

Curriculum Vita
Michael R. Mullen, Ph.D.
www.drnullen.com

Professor of Marketing & International Business
College of Business
Florida Atlantic University
3200 College Ave., LA 428E
Davie, FL 33314
e-mail: mullen@fau.edu

Home office:
1516 SW 5th Street
Fort Lauderdale, FL 33312
+1+ 954-525-3256
dr-mike@comcast.net

EDUCATION

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| Ph.D. 1992 | University of North Carolina at Chapel Hill Kenan-Flagler Business School Doctor of Philosophy in Business Administration Major Field: Marketing |
| MBA 1988 | Northwestern University Kellogg Graduate School of Management, MBA - Executive program Elected valedictorian. "Best MBA School in the World," <i>Economist</i> ; #1 global ranking of Executive MBA programs, <i>Business Week</i> . Major Emphases: General Management and Marketing. |
| B.S. 1976 | University of Wisconsin - Oshkosh Vice President of OSA (student government) Major Field: Political Science. |
| High School | Xavier High School, Appleton, Wisconsin |

PROFESSIONAL EXPERIENCE

Florida Atlantic University, Professor of Marketing & Int'l Business, College of Business, Greater Fort Lauderdale, Florida. See Details on Instruction, Service and Research below (1993-current).

Dublin Institute of Technology, Fulbright Scholar in International Business to Ireland (2005).

University of Cambridge, Judge Institute of Management Studies, Visiting University Lecturer in International Management, Cambridge, England (1999-2000).

Michigan State University, Eli Broad College of Business, East Lansing, MI, Assistant Professor, Department of Marketing (1991-1993).

University of North Carolina at Chapel Hill, Teaching and Research Assistant (1988-91).

Mullen Telecommunications, Inc., Green Bay, WI (1976-85), President/CEO.

- Built more than 250 Cable TV, telephone, and data transmission systems in thirteen states; many of which were turnkey projects from design through marketing.
- The firm was on the cutting edge of applied technology building several of the first interactive cable, fiber optic, and data transmission projects in the U.S.

- Chairman and CEO of two related Mullen Communication Construction Companies in Milwaukee and Minneapolis, affiliated with the AFL-CIO CWA and AFL-CIO IBEW.
- Telephone cable splicer's assistant at age 15, worked on and off in telecom as a student, eventually becoming supervisor of telephone construction projects for U.S. Cable, Inc., Appleton, WI, and working as a journeyman lineman (AFL-CIO IBEW) for HP Foley & Sons, Richmond, VA, before starting MTL.

Consultant and Expert Witness.

- Occasional small business consulting (1986-current).
- Admitted as an expert witness in international business and marketing and quantitative analysis of business information (i.e., damage models or statistical analysis) by a Florida Circuit Court (2001).
- Marketing research affiliate with Cooper Research Group, Inc., Boca Raton, FL, working on advanced statistical analysis and interpretation of world wide B2B customer/channel satisfaction survey data for Fortune 100 companies (1997-1998).

Rainy Day Enterprises I & II, Green Bay, WI; owner/manager of an investment proprietorship & a partnership (1976-88) that held 15 real estate properties, a small cable TV system, & investments in oil and gas, a telecommunications distributor & various publicly traded stocks.

Mullen's Floral, Inc., Kaukauna, WI, Retail floral and gift business with greenhouses, Treasurer, co-owner with my sister Sue (1983-87).

North Central Cable, Inc., Founder and director. This business won 14 small NE Wisconsin cable TV franchises. We raised the capital, constructed, marketed, managed and sold these systems (1982-85).

Mullen Company; My brother Charles and I invented, manufactured, and internationally marketed a telecommunications tool used to form coaxial expansion loops for the cable TV industry (1982-85). The "Mullen Bender" is still the industry standard and in wide use in the U.S. and many other countries.

U. S. House of Representatives, Wisconsin's 8th Congressional District (1974-75).

- Press secretary & district liaison on Congressional staff, Washington, D. C.
- Developed and maintained relations with Wisconsin special interest groups and their DC lobbyists.
- Wrote press releases and columns for daily and weekly newspapers and produced radio news feeds and a weekly report from Washington.

Vietnam veteran; Initiated and operated a civic action program within the U.S. Army's 1st Infantry Division (1967-68).

- Awarded 5 medals by the United States Army including the Bronze Star for Achievement.
- Awarded 3 medals by the Republic of Vietnam including the Civic Action Honor Medal.

Public/Community Service

Wisconsin

- Volunteered for the **US Army**, served in Vietnam in the 1st Infantry Division (1967-68).
- **Wisconsin Cable Communications Association**; Board of Directors, (1980-83).
- **University of Wisconsin - Green Bay**, Chairman, Board of Visitors, (1986-87), member (1983-88); Budget and Planning Council, member (1987-88).
- **Wisconsin Higher Education Aides Board**, Gubernatorial appointment (1986-88).
- **Economic Development Authority** of Green Bay, WI; Vice President (1987-88) & member (1986-88).
- **Chamber of Commerce, Green Bay, WI**; member (1976-85); Vice Chairman, Local Affairs Committee (1978).
- Political involvement: Campaign consultant, volunteer, manager, and fund raiser for many political candidates at the federal, state and local levels from both parties, non-partisan candidates and get out the vote campaigns; trained at 3 National Campaign training seminars.

