

MARY LOU EGAN

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EDUCATION

- Ph.D. International Business, The George Washington University, Washington, DC, 1987
Ph.D. proposal and dissertation awarded with distinction
University Fellowships
Primary field: International Business
Secondary field: Economic Development Planning and Administration
- M.B.A. Managerial Economics, The George Washington University, 1981
University Fellowships
Course work, International Economics, University of Bristol, U.K., 1980
- B.A. International Studies (cum laude), School of International Service, The American University, Washington, DC, 1973
Course work, French language studies, University of Grenoble, France, 1972-1974

TEACHING EXPERIENCE

Assistant Professor (1991- 1998), **Associate Professor of International Business and International Affairs** (1999-2000), Department of International Business, School of Business and Public Management, The George Washington University, Washington, D.C.

Joint appointment with the Elliott School of International Affairs and School of Business and Public Management

Program Director for international business concentration in International Development graduate program

Designed and taught new graduate course, Managing in Developing Countries

SBPM Teaching Award, The George Washington University, 1993

Courses taught: International Marketing Management (graduate & undergraduate)
Multinational Corporations in the World Economy (graduate)

Managing in Developing Countries (graduate & Executive MBA)

Visiting Professor, Ecole Supérieur de Commerce et Management (ESCEM) at Poitiers and Tours, France (three week sessions each year, 2000 – 2005)

Courses taught: International Marketing, Sustainable Development (undergraduate)

Visiting Professor, Helsinki School of Economics, Finland (one month session each year, 2005 and 2006)

Courses taught: Managing in Developing Countries, Multicultural Management (undergraduate)

Faculty Mentor to doctoral candidates, Walden University, on line graduate university (2000-2009)

ACADEMIC AFFILIATIONS

Research Associate, The Wharton School, University of Pennsylvania, George Harvey Program on Redefining Diversity (1999 – 2003)

Research Associate, ESCEM at Poitiers and Tours, France, Centre de Recherche en Management Durable (2005 -)

PROFESSIONAL EXPERIENCE

Bendick and Egan Economic Consultants, Inc. (1984-). Co-founder and president of a firm providing business and economic analysis to both the public and private sectors. Including:

Consultant to international and multinational organizations including U.S. Agency for International Development, Commission of the European Union, International Labour Office, International Monetary Fund, Organisation for Economic Cooperation and Development and the World Bank.

Consultant/grantee for non-profit and public organizations including Annie E. Casey Foundation, Council on Foundations, Ford Foundation, German Marshall Fund of the United States, Grantmakers Concerned with Immigrants and Refugees, Greater Washington Research Center, MacArthur Foundation, Charles Steward Mott Foundation, Rockefeller Foundation, U.S. Department of Commerce, U.S. Economic Development Organization, U.S. Department of Justice, U.S. Department of Labor, Organization of Women in International Trade, and Russell Sage Foundation.

Department of Health and Human Services and General Services Administration, Washington, D.C., 1974 - 1978.

Member of HHS Management Development Program. Worked as program evaluator, program officer, and management analyst

General Services Administration, Washington, D.C., 1974-1976.

Management Analyst on Staff of the Regional Commissioner, Federal Supply Service. Distinguished Service Award, 1976

International work experience including Belgium, Commonwealth of the Northern Mariana Islands, Croatia, Finland, France, Great Britain, Ireland, Jamaica, Netherlands, Republic of China, Senegal, Serbia, Slovenia and Sweden. **Languages:** English and French.

PUBLICATIONS

In Press

“The Business Case for Diversity and the Perverse Practice of Matching Employees to Customers,” **Personnel Review**, with Marc Bendick, Jr., Louis Lanier.

Single-Authored Refereed Journal Articles

“U.S. Strategic Trade Policy and the Competitiveness of the U.S. Construction Industry in Developing Country Markets.” **Journal of Transnational Management Development** 3 (4) (1998): 253-276. Also appears in Jean-Louis Mucchielli, Peter Buckley, and Victor Cordell (eds.). **Globalization and Regionalization: Strategies, Policies, and Economic Environments Part II**. New York: The Haworth Press, 1998: 253-276.

"Business Strategy, Law and Ethics in the International Market for Cultural Property: The Coroma Weavings." **Journal of the International Academy for Case Studies** 3 (1997): 32-47. Distinguished case award, The International Academy for Case Studies, 1996.

"Condoms and Culture: An Exercise to Foster Classroom Participation of International Students." **Journal of Management Education** 20 (1) (February 1996): 98-103.

