

## Lyn Suzanne Amine, PhD

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*Emerita Office:*

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Chaifetz School of Business  
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Webpage: <https://www.slu.edu/business/about/faculty/amine-lyn.php>

*Languages:*

English/French - bilingual  
Spanish, Italian and German (spoken and written)  
Moroccan (spoken)

### ***Education***

**Ph.D. in International Marketing**

University of Bradford Management Centre, UK, 1977

Dissertation title:

Export Marketing in the British Clothing Industry: Concentration versus Diversification on Key Markets

**M.Sc. in Administrative Sciences**

City University Graduate Busine

## ***Academic Employment***

### **Visiting Professor in Business Administration**

Semester at Sea, Spring 2010 world voyage, Summer 2012 and 2013 Mediterranean voyages

### **Visiting Professor of Marketing and International Business**

Sultan Qaboos University, Oman 2006, 2009, 2011

### **Visiting Professor of Marketing**

California State University – San Marcos 2011

### **Professor Emerita of Marketing and International Business**

Saint Louis University 2008-date

### **Pearson Endowed Professor of Marketing and International Business**

## ***Professional Employment (continued)***

### **Marketing Advisor**

Small Business Institute and Wisconsin Innovation Center, University of Wisconsin-Whitewater  
1985-1986, evaluated new business proposals and advised on market launches

### **Directeur de Marketing**

Shem's Publicité, Casablanca, Morocco 1979-1980, agency promotion and client recruitment

### **Ingénieur-Conseil en Marketing**

Price Waterhouse, Casablanca, Morocco 1978-1979, developed bilingual promotional materials

## ***Honors***

### **Distinguished Fellow**

Academy of Marketing Science

### **President**

Women in the Academy of International Business 2003-05

### **President of Faculty Senate**

Saint Louis University 1997-99

### **Senior Fulbright Scholar**

Al-Akhawayn University in Ifrane (AUI), Morocco 1999

### **Senior Fulbright Scholar**

University of Bahrain, Bahrain 1993

### **Member, 1998-present**

Nominating Committee for Distinguished Fellows of the Academy of Marketing Science

### **Governor**

Board of the Academy of Marketing Science 1992-98

### **Keynote Speaker**

2<sup>nd</sup>. Annual Sprott Doctoral Symposium and "Leaders in Business Research" Seminar,  
Carleton University, Ottawa, Canada (April 2005)

### **President's Outstanding Faculty Scholar**

Saint Louis University 1990-92

### **Member, 1995-2007**

Thorelli and Cavusgil Best Paper Awards Committee, *Journal of International Marketing*

## ***Honors (continued)***

### **European Community Fellow**

1<sup>st</sup> Danish Summer Research Institute 1990, Gilleleje, Denmark

### **Presidential Fellow**

American Graduate School of International Management (Thunderbird) 1989

### **Judge**

Doctoral Dissertation Competition, Academy of Marketing Science, 1987

## ***Awards and Prizes***

**Best Paper Award** by the Association for Global Business, Miami, FL, 2005  
“An Analytical Perspective of the Global Counterfeiting Industry”

**Best Paper Award** by the Association for Glob

## ***Research Grants and Fellowships (continued)***

### **Awardee**

Summer research grants, Saint Louis University CSB, 1989, 1993, 1995, 1997, 2006

### **Sponsored participant**

1<sup>st</sup> Danish Summer Research Institute 1990, Gilleleje, Denmark

### **Principal investigator**

Undergraduate marketing research awards, Coleman / Fannie May Foundation, 1988, 1990

### **Awardee**

Summer research grants, University of Wisconsin-Whitewater, 1985, 1986

## ***Professional Service***

### ***Elected and Appointed Offices***

**Secretary / Treasurer**



### ***Editorships (continued)***

#### **Guest Editor**

*The International Executive* 1996, 38 (5),

Special issue on "Marketing in the Gulf and the Indian Sub-Continent"

"Guest Editor's Introduction: A Personal Comment:" 579-582

#### **Guest Editor**

*Journal of Teaching in International Business* 1992

Special issue on "Teaching International Business in Developing Countries"

#### **Guest Editor**

*International Marketing Review* 1983

Special issue on "Strategic Issues in Export Marketing Management"

