

Christopher J. Robertson

Northeastern University
International Business and Strategy
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Education

Ph D, Florida State University, 1997.
Major: Strategic Management
Supporting Areas of Emphasis: International Affairs

MBA, Florida State University, 1990.
Major: International Management

BS, University of Rhode Island, 1987.
Major: Accounting

TEACHING

Teaching Experience

Northeastern University

BUSN 6222, Business Ethics in the Global Economy, 1 course.
BUSN 6286, Leading Responsibly in the Global Economy, 2 courses.
INTB 1203, International Business and Global Social Responsibility, 5 courses.
INTB 2202, Analyzing the Global Business Environment, 1 course.
INTB 2501, Emerging Markets in the Global Economy, 1 course.
INTB 6200, Managing the Global Enterprise, 2 courses.
INTB 6208, Global Management, 9 courses.
INTB 6230, International Field Study, 5 courses.

Non-Credit Instruction

Executive Education, United States Coast Guard, 20 participants. (August 2015 - September 2015).

Seminar, Universidad del Pacifico. (August 11, 2015 - August 13, 2015).

Executive Education, Brown Brothers Harriman, 19 participants. (January 1, 2015 - April 30, 2015).

Seminar, CESA, Bogota Colombia. (April 10, 2013 - April 12, 2013).

Management/Executive Development, Latvian Investment and Development Agency, 80 participants. (December 2011).

Management/Executive Development, Young Presidents Organization, Bogota, Colombia, 25 participants. (August 2011).

Management/Executive Development, ESAN University, Lima, Peru, 30 participants. (July 2011).

Directed Student Learning

"Publicar case study," Management. (September 2015 - December 2015).
Advised: Santiago Millan

RESEARCH

Published Intellectual Contributions

Book Chapters

Robertson, C., Borda, A., Melson, B. (2014). *La expansion de Ajegroup en Asia*. (pp. 15). Casos exitosos de empresas latinoamericanas en Asia.

Robertson, C., Borda, A., Melson, B. (2014). *Ajegroup: Expansion to Asia* (2014th ed.). Casos exitosos de empresas latinoamericanas en Asia. Buenos Aires: Cengage Learning /Universidad ESAN..

Refereed Journal Articles

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

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

Robertson, C., Gilley, K. M., Bao, Y., Olsen, B., Teixeira, R., Zhang, X. (in press). The Impact of Culture on Perceived Benefits of Ethics Codes: A Cross-Cultural Analysis. *Journal of Business and Management*.

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

Robertson, C., Blevins, D., Duffy, T. (2013). A five-year review, update and assessment of ethics and governance in Strategic Management Journal. *The Journal of Business Ethics*, 117, 85-91.

Robertson, C., Diyab, A. A., Al-Khatani, A. (2013). A Cross-National Analysis of Perceptions of OECD Governance Principles. *International Business Review*, 22(1), 315-325.

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

Robertson, C., Ralston, D., Crittenden, W. (2012). The Relationship between Cultural Values and Moral Philosophy: A Generational Subculture Theory Approach. *Academy of Marketing Science Review*, 2(4), 99-107.

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

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

Robertson, C., Geiger, S. (2011). Moral Philosophy and Managerial Perceptions of Ethics Codes: evidence from Peru and the United States. *Cross-Cultural Management: An International Journal*.

Presentations Given

Robertson, C., Bacq, S., On the Organization, "Can Commercial and Social Entrepreneurial Activity Foster Perceptions of Country Brands in Trade and Tourism? An International Examination," University of California at Berkeley, Berkeley, CA. (February 19, 2015).

Sarathy, R. (Presenter & Author), Robertson, C. (Presenter & Author), Sanz, L. (Presenter & Author), Strategic Mgt. in Latin America, "Growth Strategies for Small Economies: Lessons from Latin America," INCAE Business School, Alajuela, Costa Rica. (January 2015).

Robertson, C., Blevins, D., Strategic Management Society, "Media Coverage, CEO Compensation and Corporate Social Responsibility," Madrid, Spain. (October 1, 2014).

Livanis, G., Robertson, C., Al-Shuaibi, K., Hussain, K., Academy of International Business, "Outsourcing destination choices: the role of economic and cultural attributes," Academy of International Business, Vancouver, Canada. (June 24, 2014).

Robertson, C. (Presenter & Author), Bacq, S. (Author Only), Eastern Academy of Management 51st Annual Meeting, "The Relationship between Different Types of Entrepreneurial Activity and Perceptions of Country Brands in Trade and Tourism: An International Examination," Eastern Academy of Management, Newport, RI. (May 8, 2014).

Sarathy, R., Robertson, C., Business Assn. of Latin American Studies, Conference 2014, "Growth Strategies for Small Markets," BALAS, Port of Spain, Trinidad. (April 2014).

