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I. EDUCATION

2002	Ph.D. in Marketing, Universidad Autónoma de Madrid, Spain Qualification: <i>Summa Cum Laude</i>
1989	M.B.A., Oregon State University, Corvallis, USA
1983	Bachelor of Economics, Aoyama Gakuin University, Tokyo, Japan

II. ACADEMIC EMPLOYMENT

2015-Present	Professor of Marketing King's College London
2008-2015	Associate Professor of Marketing (Level 2, civil servant) Universidad Autónoma de Madrid, Spain
2006-2008	Associate Professor of Marketing (Level 1, tenured) Universidad Autónoma de Madrid, Spain
2003-2006	Assistant Professor of Marketing Universidad Autónoma de Madrid, Spain

III. AWARDS AND DISTINCTIONS

- 2012 Best Reviewer Award, *International Journal of Market Research*.
 - 2012 UAM–ASISA Best Paper Award for Health Management and Health Economics.
 - 2012 International Research Fellow, the Centre for Marketing and Public Policy Research at the Villanova School of Business, Villanova University, USA.
 - 2011 KDDI Foundation Best Research Award.
 - 2010 Best Paper Award, *Journal of Advertising*.
 - 2009 Distinguished Speaker, the Centre for Marketing and Public Policy Research at the Villanova School of Business, Villanova University, USA.
 - 2008 Best Academic of the Year, Mobile Marketing Association.
 - 2007 Best Reviewer Award, *International Journal of Advertising*.
 - 2007 Best Paper Award, International Conference on Research in Advertising (ICORIA) in Lisbon.
 - 2004 Research Studies Yoshida Hideo Award, Yoshida Hideo Memorial Foundation, Tokyo, Japan.
 - 2004 Southwest Mass Communication Symposium, Outstanding Paper Award, Southwest Education Council for Journalism and Mass Communication, USA.
 - 2003 Best Doctoral Dissertation Award, College of Economics and Business Administration, Universidad Autónoma de Madrid.
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IV. RESEARCH AREAS

- Compulsive social media use
- Consumer responses to disasters and traumatic events
- Corporate social responsibility (CSR)
- Cross-cultural advertising
- Digital marketing
- Global branding
- Moral licensing in tourism
- Sharing economy
- Value co-creation and customer engagement

V. PUBLICATIONS

Referred Journal Articles:

In press

- Okazaki, S., Navarro, A., Mukherji, P., & Plangger, K., “The curious versus the overwhelmed: Factors influencing QR codes scan intention”, *Journal of Business Research*.

2017

- Okazaki, S., Andreu, L., & Campo, S. (2017), “Knowledge sharing among tourists via social media: A comparison between Facebook and TripAdvisor”, *International Journal of Tourism Research*, 19(1), 107-119.

2016

- Renda dos Santos, L.M., & Okazaki, S. (2016), “Planned e-learning adoption and occupational socialisation in Brazilian higher education”, *Studies in Higher Education*, 41(11), 1974-1994.

2015

- Okazaki, S., Benavent, A., Navarro, A., & Henseler, J. (2015), “Responses when the earth trembles: The impact of community awareness campaigns on protective behavior”, *Journal of Public Policy & Marketing*, 34(1), 4-18.
- Okazaki, S., Diaz, A., Rozano, M., Mendez, H. (2015), “Using Twitter to engage with customers: A data mining approach”, *Internet Research*, 25(3), 416-434.
- Taylor, C.R., & Okazaki, S. (2015), “Do global brands use similar executional styles across cultures? A comparison of U.S. and Japanese television advertising”, *Journal of Advertising*, 44(3), 276-288.
- Okazaki, S., Campo, S., Andreu, L., & Romero, J., “A Latent class analysis of mobile Internet usage in travel planning and execution: The Spanish case”, *Cornell Hospitality Quarterly*, 56(2), 191-201.

2014

- Okazaki, S., Diaz, A., Rozano, M., & Mendez, H. (2014), “How to mine brand Tweets: Procedural guidelines and pretest”, *International Journal of Market Research*, 56(4), 467–488.
- Okazaki, S., Rubio, N., & Campo, S. (2014), “Gossip in social networking sites: Why people chitchat about ad campaigns”, *International Journal of Market Research*, 56(3), 317–340.
- Okazaki, S., Rubio, N., & Campo, S. (2014), “Gossiping behavior on social networking sites: Does gender matter?” *International Journal of Human-Computer Interaction*, 30(9), 718–726.
- Bello-Orgaz, G., Mendez, H., Okazaki, S., & Camacho, D. (2014), “Combining social-based data mining techniques to extract collective trends from Twitter”, *Malaysian Journal of Computer Science*, 27(2), 95–111.

