

Ali M. Kanso El-Ghori: A Short Biography

Ali M. Kanso El-Ghori is an internationally-known public relations and integrated communication expert. Currently he is Full Professor in the Communication Department at the University of Texas at San Antonio. His teaching, research, and consulting areas focus on cross-cultural communication, strategic planning studies in public relations/public affairs, global corporate communication, issues management, and advertising. In 2017 he received the Tex Taylor Lifetime Achievement Award from the Public Relations Society of America in recognition of achievement and outstanding leadership in the field of public relations. His students have won numerous national and international awards for their research and public service campaigns.

He is the author of 40 refereed articles, plus book chapters, essays and reports. Kanso El-Ghori's professional background includes work as a reporter, assistant editor, community relations director, advertising copywriter, and management consultant. In addition, in 1999 he was competitively selected to participate in the Advertising Educational Foundation's Visiting Professor Program at McCann-Erickson Worldwide in New York City, where he gained first-hand experience in advertising management, creative strategies and client servicing of major brands.

Kanso El-Ghori's ongoing program of research continues to bring recognition. He is regularly referenced in textbooks, journal articles, and elsewhere for his work. In 2016 he received the Highly Commended Paper Award from Emerald Group in the UK, publisher of 305 peer-reviewed journals. The award was in recognition of his research excellence for his article "Meaningful Obstacles Remain to Standardization of International Services Advertising: New Insights from a Managerial Survey" published in the *International Journal of Commerce and Management*, 2015.

Kanso El-Ghori was named as one of the top 14 contributors (tied for 7th ranking) to international advertising research in credited advertising and international business journals in a study by Shaoming Zou titled "Contribution to International Advertising Research: An Assessment of the Literature Between 1990 and 2002" published in the *Journal of Advertising* (Spring 2005, Volume 34, Number 1, pp. 99-110).

Kanso El-Ghori is widely traveled in the Middle East, Europe, the U.S., and elsewhere, including recent opportunities in four Asian countries to personally interview executives from leading multinational companies and consulting firms such as Procter and Gamble, Pepsi-Cola, Thai Airways, Citibank, Price Waterhouse, Leo Burnett, and others.

He has received a number of professional invitations recognizing his work, including all-expense paid opportunities to participate at conferences and seminars sponsored by the Direct Marketing Association, Yellow Pages Publishers Association, Promotional Products Association International, and Direct Marketing Education Foundation. He serves on the editorial boards of the refereed [*Journal of Promotion Management*](#) and [*EuroMed Journal of Business*](#).

Kanso El-Ghori is a graduate of the Lebanese University (B.A.) and later completed advanced studies at Ohio University (both M.S. and Ph.D.).

ALI M. KANSO EL-GHORI
Communication Department
The University of Texas at San Antonio
One UTSA Circle
San Antonio, TX 78249
E-mail: ali.kanso@utsa.edu

ACADEMIC TRAINING:

Ph.D. in Mass Communication, with minor emphasis in Business Administration (Marketing), 1986, Ohio University, Athens, Ohio.

Dissertation: "Management Perceptions of Culture in International Advertising: A Survey of American Corporations." Major Professor: Hugh M. Culbertson.

M.S. in Journalism, 1980, Ohio University, Athens, Ohio.

Thesis: "The Lebanese Civil War in the American and the Lebanese Media." Major Professor: Guido H. Stempel III.

B.A. in Advertising and Public Relations, 1975, The Lebanese University, Beirut, Lebanon.

ACADEMIC POSITIONS:

Full Professor of Public Relations, Communication Department, The University of Texas at San Antonio (UTSA), September 2005 - present. Member of the University Faculty Review Advisory Committee, August 2006 - present. Member of the College Faculty Review Advisory Committee, August 2011 – May 2013. Member of the Faculty Advisory Committee and the Faculty Review Advisory Committee of the Communication Department, August 2001 - present. Chair of the Departmental Search Committee for public relations positions 2002 - 2005, Chair of the Communication Department Committee for Comprehensive Periodic Evaluation of Tenured Faculty, August 2005 – May 2017. Chair of the Departmental Search Committee for a position in Interpersonal Communication, September 2014 – April 2015. Courses taught include:

- Introduction to Public Relations
- Writing for Public Relations
- Public Relations Case Studies
- Public Relations Planning and Campaigns
- International Public Relations
- International Communication
- Organizational Implementation of Integrated Communication
- Quantitative Research Methods
- Conduct of Communication Inquiry

Full Professor of Mass Communication, Mass Communication Department, Qatar University, Doha, Qatar, August 2010 - July 2011 while on faculty development leave from UTSA. Member of the College of Arts & Sciences Student Activities Committee and Department Accreditation Committee. Courses taught include:

Public Relations Publications
Principles of Public Relations
Public Relations Writing
Organizational Communication
Advertising in Mass Media

Associate Professor of Public Relations, Communication Department, The University of Texas at San Antonio, August 2001 - August 2005. Member of the University Faculty Grievance Committee November 2003 - April 2005. Chair of the Departmental Search Committee for a public relations position, September 2002 - April 2003. Chair of the Departmental Search Committee for two public relations positions, September 2003 - April 2004. Chair of the Departmental Search Committee for a public relations position, September 2004 - April 2005. Member of the College of Liberal and Fine Arts Faculty Review Advisory Committee, August 2001 - November 2002. Representative of the Communication Department as Faculty Library Liaison, September 2001 - July 2002. Member in the Departmental Search Committee for an organizational communication position, August 2001 - April 2002. Advocate of Affirmative Action in the Departmental Search Committee for an interpersonal communication position, August 2001 - April 2002.

Associate Professor of Integrated Marketing Communication, School of Communication, Management, and Public Policy, Emerson College, Boston, August 1997 - July 2001. Member of the Emerson College Academic Policy Committee, September 1998 - May 2001. Member of the Advisory Committee for Global Marketing Communication and Advertising and the Graduate Curriculum Committee for Integrated Marketing Communications at the Communication Department, September 1997 - May 2001. Chair of the Departmental Search Committee for a public relations position, December 1997 - April 1999. Academic Advisor to the Emerson Chapter of the Public Relations Student Society of America (PRSSA), January 1998 - May 2001. Courses taught include:

Introduction to Public Relations
Public Relations Theory and Practice
Public Relations Management
Writing for Public Relations and Public Affairs
International Public Relations
Global Public Relations
Global Advertising
Advertising Theory and Practice
Integrated Marketing Communications
Applied Research Methods in Communication

Assistant Professor of Advertising and Public Relations, A.Q. Miller School of Journalism and Mass Communications, Kansas State University, Manhattan, KS, August 1990 - July 1997. Held graduate faculty status and a member of the School's Research Committee. Courses taught include:

Principles of Advertising
Advertising Writing
Advertising Copy and Layout
Advertising Campaigns
Advertising Case Studies
Advertising Management

Public Relations Case Studies
Research Methods in Mass Communication

Assistant Professor of Communication, Department of Communication, Slippery Rock University, Slippery Rock, PA, August 1987 - July 1990. Served on Student Affairs Committee to help students grow intellectually and supervise their career orientations. Courses taught include:

Advertising Strategies
Introduction to Public Relations
Public Relations Campaigns
Public Relations Case Studies
Public Speaking

Assistant Professor of Communication, Department of Communication, Tennessee State University, Nashville, TN, August 1986 - July 1987. Assisted in designing an M.A. degree program for the Department. Courses taught include:

Principles of Advertising
Advertising Strategies
Principles of Public Relations
Advanced Public Relations
Survey of Journalism
Advanced Reporting

OTHER POSITIONS:

Held various positions with *An-Nahar* (“*The Day*”), Beirut, 1974 - 1978. *An-Nahar* is Lebanon’s leading daily newspaper and the only independent print medium in the country. From 1974 through 1976, served as a *reporter* covering local, national and international news. Promoted in 1977 to an *assistant editor*, editing and compiling news stories from local correspondents. In 1978 took over as a *community relations director* responsible for maintaining good contacts with various opinion leaders and organizations. Left to pursue graduate study in the USA.

Advertising Copywriter, Tamam Agency, Beirut, 1973. Wrote advertisements for a wide range of products and services (hotels, airlines, insurance agencies, consumer non-durable goods, etc.)

RESEARCH BACKGROUND AND PHILOSOPHY:

I am well versed in both quantitative and qualitative methodologies. My background is primarily in business communication, especially public relations and advertising as strategic elements of integrated communication programs both in the U.S. and overseas. Public relations and advertising today are managerial social sciences (rather than simply writing-based) disciplines. Indeed, marketing and communication functions within organizations are becoming more integrated because such expertise provides the essential links between management, employees, the marketplace, and specialized audiences such as the media and financial communities. Promotion management is a vital component in this process to build and enhance relationships, most commonly by influencing consumer perceptions and desires.

Given the importance of international marketing for multinational businesses and the social issues that arise, there is also particular public policy importance to this area. Growing numbers of

scholars in business, communication, political science, sociology, and other academic disciplines have begun to study and critique the field. Unfortunately, a limiting factor is that most of the literature and original source materials pertinent to studying integrated communication are widely scattered physically and philosophically, requiring interdisciplinary facility on the part of investigators. On the other hand, having to be broad can prove a teaching and research strength, for such work creates familiarity with many disciplines as has been true in my case. This diversity has also proved helpful in finding common ground with a variety of external and internal constituencies, and I work well with both research- and practitioner-oriented individuals.

SCHOLARLY RECOGNITION AND PARTIAL LIST OF PUBLICATIONS:

Kanso's ongoing program of research and commentary is having impact. As noted in the biographical summary, he is regularly referenced by other scholars and was recently named one of the top contributors to international advertising research since 1990.

Refereed Articles (* = Recognized by *Cabell's Directory*)

*43. Fang Liu, Ali Kanso, Yong Zhang and Doina Olaru, "Culture, Perceived Value and Advertising Acceptance: A Cross Study on Mobile Advertising." *Journal of Promotion Management*, Volume 25, Number 7, 2019, pp. 1028-1058.

*42. Ali Kanso and Richard Alan Nelson, "International Advertising Decision Making: How Are the Choices Influenced?" *Quarterly Review of Business Disciplines*, Volume 5, Number 4, 2019, pp. 263-279. (**Lead Article**).

