

**Morris Kalliny, Ph.D.**

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**Vice President for Global Affairs &  
Dean of the School of Professional Studies**  
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**Administrative Experience**

**Sept. 2024-Present: Vice President for Global Affairs &  
Dean of the School of Professional Studies**

**July 2023-August 2024: Interim Dean** - Responsible for the internal and external operation of the college.

Accomplishments:

- Led the college in drafting a strategic plan for the college
- Initiated the creation of a dynamic Doctor of Business Administration Program
- Initiated a major professional marketing campaign for the college
- Increased promotion of the college
- Created a Graduate Advisory Council
- Added 5 high profile members to the College Executive Advisory Council
- Added 3 high profile Executives in Residence
- Initiated the creation of a Healthcare Certificate and MBA Concentration
- Initiated a comprehensive review of the Master of Finance Program
- Actively contributed to the university capital campaign
- Built collaboration across campus
- Built collaboration with Virtua Health system
- Built collaboration in Egypt
- Significantly reduced instructional cost across the college
- Resolved the Accounting & Finance department chair matter
- Initiated a comprehensive review of our student career support services

**July 2018-June 2023: Associate Dean, promoted to Sr. Associate Dean in 2021**

Worked closely with the dean on all aspects of the college's internal and external operations. Specific accomplishments included:

- Played a critical support role in attracting and cultivating RCB donors.
- Oversaw significant aspects of RCB strategic plan development and successful implementation.
- A substantial role in AACSB's successful re-accreditation of the college in 2023.
- Played a direct leadership role in improving the RCB's AACSB Assurance of Learning (AoL) process, including co-chairing the AoL Committee.
- Significantly enhanced faculty research productivity and quality; increased A-level publications by 300% in five years.

- Built a monthly faculty research seminar with internal and external presenters, including workshops by leading experts in the field.
- Significantly improved the new faculty mentorship and orientation programs.
- Created and managed an annual faculty qualification review process.
- Revamped the Faculty Development Fund Policy; doubled the financial support for faculty research.
- Created and managed a process to ensure every full-time and part-time faculty hired met AACSB qualifications.
- Interviewed and assisted in hiring close to 40% of existing full-time faculty.
- Oversaw a significant review of the undergraduate core curriculum, resulting in a more focused core with four distinct competencies for all RCB graduates.
- Actively involved in developing and supporting the highly ranked School of Innovation and Entrepreneurship.
- Actively involved in the creation of minors and certificates.

**August 2015-2018: Associate Dean, College of Business and Public Administration, Eastern Washington University**

An AACSB-accredited school offering ten undergraduate majors and four graduate programs through six academic departments serving close to 1400 students with more than 62 full-time faculty. This position required involvement in all functions and leadership of the college, including an operating budget of more than 8.5 million dollars. Worked closely with the department chairs on course scheduling, faculty recruitment, faculty qualifications, and faculty and student issues. In addition, I reached across the entire university to build lateral and vertical collaborative relationships with the upper administration, including the President, Provost, Vice Presidents, and Deans, to ensure the success of the college.

**Specific accomplishments:**

- Wrote the first draft of the AACSB Continuous Improvement Review report for our successful re-accreditation.
- Created and chaired the AACSB assessment committee to streamline the process.
- Wrote the AACSB comprehensive assessment report for re-accreditation.
- At the behest of the president and in the wake of a regional accreditation “notice of concern,” chaired, revamped, and revitalized the University-wide Assessment Committee. This involved working with all critical internal constituents to reimagine the assessment process. These efforts successfully allowed the university to get back on track with the regional accreditor.
- Decreased instructional adjunct costs by 34%.
- Created two new academic departments (Accounting, and Finance and Marketing).
- Assisted in creating four graduate and undergraduate programs, including the Master of Professional Accounting, Entrepreneurship, Business Analytics, and Data Sciences, without adding any new faculty lines.
- Created AACSB faculty qualifications requirements.

- Revised and expanded the full-time MBA program; increased MBA enrollment by 60% in 18 months.
- Worked with alumni, faculty, and staff to enhance internship and placement opportunities.
- Oversaw significant updating of our online presence.
- Developed the first hybrid MBA course in the college.
- Worked closely with International Programs to attract international students.
- Streamlined the process of graduate and undergraduate course scheduling and enrollment management to run a more efficient college.
- Worked to enhance alumni engagement and fundraising activities.
- Revised and improved the College policies and procedures.

**Aug. 2007-June 2010: Programs Director** (equivalent to a Department Chair), Missouri University of Science and Technology.

This position required all the management functions usually expected by a department chair, including assisting with the budget, faculty hiring, faculty course scheduling, program building, faculty and student issues, and various committees. This position's most significant aspect was assisting the school in applying for and receiving AACSB initial accreditation.

**August 2007-June 2010: Board of Directors President** (Pro bono), Stepping Stones Daycare and Preschool Center (*24 employees*). I oversaw the budget and all center operations, including staff hiring and compliance with all state regulations.

## **EDUCATION**

Ph.D., The University of Texas-Pan American (AACSB) (Now UT- Rio Grande Valley)  
Major Areas: International Business and Marketing

Ed.D.\*, Boise State University (\***finished 24 credits with 4.0 GPA**)

MBA, Northwest Nazarene University

BA (*Cum Laude*), Middle East College (now University)  
Major areas: *Business Administration and Secondary Education*

## **ACADEMIC EXPERIENCE**

Sept. 2024-Present      **Vice President-Global Affairs &  
Dean of the School of Professional Studies**

July 2023-August 2024      **Interim Dean  
Interim Head of the School of Innovation and  
Entrepreneurship** (January 2024-July 31, 2024)  
Rohrer College of Business

	Rowan University
July 2021- June 2023	<b>Sr. Associate Dean</b> <b>Professor of Marketing</b> Rohrer College of Business Rowan University
July 2018-June 2021	<b>Associate Dean</b> <b>Professor of Marketing</b> Rohrer College of Business Rowan University
Aug. 2017-June 2018	<b>Associate Dean</b> <b>Interim Chair- Finance and Marketing Department</b> Professor of Marketing College of Business and Public Administration Eastern Washington University
Aug. 2015-June 2018	<b>Associate Dean</b> <b>Professor of Marketing (Promoted to Professor May, 2017)</b> College of Business and Public Administration Eastern Washington University
2010-2015	<b>Advanced Assistant Professor of Marketing (Doctoral Faculty)</b> Saint Louis University
2010	<b>Tenured Associate Professor and Programs Director</b> Missouri University of Science and Technology
2007- 2010	<b>Business Programs Director (in Lieu of Department Chair)</b> Missouri University of Science and Technology
2005- 2007	<b>Assistant Professor of Marketing</b> School of Management & Information Systems Missouri University of Science and Technology

### **AWARDS AND HONORS**

- Facilitator/Lead, AACSB 2 Day New Associate Deans Seminar, October 2023.
- Keynote speaker at The 17th Annual Scientific International Conference for Business-Amman Jordan.
- Facilitator/Lead, AACSB 2 Day Art and Science of Teaching Seminar Jan. 2020
- Speaker, AACSB ICAM 2019: The Impact of Research, Edinburgh, Scotland
- Speaker, AACSB Annual Accreditation Conference, Small Schools Affinity Group Meeting, *Alternative Sources of Funding*, 2018.

