

**Joseph Ganitsky**

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|   |                        |
|---|------------------------|
| <b>Current Academic Rank:</b>           | <b>Senior Lecturer</b> |
| <b>Primary Department:</b>              | <b>Management</b>      |
| <b>Secondary or Joint Appointments:</b> | <b>None</b>            |
| <b>Citizenship:</b>                     | <b>USA</b>             |

**HIGER EDUCATION**

**Institutional:**

- Doctor of Business Administration, Harvard University, Cambridge, June 1974
- M.S. Industrial Management, Georgia Institute of Technology, Atlanta, June 1970
- Ingeniero Industrial (B. S. Industrial Engineering), U. de los Andes, Bogotá, August 1968

**EXPERIENCE**

**Academic:**

**Permanent:**

- University of Miami, Miami, Research Professor, 2006 – 2011; Senior Lecturer, 2011 - Current
  - Director, Center International Business Education and Research, 2010 - Current
- Loyola University, New Orleans, Professor of International Business
  - Chair, International Business Area (its largest & most important), 1991-2006
  - Director, International Business Center, 1993-2006
  - Bank One Professor of International Business, 2000-2003
  - Chase Distinguished Professor of Minority Entrepreneurship, 2005-2006
  - Coordinator, Loyola's International Business Advisory Board, IBAB, 1993-2006
- Tulane University, New Orleans, Associate Professor of Int'l Business, 1984-1991
- Jerusalem Institute of Management, Tel Aviv; Professor & Researcher, 1983-1984
- U. de los Andes, Bogotá, Associate/Full Professor of Marketing, 1972-1982
- U. de los Andes, Bogotá, (Founding) **Dean**, School of Business, 1973-1975

**Visiting:**

- University of Miami, Miami, MSPM Program, Business Strategy (Spanish), 1999-2005
- Instituto de Empresa, Madrid; Int'l Business & Entrepreneurship Professor, 1991-2004
- ITESM, Mexico DF, International Business and Entrepreneurship, 2002
- IESA (Instituto de Estudios Superiores de Administración), Caracas, International Marketing & Strategy, 1991-1999
- CEIBS (China-Europe International Business School), Shanghai, Strategy, Summer 1999
- U. del Pacifico, Lima, Int'l Business & Strategy, 1987-1990
- INCAE (Central American Institute of Management), Managua, Agribusiness, 1971
- Brief visits (less than 2 weeks) to more than 30 other Business Schools worldwide, including all but one country in Latin America, 1984-current

## **Non-Academic:**

### **Boards of Directors in Colombia's Public Sector**

- Public Sector Rationalization Board, 1980-1981
- Agricultural Bank (Caja Agraria), 1974-1975
- Agricultural Marketing Institute (IDEMA), 1975-197

### **Consulting/Management:**

- Consultant to Businesses in the USA and abroad (e.g., PVDSA, Shell Deepwater, Pan American Life, KPMG, Siemens, Dan Per, etc.), 1990-Current
- Family-owned Business Group, Bogotá,
  - **CEO**, Overseeing 18 Divisions, 1978-1982
  - **Manager**, Textile & Garment Divisions, 1975-1978

### **Member of Louisiana's International Business Community**

- Int'l Business Committee of the World Trade Center of New Orleans, 1993-2006
- Trade Capacity Building Institute's Task Force, 2003-2004
- International Marketing Committee of Metro Vision, 1997-1998
- Louisiana-Mexico Trade Association, 1996-1998
- New Orleans' Advisory Council to the Mayor on International Trade, 1994-1996
- Louisiana's District Export Council, 1985-1987

## **PUBLICATIONS**

### **Juried or Refereed Journal Articles and Exhibitions:**

- 2011, "Negotiate with ALBA Countries: Colombia's Case," Chapter in the Economic, Political And Foreign Policy Implications Of Alba: An Interdisciplinary Study Of Alba (Bolivarian Alternative For The People Of Our America) Initiative, Book edited by Bruce Bagley and Magdalena Defort
- Virtuous Cycles Behind Colombia's Narco-Terrorism," Chapter in the Law of Justice and Peace and the Demobilization of Colombian Paramilitaries Book Edited by Bruce Bagley and Elvira Restrepo
- 2005, "Strategic Alliances In Business-To-Business Export Marketing Channels: Impact Of Cultural Difference," Industrial Marketing Management, co-authored with Bert Rosembloom (lead author), Rajiv Metha, and Trina Larsen.
- 2005, "Lecciones Colombianas Para Enfrentar Con Éxito Los Desafíos Empresariales: Indupalma y Las Cooperativas De Trabajo Asociado," ("Colombian Lessons to Successfully Confront Entrepreneurial Challenges: Indupalma and the Workers Cooperative"), Revista de Empresa\*, Jan-Mar, # 11
  - a Spanish equivalent to AOM's Academy of Management Executive, Journal also affiliated with the Academy of Management
- 2004, "Internacionalización De Empresas En América Latina: Balance, Lecciones Y Perspectivas," ("Internationalization of Businesses in Latin America: Balance, Lessons and Perspectives"), Revista de Empresa\*, coauthored with Guillermo Cardoza, Isabelle Birambeaux, and Fernanda Diaz Cascallar, Oct-Dec, # 10, pp. 5-14
- 2003, "PharmaMar" (case in Spanish), written under my supervision by Sergio Gonzalez and Paz Ambrosi, my graduate assistants at IE; winner of the best case in IE's 2002 Case Competition, Revista de Empresa, Enero - Marzo, pp. 98-121. Its multimedia version is at <http://globalcampus.ie.edu/contenidos/PRODUCTOS/Pharmamar>