Florida

- City of Fort Lauderdale Economic Development Advisory Board, member (1996-99). Successfully led an effort to get the Board and the City of Fort Lauderdale Commission to vote/declare excellent public K-12 education as Fort Lauderdale's number one economic development priority.
- Riverside Park Residents' Association, Inc., Fort Lauderdale, FL (about 4,000 residents), President (1997-1998), member (1995-current). Organized the Stranahan High School Perimeter Beautification project bringing together the High School, the Broward County School Board, the City of Fort Lauderdale (including two Neighborhood Capital Improvement Grants), two federally funded Community Development Block Grants, and the neighborhood association to replace a dilapidated perimeter with a friendly, landscaped 'envelope' for this inner city public school.
- Greater Fort Lauderdale Sister Cities International, Inc., Vice President, Education (while representing FAU Broward 2004, 2005), Chair, Nominating Committee (2002, 2004), member of the Board of Directors representing higher education (2002-03), member (2002-current). Presidential Award as the Most Valuable Board Member (2002).
- Leadership Award, Riverside Park Residents' Association (2000).
- Participant on Bike2Belarus.com, an Irish faculty and student led humanitarian fundraiser to help the victims of Chernobyl. Seven of us from FAU biked 300 km from Minsk to the contaminated zone with about 110 Irish, Belarusians & Brits (2006).
- Amerijet International's Christmas time, Toys for Haiti. Coordinate with Sister Cities and FAU, working with about 25 FAU students to raise over \$2,000 and collect a large truck full of toys, clothes and food (stored in our home) until delivery to orphanages in our Sister City, Cap Haitain, Haiti.
- Leadership Fort Lauderdale, participant (1998), Education Day Co-Chair (1999).
- International Business Council of South Florida, Inc, Vice Chair, Education (2003-04), Board of Directors (2000-2004).
- South Florida Emerald Society, member (2006-2009).
- Broward Days, Member, International Business & Trade Team (2002-2007).
- Navy League, member (2010)
- Greater Fort Lauderdale Chamber of Commerce, International Business Advisory Board, member

(1995-97).

- World Trade Center Fort Lauderdale, Advisory Board, member (1996-97).

RESEARCH & OTHER CREATIVE ACTIVITY

Professor Mullen has more than 50 refereed articles in leading academic journals and proceedings that have been cited more than 1,200 times (Google Scholar). He has also written more than 280 consecutive political and business articles/press releases published in the popular press. His most important scholarly work has been Chairing/Co-Chairing doctoral dissertations for Chinese, Tunisian, Bulgarian, Irish, German and American Ph.D. students. Dr. Mullen's academic research is published in the *Journal of International Business Studies*, *Journal of International Marketing*, *International Marketing Review*, *Academy of Management Review*, *Journal of Operations Management*, *Journal of Small Business Management*, *Journal of Strategic Information Systems*, *Journal of Macromarketing*, *Journal of Global Marketing*, *Journal of Global Business*, *Cross-Cultural Management: An International Journal* and the *Irish Marketing Review*, among others, and in proceedings of academic conferences such as the American Marketing Association, European Marketing Academy, Academy of International Business, and American Management Association, among others. His research focuses on international/cross-cultural management including market selection, quantitative research methods, and public policy including the effects of globalization on economic development & quality of life (Please see details below).

INSTRUCTION

Florida Atlantic University, College of Business (1993-current).

- Principal Investigator of back to back U.S. Department of Education Title VI-B grants to fund FAU's International Business Education Initiative. Outcomes: more than 20 new and revised IB courses, a new undergraduate major, International Business and Trade, new IB Tracks in the MBA and Executive MBA programs, and the College of Business's first three Certificate programs: an undergraduate Certificate of International Business: Theory & Practice, a Graduate Certificate of International Business and a Graduate Certificate of International Taxation, along with expansion of the student internship program and a variety of foreign study tours (1996-1999).
- Greater Fort Lauderdale Chamber of Commerce presented FAU's College of Business with the International Business Achievement Award (1997) in recognition "for its continued design and development of international programs." The award was to me as Director of the College of Business' Center of International Business & Trade and PI of FAU's IB Education Initiative.
- Consultant and participant (1998).: U.S. Department of Education Title VI-B grant to fund FAU's Cornerstones for Regional Competency, Principal Investigators Luis Dominguez and Peggy Golden. An outcome was the Master of Science in International Business Program (MSIB). Taught two new courses in the new MSIB program in Brazil and one at FAU.
- Courses taught: seminars on international business research, international marketing research and structural equation modeling (doctoral); global marketing management (online & in class), international business operations, marketing management, and foreign seminar in international business (MBA), strategic concepts in marketing and international marketing (MSIB) and international marketing, international business, marketing strategy, global policy and strategy, foreign study tours in international business and marketing (undergraduate).
- **Dissertation Committees:**
 - Chair: Monica Fine, marketing, (Fall 2009-ongoing).
 - Chair: Desislava Budeva, marketing, graduated (2009).
 - Chair: Shirley Ye Sheng, marketing, graduated (2008)
 - Co-Chair (with Tammy Mangleburg): Selima Ben Mrad, marketing, graduated (2008).
 - Member: Luis Torres, marketing, ongoing.
 - Member: Blaine Branchik, marketing, graduated.

