		3.26.21
		CHRISTOPHER J. ROBERTSON, Ph.D.
		Professor and Group Chair
		International Business and Strategy Group
		314 Hayden Hall, D'Amore-McKim School of Business
		Northeastern University, Boston, Massachusetts02115
		Tel: 617-373-4879, Fax: 617-373-8628
		Email: c.robertson@neu.edu
EDUCATIO	N	
Ph.D.	1997	Florida State University, Tallahassee, FL
		Major Field: Strategic Management / Support Area: International Affairs
M.B.A.	1990	Florida State University, Tallahassee, FL
		Emphasis: International Management
B.S.	1987	University of Rhode Island, Kingston, RI, Major: Accounting
EXPERIEN	CE	
1999 - present		Professor and Group Chair, International Business & Strategy Group Northeastern University (previously Assistant and Associate Professor)
1997-1999		Assistant Professor, Department of Management James Madison University
1994-1997		Adjunct Professor and Graduate Assistant, Florida State University
1992-1994		Visiting Professor
		Universidad San Francisco de Quito, Ecuador
1990 – 1991 full time;		Assistant Manager/Bartender
Summers after 1991		Sardella's / Black Pearl Restaurants, Newport, RI
1987-1989		Internal Auditor, Hasbro, Inc., Pawtucket, RI
VISITING P	ROFESSOI	RSHIPS
1996-2018		Short-term lecturing, executive education and guest presentations:
		Mexico, Panama, Colombia, Chile, Argentina, Brazil, Latvia, France, Germany,
		Israel, Hong Kong, Peru, Ecuador.
2006		Lima, Peru: Universidad de Lima (6 months)
1999		Salamanca, Spain, Universidad de Salamanca (6 months)
PRIMARY 1	TEACHING	AREAS AND TOPICS (Teaching effectiveness rating 4.6/5.0 at Northeastern)
		International Business, Global Management, Strategic Management
		Business Ethics, Corporate Governance.
		International Field Study: Led over 250 MBA students to 5 South American and 2
		Southeast Asian countries (between 2008-2019).
CONSULTIN	NG AND EX	XECUTIVE TRAINING
		Focus: International Strategy, Corporate Governance, Cultural Differences.
		Clients include: Boston Beer Co., Chubb Insurance, No Pudge Foods!, Cott Inc., U.S. Coast Guard, U.S. Air Force. Governments of Colombia and Latvia.
LANGUAGE	£	Read, write, and speak fluent Spanish.

HONORS and AWARDS

Fulbright Scholar - Senior Specialist- (2017), Bogota, Colombia
Fulbright National Screening Committee (for Mexico, Spain and UK; 2012-2014)
Fulbright Scholar - Traditional- (2006), Lima, Peru
Fulbright Scholar -Senior Specialist- (2004), Lima, Peru
Best Paper Award (with E. Banalieva), Academy of International Business Southeast (2008)
Phi Beta Delta Honor Society (Inducted April 2008)
McCarthy Family Fellow (2006-2010)
Northeastern University, Joseph Riesman Research Professor (2001-2002)
Florida State University - Outstanding University Teaching Associate (1996-1997)
Florida State University - Dissertation Research Grant Award Recipient (1996-1997)
Department of Management, FSU - Outstanding Graduate Student Researcher (1995-1996)

INVITED ADDRESSES AND SHORT EXECUTIVE EDUCATION/ACADEMIC COURSES (full list available)

Topics

The Political, Economic and Cultural Environment of Latin America U.S. Culture, Subcultures and Entrepreneurial Attitudes Maximizing Global Competitive Advantage Navigating Cultural Challenges in the 21st Century Foundations of Business Ethics Nation Branding and Competitive Strategy: Finding the Synergy Global Strategic Awareness: Getting to the Next Level The Impact of Culture on the Perceived Benefits of Ethics Codes Latin America: Free trade, economic development and political transition. International Strategy, Codes of Ethics and Cultural Differences The Invisible Hand, Corruption and Political Risk

