

Research focus: Multilingual Chatbots; Localization and Cultural Customization of Digital Content; Global E-Commerce Strategy; Application of AI and Analytics in International Business Decision Making; Political Economy of International Trade and Finance.

Hard Skills:

- x Data analysis and statistical programming (20+ years of experience) [SPSS, Stata, R, Python, developed statistical software components]
- x Web and Mobile Development [designed highly rated iOS and Android apps]
- x Digital

DEGREES

- Ph.D. Saint Louis University, Saint Louis, MO, U.S.A., 2009
Public Policy Analysis & Administration
Research Focus: Global Trade Policy
Dissertation: The Decision to Participate in the World Trade Organization (WTO) Dispute Settlement
- M.B.A. Saint Louis University, Saint Louis, MO, USA, 2003
Master of Business Administration
Concentration: International Business and Finance
- B.S. National Institute of Statistics and Applied Economics (INSEA), Rabat, Morocco, 2000
Engineer of Application in Statistics

AWARDS & RECOGNITIONS

TEACHING

- x Athlete Recognition: "Inspires Excellence in the Classroom" 2014; 2015; 2016; 2017; 2018; 2020; 2021; 2022
- x Reinert Center Online Teaching Fellow, 2020
- x X-Culture Global Educator Award, 2020
- x Alumni Recognition: "Name one person who had an impact on your experience as a student" 2019,
- x Student Recognition: "Making a Difference in Students' Lives" 2012, 2013, 2014, 2016, 2017.
- x Student Recognition: Reinert Center's "Thank an Instructor" 2022.

- x Best Professor of the Year Award, 2015; 2018
- x Nominated by the brothers of Delta Sigma Pi to join the chapter, 2018.
- x Beta Gamma Sigma Outstanding Teacher Award, 2016
- x Best Instructor/Culture Project, Spring 2014

RESEARCH

- x 2021 Curriculum Innovation Grant, Chaifetz School of Business
- x 2020 Summer Research Grant Winner, Chaifetz School of Business
- x 2019 Big Ideas Planning Grant Winner (co-lead investigator): Artificial Intelligence at SLU
- x Bicentennial Fellow, January 2017
- x First Best Paper Award 7th Global Islamic Marketing Conference in Casablanca, Morocco, 2016
- x Grant Winner (co-principal investigator) Qatar National Research Foundation (\$1,000), 2012-2015
- x Finalist for a Fulbright U.S. Scholar Program, 2014; 2015
- x Globalization Essay Contest Winner, Institute for Humane Studies, George Mason University, 2005

PROFESSIONAL

- x Faculty Service Award, Saint Louis University, 2021
- x Distinguished Service Award, Saint Louis University, 2012
- x

- x Certificate, Entrepreneurial Trainer
Morocco Ministry of Commerce and Industry & Swedish Agency for International Development
- x Training Seminar on E-Commerce
Association of European Chambers of Commerce and Industry, Malta, 1999

TEACHING SUMMARY

Saint Louis University (2007-Present)

- x International Business courses (undergrad and grad)
- x International Political Economy courses (undergrad and grad)
- x Business Foundations courses including capstone courses (undergrad)
- x Decision Science (grad)
- x Analytics and International Business Intelligence (grad)
- x Statistics (undergrad)
- x Study abroad (Panama & Madrid)
- x Developed two new courses
 - o IB3150: Middle East Business Environment
 - o IB-5620: International Business Intelligence and Analytics
- x Coordinate two major courses (Multiple Sections)
 - o IB2000 Introduction to International Business, 2010-present [Application to add it to the University Undergraduate Core Courses approved in 2021]
 - o BIZ1100: Business in Action, 2022

Other Institutions

- x Localizing & Culturally Customizing Global Digital Marketing (Kedge Business School in France, 2015)
- x BUSI 508 Decision Science for Business (Columbia College, 2012)

Guest Lectures

- x Guest lecturer Introduction to Artificial Intelligence College of the North Atlantic, Qatar, November 25, 2020
- x Guest lecturer Introduction to Artificial Intelligence, Osher Lifelong Learning Institute, August 2020, and September 2021 (for adults ages 50 and over; online)

PUBLICATIONS

REFEREED JOURNAL ARTICLES

1. Benmamoun, M., Alhorr, H., Choi, Y., & Brinkmeier, A. (2020). The Power of The Weak In The World: How David Overcome Goliath. *The Journal of Developing Areas*. Accepted.
2. Ascencio, C., Benmamoun, M., & Alhorr, H. (2022). Going global: The influence of transformative experience on social entrepreneurial decisions to internationalize. *The International Journal of Entrepreneurship and Innovation*.
3. Falah, J. and Benmamoun, M. (2021). Toward A Cultural Understanding of Corruption: Social Construction of Corruption in Liberia. *The Journal of Developing Areas*.
4. Benmamoun, M., Alhorr, H., Ascencio, C., and Woojong, S. (2020). Social Enterprise in Electronic Markets: Web Localization or Standardization. *Journal of Electronic Marketing*. <https://doi.org/10.1007/s12525-020-00430-7>
5. Benmamoun, M., Singh, N., and Sobh, Z. (2019). How Advertisers Can Target Arab E

6. Benmamoun, M., Singh, N., Lehnert, K., Lee, S.B. (2019). Internationalization of Force Corporations (ECCs): Advanced vs. Emerging Markets ECCs. *Multinational Business Review* (2019) 38(4) 317-328
7. Benmamoun, Kalliny, M., Chun, W., and Kim, S.H. (2019). The Impact of Manager's Animosity and Ethnocentrism on MNE's International Entry Mode Decision. *Thunderbird International Business Review*, (2019) 61(2) 413-423
- 8.