- Speaker, AACSB, Redesigning the Undergraduate Curriculum, Columbus, OH, 2017.
- Speaker, AACSB Associate Deans Conference, “How to be an Effective Associate Dean at a Small to Midsize School,” Nov. 2016.
- Facilitator/Lead, 2 day AACSB Teaching Effectiveness Seminar, 2016, 2017, 2018.
- Education & Workforce Development Committee Member, South Jersey Development Council.
- Marketing and Communications Committee Member, South Jersey Development Council.
- Best Paper Award (2016), The 7<sup>th</sup> Global Islamic Marketing Conference.
- Best graduate faculty of the year (2015), John Cook School of Business, Saint Louis University.
- Best paper award (2015), The 14th International Conference on Research in Advertising (The largest conference in international advertising).
- 2013 Service Award, John Cook School of Business, Saint Louis University.
- Best Professor of the Year (2012), Executive Master of International Business, The Boeing Institute of International Business, Saint Louis University.
- 2<sup>nd</sup> Best Research Paper Award (2012), 3<sup>rd</sup> International Islamic Marketing Conference, Cairo, Egypt.
- The Nokyoon Kwak Faculty Research Award (2011), John Cook School of Business, Saint Louis University.
- Outstanding Faculty of the Year (2010) for Business and Information Technology Department, Missouri University of Science and Technology.
- Outstanding Academic Advisor Award (2008-2009), Missouri University of Science and Technology.
- Outstanding Teaching Award (2008), Missouri University of Science and Technology.
- Faculty Excellence Award (University Wide) 2007 (Teaching, Research and Service), Missouri University of Science and Technology.
- Certificate of Appreciation from the International Student Club (2010)
- Nominated for the Outstanding Faculty of the Year for the Business and Information Technology Department (2009)
- Certificate of Appreciation from the International Student Club (2009)
- The Academy of Marketing Science Recognition (2008)
- Certificate of Appreciation from the International Student Club (2008)
- Nominated for the Outstanding Recruitment and Retention Award 2007-2008
- Nominated for the School of Management and Information Technology Faculty Excellence Award (2007).
- Guest Editor: *Multinational Business Review*
- Editorial Review Board, *Journal of Promotion Management* (2012-Present)
- *Editorial Review Board*, The Journal of Research in Applied Social Sciences (Present)
- Editorial Review Board, *Asian Journal of Marketing* (Past)
- Editorial Review Board, *Middle East Journal of Business* (Present)

- Editorial Review Board, *African Journal of Business and Economics Research* (Past)

## **Scholarship**

### **Refereed Journal Publications**

1. Saran, Anshu, Morris Kalliny, Madison Valverde, and Linda Chepkemboi, "Mentoring: Antecedents and Consequences, Applications in a Sales and Marketing Career," *Academy of Marketing Studies Journal*; 2024; Volume 28, Special Issue 1 (2024).
2. Samer Sarofime, Ahmed Tolba and Morris Kalliny (2022), "The Effect of Religiosity on Customers Response to Service Failure: Belief-In-Fate, Forgiveness, and Emotional Well-Being" *Journal of Consumer Affairs*, Vol. 56 (1), 465-486.
3. Abeer Mahrous, Mohamed Genedy and Morris Kalliny (2020), "The Impact of the Characteristics of the Intra-organizational Environment on Entrepreneurial Marketing Intensity and Performance in Egypt, *Journal of Entrepreneurship in Emerging Economies*, Vol. 12 (5), 621-642.
4. Morris Kalliny, Salma Ghanem, Matthew Shaner, Brett Boyle and Barbara Muller (2019), "Capitalizing on faith: A cross-cultural examination of consumer responses to the use of religious symbols in advertising," *Journal of Global Marketing*, Vol. 33 (3), 158-176.
5. Najah Shahin, Morris Kalliny and Sami Shahin (2019), "Cultural Values in Magazine Advertising: A Comparative Study of the Arab World and the United States, *Academy of Marketing Studies Journal*, Vol. 23 (3).
6. Morris Kalliny, Mary Kalliny and Anshu Saran (2019), "The Impact of Media on Religious Conflict in Egypt," *Global Media Journal*, Vol. 17 (32).
7. Morris Kalliny, Elizabeth Minton and Mamoun Benmamoun (2018), "Affect as a Driver to Religious-Based Consumer Boycotts: Evidence from Qualitative and Quantitative Research in the United States," *International Journal of Consumer Studies*, Vol. 42 (6), 840-853.
8. Mamoun Benmamoun, Wootae Chun and Morris Kalliny (2018), "The Impact of Manager's Animosity and Ethnocentrism on MNE's International Entry Mode Decision" *Thunderbird International Business Review*, Vol. 61 (2), 413-423.
9. Yung-hwal Park, Kevin Lehnert and Morris Kalliny (2018), "Do Consumers Discriminate Against Companies even when they are Green," *Journal of Global Marketing*, Volume 31 (1), 31-41.

10. Anshu Saran, Morris Kalliny and Michael Minor (2017), "Desire for Visual Aesthetics (DVA) in the Store Environment: Concept and Measurement," *Journal of Promotion Management*, Vol. 23 (1), 45-61.
11. Monica Hernandez, Yong Wang, Hong Sheng, Morris Kalliny and Michael Minor (2017), "Escaping the Corner of Death? An Eye-Tracking Study of Reading Direction Influence on Attention and Memory" *Journal of Consumer Marketing*, Vol. 34 (1), 1-10.
12. Morris Kalliny, Angela Hausman, Anshu Saran and Dina Abdehakeem (2017), "The Cultural and Religious Animosity Model: Evidence from the United States," *Journal of Consumer Marketing*, Vol. 34 (2), 169-179.
13. Morris Kalliny, Salma Ghanem and Mary Kalliny (2016), "The Impact of Advertising and Media on the Arab Culture: the Case of the Arab Spring, Public Spheres and Social Media," *Journal of Political Marketing*, 15 Apr 2016, 1-28.
14. Mamoun Benmamouna, Kevin Lehnert, Seung Kim and Morris Kalliny (2016), "The Welfare Effect of International Trade and Investment Flows: Spotlight on the Arab World," *Journal of Developing Areas*, Vol 50 (2), 59-76.
15. Morris Kalliny, Mamoun Benmamoun, Robert Croft and Seung Kim (2015), "The Role of MNCs and Information Flow on Institutional Change" *Multinational Business Review*, Vol. 23 (2), 130-147.
16. Jiegiong Ma, Jie Yang, Morris Kaliny and Douglas Roy (2015), "Consumer Social Responsibility: Is It A New Barrier for International Marketers?" *International Journal of Business Environment*, Vol. 7 (3). 242-261.
17. Morris Kalliny, Mamoun Benmamun, (2014) "Arab Middle East Business Research: A Review of the Empirical Literature (1990-2013)", *Multinational Business Review*, Vol. 22 (4), 442-459.
18. Morris Kalliny (2014), "Advertising Trends in the Arab World: A Status Report" *Journal of Current Issues and Research in Advertising*, Vol. 35 (1) 86-106.
19. Candace Martinez and Morris Kalliny (2012), "Academic Research in the Latin American Context: A Review of the Empirical Literature 1990-2010," *Multinational Business Review*, Vol. 20 (3), 231-247.
20. Morris Kalliny (2012), "What Advertisers Need to Know about Promotion in the Arab World: Technology and Media Perspectives," *Journal of Promotion Management*, Vol. 18 (4), 436-457.

