



**Mamoun Benmamoun (Ben), Ph.D.**  
**Associate Professor of International Business**  
**Director of Accreditation**  
**Fellow: SLU Bicentennial | Online Teaching**  
*Richard A. Chaifetz School of Business, Saint Louis University*  
✉ **BENMAMM@SLU.EDU** | ☎ 314-977-3829

## PROFESSIONAL PROFILE

Dr. Mamoun Benmamoun is an Associate Professor of International Business and the Director of Accreditation at the Richard A. Chaifetz School of Business, Saint Louis University. He earned a Ph.D. in Policy Analysis and Administration, specializing in global trade policies. Additionally, he has an MBA with a focus on International Business and Finance, as well as an engineering degree in Applied Statistics.

His research centers on the localization and cultural adaptation of digital content, AI-based decision-making in international business, global trade policies, and the geopolitics of global commerce. Dr. Benmamoun's interdisciplinary approach integrates data science, policy analysis and evaluation, digital environments, and international business.

In the classroom, he develops and delivers innovative courses that integrate analytics, geopolitics, and AI within international business education. His teaching emphasizes technological fluency and global awareness, preparing students to lead in a digitally transformed global economy.

---

## TECHNICAL AND ANALYTICAL COMPETENCIES

- **Artificial Intelligence & Machine Learning:** Expertise in AI-driven applications, including machine learning, deep learning, and AI modeling within international business contexts; applied AI to decision-making, content personalization, and analytics.
- **Statistical Programming & Data Analysis:** 28+ years of experience with SPSS, Stata, R, and Python; developed customized statistical tools and models for academic and professional applications.
- **Web & Mobile Application Development:** Designed and deployed iOS and Android apps to support research dissemination and student engagement in global business education.
- **Digital Media & Content Production:** Produced instructional and promotional videos, infographics, and visual media using professional tools including Adobe Creative Suite; creator and host of a professional YouTube channel focused on international business, AI, and analytics.
- **Educational & Professional Audio-Visual Systems:** Designed and implemented streaming and AV systems for educational settings and professional organizations, enhancing digital engagement and learning delivery.
- **Cultural Localization & Digital Customization:** Co-developed a first-of-its-kind Arabic localization tool; expertise in customizing global content to regional markets using culturally adaptive strategies.
- **Geospatial Analysis & GIS Methods:** Applied geographic information systems (GIS) and geospatial analytics to assess global market trends and inform international strategy.

## EDUCATION

### Ph.D., Public Policy Analysis & Administration

Saint Louis University, St. Louis, MO, USA, 2009

- **Dissertation:** *The Decision to Participate in the World Trade Organization (WTO) Dispute Settlement*
- **Research Focus:** Global Trade Policy

### M.B.A., International Business & Finance

Saint Louis University, St. Louis, MO, USA, 2003

### B.S., Engineer of Application in Statistics

National Institute of Statistics and Applied Economics (INSEA), Rabat, Morocco, 1994

## AWARDS, RECOGNITIONS, & GRANTS

---

### Teaching Excellence

#### Awards

- **Teaching Innovation Award**, Academy of International Business (AIB), 2025
- **First Place, “AI in IB Teaching” Video Competition**, AIB Conference, 2025
- **Teaching Innovation Award**, Chaifetz School of Business, 2024
- **Best Professor of the Year**, Chaifetz School of Business, 2015, 2018
- Beta Gamma Sigma **Outstanding Teacher Award**, Chaifetz School of Business, 2016
- **Best Instructor, X-Culture Project**, Spring 2014
- **X-Culture Global Educator Award**, 2020
- Reinert Center **Online Teaching Fellow**, 2020–2021

#### Recognitions

- **“Inspires Excellence in the Classroom,”** SLU Athletics Straight A Celebration, 2014–2018, 2020–2022, 2025
- **“Name one person who had an impact on your experience as a student,”** SLU Alumni Recognition, 2019
- **“You Made a Difference,”** Graduating Students Recognition, SLU Enrollment and Retention Management, 2012–2014, 2016–2017
- **“Thank an Instructor”,** Reinert Center for Transformative Teaching and Learning, 2022 (two nominations)
- Nominated to join *Delta Sigma Pi* by student chapter, 2018

