

## BALBIR B. BHASIN

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### SUMMARY OF QUALIFICATIONS

- **Specialist in Management & International Business, Strategic Planning, Marketing, Cross Cultural Management, Ethics and Entrepreneurship**
- **Over 19 years of top quality international business experience in N. America, Asia, Africa, and Australia**
- **10 years of senior level decision making in government**
- **Substantial experience in managing executive training & development**
- **Advisor & Researcher on International Trade, Resources Law & Policy, and Human Resource Best Practices**
- **Steady maturation as a scholar, mentor and effective teacher**

### EDUCATION

**Doctor of Philosophy (Ph.D.) in Management and International Business**, International Graduate School of Management, University of South Australia, Adelaide, Australia 2001.  
([www.unisa.edu.au](http://www.unisa.edu.au)) **Dissertation:** *"Foreign Direct Investment in Gold Mining in Developing Countries: An Analysis of Award and Implementation of the Contract of Work System in Indonesia"*.

**Master of International Management with Distinction (M.I.M.)**, Thunderbird: The American Graduate School of International Management, Glendale, Arizona 1979.  
([www.thunderbird.edu](http://www.thunderbird.edu)) Concentration in Marketing and International Relations.  
**Research:** *"Issues in Social Responsibility Currently Facing Multinational Enterprise"*.

**Bachelor of Business Administration (B.B.A.)** Marketing, and **Bachelor of Arts (B.A.)** General Program in Humanities, Lakehead University, Thunder Bay, Ontario, Canada 1978.  
([www.lakeheadu.ca](http://www.lakeheadu.ca))

**Command and Staff Course (C.S.C.)**, General Command and Staff College, Ministry of Defense, Republic of Singapore, 1973. **Concentration:** Strategic & Contingency Planning, Leadership and Human Resource Management.

### FULL TIME TEACHING EXPERIENCE

2005 to Present      **John F. Welch College of Business, Sacred Heart University, 5151 Park Avenue, Fairfield, Connecticut 06825** ([www.sacredheart.edu](http://www.sacredheart.edu))

**Associate Professor of International Business:** Teaching Undergraduate and MBA courses in International Business, Strategy and Cross-cultural Management: *BU 690 Global Management Integration: Business Capstone/Strategy, BU 665 International Business (graduate), BUS/IB 278 Principles of International Business (undergraduate) and BUS/IB203 Intercultural Management.*

2003 to 2005                    **Ashland University, Dauch College of Business & Economics, 401 College Avenue, Ashland, Ohio 44805. ([www.ashland.edu](http://www.ashland.edu))**

**Assistant Professor of International Business:** Teaching Undergraduate and MBA courses in Management, Entrepreneurship and International Business: *BUS 310 International Business Culture, BUS 480 Global Management, BUS 489 Senior Seminar – Capstone/Strategy, MBA 509 International Business Management, MBA 514 Special Topics in International Marketing, MBA 516 Global Entrepreneurship Seminar.*

2003 to Present                    **Universitas 21 Global (Consortium of 16 select internationally recognized universities) 5 Shenton Way #01-01 UIC Building Singapore 068808. ([www.u21global.com](http://www.u21global.com))**

**Online Faculty teaching MBA Program:** Teaching courses online: *MBA 630: Marketing Management MBA 640: Managing International Organizations and MBA 690: Strategic Management* to students in Asia, Europe and North America.

2002 to 2003                    **University of Tampa, John H. Sykes College of Business, 401 W. Kennedy Blvd., Tampa, Florida 33606 ([www.mba.ut.edu](http://www.mba.ut.edu))**

**Adjunct Professor of Management & Marketing:** Teaching the following courses to students majoring in Management, Marketing and International Business: *MGT 345 Global Organizational Behavior* (undergraduate) and *MKT 613 International Marketing* (graduate level).

2000 to 2003                    **Eckerd College, 4200 54<sup>th</sup> Avenue South, St. Petersburg, Florida 33711. ([www.eckerd.edu](http://www.eckerd.edu))**

**Assistant Professor of International Business:** Teaching core and elective courses to International Business majors: *IBC 261 International Management, and IBC 410 Senior Seminar: Ethical Issues in International Business.* Previously taught: *IBC 260 Cultural Environment of International Business, IBC 477 Entrepreneurship, IBC 401 Internship in International Business, IBC 480 Proctoring in International Business, and IBC 498 Strategy and Policy (Comprehensive Examinations).*

1999 to 2000                    **South Texas College, McAllen, Texas 78502 ([southtexascollege.edu](http://southtexascollege.edu))**

**Full-time Business Faculty:** Teaching core and elective course for Business Administration majors: *Principles of Management, Principles of Marketing, Problem Solving and Decision Making, International Marketing, and Introduction to International Business.*

## RELEVANT INDUSTRY EXPERIENCE

1994 to 1998                    **Pacific American Bancorp Inc. (PAB) Hong Kong & New York**

**President:** Company is a private investment bank with a diversified global portfolio. Managed all operations and marketing activities including: project appraisal, venture capital financing, and equity portfolio management. Managed investment projects involving real estate developments – office space, apartment complexes and resort hotels owned by subsidiary companies in South Asia. Reviewed potential investment projects including acquisitions and joint venture proposals.

