

Mamoun Benmamoun, Ph.D.

Boeing Institute of International Business
Richard A. Chaifetz School of Business
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DEGREES

- Ph.D.** Saint Louis University, Saint Louis, MO, USA, 2009
Public Policy Analysis & Administration
Concentration: Policy Analysis and Evaluation
Dissertation Topic: *The Decision to Participate in the World Trade Organization (WTO) Dispute Settlement*
- M.B.A.** Saint Louis University, Saint Louis, MO, USA, 2003
Master of Business Administration
Area of focus: **International Business and Finance**
- B.S.** National Institute of Statistics and Applied Economics (INSEA), Rabat, Morocco, 1994
Engineer of Application in Statistics

AWARDS & RECOGNITIONS

Teaching

- *Best Professor of the Year Award*, Saint Louis University, 2018
- Recognition: "Inspires Excellence in the Classroom", Saint Louis University, 2014, 2015, 2016, 2017, and 2018
- Recognition: "Making a Difference in Student's Lives", Saint Louis University, 2012, 2013, 2014, 2016, 2017, and 2018.
- *Beta Gamma Sigma Outstanding Teacher Award*, Saint Louis University, 2016
- *Best Professor of the Year Award*, Saint Louis University, 2015
- *Best Instructor*, X-Culture Project, Spring 2014

Research

- *Bicentennial Fellow*, Saint Louis University, January 2017
- *First Best Paper Award*: 7th Global Islamic Marketing Conference in Casablanca, Morocco, 2016
- Grant (co-principal investigator): Qatar National Research Foundation (\$150,000), 2012-2015
- Finalist for a Fulbright U.S. Scholar Program, 2015
- *Globalization Essay Contest Winner*, Institute for Humane Studies, George Mason University, 2005
- *Professional Excellence Award*, Saint Louis University / Information Technology Services, 2005

UNIVERSITY EXPERIENCE

Teaching Experiences

2010-Present Saint Louis University, Saint Louis, MO, USA
Assistant Professor of International Business

2007-2010 Saint Louis University, Saint Louis, MO, USA
Part-Time Faculty, International Business

Teaching Summary

International Business and Digital Marketing

- IB 2000: Introduction to International Business (Saint Louis University)
- IB 3100: Geopolitics of World Business (Undergraduate-Saint Louis University)
- IB 3140: International e-Business (Saint Louis University)
- IB 3150: Middle Eastern Business (Saint Louis University)
- IB 4910: International Business Internship (Saint Louis University)
- IB 6220: International E-Business (Saint Louis University)
- IB 5140: International Business Environment (Saint Louis University)
- MBA 6410: Global Business Integration (Saint Louis University)
- BIZ 1000: Business Foundations

Data Analytics and Decision Science

- IB5620: International Marketing Research & Analysis (Saint Louis University)
- OPM 2070: Introduction to Business Statistics (Saint Louis University)
- BUSI 508: Decision Science for Business (Columbia College)
- RMET 410: Introduction to Inferential Statistics (Saint Louis University)

Online Courses

- Localizing & Culturally Customizing Global Digital Marketing
(Informations International Seminar, Kedge Business School in France, 2015)

Political Economy

- POLS 260: Introduction to International Political Economy (Saint Louis University)

Study Aboard

- IB 4900-Global Immersion in International Business: **Panama** (Saint Louis University)

Courses Developed

Business and Marketing

- IB 4900: Global Immersion in International Business (Saint Louis University)
- IB 3150: Middle Eastern Business (Saint Louis University)

Online Courses

- Localizing & Culturally Customizing Global Digital Marketing (Kedge Business School, France)

PUBLICATIONS

Refereed Journal Articles

Benmamoun, M., Singh, N., and Sobh, R. (Accepted). Targeting Arab E-Consumer: Localizing E-Commerce Preferences and Expectations. *Journal of Advertising Research*