2013

- Okazaki, S., Castañeda, J.A., Sanz, S., & Henseler, J. (2013), “Physicians’ appraisal of mobile health monitoring”, *The Service Industries Journal*, 33(13/14), 1326–1344.
- Okazaki, S., Navarro, A., & Campo, S. (2013), “Cross-media integration of QR code: A preliminary exploration”, *Journal of Electronic Commerce Research*, 14(2), 137–148.
- Okazaki, S., & Taylor, C.R. (2013), “Social media and international advertising: Theoretical challenges and future directions”, *International Marketing Review*, 30(1), 56 – 71.
- Okazaki, S., Mueller, B., & Diehl, S. (2013), “Global consumer culture positioning in holistic vs. analytical thinking cultures: A multi-country research framework and pretest”, *Journal of Advertising Research*, 53(3), 258–272.
- Okazaki, S., Navarro, A., & Lopez, C. (2013), “Assessing gender differences in QR code loyalty promotion acceptance”, *The Service Industries Journal*, 33(12), 1165–1177.
- Renda dos Santos, L.M., & Okazaki, S. (2013), “Understanding e-learning adoption among Brazilian universities”, *Journal of Educational Computing Research*, 49(3), 363–379.
- Okazaki, S., & Mendez, F. (2013), “Perceived ubiquity in mobile services”, *Journal of Interactive Marketing*, 27(2), 98–111.
- Okazaki, S., Rubio, N., & Campo, S. (2013), “Do online gossipers promote brands?” *Cyberpsychology Behavior, and Social Networking*, 16(2), 100–107.
- Okazaki, S., & Mendez, F. (2013), “Exploring convenience in mobile commerce: Moderating effects of gender”, *Computers in Human Behavior*, 29(3), 1234–1242.

2012

- Okazaki, S., Castañeda, J.A., Sanz, S., & Henseler, J. (2012), “Factors affecting mobile diabetes monitoring adoption among physicians: Questionnaire study and path model”, *Journal of Medical Internet Research*, 14(6), e183.
- Okazaki, S., Li, H., & Hirose, M. (2012), “Benchmarking the use of QR Code in mobile promotion: Three studies in Japan”, *Journal of Advertising Research*, 52(1), 102–117.
- Okazaki, S., Molina, F., & Hirose, M. (2012), “Mobile advertising avoidance: Exploring the role of ubiquity”, *Electronic Markets*, 22(3), 169–183.

- Okazaki, S., Navarro, A., & Molina, F. (2012), “Privacy concerns in Quick Response code mobile promotion: The role of social anxiety and situational involvement”, *International Journal of Electronic Commerce*, 16(4), 91–120.
- Okazaki, S., & Yagüe, M.J. (2012), “Responses to an advergaming campaign on a mobile social networking site: An initial research report”, *Computers in Human Behavior*, 28(1), 78–86.
- Okazaki, S., & Renda dos Santos, L.M. (2012), “Understanding e-learning adoption in Brazil: Major determinants and gender effects”, *The International Review of Research in Open and Distance Learning*, 13(4), 91–106.

2011

- Okazaki, S., & Mueller, B. (2011), “The impact of the lost decade on advertising in Japan: A grounded theory approach”, *International Journal of Advertising*, 30(2), 5–34.
- Okazaki, S., & Barwise, P. (2011), “Has the time finally come for the medium of the future? Research on mobile advertising”, *Journal of Advertising Research*, 51(1), 59–71.

2010

- Okazaki, S., Mueller, B., & Taylor, C.R. (2010), “Global consumer culture positioning: Testing perceptions of soft-sell and hard-sell advertising appeals between U.S. and Japanese Consumers”, *Journal of International Marketing*, 18(2), 20–34.
- Okazaki, S., Mueller, B., & Taylor, C.R. (2010), “Measuring hard sell vs. soft sell advertising appeals”, *Journal of Advertising*, 39(2), 5–20 .
- Okazaki, S., & Romero, J. (2010), “Online media rivalry: A latent class model for mobile and PC Internet users”, *Online Information Review*, 34(1), 98–114.

