

NANCY R. BUCHAN

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Moore School of Business
University of South Carolina
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Professional Status

Associate Dean of Undergraduate Programs, 2014 –
Director, Undergraduate International Business Program, 2012-
Associate Professor of International Business, University of South Carolina, 2006 –
Director of the Undergraduate International Business Program, 2013 –
Moore Research Fellow, 2014 -
Assistant Professor of Marketing, University of Wisconsin – Madison, 1997 - 2006

Educational Background

1998 Ph.D. Marketing, University of Pennsylvania
“Culture, fairness, and trust: Contrasting influences on negotiation behavior and outcomes in China, Korea, Japan, and the United States”

1995 Master of Arts in International Studies, University of Pennsylvania
· East Asia/Japanese Concentration, The Lauder Institute
· Summer 1991, Lauder Study Program in Tokyo

1989 Bachelor of Arts, University of Wisconsin
· Majors in Economics and International Relations

1986-1988 Foreign Exchange Student, Sophia University, Tokyo, Japan

Publications and Research

Publications

Rachel T.A. Croson and Nancy R. Buchan (1999), “Gender and Culture: International Experimental Evidence from Trust Games,” *The American Economic Review*, 89(2): 386-391.

Buchan, Nancy R, Rachel T.A. Croson, and Robyn M. Dawes (2002), “Swift Neighbors and Persistent Strangers: A Cross-Cultural Investigation of Trust and Reciprocity in Social Exchange,” *American Journal of Sociology*, 108(1): 168-206.

- Buchan, Nancy R., Rachel T.A. Croson, and Eric J. Johnson (2004), "When Do Fairness Beliefs Influence Bargaining Behavior: Experimental Evidence from Japan and the United States," *Journal of Consumer Research*, 31(2004): 181-190.
- Buchan, Nancy R. and Rachel T.A. Croson (2004), "The Boundaries of Trust: Own and Other's Actions in the US and China," *Journal of Economic Behavior and Organization*, 55(4): 485-504.
- Leung, Kwok, Rabi Bhagat, Nancy R. Buchan, Miriam Erez, and Cristina B. Gibson (2005), "Culture and International Business: Recent Advances and Future Directions," *Journal of International Business Studies*, 36(4): 357-379.
- Buchan, Nancy R., Rachel T.A. Croson, and Eric J. Johnson (2006), "Let's Get Personal: An International Examination of the Influence of Communication, Culture, and Social Distance on Other Regarding Preferences," *Journal of Economic Behavior and Organization*, 60(3):373-398.
- Buchan, Nancy R., Rachel T.A. Croson, and Sara S. Solnick (2008) "Trust and Gender: An Examination of Behavior, Biases, and Beliefs in the Investment Game," *Journal of Economic Behavior and Organization*, 68(3):466-476.
- Buchan, Nancy, Gianluca Grimalda, Rick Wilson, Marilyn Brewer, Enrique Fatas, and Margaret Foddy (2009) "Globalization and Human Cooperation," *Proceedings of the National Academy of Science*, 106(11):4138-4142.
- Leung, Kwok, Rabi Bhagat, Nancy R. Buchan, Miriam Erez, and Cristina B. Gibson (2011), "Beyond National Culture and Culture-centrism: A Reply to Gould and Green," *Journal of International Business Studies*, 42(1): 177-181.
- Buchan, Nancy, Marilyn Brewer, Gianluca Grimalda, Rick Wilson, Enrique Fatas, and Margaret Foddy (2011), "Global Identity and Global Cooperation," *Psychological Science*, 22(6): 821-828.
- Adair, Wendi., Nancy Buchan, Xiao Ping Chen and Liu Dong " A Model of Communication Context and a Measure of Context Dependence." *Academy of Management Discoveries*, in press.

Book Chapters

- Buchan, Nancy R. (2003), "An Experimental Economic Approach to International Marketing," in *State of the Art in International Marketing*, Subhash Jain, ed., Edward Elgar Publications, Northampton, MA.
- Buchan, Nancy R., Rachel T.A. Croson, Eric J. Johnson, and George Wu (2005), "Gain and Loss Ultimatums," in *Advances in Behavioral and Experimental Economics*, John Morgan, ed., part of the *Advances in Applied Microeconomics* series, Elsevier Science - JAI Press, Greenwich, CT.
- Buchan, Nancy R. (2009) "The Complexity of Trust: Cultural Environments, Trust and Trust Development," in *The Handbook of Cultures, Organizations, and Work*, Richard Steers and Rabi Bhagat, eds., Cambridge University Press.
- Adair, Wendi., Nancy R. Buchan, and Xiao Ping Chen (2009) "Conceptualizing Culture as Communication in Management and Marketing Research," in *Beyond Hofstede: Cultural*

Frameworks for Global Marketing and Management, Cheryl Nakata, ed., Hampshire, England: Macmillian Publishers Limited; 146-180.