Benmamoun, M., Singh, N., Lehnert, K., Lee, S.B. (Accepted). Internationalization of E-Commerce Corporations (ECCs): Advanced vs. Emerging Markets ECCs. *Multinational Business Review*

Benmamoun, Kalliny, M., Chun, W., and Kim, S.H. (Accepted). The Impact of Manager's Animosity and Ethnocentrism on MNE's International Entry Mode Decision. *Thunderbird International Business Review*

Kalliny, M, Minton, E. A., and Benmamoun, M. (Accepted). Affect as a Driver to Religious-Based Consumer Boycotts: Evidence from Qualitative and Quantitative Research. *International Journal of Consumer Studies*

Sobh, R., Singh, N. and Chun, W. Benmamoun, M., (2018). Localizing to Arabic consumers: insights from print advertising. *Journal of Marketing Communication*. Volume 24, issue 2, pp. 190-211, 2018.

Benmamoun, M., Sobh, R., Singh, N., and Moura, F. (2016). Gulf Arab Region E-Business Environment: Localization Strategy Insights. *Thunderbird International Business Review*. Volume 58, Issue 5, pp. 439-451, September/October 2016.

Benmamoun, M., Lehnert, K., Kim, S.H., and Kalliny, M. (2016). The Spillover Effect of International Trade and Investment Flows: Spotlight on Arab Unrest. *The Journal of Developing Areas*. Volume 50, Number 2, pp. 59-76, Spring 2016.

Nitish, S., Chun, W., Benmamoun, M. (2015). Moving Beyond Basic Localization: Culturally Customizing Digital Content. *Journal of Cultural Marketing Strategy*. Volume 1, Issue 1, pp. 45-53, Summer 2015.

Kalliny, M., Benmamoun, M., Cropf, R. (2015). The role of MNCs and information flow on institutional change. *Multinational Business Review*, Volume 23, Issue 2, pp. 130-147.

Chun, W., Singh, N., Sobh, R., and Benmamoun, M. (2015). A Comparative Analysis of Arab and U.S. Cultural Values on the Web. *Journal of Global Marketing*, 2015, Volume 28, Issue 2, pp 99-112.

Kalliny, M. and Benmamoun, M. (2014). Arab Middle East Business Research: A Review of the Empirical Literature (1990-2013). *Multinational Business Review*, 2014, Volume 22, Issue 4, pp. 442-459.

Benmamoun, M. and Lehnert, K. (2013). Financing Growth: Comparing the Effects of FDI, ODA, and International Remittances. *Journal of Economic Development*, 2013, Volume 38, Issue 2, pp 43-65.

Lehnert, K., Benmamoun, M., and Zhao, H. (2013). FDI Inflow and Human Development: Analysis of FDI's Impact on Host Countries Social Welfare and Infrastructure. *Thunderbird International Business Review*, Volume 55, Issue 3, pp. 285–298, May/June 2013

Benmamoun, M. and Alhorr, H. (2013). Developing Countries' Participation Decision in WTO Dispute Settlement". *International Review of Business Research Papers*, Volume 8, Issue 6.

Benmamoun, M., Kalliny, M., and Cropf, R. (2012). The Arab Spring, Multinational Enterprises, and Virtual Public Spheres. *Multinational Business Review*, Volume 20, Issue 1, pp. 26-43

Benmamoun, Mamoun. (2006). Bootstrap confidence intervals and Gloude-mans' COD tolerance test using SPSS and Stata. *Journal of Property Tax Assessment and Administration* Volume 3, Issue 4, pp 56-61.

Conference Papers

Benmamoun (2018). A Localized Framework on Cyber Security, Privacy and Ethics: The Case of Arab Digital Users. Paper accepted at the 2018 International Business Conference part of Management and Business Academy, Barcelona, Spain.

Benmamoun, M., Singh, N., Lehnert, K., and Lee, S.B. (2018). E-Commerce Corporations (ECCs) Internationalization: A Case Exploration. Paper presented at the 2018 Academy of Marketing Science Conference in New Orleans.

