
Giana M. Eckhardt

Intellectual Contributions:

Refereed Articles

- Cayla, J. & Eckhardt, G. M. (2008). Asian brands and the shaping of a transnational imagined community. *Journal of Consumer Research*, 35 (3).
- Eckhardt, G. M. & Bengtsson, A. (in press, 2008). Naturalistic Group Interviewing in China. *Qualitative Market Research: an international journal*.
- Eckhardt, G. M. & Houston, M. J. (in press, 2008). On the malleable nature of product meaning in China. *Journal of Consumer Behaviour: An International Research Review*.
- Cayla, J. & Eckhardt, G. M. (2007). Asian brands without borders: Regional opportunities and challenges. *International Marketing Review*, 24 (4), 444-456.
- Maulana, A. & Eckhardt, G. M. (2007). Just friends, good acquaintances or soul mates? An exploration of website connectedness. *Qualitative Market Research: an international journal*, 10 (3), 227-242.
- Devinney, T., Auger, P., Eckhardt, G. M. , & Birtchnell, T. (2006). The other CSR: Consumer Social Responsibility. *Stanford Social Innovation Review*, 30-37.
- Belk, R., Devinney, T., & Eckhardt, G. M. (2005). Consumer Ethics Across Cultures. *Consumption Markets and Culture*, 8 (3), 275-289.
- Eckhardt, G. M. (2005). Local branding in a foreign product category in an emerging market. *Journal of International Marketing*, 13 (4), 57-79.
- Eckhardt, G. M. & Mahi, H. (2004). The role of consumer agency in the globalization process in emerging markets. *Journal of Macromarketing*, 24 (2), 136-146.
- Eckhardt, G. M. & Houston, M. J. (2002). Cultural paradoxes reflected in brand meaning: McDonald's in Shanghai China. *Journal of International Marketing*, 10 (2), 68-82.
- Houston, M. J. & Eckhardt, G. M. (2001). Culture's consequences on consumer behavior toward food in Asia. *Asian Journal of Marketing*, 8 (2), 33-54.
- Achenreiner, G., Eckhardt, G. M. , Jankus, M., & Rudelius, W. (1997). Learning strategies for the next generation: Assessing a computer-based module to teach break-even analysis. *Marketing Education Review*, 7 (1), 1-12.

Refereed Proceedings

Full Paper

- Eckhardt, G. M. (2006). Made in Asia: An exploration of country of origin effects within the region. *European Society for Marketing Research (ESOMAR)*, S10, 27-33.
- Eckhardt, G. M. & Houston, M. J. (2001). To own your grandfather's spirit: The nature of possession meaning in China. *Association for Consumer Research, Asia-Pacific Conference*, 4, Association for Consumer Research, 254-257.
- Eckhardt, G. M. & Houston, M. J. (1998). Consumption as self presentation in a collectivist society. *Association for Consumer Research, Asia-Pacific Conference*, 3, Association for Consumer Research, 52-58.

Book

Eckhardt, G. M., Devinney, T., & Auger, P. (2008). *The myth of the ethical consumer*, Cambridge, England: Cambridge University Press (under contract).

Book Chapters

Refereed

Eckhardt, G. M. & Houston, M. J. (2007). On the distinction between cultural and cross-cultural psychological approaches and its significance for consumer psychology. In Naresh Malhotra (Ed.) *Review of Marketing Research, vol. 3*, (pp. 81-108). Armonk NY: ME Sharpe.

Eckhardt, G. M. (2004). The role of culture in conducting trustworthy and credible qualitative business research in China. In Catherine Welch and Rebecca Piekkari (Ed.) *Handbook of Qualitative Research Methods for International Business*, (pp. 402-420). Cheltenham UK: Edward Elgar.

Cases

Eckhardt, G. M. (2000). Fallon McElligott: A case study, Rollerblade: A case study, Breathe Right Nasal Strips: A case study, BMW: A case study, Learning Byte International: A case study, and Reebok: A case study. In Berkowitz, Eric, Roger Kerin, Steven Hartley and William Rudelius (Ed.) *Marketing, 6th edition*. Chicago: McGraw Hill.

Eckhardt, G. M. (1998). City Transportation Board (ZTM): A case study. In Przybylowski, K., S. Hartley, R. Kerin & W. Rudelius (Ed.) *Marketing*. Warsaw, Poland: Don Wydawniczy ABC.

Eckhardt, G. M. (1997). Specialized Bicycle Components: A case study, and Ken Davis Barbecue Sauces: A case study. In Berkowitz, E., R. Kerin, S. Hartley & W. Rudelius (Ed.) *Marketing, 5th edition*. Chicago: Irwin.

Presentation of Refereed Papers

International

Eckhardt, G.M. & Bengtsson, A. (2009, January). *Naturalistic group interviewing in China*. Accepted for Association for Consumer Research, Asia-Pacific Conference, Hyderabad, India.

Eckhardt, G.M. & Bengtsson, A. (2007, July). *Pulling the white rabbit out of the hat: Consuming brands in imperial China*. Accepted for Association for Consumer Research, European Conference, Milan, Italy.

Patrice, A., Devinney, T., & Eckhardt, G. (2006, October). *The other CSR: Consumer Social Responsibility*. Accepted for United Nations Corporate Social Responsibility Global Forum, Cleveland, Ohio.

Amalia, M. & Eckhardt, G. (2006, June). *Just friends, good acquaintances or soul mates? An exploration of website connectedness*. Presented at Association for Consumer Research, Asia-Pacific Conference, Sydney, Australia.

Eckhardt, G.M. (2006, June). *Alternative roles for documentary in consumer research*. Presented at Association for Consumer Research, Asia-Pacific Conference, Sydney, Australia.

Eckhardt, G.M. (2005, August). *Interpretive methods in management research: The state of the art*. Presented at Academy of Management Annual Meeting, Honolulu, Hawaii.

Cayla, J. & Eckhardt, G. (2005, July). *Asian brands without borders: Reworking models of international marketing*. Presented at Association for International Business Conference, Quebec City, Canada.

- Belk, R., Devinney, T., & Eckhardt, G. (2005, April). *Consumer ethics: An interpretive elicitation approach*. Presented at Annual Corporate Social Responsibility Conference, Haas School of Business, Berkeley, California.
- Eckhardt, G.M. (2003, June). *Building a local brand in a foreign product category in India: The role of cultural interpretation*. Presented at Association for Consumer Research, European Conference, Dublin, Ireland.
- Eckhardt, G.M. & Houston, M. (2002, May). *Cultural psychology and its significance to consumer research*. Presented at Association for Consumer Research, Asia-Pacific Conference, Beijing, China.
- Eckhardt, G.M. & Mahi, H. (2001, December). *'India will survive:' A framework for understanding consumer agency in the globalization process in emerging markets*. Presented at Eighth cross cultural research conference, Honolulu, Hawaii.
- Eckhardt, G.M. & Houston, M. (2001, October). *Cultural paradoxes reflected in brands: McDonald's in Shanghai, China*. Presented at Association for Consumer Research Conference, Austin, Texas.
- Eckhardt, G.M. & Mahi, H. (2000, October). *Globalization and the consumer in emerging markets: India will survive*. Presented at Association for Consumer Research Conference, Salt Lake City, Utah.

Presentation of Non-Refereed Papers

International

- Eckhardt, G. M. & Bengtsson, A. (2007, June). *Pulling the white rabbit out of the hat: Brand co-creation in imperial China*. Invited presentation at Marketing Science Institute Mini-Conference, Minneapolis, Minnesota.

Last updated: 30-Sep-08 (01:21 PM)