

---

## ABOUT THE AUTHORS

**Masaaki “Mike” Kotabe** holds the Washburn Chair Professorship in International Business and Marketing, and is Director of Research at the Institute of Global Management Studies at the Fox School of Business at Temple University. Prior to joining Temple University in 1998, he was Ambassador Edward Clark Centennial Endowed Fellow and Professor of Marketing and International Business at the University of Texas at Austin. Dr. Kotabe also served as Vice President of the Academy of International Business in the 1997–1998 term. He received his Ph.D. in Marketing and International Business at Michigan State University. Dr. Kotabe teaches international marketing, global sourcing strategy (R&D, manufacturing, and marketing interfaces) and Asian business practices at the undergraduate and MBA levels, and teaches theories of international business at the Ph.D. level. He has lectured widely at various business schools around the world, including Austria, Brazil, China, Colombia, Finland, Germany, Indonesia, Japan, Korea, Mexico, Norway, Sweden, and Turkey. For his research, he has worked closely with leading companies such as AT&T, Kohler, NEC, Nissan, Philips, Sony, and Seven & I Holdings (parent of 7-Eleven stores), and served as advisor to the United Nations’ and World Trade Organization’s Executive Forum on National Export Strategies.

Dr. Kotabe has written many scholarly publications. His numerous research papers have appeared in such journals as *Journal of Marketing*, *Journal of International Business Studies*, *Strategic Management Journal*, and *Academy of Management Journal*. His books include *Global Sourcing Strategy: R&D, Manufacturing, Marketing Interfaces* (1992), *Japanese Distribution System* (1993), *Anticompetitive Practices in Japan* (1996), *MERCOSUR and Beyond* (1997), *Marketing Management* (2001), *Market Revolution in Latin America: Beyond Mexico* (2001), *Emerging Issues in International Business Research* (2002), and *Global Supply Chain Management* (2006).

He currently serves as Editor of the *Journal of International Management*, and also serves and/or has served on the editorial boards of *Journal of Marketing*, *Journal of International Business Studies*, *Journal of International Marketing*, *Journal of World Business*, *Journal of the Academy of Marketing Science*, *Advances in International Management*, *Journal of Business Research*, and *Thunderbird International Business Review*, among others. He also serves as Advisor to the Institute of Industrial Policy Studies (IPS) National Competitiveness Report. Dr. Kotabe has been elected a Fellow of the Academy of International Business for his significant contribution to international business research and education.

**Kristiaan Helsen** has been an associate professor of marketing at the Hong Kong University of Science and Technology (HKUST) since 1995. Prior to joining HKUST, he was on the faculty of the University of Chicago for five years. He has lectured at Nijenrode University (Netherlands), the International University of Japan, Purdue University, the Catholic University of Lisbon, and China Europe International Business School (CEIBS) in Shanghai, China. Dr. Helsen received his Ph.D. in Marketing at the Wharton School of the University of Pennsylvania.

His research areas include promotional strategy, competitive strategy, and hazard-rate modeling. His articles have appeared in journals such as *Marketing Science*, *Journal of Marketing*, *Journal of Marketing Research*, and *European Journal of Operations Research*, among others. Dr. Helsen is on the editorial board of the *International Journal of Research in Marketing*.

Professors Kotabe and Helsen recently published the *SAGE Handbook of International Marketing* (2009), an authoritative collection of chapters written by expert researchers from around the world that provides an in-depth analysis of international marketing issues that must be understood and addressed in today's global and interdependent markets. The *Handbook* brings together the fundamental questions and themes that have surfaced, and promises to be an essential addition to the study of international marketing.