

Dr. Russell Paul Adams

The University of Texas Rio Grande Valley
Department of International Business and Entrepreneurship
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EDUCATION

PhD, The University of Texas - Pan American, 2008
Major: Business Administration
Dissertation Title: Collective Luxury: Eastern and Western Views of Prestige

MBA, Thunderbird School of Global Management, 1997
Major: International Management

BS, The University of Texas - San Antonio, 1993

EMPLOYMENT

Academic - Administrative Assignments

Chair, International Business and Entrepreneurship, University of Texas Rio Grande Valley (May 2015)

Program Coordinator, Internship, (May 2008 - August 2015)

Chair Management, Marketing, International Business and Entrepreneurship, The University of Texas at Brownsville and Texas Southmost College (August 1, 2013 - May 1, 2015)

MBA Director, UTB (August 2002 - August 2004)

Academic - Post-Secondary

Associate Professor, University of Texas Rio Grande Valley (September 2015)

Associate Professor, The University of Texas at Brownsville and Texas Southmost College (August 1, 2006 - August 30, 2015)

Lecturer, The University of Texas at Brownsville and Texas Southmost College (August 2004 - August 2006)

Lecturer, The University of Texas at Brownsville and Texas Southmost College (August 2001 - August 2002)

Government

Volunteer Coordinator, Peace Corps (May 1993 - December 1995)

Professional

Strategic Alliance Manager, SINA (January 2000 - August 2001)

Sales development Coordinator/General Manager, Forever Living Products (August 1997 - January 2000)

Licensures and Certifications

SAP Erpsim Instructor, Montreal HEC. (January 2013)

PUBLICATIONS

Conference Proceedings

Clara Downey-Adams, sam doss, and Russell Adams. *Capturing Untapped Alternative Markets in Latin America*. Western Hemispheric Trade Conference. (April (2nd Quarter/Spring) 2021) [One West University Blvd](#)

Russell Adams and Clara Downey. *Time, Materialism and Debt*. International Business & Economics Conference. March 2011, (March 2011)

Russell Adams. "Fragmentation and Segmentation: The Twain Shall Meet". Academy of Business Research Conference. march 2011, (March 2011)

Russell Adams and Tom Coyle. *Determinants of Effective Regional Trade Shows: An Analysis from the U.S. Mexican Border*. Dallas texas: Association of Collegiate Marketing Educators. (March 2010)

Russell Adams. *Adaptation and Standardization Clarification - A Critical Definition of Product*. Association of Collegiate Marketing Educators Conference. (March 2008)

Russell Adams. *Mexican American Susceptibility to Interpersonal Influence: Mainstream Markets*. Association of Collegiate Marketing Educators Conference. march 2008, (March 2008)

Russell Adams. *Collective Luxury: Eastern and Western Views of Prestige Goods*. Academy of Marketing Sciences Perspectives in Culture Conference. (January (1st Quarter/Winter) 2008)

Russell Adams. *Intellectual Property Protection in China: A Practical Guide*. Southern Academy of Legal Studies in Business. (March 2007)

Russell Adams and Clara Downey. *Objective International Strategic Alliance Performance Measurement*. National Business and Economics Society. (March 2006)

Russell Adams. *A Synergistic Model for New Product Success*. AMA Educators Conference. (March 2005)

Russell Adams and Susan Jarvis. *International Property Right Protection in China: Is Enforcement Adequate*. Southern Academy of Legal Studies in Business. (March 2005)

Russell Adams, Gilberto DeLosSantos, Morris Kahlinny, and Anshu Saran. *Demographic and Psychographic Variables Associated with Hispanics who intend to Pursue Graduate Studies: Implications for Advertising Message Appeals*. AMA Symposium for the Marketing of Higher Education. (October (4th Quarter/Autumn) 2003)

Journal Articles

Russell Adams, Tom Coyle, Clara Downey-Adams, and Marvin Lovett. Macroeconomic Impacts on Trade Show Goals. Wesley Johnston (Ed.) *Journal of Industrial and Business Marketing*. 32, no. 5 (March 2017): 710-721. <http://www.emeraldinsight.com/doi/full/10.1108/JBIM-10-2015-0186>

Russell Adams and Clara Downey. Edited Platforms Ecosystems: Anticipating Future Consumption.