#### **Founder and Designer**

Web Home Page for the Faculty Senate of Saint Louis University, 1997

<http://www.slu.edu/organizations/fs/>

### ***Editorial Board Memberships***

*Journal of International Marketing*

*International Business Review*

*Journal of Is*

*International Marketing Review*

*Journal of Business Research*

## *Conference Program Activities (1981-2008)*

### **Track Chair, Session Chair, Manuscript Reviewer, Discussant**

Annual conferences of the Academy of International Business (AIB), Academy of Marketing Science (AMS), Business Association for Latin American Studies (BALAS)

## *University Service*

### *Saint Louis University*

#### *Faculty Senate*

Past President 1999-2000

**President** 1997-99

President-Elect 1996-97

University Senator 1987-89, 1994-98

Affirmative Action Committee 2000-03

Budget and Compensation Committee 1996-99

**Chair, Rank and Tenure Committee** 1994

#### *Chaifetz School of Business School of Business*

Doctoral Program Steering Committee 2000-2008

**Rank and Tenure Committee** 1994-99

Faculty Representative, University Research Advisory Committee 1997-99

Curriculum Committee 1989-99

International Business Faculty Committee 1987-99

Scholarship Committee 1994-95

Summer School Committee 1994-95

Summer Research Grant Committee 1991-92

Undergraduate Curriculum Review committee 1990-91

Sabbatical Leave Committee 1987-90

Working Paper Task Force 1988

*University of Bahrain* Curriculum Development Committee, Marketing Department 1993

#### *University of Wisconsin-Whitewater*

University Senator 1982-84

Graduate Council 1982-84

College of Business and Economics Promotions Committee 1986

**Chair, Research Committee** 1983-84

Salary Committee 1983-86

## *Community Service*

Citizenship and Naturalization Preparation, Vista Library, CA 2015-2020

Writers' Group Moderator, Oceanside Library, CA 2015-2020

Tutor, READ Program, Oceanside Library, CA 2015-2016





“An Empirical Study of Managerial Values among Managers in Iran and a Developmental Model of Islamic Values in Management” Mirahmad Amirshahi  
***Supervision of Graduate Research (continued)***

***SCHOLARLY RESEARCH AND PUBLICATIONS***

***Refereed Journal Articles***

“Saudi Telecom: An Example of Accelerated Internationalization,”  
*Journal of Islamic Marketing*, 2014, 5(1): 71-96 (with Khan)

“The Internationalization of an Arab Bank: The Case of Ahli United Bank of Bahrain”  
*Thunderbird International Business Review*



***Refereed Journal Articles (continued)***

“Japanese Sogo Shosha and the US Export Trading Companies”

*Journal of the Academy of Marketing Science* 1986, 14 (3): 36-49 (with Cavusgil)

“Multinational Corporations in Eastern Europe: Welcome Trade Partners or Unwelcome Change Agents?”

*Journal of Business Research* 1986, 14 (2): 133-145

“Mass Media Advertising in a Developing Country: The Case of Morocco”

***Refereed Chapters in Books / Reprints / Monographs (continued)***

“Exploring the Practical Effects of Country of Origin, Animosity, and Price-Quality Issues: Two Case Studies of Taiwan and Acer in China,” in *International Marketing*, vol. 1, Masaaki Kotabe, ed., SAGE Publications, Los Angeles: CA, 2007 (with Chao and Arnold)

“Cross-Cultural Consumer Marketing,” reprinted in *Encyclopedic Dictionary of Business Ethics*, 2<sup>nd</sup> edn. Patricia H. Werhane and R. Edward Freeman eds., Blackwell Publishing Company, 2005

“The Need for Moral Champions in Global Marketing,” reprinted in *Marketing Ethics: An International Perspective*, Bodo B. Schlegelmilch, ed., International Business Press: London, UK, 2002, 380-395

“Linking Consumer Behavior Constructs to International Marketing Strategy: A Comment on Wills, Samli and Jacobs, and An Extension,” reprinted in *International Marketing Strategy: Contemporary Readings*, Isobel Doole and Robin Lowe, eds. Thomson Business Press, London, UK, 1997

*Social Responsibility and the Marketing Educator*, compiled and published by selected members of the Board of Governors of the Academy of Marketing Science, Coral Gables, FL, May 1997

