

**MARK WILLIAM SPEECE**

[mspeeceTBS@gmail.com](mailto:mspeeceTBS@gmail.com)

**semi-retired, active as an adjunct**

married: Jitnisa Roenjun (semi-retired small business owner, still owns an online micro business; completed comps & proposal defense in DBA, no dissertation; MBA & BBA Sripatum U);  
1 son, Kawee (Parliamentary aide, freelance SM content; MSc U Edinburgh; BA Mahidol MUIC);  
both Thai citizens

**EDUCATION**

**PhD** 1990 Marketing, University of Washington. minors: international business, research methodology  
Dissertation: Pricing in a Multi-Generation New Product Diffusion Model.

**PhD** 1987 Middle East economic geography, University of Arizona. minor: Middle East history  
Dissertation: Marketing in the Agricultural Economic Development of Kordofan, Sudan.

**MA** 2010 Buddhist studies, University of Sunderland (UK). Thesis: Buddhist Economics and Business Ethics in Thailand's Modern Urban Buddhist Reform Movements.

**MA** 1981 Middle East economic geography, University of Arizona.  
Thesis: Sultan and Imam: an Analysis of Economic Dualism in Oman.

**Graduate Certificate** 2013 Astronomy. Swinburne University of Technology, Victoria, Australia

**Graduate Certificate** 2008 Distance education. University of Maryland University College.

**BA** 1974 Near Eastern studies, University of Nebraska. Minors: math, physics.

**junior year abroad** 1972-1973 University of Vienna, Austria. Scientific German, Akkadian, astronomy.

**CURRENT** semi-retired June 2019, still an adjunct (PhD supervision, research, occasional courses)

College of Management Mahidol University (CMMU), Bangkok, Thailand 2019-now

Thammasat Business School (TBS), Thammasat University, Bangkok (research projects) 2019-now

**FULL-TIME ACADEMIC POSITIONS** (up to retirement, end June 2019)

American University of Kuwait, Kuwait, Associate Professor of Marketing 2012-2019

Chair, AACSB Steering Committee (Jan-May 2017); Associate Dean (May 2017-Aug 2018)

University of Alaska Southeast, Juneau, AK, Associate Professor of Marketing 2004-2012

MBA Director (2004-2008), Department Chair (2006-2009)

Asian Institute of Technology, Bangkok, Thailand, Associate Professor of Marketing 2001-2004

Nanyang Technological University, Singapore, Associate Professor of Marketing 1999-2001

Asian Institute of Technology, Bangkok, Thailand, Associate Professor of Marketing 1994-1999

Chinese University of Hong Kong, Shatin, NT, Hong Kong, Lecturer in Marketing 1990-1992

University of Alaska Fairbanks, Fairbanks, AK, Assistant Professor of Marketing 1988-1989

Central Washington University, Ellensburg, WA, Assistant Professor of Marketing 1985-1988

**RESEARCH INTERESTS**

marketing & macromarketing issues in East / Southeast Asia & Middle East / North Africa; Buddhist & Islamic economics & business ethics; customer / user interaction with IT systems; social media marketing; new product / new service development; agricultural & food products marketing; environmental & resource management; sustainable development, ASEAN & GCC competitiveness.

**Research productivity (as of 07 April, 2024)**

Google Scholar total citations 6551 GS citations since 2019 2350

Google Scholar career h-index: 34 GS h-index since 2019 20

i10 publications with ≥ 10 citations 74 i10 publications since 2019 32

<https://scholar.google.com/citations?hl=en&user=YnDGI7cAAAAJ>

**Current PhD teaching interests:** seminars in research process, research methodology, current literature

**MBA teaching interests:** business strategy simulation; international business / marketing (Asia or MENA focus), services marketing / operations

**Area Studies teaching interests:** current issues in MENA, current issues in ASEAN, ASEAN economic integration, GCC economic integration, ASEAN – MENA relations, Belt & Road in MENA & ASEAN