Statistical Software Components, Boston College Department of Economics

Benmamoun, Mamoun (2006). BOOTJ.SPS & BOOTR.SPS: SPSS programs that produce bootstrap and jackknife statistics. IBM Developer Works

Benmamoun, Mamoun (2006). CODCI.SPS: Computes Benett's confidence interval for the COD in nonnormal distributions. IBM Developer Works

Benmamoun, Mamoun (2006). CODTEST.SPS: Gloude-mans' COD Tolerance Tests. For appraisal ratio studies, the program could be used to test the hypothesis that the COD meets the standards for the uniformity of assessments. IBM Developer Works

- x Assisted in the development of an Arabic Localization tool (2016)
- x Developed a python algorithm for automated facial expression recognition
- x Developing a python algorithm for automated multilingual chatbots (work in progress)

ACADEMIC SERVICES

DIRECTED RESEARCH

- x Doctoral Dissertation Committee Reader Lauren Drury; Muhammad Molla 2022
- x Doctoral Dissertation Committee Chair: Christine Ascencio 2018
- x Doctoral Dissertation Committee Reader: Zhan Wang 2017
- x Doctoral Independent Study, Rachel Sarraf (2015); John Erakias Fallah (2010)
- x Research Topics Alejandra Rios Gutierrez, 2015

STUDENT SUPERVISION/ADVISING

- x Faculty Advisor: Doctoral Level, 2012 (8 students)
- x Faculty Advisor: International Business Center, 2017-2020
- x Internship Supervision, 2010-Present (2 students)
- x Undergraduate Honors Thesis, 2010-Present (9 students)
- x Teaching mentor, Ph.D. students Sang Bong Lee, 2016; Jojong Sim, 2020
- x Undergraduate Student Mentoring, 2010-Present (290 undergraduate students)
- x Faculty Advisor: UMCLA Business School (Faculty of Business Administration) 2017-2020

UNIVERSITY AND SCHOOL COMMITTEES

- x International Business Assessment committee, Chaifetz School of Business, 2014-present
- x Undergraduate Task Force committee, Chaifetz School of Business, 2015; 2022
- x BIZ1100 Coordinator, 2022-present
- x Commencement Marshal, 2020-present
- x Learning Technology Advisory Committee (LTAC), Saint Louis University, 2014-present
- x LTAG Wireless Classroom Presentation Work Group -2022-present
- x Learning Management System (LMS) Steering Committee, Saint Louis University, 2022
- x Graduate Curriculum Board, Saint Louis University, 2021
- x VP Marketing and Communication Search Committee, Saint Louis University, 2021
- x University Core, Core, Equity and Global Identity, Saint Louis University, 2021
- x Fall 2021 Course Modalities working group, Saint Louis University, Spring/Summer 2021
- x Fall 2021 Planning Policies Spring/Summer Saint Louis University, 2021
- x SLU Core Subcommittee, Saint Louis University, 2020-present
- x Virtual Computing Working Group, Saint Louis University, 2020-2021
- x Canvas Stakeholders Subcommittee, Saint Louis University, 2020-2021
- x Classroom Technology Needs Working group, Saint Louis University, 2020-present
- x Classroom Technology Redesign Working Group, Saint Louis University, 2019-present
- x ATC Innovation Studio Subcommittee, Saint Louis University, 2019-2020
- x Study Abroad Fall 2020 Working Group, Saint Louis University, June 2020
- x Data Analytics Task Force, Chaifetz School of Business, 2018-2019, 20019

- x Provided consulting services on digital localization and app development: MNCs (Forbes 500) and NGOs, 2014-Present.
- x Cultural sensitivity training: InspireSTL, June 2014
- x Conducted benchmark studies for SLU Information Technology Services (2007)

- x Achieving Arabic Web Cultural Customization and Web Globalization, Qatar University, March 2015
- x Saudi Arabia's Business Etiquette, Boeing Co., October 2012

Guest Speaker

- x Presentation about Moroccan Cultures for kindergarteners at Clark Elementary, May 7, 2018
- x Guest Speaker, EDH 5640, Saint Louis University, September 21, 2017

MEDIA

- x Crossover Commerce by PingPong Payments, April 8, 2021
(<https://www.youtube.com/watch?v=K7IKecKCjA8>)
- x Athlete Recognition! Inspires Excellence in the Classroom 2020:
<https://twitter.com/i/status/1258060131016667136>
- x Panelist: International Entender,