Buchan, Nancy R. Wendi Adair, and Xiao Ping Chen (2010) "Navigating International Negotiations: A Communications and Social Interaction Style (CSIS) Framework," in *Negotiation Excellence: Successful Deal Making*, Michael Benoliel, ed. Singapore: World Scientific Publishing.

Nancy R. Buchan and Grimalda Gianluca (2011) "Reducing Social Distance: The Role of Globalization in Global Public Goods Provision," in *Advances in Group Processes*, Shane R. Thye and Edward J. Lawler, eds. New York, NY: Emerald Group Publishing Limited; 147-187.

Nancy R. Buchan, Grimalda Gianluca and Enrique Fatas (2012) "Connectivity and Cooperation," in *The Oxford Handbook of Economic Conflict Resolution*, Gary E. Bolton and Rachel T.A. Croson, eds. New York, NY: Oxford University Press Inc; 155-181.

Buchan, Nancy and Robert Rolfe. "Untangling the Influence of Globalization and Ethnic Fractionalization on National Cooperation," in Van Lange, P. A. M., Rockenbach, B., & Yamagishi, T. (2016, Eds). *Social dilemmas: New perspectives on trust*. New York: Oxford University Press, in press.

Research in Progress

Ward, A.K., Ravlin, E.C., Klaas, B.S., Ployhart, R., & Buchan, N.R. "When *do* indirect communicators speak up? Exploring communication style and employee voice." Under second review at *Journal of Applied Psychology*.

Gianluca Grimalda, Nancy R. Buchan and Marilynn Brewer Globalization, "Social Identity, and Cooperation: An Experimental Analysis of their Linkages and Effects," submitting to the *Journal of Globalization and Development*, Summer 2016.

Ward, Anna Katherine, Nancy R. Buchan and Sophia Jeong, "Two Routes to Cooperation: Unraveling the Effect of Social Identity in Social Dilemmas," Targeted for *Organizational Behavior and Human Decision Processes*, Fall 2016.

Bailey, Nicholas and Nancy R. Buchan, "The Structural Sources of MNE Bargaining Power: An Interdisciplinary Approach," Targeted for the *Journal of Strategic Management*, Summer 2016.

Bailey, Nicholas and Nancy R. Buchan, "Institutional Effects of Bribery on Investment Behavior: Does Refusal Power Always Sway Propensity to Bribe?," Targeted for *Journal of International Business Studies*, Summer 2016.

Mitchell, Matthew and Nancy R. Buchan, "Religion and MNC Legitimacy: Mapping the Cultural-Cognitive Schemata of Religio-Institutional Actors," Targeted for the *Academy of Management Journal*, Fall 2016.

Van Lange, Paul M., Niels van Doesem, Ryan Murphy, Nancy R. Buchan, "Social Mindfulness, Social Value Orientation, and Trust; a Cross-National Investigation," analyzing data.

Banuri, Sheheryar and Nancy R. Buchan. "The Effects of Public Pay Sector Reform on Bureaucratic Effort," analyzing data.

Perri, Alessandro and Nancy R. Buchan, "Distance, Trust and the Role of Intermediaries in Global Value Chains," analyzing data.

Warren, Andrea and Nancy R. Buchan, "Actors or acted-upon? The Potential Role of Food-aid Beneficiaries in a Decentralized Ethiopia," engaged in data collection.

Presentations at Conferences and Invited Presentations

Buchan, Nancy R. "Two Routes to Cooperation: Unraveling the Effect of Social Identity in Social Dilemmas," International Conference on Social Dilemmas, (refereed) Hong Kong, July 2015.

Buchan, Nancy R. "Untangling the Influence of Globalization and Ethnic Fractionalization on National Cooperation," Academy of International Business, (refereed) Vancouver, Canada, June 2014.

Buchan, Nancy R. "Untangling the Influence of Globalization and Ethnic Fractionalization on National Cooperation." International Conference on Social Dilemmas, (refereed) Zurich, Switzerland, July 2013.

Buchan, Nancy R. "The Challenge of Nonverbal Context in International Business: A Model of Communication and Social Interaction Style." Annual Meetings of the Academy of International Business, (refereed) Istanbul, Turkey, July 2013.

