



Mamoun Benmamoun (Ben), Ph.D.

Associate Professor of International Business

Director of the Ph.D. Program International Business and Marketing

Saint Louis University | Boeing Institute of International Business | Chaifetz School of Business

Email: mamoun.benmamoun@slu.edu | Phone: 314-977-3829

Research focus: International E-Business Strategy; Application of AI and Analytics in International Business Decision Making; Political Economy of International Trade and Finance.

Hard Skills: Data analysis and statistical programming (27+ years of experience) [Excel, SPSS, Stata, R, Python]; Web Design, App development, and Digital Content localization; Geographic Information Systems (GIS) and Geospatial Methods, Audio-Visual and streaming technologies; Multilingual [Fluent in Arabic, French, and English. Beginner in Spanish]

DEGREES

- Ph.D.** Saint Louis University, Saint Louis, MO, U.S.A., 2009
Public Policy Analysis & Administration
Dissertation: *The Decision to Participate in the World Trade Organization (W.T.O.) Dispute Settlement*
- M.B.A.** Saint Louis University, Saint Louis, MO, USA, 2003
Master of Business Administration
Concentration: 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

- *Athlete Recognition:* "Inspires Excellence in the Classroom", 2014; 2015; 2016; 2017; 2018; 2020; 2021.
- Reinert Center Online Teaching Fellow, 2020-2021
- X-Culture Global Educator Award, 2020
- *Alumni Recognition:* "Name one person who had an impact on your experience as a student", 2019.
- *Student Recognition:* "Making a Difference in Student's Lives", 2012-2014, 2016-2017.
- *Best Professor of the Year Award*, 2015; 2018
- *Nominated by the brothers of Delta Sigma Pi to join the chapter*, 2018.
- *Beta Gamma Sigma Outstanding Teacher Award*, 2016
- *Best Instructor*, X-Culture Project, Spring 2014

RESEARCH

- *2021 Curriculum Innovation Grant*, Chaifetz School of Business
- *2020 Summer Grant Winner*, Chaifetz School of Business
- *2019 Big Ideas Planning Grant Winner* (co-lead investigator): Artificial Intelligence at SLU
- *Bicentennial Fellow*, January 2017
- *First Best Paper Award:* 7th Global Islamic Marketing Conference in Casablanca, Morocco, 2016
- *Grant Winner (co-principal investigator):* Qatar National Research Foundation (\$149,000), 2012-2015
- *Finalist* for a Fulbright U.S. Scholar Program, 2014; 2015
- *Globalization Essay Contest Winner*, Institute for Humane Studies, George Mason University, 2005

PROFESSIONAL

- *Tenure Track 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*

APPOINTMENTS

2010-Present	Saint Louis University, Saint Louis, MO <i>Associate Professor of International Business</i> <i>Director of the Ph.D. Program International Business and Marketing</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>
Summer 2001	World Trade Center, Saint Louis, MO, USA <i>International Marketing Assistant (Summer Internship)</i>
1998-2000	Mohammedia Chamber of Commerce, Industry and Services, Morocco <i>Head of Statistics, Economic Situation, and Information Technology</i>

CERTIFICATION & TRAINING

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

TEACHING SUMMARY

- International Business, Digital Marketing, and International Political Economy courses at the undergrad and grad levels
- Business Foundations courses at the undergrad level
- Business Analytics, Decision Science, and Artificial Intelligence courses at the grad level
- Study abroad (Panama & Madrid)
- Developed three new courses

PUBLICATIONS

REFEREED JOURNAL ARTICLES

1. Falah, J. and Benmamoun, M. (in press). Toward A Cultural Understanding of Corruption: Social Construction of Corruption in Liberia. *The Journal of Developing Areas*
2. Benmamoun, M., Alhorr, H., Ascencio, C., and Woojong, S. (2020). Social Enterprises in Electronic Markets: Web Localization or Standardization. *Journal of Electronic Markets*. <https://doi.org/10.1007/s12525-020-00430-7>
3. Benmamoun, M., Singh, N., and Sobh, R. (2019). How Advertisers Can Target Arab E-Consumers More Effectively. *Journal of Advertising Research* 59(2) 171-184
4. Benmamoun, M., Singh, N., Lehnert, K., Lee, S.B. (2019). Internationalization of E-Commerce Corporations (ECCs): Advanced vs. Emerging Markets ECCs. *Multinational Business Review* (2019) 27(4) 317-338
5. Benmamoun, Kalliny, M., Chun, W., and Kim, S.H. (2019). The Impact of Manager's Animosity and Ethnocentrism on MNE's International Entry Mode Decision. *Thunderbird International Business Review*, (2019) 61(2) 413-423
6. Kalliny, M, Minton, E. A., and Benmamoun, M. (2018). Affect as a Driver to Religious-Based

