

Elliot, Esi A. (Assistant Professor)

Refereed Journal Articles

Journal Article, Academic Journal

- Elliot, E., Ngugi, B., C. M. (in press). Mitigating Microfinance Marketing Channel Inefficiencies with Customerization of Mobile Technology. *International Marketing Review*.
- Wang, F.-L. A., Elliot, E. (2014). China in Africa: Presence, Perceptions and Prospects. *Journal of Contemporary China*, 23(90), 38.
- Elliot, E., Darmody, A., Bicen, P. (2018). Value Co-Creation for Service Delivery Innovations in Emerging Markets. *Journal of Business Cases and Applications*.
- J., Jamal, A., Cherian, J. (2017). Artrepreneurship and Learning in Ethnic Markets. *Journal of Business Research*. Wang, Jian-Ye,
- Minton, E., Cabano, F., Gardner, M., Mandel, N., Mathras, D., Elliot, E. (2017). LGBTQ and Religious Identity Conflict in Service Settings. *Journal of Services Marketing*.
- Wilson, E., Elliot, E. (2016). Brand meaning in higher education: Leaving the shallows via deep metaphors. *Journal of Business Research/Elsevier*, 69(8/ August), 3058-3068. <http://dx.doi.org/10.1016/j.jbusres.2016.01.021>
- Elliot, E., Ngugi, B., Bao, Y. (2016). Diversity by Design: Analogizing and Formative Investigation across Disciplines and Cultures. *Journal of Marketing Management*.
- Elliot, E. (2015). Craft Consumption and Consumer Transformation in a Transmodern Era. *Journal of Business Research*.
- Elliot, E., Xiao, Y., Wilson, E. (2015). A Multicultural Blend: Metaphors, Cognitive Social Capital and Multiculturalism. *International Marketing Review*.
- Elliot, E., Cherian, J., Elaydi, R. (2014). Metaphors and Microcredit in Subsistence Markets. *Journal of Macromarketing*. jmk.sagepub.com/content/early/recent
- Elliot, E., Nakata, C. (2013). Cross-Cultural Creativity: Conceptualization and Propositions for Global New Product Development. *The Journal Of Product Innovation Management*, 30(S1), 110-125. <http://onlinelibrary.wiley.com/doi/10.1111/jpim.12066/full>
- DeBerry-Spence, B., Elliot, E. (2012). African Microentrepreneurship: The Reality of Everyday Challenges. *Journal of Business Research*, 65(12), 1665 - 1673. <http://www.sciencedirect.com/science/article/pii/S0148296312000392>
- Elliot, E., Cherian, J., Casakin, H. (2011). Cultural Metaphors and Consumer Pleasure in Ethnic Servicescapes. *Journal of Business Research*, 66(8), 1004 - 1012. <http://www.sciencedirect.com/science/article/pii/S0148296311004310>

Book Chapters

Book, Chapter in Scholarly Book-New

- Casakin, H., Elliot, E. (2016). Place Identity Principles: Cultural Metaphors in a Mexican Environment. In H. Casakin & F. Bernardo (Eds.). *The Role of Place Identity in the*

Perception, Understanding, and Design of the Built Environment. (pp. 146-162). Israel: Bentham Science Publishers..

Wang, F.-L., Elliot, E. (2015). China in Africa: presence, perceptions, and prospects. *China in Africa: Strategic Motives and Economic Interests.*, London & New York: Suisheng Zhao ed, Routledge.

Book, Chapter in Textbook-New

Elliot, E., Cherian, J., Casakin, H. (2015). Ethnicity Marketed to and Consumed by the Transcultural Consumer. *The Routledge Companion to Ethnic Marketing.* Routledge Publication. www.routledge.com/books/details/9780415643634/

Non-Refereed Journal Articles

Journal Article, Academic Journal

Zhang, H., Elliot, E. (2009). Knowledge Orientation: The Key Role between Market Orientation and Innovation in the Supply Chain. *2009 AMA Winter Marketing Educators' Conference, American Marketing Association*, 168-175.