21. Mamoun Benmamoun, Morris Kalliny and Robert Cropf (2012), "The Arab Spring, MNEs and Virtual Public Spheres," *Multinational Business Review*, Vol. 20 (1), 26-43.
22. Morris Kalliny (2012), "The Impact of Technology on Arab Media Expansion and Culture," *Journal of Media Sociology* Vol. 3 (1-4), 58-76.
23. Morris Kalliny, Anshu Saran, Salam Ghanem and Caroline Fisher (2011), "Cultural Differences and Similarities in Television Commercials in the Arab World and the United States", *Journal of Global Marketing*, Vol. 24 (1) 41-57.
24. Morris Kalliny (2010), "Are They Really That Different From Us: A Comparison of Arab and American Newspaper Advertising," *Journal of Current Issues and Research in Advertising*, Vol. 32, (1), 95-108.
25. Morris Kalliny and L. Gentry (2010), "Marketing in the 22nd Century: A Look at Four Promising Concepts," *Asian Journal of Marketing*, Vol. 4 (3), 94-105.
26. Morris Kalliny, (2010), "Arab Media: A Survey of an Imperfect Medium," *Perspectives*, Vol. II, (4), 1-7.
27. Lance Gentry and Morris Kalliny (2010), "Why Technological and Social Trends are Increasing the Importance of Product Placement among the Affluent" *Almanac of Theoretical and Applied Studies in Advertising*, 1, 8-15.
28. Morris Kalliny and Salma Ghanem (2009), "The Role of the Advertising Agency in the Cultural Message Content of Advertisements: A Comparison of the Middle East and the United States," *Journal of Global Marketing*, Vol. 22 (4), 313-328.
29. Morris Kalliny, Abdul-Rahman Beydoun, Anshu Saran and Lance Gentry (2009), "Cultural differences in Television Celebrity Use in the United States and Lebanon," *Journal of International Business Research*, Vol. 8 (1), 91-106.
30. Morris Kalliny, Grace Dagher, Michael Minor and Gilberto de lo Santos, (2008), "Television Advertising in the Arab World: A Status Report," *Journal of Advertising Research*, Vol. 48 (2), 215-223.
31. Jake Truemper, Hong Sheng, Richard Hall, Michael Hilgers, and Morris Kalliny (2008), "The Effect of Multiple Monitor Display on User Performance and Multi-tasking, (DATA BASE) Database for Advances in Information System, Vol. 39 (4), 74-86.
32. Anshu Saran, Laura Serviere and Morris Kalliny (2008), "Corporate Culture, organizational Dynamics, and Implementation of Innovations: A Conceptual Framework," *Asian Journal of Marketing*, Vol. 2 (1), 10-19.



33. Lance Gentry and Morris Kalliny (2008), "Overcoming Tucker's Theory of Chaos: Consumer Loyalty Conceptual Framework and Research Propositions," *Journal of The Academy of Business Administration*, Vol. 13 (1&2), 81-92.
34. Anshu Saran, Kevin Cruthirds, Morris Kalliny and Michael Minor (2008), "Cell Phone Advertising Delivery Acceptance: Development, Purification, and Validation of the Advertising Delivery Acceptance Scale," *International Journal of Electronic Marketing & Retailing* Vol. 2 (2), 135-149.
35. Lance Gentry and Morris Kalliny (2008), "Consumer Loyalty – A Synthesis, Conceptual Framework, and Research Propositions," *The Journal of American Academy of Business*, Cambridge, Vol. 14 (1), 1-9, (Lead Article).
36. Russell Adams, Morris Kalliny, Gilberto de los Santos and Young Jian Wang (2008), *Marketing Implications of Locus of Control Orientation Among College Students: Comparison of Hispanic and Anglo Students in the United States*, "The Marketing Management Journal, Vol. 18, (1), 109 – 120.
37. Anshu Saran, Morris Kalliny and Laura Serviere (2008), "A Review of the IPR System in India and its Impact on International Business," *Journal of International Management Studies*, Vol. 3 (1), 18-24.
38. Morris Kalliny and Lance Gentry (2007), "Cultural Values Reflected in Arab and American Television Advertising," *Journal of Current Issues and Research in Advertising*, Vol. 29 (1), 15-32.
39. Morris Kalliny and Angela Hausman (2007), "The Impact of Cultural and Religious Values on Adoption of Innovation," *Academy of Marketing Studies Journal*, Vol. 11 (1), 125-136.
40. Morris Kalliny H. Ulas Ograk and Anshu Saran (2007) "Management Styles and Commitment: A cross Cultural Study," *The Journal of Global Business Management*, Vol. 3 (1), 1-8.
41. Morris Kalliny, Kevin Cruthirds and Michael Minor, (2006) "Differences between American, Egyptian and Lebanese Humor Styles: Implications for International Management," *International Journal of Cross Cultural Management*, Vol. 6 (1), 121-134.
42. Morris Kalliny and Michael Minor (2006), "The Antecedents of M-Commerce Adoption," *Journal of Strategic E-Commerce*, Vol. 4 (1 & 2), 81-99.
43. Russell Adams, Morris Kalliny, Anshu Saran and Gilberto De Los Santos (2005), "Determining the Demographic and Psychographic Variables Associated with Hispanics Who Intend to Pursue Graduate Studies," *The Journal of Marketing for Higher Education*, Vol. 15 (1), 97-115.

44. Morris Kalliny (2005), "The Impact of the Islamic Law (Shari'a) on the Economic Development of Islamic Countries: The Case of the Arab Countries," *Journal of the Academy of Business Administration*, Vol. 10, (1&2), 25-34.
45. Morris Kalliny and Jane LeMaster (2005), "Before You Go, You Should Know: The Impact of War, Economic, Cultural and Religious Animosity on Entry Modes," *The Marketing Management Journal*, Vol. 15 (2), 18-28.
46. Mahjarul Talukder, Morris Kalliny, Rais Ahmed, and Mohammad Rahman (2004), "Market Transformation on the Internet: A New Edge in the Era of Technology," *The International Journal of the Academy of Business and Public Administration*, Vol. 1 (1) 104- 119.
47. Morris Kalliny & Gilberto De Los Santos (2004), "The Advantages and Disadvantages of Using the Case Method to Teach Business Courses: Practitioners' Perspectives," *Review of Business Research*, Vol. II (1) 68-77.

#### **Book (Edited)**

Mamoun Benmamoun, Morris Kalliny and Hadi Elhor, *Middle East Business Environment*, 1<sup>st</sup> edition (2015), Cognella Publishing.  
<https://titles.cognella.com/middle-east-business-environment-9781626616776.html>

#### **Refereed Book Chapters**

48. Robert Cropf, Mamoun Benmamoun and Morris Kalliny (2012), "The Role of Web 2.0 in the Arab Spring," in *Cases on Web 2.0 in Developing Countries: Studies on Implementation, Application and Use* (Peer Reviewed), IGI Global Publishing.
49. Birton Cowden and Morris Kalliny (2013), *The Role of Culture in Developing Disruptive Innovation in Domestic Firms in Cultural and Technological Influences on Global Business* (Peer Reviewed), IGI Global Publishing..
50. Morris Kalliny and Salma Ghanem, (2010), "The Impact of Technology on the Arab Communication Style," *Media Critics* (Peer Reviewed). Beta Publishing, ISBN 9786053773849 (Peer Reviewed).

