

Esi A. Elliot, Ph.D.

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Academic Positions

International Business and Entrepreneurship

Assistant Professor of Practice, International Business and Entrepreneurship, University of Texas at Rio Grande

Teaching:

International Business

1. Global Leadership and Culture
2. Globalization and Consumption Culture
3. International Management
4. International Marketing
5. Entrepreneurship
(September 2021 – Present)
- External Examiner: University of Ghana Business School Ph.D. Dissertation
(October 2019 – Present)

Marketing

Assistant Professor of Marketing, Midwestern State University
(September 2019 – June 2019)

1. Taught Marketing Strategy, International Marketing, Consumer Behavior, Principles of Marketing
 - a. (August 2013 – September 2019)
 - b. Assistant Professor of Marketing, Suffolk University
2. Taught Global Marketing, Global Social Innovation, Global Business Horizons and Principles of Marketing
3. Spearheaded Young Innovators' Program
 - a. Visiting Assistant Professor of Marketing and International Business, George Washington University
 - b. (August 2012 – June 2013)
4. Taught Consumer Behavior, Marketing Management, Global Marketing, and Health Marketing
 - a. Instructor of Marketing, University of Illinois at Chicago
 - b. (August 2009 - May 2011)
5. Taught Consumer Behavior, Marketing Management, Principles of Retailing, and Global Marketing
 - a. Part-time Instructor, Wisconsin International University-College, Ghana.
 - b. (August, 2000 – July 2005)
6. Taught Executive MBA (Marketing and Management)

Academic Achievements

Teaching

MBA: International Management, Globalization and Consumption Culture & Entrepreneurship, University of Texas at Rio Grande Valley
Health Care Marketing, George Washington University
Global Business Horizons, Suffolk University
Global Business Travel to China, Co-Leader, Suffolk University
Executive MBA (Marketing and Management), Wisconsin International University
Ph.D. Dissertation Examiner, University of Ghana Business School

- BS: International Marketing, University of Texas at Rio Grande
Marketing Strategy, Midwestern State University
Consumer Behavior, Midwestern State University
Global Marketing, Suffolk University
Global Business Horizons, Suffolk University
Principles of Marketing, Suffolk University
Consumer Behavior, George Washington University
International Business, George Washington University
Principles of Marketing, George Washington University
Principles of Marketing, University of Illinois at Chicago
Principles of Retailing, University of Illinois at Chicago
Case Study Publication for Teaching: Elliot E., A. Dormodi and P. Bicen (2018). Value co-creation and service delivery innovations in emerging markets, *Journal of Business Cases and Applications*, 1(22), pp. 1-17
- Merit Letter from Provost at University of Texas at Rio Grande Valley for Consistent Excellent Teaching: Teaching evaluation average: 4.4/5

Professional Achievements

1. CEO, Anansewaa Global Market Foundation (May 2020 – May 2010)
 - Youth development in Global Innovations
 - Product development for training and networking of entrepreneurs
2. Pro-bono consulting to promoters of African Continental Free Trade Area
 - Training, networking, and ideation development of entrepreneurs to support the African Continental Free Trade Area
3. Marketing Manager/Product Development Manager/Head of Small and Medium Enterprises, Zenith Bank Ghana (2005-2007)
 - Responsible for transforming the banking industry by spearheading a team to introduce several banking innovations to entrepreneurial communities in Ghana.
 - Responsible for setting up the first flagship branch of Zenith Bank in Ghana.
4. Marketing Manager and Product Development Manager, Standard Chartered Bank, Ghana (August 1998 – August, 2000)
 - Responsible for introducing several innovative promotional initiatives such as “Double up and win” and “Draw of a lifetime” and other promotional initiatives to increase customer savings.
 - Responsible for the introduction of several asset products such as personal loan, car loan and mortgage loan.
5. Senior Relationship Manager, Corporate Banking, Standard Chartered Bank Ghana Ltd. (August 2000 – August 2005)
 - Responsible for providing innovative financing and relationship management to renowned global/local corporates such as the Head of the China-Ghana Association and Blue Skies Ltd. And over one hundred other local corporates.
6. Graduate Trainee, Standard Chartered Bank, U.K. and Singapore (January – August 1998)
 - Responsible for the creation of a Customer Relationship Building kit for the training of Customer Relationship Managers in Priority Banking at Standard Chartered Bank in Singapore.
 - Was part of a team to develop a Sales Relationship Management Workstation (SRMW) for the training of Standard chartered Bank staff globally.

