

Christopher Ziemnowicz

Professor, School of Business

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Education:

Doctor of Philosophy
Institute of Economics and Social Sciences
Warsaw University of Technology, Warsaw, Poland

Master of Business Administration
The American University, Washington, D.C.

Bachelor of Science in Business Administration
George Mason University, Fairfax, Virginia

Teaching in the last five years:

Courses at UNCP

MGT 3150 - International Management (traditional classes and a section delivered on-line)
MKT 3120 - Principles of Marketing
MKT 5450 – Services Marketing

Courses at Concord

BGEN 440 - International Business
FIN 311 - Finance
MGT 460 - Strategic Management
MKT 305 - Marketing
BGEN 420 - Business Practicum
BGEN 105 - Introduction to Business
BGEN 311 - Introduction to MIS

Book:

Rediscovering Schumpeter: Creative Destruction Evolving into ‘Mode 3’, Co-editor: Elias G. Carayannis, The George Washington University. Published by Palgrave Macmillan, 2007. ISBN: 1-4039-4241-2. (A, OIC)

Chapter 1 — **Introduction: Why Joseph Schumpeter’s Creative Destruction? Because Everything has Changed**, with Elias G. Carayannis and John E. Spillan. (A, OIC)

Chapter 3 — **Joseph Schumpeter: A Short Biography**, with John E. Spillan. (A, OIC)

Chapter 4 — **Economics and Joseph Schumpeter’s Theory of Creative Destruction: Definition of Terms**, with Elias G. Carayannis and John E. Spillan. (A, OIC)

Chapter 24 — **The Case of Howard Johnson’s Restaurant Chain: Schumpeter’s Creative Entrepreneurial Beginning and “Innovation-Less” Ending**, with William “Rick” Crandall, John E. Spillan, and John A. Parnell. (A, OIC)

Chapter 25 — **Rediscovering Schumpeter: Conclusions and Lessons Learned for Public and Private Policy as Well as Practice**, with Elias G. Carayannis and John E. Spillan. (A, OIC)

Chapter:

Information and Communication Technology Enabled Economic Growth and Convergence:

Examples from the EU's Central and Southeastern European Members

Chapter 14 in the book published by IDEA Group Publishing, April 2006: **IT-Enabled Strategic Management - Increasing Returns for the Organization**, Edited by: Dr. Bruce Walters and Dr. Zaiyong Tang, Louisiana Tech University (A, OIC)

Refereed Journals in the last five years:

Effects of Life-Style Dimensions and Ethnocentrism on Indian Consumers' Buying Decisions: An Exploratory Study

co-authors: John E. Spillan, Penn State University - Dubois; Manmohan D. Chaubey, Penn State University - DuBois; Nitish Singh, California State University, Chico; and Bindu J. Vyas, King's College; *Journal of International Business Research and Practice*, Fall 2007. (A, PRJ)

The Role of Critical Success Factors in Human Resources in the Success of New Business Ventures

co-authored with Michael L. Menefee, Purdue University; John A. Parnell, University of North Carolina at Pembroke; and Ed Powers, University of North Carolina at Pembroke. *Southern Business Review*, Fall 2006. (A, PRJ)

Foreign Direct Investment and Globalization in Brazil

co-author: John E. Spillan, Penn State University - Dubois; *Business Journal for Entrepreneurs*, Volume 2005, Issue 2. (A, PRJ)

Taking Another Look at Crisis Management: Re-assessing the Assessment of Worst-case Scenarios in the Lodging Industry

co-authors: John E. Spillan, Penn State University - Dubois, William "Rick" Crandall and John Parnell, North Carolina University - Pembroke; *Central Business Review*, Volume 23, Number 2: 14-20 (2004). (D, PRJ)

Determinants of Poland's Competitive Advantage in the Logistics Sector

co-authors: Bindu J. Vyas, King's College, Wilkes-Barre, PA, and John E. Spillan, Penn State University - Dubois; *Journal of East-West Business*, Volume 9, Number 2, 2003. (A, PRJ)

Strategic Management in Small Retail Businesses: the Case of Guatemala

co-author: John E. Spillan, Penn State University - Dubois; *International Small Business Journal*, Volume 21, Number 4, 2003. (A, PRJ)

Proceedings and Presentations in the last five years:

Relevance of Ethnocentrism on Consumer Behavior in Lebanon

co-authored with Victor Bahhouth, University of North Carolina at Pembroke and Youssef Zgheib, Notre Dame University - Lebanon; *Proceedings of the Annual Conference Southeastern Chapter of the Institute for Operations Research and the Management Sciences*, Myrtle Beach, SC. October 2007. (A, OIC)