Organizations

Military/Government

Southcom Theater Course, Hurlburt Field FL,Homestead ARB, FL, Cannon Air Force Base, NM, Will Rogers Air National Guard Base (2015-2019) U.S.Coast Guard International Port Security Liaison Indoctrination Week , Portsmouth, VA (2012-2016) Fundación Hernán EchavarríaOlózaga, Bogota, Colombia (2013) U.S. Coast Guard Atlantic Area Command, Portsmouth VA (2012) LIAA, Riga, Latvia (2011) Council for International Visitors, Newport, RI (2008)

Academic

ISCAE University Executive MBAs (Moroccan MBA Students), Boston (2014, 2016) Massey University Executive MBAs (New Zealand MBA Students), Boston (2016) Northeastern University MBA Orientation (2012-2016) Universidad del Pacifico, Lima, Peru (2012-2015) Universidad del Rosario, Bogota, Colombia (2014-2018) CESA University, Bogota, Colombia (2012 and 2013) Universidad de Chile, Santiago, Chile (2013) Universidad de Los Andes, Bogota, Colombia (2012) ESAN University, Lima, Peru (2008-2011) Wissenschaftszentrum Berlin (WZB), Berlin, Germany (2008) IPADE, Mexico City, Mexico (2007) Universidad de Lima, Lima, Peru (2006) IDE, Quito, Ecuador (2004) The Chinese University of Hong Kong, China (2003) Universidad Catolica de la Santisima Concepción, Chile (2002) Tel Aviv University, Israel (2000)

LEADERSHIP EXPERIENCE

Group Chair, International Business and Strategy Group (2014-2020)

- Leader of large highly productive group of 35 faculty members (25 full time and 10 adjunct).
- International Business program ranked #9 by US News in 2019.
- Northeastern ranked #1 in world publications in top International Business Journal 2013-2018 (JIBS).

Executive Committee, Business Association of Latin American Studies

- US and Canada Representative, 2011-2014 and 2019-present.
- Recruited new members, assisted with BALAS strategy and annual conference organizing.
- Served as BALAS culture, social and ethical issues track chair for 6 years.

Chair, Strategic Planning Committee

- Chair2013-2014, Member 2003-2004
- Crafted new strategic plan and implementation timeline with new Dean after \$60 Million naming gift.

Full-Time MBA Director, 2008- 2012.

- Average GMAT increased 50 points to 641 during term and
- Business Week ranking climbed from #94 to #52.
- Implemented many changes including required international experience

Pre-MBA Director, 2003-2008

• Led program of international students transitioning to U.S. MBA degrees.

ACADEMIC RESEARCH EXPERIENCE

Primary research interests include cross-cultural management, business ethics, environmental issues, international strategic decision-making, and managing in Latin America.

TEXTBOOK and Book Chapters

Robertson, Christopher J.(2007). *Roundtable Viewpoints: International Business.* New York: McGraw-Hill. (Preliminary edition published June, 2006)

Robertson, Christopher J., A. Borda& B. Melson. (2014) La expansion de Ajegroupen Asia. In; Casosexitosos de empresas latinoamericas en Asia. Editors: K. Kim, O. Morales-Tristan & A. Roldan-Perez. Cengage. 91-105.

REFEREED JOURNAL ARTICLES Google Scholar citations: 3927 (March, 2021)

51. Gilley, KM, Robertson, C. and S. Palacios (2019). Moral Resources and Competitive Advantage: Often Overlooked in Business Education, Revise and resubmit: Journal of Business Ethics Education, 16: 81-102.

50. Blevins, D., Sauerwald, S., Hoobler, J and C. Robertson (2019). Gender Differences in Pay Levels and Dispersions: An Examination of the Compensation of University Presidents. Organization Science, forthcoming, 30(3): 600-616.

49. Robertson, C., J. Al-Khatib, N. Bogari & Y. Al-Khateeb. (2016) Perceptions of Country Brands in Trade and Tourism: Antecedents and Consequences from Latin America and the Middle East., Journal of Business Inquiry, 15:2: 85-99.

48. Livanis, G., C. Robertson, K. Hussain and K. Al-Shuaibi (2016).Outsourcing Destination Choices: The Role of Economic and Cultural Attributes Forthcoming. International Marketing Review, 33(1):51-87.

