

# **Curriculum Vita**

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### **EDUCATION**

- 1998-2002      **Ph.D. in Marketing**  
Universidad Autónoma de Madrid, Spain  
Qualification: *Summa Cum Laude*
- 1987-1989      **Master of Business Administration**  
Oregon State University, Corvallis, U.S.A.
- 1978-1983      **Bachelor of Economics**  
Aoyama Gakuin University, Tokyo, Japan

### **ACADEMIC EMPLOYMENT**

- 2006-Present      Associate Professor  
Department of Finance and Marketing Research,  
College of Economics and Business Administration  
Universidad Autónoma de Madrid, Spain
- 2003-2006      Assistant Professor  
Department of Finance and Marketing Research,  
College of Economics and Business Administration  
Universidad Autónoma de Madrid, Spain

## **HONORS AND AWARDS**

- (1) 2008 Best Academic of the Year, Mobile Marketing Association
- (2) Finalist of the 2008 Silver Medal (Best Paper Award of the *International Journal of Market Research*), Market Research Society.
- (3) 2007 Best Reviewer Award, *International Journal of Advertising*.
- (4) Best Paper Award, International Conference on Research in Advertising (ICORIA) 2007 in Lisbon.
- (5) Finalist of the 2006 *Journal of Advertising* Best Paper Award.
- (6) 2005 Renowned Spanish Brands Award, Second Prize, The Forum of Renowned Spanish Brands and The Office of Spanish Patents and Brands (Ministry of Industry), Spain.
- (7) 2004 Research Studies Yoshida Hideo Award, Second Prize, Yoshida Hideo Memorial Foundation, Tokyo, Japan.
- (8) 2004 Southwest Mass Communication Symposium, Outstanding Paper Award, Southwest Education Council for Journalism and Mass Communication, USA.
- (9) 2003 Best Doctoral Dissertation Award, College of Economics and Business Administration, Universidad Autónoma de Madrid.
- (10) Dissertation Fellowship (for the year 2001-2002), Yoshida Hideo Memorial Foundation.
- (11) International Conference Travel Award, January 2002, Association for Education of Journalism and Mass Communication.
- (12) Honor Society for Collegiate Schools of Business (*Beta Gamma Sigma*), Oregon State University Chapter, February 1989, U.S.A.
- (13) Graduate Teaching Assistantship, 1988-1989, Oregon State University
- (14) International Cultural Service Program Scholarship, 1987-1988, Oregon State University

## **JOURNAL PUBLICATIONS**

- (1) Okazaki, Shintaro, Mueller, Barbara, and Taylor, Charles R. (forthcoming), "Measuring hard sell vs soft sell advertising appeals", *Journal of Advertising*.
- (2) Okazaki, Shintaro, y Hirose, Morikazu (forthcoming), "Does gender affect media choice in travel information search? On the use of mobile Internet", *Tourism Management*.
- (3) Okazaki, Shintaro, and Romero, Jaime (forthcoming), "Exploring Online Media Competition and Complementarity: Mobile versus PC Internet", *Online Information Review*.
- (4) Okazaki, Shintaro, Li, Hairong, y Hirose, Morikazu (2009, forthcoming), "Consumer Privacy Concerns and Preference for Degree of Regulatory Control: A Study of Mobile Advertising in Japan", *Journal of Advertising*. Winter.
- (5) Okazaki, Shintaro (2009), "Social influence model and electronic word-of-mouth: PC versus mobile Internet", *International Journal of Advertising*, 28(3), 1-33.

- (6) Okazaki, Shintaro, y Hirose, Morikazu (2009), "Effects of displacement-reinforcement between traditional media, PC Internet, and mobile Internet: A quasi-experiment in Japan", *International Journal of Advertising*, 28(1), 77-104.
- (7) Okazaki, Shintaro (2009), "The tactical use of mobile marketing: How adolescents' social networking can best shape brand extensions", *Journal of Advertising Research*, 49(1), 12-26.
- (8) Okazaki, Shintaro (2009), "Mobile Finds Girls' Taste: Knorr's New Product Development", *Journal of Interactive Advertising*, URL [<http://www.jiad.org/article115>].
- (9) Gómez, Monica, and Okazaki, Shintaro (2009), "Estimating store brand shelf space: a new framework using neural networks and partial least squares", *International Journal of Market Research*, 51(2), pp. 243-266.
- (10) Okazaki, Shintaro and Mueller, Barbara (2008), "Evolution in the usage of localized appeals in Japanese and American print advertising", *International Journal of Advertising*, pp. 771-79.
- (11) Okazaki, Shintaro and Skapa, Radoslav (2008), "Global website standardization in the new EU member states: Initial observations from Poland and the Czech Republic", *European Journal of Marketing*, 42(11/12), 1224-1245.
- (12) Okazaki, Shintaro (2008), "Exploring experiential value in online mobile gaming adoption", *Cyberpsychology & Behavior*, 11(5), pp. 619-622.
- (13) Okazaki, Shintaro, Skapa, Radoslav, and Grande, Ildfonso (2008), "Capturing global youth: Mobile gaming in the US, Spain and the Czech Republic", *Journal of Computer-Mediated Communications*, 13(4), pp. 827-855.
- (14) Okazaki, Shintaro (2008), "Determinant factors of mobile-based word-of-mouth campaign referral among Japanese adolescents", *Psychology & Marketing*, 25(8), pp. 714-731.
- (15) Okazaki, Shintaro and Taylor, Charles R. (2008), "What is SMS advertising and why do multinationals adopt it? Answers from an empirical study in European markets", *Journal of Business Research*, 61(1), pp. 4-12.
- (16) Okazaki, Shintaro (2007), "Exploring Gender Effects in a Mobile Advertising Context: On the Evaluation of Trust, Attitudes, and Recall", *Sex Role: A Journal of Research*, 57(11/12), pp. 897-908
- (17) Okazaki, Shintaro and Mueller, Barbara (2007), "Cross-cultural advertising research: Where we've been and where we need to go", *International Marketing Review*, 24(5), pp. 499-518.