---

### Research & Scholarship

- **Senior Faculty Honorable Mention**, SLU Scholarly Works Reception (for “Generative AI in IB Research”), 2025
- **Best Methods Paper Award**, AIB MENA Conference, Morocco, 2023
- **Bicentennial Fellow**, Saint Louis University, 2017
- **Best Paper Award**, 7th Global Islamic Marketing Conference, Morocco, 2016

- **Finalist, Fulbright U.S. Scholar Program**, 2014, 2015
  - **Globalization Essay Contest Winner**, Institute for Humane Studies, George Mason University, 2005
- 

### *Professional Service & Leadership*

- **Faculty Service Award**, Saint Louis University, 2021
  - **Distinguished Service Award**, Saint Louis University, 2012
  - **Professional Excellence Award**, SLU Information Technology Services, 2005
  - **Distinguished Performance Award**, SLU Information Technology Services, 2002
- 

### *Grants & Sponsored Projects*

- **1818 Community Engagement Grant**, 2024–2025
- **Summer Research Grant**, Chaifetz School of Business, 2024, 2020
- **Curriculum Innovation Grant**, Chaifetz School of Business, 2021
- **Big Ideas Planning Grant** (Co-Lead Investigator, *Artificial Intelligence at SLU*), 2019
- **Qatar National Research Foundation Grant**, \$149,000, 2012–2015

## **ACADEMIC APPOINTMENTS**

### **Associate Professor of International Business**

*Richard A. Chaifetz School of Business, Saint Louis University, St. Louis, MO, 2010–Present*

- **Director of Accreditation**, 2023–Present
- **Director, Ph.D. Program in International Business & Marketing**, 2021–2023

### **Research Associate & Part-Time Faculty**

*Saint Louis University, St. Louis, MO, 2006–2010*

### **Term Research Specialist**

*University of Missouri-St. Louis, St. Louis, MO, 2006*

### **Information Technology Student Manager**

*Saint Louis University, St. Louis, MO, 2001–2003*

### **International Marketing Assistant (Internship)**

*World Trade Center, St. Louis, MO, Summer 2001*

### **Head of Statistics, Economic Situation & IT**

*Mohammedia Chamber of Commerce, Industry and Services, Morocco, 1998–2000*

## CERTIFICATIONS & PROFESSIONAL TRAINING

- **University Teaching Skills Certificate**  
*Reinert Center for Teaching Excellence, Saint Louis University, St. Louis, MO, 2001*
- **Training for Enterprise Development**  
*International Labor Organization – International Training Centre, Turin, Italy, 2000*
- **Entrepreneurial Trainer Certificate**  
*Moroccan Ministry of Commerce and Industry & Swedish Agency for International Development, 2000*
- **E-Commerce Training Seminar**  
*Association of European Chambers of Commerce and Industry, Malta, 1999*

## TEACHING SUMMARY

### *Primary Teaching – Saint Louis University (2007–Present)*

Courses taught at the undergraduate and graduate levels across multiple disciplines:

- **Core and Elective Courses:**
  - *International Business*
  - *International Political Economy*
  - *Business Foundation*
  - *Decision Science*
  - *Analytics and International Business Intelligence*
  - *Statistics*
  - *Study Abroad Seminars (Panama & Madrid)*

### **Curriculum Innovation: Courses Developed**

- **IB 3150 – Middle East Business Environment**
- **IB 5620 / IB 6320 – International Business Intelligence and Analytics**

### **Program Coordination & Multi-Section Oversight**

- **IB 2000 – Introduction to International Business (2010–Present)**
  - Approved as a University Core course in 2021
- **BIZ 1100 – Business in Action (2022–Present)**

---

### *Additional Teaching Appointments*

- **KEDGE Business School, France (2015)**
  - *Localizing & Culturally Customizing Global Digital Marketing*
- **Columbia College (2012)**
  - *BUSI 508 – Decision Science for Business*