47. Robertson, C., M. Yaghmour and E. Kawther (2015). Perceptions of International Strategic Moves: Saudi Arabia versus the United States. South African Journal of Business Management, 46(2): 55-63.

46. Robertson, C., K. Gilley, Y. Bao, B. Olsen, R. Teixeira & X. Zhang (2014). The Impact of Culture on Perceived Benefits of Ethics Codes: A Cross-Cultural Analysis. Journal of Business and Management, 3(4): 28-39.

45. Robertson, C., J. Al-Khatib& M. Rasheed (2013). A Cross-National Analysis of Corporate Citizenship: Saudi Arabia vs. the United States Corporate Citizenship. Journal of Managerial Issues, 25(3): 284-298.

44. Robertson, C., D. Blevins & T. Duffy (2013). A five-year review, update and assessment of ethics and governance in Strategic Management Journal: Has new legislation mattered. Journal of Business Ethics, 117: 85-91.

43. Robertson, C., Abdulhamid A. Diyab, &A. Al-Kahtani (2013). A Cross-National Analysis of Perceptions of OECD Governance Principles. International Business Review, 22 (1): 315-325.

42. Robertson, C., D. Ralston & W. Crittenden (2012). The Relationship between Cultural Values and Moral Philosophy: A Generational Subculture Theory Approach. Academy of Marketing Science Review, 2: 99-107.

41. Robertson, C., J. Born & D. Blevins (2012). Variations in Business Ethics Ideologies in the South Pacific. International Journal of Global Business and Economics, 4(1): 53-61.

40.Robertson, C., S. Al-Alsheikh, & H. Al-Angari (2012). The impact of compulsory and voluntary disclosure on firm performance: The case of Saudi Arabia. International Journal of Management, 29(1), 379-388.

39. Robertson, C., S. Al-Alsheikh& A. Al-Kahtani. (2012). An Analysis of Perceptions of Western Corporate Governance Principles in Saudi Arabia. International Journal of Public Administration 35(6), June, 402-409.

38. Robertson, C.& S. Geiger (2011). A Moral Philosophy and Managerial Perceptions of Ethics Codes: Evidence from Peru and the United States. Cross-Cultural Management: An International Journal, 18(3), 351-365.

37. Banalieva, E. & C. Robertson (2010). The impact of national regulatory environments on stock exchange delisting decisions of Multinational firms. International Business Review, 19(6), December: 531-547.

36. Robertson, C., A. Lamin& G. Livanis (2010). Stakeholder Perceptions of Offshoring and Outsourcing: The Role of Imbedded Issues. Journal of Business Ethics, 95(2) August: 167-189.

35. Gilley, K. M., C. Robertson & T. Mazur (2010). The bottom-line benefits of Ethics Code Commitment: Stakeholder effects and influences on competitive advantage, Business Horizons, 53(1) Jan-Feb: 31-37.

34. Robertson, C., & N. Athanassiou (2009). Exploring Business Ethics Research in the Context of International Business. Management Research News, 32(12) December, 1130-1146.

33. Robertson, C. & C. Suarez. (2009). An Empirical Test of Decalogue of Development Values across Peruvian Subcultures. Cross Cultural Management: An International Review, 16(2) May, 215-229.

32. Robertson, C., B. Olsen, K. Gilley & Y.J. Bao (2008). A Cross-Cultural Analysis of Ethical Relativism and Moral Idealism between the Peru and China. Journal of Business Ethics, 81 August: 413-425.

31. Robertson, C.(2008). A Ten Year Analysis and Assessment of Business Ethics Research in *Strategic Management Journal*. Journal of Business Ethics, 80 (4) July:745-753.

30. Robertson, C., K. Gilley, V. Crittenden, & W. Crittenden (2008). An Analysis of the Predictors of Software Piracy within Latin America, Journal of Business Research, 61: 651-656.

29. Robertson, C., Crittenden, W., & K. Gilley (2008). Trade Liberalization, Corruption, and Software Piracy. Journal of Business Ethics, 78 (4) April: 623-634.

28. Robertson, C. (2008). Kola Real's Low Cost International Expansion Strategy. Thunderbird International Business Review, 50(1): 59-74.

