

NICOLAOS E. SYNODINOS

Department of Marketing
UNIVERSITY OF HAWAII AT MANOA
Honolulu, HAWAII 96822
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EDUCATION

Ph.D. Psychology (1979), University of Stirling, Scotland

B.A. Psychology (1974) with distinction, American University of Beirut, Lebanon

PROFESSIONAL APPOINTMENTS

Present position

Professor (tenured) at the Department of Marketing, University of Hawaii (1995 – present)

Previous positions

Visiting appointments at the Institute of Statistical Mathematics (Tokyo) during sabbatical leave (August 2006 – July 2007) and several times afterwards

Visiting appointment at Ochanomizu University (Tokyo) during sabbatical leave (August 2006 – July 2007)

Chair of the Department of Marketing, University of Hawaii (January 2005 – July 2006)

Visiting Researcher at the Institute of Comparative Culture, Sophia University, Tokyo (During sabbatical leave [July – December 1998] and several times afterwards)

Associate Professor (tenured) at the Department of Marketing, University of Hawaii (1989 – 1995)

Assistant Professor (tenure track) at the Department of Marketing, University of Hawaii (1984 – 1989)

Assistant Professor (non-tenure track) at the Department of Psychology and at the Department of Marketing, University of Hawaii (1983 – 1984)

Assistant Professor (non-tenure track) at the Department of Psychology, University of Hawaii (1982 – 1983)

Instructor of Psychology, Maui Community College (1981 – 1982)

Senior Staff Psychologist, Center for Nuclear Studies, Memphis State University (1980 – 1981)

Lecturer, University of Hawaii (Summer 1980, Fall 1980, Summer 1981)

Project Director, Survey and Marketing Services (SMS) Research, Honolulu (1979 – 1980)

BIBLIOGRAPHY

ARTICLES IN REFEREED JOURNALS

Tsuchiya, T., & Synodinos, N. E. (2015). Searching for alternatives: Comparisons between two sample selection methods in Japan. International Journal of Public Opinion Research, *27*(3), 383–405.

Synodinos, N. E., & Yamada, S. (2013). Japanese public opinion surveys: 20-year trends. Behaviormetrika, *40*(2), 101–127.

Synodinos, N. E., & Kobayashi, K. (2008). Marketing research in Japan: From its emergence to the present. International Journal of Market Research, *50*(1), 121–152.

Synodinos, N. E. (2003). The “art” of questionnaire construction: Some important considerations for manufacturing studies. Integrated Manufacturing Systems, *14*(3), 221–237.

Synodinos, N. E. (2001). Understanding Japanese consumers: Some important underlying factors. Japanese Psychological Research, *43*(4), 235–248. (*Invited Paper*)

Synodinos, N. E., & Yamada, S. (2000). Response rate trends in Japanese surveys. International Journal of Public Opinion Research, *12*(1), 48–72.

- Synodinos, N. E., Papacostas, C. S., & Okimoto, G. M. (1994). Computer-administered versus paper-and-pencil surveys and the effect of sample selection. Behavior Research Methods, Instruments, & Computers, 26(4), 395–401.
- Yamada, S., & Synodinos, N. E. (1994). Public opinion surveys in Japan. International Journal of Public Opinion Research, 6(2), 118–138.
- Papacostas, C. S., Synodinos, N. E., & Okimoto, G. M. (1993). Computer-administered surveys at the Honolulu International Airport. Transportation Research Record, 1412, 33–38.
- Synodinos, N. E., & Keown, C. F. (1993). Cross-cultural consumer and business studies. Journal of International Consumer Marketing, 6(2), 3–5. (*Guest Editorial*)
- Synodinos, N. E. (1991). Psychology, marketing, and computers. Psychology & Marketing, 8(4), 239–242. (*Guest Editorial*)
- Synodinos, N. E., & Brennan, J. M. (1990). Evaluating microcomputer interactive survey software. Journal of Business and Psychology, 4(4), 483–493.
- Synodinos, N. E. (1990). Environmental attitudes and knowledge: A comparison of marketing and business students with other groups. Journal of Business Research, 20(2), 161–170.
- Keown, C. F., Synodinos, N. E., & Jacobs, L. W. (1989). Advertising practices in northern Europe. European Journal of Marketing, 23(3), 17–28.
- Synodinos, N. E., Keown, C. F., & Jacobs, L. W. (1989). Transnational advertising practices: A survey of leading brand advertisers in fifteen countries. Journal of Advertising Research, 29(2), 43–50.
- Synodinos, N. E. (1988). Subliminal stimulation: What does the public think about it? Current Issues and Research in Advertising, 11(1), 157–187.
- Synodinos, N. E. (1988). Review and appraisal of subliminal perception within the context of Signal Detection Theory. Psychology & Marketing, 5(4), 317–336.
- Synodinos, N. E., & Brennan, J. M. (1988). Computer interactive interviewing in survey research. Psychology & Marketing, 5(2), 117–137.
- Papacostas, C. S., & Synodinos, N. E. (1988). Dimensions of driving behaviour and driver characteristics. Applied Psychology: An International Review, 37(1), 3–13.
- Synodinos, N. E. (1986). Hindsight distortion: "I knew-it-all along and I was sure about it." Journal of Applied Social Psychology, 16(2), 107–117.
- Synodinos, N. E., & Papacostas, C. S. (1985). Driving habits and behaviour patterns of University students. International Review of Applied Psychology, 34(2), 241–258.
- Synodinos, N. E., & Ross, H. E. (1979). Water temperature and weight discrimination. Ergonomics, 22(9), 1083–1093.
- Synodinos, N. E. (1976). Selective impairment by nitrogen narcosis of performance on a digit-copying and a mental task. Ergonomics, 19(1), 69–80.

ARTICLE IN SCHOLARLY BOOK

- Synodinos, N. E., & Matsuda, E. (2008). Differently administered questionnaires: Findings from surveys of Asahi Shimbun for the 2006 Nagano gubernatorial election (pp. 162–174). In Elections and Exit Polling (Eds. Scheuren, F. J., & Alvey, W.). Hoboken, New Jersey: Wiley.