Conference Proceedings

Conference Proceeding

Elliot, E., Zhu, Z. J., Wang, F.-L. (2017). *TRUST IN INTERNATIONAL BUSINESS RELATIONSHIPS: CHINESE BUSINESSES PERCEIVED IN AFRICA.* AMA 2017 Winter Educators' Conference.

Malgwi,, C. A., Elliot, E., Ngugi, B., Nunekpeku, A. (2014). *Mobile Banking Apprehension in the Communications Age: An Empirical Investigation in Sub-Saharan Africa.* Atlanta, Georgia: American Accounting Association-Conference on Teaching and Learning in Accounting. <http://www2.aaahq.org/AM2014/abstract.cfm?submissionID=1598>

Presentations

Dunlop, Michael, Ray, Sukanya, Elliot, Esi, Solley, Sean, Monticello, Amy L., Daly, Rita, Symposium on Innovation in Teaching and Learning, "Faculty Professional Learning Community (FPLC) Annual Showcase," The Center for Teaching and Scholarly Excellence, Suffolk University. (May 15, 2018).

Ngugi, Benjamin, Elliot, Esi, Research Seminar, "The Challenges that Precede Successful Mobile Innovations : Lessons Learnt from Safaricom, the Inventor of MPESA in Africa," Sawyer Business School, Sargent Hall , Suffolk University. (March 22, 2018).

Elliot, Esi, Zhu, Zhen Jane, Wang, Fei-Ling (Author Only), Academy of Marketing Science, "TRUST IN INTERNATIONAL BUSINESS RELATIONSHIPS: CHINESE BUSINESSES PERCEIVED IN AFRICA," Academy of Marketing Science, Porto, Portugal. (January 2018).

Elliot, Esi, Consumer Culture Theory, "Hyper-Reality - A Pleasurable Customer Experience," Association of Consumer Research, California. (November 2017).

Elliot, Esi, Transformative Consumer Research, "Artistic Expression and Transformative Consumer," Association of Consumer Research, Cornell University. (November 2017).

- Dunlop, Michael, Ray, Sukanya, Solley, Sean, Daly, Rita, Elliot, Esi, Monticello, Amy L., Faculty Professional Learning Community (FPLC) Spring Breakfast and Poster Session, "Faculty Professional Learning Community (FPLC) Annual Showcase," The Center for Teaching and Scholarly Excellence, Suffolk University. (May 17, 2017).
- Elliot, Esi (Author Only), Zhu, Zhen Jane (Presenter & Author), Wang, Fei-Ling (Author Only), AMA Winter Educators' Conference, "TRUST IN INTERNATIONAL BUSINESS RELATIONSHIPS: CHINESE BUSINESSES PERCEIVED IN AFRICA," American Marketing Association, Orlando, FL. (February 2017).
- Elliot, Esi (Presenter & Author), Zhu, Zhen Jane (Author Only), Wang, Feiling (Author Only), SBS Faculty Research Seminar, "Trust in International Business Relationship: Chinese Businesses Perceived in Africa," Suffolk University. (September 22, 2016).
- Viswanathan, Madhu (Author Only), Subsistence markets Conference, "Marketplace Literacy Education and Mental Models: The Role of Embodied Cognition in a Subsistence Markets Context," University of Illinois at Urbana Champaign, Illinois. (June 2016).
- Elliot, Esi, Markos, Ereni, Academy of Marketing Science, "Consumer Metaphoria and Tourism Experience Design," Academy of Marketing Science, Florida. (May 2016).
- DeBerry-Spence, Benet (Author Only), Elliot, Esi (Presenter & Author), Macromarketing Conference, "African Microentrepreneurs: Navigating Marketing Systems," Journal of Macromarketing, University of Loyola. (June 26, 2015).
- Elliot, Esi, Transformative Consumer Research, "Confucianism Religion and implications for Consumer Quality of Life and Sustainability," Associatio of Consumer Research, Villanova University. (June 1, 2015).
- Elliot, Esi, Subsistence Markets Conference, "The Impact of Socio-cultural Factors on Growth, Sustainability and Purpose of Subsistence Markets Consumers," University of Illinois at Urbana Champagne, Chicago. (June 2014).