**continuing adjunct positions (1995-2021) and teaching as a graduate student (1978-1984)**

|  |           |
|--|-----------|
| Dhurakij Pundit University, College of Innovative Business & Accountancy (CIBA), Bangkok | 2010-2021 |
| Kasetsart University, Bangkok, Thailand, MBA   | 2002-2014 |
| Asian Institute of Technology, Bangkok, Thailand, informal Chair on PhD dissertations    | 2006-2014 |
| University of South Australia, Adelaide (Singapore program), Chair on PhD dissertation   | 2003-2006 |
| National Institute of Development Administration (NIDA), Bangkok, MBA, MPA, PhD          | 1997-2004 |
| Bangkok University, Bangkok, Thailand, MBA, MACA, PhD                                    | 1995-2004 |
| Asian Institute of Technology, Bangkok, Thailand, MBA, EMBA, PhD                         | 1999-2001 |
| University of Arizona, Tucson, AZ, Graduate Teaching Associate in Marketing              | 1982-1984 |
| Pima Community College, Tucson, AZ, Adjunct Instructor in Middle East Studies            | 1980-1982 |
| University of Arizona, Tucson, AZ, Graduate Teaching Assistant in Middle East Studies    | 1978-1980 |

**short-term visiting positions, teaching in MBA, MSc, PhD programs, mostly 1996-2010:**

21 courses: Bangkok, Thailand 5; Hanoi & HoChiMinh City, Vietnam 5; Singapore 4; Helsinki, Finland 3; Dhaka, Bangladesh 2; Kuala Lumpur, Malaysia 1; Macau, China 1  
Mahidol University International College, Salaya, Thailand (2 Middle East courses) 2020-2021

**full list available on request**

**other consulting / research**

|   |           |
|---|-----------|
| Marketing Consultant, freelance, based in Hong Kong                                       | 1992-1994 |
| Western Sudan Agricultural Research Project (USAID/World Bank), Consultant                | 1985      |
| University of Washington, Seattle, WA, Graduate Research Associate in Marketing & IB      | 1984-1985 |
| Office of Arid Lands Studies, University of Arizona, Tucson, AZ, Research Project Manager | 1979-1982 |

**STUDENT RESEARCH SUPERVISION**

**PhD Dissertation Chair (18 completed, 5 current)**

**completed:** chair on 18 (1 CMMU, 4 DPU; 12 AIT; 1 UniSA Australia in Singapore). One dissertation was first runner-up in the American Marketing Association SalesSIG 2004 Dissertation Award Competition.

**still working:** chair on 6 dissertations at Mahidol CMMU

**committee member:** an additional 26 completed dissertations (3 CMMU, 21 AIT & Bangkok University, all Bangkok; 1 NTU Singapore; 1 U Alaska); currently on several committees at CMMU.

**fieldwork:** Thailand, Vietnam, Singapore, China, USA.

**list of 18 graduated PhD advisees, topic, & post-grad position available on request**

**MBA Thesis & Project Supervision:**

Bangkok: Chair on 75, committee member on another (approx.) 60 MBA research / thesis projects. Project fieldwork in Thailand, Vietnam, China, Myanmar, Indonesia, Laos, Cambodia, Taiwan, Singapore, Korea, Bangladesh, Pakistan, India, Nepal, Belgium, France, Germany.

Singapore: Chair on 1 MBA, 1 MBus, committee member on another 3 MBA & MBus thesis projects. Project fieldwork in Singapore, China.

Hong Kong: Chair on 12 MBA thesis projects, 2 MBA directed research projects. Project fieldwork in Hong Kong & China. One project (vegetable wholesaling in Hong Kong) won the award for best MBA thesis in the CUHK 1990-1991 executive MBA program.

**BBA Senior Research Project Supervision:**

Singapore: Chair on 13 BBA final year applied research projects. Project fieldwork in Singapore.

**REFEREED JOURNAL ARTICLES**

Rotchanakitumnuai, S. & M. Speece. 2023. Conceptualizing a framework for social media data sharing. *Thammasat Review* 26(1): 244-266.

Rotchanakitumnuai, S. & M. Speece. 2023. How Relationship Quality Drives Knowledge Sharing on Facebook Brand Pages. *Journal of International Consumer Marketing*, 35(3), 276-295.

Chavalittumrong, P. & M. Speece. 2022. Three-pillar sustainability and brand image: A qualitative investigation in Thailand's household durables industry. *Sustainability* 14(18): 11699

Aljamal, A., M. Speece, & M. Bagnied. 2022. Understanding resistance to reductions in water subsidies in Kuwait. *Local Environment* 27(1): 97-111.

