

# DOUGLAS KENT PETERSON, Ph.D.

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Albuquerque, New Mexico 87111

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[Peterson@mgt.unm.edu](mailto:Peterson@mgt.unm.edu)

505 363 6068 (h)

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## EDUCATIONAL CREDENTIALS:

**University of Nebraska, Lincoln, Nebraska, 1997.**

**Ph.D., Interdepartmental Areas of Business Administration.**

Organizational Behavior, Human Resources Management, Strategic Management, and Organizational Theory, and Research Methods. Dissertation: *"A Test of Compensation Strategy Effects on Individual Pay-Status Perception: A Relationship to Commitment, Satisfaction, and Attachment."*

Adviser: Dr. John M. Schaubroeck.

**University of Kansas, Lawrence, Kansas, 1989.**

**M.B.A., Management, Organizational Theory, Public Administration.**

Adviser: Dr. Kenneth D. Mackenzie.

**University of Kansas, Lawrence, Kansas, 1984.**

**B.A., Political Science, International Relations, Public Administration.**

## PUBLICATIONS:

Peterson, D.K. (2007) "Partner Selection For Corporate Social Responsibility Efforts: The Case Of Choosing NGO Partners." In Hooker, J., A. Kolk, and P. Madsen (eds) *Perspectives on International Corporate Responsibility: International Corporate Responsibility Series, Volume 3*. Carnegie Bosch Institute for Applied Studies in International Management.

Peterson, D.K., Xing, Y. (2007) "Motivational Predictors to Organizational Commitment in China." Paper accepted to the *Journal of Asia: Business Studies*, Vol. 1:2. p. 21-34.

Peterson, D.K. (in process) "Compromiso es una targeta movil: A longitudinal study of organizational commitment in Mexico." Paper to be published in the *Journal of Applied Social Psychology*, Spring, 2007. Volume, number and pages to be determined.

Peterson, D.K. (2006) "Valismaalasesest majandusprofessor pilguheit Eestile" (*An international professor's perspective on economic outlook in Estonia.*) *Majandaja in Postiimes*, Volume 1: page 1. December 6, 2006.

Peterson, D.K., Brennen, T.C. (A College of New Jersey Student) (2005) "Governance of disaster relief efforts: agency and relational governance perspectives." Paper included in the proceedings of the *International Conference of the Pan Pacific Business Association*, Shanghai, China. International Conference, May, 27<sup>th</sup>, 2005.

Peterson, D.K., Wang, A.C. (A College of New Jersey Student) (2005) "Using Ethnographic Methods to Measure Job Satisfaction and Commitment among Production and Administrative Workers in the People's Republic of China." Paper included in the proceedings of the International Conference of the Pan Pacific Business Association, Shanghai, China. International Conference, May, 27<sup>th</sup>, 2005.

Peterson, D.K. (2004) "Broadening the Perspectives of Global Business: New Paradigm Exploration in International Management." Paper published in the Proceedings of the Academy of International Business, Northeast Region. Bryant College, Smithfield, Rhode Island. October 6<sup>th</sup>, 2004.

Peterson, D.K. (2004) "A field exploration of employee attitude formation among production workers in China." Paper published in the Proceedings of the Academy of International Business, Northeast Region. Bryant College, Smithfield, Rhode Island. October 6<sup>th</sup>, 2004.

Peterson, D.K., Puia, G.M. (2003) "Yo tengo la Camiseta: An exploration of worker affect in Mexico." *Journal of Leadership and Organizational Studies*. 10:(2) p.93-120.

Peterson, D.K., Suess, F.R. (2003) "Intercultural worker motivation: An anthropological approach." Best Paper Award Winner; International Applied Business Research Conference. Proceedings of the International Applied Business Research Conference, Acapulco, Mexico. March 17-21, 2003.

