

Bertrand Guillotin

Temple University – Fox School of Business
Strategic Management Department
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Education

- Doctorate in Business Administration**, Grenoble Ecole de Management, Grenoble, France. 2016
AACSB, EQUIS, AMBA accredited.
Major: Business Administration.
Dissertation Title: *Internationalization and Differentiation Strategies: The Case of American and European Business Schools*. 128 downloads on SSRN as of 4/13/2021.
Doctoral advisors: Drs. Vincent Mangematin and Séverine Louvel.
Jury: Drs. Mark Smith (Chair), Séverine Louvel (Supervisor), Nathalie Belhoste (Internal reviewer), Richard M. Burton (External reviewer and Prof. Emeritus of Strategy, Duke University, USA).
- MBA**, Thunderbird, School of Global Management (ASU), Phoenix, AZ, USA. 1997
AACSB accredited.
Major: International Management. TSG scholarship recipient.
- DEESMI** (Diplôme Européen d'Etudes Supérieures en Marketing International), FEDE, Switzerland. 1991
Major: International Marketing. Pan-European, advanced degree.
- Manager du Commerce International**, ESARC, St-Clément-La-Rivière, France, equivalent to a BBA. 1991
Major: International Trade. Honor student ranked 2 out of 46.
- BTS** (Brevêt de Technicien Supérieur), two-year program, LETP M. Tessier La Providence, Blois, France. 1990
Major: International Trade. Foreign languages: English and German.
- University of Law, Economics and Management**, Nancy, France. Courses in economics. 1986 - 1988
- High School**
Baccalauréat Technologique (International Business), Lycée F. Chopin, Nancy, France. 1986
Awarded with honors.

Academic, Government/Military, and Professional Positions

Academic Positions

USA:

Fox School of Business, Strategic Management, Temple University, Philadelphia, PA:

- Assistant Professor of Instruction (Non-Tenure Track) 2016 - present
Instructor 2015 - 2016
Academic Director, International Management Concentration for all MBAs. 2018 - present
Academic Director, BBA International Business Administration Program, 400 students. 2015 - present
Core Course Coordinator (IB 3101). 2015 - present
Academic Advisor, IB Association, approximately 100 undergraduate students (10 Officers). 2015 - present

Lundy-Fetterman School of Business & College of Pharmacy & Health Sciences Dual appointment, Campbell University, Buies-Creek, NC:

- Adjunct Faculty (Evening Programs: BBA and MSc), RTP Campus 2002 - 2015

Europe:

- International Guest lecturer, ICN Business School, Nancy, France. 2013 - 2015
International Guest lecturer, WU Vienna University of Economics and Business, Vienna, Austria. 2010 - 2014
French instructor (Evening), Volkshochschule, Altenkirchen, Germany. 1993 - 1995

Military Service

Sergeant, French Forces in Germany, General Staff of the 5th Armored Division, Public Relations and Translations, Landau in der Pfalz., Germany (August 1991 - May 1992).

Early and honorable discharge for work, approved by General Genest with compliments for services rendered.

Professional Experience/Positions

Duke University, Fuqua School of Business, Durham, NC	2002 - 2015
Director, International Center / International Programs Office supporting ca. 900 MBAs	2004 - 2015
Associate Director, Student Life and International Center	2004
Assistant Director, Student Life	2002 - 2004
Great Business Insights, LLC - Consultancy, registered in NC, based in Rydal, PA	2010 - Present
President	
QED Capital Partners, Piscataway, NJ	2002 - 2003
Managing Director (Part-time). Hedge fund closed due to lack of funding.	
Nortel Networks, Research Triangle Park, NC	2001 - 2002
Global Program Manager (IT)	
American Express, Technologies Group, Phoenix, AZ	1998 - 2001
Senior Software Specialist, Network Resource Management. Top performer.	1999 - 2001
Software Specialist 1, Network Resource Management. Top performer.	1998 - 1999
Western Staff Services, Based at American Express, Phoenix, AZ	1997 - 1998
Onsite IT Contractor / Analyst	
Germany	1992 - 1995
Export & Marketing Kaufmann/Manager positions at different manufacturing SMEs	

Licensures and Certifications

2019: IRB Certification, Temple University/CITI Program (32 modules), valid 8/5/2019 - 8/4/2021	2019 - present
2018: Fox Online Teaching Certification (9 modules), Temple University, PA.	
2016: International Educators Academy, Temple University, PA.	
2014: Research in Management Science Certificate (graduate level), Grenoble Ecole de Management, France.	
2013: Blackboard DECIDE, Campbell University, NC.	
2011: Global Mindset Institute Certification, Thunderbird, Global School of Management, AZ.	
2010: Blackboard 9.1, Campbell University, NC.	
2008: Blackboard 8.0, Campbell University, NC.	
2007: InterCultural Edge, Duke University - Fuqua School of Business, NC.	
2003: Series 3 License (Commodities and Futures Trading), NASD/FINRA.	
1998: Survival in Telecommunications Management, Business Communications Review, IL.	
1993: German for Business Certificate, French-German Chamber of Commerce & Industry, Paris, France. Awarded with honors.	
1993: Army Translator & Interpreter (French-English-German), Ministère de la Défense, France (1993).	
1989: Specialized Training Certificate in Telemarketing, Crédit Agricole Bank, Blois, France.	