2016, 24(2). Adams, Russell and Downey, Clara. : *Journal of Marketing Theory and Practice*. 24, no. 2 (March 2016)

Russell Adams and Clara Downey-Adams. Traditional to Modern Values: China's Opening and the Impact on Prestige Goods. *International Business & Economics Research Journal*. 14, no. 4 (August 2015)

Russell Adams. Fragmentation And Segmentation: Marketing Global Benefits. *Economics Research Journal*. 10, no. 9 (October (4th Quarter/Autumn) 2011)

Russell Adams. The Utility of Prestige: Chinese and American's Hedonic Ratings of Prestige Goods. BROWNSVILLE: *Journal of Global Marketing*. 24, no. 4 (September 2011) [One West University Blvd](#)

Russell Adams and Clara Downey. International Strategic Alliances: Identifying Objective Performance Measures. . *International Business & Economics Research Journal*. V11, no. 4 (2008)

Russell Adams, Morris Khalliny, Gilberto De Los Santos, and J Wong. Implications of Locus of Control Orientation among College Students for Marketing: Comparison of Hispanic and Anglo Students in the United States. *Marketing Management Journal*. (August 2008)

Russell Adams and Clara Downey. Objective Measures of Strategic Alliance Success" International Business & Economics Research . *International Business & Economics Research Journal*. (August 2008)

Russell Adams, Gilberto De Los Santos, Morris Khalliny, and Anshu Saran. Demographic and Psychographic Variables Associated with Hispanics Who Intend to Pursue Graduate Studies: Marketing Implications. *Journal of Marketing for Higher Education*. (June 2005)

Steve Lovett, Tom Coyle, and Russell Adams. Job Satisfaction and Technology in Mexico. *Journal of World Business*. (October (4th Quarter/Autumn) 2004)

Clara Downey and Russell Adams. Bankruptcy: To Plan or not to Plan-Expanded.

Media Contributions

TV

Ron Whitlock reports. (February 01, 2009)

Channel 23. (December 01, 2008)

AWARDS AND HONORS

Neuhaus Endowed Chair, University of Texas RGV (November 1, 2020)

Best Paper Award, Association of Collegiate Marketing Educators (March 2008)

PRESENTATIONS

Clara Downey-Adams and Russell Adams. "Capturing Untapped Alternative Markets in Latin America," 25th Annual Western Hemispheric Trade Conference, Center for the Study of Western Hemispheric Trade, Laredo, TX. (April 2021)

Clara Downey-Adams, Russell Adams, and Ryan Sale. "What to Know, Before You Go," 24th Annual Western Hemispheric Trade Conference, Western Hemispheric Trade Conference, Laredo, Tx. (April 2020)

Clara Downey, S. Sale, and Russell Adams. "Emerging Markets: Investor Beware." 23rd Annual Western Hemispheric Trade Conference, Laredo, TX. (April 5, 2019)

Russell Adams, Clara Downey-Adams, "Corruption reality vs perception: Elite demographics as a modifier of perceptions." Academy of International Business, Nashville TN. (November 1, 2018)

Russell Adams and Clara Downey-Adams. "Democracy or Autocracy: Government Form as a Segmentation Variable for Values," Academy Of International Business International conference, Academy of International Business, Minnesota. (June 25, 2018)

Russell Adams. "Invited panel member," South Texas College Conference on the NAFTA, South Texas college, Mcallen tx. (April 20, 2018)

Clara Downey-Adams, Russell Adams, "To Grow Outward, You Must Grow Inward." 21st Annual Western Hemispheric Trade Conference, Laredo, TX. (April 2017)

