

## About the Contributors

**Bryan Christiansen** has, since 2004, been the President of PryMarke, LLC, a Business Analytics and Management Consultancy based in Michigan, USA. He has also been an Adjunct Business Professor since 2003 at Capella University and Ellis University (formerly Ellis College of New York Institute of Technology). Born in Washington, DC and raised in Asia, Bryan is fluent in Chinese, Japanese, and Spanish, and has traveled to 35 countries during his 25-year business career with Global 500 firms and smaller. Bryan is an avid writer on business and education subjects, and currently lives in Istanbul, Turkey where he is doing research for future books on these topics. Bryan holds a Bachelor's degree in Marketing from the University of the State of New York, and an MBA degree from Capella University. He is completing his PhD in Applied Management & Decision Sciences at Walden University.

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**Diana Bank** was born and raised in Mexico City. Dr. Bank has traveled, lived, worked (government and private sector), and studied in Israel and the USA. She has also studied in Austria and France. Diana is fluent in five languages (English, Spanish, French, German, and Hebrew), and holds two Master of Arts degrees: one in International Relations from Webster University in Vienna, Austria (1987), and the other in Diplomacy from Diplomatische Akademie in Wien, Austria (1989). She also holds an MBA degree from Columbia University in New York, USA (1995), and a PhD in International Business & Marketing from Bar Ilan University in Ramat Gan, Israel (2010). Since 2008, Diana has been living in the southern Mexican city of Puebla where she taught management at the Tecnológico de Monterrey; she is currently teaching at the University of the Americas in Puebla (UDLAP). Her teaching and publishing interests include business diplomacy and business in emerging economies, as well as development and educational issues in these countries.

**Andrea Banto** has been an Adjunct Business Professor since 2010 at Argosy University in Atlanta, Georgia. She also teaches at Strayer University and Shorter University in Atlanta. Born in Romania, Andrea is fluent in Romanian, Hungarian, and French. Andrea writes articles and participates at conferences on international business related topics and other subjects. Andrea holds a Bachelor's degree in Economics and an MBA degree from Babes-Bolyai University in Romania. In 2010, she graduated from Argosy University with a PhD degree in Business Administration with an International Business concentration.

**Magdalena Bielenia-Grajewska** is an Assistant Professor at the University of Gdansk's Institute of English, Department of Translation Studies and Intercultural Communication. She is a linguist (Master of Arts in English Studies at the University of Gdansk), an economist (Master of Arts in Economics at the Gdansk University of Technology) and a specialist in Project Management (postgraduate studies in Project Management at the Gdansk University of Technology). Her PhD thesis was of an interdisciplinary character, being devoted to intercultural communication, translation and investment banking. She is a member of the Editorial Board of International Journal of Actor-Network Theory and Technological Innovation (IJANTII) and serves as an ad hoc reviewer in some international journals. She is an author of over 50 articles and book chapters. The titles of some publications include: *The role of metaphors in the language of investment banking* (Special Issue of Iberica 2009) and *The linguistic dimension of expatriatism- hybrid environment, hybrid linguistic identity* (European Journal of Cross-Cultural Competence and Management, 2010). Her scientific interests include organizational discourse, intercultural and business communication, corporate and organizational identity, sociolinguistics, technological innovation and diffusion, and symbolism in management studies.

**Anabella Davila** is the Research and PhD Program Director and Professor of Organizational Theory at EGADE Business School, Tecnológico de Monterrey, Mexico. She holds a PhD from Pennsylvania State University in the USA. She has co-edited the books *European & Latin American Caribbean Strategic Partnerships: Unleashing the Potential* (with Ramirez, Zapata & Blasco, India: Macmillan, 2011); *Best HRM Practices in Latin America* (with Elvira, Routledge, 2008); and *Managing Human Resources in Latin America* (with Elvira Routledge, 2005), two special issues on the same topic (with Elvira, 2005, 2007) and the book *Cultura en Organizaciones Latinas* [Culture in Latin American Organizations] (with Martínez, Siglo XXI-ITESM, 1999). She holds the Research Chair in Culture, Human Resources, and Society. Her main research interests include culture and management practices in Latin American organizations, social networks, and structure and power in organizations. Her work examines the cultural and social logic that govern Latin American business organizations. She is a member of the Mexico's National Researchers System, Tier II.