Consumer Boycotts: Evidence from Qualitative and Quantitative Research. *International Journal of Consumer Studies* (2018) 42(6) 840-853

7. Sobh, R., Singh, N. and Chun, W. Benmamoun, M., (2018). Localizing to Arabic consumers: insights from print advertising. *Journal of Marketing Communication* 24(2) 190-211
8. Benmamoun, M., Sobh, R., Singh, N., and Moura, F. (2016). Gulf Arab Region E-Business Environment: Localization Strategy Insights. *Thunderbird International Business Review* 58(5) 439-452
9. 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* 50(2) 59-76
10. Kalliny, M., Benmamoun, M., Cropf, R. (2015). The role of MNCs and information flow on institutional change. *Multinational Business Review* 23(2) 130-147
11. 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* 28(2) 99-112
12. Nitish, S., Chun, W., Benmamoun, M. (2015). Moving Beyond Basic Localization: Culturally Customizing Digital Content. *Journal of Cultural Marketing Strategy* 45-53 1(1)
13. Kalliny, M. and Benmamoun, M. (2014). Arab Middle East Business Research: A Review of the Empirical Literature (1990-2013). *Multinational Business Review* 22(4) 442-459
14. 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* 55(3) 285-298
15. Benmamoun, M. and Alhorr, H. (2013). Developing Countries' Participation Decision in WTO Dispute Settlement". *International Review of Business Research Papers* 8(6)
16. Benmamoun, M. and Lehnert, K. (2013). Financing Growth: Comparing the Effects of FDI, ODA, and International Remittances. *Journal of Economic Development* 43-65
17. Benmamoun, M., Kalliny, M., and Cropf, R. (2012). The Arab Spring, Multinational Enterprises, and Virtual Public Spheres. *Multinational Business Review* 20(1) 26-43
18. Benmamoun, Mamoun. (2006). Bootstrap confidence intervals and Gloudehans' COD tolerance test using SPSS and Stata. *Journal of Property Tax Assessment and Administration* 56-61 3(4)

CONFERENCE PAPERS

1. Ascencio, C., Benmamoun, M., Alhorr, H., and Fisher, J. (2020). Domestic vs. International Social Entrepreneurs: Managerial Insights. Paper accepted at the 2020 Academy of International Business (AIB) Annual Meeting in Miami.
2. 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
3. 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.
4. 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.
5. 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.
6. 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*.
7. Benmamoun, M., Lehnert, K., Kim, S.H., and Kalliny, M. (2015). The Spillover Effect of International Trade and Investment Flows: Spotlight on Arab Unrest. Paper accepted at the Fifth Reading-UNCTAD International Business Conference, organized in collaboration with the United Nations Conference on Trade and Development (UNCTAD).
8. 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.

9. 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.
10. 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.
11. 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.
12. 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

1. Benmamoun, M. (2021). Introduction. In *Issues in Global Business*. Sage, 2021. <https://us.sagepub.com/en-us/nam/issues-in-global-business/book275308>
2. Benmamoun, M., Kalliny, M., and Alhorr, H. (2015). Middle Eastern Business Environment. Cognella Academic Publishing. 2015. (Edited). <https://titles.cognella.com/middle-east-business-environment-9781626616776>
3. 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. <https://www.igi-global.com/book/cases-web-developing-countries/68196>