Puia, G.M., Peterson, D.K. (2001) "Unintended consequences of cultural change: A longitudinal study of cross-cultural management." McGraw-Hill Distinguished Paper Award Winner; Academy of International Business Best Paper. Academy of International Business, New Orleans, Louisiana, March, 2001.

Peterson, D.K. (2001) "Some reflections on Internet education: Education in a boundary-less world, Volume 2." In Thompson, N. (ed) Sketches of Innovators in Higher Education, 3<sup>rd</sup> Edition. (Terre Haute, Indiana: Indiana State University Press).

Peterson, D.K., Puia, G.M. (2000) "Critical Employee Attitudes And Management Practice: *Compromiso es dificilito (commitment is a wee bit tricky).*" Paper published in the Proceedings of the Pan Pacific Business Association, Gold Coast, Australia. May/June, 2000.

Peterson, D.K. (2000) "Education in a boundary-less world." In Thompson, N. (ed) Sketches of Innovators in Higher Education, 2<sup>nd</sup> Edition. (Terre Haute, Indiana: Indiana State University Press).

Peterson, D.K., Puia, G.M. (2000) "*Yo Tengo La Camiseta*: A field study of commitment among workers in Mexico." Paper published in the Proceedings of the Southwest Academy of International Business meeting. San Antonio, Texas. March, 2000.

Peterson, D.K. (1997) Cross Cultural Franchising Strategy: A Manual for Malaysian Franchisers and Franchisees. (Shah Alam, Malaysia: MEDEC)

Peterson, D.K. (1997) A Test Of Compensation Strategy Effects in Technology Organizations on Individual Local Pay-Status Value: A Proposed Relationship To Commitment, Satisfaction, and Attachment. (Lincoln, Nebraska: University of Nebraska).

Peterson, D.K. (1994) "A Markov analysis for estimating volunteer transition in a tertiary care facility." Published in the Proceedings of the Midwest Decision Sciences Institute, Cleveland, Ohio, March, 1994.

Peterson, D.K., Marsnik, P.M., Flannery, B., Patrick, R., Schaubroek, J.M. (1993) "Predicting voting intentions: An extension of Ajzen's theory of planned behavior." Proceedings of the National Decision Sciences Institute, Washington D.C., November, 1993.

## **WORKING PAPERS AND CURRENT SUBMISSIONS:**

**Currently writing broadly on agency theory, resource dependency and transaction cost analysis in NGO partner selection processes for corporate foundations. Sample titles Include:**

**Peterson, D.K. (200x) "NGO – Corporate Resource Dependency."**

**Peterson, D.K. (200x) "Portfolio Strategies for NGO Performance."**

**Peterson, D.K. (200x) "Resource Dependency as it Affects Power and Trust Relationships."**

**Peterson, D.K. (200x) "Effective Selection Strategies for NGO Partners: An agency, resource dependency, and transaction cost perspective."**

**Also Currently Writing, with expected submission date:**

**Peterson, D.K., Sherer, R., and Javalgi, R. (2007) "Predictors of Women Managers' Effectiveness in China: A field study."**

**Peterson, D.K. (2007) "Introducing *Business Without Borders*: A new conceptualization of experiential education in international business." Submitted to *Journal of Teaching in International Business* Submitted May 3<sup>rd</sup>, 2006. Under Review.**

**Peterson, D.K., Suess, F.R., Xing, Y. (2007) "So you want to hire people in China, Mexico (or anywhere else)? Some tips." Currently under development. Target journals: SAM Advanced Management Journal, Organizational Dynamics.**

## **PROPRIETARY PUBLISHING ACTIVITY:**

**Peterson, D.K. (2004) "Web Companion for Shenkar and Luo International Business: 19 international management cases, 19 career highlights, web links, highlights and overviews, power-points, and web quizzes." (Hoboken, N.J.: Wiley).**

**Peterson, D.K. (2003) Testbank for Shenkar and Luo, International Business. (Hoboken, N.J.: Wiley).**

**Peterson, D.K. (2002) Power-point Presentations for Organizational Behavior Textbook, Wagner and Hollenbeck. (Southwestern).**