## PUBLICATIONS AND SCHOLARLY CONTRIBUTIONS

---

### Refereed Journal Articles (With ABDC & ABS Rankings)

1. Brouthers, K. D., Ascencio, C., **Benmamoun, M.**, & Alhorr, H. S. (2025). *Digital Standardization vs. Adaptation: Mitigating the Liability of Outsidership – A Literature Review*. **International Business Review** – **ABDC A | ABS 3 | Gold**
2. **Benmamoun, M.** & Sobh, R. (2025). *An Islamic Perspective on AI Ethics: A Case Study of Wahed Invest Robo Advisory*. **Journal of Business Ethics Education** – **ABS 1 | Silver**
3. **Benmamoun, M.** (2025). *Generative AI in International Business Research: A Guide to Ethical and Responsible Application*. **Thunderbird International Business Review** – **ABDC B | ABS 2 | Silver [Honorary Award]**
4. Ascencio, C., **Benmamoun, M.**, Katz, J., & Brinkmeier, A. (2024). *Enriching the Typology of Social Entrepreneurs: The Transnational Dimension*. **Administrative Sciences** – **Unlisted**
5. **Benmamoun, M.** (2023). *McDonald's in the Middle East: Navigating Political and Ethical Minefields*. **Journal of Business Ethics Education** – **ABS 1 | Silver**
6. **Benmamoun, M.** (2023). *Reinventing International Business Education: Integrating the Power of Generative AI*. **AIB Insights** – **Unlisted [3242 views & 287 PDF downloads as of July 7, 2025]**
7. **Benmamoun, M.**, Alhorr, H., Choi, Y., & Brinkmeier, A. (2023). *The Power of the Weak in the WTO: How David Overcomes Goliath*. **The Journal of Developing Areas** – **ABS 1 | Silver**
8. **Benmamoun, M.**, Ascencio, C., Fisher, J., & Kuang, Y. (2022). *Globalizing Corporate Social Irresponsibility: A Tale of Two Toxic Cities*. **Journal of Business Ethics and Education** – **ABS 1 | Silver**
9. Ascencio, C., **Benmamoun, M.**, & Alhorr, H. S. (2022). *Going Global: The Influence of Transformative Experience on Social Entrepreneurial Decisions to Internationalize*. **The International Journal of Entrepreneurship and Innovation** – **ABDC C | ABS 2 | Silver**
10. Singh, N., **Benmamoun, M.**, Meyr, E., & Arikan, R. (2021). *Verifying Rigor: Analyzing Qualitative Research in International Marketing*. **International Marketing Review** – **ABDC A | ABS 3 | Gold [3769 downloads as of July 7, 2025]**
11. Falah, J. & **Benmamoun, M.** (2021). *Toward a Cultural Understanding of Corruption: Social Construction of Corruption in Liberia*. **The Journal of Developing Areas** – **ABS 1 | Silver**
12. **Benmamoun, M.**, Alhorr, H., Ascencio, C., & Woojong, S. (2021). *Social Enterprises in Electronic Markets: Web Localization or Standardization*. **Electronic Markets** – **ABDC A | ABS 2 | Gold [1591 accesses as of July 7, 2025]**
13. **Benmamoun, M.**, Singh, N., & Sobh, R. (2019). *How Advertisers Can Target Arab E-Consumers More Effectively*. **Journal of Advertising Research** – **ABDC A | ABS 3 | Gold**
14. **Benmamoun, M.**, Singh, N., Lehnert, K., & Lee, S. B. (2019). *Internationalization of E-Commerce Corporations (ECCs): Advanced vs. Emerging Markets ECCs*. **Multinational Business Review** – **ABDC B | ABS 3 | Gold [2596 downloads as of July 7, 2025]**
15. **Benmamoun, M.**, Kalliny, M., Chun, W., & Kim, S. H. (2019). *The Impact of Manager's Animosity and Ethnocentrism on MNE's International Entry Mode Decision*. **Thunderbird International Business Review** – **ABDC B | ABS 2 | Silver**
16. Kalliny, M., Minton, E. A., & **Benmamoun, M.** (2018). *Affect as a Driver to Religious-Based Consumer Boycotts*. **International Journal of Consumer Studies** – **ABDC A | ABS 2 | Gold**

