

Elizabeth A. Napier, PhD

Department of Marketing & International Business
College of Business & Innovation
The University of Toledo
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EDUCATION

J. Mack Robinson College of Business

Ph. D. Marketing, International Business

May 2019

J. Mack Robinson College of Business

Master of International Business

December 2014

Georgia State University

Bachelor of Arts, Anthropology

May 2011

ACCEPTED PUBLICATIONS

Napier, Elizabeth, (2016) MNE-NGO Global Partnerships: A Promising Method for Corporate Social Responsibility. (publication for the book by Edward Edgar in 2019); *Socially-responsible international business: Critical issues and the way forward*, co-edited by L.C. Leonidou, C.S. Katsikeas, S. Samiee, and C.N. Leonidou.

Napier, Elizabeth, Sanguineti Francesca (2018). Fashion Merchandisers' Slash and Burn Dilemma: A Consequence of Over Production and Excessive Waste?. *Rutgers Business Review*, 3(2).

MANUSCRIPTS UNDER REVIEW

Liu, Steven, **Napier, Elizabeth**, Runfola, Andrea, Cavusgil, Salih Tamer, Partnering for Sustainability and Social Responsibility in the Fashion Industry: Pitfalls and Propositions. (Manuscript under first round of revisions, *International Business Review*).

Napier, Elizabeth, The Evolution of Corporate Social Responsibility: How has AI transformed CSR? (Manuscript under review, *Journal of Business Ethics*).

SELECTED MANUSCRIPTS IN PROGRESS

Napier, Elizabeth, Bozos, Konstantinos, Firm Investment in Corporate Social Responsibility and Financial Risk. (Manuscript in preparation, targeting *Journal of International Business Studies*).

Napier, Elizabeth, Zedlmayer, Gabriele, New Prospects for CSR through Technology. (Manuscript in preparation, targeting *Strategic Management Journal*).

Zedlmayer, Gabriele, **Napier, Elizabeth**, Cavusgil, Salih Tamer, The Promise of Digital Technologies for Sustainable Social Responsibility: A Template for Managerial Prescriptions and Generating New Value. (Manuscript in preparation, targeting *Harvard Business Review*).

Napier, Elizabeth, Rau, Pradeep, Operationalizing Porter's Diamond: An investigation of the macroeconomic factors that affect a nation's trade competitiveness. (Manuscript presented at Academy of International Business South East conference in Washington D.C., October 2017, targeting *Journal of International Business Studies*).

Napier, Elizabeth, Jeffrey, Parker, The Effect of Corporate Social Responsibility on Consumer Guilt in the Purchase of Hedonic Products. (Manuscript in preparation, targeting *Journal Consumer Research*).

Napier, Elizabeth, Social Sustainability and International Diversification: A Longitudinal Analysis of SSR Initiatives on Shareholder Wealth. (Manuscript in preparation, targeting *Journal of International Business Studies*).

Napier, Elizabeth, Does the fear of missing out (FoMO) breakdown or reinforce organizational information silos?

Napier, Elizabeth, Cavusgil, Salih Tamer, Why is YKK on all the Zippers? (Case study in preparation, targeting Long Range Planning).

Napier, Elizabeth, Ku, Sarah, Strategic AI for Waste Management - from Trash to Cash.

Alvarado-Vargas, Marcelo, **Napier, Elizabeth**, Changing neighborhoods: Explaining divestment speed from China.

Alvarado-Vargas, Marcelo, **Napier, Elizabeth**, To D.I.V.E. (or Not) into Deep Waters: Assessment Tool for Digital Innovation.

CONFERENCE PROCEEDINGS

Napier, Elizabeth, Rau, Pradeep. (2017) Operationalizing Porter's Diamond: An investigation of the macroeconomic factors that affect a nation's trade competitiveness. Manuscript presented at Academy of International Business South East conference in Washington D.C., October 2017.

Napier, Elizabeth, Bozos, Konstantinos, Liu, Steven, (2018) Firm Investment in Corporate Social Responsibility and Financial Risk. Manuscript presented at Academy of International Business South East conference in Nashville, TN, October 2018.

Runfola, Andrea, **Napier, Elizabeth**, Liu, Steven, Cavusgil, Salih Tamer (2019) Partnering for Sustainability and Social Responsibility in the Fashion Industry: Pitfalls and Propositions. Manuscript presented at Consortium for International Marketing Research in Atlanta, GA, September 2018.

Napier, Elizabeth, Zedylymayer, Gabriele, Cavusgil, Salih Tamer (2019) The Promise of Technology for Corporate Social Responsibility: Drivers and Challenges of the Energy Revolution for Sustainable Business. Manuscript presented at Academy of International Business United Kingdom conference in Brighton, England March 2019.