**Peterson, D.K. (2001) "The Geek Squad." Case published in Boone, L.E. and D.L. Kurtz, Contemporary Business, 2002. (Harcourt).**

**Peterson, D.K. (1990) Managing Change: A managerial guide for working through complex organizational change. (Scranton, PA: NEPIRC) 1990.**

**ACADEMIC AND PROFESSIONAL PRESENTATIONS:**

**Peterson, D.K. (2007) "Partner Selection For Corporate Social Responsibility Efforts: The Case Of Choosing NGO Partners." Presented at the Carnegie Mellon Conference on International Corporate Social Responsibility, Hong Kong, September 22-24, 2006.**

**Peterson, D.K. (2005) "Correlates and Predictors to Organizational Commitment in China." Presented at the Academy of International Business International Conference, Quebec City, Ontario, July 11, 2005.**

**Peterson, D.K. (2005) "Introducing educational, philosophical, social, and community benefits from Business Without Borders." Presentation to The College of New Jersey Advisory Board. April, 2005.**

**Peterson, D.K. (2004) "Broadening the Perspectives of Global Business: New Paradigm Exploration in International Management." Presented at the Conference of The Academy of International Business, Northeast Region. Bryant College, Smithfield, Rhode Island. October 7 – 9<sup>th</sup>, 2004.**

**Peterson, D.K. (2004) "A field exploration of employee attitude formation among production workers in China." Presented at the Conference of The Academy of International Business, Northeast Region. Bryant College, Smithfield, Rhode Island. October 7 – 9<sup>th</sup>, 2004.**

**Peterson, D.K., Suess, F.R. (2003) "Intercultural worker motivation: An anthropological-linguistic approach." Best Paper Award Winner; International Applied Business Research Conference. Paper presented in the annual meeting of the International Applied Business Research Association, Acapulco, Mexico. March 17, 2003.**

**Puia, G.M., Peterson, D.K. (2001) "Unintended consequences of cultural change: A longitudinal study of cross-cultural management." McGraw-Hill Distinguished Paper Award Winner; Academy of International Business Best Paper. Presented at the Annual Meeting of the Academy of International Business, New Orleans, Louisiana, March, 2001.**

**Peterson, D.K. (2000) "Some thoughts on measuring employee affect in developing countries." Seminar before the doctoral students at Bond University, Gold Coast, Australia. June 2, 2000.**

**Peterson, D.K., (2000) "Employee attitudes as critical factor in workplace productivity: Some experiences from NAFTA." Lecture before the Master's Students at Bond University, Gold Coast, Australia, May 30, 2000.**

**Peterson, D.K., Puia, G.M. (2000) "Critical Employee Attitudes and Management Practice In Supply Chain Management: A longitudinal study of cross border worker commitment and job satisfaction. *Compromiso es dificilillo (commitment is a wee bit tricky).*" Presentation for the International Conference of the Pan Pacific Business Association, Gold Coast, Australia. May 31, 2000.**

**Peterson, D.K. (2000) "Education in a boundary-less world." Presentation before the Curriculum Technology Advisory Committee, March 17, 2000.**

**Peterson, D.K., Puia, G.M. (2000) "Yo Tengo La Camiseta: An exploration of commitment among workers in Mexico." Presented at the Southwest Academy of International Business Meeting. San Antonio, Texas. March, 2000.**

**Peterson, D.K. (2000) "Learning Styles and Internet Based Course Delivery." Panel discussion group at the annual meeting of the Midwest Academy of Management, Chicago, Illinois. April, 2000.**

**Peterson, D.K. (2000) "Starting a good business: Explorations of the risks and responsibilities involved in the initiation of high potential ventures." Presentations for the Indiana Small Business Development Center, Terre Haute.**

**Peterson, D.K.** (2000) "Writing business plans that attract big capital: Explorations on critical communications inherent in the business plan." Presentations for the Indiana Small Business Development Center, Terre Haute, Indiana (series of 10 presentations in person and via microwave transmission), January through June, 2000.