- 2003, ““Renault en Brazil” (case in Spanish), written under my supervision by Tanguy Jacopin and Guillermo Cardoza, Revista de Empresa, Octubre - Diciembre, pp. 98-114.
- 2003, “Kuxan (A)” (case in Spanish), Academia, (Journal of the Latin American Council of Business Schools-- CLADEA), 28, pp. 73-105.
- 2002 and 2001, “Martin Varsavsky” (A) (case in Spanish), Revista de Empresa, Julio - Septiembre, 2002, 1, pp. 97-126, and Academia, 2001, 27, pp 31-78, co-authored with Alvaro Sancho, winner of the Best Entrepreneurship Case, EFMD, 2000
- 1995 "Successful Succession in Family Business," Family Business Review, Summer, VIII (2): 131-155. Co-authored with Jeffrey A. Barach.
- 1992 "Don't Forget Latin America," Sloan Management Review, Winter, 32 (2): 78-92. Co-authored with Jon Martinez and John Quelch.
- 1991 "Time Perspectives in International Joint Ventures: Implications for Marketing Management," Journal of Global Marketing, 5 (1/2): 13-33. Co-authored with U. Srinivasa Rangan and Gerard E. Watzke.
- 1991 "Investing in Developing Nations Using Debt-Equity Swaps," International Executive, 32 (6), May-June: 14-19.
- 1990 "Lessons from Investors Using Debt-Equity Swaps in Latin America," Issues in International Business, Fall, 7 (1): 18-26.
- 1990 "Implications of Different Time Perspectives for Human Resource Management in International Joint Ventures," Management International Review, 30 (Special Issue): 37-51. Co-authored with Gerard E. Watzke.
- 1989 "Environmental Assessment and Marketing Plans of Leading Domestic and Foreign Firms Operating in Latin America," Journal of Global Marketing, 2 (3): 19-47.
- 1989 "Strategies for Innate and Adoptive Exporters: Lessons from Israel's Case," International Marketing Review, 6 (5): 50-65.
- 1988 "Foreign Investment Through Debt Equity Swaps," Sloan Management Review, 29 (2), Winter: 21-30. Co-authored with Gerardo Lema. Reviewed in The International Executive, 30 (1): 19-20 and reprinted in various texts.
- 1988 "Entry of the Next Generation: Strategic Challenge for Family Business," Journal of Small Business Management, 26 (2), April: 49-56. Co-authored with Jeffrey Barach, James Carson and Ben Doochin.
- 1988 "Comparative Analysis of Countertrade in U. S. Trading versus Industrial Firms," Business and Economic Review, 2(1), Summer: 117-138.
- 1986 "Strategic Lessons Emerging from the Performance of Colombia and Israel in International Flower Markets," Research in Domestic and International Agribusiness Management, JAI Press Inc., Vol. 6: 143-180.
- 1986 "The Debt Crisis: The Departure Point for a New Era for Decision Makers," The Columbia Journal of World Business, 21(3), Fall: 73-80.

#### **Books, Monographs and Reports Published:**

- 2004, “Strengthening Louisiana’s International Competitiveness: White Paper for Governor Kathleen Blanco” Loyola University New Orleans, October
- 2004, “Strengthening Louisiana’s Internationalization Efforts in a New World of Uncertainty and Risk: A Project for Academic, Economic, Community, and Professional Development.” A Final Report to the U. S. Department of Education, Loyola University New Orleans, September.
- 2004, “Strengthening Louisiana’s International Efforts in a New World of Uncertainty and Risk: Selected Cases and Technical Notes.” Monograph, Editor and lead author, with Contributions from Ron Christner, Wing Fok, and Brenda Joyner, Loyola University New Orleans, September
- 2004, “Strengthening Louisiana’s International Competitiveness: Changing Global Opportunities and Needs---A Comparison of Two Surveys (1998 and 2003).” Monograph, Joseph Ganitsky (Editor and Lead contributor), Rajiv Mehta and Jimmy Cardenas, Loyola University New Orleans, April
- 2000, Contributor to Spanish component of Global Entrepreneurship Monitor, 2000 Executive Report, edited by Paul D. Reynolds, Michael Hay, William D. Bygrave, S. Michael Camp and Erkko Autio;

published jointly by Babson College and the London Business School, sponsored by the Kauffman Center for Entrepreneurial Leadership and Ernst & Young, London (coauthored with Joan Amat, Manuel Bermejo, Thibaud Durand, Alvaro Sancho, and Ignacio de la Vega, published by Instituto de Empresa, sponsored by NAJETI, Madrid

- 2000, "Charting Your Course" (Chapter 2 of A Field Guide in Internationalizing Business Education), co-edited by R. F. Scherer, M. F. Ainina, S. T. Beaton, and J. F. Meyer, Center for International Business Education and Research, University of Texas, Austin.
- 1999, "Strengthening the Latin America-Louisiana Business Connection: Selected Cases and Technical Notes." Monograph, Loyola University New Orleans. Co-authored with Wing Fok, Mike Pearson, and Mike Sibley, June
- 1998, "Strengthening the Latin America-Louisiana Connection: Curriculum Development, Business Partnership and Applied Research." A Final Report to the US Department of Education, Loyola University New Orleans, December
- 1998, "Louisiana's Global Opportunities and Needs." Monograph, Loyola University New Orleans, Co-authored with Rajiv Mehta, Paul Jenny, Tanya Rasa and Jack Walker. May.
- 1997, "Internationalization of Louisiana's Small and Entrepreneurial Companies in Food Processing and Servicing the Oil and Gas Industry." Monograph, Loyola University New Orleans, Co-authored with Brenda Joyner, Michael Pearson, and Deborah Walker. September.
- 1996, "Internationalization of Loyola's College of Business," Report presented to the Southwestern Business Dean's Association's Innovative Achievement Competition, December
- 1995, "From My Family's History," Chapter of Schroth, R., S.J. (Editor), The Loyola Personal Reading List, Loyola University New Orleans.
- 1994, Casos en Agroempresas. Co-editor (with Carlos Mathews), Universidad del Pacífico, Lima.
- 1994, Casos en Negocios Internacionales. Co-editor (with Carlos Mathews), Universidad del Pacífico, Lima.
- 1991, "Contrastes de Empresarios Latinoamericanos," Chapter 15 of Gómez, Henry and Rómulo Sánchez Rodríguez (Editors), Iniciativa Empresarial, Ediciones IESA, Caracas.
- 1974, Casos en Marketing. Editor. Universidad de Los Andes, Bogota

#### **Book Reviews:**

- 1989 Review of Henri Bouchet's book (The Political Economy of International Debt), The Columbia Journal of World Business, 24 (3): 74-75.