- (18) Okazaki, Shintaro, Taylor, Charles R., and Doh, Jonathan P. (2007), "Market Convergence and Standardized Advertising in the European Union", *Journal of World Business*, 42(4), pp. 384-400.
- (19) Okazaki, Shintaro (2007), "Assessing Mobile-based Online Surveys: Methodological Considerations and Pilot Study in an Advertising Context", *International Journal of Market Research*, 49(5), pp. 651-675.
- (20) Okazaki, Shintaro, Katsukura, Akihiro, and Nishiyama, Mamoru (2007), "How Mobile Advertising Works: The Role of Trust in Improving Attitudes and Recall", *Journal of Advertising Research*, 47(2), pp. 165-178.
- (21) Okazaki, Shintaro (2007), "Lessons learned from i-mode: What makes consumers click wireless banner ads?" *Computers in Human Behavior*, 23(3), pp. 1692-1719.
- (22) Okazaki, Shintaro, Taylor, Charles R. and Zou, Shaoming (2006), "Advertising standardization's positive impact on the bottom line: A model of when and how standardization improves financial and strategic performance", *Journal of Advertising*, 35(3), pp. 17-33 (Named as one of the top three papers published during 2006).
- (23) Okazaki, Shintaro (2006), "Excitement or sophistication? A preliminary exploration of online brand personality", *International Marketing Review*, 23(3), pp. 279-303.
- (24) Taylor, Charles R. and Okazaki, Shintaro (2006), "Who standardizes advertising more frequently and why do they do so? A comparison of U.S. and Japanese subsidiaries' advertising practices in the European Union", *Journal of International Marketing*, 14(1), pp. 98-120.
- (25) Okazaki, Shintaro (2006), "What do we know about mobile Internet adopters? A cluster analysis", *Information & Management*, 43(2), pp. 127-141.
- (26) Okazaki, Shintaro (2005), "Mobile advertising adoption by multinationals: Senior executives' initial responses", *Internet Research: Electronic Networking and Applications*, 15(2), pp. 160-180.
- (27) Chung, Hwiman, and Okazaki, Shintaro (2006), "Differences of sex roles in ads: A cross-cultural comparison", *Southwestern Mass Communication Journal*, 20(2), pp. 79-93.
- (28) Okazaki, Shintaro (2005), "New perspectives of m-commerce research", *Journal of Electronic Commerce Research*, 6(3), pp. 160-164.
- (29) Okazaki, Shintaro (2005), "Searching the Web for global brands: How American brands standardise their websites in Europe", *European Journal of Marketing*, 39(1/2), pp. 87-109.
- (30) Okazaki, Shintaro (2004), "How do Japanese consumers perceive wireless ads? A multivariate analysis", *International Journal of Advertising*, 23(4), pp. 429-454.

- (31) Okazaki, Shintaro and Alonso, Javier (2003), "Beyond the Net: Cultural values reflected in Japanese multinationals Web communication strategies", *Journal of International Consumer Marketing*, 16(1), pp. 47-70.
- (32) Okazaki, Shintaro (2004), "Does culture matter? Identifying cross-national dimensions in Japanese multinationals' product-based websites", *Electronic Markets*, 14(1), pp. 58-69.
- (33) Okazaki, Shintaro and Alonso, Javier (2003), "Right messages for the right site: Online creative strategies by Japanese multinationals", *Journal of Marketing Communications*, 9(4), pp. 221-239.
- (34) Okazaki, Shintaro (2004), "Do multinationals standardise or localise: The cross-cultural dimensionality of product-based websites", *Internet Research: Electronic Networking and Applications*, 14(1), pp.81-94.
- (35) Okazaki, Shintaro and Alonso, Javier (2002), "A content analysis of multinationals' web communication strategies: Cross-cultural research framework and pre-testing", *Internet Research: Electronic Networking and Applications*, 12(5), pp.380-390.