Chun, W. and Benmamoun, M. (2017). The impact of consumer attitudes linked to globalization on consumer citizenship behavior toward foreign firms. Paper presented at the 2017 the American Marketing Association (AMA)'s Winter conference in Orlando, FL.

Chun, W., Benmamoun, M., Kalliny, M., and Kim, S.H., (2016). Entering a Hostile Foreign Market: The Interplay between Consumer Animosity, Customer Citizenship Behavior, and Product Purchase Intention. Paper presented at the 2016 Academy of International Business (AIB) Annual Meeting in New Orleans

Benmamoun, Kalliny, M., M., Chun, W., and Kim, S.H., (2016). U.S. Companies Entry Mode to Muslim Countries: The Impact of Manager Animosity. Paper presented at the 2016 Global Islamic Marketing Conference in Casablanca, Morocco. *First Best Paper Award*

Kalliny, M., Benmamoun, M., Chun, W., Kim, S.H., (2015). The Impact of Cultural Competence and Trust on Perceived Country Risk, Resource Commitment and Entry Mode Choice. Paper accepted at the American Marketing Association (AMA)'s Summer Marketing Educators' Conference

Singh, N., Chun, W., Sobh, R., and Benmamoun, M. (2014). Localizing to Arabic Speaking Consumers: Comparative Insights from Print Advertising. Paper presented at the 2014 Academy of International Business (AIB) Annual Meeting in Vancouver

Benmamoun, M. and Alhorr, H. (2012). Developing Countries' Participation Decision in WTO Dispute Settlement: Assessing the Role of FDI and Governance. Paper presented at the 4th International Business and Social Science Research Conference in Dubai, UAE, 01/05/2012.

Benmamoun, M. and Lehnert, K. (2010). FDI, ODA, and International Remittances: Substitute or Complement? Paper accepted at the Multinational Conference on Migration and Migration Policy at the University of Maastricht, Maastricht, Netherlands, 02/18/2010-02/20/2010.

Benmamoun, Mamoun (2007). Global governance institutional bias, U.S. venue-shifting power, and the future of W.T.O multilateralism. Paper presented at the 11th Annual Conference of the European Business History Association-University of Geneva, 09/14/ 2007.

Books and Book Chapters

Benmamoun, M., Kalliny, M., and Alhorr, H. (2015). Middle Eastern Business Environment. Cognella Academic Publishing. 2015. (Edited).

Cropf, R., Benmamoun, M., and Kalliny, M. (2012). The Role of Web 2.0 in the Arab Spring. In Cases on Web 2.0 in Developing Countries (pp. 76-108). IGI Global, November 30, 2012.

ACADEMIC & PROFESSIONAL SERVICES

Directed Research

- Doctoral Dissertation Committee-Chair: Christine Ascencio, 2018
- Doctoral Dissertation Committee-Reader: Zhan Wang, 2017
- Doctoral Independent Study, Rachel Santon, 2015
- Research Topics - Alejandra Rios Gutierrez, 2015
- Doctoral Independent Study, John Erakias Fallah, 2010

Departmental Activities & Service

- **Student Supervision:** Internship Supervision; Undergraduate Honors Thesis, 2010-Present
- **Student Mentoring,** 2010-Present
- **Faculty Advisor** to International Business Club, 2017-Present
- Chair of the committee of instructors teaching introductory international business courses, 2010-present
- Formulated and coordinated plans to introduce distance learning for the Executive Master of Int. Business
- Designed promotional videos for international business programs
- Authored grant applications (such as CIBER; BIE, QNRA)

University Committees

- Data Analytics Task Force, 2018-Present
- Learning Technology Advisory Committee, 2014-present
- Minor in Middle East Studies committee, 2013-present
- International Business Assessment committee, 2014-present
- Faculty Senate, 2016 (Substitute)
- Undergraduate Task Force committee, 2014-2015