#### **Other Works, Publications and Abstracts:**

##### **Cases (Selected, since 2000)**

- 2012, Beauty Competition In Central America: Zermat vs. Avon
- 2009, Zermat
- 2009, Louisiana Green Fuels, Inc., under my supervision by Juan Santacoloma and Juanita Galindo
- 2009, Cablecentro, under my supervision by Jaime Rincon, Edgardo Rincon and Juanita Galindo
- 2004, Trinity Yachts: Navigating to the Top, under my supervision by Scott Robbeloth.
- 2004, Royce Technologies: Riding the Waves of Change, under my supervision by Scott Robbeloth.
- 2004, Schaeffer & Associates: Moving Beyond Sugar, under my supervision by Scott Robbeloth.
- 2004, Imperial Water Treatment, Inc.: Cleaning the Way into the Future, under my supervision by Scott Robbeloth.
- 2004, Sol Tech, under my supervision by David Dalla Costa.
- 2004, "Encrucijadas del Siglo XXI" (in Spanish), under my direction by Cristina Suarez.

- 2003, “Odebrecht—Ingenieria y Construcción (OIC): EL Nuevo Milenio” (in Spanish), under my supervision by Alvaro Castroman.
- 2003, “Plásticos Martínez, C. A.” (in Spanish), under my supervision by Miguel García, Carlos Martínez and Fabio Martínez.
- 2002, “BP: Emergence of a Global Leader”, under my supervision by Rachel Ricotta, John Ricotta and Nicole Gober.
- 2002, “Oil Industry’s Driving Forces in the New Millennium,” (Technical Note to accompany the previous case), under my supervision by Jared Geis, Ryan Murphy and Greg Southworth
- 2002, “Make a Team: De Empresa Familiar a Empresa Global” (in Spanish), under my supervision by Laura Capo, María de Pilar Martínez and Fernanda García
- 2002, “Constellation-BRL”, under my supervision by Hudson Ansley
- 2000, “Kuxan (A) and (B)” (in Spanish), under my supervision by Alvaro Sánchez

#### **Manuscripts Under Review/Under Revision:**

“The Organizational Clarity-Of-Action Map (Ocam): Improving Organizational Effectiveness by Deploying Decision Analysis at all Operational Levels”, co-authored with Armando Martínez

“Strategic Paradigm to Cope with Disasters,” co-authored with Andrej Lampe

#### **PROFESSIONAL**

#### **Funded Research Performed:**

##### **Grants:**

**Director, UM CIBER** (Center for International Business Education and Research) (2010-2014) (\$1.5 million from US Department of Education plus matching funds from UM for >\$3 million)

- During first year implemented close to 40 programs, including internationalization adviser to Xavier University New Orleans (December 3, 2010), coordinator of Academic Conference focusing on Global Health Care (January 11-12, 2011), and Workshop co-Chair “Security Challenges to Latin America’s Business Environment” (April 12, 2011). Promoted faculty research through mini-grants and an International Business Research Seminar; students interest and participation in case competitions and in international consulting projects; representing Center and School in the development of relations with numerous individuals and Schools all over (including a trip to the Middle East to set up the FDIB-ME Program), and Chaired our International Advisory Council meeting.
- During second year, despite a significant budget from the US Department of Education, we have continued offering most of the programs initially planned, and have co-sponsored close to 20 additional programs with UM’s Centers for Hemispheric Policy, Latin American Studies and Cuban American Studies, as well as DILS. Examples:
  - “Language and the Global Institution,” Workshop, February 3, 2012
  - “The State of the Union (s): Comparative Regional Integration and the EU Model,” Workshop, February 24, 2012
  - “Asia and Latin America: Setting the Agenda” Workshop - April 18, 2012

**Director (>\$3 million including Loyola’s matching funds, highest fund raiser in CBA)**

- “Enhancing Louisiana’s International Logistics Potential: Curriculum Development and Applied Research,” Louisiana Board of Regents, 2005-2007 (extended, due to Katrina)
- “Strengthening Louisiana’s Internationalization Efforts in a New World of Uncertainty and Risk,” (US Department of Education (USDOE), 2002-2004.
- “Strengthening the Louisiana-Latin America (LA-L.A.) Business Connection,” USDOE, 1996-1998.

- "Internationalization of Small Businesses and Entrepreneurship," funded by Louisiana's Education Quality Support Fund (LEQSF), 1996-1997.
- "Louisiana-Mexico Business Partnership," USDOE, 1993-1995
- "Louisiana's Caribbean Basin Business Strategies," LEQSF, 1993-1994

**Grants: Contributor--Assisted in preparing proposals and in their implementation**

- "Louisiana's Internationalization and Corruption in Latin America: Challenges, Costs and Best Practices for Coping with Ethically Questionable Practices in International Business." Directed by Miguel Caldas, USDOE, 2004-2006
- "Inbound Technology Transfer to Louisiana Firms: Development of Conceptual Frameworks." Directed by David McArthur, LEQSF, 1999-2000
- "Honduras: Banking Reform - Venture Capital Analysis. Louisiana Alliance/ Programa Presidencial de Inversion." Directed by Brenda Joyner and Ron Christner (AID 2000-2001)