- Member: Meridith Downes, international business, joint program with FIU, graduated.
- Member: Faun Li, marketing, joint program with FIU, graduated.
- Member: Yanru Chuoi, CUPA, public administration, graduated.
- Member: Dr. Yong Mi, information systems post-doctorate, transferred.
- Initiated reciprocal student exchange program between FAU and the Dublin Institute of Technology with Donna Cooke. The Marketing Department voted to sponsor the exchange, institutional agreement signed 2008, operational Fall 2009.
- Helped organize, market and lead foreign ‘immersion’ study tours to Costa Rica (with Donna Cooke 1999), Brazil (with Carl Borgia 2001 & 2002) and England and Ireland (with Pat Doney 2003 and Eric Shaw 2005).
- FAU Undergraduate Teaching Incentive Award (1998).
- New Course development: MBA: MAR 6158 Global Marketing Management and MAR 6959 Global Marketing Field Experience; MSIB: MAR 6157, International Marketing and a new Latin American version of MAR 6158.

Dublin Institute of Technology, Fulbright Scholar in International Business, Ireland.

- Co-taught an executive MBA Global Marketing course and delivered lectures on structural equation modeling, foreign market analysis and international marketing research (2005)
- External Supervisor for two doctoral dissertations:
 - External Supervisor (with Joseph Coughlin) Daire Hooper’s marketing doctoral dissertation, graduated (2009).
 - External Advisor for Marius Claudy’s marketing doctoral dissertation. Aidan O’Driscoll is the DIT Supervisor (graduated 2011).
- External Examiner for BSc in Business & Management (2006-2011).

Universidade do Sul de Santa Catarina (UNISUL), Florianopolis, Brazil. Visiting professor, taught: global marketing and marketing management in MS in Int’l Business program (Summer 2002 & 2003).

University of Cambridge, Judge Institute of Management Studies, England (1999-2000).

Lectured on Quantitative Research Methods (Ph.D. & M.Phil.), International Business & Management (MBA) and Strategic Management (undergraduate).

Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), Mexico State, Mexico.

Guest lecturer, taught marketing research (Summer 1994).

Michigan State University, Assistant Professor, Department of Marketing (1991-1993).

- Courses taught: IB Research Issues (doctoral), International Business and Marketing Management (MBA), and International Marketing (undergraduate).
- Dissertation Committee, member, Greg Osland, marketing, graduated.
- Master's Thesis Committee, member, Naoko Harada, marketing, graduated.
- Faculty, Internationalizing the Business Curriculum: World Area Perspectives, workshop for college/university faculty and administrators.
- Faculty, Summer Institute for Global Business Development Professionals.

University of North Carolina at Chapel Hill, (1990-91).

Instructor/teaching assistant for Principles of Marketing and for MBA Global Marketing & International Business.

SERVICE TO THE ACADEME, COMMUNITY AND UNIVERSITY

University Service (FAU unless otherwise noted)

- Director, Ph.D. Program, Department of Marketing, (2005-2006), Marketing Ph.D. Committee, member (2003-2008),
- Chair, College of Business, Equity Committee (2005).
- Member, Graduate Council, College of Business (2002-2004).
- Member, Personnel Committee, Department of MIBE (various years through Spring 2002).
- Organizer “Toys for Haiti” Christmas charity drive at FAU and Fort Lauderdale in cooperation with Amerijet International & Sister Cities (2002).
- Chair (1996-97), member (1996-1999), International Business & Economics Coordinating Committee, College of Business.
- Member, Strategic Planning Council, College of Business (1997-98).
- Academic Director, Center for International Business and Information Transfer (1996 - 98).
- Broward Representative, University Faculty Council (1996-97).
- Member, Steering & Policy Committee, Faculty Assembly, College of Business (1996-97).
- Coordinator, International Business Faculty, organized College wide interest group (1994-1996).
- Member, Committee on International Track for the MBA, College of Business (1994).
- Co-organizer: NAFTA Public Educational Forum with University Research Professor John Bernardin. Faculty experts on NAFTA, nominated by the presidents of nine of Florida’s Universities, made presentation to, and were questioned by, a panel of political writers from major Florida newspapers at Port Everglades (Fall 1993).
- Member, College Advisory Council, Eli Broad College of Business, Michigan State University (1992-93).

CONTINUING EDUCATION

- Travel to sixty-three countries.
- Completed US Coast Guard approved courses at Sea School and exams to fulfill partial requirements for a Captains license. Licensed by the US Coast Guard as a Merchant Marine Officer for vessels up to 100 tons (# 1187627), April 2007 to April 2012.
- Trade Mission to China sponsored by Enterprise Florida & Int’l Business Council (2002).
- Trade Mission to Brazil sponsored by Enterprise Florida & Int’l Business Council (2003).
- Travel to Cuba with an academic license from the US Department of the Treasury and permission from the Commandant of the US Coast Guard (Winter and Summer 2001).
- Changes at the U.S. Court of International Trade, sponsored by the Florida Bar International Law Section, Customs and International Trade Bar Association and the University of Florida Levin College of Law, Miami (2001).
- Telecommunications in Europe, by Michigan State Univ. & Institut National des

Telecommunications, Paris (1998).

