

## RESUME (October 2015)

### NAME

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### EDUCATION

- 1979 - 1982 DOCTOR OF PHILOSOPHY IN BUSINESS ADMINISTRATION  
MARKETING (Ph.D.)  
University of Oregon, Eugene, Oregon
- 1973 - 1975 MASTER OF BUSINESS ADMINISTRATION (MBA)  
MARKETING/INTERNATIONAL BUSINESS (Major)  
University of Washington, Seattle, Washington
- 1971 - 1973 BACHELOR OF ARTS IN BUSINESS ADMINISTRATION (BA)  
GENERAL BUSINESS (Major)  
University of Washington, Seattle, Washington
- 1969 - 1971 Midshipman - United States Merchant Marine Academy (USMMA)  
Kings Point, New York, Marine Transportation/Logistics (Major)

### EMPLOYMENT EXPERIENCE

- 1994 - Present VIRGINIA COMMONWEALTH UNIVERSITY, RICHMOND, VIRGINIA  
School of Business  
Philip Morris Endowed Chair in International Business and Professor of Marketing  
Areas of Instruction: International/Global Marketing  
Marketing Management  
Marketing Research
- VIRGINIA COMMONWEALTH UNIVERSITY, RICHMOND, VIRGINIA  
School of Business  
Fast Track Executive MBA Program - Global Challenges Module Coordinator  
Area of Instruction: Global Business
- 1992 - 1994 TEXAS TECH UNIVERSITY, LUBBOCK, TEXAS  
College of Business Administration  
Professor of Marketing  
Areas of Instruction: International Marketing  
Marketing Management  
Marketing Research  
Marketing Thought
- Joint Appointment - Health Organizational Management Department, School of  
Medicine, Texas Tech University Health Sciences Center

**EMPLOYMENT EXPERIENCE (CONT:)**

- 1987 - 1992                    TEXAS TECH UNIVERSITY, LUBBOCK, TEXAS  
College of Business Administration  
Associate Professor of Marketing  
College of Business Administration  
Assistant Professor of Marketing
- 1979 - 1982                    UNIVERSITY OF OREGON, EUGENE, OREGON  
College of Business Administration  
Graduate Teaching Fellow
- 1978 - 1979                    EASTERN WASHINGTON UNIVERSITY AND GONZAGA UNIVERSITY  
SPOKANE, WASHINGTON  
College of Business Administration  
Instructor/Lecturer
- 1976 - 1978                    FEDERICO SANTA MARIA UNIVERSITY AND THE CATHOLIC  
UNIVERSITY, VALPARAISO, CHILE  
Instructor/Lecturer
- 1975 - 1977                    INDUSTRIAL DEVELOPMENT CORPORATION, SANTIAGO, CHILE  
(C.I.D.E.M.E. - Peace Corps)  
Assistant to the General Manager, International Trade Specialist
- 1974 - 1975                    CITY OF SEATTLE, GENERAL SERVICES DEPARTMENT  
SEATTLE, WASHINGTON  
Graduate Intern to the Director
- 1970 - 1971                    AMERICAN MAIL LINES, LTD., SEATTLE, WASHINGTON  
Officer/Midshipman aboard U.S. Merchant Marine vessel - Oregon Mail, voyages  
made to Japan, South Korea and Hong Kong

**OTHER EXPERIENCE**

- 2007 (Sept./Nov.)            MISR INTERNATIONAL UNIVERSITY – SCHOOL OF BUSINESS, CAIRO,  
EGYPT  
Visiting Professor of International Business  
Area of Instruction: International Business, Globalization and Marketing Research
- 2003 – 2006                    VIRGINIA COMMONWEALTH UNIVERSITY – EXECUTIVE MBA PROGRAM  
CAIRO, EGYPT (WITH HELWAN UNIVERSITY, EYGPT)  
Principle Investigator and Lead Professor – Bi-national Fulbright Commission Grant  
Area of Responsibility: Design, Development and Feasibility Analysis of Executive  
MBA Program in Cairo, Egypt.
- 2004 (Spring Semester)      GRADUATE SCHOOL OF BUSINESS - ÉCOLE SUPÉRIEURE DES AFFAIRES,  
PIERRE MENDES UNIVERSITY, GRENOBLE, FRANCE  
Visiting Professor – Executive MBA Program  
Area of Instruction: International Business Negotiations
- 2003/2004                    SPECIAL CONSULTANT TO THE PRESIDENT AND PROVOST – VIRGINIA  
COMMONWEALTH UNIVERSITY, RICHMOND, VIRGINIA, USA  
Assignment/Responsibility: Assessment of VCU International Education Operations:  
Enhancing VCU's Global Brand Name

- 2003 (Fall Semester) WUHAN UNIVERSITY, WUHAN, PEOPLE'S REPUBLIC OF CHINA (PRC)  
Visit Professor – Executive MBA Program  
Area of Instruction: Marketing Management
- 2003 (Spring Semester) A.B.FREEMAN SCHOOL OF BUSINESS, TULANE UNIVERSITY, NEW ORLEANS, LOUISIANA, USA  
Visiting Professor – Executive MBA Program  
Area of Instruction: International Marketing
- 2002 (Fall Semester) GRADUATE SCHOOL OF BUSINESS - ÉCOLE SUPÉRIEURE DES AFFAIRES, PIERRE MENDES UNIVERSITY, GRENOBLE, FRANCE  
Visiting Professor – Executive MBA Program  
Area of Instruction: International Business Negotiations
- 2002 (Spring Semester) MARSEILLE BUSINESS SCHOOL, MARSEILLE, FRANCE, ESCMP (École Supérieure de Commerce Marseille - Provence, France)  
International Business Planning Program (IPB – Year 1)  
Visiting Professor of International Marketing  
Area of Instruction: International Marketing
- 2002 (October) DUKE UNIVERSITY, FUQUA SCHOOL OF BUSINESS, (North Carolina, USA)  
Faculty Development in International Business – Workshop on Strategies for Teaching International Negotiations
- 2001 (Fall Semester) MONASH UNIVERSITY, MELBOURNE, AUSTRALIA  
Visiting Professor of International Business  
Area of Instruction: Advanced International Business Strategies for Globalization Success in the 21<sup>st</sup> Century
- 2000 (Fall Semester) MONASH MT. ELIZA BUSINESS SCHOOL, MONASH UNIVERSITY MELBOURNE, AUSTRALIA  
Visiting Professor of International Business  
Area of Instruction: Advanced International Business Strategies for Globalization Success in the 21<sup>st</sup> Century
- 2000 (Fall Semester) MARSEILLE BUSINESS SCHOOL, MARSEILLE, FRANCE, ESCMP (École Supérieure de Commerce Marseille - Provence, France)  
International Business Planning Program (IPB – Year 2)  
Visiting Professor of International Marketing  
Area of Instruction: Advanced International Marketing
- 1999 (Fall Semester) MARSEILLE BUSINESS SCHOOL, MARSEILLE, FRANCE, ESCMP (École Supérieure de Commerce Marseille - Provence, France)  
International Business Planning Program (IPB – Year 1 and 2)  
Visiting Professor of International Marketing  
Area of Instruction: Issues in Global Business
- 1999 (June) CONSORTIUM OF UNIVERSITIES FOR INTERNATIONAL BUSINESS STUDIES – (CIMBA – MBA Program), ASOLO, ITALY  
Visiting Professor of International Marketing  
Area of Instruction: Global Internet Marketing
- 1999 (January) MARSEILLE BUSINESS SCHOOL, MARSEILLE, FRANCE, ESCMP (École Supérieure de Commerce Marseille - Provence, France)  
Visiting Professor of International Marketing  
Area of Instruction: Issues in Global Business

- 1998 (May) UNIVERSITY OF ANTWERP, ANTWERP, BELGIUM  
Integration and Unification of the European Union – Seminar Certificate Program
- 1997 (November) UNIVERSITY OF VALENCIA, VALENCIA, SPAIN  
U.S. Department of Education - Seminar - Teleconferencing Technology and Global Education
- 1996 (March/December) GROUP CERAM - ESC (École Supérieure de Commerce, School of Management, MBA Program), NICE, COTE D'AZUR, FRANCE  
Visiting Professor of International Marketing  
Areas of Instruction: Issues in Global Business
- 1993/1994 - 1994/1995 (December - January) UNIVERSITY OF PUERTO RICO (Graduate School of Business)  
SAN JUAN, PUERTO RICO  
Visiting Professor of Marketing  
Areas of Instruction: Strategic Marketing Management  
International Promotions Strategy
- 1994 (Spring Semester) INSTITUTE FOR INTERNATIONAL BUSINESS STUDIES (Executive MBA and Full Time MBA Program), MUNICH, GERMANY  
Visiting Professor of Marketing  
Area of Instruction: Global Strategic Marketing
- 1992, 1994 (Fall Semester/ Spring Semester) CONSORTIUM OF UNIVERSITIES FOR INTERNATIONAL BUSINESS STUDIES (Agenzia Formativa IAL Friuli - Venezia Guilla), PORDENONE, ITALY  
Visiting Professor of Marketing  
Area of Instruction: International Marketing
- 1991 (Fall Semester) AMERICAN INSTITUTE FOR FOREIGN STUDIES, TEXAS-LONDON CONSORTIUM, LONDON, ENGLAND  
Resident Director and Visiting Professor of Marketing  
Areas of Instruction: International Marketing  
Principles of Marketing
- 1990, 1991, 1992 (Summer Semester) UNIVERSITY OF HAWAII AT MANOA, HONOLULU, HAWAII  
Visiting Professor of Marketing  
Area of Instruction: Marketing Management
- 1988 (Spring Semester) COPENHAGEN SCHOOL OF ECONOMICS AND BUSINESS ADMINISTRATION, COPENHAGEN, DENMARK  
Visiting Professor of Marketing  
Areas of Instruction: Strategic Planning  
International Marketing
- 1987 (Summer Semester) UNIVERSITY OF THE REPUBLIC, MONTEVIDEO, URUGUAY  
FULBRIGHT SCHOLAR  
Faculty of Economics and Administrative Sciences  
Area of Instruction: International Marketing Research
- 1986 (Summer Semester) MIDDLE EAST TECHNICAL UNIVERSITY, ANKARA, TURKEY  
Visiting Professor of Marketing  
Area of Instruction: International Strategic Planning
- 1985 (Fall Semester) HELSINKI SCHOOL OF ECONOMICS, HELSINKI, FINLAND  
Visiting Professor of Marketing  
Area of Instruction: Export Marketing and Research

1985  
(Summer Semester)                      PORTLAND STATE UNIVERSITY, PORTLAND, OREGON  
Institute of Trade and Commerce  
Assisted in directing international trade efforts for the State of Oregon.

**LANGUAGE(s)**                      English (primary), Spanish (secondary)

### **PROFESSIONAL ORGANIZATIONS**

Virginia International Trade Alliance (VITAL - Founding Member 2015)  
Society of International Business Fellows (Class of 1999)  
Academy of International Business  
American Marketing Association  
Academy of Marketing Science  
American Association for Health Care Research  
Beta Gamma Sigma Honorary Business Fraternity  
Phi Beta Delta Honor Society of International Scholars  
Phi Kappa Phi Honor Society of Distinguished Scholars  
Partners of the America - Virginia - Santa Catarina, Brazil Chapter  
Virginia International Business Council  
Virginia Business Incubation Association  
Virginia Hispanic Chamber of Commerce  
Virginia Asian Chamber of Commerce

### **PRIMARY TEACHING AND RESEARCH INTERESTS**

INTERNATIONAL MARKETING/GLOBALIZATION (risk assessment, market development and management in international markets).  
MARKETING MANAGEMENT (strategic planning and assessment).

### **PROFESSIONAL AWARDS/HONORS**

Virginia International Business Council's (VAIBC) 2014 - "Global Excellence Award", bestowed upon the "person who has materially contributed to the promotion of world trade in Virginia," see – <http://vacwt.org/awards/index.html>

Virginia Commonwealth University, School of Business, "Distinguished Service Award," (for innovative and outstanding service to Virginia Commonwealth University, the VCU School of Business and the Community At-Large) – 2013.

President – Virginia International Business Council (VAIBC) – Term – 2011 – 2012.

Virginia Commonwealth University, School of Business, Department of Marketing nominee for – "Award of Excellence," (for outstanding research, teaching and service), 2011.

Virginia Commonwealth University, School of Business, "Distinguished Service Award," (for innovative and outstanding service to Virginia Commonwealth University, the VCU School of Business and the Community At-Large) – 2010.

2009 Virginia Asian Chamber of Commerce Outstanding Lifetime International Trade Educational Services to Small Business Award (Presented at the Virginia Asian Chamber of Commerce Annual Gala, December 2, 2009).

Elected Virginia Commonwealth University Senator (Faculty Senate) - elected by VCU School of Business faculty peers for a three year period, 2009 - 2010.

VCU School of Business – Dean’s Search Committee (appointed by VCU Provost), 2008 – 2009.

Virginia Commonwealth University Nominee - Presidential Award for Multicultural Enrichment (PACME) – nominated by the Virginia Hispanic Chamber of Commerce, the Virginia Asian Chamber of Commerce and the Richmond Export Import Club, 2007.

Elected Virginia Commonwealth University, School of Business Faculty Council Chair (elected by faculty peers for a two year period), 2007 - 2009.

Virginia Commonwealth University, School of Business, “Award of Distinguished Teaching,” (for innovative and outstanding pedagogical achievement), 2006.

Virginia Commonwealth University, School of Business recipient – “Award of Excellence,” (for outstanding research, teaching and service), 2000.

Virginia Commonwealth University, School of Business, Department of Marketing nominee for School of Business Outstanding Service Award, 1998, 1999, 2003, 2004, 2005.

Governor’s Award, Commonwealth of Virginia, for outstanding work in the Virginia Economic Development Partnership’s International Market Planning (IMP) Program, 1996.

Chi Chapter, Texas Tech University, nominee for 1994 Phi Beta Delta National Faculty Award.

American Marketing Association, Best Paper Award, 1992 AMA Summer Educators' Conference, "Roles, Perceptions, and Responses in the Franchise Triad: Implications for Overall Franchise Performance," (co-authored with Dr. Pamela Kiecker).

Partners of the Americas Grant Recipient and Fellow, Guanajuato, Mexico, 1991.

College of Business Administration (Texas Tech University) faculty designee - Tom Abraham Graduate Fellowship, 1990.

Marketing Department (Texas Tech University), nominee for College of Business Administration Research Award, 1988, 1989, 1990, 1991, 1992.

Designated (by the University President), Associate of the International Center for Arid and Semi-Arid Land Studies (ICASALS), Texas Tech University, 1985 – 1994.

Fulbright Scholar, 1987, Montevideo, Uruguay.

## **PUBLICATIONS (Peer Reviewed)**

1. Wood, Van R. (2016), “Globalization, Sustainability and Marketing of Healthcare in Emerging Markets: Doing Good, While Doing Well,” Research Handbook of Marketing in Emerging Economies, vol. 1, Edward Elgar Publishing (An Edward Elgar Original Reference Series - accepted for publication – currently in press).
2. Wood, Van R. and Joshua S. Wilberger (2015), “Globalization, Cultural Diversity and Organizational Commitment: Theoretical Underpinnings,” vol. 6, no. 2, World Journal of Management, 154-171.

3. Wood, Van R. and Tom Gillpatrick (2015), "U.S. University Partnerships with Big Emerging Markets: Creating Student Opportunities and Future Global Business Managers in the Era of Globalization," vol. 11, no 1 (June 2015), 35 – 42,
4. Wood, Van R. ,Whitney Harrison, Jeff Linka and Thomas Zydel (2015), "Predicting and Preventing Non-Communicable Diseases in Big Emerging Markets: An Opportunity for Health Diagnostic Laboratory to "Do Good and Do Well," , Proceedings – 2015 Association for Marketing & Health Care Research Annual Conference, Steamboat Springs, Colorado, February, (available on line <http://www.amhcr.org>).
5. Wood, Van R. Wood, Michael V. Laric, Frank Franzak and Dennis A. Pitta (2014), "Commercializing Technology Transfer: Implications for Entrepreneurship and SMEs," Proceedings – 2<sup>nd</sup> International OFEL Conference on Governance, Management and Entrepreneurship, Dubrovnik, Croatia, April (available on-line).
6. Wood, Van R. and Saba Zafari (2014), "Diagnostic Service in the Realm of Globalization and Sustainability: Key Drivers of Health Wellness and Healthcare Cost Containment, Proceedings - Association for Marketing & Health Care Research 33rd Annual Conference, Telluride, Colorado, February-March, (available on line <http://www.amhcr.org>).
7. Wood, Van R. and William R. Godfrey (2013), "Globalization and Sustainability: Strategies for Doing Good and Doing Well in the 21st Century," Connoisseur Strategies For Global Business Management (1st Edition), Dr. M. Ganesh Babu, Dr. G. Vani and Dr. N. Panchanatham - Editors: Archers and Elevators Publishing House, 77-80.
8. Franzak, Frank, Van R. Wood, Van R., and Michael Little (2014), "Turning Cheating Culture into the Honesty Culture," Proceedings: 2014 American Marketing Association Global Marketing Special Interest Group (SIG) Conference, Cancun, Mexico (January), (Available on CD).
9. Wood, Van R. and Joshua S. Wilberger (2013), "Organizational Commitment as Globalization Gains Breadth and Width," Proceedings – 15<sup>th</sup> Cross Cultural Research Conference, Antigua, Guatemala, December (available on line <http://www.crossculturalresearch.com>)
10. Wood, Van R. and Brian Kealey (2013), "Macro-Challenges to Health and Health Care as Globalization Gains Width and Depth," Proceedings - Association for Marketing & Health Care Research 32nd Annual Conference, Big Sky, Montana, February-March, (available on line <http://www.amhcr.org>).
11. Wood, Van R. and Kelly Kapetanakis (2012), "Forming International Strategic Alliances in a Health Care Context: The Case of the U.S. and India," Proceedings - Association for Marketing & Health Care Research 31st Annual Conference, Park City, Utah, February-March, (available on line <http://www.amhcr.org>).
12. Wood, Van R., Nanda Rangan and Partha Gopalakrishna (2012), "Higher Education in the Middle East and India: Overview and Two Programs Created to Educate Global Business Leaders in Emerging Markets," *Chinese – USA Business Review*, 11, (1), 143-159.
13. Wood, Van R., Dennis A. Pitta, Frank J. Franzak and Tom Gillpatrick (2011), "Integrating Creative People, Creative Communities and Macro-Environmental Characteristics into the Marketing Organization, *Journal of Marketing Development and Competitiveness*, 5 (3), 32 – 46.