Buchan, Nancy R. "Cross-Cultural Communication in International Negotiation." Universidad Peruana de Ciencias Aplicadas (UPC), 2012 Congress on International Business, (keynote speaker), Lima, Peru, October 2012.

Buchan, Nancy R. "Globalization, Cooperation, Connectivity and Reactance to Globalization," George Mason University, Interdisciplinary Center for the Economic Sciences Seminar Series, (invited) October, 2011.

Buchan, Nancy R. "Globalization and Cooperation," Department of Health Services Policy and Management Doctoral Seminar, University of South Carolina, (invited) November 2010.

Buchan, Nancy R. "Global Social Identity and Global Cooperation," International Conference on Global Citizenship, Collective Identity, and Tolerance," (invited) Ohio University - Chillicothe, September, 2010.

Buchan, Nancy R. "Globalization, Cooperation and Connectivity," UT-Dallas: Behavioral Research Seminar Series, (invited) March, 2010.

Buchan, Nancy R. "The Role of Social Identity in Global Cooperation," International Conference on Social Dilemmas, (refereed) Kyoto, Japan, August, 2009.

Buchan, Nancy R. "An International Exploratory Study of the Influence of Globalization on Cooperation," Conference on Globalization and the Legitimacy of International Institutions,

Center for the Study of Globalization and Regionalization, (Panel member) University of Warwick, September 2007.

Buchan, Nancy R. "Globalization and Cooperation in Social Dilemmas: A Multi-Level International Study," International Conference on Social Dilemmas, (refereed) Seattle, Washington July 2007.

Buchan, Nancy R. "The Influence of Globalization on Trust and Cooperation," NSF - Human and Social Development Program Meetings, (by invitation) Washington D. C., September 2006.

Buchan, Nancy R. "The Boundaries of Trust: Own and Others' Actions in the US and China," International Conference on Social Dilemmas, (refereed) Krakow, Poland, July 2005.

Buchan, Nancy R. "International Explorations of the Boundaries of Trust," Social Capital and Social Networks Conference (one of 16 invitees), Ohio State University, June 2005.

Buchan, Nancy R. "The Influence of Social Identity on Trust and Cooperation: An International Experiment," International Consortium on Globalization and Cooperation, University of Warwick – Center for the Study of Globalization and Regionalization, (by invitation) Warwick, England, July 2004.

Buchan, Nancy R. "Trust and Gender: An Investigation of Biases, Beliefs, and Behavior in the Trust Game," Interdisciplinary Conversations on Trust and Social Capital (Panel member), University of Minnesota, May 2004.

Buchan, Nancy R. "International Investigations into Trust Building in Groups," Conference sponsored by the Center for Ecological Foundations of the Mind: Trust in Groups from a Cross-Societal Perspective (Panel member), University of Hokkaido, Japan, September 2003.

Buchan, Nancy R. "Trust and Gender: An Examination of Behavior, Biases, and Beliefs in the Investment Game," International Conference on Social Dilemmas (refereed), Marstrand, Sweden, August 2003.

Buchan, Nancy R., "Do Fairness Beliefs Influence Bargaining Behavior" Society for Judgment and Decision Making, (refereed), Kansas City, MO, November 2002.

Buchan, Nancy R., "Cross-National Studies of Trust and Reciprocation," State of the Art in International Marketing Conference (Panel member), University of Connecticut, CT, November 2001.

Buchan, Nancy R. "Conducting Cross-National Experiments," Internationalizing Doctoral Education in Business Seminar (by invitation), University of Wisconsin – Madison, August 2001.

Buchan, Nancy R., "The Boundaries of Direct and Indirect Trust: An International Study," (refereed), International Conference on Social Dilemmas, Chicago, IL, July 2001.

Buchan, Nancy R., "The Influence of Gender on Trust and Reciprocity," Society for Judgment and Decision Making, (refereed), New Orleans, LA, November 2000.

Buchan, Nancy R., "International Differences in Trust in Trading Relationships," (refereed), Society for Judgment and Decision Making, New Orleans, LA, November 2000.

Buchan, Nancy R., "The Influence of Gender on Trust and Reciprocity," (refereed), American Economic Association Southwest Conference, Tucson, AZ, September 2000.

Buchan, Nancy R., "The Cultural Boundaries of Trust and Reciprocity in Economic Bargaining," Special Topic Session (refereed), Statistical Probability Uncertainty Decision Making Conference, Leeds, England, August 1997.

Buchan, Nancy R., "Cultural Influences on Strategic Decision Making," Charleston Conference on Competitive Decision-Making (by invitation), Charleston, SC, June 1997.