Napier, Elizabeth (2019) Does Corporate Social Responsibility Influence Guilt in the Purchase of Hedonic Products: Understanding and Marketing to New Consumer Preferences presented at the Consortium for International Business Research in Ankara, Turkey, June 2019.

Napier, Elizabeth, Bozos, Konstantinos, Liu, Steven, (2019) How do MNEs Quantify Corporate Social Sustainability? An Analysis of Social Responsibility Impact Indices on Stakeholder Outcomes. Manuscript presented at the Academy of International Business in Copenhagen, Denmark, June 2019.

AREAS OF TEACHING AND WORKSHOPS

Marketing Research, Marketing Strategy, International Marketing and Business, Globalization and Business Practices, Corporate Social Responsibility and Ethics, Marketing Analytics

International Business Pedagogy Workshop

Participant and Attendee 2015- 2019

- o Signature training include applied research and practical implications, pedagogical tool development, implementation of collaborative business outreach programs, collaborative initiatives with members of CIBER network

Student Doctoral Consortium at Academy of Management Conference

Participant and Attendee August 2016

Robinson College of Business, Research Symposium

Business at the Bottom of the Pyramid March 2018

Robinson College of Business, Research Symposium

Blockchain Technology April 2018

INSTRUCTOR OF RECORD

Georgia State University, Department of International Business Fall 2017
Course: Globalization and Business Practices
Enrollment: 45 undergraduate students
Institutional Effectiveness: 4.6/5

Georgia State University, Department of International Business Summer 2018
Course: Globalization and Business Practices
Enrollment: 23 undergraduate students
Institutional Effectiveness: 4.8/5

The University of Toledo, Department of Marketing and International Business Fall 2019
Course: Global Environment of Business (1)
Enrollment: 38 undergraduate students
Institutional Effectiveness: 4.72/5

The University of Toledo, Department of Marketing and International Business Fall 2019
Course: Global Environment of Business (2)
Enrollment: 51 undergraduate students
Institutional Effectiveness: 4.64/5

INVITED LECTURES

Successful Habits of Ph.D. Students October 2017
Presentation to the Ph.D. Fellows at Georgia State University

Doctoral Student Panel moderated by Peter Magnusson October 2017
AIB-SE, Session in Washington D.C.

Building a Sustained Competitive Advantage through Sustainability May 2018
Presentation to the International Business Study Abroad Program at Georgia State University

Technology Driving Social Responsibility through Supply Chains May 2018
Presentation to the International Business Study Abroad Program at Georgia State University

WORK EXPERIENCE

| | |
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| SmartUp Legal Technologies Marketing Research Analyst, April 2015- August 2015 | Atlanta, Georgia |
| Trees Atlanta Business and Planning Analyst, February 2015- April 2015 | Atlanta, Georgia |
| World Affairs Council of Atlanta Graduate Intern, May 2014- August 2014 | Atlanta, Georgia |
| HealthPort Field Support Manager, May 2013- January 2014 | Alpharetta, Georgia |

AFFILIATIONS

| | |
|---|-------------------|
| Georgia State Anthropology Club Secretary <ul style="list-style-type: none">Duties included documenting all major issues discussed at monthly meetings, managing funds, recruiting for student participation, fundraising, and speaking on current anthropological issues at meetings. | August 2008- 2011 |
| J. Mack Robinson College of Business Graduate Business Association | December 2014 |
| World Affairs Council of Atlanta Member of Atlanta's business, non-profit, government, and community leaders to explore complex and international topics through global briefings, member's forums, and annual conferences | December 2014 |
| Master of International Business Alumni Association President and Founder | 2015- 2016 |
| George Washington University Visiting Scholar, Summer Doctoral Institute <ul style="list-style-type: none">One of four doctoral students accepted to participate in the prestigious GW-CIBER Doctoral Institute for Research and Study on <i>Institutions, Policies, and Development in International Business</i>. | Summer 2017 |
| J. Mack Robinson Ph.D. Fellows Member | 2017- 2019 |

SERVICE AND PROFESSIONAL MEMBERSHIP

Journal Ad Hoc Reviewer

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| Journal of International Business Studies | 2018 |
| Journal of Business Research | 2018 |

Conference Ad Hoc Reviewer

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| Academy of International Business South East | 2017 |
| Academy of International Business South East | 2018 |
| Academy of International Business United Kingdom | 2019 |
| Academy of International Business | 2019 |
| Academy of International Business South East | 2019 |

Conference Session Chair

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| Academy of International Business South East | 2019 |
| Academy of International Business South East | 2020 |

Professional Membership

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| Academy of Management | 2017- 2018 |
| American Marketing Association | 2017- Present |
| Academy of International Business | 2017- Present |
| Consortium for International Business Research | 2018-Present |