**SPANISH JOURNALS:**

- (1) Okazaki, Shintaro (2009), "Experiencias en el uso de plataformas Web y foros de debate: una observación longitudinal", *Relada*, 3(3), pp. 178-183.
- (2) Okazaki, Shintaro, Romero, Jaime, and Yagüe, M.J. (2006), "La estrategia de marketing internacional en mercados emergentes: importancia del análisis de los factores del entorno", *Economía Industrial*, 362, pp. 111-121.
- (3) Okazaki, Shintaro (2005), "Multidimensionalidad del sitio Web en mercados internacionales: un análisis comparativo en Japón, España y EE.UU.", *Revista Europea de Dirección y la Economía de Empresa*, 14(2), pp. 191-210.
- (4) Okazaki, Shintaro and Alonso, Javier (2005), "¿Estandarización o localización?: Estrategias creativas online de las multinacionales japonesas", *Dirección y Organización: Revista de Dirección, Organización y Administración de Empresas (CEPADE)*.
- (5) Goy, Ana and Okazaki, Shintaro (2004), "La investigación en España en comportamiento del consumidor", *Estudios sobre Consumo*, 68, pp.27-39.
- (6) Okazaki, Shintaro (2003), "Estudio preliminar sobre el impacto de la introducción del euro en las estrategias de marketing de las multinacionales: El caso japonés", *Investigación y Marketing*, 80, pp. 43-46.

- (7) Okazaki, Shintaro and Alonso, Javier (2003), “Comunicación de marketing online: Factores influyentes de la publicidad Web de las multinacionales japonesas”, *investigación y Marketing*, 78, pp.6-10.
- (8) Okazaki, Shintaro and Alonso, Javier (2002), “Interculturalidad y globalización: Una aplicación en el área de la estandarización en Japón, España y EE.UU.”, *Cuadernos Aragoneses de Economía*, 12(1), pp. 65-96.
- (9) Okazaki, Shintaro (2002), “Contexto y dimensión de cultura: Análisis sociolingüístico del idioma japonés”, *Misceláneas Comillas*, 116(60), pp. 269-288.

### **JAPANESE JOURNALS**

- (1) Hirose, Morikazu, and Okazaki, Shintaro (forthcoming), “The impact of consumer involvement on media exposure”, *Journal of Advertising Science*.
- (2) Okazaki, Shintaro, Gómez, Mónica, and Alonso, Javier (2008), “Regional brand loyalty: An empirical study of Spanish wine consumption”, *Annual Report of the Asahi Breweries Foundation*. CD-ROM.
- (3) Okazaki, Shintaro, Skapa, Radoslav, and Grande, Ildefonso (2007), “Modeling consumer behavior in mobile commerce from the perspective of wireless Internet adoption: A comparative analysis of Japan, Spain, and the Czech Republic”, *The Murata Science Foundation Research Report*. CD-ROM.
- (4) Okazaki, Shintaro, Alonso, Javier, Radoslav, Skapa, and Grande, Ildefonso (2006), "A cross-cultural comparison of mobile gaming adoption: From the perspectives of consumer behavior", *The Telecommunications Advancement Foundation Annual Research Report*, 21, pp. 225-235.
- (5) Katsukura, Akihiro, Okazaki, Shintaro, and Nishiyama, Mamoru (2006), “A preliminary exploration of mobile advertising as a branding medium: Online surveys and experiments”, *Journal of Advertising Science*, 47, pp. 135-154.
- (6) Okazaki, Shintaro and Alonso, Javier (2004), "Standardisation of international advertising in European markets after the introduction of euro: From the perspectives of traditional media, Internet, and mobile communications”, *Yoshida Hideo Memorial Foundation Research Report*, 37, pp. 13-26.
- (7) Okazaki, Shintaro (2002), “Web advertising standardisation by Japanese multinationals: A cross-cultural comparison in Japan, Spain and the U.S.”, *Yoshida Hideo Memorial Foundation Research Report*, 35, pp.73-83.