14. Wood, Van R., Nanda Rangan and Partha Gopalakrishna (2011), "Higher Education in the Emerging Markets: The Middle East and India," Proceedings: 2011 American Marketing Association Global Marketing Special Interest Group (SIG) Conference, Cancun, Mexico (January), (Available on CD).
15. Wood, Van R., Joy E.H. Karriker and Larry Williams, (2010) "Evaluating Export Markets: Experienced Exporters' Hierarchical Cognitive Structures?" *Journal of Business Research*, 63, (12), 1261-1266 (lead article).
16. Pitta, Dennis A., Van R. Wood and Elizabeth Pitta (2010), "Using Blue Ocean Strategies to Reduce New Product Failure," Proceedings: 6<sup>th</sup> International Conference: Thought Leaders in Brand Management, Lugano, Switzerland, April, (Available on CD).
17. Wood, Van R., Frank J. Franzak, Dennis A. Pitta and Tom Gillpatrick (2010), "Developing, Harnessing and Managing "Creative" Marketing Organizations: The Role of Creative People, Creative Communities and Macro-Environmental Characteristics," Proceedings: 2010 Academy of Marketing Science Annual Conference, Portland, Oregon, May, (Abstract available on CD).
18. Franzak, Frank J., Ricardo Arechavala-Vargas and Van R. Wood (2010), "University Spinoffs as Vehicles for Economic Development: Implementing the Changing Role of the Institution," Proceedings: PICMET' 10 – Portland International Center for Management and Engineering and Technology – Conference, Bangkok, Thailand, July (abstract – available on line).
19. Wood, Van R. and McKenzie Yu Wang (2010), "A Continuing Look at Health Care in Emerging Regions of the World," Proceedings - Association for Marketing & Health Care Research 29<sup>th</sup> Annual Conference, Lake Tahoe, Nevada, February, (available on line - <http://www.amhcr.org>).
20. Gillpatrick, Thomas R., Van R. Wood, Zsuzsa Deli-Gray, Darko Pantelic and Maja Martinovic (2009), "An Exploratory Examination of Shopper Functional and hedonic Value for Selected CPG Products and Retail Formats Across Four Countries," Proceedings – 14<sup>th</sup> Cross Cultural Research Conference, Puerto Vallarta, Mexico, published and available on CD.
21. Wood, Van R., Frank Franzak and Dennis Pitta (2009), "Successful Strategic Alliances with International Partners: Key Issues for Small to Medium Sized Enterprises," *International Journal of Business Innovation and Research*, 3 (3), 232 – 251.
22. Wood, Van R. and McKenzie Yu Wang (2009), "The New Era of Globalization – Meaning and Significance for Healthcare in Emerging Markets: Some Observations of India and Brazil," Proceedings - Association for Marketing & Health Care Research 28<sup>th</sup> Annual Conference, Jackson, Wyoming, February, published and available on CD and <http://www.amhcr.org>.
23. Wood, Van R., Dennis A. Pitta and Frank Franzak (2009), "Global Umbrella Brands: Understanding Brand America and Its Competitors," *International Journal of Global Business and Economics*, 2, (1),14-29.



24. Franzak, Frank, Van R. Wood, Ricardo Arechavala and Dennis A. Pitta (2009), "University Spinoffs as Vehicles for Economic Development: Implementing the Changing Role of the Institution," Proceedings, Third International Conference on Strategic Management in Latin America, Sao Paulo, Brazil, January, available on conference website.
25. Wood, Van R., Dennis A. Pitta and Frank Franzak (2008), "Successful Marketing by Multinational Firms to the Bottom of the Pyramid: Connection Share of Heart, Global "Umbrella Brands," and Responsible Marketing," *Journal of Consumer Marketing*, 25 (7), 419-429.
26. Wood, Van R. and Michael Pitts (2008), "Developing a Joint Business Degree in Egypt," *IIE Networker* (Institute of International Education – *Bi-annual Journal for International Education Professions*), New York, (Fall), 39 – 41.
27. Wood, Van R. and John B. Strickler (2008), "An Up-Date: Current Issues and Challenges in Global Health Care: The Good and Not-So-Good News," Proceedings, Association Marketing Health Care Research Conference, Park City, Utah, February, published and available on CD.
28. Wood, Van R., Dennis A. Pitta and Frank Franzak (2008), "Global Umbrella Brands: Understanding Brand America and Its Competitors," Proceedings, Tenth International Global Business Development Institute (GBDI) Conference, Las Vegas, October, published and available on CD (*Best Paper Award*).
29. Pitta, Dennis, Van R. Wood and Frank Franzak (2008), "Nurturing and Effective Creative Culture within a Marketing Organization," *Journal of Consumer Marketing*, Vol. 23, no. 3, 137-148.
30. Wood, Van R., Frank Franzak and Dennis Pitta (2008), "Global Partnerships for SMEs: A Conceptual Framework," Global Business Innovation and Development Conference, Rio de Janeiro, Brazil (January), 373 – 388.
31. Wood, Van R. and Joy E. H. Karriker (2008), "Export Market Decision Making, Cognitive Competencies and Export Performance: An Empirical Investigation," *EconoQuantum – Economics and Business Journal*, Vol. 3 (3), 33- 70.
32. Wood, Van R., Joy H. Karriker and L.J. Williams (2007), "Hierarchical Cognitive Structures in Exporter Decision Making," Proceedings, Southern Management Association Conference, Nashville, Tennessee, 288-293.
33. Wood, Van R. (2007), Progressive Decision Making for Strategic Alliances – The PRODEMSTRA Model: A Method For Determining International Strategic Alliance Feasibility for Small To Medium Sized Enterprises," Academy of Marketing Science World Marketing Congress, Verona, Italy, (July), published and available on CD.
34. Wood, Van R. and Hiren H. Kotak (2007), "Global Education Expansion Programs: Using Project Management and Strategic Alliance Theory and Practice to Screen Potential International Partners," Proceedings, North American Small Business International Trade Educators (NASBITE)' 20<sup>th</sup> Annual International Conference, Vancouver, Canada, published and available on CD.

35. Wood, Van R. (2007), "Globalization: Drivers and Impact on Higher Education," Proceedings, 12<sup>th</sup> Annual NASPA (National Association of Student Affairs Administrators), Our Power and Responsibility to Shape Education: A Global Dialog, Orlando, Florida, published and available on CD.
36. Wood, Van R. and Milena Ivanova (2007), Sustainability of Health Care Systems in the Global Environment: The Importance of "Creative Class" Health Providers and the Macro-Environmental Dimensions that Nurture, Attract, Retain and Connect Them," Proceedings of the Association for Marketing and Health Care Research, Jackson Hole, Wyoming, (March), published and available on CD.
37. Wood, Van R., Frank Franzak and Dennis Pitta (2007), "Attracting and Retaining the Creative Class: Assessing the Foundation of Latin American Competitiveness in the Global Knowledge Economy," Second International Conference on Strategic Management In Latin America, Santiago, Chile (January), published and available on CD.
38. Wood, Van R. (2006), "Globalization and Higher Education: Eight Common Perceptions from University Leaders," *IIE Networker* (Institute of International Education – *Bi-annual Journal for International Education Professions*), New York, (Spring), 26 - 34.
39. Wood, Van R. and Mike Pitts (2006), "Achieving Excellence in Global Business Education: Focus On the Super-Stories of Our Times," Proceedings, 13<sup>th</sup> EDiNEB Conference (Business Educators, Academics, and Professionals in the Fields of Education, HR, Training and Development), Lisbon, Portugal, June, published and available on CD.
40. Wood, Van R. and Kim R. Robertson (2006), "Globalization and U.S. Universities: What Realities Are Most Relevant to the Successful Internationalization of Institutions of Higher Education," Proceedings of the Annual Conference, The Academy of Marketing Science, San Antonio, Texas, published and available on CD – May 2006.
41. Wood, Van R., Frank Franzak and Dennis Pitta (2006), "Attracting and Retaining the "In –Community" and "Virtual" Creative Class: Theoretical Correlates to Sustained Competitiveness in the Global Knowledge Economy," Proceedings, Consortium for International Marketing Research (CIMaR), Istanbul, Turkey, May, published and available on CD.
42. Franzak, Frank, Van R. Wood, Dennis Pitta and Doug Clark (2005), "Global Marketing Management Strategies for Overcoming Barriers to Creative Class Formation," Proceedings, Academy of Marketing Conference, (Emerging Topics in Global Marketing), Dublin, Ireland, July, published and available on CD, p. 2-12.
43. Wood, Van R. and Ahmed Makhani (2005), "Current Issues and Challenges in Global Health Care: The Good and Not-So-Good News," Proceedings, Association of Health Care Research Conference, Lake Tahoe, Nevada, March, published and available on CD and Internet - F:\Proceedings.htm– p. 1-15).
44. Wood, Van R. , Yasar Ozcan, Peter Aiken and Mike Pitts (2005), "Education as a Dynamic Change Agent: The Advanced Educational Needs of Present and Future Business Leaders in the Middle East," Proceedings, The Persian Gulf: A Region In Transition, Southern New Hampshire University Press, Manchester, NH, September, 7 – 23.

45. Wood, Van R. (2004), "The Challenges in Higher Education at the Beginning of the 21<sup>st</sup> Century: An International Response – Opportunities in the Global Educational Arena," *Quality Development in Postgraduate Education (Qualitätsentwicklung in der Postgradualen Weiterbildung)*, Waxmann Verlag GmbH (Printed in Austria) 408 - 420.
46. Wood, Van R. and Ahmed Makhani (2004), "Globalization and the State of Health Care Worldwide," Proceedings, Association of Health Care Research Conference, Breckenridge, Colorado, March, published and available on CD and Internet - F:\Proceedings.htm– p. 1-16.
47. Wood, Van R. and Pamela Kiecker (2004), "Creating Islands of Excellence in the Global Educational Arena," North American Small Business International Trade Educators (NASBITE) – 17<sup>th</sup> Annual International Conference, Las Vegas, Nevada, April, 38 - 49.
48. Wood, Van R. and George L. Hiller (2003), "A New Urban Model and Strategy for International Trade Education," Proceedings, North American Small Business International Trade Educators' 16<sup>th</sup> Annual International Conference, San Antonio, Texas, April, 205 – 213,
49. Wood, Van R., Kim R. Robertson, and Mark Siders (2003), "The Cognitive Structure Underlying Export Market Selection: An Empirical Investigation of Experienced Exporters' "Mental Map" of Foreign Environments," Proceedings, American Marketing Association Winter Marketing Educators' Conference, Orlando, Florida, February, 226 – 233.
50. Wood, Van R. and N. Michael Dudynskay (2003), "A Brand Focused Explanation of Globalization: The Meaning, Significance and Future of Brand America," Proceedings, Academy of Marketing Science Annual Conference, Washington, D.C., May, 318 - 322.
51. Robertson, Kim R. and Van R. Wood (2001), "The Relative Importance of Types of Information in the Foreign Market Selection Process," *International Business Review*, (10), 363 – 379.
52. Wood, Van R. (2000), "How Important Is Knowledge of the Cultural Environment When Evaluating Potential Export Markets?: Empirical Results from A Sample of Experienced U.S. Exporters," *The Finnish Journal of Business Economics*, (4), 541 – 557.
53. Wood, Van R., and Kim R. Robertson (2000), "Evaluating International Markets: The Importance of Information By Industry, By Country, and By Type of Export Transaction," *International Marketing Review*, Vol. 17, (1), 34 – 55.
54. Wood, Van R., Shahid Bhuian, and Pamela Kiecker (2000), "Market Orientation and Organizational Performance in Not-For-Profit Hospitals," *Journal of Business Research*, Vol. 48, (1), 213 – 226.
55. Wood, Van R., John R. Darling, and Mark Siders (1999), "Consumer Desire to Buy and Use Products In International Markets: How To Capture It, How To Sustain It," *International Marketing Review*, Vol. 16, (3), 231 – 256.
56. Franzak, Frank J., Van R. Wood, and Dennis E. Pitta (1999), "Moving From Global Teams to Intercultural Teams: The Role for Education," Proceedings, Academy of Marketing/American Marketing Association Meetings, Stirling, Scotland, July, 67 – 78.

57. Wood, Van R., Michael W. Pitts, and Jim Bell (1999), "Delivering Communication Technologies: Trans-Atlantic Experiences," Proceedings, Six Annual International Conference For Educational Innovation In Economics and Business (EDINEB), Bergin, Norway, July, 32 – 34.
58. Wood, Van R., Pamela Kiecker, and Jan F. Chlebowski (1998), "The State of Russian Biotechnology: Perceptions of U.S. Chief Executive Officers," Proceedings, 1998 Academy of Business Administration, Barcelona, Spain, July, 79 – 87.
59. Barger, Kevin L., Van R. Wood, and Leslie F. Thompson (1997), "Managed Care in International Markets: A General Overview," Proceedings, Advances In Health Care Research, Big Sky, Montana, March, 60 – 69.
60. Bell, Jim, David Demick, Patrick Ibbotson, Sitki Karajan and Van Wood (1997), "Marketing Education Without Borders: Exploiting the New Information Technologies," *Journal of Marketing Management*, Vol. 13, 7, October, 615 – 624.
61. Bell, Jim, Sitki Karajan, and Van R. Wood (1997), "Marketing Education Without Borders: Exploring the New Information Technologies," Proceedings: UK Marketing Academy Conference, Manchester, England, July, 24 – 32.
62. Franzak, Frank J. and Van R. Wood (1997), "Climate For Innovation and Organizational Culture: Exploring The Relationship," Proceedings, Annual Conference of the Product Development and Management Association, Monterey, California, October, 273 – 297.
63. McClure, Nancy R., Pamela Kiecker, and Van R. Wood (1997), "Is Price a Signal of Service Quality? Challenging Conventional Wisdom in the Health Care Industry," *Journal of Nonprofit and Public Sector Marketing*, Vol. 5, (4), 27 – 47.
64. Wood, Van R. and Kim R. Robertson (1997), "Strategic Orientation and Export Success: An Empirical Study," *International Marketing Review*, Vol. 14, (6), 424 – 444.
65. Tandon, Sudhir, and Van R. Wood (1996), "Product Managers: Keys to Their Success in the Turbulent 1990s and Beyond," Proceedings, Third Annual American Conference, The American Society of Business and Behavioral Sciences, John W. Murry, Jr., eds., Las Vegas, Nevada, February, 214 – 221.
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73. Wood, Van R. and Sudhir Tandon (1994), "Key Components in Product Management Success (and Failure): A Model of Product Managers' Job Performance and Job Satisfaction in the Turbulent 1990s and Beyond," *The Journal of Product and Brand Management*, Vol. 3, (1), 19 – 38.
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78. Wood, Van R. and Shahid N. Bhuian (1993), "Market Orientation and Nonprofit Organizations: Performance Associations and Research Propositions," *Journal of Nonprofit and Public Sector Marketing*, Vol. 1, (1), 7 – 32.
79. Robertson, Kim R. and Van R. Wood (1992), "Satisfaction with the United Kingdom (U.K.) Healthcare System: Lessons For the U.S.," Proceedings, The American Association for Advances in Health Care Research, R. Hoverstad and A.L. Balaz, eds., Jackson Hole, Wyoming, March, 143 – 150.

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81. Wood, Van R. and Kim R. Robertson (1992), "Strategic Planning and Marketing Research for Older, Inner-City Health Care Facilities: A Case Study," *Journal of Ambulatory Care Marketing*, Vol. 5, (1), 131 – 150.
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85. Singh, Jagdip, Van R. Wood, and Jerry Goolsby (1990), "Consumer Satisfaction with Health Care Delivery: Issues of Measurement, Issues of Research Design," *Journal of Ambulatory Care Marketing*, Vol. 4, (1), 105 – 115.
86. Wood, Van R. and James H. Newcomb (1990), "EC 92 and Banking Services: Concerns, Changes and Challenges," Proceedings, Western Decision Sciences Institute, V. V. Bellur, ed., Vancouver, British Columbia, Canada, March, 203 – 209.
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89. Hunt, Shelby D., Van R. Wood, and Lawrence B. Chonko (1989), "Corporate Ethical Values and Organizational Commitment in Marketing," *Journal of Marketing*, Vol. 53, (3), 79 – 90.
90. Troye, Sigurd Villads and Van R. Wood (1989), "A Conceptual Perspective of International Marketing: Meeting the Educational Challenges of the 1990's and Beyond," Proceedings, The Eighth Annual Symposium of the Monterey Institute of International Studies, Monterey, California, February, 84 – 95.
91. McBane, Donald A., Van R. Wood and Jagdip Singh (1989), "Health Care Issues and Hispanics: Overview and Research Suggestions," Proceedings, The American Association for Advances in Health Care Research, Snowbird, Utah, April, 22 – 26.

92. Singh, Jagdip, Van R. Wood and Jerry Goolsby (1989), "The Measurement of Consumer Satisfaction with Health Care Delivery," Proceedings, The American Association for Advances in Health Care Research, R. E. Kriner and G. T. Baker, III, eds., Snowbird, Utah, April, 27 – 31.
93. Wood, Van R. (1989), "Organizational Commitment and International Competitiveness," Proceedings, Academy of Marketing Science, Orlando, Florida, May, 132 – 137.
94. Wood, Van R. and Arturo Z. Vasquez-Parraga (1989), "Identifying the Key Factors in the Company Decision to Export," Proceedings, Mountain Plains Management Association Conferences, Pueblo, Colorado, October, 321 – 335.
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96. Breaux, Tim, Tom R. Gillpatrick, and Van R. Wood (1987), "Using Internal Cost Accounting Information in Marketing Decision Making for Hospitals." Proceedings, The American Association for Advances in Health Care Research, M. Vankatesan, ed., Snowbird, Utah, April, 6 – 9.
97. Hunt, Shelby D., Lawrence B. Chonko, and Van R. Wood (1987), "Advertising Education and Successful Advertising Careers: Are They Related?" *Journal of Advertising Research*, April/May, Vol. 27, (2), 43 – 52.
98. Wood, Van R., Jerry R. Goolsby, and Jagdip Singh (1987), "Expanding Strategic Planning for Health Care Markets: A Framework for Long Term Planning," Proceedings, The American Association for Advances in Health Care Research, M. Vankatesan, ed., Snowbird, Utah, April, 13 – 17.
99. Wood, Van R. and Jerry R. Goolsby (1987), "Foreign Market Information Preferences of Established U.S. Exporters: An Empirical, Multi-Industry Analysis," *International Marketing Review*, Winter, Vol. 4, (4), 43 – 52.
100. Wood, Van R. and T.R. Gillpatrick (1987), "Q-Sort versus Rating Scale Techniques: Do They Make a Difference in Social Sciences Research Results?" Proceedings, Southern Marketing Association, New Orleans, Louisiana, November, 188 – 191.
101. Wood, Van R., Tom R. Gillpatrick, and Kim R. Robertson (1987), "International Marketing and American Agriculture: Current Situation and Considerations for the Future," Proceedings, Academy of International Business (SE U.S. Region), New Orleans, Louisiana, Douglas Lamont, ed., November, 268 – 278.
102. Tull, D.S., Van R. Wood, Dale Duhan, Tom Gillpatrick, Kim R. Robertson, and James G. Helgeson (1986), "Leveraged Decision Making in Advertising: The Flat Maximum Principle and Its Implications," *Journal of Marketing Research*, February, (23), 25 – 32.
103. Baliga, B.R. and Van R. Wood (1986), "Structured Analysis of the Health Care Industry," Proceedings, The American Association for Advances in Health Care Research, M. Vankatesan and Wade Lancaster, eds., Snowbird, Utah, April, 53 – 58.