17. Sobh, R., Singh, N., Chun, W., & **Benmamoun, M.** (2018). *Localizing to Arabic Consumers: Insights from Print Advertising*. **Journal of Marketing Communications** – ABDC B | ABS1 | Silver
18. **Benmamoun, M.**, Sobh, R., Singh, N., & Moura, F. (2016). *Gulf Arab Region E-Business Environment: Localization Strategy Insights*. **Thunderbird International Business Review** – ABDC B | ABS 2 | Silver
19. **Benmamoun, M.**, Lehnert, K., Kim, S. H., & Kalliny, M. (2016). *The Spillover Effect of International Trade and Investment Flows: Spotlight on Arab Unrest*. **The Journal of Developing Areas** – ABS 1 | Silver
20. Kalliny, M., **Benmamoun, M.**, & Cropf, R. (2015). *The Role of MNCs and Information Flow on Institutional Change*. **Multinational Business Review** – ABDC B | ABS 3 | Gold
21. Chun, W., Singh, N., Sobh, R., & **Benmamoun, M.** (2015). *A Comparative Analysis of Arab and U.S. Cultural Values on the Web*. **Journal of Global Marketing** – ABDC B | ABS1 | Silver
22. Singh, N., Chun, W., & **Benmamoun, M.** (2015). *Moving Beyond Basic Localization: Culturally Customizing Digital Content*. **Journal of Cultural Marketing Strategy** – Unlisted
23. Kalliny, M. & **Benmamoun, M.** (2014). *Arab Middle East Business Research: A Review of the Empirical Literature (1990–2013)*. **Multinational Business Review** – ABDC B | ABS 3 | Gold
24. Lehnert, K., **Benmamoun, M.**, & Zhao, H. (2013). *FDI Inflow and Human Development: Analysis of FDI's Impact on Host Countries' Social Welfare and Infrastructure*. **Thunderbird International Business Review** – ABDC B | ABS 2 | Silver
25. **Benmamoun, M.** & Alhorrr, H. (2013). *Developing Countries' Participation Decision in WTO Dispute Settlement*. **International Review of Business Research Papers** – Unlisted
26. **Benmamoun, M.** & Lehnert, K. (2013). *Financing Growth: Comparing the Effects of FDI, ODA, and International Remittances*. **Journal of Economic Development** – ABDC C
27. **Benmamoun, M.**, Kalliny, M., & Cropf, R. (2012). *The Arab Spring, Multinational Enterprises, and Virtual Public Spheres*. **Multinational Business Review** – ABDC B | ABS 3 | Gold [1154 downloads as of July 7, 2025]

---

## Conference Papers

1. **Benmamoun, M.** (2024). *Reinventing International Business Education: Integrating the Power of Generative AI*. Madrid UG Conference, Saint Louis University, Madrid Campus.
2. Ascencio, C., **Benmamoun, M.**, Fisher, J., & Kuang, Y. (2023). *The Interplay Between Social Entrepreneurs' Cognitive Characteristics and Organization's Mission and Form in Social Enterprise Internationalization Endeavor*. AIB-MENA Conference, Rabat, Morocco. Best Methods Paper Award.
3. **Benmamoun, M.**, Ascencio, C., Fisher, J., & Kuang, Y. (2022). *A Tale of Two Toxic Cities: Case Study on Global Corporate Social Responsibility*. AIB Annual Meeting, Miami.
4. Ascencio, C., **Benmamoun, M.**, Alhorrr, H., & Fisher, J. (2020). *Domestic vs. International Social Entrepreneurs: Managerial Insights*. AIB Annual Meeting, Miami.
5. **Benmamoun, M.** (2018). *A Localized Framework on Cyber Security, Privacy and Ethics: The Case of Arab Digital Users*. International Business Conference, Barcelona, Spain.
6. **Benmamoun, M.**, Singh, N., Lehnert, K., & Lee, S.B. (2018). *E-Commerce Corporations (ECCs) Internationalization: A Case Exploration*. Academy of Marketing Science Conference, New Orleans.

