

Research Seminar Day

An Overview of International Customer Adversity Research: Applying Recent Literature to Suggest Future Directions and Opportunities

This research aims to uncover the intellectual structure of hostility-related works, inclusive of protests, animosity, and boycotts, regardless of cause or origin. We use an established bibliometrics approach to identify knowledge nodes in recent hostility-related research based on 154 articles containing 12,785 citations for the 2020-2024 period. Co-citation data and multidimensional scaling are deployed to identify groups and cliques among these recently published articles to develop research suggestions to advance the area and propose future opportunities. This knowledge structure-based approach is widely used to propose fruitful potential lines of research in under-examined but important areas of international marketing.



Thursday, 26th February 2026



1:00PM to 2:20 PM



KBS room 115 (Bldg. 24)



DR. BRIAN CHABOWSKI

Professor of Marketing

Dr. Chabowski has published several articles in *Financial Times* 50 academic journals such as the *Journal of International Business Studies* and the *Journal of the Academy of Marketing Science*. He obtained his PhD in Marketing (major) and International Business (minor) at Michigan State University. Dr. Chabowski received his MBA in Marketing and Strategic Management Consulting (double major) from Indiana University with an additional emphasis on Finance (minor). Also, he received his BA in History (honors), Spanish, and International Studies (triple major) from Monmouth College (Illinois). Prior to coming to KFUPM, Dr. Chabowski lived, worked, and/or studied in Costa Rica (one semester), the Czech Republic (one semester), Lithuania (three years), Estonia (one semester), China (one semester), and Finland (one year).