104. Wood, Van R. and Jerry Goolsby (1986), "Information Needs of Exporters: A Comparison Between Latin America and Various World Areas," Proceedings, The Business Association of Latin American Studies - BALAS Annual Conference, Estes Park, Colorado, April, 175 – 183.
105. Wood, Van R. and Scott J. Vitell (1986), "Marketing and Economic Development: Review, Synthesis and Evaluation," *Journal of Macromarketing*, Spring, Vol. 6, (1), 29 – 48.
106. Wood, Van R. and Scott J. Vitell (1986), "Response to Boddewyn's Comment Concerning Marketing and Economic Development: Review, Synthesis, and Evaluation," *Journal of Macromarketing*, Spring, Vol. 6, (1), 50.
107. Hunt, Shelby D., Lawrence B. Chonko, and Van R. Wood (1986), "Marketing Education and Marketing Success: Are They Related?" *Journal of Marketing Education*, Summer, Vol. 8, (2), 2 – 13.
108. Wood, Van R. (1986). "The Information Needs of Exporters: Theory, Framework and Empirical Test", *The Finnish Journal of Business Economics*, Vol. 35, (1), 3 – 22.
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110. Wood, Van R. and Jagdip Singh (1986), "Strategic Planning for Health Care Markets: A Framework and Case Study In Analyzing Diagnosis Related Groups (DRG's)," *Journal of Health Care Marketing*, September 6, (3), 19 – 28.
111. Robertson, Kim R. and Van R. Wood (1986), "Errors in Social Science Research: Classification and Research Suggestions," Proceedings, National Social Science Association, NSSA - Annual Conference, Vol. 1, (1), San Antonio, Texas, October, 45 – 49.
112. Wood, Van R. (1986), "Cross-Cultural Perspective: Finland – Some Observations and Managerial Implications," Proceedings Decision Sciences Institute, Eighteenth Annual Meeting, Sang M. Lee, ed., Honolulu, Hawaii, November, 497 – 499.
113. Chonko, Lawrence B., and Van R. Wood (1985), "Purchasing Manager Behavior: Role Considerations and Research Suggestions," Proceedings, Southwest Business Symposium, J.T. Samaras, ed., Edmond, Oklahoma, April, 536 – 554.
114. Wood, Van R. and Jagdip Singh (1985), "Strategic Planning for Health Care Markets: A Conceptual Framework for Analyzing Diagnosis Related Groups (DRG's)," Proceedings, Advances in Health Care Research, Scott Smith and M. Vankatesan, eds., Park City, Utah, April, 1 – 4.
115. Hunt, Shelby D., Nina Ray, and Van R. Wood (1985), "Behavioral Dimensions of Channels of Distribution: Review and Synthesis," *Journal of the Academy of Marketing Science*, Summer (13), 2, 1 – 24.
116. Gillpatrick, T.R., Robert R. Harmon, and Van R. Wood (1985), "Price Sensitivity Measurements for New Products," Proceedings, American Marketing Association, Marketing Educators' Conference, R. Lusch, et. al., eds., Washington, D. C., August, 396 – 399.



117. Wood, Van R. and Scott J. Vitell (1985), "Marketing's Contribution to Economic Development: A Look at the Last Thirty Years," Proceedings, The 2<sup>nd</sup> World Marketing Congress, Marketing in the 1990's and Beyond, Shaw, et al., eds., University of Stirling, Scotland, August, 153 – 164.
118. Hunt, Shelby D., Lawrence B. Chonko, and Van R. Wood (1985), "Organizational Commitment and Marketing," *Journal of Marketing*, Winter, 49, (1), 112 – 126.
119. Wood, Van R., Carolyn Marlow Nelson, and T.R. Gillpatrick (1985), "The Competitive Standing of the U.S. Textile Industry: Current Situations and Future Directions," Proceedings, Southern Marketing Association, Marketing: The Next Decade, D. Klein and A. Smith, eds., Orlando, Florida, November, 251 – 255.
120. Burnett, John J., Van R. Wood and Jagdip Singh (1984), "Correlates of Internal Donation Behavior and Implications for Marketing Fund Raisers: An Empirical Investigation," Proceedings, Advances in Health Care Research, Scott Smith and M. Vankatesan, eds., Park City, Utah, April, 146 – 150.
121. Wood, Van R., M. Vankatesan, and Gerald Albaum (1984), "Evaluating New Service Opportunities for Medical Clinic: An Empirical Investigation," Proceedings, Advances in Health Care Research, Scott Smith and M. Vankatesan, eds., Park City, Utah, April, 15 – 17.
122. Chonko, Lawrence B. and Van R. Wood (1984), "Organizational Commitment: Do Job Levels and Job Characteristics Make a Difference?" Proceedings, Southern Marketing Association, Marketing Comes of Age, D. Klein and A. Smith, eds., New Orleans, Louisiana, November, 89 – 93.
123. Wood, Van R. (1984), "Strategic Planning From A `Systems' Perspective: Conceptual Development and Example," Proceedings, Southern Marketing Association, Marketing Comes of Age, D. Klein and A. Smith, eds., New Orleans, Louisiana, November, 295 – 297.
124. Wood, Van R., and Tom Gillpatrick (1983), "International Trademark Protection: Some Fundamental Considerations," Proceedings, Thirty-First Annual Conference of the Rocky Mountain Council on Latin American Studies, Park City, Utah, April, 49 – 59.
125. Gillpatrick, Tom, Robert Harmon, and Van R. Wood (1983), "Prospect Theory and Individual Risk Preference: A Multivariate Approach," Proceedings, American Institution of Decision Science, San Antonio, Texas, November, 320 – 323.

## **OTHER PUBLICATIONS**

Wood, Van (2012), "How Will the U.S. Adapt to the Rise of the Rest?," Richmond Times Dispatch (Op Ed), April 1, (<http://www2.timesdispatch.com/news/commentary/2012>).

Wood, Van R. (2004), "Understanding Globalization: Thomas Friedman's Contributions," in Thomas L. Friedman At the Richmond Forum, Published B&G Printing (a Verizon Literacy Project) exclusively for The Richmond Forum, and Richmond.com, Richmond, Virginia, 16 – 19.

Wood, Van R. (2002), "Know the Characteristics of the Global Business Leader or Find Yourself Wanting Out By the Age of Forty," in The Last Job Search Guide You'll Ever Need: How to Find and Get the Job or Internship of Your Dreams, Published by CollegeRecruiter.com, 128 – 131.

Wood, Van R. (2000), Book Review - *Winning The Global Game: A Strategy for Linking People and Profits*, by Jeffrey A. Rosensweig (1999, New York: The Free Press – A Division of Simon & Schuster, Inc. 258 pp.) in Journal of Marketing, Vol. 64, (1), 110 – 113.

Wood, Van R. (1996), Instructor's Manual For Global Marketing (by Douglas Lamont), Blackwell Publishers, Inc., Cambridge, Massachusetts, 1 – 307.

Wood, Van R. (1992), "COBA Meets Big Ben - The London Semester Business Program: A Student Opportunity to Study Abroad and Find Direction in Life," Texas Tech Business, Summer, 4 – 6.

Wood, Van R. (1988), "Some Themes from Abroad: One Professor's Reflections on Finland and Turkey," Texas Tech Business, Winter, 14 – 15.

Wood, Van R. (1988), Book Review - *Field Methods in Cross-Cultural Research*, eds. Walter J. Lonner and John W. Berry, Sage Publications (1986), in Journal of Marketing Research, February, 114 – 115.

Wood, Van R., and John J. Burnett (1984), Study Guide for Salesmanship Semester One, Published by: The Division of Continuing Education, Texas Tech University, Lubbock, Texas.

Wood, Van R., and John J. Burnett (1984), Study Guide for Salesmanship Semester Two, Published by: The Division of Continuing Education, Texas Tech University, Lubbock, Texas.

Wood, Van R. (1984), Study Guide for Marketing 3350, Published by: The Division of Continuing Education, Texas Tech University, Lubbock, Texas, (Revised 1987, and 1990).

Wood, Van R. (1983), "Analysis of a Foreign Environment: The Importance of Foreign Environmental Dimensions for Exporters and Potential Exporters," Journal of International Business Studies (Abstract), Fall, (14), 2, 172.

## GRANTS AND CONTRACTS (FUNDING)

2015 – 2017 – Title – Virginia International Trade Alliance (VITAL – with Virginia Economic Development Partnership, Virginia Manufacturing Association, Virginia Chamber of Commerce, Virginia Maritime Association and 10 other Virginia public institutions of higher education).

Sponsor – The State of Virginia and Virginia Department of Commerce

Total Funds - \$2,000,000.

2015 – Title – The Pipe, the Hype and the Heart: Enhanced Branding of Tata Communications in the 21<sup>st</sup> Century

Sponsor – Tata Communications, Inc. (USA)

Total Funds - \$15,000

2015 – Title – Universal: Telling The Story: We Empower People Globally.

Sponsor – Universal Corporation (Richmond, Virginia, USA)

Total Funds - \$5,000

2015 – Title – Strategic Development of the Port of Richmond

Sponsor – VCU School of Business Executive MBA Program – Strategic Dilemma Program and The Port of Virginia.

Total Funds - \$3,000

2012-2015 – Title - VCU School of World Studies and School of Business (and Northern Virginia Community College – NOVA)) – French West Africa Project – “Undergraduate International Studies and Foreign Language Development.”

Sponsor – United States Department of Education/United States Foreign Language Program (USDE/USFLP) – Title VI Grant.

Total Funds - \$4000 (out of total grand funds of \$450,000) – As a "grant faculty" members these funds are specifically allocated to me to do research and promote future relationships for business students involving West Africa

2014 – Title – Virginia Commonwealth University, School of Business (USA)– University of Guadalajara, School of Business (Mexico): Master of Business Administration (MBA) and/or Master of Science in Business (MS) Collaborative Degree Program.

Sponsor – Virginia Commonwealth University Global Education Office – Quest Global Impact Award

Total Funds - \$65,500 (\$20,000 – VCU Global Education Office, \$45,500 – VCU School of Business) – with Dr. Nanda Rangan (VCU School of Business Professor of Finance and Associate Dean for Strategic and International Initiatives).

2014 – Title – A Virginia Commonwealth University – Ford Motor Company Research Project: Optimizing the Human Condition from a Human Rights and Social Sustainability Perspective: Conceptualization and Measurement.

Sponsor – Ford Motor Company

Total Funds - \$50,000

2014 – Title – Understanding the Emerging E-Cigarette (electronic cigarette) Market.

Sponsor – U.S. Department of Education/VCU School of World Studies (Dr. Patricia Cummins – Principal Investigator)

Total Funds - \$4,000

2014 – Title – Uptown Alley – Going Global (A world market analysis of consumer leisure activity growth).

Sponsor – Uphoff Ventures, Inc.

Total Funds - \$4,000

2013 – Title – Going Global Defense Initiative, U.S. Department of Defense (DOD), Subcontract Grant with Virginia Economic Development Partnership (VEDP), Richmond, Virginia.

Sponsor – U.S. Department of Defense/ Virginia Economic Development Partnership

Total Funds - \$50,000

2013-2014 – Title – Sustainable Transportation and Food Deserts in Richmond, Virginia (with Dr. Manoj Thomas, VCU Assistant Professor of Information Systems, and a team of VCU School of Business Students)

Sponsor – Ford Motor Company (Ford C3 Grants)

Total Funds - \$25,000

2013 – Title – A Virginia Commonwealth University – Ford Motor Company Research Project: Establishing the Focus and Framework for a “Ford Center for Human Rights and Sustainability” at a Major Institutions of Higher Education.

Sponsor – Ford Motor Company

Total Funds - \$30,000

2013 – Title – A Virginia Commonwealth University, School of Business – Virginia Economic Development Partnership (VEDP) International Trade Research Project: Identifying the Key Drivers of Export Enhancement from the Commonwealth of Virginia.

Sponsor – Virginia Economic Development Partnership (VEDP)

Total Funds - \$4,000

2013 – Title - Collaborative Degree Program Virginia Commonwealth University School of Business – Beijing Foreign Studies University (Beijing, People’s Republic of China) – with Dr. Nanda Rangan – VCU School of Business Associate Dean

Sponsor - Virginia Commonwealth University, Global Education Office (GEO) - International Strategic Awards (2013-2014)

Total Funds - \$20,000

2013 – Title - Collaborative Degree Program Virginia Commonwealth University School of Business – Fudan University (Shanghai, People’s Republic of China) – with Dr. Nanda Rangan – VCU School of Business Associate Dean

Sponsor - Virginia Commonwealth University, Global Education Office (GEO) - International Strategic Awards (2013-2014)

Total Funds - \$20,000

1994 - 2015 – Title - Virginia Commonwealth University, School of Business, Annual International Business Forum Grant (21 Forums in total).

Sponsor - Universal Corporation, Richmond, Virginia

Total Funds - \$15,000 - \$20,000 per year (Total funding to-date - \$320,000).

2012 – Title – Leveraging International Human Rights and Sustainability Achievements to Enhance Ford’s Global Reputation: Developing an Integrated Communications Strategy.

Sponsor – Ford Motor Company – Office of Sustainable Business Development

Total Funds - \$30,000

2011 – Title – Evaluating Global Product Stewardship Programs: Consolidated Program Analysis and Description for Packaging and Paper.

Sponsor – American Institute for Packaging and the Environment (AMERIPEN)

Total Funds - \$3,000

2011 – Title – The Education of Richmond and Central Virginia Regarding Electric Vehicles (EVs): A Ford Motor Company Market Research Project.

Sponsor – Ford Motor Company – Office of Sustainable Business Development

Total Funds - \$30,000

2010 – 2011 – Title - Patterns in entrepreneurship and innovation: entrepreneurial competitiveness, business models in technology-based firms, innovation policy and sustainable development in the NAFTA countries (with Dr. Frank Franzak – Virginia Commonwealth University, Dr. Ricardo Arechavala Vargas – University of Guadalajara – Mexico and Dr. Ian P. McCarthy – Simon Fraser University – Canada).

Sponsor – Government of Canada – North America Research Linkages Program.

Total Funds - \$8,000

2008 - 2011 – Title – Enhancing International Business Opportunity Between Central Virginia and the Arabic Speaking World: A Project to Develop Meaningful Partnerships and Promising Human Capital at Virginia Commonwealth University (with Dr. Patricia Cummins, Professor of World Studies, Virginia Commonwealth University).

Sponsor – Business and International Education Program, U.S. Department of Education

Total Funds - \$360,579 (\$179,530 – USDE, \$181,048 – VCU matching).

2008 - Title – A Virginia Commonwealth University, USA – University of Guadalajara, Mexico Project to Continue Their Partnership Development and Long-Term Relationship Focusing on a Center for International Entrepreneurial Excellence and a Small to Medium Sized Enterprise Incubation Program (with Dr. Jesus Arroyo (Rector – UdeG Centro Universitario de Ciencias Economico-Administrativas – CUCEA).

Sponsor – Virginia Commonwealth University, VCU Office of the Philip Morris Endowed Chair in International Business, and University of Guadalajara.

Total Funds - \$20,000

2008 – Title – Grant to Study Virginia’s Christmas Tree Market in Mexico.

Sponsor – Virginia Department of Agriculture and Consumer Services (VDACS)

Total Funds - \$8000

2007 – Title – Virginia Commonwealth University Executive MBA (EMBA) Strategic Dilemma: Identification of New External Relations and Marketing Strategies for the VCU School of Business (with Dr. Pamela Kiecker – guided six person EMBA team).

Sponsor – Virginia Commonwealth University, School of Business

Total Funds - \$2000

2004 – 2006 – Title – General Motors Foundation and The Friends of the Fulbright Commission in Egypt, Inc. Cairo, Egypt – In Support of Virginia Commonwealth University’s Executive MBA Program in Cairo, Egypt.

Sponsor – General Motors Foundation, Cairo, Egypt

Total Funds - \$34,000

2004 – 2006 – Title – A Partnership to Create an Executive MBA Program in Egypt and Further Internationalize the Business Curricula at Helwan University (Cairo, Egypt) and Virginia Commonwealth University (Richmond, Va. USA) (with Dr. Mhamed Ghars El –Din).

Sponsor – The Binational Fulbright Commission, University Partnership Program (USA – Egypt).

Total Funds - \$100,000

2003 – Title – Society of International Business Fellows Annual Board of Directors Meeting and Program, Richmond, Virginia (with Dr. Pamela Kiecker).

Sponsor – Society of International Business Fellows – National Headquarters, Atlanta, Georgia

Total Funds - \$10,000

2002 -2004 – Title - Global View II: Building upon Past Efforts to More Fully Internationalize Faculty, Students, and Programs at Virginia Commonwealth University's School of Business (with Dr. Pamela Kiecker).

Sponsor - Business and International Education Program, U.S. Department of Education

Total Funds - \$227,340

2002 – Title - U.S. Symposium for British Telecom Executive: Understanding the Needs and Environment of Small to Medium Sized Enterprises (with Dr. Pamela Kiecker).

Sponsor - British Telecommunications, Plc, (BT Retail/SME Division), Great Britain

Total Funds - \$15,000

2002 – Title - Globalization's Impact and Strategic Implications for Virginia's Wood Products Companies Serving Furniture Industry Firms (with Dr. Frank Franzak and Dr. Pamela Kiecker).

Sponsor - Virginia Department of Agriculture and Consumer Services, Commonwealth of Virginia

Total Funds - \$20,000

1999 - 2001 – Title - Global View: A Global Training Project For Innovative Technology Organizations Using Interactive Tools (with Dr. Pamela Kiecker and Dr. Michael Little).

Sponsor - Business and International Education Program, U.S. Department of Education - Total Funds - \$441,000

1999 - 2000 – Title - Teaching International Business in Cyber Space: A Virginia Commonwealth University and Marseille Business School - ESCMP (École Supérieure de Commerce Marseille - Provence, France) Joint Venture (with Dr. Pamela Kiecker).

Sponsor - Business and International Education Program, U.S. Department of Education

Total Funds - \$8,000

1999 – Title - Society of International Business Fellows (SIBF) Study Trip - Singapore; Hong Kong, and Beijing (Peoples' Republic of China)

Sponsor - Virginia Commonwealth University

Total Funds - \$15,700

1999 – Title - A Theoretical Framework for International Market Evaluation: A Comprehensive Monograph

Sponsor - School of Business, Virginia Commonwealth University

Total Funds - \$5,000

1998 – Title - U.S. Biotechnology Executive Perceptions of the Russia Biotech Market (with Virginia Commonwealth University - Department of Biotechnology)

Sponsor - U.S. Department of Commerce

Total Funds - \$6,500

1998 – Title - United States – European Union (U.S. - E.U.) Joint Consortia Conference Grant

Sponsor - U.S. Department of Education & European Union DG XXII Program

Total Funds - \$81,500

1997 - 2002 – Title - IPIRL 2000 - A Trans-Atlantic Project to Create a New Paradigm for the Development of International Business Skills (with Montana State University, Portland State University, ESC - Marseille - France, National University of Ireland - Galway, Ireland and University of Ulster - Northern Ireland).

