

Dr. Lori Radulovich
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Professor
Carmel Boyer School of Business
Baldwin Wallace University

Publications

Peer Reviewed Journal Articles

2018 International Marketing Review

Intangible Resources Influencing the International Performance of Professional Service SMEs in an Emerging Market: Evidence from India

Lori Radulovich, Rajshekhar Javalgi, and Robert Scherer

2016 Journal of World Business

The Performance of Professional Service Firms from Emerging Markets:

The Role of Innovative Services and Firm Capabilities,

with Daniel C. Bello, Rajshekhar Javalgi, Robert Scherer, & Jennifer Taylor

2011 Entrepreneur Theory & Practice, Special Issue

“Franchise Partnership and International Expansion:

A Conceptual Framework and Research Propositions,” Conceptual Paper

with Dhruv Grewal, Gopalakrishnan R. Iyer, & Rajshekhar Javalgi

2009 Journal of Applied Business and Economics. *Construction of a Seasonal Subjective Performance*

Instrument for a Primary Industry Sector with Reginald Gordon Sheppard.

2005 International Marketing Review

“Sustainable Competitive Advantage of Internet Firms:

An Integrative Framework and Implications for International Marketers,”

with Dr. Rajshekhar Javalgi, Glenna Pendleton

Peer Reviewed Monograph

2014 Innovative Management and Business Performance. Palgrave Macmillan.

“Entrepreneurial Orientation, Human Capital, and Relational Capital Effects on the Internationalization of Emerging Market SMEs in the Professional Services Sector.”

Zagreb, Serbia.

2010 Innovative Management and Firm Performance. Palgrave & MacMillan.

Cultural Perspectives of a Global Marketplace: Developments in Marketing Science, Proceedings of the Academy of Marketing Science Conference in Lille, France.

Peer Reviewed Textbook Case Contributor

2016 - Fred R. David Strategic Management: Concepts & Cases 14th Edition, Tiffany & Co., Inc. Case, Prentice Hall.

2012 - Fred R. David Strategic Management: Concepts & Cases 14th Edition, Netflix Case (2012), Prentice Hall.

2010 - Fred R. David Strategic Management: Concepts & Cases 13th Edition, eBay Case (2010),
Prentice Hall.

Refereed Conferences

2012 The XIII International Symorg Symposium 2012: University of Belgrade, Serbia
Innovative Management & Business Performance Conference
“Entrepreneurial Orientation, Human Capital, and relational Capital Effects on the
Internationalization of Emerging Market SMEs in the Professional Services Sector”

2010 Academy of Marketing Science Annual Conference, Portland, Oregon
“Franchise Expansion into International Markets”

Grewal, Dhruv, Gopalkrishnan R. Iyer, Rajshekhar Javalgi, Lori Radulovich

2010 Academy of Marketing Science, May 2010, Portland Oregon

“Entrepreneurial Orientation and Knowledge Resources,”

Grewal, Dhruv, Gopalkrishnan R. Iyer, Rajshekhar Javalgi, Lori Radulovich

2010 Society for Marketing Advances, Annual Conference, 2010. *Franchise Expansion into
International Markets.*

2009 National Business & Economists Society Conference.

“Construction of a Seasonal Performance Instrument for a Primary Industry Sector”
Best Innovative Paper Award 2009

Advisory Board

2011 – 2014 John Wiley & Sons Management Faculty Advisory Board

Management Discipline & Principles of Management Design Reviewer for Neck,
Houghton, & Lattimer (2013). Principles of Management, Wiley.

Peer Reviewer: Journals

2015 – Peer Reviewer for International Journal of Emerging Markets (IJEM), Emerald Publication

2012 – Peer Reviewer for Elsevier International Journal of Hospitality Management (IJHM),
Elsevier Publication

Peer Reviewer: Textbooks and Teaching Software

2021 McGraw Hill Connect®, Marketing Application-Based Activities (ABAs) Reviewer

2021 Fred T. Rothaermel Strategic Management 5th Edition: Content & Connect® Reviewer

2018 – Cengage Learning, Stand-Alone Adaptive Learning Tools for Principles of Marketing
Courses.

2017 - Textbook Software Marketing Mini-Sim Beta Test for McGraw-Hill.

2017 – Cengage Learning, Stand-Alone Adaptive Learning Tools for Introduction to
Business and Principles of Marketing Courses.

2015 – Textbook, Connect Content and LearnSmart Software Peer Review Committee for Grewal
& Levy (2006). Marketing 4e, McGraw-Hill.

2014 – Textbook, Connect Content and LearnSmart Software Peer Review Committee for Marshall & Johnston (2014). Marketing Management 2e, McGraw-Hill.

