



Dr. MAMOUN BENMAMOUN

Boeing Institute for International Business
John Cook School of Business/Saint Louis University
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CURRENT POSITION

Assistant Professor of International Business: Boeing Institute of International Business/Saint Louis University

Research Interests: Global E-Business; Web and Mobile Localization and Cultural Customization; Political Economy of International Trade and Finance; Middle Eastern Business Environment

AWARDS, HONORS, & ACHIEVEMENTS

- Best Professor of the Year (2015) for the Executive Master of International Business, Saint Louis University.
- Best Instructor in virtual collaboration project connecting 100 universities in 40 countries- (Spring 2014)
- Professional Excellence Award, Saint Louis University / Information Technology Services
- Recognized twice by the Office of the Vice-President and seniors at Saint Louis University for making a difference in student's lives (2013 & 2014)
- Awarded, with two colleagues, a grant from Qatar National Research Foundation (\$150,000) to develop a framework and an automation tool for achieving Arabic web localization. (Principal Investigator)
- Developed in collaboration with two colleagues an automation tool, the first of its kind, to localize websites and digital content geared toward Arab online shoppers.
- 2005 Globalization Essay Contest Winner, Institute for Humane Studies, George Mason University
- Developed a novel package of statistical programs (published in SPSS Developer Central and RePEc)
- Developed localized Android, iOS, and Windows apps (over 300 thousands total installs and an average rating of 4.57/5)

ACADEMIC SERVICES

- Formulated and managed the design and the delivery of an international business database. Supported with a grant from the Boeing Co. and US Department of Education.
- Proposed, developed and delivered new course: Middle Eastern Business
- Assisted with the formulation and development of new course: Global Immersion in International Business
- Advising undergraduate and graduate students
- Designed promotional videos for international business programs
- Formulated and designed a university-wide web initiative (SLU-IP) to enhance online access to SLU's international programs and services (<http://www.slu.edu/x51967.xml>)
- Chair, committee of instructors teaching introductory international business courses, 2010-present
- Learning Technology Advisory Committee, 2014-present
- Undergraduate Task Force Committee, 2014-present
- Minor in Middle East Studies committee, 2013-2014

TECHNICAL SKILLS

- Extensive experience with: web, app, and e-book design; graphics and video applications
- Data analysis and statistical programming
- Fluent in Arabic, English, and French. Beginner in Spanish

EDUCATION

Ph.D.: Public Policy Analysis and Administration

Saint Louis University, College of Public Service

Research Focus: Global Trade Policy

“The Decision to Participate in WTO Dispute Settlement”

Jan 2009

St. Louis, MO Dissertation:

Master of Business Administration: Professional M.B.A.

Saint Louis University, John Cook School of Business

*Concentration Area: **International Business and Finance***

Jan 2003

St. Louis, MO

Diploma: Engineer of Application in Statistics

National Institute of Statistics and Applied Economics-INSEA

*Concentration Area: **Economics***

Oct 1994

Rabat, Morocco

TEACHING EXPERIENCE & ADMINISTRATIVE SERVICES

Assistant Professor of International Business

Saint Louis University/ Department of International Business

Aug 2010-Current

St. Louis, MO

- Undergraduate: Introduction to International Business, Middle Eastern Business, Geopolitics of World Business, BIZ100-Business Foundations, International E-Business
- Graduate: Global Business Environment, Global Business Integration, International E-Business,
- Executive: International Business Environment
- Mentor and directed International Business Internships and doctoral independent studies

Adjunct Professor

2007-2010

- International Business courses: Saint Louis University /Department of International Business
- International Political Economy: Saint Louis University /Department of Political Science
- Inferential Statistics: Saint Louis University /Department of Research Methods
- Decision Science for Business: Columbia College /MBA Program

Entrepreneurial Trainer

1999-2000

Provided training to women entrepreneurs in Morocco in entrepreneurship, finance, marketing, and business foundations

CERTIFICATION & TRAINING

- Certificate, University Teaching Skills Saint Louis University, Reinert Center for Teaching Excellence (May 2001)
- Training for Enterprise Development International Labor Organization, International Training Center November-December 2000, Turin- Italy
- Certificate, Entrepreneurial Trainer Swedish Agency for International Development (SAID) June 1999, Rabat-Morocco
- Training Seminar on E-Commerce Association of European Chambers of Commerce and Industry (Eurochambres), Nov 1999, Valetta- Malta