Sponsor - U.S. Department of Education (FIPSE) & European Union DGXXII Program

Total Funds - \$780,000

1997 – Title - International Marketing and Retailing Education (with Dr. Pamela Kiecker).

Sponsor - Malaysian Ministry of Education - World Bank Program for Malaysian Polytechnics Educators

Total Funds - \$286,000

1997 – Title - The Use of Market Research and Resulting Knowledge: Examining Information Exchanges within Multinational Corporations (with Dr. Pamela Kiecker).

Sponsor - Virginia Commonwealth University Faculty Grant-In-Aid Program, Richmond, Virginia

Total Funds - \$4,970

1996 – Title - Market Research Use In International Corporations: Measuring Type and Extent of Knowledge Utilization (with Dr. Pamela Kiecker).

Sponsor - The Faculty Excellence Fund Competition - Virginia Commonwealth University, School of Business, Richmond, Virginia

Total Funds - \$3,360

1994 – Title - The People's Republic of China Moves Towards Capitalism: Seminar in Business Education

Sponsor - Oriental Investors Co., LTD, Hong Kong

Total Funds - \$2,000



1993 - 1995 –Title - Cooperation in International Marketing, Entrepreneurship and Small Business Management with Languages, Curriculum Development and Student Exchanges (University of Central Arkansas; University of Teeside, England; University of Valencia, Spain; ESC - St. Etienne, France; and Haagse Hogeschool, Netherlands)

Sponsor - U.S. Department of Education, Washington D.C. (FIPSE)

Total Funds - \$144,000

1992 - 1993 –Title - Franchisors, Franchisees, and Franchise Customers: A Study of the Triad in Modern Franchising

Sponsor - College of Business Administration, Texas Tech University, Lubbock, Texas

Total Funds - \$2,375

1990 - 1991 –Title - Franchise Perceived Expertise: A Study of the Evolution in Franchising Systems (with Dr. Pamela Kiecker, Texas Tech University).

Sponsor - College of Business Administration, Texas Tech University, Lubbock, Texas

Total Funds - \$2,000

1990 - 1991 –Title - An Extension of "A Model of Healthcare Success"

Sponsor - College of Business Administration, Texas Tech University, Lubbock, Texas

Total Funds - \$1,000

1989 - 1990 (two awards) –Title - Relationship Marketing in Franchise Operations: Correlates of Performance and Satisfaction (with Dr. Pamela Kiecker, Texas Tech University).

Sponsor - College of Business Administration, Texas Tech University, Lubbock, Texas

Total Funds - \$2,000

Title - A Model of Healthcare Success

Sponsor - College of Business Administration, Texas Tech University, Lubbock, Texas

Total Funds - \$1,500

1988 - 1989 –Title - Efficiency, Profitability and Patient Satisfaction: An Interactive Study of Healthcare Services

Sponsor - College of Business Administration, Texas Tech University, Lubbock, Texas

Total Funds - \$2,100

## OTHER PROFESSIONAL EXPERIENCE

### Seminars/Lectures/Addresses/Panels

2015 (September/October), Zimbabwe, Africa, *Topic*: Small Scale Farming in Sub-Saharan Africa” (interviews with farmers, sponsored by Universal Corporation and Zimbabwe Leaf Tobacco Company).

2015 VCU Executive MBA in Cuba (March 10-16), University of Havana, Cuba, *Topic*: “Developing a Partnership for Progress between Virginia Commonwealth University and the University of Havana.”

2015 Global Business & International Management Conference – Portland, Oregon, USA (August 8, 2015), *Topic*: “University Partnerships with Big Emerging Markets: Creating Student Opportunities in the Era of Globalization 2.0.”

Virginia Commonwealth University - 2015 American Studies Program (for visiting Chinese university students from Fudan University and Beijing Foreign Studies University), Richmond, Virginia, USA (July 2015), *Topic*: “Globalization and Sustainability: Realities for International Business Success.”

Virginia Commonwealth University – BNFO 591 - Business and Entrepreneurship for Life Scientists, Richmond, Virginia, USA (February), 2015, *Topic*: “Globalization and Sustainability: Update and New Hope.”

2015 University of Panamericana – Mexico (Mexico City and Guadalajara – February), *Topic*: Globalization and Sustainability: The Role of the USA and Mexico.

6th Conference on Business and Entrepreneurship in Africa, – Syracuse University, New York, USA, (April 16-18, 2015), *Topic*: “Competitiveness of African Economies: How Companies Analyze and Select African Countries for Foreign Investment.”

Virginia Commonwealth University, School of Business– “Fast Track” Executive MBA Program Class of 2016, Richmond, Virginia, USA (April, 2015), *Topic*: “Globalization and Sustainability: The Two Super-Stories of our Time.”

Virginia Commonwealth University - 2014 American Studies Program (for visiting Chinese university students from Fudan University and Beijing Foreign Studies University), Richmond, Virginia, USA (July 2015), *Topic*: “Globalization and Sustainability: Two Super Stories of Our Time.”

66<sup>th</sup> Virginia Conference on World Trade, Richmond, Virginia, USA, (October), 2014 - Panel Member and Moderator, *Topic*: “Export to Australia and Brazil.”

66<sup>th</sup> Virginia Conference on World Trade, Richmond, Virginia, USA, (October), 2014 - Panel Member and Moderator, *Topic*: “Landing Sales in North America.”

Greater Richmond Export Initiative – sponsored by Greater Richmond Partnership, Robins School of Business – University of Richmond and SunTrust Bank; Richmond Virginia, USA, (June 2014), *Topic*: “From Here to There, Who Do I Need? (To grow my exports).

Energy and Sustainability Conference – Advancing Business with Leadership in Sustainability, Richmond, Virginia, USA, (February 2014), *Topic*: “Sustainability and Higher Education: The “Bridge” to Global Business Success in the 21<sup>st</sup> Century.”

Virginia Union University (VUU) – International Education Week (Professional Development Workshop – Center for International Studies), Richmond, Virginia, USA, (November 2013), *Topic*: “Globalization and Sustainability: The Two Super-Stories of the 21<sup>st</sup> Century.”

Virginia Commonwealth University – Wellness Resource, Center Food Day Conference, Richmond, Virginia, USA, (October 2013), *Topic*: “Why Choose Local Food: Globalization’s Influence on What We Eat.”

PNC Bank – Forum on International Trade (sponsored by Workforce Alliance), Richmond, Virginia, USA, (September 2013), *Topic*: “What You Should Know before Exporting or Importing.”

Kenya Central Bank Delegation, Kenya School of Monetary Studies, Richmond, Virginia, USA (August 2013), *Topic*: “VCU and the School of Business in the Internationally Business Arena.”

Conference on Global Education, Akal Academy, Himachal Pradesh, India, Keynote Speaker (August 2013), *Topic*: “The Demands from Globalization and Sustainability on the Full Spectrum of Education (K – 12 and Higher Education) in the 21<sup>st</sup> Century.”

Conference on Global Education, Akal Academy, Punjab, India, Keynote Speaker (August 2013), *Topic*: “Eight Key Drivers of Global Education in the 21<sup>st</sup> Century.”

Virginia Commonwealth University - 2013 American Studies Program (for visiting Chinese university students from Fudan University and Beijing Foreign Studies University), Richmond, Virginia, USA (July 2013), *Topic*: “Globalization and Sustainability: Two Interactive Stories of the 21<sup>st</sup> Century.”

Beijing National Day School Students from the People’s Republic of China, Official Visit to VCU, School of Business, Richmond, Virginia, USA (July 2013), *Topic*: “Globalization, Sustainability, the U.S. and China: Meaning and Significance in the 21<sup>st</sup> Century.”

International Institute for Higher Education in Morocco, Official Visit to VCU, School of Business, Richmond, Virginia, USA (June 2013), *Topic*: VCU and the School of Business in the International Education Arena: Opportunities for Educational Partnerships in Morocco ,” (with Professor Nanda Rangan, VCU School of Business Associate Dean for International Relations).

The International Association to Advance Collegiate Schools of Business (AACSB – International) – Sustainability Conference: Fostering the Social Impact of B-Schools, Washington, D.C., USA (June), 2013, *Topic*: “Introducing Sustainability Into Curriculum: New Trends in Sustainability Education,” (with William Godfrey – President – Environic Foundation International).

Virginia Commonwealth University, School of Business– “Fast Track” Executive MBA Program Class of 2014, Richmond, Virginia, USA (May 2013), *Topic*: “Globalization and Sustainability: Super-Stories of our Time.”

Republic of Moldova, The Honorable Ambassador - Embassy of Moldova Ambassador Igor Munteanu (and staff), Official Visit to Richmond, Virginia, USA (May 3013), *Topic*: VCU and the School of Business in the International Education Arena: Opportunities for Partnerships with Moldova Universities,” (with Professor Nanda Rangan, VCU School of Business Associate Dean for International Relations).

Virginia Commonwealth University 15<sup>th</sup> Annual International Business Certificate Program, Richmond, Virginia, USA (March), 2013, *Topic*: “Selecting and Entering International Markets in the Era of Globalization 2.0.”

Virginia Commonwealth University – BNFO 691 - Business and Entrepreneurship for Life Scientists, Richmond, Virginia, USA (February), 2013, *Topic*: “Globalization and Sustainability: Super-Stories of Our Time.”

The American Marketing Associations Global Marketing Special Interest Group (SIG) Conference (with Georgetown University and the U.S. Department of Commerce), Washington, D.C., USA (March 2013), *Topic*: Globalization and higher Education – Eight Common Perceptions from University Leaders.”

Virginia Society of Certified Public Accountants (CPAs) Webinar, Richmond, Virginia, USA (February 2013), *Topic*: “Globalization and Sustainability: The Two Great Forces of our Time.”

Beijing Foreign Studies University, Beijing, People’s Republic of China (PRC – October 2012), *Topic*: “Obtaining a Global Marketing Management Education in the U.S.: Opportunities at Virginia Commonwealth University.”

64<sup>th</sup> Virginia Conference on World Trade, Roanoke, Virginia, USA, (October), 2012, *Topic*: “Cultivating International Partnerships: The Key to Growing Your Business Internationally.”

Virginia Commonwealth University International Consulting Program in conjunction with 1) The University of Nicosia, Nicosia, Cyprus; 2) The Anglo-American University, Prague, Czech Republic; 3) The Technological Education Institute of Patras, Patras, Greece and 4) The American College of Greece, Athens, Greece (September) 2012, *Topic*: VCU Undergraduate Business Students’ Consulting Project Opportunity and European Partnership Development.”

Virginia Commonwealth University Honors College – Berglund Seminar Series, Richmond, Virginia, USA (August), 2012, *Topic*: “The 3<sup>rd</sup> Great Power Shift in Modern History: The Post Western World as Globalization Gains Depth and Breadth and What Does It Mean for the Youth of Today?”

Virginia Commonwealth University – American Studies Program with Fudan University and Beijing Foreign Studies University, People’s Republic of China, Richmond, Virginia, USA (July), 2012, *Topic*: “The 3<sup>rd</sup> Great Power Shift in Modern History: The Post Western World as Globalization Gains Depth and Breadth and What Does It Mean for the Youth of Today?”

Rotary International, Innsbrook, Virginia, USA (July), 2012, *Topic*: “Sustainability – Why You Should Care.”

Virginia Commonwealth University School of Business and 1)Fudan University School of Journalism and Mass Communications, Shanghai; 2) Huazhong University of Science and Technology (HUST) School of Management, Wuhan; and Beijing Foreign Studies University (BFSU), Beijing (all located in the People’s Republic of China) Partnership Formation, Richmond, Virginia, USA (June), 2012, *Topic*: “An Overview of Richmond, Virginia; Virginia Commonwealth University; VCU’s School of Business and a Proposed Partnership Between VCU and Leading Universities in China.”

6<sup>th</sup> Global Internship Conference: Clarity, Innovation, Collaboration: Berkeley, California, USA (June) 2012, *Topic*: “Big Emerging Markets and Developed Markets: Creating Global Internships in the Era of Globalization 2.0.”

Virginia Society of CPAs’ Industry Conference, Williamsburg, Virginia, USA (May), 2012, *Topic*: “The 3<sup>rd</sup> Great Power Shift in Modern History: The Post Western World As Globalization Gains Depth and Breadth or Shift Happens – So How Do We Shift With It?”

Virginia Commonwealth University School of Business and Fudan University School of Journalism and Mass Communications (People's Republic of China) Partnership Formation, Richmond, Virginia, USA (May), 2012, *Topic*: "An Overview of Richmond, Virginia; Virginia Commonwealth University; VCU's School of Business and a Proposed Partnership Between VCU and FU Leading to a Master of Science in Global Marketing Management with an Emphasis in Global Marketing Management."

Virginia Commonwealth University School of Business Executive MBA "Fast Track" Program, Berlin, Germany (April), 2012, *Topic*: "Evaluating International Markets: Theory, Models and Assessment Methods."

Virginia Commonwealth University – BNFO 691 - Business and Entrepreneurship for Life Scientists, Richmond, Virginia, USA (February), 2012, *Topic*: "Globalization and Sustainability: Meaning and Significance to Entrepreneurs in the Life-Sciences Field: An Update."

Christ University, Bangalore, India (January - February 2011), *Topic*: "A Christ University, India – Virginia Commonwealth University, USA Partnership in Education: Two Degrees, Two Countries, Two Years."

Visvesvarava Technical University (VTU), Belgaum, India (February 2011), *Topic*: A Potential Partnership Between Virginia Commonwealth University and VTU to Create a Dual Degree Program (MBA and MS Global Marketing Management and Finance): Two Universities, Two Degrees, Two Cultures."

Virginia Asian Chamber of Commerce (VACC) 3<sup>rd</sup> Annual Gala, Richmond, Virginia, USA (December 2011), *Topic*: "VACC 2011 Scholarships – Presenting the Next Generation of Future Global Business Leaders."

EPS Global Medical Development, Inc – Hebei International Forum on Economy and Trade, Shijiazhuang, Hebei, People's Republic of China (PRC) (November) 2011, *Topic*: "Evaluating Export Markets: Experienced Exporters' Hierarchical Cognitive Structures."

Virginia Commonwealth University and Waste Management Corporation (WM) – Round Table Forum, Richmond, Virginia, USA (September) 2011, *Topic*: Business Community – University Partnership and the Issues of Sustainability."

Henan University, People's Republic of China (PRC) – Presentation to Visiting Delegation in Richmond, Virginia, USA (August 2011), *Topic*: "VCU School of Business and Henan University: A Potential Global Business Education Partnership."

Virginia Commonwealth University – Christ University (Bangalore, India) – Dual Degree Program 2011 – Opening Reception Presentation to 55 CU Graduate Students in Richmond, Virginia, USA (August 2011), *Topic*: "Welcome to Your Future: Global Marketing and Finance Education Begins Now at VCU School of Business."

Virginia Commonwealth University – American Studies Program with Fudan University and Beijing Foreign Studies University, People's Republic of China, Richmond, Virginia, USA (July), 2011, *Topic*: "Sustainability in Today's Globalized Business Environment: International Business From an American Perspective."

Xi'an Railway Vocational and Technical Institutions, Xi'an, People's Republic of China (PRC) – Presentation to Visiting Delegation in Richmond, Virginia, USA (May 2011), *Topic*: "Virginia Commonwealth University – School of Business in the Global Education Arena ."

Virginia Commonwealth University – BNFO 591 - Business and Entrepreneurship for Life Scientists, Richmond, Virginia, USA (March), 2011, *Topic*: “Globalization and Sustainability: Meaning and Significance to Entrepreneurs in the Life-Sciences Field.”

Association for Marketing & Health Care Research – 30<sup>th</sup> Annual Conference, Steamboat Springs, Colorado, USA (February), 2011, *Topic*: “Globalization and Sustainability: The Influence of Two macro Concepts on the Future of the Planet.”

Association of Global Management Studies – 2<sup>nd</sup> International Conference (Keynote Address), Las Vegas, Nevada, USA (March 2011), *Topic*: Challenges in the Global Marketplace: Realities and Challenges (Sea Change – The Post American World).

Virginia Asian Chamber of Commerce – 3<sup>rd</sup> Annual Business Immigration Summit Richmond, Virginia, USA, (February 2011), *Topic*: Challenges in the Global Workforce: Meaning and Significance to Countries, Companies and Individuals.

Christ University, Bangalore, India (December 2010, January 2011, April 2011), *Topic*: “A Christ University, India – Virginia Commonwealth University, USA Partnership in Education: Two Degrees, Two Countries, Two Years.”

Shanghai University, Shanghai, People’s Republic of China (PRC – January 2011), *Topic*: “Partnership Opportunities for Chinese Institutions of Higher Education and Virginia Commonwealth University.”

The Institute of Finance and International Management (IFIM), Bangalore, India ; SRM University, Chennai, India; Karnataka State Open University, Mysore, India; and Everonn Education Limited, Chennai, India (December 2010), *Topic*: “Partnership Opportunities for Indian Institutions of Higher Education and Virginia Commonwealth University.”

Global Citizen Diplomacy Summit – Business Task Force, Washington D.C. USA (November 2010), *Topic*: Higher Education Projects to Develop Meaningful Partnerships and Promising Human Capital for Global Peace and Prosperity: Virginia Commonwealth University and the “Big Emerging Markets.”

Virginia Commonwealth University – American Studies Program with Fudan University and Beijing Foreign Studies University, People’s Republic of China, Richmond, Virginia, USA (July), 2010, *Topic*: “Today’s Globalized Business Environment: International Business From an American Perspective.”

Beijing Foreign Studies University – International Business School, People’s Republic of China (May 2010), *Topic*: “Knowledge Communities in the Era of Globalization: The Critical Role of International Education and Experience.”

Christ University, Bangalore, India (March 2010), *Topic*: “A Christ University, India – Virginia Commonwealth University, USA Partnership in Education: Two Degrees, Two Countries, Two Years.”

Virginia Asian Chamber of Commerce, Richmond, Virginia, USA (February 2010), *Topic*: The World Is Evolving: And we All need To Evolve With It

Christ University, Bangalore, India (February 2010), *Topic*: “Globalization and International Business: Realities and Challenges for India and the U.S.”

Christ University, Bangalore, India (January 2010), *Topic*: “A Christ University, India – Virginia Commonwealth University, USA Partnership in Education: Two Degrees, Two Countries, Two Years.”

Virginia Asian Chamber of Commerce Annual Gala and Awards Ceremony, Richmond, Virginia, USA (December 2009), *Topic*: “Education in the Global Area – The Importance of Extended Networks and Cultural Understanding for Competitive Success.”