Professional Activities

- Ad-Hoc Reviewer: Journal of World Business
- Ad-Hoc Reviewer: Academy of International Business
- Ad-Hoc Reviewer: Thunderbird International Review
- Ad-Hoc Reviewer: International Marketing Review
- Ad-Hoc Reviewer: Journal of Comparative Economics
- Ad-Hoc Reviewer: Journal of Electronic Commerce Research
- Alpha Kappa Epsilon, National President, 2017-Present

Consulting

- Authored instructor resources (Instructor Manuals, PowerPoints; Test Bank, and Learning Catalytics) that supplement leading textbooks in International Business published by Pearson Education. 2013-Present
- Reviewed and made recommendations for leading textbooks in International Business published by Pearson, McGraw-Hill Education, Wiley and SAGE. 2014-2018
- Provided data analysis services to faculty and doctoral students, 2001-Present
- Provided consulting services on digital localization and app development: MNCs (Forbes 500) and NGOs, 2014-Present
- Formulated and managed the web strategy for a nonprofit organization in Saint Louis, Missouri, 2010-Present
- Business Entrepreneurship Trainer: Women Entrepreneurs, Mohammedia, Morocco, 1999
- Cultural sensitivity training: InspireSTL, June 13, 2014
- Conducted benchmark studies for SLU Information Technology Services (2007-2008)

Invited Presentations at Conferences, Seminars, & Workshops

- **Keynote Speaker:** *Web Localization and Cultural Customization Of Digital Content*, Guadalajara University-Mexico, Oct 2018
- **Workshop Authored & Presented:** *How to Effectively Localize Digital Content*, Guadalajara University, Mexico, October 2018
- **Invited Speaker:** *The Economic, Political, and Cultural Effects of Immigration*, Sam and Marilyn Fox Atlas Week, Saint Louis University, April 2018
- **Invited Speaker:** *Boeing Global Outlook*, Boeing Co., June 1, 2017
- **Invited Speaker:** *International Accounting and Finance Issues*, Boeing Co., April 24, 2017
- **Invited Speaker:** *Impact of Global Trends, Trade Agreements, and U.S. Trade Policy on St. Louis and the Greater Bi-State Area*, the Wednesday Club of Saint Louis, April 5, 2017
- **Invited Speaker:** *Eliminating Poverty in the Middle East: Instability and Investment*, Sam and Marilyn Fox Atlas Week, Saint Louis University, 2017
- **Keynote Speaker,** *Spirituality and Life!* SLU SGA Agape Latte, February 21, 2017
- **Invited Speaker:** *Global Trends: Business Implications*, Boeing Co., November 22, 2016
- **Invited Speaker:** *Brexit*, Gamma Beta chapter of Sigma Iota Rho/Washington University in St Louis, November 17, 2016
- **Invited Speaker:** *Faculty Research in the Middle East*, CGC Faculty Lecture Series/Saint Louis University, October 12, 2016
- **Invited Speaker:** *The Sunni-Shia Divide: Social and Economic Implications*, Sam and Marilyn Fox Atlas Week, Saint Louis University, April 2016
- **Keynote Speaker:** *Leading with Cross-Cultural Intellect*, Service Leadership Program/Saint Louis University, March 18, 2016
- **Invited Speaker:** *Macroeconomic Trends Shaping International Business*, Lockton Companies, January 20, 2016
- **Invited Speaker:** *Doing Business in Africa*, International Business Summer Academy/Saint Louis University, June 2015
- **Invited Speaker:** *Brexit and Beyond*, Sam and Marilyn Fox Atlas Week, Saint Louis University, April 2015
- **Invited Speaker:** *Gulf Arab Consumer E-Commerce Preferences*, Qatar University, March 9-10, 2015
- **Workshop Authored & Presented:** *Achieving Arabic Web Cultural Customization and Web Globalization*, Qatar University, March 2015
- **Invited Speaker:** *Financing Growth: Comparing the Effects of FDI, ODA and International Remittances*, Qatar University, December 23, 2013