2009

- Okazaki, S., & Hirose, M. (2009), “Does gender affect media choice in travel information search? On the use of mobile Internet”, *Tourism Management*, 30(6), 794–804.
- Okazaki, S. (2009), “Social influence model and electronic word-of-mouth: PC versus mobile Internet”, *International Journal of Advertising*, 28(3), 439–472.
- Okazaki, S. (2009), “The tactical use of mobile marketing: How adolescents’ social networking can best shape brand extensions”, *Journal of Advertising Research*, 49(1), 12–26.
- Okazaki, S., Li, H., & Hirose, M. (2009), “Consumer privacy concerns and preference for degree of regulatory control: A study of mobile advertising in Japan”, *Journal of Advertising*, 38(4), 65–79.
- Okazaki, S. (2009), “Mobile finds girls’ taste: Knorr’s new product development”, *Journal of Interactive Advertising*, URL [<http://www.jiad.org/article115>].
- Okazaki, S., & Hirose, M. (2009), “Effects of displacement-reinforcement between traditional media, PC Internet, and mobile Internet: A quasi-experiment in Japan”, *International Journal of Advertising*, 28(1), 77–104.
- Gómez, M., & Okazaki, S. (2009), “Estimating store brand shelf space: A new framework using neural networks and partial least square”, *International Journal of Market Research*, 51(2), 243–266.

2008

- Okazaki, S., & Mueller, B. (2008), “Evolution in the usage of localized appeals in Japanese and American print advertising”, *International Journal of Advertising*, 27(5), 771–777.
- Okazaki, S., & Skapa, R. (2008), “Global website standardization in the new EU member states: Initial observations from Poland and the Czech Republic”, *European Journal of Marketing*, 42(11/12), 1224–1245.
- Okazaki, S. (2008), “Exploring experiential value in online mobile gaming adoption”, *CyberPsychology & Behavior*, 11(5), 619–622 (currently Cyberpsychology, Behavior, and Social Networking).
- Okazaki, S., Skapa, R., & Grande, I. (2008), “Capturing global youth: Mobile gaming in the US, Spain and the Czech Republic”, *Journal of Computer-Mediated Communication*, 13(4), 827–855.
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- Okazaki, S., & Taylor, C.R. (2008), “What is SMS advertising and why do multinationals adopt it? Answers from an empirical study in European markets”, *Journal of Business Research*, 61(1), 4–12.

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- Okazaki, S., Taylor, C.R., & Doh, J.P. (2007), “Market convergence and standardized advertising in the European Union”, *Journal of World Business*, 42(4), 384–400.
- Okazaki, S. (2007), “Exploring gender effects in a mobile advertising context: On the evaluation of trust, attitudes, and recall”, *Sex Roles: A Journal of Research*, 57(11/12), 897–908.
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- Okazaki, S., Katsukura, A., & Nishiyama, M. (2007), “How mobile advertising works: The role of trust in improving attitudes and recall”, *Journal of Advertising Research*, 47(2), 165–178.
- Okazaki, S. (2007), “Lessons learned from i-mode: What makes consumers click wireless banner ads?” *Computers in Human Behavior*, 23(3), 1692–1719.
- Okazaki, S. (2007), “Assessing mobile-based online surveys: Methodological considerations and pilot study in an advertising context”, *International Journal of Market Research*, 49(5), 651–675.

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- Okazaki, S., Taylor, C.R., & Zou, S. (2006), “Advertising standardization's positive impact on the bottom line: A model of when and how standardization improves financial and strategic performance”, *Journal of Advertising*, 35(3), 17–33.
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- Okazaki, S. (2005), “Mobile advertising adoption by multinationals: Senior executives’ initial responses”, *Internet Research*, 15(2), 160–180.
- Okazaki, S. (2005), “New perspectives of m-commerce research”, *Journal of Electronic Commerce Research*, 6(3), 160–164.
- Okazaki, S. (2005), “Searching the Web for global brands: How American brands standardise their websites in Europe”, *European Journal of Marketing*, 39(1/2), 87–109.