Conference on Export Marketing, Tehran, Iran (November 2009 – delivered via video conferencing technology from Virginia Commonwealth University, Richmond, Virginia, USA), *Topic*: “Six Key Questions for Selecting Promising Export Markets – The Importance of Knowledge in Screening Export Markets for Global Success.”

U.S. Department of Education Fund for the Improvement of Secondary Education (FIPSE) – International Education Week, USA (November 2009), *Topic*: “Achieving Global Perspective on U.S. Campuses.”

Virginia Business Incubation Association Conference: Partnerships & Incubation Moving Business Forward, Staunton, Virginia, USA (October 2009), *Topic*: “University Partnerships in Business Incubation: Global Considerations.”

61<sup>st</sup> Virginia Conference on World Trade, Chantilly, Virginia, USA, (October), 2009, *Topic*: “International Strategies, During Recession – Infrastructure & Global Logistics - The Rudy Ruderhausen Award.”

EU-US Education Policy Forum, Washington D.C., USA (October), 2009, *Topic*: “Globalization, Entrepreneurship and Boundary Spanning.”

The American University of Sharjah, Abu Dhabi University, Zayed University and Higher Colleges of Technology – all of the United Arab Emirates (May), 2009, *Topic*: “Joint Funding and Grant Opportunities to Build Partnerships for Global Business Education.”

Virginia Commonwealth University (Richmond, Virginia, USA) and Helwan University (Cairo, Egypt) Student 3-Week Study Program (Sponsored by a Grant from the U.S. Department of Education), Egypt (May), 2009, *Topic*: “Middle East and North African (MENA) Arab-Islamic Realities in Global Business (with Dr. Maged Botros – Helwan University).”

Virginia Commonwealth University Executive “Fast Track” MBA Program – Study Trip to Chile (May), 2009, *Topic*: “Objective Methods for Selecting Global Markets for Entry and Expansion.”

International Congress (Congreso Internacional) – CONAHEC-HACU-OUI, Guadalajara, Mexico (April), 2009, *Topic*: “Funding for Higher Education: Potential Capital Market Approaches Based on the U.S. Experience (with Jayaraman Vijayakumar – Virginia Commonwealth University and Ricardo Arechavala-Vargas – University of Guadalajara).”

University of Hyderabad, India (March), 2009, *Topic*: Global Education in the Globalized 21<sup>st</sup> Century: Realities and Meaning to Business Students Around the World.

Christ University, Bangalore, India (March) 2009, *Topic*: Joint Degree Educational Programs in the Global Environment: The Partnering of Virginia Commonwealth University (USA) and Christ University (India) to Leverage Educational Offerings at Both Institutions.

Association of Information Technology Professionals (AITP), Richmond, Virginia, USA (March), 2009, *Topic*: International Markets for Technology Firms In Virginia: Responding to a Weak Domestic Market.

Commonwealth Women's Club, Richmond, Virginia, USA (January), 2009, *Topic*: Globalization and the Changing World.

Virginia Commonwealth University – BNFO 591 - Business Basics for Life Scientists and Practitioners, Richmond, Virginia, USA (January), 2009, *Topic*: “Globalization 2.0: The Super-Story of Our Time Marches On.”

CEO Growth Forum, Richmond, Virginia, USA (January), 2009, *Topic*: Globalization and International Business: Realities and Challenges (Sea Change – The Post American World).

Conference on Export Marketing, Teheran, Iran (November-December), 2008, Keynote Speaker. *Topic*: Globalization and International Business: Realities and Challenges.

Conference on Export Marketing, Teheran, Iran (November - December), 2008, *Topic*: Evaluating and Screening International Markets (Executive/Managerial workshop).

Conference on Export Marketing, Teheran, Iran (November - December), 2008, *Topic*: Progressive Decision Making for Strategic Alliances – The PRODEMSTA Model: A Method for Determining International Strategic Alliance Feasibility for Small to Medium Sized Enterprises (Executive/Managerial workshop).

The 7<sup>th</sup> National Conference for Accelerated Programs in Higher Education, “Today & Tomorrow: Accelerated learning in the 21<sup>st</sup> Century, Philadelphia, Pa., USA (November), 2008 – Keynote Address, *Topic*: Globalization and Higher Education: Realities and Challenges.

Virginia Commonwealth University (VCU) and the University of Guadalajara (UdeG - Jalisco, Mexico) Partnership Symposium, Guadalajara, Mexico (November), 2008, *Topic*: VCU and UdeG: The Creation, Dissemination and Use of Knowledge Through Life Sciences Technology Parks.

MISR International University, Cairo, Egypt (October), 2008, *Topic*: “Understanding Consumer Perceptions in International Markets.”

Virginia Commonwealth University, School of the Arts, Doha, Qatar (October), 2008, *Topic*: Entrepreneurship and Marketing: Key Drivers of Successful Design as a Business in Global Markets.”

Virginia Commonwealth University – School of World Studies (U.S. Department of Education – Business International Education Grant Program), Richmond, Virginia, USA (September), 2008, *Topic*: “ Understanding and Thriving in Today's Globalized Business Environment: Key Ingredients for Doing Well and Doing Good.”

Virginia Commonwealth University – American Studies Program with Fudan University and Beijing Foreign Studies University, People's Republic of China, Richmond, Virginia, USA (July), 2008, *Topic*: “Understanding and Thriving in Today's Globalized Business Environment: International Business From an American Perspective.”

Virginia Commonwealth University – American Language and Civilization Program with Rouen School of Management, Rouen, France, Richmond, Virginia, USA (July), 2008, *Topic*: “Understanding and Thriving in Today's Globalized Business Environment: International Business From an American Perspective.”

Beijing Foreign Studies University (BFSU), School of International Business, Beijing, People's Republic of China (May), 2008, *Topic*: “Globalization Today: Meaning and Significance for U.S. – China Business Relationship.”



Central University of Finance and Economics, School of Business, Management Research Center, Beijing, People's Republic of China (May) 2008, *Topic*: "Evaluating International Markets: The Existence, Structure and Meaning of Advanced Cognitive Structures (Mental Maps) in Experienced International Business People."

ChinaValue Business New Media, Beijing, People's Republic of China (May), 2008, *Topic*: "Globalization and Higher Education: New Models for the 21<sup>st</sup> Century."

Virginia Commonwealth University - Engineering and Business Joint Seminar (March), Richmond, Virginia, USA, 2008, *Topic*: "Globalization: Significance to Business and New Product Development."

Virginia Commonwealth University and the University of Guadalajara (UdeG - Jalisco, Mexico) Partnership Symposium, Guadalajara, Mexico (March), 2008, *Topic*: "Developing a Center of Management Excellence for Small to Medium-Sized Enterprises at UdeG: Lessons Learned in the United States," (a week-long symposium with Dr. Frank Franzak, Dr. Michael Pitts, Dr. J. Vijayakumar, Dr. David Upton, Dr. Brandon Price, Mr. George Hiller and Mr. David Lohr – a VCU Team).

National Association of Business and International Educators' Conference (NASBITE), Alexandria, Virginia, USA (March), 2008, *Topic*: "Mapping Learning Outcomes, Assessment and Retention Plans: Business Education in the 21<sup>st</sup> Century," (with Dr. Frank Franzak).

Virginia Asian Chamber of Commerce – Basics To Exporting Forum, Richmond, Virginia, USA (March), 2008, *Topic*: Virginia Commonwealth University's International Business Certificate Program: Joining the Global Business Environment."

Greater Richmond Chamber of Commerce – College to Career Fair, Richmond, Virginia, USA (February), 2008, *Topic*: "The Business of Being Global," (Panel with – Michael Schewel – former Virginia Secretary of Commerce and Trade; Dr. Richard Coughlan, Associate Dean – School of Business, University of Richmond and Steve Erickson, Vice President - Qimonda, North America).

Virginia Commonwealth University – BNFO 591 - Business Basics for Life Scientists and Practitioners, Richmond, Virginia, USA (February), 2008, *Topic*: "Did You Know: The Face of Globalization Today, and Upcoming Challenges."

The Shepherd's Center of Richmond, Open University Classes, Richmond, Virginia, USA (February) 2008, *Topic*: Some Thoughts on China, India, the U.S., Globalization and Education: How Do Deal with It All?

Virginia Asian American Chamber of Commerce, Richmond, Virginia, USA, (January) 2008, *Topic*: Globalization and Education: Significance to Business Today.

The Shanghai Entrepreneurial Program, VCU School of Business, Center for Corporate Education, Richmond, Va. USA (November), 2007, *Topic*: Globalization: The Super-Story of Our Time, an International Business Perspective.

MISR International University, Cairo, Egypt (November), 2007, *Topic*: The 21<sup>st</sup> Century Global Business Leader: Characteristics and Implications for Business Majors in the Middle East.

Dupont Corporation Sales and Marketing Forum, Richmond, Va. USA (August), 2007, *Topic*: Globalization, Multinational Corporations and Executive Career Advancement: Keys to Community, Organization and Individual Growth.

The American Studies Program at Virginia Commonwealth University (hosting Fudan University and Beijing Foreign Studies University, faculty and students from the Peoples' Republic of China), Richmond, Va., USA (July), 2007, *Topic*: Globalization: Drivers and Significance to Business Today.

Richmond Export Import Club – World Trade Day, Richmond, Virginia, USA (May), 2007, *Topic*: Shift Happens – The Meaning and Significance of Globalization to our City and Community.

Keynote Address - 12<sup>th</sup> Annual NASPA (National Association of Student Affairs Administrators) Symposium, Orlando, Florida, USA (April), 2007, *Topic*: “Globalization: Drivers and Impact on Higher Education.”

Virginia Commonwealth University and the University of Guadalajara (Jalisco, Mexico) Partnership Symposium, Richmond, Virginia, USA (February), 2007, *Topic*: “Developing Long-Term Partnerships Around International Projects Funded by U.S. Government Grants.”

Virginia Commonwealth University and Fudan University (Shanghai, China) Partnership Symposium, Richmond, Virginia, USA (December), 2006, *Topic*: “Fudan University Executive MBA Program and Partnership Options with VCU.”

Virginia Commonwealth University – BNFO 591 - Business Basics for Life Scientists and Practitioners, Richmond, Virginia, USA (March), 2007, *Topic*: “What Life-Sciences Professionals Need to Know About Today’s Globalized Business Environment to Thrive and Grow.”

Palacky University), Olomouc, Czech Republic, (October), 2006, *Topic*: Key Ingredients in the Creation of a World Class Executive MBA Program.

Faculty and Leadership Development Project, Ministry of Higher Education, Egypt (May), 2006, *Topic*: Globalization and Higher Education: Conceptual Trends and the Professional Skills Needed to Thrive and Prosper.

Eaton Cutler-Hammer, Vodafone, Eastern Company S.A.E., Al Mansour International Distribution Co., General Motors Egypt, British Petroloum (BP) Egypt, Misr Insurance Co., Future Pipe Industries, US AID Egypt, Pfizer Middle East, all of Cairo, Egypt (March), 2006, *Topic*: The Virginia Commonwealth University – Helwan University Executive MBA Program in the Middle East: Investing in Future Company Leaders.

Virginia Commonwealth University – BNFO 591 - Business Basics for Life Scientists and Practitioners, Richmond, Virginia, USA (March), 2006, *Topic*: “Understanding and Thriving in Today’s Globalized Business Environment: A Life Sciences Perspective.

Virginia Commonwealth University – “It – VCU,” Richmond, Virginia, USA (January), 2006, *Topic*: Higher Education and Corporate Partnerships: Keys to Synergistic Success (with Mr. Andy Kohut – President and CEO, Chesapeake Corporation, Richmond, Virginia).

National Public Radio (NPR), Miami, Florida, USA, (October), 2005, *Topic*: America in the World: Changing Perceptions & Changing Realities.

The Asian American Business Assistance Center – AABAC, Richmond, Virginia, USA (September) 2005, *Topic*: Globalization: It Meaning and Significance to Our Community.

Richmond Export Import Club, Richmond, Virginia, USA (September), 2005, *Topic*: International Activities of Virginia’s Institutes of Higher Education.

Virginia Commonwealth University Executive MBA Program in the Middle East, Cairo, Egypt, (July and September), *Topic*: Executive Education: Key Ingredients for Global Business Success.

VCU MBA Networking Group, Richmond, Virginia, USA (June), 2005, *Topic*: The Global Business Leader: Preparing a Career for the 21<sup>st</sup> Century.

Rotary International – Innsbrook Rotary Club, Richmond, Virginia, USA (March), 2005, *Topic*: Understanding and Thriving in Today's Globalized Business Environment.

The Asian American Business Assistance Center – AABAC, Asia Speaks Radio, Richmond, Virginia, USA (March), 2005, *Topic*: The Role and Influence of Academic Institutions in Their Community's International Business Environment.

Kuwait Airways, Kuwait City, Kuwait (January 2005), *Topic*: *Topic*: The Virginia Commonwealth University – Helwan University Executive MBA Program in the Middle East: Investing in Future Company Leaders.

Vodafone, Inc. Cairo, Egypt (January), 2005, *Topic*: Marketing in the 21<sup>st</sup> Century: A Brief Overview of Key Concepts.

Enppi (Engineering for the Petroleum and Process Industries; Siemens; CocaCola, Egypt; Culter-Hammer; ABB Arab S.A.E.; Beyti, GASCO (Egyptian Natural Gas Co.); Procter & Gamble, Egypt; IT Ventures; Oratech; American Chamber of Commerce in Egypt; (and others) – all of Cairo, Egypt (January), 2005, *Topic*: The Virginia Commonwealth University – Helwan University Executive MBA Program in the Middle East: Investing in Future Company Leaders.

Helwan University, Cairo, Egypt (January), 2005, *Topic*: Finalizing the U.S.-Middle East Executive MBA Program: Keys for Success and Challenges to Overcome.

Eangus Powell Endowment for American Enterprise – Honors International Studies/Global Economics Seminar, University of Richmond, Richmond, Virginia, USA (September), 2004, *Topic*: Globalization: Opportunities, Challenges and Solutions.

The 5400 Men's Club of the JCC - Weinstein Jewish Community Center, Richmond, Virginia, USA, (August), 2004, *Topic*: Globalization and Outsourcing: Both Sides of the Issue.

Helwan University, Cairo, Egypt, (June), 2004, *Topic*: Developing a U.S.-Middle East Partnership to Offer and Executive Master of Business Administration Degree: Opportunities and Challenges.

American Chamber of Commerce in Egypt, Cairo, Egypt, (June), 2004, *Topic*: Globalization and the Middle East: The Need for Executive Education.

General Motors (GM), Cairo, Egypt (June), 2004, *Topic*: Higher Education at the Executive Level: Build an Executive Master of Business Administration Program (EMBA) for the Middle East.

French Ministry of Education – A Workshop held in Richmond, Virginia, USA, (July), 2004, *Topic*: Private-Public Partnerships in France and the U.S.: The Different Roles of Chambers of Commerce.

Academy of Marketing Sciences, Annual Conference, Vancouver BC, Canada (May) 2004, *Topic*: From International Market Selection to Selection of Target Segments in International Markets: A logical Flow of Considerations and Dimensions.

George Washington University, Doctoral Research Roundtable, Washington, D.C. USA, 2004. *Topic*: Scholar, Teacher, and Service to Campus and Community (local, regional, national, and international): Blending the Keys to a Rich and Successful Academic Career.

Business and International Education (BIE) Directors Meetings 2003, California, USA – Assessing Risk for International Business. *Topic*: Projects with an Asian/African Connection (with Dr. Pamela Kiecker).

Danube University, Krems, Austria 2003– Conference on Continuing Education and Life-Long Learning. *Topic*: The Challenges and Opportunities in Higher Education at the Beginning of the 21 Century: An International Response.

The Henry A. McGee, Jr. Distinguished Lecture in Engineering, Technology and Society, Virginia Commonwealth University, School of Engineering, Richmond,

Virginia, USA 2003. *Topic*: Creativity in the Educational Enterprise: A Panel Discussion, with Dr. Richard Florida (H. John Heinz III Professor of Economic Development – Carnegie Mellon University).

Fulbright Association - Southeast Virginia Chapter, Richmond, Virginia, USA, 2003. *Topic*: What A Difference a Fulbright Makes: Experiences as a Fulbright Scholar.

Dean's Research Seminar - Virginia Commonwealth University, School of Business, Richmond, Virginia, USA, 2003. *Topic*: Blending an Academic Career with the Global Business Environment: Insights From 25 Years of Experience.

Steward School University Orientation Program, Richmond, Virginia, USA, 2003. *Topic*: Information Technology and Global Business: Career Opportunities in the 21<sup>st</sup> Century.

1<sup>st</sup> Filtrona Global Sales Teams Meetings, The Homestead, Virginia, USA, 2002. *Topic*: Understanding and Thriving in Today's Globalized Business Environment.

German American Business Stammtisch, Richmond, Virginia, USA, 2002. *Topic*: Dimensions of Culture: Key to Successful International Business Negotiations.

Voice of Asia – Sunday Morning with My Lan Tran (W 990 AM Radio Richmond), Richmond, Virginia, USA, 2002. *Topic*: Hong Kong Five Years after the British Handover: Two Systems, One Country – or Not?

International Business Certificate Program, Virginia Commonwealth University, Richmond, Virginia, USA, 2002. *Topic*: Selecting International Markets: An Objective Three-Tier Approach to Global Market Strategy.

British Telecommunications, Plc, Small to Medium Enterprise Symposium, Richmond, Virginia, USA, 2002. *Topic*: Strategic Business Orientation of Small to Medium Enterprises: Significance and Implications for Global Telecommunications Companies.

Marseille Business School (École Supérieure de Commerce Marseille - Provence), France, 2002. *Topic*: Globalizations Effect on Regional Industries: A Look at the

Forest Products/Furniture Industry of Virginia (delivered simultaneously in France and the USA – Virginia via teleconferencing technology).

Society of International Business Fellows, Havana, Cuba, 2002, participated in five days of seminars and discussions. *Topic:* Cuba: A Society in Transitions from Communist Central Planning to Quasi Capitalistic – Socialism.

Marseille Business School (École Supérieure de Commerce Marseille - Provence) and University of Nice, France, 2002. *Topic:* A Joint Executive MBA Program Partnering U.S. and European Institutions: Model, Technology Use, and Budget.

Voice of Asia (Central Virginia Radio), Richmond, Virginia, USA, 2002. *Topic:* The Asian Community Today: Opportunities and Challenges in the World's Biggest Market.

Virginia Commonwealth University Honors Program, Richmond, Virginia, USA, 2002. *Topic:* Globalization: Its Significance and Meaning to Future Careers.

American Marketing Association Summer Educators' Conference, Washington, D.C. USA, 2001. *Topic:* Federal Grants: An Opportunity for Marketing Educators to Fund Quality Research and Learn Through Collaboration.

City of Buenos Aires – Chamber of Commerce, Argentina, 2001. *Topic:* Globalization and Partnerships In the Information Technology and Telecom Markets: Argentina, India and the U.S.