**Project Director:**

- "Loyola's International Business Strategic Plan: 2004-2014," Presented to IBAB and Committee of University's Board of Trustees, 2004
- "Study of Hispanic Business Community and Entrepreneurs of Greater New Orleans," in cooperation with the Hispanic Chamber of Commerce, 2004-2005
- "Louisiana's Global Opportunities and Needs," Survey to more than 3000 IB executives in Louisiana, LA internationally- focused organizations supported this project, 1998-1999

**Editorial Responsibilities:**

-Editor, BALAS 1999, Proceedings

**Editorial Boards:**

- Member of Editorial Board of:
  - Management International Review
  - Revista de Empresa
  - Latin American Business Review
  - Journal of International Food & Agribusiness Marketing
- Member of the "Scientific Committee" selecting the two best papers submitted to 2010 AIB-LAT Chapter Session to be published in Innovar

**Reviewer/Discussant:**

- Reviewer of candidates dossiers for tenure promotion at other Universities
- Reviewer of submissions to Annual Meetings of AIB, BALAS, and AIB-LAT
- Reviewer of submissions to 2007 Meeting of CLADEA
- Reviewer of submissions to numerous Journals
- Chair of Entrepreneurship Track for two BALAS Annual Meetings (2004 and 2005)
- Discussant in a number of sessions in Annual Meetings of AIB and BALAS

**Coordinator:**

- Loyola's International Exchange Programs, First Coordinator, 1992-1996
  - Gradually expanded to include leading schools in Asia, Europe, Latin America
- Loyola's [Summer Study Abroad Programs](#), First Coordinator, 1992-1996
  - Gradually expanded to include own and third-party programs worldwide

**Professional and Honorary Organizations:**

- Program Chair and Host of 2004 Meeting of Directors of Business and International Education (BIE) Grants from the USDOE, August
- Reviewer of grant applications to the USDOE (including both CIBER and BIE grants), several years, confidential
- Institute of International Education, Member of Review Board National Screening Committee for Graduate Scholarship Competition (Fulbright-Hays Program) to select Scholarship Recipients to study Business in Mexico, Spain and the UK, 2002-2004
- Local arrangements coordinator of International Management Division of Academy of Management's 2004 Meeting, August
- Business Association of Latin American Studies (BALAS), **President, 1999-2000**, Program Chair 1999 Conference BALAS, Member, Executive Committee, 1996-1998; Nominations Committee, 1988-1990, Reviewer, Chair Entrepreneurship Track, 2003-2005
- Academy of International Business (AIB), Placement Coordinator, 1989-1996, Reviewer, 1989-Current, Nominated--in 2005--CBA/New Orleans to host 2009 Annual Meeting
- Liaison BALAS-AIB, 2001– 2004
- International Center for Entrepreneurship and Venture Development (ICEVED), Founding member (1998), Program Chair and host of 2001 Meeting
- Consejo Latino Americano de Escuelas de Administracion (CLADEA), Founding Member (1974), Program Chair and host of 1975 Meeting

**Honors and Awards:**

- World Trade Center of New Orleans, President's Award, 2005-2006, for achieving "exceptional international distinction in the cause of world peace, trade and understanding." Distinction given during a luncheon in my honor attended by more than 50 New Orleans business leaders at the WTC's Plimsoll Club, May 2, 2007
- Outstanding Community Service (voted by CBA's faculty), 1993, 1995, 1996, 1999, 2003
- Outstanding Advising (voted by Loyola's faculty, Award first established in 2003), 2004
- LIBO Outstanding Advisor Award, 2006
- Award to Loyola's most distinguished International Business graduate was renamed in 2006. Since then this Award carries both my name and the World Trade Center of New Orleans. My colleagues at Loyola and my friends in the New Orleans business community announced this distinction during Loyola's 2006 Awards Ceremony in recognition to my contributions to International Business Education and Research in Louisiana)
- Outstanding Member, The World Trade Center of New Orleans, 2006

**Other Professional Activities (e.g., papers presented; performances; conference proceedings, seminar or conference panel member, catalogue work, etc.):**