#### **Refereed Conference Proceedings**

51. Najah Shahin, Morris Kalliny and Sami Shahin (2019), "Cultural Values in Magazine Advertising: A comparative Study of the Arab World and the United States," *The International Academy of Business and Public Administration Disciplines Conference (Abstract)*.
52. Morris Kalliny, Elizabeth Minton and Mamoun Benmamoun (2018), "Effects of Religion and Leadership on Consumer Boycotts: Comparison across Qualitative

- and Quantitative Research”, *Academy of International Business Annual Conference Proceedings (Abstract)*.
53. Morris Kalliny and Mary Kalliny (2018), “The Impact of Media on Religious Conflict in the Arab World,” *International Academy of Business and Public Administration Disciplines Conference Proceedings (Abstract)*
  54. Wootae Chun, Mamoun Benmamoun, Morris Kalliny and Seung Kim (2016), “Entering a Hostile Foreign Market: The Interplay between Consumer Animosity, Customer Citizenship Behavior, and Product Purchase Intention,” *Academy of International Business Annual Conference Proceedings*.
  55. Morris Kalliny, Wootae Chun, Mamoun Benmamoun and Seung Kim (2015), “The Impact of Animosity, Ethnocentrism on Entry Mode Choice,” *2015 Summer Marketing Educators’ Conference (Summer AMA) Proceedings*.
  56. Morris Kalliny, Salma Ghanem, Brett Boyle, Matt Shaner and Barbra Mueller (2015), “The Impact of the Use of Religious Symbols in Advertising on Consumer Attitudes,” *2015 Summer Marketing Educators’ Conference (Summer AMA) Proceedings*.
  57. Morris Kalliny, Mary Kalliny, Samer Sarofim and Hamed Shamma (2015), The Impact of Religiosity on Brand Relationships in Egypt: The Role of Religious Affiliation and Degree of Religiosity on Self-Brand Connections,” *2015 Summer Marketing Educators’ Conference (Summer AMA) Proceedings*.
  58. Monica Hernandez, Morris Kalliny, Jian Wong, Michael Minor and Hong Sheng (2015), “Escaping the Corner of Death? An Eyetracking Approach to Reading Direction Influence on Visual Attention and Memory,” *2015 Summer Marketing Educators’ Conference (Summer AMA) Proceedings*.
  59. Jieqiong Ma, Jie Yang, Morris Kalliny, “Consumer Social Responsibility: Is It A New Barrier For International Marketers?” *2015 Summer Marketing Educators’ Conference (Summer AMA) Proceedings*.
  60. Jieqiong Ma, Jie Yang, Morris Kalliny, (2015), “The Contingent Role of Culture: Consumer Ethnocentrism In China And U.S,” *2015 Summer Marketing Educators’ Conference (Summer AMA) Proceedings*.
  61. Morris Kalliny, Salma Ghanem, Brett Boyle, Matt Shaner and Barbra Mueller (2015), How Religious Symbols in Commercial Messages Resonate with Consumers: A Cross-Cultural Analysis,” *The 14th International Conference on Research in Advertising Conference Proceedings*.
  62. Morris Kalliny, Wootae Chun and Seung Kim, (2014), “Animosity, Institutional Ethnocentrism, and Entry Mode: The Role of Global Values and Trust in

- Evaluating Perceived Country Risk and Resource Commitment,” *Academy of International Business Annual Conference Proceedings*.
63. Morris Kalliny and Salma Ghanem (2013), “Cultural Change and Advertising: Evidence from Magazine Advertisements in Egypt,” *Contemporary Business Research: Prospects for Theory and Practice Conference*, Cairo University, Cairo, Egypt, December 29.
  64. Morris Kalliny, Nobuyuki Fukawa, Mary Kalliny, and Ying Chou Lin (2013) “The Influence of Religiosity on Consumer Brand Perception, Quality Evaluation and Purchase Intention: Evidence from Egypt” *Academy of International Business US-Northeast Annual Conference Proceedings*.
  65. Yung-hwal Park and Morris Kalliny (2012), “The Role of Environmental Proactivity in the Relationship between Consumer Ethnocentrism and Foreign Company Identification,” *Academy of International Business Annual Conference Proceedings*.
  66. Morris Kalliny, Angela Hausman, Anshu Saran and Brad Carlson (2011), “The Impact of Cultural and Religious Animosity on Product Evaluations and Purchase Intentions: Development and Testing of the Model,” *2011 AMA Summer Marketing Educators' Conference (AMA) Proceedings*.
  67. Morris Kalliny and Salma Ghanem (2011), “The Impact of Technology on the Arab Communication Style and Culture: A Comparison to the U.S,” *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference Proceedings*.
  68. Salma Ghanem, Morris Kalliny and Siham Elghoul (2011), “The Impact of Technology on the Arab Communication Style and Culture,” *International Communication Association Annual Conference Proceedings*.
  69. Salma Ghanem, Morris Kalliny and Siham Elghoul (2010), The Impact of Technology on the Arab Culture, *Academy of Marketing Science Cultural Perspectives in Marketing Conference Proceedings*.
  70. Anshu Saran, Laura Serviere and Morris Kalliny (2009), “Need for Touch: Does the Type of Product Matter,” *Society for Marketing Advances Conference Proceedings*.
  71. Chihmao Hsieh and Morris Kalliny (2009), “R&D Project Selection, Costs of Coordination and Appropriation, and the location of R&D,” *Midwest Academy of Management Conference Proceedings*.

72. Morris Kalliny, Abdel-Rahman Beydon, Anshu Saran and Lance Gentry (2008), "A Comparison of Television Celebrity Use in the United States and Lebanon, *Winter AMA Annual Educator's Conference Proceedings* (Abstract).
73. Jake Truemper, Richard Hall, Michael Hilgers, Morris Kalliny and Hong Sheng (2007), "Usability in Multiple Monitor Displays," *13th Americas Conference on Information Systems (AMCIS) Proceedings*.
74. Morris Kalliny and Anshu Saran (2007), "Cultural and Informational Differences in Television Commercials in the Arab World and the United States" *Academy of International Business 49<sup>th</sup> Annual Conference Proceedings*, (Abstract).
75. Morris Kalliny, Anshu Saran, Caroline Fisher, Gilberto De los Santos and Salma Ghanem (2007), "A Comparison of Print Advertisements from Egypt, Lebanon, Kuwait, Saudi Arabia, United Arab Emirates and the United States" *Winter AMA Annual Educator's Conference Proceedings Vol. 18, p 360-367*.
76. Anshu Saran, Morris Kalliny and Laura Serviere (2007), "Cosmopolitanism: Concept and Measurement," *Academy of Marketing Science Annual Conference Proceedings, Vol. XXX, 182* (Abstract)
77. Morris Kalliny, Angela Hausman and Anshu Saran (2006), "Religious and Cultural Animosity Model Extension: Implications for Purchase Intentions" *Academy of Marketing Science Annual Conference Proceedings* (Abstract)
78. Anshu Saran, Laura Serviere and Morris Kalliny, (2006), "Desire for Visual Aesthetics (DVA) in the Store Environment: Concept and Measurement," *Academy of Marketing Science Annual Conference Proceedings* (Abstract)
79. Morris Kalliny (2006), "Cultural Values Manifestation in the Arab World and the United States Newspaper Advertising," *American Academy of Advertising Annual Conference Proceedings, 80-88*.
80. Morris Kalliny, Grace Dagher and Michael Minor (2004), "The Impact of Cultural Differences and Religion on Television Advertising: A Content Analysis of the United States and the Arab World," *American Marketing Association (AMA) Summer Educator's Conference Proceedings, Vol. 15, 165-171*.
81. Morris Kalliny and Angela Hausman (2004), "The Influence of Religious and Cultural Values on Adoption of Innovation: A Conceptual Model," *The Academy of Marketing Science Cultural Perspectives in Marketing Conference Proceedings, Vol. V p. 19* (Abstract)
82. Morris Kalliny and Michael Minor (2004), "The Influence of Demographic and Ease-of-Use Factors on M-Commerce Adoption," *The Academy of Marketing Science Cultural Perspectives in Marketing Conference Proceedings, Vol. V, p. 14*. (Abstract).

