

**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 research projects.

### **EDUCATION**

**Cleveland State University (CSU), Cleveland, Ohio.**

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| • <b>D.B.A., <i>Global Business</i></b>                      | <b>May 2019</b>      |
| • <b>M.B.A., <i>General Business Administration</i></b>      | <b>December 2012</b> |
| • <b>B.B.A., <i>International Business and Marketing</i></b> | <b>May 2009</b>      |

### **RESEARCH INTERESTS**

Cross-cultural studies, international management, firm strategy, marketing strategy, consumer behavior and preferences, social media, and professional services.

### **TEACHING INTERESTS**

International management, international business strategy, marketing management and strategy, consumer behavior, and social media.

### **PUBLICATIONS**

- **Mathew, N., Javalgi, R., Dixit, A., & Gross, A. (2020).** “*Drivers of Emerging Market Professional Service Firm Success: The role of internal firm competencies and capabilities.*” Management Research Review (forthcoming)
- **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.

### **WORKING PAPERS**

- “The role of cultural intelligence in professional service firms.”– 2022 Target – *Journal of Strategic Marketing*.  
-The paper examines the effects of cultural intelligence (CQ) on the firm’s ability to achieve global performance service outcomes.
- “Organizational culture in the 21st Century: The impact of cultural intelligence.” - 2022 Target – *International Journal of Cross-Cultural Management*  
-The paper examines the impact of cultural intelligence (CQ) on organizational culture. CQ is a type of intercultural competence that allows individuals and firms to navigate diverse cultural situations successfully.
- “Understanding Cultural Intelligence in the context of International Business: Review and Directions for Future Research.” 2022 Target: *Journal of International Business Studies*  
-The paper explains the value of cultural intelligence for international business firms.

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### WORKING PAPERS (continued)

- Consumer Racism: An Investigation of Antecedents and Outcomes.” 2022 *Target –Journal of Services Research*  
*-The paper investigates the concept of Consumer Racism (CR). CR is a type of prejudicial attitude that impacts an individual’s consumption choices.*

### DISSERTATION RESEARCH

*Title: “Building International Business Competencies, Human Capital, and Service Capabilities: a study of emerging-market professional service small-and-medium-sized enterprises”*

*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 and drive, market intelligence capabilities, innovativeness, service delivery and quality. The study will have important implications for research related to international business and management strategies.*

### TEACHING EXPERIENCE

**Assistant Professor**, St. Thomas University, Miami Gardens, Florida, August 2018 – Present.

(Evaluations above 4.5 on a scale of 5.0).

- Teach the Seminar in International Business, International Market Analysis, Strategic Marketing Management, and Quantitative Methods courses, introducing graduate and undergraduate students to theories and key managerial practices in the international business, market research and management strategy 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.
  - Mentor and advise students in their academic programs.

**Instructor**, Cleveland State University, Cleveland, Ohio, August 2015 – June 2018

(Evaluations above 4.0 on a scale of 5.0).

- Taught the World of Business and Fundamentals of Marketing courses, introducing students to the global environment of modern business, the structure of business enterprises, entrepreneurship, innovation, international management, social media strategy, consumer behavior, marketing strategy and research, market selection, strategic market planning, firm strategy, and the marketing mix
  - Developed curriculum, syllabus, lesson plans, and planned course outcomes.
  - Incorporated online learning platforms such as Blackboard and McGraw-Hill’s Connect into daily lesson plans.

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### TEACHING EXPERIENCE (continued)

- Fostered students' commitment to learning by connecting course materials to relevant real-life business practices.
- Mentored students with educational and personal issues.
- 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 market 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

- St. Thomas University, Student Relations Committee, 2019-2020.
- St. Thomas University, Program Learning Outcomes Committee, 2020-2021.
- St. Thomas University, Professional Development Committee, 2020-2021.
- Cleveland State University, Judicial Board, 2007- 2009.
  - Helped in resolving disputes among university students and staff; developed conflict and dispute resolution skills.

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### **HONORS, AWARDS, and PROFESSIONAL ACTIVITIES**

- Accepted into the Junior Faculty Consortium, annual Academy of International Business conference, Copenhagen, Denmark, 2019.
- 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 and Canvas 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.
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