**Marta Elvira** is Professor of Management and PhD Programme Associate Director at IESE Business School, Spain. She holds a PhD in Organizational Behavior and Industrial Relations at the University of California – Berkeley's Haas School of Business. She has co-edited two books: *Managing Human Resources in Latin America: An Agenda for International Leaders* (with Davila, Routledge, 2005) and *Best Practices in HRM in Latin America* (with Davila, Routledge, 2008), as well as two special issues on research in Latin America. Besides human resource practices and incentives in organizations, her research interest is on social inequality and human capital development. Her work examines the political and economic processes involved in designing organizational reward structures, and the joint effects of incentive pay and promotion systems on employee earnings and performance. Her articles have appeared in leading journals including *Academy of Management Journal*, *Organization Science*, *Work and Occupations*, *Industrial Relations*, and *Group and Organization Management*. She had been editorial board member of the *Academy of Management Journal* and is currently appointed to the boards of the *Business Journal Hispanic Research* as well as the *Academy of Management Review*.

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**Fabício Foganhole** has been working for Banco do Brasil since 1998 and since 2005 he holds the position of an analyst at the People Management Area. From 2004 to 2006, he conducted a corporate research on Banco do Brasil's organizational culture. The research relates the organizational culture to the dimensions of cultural values, features and characteristics of the Brazilian culture and its influence on administrative practices adopted by the company. Mr. Foganhole dos Santos holds a BA and a MA in Business Administration from the School of Economy, Business and Accounting of the Universidade de São Paulo-USP. He is a professor for undergraduate and graduate programs and has published national and international articles on topics such as Brazilian culture, organizational culture, international human resources management, competency management and education.

**Suzanne Gagnon** is Professor of Practice in Organizational Behaviour in the Desautels Faculty of Management, McGill University. She conducts research in identity and subjectivity in international organizations with a particular interest in how firms build identification among globally diverse workforces. Related research involves international leadership development, and the study of intercultural competence through experts' practice. Professor Gagnon teaches courses in Cross-Cultural Management to both Bachelor of Commerce and MBA students, as well as Advanced Organizational Behaviour. She has conducted executive seminars in a range of areas and is an active member of the American Academy of Management and the European Group for Organizational Studies. She has taught, consulted and lived in a number of countries. She holds a PhD from Lancaster University and a Masters degree from Oxford University in the United Kingdom.

**Parissa Haghirian** is Associate Professor of International Management in the Faculty of Liberal Arts at Sophia University in Tokyo, Japan. She is also a visiting Professor at Groupe HEC in Paris, Aalto University, and Keio Business School and an Adjunct Professor at Temple University in Tokyo. She holds a Master's degree in Japanese Anthropology at the University of Vienna in Austria, and a Master's degree and a PhD in International Management at the Vienna University of Business in Austria. Since joining Sophia University, Dr Haghirian has taught undergraduate, graduate, and MBA classes on Japanese business practices, and has researched and consulted on numerous aspects of this subject with Western and Japanese companies in Tokyo. She has published several books and articles on the topic, and is the editor of *J-Management: Fresh Perspective on the Japanese Firm in the 21<sup>st</sup> Century and Innovation and Change in Japanese Management*.

**Andreas M. Hartmann** has, since 2006, been an Associate Professor at Tecnológico de Monterrey in Monterrey, Mexico, where he is teaching in the fields of strategic management, cross-cultural management, and international negotiation. His research focuses on multinational companies, knowledge-based firms, and cross-cultural aspects of management. A native German, he is fluent in English, Spanish, and French. Prior to his current position, he worked as a language teacher and as a free-lance translator and conference interpreter in Europe and Mexico. Dr. Hartmann holds a PhD in International Business, and an MBA from the Tecnológico de Monterrey, in addition to a double Master's degree in Translation and Conference Interpreting from the University of Heidelberg in Germany.

**Kathrin Kiesel** earned her Bachelor Degree in Business Administration at the Katholische Universität Eichstätt-Ingostadt in Germany. Her Master's degree was completed partly in Germany and partly

at Sophia University in Tokyo, Japan. She wrote her thesis, *Japanese biculturals and their impact on team efficiency in multinational corporations* at Sophia University.

**Ayub Mohammad Khan** is Professor of International Business Department and the Director of University Honors Program at TEC de Monterrey, Campus Monterrey, Mexico where he teaches business and management courses at the graduate and postgraduate levels. He is Director of the International Business Department at TEC de Monterrey. Ayub is also Tutor Professor of Global MBA for Latin American Managers offered by Thunderbird University in Arizona, USA, and TEC de Monterrey, Mexico. He is a Tutor Professor of the Course Leading Change from the Middle of Stanford Advanced Project Management Certificate (an online Program) offered for students of TEC de Monterrey. Dr. Khan obtained his MBA degree from Peshawar University in Pakistan, an International MBA (IMBA) from Glasgow University in Scotland, and a PhD from Trident University International in California, USA. He has obtained a Certificate in Advanced Management from Aarhus Business School in Denmark, a Certificate in Business from Monterey Institute of International Studies in California, USA, and a Certificate in Spanish from TEC de Monterrey, Mexico. He writes in the fields of business and business education, and has participated in several international conferences.