“Cross-Cultural Consumer Marketing” in *Encyclopedic Dictionary of Business Ethics*, Patricia H. Werhane and R. Edward Freeman, eds., Blackwell Publishing Company, 1997

“Global Marketing to Upscale Consumers” in *Global Marketing: Perspectives and Cases*, Salah S. Hassan and Roger D. Blackwell, eds. Dryden Press, Fort Worth: TX, 1994, 147-174

“Marketing Environment in the Middle East and North Africa: The Forces Behind Market Homogenization,” reprinted in *Marketing Management in Saudi Arabia: A Comprehensive Reader*, Secil Tuncalp, ed. King Fahd University of Petroleum and Minerals: Dhahran, Saudi Arabia, 1994, 47-68

*Lecture and Case Resource Material* Teacher’s Manual to accompany Schoell and Guiltinan’s *Marketing: Contemporary Concepts and Practices*, 4<sup>th</sup> edn. Allyn and Bacon: Needham Heights: MA, 1990 (with Pritchett, Pritchett and Schoell)

“Marketing Environment

***Refereed Chapters in Books / Reprints / Monographs (continued)***

“Consumer Market Environment in the Middle East and North Africa,” in *International Business in the Middle East*, Erdener Kaynak, ed. Walter de Gruyter & Co.: Berlin, Germany, 1985, 163-176

“Internationalization of an Arab Bank: The Case of Ahli United Bank of Bahrain”  
2009 annual conference of the British Academy of Management, Brighton, UK: September 15-17  
(with Khan, Uddin, and Zaman)

“Country-of-Origin, Animosity and Consumer Response: A Study of Anti-Americanism and Francophobia,”  
2007 conference of the Academy of Marketing Science World Marketing Congress, Verona, Italy,  
July 11-14 (abstract only in Proceedings)

“P2P Marketing by Women Entrepreneurs in Eastern Europe,”  
2007 Academy of International Business - Southwest Chapter annual conference,

***Refereed Conference Proceedings and Presentations***

“Do Caribbean Export Companies Benefit from Their Nation’s Membership in CARICOM?”  
2002 Annual conference of the Academy of Internati



***Refereed Conference Proceedings and Presentations (continued)***

“Fortress Europe, Fortress America and New Fortresses Elsewhere: A Study of Trends toward the Creation of Regional Trading Blocs”  
1994 Annual conference of the Business Association for Latin American Studies, South Padre Island, TX

“A Study of Managerial Values in Two Developing Countries: A Comparison of Morocco and Bahrain”  
1993 Annual conference of ORSA / TIMS, Phoenix,

***Refereed Conference Proceedings and Presentations (continued)***

- “Teaching Notes: The Ugly Step-Sister Problem,” in *1989 Proceedings*, Midwest Society for Case Research, David and Betty Hunger, eds. Iowa State University: Ames, IA, 22-28
- “Ethno-domination and Social Group Power: Implications for International Marketing Strategy,” in *Developments in Marketing Science XI*, Academy of Marketing Science, Kenneth D. Bahn, ed., Virginia Tech: Blacksburg, VA, 1988, 137-141
- “The Active-Passive Case Teaching Controversy: Evidence in Support of a Third Alternative.” in *1988 Proceedings*, Midwest Society for Case Research, Esther L. Headley and Robert H. Ross, eds., Wichita State University: Wichita, KS, 49-56
- “The Changing Market Environment in Morocco”  
1988 Annual conference of the Academy of Marketing Science, Montreal, Canada (May)
- “Using International Consulting Services for Export Development: A Case Study in North Africa,” in *Developments in Marketing Science X*, Academy of Marketing Science, Jon M. Hawes and George B. Glisan, eds., Illinois State University: Bloomington-Normal, IL, 1987, 191-196
- “Disguising Cases: An Issue for Discussion,” in *1987 Proceedings*, Midwest Case Writers’ Association, Paul E. Arney, ed., Bradley University: Peoria, IL, 37-46
- “Marketing in Morocco: How the Modern and Traditional Retail Food Sectors are Growing Further Apart”  
1987 Annual conference of the Academy of Marketing Science, Miami, FL
- “Ethno-domination and Social Group Power in Channels of Distribution in Developing Markets”  
1987 Annual conference of the Academy of International Business, Chicago, IL
- “A Multivariate Analysis of Supermarket Shoppers: Price Awareness and Price Sensitivity” in *1986 Proceedings*, Decision Sciences Institute, Sang M. Lee, ed., University of Nebraska: Lincoln, NE, 417- 420
- “Marketing Through Joint Ventures in Developing Countries: Implications for Economic Development” in *1986 Proceedings*, International Conference on Marketing and Development, Istanbul, Turkey, Erdener Kaynak, ed., Harrisburg State University: Harrisburg, PA, 274-282
- “The Growth of International Joint Ventures” in *Developments in Marketing Science IX*, Academy of Marketing Science, Naresh K. Malhotra, ed., Georgia Institute of Technology: Atlanta, GA, 1986, 78-83
- “Problems and Opportunities in the Use of International Case Studies,” in *1986 Proceedings*, Midwest Case Writers’ Association, Robert H. Ross and Esther L. Headley, eds., Wichita State University: Wichita, KS, 18-28
- “Achieving Critical Mass in Global Markets: The Joint Venture Option”  
3<sup>rd</sup> Annual conference of the International IMP Research Seminar, Lyons, France (August 1986)
- “Segmentation Strategies for Markets in the Middle East and North Africa: Why the Global Approach