First Annual Virginia Marketing Faculty Symposium, Richmond, Virginia, USA, 2001. *Topic:* History of the Global Virtual Classroom (live interactive teleconference with École Supérieure de Commerce Marseille - Provence, France - ESCMP).

Narsee Monjee Institute of Management Studies, and the Confederation of India Industries, Mumbai, India, 2000. *Topic:* Strategic Global Business: A View of World Markets and Opportunities.

IT.Com 2000 Technology Conference, Bangalore, India, 2000. *Topic:* Challenges of Global Marketing in the Service Industry.

University of Wollongong, School of Information Technology and Computer Science, New South Wales, Australia, 2000. *Topic:* Global Academic Linkages Through Affordable Technologies.

International Business Certificate Program, Greater Richmond Chamber of Commerce and Virginia Commonwealth University, Richmond, Virginia, USA, 2000. *Topic:* Seeking International Markets in the Digital Age.

The German American Business Stammtisch, Richmond, Virginia, USA, 2000. *Topic:* Understanding Globalization: Keys to Successful International Business in the Digital Age.

Indian Institute of Management, Bangalore, India, 2000. *Topic:* Screening International Marketing in the Digital Age: Evolution, Not Revolution.

Indian Institute of Science, Bangalore, India, 2000. *Topic:* Global Market Analysis and Selection in the Digital Age: Evolution, Not Revolution.

Bangalore Management Association, Bangalore, India, 2000. *Topic:* Global Market Analysis and Selection: The Role of the Internet/World Wide Web.

8<sup>th</sup> Annual Virginia EDI Forum Expo, Richmond, Virginia, USA, 2000. *Topic:* Hot Global Markets from an E-Commerce Perspective.

Monash Mt. Eliza Business School, Monash University, Melbourne, Australia, 2000. *Topic:* Going Global: Harnessing the Power of the Internet for Global Market Analysis and Selection.

Export-Import Club of Richmond, Virginia, USA, 2000. *Topic:* Finding Promising International Markets in the Digital Age.

American Marketing Associations Winter Educators' Conference, San Antonio, Texas, USA, 2000. *Topic:* International Projects: Public and Private Collaborations To Enhance Global Education and Marketing Opportunities.

Salzburg Agentur (Techno – Z Salzburg, Group), Salzburg, Austria, 1999. *Topic:* Entering the U.S. Market: Utilizing Virginia Commonwealth University Graduate Business School Resources for Market Entry Analysis.

Salzburg Agentur (Techno – Z Salzburg, Group), Salzburg, Austria, 1999. *Topic:* QimiQ: U.S. Market Entry Study for HAMA Foodservice of Salzburg, Austria (final report presentation).

International Business Certificate Program, Greater Richmond Chamber of Commerce and Virginia Commonwealth University, Richmond, Virginia, USA, 1999. *Topic:* Seeking International Markets: The Best Choices Now, the Best Choice in Five Years, and the Best Choices in Ten Years and Beyond.

International Business Certificate Program, Greater Richmond Chamber of Commerce, and Virginia Commonwealth University, Richmond, Virginia, USA, 1999. *Topic:* Selecting Global Markets: An Objective Methodology for Your Firm.”

Compagnie Saint Gobain (Paris, France) – An Executive Seminar, Marseille, France, 1999. *Topic:* Four Key Issues for Global Business in the 21<sup>st</sup> Century.

18<sup>th</sup> Annual Association for Health Care Research Conference, Breckenridge, Colorado, USA, 1999. *Topic:* Creating the Virtual Global Classroom: Using Technology in the 21<sup>st</sup> Century in Health Care Education.

American Marketing Associations Winter Educators' Conference, St. Petersburg, Florida, USA, 1999. *Topic:* Creating the Virtual Classroom: Using Technology in the 21<sup>st</sup> Century.

Academy of Business Administration, Global Trends Conference, Curacao, Netherlands Antiles, 1998. *Topic:* Does Culture Matter When Evaluating Potential Export Markets?

International Business Certificate Program, Greater Richmond Chamber of Commerce and Virginia Commonwealth University, Richmond, Virginia, USA, 1998. *Topic:* Opportunities and Threats in the International Business Arena: Conducting a Situational Analysis.

Griffith University, School of Marketing and Management, Gold Coast, Queensland, Australia, 1998. *Topic:* Consumer Desire To Buy and Use Products In International Markets: How To Capture It, How To Sustain It.

Portland State University, School of Business, Portland, Oregon, USA, 1998. *Topic:* The Use of Gap Analysis In International Marketing: Resource Expenditure Strategies.

International Business Certificate Program, Greater Richmond Chamber of Commerce, and Virginia Commonwealth University, Richmond, Virginia, USA, 1998. *Topic:* Four Key Questions (and Answers) For International Marketing Success.

Academy of Marketing Science, Annual Conference, Norfolk, Virginia, USA, 1998. *Topic:* Technology Support of Global Marketing Projects.

Ministry of Education, Kuala Lumpur, Malaysia, 1997. *Topic:* Teleconferencing Technology and Global Education.

Industrial Development Board, Belfast, Northern Ireland, 1997. *Topic:* International Executive Education Using Teleconferencing Technologies.

Virginia Commonwealth University Fast Track Executive MBA Program, Richmond, Virginia, USA, 1997. *Topic:* Realities of Asia Today.

Virginia Commonwealth University Fast Track Executive MBA Program, London, England, 1996. *Topic:* The European Union Four Years after 1992: Changes and Challenges.

United States Federal Reserve Bank, Richmond, Virginia, USA, Program for Bosnia - Herzegovina, 1996. *Topic:* *Worldwide* Marketing Using Electronic Resources: From The Internet To Global Video Conferencing.

Virginia Commonwealth University Fast Track Executive MBA Program, Richmond, Virginia, USA, 1996. *Topic:* International Marketing: Current Issues and Future Directions.

Virginia Commonwealth University Fast Track Executive MBA Program, Mexico City, Mexico, 1995. *Topic:* The Current Financial Crisis in Mexico: Marketing and Investment Implication.

The China Association for Science and Technology (CAST), Beijing and Taiyuan, The People's Republic of China, 1994. *Topic:* International Marketing Opportunities for Chinese Products and Services: China in Present and Future Markets.

The University of Croatia, Rejeka, Croatia 1994. *Topic:* Advanced Management Education and Changing Economies: From Socialism to Free Market Systems.

The University of Calgary, Faculty of Management, Research Speaker Series, Calgary, Alberta, Canada, 1994. *Topic:* International Marketing Resource Expenditures: Theory and Some Empirical Results.

The China Association for Science and Technology (CAST), Beijing and Shanghai, Peoples' Republic of China, 1993. *Topic:* Marketing In China: Implications of the PRC's move to a Free Market Economy.

The European Institute of Business Administration (INSEAD), Marketing Research Seminar Series, Fontainebleau, France, 1993. *Topic:* The Marketing Challenges Facing the Newly Independent Republics of the Former Soviet Union.

Russian American School of Business Administration (RASBA), Executive MBA Certificate Program, Novgorod, Russia, 1993. *Topic:* Marketing Planning and Strategy.

The University of Innsbruck, Department of Marketing, Innsbruck, Austria, 1992. *Topic:* Strategic Gaps Analysis--A Tool to Improve International Resource Allocation Decisions.

Richmond International Business Forum, Richmond College, London, England, 1991. *Topic:* Corporate Culture in Europe 1992: Implications and Recommendations for Marketing Managers.

University of Tampere, School of Business Administration, Tampere, Finland, 1991. *Topic*: Marketing Soviet Products in Western Markets: A Gaps Analysis of Opportunities and Challenges.

University College Cork, Department of Management/Marketing, Cork, Ireland, 1991. *Topic*: Marketing Soviet Products in Western Markets: A Gaps Analysis of Opportunities and Challenges.

Henley - The Management College, Greenland, Henley-on-Thames, Oxfordshire, England, 1991. *Topic*: Trade-Block Mentality: New Realities in International Business.

International Center for Arid and Semi-Arid Land Studies (ICASALS), Texas Tech University, USA, 1991. *Topic*: International Marketing Strategies for the 1990s.

Norwegian School of Economics and Business Administration, Bergen, Norway, 1991. *Topic*: The Marketing Challenges Facing Centrally Planned Economies in Western Marketing.

The Center for International Business Studies, Paul Walter Schiewe, Distinguished Speaker in Marketing Series, University of Manitoba, Canada, 1991. *Topic*: Competitiveness in Western Markets: Implications of World Trade Blocks.

Pacific Asian Management Institute, College of Business Administration, University of Hawaii at Manoa, Honolulu, Hawaii, USA, 1990. *Topic*: Selected Issues in International Marketing Competitiveness.

Portland State University, State-wide MBA Program, College of Business Administration, Department of Marketing, Portland, Oregon, USA, 1990. *Topic*: Job Design and Corporate Culture: Relationship to Sustained Corporate Success.

Institute of Marketing Economics, Norwegian School of Economics and Business Administration, Bergen, Norway, 1990. *Topic*: Nature, Scope and Quality of Marketing Thought.

International Center for Arid and Semi-Arid Land Studies (ICASALS), Texas Tech University, USA, 1989. *Topic*: International Competitiveness in "First World" Markets.

Institute of Management, University of Aarhus, Aarhus, Denmark, 1988. *Topic*: Correlates of Export Success.

Aarhus School of Economics and Management, Department of Foreign Trade, Aarhus, Denmark, 1988. *Topic*: Correlates of Export Success.

Institute of International Economics and Management, Institute of Management Research, Institute of Organizational and Industrial Sociology, all at the Copenhagen School of Economics and Business Administration, Copenhagen, Denmark, 1988. *Topic*: Organizational Commitment and International Competitiveness: The Role of Corporate Ethical Values.

The Danish Society for the Advancement of Business Education (FUHU), Copenhagen, Denmark, 1988. *Topic*: International Marketing Research for Small and Medium Size Firms.

International Studies Program, The University of Alborg, Denmark, 1988. *Topic*: Longitudinal Investigation of Export Markets: The Case of the U.S. and Japan in Finland.

University of Helsinki, Holding Inc., Executive MBA Program, Helsinki, Finland, 1988. *Topic*: International Marketing Strategy.



Department of Marketing, Helsinki School of Economics, Helsinki, Finland, 1988. *Topic*: Advertising Response Functions: Implications of the Flat Maximum Principle.

Finnish Institute of Savings Banks, Espoo, Finland, 1988. *Topic*: International Marketing Research for Service Organizations.

Haaga Institute, School of Hotel and Restaurant Management, Helsinki, Finland, 1988. *Topic*: Service Marketing in the European Community 1992.

Institute of International Business, Stockholm School of Economics, Stockholm, Sweden, 1988. *Topic*: International Market Profile Analysis: Assessing Competitive Gaps.

Center for Information and Business Formation (CIFAG-IPE), Lisboa, Portugal, 1988. *Topic*: Competition in the European Community in 1992.

Instituto Superior de Ciencias do Trabalho e da Empresa, Technical University of Portugal, Lisboa, Portugal, 1988. *Topic*: Small Business Export Success.

Department of Marketing, Norwegian School of Management (CBI), Oslo, Norway, 1988. *Topic*: Ethical Values and Organizational Success.

Rogaland University, Stavanger, Norway, 1988. *Topic*: Ethical Values and Organizational Success.

Rogaland Research Institute, Center for Organization and Technology, Stavanger, Norway, 1988. *Topic*: The Foreign Market Information Needs of Established Exporters.

Academy of Economics, Institute of Political Economy, Poznan, Poland, 1988. *Topic*: Market Economies and Export Marketing.

United Nations Association of Poland, Poznan, Poland, 1988. *Topic*: Market Economies and Export Marketing.

The International Association of Economics and Business (AIESEC), Montevideo, Uruguay, 1987. *Topic*: New Models of Economic and Market Development.

The British-Uruguayan Society, Montevideo, Uruguay, 1987. *Topic*: Managing Cultural Differences in International Marketing Environments.

GRB and Associates, LTD, Montevideo, Uruguay, 1987. *Topic*: Cross Cultural Silent Languages: Implications for Successful International Marketing.

Norwegian School of Economics and Business Administration, Bergen, Norway, 1987. *Topic*: Advertising Response Functions: Simulation and Managerial Implications.

Institute for Fishery Technological Research, Tromsø, Norway, 1987. *Topic*: Export Success: Commodities in the U.S. Market.

Center for Professional Development, Business Management Program, Texas Tech University, USA, 1986. *Topic*: Principles of Marketing: An International Perspective.

Department of Management, The Bosphorus University, Bogazici, Istanbul, Turkey, 1986. *Topic*: International Strategic Planning.

Department of Economics and Management, The Black Sea University, Karadeniz, Trabzon, Turkey, 1986. *Topic*: Strategic Profiles of World Markets.

Department of Economics and Management, Cukurova University, Adana, Turkey, 1986. *Topic*: Strategic Profiles of World Markets.

The USSR Chamber of Commerce and Industry, and the Institute of World Economy and International Relations, Academy of Sciences, USSR, 1985. *Topic*: Doing Business with the West: Marketing Research and Marketing Know - How.

Department of Marketing, Helsinki School of Economics, Helsinki, Finland, 1985. *Topic*: Marketing Education and Marketing Success: Relationships and Pedagogical Implications.

Vaasa School of Economics, Vaasa, Finland, 1985. *Topic*: Ingredient for Export Success.

Turku School of Economics, Turku, Finland, 1985. *Topic*: Ingredients for Export Success.

Department of Management, University of Tampere, Tampere, Finland, 1985. *Topic*: Ingredients for Export Success.

Skopbank International, Helsinki, Finland, 1985. *Topic*: Marketing of Services and Products: Differences and Similarities.

Lubbock Chamber of Commerce, International Trade Symposium, Lubbock, Texas, USA, 1984. *Topic*: Texas in the International Marketplace: Competitive Opportunities and Problems.

Graduate School of Business Administration (ESAN), Lima, Peru, 1983. *Topic*: Strategic Marketing: An International Perspective.

#### **OTHER PROFESSIONAL EXPERIENCE:**

##### **Virginia Commonwealth University – “Fast Track” Executive MBA Program (Strategic Dilemmas, International Programs/Overseas Modules/International Excursions)**

Virginia Commonwealth University, Fast Track Executive MBA Program 2015 – Strategic Dilemma Faculty Advisor – Project Title: Strategic Development of the Port of Richmond; Client – Port of Virginia (EMBA student team – Lamees Abourahma, Bradley Brown, KC Bleile, Pat Clary, Mark Herzog, Patrick McMahon and Mary Springer).

Virginia Commonwealth University, Fast Track Executive MBA Program “The Emergence of China on the World Stage: Shanghai and Beijing, People’s Republic of China,” Overseas Coordinator and Facilitator, 2013.

Virginia Commonwealth University, Fast Track Executive MBA Program “The European Union in the Globalized World: Berlin, Germany and Copenhagen, Denmark,” Overseas Coordinator and Facilitator, 2012.

Virginia Commonwealth University, Fast Track Executive MBA Program “New Zealand: Thriving in a Global Environment with Natural Disasters,” Overseas Coordinator and Facilitator, 2011.

Virginia Commonwealth University, Fast Track Executive MBA Program “South Africa: Understanding Africa’s Southern Engine of Economic Development,” Overseas Coordinator and Facilitator, 2010.

Virginia Commonwealth University, Fast Track Executive MBA Program “Chile: Embracing Globalization and Leading South America Wealth Creators,” Overseas Coordinator and Facilitator, 2009.

Virginia Commonwealth University, Fast Track Executive MBA Program “Spain in an Expanding European Union,” Overseas Coordinator and Facilitator, 2008.

Virginia Commonwealth University, Fast Track Executive MBA Program “Portugal – On the Edge of Europe’s Changing Environment,” Overseas Coordinator and Facilitator, 2007.

Virginia Commonwealth University, Fast Track Executive MBA Program “Ireland and Scotland – Historic and High-Tech European Enclaves,” Overseas Coordinator and Facilitator, 2006.

Virginia Commonwealth University, Fast Track Executive MBA Program “Switzerland – A Prosperous Island in the Middle of the European Community,” Overseas Coordinator and Facilitator, 2005.

Virginia Commonwealth University, Fast Track Executive MBA Program “Budapest, Hungary: Transition to the European Union,” Overseas Coordinator and Facilitator, 2004.

Virginia Commonwealth University, Fast Track Executive MBA Program “Prague, Czech Republic: Learning from a Transition Economy (from Communism to Capitalism) Preparing to Join the European Union,” Overseas Coordinator and Facilitator, 2003.

Virginia Commonwealth University, Fast Track Executive MBA Program “Australia: Gateway to Asia, and Growing First World Market,” Overseas Coordinator, 2002.

Virginia Commonwealth University, Fast Track Executive MBA Program “The Globalization of the UK: England and the Republic of Ireland in a High Tech World,” Overseas Coordinator and Facilitator, 2001.

Virginia Commonwealth University, Fast Track Executive MBA Program “Italy, Austria and Germany – EU Partners,” Overseas Coordinator, 2000.

Virginia Commonwealth University, Fast Track Executive MBA Program “The European Union - France Business Environment – Paris and Marseille, France,” Overseas Coordinator, 1999.

Virginia Commonwealth University, Fast Track Executive MBA Program “Pacific Rim Business - Hong Kong - Guangshou, China, Tokyo, Japan,” Overseas Coordinator, 1997.

Virginia Commonwealth University, Fast Track Executive MBA Program “Doing Business in the European Union - England, Holland, Belgium, and Germany,” Overseas Excursion Coordinator and Facilitator, 1996.

Virginia Commonwealth University, Fast Track Executive MBA Program “Doing Business in Mexico,” Overseas Excursion Coordinator and Facilitator, 1995.

**Virginia Commonwealth University Annual International Business Forums:**

21<sup>th</sup> Annual International Business Forum (2015), Virginia Commonwealth University, Richmond, Virginia, “Why and How the U.S., Canada and Mexico Should Enhance Their Alliance to meet the Asian and European Challenges of the 21<sup>st</sup> Century,” Forum Coordinator and Moderator. Featuring – Arturo Sarukhan, former Mexican ambassador to the U.S. (2007-20013) and senior fellow at the Brookings Institution; Gilles Gauthier, Minister for Economic Affairs, Canadian Embassy; and Brandon J. Price (Ph.D.), President and Co-Founder – Biogenin.

20<sup>th</sup> Annual International Business Forum (2014), Virginia Commonwealth University, Richmond, Virginia, “Doing Well, While Doing Good: The Full Story Behind Corporate Social Responsibility.” Forum Coordinator and Moderator. Featuring – Jennifer Hunter, Senior Vice President, Corporate Affairs, Atria Client Services, Inc. (Richmond, Virginia); Sue Stephenson, Vice President, Community Foot Prints, The Ritz-Carlton Hotel Company (Boston, Massachusetts); John Viera, Global Director, Sustainability and Vehicle Environmental Matters, Ford Motor Company (Dearborn, Michigan); and Clifford Yee, Senior Director, Community Affairs and Market President Network, Capital One (Tysons Corner, Virginia).