2004

- Okazaki, S. (2004), “Do multinationals standardise or localise: The cross-cultural dimensionality of product-based websites”, *Internet Research*, 14(1), 81–94.
- Okazaki, S. (2004), “How do Japanese consumers perceive wireless ads? A multivariate analysis”, *International Journal of Advertising*, 23(4), 429–454.
- Okazaki, S. (2004), “Does culture matter? Identifying cross-national dimensions in Japanese multinationals’ product-based websites”, *Electronic Markets*, 14(1), 58–69.

2003

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- Okazaki, S. & Alonso, J. (2003), “Right messages for the right site: Online creative strategies by Japanese multinationals”, *Journal of Marketing Communications*, 9(4), 221–239.

2002

- Okazaki, S. & Alonso, J. (2002), “A content analysis of multinationals' web communication strategies: Cross-cultural research framework and pre-testing”, *Internet Research*, 12(5), 380–390.

Chapters in Books:

- Okazaki, S. (2014), “Cloud as a new IMC tool: How to make marketing more ubiquitous”, in P.J. Kitchen (Ed.), *The Dominant Influence of Marketing in the 21st Century: The Marketing Leviathan*, Basingstoke, UK: Palgrave Macmillan, 95–112 [ISBN: 978-0-230-29683-1].
- Okazaki, S., & Mendez, F. (2013), “Towards a better understanding of mobile marketing: Theoretical construction of ubiquity”, in S. Diehl & M. Karmasin (Eds.), *Media and Convergence Management*, Berlin, Germany: Springer, 233–246 [ISBN: 978-3-642-36163-0].
- Okazaki, S., Andreu, L., & Campo, S. (2012), “Mobile marketing in tourism services”, in R.H. Tsiotsou & R.E. Goldsmith (Eds.), *Strategic marketing in tourism services*, London: Emerald, 339–357 [ISBN: 978-1-780-52070-4].
- Okazaki, S., & Mueller, B. (2012), “Unearthing insights into the changing nature of Japanese advertising via the grounded theory approach”, in S. Okazaki (Ed.), *Handbook*