Doctoral Student Supervision, University of South Carolina

Member, Dissertation Committee, Andrea Warren, (Public Health) "Actors or acted-upon? The Potential Role of Food-aid Beneficiaries in a Decentralized Ethiopia," In Progress.

Member, Dissertation Committee, Alessandro Perri, (International Business), "Distance, Trust and the Role of Intermediaries in Global Value Chains," In Progress.

Chair, Dissertation Committee, Nicholas Bailey (International Business), "Institutional and Structural Effects on Investment Behavior," Defended 2015.

Member, Dissertation Committee, Youngsang Kim (Management), "Turbulence Makes Stars Twinkle: The Effects of Star Performers on Unit Performance, Collective Turnover, and Unit Human Capital Resources Under Dynamic Environments" Defended 2015.

Member, Dissertation Committee, Danielle Lewis (Sociology), "Examining the role of Social Value Orientations on Coalition Formation in Exchange Networks," Defended 2015.

Member, Dissertation Committee, Anna Katherine Ward (Management), "Cross-Cultural Voice: Antecedents and Outcomes of Manager/Subordinate Communication Styles," Defended 2013.

Member, Dissertation Committee, Victoria Chien (Psychology) "Understanding the Role of Neighborhood Experiences and Adaptive Coping in Community Integration among Persons with Psychiatric Disabilities via the Capabilities Approach," Defended 2011.

Chair, Dissertation Committee, Matthew Mitchell, (International Business) "Corporate Legitimacy Across Cultural Contexts: Mapping the Cultural Schema of Religio-Institutional Actors," Defended 2010.

Member, Dissertation Committee, Kyle Irwin (Sociology), "Norm Conformity and Social Identity in Collective Action Groups," Defended 2009.

Undergraduate Student Supervision, University of South Carolina

Honors Group Research Project, "Development of an App to Coordinate Disaster Needs and Resources," in progress.

Honors Thesis Supervisor, Matthew Johnson, "An Analysis of Flood Survivor Interactions with FEMA," in progress.

- Honors Thesis Supervisor, Julia Whitehead and Jake Simmons, "A Handbook for International Business of the Americas Cohort Students and an Analysis of the Psychological Processes of Expatriation and Repatriation," in progress.
- Honors Thesis Supervisor, Kimberly Glatz, "A Comparison of Chinese and Japanese Business Behavior when Interacting with Americans," Defended May 2015.
- Honors Thesis Supervisor, Sarah Bigelow, "Marketing Plan for the Professional Services of PASOs and CLIS: An Innovative Approach to Serving the Latino Community," Defended May 2014.
- Honors Thesis Supervisor, Yuwei Wei, "Human Capital Investment in China under the "One Child Policy" Defended May 2014.
- Honors Thesis Supervisor, Stephen Brown, "The Role of Globalization in the Catalan Case for Independence," May 2013.
- Honors Thesis Supervisor, Jiayi Quian, "A Practical View of Public Relations in China"," May 2013.
- Honors Thesis Supervisor, Maria Gambaro, "Understanding Cross-Cultural Communication in Thai Business," May 2012.
- Honors Thesis Supervisor, Sarah Crook and Shannon Parry, "Raising Money and Awareness for Victims of Parkinson's Disease," Completed May 2010

Research Grants, Honors, and Awards

- Academic Leadership Development Program – University of South Carolina Representative, SEC, 2015-1016.
- Pipeline for Academic Leadership Fellow, University of South Carolina, 2014-1015.
- Moore Research Fellow, University of South Carolina 2014.
- Fischer, Ilan, Nancy R. Buchan, Simon Levin, Daniel Rubenstein and Corina Tarnita, "Subjective Expected Relative Similarity as a Determinant and Predictor of Inter-group Conflict in Natural Human Habitats," Israel-US Bi-National Science Foundation Grant pending.
- Bailey, Nicholas and Nancy R. Buchan, (2014) "Institutional Effects of Bribery on Investment Behavior: Does Refusal Power Always Sway Propensity to Bribe?," USC SPARC Grant.
- Perri, Alessandro and Nancy R. Buchan, (2013) "Distance, Trust and the Role of Intermediaries in Global Value Chains," Moore School Research Grant.
- University of South Carolina – Center for International Business, Education and Research (CIBER), Research Award (2007, 2008, 2009, 2010, 2011, 2012, 2013)
- University of South Carolina - Riegel and Emory HR Center Research Award (2010)
"Constructing a Globally Cooperative Workforce: The Role of Global Identity." Award granted jointly with Anna Katherine Ward, PhD student in Management.