*41. Ali M. Kanso, Richard Alan Nelson & Philip J. Kitchen, "BP and the Deepwater Horizon oil spill: A case study of how company management employed public relations to restore a damaged brand." *Journal of Marketing Communications*, accepted for publication in forthcoming print edition, published online: 04 January 2019; <https://doi.org/10.1080/13527266.2018.1559218>.

*40. Ali Kanso, Paule-Emilie Dujour and Richard Nelson, "Deepwater Horizon Oil Spill Crisis: Did Public Relations Rebuild the Company's Reputation." *Quarterly Review of Business Discipline*, Volume 4, Number 3, 2017, pp. 229-244.

*39. Ali Kanso and Alyssa Gonzales, "World's "Most Evil Corporation"? Evaluating Monsanto's Public Relations in Response to Intense Negative Media Coverage." *Quarterly Review of Business Disciplines*, Volume 2, Number 3, 2015, pp. 251-265.

*38. Ali Kanso, Richard Alan Nelson, and Philip J. Kitchen, "Meaningful Obstacles Remain to Standardization of International Services Advertising: New Insights from a Managerial Survey." *International Journal of Commerce and Management*, Volume 25, Issue 4, 2015, pp. 490-511. *IJCM* is a blind-refereed quarterly journal that publishes empirical, conceptual, and review papers of exceptional quality that contribute to and enrich management thinking and practices. The aim of *IJCM* is to promote the understanding of managers and organizations within and across nations. It is an interdisciplinary journal directed toward academicians, policy makers, and practitioners in

business and non-profit organizations. Emphasis is given to papers that address controversial topics and which have a sound theoretical base and/or practical applications.

*37. Ali Kansa and Kathryn Dinnin-Schultz, "Sex Trafficking: A Public Affairs Plan to Help Curb a Form of Modern Slavery." *Quarterly Review of Business Disciplines*, Volume 1, Number 2, 2014, pp. 191-202.

*36. H. Paul LeBlanc III and Ali Kansa, "Improving the Media Mix: How Including Promotional Products Enhances Advertising Impact. *Business Research Yearbook: Global Business Perspectives*, Volume 20, Number 1, 2013, pp. 31-38. *BRY* draws its articles from the best presentations at each year's International Academy of Business Disciplines' (IABD) conference. As a true yearbook, it is organized to present cutting-edge research.

*35. Ali Kansa and Richard Alan Nelson, "U.S. Public Diplomacy Initiatives During the George W. Bush Presidency: Expediency versus Truth." *Business Research Yearbook: Global Business Perspectives*, Volume 18, Number 2, 2011, pp. 511-518.

34. Melina Trevino, Ali Kansa and Richard Alan Nelson, "Islam through Editorial Lenses: How American Elite Newspapers Portrayed Muslims Before and After September 11, 2001." (**Lead article**), *Journal of Arab and Muslim Media Research*, Volume 3, Numbers 1 and 2, 2010, pp. 3-17.

*33. Ali Kansa and Richard Alan Nelson, "Multinational Corporations and the Challenge of Global Advertising: What do U.S. Headquarters Consider Important in Making Media Selection Decisions?" *International Marketing Review*, Volume 24, Number 5, 2007, pp. 563-590. This is part of a special issue on "Global Advertising: Insights from Multiple Markets" guest edited by Drs. Shintaro Okazaki and Barbara Mueller. *IMR* seeks to publish interesting, well-written and academically robust papers which communicate clearly on international marketing issues. By drawing on important research and case study material from contributors all over the world, the journal offers genuinely international perspectives on key issues and concerns preoccupying marketers. All papers published in the journal aim to communicate theoretical information that can be applied to practical situations. *IMR* jealously guards the rigorous review procedures which have put the journal into the vanguard of fully refereed publications. *International Marketing Review* is published by the Emerald Group in the UK, <http://www.emeraldinsight.com/info/journals/imr/imr.jsp>. It is indexed and abstracted in leading resources, including Social Sciences Citation Index (with *IMR* ISI-ranked 2005: 0.364).

*32. Richard Alan Nelson, Ali Kansa and Steven Levitt, "Integrating Public Service and Marketing Differentiation: An Analysis of the American Express Corporation's 'Charge Against Hunger' Promotion Program," *Service Business. An International Journal*, Volume 1, Number, 4, 2007, pp. 275-293. An online version is also available at <http://www.springerlink.com/content/a7416216ku38332g/fulltext.pdf>. The mission of *Service Business. An International Journal* (*SB*) is to be an outlet for the most advanced research in business related to the service sector. Authors report on developing, implementing, and evaluating business decisions and strategies, exploring not only the latest research and methodologies in the field, but also examining theoretical and managerial implications and future research opportunities in the service sector. Every

article published in SB is subject to a double-blind review process to ensure its relevance and quality. SB is published in Germany by Springer, a leading international producer of quality academic publications.

*31. Ali Kansa, “Changing the Media Landscape in the Middle East: How Lebanon is Leading the Way to Improve Journalism and Mass Communication Education and Training in the Region.” *Business Research Yearbook: Global Business Perspectives*, Volume 13, 2006, pp. 442-446.

*30. Ali Kansa and Richard Alan Nelson, “Older and Bigger: Do Larger, More Established International Firms Use Standardized Advertising More Than Their Younger, Smaller Counterparts?” *Journal of Marketing Communications*, Volume 12, Number 3, 2006, pp. 147-164 (**Lead Article**). *JMC*, published in Britain by the Taylor & Francis Group, is one of the top two journals devoted to research in integrated marketing communication, publishing research papers and information concerning all aspects of marketing and corporate communication, branding both corporate and product-related, and promotion management. It is a channel for discussing issues such customer relationship management, together with behavioral foundations of marketing communications and promotion management. Journal website: <http://www.tandf.co.uk/journals/journal.asp?issn=1352-7266>.

*29. Ali Kansa, “Reinvigorating the Switzerland of the Middle East: How Public Relations Can Establish Lebanon as a Premier Tourism Destination,” *Journal of Hospitality & Leisure Marketing: The International Forum for Research, Theory, and Practice*, Volume 12, Numbers 1 and 2, 2005, pp. 135-156. The journal is devoted entirely to innovations in applied marketing for both academicians and industry leaders in the hospitality and leisure fields. It publishes refereed contributions written from a variety of perspectives, including those of the scholar, the practitioner, and the public policymaker. According to Philip Kotler, Professor of Marketing at Northwestern University and noted author, the journal “meets a real need for a forum of serious studies of the marketing aspects in the world’s largest industry.”

*28. Ali Kansa, H. Paul LeBlanc and Richard Alan Nelson, “Marketing More With Less? Lessons Learned on How Online Advertising Integrates With Magazines Advertising,” *Journal of Website Promotion*, Volume 1, Number 3, 2005, pp. 41-60.

*27. Ali Kansa, Mandie Peel and Nicole Nuese, “‘Donor DIRECT’ and the Disaster Relief Fund: A Public Relations Program to Help the American Red Cross Restore its Credibility,” *Business Research Yearbook: Global Business Perspectives*, Volume 12, Number 2, 2005, pp. 712-716.

*26. Ali Kansa and Richard Alan Nelson, “Internet and Magazine Advertising: Integrated Partnerships or Not?” *Journal of Advertising Research*, Volume 44, Number 4, 2004, pp. 317-326 (**Lead Article**). *JAR* is the principal source of new research knowledge for advertising, marketing and media research professionals in the United States. *JAR* encourages dialogue between practitioners and academics to expand the scientific body of knowledge about advertising research. Published by the Advertising Research Foundation, it keeps its readers armed with both current findings and future trends that are vital for

those involved with advertising strategy, promotion, new product development, marketing research and media scheduling. Journal website: <http://www.thearf.org/assets/pub-jar>.

*25. Ali Kanso and Philip Kitchen, "Marketing Consumer Services Internationally: Localisation and Standardisation Revisited," *Marketing Intelligence and Planning*, Volume 22, Number 2, 2004, pp. 201-215. The journal is published by Emerald Group, an internationally-recognized publisher in the fields of management and library services. It offers an in-depth analysis of the intricate relationships between planning and implementation. *MIP* features the work of a range of authors and, via the Emerald Fulltext database, is able to bring their work to an equally global audience. During 2003 *Marketing Intelligence and Planning* was in the top five journals in the Emerald database (of well over 100 titles). It experienced an average of over 13,000 article downloads per month. The journal benefits from Emerald's commitment to maximize dissemination of its authors' work. According to *Financial Times* and Niki Haunch, head of author relations, Emerald journals and articles have a potential audience of 15 million users, subscribed to by over 1000 institutions and organizations including 96 of the top 100 business schools. Esteemed authors such as Philip Kotler, Cary Cooper, Edgar Schein and others regularly contribute to the pages of Emerald publications. Journal website: <http://www.emeraldinsight.com/products/journals/journals.htm?id=mip>.

*24. Ali Kanso, "Struggling to Restore a Battered Corporate Reputation: The Tobacco Dilemma Facing Philip Morris Executives," *Business Research Yearbook: Global Business Perspectives*, Volume 10, 2003, pp. 974-978.

*23. Ali Kanso and Richard Alan Nelson, "Advertising Localization Overshadows Standardization: New Evidence from Two European Markets," *Journal of Advertising Research*, Volume 42, Number 1, 2002, pp. 79-89.

*22. Richard Alan Nelson and Ali Kanso, "Today's Promotional Products Industry: The Rise of a Powerful Marketing Communication Medium," *Journal of Promotion Management*, Volume 8, Number 1, 2002, pp. 2-24 (**Lead Article**). *JPM* is a quality imprint dedicated to bridging the gap between practitioners, policymakers, and knowledgeable academics by publishing articles about innovations in planning and applied research in advertising, alternative promotional media, direct marketing, e-commerce, personal selling, public relations, reseller support, and sales promotions. According to James R. Lumpkin, past President of the Academy of Marketing Science and Dean of Foster College of Business Administration, Bradley University, *JPM* is "An outstanding mix of theory and application. The articles, ranging from research on rebate redemption to the effectiveness of specialty advertising to frequent shopper programs, provide academicians with cutting-edge thought to guide and stimulate their own research. Those articles . . . give the practitioner information that can be applied today. . . Required reading for all those involved in marketing and advertising."

*21. Ali Kanso, "Charge Against Hunger: American Express's Public Relations Campaign to Encourage Credit-Card Usage," *Business Research Yearbook: Global Business Perspectives*, Volume 9, 2002, pp. 693-697.