Privatization in Iran: New Policies and Developments

co-authored with Mahmood Moghimzadeh, Piedmont Virginia Community College; *Proceedings of the Annual Conference Southeastern Chapter of the Institute for Operations Research and the Management Sciences*, Myrtle Beach, SC. October 2007. (A, OIC)

Perception of Crisis Management: A Comparative Analysis of Guatemalan and U.S. Small

Businesses co-authored with John E. Spillan, Penn State University - DuBois; *Proceedings of the Annual Conference Southeastern Chapter of the Institute for Operations Research and the Management Sciences*, Myrtle Beach, SC. October 2007. (A, OIC)

An Explorative Study of Students' Perceptions of Personal Selling as a Career

co-authors: Jeff Totten, McNeese State University and John E. Spillan, Penn State University - Dubois; *MBAA Marketing Management Association Proceedings*, 2007. (AL OIC)

Effects of Life-Style Dimensions and Ethnocentrism on Indian Consumers' Buying Decisions: An Exploratory Study

co-authors: John E. Spillan, Penn State University - Dubois; Manmohan D. Chaubey, Penn State University - DuBois; Nitish Singh, California State University, Chico; and Bindu J. Vyas, King's College; *Midwest Review of International Business Research*, Volume XXI, 2007. (A, OIC)

- Economic Growth and Information and Communication Technology: The New Eastern Europe** co-authored with John E. Spillan, Penn State University – DuBois; *Proceedings of the Annual Conference Southeast Decision Sciences Institute*, Savannah, GA. February 2007. (A, OIC)
- The Role of Critical Success Factors in Human Resources in the Success of New Business Ventures** co-authored with Michael L. Menefee, Purdue University; John A. Parnell, University of North Carolina at Pembroke; and Ed Powers, University of North Carolina at Pembroke. (A, OIC)
- The Stock Market in Iran** co-authored with Mahmood Moghimzadeh, Piedmont Virginia Community College; *Proceedings of the Annual Conference Southeastern Chapter of the Institute for Operations Research and the Management Sciences*, Myrtle Beach, SC. October 2006. (A, OIC)
- Logistic Strategy: Is It Important Among Manufacturing Firms?** co-authored with John E. Spillan, Penn State University - DuBois; *Proceedings of the Annual Conference Southeastern Chapter of the Institute for Operations Research and the Management Sciences*, Myrtle Beach, SC. October 2006. (A, OIC)
- Foreign Direct Investment and Globalization in the Russian Federation** co-author: John E. Spillan, Penn State University - DuBois; *Midwest Review of International Business Research*, Volume XX, 2006. (A, OIC)
- The Growth and Demise of the Howard Johnson’s Restaurant Chain: A Schumpeterian Perspective** co-authored with William “Rick” Crandall and John A. Parnell, North Carolina University - Pembroke; *Proceedings of the Southern Management Association Meeting*, Charleston, SC. November 2005. (A, OIC)
- The Global Automobile Industry in High Gear -- Fuel to Rev Up Your Business Strategy Classes** a MH/ME/IM Symposium prepared with Kunal Banerji, Eastern Michigan University, William “Rick” Crandall, North Carolina University - Pembroke, and John E. Spillan, Penn State University - DuBois; Charleston, SC. November 2005. (L, OIC)
- Constant Change - American Motors Yesterday, the U.S. Automobile Industry Today, and Schumpeter's Creative Destruction** co-authored with John E. Spillan, Penn State University - DuBois; *Proceedings of the Annual Conference Southeastern Chapter of the Institute for Operations Research and the Management Sciences*, Myrtle Beach, SC. October 2005. (A, OIC)
- Foreign Direct Investment and Globalization in Brazil** co-author: John E. Spillan, Penn State University - DuBois; *Midwest Review of International Business Research*, Volume XIX, 2005. (A, OIC)
Awarded the “2005 MBAA McGraw-Hill/Irwin Distinguished Paper (International Business)”
- A Critical Reflection on Our Use of Cyberspace: Towards a Post-modern Ethic of Internet Use** co-authors: John E. Spillan, Penn State University - DuBois, William “Rick” Crandall and John Parnell, North Carolina University - Pembroke; *MBAA Academy of Management Proceedings*, 2005. (L, OIC)
- Wal-Mart Stores and their Effect on Southern West Virginia’s Economy 1995-2001** co-authored with Bryan Grose, McNair Scholars Program at Concord University and John E. Spillan, Penn State University - DuBois; *Proceedings of the Annual Meeting Southeast Decision Sciences Institute*, Raleigh, NC. February 2005. (A, OIC)
- External and Internal Locus of Control’s Influence on Guatemalan Entrepreneurs: an exploratory study** co-authored with John E. Spillan, Penn State University - DuBois; *Proceedings of the Annual Conference Southeastern Chapter of the Institute for Operations Research and the Management Sciences*, Myrtle Beach, SC. October 2004. (A, OIC)
- Is Sustainable Development Worth it? Evaluating Shell’s Operations in Nigeria** co-authored with Stephen J. Fraley and Christy Elliott, Concord University; *Proceedings of the Annual Conference Southeastern Chapter of the Institute for Operations Research and the Management Sciences*, Myrtle Beach, SC. October 2004. (A, OIC)
- Supplemental Teaching Resources for Business Instruction: Incorporating an Industrial Archeological Perspective** co-author: William “Rick” Crandall, North Carolina University - Pembroke; *Proceedings of the Southeast Decision Sciences Institute Meeting*, Charleston, SC. February 2004. (L, OIC)
- Strategies for Handling the Quiet Revolution of an Aging Workforce: the Evolving Management Predicament** co-author: John E. Spillan, Penn State University - DuBois; *Proceedings of the Southeast Decision Sciences Institute Meeting*, Charleston, SC. February 2004. (A, OIC)