ARTICLES IN OTHER PUBLICATIONS

- Synodinos, N. E. & Yamada, S. (2020). Response rate trends in Japan: Examination of three governmental public opinion surveys. Yoron [Public Opinion], no. 125, 20–25. *(Based on the presentation to the 2019 annual conference of the Japan Association for Public Opinion Research)*
- Synodinos, N. E. (2018). Surveys for the 2016 U.S. presidential election: Retrospective analysis and lessons for the future. Yoron [Public Opinion], no. 121, 4–18. *(Based on the presentation to the 2017 annual conference of the Japan Association for Public Opinion Research)*
- Synodinos, N. E. (2017). Wireless telephones and RDD surveys: Findings from the U.S. and other countries. Yoron [Public Opinion], no. 119, 11–22. *(Based on the presentation to the 2016 annual conference of the Japan Association for Public Opinion Research)*
- Synodinos, N. E. (2014). Survey research: The ending of an era? Yoron [Public Opinion], no. 113, 3–14. *(Based on the presentation to the 2013 annual conference of the Japan Association for Public Opinion Research)*
- Synodinos, N. E. (2012). The growing challenge of wireless telephones to RDD surveys: Some U.S. findings. Yoron [Public Opinion], no. 109, 3–8. *(Based on the presentation to the 2011 annual conference of the Japan Association for Public Opinion Research)*
- Synodinos, N. E. (2006). Questionnaire construction for social and marketing surveys. Yoron [Public Opinion], no. 97, 3–8. *(Based on the presentation to the 2005 annual conference of the Japan Association for Public Opinion Research)*
- Synodinos, N. E. (2002). Chōsa no jissai hōhō: Kōryo sareru beki mondai [Survey administration mode: Issues that need to be considered]. Shin Joho [New Information], no. 87, 1–9. *(Invited Paper)*
- Synodinos, N. E. (2002). Telephone surveys: Some findings and lessons from the US Experience. Yoron [Public Opinion], no. 89, 3–6. *(Based on the presentation to the 2001 annual conference of the Japan Association for Public Opinion Research)*
- Synodinos, N. E. (2000). Nihon no yoron chōsa no shōrai ni kitai [Looking forward to the future of Japanese public opinion research]. Yoron [Public Opinion], no. 86, 40–43. *(Invited Paper)*
- Keown, C. F., Synodinos, N. E., Jacobs, L. W., & Worthley, R. (1989). Transnational advertising-to-sales ratios: Do they follow the rules? International Journal of Advertising, 8, 375–382.
- Synodinos, N. E. (1977). An outline of the commercial diver selection project. Scottish Diver, 17(2), 5.

EDITOR

Of Journals

- Synodinos, N. E., & Keown, C. F. (1993). Guest editor for special section entitled "Cross-cultural consumer and business studies." Journal of International Consumer Marketing, 6(2), 3–64.
- Synodinos, N. E. (1991). Guest editor for special issue entitled "Psychology, Marketing, and Computers." Psychology & Marketing, 8(4), 239–310.

Of Proceedings

- Albaum, G. S., Alden, D. L., Askegaard, S., Milner, L., Muller, T. E., de Rocha, A., Smith, S. M., Synodinos, N. E., & Yu, J. H. (1993). Fourth Symposium on Cross-Cultural Consumer and Business Studies. Symposium sponsored by the Society for Consumer Psychology of the American Psychological Association, the Association for Consumer Research, and the Pacific Basin Region of the Academy of International Business. Kahuku (Oahu), Hawaii. (pp. 319)
- Synodinos, N. E., Keown, C. F., Becker, T. H., Grunert K. G., Muller, T. E., & Yu, J. H. (1990). Proceedings of the Third Symposium on Cross-Cultural Consumer and Business Studies. Symposium sponsored by the Society for Consumer Psychology of the American Psychological Association, the Association for Consumer Research, the Pacific Basin Region of the Academy of

International Business, and the College of Business Administration of the University of Hawaii. Honolulu, Hawaii. (pp. 426)

Synodinos, N. E. (1987). Proceedings of the 1987 AMA Microcomputers in Marketing Workshop. Workshop sponsored by the American Marketing Association and the College of Business Administration of the University of Hawaii at Manoa. Honolulu, Hawaii. (pp. 250)

ACADEMIC CONFERENCES

Published in Conference Proceedings as Papers

Synodinos, N. E. Guidelines for the 'art' of questionnaire construction. Paper presented to the International Symposium on Manufacturing Strategy (ISMS '98) at Waseda University, Tokyo, Japan: November 18–20, 1998.

Synodinos, N. E. & Yamada, S. Response rate changes in Japanese public opinion surveys. Paper presented to the WAPOR (World Association for Public Opinion Research) Regional Conference at Tokyo, Japan: November 8–9, 1996. Presented by Synodinos

Ross, H. E., & Synodinos, N. E. Weight estimation and buoyancy adaptation in cold water. Paper presented to the Tenth Annual Meeting of the International Society of Psychophysics at Vancouver, Canada: August 6–9, 1994. Presented by Ross

Keown, C. F., Synodinos, N. E., Jacobs, L. W., & Worthley, R. Can international advertising be standardized? Paper presented to the Academy of Marketing Science Third Bi-Annual World Marketing Congress at Barcelona, Spain: August 23–26, 1987. Presented by Keown

Published in Conference Proceedings as Abstracts

Saito, Y., & Synodinos, N. E. Trends in outcome rates: Findings based on the Asahi Shimbun RDD telephone survey. Poster presented to the Virtual 75th AAPOR (American Association for Public Opinion Research) Annual Conference. June 11, 2020. Presented by Saito

Synodinos, N. E., & Yamada, S. (posthumous). Japanese public opinion surveys: Recent response rate trends. Paper presented to the 74th AAPOR (American Association for Public Opinion Research) Annual Conference at Toronto, Canada: May 19, 2019.

Saito, Y., & Synodinos, N. E. Searching for alternatives: Using a probability sample in an online survey. Poster presented to the 73rd AAPOR (American Association for Public Opinion Research) Annual Conference at Denver, Colorado: May 16, 2018. Presented by both

Saito, Y., & Synodinos, N. E. The transition from landline to dual frame RDD surveys: Findings from the Asahi Shimbun. Poster presented to the 72nd AAPOR (American Association for Public Opinion Research) Annual Conference at New Orleans, Louisiana: May 20, 2017. Presented by both

Nagasaki, M., Saito, Y., & Synodinos, N. E. Comparison between the Google survey and landline RDD in two Japanese regional elections. Paper presented to the 72nd AAPOR (American Association for Public Opinion Research) Annual Conference at New Orleans, Louisiana: May 19, 2017. Presented by Nagasaki

Synodinos, N. E., & Saito, Y. The increasing challenge of cell phones to Japanese RDD surveys. Paper presented to the 69th AAPOR (American Association for Public Opinion Research) Annual Conference at Anaheim, California: May 18, 2014. Presented by Synodinos

Synodinos, N. E., & Mastuda, E. Searching for alternatives: Findings from recent mail surveys by the Asahi Shimbun. Poster presented to the 65th AAPOR (American Association for Public Opinion Research) Annual Conference at Chicago, Illinois: May 15, 2010. Presented by Synodinos

Synodinos, N. E., & Mastuda, E. Searching for alternative modes of questionnaire administration: Recent findings from surveys by the Asahi Newspaper. Paper presented to the 62nd AAPOR (American Association for Public Opinion Research) Annual Conference at Anaheim, California: May 18, 2007. Presented by Synodinos