- *20. Ali Kansa and H. Paul LeBlanc, "The Political Public Relations Battle Ground: Tactics and Images in the 2000 U.S. Presidential Campaign," *Business Research Yearbook: Global Business Perspectives*, Volume 9, 2002, pp. 667-671.
- *19. Ali Kansa, "The Stigma of Discrimination: Was Public Relations Enough to Restore the Reputation of Denny's Restaurants?" *Business Research Yearbook: Global Business Perspectives*, Volume 8, 2001, pp. 698-702.
- *18. Ali Kansa, Judith S. Waxman, and Abdul Karim Sinno, "Rediscovering Lebanon: Perceptions on Restoring the Travel and Tourism Industry," *Business Research Yearbook: Global Business Perspectives*, Volume 8, 2001, pp. 683-687.
17. Ali Kansa and Jim Duffy, "Activism and International Public Relations: The Case of Freeport-McMoran in Indonesia," *Asia Pacific Public Relations Journal*, Volume 2, Number 1, 2000, pp. 1-20. **(Lead Article)**. This quarterly journal of research papers by academics and leading practitioners is published by the University of Canberra Division of Communication & Education and co-sponsored by Deakin University and the Public Relations Institute of Australia. Journal website: <http://www.deakin.edu.au/arts-ed/apprij/>.
- *16. Ali Kansa, "Mail Surveys: Key Factors Affecting Response Rates," *Journal of Promotion Management*, Volume 5, Number 2, 2000, pp. 3-16. **(Lead Article)**.
- *15. Ali Kansa, "Malden Mills: How Socially Responsible Public Relations Turned a Tragedy into a Triumph," *Business Research Yearbook: Global Business Perspectives*, Volume 7, 2000, pp. 857-861.
- *14. Ali Kansa, "Using the Olympics as a Reputation Builder: Public Relations to Restore IBM's Image as a Technology Leader," *Business Research Yearbook: Global Business Perspectives*, Volume 7, 2000, pp. 670-674.
13. Ali Kansa, "The Standardization of Advertising Campaigns: Are We There Yet?" in Mary Alice Shaver, editor, *Proceedings of the 2000 Conference of the American Academy of Advertising*. East Lansing, MI: Michigan State University, p. 59.
- *12. Ali Kansa, "Mickey's Malaise: How Euro Disney Almost Missed the Boat," *Business Research Yearbook: Global Business Perspectives*, Volume 6, 1999, pp. 654-658.
- *11. Ali Kansa, "Town vs. Gown: Conflict Resolution of a Community Relations Crisis," *Business Research Yearbook: Global Business Perspectives*, Volume 6, 1999, pp. 712-716.
10. Ali Kansa, "Derailing the Global Standardization Juggernaut: Advertising Managers' Attitudes and Practices in Two Scandinavian Countries," in Scott Smith, editor, *Proceedings of the Sixth Symposium on Cross-Cultural Consumer and Business Studies*. Provo, UT: Brigham Young University, 1997, p. 252.
- *9. Ali Kansa, "Factors of Media Selection for International Markets: A Study of U.S.-Based Advertising Executives," *International Journal of Commerce and Management*, Volume 5, Number 4, 1995, pp. 95-113.

*8. Ali Kansa, "Maximizing Mail Questionnaire Returns: A Comparison of Inducement Methods," *Business Research Yearbook: Global Business Perspectives*, Volume 2, 1995, pp. 641-645.

*7. Richard Alan Nelson and Ali Kansa, "The Evolution of Specialty Advertising: An Effective Integrated Communication Vehicle," *Business Research Yearbook: Global Business Perspectives*, Volume 1, 1994, pp. 98-104.

6. Ali Kansa and Richard Alan Nelson, "Before 'Desert Storm': A Comparison of 1980 Iraq-Iran War Coverage in Four American and Arab Newspapers," *Ecquid Novi: Journal for Journalism in Southern Africa/Tydskrif vir Joernalistiek in Suider-Afrika*, Volume 14, Number 1, 1993, pp. 36-52. "Ecquid Novi ... rigorously referees submissions in relation to the paradigm in which they are written." K. G. Tomaselli, Director and Professor, Centre for Cultural and Media Studies, University of Natal. "Located in one of the most vital and challenging centers of international and intercultural communication, *Ecquid Novi* is in a unique position to meet the intellectual and professional challenges of the field and to remain at the frontiers of knowledge and scholarship." Hamid Mowlana, Professor and Director, International Communication Division, School of International Service, American University, Washington, DC, and former President, International Association of Mass Communication Research. Journal website: <http://www.tandf.co.uk/journals/recq>.

5. Ali Kansa, "Sex in Advertising: A Critical Analysis of Research (1968-1992)," *Journal of Communication and Media Arts*, Volume 2, Numbers 1 and 2, 1993, pp. 5-22. (**Lead Article**).

*4. Ali Kansa, "International Advertising Practices: Global Commitment to Local Vision," *Journal of Advertising Research*, Volume 32, Number 1, 1992, pp. 10-14. (**Lead Article**). **This is ranked in the top 15 Most Cited International Advertising Articles by Cumulative SSCI Citations (1990-2002).**

*3. Ali Kansa, "The Use of Advertising Agencies for Non-Domestic Markets: Decentralized Decisions and Localized Approaches," *International Journal of Advertising*, Volume 10, Number 2, 1991, pp. 129-136. The *IJA* is a high quality, quarterly refereed journal originating in Britain. It publishes original contributions on all aspects of marketing communications from the academic, practitioner and public policy perspectives based on new research, case studies, 'state-of-the-art' practice and historical review. Journal website: <http://www.internationaljournalofadvertising.com>.

2. Ali Kansa, "Selection of Advertising Agencies for Foreign Markets: A Study of American Corporations," in Wilbur H. Thielbar and John S. Kaminarides, editors, *Proceedings of the 1989 Conference of the Association for Global Business: Selected Papers and Notes*, New Orleans, LA, pp. 296-304.

1. Abbass Alkhafaji and Ali Kansa, "Television Advertising: The Case of Finland and the United States," in Wilbur H. Thielbar and John S. Kaminarides, editors, *Proceedings of the 1989 Conference of the Association for Global Business: Selected Papers and Notes*, New Orleans, LA, pp. 289-295.

Book Chapters/Encyclopedia Entries

11. Ali Kanso, "Golden Guidelines: The Practical Advice that Just Might Save Your Organization," in *Media Training Guidebook*, Rocville, MD: PR News, 2016, p. 152-154.
10. Ali Kanso, "Advertising Campaign Management," in Wolfgang Donsbach, editor, *The International Encyclopedia of Communication*, 3rd edition, Malden: MA, Wiley-Blackwell, 2016.
9. Ali Kanso, "Advertising Campaign Management," in Wolfgang Donsbach, editor, *The Concise International Encyclopedia of Communication*, Malden, MA: Wiley-Blackwell, 2015, pp. 4-5. ISBN: 978-1-118-78930-8
8. Ali Kanso, Joseph Ajami and Abdul K. Sinno, "Risk Perception and Change Management in an International Environment: A Strategic Effort to Restore Lebanon's Tourism Sector," in Amiso George and Cornelius Pratt, editors, *Case Studies in Crisis Communication: International Perspective on Hits and Misses*. New York and London: Routledge, 2012, pp. 403-416. ISBN: 978-0415889896.
7. Ali Kanso, Steven Levitt, and Richard Alan Nelson, "Public Relations and Reputation Management in a Crisis Situation: How Denny's Restaurants Reinvented the Firm's Corporate Identity," in W. Timothy Coombs and Sherry Holladay, editors, *The Handbook of Crisis Communication*, Malden, MA: Wiley-Blackwell, 2010, pp. 359-378. ISBN: 978-1-4051-9441-9.
6. Ali Kanso, "Advertising Campaign Management," in Wolfgang Donsbach, editor, *The International Encyclopedia of Communication*, Blackwell Publishing LTD, Oxford, UK, Volume 1, 2008, pp.36-41. ISBN: 978-1-4051-3199-5.
5. Richard Alan Nelson and Ali M. Kanso, "Employing Effective Leadership in a Crisis: A Case Study of Malden Mills, Corporate Reputation, and the Limits of Socially Responsible Public Relations," Chapter 8 in T. C. Melewar, editor, *Facets of Corporate Identity, Communication and Reputation*. Oxford, England: Routledge Books (Taylor & Francis Group), 2008, 141-160; ISBN: 9780415405270 (hardcover); 9780415405287 (paperback); <http://www.psypress.com/9780415405287>.
4. Ali Kanso and Richard Alan Nelson, "Corporate Reputation Under Attack: A Case Study of Nike's Public Relations Campaign to Blunt Negative Perceptions of its Labor Practices," Case 1 in Michael G. Parkinson and Daradirek Ekachai, editors, *International and Intercultural Public Relations: A Campaign Case Approach*. Boston: Allyn & Bacon, 2006, pp. 99-116; ISBN 0-205-37520-0; http://www.pearsonhighered.com/educator/academic/product/0,,0205375200-TOC,00%2ben-USS_01DBC.html.
3. Ali Kanso and Abdul Karim Sinno, "Attracting Tourists to a New Lebanon: A Two-Phase Plan," in Judy VanSlyke Turk and Linda Scanlon, editors, *Fifteen Case Studies in International Public Relations. The Evolution of Public Relations: Case Studies from Countries in Transition*. Gainesville, FL: The Institute for Public Relations, University of Florida, 1999, pp. 84-98; also, online at

http://www.instituteforpr.org/ipr_info/fifteen_case_studies/. The Institute is the only independent foundation in the field of public relations focusing on research and education. Since first established by a group of senior public relations practitioners as the Foundation for Public Relations Research and Education, the Institute has distinguished itself for pioneering involvement in the field of public relations. Through publications, lectures, awards, symposia, professional development forums and other programs, IPR has been at the leading edge of efforts to promote and encourage academic and professional excellence. Equally important, the Institute has supported more than 200 separate research projects that have made impressive contributions to the sum and substance of modern public relations.

2. Ali Kansa, Abdul Karim Sinno, and Richard Alan Nelson, "Lebanon, Tourism Development, and the Internet: A Plan of Action for Rebuilding from War," in Abbass F. Alkhafaji and Zakaria El-Sadek, editors, *International Business Strategies: Economic Development Issues*. Apollo, PA: Closson Press and the International Academy of Business Disciplines, 1997, pp. 96-106.