- Bagnied, M., M. Speece, & I. Hegazy. 2021. Attitudes toward advertising and advertising regulation among college students in Egypt. *Journal of International Consumer Marketing* 33(5): 493-511.
- Roenjün, J., M. Speece, & L. Tiangsoongnern. 2021. Spirituality and ethical treatment of customers and employees by devout Thai women small business owners. *Business Ethics, the Environment & Responsibility* 30(4): 818-831.
- Aljamal, A., M. Speece, & M. Bagnied. 2020. Sustainable policy for water pricing in Kuwait. *Sustainability* 12(8): 3257.
- Goodpasture, J., M. Speece, & J. Cripps. 2020. An analysis of critical thinking skills amongst business students in Kuwait. *Economics and Culture (Latvia)* 17(1): 5-16.
- Bagnied, M.A. & M. Speece. 2019. Marketing and Regional Integration for Food Security in the Arab World. *Journal of Macromarketing* 39(2): 115-135.
- Rotchanakitumnuai, S., M. Speece, & F.W. Swierczek. 2019. Assessing Large-Scale ERP Implementation Success with a Balanced Scorecard. *Thammasat Review* 22(2): 168-185.
- Speece, M. 2019. Sustainable Development and Buddhist Economics in Thailand. *International Journal of Social Economics* 46(5): 704-721.
- Al-Salem, A. & M. Speece. 2017. Women in leadership in Kuwait: a research agenda. *Gender in Management: an International Journal* 32(2): 141-162. **(GIM Highly Commended Paper 2017)**
- Haddad, A.E., D. AlSaleh, M. Speece, & O.M. Al-Hares. 2017. Determination of Ethical Acceptability among Business Instructors: The Case of Kuwait. *Journal of Business Ethics Education* 14: 121-146.
- Pongpaew, W., M. Speece, & L. Tiangsoongnern. 2017. Social presence and customer brand engagement on Facebook brand pages. *Journal of Product & Brand Management* 26(3): 262-281.
- Aljamal, A., M. Speece, & M.A. Bagnied. 2016. Kuwait water challenges: Building a research agenda for policy impact and student experiential learning. *Journal of Business Research* 69(11): 5065-5070.
- Chubchuwong, M. & M. Speece. 2016. The 'people' aspect of destination attachment in international tourism. *Journal of Travel & Tourism Marketing* 33(3): 348-361.
- Narattharaksa, K., M. Speece, C. Newton, & D. Bulyalert. 2016. Key success factors behind Electronic Medical Record adoption in Thailand. *Journal of Health Organization and Management* 30(6): 985-1008.
- Plungpongpan, J., L. Tiangsoongnern, & M. Speece. 2016. University social responsibility and brand image of private universities in Bangkok. *International Journal of Educational Management* 30(4): 571-591.
- Aljamal, A., H. Cader, C. Chiemeké, & M. Speece. 2015. Empirical assessment of e-learning on performance in Principles of Economics. *International Review of Economics Education* 18: 37-48.
- Chubchuwong, M., R. Beise-zee, & M. Speece. 2015. The effect of nature-based tourism, destination attachment and property ownership on environmental-friendliness of visitors: A study in Thailand. *Asia Pacific Journal of Tourism Research* 20(6): 656-679.
- Lawkobkit, M. & M. Speece. 2014. Service Fairness and IS Continuance Model in Cloud Computing. *International Journal of Internet and Enterprise Management* 8(3): 263-285.
- Ritthaisong, Y., L.M. Johri, & M. Speece. 2014. Sources of sustainable competitive advantage: The case of rice milling firms in Thailand. *British Food Journal* 116(2): 272-291.
- Chan, S.H., P.Y.K. Wan, & M. Speece. 2013. What attributes are sought by Chinese casino visitors when they visit a casino? *Journal of Gambling Business and Economics* 7(1): 17-37.
- Theerachun, S., M. Speece, & W. Zimmerman. 2013. Relationship marketing and micro-retailer brand in traditional markets. *Journal of International Food & Agribusiness Marketing* 25(3): 242-266.
- Suwannaporn, P., & M. Speece. 2010. Assessing new product development success factors in the Thai food industry. *British Food Journal* 112(4): 364-386.
- Rotchanakitumnuai, S., & M. Speece. 2009. Modeling electronic service acceptance of an e-securities trading system. *Industrial Management & Data Systems* 109(8): 1069-1084.
- Ngamkroekjoti, C., & M. Speece. 2008. Technology turbulence and environmental scanning in Thai food new product development. *Asia Pacific Journal of Marketing and Logistics* 20(4): 413-432.
- Chiarakul, T., M. Speece, & B. Igel. 2007. Satisfaction with interpersonal and Internet interactions in Thai corporate banking: an exploratory study. *International Journal of Internet and Enterprise Management* 5(2): 92-115.
- Rotchanakitumnuai, S., & M. Speece. 2007. Electronic Commerce for Low Involvement Consumer Goods: Success Factors of Thai Online Merchants. *International Journal of Electronic Customer Relationship Management* 1(2): 132-154.
- Silayoi, P., & M. Speece. 2007. The importance of packaging attributes: A conjoint analysis approach. *European Journal of Marketing* 41(11/12): 1495-1517.
- Srijumpa, R., T. Chiarakul, & M. Speece. 2007. Satisfaction and dissatisfaction in service encounters: Retail stockbrokerage and corporate banking in Thailand. *International Journal of Bank Marketing* 25(3): 173-194.