Honors and Awards

2020: Excellence in Case-based Research Award, Translational Research Center, Fox School of Business
2020: Annual Best-seller Award for “Harley-Davidson: Internationalization in the Trump Era” case with S-W Kwon, Ivey Publishing, [case ranked #8 in the world](#).
2020: Appointed Graduate Faculty Eligible to Chair Practice Dissertations in March 2020
2019: Excellence in Case-based Research Award, Translational Research Center, Fox School of Business
2019: Online MBA Faculty of the Year (Crystal) Award, Fox School of Business
2019: Faculty of the Year Award, Online MBA Program, Class of 2019
2019: Merit Award, (AY 2017-2018), Temple University
2018: Merit Award (AY 2016-2017) with Temple University Provost’s hand-written note for “exceptional service”
2018: Global Award of Excellence, AIB US NE Chapter, for services as Chapter Chair between 2016 and 2018
2018: Most Valuable Online Professor Award, Fox School of Business Online Teaching & Technology Award
2017: Online MBA Rookie Faculty of the Year Award, Fox School of Business
2017: Merit Award (AY 2015-2016), Temple University
2017: Most Valuable Professor (MVP) Certificate, Temple University
2017: Undergraduate Faculty Advisor Award Nominee, Nominated by the Academic Council, Temple University
2013: Partnership in International Management (PIM) Consortium’s Service Award with Prof. Ed Altman (NYU)
2010: Appointment as Chairman of the PIM Consortium’s Strategic Advisory Board. Position held until 2015
2007: Election as Executive Chair for North America, PIM, Consortium of 60 elite business schools in 30 countries
2006: Duke MBA Students’ Choice Staff of the Year Award
2006: Duke MBA Leadership Development Initiative Award
2002: Nortel Networks’ CIO’s Company-wide Recognition as co-leader of million-dollar IT upgrade in China
1998: American Express Chairman Award for Quality, Customer Service Outsourcing Team
1998: American Express Chairman Award for Quality, Telephony Re-engineering Team

Academic and Professional Memberships

Member, British American Business Council of Greater Philadelphia	2016 - 2018
Member and School Primary Representative, Consortium for Undergraduate IB Education	2015 - Present
Member, Greater Philadelphia Chamber of Commerce	2015 - Present
Member, French-American, German-American, and Chilean-American Chambers of Commerce	
Member, Academy of Management	2012 - Present
Member, Academy of International Business	2011 - Present
Member, Association of International Educators and Administrators	2005 - 2015
Member, NAFSA	2004 - 2015
Member, PIM Consortium	2004 - 2015
Member, AACSB	2002 - Present

Professional Development / Training Activities

University of South Carolina, Darla Moore School of Business

Faculty Development in International Business: International Management and Global Strategy Seminar 2019
Taught by Dr. Tatiana Kostova

Temple University, Philadelphia, PA

Quickly Attendance Tracking (in compliance with TU policy due to COVID-19) [8/26]	2020
Op-Ed media training (3/25)	2020
Case Writing seminars with David Sharp and Paul Beamish (IVEY): 11/13 and 12/3.	2019
Canvas Training	2018
Tutorial, "Making Our Campus Safer (Clery Act)"	2017
CONCUR Training	2015
Tutorial, "HazCom/Right to Know"	2015
Tutorial, "Making Our Campus Safer (Clery Act for Non-Campus Security Authorities)"	2015
Tutorial, "Preventing Discrimination and Harassment"	2015
Tutorial, "Reporting Child Abuse on Campus"	2015

Various US locations, period of training: 1997 - 2015

Developing Your International Risk Management Action Plan URMIA-NAFSA, San Diego, CA
Advanced Communications Program, delivered by Dorie Clark, Duke Corporate Education
Difficult Conversations Part I- II, delivered by S. Heen, Triad Institute / Harvard Law School / Duke CE
Manage Your Energy Not Your Time/The Energy Project, delivered by Andrew Deutscher
Customer Service, delivered by the Ritz-Carlton Leadership Center, ranked #1 in that field
Coaching, Giving, and Receiving Feedback, American Express / Ken Blanchard
Collaboration for Managing Risk in Complex Systems, delivered by the Vice Chairman, U.S. NTB
Keys to Supervisory Success, Duke University HR Development and Training Organization
Managing at Duke Workshop, Duke University HR Development and Training Organization
Practicing Situational Leadership, American Express / Ken Blanchard
Leading with Emotional Intelligence, American Express / Daniel Goleman
Valuing Diversity, Managing Change, and Managing Others, American Express

Boards

Member, CIBER Advisory Board, Temple University	2016 - 2018
Member and Academic Advisor, IB Association Executive Board	2015 - Present

Languages

French (native):	can peer-review.
English (fluent):	can peer-review.
German (fluent):	can peer-review.