- Synodinos, N. E., & Yamada, S. Japanese public opinion surveys: 2005. Poster presented to the 61st AAPOR (American Association for Public Opinion Research) Annual Conference at Montreal, Canada: May 20, 2006. Presented by Synodinos
- Synodinos, N. E., & Ujiie, Y. Don't know responses in Japanese surveys: Effects of question and respondent characteristics. Poster presented to the 56th AAPOR (American Association for Public Opinion Research) Annual Conference at Montreal, Canada: May 18, 2001. Presented by Synodinos
- Synodinos, N. E., & Ujiie, Y. Don't know responses in Japanese surveys. Poster presented to the 55th AAPOR (American Association for Public Opinion Research) Annual Conference at Portland, Oregon: May 19, 2000. Presented by Synodinos
- Synodinos, N. E., & Sugiyama, M. Nonresponse issues in Japanese public opinion surveys. Poster presented to the 54th AAPOR (American Association for Public Opinion Research) Annual Conference at St. Petersburg, Florida: May 15, 1999). Presented by Synodinos
- Synodinos, N. E., & Ujiie, Y. Contemporary Japanese opinions: Selected findings. Paper presented to the 54th AAPOR (American Association for Public Opinion Research) Annual Conference at St. Petersburg, Florida: May 14, 1999. Presented by Synodinos
- Synodinos, N. E. & Yamada, S. Recent trends in Japanese public opinion surveys. Paper presented to the 50th AAPOR (American Association for Public Opinion Research) Annual Conference at Fort Lauderdale, Florida: May 21, 1995. Presented by Synodinos
- Synodinos, N. E. & Brennan, J. M. Evaluating microcomputer interactive survey software: A summary of important guidelines. Paper presented to the 3rd Annual Microcomputers in Marketing Education Workshop, at California State Polytechnic University, Pomona, California: October 27, 1986. Presented by Synodinos
- Synodinos, N. E. A Q-sort analysis of views on commercial deep sea divers by divers and others. Paper presented to the 60th Annual Meeting of the Western Psychological Association. Honolulu, Hawaii: May 7, 1980.
- Synodinos, N. E. Performance impairment in a digit-copying and a mental task as a function of nitrogen narcosis: A controversial finding. Paper presented to the Welsh Regional Symposium of the Underwater Association, at the University College of North Wales. Bangor, Wales: January 25, 1975.

Conference Presentations

- Synodinos, N. E. & Yamada, S. (posthumous). Response rate trends in Japan: Examination of three governmental public opinion surveys. Paper presented to the JAPOR (Japan Association for Public Opinion Research) Annual Conference. Tokyo, Japan: November 8, 2019.
- Synodinos, N. E. Surveys for the 2016 U.S. presidential election: Retrospective analysis and lessons for the future. Paper presented to the JAPOR (Japan Association for Public Opinion Research) Annual Conference. Tokyo, Japan: November 10, 2017.
- Synodinos, N. E. Wireless telephones and RDD surveys: Findings from the U.S. and other countries. Paper presented to the JAPOR (Japan Association for Public Opinion Research) Annual Conference. Tokyo, Japan: November 18, 2016.
- Synodinos, N. E. Survey research: The ending of an era? Paper presented to the JAPOR (Japan Association for Public Opinion Research) Annual Conference. Tokyo, Japan: November 8, 2013.
- Synodinos, N. E. The growing challenge of wireless telephones to RDD surveys: Some U.S. findings. Paper presented to the JAPOR (Japan Association for Public Opinion Research) Annual Conference. Tokyo, Japan: November 11, 2011.
- Synodinos, N. E. Questionnaire construction for social and marketing surveys. Paper presented to the JAPOR (Japan Association for Public Opinion Research) Annual Conference. Tokyo, Japan: November 11, 2005.

- Synodinos, N. E. Telephone surveys: Some findings and lessons from the US experience. Paper presented to the JAPOR (Japan Association for Public Opinion Research) Annual Conference. Tokyo, Japan: November 16, 2001.
- Synodinos, N. E. & Yamada, S. Similarities and differences in Japanese public opinion. Paper presented to the WAPOR/AAPOR (World Association for Public Opinion Research/American Association for Public Opinion Research) Annual Conference. Salt Lake City, Utah: May 16, 1996. Presented by Synodinos
- Papacostas, C. S., Synodinos, N. E., & Okimoto, G. M. Computer-administered surveys at the Honolulu International Airport. Paper presented to the 72nd Annual Meeting of the National Research Council: Transportation Research Board. Washington, D.C.: January 11, 1993. Presented by Papacostas
- Synodinos, N. E. Organizer of special session entitled "Current Uses and Future Directions in Computer Interactive Interviewing," for the 1989 AMA Microcomputers in the Marketing Curriculum Conference. New Orleans, Louisiana: April 12, 1989. Session chair and session presenter
- Keown, C. F., Synodinos, N. E., Jacobs, L. W., & Worthley, R. Transnational advertising-to-sales ratios: Do they follow the rules? Paper presented to the Colloquium on Selected Issues in International Business. Honolulu, Hawaii: August 7, 1987. Presented by Synodinos
- Synodinos, N. E. Advantages and disadvantages of computer assisted interviewing. Invited presentation to the International Business Schools Computer Users Group: Annual North American Conference. Flint Michigan: July 28, 1987.
- Papacostas, C. S., & Synodinos, N. E. Self-reported driving habits, type A behavior, and driver characteristics. Paper presented to the 64th Annual Meeting of the National Research Council: Transportation Research Board. Washington, D.C.: January 14, 1985. Presented by Papacostas
- Synodinos, N. E. Marketing's growing receptivity to psychology. Paper presented to the Annual Convention of the Hawaii Psychological Association. Honolulu, Hawaii: December 1, 1984.
- Synodinos, N. E., & Papacostas, C. S. Driving habits and type A behavior. Poster presentation to the 64th Annual Meeting of the Western Psychological Association. Los Angeles, California: April 5, 1984. Presented by Synodinos
- Synodinos, N. E., & Jacobs, L. W. The use of subliminal messages in clinical and marketing contexts. Paper presented to the Annual Convention of the Hawaii Psychological Association. Honolulu, Hawaii: December 2, 1983. Presented by both authors
- Synodinos, N. E., & Papacostas, C. S. Measuring type A behavior in students. Paper presented to the Annual Convention of the Hawaii Psychological Association. Honolulu, Hawaii: December 1, 1983. Presented by Synodinos
- Easton, M. J., Hatfield, E. C., & Synodinos, N. E. Passionate love in children. Paper presented to the Regional Conference of the American Association of Sex Educators, Counselors and Therapists. Honolulu, Hawaii: October 18, 1983. Presented by Easton
- Synodinos, N. E. Bridging the gap between clinical and I/O psychology: Some areas of possible contribution to I/O by clinicians. Paper presented to the Annual Convention of the Hawaii Psychological Association. Honolulu, Hawaii: December 4, 1982.
- Synodinos, N. E. Discussant at a Symposium entitled "The Human Equation in Electric Power Plants," at Memphis State University. Memphis, Tennessee: March 4, 1981.
- Synodinos, N. E. Stress in diving. Paper presented to the British Association of Sports Medicine Symposium, at the University of Stirling, Stirling, Scotland: April 29, 1978.
- Synodinos, N. E. The effects of adaptation to weight discrimination in cold and warm water. Paper presented to the Scottish Branch of the British Psychological Society Conference "On Adaptation to the Environment", at the University of Stirling, Stirling, Scotland: January 10, 1976.

Moray, N. P., Ross, H. E., & Synodinos, N. E. Psychological factors in diver assessment and selection. Paper presented to the Medical Research Council Ad Hoc Meeting on Underwater Physiology and Related Offshore Activities, at the University of Glasgow, Glasgow, Scotland: July 30, 1975 (UP 75/8). Presented by Synodinos

TECHNICAL REPORTS

Synodinos, N., Papacostas, C. S., & Okimoto, G. M. Evaluation of computer interactive data collection at the Honolulu International Airport. Prepared for the State of Hawaii, Department of Transportation (contract # 23181). Honolulu: October 1989 (pp. 119).