- Spanish Language Immersion, Intercultural Institute del Carib, Dominican Republic (1998)
- Third National Symposium on Methodological Issues in Advanced Causal Modeling, sponsored by the AMA and Georgia State University (1992).
- Post Doctoral, University of South Carolina, Faculty Development in International Business, courses on International Business Theory, Research, and Marketing (1991).

OTHER HONORS & AWARDS

Presidential Award of Honor as the Most Valuable Board Member (while representing FAU Broward), Greater Fort Lauderdale Sister Cities International, Inc. (2002). Note: 500+ members, 34 Board members.

- International Business of the Year Award from the Greater Fort Lauderdale Chamber of Commerce (1997). Note award was to me for the FAU College of Business Int'l Business Education Initiative (see discussion in the Instruction Section below).
- Fellow, American Marketing Association's Faculty Consortium on Global Marketing, University of South Carolina (1991).
- Fellow, Albert Haring Symposium (1991).
- Johan Arndt Award, best student paper at the annual Macromarketing Seminar (1990).
- Special Initiative Award from the Milwaukee Urban League "for creating equal opportunities for minority enterprise and job development" (1982). Note: Worked with the Milwaukee Urban League to identify, train and hire minorities for telecommunication construction jobs.

OTHER

- * Happily married, two wonderful adult sons
- * Travel to sixty-three countries
- * Enjoy boating, scuba diving, skiing, biking and other outdoor sports.

RESEARCH & OTHER CREATIVE ACTIVITY

Peer Recognition

- The Academy of International Business (2010) published a list of the 25 most cited articles in its *Journal of International Business Studies (JIBS)* since its 1970 inception. Mullen (1995) was 23rd most cited (assessed online 1/08/2011).
- Hult et al. (2008, *JIBS*) recognized Mullen (1995) as a seminal study in the field of cross-cultural measurement equivalence.
- Griffith et al. (2008, *JIBS*) identified the fifteen most frequently cited international business articles in the three leading mainstream management journals from 1996 to 2006, an 11 year time frame. Doney, Cannon and Mullen (1998, *AMR*) was 15th most cited.
- The Charles C. Slater Memorial Award is for the research article making the most significant contribution to the field of macromarketing as judged by the Review Board of the *Journal of Macromarketing*. Mullen (1993) was a recipient of the Award in 1994.

Research Work in Progress

- “Classifying Consumer Resistance to Innovative Technology,” working paper, 1,010 completed Irish household surveys, with M.C. Claudy, R. Garcia and A. O’Driscoll.
- “Antecedence of Buyer Salesperson Trust: A Cross Cultural Comparison,” working paper, Mexican, Canadian and American survey data, with P.M. Doney and J.P. Cannon.
- “Antecedents of Consumer Animosity and Ethnocentrism,” working paper, 300 Lebanese and 154 Tunisian surveys, with S. Ben Mrad and T. Mangleburg.
- “International Business Analysis with Multi-Collinearity: Simulations and Guidelines for Interpretation,” working paper with W. Feng and S. Ye Sheng.

Research Under Review

- Budeva, D. and M.R. Mullen, “Institutional Theory: A Basis for Market Selection and Segmentation,” under review, *Journal of International Business Studies*.
- Budeva, D. and M.R. Mullen, “International Market Segmentation: The Effects of Culture and Time,” revision requested, *European Journal of Marketing*.
- Hooper, D., J. Coughlin and M.R. Mullen, “Servicescape as an Antecedent to Service Quality and Behavioral Intentions” revision requested, *Journal of Services Marketing*.

Peer Reviewed Journal Publications

- Ben Mrad, S., M.R. Mullen and T. Mangleburg (2011), “Consumer Ethnocentrism in the Middle East: Measurement Properties of the CETSCALE in Tunisia and Lebanon,” accepted for publication, *Journal of International Management Studies*.
- Ye Sheng, S. and M.R. Mullen (2011), “A Hybrid Model for Export Market Opportunity Analysis,” *International Marketing Review*, 28 (2), 163-182.
- Cannon, J.P., P.M. Doney, M.R. Mullen and K. Peterson (2010), “Building Long-Term Orientation in Buyer Supplier Relationships: The Moderating Role of Culture,” *Journal of Operations Management*, 28, 506-521.
- Claudy, M., A. O’Driscoll, C. Michelsen and M.R. Mullen (2010), “Consumer Awareness in the Adoption of Microgeneration Technologies: An Empirical Investigation in the Republic of Ireland,” *Renewable & Sustainable Energy Review*, 14 (7), 2154-60.