TEACHING

Teaching Experience

Full-Time: Temple University – Fox School of Business

2015-present

2021:

Summer 1

Business Strategy in a Global Environment, code: SGM 5051 [OMBA, 5 weeks]

Spring

Global Entrepreneurship, code: IB 3596 [OBBA, 7 weeks], twice
Mentor, Executive DBA (2 students), code: BA 9883 [DBA, 15 weeks]

2020:

Fall

Global Enterprise Management, code: BA 5804 [new] [EMBA, 4 weeks]
Business Strategy in a Global Environment, code: SGM 5051 [OMBA, 5 weeks]
International Management, code: SGM 5501/IB5511 [OMBA, 5 weeks]
Global Entrepreneurship, code: IB 3596 [OBBA, 7 weeks], twice
Mentor, Executive DBA (2 students), code: BA 9883 [DBA, 15 weeks]

Summer 1

Disruptions and Strategic Leadership, code: BA 5800 [new] [EMBA, 4 weeks]
Mentor, Executive DBA (2 students), code: BA 9883 [DBA, 8 weeks]

Spring

Disruptions and Strategic Responses, code: IB 5590 [OMBA, 5 weeks]
Business Strategy in a Global Environment, code: SGM 5051 [OMBA, 5 weeks]
Global Entrepreneurship, code: IB 3596 [OBBA, 7 weeks], twice
Mentor, Executive DBA (2 students), code: BA 9883 – not compensated [DBA, 8 weeks]

2019:

Fall

Business Strategy in a Global Environment, code: SGM 5051 [OMBA, 5 weeks], twice
Global Entrepreneurship, code: IB 3596 [OBBA, 7 weeks], twice
Co-mentor, Executive DBA (1 student) [DBA, 15 weeks]

Summer 1

Business Strategy in a Global Environment, code: SGM 5051 [OMBA, 5 weeks]
Disruptions and Strategic Responses, code: IB 5590 [new] [OMBA, 5 weeks]

Spring

Business Strategy in a Global Environment, code: SGM 5051 [OMBA, 5 weeks], twice
Global Entrepreneurship, code: IB 3596 [OBBA, 7 weeks], twice
Independent Study, code: IB 3682 [UG]
Independent Study, code: SGM 5182 [MSc]

2018:

Fall

Business Strategy in a Global Environment, code: SGM 5051 [OMBA, 4 weeks], twice
Global Entrepreneurship, code: IB 3596 [UG, 15 weeks], twice
Global Entrepreneurship, code: IB 3596 [new online and intensive] [OBBA, 7 weeks]

Summer

Independent Study, course code: IB 5582 [MBA]

Fundamentals, International Business, code: IB 3101 [UG, 6 weeks, TU Rome]
 Business Strategy in a Global Environment, code: SGM 5051¹ [OMBA, 4 weeks], twice

Spring

Business Strategy in a Global Environment, code: SGM 5051 [OMBA, 4 weeks], twice
 International immersion in France, course taught by Dr. R. Kashlak [EMBA, 1 week]
 Online workshop: *Artificial Intelligence: Hype or Reality?* [EMBA, 1 day]
 Global Entrepreneurship, code: IB 3596 [UG, 15 weeks]
 International Business Practicum, code: IB 4587 [UG, 15 weeks], twice
 Independent Study, code: IB 3682 paper submitted to CUIBE [UG]
 Independent Study, code: IB 3582 [UG]

2017:

Fall

Business Strategy in a Global Environment, code: SGM 5051 [OMBA, 4 weeks], twice
 International Business Practicum, code: IB 4587 [UG, 15 weeks]
 Global Entrepreneurship, code: IB 3596 [UG, 15 weeks], twice

Summer

Business Strategy in a Global Environment, code: SGM 5051 [OMBA, 4 weeks], twice
 Strategy in a Global Context, code: SGM 5402 [PMBA], blended
 Independent Study, course code: SGM 5182 [MSc]

Spring

Business Strategy in a Global Environment, code: SGM 5051 [OMBA, 4 weeks]
 Global Entrepreneurship, code: IB 3596 [UG, 15 weeks]
 International Business Practicum, code: IB 4587 [UG, 15 weeks], twice

2016:

Fall

Business Strategy in a Global Environment, code: SGM 5051 [OMBA, 4 weeks]
 International Business Practicum, code: IB 4587 [UG, 15 weeks]
 Global Entrepreneurship, code: IB 3596 [UG, 15 weeks], twice
 Fundamentals of European Business, code: IB 2503 [UG, 15 weeks],