19<sup>th</sup> Annual International Business Forum (2013), Virginia Commonwealth University, Richmond, Virginia, “Creating and Sustaining Global Brands As Globalization Gains Depth and Breadth.” Forum Coordinator and Moderator. Featuring – Ian Davidson, Worldwide Account Director, The Marin Agency (London, England and Richmond, Virginia); Jim Joseph, President, Cohn & Wolf – North America (New York, New York); Joe McCarthy, former CEO – Publicis (New York, New York); and Helayne Spivak, Director – Virginia Commonwealth Brandcenter (Richmond, Virginia).

18<sup>th</sup> Annual International Business Forum (2012), Virginia Commonwealth University, Richmond, Virginia, “The Rise of India in the Global Business Arena: Shift Happens – So How Do We Shift With It?.” Forum Coordinator and Moderator. Featuring – The Honorable Nirupama Rao, Indian Ambassador to the United States (Washington D.C.); Peter C. Durette, Vice President and Chief Strategy Office, Mead Westvaco Corporation (Richmond, Virginia); and Dave Ryan, Executive Vice President and Americas Regional Head, Tata Communications, Inc. (Northern Virginia).

17<sup>th</sup> Annual International Business Forum (2011), Virginia Commonwealth University, Richmond, Virginia, “Sustainability in the Global Market Place: The Next Wave of Wealth Creation.” Forum Coordinator and Moderator. Featuring – David Berdish, Manager of Sustainable Business Development, Ford Motor Company (Dearborn, Michigan); William Godfrey, President, Environic Foundation International (Richmond, Virginia); and Dr. James R. Vonish (Ph.D.), Assistant Professor, Department of Biology, Virginia Commonwealth University (Richmond, Virginia).

16<sup>th</sup> Annual International Business Forum (2010), Virginia Commonwealth University, Richmond, Virginia, “Working in the 21<sup>st</sup> Century: The Way We Will Be.” Forum Coordinator and Moderator. Featuring – John Zogby, President and CEO, Zogby International (Utica, NY); Dr. David Payne, Vice President and COO, Educational Testing Services (ETS – Princeton, NJ); and Matt Thornhill, Founder and President, The Boomer Project (Richmond, Virginia).

15<sup>th</sup> Annual International Business Forum (2009), Virginia Commonwealth University, Richmond, Virginia, “The Third Great Power Shift in Modern History: The Post Western World as Globalization Gains Depth and Breadth.” Forum Coordinator and Moderator. Featuring – Hans Martens, Chief Executive, European Policy Center (EPC – Belgium, EU); Bruce Thomas, Senior Vice President – MeadWestvaco Corporation (MWV – Richmond, Virginia); and Paul H. Grossman Jr., Director of International Trade & Investment – Virginia Economic Development Partnership.

14<sup>th</sup> Annual International Business Forum (2008), Virginia Commonwealth University, Richmond, Virginia, “Re-Launching Brand America,” Forum Coordinator and Moderator. Featuring – Keith Reinhard, President – Business for Diplomatic Action and Chairman Emeritus, DDB Worldwide; Carol McGiffert, Vice President and Chief of Staff – Center for Strategic and International Studies (CSIS), Peter Weedfald, Senior Vice President and Chief Marketing Officer – Circuit City, Inc.; and Dr. Simcha Ronan, Professor of Organizational Psychology and Comparative Management – Tel Aviv University, Israel.

13<sup>th</sup> Annual International Business Forum (2007), Virginia Commonwealth University, Richmond, Virginia, “VCU, Central Virginia and the Global Business Environment: Sustaining Our Competitiveness in a Flat World,” Forum Coordinator and Moderator. Featuring – Dr. Eugene P. Trani, President – Virginia Commonwealth University; L. Douglas Wilder – Governor of Virginia (1990-1994), Mayor of Richmond, Virginia (2005 – Present); Mark S. Cross, - Senior Vice President for Strategic Marketing and International Business Development, MeadWestvaco Corporation; and James R. Weigand – Global Business Director, Advanced Fiber Systems, Dupont Corporation.

12<sup>th</sup> Annual International Business Forum (2006), Virginia Commonwealth University, Richmond Virginia. “The Changing Face of Risk: Impact on the Global Business Environment,” Forum Coordinator and Moderator. Featuring: Erik R. Peterson, Senior Vice President – The Center for Strategic and International Studies (CSIS), Washington D.C.; William H. Parrish, VCU Associate Professor, L. Douglas Wilder School of Government and Public Affairs, and VCU Director of Homeland Security and Emergency Planning Programs; Philip Anderson, Vice President Washington Operations – Lucent Technologies-Bell Labs; Lisa Kaplowitz, Deputy Commissioner for Emergency Preparedness and Response, Virginia Department of Health (VCH); and Jay C. Farrar, Senior Vice President, Government Affairs and Head of the Washington D.C. Office of CH2M Hill.

11<sup>th</sup> Annual International Business Forum (2005), Virginia Commonwealth University, Richmond Virginia. “Innovation and Entrepreneurship in the 21<sup>st</sup> Century: Keys to Global Economic and Social Development,” Forum Coordinator and Moderator. Featuring Henry Becker, Vice President & Managing Director – Infineon Technologies AG; Tom Cochran, President – Tredgar Film Products, Inc.; Eugene J. Huang, Secretary of Technology, Commonwealth of Virginia; and John Nelson, President – Philip Morris USA.

10<sup>th</sup> Annual International Business Forum (2004), Virginia Commonwealth University, Richmond Virginia. “The Seven Global Revolutions That Will Shape The Future,” Forum Coordinator and Moderator. Featuring Erik R. Peterson, Senior Vice President – The Center for Strategic and International Studies (CSIS), Washington D.C.; Mark D. Wood (Ph.D.), Associate Professor of Religious Studies and African American Studies, Virginia Commonwealth University, Richmond, Virginia; and Weiping Wu (Ph.D.), Associate Professor – School of World Studies and School of Public Affairs, Virginia Commonwealth University, Richmond, Virginia, 2004.

9<sup>th</sup> Annual International Business Forum (2003), Virginia Commonwealth University, Richmond Virginia. “Profiling the 21<sup>st</sup> Century Global Business Leader: Key Characteristics for Survival and Growth,” Forum Coordinator and Moderator. Featuring Gurcharan Das, Former CEO – Procter & Gamble India, New Deli, India; Allan R. Cohen (Ph.D.), Edward A. Madden Distinguished Professor of Global Leadership and Director of Corporate Entrepreneurship, Babson College, Boston, Massachusetts; John Harris, Journalist – The Washington Post, Washington D.C.; David Love, Vice President – A.T. Kearney Executive Search, Dallas, Texas; Emory Thomas (Ph.D.), Regents Professor of History – University of Georgia, Athens, Georgia.

8<sup>th</sup> Annual International Business Forum (2002), Virginia Commonwealth University, Richmond, Virginia, “The Americanization of World Cultures through Television, Film and Advertising,” Forum Coordinator and Moderator. Featuring David Bell, Vice Chairman, The Interpublic Group of Companies, New York, New York; Dick Robertson, President, Warner Brothers Domestic Television Distribution, Burbank, California; Pierre-Yves Dugua, U.S. Business Correspondent, *Le Figaro* and *Radio France*, Washington, D.C.; and Vishakha N. Desai, Senior Vice President, Asia Society, New York, New York.

7<sup>th</sup> Annual International Business Forum (2001), Virginia Commonwealth University, Richmond, Virginia, “Global Sports Marketing,” Forum Coordinator and Moderator. Featuring Mark Steinberg, Executive Director, International Management Group (IMG) and “Team Tiger” (Tiger Wood’s global marketing coordinator), Cleveland, Ohio; Michael Plant, President – Goodwill Games, Inc. and VP of Sports Properties for Turner Sports (TBS), Atlanta, Georgia; Tracy Schoenadel, Vice President – TNS Intersearch and Executive Director – *ESPN Sports Poll*, Boston, Mass.; Raymond Don Rice, Director – Brooks Institute for Sports Science, Clemson University, South Carolina, Jon Luginbill, Executive Director – Metropolitan Richmond Sports Backers, Richmond, Virginia, 2001.

6<sup>th</sup> Annual International Business Forum (2000), Virginia Commonwealth University, Richmond, Virginia, “Global Investing: The Future of Economic Growth and Prosperity,” Forum Coordinator and Moderator (with Dr. David Dubofsky). Featuring Warren B. Mosler, Founder and Principal *Adams, Viner & Mosler*, West Palm Beach, Florida; G.D. Rothenberg, Vice President, *Thompson, Siegle & Walmsley*, Richmond, Virginia; Christopher H. Spille, Director, *Nasdaq International*, Washington, D.C.; Asani Sarkar, Economist, *Capital Markets Group Federal Reserve Bank*, New York, New York; Anthony H. Aylward, Financial Officer, *The International Financial Corporation of the World Bank*, Washington, D.C.

5<sup>th</sup> Annual International Business Forum (1999), Virginia Commonwealth University, Richmond, Virginia, “Global Innovative Technologies: The Opportunities and Challenges of the 21<sup>st</sup> Century,” Forum Coordinator and Moderator. Featuring Donald W. Upson, Commonwealth of Virginia Secretary of Technology; Dr. Ferdinand Hager, President Techno - Z Innovative Technology Park, Salzburg, Austria; Sudahar Rao, Minister for Economic Affairs, Embassy of India in Washington, D.C.; Robert T. Skunda, President and CEO Virginia Biotechnology Park; Michael P. Drzal, LeClair - Ryan, Richmond, Virginia.

4<sup>th</sup> Annual International Business Forum (1998), Virginia Commonwealth University, Richmond, Virginia, “Doing Business In Latin America,” Forum Coordinator and Moderator. Featuring Gerald F. Barber, Market Managing Partner, Coopers & Lybrand L.L.P.; Larry Birns, Director – Council on Hemispheric Affairs, Washington, D.C.; Eugene M. Desvernine, Senior Vice President, Reynolds Metals Company; Salvador Rivera, Vice President, Manufacturing, Philip Morris USA; and Regina K. Vargo, Deputy Assistant Secretary of Commerce for the Western Hemisphere.

3<sup>rd</sup> Annual International Business Forum (1997), Virginia Commonwealth University, Richmond, Virginia, “Doing Business In China: The Challenges and Opportunities Facing American Companies,” Forum Coordinator and Moderator. Featuring Zhou Wenshan, Chief of Mission, The Embassy of The People’s Republic of China; U.S. Ambassador to the PRC, Mr. James Lilley; Mr. Lee Sands, Assistant U.S. Trade Representative for Japan and China, Office of the President; Mr. Kurt Campbell, Deputy Assistant Secretary of Defense, U.S. Department of Defense; Mr. Richard Brecher, Vice President, U.S./China Business Council; and Professor Ralph Clough, Johns Hopkins University.

2<sup>nd</sup> Annual International Business Forum (1995), Virginia Commonwealth University, Richmond, Virginia, “Financial Crisis In Mexico, Trade Wars With Japan, Chaos In Russia, Instability In China, Protectionism In Europe: Managing Transitions In The International Business Environment,” Forum Coordinator and Moderator. Featuring Mr. Hans Karras, President, Wella Manufacturing, Inc., Mr. James R. Aitken, Executive VP, Reynolds International, Inc., Mr. Thomas McCandlish, Chairman - Mezzullo & McCandlish, and Mr. Richard Alston, VP, Bell Atlantic International, Inc.

1<sup>st</sup> Annual International Business Forum (1994), Virginia Commonwealth University, Richmond, Virginia, “Doing Business in Russia and the Newly Independent Republics,” Forum Coordinator and Moderator. Featuring Lawrence Eagleburger, Former U.S. Secretary of State; Mr. Bruce Summers, Senior Vice President, Federal Reserve Bank of Richmond; Mr. Randolph Reynolds, President and CEO of Reynolds Metals International; and Mr. David Cline, President of Trans-Siberian Trading and Investment Co.

#### **Other International Forums and Programs**

Coordinator and Moderator – The 65<sup>st</sup> Virginia Conference on World Trade, Richmond, Virginia, USA, (October), 2013, “Doing Business in Latin America: Challenges and Growth Opportunities in Dynamic Markets.”

Coordinator and Moderator – Two Sessions at the 64<sup>st</sup> Virginia Conference on World Trade, Roanoke, Virginia, USA, (October), 2012, “Cultivating International Partnerships: The Key to Growing Your Business Internationally.”

Coordinator and Moderator – Round Table Conference – Virginia Commonwealth University and VCU School of Business – “Business Community – University Partnerships: Issues of Sustainability (participants included representatives from Ford Motor Company; Waste Management, Inc.; Dominion Alternative Energy Solutions; Meadwestvaco Corporation; VCU Center for Environmental Studies; VCU Center for Corporate Education; Trane Inc.; VCU Office of the President; Altria Client Services; VCU Philip Morris Endowed Chair), September 22, 2011.

Moderator -Virginia Commonwealth University – Sales Manger’s Forum – “Relationship Marketing” featuring Steve Kazanjian, VP – Global Creative, MWV (Meadwestvaco, Inc.) – October, 2011.

Coordinator and Moderator - 63<sup>rd</sup> Virginia Conference on World Trade – Panel: “Case Studies of Successful Deal Closers – Featuring: Bill Dickson, Sales Manager, Bauer Compressors; Mike Patterson, Executive Director, International Technology Sales, LLC; Richard Bradley, Director of Business Development, Synergy International Systems, Inc., October 2011.

Program Co-Developer, Coordinator and Moderator, The Virginia International Business Council (VAIBC) – Seminar – *Demystifying and Doing Business in European Markets*, featuring: Russ Froneberger, President: Global Consulting and Affiliates; Douglas Karl Ebert, Senior Advisor: GZA – Zurich, Switzerland; James M. Goss, President: DI Consulting and U.S. Senior Representative for Baden-Wuerttemberg, Germany; Spencer Mahony, Regional Director: United Kingdom Trade and Investment – British Embassy in Washington DC; and James Holland, Director of Business Development: TMO Global Logistics, Charlottesville, Virginia, November 2011.

Program Co-Developer and Coordinator, International Teleconference Between Virginia Commonwealth University and Christ University (Bangalore, India), *Global Business Education Between Developed and Emerging Market*: Featuring the Honorable Robert McDonnell – Governor of the Commonwealth of Virginia, November 2011.

Program Developer and Coordinator (with Dr. Nanda Rangan – VCU Professor of Finance), VCU School of Business and Christ University (Bangalore, India), Master of Science in Business/Master of Business Administration Program 2010 - 2012. A cross-cultural, international partnership to offer two degrees, in two years at two universities.

Program Developer and Coordinator, VCU School of Business Foundation, Center for Corporate Education – *Certificate in Sustainability (CIS) – 2010* – A Professional Program to Education Executives, Managers, and Entrepreneurs. Featuring Environic Foundation International; MWV Corporation; Altria; Dominion Resources; Owens & Minor, Inc., the City of Richmond and others.

Program Developer and Coordinator, The Virginia Hispanic Chamber of Commerce – 2010 Business Conference – *Strategic Alliances and Sustainability in Today's Econom*, featuring – Gary D. Counts, Managing Director – Alternative Energy Solutions, Dominion Resources Inc. (Richmond, Virginia); Mark Johnson, Chief Financial Officer Emerging Markets, Innovation and Healthcare, Meadwestvaco, Inc. (MWV – Richmond, Virginia) and William R. Godfrey, President Environic Foundation International (Richmond, Virginia).

Program Developer and Coordinator (with Dr. Patricia Cummins and Dr. Mayda Topoushian) – Virginia Commonwealth 2010 Arab Film Festival, featuring eleven original films on the Arab-Islamic Society, Richmond, Virginia, January 31, February 1 and February 4, 2010.

Program Developer, Coordinator and Moderator – Virginia Commonwealth University (School of Business) – University of Guadalajara, Mexico (School of Business – CUCEA) – Partnership Summit – “Developing an International Center for Entrepreneurial Excellence,” Richmond, Virginia, April 13 – 18, 2008.

Program Developer, Coordinator and Moderator – “Richmond Export-Import Club – World Trade Day: Globalization – Its Meaning and Significance to Richmond and Central Virginia,” featuring former United States Secretary of the Treasury, Dr. John W. Snow, Richmond, Virginia, May 24, 2007

58<sup>th</sup> Virginia Conference on World Trade, Roanoke, Virginia, 2006, Town Meeting and Focus Group Developer-Coordinator (with Drs. Frank Franzak and David Urban) “Strategic Directions for the Commonwealth of Virginia in the International Business Arena (supported by the Virginia Economic Development Partnership and Office of the Governor).



Program Developer, Coordinator and Moderator – “Understanding Islamic Finance: Introducing a New Market Alternative,” featuring Sheikh Yusuf Talal DeLorenzo (Shariah Supervisory Board Member – Dow Jones Islamic Market Indexes, Royal Bank of Scotland, Societe General – France, and the Kuwait Investment Advisory Group); Michael McMillen (Partner – King & Spalding, LLP); and AbdulKader Thomas (CEO – Shape Financial Corporation), Virginia Commonwealth University, Richmond, Virginia, December 2, 2004

Program Moderator – “The U.S. – Saudi Arabia Trade Relationship: Opportunities, Challenges and Solutions,” featuring Omar Bahlaiwa – Secretary General for International Trade and Development for the Saudi Arabia Chambers of Commerce. Sponsored by the Greater Richmond Chamber of Commerce, the Greater Richmond Partnership, Inc., and the Richmond Export – Import Club, Richmond, Virginia, September 1, 2004.

Program Moderator – “Thomas L. Friedman – At the Richmond Forum.” Thomas Friedman, *The New York Times* Pulitzer Prize-winner foreign affairs columnist on globalization, world trade and the Middle East, (Richmond, Virginia), April 17, 2004.

Program Developer, Coordinator and Moderator - “Hong Kong and China Reunited: A Business, Legal and Historical Perspective.” A Panel Discussion - Featuring Zhi Jun Wang, First Secretary – Embassy of the People’s Republic of China; Tom McCandlish, Chairman McCandlish Holton, PLC; Chunhua Li, China-U.S. Legal Specialist, McCandlish Holton, PLC; and John Herman (Ph.D.), Associate Professor of Chinese History, Virginia Commonwealth University. Co-sponsored with the U.S. China People’s Friendship Association, Richmond Export-Import Club, World Affairs Council of Greater Richmond, The Society of International Business Fellows – Virginia Chapter, and the U.S. Department of Education, (Richmond, Virginia), May 15, 2003.

International Business Certificate Program (IBCP), Virginia Commonwealth University, Richmond, Virginia, Program Developer and Coordinator. IBCP represents a unique higher education offering that brings professional managers from the Richmond/Central Virginia region, along with select graduate students, who are interested in expanding their career opportunities and knowledge of international business together with experts in the international business arena (banking, shipping, insurance, freight forwarding, customs, culture, product and service providers to international markets, large and small firms, etc.). The program offers invaluable contacts, extensive networking opportunities, and cutting edge international business knowledge and insights. The program has been offered once a year, over the last fourteen years (1998 – 2013) and has educated over 400 professionals.