### **Other Publications**

83. Morris Kalliny (2012), "The Impact of Religion on Consumer Boycott," *Eurasia Business and Economics Society Conference Proceedings*, Istanbul, Turkey, May 25, 2012.
84. Morris Kalliny (2009), "Attitudes Toward Advergaming: A Physiological and Attitudinal Testing of Game Players Toward Online Advertising Using Eye Tracking Technology" *International Academy of Business and Economics Conference Proceedings*.
85. Morris Kalliny & Michael Minor (2005), "The Antecedents of M-Commerce Adoption," *The American Academy of Advertising Conference Proceedings*, p. 2
86. Russell Adams, Morris Kalliny, Anshu Saran and Gilberto De Los Santos (2003), "Determining the Demographic and Psychographic Variables Associated With Hispanics Who Intend to Pursue Graduate Studies," *American Marketing Association Symposium for the Marketing of Higher Education Proceedings*.
87. Morris Kalliny & Gilberto De Los Santos (2003), "Challenges and Opportunities of Using the Case Method to Teach Business Students: Practitioners' Perspective," *The International Business and Economic Research Conference Proceedings*.
88. Mahjarul Talukder, Morris Kalliny, Rais Ahmed, and Mohammad Rahman (2004), "Market Transformation on the Internet: A New Edge in the Era of Technology," *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings* (January), New Orleans, Louisiana.

### **Research Presentations**

1. Morris Kalliny, Mary Kalliny and Anshu Saran (2023), "The Influence of Religiosity on Customer Brand Perception, Quality Evaluation and Purchase Intention: Evidence from Egypt," Association of Collegiate Marketing Educators Conference.
2. Morris Kalliny (2019), "Consumer Boycotts: A Theoretical Framework," *The 7th International Conference on Marketing & Retailing*, Egypt, October 29-31.
3. Najah Shahin, Morris Kalliny and Sami Shahin (2019), "Cultural Values in Magazine Advertising: A comparative Study of the Arab World and the United States," *The International Academy of Business and Public Administration Disciplines Conference*.

4. Morris Kalliny, Elizabeth Minton and Mamoun Benmamoun (2018), "Effects of Religion and Leadership on Consumer Boycotts: Comparison across Qualitative and Quantitative Research," *Academy of International Business Annual Conference*. (by Benmamoun).
5. Morris Kalliny and Mary Kalliny (2018), "The Impact of Media on Religious Conflict in the Arab World," *International Academy of Business and Public Administration Disciplines Conference*.
6. Wootae Chun, Mamoun Benmamoun, Morris Kalliny and Seung Kim (2016), "Entering a Hostile Foreign Market: The Interplay between Consumer Animosity, Customer Citizenship Behavior, and Product Purchase Intention," *Academy of International Business Annual Conference (By Benmamoun)*.
7. Morris Kalliny, Wootae Chun, Mamoun Benmamoun and Seung Kim (2015), "The Impact of Animosity, Ethnocentrism on Entry Mode Choice," *2015 Summer Marketing Educators' Conference (Summer AMA)*. (by Wootae Chun)
8. Morris Kalliny, Salma Ghanem, Brett Boyle, Matt Shaner and Barbra Mueller (2015), "The Impact of the Use of Religious Symbols in Advertising on Consumer Attitudes," *2015 Summer Marketing Educators' Conference (Summer AMA)*, by Matt Shaner.
9. Morris Kalliny, Mary Kalliny, Samer Sarofim and Hamed Shamma (2015), "The Impact of Religiosity on Brand Relationships in Egypt: The Role of Religious Affiliation and Degree of Religiosity on Self-Brand Connections," *2015 Summer Marketing Educators' Conference (Summer AMA)*. By Samer Sarofim.
10. Monica Hernandez, Morris Kalliny, Jian Wong, Michael Minor and Hong Sheng (2015), "'Escaping the Corner of Death? An Eyetracking Approach to Reading Direction Influence on Visual Attention and Memory,' *2015 Summer Marketing Educators' Conference (Summer AMA)*, By Jian Wong.
11. Jieqiong Ma, Jie Yang, Morris Kalliny, "Consumer Social Responsibility: Is It A New Barrier For International Marketers?" *2015 Summer Marketing Educators' Conference (Summer AMA)*, By Jieqiong.
12. Jieqiong Ma, Jie Yang, Morris Kalliny, (2015), "The Contingent Role of Culture: Consumer Ethnocentrism in China And U.S.," *2015 Summer Marketing Educators' Conference (Summer AMA)*, By Jie Yang.
13. Morris Kalliny, Salma Ghanem, Brett Boyle, Matt Shaner and Barbra Mueller (2015), "How Religious Symbols in Commercial Messages Resonate with Consumers: A Cross-Cultural Analysis," *The 14th International Conference on Research in Advertising*. By Barbra Mueller.

14. Morris Kalliny and Salma Ghanem (2015), "The Role of Advertising, Social Movements and Media on the Arab Spring," *FCBD 2015 Conference*, Cairo, Egypt, May 24, 2015.
15. Morris Kalliny, Wootae Chun and Seung Kim (2014), "Animosity, Institutional Ethnocentrism, and Entry Mode: The Role of Global Values and Trust in Evaluating Perceived Country Risk and Resource Commitment," *Academy of International Business Annual Conference*, Vancouver, Canada, June, 25, 2014 (Presented by Wootae Chun).
16. Morris Kalliny and Salma Ghanem (2013), "Cultural Change and Advertising: Evidence from Magazine Advertisements in Egypt," *Contemporary Business Research: Prospects for Theory and Practice Conference*, Cairo University, Cairo, Egypt, December 29.
17. Morris Kalliny, Nobuyuki Fukawa, Mary Kalliny, and Ying Chou Lin (2013) "The Influence of Religiosity on Consumer Brand Perception, Quality Evaluation and Purchase Intention: Evidence from Egypt" *Academy of International Business US-Northeast Annual Conference*, Hartford, Connecticut, October 11, 2013.
18. Morris Kalliny (2012), "The Impact of Religion on Consumer Boycott," *Eurasia Business and Economics Society Conference*, Istanbul, Turkey, May 25, 2012.
19. Yung-hwal Park and Morris Kalliny (2012), "The Role of Environmental Proactivity in the Relationship between Consumer Ethnocentrism and Foreign Company Identification," Accepted for presentation at the *Academy of International Business Annual Conference*.
20. Salma Ghanem and Morris Kalliny (2012), "From Facebook to Tahrir Square: A Study of Facebook's Posts and Comments on the "Day of Rage", *The Midwest Political Science Association Annual National Conference*, presented by Ghanem.
21. Morris Kalliny and Salma Ghanem (2011), "Tracking the Egyptian Revolution Through Advertising, *The 17<sup>th</sup> International Mass Communication Conference*, Cairo, Egypt, December 14, 2011.
22. Morris Kalliny, Angela Hausman, Anshu Saran and Brad Carlson (2011), "The Impact of Cultural and Religious Animosity on Product Evaluations and Purchase Intentions: Development and Testing of the Model," *2011 AMA Summer Marketing Educators' Conference (AMA) presentation*, presented by Brad Carlson.
23. Morris Kalliny and Salma Ghanem (2011), "The Impact of Technology on the Arab Communication Style and Culture: A Comparison to the U.S.," *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, St. Louis, Mo. August 10, 211. Presented by Salma Ghanem.