Spring

International Business Practicum, code: IB 4587 [UG, 15 weeks]
 Global Entrepreneurship, code: IB 3596 [UG, 15 weeks], twice
 Fundamentals, International Business, code: IB 3101 [UG]

2015:

Fall

International Business Practicum, code: IB 4587 [UG, 15 weeks]
 Global Entrepreneurship, code: IB 3596 [UG, 15 weeks], twice

Courses Developed

BA 5801: Re-designed EMBA course: *Corporate Strategy* 2020
 BA 5804: Developed a new EMBA course: *Disruptions and Leadership* 2020
 BA 5800: Developed a new EMBA course: *Global Enterprise Management* 2020
 IB 5503: Developed a new MBA course, *Disruptions and Strategic Response(s)*, unanimously approved 2020
 IB 3596 Online (for OBBA's): Developed a new 7-week course. *Global Entrepreneurship* 2018
 SGM 5051: Developed a new OMBA Global Immersion (Hungary) for 25 graduate students 2018
 BA 5804: Developed a new EMBA Global Immersion (France) for 20 graduate students/executives 2018
 IB 2504: Co-developed "Fundamentals of International Business in Africa and Middle East 2017

¹ One of these courses included an international immersion in an emerging market (Hungary) that I led as Faculty.
 Updated as of April 13, 2021

Programs Developed

International Management Concentrations for all MBAs (development: 2015-2017, launch: Fall 2018)	2018
IB Minor for students across all 17 Schools and Colleges (development: 2015-2016, launch: Fall 2016)	2016

RESEARCH

Published Intellectual Contributions

Journal Articles

Lobron, R., Guillotin, B. & Pietrucha, M. (2019). Strategic Internationalization Starts at Home: The Case of Capacity Creation in the Democratic Republic of Congo (DRC). *Journal of Strategic Innovation and Sustainability*, 14(1).
Effort/direct contribution: 20%

Guillotin, B. (2019). Using Unconventional Wisdom to Re-Assess and Rebuild the BRICS. *Journal of Risk and Financial Management*, 12(1), 8. doi:10.3390/jrfm12010008.
Nominated for 2020 Best Paper Award. *JRFM* is on the ABDC Journal Quality List.
Visibility statistics (MDPI as of 4/13/2021): 2,747 abstract views and 1,993 full text views. Altmetric score: 7; i.e., top 25% of all research measured by Altmetric, among the highest-scoring outputs from this source (#19 of 440).
Selected in the Section "Financial Markets" of the *Journal of Risk and Financial Management* on 8/27/2019.
Effort/direct contribution: 100%

Guillotin, B., & Mangematin, V. (2018). Authenticity-based strategizing: moving business schools beyond accreditations and rankings. *Journal of Management Development*, 37(6), 480-492. doi:10.1108/jmd-12-2016-0301
Effort/direct contribution: 90%

Guillotin, B. (2018). Strategic internationalization through curriculum innovations and stakeholder engagement. *Journal of International Education in Business*, 11(1), 2-26. doi:10.1108/jieb-04-2017-0015. Lead article.
Effort/direct contribution: 100%

Guillotin, B.; Mangematin, V. (2015). Internationalization Strategies of Business Schools: How Flat Is the World? *Thunderbird International Business Review*, 57(5), 343-357. Lead article.
<http://onlinelibrary.wiley.com/doi/10.1002/tie.21705/full>
Effort/direct contribution: 95%

Conkling, R.F.; Guillotin, B.; Gutierrez, D.F.; B. Senoguchi, J.; Solomon, E.W. (1997). Economic Development and FDI in the People's Republic of China. *Thunderbird International Business Review*, 3(1), 93-104.
Effort/direct contribution: 10%

Teaching Cases

Chaouki, M. and Guillotin, B. (2021), *Keep or Sell the Healthcare Family Business: The Case of Promamec*. Thunderbird Case Series, Phoenix, AZ, USA. Published on 2/24/2021, available at [Harvard Publishing](#).
Effort/direct contribution: 50%

Guillotin, B. (2020). *Berkshire-Hathaway: COVID-19 and the Great Disconnect*. Thunderbird Case Series, Phoenix, AZ, USA. Published on 10/19/2020, available at [Harvard Publishing](#).
Effort/direct contribution: 100%

Guillotin, B. (2020). *Chick-fil-A: International Expansion Challenges*. Ivey Publishing, London, ON, Canada.
Effort/direct contribution: 100%

Guillotin, B. (2019). *General Electric and Suez: Deal or No Deal?* Ivey Publishing, London, ON, Canada.
Effort/direct contribution: 100%

Guillotin, B. (2018). *Geely Versus Ford: Threat from an Emerging Market Multinational to a Market Leader*. Ivey Publishing, London, ON, Canada.
Effort/direct contribution: 100%