**Peterson, D.K.** (1999) "Employee job satisfaction for the multinational corporation: Some thoughts on cross cultural validity of global measures." Guest lecture before the Administrative Team and CEO, Cummins Engine Corporation/Fleetguard Corporation, Mexico City, Mexico. February 8, 1999.

**Peterson, D.K.** (1998) "Entrepreneurial Competitive Advantage through Human Resources." Guest lecture series presented before the M.B.A. student chapter at Ohio University. October 14-19, 1998.

**Peterson, D.K.** (1997) "Some psychological reactions to pay inequity." Keynote speech presented before the Malaysian Chapter of the Nebraska Alumni Association, Kuala Lumpur, Malaysia. August 10th, 1997.

**Peterson, D.K.** (1997) "Some thoughts on adaptive human resource strategy and organizational competitiveness in the Pacific Rim." Invited speech presented before the faculty at the HELP Institute, Kuala Lumpur, Malaysia. August 9th, 1997.

**Peterson, D.K.** (1997) "A Seminar on Franchising." Presented before the faculty of the Malaysian Business Development Center and members of the Ministry of Entrepreneurship, August 5-8, 1997, Shah Alam, Malaysia.

**Peterson, D.K.** (1997) "Franchising in Malaysia: Assessing the state of readiness for North American Franchisers." Briefing before the Cultural Attaché and Commerce Development team at the Embassy of the United States of America, Kuala Lumpur, Malaysia, July 29, 1997.

**Peterson, D.K.** (1994) "A Markov analysis for estimating volunteer transition in a tertiary care facility." Presented before the Midwest Decision Sciences Institute, Cleveland, Ohio.

## **ACADEMIC EXPERIENCE:**

**Visiting Professor of International Corporate Responsibility.** Anderson Schools of Management, The University of New Mexico, Albuquerque, New Mexico. Spring/Summer, 2007.

**Consultant and Visiting Full Professor.** Addressing accreditation and curriculum issues in Erasmus and EQUUS. Concordia/Audentes International University, Tallinn, Estonia. Fall, 2006.

**Senior Assistant Professor of International Business, and Director of the New Jersey International Business Alliance.** The College of New Jersey, Ewing, New Jersey. 2004 to 2006.

**Assistant Professor of Management and International Business.** Indiana State University, Terre Haute, Indiana. 1999 to 2004.

**Visiting Assistant Professor of Management/Entrepreneurship.** Ohio University, Athens, Ohio. 1998-1999.

**Visiting Professor of Management/Human Resources.** Western Illinois University. Macomb, Illinois. 1997-1998.

**Fulbright Hays Visiting Professor in Entrepreneurship.** Institut Teknologi Mara, Shah Alam, Selangor, Malaysia. Summer, 1997 (as part of the Fulbright-Hays Fellowship).

**Graduate Teaching and Research Assistant.**

University of Nebraska, Lincoln, Nebraska. 1992-1997.

**PREVIOUS COURSES:**

<b>International OB</b>	<b>Organizational Design</b>
<b>International Business</b>	<b>Principles of Management</b>
<b>International Management</b>	<b>Human Resources Management</b>
<b>Global Corporate Sustainability</b>	<b>Performance Appraisal</b>
<b>Cross Cultural Management</b>	<b>Ethics and Social Responsibility for MBA</b>
<b>Business Policy</b>	<b>Business Policy for MBA</b>
<b>New Venture Creation</b>	<b>Organizational Theory for MBA</b>
<b>Franchising Management</b>	<b>HRM for MBA</b>
<b>Small Business Management</b>	<b>Research Methods for MBA</b>
<b>Organizational Theory</b>	<b>Management Principles for MBA</b>
<b>Organizational Behavior</b>	<b>Quantitative Methods</b>

**PROFESSIONAL AFFILIATIONS:**

**Academy of Management:** International, Midwestern, and Eastern Regions, 1993 - present. Services performed: review, conference planning.

