

NICHOLAS MATHEW - 1

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PROFESSIONAL SUMMARY

Detail-oriented and passionate educator with strong teaching, analytic, project management, and research skills. Proven ability in the areas of academic research and higher education instruction. Skilled at developing and implementing course curriculum, engaged learning strategies, student advisement, and ensuring effective classroom management. Adept at research paper development and incorporating research findings into classroom learning.

EDUCATION

Cleveland State University (CSU), Cleveland, Ohio.

- **D.B.A., *Global Business, Marketing*** **G.P.A. 3.71, Expected December 2018**
- **M.B.A., *General Business Administration*** **G.P.A. 3.82, December 2012**
- **B.B.A., *International Business and Marketing*** **G.P.A. 3.72, May 2009**

RESEARCH INTERESTS

Cross-cultural studies, international marketing, international business firm strategy, emotional branding, consumer behavior and preferences, and professional services.

TEACHING INTERESTS

International Business, Global Management Strategy, Principles of Marketing, Marketing Strategy, Consumer Behavior, and Entrepreneurship.

PUBLICATIONS

- **Gross, A., Javalgi, R., & Mathew, N. (2018).** International Market Intelligence. In M. Munoz (Ed.), *Global Business Intelligence*. New York: Routledge.
- **Mathew, N. & Dixit, A. (2017).** Emotional Branding and Social Media. In R. Garg, R. Chhikara, P.K. Tapan, & A. Kataria (Eds.), *Driving Customer Appeal through the Use of Emotional Branding*. IGI Global.

MANUSCRIPTS UNDER REVIEW AND WORKING PAPERS

- “Understanding Cultural Intelligence (CQ) in the context of International Business: Review and Directions for Future Research.” *2019 Target: International Journal of Cross Cultural Management*.
-*Cultural Intelligence is a type of intercultural competence that allows individuals and firms to navigate diverse cultural situations successfully.*
- “Organizational culture in the 21st Century: The impact of cultural intelligence.” - *under review - 2019 Target – Group and Organization Management*.
-*The impact of cultural intelligence on organizational culture is examined in this paper.*
- “Consumer Racism: An Investigation of Antecedents and Outcomes.” *2019 Target – Journal of Services Research*.
-*Consumer Racism is a type of prejudicial attitude that impacts an individual’s consumption choices.*

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MANUSCRIPTS UNDER REVIEW AND WORKING PAPERS (continued)

- “Globalization Attitude: Conceptualization and Scale Development.” 2019 Target:
Journal of Consumer Research
-Research on the development of a new scale that assesses individuals’ attitudes towards economic, political, and social globalization.

DISSERTATION RESEARCH

Title: “The Effects of International Business Competencies and Human Capital of Professional Service Firms on Service Capabilities, Competitive Advantages, and Performance”

The study investigates the competencies and capabilities professional service firms (for e.g. legal, accounting, software firms) need in order to succeed in the global marketplace. The competencies and capabilities relate to the firm’s international marketing skills, top management vision, market intelligence capabilities, innovativeness, service delivery and quality. The study will have important implications for research related to international business, marketing, and management strategy.

TEACHING EXPERIENCE

Visiting Professor, International Business, St. Thomas University, Miami Gardens, August 2018 – Present.

- Teach the *Seminar in International Business, International Marketing Analysis, and Strategic Marketing Management* courses, introducing students to theories and key managerial practices in the international business, marketing research and management fields.
 - Develop curriculum, syllabus, lesson plans, and plan course outcomes.
 - Incorporate online learning technologies such as McGraw Hill’s Connect and Canvas into classroom activities to enhance students’ learning.
 - Encourage students to apply relevant business theories into practical business scenarios through case analysis and term project research papers and presentations.

Instructor, Cleveland State University, August 2015 – June 2018

(All evaluations above 4.0 on a scale of 5).

- Taught the *World of Business* course (Aug. 2015 - Dec. 2017), introducing students to the global environment of modern business, the structure of business enterprises, entrepreneurship, innovation, international marketing, global business strategy, consumer behavior, and marketing strategy and research.
 - Developed curriculum, syllabus, lesson plans, and planned course outcomes.
 - Fostered students’ commitment to learning by connecting course materials to relevant real-life business practices.
 - Mentored students with educational and personal issues.
 - Engaged students on current international business case studies.