Guillotin, B., & Kwon, S.-W. (2018). *Harley-Davidson: Internationalization in the Trump Era*. Ivey Publishing, London, ON, Canada.
Annual Best-seller Award from Ivey (6/24/2020) – [case ranked #8 in the world](#).
Effort/direct contribution: 95%

Conference Presentations

Chaouki, M. and Guillotin, B. (October 2020), accepted to the North American Case Research Association conference on 7/27/2020. *Keep or Sell the Healthcare Family Business: The Case of Promamec*.
Effort/direct contribution: 50%

Amato, W. and Guillotin, B. *International Experiences as Part of International Education*. AIB annual conference in Miami, FL (online), June 2020. Paper accepted but not presented, due to technical and time constraints.

Guillotin, B. (2019). *The Pedagogical Challenges and Opportunities Associated with the Teaching of Global Business Strategy amidst Populist and Protectionist Forces*
Presented at Academy of International Business Conference, Copenhagen, DK.
https://documents.aib.msu.edu/events/2019/AIB2019_Program.pdf
Effort/direct contribution: 100%

Lobron, R., & Guillotin, B. (2018). *Strategic Internationalization Starts at Home: The Case of Capacity Creation in the Democratic Republic of Congo (DRC)*.
Presented by primary author AIB West Conference: <http://www.aib-w.org/wp-content/uploads/2018/10/2018-AIB-Conference-Program-Final.pdf>. Retrieved from <http://www.aib-w.org/2018-annual-conference/>
Effort/direct contribution: 10%

Guillotin, B. (2018). *Emerging Market Multinationals (EMNCs): Threat or Distraction? Geely vs. Ford*.
Presented by primary author at Academy of International Business US NE Conference, Philadelphia, PA.
Effort/direct contribution: 100%

Guillotin, B., & Conrad, K. (2018). *Making American Energy Great Again*.
Presented mostly by primary author at 10th Geopolitics Festival (19,000 visitors, including 7,000 online), sponsored by *Le Monde*, in Grenoble, France. <https://www.youtube.com/watch?v=ya7IKUc0E8k%E2%80%8B>
Effort/direct contribution: 90%

Guillotin, B. (2017). *Interdisciplinarity and Strategic Internationalization amidst Anti-globalization Movements*.
Presented by primary author at EFMD Higher Education Research Conference, in Leuven, Belgium.
Effort/direct contribution: 100%

Guillotin, B., and Kwon, S.-W. (2017). *International Expansion in Trump's America First Era: The Case of Iconic Harley Davidson*.
Presented by primary author at Academy of International Business US-NE Conference, in Philadelphia, PA, USA.
Effort/direct contribution: 100%

Guillotin, B., Minto N., Mangematin, V., Sharkey Scott, P. (2016). *Strategic Internationalization and Competitive Alignment*.
Presented by primary author at EFMD Higher Education Research Conference, in Barcelona, Spain.
Effort/direct contribution: 100%

Guillotin, B., Mangematin, V., Louvel, S. (2015). *A New Source of Legitimacy for Business Schools*.
Presented by primary author at the EFMD Higher Education Research Conference, 2015. Oxford, UK.
Effort/direct contribution: 100%

Guillotin, B., Mangematin, V., Louvel, S. (2014). *Global by Prestige, International by Reputation*. Presented by primary author at European Group for Organizational Studies Conference, in Rotterdam, Netherlands.
Effort/direct contribution: 100%

Guillotin, B., Mangematin, V., Louvel, S. (2013). *Fostering International Exchanges: Globalization or Internationalization of Business Schools?*
 Presented by primary author at European Group for Organizational Studies Conference in Montréal, Canada.
Effort/direct contribution: 100%

Cases Selected for Case Competitions

Guillotin, B. (2019). *International Mergers and Acquisitions in the Trump Era: The Case of Suez and GE Water*.
 Selected for the JDC Case Competition in Vancouver, Canada. <https://jdcwest.org/>
Effort/direct contribution: 95%

Guillotin, B. (2018). *International Expansion in Trump's Era: Harley-Davidson's Dilemma*.
 Selected for the JDC Case Competition in Calgary, Canada, sponsored by Deloitte. <https://jdcwest.org/>
Effort/direct contribution: 95%

Doctoral Thesis (Paper-based)

Guillotin, B. (2016). *Internationalization & Differentiation Strategies: The Case of American and European Business Schools* (169 pages). Doctoral thesis published on the Social Science Research Network 2771108.
Effort/direct contribution: 100%