- Mullen, M.R., P. M. Doney, S. Ben Mrad and S. Ye Sheng (2009), "Effects of International Trade and Economic Development on Quality of Life," *Journal of Macromarketing*, 29 (3), 244-258, Guest Editor, Donald Lehmann.
- Mullen, M.R., D. G. Budeva and P.M. Doney (2009), "Research Methods in the Leading Entrepreneur-Small Business Journals: A Critical Review with Recommendations for Future Research," *Journal of Small Business Management*, 47 (3), 287-307.
- Peters, R. and M.R. Mullen (2009), "Some Evidence of the Cumulative Effects of Corporate Social Responsibility on Financial Performance," *Journal of Global Business Issues*, 3 (1), 1-14.
- Mullen, M.R. (2009), "Foreign Market Analysis," *Irish Marketing Review*, 20 (1), 47-56.
- Dinev, T., P. Hart and M.R. Mullen (2008), "Internet Privacy Concerns and Beliefs About Government Surveillance – An Empirical Investigation," *Journal of Strategic Information Systems*, 17, 214-233.
- Mullen, M.R., T. Dinev, J. Hopkins and D. Kehoe (2008), "Evidence of Revenue Equivalence in B2B Open, Reverse e-Auctions and First Price Sealed Bids," *Journal of Global Business Management*, 4 (1), 395-405.
- Ye Sheng, S., S. Ben Mrad and M.R. Mullen (2008), "Made in China: Do American Consumers Really Care?," *Journal of Global Business*, 19 (37), 5-16.
- Hooper, D., J. Coughlan and M.R. Mullen (2008), "Structural Equation Modelling: Guidelines for Determining Model Fit," *Electronic Journal of Business Research Methods*, 6 (1), 53-60.
- Mullen, M.R. and S. Ye Sheng (2007), "Extending and Comparing Cavusgil's Overall Market Opportunity Indexes," *Advances in International Marketing*, 17, 219-249.
- Mullen, M.R., C.M. Sashi and P.M. Doney (2003), "Gray Markets: Threat or Opportunity? The Case of Herman Miller vs. ASAL GmbH," *Advances in International Marketing*, Editors Tiger Li & Tamer S. Cavusgil, 14, 77-105.
- Azevedo, A., E.A. Drost and M.R. Mullen (2002), "Individualism and Collectivism: Toward a Strategy for Testing Measurement Equivalence Across Culturally Diverse Groups," *Cross-Cultural Management: An International Journal*, 9(1), 19-29.
- Mullen, M.R., E. Beller, J. Remsa and D. Cooper (2001), "The Effects of International Trade on Economic Development," *Journal of Global Marketing*, 15 (1), 31-55.
- Cannon, J.P., P.M. Doney and M.R. Mullen (1999), "National Culture and the Development of Trust: the Need for More Data and More Theory," *Academy of Management Review*, 24 (1), 10-11.
Note: The Editor invited our response to a comment by Noorderhaven (1999, *AMR*).
- Doney, P.M., J.P. Cannon and M.R. Mullen (1998), "Understanding the Influence of National Culture on the Development of Trust," *Academy of Management Review*, 23 (3), 601-620.
- Mullen, M.R., P.M. Doney and T. Becker (1996), "Time Lagged Effects of Exporting and Importing on Economic Development: Replication and Extension of Mullen's 1993 Model," *Journal of Macromarketing*, 16, 2 (Fall), 24-43.
- Mullen, M.R., G. Milne and N. Didow (1996), "Determining Cross-cultural Metric Equivalence in Survey Research: A Statistical Test," *Advances in International Marketing*, 8, 145-157.
- Mullen, M.R. (1995), "Diagnosing Measurement Equivalence in Cross-National Research," *Journal of International Business Studies*, 26 (3), 573-596.
- Mullen, M.R., G. Milne and P.M. Doney (1995), "An International Marketing Application of Outlier Analysis for Structural Equations: A Methodological Note," *Journal of International Marketing*, 3 (1), 45-62.
- Mullen, M.R. (1993), "The Effects of Exporting and Importing on Two Dimensions of Economic Development: An Empirical Analysis," lead article, *Journal of Macromarketing*, 13, 1(Spring),

3-19. (Note: this article won the 1994 Charles C. Slater Memorial Award for the "most significant contribution" to the field.)