7. Chun, W., & **Benmamoun, M.** (2017). *The Impact of Consumer Attitudes Linked to Globalization on Citizenship Behavior*. AMA Winter Conference, Orlando, FL.
8. Chun, W., **Benmamoun, M.**, Kalliny, M., & Kim, S.H. (2016). *Entering a Hostile Foreign Market: The Interplay of Animosity, Citizenship Behavior, and Purchase Intent*. AIB Annual Meeting, New Orleans.
9. **Benmamoun, M.**, Kalliny, M., Chun, W., & Kim, S.H. (2016). *U.S. Companies' Entry Mode to Muslim Countries: The Impact of Manager Animosity*. Global Islamic Marketing Conference, Casablanca, Morocco. **Best Paper Award**.
10. **Benmamoun, M.**, Lehnert, K., Kim, S.H., & Kalliny, M. (2015). *Trade and Investment Flows and Arab Unrest*. Reading-UNCTAD International Business Conference.
11. Kalliny, M., **Benmamoun, M.**, Chun, W., & Kim, S.H. (2015). *Cultural Competence, Trust, and Country Risk*. AMA Summer Educators' Conference.
12. Singh, N., Chun, W., Sobh, R., & **Benmamoun, M.** (2014). *Localizing to Arabic-Speaking Consumers*. AIB Annual Meeting, Vancouver.
13. **Benmamoun, M.** & Alhorrr, H. (2012). *WTO Dispute Settlement Participation: FDI and Governance*. International Business and Social Science Research Conference, Dubai.
14. **Benmamoun, M.** & Lehnert, K. (2010). *FDI, ODA, and Remittances: Substitute or Complement?* Multinational Conference on Migration and Migration Policy, Maastricht University, Netherlands.
15. **Benmamoun, M.** (2007). *Global Governance Bias and WTO Multilateralism*. European Business History Association Conference, University of Geneva. **[Subject of an Interview by Le Temps, Switzerland's leading daily newspaper]**.

### *Books and Book Chapters*

1. Benmamoun, M., Amira, M., & Benmamoun, A. (Under Review). *Geoeconomic Shift in the MENA Region*. IGI Global.
2. Benmamoun, M., & Naji, Y. (2021). *Automated Facial Expression Recognition: Methodological Tutorials*. Apple Books.
3. Benmamoun, M. (2021). *Introduction*. In *Issues in Global Business*. Sage.
4. Benmamoun, M., Kalliny, M., & Alhorrr, H. (2015). *Middle Eastern Business Environment*. Cognella Academic Publishing.
5. Cropf, R., Benmamoun, M., & Kalliny, M. (2012). *The Role of Web 2.0 in the Arab Spring*. In *Cases on Web 2.0 in Developing Countries*. IGI Global.

### *Practice-Oriented Insights and Publications*

1. Benmamoun, M. (2024, Oct 21). *Leveraging Generative AI to Enhance AACSB*. LinkedIn.
2. Benmamoun, M. (2024, Oct 25). *Generative AI for Resource Management and Societal Impact*. LinkedIn.
3. Benmamoun, M. (2006). *Bootstrap Confidence Intervals and Gloudemans' COD Test Using SPSS and Stata*. *Journal of Property Tax Assessment and Administration*, 3(4), 56-61.