Moray, N., Ross, H. E., & Synodinos, N. E. Final report on a test battery for the selection of trainee divers. Stirling, Scotland: Department of Psychology, Stirling University, December 1979 (pp. 65).

Baddeley, A. D., Godden, D., Moray, N., Ross, H. E., & Synodinos, N. E. Selection of diving trainees. Stirling, Scotland: Department of Psychology, Stirling University, and Medical Research Council Applied Psychology Unit, Cambridge, September 1978 (pp. 173).

INSTITUTIONAL REPORTS

Synodinos, N. E. Needs assessment of MCC: A report to the Dean of Instruction – evaluating community input regarding instructional positions for the 1983–1985 biennium. Kahului, Maui: Maui Community College, March 1982.

As a Senior Staff Psychologist at the Center for Nuclear Studies at Memphis State University I participated in the assessment, via several psychological instruments, of persons applying for positions as nuclear power plant operators. The testing results were written as personnel assessment reports for Electric Utility Companies.

As a Project Director at SMS Research, I participated in proposal writing, data analyses, and writing of final survey/marketing research reports for various private clients.

EXTERNALLY FUNDED RESEARCH

Title: Evaluation of computer interactive data collection at the Honolulu International Airport

Sponsor: State of Hawaii Department of Transportation

Amount of award: \$25,000

Period: December 1987 – October 1989

Investigators: Nicolaos E. Synodinos (P.I.) & C. S. Papacostas (Co-P.I.)

INSTRUCTIONAL ACTIVITIES**COURSES TAUGHT (prior to hire at present position)**

Semester/Year	Course title – Course number (section)	Credit hours	# of students
Summer 1980	Industrial/Organizational Psychology – PSY 426(60) ²	3	17
Fall 1980	Survey of Psychology – PSY 100(2) ¹	3	149
Fall 1980	Social Psychology – PSY 222(80) ²	3	21
Fall 1980	Industrial/Organizational Psychology – PSY 426(80) ²	3	25
Summer 1981	Industrial/Organizational Psychology – PSY 426(21) ³	3	26
Summer 1981	Developmental Psychology – PSY 220(80) ²	3	19
Fall 1981	Survey of Psychology – PSY 100(101) ⁴	3	32
Fall 1981	Survey of Psychology – PSY 100(102) ⁴	3	32
Fall 1981	Survey of Psychology – PSY 100(503) ⁴	3	23
Spring 1982	Survey of Psychology – PSY 100(101) ⁴	3	32
Spring 1982	Survey of Psychology – PSY 100(102) ⁴	3	18
Spring 1982	Survey of Psychology – PSY 100(103) ⁴	3	37
Spring 1982	Psychology of Adjustment – PSY 110(101) ⁴	3	14
Spring 1982	Psychology of Adjustment – PSY 110(502) ⁴	3	14
Spring 1982	Social Psychology – PSY 222(101) ⁴	3	11
Summer 1982	Survey of Psychology – PSY 100(101) ⁴	3	31
Fall 1982	Statistical Techniques – PSY 211(2) ¹	3	58
Fall 1982	Environmental Psychology – PSY 471(1) ¹	3	34
Spring 1983	Industrial/Organizational Psychology – PSY 426(1) ¹	3	44
Spring 1983	Advanced Undergraduate Seminar – PSY 429(1) ¹	3	10
Spring 1983	Survey of Psychology – PSY 100(630) ²	3	28
Spring 1983	Social Psychology – PSY 222(840) ²	3	27
Summer 1983	Statistical Techniques – PSY 211(510) ²	3	21
Summer 1983	Statistical Techniques – PSY 211(21) ³	3	47
Fall 1983	Seminar in Marketing – MKT 361(1) ¹	3	9
Fall 1983	Statistical Techniques – PSY 210(3) ¹	3	70
Fall 1983	Environmental Psychology – PSY 481(1) ¹	3	12
Fall 1983	Directed Reading or Research – PSY 499(1) ¹	3	2
Fall 1983	Survey of Psychology – PSY 100(820) ²	3	27
Spring 1984	Principles of Marketing – MKT 300(3) ¹	3	41
Spring 1984	Principles of Marketing – MKT 300(4) ¹	3	54
Spring 1984	Survey of Psychology – PSY 100(2) ¹	3	59
Spring 1984	Statistical Techniques – PSY 210(3) ¹	3	55
Spring 1984	Practicum in Psychology – PSY 407(1) ¹	3	1
Spring 1984	Directed Reading or Research – PSY 499(1) ¹	3	1
Summer 1984	Consumer Behavior – MKT 471(21) ³	3	17
Summer 1984	Statistical Techniques – PSY 210(810) ²	3	23

¹ University of Hawaii at Manoa (Regular Session)

² University of Hawaii at Manoa (College of Continuing Education and Community Service)

³ University of Hawaii at Manoa (Summer Session)

⁴ University of Hawaii System (Maui Community College)

COURSES TAUGHT (since hire at present position; all at the University of Hawaii at Manoa – Regular Session)

Semester/Year	Course title – Course number (section)	Credit hours	# of students
Fall 1984	Principles of Marketing – MKT 300(1)	3	75
Fall 1984	Principles of Marketing – MKT 300(2)	3	74
Fall 1984	Marketing Information Analysis – MKT 321(1)	3	39
Spring 1985	Marketing Information Analysis – MKT 321(1)	3	26
Spring 1985	Marketing Information Analysis – MKT 321(2)	3	11
Fall 1985	Marketing Information Analysis – MKT 321(1)	3	17
Fall 1985	Marketing Information Analysis – MKT 321(2)	3	18
Spring 1986	Principles of Marketing – MKT 300(3)	3	58
Spring 1986	Marketing Information Analysis – MKT 321(1)	3	19
Spring 1986	Marketing Information Analysis – MKT 321(2)	3	20
Fall 1986	Marketing Information Analysis – MKT 321(1)	3	22
Fall 1986	Marketing Information Analysis – MKT 321(2)	3	17
Spring 1987	Marketing Information Analysis – MKT 321(1)	3	19
Spring 1987	Marketing Information Analysis – MKT 321(2)	3	26
Spring 1987	Directed Reading and Research – MKT 399(1)	3	2
Fall 1987	Principles of Marketing – MKT 300(2)	3	43
Fall 1987	Marketing Information Analysis – MKT 321(1)	3	22
Fall 1987	Marketing Information Analysis – MKT 321(2)	3	17
Spring 1988	Marketing Information Analysis – MKT 321(1)	3	25
Spring 1988	Marketing Information Analysis – MKT 321(2)	3	12
Fall 1988	Marketing Information Analysis – MKT 321(1)	3	25
Fall 1988	Marketing Research Methodology – MKT 655(1)	3	10
Spring 1989	Marketing Information Analysis – MKT 321(1)	3	12
Spring 1989	Marketing Information Analysis – MKT 321(2)	3	18
Fall 1989	Marketing Information Analysis – MKT 321(1)	3	22
Fall 1989	Consumer Behavior – MKT 471(1)	3	21
Spring 1990	Marketing Information Analysis – MKT 321(1)	3	19
Spring 1990	Marketing Information Analysis – MKT 321(2)	3	19
Fall 1990	Marketing Information Analysis – MKT 321(1)	3	14
Fall 1990	Marketing Information Analysis – MKT 321(2)	3	18
Spring 1991	Marketing Information Analysis – MKT 321(2)	3	18
Spring 1991	Consumer Behavior – MKT 471(1)	3	21
Fall 1991	Marketing Information Analysis – MKT 321(1)	3	32
Fall 1991	Consumer Behavior – MKT 471/PSY 485 (1)	3	30
Spring 1992	SABBATICAL LEAVE		
Fall 1992	Marketing Information Analysis – MKT 321(1)	3	18
Fall 1992	Marketing Information Analysis – MKT 321(2)	3	13
Spring 1993	Marketing Information Analysis – MKT 321(1)	3	19
Spring 1993	Marketing Information Analysis – MKT 321(2)	3	15

Fall 1991 to Spring 96: "Consumer Behavior" was cross-listed as PSY 485. The number of students includes those who registered for MKT 471 plus those who registered for PSY 485.

