



International Marketing

By Dana-Nicoleta Lascu

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Editorial Review

About the Author

Dana-Nicoleta Lascu was recently named 2005-2006 Fulbright Chair in International Business. Dana is an associate professor of marketing and chair of the marketing department at the University of Richmond, in Richmond, Virginia. She has a Ph.D. in marketing from the University of South Carolina, a Master of International Management with concentrations in marketing and finance from the American Graduate School of International Management (Thunderbird), and a B.A. in English and French from the University of Arizona. She has taught international marketing at the University of Richmond for more than a decade and has published her research in international marketing in journals such as *International Marketing Review*, *International Business Review*, *European Journal of Marketing*, *Journal of Euromarketing*, *Journal of International Consumer Marketing*, *Journal of Teaching in International Business*, and *Multinational Business Review*. She has organized a number of international conferences and published related proceedings (among them, the 1996 World Business Congress, in Bermuda, and the Sixth Conference on Marketing and Development, 1997, in Romania) and has participated as track chair, session chair, or conference co-chair in numerous other national and international conferences. She is on the editorial board of a number of international marketing journals. Dana Lascu worked previously as a simultaneous and consecutive translator (in English, French, and Romanian) for the Romanian government (the Central Committee of the Youth Union and the Ministry of Foreign Trade) and for the United Nations, Kigali, Rwanda, where she translated documents for the 1982 Round Table for International Aid. She also worked in international training in the United States, teaching managerial skills to civil servants from developing countries and developed related training proposals.

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