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 (27+ 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, 1994,
	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, 2020-2021
- 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, X-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 ($49,000), 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 <u>International Business</u> courses (undergrad and grad)
- x <u>International Political Economy</u> courses (undergrad and grad)
- x <u>Business Foundations</u> courses including capstone courses (undergrad)
- x <u>Decision Science</u> (grad)
- x <u>Analytics and International Business Intelligence</u> (grad)
- x <u>Statistics</u> (undergrad)
- x <u>Study abroad</u> (Panama & Madrid)
- x Developed two new courses
    - o IB 3150: Middle East Business Environment
    - o IB-5620: International Business Intelligence and Analytics
- x Coordinate two major courses [Multiple Sections]
    - o IB 2000 Introduction to International Business, 2010-present [Application to add it to the University Undergraduate Core Courses approved in 2021]
    - o BIZ 100: Business in Action, 2022

Other Institutions

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

Guest Lectures

- x Guest lecturer, <u>Introduction to Artificial Intelligence</u>, College of the North Atlantic, Qatar, November 25, 2020
- x Guest lecturer, <u>Introduction to Artificial Intelligence</u>, 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. (Accepted). The Power of The Weak In The WTO: How David Overcome Goliath. The Journal of Developing Areas
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 Electronic Markets: Web Localization or Standardization. Journal of Electronic Markets. https://doi.org/10.1007/s12525-020-00430-7
5. Benmamoun, M., Singh, N., and Sobh, R. (2019). How Advertisers Can Target Arab E

6. Benmamoun, M., Singh, N., Lehnert, K., Lee, S.B. (2019). Internationalization of E-Commerce Corporations (ECCs): Advanced vs. Emerging Markets ECCs. Multinational Business Review (2019) 27(4) 317-338

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 Bonett's confidence interval for the COD in nonnormal distributions. IBM Developer Works

Benmamoun, Mamoun (2006). CODTEST.SPS: Gloudemans' 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 Mollah, 2022
- x Doctoral Dissertation Committee Chair: Christine Ascencio, 2018
- x Doctoral Dissertation Committee Reader: Zhan Wang, 2017
- x Doctoral Independent Study, Rachel Santos (2015); John Erakias Fallah (2010)
- x Research Topics, Alejandra Rios Gutierrez, 2015

STUDENT SUPERVISION/ADVISING

- x Faculty Advisor: Doctoral Level, 2010-2022 (8 students)
- x Faculty Advisor: International Business Club, 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; Woojong Sim, 2020
- x Undergraduate Student Mentoring, 2010-Present (290 undergraduate students)
- x Faculty Advisor: UMSL International Business Ca(a73(e)7.Tc 0 Tw 4 Td ((I)4.70 T0 1 e Tfuj(s)-4.(u)t25cu-2.8 (i

UNIVERSITY AND SCHOOL COMMITTEES

- International Business Assessment committee, Chaifetz School of Business, 2014-present
- Undergraduate Task Force committee, Chaifetz School of Business, 2014-2015; 2022
- BIZ1100 Coordinator, 2022-Present
- Commencement Marshal, 2020-Present
- Learning Technology Advisory Committee (LTAG), Saint Louis University, 2014-Present
- LTAG Wireless Classroom Presentation Work Group – 2022-Present
- Learning Management System (LMS) Steering Committee, Saint Louis University, 2022
- Graduate Curriculum Board, Saint Louis University, 2021
- VP Marketing and Communication Search Committee, Saint Louis University, 2021
- University Core, Core, Equity and Global Identities, Saint Louis University, 2021
- Fall 2021 Course Modalities working group, Saint Louis University, Spring-Summer 2021
- Fall 2021 Planning, Policies, Spring-Summer, Saint Louis University, 2021
- SLU Core Subcommittee, Saint Louis University, 2020-Present
- Virtual Computing Working Group, Saint Louis University, 2020-2021
- Canvas Stakeholders Subcommittee, Saint Louis University, 2020-2021
- Classroom Technology Needs Working group, Saint Louis University, 2020-ne
- Classroom Technology Redesign Working Group, Saint Louis University, 2019-Present
- ATC Innovation Studio Subcommittee, Saint Louis University, 2019-2020
- Study Abroad Fall 2020 Working Group, Saint Louis University, June 2020
- 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 26, 2012

Guest Speaker
- x Presentation about Moroccan Cultures to 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=K7lKecKCJA8)
- x Athlete Recognition" Inspires Excellence in the Classroom, 2020: https://twitter.com/i/status/1258060131016667136
- x Panelist: International Entonder,