Clara Downey-Adams and Russell Adams. "Regional Integration: The CAN and MERCOSUR Lesson." 20th Annual Western Hemispheric Trade Conference , (April 2016)

Russell Adams and Clara Downey-Adams. "Marketing Standardization: Democratic Development and Cultural Values. ." Association of Collegiate Marketing Educators, (March 2014)

Russell Adams and Clara Downey-Adams. "Edited Platforms: The Future of Consumption." Clute Institute International Academic Conference, , Key West, Fl.. (March 2013)

Russell Adams and Clara Downey-Adams. "Shifting Chinese Values." International Education Conference, (March 22, 2013)

Russell Adams and Clara Downey-Adams. "Fragmentation and Segmentation: The Twain Shall Meet." Academy of Business Research Conference, (March 2011)

Russell Adams, Clara Downey-Adams, "Time, Materialism and Debt." International Conference of Business and Economics, (March 2011)

Russell Adams. "Hedonic and Utilitarian Goods," Research Colloquim, UTB, (September 2008)

TEACHING

Courses Taught

Business Internship

Consumer Behavior

ENTR Internship

ENTRE MARK

First Year Seminar

Global Lead Sustainability

INTL Internship

Int Bus Tp: Glob & Cnsmpt Cultr

International Business

International Management

International Marketing
International Trade
Internship
Intl. Business Topics
Marketing Internship
Marketing Management
Marketing Research
Marketing Strategy
Prin of Marketing
Principles of Marketing
Prof Selling & Sales Manage
Sales Management and Personal Selling
Sem in GlobalTop:Intn'l Trade
Seminar in Global Topics
Semnr in Glob. Topics:Int trad
Sp Top: Prin. Compliance Mgmt
Sp Top: US Cust. Law & Bord
Top:Global&Consumption Culture
Topic: Global and Consumption
Topics in International Business
Topics in Management
Topics in Marketing

Non-Credit Instruction

- Workshop, VCOBE IBEL and CIC, 50. (September 1, 2018 - October 1, 2018)
- Certification, 22. (March 2016 - March 2016)
- Certification, 15. (March 2014 - March 2014)

Directed Student Learning

Undergraduate Directed Individual/Independent Study. , (May 2012)
Internship Advisor. , (January 1, 2008 - August 30, 2014)

SERVICE

Department Service

Committee Chair, Assurance Of Learning. (August 2014)
Committee Chair (August 2014)
Committee Chair (August 2014)
Committee Chair, Personnel committee. (2012 - Present)
Committee Chair, Search Committee . (2012 - Present)
Committee Member, Undergraduate Curriculum Committee. (2012 - Present)
Committee Chair, Entreprensurship degree. (July 2015 - August 2016)
Student Placement (August 1, 2008 - August 30, 2016)

College Service

Committee Member, Scholarship Committee. (August 2012)
Other, Acct Director Search Comittee. (February 20, 2019 - August 20, 2019)
Committee Member, Endowed Chair Selection Committee. (September 2016 - December 2016)
Committee Member, Tourism Degree Steering Committee. (August 2015 - August 2016)
Faculty Advisor (January 2009 - August 2016)
Committee Member, Assurance of Learning Committee (AACSB), . (January 2006 - August 2014)
Committee Chair, MMIB Search Committee. (August 2012 - August 2013)
Committee Chair, Performance Review Committee . (January 2011 - August 2013)
Committee Member, School of Business Program Review committee. (June 2012 - September 2012)
Other, School of Business Stimulus Package Forum . (February 2009 - February 2009)
Committee Chair, MBA Director Search Committee. (January 2007 - August 2007)
Committee Member, School of Business Mission Committee . (January 2005 - August 2005)