Semester/Year	Course title – Course number (section)	Credit hours	# of students
Fall 1993	Marketing Information Analysis – MKT 321(1)	3	20
Fall 1993	Marketing Information Analysis – MKT 321(2)	3	13
Fall 1993	Consumer Behavior – MKT 471/PSY 485 (1)	3	32
Spring 1994	Principles of Marketing – MKT 300(4)	3	35
Spring 1994	Marketing Information Analysis – MKT 321(1)	3	17
Spring 1994	Marketing Information Analysis – MKT 321(2)	3	23
Fall 1994	Marketing Information Analysis – MKT 321(1)	3	31
Fall 1994	Consumer Behavior – MKT 471/PSY 485(1)	3	25
Spring 1995	Marketing Information Analysis – MKT 321(1)	3	26
Spring 1995	Marketing Information Analysis – MKT 321(2)	3	30
Fall 1995	Marketing Information Analysis – MKT 321(1)	3	26
Fall 1995	Marketing Information Analysis – MKT 321(2)	3	24
Spring 1996	Marketing Information Analysis – MKT 321(1)	3	28
Spring 1996	Marketing Information Analysis – MKT 321(2)	3	12
Fall 1996	Consumer Behavior – MKT 311/PSY 385(1)	3	31
Fall 1996	Consumer Behavior – MKT 311/PSY 385(2)	3	24
Fall 1996	Principles of Marketing – BUS 312(3)	3	38
Spring 1997	Consumer Behavior – MKT 311/PSY 385(1)	3	34
Spring 1997	Consumer Behavior – MKT 311/PSY 385(2)	3	31
Spring 1997	Marketing Research Methodology – MKT 655(1)	3	8
Fall 1997	Consumer Behavior – MKT 311/PSY 385(1)	3	35
Fall 1997	Consumer Behavior – MKT 311/PSY 385(2)	3	25
Fall 1997	Principles of Marketing – BUS 312(3)	3	40
Spring 1998	Consumer Behavior – MKT 311/PSY 385(1)	3	35
Spring 1998	Consumer Behavior – MKT 311/PSY 385(2)	3	35
Spring 1998	Marketing Research Methodology – MKT 655(1)	3	13
Fall 1998	SABBATICAL LEAVE		
Spring 1999	Consumer Behavior – MKT 311/PSY 385(1)	3	33
Spring 1999	Consumer Behavior – MKT 311/PSY 385(2)	3	33
Spring 1999	Marketing Research Methodology – MKT 655(1)	3	14
Fall 1999	Consumer Behavior – MKT 311/PSY 385(1)	3	36
Fall 1999	Consumer Behavior – MKT 311/PSY 385(2)	3	33
Fall 1999	Principles of Marketing – BUS 312(5)	3	48
Spring 2000	Consumer Behavior – MKT 311/PSY 385(1)	3	39
Spring 2000	Consumer Behavior – MKT 311/PSY 385(2)	3	39
Spring 2000	Marketing Research Methodology – MKT 655(1)	3	5
Fall 2000	Consumer Behavior – MKT 311/PSY 385(1)	3	35
Fall 2000	Consumer Behavior – MKT 311/PSY 385(2)	3	34
Spring 2001	Marketing Research – MKT 321(1)	3	32
Spring 2001	Marketing Research – MKT 321(2)	3	31

Fall 1996 to the present: “Consumer Behavior” is cross-listed as PSY 385. The number of students includes those who registered for MKT 311 plus those who registered for PSY 385.

Semester/Year	Course title – Course number (section)	Credit hours	# of students
Fall 2001	Marketing Research – MKT 321(1)	3	34
Fall 2001	Marketing Research – MKT 321(2)	3	36
Spring 2002	Consumer Behavior – MKT 311/PSY 385(1)	3	40
Spring 2002	Consumer Behavior – MKT 311/PSY 385(2)	3	39
Fall 2002	Consumer Behavior – MKT 311/PSY 385(1)	3	40
Fall 2002	Consumer Behavior – MKT 311/PSY 385(2)	3	39
Spring 2003	Consumer Behavior – MKT 311/PSY 385(1)	3	39
Spring 2003	Consumer Behavior – MKT 311/PSY 385(2)	3	40
Fall 2003	Consumer Behavior – MKT 311/PSY 385(1)	3	37
Fall 2003	Consumer Behavior – MKT 311/PSY 385(2)	3	34
Spring 2004	Consumer Behavior – MKT 311/PSY 385(1)	3	37
Spring 2004	Consumer Behavior – MKT 311/PSY 385(2)	3	39
Fall 2004	Consumer Behavior – MKT 311/PSY 385(1)	3	40
Fall 2004	Consumer Behavior – MKT 311/PSY 385(2)	3	35
Spring 2005	Consumer Behavior – MKT 311/PSY 385(1)	3	39
Spring 2005	Consumer Behavior – MKT 311/PSY 385(2)	3	40
Fall 2005	Consumer Behavior – MKT 311/PSY 385(1)	3	40
Fall 2005	Consumer Behavior – MKT 311/PSY 385(2)	3	40
AY 2006/2007	SABBATICAL LEAVE *		
Fall 2007	Consumer Behavior – MKT 311/PSY 385(1)	3	35
Fall 2007	Consumer Behavior – MKT 311/PSY 385(2)	3	31
Spring 2008	Consumer Behavior – MKT 311/PSY 385(1)	3	22
Spring 2008	Consumer Behavior – MKT 311/PSY 385(2)	3	36
Fall 2008	Consumer Behavior – MKT 311/PSY 385(1)	3	37
Fall 2008	Consumer Behavior – MKT 311/PSY 385(2)	3	33
Spring 2009	Consumer Behavior – MKT 311/PSY 385(1)	3	40
Spring 2009	Consumer Behavior – MKT 311/PSY 385(2)	3	37
Fall 2009	Consumer Behavior – MKT 311/PSY 385(1)	3	36
Fall 2009	Consumer Behavior – MKT 311/PSY 385(2)	3	34
Spring 2010	Consumer Behavior – MKT 311/PSY 385(1)	3	38
Spring 2010	Consumer Behavior – MKT 311/PSY 385(2)	3	31