## **CONFERENCE PROCEEDINGS**

### ***INTERNATIONAL CONFERENCE***

- (1) Okazaki, Shintaro, Yagüe, María Jesús, Mendez, Felipe, y Andres-Garcia, Jose Carlos (2009), “Advergaming: from A mobile social networking perspective”, *Proceedings of the International Conference on Research in Advertising (ICORIA)*, Klagenfurt, Austria, June 24-26.
- (2) Okazaki, Shintaro, Ohme, Rafal, Bauer, Andras, y Škapa, Radoslav (2009), “Qualitative exploration on advertising strategy in the new EU member states”, *Proceedings of the International Conference on Research in Advertising (ICORIA)*, Klagenfurt, Austria, 24-June 24-26.
- (3) Okazaki, Shintaro, Bauer, Andras, Ohme, Rafal, y Škapa, Radoslav (2009), “Exploring brand advertising strategy in the new EU member states: The grounded theory approach”, *Proceedings of the Annual Conference of the American Academy of Advertising*, Cincinnati, CT, USA, March 26-29. CD-ROM.
- (4) Okazaki, Shintaro, y Hirose, Morikazu (2009), “Consumer response to negative reciprocity: Mobile advertising recipients’ information privacy concerns”, *Proceedings of the 38<sup>th</sup> European Marketing Academy Conference*, Nantes, France, May 26-29. CD-ROM.
- (5) Okazaki, Shintaro, Romero, Jaime, and Karjaluo, Heikki (2008), “Latent-class model segmentation of mobile Internet adopters”, *Proceedings of the 7th International Conference on Research in Advertising*, Antwerp, Belgium.
- (6) Okazaki, Shintaro, and Hirose, Morikazu (2008), “Gengered media choice in tourist information search: From the perspective of mobile Internet usage”, *Proceedings of the 7th International Conference on Research in Advertising*, Antwerp, Belgium.
- (7) Mueller, Barbara, Okazaki, Shintaro, and Hirose, Morikazu (2008), “Mood and imagery vs. assertive selling pitches: A cross-cultural examination of consumer attitudes toward soft sell and hard sell advertising appeals”, *Proceedings of the 7th International Conference on Research in Advertising*, Antwerp, Belgium.
- (8) Hirose, Morikazu, and Okazaki, Shintaro (2008), “Mobile Internet as an information resource: How mobile phones compete and coexist in media choices?” *Proceedings of the 7th International Conference on Research in Advertising*, Antwerp, Belgium.
- (9) Okazaki, Shintaro (2008), “Browse your mobile and spread the word to your friends: A brand promotion campaign”, *Proceedings of the 2008 American Academy of Advertising Annual Conference*, San Mateo, CA, 27-30 March. CD-ROM.

- (10) Okazaki, Shintaro, and Skapa, Radoslav (2008), "Website standardization in Poland and the Czech Republic", *Proceedings of the 2008 American Academy of Advertising Annual Conference*, San Mateo, CA, 27-30 March. CD-ROM.
- (11) Hirose, Morikazu, and Okazaki, Shintaro (2008), "Exploring niche theory in a cross-media context: Why do people switch media?" *Proceedings of the 37th European Marketing Academy (EMAC) Conference 2007. Marketing Landscape: A Pose for Thought*, Brighton, UK, 27-30 May. CD-ROM.
- (12) Mueller, Barbara, Okazaki, Shintaro, and Hirose, Morikazu (2008), "Exploring soft sell advertising appeals: A cross-cultural comparison", *Proceedings of the 37th European Marketing Academy (EMAC) Conference 2007. Marketing Landscape: A Pose for Thought*, Brighton, UK, 27-30 May. CD-ROM.
- (13) Hirose, Morikazu, and Okazaki, Shintaro (2008), "The role of purchase involvement in the attitude formation: implications to advertising and media planning", *Proceedings of the Annual Conference of the Japan Academy of Advertising*, Kyoto. CD-ROM.
- (14) Hirose, Morikazu, and Okazaki, Shintaro (2008), "Dynamics of media exposure and consumption: A Preliminary model development and validation", *Proceedings of the 1<sup>st</sup> Global Marketing Conference*, Shanghai, China, 23-25 March. CD-ROM.
- (15) Okazaki, Shintaro, Skapa, Radoslav, and Grande, Ildefonso (2007), "Faktory ovlivňující chování spotřebitelů v oblasti mobilních her (The factors influencing consumer behaviour in mobile gaming)", In the *Proceedings of Semafor 2007, Ekonomika firem 2007*, Kosice, Czech Republic, pp. 545-553.
- (16) Karjaluoto, Heikki, Lehto, Heikki, Leppäniemi, Matti, and Okazaki, Shintaro (2007, alphabetic authorship), "Consumers' intention to engage in mobile marketing communications", *EBRF 2007: Research forum to understand business in knowledge society*, September 25-27, Agora - Jyväskylä, Finland.
- (17) Okazaki, Shintaro (2007), "New insights into electronic word-of-mouth communication: An empirical test of social influence model", in Peter Nijens (ed.), *Proceedings of the 6th International Conference on Research in Advertising*, POLYTECHNIC INSTITUTE OF LISBON – ESCOLA SUPERIOR DE COMUNICAÇÃO SOCIAL, Lisbon, Portugal, June 29-July 1.
- (18) Mueller, Barbara, and Okazaki, Shintaro (2007), "Influence of Culture on Advertising Appeals: A Comparative Analysis of Japanese & American Print Advertising", in Peter Nijens (ed.), *Proceedings of the 6th International Conference on Research in Advertising*, POLYTECHNIC INSTITUTE OF LISBON – ESCOLA SUPERIOR DE COMUNICAÇÃO SOCIAL, Lisbon, Portugal, June 29-July 1.