- Whangthomkum, N., B. Igel, & M. Speece. 2006. An Empirical Study of the Relationship between Absorptive Capacity and Technology Transfer Effectiveness. *International Journal of Technology Transfer and Commercialisation* 5(1/2): 31-55.
- Malai, V., & M. Speece. 2005. Cultural Impact on the Relationship among Perceived Service Quality, Brand Name Value, and Customer Loyalty. *Journal of International Consumer Marketing* 17(4): 7-40.
- Ngamkroekjoti, C., M. Speece, & N.J Dimmitt. 2005. Environmental Scanning in Thai Food SMEs: The Impact of Technology Strategy and Technology Turbulence. *British Food Journal* 107(5): 285-305.
- Speece, M., & Nguyen Duc Phung. 2005. Countering Negative Country-Of-Origin with Low Prices: A Conjoint Study in Vietnam. *Journal of Product and Brand Management* 14(1): 39-48. (**JPBM Outstanding Paper 2006**)
- Chairsraeko, S. & M. Speece. 2004. Culture, Intercultural Communication Competence, and Sales Negotiation: A Qualitative Research Approach. *Journal of Business and Industrial Marketing* 19(4): 267-282.
- Larpsiri, R. & M. Speece. 2004. Technology Integration: Perceptions of Sales Force Automation in Thailand's Life Assurance Industry. *Marketing Intelligence & Planning* 22(4): 392-406.
- Rajatanavin, R. & M. Speece. 2004. The Sales Force as Information Transfer Mechanism for New Service Development in the Thai Insurance Industry. *Journal of Financial Services Marketing* 8(3): 244-258.
- Rotchanakitumnuai, S. & M. Speece. 2004. Corporate Customer Perspectives on Business Value of Thai Internet Banking Services. *Journal of Electronic Commerce Research* 5(4): 270-286.
- Shultz, C.J., D.R. Rahtz, & M. Speece. 2004. Globalization, Transformation, and Quality of Life: Reflections on ICMD-8 and Participative Marketing and Development. *Journal of MacroMarketing* 24(2): 168-172.
- Silayoi, P., & M. Speece. 2004. Packaging and Purchase Decisions: An Exploratory Study on the Impact of Involvement Level and Time Pressure. *British Food Journal* 106(8): 607-628.
- Speece, M. & P. Suwannaporn. 2004. Cultural Mix and Success Factors in New Product Development: An Example from the Thai Food Processing Industry. *Journal of Asia Pacific Marketing* 3(1): 3-23.
- Laosirihongthong, T., H. Paul, & M. Speece. 2003. Evaluation of New Manufacturing Technology Implementation: Empirical Study in the Thai Automotive Industry. *Technovation* 23: 321-331.
- Rotchanakitumnuai, S., & M. Speece. 2003. Barriers to Internet Banking Adoption: A Qualitative Study among Corporate Customers in Thailand. *International Journal of Bank Marketing* 21(6/7): 312-323.