### *Software Components Development*

- Developed an AI application to automate facial expression recognition
- Developed localized Android, iOS, and Windows apps (>300,000 installs; avg. rating 4.57/5).
- Assisted in Arabic Localization Tool development (2016)

- Created statistical software for mass appraisal and assessment ratio studies (IBM DeveloperWorks & IDEAS):
  - FPRANK, CODCI, SRATIO, TCOD (Stata modules)
  - BOOTJ.SPS, BOOTR.SPS, CODCI.SPS, CODTEST.SPS (SPSS scripts)

## ACADEMIC SERVICE

---

### *Directed Research*

- **Doctoral Dissertation Committee – Reader:** Alex Brinkmeier, Yeon Jae Choi (2025); Lauren Drury, Essa Almutairi, Kristina Medvedeva, Muhammad Mollah (2023); Zhan Wang (2017)
- **Doctoral Dissertation Committee – Chair:** Christine Ascencio (2018)
- **Doctoral Independent Study:** Rachel Santon (2015); John Erakias Fallah (2010)
- **Research Topics Supervision:** Alejandra Rios Gutierrez (2015)

### *Student Supervision & Advising*

- **Doctoral Program Faculty Advisor:** 2021–2023 (10 students)
- **Faculty Advisor:** International Business Club (2017–2020)
- **Internship Supervisor:** 2010–Present (21 students)
- **Undergraduate Honors Thesis Advisor:** 2010–Present (9 students)
- **Ph.D. Teaching Mentor:** Sang Bong Lee (2016), Wojong Sim (2020)
- **Undergraduate Student Mentor:** 2010–Present (290 students)
- **Faculty Advisor:** UMSL-CUIBE International Business Case Competition (2015)

### *Departmental & University Service*

- **Workshop Author:** Python Programming and AI Workshops (2021–2023); Co-author of Blended Learning Workshop (2012)
- **Promotional Video & Graphic Designer:** Academic and outreach events (2011–2023)
- **Search Committee Member:** International Business Faculty Search (2022); Faculty Recruitment at AIB Annual Meeting, Miami (2022)
- **Program Manager:** International Business Data Center (2010–2014)
- **Event Organizer & Presenter:** Culture Alive, Atlas Week (2008–2017)
- **Grant Writing Contributor:** Centers for International Business Education (2009, 2013); Dept. of Education BIE Grant (2010)
- **Research Author:** Missouri Foreign Direct Investment Report (2000–2007)
- **Web Development Collaborator:** SLU-IP Web Initiative (with SLU's International Initiative Committee)
- **Faculty Judge:** Southwest Case Competition (2018)
- **Prospective Student Engagement:** Phonathon/Emailathon (2013, 2017–2019)

### *University and School Committees*

- **aiTECH Tiger Team:** Coordinator (2025-Present)
- **CSB Assessment Committee:** Chair (2024-Present)
- **University Assessment Committee:** Member (2023–Present)
- **Chaifetz Dean Search Committee:** Member (2023–2024)

- **International Business Assessment Committee:** Chair (2014–Present)
- **Learning Technology Advisory Committee (LTAC):** Member (2014–Present)
- **Undergraduate Task Force Committee:** Member (2014–2015; 2022)
- **Commencement Marshal:** 2020–Present
- **LMS Steering Committee:** Member (2022)
- **LTAC – Wireless Classroom Presentation Working Group:** Member (2022–2023)
- **Graduate Curriculum Board:** Member (2021)
- **VP Marketing and Communication Search Committee:** Member (2021)
- **University Core Curriculum – Equity and Global Identities Subcommittee:** Member (2021)
- **Course Modalities & Policy Planning Groups:** Member (Spring–Summer 2021)
- **SLU Core Subcommittee:** Member (2020–2023)
- **Virtual Computing Working Group:** Member (2020–2021)
- **Canvas Stakeholders Subcommittee:** Member (2020–2021)
- **Classroom Technology Needs Working Group:** Member (2020)
- **Classroom Technology Redesign Working Group:** Member (2019–2022)
- **ATC Innovation Studio Subcommittee:** Member (2019–2020)
- **Study Abroad Planning Group:** Member (Fall 2020)
- **Data Analytics Task Force:** Member, Chaifetz School of Business (2018–2019)
- **Minor in Middle East Studies Committee:** Member (2013–2019)
- **AKE National President,** Chaifetz School of Business (2017–2020)
- **Faculty Senate:** Substitute Member (2016)