**Omar J. Khan** is Associate Professor of Marketing and International Business at the Earl Graves School of Business at Morgan State University in Baltimore, Maryland. He has published academic research in leading marketing and international business journals including the *International Marketing Review* and the *Journal of Global Marketing*, and taught undergraduate and graduate courses previously at University of Maine and Saint Louis University. His main streams of research are: (i) regionalization of firms and countries, mode-of-entry, and emerging markets; and (ii) online consumer behavior and knowledge management. He has also worked on global supply chain projects. Dr. Khan was schooled in England, United States, Saudi Arabia, and Pakistan – and has traveled extensively around the world. He received his PhD in International Business and Marketing from St. Louis University. He also holds an MBA degree, and did his undergraduate work in Economics, Statistics, and English Literature. His industry experience in multinationals is diverse, including banking, hotels & entertainment, and oil & gas – most recently as Business Analyst for El Paso Energy in Houston. Away from academia, he enjoys writing poetry and short stories, and has an incurable addiction to the sport of cricket. He also serves as Faculty Advisor to the Morgan Chapter of the American Marketing Association.

**Pamela Lirio** is an Assistant Professor of Management at EDHEC Business School in Lille, France. She holds a PhD degree from McGill University in Montreal, Canada, an MBA degree in International Management from the Monterey Institute of International Studies in California, USA, and a Bachelor of Arts in Communication from Boston College. Her research investigates emerging configurations of global work among dual-career global managers of Generation X (“Global Gen Xers”) and how these Global Gen Xers address their professional, family, and personal demands while working in today’s 24/7 global economy. She is also examining current Human Resource (HR) practices to recruit, retain, and develop global talent. Recent publications have appeared in *Human Resource Management*, *International Journal of Human Resource Management*, *Career Development International*, the *Sloan Work and Family Encyclopedia* and various edited books. In her global career, Pamela has also worked in

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finance, marketing, and consulting in North America and Europe. Fluent in English and French, Pamela has working knowledge of Spanish and some Filipino.

**Irene K. Miura** has earned three degrees at the University of Sao Paulo in Brazil: a PhD degree in Business Administration in 2006, a Master's degree in Social Psychology in 1997, and a Bachelor's degree in Psychology in 1992. She became a Faculty Member at the same institution in 2006. She is currently an Assessor of International Relations at the São Paulo State Secretariat of Education. Dr. Miura has extensive experience in management with an emphasis on Personnel Administration and Cultural Management. She has developed research on the following topics: cultural values, expatriate executives, distance learning (quality), and the internationalization of Higher Education.

**Maud Oortwijn** obtained a Master of Science degree in Industrial Management and an Master in Arts degree in Philosophy before she started her career in management consulting. As a management consultant she worked for Gemini consulting, Capgemini Strategic Consulting, and as an independent consultant. Maud performed consulting projects in the Netherlands, China, France, Belgium, and the United Kingdom (UK) in areas of international expansion, strategy, recovery, portfolio management, market entry and value chain analysis. Maud obtained a Master of Philosophy degree in Management Research from Cambridge University in the UK before she started on her PhD research. She translated her in-depth insight in International Business activities into a PhD thesis at Warwick Business School (UK). Maud presents her work at conferences worldwide.

**Hans-Christian Pfohl** studied industrial management and engineering from 1962 to 1968 at the Technische Universität Darmstadt in Germany. From 1975 to 1982, he held the Chair of Business Administration with responsibility for "Organization and Planning" at the University of Essen. Since 1982, he has held the Chair in Management & Logistics at the Technische Universität Darmstadt, and since 2000 he has also been a professor at the Chinese-German School for Postgraduate Studies (CDHK) in Shanghai, China. In 1996, he received an honorary PhD degree from the University of Veszprém in Hungary. He is also a Guest Professor and lectures at the University Veszprém (Hungary), Ecole Supérieure de Commerce Montpellier (France), and the University Alcalá (Spain). Hans-Christian contributes very actively through his research activities to the fields of strategic management and logistics. He also cooperates intensively with companies of all sectors in applied research and consulting projects. Furthermore, he is a member of the Advisory Board of the VDI – Society for Materials Handling, Materials Flow and Logistics Engineering (VDI-FML), the head of the Scientific Advisory Board of the German Logistics Association (BVL), and the head of the Research & Development Committee of the European Logistics Association (ELA) where he also serves as board member.