1. Ali Kansa, "Standardization Versus Localization: Public Relations Implications of Advertising Practices in Finland," in Hugh M. Culbertson and Ni Chen, editors, *International Public Relations: A Comparative Analysis*. Hillsdale, NJ: Erlbaum, 1996, pp. 299-315. This is the first book-length comparative analysis of public relations as practiced in various countries and regions around the world. While existing books on international PR focus largely on ways in which western practitioners, employers, and clients can operate effectively in other countries, this volume views public relations in each country or region covered from the perspective of practitioners in that country. It contains six chapters designed to provide a theoretical anchor for the 14 country and region analyses. Given the intense interest in public relations education as a factor in professional enhancement, it also discusses issues and practices relating to education.

Invited Publications

3. Ali Kansa, "Challenges Facing International PR Researchers," *Public Relations Update*, Volume 2, Number 3, July 1993, pp. 15-16.

1-2. Ali Kansa, "Bernays Calls for a 'Clean Up' in the PR Profession," *Public Relations Update*, Volume 1, Number 2, March 1992, pp. 6-7. Translated into Norwegian and reprinted as "Gode råd fraårig PR-ekspert," *Expressen: Medlemsblad for Informasjonsforeningen* (Oslo, Norway), Number 5, December 1992, pp. 8-9.

Professional Journal

1. Richard Alan Nelson, Ali Kansa, and H. Paul LeBlanc III, "Students' Taste for Pizza Reveals Top Marketing Ingredient: Promotional Products," *PPB: Promotional Products Business* (official publication of the Promotional Products Association International (2007, July), 62-66. Cover article. Also online at <http://www.ppbmag.com/Article.aspx?id=3784>.

Professional Reports and Monographs

3. Richard Nelson, Ali. Kansa, and H. Paul LeBlanc III, "An Empirical Research Study Comparing the Effectiveness of Promotional Products to Other Forms of Advertising," a 5

2-page report based on original empirical research. Irving, TX: Promotional Products Association International Research Department, January 2007.

1. Richard Alan Nelson, Ali Kanso, and H. Paul LeBlanc III, “Promotional Products—The Key Ingredient to Integrated Marketing: How Promotional Products, Print and Television Advertising Impact Consumer Perception,” a four-page research brief summarizing practical findings of larger study above. Irving, TX: Promotional Products Association International, December 2006; posted in pdf format on the PPAI website, <http://cdn.ppai.org/NR/rdonlyres/7F9160F1-CA5B-4251-8D3A-80BE55CA5BDF/0/PowerToolPerception8x11.pdf>.

Refereed Conference Presentations

82. Ali Kanso, “The Dichotomy of Advertising Agency Selection and Media Decisions: Applications in International Markets.” Presented at the 31th Annual Conference of the International Academy of Business Disciplines, Jacksonville, Florida, 3-5 April 2019.

81. Ali Kanso and Richard Nelson, “International Advertising Decision Making: How are the Choices Influenced?” Presented at the 31th Annual Conference of the International Academy of Business Disciplines, Jacksonville, Florida, 3-5 April 2019.

80. Ali Kanso, Richard Nelson, and Philip Kitchen, “The BP Brand and the Deepwater Horizon Oil Spill: How Company Management Employed Public Relations to Restore a Damaged Reputation.” Presented at the 23rd International Conference on Corporate and Marketing Communications, Exeter University Business School, United Kingdom, 12-13 April 2018.

79. Ali Kanso and Seok Kang, “Standardization vs Localization of Advertising: Practices of Multinational Subsidiaries in Qatar and the United Arab Emirates.” Presented at the 30th Annual Conference of the International Academy of Business Disciplines, Emeryville, California, 6-8 April 2018.

78. Ali Kanso and Alyssa Bowohlz, “Forced Disaster Removal: A Public Relations Disaster for United Airlines.” Presented at the 30th Annual Conference of the International Academy of Business Disciplines, Emeryville, California, 6-8 April 2018.

77. Ali Kanso, “Dynamics of Media Selection: U.S. Advertising Executives Lean Toward Domestic Criteria in Non-Domestic Markets.” International Academy of Business Disciplines 29th Annual Conference, New Orleans, Louisiana, 6-8 April 2017.

76. Ali Kanso, “Carnival’s Tarnished Reputation After Triumph’s Ordeal: A Public Relations Plan to Regain Travelers’ Trust.” International Academy of Business Disciplines 29th Annual Conference, New Orleans, Louisiana, 6-8 April 2017.

74. Ali Kansa and Paule Emilie Dujour: "Deepwater Horizon Oil Spill Crisis: British Petroleum Public Relations Efforts to Restore the Public Trust." International Academy of Business Disciplines 28th Annual Conference, Las Vegas, Nevada, 31 March-2 April 2016.
73. Fang Liu, Ali Kansa, Yong Zhang, and Doina Olaru, "Advertising on Mobile Devices: A Comparison of the Most Important Appeals and Benefits to Australian and Chinese Consumers." International Academy of Business Disciplines 28th Annual Conference, Las Vegas, Nevada, 31 March-2 April 2016.
72. Ali Kansa, "Seeking More Sophisticated Advertising Strategies: The Quandary Facing U.S. Multinational Corporations." International Academy of Business Disciplines 27th Annual Conference, Orlando, Florida, 26-28 March 2015.
71. Ali Kansa and Alyssa Gonzales: Confronting Image Problems Head on: Monsanto's Public Relations Efforts to Restore the Company's Reputation." International Academy of Business Disciplines 27th Annual Conference, Orlando, Florida, 26-28 March 2015.
70. Ali Kansa, "Media Selection Strategies by U.S. Companies Operating Internationally: Factors that Shape Decision-making." American Marketing Association Winter Educators' Conference, San Antonio, Texas, 13-15 February 2015.
69. Ali Kansa and Kathryn Dinnin-Schultz, "Sex Trafficking: A Public Affairs Plan to Help Curb a Form of Modern Slavery." International Academy of Business Disciplines 26th Annual Conference, San Diego, California, 10-12 April 2014.
68. Philip Kitchen and Ali Kansa, "Readjusting Marketing Communication for a Different Era: The Term of the IMC Wheel." International Academy of Business Disciplines 26th Annual Conference, San Diego, California, 10-12 April 2014.
67. Ali Kansa, Philip Kitchen and Richard Nelson, "International Marketing Myopia: Advertising Typologies in Services," the 19th International Conference on Corporate and Marketing Communications, Milan, Italy, 3-4 April 2014.
66. H. Paul LeBlanc III, Ali Kansa and Richard Alan Nelson, "Testing the Impact of Promotional Products on Audiences: Results of a New Study." International Academy of Business Disciplines 25th Annual Conference, Atlanta, Georgia, 11-13 April 2013.
65. Ali Kansa and Joseph Ajami, "The Interplay of Public Relations and Public Diplomacy: Beyond the Ethical Pale?", Global Fusion Conference, Athens, Ohio, 26 - 28 October 2012.
64. Ali Kansa, Joseph Ajami and Abdul Karim Sinno, "Lebanon and its Tourism Industry : Employing Public Relations to Offset Outdated Images of a War-Torn Country," International Academy of Business Disciplines 24th Annual Conference, Long Beach, California, 19-21 April 2012.
63. Fang Liu and Ali Kansa, "The Effects of Negative Publicity on Brand and Product Evaluation: An Empirical Study." American Academy of Advertising 2011 Asian Pacific Conference, Brisbane, Australia, 8 - 10 June 2011.

62. Ali Kalso and Richard Alan Nelson, "U.S. Public Diplomacy Initiatives During the George W. Bush Presidency: Expediency versus Truth," International Academy of Business Disciplines 23rd Annual Conference, New Orleans, Louisiana, 5 - 7 April 2011.
61. Ali Kalso and Richard Alan Nelson, "How Can U.S. Public Diplomacy be Improved to Alter Negative Perceptions: A Review of Practical Conclusions," International Academy of Business Disciplines 22nd Annual Conference, Las Vegas, Nevada, 8 - 10 April 2010.
60. Ali Kalso, "Corporate Reputation Management: What Counselors Should Know About the Processes of Conducting Globally-Competitive Campaigns," American Society for Competitiveness 20th Annual Conference, Falls Church, Virginia, 29 - 31 October 2009.
59. Melina Trevino and Ali Kalso, "Islam through Editorial Lenses: How American Elite Newspapers Portrayed Muslims Before and After September 11, 2001," Global Fusion Conference, Austin, Texas, 16 - 18 October 2009.
58. Richard Alan Nelson and Ali Kalso, "Business Gift Practices: A Survey of Buyers," International Management Development Association 17 Annual World Business Congress, Tbilisi, Republic of Georgia, 1 - 5 July 2009.
57. Fang Liu and Ali Kalso, "Negative Emotions, Attribution and Attitudes Toward Boycotting a Foreign Brand in China." American Academy of Advertising 2009 Asian-Pacific Conference, Beijing, China, 27 - 30 May 2009.
56. Ali Kalso and Richard Alan Nelson, "Ideology or Reality: Ethical Concerns about U.S. Public Diplomacy in the Middle East," International Academy of Business Disciplines 21th Annual Conference, Saint Louis, Missouri, 2 - 4 April 2009.
55. Ali Kalso, Steven Levitt, and H. Paul LeBlanc III, "Surviving the International Advertising Maze: The Impact of Culture on Agency Choices," International Academy of Business Disciplines 20th Annual Conference, Houston, Texas, 3 - 5 April 2008.
54. Richard Alan Nelson, Ali Kalso, and Steven Levitt, "Cause-Related Public Relations: A Case Study of 'Charge Against Hunger' by American Express Corporation," 11th International Public Relations Research Conference, Coral Gables, Florida, 6-9 March 2008.
53. Ali Kalso, Steven Levitt, and Richard Alan Nelson, "Reputation Management and Public Relations: How One Business Reinvented Its Identity," International Management Development Association 16th Annual World Business Congress, Maastricht, Netherlands, 4-7 July 2007.
52. Richard Alan Nelson, Ali Kalso, and H. Paul LeBlanc III, "Combining Advertising and Promotions: Recent Research in Promotional Products," International Management Development Association 16th Annual World Business Congress, Maastricht, Netherlands, 4-7 July 2007.