- **Workshop Authored and Presented:** *Saudi Arabia's Business Etiquette*, Boeing Co., October 26, 2012
- **Invited Panelist and Speaker:** *Arab Spring*, Sam and Marilyn Fox Atlas Week, Saint Louis University, April 2012

APPOINTMENTS

2010-Present	Saint Louis University, Saint Louis, MO, USA <i>Assistant Professor of International Business</i>
2006-2010	Saint Louis University, Saint Louis, MO, USA <i>Research Associate/Part-Time Faculty</i>
2006	University of Missouri-St. Louis, St. Louis, MO, USA <i>Term Research Specialist</i>
2001-2003	Saint Louis University, Saint Louis, MO, USA <i>Information Technology Student Manager</i>
1998-2000	Mohammedia Chamber of Commerce, Industry and Services, Morocco <i>Head of Statistics, Economic Situation, and Information Technology</i>
1997-1998	Protex Maroc, Inc. <i>Sales & Marketing</i>

CERTIFICATION & TRAINING

Saint Louis University, Reinert Center for Teaching Excellence Saint Louis, MO, USA, 2001
Certificate, University Teaching Skills

International Labor Organization, International Training Center, Turin, Italy, 2000
Training for Enterprise Development

Swedish Agency for International Development (SAID), Rabat, Morocco, 1999
Certificate, Entrepreneurial Trainer

Association of European Chambers of Commerce and Industry, Malta, 1999
Training Seminar on E-Commerce

SKILLS

Technical Skills

- Data analysis and statistical programming (25+ years of experience)
- Geographic Information Systems (GIS) and geospatial methods
- Extensive experience with Web and App design, E-Books, Graphics, and Video applications
- Extensive experience with digital localization and cultural customization of digital content
- Fluent in Arabic | English| French. Beginner in Spanish

Software Development

- Developed a novel package of statistical programs, which improve the application of data analysis techniques to mass appraisal and assessment ratio studies for property taxation and non-parametric tests (published in IBM Developer Works and IDEAS).
 - FPRANK: Stata module to compute Two-Sample Fligner-Policello Robust Rank Order Test
 - CODCI: Stata module to calculate Bonett-Seier's confidence interval
 - TCOD: Stata module to perform Gloude-mans' COD tolerance tests
 - FPRANK: Stata module to compute Two-Sample Fligner-Policello Robust Rank Order Test
 - BOOTJ.SPS & BOOTR.SPS: SPSS programs that produce bootstrap and jackknife statistics
 - CODCI.SPS: SPSS program designed to Compute Bonett-Seier's confidence interval for the COD in nonnormal distributions.
 - CODTEST.SPS: SPSS program designed to perform Gloude-mans' COD Tolerance Tests and test the hypothesis that the COD meets the standards for the uniformity of assessments.
- Developed localized Android, iOS, and Windows apps (over 300 thousand installs /average rating of 4.57/5)
- Contributed to the development of an automation tool for web localization (patent pending)

MEDIA

- Invited to write about Brexit in Cook School Blog: <http://business.slu.edu/news-and-events/blog/2016/06/28/the-uk-and-eu-at-a-crossroads/>
- My research on Web Localization is featured on an online video produced by Saint Louis University: <https://www.facebook.com/SaintLouisU/videos/10153378902645738/>
- Interviewed by Switzerland's leading daily newspaper, "Le Temps," on U.S. institutional response to the subsequent failures of multilateral trade talks, 2007
- My teaching achievement is featured on "Shareholder Alumni Magazine": http://issuu.com/slucookbusiness/docs/shareholder_spring_2015_final/1?e=4674478/12866037
- My work on a new automation tool to localize Arabic websites is featured on "SLU Newslink": <http://www.slu.edu/news-international-business-faculty-developed-new-automation-tool-to-localize-websites>