- Speece, M. 2003. Diffusing the Marketing Concept in a Transforming Economy: Class Consultancies for State Owned Enterprises in Vietnam. *Journal of Transnational Management Development* 8(4): 37-54.
- Speece, M., Truong Quang, & To Ngoc Huong. 2003. Foreign Firms and Advertising Knowledge Transfer in Vietnam. *Marketing Intelligence & Planning* 21(3): 173-182.
- Suwannaporn, P., & M. Speece. 2003. Marketing Research and New Product Development Success in Thai Food Processing. *Agribusiness* 19(2): 169-188.
- Jantarakolica, K., R. Komolsevin, & M. Speece. 2002. Children's Perception of TV Reality in Bangkok, Thailand. *Asian Journal of Communication* 12(1): 77-99.
- Monthienvichienchai, C., S. Bhibulbhanuwat, C. Kasemsuk, & M. Speece. 2002. Cultural Awareness, Communication Apprehension, and Communication Competence: A Case Study of Saint John's International School. *International Journal of Educational Management* 16(6): 288-296.
- Speece, M. 2002. Consumer Value Orientation in Vietnam's Urban Middle Class. *Der Markt: Zeitschrift für Absatzwirtschaft und Marketing* 41/163 (2002/4): 158-169.
- Speece, M. 2002. Experiential Learning Methods in Asian Cultures: A Singapore Case Study. *Business Communication Quarterly* 65(2): 108-123.
- Speece, M., & Luc Thi Thu Huong. 2002. Attitudes of Mini-Supermarket Shoppers in Hanoi, Vietnam: a Case Study in the Early Development of Modern Retailing. *Journal of the Korean Academy of Marketing Science* 10(11): 187-212.
- Speece, M., & K. Pinkaero. 2002. Service Expectations and Consumer Ethnocentrism. *Australasian Marketing Journal* 10(3): 59-75.
- Srijumpa, R., M. Speece, & H. Paul. 2002. Satisfaction Drivers for Internet Service Technology among Stock Brokerage Customers in Thailand. *Journal of Financial Services Marketing* 6(3): 240-253.
- Pinkaero, K., & M. Speece. 2001. Country Image and Expectations toward International Programs in Business Administration among Thai Students. *Journal of Marketing for Higher Education* 11(2): 61-89.
- Speece, M. 2001. Asian Management Style: An Introduction. *Journal of Managerial Psychology* 16(2): 86-96.
- Pinkaero, K., & M. Speece. 2000. The Thai Life Insurance Market: Effects of Country of Origin Perceptions on Consumer Expectations. *Journal of Financial Services Marketing* 5(2): 99-117.
- Shultz, C., M. Speece, & A. Pecotich. 2000. The Evolving Investment Climate in Vietnam and Subsequent Challenges to Foreign Investors. *Thunderbird International Business Review* 42(6): 735-754.

