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Assistant Professor of International Business
Robert H. Smith School of Business University of Maryland
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EDUCATION

Carlson School of Management, University of Minnesota. Ph.D. in Business Administration, 1996.
The Wharton School, University of Pennsylvania. B.S.E. in Marketing 1987, *cum laude*

RESEARCH INTERESTS

Impact of trade liberalization, economic reforms and environmental policies on firm behavior. Foreign direct investment and international trade. MNC strategies and location decisions.

ACADEMIC HONORS, AWARDS AND GRANTS

March, 2000 Best Paper, International Management Division, Academy of Management
December, 1999 Summer Research Award, Robert H. Smith School of Business, University of Maryland
July, 1998 Graduate Research Board Summer Research Grant, University of Maryland
October, 1997 *Finalist*: Best Dissertation Award, Academy of International Business
August, 1997 *Finalist*: Best Dissertation Award, International Management Division, The Academy of Management
January, 1996 Fulbright Research Scholarship, Canada-US Fulbright Program
January, 1995 Thesis Cost Grant, Graduate School, University of Minnesota
September, 1994 Ellis DuPuy Fellowship Award, Carlson School of Management, University of Minnesota
June, 1994 Carlson School of Management Dissertation Fellowship

PUBLICATIONS

- [1] Trade Liberalization and "Delocalization": New evidence from firm-level panel data (with M. Keane and M. Bognanno) (1998). *Canadian Journal of Economics*, 31(4), pp. 749-777. Lead article.
- [2] US-Canada Trade Liberalization and MNC Production Location (with M. Keane), (1999). *The Review of Economics and Statistics*, forthcoming.
- [3] Do World Product Mandates Really Matter? (2000). *Journal of International Business Studies*, forthcoming.
- [4] The International R&D location choices of US Multinational, (2000). *Academy of Management Proceedings*, forthcoming.

WORKING PAPERS

- [1] Technology Spillovers from Foreign Direct Investment in the Indian Pharmaceutical Industry (with S. Majumdar) (1999).
- [2] A Structural Model of MNC Production Location Decisions (with M. Keane) (1999).
- [3] Why do Multinationals Cluster R&D?: Evidence from Five Industries (2000).

WORK IN PROGRESS

The growth of Multinational Firms (with G. Phillips) (1999).

TEACHING CASES

Feinberg, Susan, William McEvily and Stefanie Lenway (1993) U.S. Memories. In Marcus, Alfred, *Business and Society*. Irwin Press, second edition. This case examines the impact of trade protection and global competition on the computer and semiconductor industries in the 1980s.

CONFERENCE PRESENTATIONS

Feinberg, Susan and Sumit Majumdar (1999). Technology Spillovers from Foreign Direct Investment in the Indian Pharmaceuticals Industry, *Academy of Management*, Chicago, IL.

Feinberg, Susan (1998) Do World Product Mandates Really Matter?. *Academy of Management*, San Diego, CA

Feinberg, Susan (1997). A Resource-based Examination of US MNCs' Adjustments to Trade Liberalization in the Canadian Market, *Academy of Management*, Boston, MA, August, 1997.

Feinberg, Susan and Michael Keane (1997). US-Canada Trade Liberalization and MNC Production Location, *Academy of Management*, Boston, MA, August, 1997.

Feinberg, Susan (1997). Foreign Direct Investment and US-Canada Trade Liberalization. *Administrative Sciences Association of Canada*, St. Johns, Newfoundland, June, 1997.

Feinberg, Susan and Michael Keane (1995). Multinational Firms and Free Trade: An examination of MNC Location Decisions and Adjustments to Trade Liberalization, *Academy of Management*, Vancouver, B.C., August, 1995.

Balakrishnan, S., S. Feinberg, S. Lenway and B. MeEvily (1995). Antitrust Policy and Cooperative R&D: Much Ado About Nothing. *Academy of Management*, August 1995.

Feinberg, Susan and Shaker Srinivasan (1994). Multinational Strategies in Emerging Markets, *Strategic Management Society*, Jouy-en-Josas, France, September, 1994.

Feinberg, Susan, Joao Gata and Alfred Marcus (1994). Environmental Regulation, Market Forces and Product Development: the case of Electric Cars. *ORSA/TIMS*, Anchorage, AK, June, 1994.

Marcus, Alfred and Susan Feinberg (1993). Environmental Regulation and New Product Development Strategies. Massachusetts Institute of Technology International Motor Vehicle Program, Chatham, MA, June 1993,

INVITED SEMINARS

The Wharton School, University of Pennsylvania, April, 2000

Australian Graduate School of Management, May 1999

University of Toronto, February 1999

University of Virginia, November 1998

University of Michigan, May 1998

Rutgers University, October 1997

New York University, June 1996

University of Western Ontario, April 1996

TEACHING EXPERIENCE

Assistant Professor: Global Economic Environment of Business; International Business. University of Maryland

Instructor: Business Strategy and Policy, Carlson School of Management.

INDUSTRY EXPERIENCE 1987-1990

Account Executive, Ted Bates Puteaux, France. Managed multinational and French advertising accounts, marketing research and new product development. Managed the preparation and administration of lifestyle survey of French consumers.

Account Executive, Saatchi & Saatchi Direct, Neuilly-sur-Seine, France. Managed multinational and French direct marketing accounts and new business development.

Management Intern, Ogilvy Defrenois, Paris, France. Analyzed response rates and conversion rates for direct marketing campaigns. General list management and research.

PERSONAL

Extensive international work and travel experience. Bilingual French/English