27. Crittenden, W., Robertson, C., & V. Crittenden (2007). Software Piracy: Charting and Navigating the GlobalLandscape. Business Strategy Review, winter, 18(4): 30-33.

26. Robertson, C. , Perez-Verzini M., &R. Lindsay (2006) The Service Sector of Cuba: An Analysis And Critique, Thunderbird International Business Review, July-August, 48(4): 537-553.

25. Al-Khatib, Jamal, Robertson, Christopher J. & Dana-NicoletaLascu (2004). Post-Communist Consumer Ethics: The Case of Romania, Journal of Business Ethics, 54 (1): 81-95.

24. Robertson, Christopher J. & Andrew Watson (2004). Corruption and Change: The Impact of Foreign Direct Investment, Strategic Management Journal, 25: 385-396.

23. Crittenden, W., Crittenden, V., Stone, M. &C. Robertson (2004). An Uneasy Alliance: Strategic Planning and Performance in Nonprofit Organizations, A Special Symposium Edition of the International Journal of Organization Theory and Behavior, Spring 6(3), 81-106.

22. Robertson, C., Gilley, K., & Marc Street (2003). The Relationship between Ethics and Firm Practices in Russia and The United States, Journal of World Business, 38: 375-384.

21. Sarathy R. & Robertson, C. (2003). Strategic and Ethical Considerations in Managing Digital Privacy, Journal of Business Ethics, 46: 111-126.

20. Robertson, Christopher J. & William F. Crittenden (2003). Mapping Moral Philosophies: Strategic Implications for Multinational Firms, Strategic Management Journal, 24: 385-392.

19. Robertson, Chris, Jamal A. Al-Khatib, & Mohammed Al-Habib (2002). The Relationship between Arab Values and Work Beliefs: An Exploratory Examination, Thunderbird International Business Review, 44(5), 583-601.

18. Al-Khatib, Jamal A., Chris Robertson, Angela Stanton, & Scott J. Vitell (2002). Business Ethics in the Arab Gulf States: A Three-Country Study, International Business Review, 11: 91-111.

17. Robertson, Chris; Ravi Sarathy (2002). Managing Digital Privacy, Business Horizons, Jan-Feb:2-5.

16. Robertson, Chris, William F. Crittenden, Michael K. Brady, & James J. Hoffman (2002). Situational Ethics Across Borders: A Multicultural Examination, Journal of Business Ethics, 38(4): 327-338.

15. Robertson, Chris, Jamal A. Al-Khatib, Mohammed Al-Habib, & Darryl Lanoue.(2001)BeliefsAbout Work in the Middle East and the Convergence versus Divergence of Values, Journal of World Business, 36(3): 223-244.

14. Robertson, Chris, Michael K. Brady & James J. Hoffman. (2001) Moral and Marketing Differences between the United States and Ecuador, International Journal of Organization Theory and Behavior, 4(1): 75-90.

13. Brady, Michael K., Chris Robertson & J. Joseph Cronin, Jr. (2001) Managing Behavioral Intentions in Diverse Cultural Environments: An Investigation of Service Quality, Service Value, and Satisfaction for American and Ecuadorian Fast Food Customers, Journal of International Management, 7(2): 129-149.

12. Brady, Michael K., & Chris Robertson. (2001) Searching for a Consensus on the Determinants of Behavioral Intentions: An Exploratory Cross-National Study, Journal of Business Research, 51(1): 53-60.

11. Robertson, Christopher J.(2000) The Global Dispersion of Chinese Values: A Three-Country Study of Confucian Dynamism, Management International Review, 40(3): 253-268.

10. Robertson, Christopher J. (2000) Ethical Differences within Latin America: Chile versus Ecuador, Latin American Business Review, 1(3): 47-69.

9. Robertson, Chris, Pol Herrmann, & Kevin Duffy.(2000) Exploring Perceptions of Technology Between the United States and Ecuador, International Journal of Public Administration, 23(5-8): 1465-1486.

8. Robertson, Chris & James J. Hoffman. (2000) How Different are We? An Investigation of Asian Values in the United States, Journal of Managerial Issues, 12(1): 34-47.