SOFTWARE COMPONENTS DEVELOPMENT

- Developed localized Android, iOS, and Windows apps (over 300 thousand installs /average rating of 4.57/5)
- 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)
 - Benmamoun, Mamoun (2010). FPRANK: Stata module to compute Two-Sample Fligner-Policello Robust Rank Order Test. Statistical Software Components, Boston College Department of Economics
 - Benmamoun, Mamoun (2006). CODCI: Stata module to calculate Bonett-Seier's Confidence Interval for the COD. Statistical Software Components, Boston College Department of Economics
 - Benmamoun, Mamoun (2006). SRATIO: Stata module to calculate ratio study statistics. Statistical Software Components, Boston College Department of Economics
 - Benmamoun, Mamoun (2006). TCOD: Stata module to perform Gloude-mans' COD tolerance tests. Statistical Software Components, Boston College Department of Economics
 - Benmamoun, Mamoun (2006). BOOTJ.SPS & BOOTR.SPS: SPSS programs that produce bootstrap and jackknife statistics. IBM Developer Works
 - Benmamoun, Mamoun (2006). CODCI.SPS: Computes Bonett-Seier's confidence interval for the COD in nonnormal distributions. IBM Developer Works
 - Benmamoun, Mamoun (2006). CODTEST.SPS: Gloude-mans' COD Tolerance Tests. For appraisal ratio studies, the program could be used to test the hypothesis that the COD meets the standards for the uniformity of assessments. IBM Developer Works
- Assisted in the development of an Arabic Localization tool (2016)
- Developed a python algorithm for automated facial expression recognition (under review)
- Developing a python algorithm for automated multilingual chatbots (work in progress)

ACADEMIC SERVICES

DIRECTED RESEARCH

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

STUDENT SUPERVISION

- Internship Supervision, 2010-Present (19 students)
- Undergraduate Honors Thesis, 2010-Present (9 students)
- Undergraduate Student Mentoring, 2010-Present (290 undergraduate students)
- Teaching mentor, Ph.D. students: Sang Bong Lee, 2016; Woojong Sim, 2020
- Faculty Advisor: International Business Club, 2017-2020
- Faculty Advisor: UMSL-CUIBE International Business Case Competition, 2015

DEPARTMENTAL ACTIVITIES & UNIVERSITY SERVICES

- IB2000 Committee Chair, 2010-present
- Formulated and coordinated plans for distance learning for the EMIB program, 2014
- Designed promotional videos for various events, 2011-2020
- Managed BIIB Data Center, 2010-2014
- Co-authored a workshop on blended learning, 2012
- Faculty Judge: Southwest Case Competition, 2018
- Prospective Student Phonathon/Emailathon, (2013; 2017; 2018; 2019).
- Advisor, coordinator, and presenter: Culture Alive, Sam and Marilyn Fox Atlas Week, (2008-2017)
- Drafted a booklet on Missouri Foreign Direct Investment 2000-2007
- Drafted grant applications: Centers for International Business Education (2009; 2013); Department of Education BIE Grant (2010); EducationUSA Leadership Institutes (2016)
- Assisted SLU's International Initiative Committee (IIC) in leading the design and implementation of a new web initiative (SLU-IP)

UNIVERSITY AND SCHOOL COMMITTEES

- University Core, Core, Equity and Global Identities, 2021
- Fall 2021 Course Modalities working group, Spring-Summer 2021
- Fall 2021 Planning -Policies, Spring-Summer 2021
- SLU Core Subcommittee, 2020-Present
- Virtual Computing Working Group, 2020-2021
- Learning Technology Advisory Committee, 2014-2020
- Canvas Stakeholders Subcommittee, 2020-2021
- Classroom Technology Needs Working group, June-2020
- Classroom Technology Redesign Working Group, 2019-Present
- ATC Innovation Studio Subcommittee, 2019--2020
- Study Abroad Fall 2020 Working Group, June 2020
- Data Analytics Task Force, 2018-2019
- Minor in Middle East Studies committee, 2013-2019
- International Business Assessment committee, 2014-present
- AKE National President, 2017-2020
- Faculty Senate, 2016 (Substitute)
- Undergraduate Task Force committee, 2014-2015

PROFESSIONAL SERVICES

AD HOC PEER REVIEWER

- Journal of World Business
- Journal of Retailing and Consumer Services
- Journal of Electronic Commerce Research
- European Journal of Marketing
- IEEE Computer Society
- Journal of Developing Areas
- International Marketing Review
- Journal of Comparative Economics
- Thunderbird International Review
- Academy of International Business

SERVICE TO THE DISCIPLINE

- X-Culture Advisory Board (XCAB) [August 1, 2020 – August 1, 2021]

