Conference, Marseilles, France, May 1991.

Chair, "International Business Education," Western Marketing Educators' Conference, San Diego, April 1991.

Presenter, "The Relationship Between Internships and Entry Positions for IB Majors," Conference on Languages and Communications for World Business and the Professions," Ypsilanti, Michigan, April 1991.

Presenter, "An International Business Degree with a Concentration in a Foreign Language: A Case Study at CSUF," Ypsilanti, Michigan, April 1990.

Participant, Retailing Symposium, Direct Selling Education Foundation, December, 1990.

Participant, Teaching Symposium, AMA, Flagstaff, Arizona, July 1990.

Invited Discussant, "Globalizing the Curriculum," AACSB Annual Conference, Annual Meeting, April 1990.

Chair, "International Marketing Education," AMS, New Orleans, LA, May 1990.

Presenter, "The Role of Marketing in the Transition from Planned to Market Economies," invited by the U.S. State Department as a member of the U.S. Delegation to the Conference on Economic Cooperation in Europe, Bonn, Germany, March 22, 1990.

Chair, Internationalization: Curriculum, Faculty & Students, Western Marketing Educators Conference, Las Vegas, April 20, 1990.

Chair, "Case Histories and Changing Curricula in Marketing & International Marketing," Academy of Marketing Science Conference, New Orleans, April 27, 1990.

Invited Speaker on "Globalizing the Curriculum: Changing Campus Culture," AACSB 1990 Annual Meeting, April 23, 1990.

Invited to address the business faculty on international business education of the Washburn University, Topeka, Kansas, November 1989.

"East-West Trade Business Relations," Polish-North American International Marketing Symposium, Katowice, Poland, June 1989.

Chair, "Developments in Marketing Education," and Discussant, "Pacific Rim Studies, Academy of Marketing Science, San Diego, May, 1989.

Chair, "Emerging Concerns of the Pacific Rim," Western Marketing Educators Conference, April 12-14, 1989.

"International Management Education: Needs for the 1990's and Beyond," at the International Studies Symposium of the Monterey Institute of International Studies, February 1989.

Presented "International Business Program at CSUF," International Business Education Conference, Cal Poly, Pomona, May 3, 1989.

Discussant, "International Marketing," Academy of Marketing Science, Miami, Florida, May, 1988.

Chair, "Export Strategies," Academy of International Business, Chicago, November 12-15, 1987.

Chair, "Economic Relations with Socialist Countries: North American Economies in the 1990s," North American Economics and Finance Association, Laredo, Texas, June 18-21, 1987.

"Internationalization of Business Curriculum," at the Community College International Education Tenth Annual Conference, Newport Beach, February 10, 1987.

Chair, "Facilitating Learning by Increasing Student Participation," American Marketing Association, Chicago, August 1984.

Visiting Professor, "Doing Business with Eastern Block Countries," University of Miami, Miami, Florida, October, 1983.

Discussant, "Contemporary Issues on Promotion," Academy of Marketing Science, Miami Beach, Florida, April 1981.

Chair, "International Marketing," Western Marketing Educators' Conference, San Diego, April 1980.

"Eastern European and American Marketing Relationships," presented at the Academy of Marketing Science, Miami Beach, Florida, May 1979.

Session Chair, "China and Selected Marketing Issues," Regional Conference, Academy of International Business (AIB), Hawaii, December 1979.

Session Chair, "International Marketing," Academy of International Business, Chicago, August 1978.

"Marketing in the U.S.A." - seminar presented to the Soviet Foreign Trade Organizations of the Ministry of Foreign Trade, sponsored by U.S. Department of Commerce, Moscow, USSR, May 1978.

"Offset' Trade--Technology Transfer," Federation of Korean Industries and UN, Seoul, Korea, June 1978.

"Offset' Trade as a Tool in International Marketing Strategy," presented at the Academy of Marketing Science, Chicago, May 1978.