- So, S.L.M., & M. Speece. 2000. Perceptions of Relationship Marketing among Account Managers of Commercial Banks in a Chinese Environment. *International Journal of Bank Marketing* 18(7): 315-327.
- Speece, M. 2000. Positioning Thai Brands in Developed Country Markets: Consumer Research from Finland. *Sasin Journal of Management (Thailand)* 6(1): 75-90.
- Speece, M., & B. Igel. 2000. Ethnic Change in Marketing Channels: Chinese Middlemen in Thailand. *Journal of Asian Business* 16(1): 15-40.
- Speece, M., & G. Nair. 2000. Value Oriented Shopping Behavior among Urban Middle Class Vietnamese Consumers. *Asian Academy of Management Journal* 5(1): 45-54.
- Suwannaporn, P., & M. Speece. 2000. Continuous Learning Process in New Product Development in the Thai Food Processing Industry. *British Food Journal* 102(8): 598-614.
- Speece, M., & V. Chalitapanukul. 1999. Prospects for EDI in the Thai Retail Sector. *Sasin Journal of Management (Bangkok)* 5(1): 98-110.
- Speece, M., & Hoang Thi Phuong Thao. 1999. Advertising, Brand Image, and Brand Choice in a Niche Market in Vietnam. *Media Asia* 26(1): 33-38.
- Speece, M., & Nguyen Van Hai. 1999. Marketing Conflicts in Joint Ventures in Vietnam's Lubricant Industry. *Der Markt: Zeitschrift für Absatzwirtschaft und Marketing* 38/148 (1999/1): 10-18.
- Noypayak, W., & M. Speece. 1998. Tactics to Influence Subordinates among Thai Managers. *Journal of Managerial Psychology* 13(5/6): 343-358.
- Speece, M. 1998. Value Orientation among Asian Middle Class Consumers. *Marketing and Research Today (ESOMAR)* 27(4): 156-165.
- Speece, M., & Phyu Phyu Sann. 1998. Conflict in Manufacturing Joint Ventures in Myanmar. *Journal of Euro Asian Management (Bangkok)* 4(3): 19-43.
- Suwannaporn, P., & M. Speece. 1998. Organization of New Product Development in Thailand's Food Processing Industry. *International Food and Agribusiness Management Review* 1(2): 161-192.
- Wu, X.H., & M. Speece. 1998. Sales Force Development in China. *Journal of International Selling and Sales Management* 4(1): 3-19.
- Ali, M., & M. Speece. 1997. Competitiveness of Bangladeshi Ready Made Garment Exports. *Journal of Euro Asian Management (Bangkok)* 3(2): 1-30.
- Speece, M. 1997. Economic Policy and Desertification in Arid and Semi-Arid Developing Countries. *Pakistan Development Review* 36(2): 191-201.
- Speece, M., & S. Charernkitpan. 1997. Purchase of Green Packaged Detergents in Bangkok. *Journal of International Selling and Sales Management* 3(2): 73-85.
- Speece, M., & S. So. 1997. Gaps between Managerial and Consumer Attitudes toward Advertising in China. *Euro Asia Journal of Management (Macau)* 7(3; Issue 14): 29-48.
- Speece, M., Y. Kawahara, & C.E. Miller. 1996. The Impact of Offshore Manufacturing on Quality Perceptions. *Asian Academy of Management Journal* 1(1): 15-29.
- Tran Dang Vu & M. Speece. 1996. Marketing Research in Vietnam. *Journal of International Marketing and Marketing Research* 21(3): 145-161.
- Speece, M., & Y. Kawahara. 1995. Connections and Partners for Small Joint Ventures in China. *Cross-Cultural Management: An International Journal* 2(4): 24-34.
- Speece, M., & Y. Kawahara. 1995. Transportation in China in the 1990s. *International Journal of Physical Distribution and Logistics Management* 25(8): 57-75.
- Speece, M., & D.L. MacLachlan. 1995. Application of a Multi-Generation Diffusion Model to Milk Container Technology. *Technological Forecasting and Social Change* 49(3): 281-295.
- Kawahara, Y., & M. Speece. 1994. Strategies of Japanese Supermarkets in Hong Kong. *International Journal of Retail and Distribution Management* 22(8): 3-12.
- Speece, M., Y. Kawahara, & S. So. 1994. Imported Beer in the Hong Kong Market. *British Food Journal* 96(1): 10-18.
- Speece, M., & D.L. MacLachlan. 1994. Forecasting Hong Kong FAX Installations with a New Product Diffusion Model. *Hong Kong Journal of Business Management* 12: 37-55.
- Speece, M., S. So, Y. Kawahara, & L.M. Milner. 1994. Beer Preference and Country-of-Origin in Hong Kong. *Journal of Food Products Marketing* 2(2): 43-64.
- Speece, M., & D.L. MacLachlan. 1992. Forecasting Fluid Milk Package Type with a Multi-Generation New Product Diffusion Model. *IEEE Transactions on Engineering Management* 39(2): 169-175.
- Kawahara, Y., & M. Speece. 1991. Perceptions toward Language Learning among Business Students in the Northwest. *The Journal of Language for International Business* 3(2): 147-155.
- Lee, S.Y., M. Speece, & C.E. Miller. 1991. Country-of-Origin Perceptions among Apparel Retailers in the Northwest United States. *Hong Kong Journal of Business Management* 9: 17-32.
- Speece, M., & D.L. MacLachlan. 1991. Measurement of Milk Container Preferences. *Journal of International Food & Agribusiness Marketing* 3(1): 43-64.