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. 2014-2021
- Formulated and managed web and e-commerce strategies for nonprofit organizations in Saint Louis, Missouri, 2010-Present
- Formulated and installed audio-visual infrastructure for online streaming purposes for nonprofit organizations and local schools in Saint Louis, Missouri, 2020-Present
- Provided data analysis services to faculty and doctoral students, 2001-2020
- Provided consulting services on digital localization and app development: MNCs (Forbes 500) and NGOs, 2014-Present.
- Cultural sensitivity training: InspireSTL, June 13, 2014
- Conducted benchmark studies for SLU Information Technology Services (2007-2008)
- Business Entrepreneurship Trainer: Women Entrepreneurs, Mohammedia, Morocco, 1999

INVITED PRESENTATIONS

Panelist

- Living Out the Jesuit Mission in a COVID 19 World: International Challenges and Impact, SLU International Faculty and Staff Association (IFSA), October 28, 2020
- International Entry Modes, X-Culture Guest Speaker Series (Greensboro, NC), November 16, 2019
- Trade War, American Enterprise Institute's Executive Council, Washington University chapter, March 1, 2019
- Professional insights to current students, Delta Sigma Pi Professional Fraternity, Nov 2018
- *Arab Spring*, Sam and Marilyn Fox Atlas Week, SLU, April 2012

Keynote Speaker

- Crossover Commerce by PingPong Payments, April 8, 2021 (<https://www.youtube.com/watch?v=K7lKecKClA8>)
- *Global Village*, Northwest Islamic Center, September 7, 2019
- *The 9th International Congress of Administrative Sciences*, Guadalajara University- Mexico, Oct 2018
- *Spirituality and Life!* SLU SGA Agape Latte, February 21, 2017
- *Leading with Cross-Cultural Intellect*, Service Leadership Program/Saint Louis University, March 18, 2016

Invited Speaker

- *The Economic, Political, and Cultural Effects of Immigration*, Atlas Week, Saint Louis University, April 2018
- *Boeing Global Outlook*, Boeing Co., June 1, 2017
- *International Accounting and Finance Issues*, Boeing Co., April 24, 2017
- *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

- *Eliminating Poverty in the Middle East: Instability and Investment*, Atlas Week, Saint Louis University, 2017
- *Global Trends: Business Implications*, Boeing Co., November 22, 2016
- *Brexit*, Gamma Beta chapter of Sigma Iota Rho/Washington University in St Louis, November 17, 2016
- *Faculty Research in the Middle East*, CGC Faculty Lecture Series/Saint Louis University, October 12, 2016
- *The Sunni-Shia Divide: Social and Economic Implications*, Atlas Week, Saint Louis University, April 2016
- *Macroeconomic Trends Shaping International Business*, Lockton Companies, January 20, 2016
- *Doing Business in Africa*, International Business Summer Academy/Saint Louis University, June 2015
- *Brexit and Beyond*, Atlas Week, Saint Louis University, April 2015
- *Gulf Arab Consumer E-Commerce Preferences*, Qatar University, March 9-10, 2015
- *Financing Growth: Comparing the Effects of FDI, ODA and International Remittances*, Qatar University, December 23, 2013

Workshop Authored & Presented:

- Python: AI and Data Tutorial, Saint Louis University, March 2021 (upcoming)
- *How to Effectively Localize Digital Content*, Guadalajara University, Mexico, October 2018
- *Achieving Arabic Web Cultural Customization and Web Globalization*, Qatar University, March 2015
- *Saudi Arabia's Business Etiquette*, Boeing Co., October 26, 2012

Guest Lecturer:

- Guest lecturer, College of the North Atlantic - Qatar, November 25, 2020
- Guest lecturer, Osher Lifelong Learning Institute, August 2020 and September 2021 (for adults ages 50 and over; online)
- Presentation about Moroccan Cultures to kindergarteners at Clark Elementary, May 7, 2018
- Guest lecturer, EDH 5640- *The Student in Higher Education*, Saint Louis University, September 21, 2017

MEDIA

- Crossover Commerce by PingPong Payments, April 8, 2021 (<https://www.youtube.com/watch?v=K7lKecKClA8>)
- Athlete Recognition: "Inspires Excellence in the Classroom", 2020: <https://twitter.com/i/status/1258060131016667136>
- Panelist: International Entry Modes, X-Culture Guest Speaker Series (Greensboro, NC), November 16, 2019: https://www.youtube.com/watch?v=NbnDEh6_bQ
- 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 Newlink": <http://www.slu.edu/news-international-business-faculty-developed-new-automation-tool-to-localize-websites>

Figure 1. Alumni Recognition (2019)