- (19) Okazaki, Shintaro, and Skapa, Radoslav (2007), "Global website positioning in Poland and the Czech Republic: Preliminary findings", in Peter Nijens (ed.), *Proceedings of the 6th International Conference on Research in Advertising*, POLYTECHNIC INSTITUTE OF LISBON – ESCOLA SUPERIOR DE COMUNICAÇÃO SOCIAL, Lisbon, Portugal, June 29-July 1.
- (20) Karjaluoto, Heikki, Lehto, Heikki, Leppäniemi, Matti, and Okazaki, Shintaro (2007, alphabetic authorship), "Factors affecting customers' acceptance of mobile advertising", in Peter Nijens (ed.), *Proceedings of the 6th International Conference on Research in Advertising*, POLYTECHNIC INSTITUTE OF LISBON – ESCOLA SUPERIOR DE COMUNICAÇÃO SOCIAL, Lisbon, Portugal, June 29-July 1.
- (21) Okazaki, Shintaro (2007), "Mobile campaign referral among the Japanese youth: Does viral marketing work?" *Proceedings of the 36th European Marketing Academy (EMAC) Conference 2007: Sustainable Marketing Leadership*, Reykjavik, Iceland. CD-ROM.
- (22) Okazaki, Shintaro and Mueller, Barbara (2007), "A Comparative Analysis of Values Reflected in Japanese and American Advertising", *Proceedings of 2006 Conference of the American Academy of Advertising*, Burlington, VT, USA. CD-ROM.
- (23) Okazaki, Shintaro and Chung, Hwiman (2006), "Fear appeal and protection motivation theory in anti-cigarette campaign: Literature review and research propositions", *Proceedings of the 2006 AMS/KAMS Cultural Perspectives in Marketing Conference*, Soul, South Korea, CD-ROM.
- (24) Okazaki, Shintaro, Katsukura, Akihiro, and Nishiyama, Mamoru (2006), "Uses and gratifications of mobile-based advertising campaigns: An exploratory segmentation of Japanese consumers", *Proceedings of the 2006 AMS/KAMS Cultural Perspectives in Marketing Conference*, Soul, South Korea, CD-ROM.
- (25) Chung, Hwiman and Okazaki, Shintaro (2006), "Exploring advertising components in sex role portrayals: A cross-cultural analysis in Korea, Spain and the U.S.", *Proceedings of the 2006 AMS/KAMS Cultural Perspectives in Marketing Conference*, Soul, South Korea, CD-ROM.
- (26) Okazaki, Shintaro, Katsukura, Akihisa, and Nishiyama, Mamoru (2006), "Towards an Understanding of Trust in Mobile Advertising: An Experiment", *Proceedings of the 35th European Marketing Academy (EMAC) Conference 2006: Sustainable Marketing Leadership*, Athens, Greece. CD-ROM.
- (27) Okazaki, Shintaro, and Skapa, Radoslav (2006), "Multinationals' Website strategy in the new EU member states: A case of the Czech Republic", *2006 Conference of the American Academy of Advertising*, Reno, USA.
- (28) Okazaki, Shintaro (2006), "Mobile context-advertised brand congruity: An experiment", in Jeff Richard (ed.), *Proceedings of 2006 Conference of the American Academy of Advertising*, Reno, USA. CD-ROM.

- (29) Okazaki, Shintaro (2005), "External search, content credibility and intrinsic gratifiers influencing attitude toward wireless ads", in Y.W. Ha and Y. Yi (eds.), *Asia-Pacific Advances in Consumer Research*, Vol. 6, Seoul, Korea. pp. 5-12.
- (30) Katsukura, Akihisa, Okazaki, Shintaro, and Nishiyama, Mamoru (forthcoming), "Effects of mobile advertising on branding", in T. Hirashiki (ed.), *Proceedings of the Annual Conference of the Japan Academy of Advertising*, University of Ryukyu, Japan. pp. 108-111.
- (31) Okazaki, Shintaro and Taylor, Charles R. (2005), "What is SMS advertising and why do multinationals adopt? An Empirical study in European markets", *2005 Korean Academy of Marketing Science Fall Conference Proceedings*, Seoul, South Korea. pp. 25.
- (32) Okazaki, Shintaro, Chung, Hwiman, and Gómez, Monica (2005), "Sex Roles and Magazine Ads: A Cross-Cultural Content Analysis in Spain and the U.S.A.", in T. D. Harcar (ed.), *Congress Yearbook: Proceedings of the 14th World Business Congress*. International Management Development Association, Granada, Spain. pp. 483-490.
- (33) Okazaki, Shintaro (2005), "Website Standardization of America's Top Brands: An Empirical Assessment", in T. D. Harcar (ed.), *Congress Yearbook: Proceedings of the 14th World Business Congress*. International Management Development Association, Granada, Spain. pp. 491-497.
- (34) Okazaki, Shintaro, Katsukura, Akihiro, and Nishiyama, Mamoru (2005, *oral presentation only*), "Gender difference in the perceptions of mobile Internet usage: performance, ease of use, and fun", Presented at the 14th World Business Congress, International Management Development Association, Granada, Spain.
- (35) Okazaki, Shintaro (2005), "Let me browse my mobile: Understanding basic profiles of mobile Internet adopters", in T. Singh (ed.), *Proceedings of the 12th Biennial World Marketing Congress*. University of Muenster, Germany. CD-ROM.
- (36) Okazaki, Shintaro, Chung, Hwiman, and Gómez, Monica (2005), "Feminism and Women's Role Portrayals: A cross-cultural analysis in the U.S. and Spain", in T. Singh (ed.), *Proceedings of the 12th Biennial World Marketing Congress*. University of Muenster, Germany. CD-ROM.
- (37) Okazaki, Shintaro (2005), "Identifying the degree of online standardisation: A cross-national analysis of American brands' websites in Europe", in S. Diehl, R. Terlutter and P. Weinberg (eds.), *Proceedings of the 4th International Conference on Research in Advertising*, Saarland University, Saarbrücken, Germany. pp. 138-144.
- (38) Okazaki, Shintaro and Taylor, Charles R. (2005), "Antecedents and consequences of advertising standardisation: A conceptual model and research propositions", in S. Diehl, R. Terlutter and P. Weinberg (eds.), *Proceedings of the 4th International Conference on Research in Advertising*, Saarland University, Saarbrücken, Germany, pp. 145-152.

