

# Darlene Brannigan Smith, Ph.D.

University of Baltimore  
Department of Marketing and Entrepreneurship  
(410) 837-4996  
Email: dsmith@ubalt.edu

## Education

### **Ph.D., University of Maryland, College Park, 1986.**

Major: Business Administration in Marketing

### **M.B.A., University of Baltimore, 1980.**

Major: Finance

### **B.S., University of Baltimore, 1978.**

Major: Marketing

### **A.A., Anne Arundel Community College, 1976.**

Major: Business Administration

## Professional Positions

### **Academic - Faculty**

Professor of Marketing, University of Baltimore. (2006 - Present).

Visting Professor, International MBA Program, Peking University, China. (2005).

Visting Professor, Universidad Alberto Hurtado, Santiago, Chile. (2000).

Visiting Professor, ESSEC MBA, Paris - France. (1998).

Associate Professor of Marketing, Loyola College in Maryland. (1992 - 2006).

Assistant Professor of Marketing, Loyola College in Maryland. (1988 - 1992).

Assistant Professor of Marketing, George Washington University. (1986 - 1988).

### **Academic - Administrative/Other**

Dean, Merrick School of Business, University of Baltimore. (2008 - 2013).

Senior Associate Dean, Merrick School of Business, University of Baltimore. (2007 - 2008).

Associate Dean, Executive & Graduate Programs, Merrick School of Business, University of Baltimore. (2005 - 2007).

Academic Director, Executive and Graduate Business Programs, Sellinger School of Business, Loyola College in Maryland. (2001 - 2005).

Chair, Marketing Department, Sellinger School of Business, Loyola College in Maryland. (1991 - 2005).

## Awards and Honors

Best Paper Award. 2004 European Applied Business Research Conference. (2004).

Best Paper Award. 2003 European Applied Business Research Conference. (2003).

Best Presentation Award. The Applied Business Research Conference. (2003).

Best Workshop at the Conference. Annual Executive MBA Council Conference. (2002).

## RESEARCH

### Intellectual Contributions

#### Refereed Journal Articles

Pitta, D. A., & Smith, D. B. (2011). Hallmarks in the Development of Marketing: Chinese Managers' Market Orientation and Ability to Deliver Service Quality. *Advances in International Marketing*. 21. 155-187.

Smith, D. B., Pitta, D. A., & . (2009). Chinese Managers' Perceptions of Their Ability to Deliver Service Quality. *International Journal of Business Excellence*. Vol 2(Nos. 3-4), pp 241-256.

Smith, D. B., Pitta, D. A., & Richardson, S. L. (2007). A Comparison of the Market Orientation of Chinese and U.S. Firms. *International Business and Economics Research Journal*. 6(12), 25-37.

Smith, D. B., Hoadley, E., & Desi, R. L. (2005). The Spiritually-Guided Enterprise: Setting a Course of Action. *Journal of Business & Economics Research*.

Tarantino, D., & Smith, D. B. (2005). Bariatric Surgery: Assessing Opportunities for Value Creation. *Surgical Innovations*.

Smith, D. B., Desai, H., Kashlak, R., & Cotner, J. (2005). International Field Studies: Tools for Enhancing Cultural Literacy. *Journal of College Teaching & Learning*. 2(2), 9-18.

Kamauff, J., Smith, D. B., & Spekman, R. (2004). Extended Enterprise Metrics: The Key to Achieving Synthesized Effectiveness. *Journal of Business & Economics Research*. 2(5), 39-52.

Smith, D. B., & Fletcher, H. D. (2004). Managing for Value: Developing a Performance Management System Integrating EVA and the Balanced Scorecard. *Journal of Business Strategies*. 20(2), 1-18.

Smith, D. B., & Fletcher, H. D. (2004). The Balanced Scorecard: A Useful Framework for Achieving Curriculum Integration. *Journal of Executive Education*. 3(1), 20-31.

DeVader, C., & Smith, D. B. (2003). Linking HR and Marketing Practices in Service Organizations: An Application in Training Needs Assessment. *Journal of Business and Behavioral Sciences*. 10(2), 55-70.

Smith, D. B., & Cotner, J. S. (2001). International Field Studies in Executive Education: A Comparative Perspective. *Journal of Executive Education*. 1(2), 20-31.

### Conference Proceedings

Smith, D. B., Pitta, D. A., & Pels, J. (2008). A Comparison of Argentine and US Managers' Perceptions of Their Ability to Deliver Service Quality. *ATINER Marketing Conference*.

Smith, D. B. (2007). Chinese Managers' Perceptions of Their Ability to Deliver Service Quality. *Proceedings of the Global Business Innovation and Development Conference*. 157-169.

Pitta, D. A., Ford, D. A., & Smith, D. B. (2007). The Influence of the Environment on a Firm's Market Orientation. *The Second International Conference on Strategic Management in Latin America*.

Smith, D. B., Pitta, D. A., & Weinrich, R. (2007). A Comparison of the Market Orientation of Chilean and US Firms. *Proceedings of the Strategic Management in Latin America Conference*.

Smith, D. B., Hoadley, E., & Desi, R. L. (2005). The Spiritually-Guided Enterprise: Setting a Course of Action. *Proceedings of the 2005 International Applied Business Research Conference*.

