Lauranne Buchanan, Ph.D.

Associate Professor of Global Marketing

Areas of Expertise:

International marketing, Customer satisfaction, Global value measurement

Courses:

Global Business Development: Jordan, Global Marketing, Global Marketing Strategy, Intrapreneurial Project

Lauranne Buchanan, Ph.D., is an associate professor of global marketing at Thunderbird School of Global Management. She is also the academic director of Thunderbird's Modules Abroad in the full-time MBA program, run in conjunction with the Czech Management Center in the Czech Republic and Instituto Technologico y de Estudios de Monterrey in Mexico. In addition, she is co-director of the innovative Jordan Winterim in which Thunderbird students act as consultants to Jordanian SMEs, NGOs and to the government. In her capacity as director of these programs, she travels with students to regions around the world.

Her expertise is international marketing, channel management, and customer satisfaction and global value measurement. Dr. Buchanan has also worked with industrial-marketing-research company Thomas Research, Inc., to assist clients in the global chemical industry complete studies measuring value and customer satisfaction.

Among her research and writings, her work has been published in academic and professional journals such as Journal of Advertising, Advances in Consumer Research, Marketing Letters, and Journal of Marketing Research. She is a member of the editorial review board of the Journal of Macro Marketing, and she has served on the review boards of the Journal of Marketing and Journal of Marketing Research. Dr. Buchanan is a regular contributor to the Thunderbird Case Series, including such intriguing studies as "An Entrepreneur Seeks the Holy Grail of Retail," "Selfless, Candid and Quick: Is that All There is to Crisis Management?" and "Samsung: From Cheap to WOW!"

About Thunderbird:

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Dr. Buchanan's work has been presented at professional conferences, including those of the European Institute of Retailing and Service Studies (EIRASS), the Arizona Marketing Consortium, American Marketing Association, and the Association of Consumer Research.

Prior to joining the Thunderbird faculty, she has been a faculty member at Arizona State University, the University of Illinois, where she earned teacher excellence recognition, and as a visiting professor at the University of Florida. She has served as a project director for Marplan Research when it was a subsidiary of advertising and marketing services giant Interpublic Group, and in her role worked closely with international suppliers in countries as far flung as Brazil, Argentina, Columbia, Mexico, Japan, Italy, the United Kingdom, France and Germany.

Dr. Buchanan earned her Ph.D. in business administration from Stanford University's Graduate School of Business in 1984. She received her MS in advertising from the University of Illinois, and she was awarded her BA in communications from the University of Georgia.