Editorial Board and Scholarly Reviews

Mentor, Executive DBA Student [A. Chehrezad and D. Haws], Fox School of Business	2020 – present
Reviewer, EDDBA Thesis "The Impact of Human and Social Capital on Predicting Bankruptcy" (117 Pages). (F. Chaharneh), Fox School of Business	2020
Mentor (with Dr. T. Di Benedetto), Executive DBA Student, Fox School of Business	2019
Reviewer, AIB Annual Conference, Copenhagen, Denmark [4 manuscripts]	2018-2019
Reviewer (external), DBA Thesis: "Strategic Choices: Explaining MBA Program Portfolio at 200 US Business Schools" (105 pages) Grenoble Ecole de Management, Grenoble, France. Successfully defended on 6/20/2019.	2018-2019
Reviewer, Engaged Management Scholarship Conference, Philadelphia, PA [1 manuscript]	2018
Reviewer, AIB US Northeast Conference, Philadelphia, PA [1 manuscript]	2018
Reviewer, <i>Sustainability</i> [1 manuscript]	2020
Reviewer, <i>Business Ethics A European Review</i> [1 manuscript]	2020
Reviewer, <i>Journal of Risk and Financial Management</i> [2 manuscripts]	2019 - present
Reviewer, <i>Journal of International Education in Business</i> [2 manuscripts]	2017 - present
Reviewer, <i>Thunderbird International Business Review</i> [2-3 manuscripts per year]	2017 - Present
Member, Editorial Board, <i>Thunderbird International Business Review</i>	2016 - Present

Media Contributions and Impact

Podcasts

- Guest for school's podcast: *Catalyst* "AI for evil. AI for good." <https://www.fox.temple.edu/catalyst/> 2020
Also available on Spotify, Apple, and Google. 601 unique downloads as of 3/27/2021.
- Author, [Podcast](#) "A Framework Challenging Conventional Wisdom for Investing in Emerging Economies" 2020
SciPod, Bristol, UK.
- Author, [Podcast](#) "Chick-fil-A Successes, Failures and International Expansion Challenges amid LGBTQ Protests" SciPod, Bristol, UK. 2020

Fox website

- Contributor to 'Keep it fun': keys to online learning success from Fox professors 2020
<https://www.fox.temple.edu/posts/2020/05/keep-it-fun-keys-to-online-learning-success-from-fox-professors/>

Internet / Social Media (7,000+ connections on LinkedIn)

- LinkedIn post about my research award generated 6,677 views, 127 likes, and 29 comments in 3 days. 2020
- LinkedIn post about my Chick-fil-A case, published with Ivey and distributed by Harvard, generated 1,857 views, 20 likes, and 4 comments in one week. 2020
- LinkedIn post about my OMBA class "Disruptions & Strategic Responses" with Dave Schoch and Tulio Albuquerque, CEO of Initbridge, generated 3,168 views, 25 likes, and 2 comments in one week. 2020
- LinkedIn post about my research and teaching awards generated 14,625 views, 258 likes, and 59 comments in one week. 2019
- LinkedIn post about David Schoch, former CEO of Ford China, discussing my Ford vs. Geely case in my OMBA class, generated 4,644 views, 66 likes, and 11 comments in one week. 2019
- LinkedIn post about business school rankings and my *JMD* paper, generated 824 views, 10 likes, and 2 comments in one week. 2019
- LinkedIn post about my Global Award of Excellence generated 21,904 views, 274 likes, and 60 comments in one week. This award pertains to my service as Chair of the AIB - US Northeast Chapter between 2016 and 2018. AIB US NE, is the largest AIB chapter in the world with ca. 400 scholars and consultants. 2018
- LinkedIn post about my Harley-Davidson case published with Ivey and distributed by Harvard, generated 4,572 views, 72 likes, and 22 comments in ten days. 2018
- LinkedIn post about VIP visit of the French Senate with EMBA Students who interacted with three French Senators to discuss Healthcare best practices and reform. The group picture at the Senate with Senator V. Guillotin, MD, generated 6,763 views in six weeks. 2018
- LinkedIn article with T. Sumner, "The Impact of AI on Japan." LI article resulting from my January EMBA online workshop and based on content analysis and McKinsey research: 174 views, 30 likes, and 9 re-shares in 3 weeks. 2018
- LinkedIn article with C. Vito, "Four Tips about Building a Top IB Program," generated 504 views and 38 likes in three months. 2017
- LinkedIn article with E. Sharp. "Will Artificial Intelligence Impact Emerging Markets?" Article based on content analysis and McKinsey research. 1,804 views in one month. 2017
- Launched the FoxIB Linked page for IB students and recruiters (ca. 1,400 followers today). 2016 - present
- LinkedIn article, "Learning About and Teaching Inclusive Globalization." 2016
- LinkedIn article, "Talent Management Question of the Day: Is There a Market in the US for...?"