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- (40) Okazaki, Shintaro and Taylor, Charles R. (2005), "Understanding advertising standardisation in an European context: An empirical model", in G. Troilo (ed.), *Proceedings of the 34th European Marketing Academy (EMAC) Conference 2005: Rejuvenating Marketing: Contamination, Innovation, Integration*. Bocconi University, Italy. CD-ROM.
- (41) Okazaki, Shintaro (2004), "Attitude towards wireless ads: The case of Japanese consumers", in J.L. Manuera (ed.), *Proceedings of the 33rd European Marketing Academy (EMAC) Conference 2004: Worldwide marketing?* Murcia, Spain. CD-ROM.
- (42) Okazaki, Shintaro (2005), "Capturing heterogeneity in wireless advertising perceptions: A Japanese case", in C. La Ferle (ed.), *Proceedings of 2005 Conference of the American Academy of Advertising*, Houston, USA. pp. 4-5.
- (43) Okazaki, Shintaro (2005), "Future directions of M-commerce research", in C. La Ferle (ed.), *Proceedings of 2005 Conference of the American Academy of Advertising*, Houston, USA. pp. 6-7.
- (44) Okazaki, Shintaro (2004), "Consumer acceptance of wireless advertising: An exploratory study", in P. Rose (ed.), *Proceedings of 2004 Conference of the American Academy of Advertising*, Baton Rouge, USA. pp. 145-149.
- (45) Taylor, Charles R. and Okazaki, Shintaro (2004), "Advertising standardization and its impact on financial and strategic performance: Evidence from Japanese and U.S. subsidiaries operating in the EU", *Proceedings of the 2004 Korean Academy of Marketing Science Fall Conference*, Seoul, South Korea. pp. 3.
- (46) Okazaki, Shintaro and Alonso, Javier (2003), "Right messages for the right site: Online creative strategies by Japanese multinationals", in L. Carlson (ed.), *Proceedings of 2003 Conference of the American Academy of Advertising*, Denver, USA. pp.78-79.
- (47) Okazaki, Shintaro and Alonso, Javier (2003), "Corporate image reflected on Japanese multinationals product-based Websites: A cross-cultural examination", in M. Saren (ed.), *Proceedings of 32nd European Marketing Academy (EMAC) Conference 2003 Marketing: Responsible and Relevant?* Glasgow, UK. CD-ROM.
- (48) Okazaki, Shintaro (2002), "Online information strategies by Japanese multinationals: A content analysis of Web ads in Japan, Spain and the U.S.", in S.S. Hassan, E. Bigné and J.S. Johar (eds.), *Proceedings of Academy of Marketing Science 2002 Multicultural Marketing Conference*, Valencia, Spain. pp. 558-569.

- (49) Okazaki, Shintaro (2002, *oral presentation only*), “Reflections of the self: Internet advertising standardization by Japanese multinationals in Japan, Spain and the U.S.”, Presented at the International Conference Building Transatlantic Bridges: Comparative Mass Communication Research, Association for Education in Journalism and Mass Communication Research y Knight Foundation, London, UK, January 6.

***SPANISH CONFERENCE:***

- (1) Okazaki, Shintaro (2007), “Promoción de la marca mediante boca-oído: el caso “i-mode””, in E. González Vázquez (ed.), *Actas del XIX Encuentro de Profesores Universitarios de Marketing Vigo*. CD-ROM. ISBN: 978-84-735-6512-7.
- (2) Okazaki, Shintaro and Taylor, Charles R. (2005), "Estandarización de Marketing Internacional. Una modelización de las estrategias publicitarias en la Unión Europea”, in M.J. Yagüe (ed.), *Actas del XVII Encuentro de Profesores Universitarios de Marketing Madrid*. CD-ROM.
- (3) Goy, Ana and Okazaki, Shintaro (2003), “La investigación en España en comportamiento del consumidor”, in M.C. Fuentes (ed.), *Actas del XVI Encuentro de Profesores Universitarios de Marketing Córdoba*. pp. 123-142.