* Taught three courses at *Ochanomizu University* (Tokyo). October 2006 – January 2007: “Special Topics Class I: Consumer Behavior” (2 credits; undergraduate) and “Contemporary Research in Social Communication: Explorations in Survey Research” (2 credits; graduate). June – July 2007: “Special Topics Class I: Consumer Behavior” (2 credits; undergraduate)

Semester/Year	Course title – Course number (section)	Credit hours	# of students
Fall 2010	Consumer Behavior – MKT 311/PSY 385(1)	3	35
Fall 2010	Consumer Behavior – MKT 311/PSY 385(2)	3	33
Spring 2011	Consumer Behavior – MKT 311/PSY 385(1)	3	37
Spring 2011	Consumer Behavior – MKT 311/PSY 385(2)	3	32
Fall 2011	Consumer Behavior – MKT 311/PSY 385(1)	3	33
Fall 2011	Consumer Behavior – MKT 311/PSY 385(2)	3	29
Spring 2012	Consumer Behavior – MKT 311/PSY 385(1)	3	33
Spring 2012	Consumer Behavior – MKT 311/PSY 385(2)	3	24
Fall 2012	Consumer Behavior – MKT 311/PSY 385(1)	3	36
Fall 2012	Consumer Behavior – MKT 311/PSY 385(2)	3	37
Spring 2013	Consumer Behavior – MKT 311/PSY 385(1)	3	40
Spring 2013	Consumer Behavior – MKT 311/PSY 385(2)	3	22
AY 2013/2014	SABBATICAL LEAVE		
Fall 2014	Consumer Behavior – MKT 311/PSY 385(1)	3	39
Fall 2014	Consumer Behavior – MKT 311/PSY 385(2)	3	40
Spring 2015	Consumer Behavior – MKT 311/PSY 385(1)	3	39
Spring 2015	Consumer Behavior – MKT 311/PSY 385(2)	3	40
Fall 2015	Consumer Behavior – MKT 311/PSY 385(1)	3	35
Fall 2015	Consumer Behavior – MKT 311/PSY 385(2)	3	37
Spring 2016	Consumer Behavior – MKT 311/PSY 385(1)	3	32
Spring 2016	Consumer Behavior – MKT 311/PSY 385(2)	3	31
Fall 2016	Consumer Behavior – MKT 311/PSY 385(1)	3	31
Fall 2016	Consumer Behavior – MKT 311/PSY 385(2)	3	26
Spring 2017	Consumer Behavior – MKT 311/PSY 385(1)	3	34
Spring 2017	Consumer Behavior – MKT 311/PSY 385(2)	3	26
Fall 2017	Consumer Behavior – MKT 311/PSY 385(1)	3	37
Fall 2017	Consumer Behavior – MKT 311/PSY 385(2)	3	35
Spring 2018	Consumer Behavior – MKT 311/PSY 385(1)	3	37
Spring 2018	Consumer Behavior – MKT 311/PSY 385(2)	3	34
Spring 2018	Principles of Marketing – BUS 312 (7)	3	5
Fall 2018	Consumer Behavior – MKT 311/PSY 385(1)	3	35
Fall 2018	Consumer Behavior – MKT 311/PSY 385(2)	3	32
Fall 2018	Principles of Marketing – BUS 312 (6)	3	40
Spring 2019	Consumer Behavior – MKT 311/PSY 385(1)	3	35
Spring 2019	Consumer Behavior – MKT 311/PSY 385(2)	3	30
Spring 2019	Principles of Marketing – BUS 312 (7)	3	7

Semester/Year	Course title – Course number (section)	Credit hours	# of students
Fall 2019	Principles of Marketing – BUS 312 (6)	3	40
Fall 2019	Principles of Marketing – BUS 312 (2)	3	31
Fall 2019	Principles of Marketing – BUS 312 (3)	3	21
Spring 2020	Consumer Behavior – MKT 311/PSY 385(1)	3	38
Spring 2020	Consumer Behavior – MKT 311/PSY 385(2)	3	36
Spring 2020	Principles of Marketing – BUS 312 (3)	3	38
AY 2020/2021	SABBATICAL LEAVE		

INSTRUCTIONAL IMPROVEMENT

Recipient of an Educational Improvement Fund Grant (1985–86) for the evaluation of microcomputer software for interactive questionnaire administration. Several packages were evaluated and the selected software (Ci2) was integrated in my teaching of MKT 321 (Marketing Information Analysis) starting in Fall 1986.

Implemented on the IBM 3081 at the University of Hawaii Computing Center's the provided on-line study guide (Computer Assisted Review and Evaluation (CARE) Program) for Pride & Ferrell's Marketing (3rd edition). This on-line study guide was available for use by students taking MKT 300 (Principles of Marketing) during Spring 1984.

OTHER INSTRUCTIONAL ACTIVITIES

Committee Member for Senior Honors thesis of Anton Aberg (Fall 2015)

Committee Member for Senior Honors thesis of Lana Hudson (Spring 2015)

External member for Ph.D. dissertation (Educational Psychology) committee of Carole Atkins (August 1995 – October 1998)

External member for Ph.D. dissertation (Psychology) committee of Langley Frissell (June 1990 – December 1996)

Presenter of a colloquium for the Department of Psychology, University of Hawaii (October 18, 1996)

Pre-thesis Academic Advisor of Undergraduate Honors student (Sheri Yoshida) (Spring 1990 – Fall 1991)

Initiator for cross-listing the Consumer Behavior course (Mkt 471) with the Department of Psychology (Psy 485), University of Hawaii (effective Fall 1991)

External Reader for Undergraduate Honors thesis of Richard Hawthorne "Image advertising and the modern consumer" (May 1990)

Introduced a new course (Advanced Marketing Information Analysis – Mkt 322) in the curriculum of the Department of Marketing, University of Hawaii (effective Fall 1987)

External Reader for Undergraduate Honors thesis of Jan Takasaki "The effects of cognitive discrepancy on work commitment: A comparative study on Korean and Japanese managers" (August 1985)

Committee Member for Master's thesis of Cheryl Ramos Blyth "Job satisfaction: Public sector blue and white collar workers" (December 1983)

Advisor for Verna Lee's Liberal Studies course of study in "Consumer behavior analysis" (1983 – 1985)

SERVICE ACTIVITIES

University/College/Department Service

Faculty representative of UHPA (University of Hawaii Professional Assembly) for the Department of Marketing (Fall 1987 – Spring 1990; Fall 1995 – Spring 2006; Fall 2007 – Spring 2013; Fall 2014 – present)

Member of Ad hoc Assurance of Learning Committee (formerly known as Ad hoc Assessment Committee) of Shidler College of Business (Fall 2009 – Spring 2013; Fall 2014 – Spring 2020)

Member of a Tenure and Promotion Review Committee (TPRC) of the University (AY 2018–19)

Member of the Marketing Department Personnel Committee (Fall 2007; Fall 2008; Fall 2010; Fall 2011; Fall 2015; Fall 2018)

Chair of the Marketing Department Personnel Committee (Fall 2016)

Member of a Tenure and Promotion Review Committee (TPRC) of the University (AY 2014–15)

Faculty senator of Manoa Faculty Senate (Fall 2009 – Spring 2011)

Member of Committee for Faculty Service of Manoa Faculty Senate (Fall 2009 – Spring 2011)

