
Carri A. Reisdorf

Clinical Associate Professor of Marketing | Kenan-Flagler Business School | University of North Carolina at Chapel Hill

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EDUCATION

Saint Louis University, John Cook School of Business Doctor of Philosophy (Ph.D.), Marketing and International Business	St. Louis, Missouri 2009 – 2013
University of Sydney, Faculty of Economics and Business Master (M.A.), International Business and Government	Sydney, Australia 2005- 2006
University of Florida, Warrington College of Business Bachelor of Science (B.S.), Marketing and Finance	Gainesville, Florida 1997 - 2001

PEER-REVIEWED PUBLICATIONS

- Reisdorf, Carri A., Lehnert, Kevin and Sánchez, Carol. M. (2024). Women as leaders: unpacking the perceptions of gender, trust, and organizational performance. *Estudios Gerenciales*, 40(171), 204-215. <https://doi.org/10.18046/j.estger.2024.171.6478>.
- Reisdorf, Carri and Murray, Meghan (2023), "Leadership: emotional and spiritual intelligence in the mix", *Journal of Business Strategy*, 45(6): 378-385. <https://doi.org/10.1108/JBS-08-2023-0160>.
***co-author was an Elon undergraduate Honors student.*
- Tolmie, Carri Reisdorf, Lehnert, Kevin, and Zhao, Hongxin (2020). "Formal and informal institutional pressures on corporate social responsibility: A cross-country analysis," *Corporate Social Responsibility and Environmental Management*, 27(2), 786-802.
- Bedard, Stephanie A.N.** and Carri Reisdorf Tolmie (2018). "Millennials' Green Consumption Behavior: Exploring the Role of Social Media," *Corporate Social Responsibility and Environmental Management*, 25(6), 1388-1396. ***co-author was an Elon undergraduate Honors student.*
- Tolmie, Carri Reisdorf, Yung-hwal Park and J.C. Blewitt (2018). "Corporate social responsibility typology: The influence of cross-cultural dimensions," *International Journal of Social Entrepreneurship and Innovation*, 5(1), 25-38.
- Tolmie, Carri Reisdorf and Thomas Tiemann (2018). *Steel String Brewery: To Bottle or Not to Bottle*. Ivey ID: 9B18M010. London, ON: Ivey Publishing.

- Park, Yung-hwal, Carri Reisdorf Tolmie, Kevin Lehnert (2017). "Identification with the foreign company: the influence of CSR and consumer ethnocentrism," *International Journal of Business Environment*, 9(3), 210-224.
- Singh, Nitish, Yung-hwal Park, Carri Reisdorf Tolmie and Boris Bartikowski (2014). "Green Firm Specific Advantages for Enhancing Environmental and Economic Performance," *Global Business and Organizational Excellence*, 34(1), 6-17.
- Niederman, Fred, Hadi Alhorr, Yung-hwal Park and Carri Reisdorf Tolmie (2012) "Global Information Management Research: What have we Learned in the Past Decade?" *Journal of Global Information Management*, 20(1), 18-56.

MANUSCRIPTS UNDER REVIEW / WORKS IN PROGRESS

- Reisdorf, Carri A., Kevin Lehnert and Meghan Murray "Building Leadership Communication: The Impact of Emotional and Spiritual Intelligence," STATUS: final edits, targeting *Academy of Management Perspectives*.
- Reisdorf, Carri A. and Rosalyn Allen "GRI Standards in multinational firms: integrating the SDGs", STATUS: writing literature review, targeting *Journal of Business Strategy*.
- Reisdorf, Carri A. and Susan Manring "Understanding and Managing Resilient Social-Economic-Ecological Systems through Collaboration," STATUS: manuscript complete, looking at case study, accepted to the *Sustainable Development in Business Education Programmes* Conference in January 2025 targeting submission to the *California Management Review*.
- Horky, Alisha and Carri A. Reisdorf "Obligation and CSR", STATUS: qualitative data collected, targeting submission to *Journal of Business Ethics*.