National Science Foundation – Cross Directorate Activities (2006) (#0652310), (\$15,000)
“Expanding Global Networks of Students and Researchers: The Impact of Globalization on Trust and Cooperation.” Award to support the formation of a research network of PhD students and faculty researchers in six countries.

National Science Foundation – Human and Social Development (HSD) program (2005) (\$130,000) (#0652277), “A Worldwide Exploratory Inquiry into the Influence of Globalization on Cooperation and Trust” One-year exploratory grant awarded to study the influence of globalization on individual propensities to cooperate at the local, national and global levels. Research was conducted among samples drawn from the general populations of six countries; Iran, South Africa, Russia, Italy, Argentina, and the United States.

Graduate School Research Competition, University of Wisconsin – Madison (2003, 2002)

School of Business Research Competition, University of Wisconsin – Madison (2002, 2000)

Starr Faculty Research Scholar for Research Pertaining to Asia, University of Wisconsin – Madison (\$10,000 / year) (1998-2001, 2001-2004)

Marketing Science Institute, Alden G. Clayton Doctoral Best Dissertation Award (1996)

Russell Sage Foundation, Small Grants Program in Behavioral Economics, Grant (1996)

National Security Education Program, Doctoral Fellowship (1995-1997)

Albert Haring Doctoral Symposium Discussant, Indiana University (1996)

GE Foundation Fellowship (1993-1996)

Foreign Language Acquisition Scholar (FLAS) Grant Recipient (1992-1993)

Teaching Awards

Darla Moore School of Business, Alfred G. Smith Excellence in Teaching Award 2010

University of South Carolina Mortar Board Excellence in Teaching Award 2009 – 2010

University of Wisconsin – Madison, Golden Key National Honor Society Teaching Award 2000

Professional Activities

Organizational Board Membership

International Conference on Social Dilemmas, Conference Co-Chair, Sicily, 2017.

International Conference on Social Dilemmas, Biannual Conference – Steering Committee Member, 2011 – present.

Editorial Board Membership

Organizational Behavior and Human Decision Processes – Editorial Board Member, October 2007 – 2010, 2010-2015.

Journal of International Business Studies – Editorial Board Member, January - December 2005.

Editorial Activities - Reviewing

International Business

Journal of International Business Studies

Economics

American Economic Review

Journal of Economic Behavior and Organization

Journal of Economic Games and Behavior

Economic Inquiry

Psychology

Journal of Personality and Social Psychology

Journal of Behavioral Decision Making

British Journal of Social Psychology

Personality and Social Psychology Bulletin

Marketing

Journal of Consumer Research

Marketing Science

Journal of Consumer Psychology

Marketing Letters

Sociology

American Journal of Sociology

Conflict/Negotiation

Journal of Conflict Resolution

Research Organizations

National Science Foundation

American Marketing Association Winter Meetings

– Global Track reviewer

Association for Consumer Research Conference

Committee Member 2003

Political Science

American Political Science Review

American Journal of Political Science

Practitioner Journals

IBM Systems Journal

Research Interests

The Building and Maintenance of Trust and Cooperation in Cross-Cultural Relationships

The Influence of Culture on Communication and Negotiation Behavior

The Influence of Culture and Gender on Trust

Experimental Economics

International Negotiation

Global Marketing

Teaching Experience

Moore School of Business, University of South Carolina

International Marketing, IBUS 402 (Undergraduate)

International Negotiations, IBUS 734 (IMBA, EIMBA- Guadalajara, Mexico)

Japanese Business Issues, DMSB 729

Executive Education, University of South Carolina

Negotiations: Westinghouse, Blue Cross Blue Shield, Jarden Applied Materials

University of South Carolina – Program on Negotiation

Cross-Cultural Communication and Negotiation: Upward Unlimited

Faculty Development in International Business, Marketing Track

Faculty Development in International Business, Negotiations Track

Cultural Awareness Development - Emerging Leaders Workshop: Undergraduate Division

Executive Education, Mediterranean School of Business – Tunis, Tunisia

International Negotiations

University of North Carolina CIBER – Global Business Project

Communication and Social Interaction Style Diagnosis

School of Business, University of Wisconsin

Global Marketing 420 (Undergraduate)

Global Marketing 720 (MBA)

Executive Education, University of Wisconsin-Madison, School of Business

Marketing in the Global Economy

Marketing in the Global Economy

International Communication and Negotiations: World Council of Credit Unions

Professional Affiliations

Academy of International Business

American Economic Association

INFORMS