***Refereed Conference Proceedings and Presentations (continued)***

“Techniques and Problems in Demand Estimation in LDCs: Two Practical Illustrations,” in *Proceedings of the 2<sup>nd</sup> World Marketing Congress*, Stirling University: Stirling, Scotland, 1985, 443-450

“Toward a New Export Intermediary: Export Trading Companies in the United States,” in *Developments in Marketing Science VIII*, Academy of Marketing Science, Naresh K. Malhotra, ed., Georgia Institute of Technology: Atlanta, GA, 1985, 85-89

“Joint Ventures in the 1980s: Implications for National Industry Structures and International Competition”  
1985 Annual conference of the Academy of International Business, New York, NY

“A Typology and Two Conceptual Models of Export Trading Companies in World Markets”  
1985 Annual conference of the Academy of International Business, New York, NY

“How To Avoid The ‘Biting Your Tongue To Stay Awake’ Syndrome During Case Presentations,” in *1984 Proceedings*, Midwest Case Writers’ Association, Ronald R. Bottin, ed., University of Wisconsin-La Crosse, WI, 96-102

“Japanese Sogo Shosha: Model or Mirage for US Export trading Companies?”  
1984 Annual conference of the Academy of Management, Boston, MA

“Cross-National Segmentation Strategies: Applications in Morocco”  
1984 Annual conference of the Academy of Marketing Science, Niagara Falls, NY

“Alpha Cinquante-Cinq: A New Department Store,” in *1983 Refereed Cases of the Midwest Case Writers’ Association III*, Midwest Case Writers’ Association, John D. Stoffels, ed., Marquette University: Milwaukee, WI, 3-14

“Teaching Marketing Management in a Developing Country: The Moroccan Experience,” in *Developments in Marketing Science VI*, Academy of Marketing Science, John C. Rogers III et al., eds., Utah State University: Logan, UT, 1983, 289-302

“Food Marketing in a Developing Country: The Case of Morocco,” in *Managing the Marketing Function: Proceedings of the 1<sup>st</sup> World Marketing Congress*, Erdener Kaynak, ed., Mount Saint Vincent University: Halifax, Nova Scotia, Canada, 1983, 21-28

“Japanese Trading Companies and American ETCs: Insights from the Past and Future Trends”  
1983 Annual conference of the Decision Sciences Institute, San Antonio, TX

“Marketing a Socially Significant Food Product in a 342 -1451 od .8 (i) -7.7 (f) Tf [(nn03ET Q q 7.7 (n) P) Tj ET Q q 0.24 Of Tf

***Case Studies and Teaching Notes***

*Coke and Pepsi Learn to Compete in India* in International Marketing, 12<sup>th</sup>, 13<sup>th</sup> and 14<sup>th</sup> edns by

***Case Studies and Teaching Notes (continued)***

*!Hola, Mickey Mouse!* and *Idéale Imprimerie* in Principles of Marketing, William Schoell, Allyn and Bacon: Newton, MA, 1985

*Alpha 55* in International Marketing