1993 to 1998                    **Asia Pacific Institute for Management Development Inc., (APIMD) Singapore, Malaysia, Indonesia, Thailand, Philippines, Australia, South Africa, Hong Kong and China**

**President & C.E.O.:** Company's business is providing up-to-date business information to industry professionals, government and the private sector through the production of conferences and seminars. Total production exceeded 150 programs annually in 12 cities. Programs researched and developed in the areas of finance, marketing, HR, investment, corporate planning, manufacturing, business policy etc. Supervised the sourcing and recruitment of specialists and professionals worldwide.

1990 to 1992                      **Bioelectronics Corporation, Troy, Michigan**

**Director, International Marketing:** Company was a NASDAQ listed corporation specializing in single-cell fusion, extraction and injection technology. Responsibilities included strategic planning, market penetration and development, and managing distributors globally.

1983 to 1990                      **Center for Management Technology Inc., (CMT) Singapore, Kuala Lumpur, Jakarta, Hong Kong, Bangkok and Melbourne**

**Founder & Managing Director:** Responsible for complete start-up and development of the management training services group of companies in the Asia-Pacific region. Expanded into new markets and set up local training units. Recruited and trained conference and seminar managers and supervised their productions. Created promotions department and successfully managed regional strategy. Built the company from scratch to a highly profitable venture in the region, before divesting interests.

1984 to 1986                      **Royal Park Holdings (Pty) Limited, Melbourne, Australia**

**Executive Director:** A privately held company investing in hotel, motel and serviced apartment properties. Portfolio exceeded A\$ 8.6 million. Directly responsible for acquisitions, upgrading and development of properties, negotiating loans and financing, and sale of businesses.

1981 to 1983                      **Institute for International Research Inc. (IIR) Singapore, Malaysia, Indonesia**

**Vice President:** of the company after a short stint as **Conference Producer**. Produced numerous successful conferences through market research, program development and sourcing expert speakers. Subjects covered included Construction, Tax Planning, Computers, Business Opportunities, Investment and Banking. Directly responsible for managing the company's subsidiaries in Indonesia and Malaysia.

1966 to 1976                      **Government of the Republic of Singapore, Ministry of Defense**

**Career Military Officer:** Served in various command and staff appointments, most notable being the **Head of Operations** at the General Staff Division responsible for Contingency Planning and Implementation. Served also as Head of Branch responsible for Control of Training and Officer Development, General Staff Officer of Infantry Regiment, and Company Commander. Highest rank achieved: Major.

#### RECENTLY PUBLISHED REFEREED JOURNAL ARTICLES

**Transparency and Governance:** "Transparency Issues in NAFTA: Concerns and Directions for Free Trade in An Open Environment" (with Jay Ramanujam) *Journal of International Trade Law & Policy* (Published by the Aberdeen Business School, The Robert Gordon University, Scotland) Vol. 3 No. 1 43-57, June 2004. ([www.rgu.ac.uk/abs/research/page.cfm](http://www.rgu.ac.uk/abs/research/page.cfm))

**Trade & Monetary Policy:** “Is An Asian Monetary Union Under A Yen Bloc Still Possible” (With P. Low & S. Lee) *Management Development Journal of Singapore* (Published by the Management Development Institute of Singapore). Vol. 11, No. 1, May, 2003. ([www.mdiss.edu.sg](http://www.mdiss.edu.sg))

**Global Human Resources:** “The Fight for Global Talent: New Directions, New Competitors – A Case Study of Singapore” (with P. Low) *Career Development International* (Published by the MCB University Press, U.K. in association with the University of Strathclyde, Scotland) Vol.7 No. 2, 109-114, May 2002. ([www.emeraldinsight.com/cdi.htm](http://www.emeraldinsight.com/cdi.htm))

**Foreign Direct Investment:** “Mining Law and Policy in Indonesia: Reforms of the Contract of Work Model to Promote Foreign Direct Investment and Sustainability” (with J. McKay) *Australian Mining and Petroleum Law Journal*, (Published by Australian Mining and Petroleum Law Association Limited with the *Centre for Commercial and Resources Law* of the University of Western Australia and the *Centre for Energy and Resources Law* of the University of Melbourne). Vol. 21 No.1, 77-90, April, 2002. ([www.ampla.org/publications/publications.htm](http://www.ampla.org/publications/publications.htm))

**Natural Resources Policy:** “Mining Law and Policy in Indonesia: Issues in Current Policy that Need Reform” (with J. McKay) *Journal of Energy & Natural Resources Law*. (Published by the *International Bar Association* in collaboration with Kluwer Law International, and the *Center for Energy, Mining and Petroleum Law*, University of Dundee). Vol. 19 No. 4, 329-343, November 2001. ([www.ibanet.org](http://www.ibanet.org))

#### RESEARCH IN PROGRESS

**Cross Cultural Adjustment:** Peer reviewed journal article, “Succeeding in China: Cultural Adjustments for Indian Businesses” currently under review by the *Journal of Cross Cultural Management*, December, 2005.

