



Global Awareness Lecture
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Stepping Across Cultures into Moldova

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Scott M. Smith's current research and publication interests fall in three distinct areas: consumer behavior, Internet marketing, and marketing research. Smith's research and consulting activities have included companies in many areas including education, health care, government, travel, sports, computer, and consumer products industries. In addition to academic pursuits, he is the founder of several research companies, including Qualtrics.com, SurveyZ.com, and SurveyPro.com. These companies offer the most advanced online survey research tools available. Their software is used by thousands of companies universities and companies, including: World Health Organization, the U.S. Department of Commerce, U.S. Federal Reserve Board, U.S. Department of Veteran's Affairs, the Conference Board (the National Consumer Confidence Survey), Travelocity, Sabre, Royal Caribbean Cruise Lines, Kodak, Intel, Micron, Yahoo!, and leading business schools including Wharton, MIT, Harvard, Duke, Michigan, Columbia, Northwestern, and London Business School. He has published more than 150 books, monographs, articles, and/or papers that have appeared in leading journals such as *Marketing Research*, *Journal of Marketing Research*, *Journal of Consumer Research*, and *Journal of Marketing Education* (awarded the year's outstanding article). Smith has taught executive courses for IBM Corporation and the American Marketing Association, and he has been an active research consultant with IBM, Merrill Lynch, Cessna, Microsoft, Yahoo!, ATI, Iomega, Bell South, Caterpillar, Johnson and Johnson, Miles Labs, Nissan, Novell, Pioneer-Hi-bred Seed Company, Quaker Oats, Sarah Lee, Staples, the U.S. Army, and the U.S. Federal Reserve Board. Smith recently served as an expert witness on Internet business, consumer behavior, and marketing research for the U.S. Department of Justice (*ACLU v. Gonzales*), focusing on protecting children from online pornography. As a Fulbright Scholar, he taught at the Academy of Economic Studies in Chisinau, Moldova. He received a PhD from Pennsylvania State University.