Member of a Tenure and Promotion Review Committee (TPRC) of the University (AY 2009–10)

Chair of the Marketing Department Personnel Committee (Fall 2009)

Member of the Undergraduate General Scholarship Selection Committee of Shidler College of Business (Spring 2009)

Member of the Graduate General Scholarship Selection Committee of Shidler College of Business (Spring 2009)

Member of the Undergraduate Curriculum Revision Committee of Shidler College of Business (Fall 2007)

Member Dean's Advisory Committee (DAC) of the College of Business Administration (Spring 2005 – Spring 2006)

Member Curriculum and Programs Committee (CPC) of the College of Business Administration Faculty Council (Spring 2005 – Spring 2006)

Member Faculty Senate Executive Committee (FSEC) of the College of Business Administration Faculty Council (Fall 2003 – Fall 2004)

Member Faculty Senate Academic Qualifications (AQ) Committee of the College of Business Administration Faculty Council (Fall 2004)

Acting Chairperson of the Marketing Department (July 10–August 10, 1989; August 1–20, 1990; December 21, 1994–January 4, 1995; March 23–31, 1995; February 27–28, 1996; June 5–30, 1997; May 19–June 6, 2004; December 20–31, 2004)

Member of College of Business Administration Personnel Committee (Fall 2004)

Member of the Marketing Department Personnel Committee (Fall 1989; Fall 1990; Fall 1991; Fall 1992; Fall 1993; Fall 1995; Fall 1996; Fall 1997; Fall 1999; Fall 2000; Fall 2001; Fall 2003; Fall 2004)

Chair of the Committee to revise the Marketing Department Procedures for Contract Renewal and Tenure and/or Promotion Reviews (Fall 2003)

Member Program Review Team for the Department of Anthropology, University of Hawaii at Manoa (February–October 2001; August 2002–November 2003)

Chair of the Marketing Department Personnel Committee (Fall 2002)

Member of the School of Travel Industry Management Department Personnel Committee (Fall 2001)

Faculty Advisor to the University of Hawaii Collegiate Chapter of the American Marketing Association (Spring 1985; AY 1985–86; AY 1987–88; AY 1996–97; AY 1997–98; Fall 2000)

Member Faculty Executive Committee (FEC) of the College of Business Administration Faculty Council (Fall 1997 – Spring 1998; Spring 1999)

Advisor to the Office of the Vice President for University Relations on the effectiveness of a publication (Malamalama) of the University (Fall 1996)

Member of a Tenure and Promotion Review Committee (TPRC) of the University (AY 1995–96)

Member Quality Forum Committee of the College of Business Administration (Fall 1994)

Member Research and Faculty Development Committee (RFDC) of the College of Business Administration Faculty Council (Fall 1993 – Spring 1995)

Presentation "Computer survey research interviewing" to the RFDC series of seminars (November 29, 1993)

Member Executive Committee of the College of Business Administration Faculty Council (Fall 1992 – Spring 1993)

Member Computer Advisory Committee of the College of Business Administration (Spring 1990 – Fall 1991)

Member Research Advisory Committee of the College of Business Administration (Spring 1989 – Fall 1991)

Member of Department Personnel Committee of the Decision Sciences Department (Fall 1991)

Member Graduate Governing Council of the College of Business Administration (Fall 1989 – Spring 1991)

Member of Task Force on the future direction of the Pacific Asian Management Institute (Fall 1990)

Member Teaching Advisory Committee of the College of Business Administration (Spring 1989)

Organizer of forum (Political polling in Hawaii: Methodology, ethics, and politics) at the University of Hawaii (December 6, 1986)

Member Undergraduate Program Task Force of the College of Business Administration (Fall 1986)

Recording Secretary of the College of Business Administration Faculty Council and Secretary of the Executive Committee (1984 – 1985)

Undergraduate Studies Committee of the Department of Psychology, University of Hawaii (Spring 1983)

Budget & Equipment Committee of the Department of Psychology, University of Hawaii (1982 – 1983)

Program Coordinator for the Social/Personality Area of the Department of Psychology, University of Hawaii (1982 – 1983)

Conducted a Seminar on "Burnout" (with Dr. Elaine Heiby) for the University of Hawaii Library Personnel (November 12, 1982)

Organizer of Dr. Hatfield's presentation ("Love & Attraction") to Maui Community College (January 18, 1982)

Professional/Community Service

Editorial Review Board of the journal "Psychology & Marketing" (1985 – present).

Member of the Advisory Board of the "Social Survey Research Center" of Saitama University, Japan (Summer 2009 – present).

Reviewer for the 76th Annual AAPOR (American Association for Public Opinion Research) Conference (originally scheduled for Los Angeles, California: May 13–16, 2021) to be held as Virtual Conference, May 11–14, 2021.

Reviewer for the 75th Annual AAPOR (American Association for Public Opinion Research) Conference (originally scheduled for Atlanta, Georgia: May 14–17, 2020) held as Virtual Conference, June 11–12, 2020.

Moderator of “Mode and measurement” for the 74th Annual AAPOR (American Association for Public Opinion Research) Conference. Toronto, Canada: May 17, 2019.

Reviewer for the 74th Annual AAPOR (American Association for Public Opinion Research) Conference held in Toronto, Canada: May 16–19, 2019.

Reviewer for the 73rd Annual AAPOR (American Association for Public Opinion Research) Conference held in Denver, Colorado: May 16–19, 2018.

Commentator at Seminar “Gappyōkai · 2016-nen Bei Daitōryō Senkyo AAPOR Hōkokusho o Yomu” [Seminar: Reviewing the AAPOR report regarding the 2016 U.S. presidential election]. Held at the NHK Museum of Broadcasting, Tokyo, Japan: July 11, 2017.

Moderator of “Is it ‘xenophobia’ or lack of knowledge” for the 72nd Annual AAPOR (American Association for Public Opinion Research) Conference. New Orleans, Louisiana: May 20, 2017.

Reviewer for the 72nd Annual AAPOR (American Association for Public Opinion Research) Conference held in New Orleans, Louisiana: May 18–21, 2017.

Moderator of “New approaches to total survey error” for the 71st Annual AAPOR (American Association for Public Opinion Research) Conference. Austin, Texas: May 13, 2016.

Ad hoc reviewer for “Public Opinion Quarterly” (2016).

Reviewer for the 69th Annual WAPOR (World Association for Public Opinion Research) Conference held in Austin, Texas: May 10–12, 2016.

Presenter of “Wireless phones and RDD surveys: Findings from the U.S. and elsewhere” to the Institute of Statistical Mathematics. Tokyo, Japan: July 1, 2015.

Presenter of “Questionnaire construction: Continues to be at least as important as in the past” to the Japan Marketing Research Association. Tokyo, Japan: December 6, 2013.

Ad hoc reviewer for “Behaviormetrika” (2013).

Presenter of “Questionnaire construction: A frequently neglected critical element” to the Survey Research Group of the Institute of Statistical Mathematics. Tokyo, Japan: July 19, 2011.

Ad hoc reviewer for the “Journal of Official Statistics” (June 2009).

Session Chair of “Survey research in the aftermath of hurricane Katrina I” for the 63rd Annual AAPOR (American Association for Public Opinion Research) Conference. New Orleans, Louisiana: May 15, 2008.