2013 – Textbook, Connect Content and LearnSmart Software Peer Review Committee for Grewal & Levy (2006). Marketing 3e, McGraw-Hill.

2012 – Reviewer of Textbook, Connect Content & LearnSmart Software for Nickels, McHugh, McHugh (2013). Business: Connecting Principles to Practice 2e, McGraw-Hill.

2012 – Reviewer of Walker & Walker (2012). Personal Finance 1e, McGraw-Hill.

2011 – Reviewer of MyLab (2011). Walker & Walker Textbook Supplemental Software Pearson/Prentice Hall

2011 - Textbook Peer Reviewer of David (2012). Strategic Management, 13e, McGraw-Hill.

2011 - Textbook and Supplements Peer Reviewer of Walker (2011). Personal Finance, 1e, McGraw-Hill.

2010 - Textbook Peer Reviewer of Walker (2011). Personal Finance, 1e, McGraw-Hill.

2010 - Reviewer of Textbook Software LearnSmart Artificial Intelligence for Personal Finance Instruction, McGraw-Hill.

2010 - Textbook Peer Reviewer of Van Syckle (2010). Anybody’s Business, 1e. Pearson/Prentice Hall

2008 - Textbook Peer Review Committee for Grewal and Levy (2006). Marketing 1e, McGraw-Hill.

Professional Development

2023-2010 Sherwin-Williams Leading for Business Results. Financial Management, Customer Focus, Marketing Metrics, and Business Analytics Instructor

2022 Project Management Institute (PMI) Finance & Data Analytics Session Speaker

2022 Sherwin-Williams Data Analytics Team Speaker & Facilitator

2019 University Hospitals Financial Seminar: Improving Financial Decision-making

2018 OEConnection Emerging Leaders Annual Leadership Retreat Speaker

2017 OEConnection Emerging Leaders Program, Professional Development Program

2017 Food & Vending Industry Annual Cleveland Conference Speaker

2013 Executive Development: Finance for Nonfinancial Managers

2014 Google Analytics – Professional Development Seminars, Level 100 & 200

2014 Social Media Marketing – Professional Development Seminar

2011 MTD Products, Marketing Management Seminar Instructor

External Research Grants, Consulting, Contracts, and Awards

2019-2023 Grant Recipient of Choose Ohio First State Scholarship Award \$750,000 in Conjunction with CS Department. Funds Four Year Student Scholarship Awards to Under-represented Student Populations

2020 Brandon Hall Human Capital Management (HCM) Awards: Excellence in Technology Capsim Management Simulations, Capsim Inbox Learning Solution Gold Award for “Best Advance in Gaming or Simulation Technology”

Silver Award for Best Advance in Emerging Learning Technology
2020 Brandon Hall Human Capital Management (HCM) Awards
Capsim Management Simulations, CapsimInbox Platform Author
Gold Award for Best Advance in Content Authoring Technology
2020 CapsimInbox Platform Author Award: 2020 SIIA CODiE Awards finalists:
(1) *Best Emerging Educational Technology Solution*, and
(2) *Best Content Authoring Development and Curation Solution*
2020 CapsimInbox Platform Author Award
EdTech Cool Tool Awards Six-time finalist and double winner in the categories:
2020 EdTech First Place Award Winner
1. First Place - Professional Skills Solution, Cool Tool Awards
2. First Place - Product or Service Setting a Trend (for workforce), Trendsetter Awards
2020 EdTech Cool Tool Award – Finalist
1. Authoring Tools Solution
2. Games for Learning/Simulation Solution
3. Personalized Learning Solution
4. Professional Development Learning Solution
5. Skills Solution (21st-Century Skills)
6. Testing & Assessment Solution
2020 Boesel Scholarship Recipient of Funding for Analytics Lunch & Learn Guest Speaker
Series Sessions for Faculty, Students, & Administration
2019-2020 High-Her Women in Education Professional Leadership Conference Representative
2014 – 2020 Content Marketing World Conference - Social Contest World Judge
2010 – 2018 Dayton C. Miller Honor Society Faculty Contribution Recognition
2014 – 2018 Hybrid MBA Faculty – Program Awarded US News & World Report
Best Online Program Rank #1 in Ohio, #14 in USA
2016-2017 Boesel Scholarship Recipient to develop a distinctive new One Year MBA Data
Analytics & Strategic Marketing course curriculum with integrated Harvard Business School
Digital Analytics Simulation.
2014 Harvard Business School Value-Based Healthcare Case Certified Instructor
2013, 2014 Baldwin Wallace University Strosacker Excellence in Teaching Award Nominee
2014 Adult & Continuing Education Faculty Excellence Award Nominee
2012 Outstanding Faculty of the Year, Phi Kappa Tau Greek Award
2011, 2012 BW Football Student Athlete & Faculty Recognition Award