Society of International Business Fellows, Richmond, Virginia Chapter – Program Coordinator, “Mexico and the US: Social, Political and Economic Issues in the Era of Globalization,” featuring Dr. Jesus Arroyo, Dr. Ricardo Arechavala and Dr. Adrian de Leon – all from the University of Guadalajara (CUCEA – School of Business), Guadalajara, Mexico, April 2008.

Society of International Business Fellows, Richmond, Virginia Chapter – Program Coordinator – “Realities of the Middle East and Egypt,” featuring Dr. Mohamed Ghars, Dr. Mahmoud Moussa, and Dr. Ibrahim Shahin – all from Helwan University, Cairo, Egypt, Richmond, Virginia., September, 2005.

Society of International Business Fellow, Richmond, Virginia Chapter – Program Coordinator – “Seven Global Revolutions: Their Influence on World Events Over the Next 25 years,” featuring Erik R. Peterson, Senior Vice President – The Center for Strategic and International Studies (CSIS), Washington D.C., April 2004.

Society of International Business Fellow, Richmond, Virginia Chapter – Program Coordinator – “Ethics in International Business – Learning from Ancient India,” featuring Mr. Gurcharan Das, former CEO, Procter & Gamble India, and currently a columnist for the *Time of India* (New Delhi, India), March 2003.

Society of International Business Fellow, Richmond, Virginia Chapter – Program Coordinator – “The U.S. Civil War – Lessons for Today’s Global Business Leaders,” featuring Dr. Emory Thomas, Regents Professor of History – University of Georgia, and the Mark W. Clark Distinguished Professor of History at The Citadel, March 2003.

Society of International Business Fellow, Richmond, Virginia Chapter – Program Coordinator – “Global Sports Marketing – Implications of America’s Cultural Impact around the World,” featuring Mr. Raymond Don Rice, Director, Brook Institute of Sports Science, Clemson University, USA, March 2001.

Society of International Business Fellow, Richmond, Virginia Chapter - Program Coordinator – “The Rise of India in the Area of High Technology,” featuring Dr. S. Sadgopan, Director, India Institution of Information Technology, Bangalore, India October 2000.

Society of International Business Fellow, Richmond, Virginia Chapter - Program Coordinator – “The Political Chaos in Austria: Overreaction or Fascism on the Rise,” featuring Dr. Ferdinand Hager, Managing Director, Salzburg Agentur, Salzburg, Austria, February 2000.

Society of International Business Fellows, Richmond, Virginia Chapter - Program Coordinator – “The European Union – Opportunities and Challenges in the New Millennium,” featuring Mr. Hans Martens, Managing Director, Martens International, Brussels, Belgium, August 1999.

Society of International Business Fellows, Richmond, Virginia Chapter - Program Coordinator – “The Changing Face of Europe in the 21<sup>st</sup> Century,” featuring Mr. Hans Martens, Managing Director, Martens International, Brussels, Belgium, May 1998.

Society of International Business Fellows, Richmond, Virginia Chapter - Program Coordinator - “Winning Globally: A Strategy Linking People & Profits,” featuring Dr. Jeffrey Rosensweig, Professor of Finance and International Business, Emory University, September 1997.

United States – European Union Joint Consortia Meetings (sponsored by the U.S. Department of Education and the European Union DG XXII Program and supporting 250 academic scholars representing 15 European Union Countries, and 30 U.S. states), Conference Host and Coordinator, Richmond, Virginia, USA, November 5 –8, 1998.

World Association for Case Method Research & Case Method Application (WACRA), Marseille, France. Global Tele-Conference Seminar, featuring Dr. J. Alfred Broadus Jr., President - Federal Reserve Bank, Richmond, Virginia. Coordinator/facilitator of tele-conference broadcast live, focusing on global finance and monetary policy of the U.S. and European Union, July 1998.

International Teleconference - funded by a U.S. Department of Education – FIPSE Grant, the VCU School of Business, along with partners at Montana State University, Portland State University, the National University of Ireland, Galway, and the Marseille France Business School – ESCMP, as Program Coordinator developed, produced and undertook three interactive “live” teleconferences. These teleconferences brought faculty and students along with noted speakers together “virtually” from each of the four institutions participating for in-depth discussions over three days (November 5, 8 and 9, 2001). The topics of focus included –

- a) An Overview of the Cross Cultural Business Opportunities Between the U.S. and the European Union (EU)
- b) A High-Tech Planet: A Close Look at Telecommunications in the U.S. and EU
- c) The Agricultural and Food Industry in the U.S. and EU: Clash of Cultures or Blending of Future?

In all, over 20 speakers and 200 students participated in this forward looking educational activity, Fall 2001.

Global-View Interactive Tele-Conference – “Building Relationships Between Northern Ireland and the Commonwealth of Virginia”, A Virginia Commonwealth University – Queen’s University of Belfast Joint Venture, (sponsored by a U.S. Department of Education grant), Program Coordinator and Panel Moderator. Featuring invited business, state government, and academic representatives from Virginia and Northern Ireland who focused on strategic alliances in innovative technologies and information systems, 2000.

Global View Panel Discussion (sponsored by a U.S. Department of Education grant), “The Most Promising Global Markets for Virginia Companies in the New Millennium,” Program Coordinator and Panel Moderator. Featuring Robert T. Skunda, President and CEO, Virginia Biotechnology Research Park; Robert J. Stolle, Executive Director, Greater Richmond Technology Council; Paul H. Grossman, Jr., Director, Division of International Trade Development, Virginia Economic Development Partnership; and Fred H. Williamson, Assistant Secretary of Technology, Office of the Governor, Commonwealth of Virginia, 1999.

### **Board of Directors/Other Professional Positions**

Advisory Board – Virginia International Trade Alliance (VITAL 2015), Founding Member and Lead Coordinator for Virginia Commonwealth University.

Advisory Council of Virginia International Business Partnership (VEDP), “Going Global Defense Initiative,” 2013 – 2014.

Virginia International Business Council (VABIC – formerly Richmond Export – Import Club), Richmond, Virginia, Immediate Past President, 2012 – 2014.

2013 Energy & Sustainability Conference: Advancing Business with Leadership in Sustainability (January 30-31), Richmond, Virginia (hosted by Virginia Commonwealth University, Trane Inc., General Electric Company and others) – Steering Committee.

Atlas Consulting Technologies, Richmond, Virginia, Board of Advisors, 2012.

The Institute of Finance and International Management (IFIM), Bangalore, India, Board of Studies (for curriculum design), 2011 – present.

National Export Marketing Conference, Tehran, Iran, Management Board and Scientific Committee Member, 2008 – present.

Virginia International Business Council (VABIC – formerly Richmond Export – Import Club), Richmond, Virginia, Board of Directors Member and Chair of the Educational and Programs Committees, 1996 – present.

Greater Richmond Partnership, Inc. (GRPVA), Richmond, Virginia – Business Services Advisory Committee, 2005 – 2006.

Virginia Asian Chamber of Commerce - Asian American Business Assistance Center (AABAC), Richmond, Virginia – Member – Advisory Council, Member – Education and Training Committee, 2004 – present, Scholarship Committee – 2009 – present..

Virginia Hispanic Chamber of Commerce, Richmond, Virginia, Founding Member and Board of Advisors, Chair – Educational Committee, 2000 - Present.

American Association for Advances in Health Care Research, Board of Directors, University of Rhode Island, Kingston, Rhode Island, 1989 - 2005.

Society of International Business Fellow (SIBF), Board of Directors, Atlanta, Georgia, 1999 – 2007.

Society of International Business Fellow, Richmond, Virginia Chapter - Co – State Chair, 2002 – 2007.

Society of International Business Fellow – National Organization, Member – Vice President for Regional Program, 2000 - 2001.

Society of International Business Fellow, Richmond, Virginia Chapter – Activities Chair, 1999 – 2002, 2007, 2008, 2009.

### **Fact Finding Missions**

Virginia Commonwealth University, School of Business, fact finding mission, to the Shanghai University (Shanghai, China) to explore joint program focusing on undergraduate business education between respective institutions, January, 2011.

Virginia Commonwealth University, School of Business, fact finding mission, to the University of Hyderabad (Hyderabad, India) and Christ University (Bangalore, India) to explore joint programs focusing on Master of Science and MBA dual degree programs between respective institutions, March 2009.

Virginia Commonwealth University, School of Business, fact finding mission, to the University of Guadalajara (Centro Universitario de Ciencias Economico Administrativas), Guadalajara, Mexico, to explore joint programs focusing on small to medium enterprises in today's globalized business environment, August 2007.

Virginia Commonwealth University, School of Business, and School of Allied Health Professionals, fact finding mission, to Palacky University, Olomouc, Czech Republic, to explore joint Executive MBA Program, October 2006.

MBA Deans and Directors Educational Research and Planning Program, fact finding mission (lead by the University of Southern California – Marshall School of Business), Havana, Cuba, to explore joint research programs, and student exchanges with the University of Havana (and others government agencies), March 2006.

Virginia Commonwealth University, School of Business, fact finding mission to Washington, D.C., to explore US Federal Government funding of Overseas Executive MBA program (in Bosnia and Herzegovina), August 2003.

Virginia Commonwealth University, School of Business, fact finding mission to the University of Palermo (Business School – Istituto Superiore per Imprenditori e Dirigenti di Azienda – ISIDA), Palermo, Italy, to explore joint programs and student internships, August 2000.

Virginia Commonwealth University fact finding mission, James Cook University, Cairns, Australia; the Indian Institute of Information Technology, and the Office of the Secretary of Information Technology, Government of Karnataka, Bangalore, India, 2000.

Virginia Commonwealth University, School of Business, fact finding mission to Techno – Z Salzburg Group, Salzburg, Austria, to explore joint programs involving market entry studies, January, 1999.

Virginia Commonwealth University, Consortium of Universities for International Business Studies fact finding mission, Asolo, Italy, 1999.

Virginia Commonwealth University, School of Business, fact finding mission to the University of Puerto Rico, San Juan Puerto Rico, to explore joint program development (Ph.D. program in International Business), February, 1998.

Texas Tech University, Multicultural Studies fact finding mission, Cuenavaca, Mexico, 1992.

Center for Professional Development, Texas Tech University, Texas-Mexico fact finding mission, Vera Cruz, Mexico, 1992.

Texas-Mexico Partners of the Americas; opportunities assessment- fact finding mission, Guanajuata, Mexico, 1991.

### **Planning Committees**

VCU 2020 Strategic Planning Commission Committee on Developing a Global Presence, Virginia Commonwealth University, Richmond, Virginia, 2004 – 2007

60<sup>th</sup> Virginia Conference on World Trade, Planning Committee (Virginia Economic Development Partnership), Williamsburg, Virginia, 2008.

59<sup>th</sup> Virginia Conference on World Trade, Planning Committee and Session Moderator, (Virginia Chamber of Commerce), Williamsburg, Virginia, 2007.

58<sup>th</sup> Virginia Conference on World Trade, Planning Committee (Virginia Chamber of Commerce), Roanoke, Virginia, 2006.

57<sup>th</sup> Virginia Conference on World Trade, Program Co-Chair and Planning Committee (Virginia Chamber of Commerce), Williamsburg, Virginia, 2005.

56<sup>th</sup> Virginia Conference on World Trade, Planning Committee (Virginia Chamber of Commerce), Norfolk, Virginia, 2004.

55<sup>th</sup> Virginia Conference on World Trade, Planning Committee and Session Moderator, (Virginia Chamber of Commerce), Williamsburg, Virginia, 2003.

54<sup>th</sup> Virginia Conference on World Trade, Planning Committee, (Virginia Chamber of Commerce), Williamsburg, Virginia, 2002.

53<sup>rd</sup> Virginia Conference on World Trade, Planning Committee, (Virginia Chamber of Commerce), Williamsburg, Virginia, 2001.

52<sup>nd</sup> Virginia Conference on World Trade, Planning Committee and Session Moderator, (Virginia Chamber of Commerce), Roanoke, Virginia, 2000.

51<sup>st</sup> Virginia Conference on World Trade, Planning Committee and Session Moderator, (Virginia Chamber of Commerce), Norfolk, Virginia, 1999.

50<sup>th</sup> Virginia Conference on World Trade, Planning Committee, (Virginia Chamber of Commerce), Williamsburg, Virginia, 1998.

49<sup>th</sup> Virginia Conference on World Trade, Planning Committee and Session Moderator, (Virginia Chamber of Commerce), Roanoke, Virginia, 1997.

48<sup>th</sup> Virginia Conference on World Trade, Planning Committee and Session Moderator, (Virginia Chamber of Commerce), Williamsburg, Virginia, 1996.

Ad-hoc advisory committee – World Affairs Council of Greater Richmond – 2003 - present.

### **Professional Reviews**

Review for McGraw Hill Irwin, Inc. Chicago, Illinois - “*Principles of Marketing 1<sup>st</sup> Edition* (Hunt and Mello – authors), 2013.

Review for McGraw Hill Irwin, Inc, Chicago, Illinois – “*Marketing: The Core, 5<sup>th</sup> Edition* (Kerin, Hartley, and Rudelius - authors), 2013.

Review for McGraw Hill Irwin, Inc, Chicago, Illinois – “Connect Plus Marketing” on-line materials for *Essentials Marketing – 13<sup>rd</sup> Edition* (Perreault, Cannon and McCarthy – authors) , 2012.

Review for McGraw Hill Irwin, Inc, Chicago, Illinois – “Connect Plus Marketing” on-line materials for *Marketing – 3<sup>rd</sup> Edition* (Dhruv Grewal and Michael Levy – authors), 2011.

Reviewer for McGraw Hill Irwin, Inc, Chicago, Illinois – *International Marketing – 15<sup>th</sup> Edition* (Phil R. Cateora, Mary C. Gilly and John L. Graham – authors), 2011.

Reviewer for Social Science and Humanities Research Council of Canada, Ottawa, ON., Canada, 2009.

Reviewer for HED (Higher Education for Development) and USAID (US Agency for International Development) Collaborative Partnership Program for Egypt, 2007.

Reviewer for The Commission for Educational & Cultural Exchange Between the U.S.A and the A.R.E. (Egypt), - The Binational Fulbright Commission, Cairo, Egypt, 2005, 2006, 2007, 2008.

Reviewer for HED (Higher Education for Development) and USAID (US Agency for International Development) Collaborative Partnership Program for Nigeria, 2006, 2007.

Reviewer for HED (Higher Education for Development) and USAID (US Agency for International Development) U.S. – Mexico Training, Internships, Exchanges and Scholarships (TIES) Initiative, 2006.

Reviewer of Grant Proposals, Association Liaison Office (ALO) for University Cooperation in Development (for the U.S. Agency for International Development – U.S. AID- Egypt Higher Education Program), 2002, 2003, 2004, 2005

Reviewer of Grant Proposals, U.S. Department of Education, FIPSE Program, 1999, 2000.

Editorial Review Board, *Journal of Business Research*, 1997 – present.

Editorial Review Board, *Advances in International Marketing*, 1997 – present.

Editorial Review Board, *Journal of Marketing Education*, 1985 – present.

Editorial Review Board, *Journal of Teaching in International Business*, 2000 – present.

Editorial Review Board, *Journal of Marketing Management - Iran*, 2008 – present.

"Ad Hoc" Reviewer, *African Journal of Marketing Managements*, 2014 – present.

"Ad Hoc" Reviewer, *Psychological Reports*, 2014 – present.

"Ad Hoc" Reviewer, *Marketing Science*, 2005 – present.

"Ad Hoc" Reviewer, *Journal of Marketing Research*, 1998 – present.

"Ad Hoc" Reviewer, *Journal of International Marketing*, 1992 – present.

"Ad-Hoc" Reviewer, *Journal of International Business Studies*, 1991 – present.

"Ad-Hoc" Reviewer, *Journal of Marketing*, 1984-1987, 1996 – present.

"Ad-Hoc" Reviewer, *Journal of Academy of Marketing Science*, 2005 - present.

"Ad-Hoc" Reviewer, *Journal of Teaching International Business*, 2004 - present.

"Ad-Hoc" Reviewer, *Journal of World Business*, 2006 – present.

"Ad-Hoc" Reviewer, *International Marketing Review*, 1987 – present.

Editorial Review Board, *Journal of Nonprofit & Public Sector Marketing*, 1991 – 2002.

### **Miscellaneous Services**

Faculty Advisor 2013 – Present – Virginia Commonwealth University – IMPACT Chapter (see - <https://www.facebook.com/vcunetimpact> - Net Impact is a leading nonprofit that empowers all members to use their careers to drive transformational change in the workplace and the world. At the NET IMPACT are over 50,000 student and professional leaders from over 300 volunteer-led chapters across the globe working for a sustainable future (see - <https://netimpact.org>).

VCU representative and head of delegation to Virginia Hispanic Chamber of Commerce Annual Gala – 2005-2013.

VCU representative and head of delegation to Virginia Asian Chamber of Commerce Annual Gala 2010-2013.

VCU representative to an official reception at the residence of the India Ambassador to the United States (Washington D.C.), The Honorable Nirupama Rao, (May), 2012.

Mead Westvaco (MWV) – Consumer Business Unit – Africa Value Maximization, A VCU Graduate Guided Studies Research Project, 2010.

Harvard Business Review’s Advisory Council – 2009 – present.

Chairman of two Ph.D. Dissertations, and Member of Fourteen Ph.D. Dissertation Committees (1984 – present).

Egyptian Cultural and Educational Bureau, Embassy of the Arab Republic of Egypt,, Faculty Sponsor for Alaa A. El-Khawaga, Assistant Lecture, Suez Canal University, Faculty of Commerce – Port Said Department of Business Administration, Egypt 2008.

Council for International Exchange of Scholars, Fulbright Program for Senior Scholars, Faculty Associate and Sponsor for Dr. Maged Botros (Helwan University, Cairo Egypt), 2006 - 2007.

Council for International Exchange of Scholars, Fulbright Program for Senior Scholars, Faculty Associate for Dr. Ali Youssef (Helwan University, Cairo Egypt), 2005.

Richmond, Virginia International Business Center, Advisory Committee. 2002 – 2005.

Founding Member and Director (1995 – 2002) - The International Partnership for Interactive Research and Learning (IPIRL - A United States and European Distance

Learning Consortium, announced at the White House Conference for Trade and Investment in Ireland, May 25, 1995).

Advisory Council Member, The Consortium of Universities for International Business Studies, University of Kansas, Kansas and Asolo, Italy, 1995 – present.

Greater Richmond Technology Council (GRTC), Member - Work Force Development Committee (committee for partnership between educational entities and the business community), Richmond, Virginia, 1999, 2000.

Advisory Board Member, Free Market Business Development Institute – FMBDI (formerly Soviet and Eastern European Business Administration Center SEEBA), School of Business Administration, Portland State University, Portland, Oregon, 1989 – 1994.