51. Ali Kanso and Richard Alan Nelson, "Media Selection Considerations in a Global Marketplace: A Survey of U.S. Advertising Decision-makers," American Academy of Advertising Annual Conference, Burlington, Vermont, 12-15 April 2007.
50. Richard Alan Nelson, Ali Kanso, and H. Paul LeBlanc III, "As Easy as One, Two, Three: How Television, Print, and Promotional Products Rate with College-Age Buyers," International Academy of Business Disciplines 19th Annual Conference, Orlando, Florida, 29 March - 1 April 2007.
49. Ali Kanso. "Changing the Media Landscape in the Middle East: How Lebanon is Leading the Way to Improving Journalism and Mass Communication Education and Training in the Region," International Academy of Business Disciplines 18th Annual Conference, San Diego California, 6 - 9 April 2006.
48. Ali Kanso, "Do Media Education and Training in the Arab World Meet International Standards? The Example of Lebanon," 3rd Annual Communication Forum of the Saudi Association for Media and Communication, Riyadh, Saudi Arabia, 4 - 6 December 2005.
47. Ali Kanso and Richard Alan Nelson, "Older and Bigger: Do Larger, More Established International Firms Use Standardized Advertising More Than Their Younger, Smaller Counterparts? Global Fusion Conference, Athens, Ohio, 30 September - 2 October 2005.
46. Ali Kanso, Richard Alan Nelson and Stephen Mathews, "Overcoming the Stigma of Discrimination: Applying a new Management Philosophy and Integrated Communication to Restore the Reputation of Denny's Restaurants," Association for Education in Journalism and Mass Communication Annual Convention, San Antonio, Texas, 10 - 12 August 2005.
45. Richard Alan Nelson and Ali Kanso, "Collaborative Rather Than Competitive? An Analysis of Global/Local Creative Strategy Choices Made by International Advertising Managers," International Management Development Association 14th Annual World Business Congress, Granada, Spain, 13 July 2005.
44. Ali Kanso and Richard Alan Nelson, "Standardized vs. Localized Predicament: How U.S. Advertising Executives Approach non-Domestic Markets," American Academy of Advertising 3rd Asia-Pacific Conference, Hong Kong, 1 - 4 June 2005
43. Ali Kanso, Mandie Peel and Nicole Nuese, "'Donor DIRECT' and the Disaster Relief Fund: A Public Relations Program to Help the American Red Cross Restore its Credibility," International Academy of Business Disciplines 17th Annual Conference, Pittsburgh, Pennsylvania, 7 - 10 April 2005.
42. Ali Kanso, "Planning and Executing Advertising Campaigns for Non-Domestic Markets: Competitive Implications from a Study of American and Non-American Firms Operating in Scandinavia," American Society for Competitiveness 15th Annual Conference, Falls Church, Virginia, 14 - 16 October 2004.

41. Ali Kanso and Philip Kitchen, "Universal Advertising Campaigns: Cultural Variables and International Advertising Practices," Corporate and Marketing Communications 9th International Conference, Coventry, United Kingdom, 5 - 6 April 2004.
40. Ali Kanso and Richard Alan Nelson, "The Impact of Cultural Factors on International Messages: Implications for Service Industry Advertisers," International Academy of Business Disciplines 16th Annual Conference, San Antonio, Texas, 25 - 28 March 2004.
39. Ali Kanso and Richard Alan Nelson, "Attempting to Swoosh Problems Away: Nike's Public Relations Efforts to Counteract Negative News Coverage of the Company's Asian Employment Practices," Public Relations Society of America International Conference, New Orleans, Louisiana, 25 - 28 October 2003.
38. Ali Kanso, "Using Public Relations to Overcome the Devastation of War: A Case About Rebuilding Tourism in Lebanon," American Society for Competitiveness 14th Annual Conference, Falls Church, Virginia, 9 - 11 October 2003.
37. Ali Kanso and Richard Alan Nelson, "New Evidence in an Unsettled Debate: How Practitioners at U.S. Consumer Service Businesses Perceive the Impact of Cultural Factors on International Advertising," International Management Development Association 12th Annual World Business Congress, Vancouver, British Columbia, Canada, 25 - 29 June 2003.
36. Richard Alan Nelson and Ali Kanso, "A New Look at Advertising and Public Relations: Issues and Controversies in a Propaganda Society," International Management Development Association 12th Annual World Business Congress, Vancouver, British Columbia, Canada, 25 - 29 June 2003.
35. Ali Kanso, "Struggling to Restore a Battered Corporate Reputation: The Tobacco Dilemma Facing Philip Morris Executives." Presented as the refereed **Best Practitioner-Oriented Paper** at the International Academy of Business Disciplines 15th Annual Conference, Orlando, Florida, 3 - 6 April 2003.
34. Ali Kanso and Richard Alan Nelson, "Crisis Communication and Public Relations: Nike's Response to Labor Violations in Asia." Paper presented in the Business Sciences Division, at the Sixth International, Interdisciplinary Public Relations Research Conference on "Measurement & Measuring the Public Relations Function" organized by the Educators Academy, Public Relations Society of America, South Miami, Florida, 20 - 23 March 2003.
33. Ali Kanso, "Is the Potential of the Internet Real or Hype? The Integration of Online Marketing Strategies with Traditional Advertising Media," American Society for Competitiveness 13th Annual Conference, Alexandria, Virginia, 10 - 12 October 2002.
32. Ali Kanso, "Marketing Consumer Services: A Study of International Advertising Campaigns and Controversies." Presented as the refereed **Second Best Paper** at the

Corporate and Marketing Communications Seventh International Conference, Antwerp, Belgium, 30 April 2002.

31. Ali Kansa, "Charge Against Hunger: American Express's Public Relations Campaign to Encourage Credit-Card Usage," International Academy of Business Disciplines 14th Annual Conference, Marina del Rey, California, 4 - 8 April 2002.

30. Ali Kansa and H. Paul LeBlanc, "The Political Public Relations Battle Ground: Tactics and Images in the 2000 U.S. Presidential Campaign," International Academy of Business Disciplines 14th Annual Conference, Marina del Rey, California, 4 - 8 April 2002.

29. Ali Kansa, "The House Remains Divided Over Standardization: How Executives of U.S.-Headquartered Firms Advertised Consumer Services in Overseas Markets," American Society for Competitiveness 12th Annual Conference, Arlington, Virginia, 11 - 13 October 2001.

28. Ali Kansa, "The Stigma of Discrimination: Was Public Relations Enough to Restore the Reputation of Denny's Restaurants?" Presented as the refereed **Best Paper** at the International Academy of Business Disciplines 13th Annual Conference, Orlando, Florida, 5 - 8 April 2001.

27. Ali Kansa, Judith S. Waxman, and Abdul Karim Sinno, "Rediscovering Lebanon: Perceptions on Restoring the Travel and Tourism Industry," International Academy of Business Disciplines 13th Annual Conference, Orlando, Florida, 5 - 8 April 2001.

26. Ali Kansa, "International Advertising Practices: A Survey of Advertising Executives of U.S. Based Companies that Sell Consumer Services," 9th International Advertising Association World Education Conference, Coral Gables, Florida, 12 - 15 October 2000.

25. Ali Kansa, "The Standardization of Advertising Campaigns: Are We There Yet?" American Academy of Advertising Annual Conference, Newport, Rhode Island, 14 - 17 April 2000.

24. Ali Kansa, "Using the Olympics as a Reputation Builder: Public Relations to Restore IBM's Image as a Technology Leader," International Academy of Business Disciplines 12th Annual Conference, Las Vegas, Nevada, 30 March - 2 April 2000.

23. Ali Kansa, "Malden Mills: How Socially Responsible Public Relations Turned a Tragedy Into a Triumph," International Academy of Business Disciplines 11th Annual Conference, Chicago, Illinois, 25 -28 March 1999.

22. Ali Kansa, "Town vs. Gown: Conflict Resolution of a Community Relations Crisis," International Academy of Business Disciplines 11th Annual Conference, Chicago, Illinois, 25 - 28 March 1999.

21. Ali Kansa, "Is Mickey Sick in Europe? An Analysis of the Euro-Disney Experience," International Academy of Business Disciplines 10th Annual Conference, San Francisco, California, 2 - 5 April 1998.

20. Totok Soefijanto and Ali Kanso, "Triangle Public Relations: A Case Study of PT Freeport Indonesia," International Academy of Business Disciplines 10th Annual Conference, San Francisco, California, 2 - 5 April 1998.
19. Ali Kanso, "Derailing the Global Standardization Juggernaut: Advertising Managers' Attitudes and Practices in Two Scandinavian Countries," 6th Symposium on Cross-Cultural Consumer and Business Studies, Honolulu, Hawaii, 9 - 13 December 1997.
18. Ali Kanso, Abdul Karim Sinno, and Richard Alan Nelson, "Lebanon, Tourism Development, and the Internet: A Plan of Action for Rebuilding from War," Middle East and North African Conference of Economics, International Trade and Capital Markets, Cairo, co-sponsored by Tanta University, Egypt, and the International Academy of Business Disciplines, 2 - 4 August 1997.
17. Ali Kanso, "The Effects of Cultural Variables on International Advertising: Empirical Evidence from Scandinavia," International Academy of Business Disciplines 9th Annual Conference, Orlando, Florida, 10 - 13 April 1997.
16. Ali Kanso, "Advertising Managers' Attitudes Toward Standardization: Empirical Evidence from Northern Europe," Association for Education in Journalism and Mass Communication Annual Convention, Anaheim, California, 10 - 13 August 1996.
15. Ali Kanso and William Adams, "Standardization versus Localization: A Study of American and Non-American Subsidiaries in Finland and Sweden," International Academy of Business Disciplines 8th Annual Conference, Rockville, Maryland, 11 - 14 April 1996.
14. Ali Kanso and Abdul Karim Sinno, "Reengineering Tourism in Lebanon: A Plan of Action," International Academy of Business Disciplines 8th Annual Conference, Rockville, Maryland, 11 - 14 April 1996.
13. Ali Kanso, "The Myth of Globalization: An Analysis of Western and Middle Eastern Advertising," International Academy of Business Disciplines 7th Annual Conference, Redondo Beach, California, 6 - 9 April 1995.
12. Ali Kanso, "The Use of Sex Appeal in Advertising: Theory, Evidence and Guidance for Future Research," International Academy of Business Disciplines 6th Annual Conference, Pittsburgh, Pennsylvania, 7 - 10 April 1994.
11. Ali Kanso, "Reexamination of Various Factors Increasing Response Rates in Mail Surveys," International Academy of Business Disciplines 5th Annual Conference, New Orleans, Louisiana, 8 - 11 April 1993.
10. Ali Kanso and Joseph Ajami, "Cross-Cultural Advertising: A Comparison of American and Arab Creative Approaches," Society for Cross-Cultural Research Annual Meeting, Washington, D.C., 17 - 21 February 1993.
9. Richard Alan Nelson and Ali Kanso, "Where Public Relations, Marketing, Sales Promotions and Advertising Meet: The Historical Development and Impact of Specialty

Advertising,” Speech Communication Association Annual Conference, Chicago, Illinois, 1 November 1992.