**Manuela Presutti** was born in Pescara, Italy, and earned her Bachelor in Management from the Luiss Guido Carli University in Rome, Italy in 1997. In 2003, she earned a PhD in Management at the University of Bologna in Italy. In 2004, Dr. Presutti joined the Department of Business Studies, University of Uppsala in Sweden as a Visiting Scholar. Between 2005 and 2010, she was an Assistant Professor at the Faculty of Economy of the University of Bologna. Since 2010, she has been an Associate Professor of Management at the Faculty of Economy at the University of Bologna. She teaches Management, and International Business and Marketing at the Faculty of Economy of Rimini in Bologna, Italy. Dr. Presutti's



main research activity originally focused on small firms and internationalisation process. However, her most recent research interests have included the analysis of social networks, the ties between social capital and new firm creation, and industrial clusters. Most of her scientific production is about New Business Development, Entrepreneurship, and Social Capital. She has publications in national journals and international journals regarding these topics.

**Keikoh Ryu** is an executive in charge of Chinese business promotion at a major Japanese multinational corporation in Tokyo, Japan, and a visiting Research Fellow at the Institute of Public Policy in Waseda University in Japan. Before graduating from Waseda University with a PhD in public management, Dr. Ryu received his Master's degree in International Finance and Business from Columbia University in New York, USA. His research has primarily focused on cross-cultural research methodology in international business and the management of multinational firms. In 2010, Waseda University Press published Dr. Ryu's monograph, *Creating Public Value: The Challenges of Localization for Japanese Corporations in China*, which was also selected as a winner of the 2010 Emerald/EFMD Outstanding Doctoral Research Awards. He has published in *Rikkyo Business Review*, *Corporate Communication Studies*, *Journal of International Business*, and other scholarly journals. Recently, he served as a member of the editorial board for the *Annals of the University of Bucharest*.

**Sasa Saric** completed his PhD at the Technische Universität Darmstadt in Germany while a DAAD visiting scholar at Tongji University in Shanghai, China. Prior to this, he studied Business Management with Computer Science at the Technische Universität Darmstadt specializing in International Business, Strategic Management, and Organization. Dr. Šarić went to Shanghai in the beginning of 2007 as a scientific assistant at the DHL-Chair of Global Supply Chain Management at the Chinese-German Institute for Postgraduate Studies. He has managed numerous consulting and research projects for "blue-chip" multinational companies in the high-tech, chemical, pharmaceutical, and logistics industry. Additionally, Dr. Šarić is a regular lecturer on general and international management at Tongji. Sasa has also been a guest lecturer for the EMBA branch of the University of St. Gallen, the Kuehne Business School of Hamburg, and the executive training of the European Logistics Association (ELA) in Shanghai. His main research combines the study of Strategic Management with Entrepreneurship focusing on the competitive dynamics in China's industrial clusters. As a member of the Academy of International Business, his work is internationally recognized and regularly presented at conferences across Europe and the USA.

**Susan I. Scott** began her academic career in 2009 at St. George's University in Grenada, teaching business management to undergraduate students. In her classrooms, she cites examples from her 20 years of industry experience as a supply manager for firms such as Genzyme and New Balance, and the 10 years she spent as an executive trainer and consultant. She has worked with clients in the private and public sectors to create and implement sourcing strategies, to improve operational efficiency, and to educate personnel across the globe. Susan holds a Bachelor's Degree from the University of Massachusetts, Amherst, and an MBA degree from Suffolk University in Boston. She is currently pursuing a Doctorate in Business Administration at Nova Southeastern University. Susan has been a Certified Purchasing Manager (C.P.M.) since 1985, and is also Certified in Integrated Resource Management (C.I.R.M.) by APICS. Ms. Scott has written several articles on global economics and procurement for publication in professional journals and textbooks. She is past president of the Purchasing Management

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Association of Boston and in 2002 was awarded their Harry Graham Award for outstanding service. She has been active in the Institute of Supply Management and its affiliates as a conference speaker and committee chair. She has also served as an examiner for the Massachusetts Excellence quality award. She is conversant in three languages: English, French, and German.

**Julianne M. Seely** began her career in education and transitioned to corporate America to consult small, start-up business ventures as well as to Fortune 500 companies. She has a blend of education and business skills that make her a very powerful influence for today's changed business world. Her particular interest is in leadership development and has worked with small to very large corporations to solidify Human Resource practices and expand leadership knowledge, skills and abilities. Julianne holds a Bachelor's degree in Education, a Master's degree in Management of Human Resource Development, and an Advanced Certificate in Organization Development with an emphasis on Change Management. In addition, she has had the privilege to work with employees from widely differing cultures which brought an understanding of the role culture plays in Human Resource Management, particularly talent acquisition, leadership development and executive coaching.