"The Export Trading Company Act of 1982: Japanese-Style Exporting for America?" **Economic Development Quarterly** 3 (August 1989): 243 - 254.

"The State and Economic Development: The Role of Port-Based Export Trading Companies in Public Sector Export Promotion." **State and Local Government Review** 19 (Winter 1987), pp. 29-35.

"Setting Priorities in African Urban Development: The Case of Secondary Cities in Senegal." **Planning and Administration** 12 (Spring 1985): 61-74.

Co-Authored Refereed Journal Articles

"France's Mandatory "Triple Bottom Line" Reporting: An Informational Regulation Approach to Sustainable Development." **The International Journal of Environmental, Cultural, Economic and Social Sustainability** 5(5) (2009): 27-47 (with Fabrice Mauleon, Dominique Wolff, and Marc Bendick, Jr.).

"Teaching Cultural Competence: What Multicultural Management Courses Can Learn from Diversity." **Academy of Management Learning & Education** 7(3) (2008): 387-393 (with Marc Bendick, Jr.).

"Workforce Diversity Initiatives of US Multinational Corporations in Europe." **Thunderbird International Business Review** 45(6) (2003):701-727 (with Marc Bendick, Jr.).

"US Firms' Evaluation of Employee Qualifications in International Business Careers." **The International Journal of Human Resource Management** 13(1) (2002): 76-88 (with Marc Bendick, Jr. and John J. Miller).

"Diversity Training: From Anti-Discrimination Compliance to Organization Development." **Human Resource Planning** 24(2) (2001): 10-25 (with Marc Bendick, Jr. and Suzanne Lofhjelm). **Awarded the Walker Prize for Best Published Research in 2001, Human Resource Planning Society.**

"Worker Ownership and Participation Enhances Economic Development in Low-Opportunity Communities." **Journal of Community Practice** 2 (1) (1995): 61-86 (with Marc Bendick, Jr.).

"Careers in International Trade: Salaries, Career Paths, and Male-Female Differences." **International Journal of Human Resource Management** 5 (February 1994): 34-49 (with Marc Bendick, Jr.).

"Linking Business Development and Community Development in Inner Cities." **Journal of Planning Literature** 8 (August 1993): 3-19 (with Marc Bendick, Jr.).

"Buyer-Seller Links in Export Development." **World Development** 20 (March 1992): 321-

334 (with Ashoka Mody).

"Transfer Payment Diversion for Small Business Development: British and French Experience." **Industrial and Labor Relations Review** 40 (July 1987): 528-542 (with Marc Bendick, Jr.). Reprinted as **The New Entrepreneurs** (London: Centre for Employment Initiatives, 1988).

"The Urban-Rural Dimension in National Economic Development." **Journal of Developing Areas** 20 (January 1986): 203-222 (with Marc Bendick, Jr.). Reprinted in **Problemes Politiques et Sociaux** 572 (Nov. 27, 1987): 25-27.

"Providing Industrial Jobs in the Inner City." **Business** 32 (January-February 1982): 2-9 (with Marc Bendick, Jr.).

"Management Training for Public Welfare Agencies." **Administration in Social Work** 1 (Winter 1977): 359-67 (with Marc Bendick Jr.).

Chapters in Books

"Confrontation Versus Cooperation: Strategies for U.S. Entry into the Japanese Flat Glass Market." In Mordechai Kreinen (ed). **Contemporary Issues in Commercial Policy**. Oxford: Elsevier, 1995: 15-21 (with Carlos de Quesada).

"The Public Sector Role in Export Marketing in Developing Countries." In Fariborz Ghadar et al. (eds.) **Global Business Management in the 1990s**. Washington: Beacham Press, 1990: 204-216. Updated April 1994 as "Export Marketing From Developing Nations: Understanding the Public Sector Role".

"Upgrade Training in Other Industrial Nations." In Michael Kane and Ann Meltzer. **Upgrade Training for Employed Workers**. Washington, D.C.: U.S. Department of Labor, 1990 (with Marc Bendick, Jr.).

"Financing Exports: What is the State Role?" In Richard D. Bingham, Edward W. Hill, and Sammis White (eds.), **Financing Economic Development**. Newberry Park, CA: Sage Publications, 1990: 222-240 (with Marc Bendick, Jr.).

U.S. Congressional Testimony

"Promoting Employer-Provided Worker Reskilling: Lessons from a Tax Credit System in France." **Testimony, Joint Economic Committee, U.S. Congress**, October 19, 1987 (with Marc Bendick, Jr.).