Academic Education

Ph.D., University of Illinois, Chicago, Illinois, Business Administration (Marketing), 2012
MBA, Schiller International University, United Kingdom, International Business, 1993
BSBA, University of Ghana, Ghana, Banking and Finance, 1991
Associateship in Banking, Chartered Institute of Bankers, London, 1997
Associateship in Marketing, Chartered Institute of Marketing, London, 1998

Professional Education

- Chartered Marketer, Chartered Institute of Marketer, UK. (2000)
- Chartered Banker, Chartered Institute of Bankers, U.K. (1994)

Honors and Awards

1. 2022: Selection as Guest Editor for Sustainability Journal on Product Quality and Consumer Behavior.
2. 2020: Global Black Women in Banking and Finance Annual Honors Award
3. 2015: Second place in the Teaching and Learning Sig Solomon-Marshall-Stuart for Innovative Excellence in Marketing Education Award, American Marketing Association.
4. 2012: Academic excellence in Ph.D. program. Sheth Award, American Marketing Association.
5. 2012: Best Instructor award: AIB X-Culture project with other universities from over 50 countries.
6. 2011: GW CIBER - Governments, Institutions and Development Research Award, The George Washington University.
7. 2011: Product Development Management Association (PDMA) Dissertation Award, University of Illinois.
8. 2007: Scholarship for a Ph.D. program in Marketing, University of Illinois at Chicago.
9. 2007: Best Branch Manager Award for excellence in sales and service, Zenith bank Plc., Ghana.
10. 2000: Best and Brightest African Bankers Training Program Award, United States – New York, Philadelphia and District of Columbia.

Grants

1. 2015, 2016, 2017, 2018: Teaching and Leadership Education (TEALIG) for the Organization of the Suffolk Young Innovators' Summer Program.
2. 2016: Suffolk University Faculty Research Grant for Research: Trust in International Business Relationships: Chinese Firms in Africa.
3. 2013: CIBER award to further equip and empower professors with additional knowledge on emerging markets, The George Washington University.

Scholarship and Research

Refereed Publications

1. Tsetse E., Adams R., Elliot, E.A., , Downey, C. (2024) "Environmental Sustainability and Customer Experience in Emerging Markets." *Business Strategy and the Environment*.
2. Elliot, E.A., Cavazos, C., Chow A. M. (2023) "From Racialized Brands to Authentic Brands: Dynamic Conceptual Blending." *Journal of Global Scholars of Marketing Science*