For Immediate Release Podcast, HE Communications and Strategic Positioning for K. Anselmo
Philly.com. Press release about my arrival at the Fox School of Business to engage the community 2015

Press

L'est Républicain, Toul, France. "Bertrand Guillotin: Toulinois aux USA."
Effort/direct contribution: 100% 2017

Les Echos, Paris, France. "MOOCs: Eldorado ou Fuite en Avant?"
Secondary author. Primary author: V. Mangematin
Effort/direct contribution: 100% 2014

Financial Times, London, UK. "Moocs May Create a Global Trail of Failed Business Schools."
Primary author.
Effort/direct contribution: 100% 2014

Magazine

Focus Magazine: 2 articles (forthcoming) 2020

EFMD Global Focus Business Magazine 2015

Philadelphia Business Journal. Press release about my arrival at the Fox School of Business to
engage the community 2015

Other Media and Specialized Press Contributions

Guest on the [Informational Interview 2.0 podcast](#) (best practices for scholars using LinkedIn) 2020

Articles in *Global Study Magazine*, an international education and MBA advocacy magazine (2006-2010):

Guillotin, B., 2010, "Opportunity-driven Strategies: Business Schools Are all about Business"

Guillotin, B., 2009, "Global Warming and Global Warnings: How MBAs will save the Planet"

Guillotin, B., 2009, "The R.O.I. of an MBA"

Guillotin, B., 2009, "Globalize Yourself! Nobody Else Will"

Guillotin, B., 2007, "A Positive Impact: When Government Fails, Business Opportunities Abound"

Guillotin, B., 2006, "Cuban Culture"

Guillotin, B., 2006, "A Citizen of the World: Bertrand Guillotin's Theory on the Effect Business
Education and Globalization Have on Peace and Growth in our World"

University Presentations and Seminars

Temple University, Philadelphia, USA 2021
STS Network Event (CST-FOX Colleges)
Artificial Intelligence and Machine Learning can improve all aspects of our lives... Could it also replace us?"
Effort/direct contribution: 50% (co-facilitator)

ICN Business School, Nancy, France 2020
The Power of Translational Case-based Research
Effort/direct contribution: 100%

Universidad La Salle, Mexico (online via zoom, attended by ca. 40 Students, Deans, and Faculty): 2018
Strategy in a Global Business Context
Effort/direct contribution: 100%

Duke University, Fuqua School of Business 2007
CIBER Faculty Development in International Business Workshop, Chaired by Prof. Arie Y Lewin
Best Practices in Logistics: Administration, Budget, Emergency & Contingency Plans

Effort/direct contribution: 100%

Contracts, Grants and Sponsored Research

Grants

- Chehrezad, A. (EDBA candidate), Guillotin, B. (mentor), Temple CIBER grant: \$4,600 award. 2020 - 2021
Research Project: *Management innovation through hybridization: The case of adoption and resistance at the U.S. Department of State*. Paper accepted at AIB and EGOS conferences in 2021.
- Guillotin, B., Internationalization Grant, Sponsored by the International Affairs Office, 2016 - 2017
Temple University: \$4,000 awarded. Grant used to further research visibility (see publications).

Research Currently in Progress

Currently anonymous reviewer for *Thunderbird International Business Review*.

Cases:

- IBM / NewCo spinoff: 3 cases with TL Hill, Munir Mandviwalla, and Julianne Sellin
- Hershey (by myself, 30% complete)
- Attadamoune Co-op (Morocco) with Dr. M. Chaouki

SERVICE

Department Service

Service activities (more details to be added at the end of AY 2020-2021). 2020 - 2021
Highlights:
Focused on program IB programs' promotion with Kate Rickards Markowitz, Deans and Chairs.
Presented IB programs and the IM Concentration for all MBAs on several occasions (Fall 2021).
Presented IB programs on several Saturdays to more than 150 attendees (Spring 2021).
Internally promoted the *USN&WR* ranking of 13 in the Nation (+ 6 spots in one year, Top Tier for past 10 years)
Attended OMBA graduation on 9/10/2020 and the 6 EDBA Saturday residencies, advising doctoral students
Reviewed doctoral Research Proposals (RPI, RPII, RPIII) for 2 EDBAs – effort compensated
Nominated for the Distinguished Teaching Lindback Award
Attended the North America Case Research Association conference as co-author (10/8-9/2020)
Redesigned the BA 5801 EMBA course with David Schoch (former CEO of Ford China)
Reached a research milestone with 2015 *TIBR* article: 50 citations on Google Scholar.