"Alternative Uses of Unemployment Compensation: Self-Employment Allowances."

Testimony, Committee on Ways and Means, U.S. House of Representatives,
December 14, 1987 (with Marc Bendick, Jr.).

Scholarly Papers

Research Perspectives on Race and Employment in the Advertising Industry (2009)
(with Marc Bendick, Jr.).

The Documentation and Evaluation of Anti-Discrimination Training in the United States, International Migration Papers, The International Labour Organization, Geneva, Switzerland, 1998 (with Marc Bendick, Jr. and Suzanne Lofhjelm).

Managing Greater Washington's Changing Work Force: Keys to Productivity and Profit. Washington, D.C.: Greater Washington Research Center, 1991 (with Marc Bendick, Jr.)

Jobs: Employment Opportunities in the Washington Area for Persons with Limited Employment Qualifications. Washington, D.C. Greater Washington Research Center, 1988 (with Marc Bendick, Jr.).

Export Marketing in Yugoslavia. Washington, D.C.: The World Bank, 1988 (with Yung Rhee).

The Role of Publicly-Based Export Trading Companies in Reducing Unemployment and Economic Distress. Washington, D.C.: U.S. Department of Commerce, 1985 (with Marc Bendick, Jr.)

Other Articles, Book Reviews

“Rating the Export Programs.” **ACE, American Consulting Engineer** (Jan/Feb 1999): 28-30 (with JoAnn Cavanah).

“Trade and Economic Development.” Introduction to the 1995 International CEO of the Year acceptance speech by Sir William Purves, George Washington University. November 15, 1995. Written introduction to printed speech.

Book Review of **Global Corporate Alliances and the Competitive Edge: Strategies and Tactics for Management** by Martin Staff, New York, Quorum Books, 1991, for The International Trade Journal, vol. VII, no. 6 (Winter), 735-739, 1993.

"Look Who's Becoming an Entrepreneur." **Across the Board** 24 (January 1987): 52-54 (with Marc Bendick, Jr.).

SELECTED PRESENTATIONS

- “The “Business Case for Diversity” and the Pernicious Practice of Matching Employees to Customers.” 10th International Human Resource Management Conference, Santa Fe (in preparation, (with Marc Bendick, Jr. and Louis Lanier).
- “Measuring Inclusion in the Workplace: A Somewhat Economics Perspective,” National Science Foundation Social Economic and Behavioral Sciences Directorate, June 2008 (with Mary Lou Egan).
- “Teaching Cultural Competence: What Multicultural Management Courses Can Learn from Diversity.” July 2008, Second Annual Conference, Teaching and Training Workplace Diversity: Bridging the Research-Practice Gap, George Mason University.
- “Manage Employer Inclusion, not Workforce Diversity.” Society for Human Resource Management Annual Diversity Conference, Atlanta, October 2008 (with Marc Bendick, Jr.).
- “France’s Mandatory “Triple Bottom Line” Reporting: An Informational Regulation Approach to Sustainable Development.” June 2007 (with Fabrice Mauleon, Dominique Wolff, and Marc Bendick, Jr.). Second International Conference of the International Center for Corporate Accountability, New York.
- “Measuring Inclusion in the Workplace,” Presentation to the American Psychological Association National Conference, San Francisco, August 2007 (with Marc Bendick, Jr.).
- “Employers’ Workforce Diversity Management Initiatives and Their Implications for Testing.” Monash University Conference on Field Experiments of Discrimination in Markets, Prato, Italy, July 2005 (with Marc Bendick, Jr.).
- “Does Gender Make a Difference in Careers in International Business?” Presentation to the 10th Delegation of Russian Women Leaders, Women & Politics Institute, The American University, Dec. 2005.
- “Beyond Simple Counts: A New Approach to Measuring and Monitoring Workplace Diversity.” Seventh International Human Resource Management Conference, Limerick, Ireland, June 2003 (with Marc Bendick, Jr. and John J. Miller).
- “France’s *Nouvelles Regulations Economiques*: Using Government Mandates for Corporate Reporting to Promote Environmentally Sustainable Economic Development.” Association for Public Policy and Management Conference, Washington, D.C., November 2003 (with Fabrice Mauleon, Dominique Wolff, and Marc Bendick, Jr.).
- “Immigrants and Refugees: What Does the Research Say?” Taking the Initiative on

Jobs and Race, A Jobs Initiative Conference, Annie E. Casey Foundation, San Diego, June 2002 (with Marc Bendick, Jr.).