- of Research on International Advertising*, London: Edward Elgar, 158–178 [ISBN: 978-1-783-47601-5].
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 - Taylor, C.R., Okazaki, S., & Mueller, B. (2012), “Theory advancement in international advertising: Drawing on theories from strategic management and international business”, in S. Rogers & E. Thorson (Eds.), *Adverting Theory (Routledge Communication Series)*, London: Routledge, 149–160 [ISBN: 978-0-415-88662-8].
 - Okazaki, S., Romero, J., & Campo, S. (2011), “Capturing market mavens among advergamers: A case of mobile-based social networking site in Japan”, in I.H. Ting, T.P. Hong, & L.S.L. Wang (Eds.), *Social Network Mining, Analysis and Research Trends: Techniques and Applications*, New York, NY: IGI Global, 291–305 [ISBN: 978-1-613-50513-7].
 - Diehl, S., Okazaki, S., & Mueller, B. (2011), “A procedure for the development of fictitious advertisements in multi-country research: Crafting messages with hard-sell and soft-sell appeals”, in S. Okazaki (Ed.), *Advances in Advertising Research Vol. II Breaking New Ground in Theory and Practice*, Berlin, Germany: Springer, 461–471 [ISBN: 978-3-834-93134-4].
 - Okazaki, S., Hirose, M., & Li, H. (2011), “QR code mobile promotion: An initial inquiry”, in S. Okazaki (Ed.), *Advances in Advertising Research Vol. II Breaking New Ground in Theory and Practice*, Berlin, Germany: Springer, 407–422 [ISBN: 978-3-834-93134-4].
 - Okazaki, S., & Navarro, A. (2011), “Who's afraid of ubiquitous promotion? Exploring the effects of privacy concerns”, in S. Okazaki (Ed.), *Advances in Advertising Research Vol. II Breaking New Ground in Theory and Practice*, Berlin, Germany: Springer, 233–245 [ISBN: 978-3-834-93134-4].
 - Okazaki, S., Mueller, B., & Diehl, S. (2011), “A multi-country advertising research framework: Lessons learned from testing global consumer culture positioning”, in M. Sarstedt, M. Schwaiger, & C.R. Taylor (Eds.), *Advances in International Marketing V22: Measurement and Research Methods in International Marketing*, London: Emerald, 73-96 [ISBN: 978-1-780-52094-0].
 - Okazaki, S. (2010), “Globally integrated marketing communications”, in J. Sheth & N. Malhotra (Eds. in chief), *Wiley International Encyclopedia of Marketing 4*, New York: John Wiley & Sons, 87–94 [ISBN: 978-1-4051-6178-7].
 - Okazaki, S., & Yagüe, M.J. (2010), “Play our game and tell your friends: Pringle’s brand campaign on a mobile social networking site”, in R. Terlutter, S. Diehl, & S. Okazaki (Eds.), *Advances in Advertising Research Vol. I Cutting Edge International Research*, Berlin, Germany: Springer, 187–197 [ISBN: 978-3-834-92111-6].
 - Okazaki, S., Bauer, A., Ohme, R., & Škapa, R. (2010), “How multinational enterprises develop their advertising strategy in new EU member states: A qualitative view”, in R. Terlutter, S. Diehl, & S. Okazaki (Eds.), *Advances in Advertising Research Vol. I Cutting Edge International Research*, Berlin, Germany: Springer, 37–46 [ISBN: 978-3-834-92111-6].
 - Okazaki, S., Mueller, B., & Hirose, M. (2009), “Consumer perceptions of soft sell and hard sell advertising appeals in the US and Japan”, in P. De Pelsmacker & N. Dens (eds.), *Advertising Research: Message, Medium and Context*, Antwerp, Belgium: Garant, 13–22 [ISBN: 978-9-044-12387-6].
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- Advertising Research: Message, Medium and Context*, Antwerp, Belgium: Garant, 225–234 [ISBN: 978-9-044-12387-6].
- Okazaki, S. & Skapa, R. (2008), “Expanding the borderless frontier: International Website brand strategies in the new EU member states”, in F. Costa Pereira & J. Veríssimo (eds.), *New Trends in Advertising Research*, Lisbon: Sílabo, 357–369 [ISBN: 978-9-726-18493-5].
 - Karjaluoto, H., Lehto, H., Leppäniemi, M., & Okazaki, S. (in alphabetical order) (2008), “On the evaluation of mobile marketing effectiveness: An empirical study in Finland”, in F. Costa Pereira & J. Veríssimo (Eds.), *New Trends in Advertising Research*, Lisbon: Sílabo, 293–307 [ISBN: 978-9-726-18493-5].
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 - Mueller, B. & Okazaki, S. (2008), “An analysis of advertising appeals employed in Japanese and American print advertising--revisited”, in F. Costa Pereira & J. Veríssimo (Eds.), *New Trends in Advertising Research*, Lisbon: Sílabo, 235–248 [ISBN: 978-9-726-18493-5].
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 - Okazaki, S. (2008), “The effects of trust on attitude towards mobile advertising: The Japanese case”, in T. Kautonen & H. Karjaluoto (Eds.), *Trust and New Technologies: Marketing and Management on the Internet and Mobile Media*, Cheltenham, UK: Edward Elgar, 146–165 [ISBN: 978-1-847-20568-1].
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- Andreu, L., Okazaki, S., & Caraganis, H. (2011), “Social networking sites for higher education: A content analysis among us top MBA programs”, *Proceedings of the 4th International Conference of Education, Research and Innovation (ICERI 2011)*, Madrid, Spain, 14-16 November. CR-ROM.
- Okazaki, S., Andreu, L., & Caraganis, H. (2011), “How to engage students in your MBA program? University marketing via social networking sites”, *Proceedings of the 4th International Conference of Education, Research and Innovation (ICERI 2011)*, Madrid, Spain, 14-16 November. CR-ROM.
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- Okazaki, S. (2002), "Reflections of the self: Internet advertising standardization by

Japanese multinationals in Japan, Spain and the U.S.”, Presented at the International Conference Building Transatlantic Bridges: Comparative Mass Communication Research, Association for Education in Journalism and Mass Communication Research y Knight Foundation, London, UK, 6 January. Oral presentation only.

Text Books:

- Okazaki, S. (2012). *Fundamentals of Mobile Marketing: Theories and Practices*. NY: Peter Lang [ISBN: 978-1-433-11561-5].