**Academy of International Business:** International, Northeastern Regions, 1999 - present. Services performed: review, vice-chair of NE Region, Program Chair 2006 Conference.

**SERVICE AND OUTREACH ACTIVITIES:**

**Member – The Global Center for Cultural Enterprise and Entrepreneurship, Albuquerque, New Mexico. 2007.** The mission of The Global Center for Cultural Enterprise and Entrepreneurship is to further the development of the globe's cultural enterprises and entrepreneurs through providing training and technical assistance, thought and policy leadership, and financial support to cultural entrepreneurs and cultural leaders worldwide.

**Vice-Chairman – Academy of International Business Northeast Region, 2005-2007.**

**Program Chair – Academy of International Business Northeast Region, 2006. Conference to be held in Princeton, New Jersey.**

**Project Director/Principle Investigator, New Jersey International Business Alliance, 2004 to 2006.** As part of a Title VI (b) grant, NJIBA performs outreach activities to increase international awareness and capacity of New Jersey Businesses. \$320,000.

**Faculty Advisor, “Business Without Borders”, 2004 to Present.** Students imported and marketed Zulu craft products to enhance business development in South Africa among HIV/AIDS affected women and children.

**Committee Member,** Management Program Committee, The College of New Jersey, 2004 – 2006.

**Committee Member,** Interdisciplinary Studies Program Committee, The College of New Jersey, 2004 – 2006.

**Committee Member,** International Studies Core Committee, The College of New Jersey, 2004 – 2006.

**Committee Member,** Lowell Johnson Student Awards Committee, The College of New Jersey, 2005-2006.

**Committee Member,** Technology & Library Affairs Committee, Indiana State University, 2002-2004.

**Committee Chairman,** MBA Graduate Programs Committee, Indiana State University, 2001-2002.

**Committee Member,** Instructional and Professional Development Committee, Indiana State University, 2001-2002.

**Faculty Research Mentor,** Indiana State University, 2000-2002.

**Trainer,** Terre Haute Human Relations Commission, 2000-2002.

**Committee Chairman**, Instructional and Professional Development Committee, Indiana State University, 2000-2001.

**Committee Member**, Graduate Programs Committee, Indiana State University, 2000-2001.

**Board of Directors**, University Club, Indiana State University, 2000-2002.

**Internet Course Developer**: Operations Management, Human Resources Management, Organizational Behavior, International Management, 1999-2001.

**Lecturer**, Indiana State University Small Business Development Center seminars in starting small businesses and writing business plans. 1999-2001.

**Participant**, International Joint Venture Teamwork Project, Ohio University - Bangkok University, 1998-1999.

**Faculty Coordinator**, UNL Alumni Association Executive Committee in Malaysia, 1997.

**Curriculum Adviser**, Help Institute American Studies Program, 1997.

**Member**, American Franchise Screening Team, Perbadanan Usahawan Nasional Berhad, 1997 to present. Kuala Lumpur, Malaysia.

**Reviewer**, National Decision Sciences Institute, 1995-1997.

**Member**, Program Committee, Organizational Theory and Behavior Division, DSI National Meeting, 1995-1996.

**Member**, Board of Directors, All Souls Street Outreach Center, 1995-1996.

**Volunteer**, Project Literacy, Lincoln, Nebraska. 1991-1997.

### **CONSULTING ACTIVITIES:**

**Consultant**, Bristol-Myers Squibb Foundation, Inc., 2005. NGO Institute.

**Consultant**, Bristol-Myers Squibb Company. Focus group studies for educational curriculum. 2005.

**Consultant**, Cummins Engine Corporation – Mexico, Australia, Argentina, Brazil, and Columbia. 1998 to 2004. Cross cultural employee satisfaction measures.