## Paper Presentations

- 2012, “Colombia and Venezuela, A Study of Contrasts,” Business Association of Latin American Studies, Annual Meeting, Rio do Janeiro, Brazil, March 30
- 2012, “Impact of Environmental Forces and Trends Upon the Global Business Environment,” Ryan Notes Seasonal Meeting, Miami, January 24
- 2011, “Negotiate with ALBA Countries: Colombia’s Case,” presented in “The Economic, Political and Foreign Policy Implications of ALBA Workshop: An Inter-disciplinary Study of the ALBA Initiative, organized by FIU Latin American and Caribbean Center and UM Center for Latin American Studies, May 9-10, 2011
- 2011, “Trade: The Engine of Growth in North America, Latin America and the Caribbean,” First E3 Summit of the Americas, San Juan, April 7
- 2011, “International Health Care Services Academic Conference,” Program Co-Chair, School of Business, University of Miami, January 12
- 2010, “Global Financial Crisis: Perfect Storm to Test Multilatinas’ Rise to Stardom,” Academy of International Business, Annual Conference, Rio de Janeiro, June 28
- 2010, “New Horizons in International Business Research in Latin America,” Keynote Speaker, AIB-LAT Chapter session, AIB Conference, Rio de Janeiro, June 25
- 2010, “Energy Prospects in Latin America: Trends and Strategic Scenarios,” Business Association of Latin American Studies, Annual Meeting, Barcelona, Spain, March 25
- 2009, “Innovation by Locals in Latin America,” Academy of International Business, Annual Conference, San Diego, June 26
- 2009, “Risks and Rewards in the Latin American Market, and Business Strategies that Best Fit it,” Academy of International Business, Annual Conference, San Diego, June 26
- 2008, “Consecuencias Económicas de la Violencia Paramilitar y Guerrillera en Colombia,” in The Impact of the Law of Justice and Peace in the Dismantling of the Colombian Right Wing Paramilitary Conference, University of Miami, December 5
- 2008, “Strategies for the Successful Entry into the US Market,” Export Promotion Program, Lima’s Chamber of Commerce, Lima, November 4
- 2008, “Bottom of the Pyramid Strategies of Locals and Multinationals: Knowledge Development and Exchange in International Business Networks,” Academy of International Business, Annual Meeting, Milan, July 3
- 2007, “Corporate Social Responsibility in an Irresponsible World: An Oxymoron!” Business Association of Latin American Studies, Annual Meeting, San Jose, Costa Rica, April 27
- 2007, “Development of Sustainable Advantages by Foreign Banks in Latin America: A Resource Based Analysis,” Business Association of Latin American Studies, Annual Meeting, San Jose, Costa Rica, April 27
- 2007, “Global Partnerships for Academic Initiatives,” Panelist, Business Association of Latin American Studies, Annual Meeting, San Jose, Costa Rica, April 26
- 2006, “Immigrant Latin American Entrepreneurs: Savvy Chameleons or Proud Peacocks?” Academy of International Business, Annual Meeting, Beijing, June 26
- 2005, “Corporate Governance and Succession in Small and Family Owned Firms,” Reinventing the Family Firm Conference, Universidad Ibero-Americana, Mexico, November 8
- 2005, “Corporate Response to Terrorism in Latin America,” Academy of International Business, Annual Meeting, Quebec, July 10.
- 2004, Editor of Proceedings with presentations and articles discussed during the 2004 Meeting of Business and International Education (BIE) Project Directors, “*Politics and Technology in International Business*”, August.
- 2004, “El Impacto De Los Esquemas De Integración En La Internacionalización De Empresas,” (Impact of Integration Frameworks upon Businesses Internationalization) within the VI Annual Meeting of “Internationalization of Businesses in Latin America: Balance, Lessons and Perspectives”, Madrid, June 4



- 2003, "Challenges and Opportunities of the Free Trade Area of the Americas", at the Centro de Estudios Estrategicos y de Relaciones Internacionales (CEERI) at Universidad Metropolitana, Caracas, Venezuela, Invited by the U S State Department, September 25.
- 2003, "The ABC's of Discontent: Lessons for Businesses and Governments in Latin America," Academy of International Business, Annual Meeting, Monterey, CA, July 7.
- 2003, "Strengthening Louisiana's Internationalization Efforts in a New World of Uncertainty and Risk," Annual Meeting of Directors of *Business and International Education Grants of the U.S. Department of Education*, Monterey, CA, July 9 and 10
- 2003, "Economic Freedom and Entrepreneurship in the Expanded European Union," ICEVED Meeting, Madrid, March 6.
- 2003, "Louisiana's Global Opportunities and Needs: Contrast of 1998 and 2003 Surveys," (prepared jointly with Rajiv Mehta and the Assistance of Jimmy Cardenas), presented to the members of the Int'l Business Committee of the N O World Trade Center, December 6
- 2003, "Lessons and Consequences of the Crisis in Argentina," Academy of International Business, BALAS Track, San Juan, July 1.
- 2003, "Deseos, Posibilidades e Imperativos de la Inversion Extranjera en la America Latina," Seminario sobre Negocios en la America Latina, Instituto de Empresa, Madrid, May 20.
- 2003, "BBVA V. BSCH: Local Defensive Strategies for Global Competitive Advantage?," BALAS 2003 Meeting, Sao Paulo, April
- 2003, "Economic Freedom and Entrepreneurship in the Expanded European Union," ICEVED Meeting, Madrid, March.
- 2002, "Louisiana's Economic Development and Trade Challenges," *Hispanic Leadership Conference*, New Orleans, October 29.
- 2002, "Getting Rid of Our Addictions," *One Year After—Reflections*, Panelist, Loyola University New Orleans, September 11
- 2002, "Key Factors for Sustainable Successful Global Leadership," "11<sup>th</sup> Annual Melton Foundation International Symposium: *Re-Imagining Global Leadership for the 21<sup>st</sup> Century*." Dillard University, New Orleans, August 1..
- 2002, "Entrepreneurship's Global Race—Final Findings," ICEVED meeting, May 7.
- 2001, "Louisiana's Challenges and Opportunities in the Global Economy," New Orleans World Trade Center, Organized by the Asia Foundation, November 27
- 2000, "Entrepreneurial attitudes, skills and behaviors for the New Economy: MBAs at the cross-road of a changing world" 30<sup>th</sup> European Small Business Seminar, Gent, coauthored with Thibaud Durand and Manuel Bermejo, September
- 2000, "Compromiso con el Desarrollo: El Imperativo de las Corporaciones Espanolas en America Latina (CEAL)" CLADEA Meeting, Barcelona, coauthored with Guillermo Cardoza, September
- 2000, "Martin Varsavsky (A) and (B)" 30<sup>th</sup> European Small Business Seminar, Gent, coauthored with Alvaro Sancho; winner of EFMD's 2000 case competition in entrepreneurship, September.
- 2000, "Strategic Evolution of Spanish Firms in Latin America: From Regional to Global Players," Business Association of Latin American Studies, Caracas, April. Also presented at the Seminar sponsored by Centro Euro-Latinoamericano, Madrid, July 4, and discussed with the faculty of UORT, Montevideo, Uruguay, July; and, PUC-Santiago, Chile, August
- 2000, Habilidades, Actitudes y Comportamientos Empresariales: Encuesta de Antiguos Alumnos, Instituto de Empresa's Alumni Survey, Madrid., June,
- 1999, "Latin America's New Millennium: Reaching "El Dorado"", co-editor, Proceedings, Business Association of Latin American Studies, New Orleans, April.
- 1998, "Regional Transformation: Louisiana's Efforts to Enhance its Global Competitiveness-An Empirical Study," Proceedings, Academy of International Business, Vienna. Co-authored with Rajiv Mehta and Tanya Rasa, October
- 1998, "Strategies and Challenges of Latin America's Oil and Gas Companies in Response to Globalization," Annual Meeting, Academy of International Business, Oct. 8.
- 1997 "The Entrepreneurial Environment for Immigrants: When Support Systems are Fragmented," ENDEC World Conference on Entrepreneurship, Proceedings, Coauthored with Brenda Joyner. Sept 4-6