“Family-Strengthening Jobs for Low Skill Immigrant and Refugee Workers: Separating Myths from Reality.” Seattle-King County Workforce Development Council, Seattle, Washington, July 2002 and Annual Conference of the Council on Foundations, Chicago, April 2002 (with Marc Bendick, Jr.).

“How Effective is US Government Strategic Trade Policy?: The Case of Consulting Engineering Firms in Emerging Markets.” Conference on Globalization, The International Firm and Emerging Economies, Cesme, Turkey, May 1998.

"The International Market in Cultural Property from Developing Countries." Allied Academies, Hawaii, October 1996.

"Using Channel Structure as a Framework for Selecting an Export Marketing Strategy." Fourth International Conference on Marketing and Development, San Jose, Costa Rica, January 1993.

"Firm to Firm Implementation of Strategic Alliances," 1993 Annual Conference of the American Society for Competitiveness," Alexandria, VA: October 8, 1993.

"Marketing Cooperatives and Economic Development." 1993 Annual Conference of the National Cooperative Bank, Washington, DC: April 1993 (with Marc Bendick, Jr.).

"Export Financing and Other Approaches to State Export Promotion." Conference on Internationalizing the Southern Economy, Southern Growth Policies Board, New Orleans, December 1989.

“Microenterprise Development: Western European Experience.” Wingspread Conference, German Marshall Fund of the United States, November 1986 (with Marc Bendick, Jr.).

SELECTED UNIVERSITY SERVICE, GEORGE WASHINGTON UNIVERSITY

University Committees

Advisory Board of the Elliott School’s International Development Studies Program, 1997

Global Leaders Fellowship Committee, 1995

Nominating Committee for the Trachtenberg Prize for Teaching, 1994

SBPM alternate representative to Senate Committee for Women Faculty and Professional

Librarians, 1992

School of Business and Public Management Committees

Institute of Brazilian Business and Public Management Issues, Academic Advisory Council of George Washington University Professors, 1997

Technology Committee, SBPM Quality Initiative, 1996

Research and Faculty Development Committee, SBPM Quality Initiative, 1995

Curriculum Development Task Force, “Diversity, Design, and Development in Global Organizations,” 1995

Search Committee for Director of International Center and Aryamehr Chair of Multinational Management, 1993

BBA Curriculum Committee, 1992

Poncelet Scholarship Selection Committee, 1992-93

SBPM Mission Statement Committee, 1992

Dean’s Committee on Communication, 1992

Hyundai Scholarship Selection Committee, 1992

Task Force to design joint MBA-MA for IB Department and Elliott School, 1992

SELECTED PROFESSIONAL SERVICE

Senior Editorial Advisor, **Economic Development Quarterly**, 1994-2004

Member of Editorial Review Board, **Journal of Business in Developing Nations**, 1996- 2000

Article Reviewer for **World Development**, **Economic Development Quarterly**, **Journal of Business in Developing Nations**

Vice President, Public Relations of George Washington University Chapter, Beta Gamma Sigma, business honorary society, 1996-98

Association of Women in International Trade, Washington, DC chapter, Board Member, 1993-95,

Chair of Professional Development Committee, 1992

Conference Discussant, Association of Global Business, 1992 Annual Conference

Panel Co-Chair, Association of Women in International Trade Conference, "Myth vs. Reality: Communicating the Facts on International Trade and Investment," 1996

Track Chair for International Marketing, Business for Latin America (BALAS), Annual Conference, 1993

Book proposal reviewer, Kluwer Academic Publishers, 1989

Conference Paper Reviewer: Annual conferences of the Association for Global Business, 1992; BALAS Conference 1995; and the Academy of International Business, 1996, 1997

Proposal Selection Committee, grants to universities for international business education, US Department of Education, 1989, 1990

PROFESSIONAL MEMBERSHIPS

Academy of International Business

Association of Women in International Trade (Washington Chapter board member, 1993-1995, 1998-2000)

Women in International Trade Charitable Trust (Founding member, board member 2000-)

HONORS

Lifetime Achievement Award, Association of Women in International Trade, 2007

The Walker Prize, Society for Human Resource Management, Best Research Contribution, 2001

International Academy for Case Studies, Distinguished Case Award, 1996

Visiting Scholar, Republic of China, January 4-11, 1994

SBPM Teaching Award, The George Washington University, 1993

Who's Who Worldwide, 1992

Outstanding Young Women of America, 1985

Beta Gamma Sigma, National Honorary Fraternity in Business Administration, 1981

Distinguished Service Award, General Services Administration, 1976

Phi Kappa Phi, Academic Honor Society, 1973