**Yongjiang Shi** is the University Lecture of Industrial Systems in Engineering Department, and Research Director of the Centre for International Manufacturing in the Institute for Manufacturing at Cambridge University in the United Kingdom. He has been studying management of international manufacturing network and supply chain for over 15 years. His recent research interests have covered global manufacturing strategy, network system design, technology transfer in the contexts of intra-company coordination and inter-company collaboration, and emerging Chinese manufacturing companies including the Shangzhai Phenomenon, indigenous innovation, industrial upgrading, and Chinese outward Foreign Direct Investment (FDI). He is working on several research projects – Global manufacturing virtual network (GMVN) to develop new manufacturing architecture for collaborative manufacturing network between companies; and Post Mergers and Acquisitions (M&As) Integration to help company achieve synergy; emerging nations' multinational corporations development; and different countries' culture characteristics and their impacts on global supply network development.

**Ekaterina Turkina** has been with HEC Montreal in Canada since 2010. Her main research areas are state business relationship, inter-firm networks, and socio-cultural and politico-economic factors in international business. She teaches various courses in the domain of international affairs such as international management; multinational firms, culture and human resources; global governance and she is actively involved in research group in international affairs (GRAI). Dr. Turkina has also extensive experience working in international organizations including International Marketing Solutions, American Councils, and Council of Europe. She holds a Master of Arts and a PhD degree from the Graduate School of Public and International Affairs at the University of Pittsburgh.

**Nigel L. Williams** is a Senior Lecturer in Project Management in the Business Systems Department at the University of Bedfordshire. Nigel completed a PhD in 2010 at the Institute for Manufacturing, University of Cambridge in the United Kingdom where he examined the international evolution of Small Manufacturing firms from Trinidad and Tobago. His current research interests include SME Produc-

tion Systems, Organizational Project Management and Festival Internationalization. Before joining the University, Nigel worked for 15 years as an Engineer, Project Manager and Business Consultant for organizations in the Caribbean Region. A member of the Project Management Institute, he holds the Project Management Professional (PMP) certification along with the Prince 2 qualification.

**Gang Yang** is the head of the DHL-Chair of Global Supply Chain Management at the Chinese-German School for Postgraduate Studies, Tongji University in Shanghai, China. He graduated from Berlin University of Technology and majored in Industrial Management and Logistics. After his graduation, Gang pursued his PhD and his research focused on the Supply Chain and Production Management of a German blue-chip chemical and pharmaceutical company. Prior to accepting the call for professorship at Tongji University, he worked as Top Management Consultant for McKinsey and Ernst & Young in Germany. In China, Gang acts as the leading lecturer in academic, vocational, and executive management courses in the fields of Global Supply Chain Management, International Management, and Logistics Management. The list of companies he advises includes well-known Fortune 500 as well as emerging Chinese multinationals. Besides his academic function, Dr. Yang is the acting General Manager (China) of a leading German equipment manufacturer in the global paper industry.

**Lucrezia Zambelli** was born in Venice, Italy. She earned her Bachelor in Management from the Faculty of Economy of Rimini in Bologna, Italy in 2010. During the university, she participated to different international project works such a IP Marketing and Management Strategies in small and medium sized hotels of the Second and Third editions. Since 2010, she has collaborated with the Department of Management on numerous research activities. From July, 2009 to December, 2009, she worked in Marketing and Sales for the Globus Family Brands in Toronto, Canada. While working directly with the Managing Director of that global company, she had the opportunity to be an active participant in a wide range of areas within the organization such as marketing, inside sales, competitive analysis and change management. Now she has obtained the Leonardo European Project and she is working in Commercial Area and marketing area of All Travel in Granada. She is engaged in different projects in marketing, including the start-up of a new brand of the company.

**Liu Zheng** obtained a Bachelor of Engineering degree in Automation at Tsinghua University, China. She later completed a Master of Philosophy degree in Industrial Systems, Manufacture and Management at the University of Cambridge in the United Kingdom. She joined the Centre for International Manufacturing (CIM) of Institute for Manufacturing, University of Cambridge in 2006, and obtained her PhD degree in 2011. Her doctoral thesis is *The development inter-firm trust in different national culture contexts: cases from the animation game industry*. The study involves intensive case studies and interviews into animation and game companies around China, UK, and the USA in which she provides dimensions of trust, process model of trust, and trust in different national culture backgrounds. Her research interests include cross-culture management, global supply chain, emerging markets and creative industry.