## **BOOK CHAPTERS**

- (1) Okazaki, Shintaro and Skapa, Radoslav (2008), "Expanding the borderless frontier: International Website brand strategies in the new EU member states", in Francisco Costa Pereira and Jorge Veríssimo (Eds.), *New Trends in Advertising Research*, Lisbon: Sílabo, 357-369.
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- (3) Okazaki, Shintaro (2008), "Why people exchange information in electronic media. An assessment of the extended social influence model", in Francisco Costa Pereira and Jorge Veríssimo (Eds.), *New Trends in Advertising Research*, Lisbon: Sílabo, 327-340.
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- (5) Okazaki, Shintaro (2008), "Viral marketing: how to spread the word via mobile device", in Philip J. Kitchen (Ed.), *Marketing: Metaphors and Metamorphosis*, New York: Palgrave-Macmillan, 118-131.
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- (10) Okazaki, Shintaro (2007), "Mobile-based advertising in Japan", in David Taniar (Ed.), *Encyclopedia of Mobile Computing & Commerce* (pp.635-638), Hershey, PA: IGI Global.

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- (13) Okazaki, Shintaro and Taylor, Charles R. (2006), "Towards a Understanding Advertising Standardization in the European Union: A theoretical framework and research propositions", In Sandra Diehl and Ralf Terlutter (Eds.), *International Advertising and Communication – New Insights and Empirical Findings*, GABLER Verlag/Deutscher Universitätsverlag, p. 439-454.
- (14) Okazaki, Shintaro (2006), "Comparative Evaluation of American Brands' Websites in Europe: What Do They Standardise?" In Sandra Diehl and Ralf Terlutter (Eds.), *International Advertising and Communication – New Insights and Empirical Findings*, GABLER Verlag/Deutscher Universitätsverlag, p. 379-395.

## **COMMENTS**

Okazaki, Shintaro (2008), "AAA and International Advertising", *AAA Newsletter*, March, [http://www.scribd.com/word/full?id=2210258&access\\_key=key-413aodgcmhq5z560031](http://www.scribd.com/word/full?id=2210258&access_key=key-413aodgcmhq5z560031).

Okazaki, Shintaro (2008), "What do we really expect from the IJA?" *International Journal of Advertising*.

## **APPROVED GRANTS**

- 2008-2011 National Plan R&D, Spanish Ministry of Science and Innovation  
Director: Shintaro Okazaki
- 2008-2009 Japan Academy of Advertising Grant for the project entitled "The information security concerns in mobile advertising".  
Director: Shintaro Okazaki
- 2008-2010 International Communications Foundation, Research Grant, "Cross-country evidence on mobile Internet service usage: On the evaluation of usage motivations, ubiquitous environment, and information network structures"  
Director: Dr. Shintaro Okazaki
- 2008-2009 Japan Academy of Advertising  
Director: Morikazu Hirose (Tokyo Fuji University, Japan).
- 2007-2010 American Academy of Advertising Research Fellowship  
"Consumer Response to Mobile Marketing Communications: Effects of Promotion Strategy, User Mode, and Perceived Benefits"  
Director: Dr. Shintaro Okazaki
- 2006-2008 Yoshida Hideo Memorial Foundation Grant for the project entitled "Revisiting cultural values reflected in Japanese and American advertising: What really happened during the 'Lost Decade?'"  
Director: Dr. Shintaro Okazaki
- 2006-2007 Japan Academy of Advertising Grant for the project entitled "The role of purchase involvement in the attitude formation: implications to advertising and media planning"  
Director: Morikazu Hirose (Tokyo Fuji University, Japan).
- 2006-2007 Asahi Brewers Foundation Grant for the project entitled "Regional brand loyalty in Spanish wine consumers"  
Director: Dr. Shintaro Okazaki
- 2005-2006 The Murata Science Foundation Research Grant for the project entitled "Modeling consumer behavior in mobile-based commerce: A cross-cultural analysis in Spain, the Czech Republic, and Japan"  
Director: Dr. Shintaro Okazaki
- 2005-2006 The Telecommunication Advancement Foundation Research Grant for the project entitled "Mobile-based service communications"  
Director: Dr. Shintaro Okazaki

- 2004-2005 Japan Academy of Advertising Research Grant for the project entitled “Effective branding strategies by mobile communications”, Director: Akihiro Katsukura (Dentsu Inc., Japan)
- 2003-2004 Yoshida Hideo Memorial Foundation Research Grant for the project entitled “Advertising standardisation in European markets: Executives’ perception toward traditional media, Internet and mobile communication”  
Director: Dr. Shintaro Okazaki

### **INDUSTRY EXPERIENCE**

Held managerial positions with *Citibank, N.A.*, Tokyo Branch prior to entering academia. Starting his career as an Authorized signer, received numerous managerial training developed by *Citicorp, Inc.* (New York), such as innovative sales skills, improving customer satisfaction, top management skills, among others. Mainly dealt with American corporate clients, including *Bowing, Hewlett Packard, AT&T, IBM* etc.