## PROFESSIONAL SERVICES

---

### *Invited Guest Editor*

- *Administrative Sciences*

### *Ad Hoc Peer Reviewer*

- *Journal of World Business*
- *International Marketing Review*
- *European Journal of Marketing*
- *Journal of Retailing and Consumer Services*

### *Journal of Electronic Commerce Research*

- *Journal of Developing Areas*
- *Journal of Comparative Economics*
- *Thunderbird International Business Review*
- *IEEE Computer Society*
- *Academy of International Business*  
(Conference submissions)

---

## *Service to the Discipline*

- Member, X-Culture Advisory Board (XCAB), August 2020 – August 2021
- **Textbook Development & Evaluation**
  - Authored instructor resources (manuals, PowerPoints, test banks) for leading *International Business* textbooks published by Pearson Education (2013–Present)
  - Reviewed and advised on textbooks for Pearson, McGraw-Hill Education, Wiley, and SAGE (2014–2021)
- **Digital & Localization Consulting**
  - Advised MNCs (including Fortune 500 companies) and NGOs on digital localization strategies, app development, and content customization (2014–Present)
- **Nonprofit & Educational Technology Consulting**
  - Developed and managed web and e-commerce strategies for nonprofit organizations in St. Louis (2010–Present)

- Installed and maintained audio-visual infrastructure for online streaming in nonprofits and local schools (2020–Present)
- **Data Analysis & Research Support**
  - Provided data analysis consulting to faculty and doctoral students (2001–2020)
  - Conducted benchmarking studies for SLU Information Technology Services (2007–2008)
- **Workshops & Training**
  - Delivered cultural sensitivity training for *InspireSTL* (June 13, 2014)
  - Conducted entrepreneurship training for women entrepreneurs in Mohammedia, Morocco (1999)

## INVITED PRESENTATIONS, KEYNOTES, AND GUEST LECTURES

---

### Keynote Addresses

- **Cultural Differences**, Delta Sigma Pi, Saint Louis University, April 1, 2025
- **Destination Africa 2.0: Doing Business in Africa**, African Graduate Professional Network, Saint Louis University, Nov 23, 2024
- **Destination Africa 1.0: Africa Digital Business Environment**, African Graduate Professional Network, Saint Louis University, April 20, 2024
- **CFA Society of St. Louis, Investment Inspiration Series: Ethical Considerations in AI for Financial Professionals**, Oct 23, 2024
- “**Crossover Commerce**”, PingPong Payments (Virtual), Apr 8, 2021 – [YouTube](#)
- **Global Village**, Northwest Islamic Center, Sep 7, 2019
- **9th International Congress of Administrative Sciences**, University of Guadalajara, Mexico, Oct 2018
- **Spirituality and Life**, SLU SGA Agape Latte, Feb 21, 2017
- **Leading with Cross-Cultural Intellect**, Service Leadership Program, SLU, Mar 18, 2016

---

### Panelist Engagements

- **AI Panel Experts: Insights into AI’s Potential**, CFA Society of St. Louis, Apr 8, 2025
- **Living Out the Jesuit Mission in a COVID-19 World**, SLU IFSA, Oct 28, 2020
- **International Entry Modes**, X-Culture Guest Speaker Series, Greensboro, NC, Nov 16, 2019
- **Trade War**, American Enterprise Institute Executive Council, Washington University, Mar 1, 2019
- **Career Insights Panel**, Delta Sigma Pi Professional Fraternity, Nov 2018
- **The Arab Spring**, Atlas Week, SLU, Apr 2012