3. Charles Blankson, Elliot, E.A. Atuahene-Gima, K., Clay, E. (2022), “Product Innovation and Political and Non-political tactics.” *Journal of Management Innovation*.
4. Elliot, E.A., Cavazos C. & Ngugi, B, (2023) “Digital Financial Services and Strategic Financial Management: Financial Services Firms and Microenterprises in African Markets, *Sustainability journal*.
5. Elliot, E.A., Smith., R. & Bicen P. (2022) “Ethnic Chambers of Commerce and Co-Creation of Value: A Synthesis of Cultural and Networking Competencies” (2022) *Journal of Research in Marketing and Entrepreneurship*.
6. Elliot, E. A., & Cavazos, C. (2021). Artrepreneurship and transmodernity. *Journal of Business Research*, 131, 722-734.
7. Elliot, E.A. & Cavazos C. “Wisdom of visual metaphors in a transmodern marketplace context” ACR Conference Proceedings Volume 47 (2019).
8. Elliot, E.A, Zhu, Z. (Equal Contribution) and Wang, F-L (2018), “Inter-market trust: Chinese businesses perceived in Africa,” *Journal of Macromarketing*.
9. Elliot, E.A., Darmody, A. and Bicen, P., 2018. Value co-creation for service delivery innovations in emerging markets, *Journal of Business Cases and Applications*, 22(1), pp. 1-17.
10. Elliot, E.A., Ngugi, B. & Malgwi, C.A., 2018. Mitigating microfinance marketing channels inefficiencies with customerization of mobile technology. *International Marketing Review*, 35(4), pp. 619-636.
11. Elliot, E.A., Jamal, A. & Cherian, J., 2018. Artrepreneurship and learning in ethnic markets. *Journal of Business Research*, 82, pp. 391-399.
12. Minton, E.A., Cabano, F., Gardner, M., Mathras, D., Elliot, E.A. and Mandel, N., 2017. LGBTQ and religious identity conflict in service settings. *Journal of Services Marketing*, 31(4/5), pp. 351-361.
13. Wilson, E. & Elliot, E.A., 2016. Brand meaning in higher education: Leaving the shallows via deep metaphors. *Journal of Business Research*, 69(8), pp. 3058-3068.
14. Elliot, E.A., 2016. Craft consumption and consumer transformation in a transmodern era. *Journal of Business Research*, 69(1), pp. 18-24.
15. Elliot, E.A., Xiao, Y. & Wilson, E., 2015. A multicultural blend: metaphors, cognitive social capital and multiculturalism. *International Marketing Review*, 32(2), pp. 200-218.
16. Elliot, E.A., Cherian, J. & Elaydi, R., 2014. Microcredit and metaphors in subsistence markets. *Journal of Macromarketing*, 34(2), pp. 133-144.
17. Wang, F.L. & Elliot, E.A., 2014. China in Africa: presence, perceptions and prospects. *Journal of Contemporary China*, 23(90), pp. 1012-1032.
18. Elliot, E.A. & Nakata, C., 2013. Cross-cultural creativity: Conceptualization and propositions for global new product development. *Journal of Product Innovation Management*, 30(12), pp. 110-125.
19. DeBerry-Spence, B. & Elliot, E.A., 2012. African microentrepreneurship: The reality of everyday challenges. *Journal of Business Research*, 65(12), pp. 1665-1673.
20. Elliot, E. A, DeBerry Spence, B., & Casakin, H. (2011). Transcultural Tourism: The Role of Cultural Metaphors in Enhancing Destination Image. *ACR North American Advances*.
21. Elliot, E.A., Cherian, J. & Casakin, H., 2013. Cultural metaphors: Enhancing consumer pleasure in ethnic servicescapes. *Journal of Business Research*, 66(8), pp. 1004-1012.
22. Ngugi, B., Elliot, E.A. & Blankson C. “Toward a conceptual framework explaining the strategic factors responsible for mobile product innovation success in an emerging African market.” (2020), *Thunderbird International Business Review*

23. Refereed Book Chapters

1. Elliot, E.A., Cherian, J. & Casakin, H., 2015. Ethnicity marketed to and consumed by the transcultural consumer. *The Routledge companion to ethnic marketing*, pp. 254.
2. Casakin, H. & Elliot, E.A., 2012. Place Identity Principles and Cultural Metaphors in a Mexican Environment. The Role of Place Identity in the Perception, Understanding, and Design of Built Environments, pp. 146-162.

Revise and Resubmit

24. Blankson C. and E.A. Elliot (2023), “Sustainability in Emerging Markets” *Journal of Public Policy and Marketing*

Under Review

1. Elliot, E.A., Adams R. Akindayome A., Downey, C. (2023), “Bridging the Metaphorical Divide in Emerging Markets” *Thunderbird International Business Review*
2. Elliot, E.A., Cavazos, C. Firat, F, (2024). “Transmodernity and Visual Storytelling: Addressing Grand Challenges” *Journal of Business Research*
3. Elliot E.A, Adams R., Downey, C. (2024), “From Institutions to Retail: Strategic Entrepreneurship and Sustainable Collaboration between Emerging Market Firms” (2024) *International Business Review*.
4. Digital Consumers in Emerging Markets: An Empirical Investigation (Malgwi,C., Elliot, E., Adams R., Downey C., Eshun P. (2024) *Journal of Business Research*.
5. Firat, F, Elliot, E.A., Cavazos, C., (2024). “Transmodernity and Visual Storytelling in Future Markets” *Journal of Consumer Research*