- 1997 "Study Abroad, Exchanges and Linkages with Foreign Universities," in the Internationalizing Business Education Symposium offered to the Business Faculty of University of Southwestern Louisiana, Lafayette, February 14.
- 1997 "What Can Federal Support Do For Your School? Experiences of Loyola University," 1997 Academy of International Business-South West Chapter Meeting, New Orleans, Panel chaired by Ben Kedia, U. Memphis, with participation of Sarah Beaton, USDOE, March 13.
- 1997 "Strengthening the Latin America-Louisiana Connection: Preliminary Findings and Progress Report," at the 1997 BALAS Conference, Rio de Janeiro, Brazil, April 11.
- 1997 "Business Ethics in Latin America: A Corporate Strategy Perspective," 1997 Annual Academy of International Business Meeting (jointly with the 1997 Assembly of Latin American Council of Business Schools), Monterrey, Mexico, October 10.
- 1997 "Energizing your Faculty: Globalization Programs are THE Prescription," Annual BIE Project Directors Meeting, U.S.-Latin American Partnerships in the 21st Century, San Jose, Costa Rica, October 15.
- 1996 "Educating the Future Leaders of North America: New Educational Paradigms," 1996 International Business Projects, Directors Annual Conference -- U.S. DOE, Calgary.
- 1996 "Overcoming the Causes and Consequences of Corruption to Gain Globally Sustainable Competitive Advantage," 1996 BALAS Annual Meeting, Monterrey, Mexico.
- 1996 "Economic Impact of Hispanics and Trade with Central America on the New Orleans Economy," Financial Summit of the Americas Ministers, New Orleans, May 19
- 1995 "Mexico's Opportunities and Challenges for Louisiana-based Businesses," LAMETA (Louisiana-Mexico Trade Association), Keynote Speaker, July 12
- 1994 "The Role of Spanish Companies in the Privatization of State Owned Enterprises in Latin America," BALAS Annual Meeting, Miami, April.
- 1994 "Successful Succession in Family Businesses," Family Firm Institute's Annual Conference, Phoenix, Co-authored with Jeffrey A. Barach, October.
- 1994 "Parameters for Competitive Success in International Services," VII Pan American Marketing Symposium," October, Keynote Speaker, Guadalajara.
- 1993 "Strategic Lessons from Spain's Foreign Direct Investment in Latin America's Air-transportation, Telecommunications and Financial Services Sectors," AIB Annual Meeting, Maui, October.
- 1992 "Trade and Investment Relations Between Spain and Latin America at a Crossroad," BALAS Annual Meeting, Mexico, April.
- 1991 "Swaps of Debt for Education," International Trade and Finance Association Conference, Marseille, France, June.
- 1990 "Time Perspectives in International Joint Ventures: Implications for Marketing Management." AIB Annual Meeting, Toronto, October.
- 1990 "Corporate Culture and Technological Innovation." Second Conference on Strategic Leadership in High Technology Organizations, Boulder, CO, January.
- 1989 "Contraste de Empresarios Latinoamericanos Enfocados a Mercados Internos y Externos," Congreso Latinoamericano: Investigación en Iniciativa Empresarial, IESA-Babson, Caracas, November.
- 1989 "Marketing Practices and Performance in Chile," and "Impact of the International Debt Crisis on Marketing Practices: Chile v. Venezuela," BALAS Annual Meeting, Boca Raton, FL, February.
- 1988 "Debt Equity Swaps: Investors' Experiences," MALAS Meeting, Bloomington, October.
- 1988 "Marketing and Economic Development in the Age of Global Interdependence." Proceedings, Second International Conference on Marketing and Development, Budapest: 1-5, July.
- 1987 "Comparative Analysis of Environmental Assessment and Strategic Planning of Leading Domestic and Foreign Firms Operating in Latin America," AIB, Southeast Region, Annual Meeting, New Orleans, November.

- 1986 "Countertrade During the Late '80s: Executives' Viewpoints," Proceedings Southern Management Association Meeting, November, Atlanta: 25-27. Coauthored with Karl Wijngaarden.

#### **Panelist**

- "Diseño y Creación de Negocios Nuevos," Acelerador de Empresas de Panamá, Abril 9, 2012 , Ciudad del Saber, Panamá,
- "Reinventing Latin America: An Imperative of Business Leaders," NSHMBA (National Society of Hispanic MBAs), April 10, 2012, UM's SBA
- "15 Global Challenges—The Millennium Project " (in Spanish), one of five panelist from throughout the Americas, Videotaped at Venevision's Miami studios, Moderated by Andres Oppenheimer, September 27, 2011 (transmitted to Hispanic Community multiple times)
- "Doing Business in Latin America," NSHMBA (National Society of Hispanic MBAs), April 6, 2011, UM's SBA

#### **TEACHING**

##### **Teaching Awards Received:**

- Outstanding Teaching (voted by Tulane's EMBA's), 1990
- Top Gun [Teaching Award] (voted by Loyola's MBAs), 1993, 1995, 1996, 2001
- Excellence in Teaching (voted by U Miami's MSPM students), 2000, 2002, 2008, 2009
- Faculty Award for Outstanding Teaching (Voted by Loyola's CBA Faculty), 2006