8. Ali Kansa and Richard Alan Nelson, “Before ‘Desert Storm’: A Comparison of 1980 Iraq-Iran War Coverage in Four American and Arab Newspapers,” Association for Education in Journalism and Mass Communication Annual Convention, Montréal, Canada, 5 - 8 August 1992.

7. Ali Kansa, “Deregulation is Advancing Even in Finland,” International Academy of Business Disciplines 4th Annual Conference, Arlington, Virginia, 2 - 5 April 1992.

6. Ali Kansa, “Factors of Media Selection for Foreign Markets: An Empirical Study,” World Communication Association 11th Biennial Convention, University of Jyväskylä and Helsinki, Finland, 28 July - 3 August 1991.

5. Ali Kansa, “Management Evaluation of Media Selection for Non- Domestic Markets,” International Academy of Management and Marketing 3rd Annual Conference, Detroit, Michigan, 11 - 13 April 1991.

4. Ali Kansa, “Assessment of International Advertising Practices,” International Academy of Management and Marketing 2nd Annual Conference, Dallas, Texas, 30 March - 1 April 1990.

3. Ali Kansa, “Stimulating Responses to Mailed Questionnaires,” International Academy of Management and Marketing 2nd Annual Conference, Dallas, Texas, 30 March - 1 April 1990.

2. Ali Kansa, “Selection of Advertising Agencies for Foreign Markets: A Study of American Corporations,” Association for Global Business Annual Meeting, New Orleans, Louisiana, 9 - 11 November 1989.

1. Ali Kansa, “The Impact of Culture on International Advertising Campaigns,” Association for Education in Journalism and Mass Communication Annual Convention, San Antonio, Texas, 1 - 4 August 1987.

Invited Conference Presentations

8. Ali Kansa, “Are Journalism and Mass Communication Programs Advancing in the Arab World? The Case of Lebanon,” International Conference on the Trends of 21st Century Mass Communication: Strategic, Ethical, and Multicultural Challenges and Prospects, Qatar University, Doha, Qatar, 8-9 March 2011.

7. Ali Kansa and Mahmoud Galander, “Understanding U. S. Strategic Communication Since September 11: The Ethics of Public Diplomacy,” International Conference on the Trends of 21st Century Mass Communication: Strategic, Ethical, and Multicultural Challenges and Prospects, Qatar University, Doha, Qatar, 8-9 March 2011.

6. Ali Kansa, “Reshaping the Arab Mindset by Finding Common Values with the West: How Journalism Education and Training in Lebanon are Moving Toward International

Standards,” National Communication Association 92nd Annual Convention, San Antonio, Texas, 16-19 November 2006.

5. Ali Kansa, “Public Relations and the 2000 U.S. Presidential Campaign,” International Academy of Business Disciplines 13th Annual Conference, Orlando, Florida, 5-8 April 2001.

4. Mary Joyce and Ali Kansa, co-panel chairs and position paper presenters, special “Integrated Marketing Communications” joint session, Advertising and Marketing Communications & Public Relations and Corporate Communications tracks, International Academy of Business Disciplines 10th Annual Conference, San Francisco, California, 2-5 April 1998.

3. Ali Kansa and Abdul Karim Sinno, “Intercultural Public Relations: America versus Arabia,” Association for the Advancement of Policy, Research, and Development in the Third World Annual Meeting, Cancun, Mexico, 22-23 November 1996.

2. Ali Kansa and Abdul Karim Sinno, “Restoration of Tourism in Lebanon: Public Relations Efforts to Help Solve Poverty Problems,” Association for the Advancement of Policy, Research, and Development in the Third World Annual Meeting, Las Vegas, Nevada, 19-21 November 1995.

1. Ali Kansa, “The International Marketplace: Can You Globalize Your Advertising and Survive?” Society for Collegiate Journalists Annual National Convention, Kansas State University, Manhattan, Kansas, 26 March 1992.

Reports

2. Ali Kansa, “The Rebirth of Tourism After a Civil Strife,” a public relations campaign submitted to the National Council of Tourism, Beirut, Lebanon, 29 November 1982.

1. Ali Kansa, “How to Release the American Hostages in Tehran,” a public relations study completed at Ohio University and submitted to the White House, 7 July 1980.

PROFESSIONAL SERVICE:

Ali Kansa, appointed by the Texas Higher Education Coordinating Board to serve on the Journalism Field of Study Advisory (FOS) Committee to determine the lower-division courses for Journalism undergraduate degree programs at all public institutions of higher education in Texas, Austin, April 11-12.

Ali Kansa, moderated a panel on “Protectionism and International Trade,” at the 31th Annual Conference of the International Academy of Business Disciplines, Jacksonville, Florida, 3-5 April 2019.

Ali Kansa, chaired a session on “Challenges and Opportunities in Health Communication,” at the 31th Annual Conference of the International Academy of Business Disciplines, Jacksonville, Florida, 3-5 April 2019.

Ali Kanso, chaired a session on “International Trade in the Era of De-Globalization,” at the 30th Annual Conference of the International Academy of Business Disciplines, Emeryville, California, 6-8 April 2018.

Ali Kanso, participated in a session on “Advocacy and Caregiving in Health Communication: A Tribute to Janice Payne,” at the at the 30th Annual Conference of the International Academy of Business Disciplines, Emeryville, California, 6-8 April 2018.

Ali Kanso, chaired a panel on “Trump’s Performance in the First Three Months: An Assessment,” at the 29th Annual Conference of the International Academy of Business Disciplines, New Orleans, Louisiana, 6-8 April 2017.

Ali Kanso, participated in a session on “Compassionate Advocate for Quality Health Care and Global Understanding,” at the 29th Annual Conference of the International Academy of Business Disciplines, New Orleans, Louisiana, 6-8 April 2017.

Ali Kanso, moderated a panel on “The Future of Capitalism”, at the 28th Annual Conference of the International Academy of Business Disciplines, Las Vegas, Nevada, 31 March-2 April 2016.

Ali Kanso, chaired a panel on “Social Media: Journaling vs. Broadcasting” at the 26th Annual Conference of the International Academy of Business Disciplines in San Diego, California, 10-12 April 2014.

Ali Kanso, moderated a panel on “The Mobile Professor: Classroom in a Pocket,” at the 25^h Annual Conference of the International Academy of Business Disciplines in Atlanta, Georgia, 11-13 April 2013.

Ali Kanso, presided over a refereed paper session, “Culture and Media Content,” at the Global Fusion Conference in Athens, Ohio, 26-28 October 2012.

Ali Kanso, moderated a panel on “Integrated Marketing Communication and Social Media,” at the 24th Annual Conference of the International Academy of Business Disciplines in Long Beach, California, 19-21 April 2012.

Ali Kanso, named Area Coordinator for Asia and Middle East for the 23rd Annual Conference of the International Academy of Business Disciplines in New Orleans, Louisiana, 5 - 7 April 2011. Responsible for promoting the conference to scholars in the region as well as potential contributors elsewhere.

Ali Kanso, named Area Convener for Asia and Middle East for the 22nd Annual Conference of the International Academy of Business Disciplines in Las Vegas, Nevada, 8– 10 April 2010. Responsible for promoting the conference to scholars in the region as well as potential contributors elsewhere.

Ali Kanso, named Area Convener for Asia and the Middle East for the 21st Annual Conference of the International Academy of Business Disciplines 21th Annual Conference, Saint Louis, Missouri, 2 - 4 April 2009. Responsible for promoting the conference to scholars in the region as well as potential contributors elsewhere.

Ali Kanso, named Area Coordinator for Asia for the Joint Global Conference of the International Academy of Business Disciplines and the European Academy of Management and Business Economics, meeting in Salamanca, Spain, 18 - 20 June 2008. Responsible for promoting the conference to scholars in the region as well as potential contributors elsewhere

Ali Kanso, named Area Coordinator for Asia for the 20th Annual Conference of the International Academy of Business Disciplines, meeting in Houston, Texas, 3 - 5 April 2008. Responsible for promoting the conference to scholars in the region as well as potential contributors elsewhere

Ali Kanso, named Area Coordinator for Asia and Middle East for the 19th Annual Conference of the International Academy of Business Disciplines, meeting in Orlando, Florida, 29 March – 1 April 2007. Responsible for promoting the conference to scholars in the region as well as potential contributors elsewhere.

Ali Kanso, named Area Convener for Asia and Middle East for the 18th Annual Conference of the International Academy of Business Disciplines, meeting in San Diego, California, 6 - 9 April 2006. Responsible for promoting the conference to scholars in the region as well as potential contributors elsewhere who have interest in topics about the two areas. I also worked with the Program Chair to select reviewers and organize panel sessions of accepted papers.

Ali Kanso, named Program Co-chair and member of the Local Organizing Committee of the 16th Annual Conference of the International Academy of Business Disciplines, meeting in San Antonio, Texas, 25 - 28 March 2004. Spearheaded the efforts to bring the conference to San Antonio, coordinated University of Texas at San Antonio sponsorship of the event, worked with faculty and students to recruit participants from the U.S. and overseas, and reviewed papers.

Ali Kanso, served as a judge in the 2004 Silver Spur/Best of Texas Awards Competition sponsored by the Texas Public Relations Association, San Antonio, Texas, 24 January 2004. The competition was co-sponsored by the Public Relations Foundation of Texas and the Austin, Dallas, Fort Worth, Houston and San Antonio Public Relations Society of America Chapters.

Ali Kanso, appointed as one of eight members of the national Organizing Committee of the 15th Annual Conference of the American Society for Competitiveness, Falls Church, Virginia, 14 - 16 October 2004.