PUBLICATIONS

Refereed Journal Articles

- Benmamoun, M., Lehnert, K., Kim, S.H., and Kalliny, M. (Accepted). The Spillover Effect of International Trade and Investment Flows: Spotlight on Arab Unrest. *The Journal of Developing Areas*
- Benmamoun, M., Lehnert, K., Singh, N., and Moura, F. (Accepted). Gulf Arab Region E-Business Environment: The Case of Qatar and UAE. *Thunderbird International Business Review*
- Sobh, R., Benmamoun, M., Singh, N. and Chun, W. (Accepted). Localizing to Arabic consumers: insights from print advertising. *Journal of Marketing Communication*.
- Kalliny, M., Benmamoun, M., Cropf, R. (2015). The role of MNCs and information flow on institutional change. *Multinational Business Review*, Vol. 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, Vol. 28, Issue 2.
- Kalliny, M. and Benmamoun, M. (2014). Arab Middle East Business Research: A Review of the Empirical Literature (1990-2013). *Multinational Business Review*, 2014, Vol. 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, vol. 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, pages 285–298, May/June 2013
- Benmamoun, M. and Alhorr, H. (2013). Developing Countries' Participation Decision in WTO Dispute Settlement: Assessing the Role of FDI and Governance. *International Review of Business Research Papers*, 8 (6).
- Benmamoun, M., Kalliny, M., and Cropf, R. (2012). The Arab Spring, Multinational Enterprises, and Virtual Public Spheres. *Multinational Business Review*, 20(1):26-43
- Benmamoun, Mamoun. (2006). Bootstrap confidence intervals and Gloudehans' COD tolerance test using SPSS and Stata. *Journal of Property Tax Assessment and Administration* 3(4):56-61.

Conference Papers

- 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

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

Work in Progress

Kalliny, M., Benmamoun, M., Chun, W., Kim, S.H., (Under Review). The Impact of Cultural Competence and Trust on Perceived Country Risk, Resource Commitment and Entry Mode Choice.

CONSULTING & SERVICES

- Contributed instructor resources (PowerPoints; Test Bank, and Learning Catalytics) that supplement leading textbooks in International Business published by Pearson Education:
- Reviewed and made recommendations for leading textbooks in International Business published by McGraw-Hill Education
- Consulting in data analysis and statistics, 2003-2015
- Conducted a workshop on website localization for business faculty and students at Qatar University, March 2015
- Consulting in Web Site Localization 2014-2015
- Consulting in Mobile App development 2014-2015
- Consulting in E-Commerce Applications 2005-2015
- Serve as reviewer for several international business journals
- Designed dynamic websites pro bono to non-profit organizations. Summer 2011-Present
- 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

PROFESSIONAL EXPERIENCE

- **Research Associate:** Saint Louis University/ U.S.A. (2006- 2010)
- **Term Research Specialist:** University of Missouri-St. Louis/U.S.A. (Feb-June 2006)
- **Information Technology Student Manager:** Saint Louis University/U.S.A. (Jan 2001- Jan 2003)
- **Graduate Assistant:** Saint Louis University/U.S.A. (Jan 2003- Jan 2006)
- **Head of Statistics, Economic Situation, and IT:** Mohammedia Chamber of Commerce/Morocco (Sep 1998- Sep 2000)

MEDIA

- **“Le Temps”** : Interview with Switzerland's leading daily newspaper, “Le Temps,” on U.S. institutional response to the subsequent failures of multilateral trade talks (http://www.letemps.ch/Page/Uuid/c492397a-ac37-11dd-bf59-ad3d6140ad87/LOMC_sauv%C3%A9e_par_les_Etats-Unis)
- **“Shareholder Alumni Magazine”** : an article on the achievement of my students and I on an international business competition (http://issuu.com/slucookbusiness/docs/shareholder_spring_2015_final/1?e=4674478/12866037)
- **“SLU Newslink”** : an article on the achievement of my MBA students and I on an international business competition (<http://www.slu.edu/x103339.xml>)
- **“SLU Newslink”** : an article about the development of a new automation tool to localize Arabic websites (<http://www.slu.edu/news-international-business-faculty-developed-new-automation-tool-to-localize-websites>)