7. Brady, Michael K., & Chris Robertson. (1999) Modeling Consumer Perceptions of Service Value in the United States and Ecuador, International Journal of Service Industry Management, 10(5): 469-486.

6. Robertson, Christopher J. & Tedd H. Jett. (1999) The Environmental and Industrial Benefits of Project XL at Merck and Co., Inc., Organizational Dynamics, Autumn, 81-88.

5. Robertson, Chris, James J. Hoffman, & Pol Herrmann (1999). Environmental Ethics across Borders: The United States versus Ecuador, Management International Review, 39(1): 55-69.

4. Robertson, Chris, & Paul A. Fadil (1999). Ethical Decision Making in Multinational Organizations: A Culture-Based Model, Journal of Business Ethics, 19(4): 385-392.

3. Robertson, Chris & Paul A. Fadil (1998). Developing Corporate Codes of Ethics in Multinational Firms: Bhopal Revisited, Journal of Managerial Issues, 10(4): 454-468.

2. Geiger, Scott W., Christopher J. Robertson, & John G. Irwin (1998). The Impact of Cultural Values on Escalation of Commitment, International Journal of Organizational Analysis, 6(2): 165-176.

1. Street, Marc D., Chris Robertson, & Scott Geiger (1997). Ethical Decision-Making: The Effects of Escalating Commitment, Journal of Business Ethics, 16(11): 1153-1161.

RESEARCH UNDER REVIEW and WORK IN PROGRESS

Under review

Grueso Hinestroza, M., Robertson, C. and J. Haar. What makes people happy? Evidence from Latin America. Under Review: International Journal of Comparative Management, submitted March, 2021.

Robertson, C. Moral Intensity and the U.S. Navy's 7th Fleet. Under Review: Organization Studies, submitted March, 2021.

In progress

1. C. Robertson and R. Bruchou. Feeding the world and the Argentina Beef Strategy. TARGETS: BALAS 3/15 and case journal

- 2. **Robertson, C. and S. Lote.** Market Expansion and Global Strategic Moves at Ireland's Timber Croc. Targets: SMA 4/26 and TIBR
- 3. **Robertson, C. and J. Westerman. Cultural Distance and** Moral Intensity: An Interactive Model. Targets: 5/1 AIBSE and JBE.
- 4. Robertson, C. et al. Saitex. Targets: 5/1 AIBSE and case journal

Robertson, C. and Banavara, G. Zenni Optical's Global Growth Strategy. Target: Journal of Strategic Innovation and Sustainability

Robertson, C. Skechers Latin America. Where next.

TEACHING CASES

Published:

Calgary Star in Peru (2017). Accepted for Publication November 2017. Sage Publications. Peer reviewed with Teaching Note.

Wesley, D & C. Robertson. (2009)Yves Productions, Inc.: Alex goes to Hollywood. Case study for NU/Ivey case series. NU/Ivey case series #9B09M076.

Robertson C. & D. Wesley. (2006). Trout Farming in Peru: The Lake Titicaca Decision. 9B07M003.

Robertson, C.& **Marcelo Perez-Verzini**. (2006). Davila & Bond and the Latin American Sweater Market. Published in: International Marketing, 9th Edition, by R. Sarathy, Northcoast Publishing.

Robertson C. & D. Wesley. (2005). New Century Brewing: Moonshot Caffeinated Beer. NU/Ivey case series#9B05A014.

Robertson, Christopher.(2003). Growth, Strategy and Slotting and NO PUDGE! FOODS, INC. NU/Ivey case series#9B03M033.

Robertson, Christopher, William F. Crittenden, & David Wesley. (2002). Note on the Global Beer Industry. NU/Ivey case series#9B03M012.

Unpublished (used for teaching):

Robertson, C. (2013). CIMA: Lessons from a Grassroots NGO in Peru.

Robertson, C. C. Camposeo and K. Faraldi. (2014). Juan Valdez International Expansion.

Robertson, C. and K. Wilkins. (2015). International Expansion of Atton Hotel Group.

Robertson, C, and S. Millan. (2017). Publicar and the revolution of the yellow pages.

PROCEEDINGS and PRESENTATIONS

Over 50 National and International Conference Presentations. At organizations listed below (full list available upon request).