Working Papers

1. Anthony Annan, Elliot, E. A., Bosompim, P. & Ogbonn, C., “Big Data and Analytics Capabilities, Value Co-creation, and Sustainable Long-term Performance in Emerging Market” To be submitted to the *Journal of Business Research*.
2. Blankson C. K. Mensah and E.A. Elliot (2024), “Are the days of democracy numbered? Consumption of general elections in an emerging African economy” *Journal of Business Research*.
3. Adams R., Downey, C. Elliot E.A. (2024), Integrated Learning as a Transformative Marketing Approach in Emerging Markets. To be submitted to
4. Elliot E.A., Blankson C. & Cavazos C. (2024), Trust and Intellectual Property Rights: Empowered by Artificial Intelligence in Emerging Markets, To be Submitted to *International Journal of Information Management*.
5. Blankson, C, Elliot E.A. (2024), “Repositioning of an Emerging African Economy.” To be submitted to the *Journal of Macromarketing*.
6. Blankson, C, Elliot E.A., Ngugi B. (2024), “Digital Innovation and Culture.” To be submitted to the *Journal of Product and Innovation Management*.

Refereed Conference Presentations and Proceedings

1. Adams, R, Downey, C., Elliot E.A. (Equal contribution of authors) (March, 2024), “Action Research and Digital Financial Inclusion.” 7th Annual STEM Education Conference.
2. Elliot, E, 2023), “Darkest Before Dawn”, Consumer Culture Theory Conference, Lund University, Portland, Sweden
3. Elliot E.A., Adams R., Downey C, (February, 2023), Young Innovators and Frugal Innovations in

- Emerging Markets. 6th Annual STEM Education Conference.
4. Elliot E.A., Blankson C. & Aaronson S.(May, 2022), Trust and Intellectual Property Rights: Sustainability of African Entrepreneurship Contributions, African Academy of Business Development Conference, University of Professional Studies, Accra, Ghana and Virtual.
 5. Elliot E. A., Tunstall E.D & Carmina C. (2021), “Aesthetic African knowledge- Racialized but Essential.” Virtual Subsistence Marketplaces Conference (May, 2021), Loyola Marymount University, Chicago.
 6. Dadzie C., Kwaremba M. & Elliot E (2021), Academy of Marketing Science Conference (May, 2021), Monterrey, California.
 7. Elliot E. A. & Cavazos C. (2020), J,CR Conference on the Future of Brands hosted by the Center on Global Brand Leadership, Leeds School of Business at the University of Colorado.
 8. Elliot E. A. & Cavazos C. (2019), “Artrepreneurship and Transmodernity”, Concordia University, Canada.
 9. Elliot, E., Zhu, Z. (Equal Contribution) and Wang, F-L (June 2018). Inter-market Trust: Chinese businesses perceived in Africa. Association of International Business Conference, Porto, Portugal.
 10. Elliot, E.A. & Cavasoz, C. (June 2018). Sustainable value co-creation. Subsistence Markets Conference, Urbana-Champaign, Chicago.
 11. Elliot E.A. (May 2017). Hyper-Reality: A pleasurable consumer experience. Consumer Culture Theory Conference, California.
 12. Elliot, E.A. (June 2017). Visual metaphors and consumer transformation, Association of Marketing Science Conference, New York
 13. Elliot, E.A. & Viswanathan, M. (June 2016). Marketplace literacy education and mental models: The role of embodied cognition in a subsistence markets context, Subsistence Marketing Conference, Chicago.
 14. Elliot, E.A. & Markos, E. (June 2016). Arts, tourism experience and consumer metaphoria, (June 2016), Academy of Marketing Science Conference, Florida.
 15. Elliot, E.A. & Viswanathan M. (June, 2015). Marketplace literacy education and mental models: The role of embodied cognition, Subsistence Markets Conference, Chicago.
 16. Malgwi, C., Elliot, E.A., Ngugi, B. & Nunekpeku, A. (June 2014). Mobile banking apprehension in the communications age: An empirical investigation in Sub-Saharan Africa. American Accounting Association-Conference on Teaching and Learning in Accounting. Atlanta, Georgia.
 17. Zhang, H. & Elliot, E.A. (June 2009). Knowledge orientation: The key role between market orientation and innovation in the supply chain. American Marketing Association Conference, Chicago.
 18. DeBerry-Spence, B., Elliot, E.A. (June, 2015). African microentrepreneurs: Navigating marketing systems, Macromarketing Conference, Chicago.
 19. Elliot, E.A. (June, 2015). Confucianism religion and implications for consumer quality of life and sustainability, Transformative Consumer Research Conference, Philadelphia.
 20. Elliot, E.A. (June, 2014). The impact of socio-cultural factors on growth, sustainability and purpose Subsistence Markets Conference, Urbana Champagne.
 21. Elliot, E.A., J. Cherian & Casakin H. (June, 2011). Transcultural tourism and transforming consumers, Global Consumer Behavior and Marketing Strategy Conference, Montreal, Canada.
 22. Elliot, E.A. (June, 2010). Artrepreneurship: Is marketplace literacy a missing link?, Subsistence Markets Conference, Chicago.
 23. Elliot, E. A, Cherian J. and Casakin H. (June, 2010). Cultural metaphors: Enhancing consumer pleasure in global servicescapes,” Global Marketing Conference, Tokyo, Japan.