Peer Reviewed Proceedings and Presentations

- Ye Sheng, S. and M.R. Mullen (2011), "Validating and Extending the Hybrid Model for Export Opportunity Analysis," presented at the *19th Annual Consortium for International Marketing Research (CIMA^R) Seminar, April, Atlanta, GA.*
- Hooper, D., J. Coughlan and M.R. Mullen (2011), "Modeling the Retail Servicescape: A Second Order Factor Solution," presented at the *American Marketing Association's Winter Educators Conference, Austin, TX.*
- Ben Mrad, S., M.R. Mullen and T. Mangleburg (2011), "A Study of Consumer Animosity, Ethnocentrism and Religion's Influence on Willingness to Purchase: An Empirical Test in the Middle East," presented at the *American Marketing Association's Global Marketing SIG Conference, Cancun, Mexico.*
- Claudy, M., A. O'Driscoll, R. Garcia and M.R. Mullen (2010), "Consumer Resistance to Green Innovations, Developing a New Scale and an Underlying Framework," *Exploring the Frontiers of Macromarketing*, proceedings of the 35th Annual Meeting of the Macromarketing Society, Wyoming, 673-94.
- Hooper, D., J. Coughlan and M.R. Mullen (2009), "Clarifying the Ambiguities between the Servicescape and Service Quality: A Field Study," in *QUIS II: The Service Conference*, Wolfsburg, Germany.
- Mullen, M. R. and W. Su (2009), "Sources and Uses of Internet Data for Teaching International Marketing," presented at the *International Academy of Business and Public Administration Disciplines Conference, Dallas, TX.*
- Mullen, M.R., P.M. Doney, S. Ben Mrad and S. Ye Sheng (2008), "Effects of International Trade on the Economy, People & the Environment," *Macromarketing: Systems, Causes, and Consequences*, proceedings of the 33rd Annual Meeting of the Macromarketing Society, Eds. William Kilbourne and John D. Mittelstaedt, 238-248.
- Hooper, D., J. Coughlan and M.R. Mullen (2008), "Evaluating Model Fit: A Synthesis of the Structural Equation Modelling Literature," proceeding of the *7th European Conference on Research Methodology for Business and Management Studies*, 195-200, Regent's College, London, UK.
- Mullen, M.R., D. Budeva and D. Hafermalz (2008), "Small Business Research Methods: A Review with Recommendations for Future Research," presented at the *4th Annual Office Depot Research Forum*, Boca Raton, FL.
- Hooper, D., J. Coughlan and M.R. Mullen (2008), "Assessing the Dimensionality of the Servicescape: Integrating the Extant Literature," presented at the *American Marketing Association SERV^{SIG} International Service Research Conference*, Liverpool, UK.
- Ben Mrad, S., T. Mangleburg and M.R. Mullen (2007), "Do Consumers Forgive and Forget," presented at the *Fifth Annual Journal of International Business Studies Conference on Emerging Research Frontiers in International Business*, FIU, Miami, FL.
- Ben Mrad, S., M.R. Mullen and S. Ye Sheng (2006), "Are the Protestors Right? An Empirical Study of International Trade's Impacts on Pollution, People and the Economy," presented at the *Academy of International Business' Annual Meeting*, Beijing, China.

- Ye Sheng, S., S. Ben Mrad and M.R. Mullen (2006), "A Study of the Effects of US Ethnocentrism and Country of Origin on Purchasing Chinese Products," presented at the *15th Annual Consortium for International Marketing Research Seminar*, Istanbul, Turkey.
- Ye Sheng, S., J. Montonen and M.R. Mullen (2005), "Assessing the Preliminary Attractiveness of Markets Around the World," presented at the *Consortium for International Marketing Research (CIMA^R) 14th Annual Conference*, Universitat Autònoma de Barcelona, Spain.
- Hopkins, J., D. Kehoe, M.R. Mullen and T. Dinev, (2005) "Online Reverse Auctions: The Impact of Brand Loyalty & e-Auctions vs. Sealed Bids," presented at the *5th American Marketing Association/Academy of Marketing Joint Biennial Conference*, Dublin, Ireland.
- Ben Mrad, S., H. She and M.R. Mullen (2005), "Globalization for Better or Worse? The Effects of International Trade on the Economy, Physical Quality of Life and the Environment," presented at the *30th Annual Macromarketing Seminar*, Saint Petersburg, Florida.
- Azevedo, A., E.A. Drost, and M.R. Mullen (1999), "Individualism and Collectivism: Testing Measurement Equivalence Across Culture," *Western Academy of Management Conference Proceedings*, Spring.
- Mullen, M.R., K. Tyler, W. Laffur and G. Osland (1999), "International Channels of Distribution: Keys to Entrepreneurial Success: A Review and Analysis," *Marketing Theory and Applications, Proceedings of the American Marketing Association Winter Educators' Conference*, Vol. 10, Eds. Anil Menon and Arun Sharma, 95-106.
- Cannon, J.P., P.m. Doney, and M.R. Mullen (1999), "A Cross-Cultural Examination of the Effects of Trust and Supplier Performance on Long Term Buyer-Supplier Relationships," presented at the *American Marketing Association Summer Educator's Conference*, San Francisco, CA.
- Cannon, J.P., P. M. Doney, and M.R. Mullen (1998) "Cultural Differences in the Role Trust Plays in Business Relationships: An Empirical Study of NAFTA Countries," presented at the *Relationship Marketing Conference*, Emory University, Atlanta, Georgia.
- Meckler, M. and M. R. Mullen (1997), "Enhancing the Validity of Comparative Research: Testing for Metric Equivalence Across Populations," *Academy of Management Proceedings*, Eds. Lloyd N. Dosier and J. Bernard Keys, 566.
- Mullen, M.R. and K.A. Bollen (1997), "The Role of International Marketing and Public Policy in Economic Development: A Time Lagged Structural Model," presented at the *Annual Marketing and Public Policy Conference*.
- Mullen, M.R., G. Milne and N. Didow (1994), "Caution: Comparisons of Means Across Groups May be Hazardous to Your Business Success," *Marketing Theory and Applications*, Vol. 5, Proceeding of the AMA Winter Conference, Eds. C. W. Park and D. C. Smith.
- Doney, P.M., M.R. Mullen and Y. Kavurmacioglu (1993), "The Effects of Cultural Differences on Accountability and Information Search and Analysis by Industrial Buyers," *Developments in Marketing Science, Proceedings of AMS Conference*, Vol. XVI, Eds. Michael Levy and Dhruv Grewal, 146-149.
- Mullen, M.R., and G. Milne (1993), "A Time Lagged Model of The Effects of International Trade on Society," *Macromarketing XVIII, Proceedings of the Macromarketing Seminar*, Eds. A. Fuat Firat and Annamma Joy.
- Mullen, M.R. (1992), "International Trade and Public Policy," *Proceedings of the 1992 Marketing & Public Policy Conference*, Eds. Paul Bloom & Richard G. Starr, Jr., 34.
- Didow, N. and M.R. Mullen (1992), "Sample Size Effects on the Stability of Optimal Scaling Estimates - A Preliminary Investigation," *Enhancing Knowledge Development in Marketing*, Vol. 3, AMA Educators' Proceedings, Eds. Robert P. Leone & V. Kumar, 290-295.