Ali Kanso, appointed as one of five members of the national Organizing Committee of the 14th Annual Conference of the American Society for Competitiveness, Falls Church, Virginia, 9 - 10 October 2003.

Ali Kanso, initiated the inaugural Communication Week hosted by the Department of Communication, University of Texas at San Antonio, and played a leadership role in organizing its events – especially arranging for the keynote speaker and other invited guests, 14 - 17 April 2003. Recruited participants from the U.S. and England and reviewed papers.

Ali Kanso, named an editorial board member of the refereed [*Journal of Promotion Management*](#), 2002 - 2015; and [*EuroMed Journal of Business*](#), October 2004 - present. Previously served on the editorial board of [*Journal of Global Competitiveness*](#), 2002 - 2006.

Ali Kansa, reviewed manuscripts for the refereed *International Journal of Commerce and Management*, 2014, 2013, 2012; and *Journal of Marketing Communication*, 2017, 2016, 2015, 2014, 2013 and 2012.

Ali Kansa, reviewed research papers for various academic organizations, 1990 - present:

- Academy of Marketing Science and Concordia University Multi-Cultural Marketing Conference, Montréal, Canada, 1998, Retail Marketing Track.
- American Marketing Association (AMA) Summer Educators' Conferences, 2018, 2001, 2000, 1999, 1998, 1997.
- American Society for Competitiveness Conferences, 2017, 2016, 2014, 2013, 2012, 2011, 2010 and 2009.
- Association for Education in Journalism and Mass Communication (AEJMC), including the Advertising Division, 2010, 2009, 2008, 2007, 2006, 1997, 1996, 1995, 1994, 1993, 1992 and 1991; the Public Relations Division, 2009, 2008, 2007, 2006, 2001, 1996, 1995 and 1993; and the Communication Theory & Methodology Division, 1996, 1995, 1994, 1992, 1991 and 1990.
- National Communication Association (NCA) for the Political Communication Division, 2002.
- World Marketing Congress, 2005.

Ali Kansa, participated in a panel on “How to Foster the Image of the United States in the Middle East” at the International Academy of Business Disciplines Annual Conference, San Diego, California 6 - 9 April 2006.

Ali Kansa, discussed eight research papers in two sessions on “Strategies in Health Communication” and “Excellence in Student Research and Presentation: The Power of Media” at the International Academy of Business Disciplines Annual Conference, Pittsburgh, Pennsylvania, 7 - 10 April 2005.

Ali Kansa, discussed three refereed papers in a session, on “Innovation and Change in a Competitive Marketplace,” and moderated a session on “Special Event Marketing, Public Diplomacy and Global Politics,” at the American Society for Competitiveness Annual Conference, Falls Church, Virginia, 14 - 16 October 2004.

Ali Kansa, led a refereed paper session, “Issues in Travel and Hospitality Marketing,” at the International Academy of Business Disciplines Annual Conference, San Antonio, Texas, 25 - 28 March 2004.

Ali Kansa, chaired a refereed paper session, “More Outstanding Student Work in Public Relations: Examples from the University of Texas at San Antonio,” and discussed 3 refereed papers in a session on “The Middle East and Post-September 11 Controversies: Ethical Issues in Setting the Journalistic Agenda,” at the International Academy of Business Disciplines Annual Conference, Orlando, Florida, 3 - 6 April 2003.

Ali Kanso, presided over a refereed paper session, "Competition and Business Ethics," and discussed 6 refereed papers in three sessions: "Emerging Markets: Challenges and Opportunities," "Rethinking Globalization," and "Public Affairs and Corporate Advantage," at the American Society for Competitiveness Annual Conference, Alexandria, Virginia, 10 - 12 October 2002.

Ali Kanso, led a refereed paper session, "The Politics and Business Negotiations," at the International Academy of Business Disciplines Annual Conference, Marina del Rey, California, 4 - 7 April 2002.

Ali Kanso, appointed to the International Education Committee and the Membership Committee of the American Academy of Advertising, January 2002 - present.

Ali Kanso, chaired a session, "Public Relations and Competitive Advantage," and discussed 10 refereed papers in three sessions: "Ethical Concerns and Competitive Behavior," "Internet and the Privacy Challenge," and "Global Brands and Market Maneuvering," at the American Society for Competitiveness Annual Conference, Arlington, Virginia, 11 - 13 October 2001.

Ali Kanso, led a refereed paper session, "Crisis Communication Issues and Controversies: Lessons Learned, Lessons Taught," at the International Academy of Business Disciplines Annual Conference, Orlando, Florida, 5 - 8 April 2001.

Ali Kanso, presided over a refereed paper session, "Crisis Communication, Public Relations and the Environment," at the International Academy of Business Disciplines Annual Conference, Las Vegas, Nevada, 30 March - 2 April 2000.

Ali Kanso, attended a seminar on "The Internet: The Trends, The Strategies, The Visionaries" organized by the American Marketing Association Boston Chapter, 10 November 1999.

Ali Kanso, participated in a seminar conducted by the American Marketing Association Boston Chapter titled "Market Research 101." The seminar was held as a part of a professional development series in Waltham, Massachusetts, 20, 27 October and 3 November 1999.

Ali Kanso, led a refereed paper session, "The Next Best Thing to Being There," for the Advertising Division of the Association for Education in Journalism and Mass Communication Annual Convention, Atlanta, Georgia, 10- 13 August 1994.

Ali Kanso, participated in a focus group session to identify academicians' perspectives of a professional organization, Public Relations Society of America Annual Conference, Orlando, Florida, 14 - 17 November 1993.

Ali Kanso, presided over a refereed paper session, "The Impact of Creativity," for the Advertising Division of the Association for Education in Journalism and Mass Communication Annual Convention, Kansas City, Missouri, 11 - 14 August 1993.

Ali Kanso, moderated a refereed paper session, "Teaching Advertising," for the Advertising Division of the Association for Education in Journalism and Mass Communication Annual Convention, Montréal, Canada, 5 - 8 August 1992.

Ali Kanso, led a discussion in a session, “Trends in International Marketing Strategies,” at the International Academy of Management and Marketing Annual Conference, Detroit, Michigan, 11 - 13 April 1991.

Ali Kanso, discussed research papers in a session on “Current Issues in International Marketing,” at the International Academy of Management and Marketing Annual Conference, Dallas, Texas, 30 March - 1 April 1990.

Ali Kanso, attended a seminar, “Teaching the Public Relations Research Methods Course,” organized by the Public Relations Division of the Association for Education in Journalism and Mass Communication, Portland, Oregon, 2 July 1988.

Ali Kanso, conducted research for news organizations and small business firms in New Castle, Pennsylvania; Detroit, Michigan; and London, England, 1987 - 1989.

Ali Kanso, helped organize Communication Week, a yearly special event held at Ohio University, 1981 - 1983.

INTERNATIONAL TRAINING

Invited trainer by Iraq Institute for Strategic Studies (IIST) to lecture and conduct interactive group seminars on U.S. public diplomacy, media ethics, corporate communication, selection of foreign news in American media, globalization issues, propaganda and related public opinion challenges, Beirut, Lebanon, 19 - 25 October 2008. The trainees consisted of 30 Iraqi journalists who were interested in improving their skills and developing better understanding of Western journalistic practices. The Institute, originally founded in London in 1993 as the Iraqi Cultural Forum (ICF), comprised a research group who organized academic conferences and seminars to study Iraq and wider Middle East. The Forum was initiated by a host of London-Paris based Iraqi scholars and writers and supported by Birkbeck College and School of Oriental and African Studies of London University. After the demise of the old Iraqi regime in 2003, the ICF moved to its native land (Iraq), renamed itself as Iraq Institute for Strategic Studies and expanded the scope of its mission. The new mission of IIST is to promote, conduct, and foster research, study and analysis related to current political, economic and social developments in Iraq through research, training-education, and dissemination of information.

HONORS AND AWARDS:

Awards Recognizing Educational Leadership

9. Ali Kanso, one of 12 professors competitively selected from a large pool of applicants from the United States, New Zealand and Switzerland to participate in a week-long interdisciplinary seminar on “Moral Theory and its Practical Applications” organized by the University of Nebraska’s Ethics Center, Lincoln, Nebraska, 26 - 31 May 2002. Received \$1,500 as stipend.

8. Ali Kanso, one of 10 professors provided all-expense participation (regularly \$1,200) in the Direct Marketing Association’s Net.Marketing Fall Conference, Boston, Massachusetts, 24 - 26 September 2000. The main objectives of the conference were to: (1) address the latest trends, issues, tools, and strategies in the e-marketing field, (2) help cyber marketing practitioners learn

about and employ new media strategically and profitably and (3) inform academics of the latest development of curriculum in direct and interactive marketing and e-commerce through the DMA Professors' Teaching Exchange Program.

7. Ali Kansa, competitively selected to participate in the Advertising Educational Foundation's Visiting Professor Program at McCann-Erickson Worldwide, New York City, 12 - 30 July 1999. This provided first-hand experience in advertising practices including remarkable exposure to creative strategies and client servicing. Brand reviews involved: I Can't Believe It's Not Butter!, Take Control and Promise spreads, and Vaseline Intensive Care Lotion.

6. Ali Kansa, named as one of 24 educational leaders to serve on the National Curriculum Task Team for "Dialogue on Public Relations Education" held at the National Communication Association Summer Conference, Washington D.C., 9 - 12 July 1998. The conference was organized in response to a call by the Commission on Public Relations Education to assess various undergraduate and graduate programs in public relations and make recommendations for improvements after considering visible trends in national and international economies as well as in education. The conference aimed at producing models for instruction and curricula in public relations and sharing ideas about public relations education. The Commission is a joint effort of many academic and professional associations led by the Public Relations Society of America (PRSA).

My involvement on the 24-member Curriculum Task Team, one of four groups created to provide input for an integrated "outcomes, curriculum, pedagogy and assessment" package on public relations education, consisted of the following:

- Helping to refine the findings of a pre-conference national survey that examined the attitudes of faculty, administrators and practitioners in the public relations field.
- Contributing to the recommended design of two comprehensive undergraduate curriculum models.
- Working with the professional master's program group that proposed "The 'Ideal' Master's in Public Relations/Communication Management."

