

Cristian Chelariu

Associate Professor

Education

PhD, Georgia State University, Atlanta, GA, USA, Marketing, 2002
MBA, University of Nebraska at Omaha, Omaha, Nebraska, USA, 1996
BA, Al I. Cuza University, Iasi, Romania, Economics, 1992

Teaching Interests

Supply Chain Management, Salesforce Management, International Marketing, Marketing Strategy.

Research Interests

International Marketing, B2B Relationships, Sales Management, Organizational Culture, Market Orientation.

ACADEMIC EXPERIENCE

Courses Taught

Managing Global Supply Chain
Mktg Policies & Strategies

INTELLECTUAL CONTRIBUTIONS

Refereed Journal Articles

- Gong, W., Stump, R., Chelariu, C. (2010). National Culture and National Adoption and Use of Mobile Telephony. *International Journal of Electronic Business*, 8(4-5), 433-455.
- Chelariu, C., Stump, R. (2010). A Study of Work-Family Conflict, Family-Work Conflict, Job Stress, and Turnover Intentions Relative to the Contingent Effect of Self-Efficacy of Retail Salespeople in a Transition Economy. *European Journal of Marketing*, 44(5-6).
- Chelariu, C., Sangtani, V. (2009). Relational Governance in B2B Electronic Marketplaces. *Journal Of Business & Industrial Marketing*, 24(2), 108-118.
- Chelariu, C., Brashear, T. G., Osmonbekov, T., Zait, A. (2008). Entrepreneurial Propensity in a Transition Economy: Exploring micro-level and meso-level cultural antecedents. *Journal Of Business & Industrial Marketing*, 23(6), 405-415.
- Chelariu, C., Bello, D. C., Gilliland, D. (2006). Institutional Antecedents and Performance Consequences of Influence Strategies in Export Channels to Transition Economies. *Journal Of Business Research*, 59(5), 525-534.
- Zwick, D., Chelariu, C. (2006). Mobilizing the Hijab: Islamic Identity Negotiation in the Context of a Matchmaking Website. *Journal of Consumer Behaviour: An International Research Review*, 5(4), 380-395.
- Dadzie, K., Chelariu, C., Winston, E. (2005). Customer Service in the Internet-Enabled Logistics Supply Chain. *Journal of Business Logistics*, 26(1), 53-78.

Conference Proceedings

- Chelariu, C. (2008). *Voluntary Offset Operations: An Overlooked Source of B2G Competitiveness and a Tool for International Development*. CBIM/ISBM Academic Workshop.
- Stump, R., Chelariu, C., Mehta, R. (2007). *A Study of Work-Family Conflict, Family-Work Conflict and the Contingent Effect of Self-Efficacy of Retail Salespeople in a Transitional Economy*. Academy of Marketing Science, International Conference.
- Meng, Z., Bello, D., Chelariu, C. (2006). *A Latent Interaction Approach: Assessing the Effectiveness of Influence Strategies in the Export Channel*. INFORMS Marketing Science Conference.

Stump, R., Chelariu, C. (2006). *Role Stress among Retailing Salespeople in a Late Transition Economy: An Investigation of the Moderating Role of Self-Efficacy*. Administrative Science Academic Conference, Alberta.

Adam, P., Chelariu, C. (2006). *Determinants of Payment Method in Export Operations to Emergent Economies*. Thirteenth Annual CBIM Academic Workshop, Atlanta.

Chelariu, C., Stump, R. (2005). *A Need-Satisfaction View of Antecedents to Organizational Commitment in Early vs. Late Transition Economies: The Moderating Roles of Salesperson Competitiveness and Context*. Summer AMA Marketing Educators Conference.

Stump, R., Joshi, A. W., Kim, S. K., Chelariu, C. (2004). *A Typology of Self-Enforcement versus Court-Enforcement Use in Business-to-Business Exchange Relationships*. Winter AMA Marketing Educators Conference.

Non-Refereed Presentations or Papers

International

Chelariu, C. (2005, January). *Legitimacy Building in Export Channels to Transitional Economies: A Habermasian Perspective*. Presented at SSB IB Brown Bag Research Seminar, blank.

SERVICE ACTIVITIES

College/School Assignments

Committee Member

2008: Member in the FLDC Committee; In particular, I am in charge with scheduling and promoting the Sawyer Faculty Research Seminar..

Department Assignments

Other Institutional Service Activities

2008: Initiated and developed list of criteria for an updated journal list - with Elizabeth Wilson.; The list was eventually ratified by vote by the department..

2008: Major Expo; Represented the Marketing Department at the Major Expo, November 2008, Donahue..

2008: Recruiting at the Summer AMA Educator Conference in San Diego, 2008; Also member in the Recruiting Committee 2008-2009..

2007: Major Expo; Represented the marketing department at the Major Expo, November 2007.

Student Placement

2008: writing student recommendation; For Sam Wilson's Law School application..

Professional Service

Reviewer, Grant Proposal

2009: Social Science and Humanities Research Council; Reviewed grant proposal - due February 2009 - in work..

Reviewer, Journal Article

2009: European Marketing Academy Annual Conference; Reviewed three papers - January 2009.

2009: Journal of Business and Industrial Marketing; Reviewed one article - January 2009 - in work..

2008: European Marketing Academy Annual Conference; Reviewed two articles.

2008: Industrial Marketing Management; Reviewed multiple papers in 2008..

2008: Journal of African Business; Reviewed one paper.

2008: Journal of Business and Industrial Marketing; Multiple papers.

2008: Journal of Business Marketing Management - Germany; Reviewed a paper.

Public Service

Other Community Service Activities

2009: Assisting not-for-profit (such as Eagle Eye Institute), government (JPNDC) and local entrepreneurs; Marketing Projects within the framework of the MKT419 Marketing Strategies and Policies capstone course..

2008: Assisting government (MASFA) and local entrepreneurs; Marketing projects within the framework of the MKT419 Marketing Strategies and Policies capstone course.

Positions Held in Civic Organizations

2008: Connect AMA Boston; Administrator (and initiator) of the International Marketing, Sales Management, and B2B tracks. Significant number of new members have joined these three groups since inception. I am the only academic present on this forum..