- Scully, J. and M.R. Mullen (1992), "Extending the Political Economy Framework to the Macro Environment and International Marketing Channels," *Macromarketing XVII, Proceedings of the Macromarketing Seminar*, Part 3, Eds. Thomas Klein, Robert Nason, & Lee Dahringer, 577-584.
- Mullen, M.R. and N. Didow (1991), "Are Cross-Cultural Survey Data Comparable? Optimal Scaling Provides Useful Evidence," *Enhancing Knowledge Development in Marketing, AMA Educators' Proceedings*, Eds. Gilly et al, Vol. 2, 608-609.
- Mullen, M.R. (1990), "A Study of the Structural Relations Between Importing, Exporting, and Bi-dimensional Economic Development," presented at the *XV Macromarketing Seminar*.
- Mullen, M.R. (1990), "International Channels of Distribution: A Review and Analysis," in *Advanced Research in Marketing, Proceedings of the 19th Annual Conference of the European Marketing Academy*, Vol. 1, Eds. Hans Muhlbacher and Christoph Jochum, 267-283.

Competitive Grants Received

- Fulbright Scholar Award in International Business to Ireland (2005), €14,000, see also Dublin Institute of Technology above.
- Consultant and participant (1998): U.S. Department of Education Title VI-B grant to fund FAU's Cornerstones for Regional Competency, Principal Investigators Drs. Dominguez and Golden.
- Mullen, M.R., (1998), Principal Investigator, U.S. Department of Education Title VI-B grant to fund FAU's International Business Education Initiative for 1998 and 1999 for \$85,780. The total funding for this 2nd of back-to-back grants was about \$355,000 including the matching funds from FAU and the business community. The grant was used to fund about 30 College of Business faculty research and development sub-grants tied to accomplishing IB curriculum development plans.
- Mullen, M.R. (1996), Principal Investigator, U.S. Department of Education Title VI-B grant to fund FAU's International Business Education Initiative from Fall 1996 to 1998 for \$84,759. The total funding for this grant program was about \$355,000 including the matching funds from FAU and the business community. After more than a semester of IB curriculum planning, we used the grant to fund about 30 College of Business faculty research and development sub-grants tied to accomplishing the curriculum development plans.
- Mullen, M.R., P.M. Doney and J. P. Cannon (1994-95), Canadian Studies Research Grant (\$4,000).
- Mullen, M.R., P.M. Doney and J. P. Cannon (1994), Government of Quebec Research Grant (\$750)
- Mullen, M.R. and P.M. Doney (1995), FAU DSR Research Incentive Award (\$2,000)
- Mullen, M.R. (1994), FAU Faculty Development Grant (\$1,800).

Other Publications & Presentations

- The popular press has printed/covered more than 280 consecutive political and business articles/press releases authored by Dr. Mullen.
- Mullen, M.R., S. Ye Sheng, and D. Budeva, (2010), "Competing Theories to Help Firms Identify Best Prospect Export Markets," invited presentation, University of Tennessee, Department of Marketing & Logistics.
- Mullen, M.R., C. M. Sashi and P. M. Doney (2004), "Herman Miller vs. ASAL GmbH," a teaching case study published in *Global Marketing Management*, 3rd Edition by Masaaki Kotabe and Kristiaan Helsen, along with teaching notes in the *Instructor's Manual*, Wiley: New York, NY., 654-659.