The efforts of the National Curriculum Task Team have proven fruitful and are reflected in modifications made to public relations education in the U.S. and overseas. Additional information about the work completed by the Team is available in two summary reports:

Elizabeth L. Toth (1999). Models for Instruction and Curriculum. *Public Relations Review*, Volume 25, Number 1, pp. 45-53.

Maria P. Russell (1999). Toward the ideal professional master's degree program. *Public Relations Review*, Volume 25, Number 1, pp. 101-111

5. Ali Kansa, one of 24 professors competitively selected from 300 applicants to receive full funding to participate in the inaugural Yellow Pages Educators' Seminar, sponsored by the Yellow Pages Publishers Association, Englewood, Colorado, 5 - 6 August 1996.

4 Ali Kansa, one of 12 invited university professors awarded full funding to take part in the annual “Very Important Professor Seminar” sponsored the Promotional Products Association International (formerly the Specialty Advertising Association International), Dallas, Texas, 29 - 31 January 1992.

3. Ali Kansa, participated with full funding, as one of 25 competitively selected professors, in the Direct Marketing Institute for Professors, coordinated by the Direct Marketing Education Foundation, sponsored by the Philadelphia Direct Marketing Association, Philadelphia, Pennsylvania, 30 May - 2 June 1989.

2. Ali Kansa, awarded a full scholarship by the Lebanese University, Beirut, Lebanon, for graduate study in the U.S., 1979 - 1986.

1. Ali Kansa, named to the Dean’s List, College of Communication, the Lebanese University, Beirut, Lebanon, 1973 - 1975.

Professional Awards

11. Ali Kansa, received Certificate of Achievement for 20 Years of Membership and Service from the Public Relations Society of America. The certificate was presented at an award ceremony hosted by the PRSA San Antonio Chapter, 13 September, 2018.

10. Ali Kansa, received the Tex Taylor Lifetime Achievement Award from the Public Relations Society of America at the 15th Annual Del Oro Awards in San Antonio, 11 May 2017, “in recognition of achievement and outstanding leadership in the field of public relations.” The honor is awarded to an educator or practitioner who “has helped develop public relations as a credible profession, accomplished landmark professional achievements, and has taught or worked in public relations 20 or more years.”

9. Ali Kansa, received the Outstanding Service Award from the Board Directors of the International Academy of Business Disciplines at the 29th Annual IABD Conference in New Orleans, Louisiana, 8 April 2017.

8. Ali Kansa, received the 2016 Highly Commended Paper Award from Emerald Group in the UK for his article “Meaningful Obstacles Remain to Standardization of International Services Advertising: New Insights from a Managerial Survey” published in the *International Journal of Commerce and Management*, 2015, Volume 25, Number 4. Emerald is a global publisher of 305 peer-reviewed journals and the award is in recognition of research excellence.

7. Ali Kansa, received the Outstanding Service Award from the Board Directors of the International Academy of Business Disciplines “in appreciation for his dedicated service as coordinator of conference activities” at the 22nd Annual IABD Conference in Las Vegas, Nevada, 10 April 2010.

6. Ali Kansa received the Abbass Alkhafaji Award from the Board of Directors of the International Academy of Business Disciplines in appreciation for “dedicated service as conference activity coordinator” at the 20th Annual IABD Conference, Houston, Texas, 5 April 2008.

5. Ali Kansa, received the President's Award from the Board of Directors of the International Academy of Business Disciplines in recognition of "Outstanding Service" to the IABD 16 Annual Conference, San Antonio, Texas, 27 March 2004.
4. Ali Kansa, received an award from the Board of Directors of the International Academy of Business Disciplines "for the Best Practitioner-Oriented Paper, 'Struggling to Restore a Battered Corporate Reputation: The Tobacco Dilemma Facing Philip Morris Executives,'" presented at the IABD 15th Annual Conference, Orlando, Florida California, 5 April 2003.
3. Ali Kansa, received an award from the Board of Directors of the International Academy of Business Disciplines in recognition of "Outstanding Contribution to the Success of the IABD 14th Annual Conference," Marina del Rey, California, 6 April 2002.
2. Ali Kansa, received an award from the Board of Directors of the International Academy of Business Disciplines "for the Best Paper, 'The Stigma of Discrimination: Was Public Relations Enough to Restore the Reputation of Denny's Restaurants?'" presented at the IABD 13th Annual Conference," Orlando, Florida, 5 April 2001.
1. Ali Kansa, received a certificate from the Board of Directors of the International Academy of Business Disciplines in "Recognition and Thanks for the Contributions that Were Made Toward the Success of the IABD 13th Annual Conference," Orlando, Florida, 5 April 2001.

Student Advising Awards

11. The Communication Department at the University of Texas at San Antonio received from the Board of Directors of the International Academy of Business Disciplines the "High Caliber of Students' Research Productivity Award" based on the excellent submissions by Dr. Ali Kansa's undergraduate public relations students at the International Academy of Business Disciplines 18th Annual Conference in San Diego, California, 8 April 2006.
10. The Communication Department at the University of Texas at San Antonio received from the Board of Directors of the International Academy of Business Disciplines the "High Caliber of Students' Research Productivity Award" based on the excellent submissions by Dr. Ali Kansa's undergraduate public relations students at the International Academy of Business Disciplines 17th Annual Conference in Pittsburgh, Pennsylvania, 9 April 2005.
9. Ali Kansa, served as the faculty advisor to senior communication student Margarita Rios who received an award from the Board of Directors of the International Academy of Business Disciplines for Best Undergraduate Student Paper, "Union Pacific: A Public Affairs Disaster in San Antonio," presented at the International Academy of Business Disciplines 17th Annual Conference in Pittsburgh, Pennsylvania, 9 April 2005.
8. Ali Kansa, received a certificate award from the Communication Department at the University of Texas at San Antonio in recognition of "Outstanding Mentorship of Communication Students," 16 April 2004.
7. The Communication Department at the University of Texas at San Antonio received from the Board of Directors of the International Academy of Business Disciplines the "High Caliber of Students' Research Productivity Award" based on the excellent submissions by Dr. Ali Kansa's

undergraduate public relations students at the 16th Annual Conference, San Antonio, Texas, 27 March 2004.

6. Ali Kalso, served as the faculty advisor to senior communication student Isabell Valdez who received an award from the Board of Directors of the International Academy of Business Disciplines for Top Student Paper, "Telling the Story of Texas Public Schools Today: The Critical Role of Public Relations," presented at the International Academy of Business Disciplines 16th Annual Conference in San Antonio, Texas, 27 March 2004.

5. Ali Kalso, served as the faculty advisor to senior communication student Lisa Pfeiffer who received a certificate from the Board of Directors of the International Academy of Business Disciplines for the "Best Undergraduate Student Paper" recognizing her case study, "H-E-B's Commitment to the Community: A Case Study of a Grocery Chain's Potential Public Relations Problem," presented at the International Academy of Business Disciplines 15th Annual Conference in Orlando, Florida, 5 April 2003.

2-3-4. Ali Kalso, served as the faculty advisor for the University of Texas at San Antonio students who participated in the 2002, 2003, 2004, 2007 and 2009 National Bateman Case Study Competition organized by the Public Relations Student Society of America and whose entries received Honorable Mention recognition for five years.

1. Ali Kalso, served as the faculty advisor for Kansas State University students who participated in the Ninth District of the 1994 American Advertising Federation National Student Advertising Competition and won second place and a silver platter, losing the first position by six tenths of a percent.

GRANTS:

4. Ali Kalso, \$13,700 (2010): Start-up grant from Qatar University to examine advertising strategies used by subsidiaries of multinational companies in the Gulf region.

3. Richard Nelson and Ali Kalso, \$18,800 (2006): Grant from the Promotional Products Association International (PPAI) to design and complete an "Empirical Research Study Comparing the Effectiveness of Promotional Products to Advertising." Resulted in a published report, a research brief, and several other publications.

2. Ali Kalso, \$2,850 (2000): Travel support from the Marilyn Zacharis Fund for Academic Excellence and from the Communication Department at Emerson College to participate in a tour study in Southeast Asia organized by the College of William and Mary, 3-25 January 2000. I met executives from multinational companies such as Procter and Gamble, Pepsi-Cola, Tropic Asia Tours, Dataconsult, Thai Airways, Citibank and Price Water House Coopers. I collected from these companies numerous examples of integrated marketing communication campaigns and videotapes of TV commercials to incorporate in my courses. I also interviewed executive officers at McCann-Erickson (the largest global advertising agency) with offices in Tokyo, Japan; Bangkok, Thailand; Ho Chi Min City, Vietnam; and Singapore. In addition, I met with two executives at Leo Burnett office (another leading global advertising agency) in Singapore. I gathered from the executive officers data pertinent to research projects that I have been undertaking on international advertising practices.

1. Ali Kalso, \$2,300 (1992): Travel support from Kansas State University to conduct a research project pertaining to advertising practices in Finland and Sweden August 1992.

REVIEW OF DISSERTATION:

Sari, Dessi Kurina. *Investigating the Reasons Muslims Boycott Foreign Brands*. The University of Western Australia, 2015-2016.

SUPERVISION OF THESES:

Zhong, Lingzi. *Facebook's Impact on Relational Satisfaction and Maintenance of Long-Distance Romantic Partners: A Communication Privacy Management Perspective*, The University of Texas at San Antonio, Fall 2013.

Vela-Williamson, Melissa. *H.E.B Value Consumer Outreach Toolkit* (MA final project). The University of Texas at San Antonio, December 2009.

Duffy, James. *Opportunities for Mutual Gain: Environmental Activism, Multinational Corporations and Public Relations*. Emerson College, Boston, 2000.

Wein, Mark. *The Web Page as a Marketing Communication Tool: The Benefits and Usage of Mixed Media Advertising Strategies*. Emerson College, Boston, 2000.

Giovanni, Ann. *The Coverage of Vegetarianism in Four U.S. Daily Papers: A Content Analysis*. Emerson College, Boston, 2000.

Martins, Kathleen. *Radio Free Rounder: The Potential for a Rounder Web Radio Site*. Emerson College, Boston, 1999.

Kumuna, Setawa. *A Comparison of Crime News of African Americans and Caucasians as Presented by The Kansas City Star and The Wichita Eagle*. Kansas State University, 1996.

Dashti, Ali. *How International Students View American Media Coverage of Foreign News*. Kansas State University, 1994.

LANGUAGES:

English, Arabic and French.

PERSONAL INTERESTS:

Contemporary global news issues, history, and traveling.