PEER-REVIEWED CONFERENCE PRESENTATIONS

- Reisdorf, Carri and Susan Manring (2025) "Understanding and Managing Resilient Social-Economic-Ecological Systems through Collaboration," *Sustainable Development in Business Teaching and Education Programmes*, Bournemouth, UK (January).
- Reisdorf, Carri, Kevin Lehnert and Meghan Murray (2024) "Building leadership communication: the impact of emotional and spiritual intelligence," *American Marketing Association Global Marketing SIG Conference*, Verona, Italy (May).
- Reisdorf, Carri (2023) "Cooperation is Key: An Environmental Strategy for Multinational Firms," *Academy of International Business Southeast USA Chapter Conference*, Atlanta, GA (October).
- Murray, Meghan** and Carri Reisdorf Tolmie (2019) "Leadership and Corporate Social Responsibility: The Role of Spiritual Intelligence," *Academy of International Business Southeast USA Chapter Conference*, San Antonio, TX (October). **co-author is an Elon undergraduate Honors student

- Tolmie, Carri Reisdorf, Kevin Lehnert and Carol M. Sánchez (2019) “Women leaders and firm performance: unpacking the effect of gender and trust” *Academy of Marketing Science Conference*, Vancouver, Canada (May).
- Tolmie, Carri Reisdorf, Yung-hwal Park and J.C. Blewitt (2018). "Corporate social responsibility typology: The influence of cross-cultural dimensions," *Academy of International Business Southeast USA Chapter Conference*, Nashville, TN (November).
- Tolmie, Carri Reisdorf, Kevin Lehnert and Carol M. Sánchez (2017) “Gender, Trust and the Role of Women” *Academy of International Business Southeast USA Chapter Conference*, Washington D.C., (October).
- Horky, Alisha and Carri Reisdorf Tolmie (2017) “Ties that Bind: Exploring Existing Brand and Cause Relationships in Cause-Related Marketing Campaigns,” *Academy of Marketing Science Conference*, Coronado, CA (May).
- Bedard, Stephanie** and Carri Reisdorf Tolmie (2016) “Exploring millennials social media usage and green consumption behavior,” *Academy of International Business Southeast USA Chapter Conference*, Tampa, FL (November). **co-author is an Elon undergraduate Honors student
- Tolmie, Carri Reisdorf and Kyle Coble (2014) “We are the Good Actors, You are What’s Wrong with the World: Viewing CSR through Diverse Cultural Backgrounds,” *Academy of International Business Southeast USA Chapter Conference*, Miami, FL (October).
- Tolmie, Carri Reisdorf, Hongxin “John” Zhao and Seung H. Kim (2013) “Values and Governance and Policies, Oh My: An Institutional-Stakeholder Perspective on Corporate Social Responsibility,” *Academy of International Business Southeast USA Chapter Conference*, Atlanta, GA (October).
- Tolmie, Carri R. and Mark J. Arnold (2012) “Will You Go Green? Prevention versus Promotion Focus and the Effect of Time,” *American Marketing Association Summer Educator’s Conference*, Chicago, IL (August).
- Tolmie, Carri Reisdorf (2012) “Perceptions of Corporate Social Responsibility and the role of Psychic Distance,” *Academy of International Business Annual Conference*, Washington, D.C. (July).
- Singh, Nitish, Carri Reisdorf Tolmie and Yung-hwal Park (2012) “Green Firm Specific Advantages for Enhancing Environmental and Economic Performance,” *Academy of International Business Annual Conference*, Washington, D.C. (July).
- Tolmie, Carri Reisdorf and Nitish Singh (2011) “Reactivity vs. Proactivity: A Cooperative Environmental Strategy for Multinational Enterprises,” *Academy of International Business Southeast USA Chapter Conference*, Orlando, FL (October). *Nominated for the Georgia Tech CIBER Best Conference Paper Award*
- Park, Yung-hwal, Carri Reisdorf Tolmie and Seung Kim (2011) “Corporate Associations and Consumer-Foreign Company Identification: The Moderating effect of Consumer Ethnocentrism and Cosmopolitanism,” *Academy of International Business Annual Conference*, Nagoya, Japan (June).
- Tolmie, Carri Reisdorf (2011) “How have the environmental regulations within NAFTA affected Mexico? An analysis of home versus host government regulations,” *Academy of International Business Midwest USA Chapter Conference*, Chicago, IL (March).