Robertson, C., Al-Khatib, J., Bogari, N., Al-Khateeb, Y., BALAS, "Perceptions of Country Brands in Trade and Tourism: Antecedents and Consequences from Latin America and the Middle East," Trinidad. (March 1, 2014).

Robertson, C., United States Coast Guard Atlantic Area Command, "Navigating Cultural Challenges in the 21st Century," USCG, Portsmouth, VA. (October 2012).

Livanis, G. (Presenter & Author), Robertson, C. (Presenter & Author), Academy of International Business NE Annual Meeting, "Level of Economic Development and Religion as Information Indices of Supplier Quality," Academy of International Business NE, Hartford, CT. (October 12, 2012).

Robertson, C., BALAS, "Energy, Sustainability and Citizenship in Latin America: Strategies for the Future," Rio de Janeiro. (April 2012).

Robertson, C., Camposeo, C., Faraldi, K., BALAS, "Juan Valdez International Expansion," Rio de Janeiro. (April 2012).

Robertson, C., Country Branding Colombia, "Nation Branding and Competitive Strategy: Finding the Synergy," Fundacion Echavarria, Bogota, Colombia. (April 2012).

Robertson, C., Gilley, K. M., Strategic Management Society, "Moral Resources and Competitive Advantage," Strategic Management Society, Miami, FL. (November 2011).

Robertson, C., Diyab, A. A., Al-Khatini, A., AIB-Southeast, "A Cross-National Analysis of Perceptions of Corporate Governance Principles," Academy of International Business, Orlando, FL. (October 2011).

Robertson, C., Al-Sheikh, S., Al-Angari, H., AIB-Southeast, "The Impact of Voluntary Disclosure on Mandatory Disclosure of Annual Report Data by Saudi Arabian Publicly Held Firms," Academy of International Business, Orlando, FL. (October 2011).

Crittenden, W., Nyaga, G., Ramamurti, R., Robertson, C., "Corporate Citizenship in Emerging Markets," South East Association for International Business, Winter Park, FL. (October 27, 2011).

Robertson, C., Blevins, D., Academy of Management, "Media Coverage, CEO Compensation and Corporate Social Responsibility," San Antonio. (August 2011).

Robertson, C., BALAS, "CIMA: Lessons from a Grassroots NGO in Peru," BALAS, Santiago, Chile. (March 2011).

Contracts, Grants and Sponsored Research

Other

Bacq, S. (Co-Principal), Robertson, C. (Co-Principal), "DMSB Interdisciplinary Seed Grant," Sponsored by D'Amore-McKim School of Business Dean's Office. (July 1, 2014 - June 30, 2015).

Livanis, G. (Co-Principal), Robertson, C. (Principal), "Managerial Perceptions of Outsourcing and Offshoring Scenarios in Saudi Arabia," Sponsored by King Abdulaziz University. (June 1, 2011 - August 31, 2012).

Awards and Honors

Best paper nomination, Strategic Management Society. (November 1, 2011).

Intellectual Contributions in Submission

Refereed Journal Articles

Robertson, C., Stackpole, I., Geenty, J. Creating an International Medical Tourism Ranking: Strategies and Implications. *Tourism Management*.

Robertson, C., Gilley, K. M., Falcon, A. Moral Resources and Competitive Advantage. *Journal of Management Inquiry*.

Robertson, C., Gilley, K. M., Falcon, A. Moral Resources and Competitive Advantage. *Journal of Management Inquiry*.

Robertson, C., Al-Khatib, J., Rasheed, M. A Cross-National Analysis of Corporate Citizenship: Saudi Arabia vs. the United States Corporate Citizenship. *The Journal of Business Ethics*.

Journal Articles

Robertson, C., Al-Khatib, J. A., Bogari, N., Al-Khateeb, Y. Perceptions of Country Brands in Trade and Tourism: Antecedents and Consequences from Latin America and the Middle East. *Journal of Business Inquiries*.

Robertson, C., Yagmour, M., Kawther, E. Strategic Orientation and Foreign MarketEntry Choice: Managerial Perceptions from Saudi Arabia. *South African Journal of Business and Management*.

Other

Robertson, C., Camposeo, C., Faraldi, K. *Juan Valdez Cafes: International Expansion*. Academia.

