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Professor Gilly has published herresearch on international, cross-cultural, and consumer behavior topics in Journalof Marketing, Journal of Consumer IgResearch, Journal of Retailing,California Management Review, and other venues. In 2011, she receivedthe Williams-Qualls-Spraten Multicultural Mentoring Award of Excellence.

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Professor Gilly has been a member of the -American Marketing Association since1975 and has served that organization in a number of capacities, includingMarketing Education Council, President, Co-Chair of the 1991 AMA SummerEducators' Conference, and member and chair of the AMA-Irwin DistinguishedMarketing Educator Award Committee.

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