##### **Teaching Specialization (courses taught):**

###### **Courses taught at the University of Miami:**

- IGS 612 International Administration (to MAIA students)
- MGT 349 International Business (to undergraduates)
- MGT 353 Introduction to Entrepreneurship (to undergraduates)
- MGT 401 Strategic Management (to undergraduates)
- MGT 554 High Potential Ventures (to entrepreneurship majors)
- MGT 459 Multinational Management (to undergraduates)
- MGT 498 Doing Business in Latin America (to undergraduates)
- MGT 625 Entrepreneurship: Creating New Ventures (to MBAs)
- MGT 691 International Management (to MBAs)
- MGT 628 Global Entrepreneurship (in Spanish to GEMBA's)
- MGT 658 Strategic Management (to Health Administration Exec MBA)
- MGT 658 Strategic Management (in Spanish, to MSPM & GEMBA students, every year since their respective inceptions)
- MGT 675 Strategic Management (to Professional MBAs)
- ESP 735 Global Entrepreneurship (in Spanish, to add-on MBA students and MSPMs)

###### **Courses taught at Loyola:**

- BA -B850 Global Strategy
- BA -B400 Global Startups
- BA -B435 Multinational Business Management
- BA -B711 Global Competitive Environment

- BA -B801 Business Strategy
- BA -B893 Future of the Americas
- MGT-B315 International Management
- MGT-B893 Entrepreneurship
- MKT-B800 International Marketing

#### **Courses taught at Instituto de Empresa (Madrid)**

- Case Research and Writing Workshops
- Internacionalizacion de PYMES y Nuevas Empresas
- Marketing Internacional
- Entrepreneurship

#### **Courses taught at Tulane and Universidad de Los Andes (Prior to Loyola)**

During previous decades I taught, among others, Marketing Strategy, Marketing Research, Agribusiness Strategy, Research Methods, and Introduction to Business courses, in addition to some of those listed at Loyola and Tulane

#### **Thesis and Dissertation Advising:**

- **At Tulane's Center for Latin American Studies** (Member of PhD dissertation committees of Mike Porche, Corinne Young, and George Young)
- **At UM's SBA** (I have supervised Thesis/Projects of more than 20 MSPMs)

#### **SERVICE**

##### **University Committees and Administrative Responsibilities:**

##### **At University of Miami's School of Business Administration**

- Center of International Business Education and Research (CIBER) Task Force, Jointly with John Daniels, December 2008- December 2009
- CIBER, Director, 2010- Current
- International Exchanges, Assisted Vice Dean Anuj Mehrotra in defining and implementing MOUs with more than 10 Universities worldwide
- MSPM Program Task Force, Jointly with Rene Sacasas and Vice Dean Anuj Mehrotra Project Requirements, Program Enhancements, 2008 – Current leading to establishment of new GEMBA
- Informal visits concurrent with other trips to School of Businesses at U de Los Andes, Bogota; USP, Sao Paulo; U del Pacifico, Lima, 2008; ESADE, IESE and Pompeu Fabra, Barcelona, 2010; Instituto de Empresa and Universidad Autonoma de Madrid, 2010; Fundacao Getulio Vargas, Sao Paulo, 2010 and 2011; FGV, COPPEAD and ESPM, Rio, 2012
- Center for Latin American Studies: Business School Representative, 2009- current

##### **At Loyola and its College of Business Administration (CBA) Administrative/Leadership Experiences**

- Chair, International Business Area, 1991-2006
  - Transformed Area from smallest into most important at the CBA

- CBA, Curriculum Committee, 2000-2003
- CBA, Strategic Planning Committee, 1991-2005
- CBA, Graduate Faculty Committee, 1991-2005
- CBA, Management Area Committee, 2002-2005
- CBA, Rank and Tenure Committee, 2002-2004
- University Senate (in representation of CBA faculty), 1994-1997, 2003-2006
  - University Senate's Awards Committee, 2004-2005
- Latin American Studies Committee, 1998-2005
- Student Retention Task Force, 2000-2001
- Common Curriculum Review Committee, 2005-2006

## **Community Activities:**

### **Professional Associations**

- Strategic Management Society, Conference Extension Workshop, Coordination, November 9, 2011
- CIBER's GBP Consortium, 2010- current
- CIBER's HBCU Consortium, Globalizing Business Schools (GBS) Program, May 24, 2010
- Harvard Club of Miami, 2008- 2010
- Program Chair and Host of 2004 Meeting of Directors of Business and International Education (BIE) Grants from the USDOE, August
- Reviewer of grant applications to the USDOE (including both CIBER and BIE grants), several years, confidential
- Local arrangements coordinator of International Management Division of Academy of Management's 2004 Meeting, August
- Business Association of Latin American Studies (BALAS), **President, 1999-2000**, Program Chair 1999 Conference BALAS, Member, Executive Committee, 1996-1998; Nominations Committee, 1988-1990, Reviewer, Chair Entrepreneurship Track, 2003-2005
- Academy of International Business (AIB), Placement Coordinator, 1989-1996, Reviewer, 1989-Current, Nominated--in 2005--CBA/New Orleans to host 2009 Annual Meeting
- Liaison BALAS-AIB, 2001– 2004
- International Center for Entrepreneurship and Venture Development (ICEVED), Founding member (1998), Program Chair and host of 2001 Meeting
- Consejo Latino Americano de Escuelas de Administracion (CLADEA), Founding Member (1974), Program Chair and host of 1975 Meeting

### **New Orleans Community**

- Tulane University, Center for Latin American Studies, Guest Member, 1985-2005
- International Business 101, Monthly radio show, BIZ 990, jointly with Corrado Giaccona, 2004-2005
- Louisiana District US Export Council, Member, Appointed by US Secretary of Commerce, 1985-7
- Gulf Coast International Hispanic Chamber of Commerce, Member, 1991-2