Academy of Management (2017, 2011, 2010, 2008, 2006, 2005), 2003), 2002, 2000, 1998, 1997) Strategic Management Society (2014, 2011, 2010, 2009) Academy of International Business and Regionals (2019, 2018, 2017, 2014, 2009, 2008 2000) Business Association of Latin American Studies (2019, 2018, 2016, 2015, 2014, 2013, 2012, 2011, 2010, 2009, 2008, 2007, 1998) Southern Management Association (2007, 2006, 1995) Eastern Academy of Management (2014, 2013) ICCA Globalization and the Good Corporation.(2007) International Conferenceon Strategic Management in Latin America(2007) Gorbachev Foundation of North America (2003) Reputation Institute (2002) Iberoamerican Academy of Management(2001) Southwest Academy of Management(1997) International Management Development Association Annual Meetings(1996)

Editorial Board Member

Management International Review (Since 2006) International Journal of Public Administration (Since 2001) International Journal of Organization Theory and Behavior (Since 1999)

Ph.D. Dissertation Committees

V-Tsien Lau (2014). Northeastern University. Criminal Justice. Placement: NYPD Inspector General.

Dane Blevins (2012). University of Texas – Dallas. International Management. Placement: Clemson University/UNC- Greensboro.

Andrew Tang (2010). Southern Cross University. International Management. Placement: Southern Cross University.

SELECT UNIVERSITY SERVICE ACTIVITIES (full list available)

- N.E.U. Group Chair, International Business and Strategy Group (2014-present) Faculty Coordinator, Full-Time MBA program (4 years) Director, Pre-MBA program (5 years) Strategic Planning Committee (2 terms, Chair) Graduate Programs Committee (4 years) Faculty Advisor, NetImpact, Northeastern University MBA Chapter BSIB Regional Representative: Mexico and Latin America Tenure and Promotion Subcommittee College of Business Research Committee Other service: Mentoring committee, recruitment committee, Ph.D. program exploratory committee, Speaker at many alumni events Co-Organizer. Northeastern Alumni Community Launch, Bogota-Colombia, April 2018. Speaker. Alumni event, Ho Chi Minh City, Vietnam. May 2018.
- J.M.U. International Business Program Review Committee International Business Program – Alumni Fundraising Committee College of Business- Freshman Orientation Speaker Co-coordinator – Fall Semester in Spain Program Active in honors program Coordinated student consulting projects with Small Business Development Center
- U.S.F.Q. M.B.A. Program Design Committee International Faculty Recruitment Committee International Student Exchange Committee

MEDIA COVERAGE

- In English Chubb Insurance: Business Ethics White Paper (2007) Online: *bnet.com* (2008), *techweb.com* (2006) Print: *Global Finance* (2012); *Northeastern Magazine* (2003, 2007);*Boston Herald's* jobfind.com (2004);Ethisphere Magazine (2007)
- In Spanish Television: Senati TV (Peru, 2015), *TVU* (Chile, 2002) Print: ESAN (Peru 2011), *Gestión* (Peru, 2004);*La Tercera, El Sur, El Centro* (Chile, 2002) Radio: *Hispanic News Press* (Boston, 2002, aired in six countries)

COMMUNITY SERVICE

Peru:L'Eau Vive Fundraising and Outreach (for various Lima Peru projects, 2007-2015) Beechwood Congregational Church, Cohasset, MA: Trustee (2004-2006), Missions Committee (2008-present), Fellowship Committee (2008 – present); Finance Committee (2011-present) Organizer, Various fundraising events for underprivileged children of Peru&Ecuador (2003-2009)

Basketball Coach Big Dreamz Basketball. Founder and Head Coach. 2016-2018. Old Colony Girls Basketball League, Head Coach, 2009-2013, grades 5, 6, 7, 8 WolfpackAAU Boys basketball, Head Coach, 2013-2017, grades 6-12 Cranberry League Boys Basketball, Assistant coach, 2012-2015, grade 6, 7 Norwell Little League Baseball, Assistant coach, 2011-2012

INTERESTS Travel, Religion, Basketball, Yoga, Surfing, Exotic Food, South American Wine, Family Time