## **REVIEWING AND EDITING**

**Board member:** European Advertising Academy

**Editorial Advisory Board:**

- (1) *Journal of Advertising* (Editor: Marla Stafford)
- (2) *International Journal of Advertising* (Editor: Charles R. Taylor)
- (3) *Journal of Public Policy & Marketing* (Editor: Debra Ringold and Ron Hill)
- (4) *International Journal of Market Research* (Editor: Peter Mouncey).
- (5) *Internet Research* (Editor: David G. Schwatz)
- (6) *Journal of Interactive Advertising* (Editor: Hairong Li)
- (7) *Journal of Electronic Commerce Research* (Editor: Melody Kiang)
- (8) *Electronic Markets: The International Journal* (Editors-in-Chief: Beat F. Schmid, and Hubert Oesterle)
- (9) *Journal of International Consumer Marketing* (Editor: Erdener Kaynak)

**Deputy Editor:** *Journal of Marketing Communications* (from January, 2009).

**Ad-Hoc Reviewer:**

*Electronic Commerce Research and Applications*  
*International Journal of Public Opinion Research*  
*Asian Journal of Communication*

European Marketing Academy Conference (2004 – Present)  
American Marketing Association Educators' Conference (2004-Present)  
Association for Consumer Research North American Conference (2004-Present)  
Annual Conference of the American Academy of Advertising (2006-Present)

2004 Association for Consumer Research Asia-Pacific Conference  
2005 12th Biennial World Marketing Congress  
2005 Asia-Pacific Conference of the American Academy of Advertising  
2005 Encuentro de Profesores Universitarios de Marketing Madrid  
2007 Annual Conference of the American Academy of Advertising  
2007 Korean Academy of Marketing Science – Special issue of Journal of Business Research

**Guest Editor:** Special Issue on "Mobile Commerce Research" of the *Journal of Electronic Commerce Research* (Vol. 6, No. 3, August, 2005).

Special Issue on "Mobile advertising issues and challenges" of the *Journal of Interactive Advertising* (Vol. 7, No. 2, Spring, 2007)

Special Issue on "Global advertising: multiple market perspectives" of the *International Marketing Review* (Vol. 24, No. 5, 2007; with Barbara Mueller)

## **ACADEMIC ACTIVITIES**

**Track Chair:** 2006 AMS/KAMS Cultural Perspectives in Marketing Conference, Track: "Online Direct Marketing and E-Commerce", Soul, Korea.

2008 Global Marketing Conference, Track "Advertising in Asia Pacific", Shanghai, China

2009 Global Marketing Conference, Track "Cross-cultural issues in marketing", New Delhi, India.

### **Session Chair:**

2007 EMAC, Advertising, Promotion, and Marketing Communications, Session Chair. Reykjavik, Iceland, May 23.

2007 American Academy of Advertising Preconference, Meet the Editors, April 12, Burlington, Vermont, USA.

2006 AMS/KAMS Cultural Perspectives in Marketing Conference, Special Session "Empirical findings in mobile commerce research", Soul, Korea, July 12-14.

2006 EMAC, Advertising, Promotion, and Marketing Communications. Session Chair.  
2005 American Academy of Advertising Preconference, Understanding Mobile Communications, March 31.

2005 the 12th Biennial World Marketing Congress, Session 6.1: Conceptualizing Consumer Behavior and Motivations. Muenster, Germany, July 6-9.

2004 Asia Pacific Association for Consumer Research Conference, Competitive Paper Session 2.2: Electronic Marketing. Soul, Korea, May 13-15.

**Conference Co-Chair:**

"Hot Topics in International Advertising" The Pre-conference of the 2007 American Academy of Advertising Conference, Burlington, VT, U.S.A., April 12, 2007.

"Wireless Promotional Strategies Around the World" The Pre-conference of the 2005 American Academy of Advertising Conference, Houston, TX, U.S.A., March 31, 2005.

**Key Note Speaker:**

Mobile Advertising Forum 2005, Tokyo, Japan, November 19, 2005

IADIS International Conference e-Commerce 2009, Algarve, Portugal, June 19, 2009

**Guest Lecturer:**

University of Pública de Navarra, Collage of Business, May, 2007

University of Castilla La Mancha, Collage of Business, International marketing communication, 2007-2009

San Diego State University, Department of Advertising, Mobile advertising, August, 2006.

Copenhagen Business School, Center for Marketing Communication, October, 2005.

University of Klagenfurt, Department of Marketing, Mobile marketing (3 ECTS), January, 2008.

University of Valencia, Collage of Business, Online and direct marketing, May, 2005/Viral marketing, April, 2008.

University of Klagenfurt, Department of Marketing, New social media and consumer behavior (3 ECTS), April, 2009.

**Visiting Scholar:** Tokyo Fuji University, 2006 and 2007

**External evaluator:**

Research project proposal of the Research Foundation - Flanders (Belgium) (FWO), 2009.

Research project proposal of the Israel Science Foundation, 2006.

## **UNIVERSITY SERVICES**

Coordinator: **Erasmus International Student Exchange Program**

## **PROFESSIONAL MEMBERSHIP**

- 2002-2006      Association for Consumer Research
- 2002 – Present    European Marketing Academy  
                      The Academy of Marketing Science  
                      American Academy of Advertising  
                      Japan Advertising Academy
- 2007-Present    European Advertising Academy (Board, Publication Manager)  
                      Spanish Marketing Association (Board, International Relations)
- 2008-Present    Association for International Business

## **RELEVANT LEGAL INFORMATION**

**Nationality:** Japanese  
**Status of Residence and Work Permit in Spain:** Permanent

## **REFERENCE**

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