- A Comparative Study on Economic Entrepreneurship Development Using Entrepreneurship and Intrapreneurship: the Case of Bolivia and Chile** co-author: John E. Spillan, Penn State University - Dubois; *Midwest Review of International Business Research*, Volume XVIII, 2004. (A, OIC)
Awarded the “2004 MBAA McGraw-Hill/Irwin Distinguished Paper (International Business)”
- Another Look at Crisis Management: Re-Assessing the Assessment of Worst-Case Scenarios** co-authors: John E. Spillan, Penn State University - Dubois, William “Rick” Crandall and John Parnell, North Carolina University - Pembroke; *MBAA Academy of Management Proceedings*, 2004. (A, OIC)
- The Case for Sustainable Development: an Oil Company Operating in Nigeria** co-authors: Christy Elliott and Jason Fraley, Concord College; *Midwest Review of International Business Research*, Volume XVIII, 2004. (A, OIC)
- Is Change Constant? Reflecting on Joseph Schumpeter’s Creative Destruction** co-authored with John E. Spillan, Pennsylvania State University - DuBois; *Proceedings of the Southern Management Association Meeting*, Clearwater, FL. November 2003. (A, OIC)
- Business Education in the Republic of Guatemala: Training New Managers for the Economic Challenges in a Developing Nation** co-authored with John E. Spillan, Pennsylvania State University - DuBois; *Proceedings of the Southeast Decision Sciences Institute Annual Conference*, Myrtle Beach SC. October 2003. (L, OIC)
- The Hawks Nest Tunnel Incident: Insights from Chaos Theory** co-authors: William “Rick” Crandall, Concord College, and Richard D. Crandall, Appalachian State University; *Business, Society, and Government track*, MBAA Annual Meetings, Chicago IL. March 2003. (A, OIC)
- Factors of Influence on Retailing in a Developing Nation: Exploring Guatemala** co-author: John E. Spillan, Penn State University - Dubois; *Southeast Decision Sciences Institute Proceedings*. Williamsburg, VA. March 2003. (A, OIC)
Awarded the “2003 SEDSI Best Paper Award - International Business Track”

List awards/honors or special recognitions in last five years.

- Best Paper (Management and Strategy Track) 35th Annual Meeting Southeastern Institute for Operations Research and the Management Sciences
- Channel 6 News, analysis guest speaker; Bluefield, WV television station
- Editor for the *Midwest Review of International Business Research*, 2002-2003
- McGraw-Hill/Irwin Distinguished Paper Award (International Track) 40th Annual Meeting of the Midwest Business Administration Association
- McGraw-Hill/Irwin Distinguished Paper Award (International Track) 41st Annual Meeting of the Midwest Business Administration Association
- Co-Editor for the *Midwest Review of International Business Research*, 2003-current
- Treasurer for the Midwest chapter of the Academy of International Business (AIB) 2002-2006
- Editor: *Fish Tales*, a publication of the Marlin Auto Club and recipient of the 2003 Golden Quill award from the publishers of *Old Cars Weekly*