24. Elliot, E.A. and Cheryl Nakata (June, 2010). Cross-cultural creativity, conceptualization and propositions for global new product development, Association of International Business Conference, Rio de Janeiro, Brazil.
25. Elliot, E.A. (June, 2009). Cultural metaphors and consumer pleasure in ethnic servicescapes. American Marketing Association Conference, Chicago.
26. Zhang, H. & Elliot, E. (June, 2008). Knowledge orientation: The key role between market orientation and innovation in the supply chain, American Marketing Association Conference, Florida.

Service

International Service

1. Global Engagement Committee, University of Texas at Rio Grande Valley
2. Guest Editor (2022/2023), Sustainability Journal Special Issue on Product Quality and Consumer Behavior.
3. Guest Editor (2023/2024), Sustainability Journal Special Issue on Global Sustainability: Good Governance, Dynamism in Ecosystems, and International Business
4. Guest Editor, Sustainability journal. special issue: Global Sustainability: Good Governance, Dynamism in Ecosystems, and International Business.

University Service

1. Global Engagement Committee Member at University of Texas at Rio Grande Valley.
2. Presentation for CTE on Motivation in Online Courses.

Adhoc External Service

1. Adhoc Reviewer: MDPI Sustainability journals: Reviewed Seven Papers.
2. World Trade Centre Webinar for Women: “Obtaining a loan from a Commercial Bank.”
3. United Nations Association of Greater Boston: Course Development.
4. External Examiner, Ph.D. Programs, University of Ghana, Ghana.
5. Dissertation Committee member, University of North Texas.

Adhoc Reviewer and Editor

1. Sustainability journal, October 2022 – Present. Reviewed 10 papers.
2. Applied Sciences Journal, October 2022 - Present
3. Financial Services Marketing Journal, January 2022 - Present
4. Industrial Marketing Management, March 2022
5. Journal of Business Research, January, 2022
6. Journal of Product and Innovation Management, January, 2022
7. Editorial Committee Member, Cross Cultural and Strategic Management Journal, 2019
8. Editorial Committee Member, Journal of African Business, 2018 – Present
9. Journal of Financial Services Management, 2021 - Present

Professional Membership

1. American Marketing Association and KPMG Ph.D. Project
2. Academy of Marketing Science
3. Association of Consumer Research
4. Ethnic Marketing Association
5. Multidisciplinary Digital Publishing Institute

References

Dr. Vanessa Perry
Chair (Acting) and Professor, Department of Marketing
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