Smith, D. B., Desai, H., Cotner, J., & Kashlak, R. (2004). International Field Studies: Tools for Enhancing Cultural Understanding. *Proceedings of the 2004 European Applied Business Research Conference*.

Kamauff, J., Smith, D. B., & Spekman, R. (2003). Extended Enterprise Metrics: The Key to Achieving Synthesized Effectiveness. *Proceedings of the Joint International Conference of the European Operations Management Association & Production and Operations Management Society -- EUROMA-POMS, One World, One View of Operations: The Challenge of Integrating Research and Practice*. 1. 481-494.

Smith, D. B., & Kamauff, J. (2003). The Evolution of Performance Metrics. *Proceedings of the 2003 European Applied Business Research Conference*.

Fletcher, H. D., & Smith, D. B. (2003). Using AHP to Develop A Performance Measurement System. *Proceedings of the 32nd Annual Meeting of the Western Decision Sciences Institute*. 32.

Smith, D. B., & Fletcher, H. D. (2002). The Balanced Scorecard: An Integrating Mechanism in Business Education. *Proceedings of the 3rd Annual Conference of the Academy of Business Education, Journal of the Academy of Business Education*. 3.

Fletcher, H., & Smith, D. B. (2002). Integrating Performance Assessment and the Balanced Scorecard in Not-for-Profit Organizations. *Proceedings of the Applied Business Research Conference*.

Smith, D. B., & Fletcher, H. D. (2002). A Framework for Integrating Economic Value Added and the Balance Scorecard in Strategic Planning. *Proceedings of the 9th Annual Conference of the American Society of Business and Behavioral Sciences*.

Smith, D. B. (2000). Service Excellence: Implementation Recommendations for Health Care Organizations. *Proceedings of the Conference on Emerging Issues in Business and Technology*. 391-397.

Cotner, J., & Smith, D. B. (2000). EMBA International Field Studies: A Comparative Perspective. *Proceedings of the Conference of the Academy of the Business Education, Journal of Business Education*. 1.

DeVader, C., & Smith, D. B. (2000). Linking HR and Marketing Practices in Service Organizations: An Application in Training Needs Assessment. *Proceedings of the Conference of the American Society of Business and Behavioral Sciences*.

Cooke, E. F., Coleman, L. J., Beaulie, E., & Smith, D. B. (2000). The Going Global Paradigm. *Proceedings of the Conference of the American Society of Business and Behavioral Sciences*.

Fletcher, H. D., & Smith, D. B. (2000). Using Scenario Planning: An Application in the Mutual Fund Industry. *Proceedings of the Conference of the American Society of Business and Behavioral Sciences*.

### **Presentations**

Smith, D. B. "Strategies for Surviving and Thriving in Challenging Times," Baltimore, MD. (2008).

Ford, D. A., Pitta, D. A., & Smith, D. B. "The Influence of the Environment on a Firm's Market Orientation," Santiago, Chile. (2007).

Smith, D. B. Leadership and Organizational Effectiveness Seminar Series, Prometric, Baltimore, Maryland. (2004).

Smith, D. B., & Dahringer, L. "The Full-Time Challenges of Managing a Part-Time MBA Program," AACSB, Dallas, Texas. (2004).

Smith, D. B. "Scavenger Hunts: A Value-Added Activity on International Field Studies," Executive MBA Council, Atlanta, Georgia. (2003).

Smith, D. B. "Conjoint Analysis: Its Use in Curriculum Development," Acapulco, Mexico. (2003).

Smith, D. B., & Jankowski, M. "Negotiations in Executive MBA Programs: Outsourcing with the Power of Nice," Executive MBA Council, Denver, Colorado. (2002).

Smith, D. B. "Virtual CEO: Assessing Organizational Effectiveness and Individual Competencies - Implications for EMBA Programs," Newport Beach, California. (2000).

Smith, D. B. "Developing an Integrated, Cross-Disciplinary Executive MBA Program: The Loyola Experience," Executive MBA Council, Boston, Massachusetts. (2000).

### **Research in Progress**

"A Cross-Cultural Comparison of Market Orientation: An Examination of Perspective of Chinese, Chilean and North American Executives"

Target Journal: International Marketing Review

"Service Quality: An Exploratory Study of Service Delivery in China"

Target Journal: Journal of Operations Management

### **Professional Service**

Facilitator/ Trainer, Negotiations and Conflict Resolution, Shapiro Negotiations Institute. (2004).

Presenter, Professional Development Program Workshops, McCormick Foods. (2003).

Presenter, Creating New Market Space: Opportunities for Value Innovation Seminar, Sales & Marketing Executives of Greater Baltimore. (2001).

Presenter, Defining and Enhancing Your Company's Value Curve Presentation and Workshop, Aerotek. (2000).

Presenter, Managing Brand Equity: The Litmus Test Seminar, DeWalt. (2000).

### **Consulting**

For Profit Organization, Pathfinders for Autism, Facilitated strategic planning session and consulted (pro-bono) on organizational realignment and operational improvements, (2006).

For Profit Organization, Centric Business Systems (Formerly known as CopyWorld), Consultant - market planning, brand assessment, organizational realignment, (2005).