- Cannon, J.P., P. M. Doney, and M.R. Mullen, (2001, 2002, 2004), "A Cross-Cultural Examination of the Effects of Trust and Supplier Performance on Long-term Buyer-Supplier Relationships," invited presentations at *University of Denver, University of Nebraska, and Instituto de Empresa*.
- Mullen, M.R. (2002), Panelist for International Economic Forecast & Summit, International Business Council, Fort Lauderdale, FL.
- Mullen, M.R., J.P. Cannon and P.M. Doney (2000) "Cultural Differences in the Role Trust Plays in Business Relationships: An Empirical Study of NAFTA Countries," invited presentation at the *Center for International Business and Management (CIBAM), Judge Institute of Management Studies, University of Cambridge, England*.
- Interviewed and quoted by the Wall Street Journal as "an expert in international management at Cambridge University's Judge Institute of Management Studies," October 15, 1999, p. 1, (U.S. and European Editions).
- Mullen, M.R. with J. Johnson (1998), conducted an invited, sponsored, workshop on "Cross-Cultural Construct Validation" for junior faculty and doctoral students at the *American Marketing Association's Faculty Consortium on International Marketing, Michigan State University*.
- Mullen, M.R. (1997), "The Effects of International Trade on Economic Development: The Business Community Experience at Florida Atlantic University & CIBIT" invited presentation at *OECD Conference on Higher Education and Regional Economic Development: An International Perspective*.
- Mullen, M.R. (1996), "Marketing Strategy Planning: Evaluating Opportunities in the Changing Marketing Environment," wrote/directed teaching video and accompanying Chapter in Instructor's Manual to accompany Basic Marketing: A Managerial Approach, 12th Edition, by E.J. McCarthy and W.D. Perreault, Homewood, IL: Irwin.
- Mullen, M.R. and P.L. Yeou (1995), "International Marketing Management," the teaching video below and the accompanying Chapter in the Instructors Manual were reproduced for Basic Marketing: A Managerial Approach, 12th Edition by E.J. McCarthy and W.D. Perreault, Homewood, IL: Irwin.
- Mullen, M.R. and P.L. Yeou (1993), "International Marketing Management," wrote/directed teaching video and accompanying Chapter in Instructor's Manual to accompany Basic Marketing: A Managerial Approach, 11th Edition by E.J. McCarthy and W.D. Perreault, Homewood, IL: Irwin.
- Mullen, M.R. and P.L. Yeou (1992), "International Marketing Management," the teaching video above was also adopted by Philip R. Cateora and published with International Marketing, 8th Edition, Homewood, IL: Irwin.
- Mullen, M.R. and S.T. Cavusgil (1993), Editors, Proceedings of the First Symposium of the Consortium for International Marketing Research.
- Mullen, M.R., C. Axinn and S.T. Cavusgil (1993), "CIMaR: Advancing Multi-National Collaborative Research," in Proceedings of the First Symposium of the Consortium for International Marketing Research, Eds. M.R. Mullen & S.T. Cavusgil, p.1.
- Mullen, M.R. (1992), "The Role of International Marketing Channels in Economic Development: A Structural Analysis of the Effects of Exporting and Importing on Economic Growth and Meeting Basic Human Needs," unpublished doctoral dissertation, University of North Carolina at Chapel Hill, Dr. Paul Bloom advisor.
- Mullen, M.R. (1996), "Spotlight on International Business Program in the Graduate School of Business," Broward County University Advisory Committee, invited by VP McBride to address Regents and FAU administrators, FAU Tower.
- Mullen, M.R. (1995), "NAFTA: The Impact for South Florida, Integration into Education," invited

presentation at *Dade County Public School System teachers workshop* sponsored by the Florida-Mexico Institute, Summit of the America's Center and the Latin American and Caribbean Center at Florida International University, Miami, FL.

Mullen, M.R. (1991), "The Use of Panel Data to Explore the Effects of International Marketing on Society," presented at *Business Marketing: The State of Theory and Practice Conference*, Florida Atlantic University, Fort Lauderdale, Florida.

Service to the Academe

Reviewing University Degree Programs

- External Examiner, (2008-2010), the Dublin Institute of Technology's largest degree program, DT365/4 Business and Management, an undergraduate business major. The preliminary review, on site visit, and Exam Boards result in the External Examiner's report published by DIT online.
- External Examiner, (2007), the Dublin Institute of Technology's undergraduate B.Sc. in Management and Marketing, DT542-4. The preliminary review, on site visit, and Exam Boards result in the External Examiner's report published by DIT online

Grant Reviewer

Research Grants Council of Hong Kong, Government of Hong Kong (2002)

Academic Journal Services

Editorial Review Board

- *Journal of Macromarketing*, (1994-97).
- *Journal of Trust Research*, (2008-current).

Journals: Occasional Reviewer

- *Academy of Management Review*
- *Advances in International Marketing*
- *International Marketing Review*
- *International Sociology*
- *Journal of Academy of Marketing Science*
- *Journal of Business Ethics*
- *Journal of Business Research*
- *Journal of Cross-Cultural Psychology*
- *Journal of International Business Studies*
- *Journal of International Management*
- *Journal of International Marketing*
- *Journal of Macromarketing*
- *Journal of Retailing*
- *Management and Organization Review*
- *Organizational Studies*

Academic Conference Service

Conference Proceedings: Occasional Reviewer

- Academy of International Business
- Academy of Marketing Science

- Academy of Marketing (UK)
- American Marketing Association
- Consortium for International Marketing Research (CIMaR)
- History of Marketing
- Public Policy and Marketing
- World Marketing Congress

Conference Involvement

Chair (2011), Session on International Marketing, AIB-SE, Winter Park, FL.

Chair (2005), Session on Information Technology for *The 5th American Marketing Association/Academy of Marketing Joint Biennial Conference*, Dublin, Ireland.

Chair (1997), Session on The Business Community Experience for the *OECD Conference on the Role of Higher Education in Economic Development*.

Program Chair (1993), First Symposium of the *Consortium for International Marketing Research (CIMaR)*, Michigan State University, East Lansing, Michigan.

Chair (1993), Session on Development, *Public Policy and Marketing Conference*, East Lansing, MI.

Chair (1992), Session on Export Marketing, *American Marketing Association Summer Educators' Conference*, Chicago, IL.

Chair (1992), Special Session on International Marketing and Public Policy, *Marketing & Public Policy Conference*, Washington, D.C.. Comments published in *Proceedings of the Marketing & Public Policy Conference*, Washington, D.C., Eds, Paul Bloom & Richard Star, Jr., p.33.

November 25, 2011