**Cross Cultural Management:** Textbook on “Cross Cultural Management: Concepts and Applications” contributing 4 chapters: Cross-cultural Communication, Cross-cultural issues of doing business in East Asia, in Protestant Cultures and in Latin Cultures (with Vipin Gupta, Dharam Bhawuk, and Arup Varma), SAGE Publications, New York 2007.

#### RECENT CONFERENCE PRESENTATIONS AND REVIEWS

**Free Trade Agreements: "FTAA and Liberalization: Institutional Issues Impeding Progress"** (with V.S. Kumar and P. Reddy); Accepted and presented at the 2005 Institute of Behavioral and Applied Management (IBAM) Conference, Scottsdale, Arizona on October 6-8, 2005.

**Country Cultural Issues:** Reviewed paper on “**Acculturation and Cultural Values: Muslims in the US and Pakistan**” presented at the Annual Conference of the Academy of International Business (AIB-SE Chapter) held at the Clearwater Hilton, Florida on November 13-14, 2003.

**International Business Strategy and Structure:** Chaired session and reviewed paper on “**Country-Level Institutional Context: Moderating the Relationship between Multinationality and Performance**” presented at the Annual Conference of the Academy of International Business (AIB-SE Chapter) at the Sheraton Colony Square, Atlanta on November 7-8, 2002.

**New Rights and Privileges for NAFTA Investors: Current Issues and Concerns:** Conference paper presented at the 3<sup>rd</sup> Annual NAFTA Conference: *Strategic Changes for Maquilas*, sponsored by the McAllen Economic Development Corporation, McAllen, Texas on April 26, 2002.

**International Trading Blocs: Issues and Concerns:** Chaired session and reviewed paper on “**The Truth about Culture: Towards an Epistemic Paradigm**” presented at the *Annual Conference of the Academy of International Business (AIB-SE Chapter)* at the New Orleans Hilton, November 8-9, 2001.

**Transparency Issues in NAFTA: Concerns and Directions for Free Trade in an Open Environment.** Conference paper presented at the *2<sup>nd</sup> Annual NAFTA Conference: New Directions for 2001*, sponsored by the McAllen Economic Development Corporation in McAllen, Texas on March 2, 2001.

**The Fight for Global Talent:** Conference paper presented at the *29<sup>th</sup> Annual HR Issue Management Conference* hosted by the Human Resource Institute (HRI), Don Cesar Hotel and Resort, St. Petersburg, Florida on February 7-9, 2001.

**Foreign Direct Investment in Mining in Indonesia: History, Impact and Current Issues:** Presentation on research made to members of the *Academy of Senior Professionals at Eckerd College (ASPEC)* at Lewis House, St. Petersburg, Florida, on January 26, 2001.

## PERSONAL & PROFESSIONAL DETAILS

**Languages:** English, Punjabi, Hindi and Malay/Indonesian (fluent)  
Chinese Hokkien & Teochew, and Urdu (spoken only)

**Leisure:** Reading, Walking, Travel, Traditional Art ([www.artistjnath.org](http://www.artistjnath.org))

**Awards:** Ellis Teaching Award for Outstanding Teacher, AU 2005  
Who's Who Among America's Teachers, 2002  
IBM Fellowship Award, Thunderbird, June 1979  
Friends of Thunderbird Awards, March and July 1979

**Affiliations:** Academy of International Business – SE Chapter ([www.aibworld.net](http://www.aibworld.net))  
Human Resource Institute (HRI) at the University of Tampa  
Center for Comparative Water Policies and law at the University of South Australia

**Advisory:** Advisory Board Member, Executive-in-Residence and Research Associate,  
Human Resource Institute (HRI), University of Tampa. ([www.HRInstitute.info](http://www.HRInstitute.info))  
5959 Central Avenue, Suite 200A, St. Petersburg, Florida, 33710 (2000-Present)

Researcher, The Centre for Comparative Water Policies & Laws, University of South Australia, Division of Business and Enterprise, GPO Box 2471, Adelaide, SA 5001  
<http://business2.unisa.edu.au/waterpolicylaw/profiles/index.htm> (2001-Present)

Advisor to the Government of Sri Lanka on Trade and Investment,  
Embassy of the Republic of Sri Lanka, 2148 Wyoming Avenue, N.W.,  
Washington, D.C. 20008 (2003-2005)

Senior Consultant, Strategic Positioning Consultancy (SPC) ([www.ashland.edu/spc](http://www.ashland.edu/spc))  
The Gill Center for Business and Economic Education, Ashland University,  
401 College Avenue, Ashland, OH 44805 (2004-2005)

Director, Ashland International Business Initiative (AIBI) ([www.ashland.edu/aibi](http://www.ashland.edu/aibi))  
Ashland Economic Development, 206 Claremont Avenue, Ashland, Ohio 44805  
(2003-2005)