24. Salma Ghanem, Morris Kalliny and Siham Elghoul (2011), "The Impact of Technology on the Arab Communication Style and Culture," International Communication Association Annual Conference, Presented by Salma Ghanem, Boston, MA. June, 22, 2011.
25. Anshu Saran, Laura Serviere and Morris Kalliny (2009), "Need for Touch: Does the Type of Product Matter," Presented by Anshu Saran at *Society for Marketing Advances Annual Conference*, New Orleans, November 5.
26. Chihmao Hsieh and Morris Kalliny (2009), "R&D Project Selection, Costs of Coordination and Appropriation, and the location of R&D," presented by C. Hsieh, *Midwest Academy of Management Conference*, Chicago, October 23.
27. Morris Kalliny (2009), "Attitudes Toward Advergaming: A Physiological and Attitudinal Testing of Game Players Toward Online Advertising Using Eye Tracking Technology" *International Academy of Business and Economics Conference*, Thessaloniki, Greece.
28. Morris Kalliny and Salma Ghanem (2008), "The Role of the Advertising Agency in Message Content and Execution: A Comparison of the Arab World and the United States" *International Conference on Business Globalization in the 21st Century: Challenges and Opportunities*, Bahrain, April 22, 2008.
29. Morris Kalliny, Beydoun, A, Saran, A., and L. Gentry, (2008) "A Comparison of Television Celebrity Use in the United States and Lebanon" Presented by Saran at *the American Marketing Association Winter Educator's Conference*, Austin, Texas, February 17, 2008.
30. Anshu Saran, Morris Kalliny and Laura Serviere (2007), "Cosmopolitanism: Concept and Measurement," *2007 Academy of Marketing Science Annual Conference*, Coral Gables, FL.
31. Morris Kalliny, Anshu Saran, Gilberto De los Santos and Salma Ghanem (2007), "A Comparison of Print Advertisements from Egypt, Lebanon, Kuwait, Saudi Arabia, United Arab Emirates and the United States" *2007 Winter AMA Annual Educator's Conference*, San Diego, CA.
32. Morris Kalliny (2006), "Cultural Values Manifestation in the Arab World and the United States Newspaper Advertising," *2006 American Academy of Advertising Annual Conference*, Reno, Nevada.
33. Morris Kalliny, Angela Hausman and Anshu Saran (2006), "Religious and Cultural Animosity Model Extension: Implications for Purchase Intentions" *2006 Academy of Marketing Science Annual Conference*, San Antonio, Texas.

34. Anshu Saran, Laura Serviere and Morris Kalliny (2006), "Desire for Visual Aesthetics (DVA) in the Store Environment: Concept and Measurement," *2006 Academy of Marketing Science Annual Conference*, San Antonio, Texas.
35. Morris Kalliny and Jane LeMaster (2005), "Before You Go, You Should Know: The Impact of War, Economic, Cultural and Religious Animosity on Entry Modes," *The Academy of International Business 2005 Annual Conference*, Quebec, Canada.
36. Morris Kalliny & Michael Minor (2005), "The Antecedents of M-Commerce Adoption," *American Academy of Advertising Annual Conference 2005*, Houston, Texas.
37. Morris Kalliny, Grace Dagher and Michael Minor (2004), "The Impact of Cultural Differences and Religion on Television Advertising: A Content Analysis of the United States and the Arab World," *American Marketing Association 2004 Summer Educator's Annual Conference*, Boston, MA.
38. Morris Kalliny and Angela Hausman (2004), "The Influence of Religious and Cultural Values on Adoption of Innovation: A Conceptual Model," *The Academy of Marketing Science Cultural Perspectives in Marketing Annual Conference*, Pueblo, Mexico.
39. Morris Kalliny and Michael Minor (2004), "The Influence of Demographic and Ease-of-Use Factors on M-Commerce Adoption," *The Academy of Marketing Science Cultural Perspectives in Marketing Annual Conference*, Pueblo, Mexico.
40. Russell Adams, Morris Kalliny, Anshu Saran and Gilberto De Los Santos (2003), "Determining the Demographic and Psychographic Variables Associated With Hispanics Who Intend to Pursue Graduate Studies," *American Marketing Association Symposia*, November 2003, Miami, Florida.
41. Morris Kalliny & Gilberto De Los Santos (2003), "Challenges and Opportunities of Using the Case Method to Teach Business students: Practitioners' Perspective," *The International Business and Economic Research Conference*, October 2003, Las Vegas, Nevada.

### **Grant Writing Experience**

1. MoDOT Customer Satisfaction Tracking in Fiscal Year 2007, UMR, Missouri Transportation Institute Task Order Number RI06-019, \$197,208 10% contributor with PI Lance Gentry et al, July 1, 2006 to May 15, 2007 **(Funded)**.

### **Doctoral and Master Student Advisement**

- Abolfazl Keshavarzsaleh, Deakin University (Australia), Ph.D. dissertation external examiner (2023)
- Neven Badr, Cairo University, Master thesis external examiner (2023)

- Yomna Mohsen, Cairo University, Ph.D. dissertation external examiner (Committee Member) 2021.
- Ola Elsayed, Cairo University, Ph.D. dissertation external examiner (Committee Member), 2018.
- Michael Ojo, Cardinal Stritch University, Dissertation Committee Member
- Wootae Chun, Saint Louis University, Dissertation Chair before leaving Saint Louis University.
- Yung-hwal Park, Saint Louis University, Dissertation Committee Member (Completed 2013). A faculty member at Truman State University.
- Najah Shahin, Alliant International University, CA, Dissertation Chair (Completed December, 7, 2012). A faculty member at Royal University for Women.

### **Master's Thesis Advisement**

- Jasmine Mohsen, Master's Thesis, Cairo University, External Examiner (Committee Member), 2018.
- Jake Truemper, Master's Thesis, Committee Member (Completed)
  - *A Usability and Performance Analysis of Multiple Monitor Displays & Multitasking*

### **Media Appearances, Invited Talks and Panels**

1. Guest lecture, College of Business, Cairo University, "Where do research ideas come from?" October 29, 2019.
2. Invited Speaker at Spokane Community College, The Arab Spring and the Arab Culture: Are they Compatible?" May 8, 2017.
3. Interviewed by Algomhorya Almsaeya (one of the leading Egyptian Newspapers) regarding the economic and social situation in Egypt, May 30, 2015:  
<http://almsaeya.com/index.php/2014-02-12-17-17-18/item/22400-2015-05-30-15-37-08.html>
4. Invited speaker at ATLAS week at Saint Louis University discussing, "Eliminating Poverty in the Middle East: Instability and Investment," April 14, 2015.
5. Invited speaker at ATLAS week at Saint Louis University discussing, "Culture Alive, Religions Implications on Business," April 14, 2015.
6. Guest speaker and panelist at Quinnipiac University discussing, "Has Arab turned into an Arab winter: Implications for global business," AIB 2015 Annual Symposium, April 2, 2015.
7. Guest speaker at Nusach Hari Bini Zion, "Egypt, Isis and the Fight Against Terrorism," March 21, 2015.