Research Currently in Progress

"International Medical Travel: The Establishment of a Global Ranking" (On-Going).
target journal: Journal of World Business

"Lessons from a Grassroots NGO in Peru" (On-Going).
Case Study submitted to BALAS conference

"Media Coverage, CEO Compensation and Corporate Social Responsibility" (Writing Results).
target journal: Strategic Management Journal

"Moral Resources and Competitive Advantage".
under review: Journal of Management Inquiry

"Strategic Orientation and Foreign MarketEntry Choice: Managerial Perceptions from Saudi Arabia".
Under Review: South African Journal of Business Management

"The Impact of Corruption on Country Brand" (On-Going).
target journal: Journal of Business Ethics

"The Pollyanna Principle and Expatriate Assignments" (On-Going).
groundbreaking study of expat managers after they return home.

"The Relationship between Different Types of Entrepreneurial Activity and Perceptions of Country Brands in Trade and Tourism: An International Examination" (On-Going).
Target journal: Entrepreneurship Theory and Practice

SERVICE

Editorial and Review Activities

Editorial Board Member, "Management International Review." (February 1, 2006 - Present).

"BALAS." (January 1, 2015 - December 31, 2015).

Ad Hoc Reviewer, Papers, "Journal of Business Ethics." (January 2015 - December 2015).

Ad Hoc Reviewer, Papers, "Academy of International Business-NE." (January 2014 - December 2014).

Ad Hoc Reviewer, Papers, "Journal of World Business." (January 2013 - December 2013).

Ad Hoc Reviewer, Papers, "Management International Review." (January 2013 - December 2013).

Ad Hoc Reviewer, Papers, "Strategic Management Journal." (March 1, 2013 - November 1, 2013).

Editorial Board Member, "International Journal of Public Administration." (January 2012 - December 2012).

Ad Hoc Reviewer, Papers, "Journal of Marketing Education." (January 2012 - December 2012).

Ad Hoc Reviewer, Papers, "Organizational Behavior and Human Decision Processes." (January 2012 - December 2012).

Ad Hoc Reviewer, Papers, "Journal of International Business Studies." (April 2008 - 2011).

General Service

College

Chairperson, Faculty Recruitment Committee. (January 1, 2015 - December 31, 2015).

Chairperson. (January 2015 - December 2015).

Committee Chair, Alumni Events for FT MBA Program. (December 1, 2013 - December 31, 2013).

Program Coordinator, Global Corporate Citizenship Collaborative. (January 1, 2013 - December 31, 2013).

Committee Member, Mentoring Committee. (January 2013 - December 2013).

Committee Member, Ph.D. Proposal Committee. (January 1, 2013 - December 31, 2013).

Chairperson, Strategic Planning Committee. (January 1, 2013 - December 31, 2013).

Attendee, Meeting, Global Leadership Summit. (August 1, 2012 - August 31, 2013).

Chairperson, Academy of Management Reception Organizer. (January 2012 - August 2012).

Faculty Coordinator, Full-Time MBA Program, Faculty Coordinator - Full-Time MBA Program. (July 1, 2008 - June 30, 2012).

Committee Member, GPAC. (July 1, 2008 - June 30, 2012).

Guest Speaker, Graduate School of Business. (January 2012 - May 2012).

Student Org Advisor (Professional Org), Faculty Advisor. (January 1, 2011 - December 31, 2011).

Chairperson, FT MBA Alumni Event Organizer. (January 2010 - December 2011).

Guest Speaker, Office of the Dean. (October 1, 2011 - November 1, 2011).

Guest Speaker, MBA Program. (April 2010 - April 2011).

Other

Track Organizer, Business Association of Latin American Studies, Ecuador Conference 2016 and Puerto Rico Conference 2015. (January 2015 - December 2015).

Professional

Grant Proposal Reviewer, External, Fulbright Commission, Member. (September 2014 - November 2014).

Committee Member, University of Texas at Dallas, Ph.D. dissertation committee, Member. (August 1, 2012 - December 31, 2013).

Public/Community

Head Coach, Wolfpack Boys AAU Travel Basketball Grade 8 and 9. (April 1, 2015 - November 15, 2015).

Program Organizer, Mission Peru. (May 2015).

Head Coach, Old Colony Girls Basket Ball League Grade 8. (January 1, 2013 - April 1, 2013).

Committee Member, Beechwood Congregational Church. (January 2012 - December 2012).

University

Committee Member, Criminal Justice. (October 1, 2011 - December 31, 2013).

BSIB- Internal Advisory Committee, Member. (2003 - December 31, 2013).

Workshop Organizer, Special Session to develop link between Kostas Institute and DMBS. (January 1, 2013 - May 1, 2013).

Track Organizer, United Nations Global Water Summit. (January 1, 2012 - May 1, 2012).

Committee Member, Economics Department. (September 1, 2011 - May 1, 2012).

Honorary Coach for NU vs Georgia State game, Northeastern Women's Basketball. (February 1, 2012 - February 28, 2012).

Consulting

Management, United States Coast Guard, Portsmouth, VA. (August 1, 2014 - August 31, 2014).