Edited Volumes:

- Banks, I. B., De Pelsmacker, P., & Okazaki, S. (Eds.) (2014, in press), *Advances in Advertising Research Vol. V: Extending the Boundaries of Advertising*, Berlin, Germany: Springer [ISBN: 978-3-658-08132-4].
- Rosengren, S., Dahlén, M., & Okazaki, S. (Eds.) (2013), *Advances in Advertising Research Vol. IV: The Changing Role of Advertising*, Berlin, Germany: Springer [ISBN: 978-3-658-02365-2].
- Langner, T., Okazaki, S., & Eisend, M. (Eds.) (2012), *Advances in Advertising Research Vol. III Current Insights and Future Trends*, Berlin, Germany: Springer [ISBN: 978-3-8349-4291-3].
- Okazaki, S. (Ed.) (2012), *Handbook of Research on International Advertising*, London: Edward Elgar [ISBN: 978-1-84844-858-2].
- Okazaki, S. (Ed.) (2011), *Advances in Advertising Research Vol. II: Breaking New Ground in Theory and Practice*, Berlin, Germany: Springer [ISBN: 978-3-8349-6854-8].
- Terlutter, R., Diehl, S., & Okazaki, S. (Eds.) (2010), *Advances in Advertising Research Vol. I: Cutting Edge International Research*, Berlin, Germany: Springer [ISBN: 978-3-8349-6006-1].

Special Issue Editor:

- Okazaki, S. (Ed.) (2005), Special Issue on “Mobile Commerce Research” of the *Journal of Electronic Commerce Research*, 6(3) (IF_{SSCI} = 1.11) [ISSN: 1526-6133].
- Okazaki, S. (Ed.) (2007). Special Issue on “Mobile advertising issues and challenges” of the *Journal of Interactive Advertising*, 7(2) [ISSN: 1525-2019].
- Okazaki, S., & Mueller, B. (Eds.) (2007). Special Issue on “Global advertising: multiple market perspectives” of the *International Marketing Review*, 24(5) (IF_{SSCI} = 1.78; ABS Grade 3) [ISSN: 0265-1335].

VI. GRANTS RECEIVED

Government-Funded:

2011-2014	National Plan Research, Development, and Innovation Grant, Spanish Ministry of Economy and Competitiveness, “Challenges and opportunities of mobile marketing” [Ref.: ECO2011-30105] (€54000) Principal Investigator: S. Okazaki
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2009-2011 National Plan Research, Development, and Innovation Grant, Spanish Ministry of Science and Innovation, “Diffusion and utilization of mobile Internet in product and service marketing” [Ref.: ECO2008-01557] (€64000)
Principal Investigator: S. Okazaki

Publicly Funded:

2009-2010 Grant approved by the Office of International Relations, Universidad Autónoma de Madrid, UAM-Santander Asia Interuniversity Cooperation Project, “Adoption and usage of social networking sites in global markets” (€12000)
Principal Investigator: S. Okazaki

2009-2010 Grant approved by the Office of European Convergence, Universidad Autónoma de Madrid, “Renovation in education and teaching quality” (€3000)
Principal Investigator: S. Okazaki

Privately Funded:

2017-2019 Yoshida Hideo Memorial Foundation Grant for the project “Consumer reactions to traumatic events: From perspectives of terror management theory” (€22000)
Principal Investigator: S. Okazaki

2008-2009 Japan Academy of Advertising Grant for the project “The information security concerns in mobile advertising” (€7300)
Principal Investigator: S. Okazaki

2008-2010 International Communications Foundation, Research Grant for the project “Cross-country evidence on mobile Internet service usage: On the evaluation of usage motivations, ubiquitous environment, and information network structures” (€17000)
Principal Investigator: S. Okazaki

2007-2010 American Academy of Advertising Research Fellowship for the project “Consumer response to mobile marketing communications: Effects of promotion strategy, user mode, and perceived benefits” (€3000)
Principal Investigator: S. Okazaki

2006-2008 Yoshida Hideo Memorial Foundation Grant for the project “Revisiting cultural values reflected in Japanese and American advertising: What really happened during the lost decade?” (€22000)
Principal Investigator: S. Okazaki

2006-2007 Asahi Brewers Foundation Grant for the project “Regional brand loyalty in Spanish wine consumers” (€7300)