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TEACHING EXPERIENCE

- Taught the online *Fundamentals of Marketing* course (January – May 2018) focusing on the development and implementation of the marketing program by surveying relevant concepts from the social and behavioral sciences and exploring decisions related to global market selection, strategic market planning, and the marketing mix.
 - Incorporated online learning platforms such as Blackboard and McGraw-Hill's Connect into daily lesson plans.
 - Developed curriculum, syllabus and daily lesson plans.
 - Developed engaging online activities to enhance student learning.
 - Incorporated current marketing and business data and trends into lessons.

CONFERENCE PRESENTATIONS

- **Mathew, N. (2017).** “Conceptualizing the relationships among the Strategic Orientations, Cultural Intelligence, International Diversification, and Performance of Emerging Market Professional Service Firms.” *International Applied Research Symposium - “The Transforming Power of Innovation & Entrepreneurship Ecosystems: Lessons Learned.” Holy Spirit University of Kaslik (USEK) –Beirut, Lebanon, November, 2017.*
- **Mathew, N. & Park, J. E. (2017).** “Consumer Racism: An Empirical Investigation of Antecedents and Outcomes.” *2017 Annual Academy of International Business (AIB) Conference, Dubai, U.A.E., July 2017.*
- **Dixit, A. & Mathew, N. (2017).** “Emotional Branding and Social Media: Positive and Negative Emotional Appeals and the Usage of Emotional Branding in Social Media.” *2017 Annual Conference of Emerging Markets Conference Board (EMCB) at the Indian Institute of Management (IIM) Lucknow, Noida campus, India, January 2017.*
- **Mathew, N. & Park, J. E. (2016).** “Consumer Racism: An Investigation of Antecedents and Outcomes.” *2016 Winter American Marketing Association (AMA) Educator's Conference, Las Vegas, NV, February 2016.*
- **Mathew, N. (2015).** “The impact of Cultural Intelligence (CQ) on Firm Performance with Psychic Distance and Organizational Culture moderating: Research Propositions and Directions for Future Research.” *Academy of Management (AOM) Midwest Chapter, Columbus, OH, October 2015.*
- **Mathew, N. (2015).** “The joint impact of International Entrepreneurial Orientation and International Market Orientation on Firm Performance with Organizational Innovativeness and Market Turbulence moderating.” *Academy of International Business (AIB) West Chapter, Seattle, WA, October 2015.*

ACADEMIC SERVICE

- Conference Reviewer – 2018, 2017, and 2016 Annual Academy of International Business (AIB) Conferences, Minneapolis, MN., U.S.A., Dubai, U.A.E., New Orleans, LA., U.S.A.
- Conference Reviewer – 2015 Annual Academy of Management (AOM) Meeting, Vancouver, Canada.

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RELEVANT INDUSTRY EXPERIENCE

Community Partnership for Arts and Culture (CPAC), Cleveland, OH

July 2013 – July 2014

An arts and culture nonprofit service organization that strives to strengthen, unify and connect greater Cleveland's arts and culture sector

Market Research Fellow

- Provided business advice to entrepreneurs to help them develop effective market research and marketing (including social media) strategies.
- Contributed to the framing of a management and organizational strategy by working with the nonprofit's functional leaders on relevant business performance metrics.
- Identified business trends and outliers embedded in business results and formulated recommendations related to marketing strategy.
- Conducted research and policy studies on market and sector specific topics related to education, the arts, and Cleveland's business and economic development and growth.
- Contributed to the drafting of a white paper with case studies that explored the intersections of the arts, culture, and health sectors; provided recommendations and made presentations to sector stakeholders.
- Developed a report that detailed the marketing, financial, human capital, and infrastructure metrics of 96 arts and culture organizations in Ohio's Cuyahoga County; formulated strategy recommendations for the organizations, based on the metrics.

PROFESSIONAL AFFILIATIONS

- Academy of International Business (AIB)
- American Marketing Association (AMA)

UNIVERSITY SERVICE

- Member of the Judicial Board of CSU, 2007- 2009
Helped in resolving disputes among university students and staff; developed conflict and dispute resolution skills

HONORS AND AWARDS

- Nominated for and participated in the 2018 annual Academy of Marketing Science Doctoral Consortium.
- Doctoral Research Award for research excellence, Cleveland State University, 2017.
- Rotary Award for Senior Excellence in Marketing, 2009.
- Dean's list, Cleveland State University, 2006-2008.
- Leadership Certification, Cleveland State University, 2006.

SKILLS

- ***Technical skills:*** Statistical software such as SPSS and SAS, Blackboard online learning tools and other advanced instructional technologies.
- ***Management and other skills:*** Project management, public presentation, adaptability, conflict management, leadership, and interpersonal skills; strong understanding of ethics.

REFERENCES: Available upon request