---

### Guest & Invited Lectures

- **AI and Generative AI: Basics and Real-World Applications**, Osher Lifelong Learning Institute, FIU, January 18, 2024
- **ChatGPT 101 Unmasked**, Osher Lifelong Learning Institute, FIU, Sep 14, 2023
- **Generative AI: Introduction and Applications**, CSB Friday Seminar, SLU, Oct 13, 2023
- **Introduction to Artificial Intelligence**, College of the North Atlantic–Qatar, Nov 25, 2020
- **Introduction to Artificial Intelligence**, Osher Lifelong Learning Institute, FIU, Aug 3, 2020 & Oct 11, 2021
- **The Middle East**, Osher Lifelong Learning Institute, FIU, Aug 24, 2020

- **International Human Resource Management**, Roeslein HR Conference, St. Louis, Oct 5, 2022
- **Economic, Political, and Cultural Effects of Immigration**, Atlas Week, SLU, Apr 2018
- **Boeing Global Outlook**, Boeing Co., Jun 1, 2017
- **International Accounting and Finance Issues**, Boeing Co., Apr 24, 2017
- **Global Trade Policy and Regional Impact**, The Wednesday Club of Saint Louis, Apr 5, 2017
- **Instability and Investment in the Middle East**, Atlas Week, SLU, 2017
- **Global Trends and Business Implications**, Boeing Co., Nov 22, 2016
- **Brexit: Implications for Global Trade**, Sigma Iota Rho, Washington University in St. Louis, Nov 17, 2016
- **Faculty Research in the Middle East**, CGC Faculty Lecture Series, SLU, Oct 12, 2016
- **The Sunni–Shia Divide**, Atlas Week, SLU, Apr 2016
- **Macroeconomic Trends in International Business**, Lockton Companies, Jan 20, 2016
- **Doing Business in Africa**, International Business Summer Academy, SLU, Jun 2015
- **Brexit and Beyond**, Atlas Week, SLU, Apr 2015
- **Gulf Arab Consumer E-Commerce Preferences**, Qatar University, Mar 9–10, 2015
- **Financing Growth: FDI, ODA, and Remittances**, Qatar University, Dec 23, 2013
- **Presentation on Moroccan Cultures**, Clark Elementary (K–G), May 7, 2018
- **International Middle Eastern Student Experience**, EDH 5640, SLU, Sep 21, 2017

---

#### *Workshops Authored & Delivered*

- **Python: AI and Data Tutorial**, Boeing Institute of International Business, Mar 2021; Apr 2023
- **How to Effectively Localize Digital Content**, University of Guadalajara, Mexico, Oct 2018
- **Arabic Web Customization & Globalization**, Qatar University, Mar 2015
- **Saudi Arabia's Business Etiquette**, Boeing Co., Oct 26, 2012

---

#### **MEDIA FEATURES & COMMENTARY**

---

##### *Television Interviews*

- **“What’s Next with Tariffs?”**, *KMOV News* (April 3, 2025)  
Discussed the global implications of new Trump-era tariffs, including retaliation risks, disruptions to global supply chains, and expected consequences for U.S. businesses and consumers.  
 [Watch](#)
- **“Trump’s Trade War: Consumer Impact”**, *FOX 2 St. Louis* (March 5, 2025)  
Interviewed on how new tariffs may affect American households across key sectors.  
 [Watch](#)

---

##### *Podcasts & Webcasts*

- **“Franchising in Conflict Zones”**, *SLU International Business Now Podcast* with Peter Smith (February 18, 2025)  
Explored how geopolitical conflicts like the War in Gaza influence global franchise operations and how brands can mitigate ethical, reputational, and operational risks.
- **“Crossover Commerce”**, *PingPong Payments* (April 8, 2021)  
Featured as a keynote speaker discussing cross-border e-commerce and international market

strategies.

 [Watch](#)

- “International Entry Modes”, *X-Culture Guest Speaker Series*, Greensboro, NC (November 16, 2019)
- 

*Print & Online Media*

- “The UK and EU at a Crossroads”, *Cook School Blog*, Saint Louis University (June 28, 2016)  
Authored a blog post analyzing Brexit’s implications on international business and trade.  
 [Read the article](#)
- Interviewed by *Le Temps*, Switzerland's leading daily newspaper (2007)  
Provided insights on the U.S. institutional response to the collapse of multilateral trade negotiations.