	Principal Investigator: S. Okazaki
2005-2006	The Murata Science Foundation Research Grant for the project “Modelling consumer behavior in mobile-based commerce: A cross-cultural analysis in Spain, the Czech Republic, and Japan” (€7300) Principal Investigator: S. Okazaki
2005-2006	The Telecommunication Advancement Foundation Research Grant for the project “Mobile-based service communications” (€8800) Principal Investigator: S. Okazaki
2003-2004	Yoshida Hideo Memorial Foundation Research Grant for the project “Advertising standardisation in European markets: Executives’ perception toward traditional media, Internet and mobile communication” (€16000) Principal Investigator: S. Okazaki

Company-Supported Projects:

2011-2015	“Global research on mobile commerce and communication” supported by D2 Communications Inc. General agreement in data collection Principal Investigator: S. Okazaki
2011-2015	“Culture, advertising appeals and branding effectiveness” supported by the Yoshida Hideo Memorial Foundation. General agreement in data collection and analysis Principal Investigator: S. Okazaki
2008-2009	Planning, design and analysis of a research project “Social networking sites in mobile Internet and brand campaigns” supported by P&G Japan and D2 Communications Inc. Principal Investigator: S. Okazaki
2006-2007	Planning, design and analysis of a research project “Viral branding of Gatsby Moving Rubber” supported by Mandam and D2 Communications Inc. Principal Investigator: S. Okazaki
2005-2006	Planning, design and analysis of a research project “Mobile branding of Hajime” supported by Coca-Cola Japan and D2 Communications Inc. Principal Investigator: S. Okazaki
2004-2005 strategy	Planning, design and analysis of a research project “Branding of new product launch via mobile Internet” supported by Sony, Meiji-Seika, D2 Communications Inc. Principal Investigator: S. Okazaki

VII. SERVICE

Editorial Service:

Editor-in-Chief, *Journal of Advertising* (2014-Present)

Deputy Editor, *Journal of Marketing Communications* (2009-2010)

Associate Editor:

Journal of Public Policy & Marketing (2012-2013)

Journal of Advertising (2010-2013)

Electronic Markets (2011-2013)

Journal of Electronic Commerce Research (2008-2013)

Editorial Review Board:

Journal of Public Policy & Marketing

International Marketing Review

Journal of Advertising Research

International Journal of Advertising

International Journal of Market Research

Internet Research

Electronic Markets

Journal of Interactive Advertising

Journal of International Consumer Marketing

Scientific Societies:

President, European Advertising Academy, 2014-2016

Publication Vice-President, European Advertising Academy, 2007-2013

Research Grant Evaluation Committees:

External Expert Panel (EU-funded Research Grant Evaluation), European Commission, Expert Number: EX2014D168709

Expert Panel, FWO (Research Foundation - Flanders) (National Research Grant Evaluation), Belgium, G&M2: Economics, Business Economics and Management

ANEP (*Agencia Nacional de Evaluación y Prospectiva*) (National Research Grant Evaluation), Spain, 2009-Present

ACSUCYL (*Agencia para la Calidad del Sistema Universitario de Castilla y León*) (Regional Research Grant Evaluation)

Czech Republic Science Foundation, National Research Grant Evaluation, Czech Republic

Israel Science Foundation, National Research Grant Evaluation, Israel

International Advisory Board: The Amsterdam School of Communications Research, University of Amsterdam

VIII. INDUSTRY EXPERIENCE

1990-1993: Assistant Manager, Citibank, N.A. (Tokyo, Japan)

Held managerial positions at Tokyo Branch. Started his career as an Authorized signer and received extensive managerial training developed by Citicorp, Inc. (New York), such as innovative sales skills, customer satisfaction strategies, and top management skills, among others. Mainly dealt with American corporate clients, including Boeing, Hewlett-Packard, AT&T, IBM etc.

1993-1997: CEO, Hanataro Ltd. (Tokyo, Japan)

Specialized in large-scale events planning/management. Responsible for strategic direction in business, including finance, marketing, and supplier relations.

1997-2003: CEO, Okazaki & Benavent Associates Ltd. (Madrid, Spain)

Technology-based entrepreneur in architecture and engineering. Mainly responsible for general business control in accounting, finance, promotion, and legal documentation.

IX. LANGUAGES

Spanish (fluent speaking and writing); Japanese (mother tongue)