University Service

Program Coordinator, I corps Grant. (September 2017)
Committee Member, Scholarship committee. (September 2016)
Committee Co-Chair, International Oversight Committee. (September 2015)
Chairperson, Department Chair. (June 2013)
Faculty Mentor, HSI Battle of The Brains. (August 1, 2020 - November 30, 2020)
Program Organizer, HSI Battle of the Brains. (August 31, 2020 - October 30, 2020)
Committee Chair, HSI Battle of the Brains . (July 1, 2020 - October 16, 2020)
Workshop Organizer (August 30, 2017 - August 30, 2018)
Committee Member, Internship Steering committee. (August 1, 2015 - August 1, 2017)

Committee Co-Chair, Title V Internship committee. (August 1, 2015 - August 1, 2016)
Program Coordinator, Student mentorship initiative. (January 1, 2010 - August 1, 2016)
Committee Member, Provosts Steering Committee for Student Success. (May 1, 2013 - August 1, 2015)
Committee Member, Liberal Arts Program review committee. (January 2012 - August 2014)
Committee Member, Appeal Hearing committee. (August 2012 - August 2013)
Committee Member, Faculty Engagement Committee. (August 2012 - August 2013)
Committee Member, RGV Educate Texas Initiative Strategy Group. (August 2012 - August 2013)
Committee Member, Provost Search Committee . (January 2009 - August 2009)
Special Institutional Assignment, Special Assignment to ITEC . (August 2008 - March 2009)
Committee Member, MBA Director Search Committee. (January 2007 - August 2007)

Development Activities Attended

Workshop, "Venturewell Sustainability Workshop," Venturewell. (November 15, 2020 - December 5, 2020)
Workshop, "Sustainability Certificate," UTRGV. (August 2018 - May 2019)
Conference Attendance, "AASHE Centers for Sustainability across the Curriculum," Association for the advancement of sustainability in higher education. (May 16, 2019 - May 17, 2019)
Workshop, "Icorps Instructor Training," MD Anderson. (August 5, 2018 - August 10, 2018)
Tutorial, "QM Certification update," Quality Matters. (July 5, 2018 - July 6, 2018)
Workshop, "QM Course Blueprinting," UTRGV. (September 1, 2016 - December 29, 2016)
Workshop, "Faculty development Session Writing Abstracts," UTRGV. (November 15, 2015)
Workshop, "Applying the QM Rubric, Fall 2015," UTRGV. (August 1, 2015 - August 30, 2015)
Seminar, "Enhanced Leadership," UTRGV. (August 1, 2015)
Faculty Internship, "SAP Analytics Training, June 2014," SAP. (June 5, 2014 - June 12, 2014)
Workshop, "SAP ERPSIM Training, April 2014," SAP. (April 10, 2014 - April 18, 2014)
Workshop, "SAP Simulation Trainer Certification, July 2013.," HEC Montreal. (July 7, 2013 - July 14, 2013)
Workshop, "SAP Simulation Certification, January 2013.," SAP. (January 5, 2013 - January 13, 2013)
Workshop, "Building an exemplary online course," BlackBoard. (September 2012 - October 2012)
Seminar, "Appeal Committee Training," (August 2012)
Seminar, "University College Training Seminar," UTB. (March 2011)
Workshop, "Innovative teaching skills and practices," UTB. (September 2010)
Workshop, "Writing Workshop," UTB. (August 2010)

Professional Service

Reviewer, Conference Paper , acedemy of International Business (January 2017)

Reviewer, Conference Paper , Amercian Marketing Academy (January 2017)

Reviewer, Conference Paper , Academy of Marketing Sciences (March 2016)

Reviewer, Journal Article , Journal of International Marketing (January 2011)

Other , Academy of Marketing Sciences (March 2006 - March 2006)

Professional Memberships

Academy of International Business (January 2016)

Academy of Marketing Science (January 2015)

American Marketing Association (January 2013)

Public Service

- Member , Texas Venture Connect , houston , (February 2019)
- Chairperson , Las Hueallas Advisory Committee . (October 2012)
- Board Member , Las Huellas , Brownsville , (January 2010)
- Workshop Organizer , SPI Chamber of commerce . (August 2008 - August 2008)