## Greater Loyola

- Loyola International Business Organization (LIBO), Founding Academic Advisor, 2001-2006
- Model UN, Loyola's Chapter, Founding Academic Advisor, 2004-2006
- Cuban American University Student Association (CAUSA), Founding Academic Advisor, 2005-6

## Miami Community

- Center for Hemispheric Policy, University of Miami, (and other Latin American-focused co-sponsoring organizations) participated in the following events:
  - "China's Engagement with Latin America: Implications for Regional Growth," March 15, 2012
  - "Economic Forecast 2012: Global Change and Shifting Dynamics in Latin America," December 13, 2011
  - "Economic and Social Impacts of Globalization on Latin America," October 6, 2011
  - "Globalization and Latin America" Task Force member, First meeting, June 28, 2011
  - "Poverty Reduction in Latin America" What Works and Why" May 17, 2011
  - "Sixth Annual Latin American Conference," May 6, 2011
  - "600 Days to Eradicate Authoritarianism: Transforming Venezuela," April 13, 2011
  - "Brazil Under the Rousseff Administration," Task Force member, March 31, 2011; May 19, 2011; June 22, 2011
  - "Reducing the Carbon Footprint in the Americas," Task Force member, February 15, 2011, April 14, 2011
  - "Latin America 2011: Economic, Business and Trade Forecast," January 27/28, 2011
  - "Latin America's Changing Political and Economic Outlook", jointly with the Federal reserve Board, Atlanta, December 10, 2010
  - "Mexico's Outlook" December 8, 2010
  - "US Elections Reshaping Latin America Policy?" November 10, 2010
  - "Venezuela: Post-Election Perspective," October 7, 2011
  - "Going Green: Corp Sustainability & Investment Prospects for Latin America," October 1, 2010
  - "Brazil: Election Outlook", September 24, 2010
  - "FIU's Latin American Forum," September 3, 2010
  - "Venezuela: Politics, Oil and Foreign Policy," June 2, 2010
  - "Fifth Annual Latin American Conference," April 27, 2010
  - "Mexico: Opportunities for Change," April 19, 2010
  - "Energy in the Americas: Opportunities for Energy Cooperation and Integration in the Americas," March 17, 2010
  - "Indigenous Groups in Latin America: Political, Economic and Social Changes," March 3, 2010
  - "Latin America 2010: Economic, Business and Trade Forecast," February 5, 2010 (Moderator of the "Economic Scenarios" panel)
  - "The Obama Administration's Latin America Policy: First-Year Assessment," February 1, 2010
  - "Outlook on the Americas," (AACCLA's Annual Luncheon), January 28, 2010
  - "Women in the Americas: Making a Difference," September 24, 2009
  - "Undermining Democracy: 21st Century Authoritarians," September 22, 2009
  - "Mexico's Security Challenges and the Impact on its Economy," July 8, 2009
  - US-Latin America Relations: H.E. Antonio Patriota Ambassador of Brazil to the US, March 27, 2009; and members of Brazil Task Force that met three times in 2009.
  - Peru: Political and Economic Outlook, March 24, 2009
  - Post-Referendum Venezuela: Political and Economic Scenarios, March 3, 2009
  - Argentina's Economic Outlook and Policy Response in Challenging Time, February 10, 2009
  - AACCLA's Annual "Outlook on the Americas", January 13, 2009

- Development Challenges in the Hemisphere, December 9, 2008
- Latin America 2009: Economic, Business and Trade Forecast, November 21, 2008
- Colombia and the Next U.S. Administration, November 11, 2008
- Venezuela: Oil, Politics and Foreign Policy, October 22, 2008
- Social Progress In Mexico and How To Achieve It, September 18, 2008
- Thomas A. Shannon, Jr., Assistant Secretary of State for Western Hemisphere Affairs, U.S. Department of State, June 10, 2008
- Third Latin American Conference, May 8, 2008
- Energy Cooperation and Security in the Hemisphere: Outlook for Brazil, Canada, Mexico and Venezuela, April 24, 2008
- The Road Ahead: An Examination Of Argentina's Economic And Political Future, January 31, 2008
- The US-Colombia FTA, Francisco Santos Calderón, V P Colombia, Council of Americas, January 28, 2008
- AACCLA's Annual "Outlook on the Americas", January 24, 2008
- Third Session of Task Force - "Re-thinking U.S. Policy toward the Americas: New Ideas for a New Administration," December 12, 2007
- Mercosur: The Politics and Economics of South American Integration, December 6, 2007
- New U.S. Policies for a Changing Latin America: Perspectives on Brazil, Mexico and Venezuela, November 8, 2007
- Argentina's Economic Outlook: At Full Speed With Challenges Ahead, May 24, 2007
- Second Annual Latin American Conference, April 19, 2007
- Democracy and Reform in Latin America: How to Build More Globally Competitive Economies, December 5, 2006
- Continuity and Change in the Andean Region, Private Dinner, November 30, 2006
- Rotary Club, Brickell Chapter, "Global Entrepreneurship," February 21, 2012
- American Jewish Congress, "Foro de Líderes de Comunidades Judías de América Latina," December 4, 2011
- Visa, Miami Regional Headquarters, "Latin America Reaching Success: Three Strikes and the Region will Make it! But will it?" October 11, 2011
- Hispanic Chamber of Commerce, July 9, 2011, Kick-off event
- Connections, Multinational Events Series from World City, attended the following event:
  - Latin American Economic Conference, October 24, 2007
  - Latin America's New Competitive Edge, April 25, 2007
- Harvard Business School Alumni Association, Miami Chapter, attended several events
- Tel Aviv University Alumni Association, South Florida Chapter, attended several events
- American Jewish Congress, Seminar for Latin American Leaders, April-June 2010; September-November 2011
- Shalom Hartman Institute of North America, Mid-Winter Retreat, January 9 and 10, 2010
- FIU Applied Research Center's 13th Annual Western Hemisphere Security Colloquium, May 25-26, 2010