"Multidimensional Analysis of Eastern European Markets," Academy of Marketing Science, Akron, Ohio, 1977.

"Market Structures of Eastern Europe and Barriers to Trade Expansion," presented at the AIB Conference, Dallas, Texas, 1975.

"Multinational Marketing and Eastern Europe," International Marketing Federation Meetings, Bucharest, Romania, 1974.

"Marketing in Eastern Europe," presented at the Southern Marketing Association Meeting, Dallas, Texas, November 1973.

PROFESSIONAL MEMBERSHIPS AND ACTIVITIES

Professional Activities

Chair, SLGR Board, 2005

Member, ACIP/CSU Faculty Affairs Committee

Chair, Speaker Series on Global Ethics, current.

Coordinator, International Business Degree Council, CSUF, 1984-current.

Campus Representative to the Academic Council for International Programs for CSU, Chancellor's Office, from 1999-current.

Ex-officio member, CSUF International Education Committee, 1999-current.

Reviewer of the Foreign Language and International Trade Program of the Southern University of Carbondale, December 6-7, 1993 and April 1995.

Director of CIBER International Business Consortium and CIBER Competitive Grants, for the Center for International Business Education and Research, San Diego State University, 1993-1996.

Chair, Committee on Marketing Exam (CLEP), College Board Testing Services, Princeton, NJ, 1990.

Member, Advisory Council, Center for International Business Education & Research, San Diego University, 1990-1996.

Program Reviewer, International Business Education for the 21st Century Grant, University of San Diego.

Associate Editor on Eastern & Central Europe, International Marketing Review, current.

Appointed to a Planning Committee for University of California and California State University on the Use of Foreign Languages.

Member, Committee on California Community International Trade Curriculum Project.

Appointed to the District Export Council of Southern California by the Secretary of Commerce of the U.S. Department of Commerce.

Member, Advisory Committee, North Orange County Community College District, Occupational Programs, 1988 to present.

Member, California International Business Advisory Council for the California Community College System, 1989.

Executive Director, International Marketing Association of Orange County, 1980 to 1995.
Member, Southern California District Export Council, 1988-present.

Member, International Committee, Fullerton Chamber of Commerce, 1984 to present.

Member, International Business Advisory Committee, Fullerton College, 1988 to present.

Editor, Journal of the Academy of Marketing Science, 1984-1988.

Chair, SBAE Coordinating Council, International Business Degree, 1984-current.

Vice-President for Publications and Editor for the Journal of the Academy of Marketing Science, 1984-86.

Member, Editorial Review Board, Business Forum.

Member, Editorial Review Board, International Marketing Review.

Member, Editorial Review Board, International Trade Journal.

Member, Editorial Review Board, Global Marketing.

President, Western Marketing Educators' Association, 1983-84.

Program Chair, Western Marketing Educators' Association, 1982-83.

Member of the Editorial Staff, Journal of International Business Studies, 1976-78, 1980-82.

Member, Committee on Marketing CLEP Exam, College Board Testing Services, 1980.

Member, Committee on International Business, Economic Outlook Conference of the Orange County Chamber of Commerce.

Vice-President, Academy of Marketing Science, 1978-85.

Treasurer, Academy of International Business, 1978-80.

President, International Marketing Association of Orange County, 1977, 1978.

Director, Southern California American Marketing Association, 1970-71, 1975-76, 1977-78.

Reviewer, for Prentice Hall, Dryden Press, Harper & Row, Addison-Wesley, John Wiley & Sons, the American Marketing Association, Southern Marketing Association, Western Marketing Educators' Association.

Professional Memberships

Academy of International Business
Academy of Marketing Science
American Marketing Association
Western Marketing Educators Association

Languages

Russian, Lithuanian, German, (limited Spanish and French)--in order of competency.

Foreign Travel (lectures and seminars)

Eastern and Central Europe, Western Europe, Egypt, Korea, the Soviet Union, Russia, Australia
Conduct European Business Travel Seminars for students since 1983