Tolmie, Carri Reisdorf and Brad D. Carlson (2011) “Mitigating the Influence of Negative Corporate Social Responsibility Associations: The Moderating Role of Consumer-Company Identification,” *Marketing Management Association Spring Conference*, Chicago, IL (March).

Tolmie, Carri Reisdorf (2010) “Corporate Social Responsibility in Japan: An analysis of the determinants for success,” *Academy of International Business Annual Conference*, Rio de Janeiro, Brazil (July).

PROFESSIONAL ACTIVITIES

Panelist (2024), “Social Capital: The SLU Experience” Academy of International Business Southeast USA Chapter Conference, St. Louis, MO (October).

Invited panelist (2017), “Becoming an Academic Researcher” *Academy of International Business Southeast USA Chapter Conference*, Washington D.C., (October).

Panelist (2017) “The World of International Business Education Incorporating the X-Culture Project in International Business Curriculum: Challenges and Best Practices,” *Academy of International Business Southeast USA Chapter Conference*, Washington D.C., (October).

Panelist (2016) “Research Methods, Cross-Cultural Measurement, Analytics and Metrics: X-Culture in International Business Courses, Instructor Exchange of Experiences, Challenges, Best Practices,” *Academy of International Business Southeast USA Chapter Conference*, Tampa, FL (November).

Panelist (2016) “Cross Cultural Project in IB Curriculum,” *Academy of International Business*, New Orleans, LA (June).

Invited panelist (2015) “Surprises, Opportunities and Lessons Learned” *Elon University New Faculty Orientation*, Elon, NC (August).

Invited presenter (2014) “Business Programs with an International Focus” *Elon University Global Neighborhood Academic Affiliations Events*, Elon, NC (September).

TEACHING EXPERIENCE

CLINICAL ASSOCIATE PROFESSOR
University of North Carolina at Chapel Hill

Chapel Hill, North Carolina
2025-present

Classes taught:

- Marketing Strategy (BUSI 5661, MBA 577)
- Retail and Etail Management (BUSI 5631, MBA 753)
- Retail and Digital Marketing (KFM 744)

ASSOCIATE PROFESSOR
Elon University

Elon, North Carolina
2020-2025

Classes taught:

- Global Marketing (MKT 4160)
- Introduction to International Business (INB 2500)
- Sustainable Development (COR 4550)
- Europe: Milan and Budapest (MBA 581)

ASSISTANT PROFESSOR
Elon University

Elon, North Carolina
2013-2020

Classes taught:

- Global Marketing (MKT 4160)
- Introduction to International Business (INB 2500)
- Sustainable Development (COR 4550)
- International Business (MBA 5810)
- Strategic Management (BUS 4970)
- Cuba: Foundations of Economic Growth, Innovation and Regulation of Business (BUS 173)

GRADUATE TEACHING ASSOCIATE
Saint Louis University

St. Louis, Missouri
2011 - 2013

Classes taught/co-taught:

- Introduction to International Business (IB 200)
- Introduction to Marketing Management (MKT 3000)
- Global Sustainability: Challenges and Opportunities (MOS 534)

BUSINESS EDUCATION TEACHER
Sharpstown High School

Houston, Texas
2007 – 2009

Classes taught:

- Responsible for implementing new courses into the curriculum including:
 - Introduction to Business
 - International Business
- Business Computer Information Systems

ENGLISH TEACHER
Japan Exchange & Teaching Program

Iwate, Japan
2002 - 2004

Classes taught/co-taught:

- Prepared lessons to enhance students' communicative abilities and international understanding in:
 - English I-IV

SERVICE

Service to the Academic Community:

- Immediate Past Chapter Chair, Academy of International Business Southeast (AIB-SE) Chapter Executive Board (2022-2023)
- Chapter Chair, Academy of International Business Southeast (AIB-SE) Chapter Executive Board (2021-2022)
- Conference Chair, Academy of International Business Southeast (AIB-SE) Chapter Executive Board (2020-2021)
- Program Chair, Academy of International Business Southeast (AIB-SE) Chapter Executive Board (2019-2020)
- Member Chair, Academy of International Business Southeast (AIB-SE) Chapter Executive Board (2018-2019)
- Reviewer for the following journals:
 - Journal of Business Research
 - International Journal of Emerging Markets
 - Qualitative Market Research
 - International Journal of Business Environment
 - Young Consumers
- Reviewer for the following conferences:
 - Academy of International Business Annual Conference
 - Academy of International Business Southeast Conference
 - American Marketing Association Summer Educator's Conference
 - Academy of Marketing Science Conference

- AIB Southeast International Marketing Track Chair (2017, 2018)
- AIB Southeast Session Chair (2013, 2016, 2017)
- AIB Midwest Session Discussant (2011)
- AIB Placement Center Coordinator (2010-2011)
- Professional Associations
 - Representative for Elon Membership, Consortium for Undergraduate Business Education (CUIBE)
 - Member, Academy of International Business

Service to the University Community:

- Religious and Spiritual Life Committee – Elon University (2023-2025)
- Reader for Honors Student Thesis Committee, Bella Roy – Elon University (2022-2023)
- Love School of Business Strategic Planning Committee – Elon University (2019-2020)
- Faculty Mentor to Honors Student, Meghan Murray – Elon University (2018-2021)
- International Business Major Representative - Elon University (2017-2024)
- Assurance of Learning (AoL) Committee – Elon University (2016-2025)
- The Global Education Curriculum Committee – Elon University (2016-2019)
- Principles of Responsible Management Education (PRME) Committee - Elon University (2016-2022)
- Second-language Proficiency Committee – Elon University (2014-2018)
- Search Committee, Supply Chain Faculty position – Elon University (2016-2017)
- Faculty Mentor to Honors Student, Stephanie Bedard – Elon University (2015-2017)
- Faculty Lead on the International Business curriculum review, revision & implementation – Elon University (2014-2015)
- Faculty Mentor to the International Business Club – Elon University (2013-2019)
- Graduate Student Association Representative - Saint Louis University (2010)
- Corresponding Secretary, Business Administration College Council – University of Florida (2001)

Service to the Community at-Large:

- Volunteer, All Hands - Project Tohoku: Japan Tsunami Relief Response (2011)
- President, Association of Japanese Exchange & Teaching Program (2003-2004)

AWARDS/SCHOLARSHIPS/CERTIFICATIONS

- **Trapani Family Faculty Excellence Fellow Award Recipient**
- **GRI Certified Sustainability Professional**, Global Reporting Initiative (GRI) Academy
- **Martha and Spencer Love School of Business Summer Research Grant**, Elon University
- **Martha and Spencer Love School of Business Dean's Award for Excellence in Service**, Elon University
- **Best Instructor Award**, X-Culture Global Collaboration Project
- **Sustainability Faculty Scholarship**, Elon University
- **Certificate in University Teaching Skills**, Reinert Center for Teaching Excellence, Saint Louis University
- **AIB Sheth Foundation Doctoral Stipend Award**, Academy of International Business
- **Ph.D. Scholarship & Graduate Assistantship**, John Cook School of Business
- **Florida Merit Scholar**, Florida Bright Futures Scholarship Program
- **Outstanding Student of the University of Florida**, Presidential recognition of outstanding achievements and contribution
- **Colorado Outward Bound Scholarship Recipient**, A non-profit educational organization with five core programs that inspire character development, self-discovery, and team building

INDUSTRY WORK EXPERIENCE

International Marketing Analyst
Corporate Montage

Perth, Australia
2006 - 2007

Office Manager
FST Technologies

Sydney, Australia
2005 – 2006