8. Speaker at Ladue Chapel, St. Louis, "The Arab Spring is Yet to Come," September 7, 2014.
9. Academy of International Business- US Northeast Chapter Annual Conference closing plenary speaker, "*Middle East and North Africa: Delayed Promises or Dashed Hope?*" Hartford, Connecticut, October 12, 2013.
10. Speaker and panelist at Weidenbaum Center on the Economy, Government, and Public Policy at Washington University in St. Louis. The Current Situation in the Middle East, September 24, 2013.
11. Interviewed by the St. Louis Beacon, August 21, 2013:  
[https://www.stlbeacon.org/#!/content/32387/kalliny\\_egypt\\_081913](https://www.stlbeacon.org/#!/content/32387/kalliny_egypt_081913)
12. Interviewed on KSDK (Channel 5) to comment on the situation in, August 15, 2013. <http://www.ksdk.com/news/local/story.aspx?storyid=392957>.
13. Interviewed on KSDK (Channel 5) to comment on the removal of President Morsi from power in Egypt and what is likely to happen next, July 3, 2013.  
<http://www.ksdk.com/news/local/story.aspx?storyid=386803>
14. Interviewed and quoted by the St. Louis Beacon Newspaper about the political situation in Egypt, July 2, 2013:  
[https://www.stlbeacon.org/#!/content/31693/egypt\\_analysis?coverpage=3564](https://www.stlbeacon.org/#!/content/31693/egypt_analysis?coverpage=3564)
15. Speaker and panelist at Weidenbaum Center on the Economy, Government, and Public Policy at Washington University in St. Louis. The "Arab Spring" How Cold (or Hot) is the Winter Going to Be? January 14, 2013.
16. Interviewed and quoted by the St. Louis Beacon Newspaper about the political situation in Egypt, December 13, 2012:  
[https://www.stlbeacon.org/#!/content/28470/egypt\\_blunt\\_vote?coverpage=2328](https://www.stlbeacon.org/#!/content/28470/egypt_blunt_vote?coverpage=2328)
17. Speaker and Panelist at the Jewish Community Relation Council and The Jewish Federation of St. Louis, The Situation in the Middle East, held Nov. 29, 2012.  
[http://www.stljewishlight.com/multimedia/audio\\_d20153da-3af3-11e2-b1a8-001a4bcf887a.html](http://www.stljewishlight.com/multimedia/audio_d20153da-3af3-11e2-b1a8-001a4bcf887a.html)
18. Interviewed by St. Louis Beacon Newspaper and was quoted in their article dated September 13, 2012.  
[https://www.stlbeacon.org/#!/content/27005/libya\\_attack\\_react?coverpage=1673](https://www.stlbeacon.org/#!/content/27005/libya_attack_react?coverpage=1673)
19. Speaker and Panelist at Atlas Week, Saint Louis University, March 2012.

20. Speaker and Panelist at Holden Pubic Policy Forum moderated by former governor of Missouri (Governor Holden), Give me My Liberty: Democracy in the Middle East, September 28, 2011.
21. Speaker and Panelist at Atlas Week, Saint Louis University, April 4, 2011, The Revolutionary Wave in North Africa and the Middle East: Roots, Channels, and Implication.
22. Speaker and Panelist at Washington University in St. Louis Weidenbaum Center on the Economic, Government and Public Policy Panel on the situation in the Middle East, March 9, 2011. <http://cniss.wustl.edu/news/566>
23. Interviewed on KPLR 11(Fox 2 New) to assess the Arab reaction to the U.S intervention in Libya. <http://www.fox2now.com/videobeta/?watchId=2a797a85-6573-484e-91dd-fe99f166c936>.
24. Interviewed by St. Louis Beacon Newspaper and was quoted in their article dated February 22, 2011. <http://stlbeacon.org/issues-politics/world/108425-reaction-to-protests-in-libya>.
25. Interviewed on KPLR11 Channel (Fox 2) to assess the impact of the Middle East crisis on the United States for the 10 PM News, Feb 15, 2011.
26. Speaker and panelists at the Jewish Community Council, Feb. 15, 2011 to discuss the Middle East Crisis and its Impact on the United States and Israel. [http://www.stljewishlight.com/news/local/article\\_2098f79e-3f6c-11e0-b56b-001cc4c03286.html](http://www.stljewishlight.com/news/local/article_2098f79e-3f6c-11e0-b56b-001cc4c03286.html)
27. Interviewed live on KPLR11 Channel (Fox 2) to comment on the resignation of President Mubarak of Egypt, Feb 12, 2011. <http://www.fox2now.com/videobeta/?watchId=df25fb64-7be0-4c14-9377-499bd5180d5d?video=YHI&t=a>
28. Interviewed and quoted by the St. Louis Post-Dispatch about the changes that are likely to take place in Egypt, Feb. 12, 2011. [http://www.stltoday.com/news/local/metro/article\\_d6f52554-1243-5dfe-84cc-577632b2d13c.html](http://www.stltoday.com/news/local/metro/article_d6f52554-1243-5dfe-84cc-577632b2d13c.html)
29. Interviewed by KMOV (CBS 4 Local) Channel on Feb. 11. <http://www.kmov.com/video/featured-videos/Extra-Edition-116078479.html>
30. Interviewed live on KPLR11 TV Channel (Fox 2) to comment on the situation in Egypt, Feb. 11, 2011. <http://www.fox2now.com/videobeta/?watchId=5e02419a-6d3b-4a8e-90ad-d6ec7d6b0f35?video=YHI&t=a>

31. Interviewed live on KTRS-AM 550 Radio about the situation in Egypt, Feb. 10, 2011.
32. Interviewed live on KPLR11 TV Channel (Fox 2) to comment on the situation in Egypt, Feb. 10, 2011. <http://www.fox2now.com/news/morningshow/ktvi-egypt-crisis-us-relations-slu-kalliny-021011,0,107015.story>
33. Interviewed by KPLR11 TV Channel (Fox2) to provide insight about the situation in Egypt, Feb. 4, 2011. <http://www.fox2now.com/news/ktvi-egypt-local-st-louis-protestors-2411,0,1685832.story>
34. Interviewed live on KMOX Radio to comment on the situation in Egypt, Feb. 7, 2011. <http://stlouis.cbslocal.com/2011/02/07/total-information-am-monday-february-7/>
35. Interviewed by St. Louis Beacon Newspaper and was quoted in their article dated January 31, 2011. <http://www.stlbeacon.org/issues-politics/280-washington/107866-egyptian-unrest-may-spread-in-the-region-affecting-oil-prices-and-security>
36. Speaker, Missouri S&T Teaching and Learning Technology Conference, March 12, 2010.
37. KMST Radio interview on the changing nature of the Arab culture, September 20, 2009.
38. Speaker, How to Effectively Market Your Small Business, Rolla Regional Business Conference, October 15, 2009.
39. Speaker, Rolla Chamber of Commerce, July 15, 2009; Marketing in an Economic Crisis.
40. Speaker, Freshman Engineering, Missouri S&T, spring 2009: Globalization and its impact on business.
41. International Education Week Speaker, Missouri S&T, November 17, 2005

### **Professional Development**

- Certificate in Diversity, Equity and Inclusion, 2020
- Unconscious Bias Training: Rowan University, 2019
- Case District IV Annual Conference (fundraising and Marketing), 2019
- None Profit Institute (Fundraising), Dallas, 2017
- AACSB Inspired Deans Training, 2016
- AACSB Associate Deans Conference 2016
- AACSB Assessment Seminar I, Tampa, FL, Jan. 18-19, 2016
- AACSB Assessment Seminar II, Jan. 20-21

- AACSB Associate Deans Conference (2015)
- The Western Association of Collegiate Schools of Business Deans Annual Conference, Honolulu, Hawaii (2015)
- MBA Roundtable Symposium, Saint Louis, MO (2015)
- SAP Congress, Monterey, CA (2011)
- Jesuit Heartland Faculty Conversation Conference, Detroit, MI (2011)
- AACSB Associate Deans and Innovative Programs Conference 2009
- AACSB International 2008 Building B-Schools: Development & Communications Conference
- SAP Curriculum Congress, March 2006
- Missouri S&T Freshman Faculty Forum (Fall 2005 – Spring 2006)
- SAP Workshop (June 5 through June 9, 2006)
- Minority Serving Institutions Research Partnerships Conference (Feb. 1-4, 2006)
- New Teaching Scholar full year training