**Consultant, Morgan County Commission (Illinois)**, 1997 – 1998. Job analysis and pay system design.

**Consultant, Perbadanan Usahawan Nasional Berhad**, Kuala Lumpur, Selangor, Malaysia. PUNB is a venture capital operation of the Malaysian government. 1997-1998. Franchise Selection.

**Consultant, HELP Institute US Studies Program**, Kuala Lumpur, Selangor, Malaysia, 1997. Educational exchange programs.

**Consultant, Franchise Study Group**, ITM, Shah Alam, Selangor, Malaysia. Legislation proposals to Malaysian government.

**Consultant/Expert Witness, Nebraska Equal Opportunity Commission**, 1994. Statistical analysis.

**Consultant, Nebraska Business Development Center**, 1992-1993. Small business consulting.

**Consultant, GTE Corporation**, 1990. Change management training.

**Consultant, Mansfield University Rural Services Institute**, 1990. Grant writing.

### **ORGANIZATIONS:**

**Founder & CEO, Business Without Borders Educational Projects, Inc. a 501 (c)(3) New Mexico Corporation.** Albuquerque, New Mexico.

**Consultant/Business Owner.**

**Suess-Peterson Consulting Group, Albuquerque, New Mexico.** These are primarily projects in accreditation consulting and development of centers for excellence in teaching.

**HONORS & GRANTS (total money raised: \$458,608):**

**Named, Who's Who Among International Professionals, 2003-present.**

**Named, Who's Who in America, 2002- present.**

**Named, Who's Who in the World, 2002- present.**

**Grant, The College of New Jersey, "Media Training." Co-sponsored by the Bristol Myers Squibb Foundation, Inc.** \$7,000 to attend media training sessions and presentation skills for media training at Media Training Worldwide, Inc. New York, New York, September 15<sup>th</sup>, 2005.

**Grant, The College of New Jersey, "CIBER training in managing international business programs."** \$2,000 to attend University of Colorado, Denver training in international business program development. March, 2004.

**Grant, The College of New Jersey, "CIBER training in grant writing."** \$2,000 to attend San Diego State University's training program in grant writing and development." University of Colorado, Denver training in international business program development. May, 2005.

**Grant, Bristol Myers Squibb Foundation, "Secure the Future, Capacity Building"** \$70,000 to fund BWBI/ASF, an educationally oriented 501 (c)(3) Corporation. 2005 to present.

**Grant, United States Department of Education, Business and International Education Program Grant, FY 2004.** \$180,000 for international outreach programs and international education institutes for disadvantaged youths from New Jersey, grant #P153A030040.

**Grant, University of Connecticut CIBER,** \$2,000 tuition for faculty study abroad experience in India. December, 2004.

**Grant, Duane Morris Law Firm, Princeton, New Jersey.** Pro-bono legal work for Business Without Borders, 2005. Projected value > \$10,000.

**Grant, Princeton Media Group,** \$1,000 in advertising and marketing support for Business Without Borders, 2005.

**Member,** Princeton Regional Chamber of Commerce, Princeton, NJ.

**Grant,** Indiana Higher Education Telecommunications System, \$18,655 for Internet Course Development, for MBA Intensive Seminars, 2001.

**Grant,** Indiana Higher Education Telecommunications System, \$11,588 for Internet Course Development, for Human Resources Management for Majors, 2000.

**Grant,** Indiana State University, \$3,500 for Internet Course Development, for International Business Course, 1999.

**Grant,** Indiana State University, Division of Continuing Education, \$2,500 for Internet Course Development, Operations Management/Organizational Behavior, 1999.

**Grant,** Morgan County, Illinois, County Government for the development of a job design system in county government, 1998. \$28,865.

**Participant,** United States Information Agency tri-lateral project for SME development in the Pacific Rim, 1996-1999. \$112,000.