Presenter of Public Lecture titled “Questionnaire construction for survey research” at Ochanomizu University. Tokyo, Japan: July 5, 2007.

Presenter of International Seminar titled “Japanese consumer behavior as viewed by an outsider” at Ochanomizu University. Tokyo, Japan: January 17, 2007.

Session Chair of “Polls about science and health issues” for the 61st Annual AAPOR (American Association for Public Opinion Research) Conference. Montreal, Canada: May 20, 2006.

Session Chair of “Data Quality II” for the 60th Annual AAPOR (American Association for Public Opinion Research) Conference. Miami Beach, Florida: May 14, 2005.

Ad hoc reviewer for the “Journal of Business and Psychology” (September 2004).

Discussant of "Public opinion over time and across cultures" for the 57th Annual WAPOR (World Association for Public Opinion Research) Conference. Phoenix, Arizona: May 12, 2004.

Presenter of "Characteristics of Japanese consumer behavior: A view from an outsider" to Waseda University. Tokyo, Japan: July 15, 2002 (with honorarium).

Ad hoc reviewer for the "Sophia University Institute of Comparative Culture Working Paper Series" (Summer 2002).

Reviewer for the Global Marketing Track of the "2002 AMA Summer Marketing Educators' Conference." San Diego.

Presenter of "Thoughts on Japanese consumer behavior" to the Kansai Branch of the Japan Academy of Advertising. Osaka, Japan: July 18, 2001 (with honorarium).

Session Chair of "Public opinion and public policy" for the 56th Annual AAPOR (American Association for Public Opinion Research) Conference. Montreal, Canada: May 19, 2001.

External Assessor for City University of Hong Kong (Spring 2001) (with honorarium).

Session Chair of "Perceptions of citizenship, national identity, and patriotism" for the Annual WAPOR (World Association for Public Opinion Research) Conference. Portland, Oregon: May 18, 2000.

Presenter of "Surveys in Japan: Response rates and other issues" to the Hawaii Chapter of the American Statistical Association. Honolulu, Hawaii: October 20, 1999.

Session Chair of "New product development strategies" for the International Symposium on Manufacturing Strategy (ISMS '98), Tokyo, Japan: November 19, 1998.

Member of the International Advisory Committee of the "International Symposium on Manufacturing Strategy (ISMS '98)" which was held at Waseda University, Tokyo, Japan: November 18–20, 1998.

Session Chair of "Using the Internet for surveys" for the 53rd Annual AAPOR (American Association for Public Opinion Research) Conference. St. Louis, Missouri: May 15, 1998.

Arrangements Chair in charge of logistics for the 6th Symposium on Cross Cultural Consumer and Business Studies held in Honolulu, Hawaii: December 10–13, 1997.

Session Chair of "Consumer attitudes" for the 6th Symposium on Cross Cultural Consumer and Business Studies. Honolulu, Hawaii: December 13, 1997.

Judge for the State of Hawaii, Department of Education DECA Career Development Conference. Honolulu, Hawaii: March 21, 1997.

Ad hoc reviewer for the "Journal of Consumer Psychology" (Summer 1996).

Presenter of "Survey Trends in Japan" to the Hawaii Chapter of the American Statistical Association. Honolulu, Hawaii: July 26, 1995.

Reviewer of proposed marketing research textbook for Prentice Hall (Summer 1993) (with honorarium).

Session Chair of "Ecology and environmental effects" for 4th Symposium on Cross Cultural Consumer and Business Studies. Kahuku, Hawaii: December 18, 1993.

Conference coordinator of the 4th Symposium on Cross Cultural Consumer and Business Studies. Kahuku, Hawaii: December 15–18, 1993.

Reviewer of papers for the Research Methodology Track of the "1993 Academy of Marketing Science Conference" held in Miami, Florida.

Ad hoc reviewer for the "Journal of Personality and Social Psychology" (Summer 1992).

Director at Large of the Honolulu Chapter of the AMA (Summer 1990 – Summer 1992).

Organizer of the “3rd Symposium on Cross Cultural Consumer and Business Studies.” Honolulu: December 17–19, 1990.

Reviewer of papers for the “1990 AMA Microcomputers in the Marketing Curriculum Conference.” New Orleans.

Reviewer of papers for the “1989 AMA Microcomputers in the Marketing Curriculum Conference.” New Orleans.

Presenter (with Glenn Okimoto) of "Computer interactive data collection at the Honolulu International Airport" to the Hawaii Chapter of the American Statistical Association. Honolulu, Hawaii: May 27, 1988.

Reviewer of papers for the Research Methodology Track of the “1988 AMA Marketing Educators' Conference” held in San Francisco, California.

Chairperson of the “1987 AMA Microcomputers in Marketing Workshop,” sponsored by the American Marketing Association and the College of Business Administration of the University of Hawaii. Honolulu: October 10–13, 1987.

Secretary of the Hawaii Chapter of the American Statistical Association for 1987.

Associate Editor for the Abstracts section of "The Communicator" (Newsletter of the American Psychological Association's Society for Consumer Psychology) (1982 – 1987).

Reviewer of MARKAPPS software (that accompanies the Berkowitz, Kerin, & Rudelius (1986) MARKETING text) for Times Mirror/Mosby College Publishing (Summer 1986) (with honorarium)

Presenter and software demonstrator of "Collection, Processing/Manipulation of Data in Survey Research" to the Microstats forum of the Hawaii Chapter of the American Statistical Association. Honolulu, Hawaii: October 22, 1986.

Reviewer of papers for the “Division of Consumer Psychology for the 1986 APA Convention” held in Washington, DC.

Assisted the Hawaiian Electric Industries in constructing a marketing research questionnaire to survey the customers of their subsidiary Young Brothers Ltd. (Fall 1986).

Committee for Marketing Research Seminar (Honolulu Chapter of the American Marketing Association) (September 1984 – January 1985).

Member of Review Committee for the 1983 Ph.D. dissertation award of the Division of Consumer Psychology of the American Psychological Association.

Member of Committee (under the auspices of the State of Hawaii Board of Regulating Psychologists) for developing guidelines for appropriate qualifications for I/O psychologists in the State of Hawaii (1982 – 1983).

Advisor for the Hawaiian Science and Engineering Fair and Symposium on Marine Affairs (1982–1983).

Chairperson of the Planning Committee for 1982 of the Maui Chapter of the American Marketing Association.

Member of the Advisory Council of Maui Community Mental Health Center (1981 – 1982).

Member of the Salvage & Diving Committee of the Marine Technology Society (1980 – 1981).

Member of the Underwater Vehicles Committee of the Marine Technology Society (1980 – 1981).

Presenter of "Staffing: A look at alternatives" to Kula Hospital. Kula, Maui: November 3, 1981.

Presenter of "Scheduling" to Maui Memorial Hospital. Wailuku, Maui: September 30, 1981.

Reviewer of papers for the “1980 Convention of the Western Psychological Association.” Honolulu.

Presenter of "Assessing for commercial diving" to the Scotfed's British Sub-Aqua Club Conference on Underwater Activities. Perth, Scotland: April 22, 1978.

Presenter of "The commercial diver selection project" to the AGM of the Scottish Sub-Aqua Club. Stirling, Scotland: February 27, 1977.