## **SERVICE**

### **Professional Service**

- Reviewer Journal of Consumer Marketing (2019)
- Reviewer Journal of Consumer Marketing (2016)
- Reviewer Journal of Electronic Commerce Research (2015)
- Track Chair: The 25th International Conference on the Pacific Rim
- Reviewer Journal of Global Marketing (2013)
- Country Chair (USA) 4<sup>th</sup> International Islamic Marketing Conference, 2012
- Session Chair 3<sup>rd</sup> International Islamic Marketing Conference, 2012
- Session Chair Eurasia Business and Economics Society Conference 2012
- Reviewer Journal of Promotion Management (2012-present)
- Reviewer American Marketing Association Conference papers (2012)
- Reviewer Journal of Promotion Management (2011)
- Reviewer Journal of International Marketing (2011)
- Reviewer Journal of Electronic Commerce (2010)
- Reviewer International Journal of Cross Cultural Management (2010)
- Advisory Council International Institute of Marketing Professionals (2010-)
- Board President Stepping Stone Daycare/Preschool Center (2007-2010)
- Reviewer Journal of Promotional Management (2010-2011)
- Reviewer Telecommunication Policy (2009)
- Reviewer Academy of International Business 2010 Conference
- Reviewer International Journal of Cross Cultural Management (2008)
- Reviewer Academy of International Business 2008 Conference
- Track Chair Academy of Marketing Science Cultural Perspectives In Marketing 2007 Annual Conference
- Session Chair Academy of Marketing Science Annual Conference
- Member Board of Trustees, White Memorial Missionary College (2007-2010)
- Reviewer International Journal of Electronic Marketing and Retailing

- Reviewer Journal of advertising
- Reviewer Journal of Business Research Special Issue
- Reviewer Journal of Electronic Commerce Research
- Reviewer Academy of Marketing Science 2007 Annual Conference
- Reviewer Academy of International Business 2007 Conference
- Reviewer Academy of Marketing Science 2006 Annual Conference
- Reviewer American Academy of Advertising 2006 Conference
- Reviewer Academy of International Business 2006 Conference
- Reviewer Academy of International Business 2005 Conference

### **Institutional Service**

- New Faculty Mentorship Program Coordinator (Rowan University)
- New Faculty Orientation Program Coordinator (Rowan University)
- Faculty Monthly Research Seminars Coordinator (Rowan University)
- Diversity, Inclusion and Equity Council Member (Rowan University)
- College Leadership Team Member (Rowan University)
- Assurance of Learning Committee Co-Chair (Rowan University)
- Faculty Scholarship Committee Chair (Rowan University)
- Diversity, Equity and Inclusion Advisory Council Member (Rowan University)
- Rowan University Research Council- Member (Rowan University)
- South Jersey Development Council Marketing and Communication Committee Member (Rowan University)
- Academic Planning Council (2017-2018) (Eastern Washington University)
- University Assessment Committee Chair (2016-2018) (EWU)
- University Strategic Planning Committee 2016-2018 (EWU)
- CBPA Budget Director Search Committee Chair (2016) (EWU)
- CBPA Graduate Programs Director Search Committee Chair (2016) (EWU)
- Dean Executive Assistant Search Committee (2016) (EWU)
- University Rules Committee (2016-2018) (EWU)
- Academic Affairs Council (2015-2018) (EWU)
- Strategic Planning Task Force for Graduate Programs (2015) (EWU)
- MBA Curriculum Committee (2015-2018) (EWU)
- College Council (2015-2018) (EWU)
- Undergraduate Curriculum Committee Chair (2015-2018) (EWU)
- AACSB Assessment Committee Chair (Director) (2015-2018) (EWU)
- University Assessment Coordinator (2015) (EWU)
- The Ph.D. Project Conference (represented the university and the Ph.D. program) (Saint Louis University)
- John Cook School of Business AACSB Assessment Committee (SLU)
- AACSB Accreditation Assessment Coordinator for the Department of Marketing (SLU)
- Trustees Marketing and Branding Committee, 2012-2015 (SLU)
- John Cook School of Business Graduate Board 2011-2015 (SLU)
- John Cook School of Business Faculty Research Award Committee 2012-2015 (SLU)
- Doctoral Oral Examination Committee, 2012-2015 (SLU)



- Characteristics of Jesuit Education Committee (University Committee) 2011-2013 (SLU)
- Jesuit Mission Liaison Lead (2010-2012) (SLU)
- Undergraduate Student Internship Faculty Sponsor, 2011-2015 (SLU)
- Saint Louis University representative to Heartland Faculty Conversations conference February 25-27, 2011 (SLU)
- Ph.D. Steering Committee, 2011 (SLU)
- American Marketing Association Chapter monthly speaker, October 25, 2010 (SLU)
- Outstanding Advisors Award Committee (University Committee), 2009-2010 (Missouri S&T)
- University Woman of the Year Award Committee, 2008-2009 (Missouri S&T)
- Business Incubator Image Study Committee (University Committee), 2009-2010 (Missouri S&T)
- Marketing Faculty Search Committee Chair, 2009-2010 (Missouri S&T)
- Global Studies Minor Advisory Committee (University Committee), 2008-2010 (Missouri S&T)
- Magellan Exchange Program Coordinator, 2008-2010 (Missouri S&T)
- Mazoon University College Coordinator, 2007-2010 (Missouri S&T)
- Department Curriculum Committee Chair, 2008-2010 (Missouri S&T)
- MBA Admission Committee, 2008-2010 (Missouri S&T)
- Business and Information Technology Department Executive Committee, 2007-2010 (Missouri S&T)
- Faculty Senate, 2007-2010 (Missouri S&T)
- AACSB Accreditation Outcome Assessment Coordinator, 2008-2010 (Missouri S&T)
- Business and Information Technology Department Curriculum Committee, 2008-2009 (Missouri S&T)
- Tenure Revision Committee, 2008-2009 (Missouri S&T)
- MBA Curriculum Development Committee, 2007-2009 (Missouri S&T)
- MBA Association Advisor, 2008-2009 (Missouri S&T)
- International Student Advisory Council (University Service), 2007-2009 (Missouri S&T)
- International Student Club Advisor (University Service), 2007-2010 (Missouri S&T)
- University Woman of the Year Selection Committee (University Service) (Missouri S&T)
- Active Learning (Missouri S&T)
- Council of Graduate Coordinators and Staff (University Service) (Missouri S&T)
- AACSB Accreditation Team, 2007-2010 (Missouri S&T)
- Business Program Annual Evaluation of Mazoon College, Muscat, Oman, 2008 (Missouri S&T)
- Search Committee: MBA Program Director, 2008 (Missouri S&T)
- Management Faculty Search Committee Co-Chair, 2008 (Missouri S&T)
- Accounting Faculty Search Committee, 2006-2007 (Missouri S&T)

- Undergraduate Business Curriculum Co-chair, 2008 (Missouri S&T)
- Business Program Annual Evaluation of Mazoon College, Oman, 2007 (Missouri S&T)
- Finance Faculty Search Committee Chair, 2007 (Missouri S&T)
- Missouri S&T Brand Identity Committee, 2007 (Missouri S&T)
- American Academy of Advertising International Education Committee, 2006-2007 (Missouri S&T)

**Awards and Extra-Curricular Activities**

- Academy of International Business Doctoral Travel Stipend Award (\$500) (2005)
- Who's Who in Business Higher Education
- Sponsored by The National Entrepreneurship Association to attend The Collegiate Entrepreneurial Leadership Institute (CELI) Conference and the Small Business Administration Annual Meeting, May 2004.
- Selected as one of the outstanding students at The University of Texas-Pan American, 2004 school year.
- Graduate Assistantship, Boise State University, 2001-2002.
- Graduate Assistantship, The University of Texas-Pan American, 2002- 2005.
- 2nd highest academic record award at Middle East College during 1994-1995 academic year.
- Student Body General Vice President (1995-1996) at Middle East College.
- Student Body President (1991-1992) at Nile Union Academy