**Participant,** Fulbright-Hays Exchange Program (Malaysia), 1997-1998.

**Co-Supervisor,** university undergraduate honors thesis, 1995.

**Winner,** UNL College of Business Distinguished Teaching Award, 1996.

**Winner,** Associated Students outstanding teacher of the year award, 1996.

**Grant,** \$4,000 from the Woods Foundation for research into helping homeless persons in Lincoln, Nebraska, 1995 – 1996.

**Recipient,** Nebraska Board of Regents Fellowship, 1992-1996.

**COMPUTER SKILLS:**

Web-CT Course Development Software (most recently Web-CT Vista ®).  
Blackboard Course Development Software (most recently Academic Suite 7 ®).  
Microsoft Office Professional (all versions).  
SPSS-PC (most recently Version 14).  
Currently developing Podcast capability for iPod.

**LANGUAGE PROFICIENCIES:**

Spanish, written and spoken, acquired through study, 1974 through 1984.  
French, written and spoken, acquired through study, 1980 through 1983.  
Bahasa Malay, beginning level skill, acquired through cultural immersion, 1997.  
Zulu, beginning level skill, started Summer, 2005.  
Suomi, beginning skill level, started Fall, 2006.  
Estonian, beginning skill level started Fall, 2006.

**FOREIGN TRAVEL:** (countries visited professionally)

People's Republic of China	Japan	Australia
Singapore	Hong Kong	Thailand
Malaysia	Mexico	Canada
South Africa	Lesotho	Swaziland
United Kingdom	Costa Rica	Sweden
Finland	Estonia	Netherlands
Denmark	Germany	

Please consider the following people as those who are well able to comment on my abilities and commitment to teaching excellence and scholarship as well as my ability and record of establishing strong relationships with students and the public and nonprofit business community. They are:

**Professional and Character References:**

**John C. Pollock, Professor of International Communication Studies, The College of New Jersey. [Pollock@tcnj.edu](mailto:Pollock@tcnj.edu).**

Communication studies professor John C. Pollock (Ph.D. & MPA, Stanford) won an award from the United Nations Foundation at the annual conference of the International Communication Association (ICA) in New York City on May 26, 2005. The first joint UN/ICA "Seed Grant" ever offered was given to Pollock, for research on global coverage of UN efforts to fight AIDS. Presenting the award at the ICA opening plenary session attended by over 2000 members was Kofi Annan, United Nations General Secretary. Mr. Annan hailed Pollock's work on UN AIDS efforts for its innovative "structural approach" comparing cross-national media coverage of UN activities with differences in national measures of privilege and resources such as Gross Domestic Product, literacy rate, longevity and infant mortality. Telephone: 609.771.2338.

**George Puia, Dow Chemical Centennial Chair in Global Business and Chair of the Global Business Initiative, Saginaw Valley State University. [Puia@svsu.edu](mailto:Puia@svsu.edu)**

George's primary teaching and research area is global business. Prior to his appointment to the Dow Chair, Dr. Puia was a member of the graduate faculty at Indiana State University. He holds a Ph. D in Strategic Management from the University of Kansas (Marilyn Taylor, advisor). Dr. Puia is currently developing research in the areas of firm internationalization and globally sustainable business. Prior to teaching, Dr. Puia was an executive with Barber-Colman Company, a manufacturer serving the worldwide construction industry. During his tenure with Barber-Colman, he was responsible for global strategic planning for the energy group. Tel: (989) 964-6074.

<http://www.svsu.edu/bie/exportoutreach/puia.html>

**Anne O'Neill, President, Alsace/USA, Alsace Development Agency  
Alsace International - CAHR Office. [Aconeill@aol.com](mailto:Aconeill@aol.com)**

Anne served on the NJIBA Board. Telephone: 609 924 7357 Fax 609 497 0119  
website: [www.ada-alsace.com](http://www.ada-alsace.com).