- Speece, M. 1990. Evolution of Ethnodominated Marketing Channels: Evidence from Oman and Sudan. *Journal of Macromarketing* 10(2): 78-93.
- Speece, M. 1990. Rural Marketing Constraints in South Kordofan, Sudan. *Erdkunde* 44(4): 209-219.
- Speece, M. 1989. Aspects of Economic Dualism in Oman, 1830-1930. *International Journal of Middle East Studies* 21(4): 495-515.
- Speece, M. 1989. Market Performance of Agricultural Commodities in Semi-Arid South Kordofan, Sudan. *Geoforum* 20(4): 409-424.
- Speece, M. 1987. Duality of Market Structures in Nineteenth and Early Twentieth Century Oman. *Erdkunde* 41(3): 196-210.
- Speece, M., & T.E. Gillard-Byers. 1986. Government Market Intervention in Kordofan, Sudan. *Northeast African Studies* 8(2-3): 111-129.

#### **BOOKS, BOOK CHAPTERS, WEB ARTICLES**

- Speece, M., L. Tiangsoongnern, J. Plungpongpan, & X. Li. 2023. Country-of-origin issues in building Thailand's regional education hub. In: *Country of Origin Effects on Service Evaluation* (Khalid Ibrahim Al-Sulaiti, ed.). Qatar University Press, pp. 173-191.
- Speece, M. & J. Roenjun. 2023. Ethics in small business capitalism of women Kuan Im followers in Thailand. In: *Buddhism under Capitalism: Historical Background and Contemporary Manifestations*. (R.K. Payne & F. Rambelli, eds.). Bloomsbury Publishing Plc, London, UK, pp. 116-131.
- Speece, M. 2020. Dhammakāya. In: *World Religions and Spirituality*, David G. Bromley, editor. World Religions and Spirituality Project, Virginia Commonwealth University. <https://wrldrels.org/2020/09/26/18210/>
- Speece, M., J.J. Lee, & J. Han. 2012. Reform of Sales Management and Evolution of the Role of Guanxi in China. In: *Advances in Business in Asia: The Opportunities, Threats, and Future Trends of Businesses in China, India and the ASEAN Countries* (C. Perryer, V. Egan, & B. Sheehan, eds.). Cambridge Scholars Publishing, Newcastle upon Tyne, UK, pp. 73-88.
- Roenjun, J. & M. Speece. 2012. Feminine Work Ethic in Small Business: Women Small Business Owners in Thailand's Kuan Im Movement. In: *Advances in Business in Asia: The Opportunities, Threats, and Future Trends of Businesses in China, India and the ASEAN Countries* (C. Perryer, V. Egan, & B. Sheehan, eds.). Cambridge Scholars Publishing, Newcastle upon Tyne, UK, pp. 147-161.
- Chairsakeo, S., & M. Speece. 2006. Professionalization of Sales in Thailand: A Perspective on Personal Connections. In: *The Globalisation of Executives and Economies: Lessons from Thailand* (J. Walsh, ed.), (Asian Studies: Contemporary Issues and Trends Series) Chandos Publishing (Oxford) Ltd, Oxford, UK, pp. 201-221.
- Rajatanavin, R., & M. Speece. 2006. The Relationship is the Brand: Sales Reps and Information for New Service Development in Thai Life Insurance. In: *The Globalisation of Executives and Economies: Lessons from Thailand* (J. Walsh, ed.), (Asian Studies: Contemporary Issues and Trends Series) Chandos Publishing (Oxford) Ltd, Oxford, UK, pp. 238-255.
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- Polsa, P., S.L.M. So, & M. Speece. 2006. The People's Republic of China: Markets within the Market. In: *Handbook of Markets and Economies: East Asia, Southeast Asia, Australia, New Zealand* (A. Pecotich & C.J. Shultz, eds.). Armonk, NY: M.E. Sharpe, pp. 107-199.
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- Speece, M.W., Zhang Wei, Jiang Ling Ling. 2003. *Practical Marketing Research: A Managerial Orientation* (in Chinese). Hefei, Anhui, China: Anhui People's Publishing House. ISBN 7-212-02276-4. vi + 328 pp.
- Shultz, C.J., D.R. Rahzt, & M. Speece (eds.). 2003. *Globalization, Transformation, and Quality of Life: The Proceedings of the 8th International Conference on Marketing and Development*, Bangkok, Thailand, 4-7 January 2003. Published on CD by International Society for Marketing and Development, ISBN 953-6148-34-X.
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- Speece, M.W., Doan Thanh Tuan, & Luc Thi Thu Huong. 1998. *Nghien Cuu Tiep Thi Thuc Hanh: Theo phuong cham gan lien vao hoat dong tiep thi.* (Marketing Research in Practice: Based on Principles Tied to Marketing Activities). HoChiMinh City: Nha Xuat Ban Thong Ke. xiv + 244 pp.

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- Zhu, G.L., M. Speece, & S. So. 1998. Conflicts in Sino-European Joint Ventures. In: International Management in China – Cross-Cultural Issues (J. Selmer, ed.). London: Routledge, pp. 13-28.
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