Merit Committee, Member [SGM Department] 2020 - present

Served the Strategic Management Department by delivering regular and impactful service 2019 - 2020
activities, ranging from student engagement to alumni development, including scheduling of courses and faculty for IB Programs (undergraduate and graduate), budgeting, IB faculty management, and curriculum development. With approximately 400 students, the undergraduate IB Program (60% of SGM enrollments), is one of only three programs to be highly ranked nationally At the Fox School of Business (#19 for the year 2020, according to [US News & World Report](#)). In terms of research in the top journal (*JIBS*), Fox IB research was ranked 27 in North America and 51 worldwide for the 2017-2020 period, according to [UT Dallas](#). The scope of my activities as Academic Director goes from recruitment to placement of students, including on-going promotion of IB Programs and MBA-level IM concentration, student engagement, budgeting, curriculum and

core IB course management, as well as faculty hiring and scheduling of all IB courses. On 6/25/2020, I delivered an extensive report to my Department Chair, in compliance with my NTT contract, to detail these activities and results. This extensive report was well received by my IB colleagues and partners and is available upon request.

Highlights: reached the milestone of 93 students in the IB Minor (1,188 credit hrs) that I launched in FA 2016. Increased student engagement with a new Global Entrepreneurship Poster presentation event, across all sections of IB 3596 (7 student teams, judged by internal and external IB executives, including a CEO). Created additional events with recruiters, in partnership with the CSPD (IB Career Day Exploration and IB Recruiter Roundtable with ISOS, Siemens, and SAP).

Innovated with the curriculum to boost enrollments at undergraduate and graduate levels. Identified structural hurdles that have led to decreasing IB enrollments (Major and Minor). Made a proposal for 4 significant changes to remove these hurdles and grow all IB enrollments again. Doubled the number of enrolled graduate students for IB 5590 Special Topic course by creating "Disruptions and Strategic Responses" (27 in Spring 2020, compared to 13 in Summer 2019). Updated the IB 5511 course description based to boost the IM Concentration enrollments (16 students enrolled). Increased my Doctoral student (EDBA and PhD Mentorship and coaching throughout the year. Received \$17,000 of funding for IB events.

Increased my impact and contributions to the success of the Fox School of Business and the Strategic Management Department by delivering more than 30 service activities, ranging from local to international in scope. In addition, I delivered an extensive report to my Department Chair on 6/17/2019, in compliance with my NTT contract and role as Academic Director of IB Programs, regarding to enrollments, activities, IB Association, career outcomes of IB students, IB Core Course consistency across sections, and curriculum development. This extensive report included 3 pages of executive summary and 8 different attachments. The main achievement in this report, as a result of many team efforts under my leadership, is the reversal of the multi-year downward trend in IB enrollments: +6.36% (SP 2016-SP 2019), as opposed to -29.9% (SP 2011-SP 2016). 2018 - 2019

Chair, Common Break, Promotion of IM Concentration at TUCC campus to evening Students 2018 - present
Attendee, Meetings, OMBA Faculty (twice per semester)
Attendee, Meetings, OMBA Course Debriefs with Academic Director and Instructional Designers
Attendee, Meetings with TU Rome Dean, to strengthen internship pipeline and curriculum development
Advisor, IBA Breakfast (Donuts / Stress Relief for Students) [once per semester]

Chair, IB Career Exploration Day (twice per semester) 2017 - present
Committee Member, UG Immersion Review Committee
Committee Member, Masters Curriculum Review Committee (MCRC).
Committee Member, NTT and Adjunct Faculty Recruitment Committee.
Organizer of Leadership Activities, Ambassador Program with International Chamber of Commerce in Philadelphia (German-American Chamber of Commerce)
Attendee, Meetings, OMBA Faculty (once per semester)
Attendee, Meetings, OMBA Student Welcome/Farewell (twice per semester)

Organizer of Leadership Activities, IB Thought Leadership e-blast and post (Published Online) 2017
Organizer of Leadership Activities, FOX IB March Newsletter
Attendee, Meeting, Chinese FDI in the US, Federal Reserve Bank of Philadelphia, PA.

Chair, Fall Open House Meeting, Promotion of IB Program to Prospective Students & Parents 2016 - present
Chair, Committee, IB 3101 Core Faculty Luncheons (once per semester)

Organizer of Leadership Activities, IB Students' Strategic Engagement (Professional and Academic)

Organizer of Leadership Activities, Strategic Partnerships (Professional and Academic) with Chair, IB Program Appreciation Breakfast (once per semester) 2016 - 2018
 International Chambers of Commerce in Philadelphia and City of Philadelphia (Dept. of Commerce)
 Organizer of Leadership Activities, IB Capstone Client Meetings and Student Presentations
 Organizer of Leadership Activities, IB website updates and video recordings (student testimonials)
 Organizer of Leadership Activities, Promotion of New IB Minor (several times per semester)

Organizer of Leadership Activities, LinkedIn Best Practices (with Temple Career Center) 2016 - 2017
 Organizer of Leadership Activities, IB March Newsletter (Published Online)
 Attendee, Meeting, Faculty Development in IB Program, Assessment Trip for Temple CIBER and The US Department of Commerce, Africa (Mauritius). 2016

Chair, Meetings, IB Program Promotion to Students (several times per semester) 2015 - Present
 Chair, Meetings, Advising Students on IB Curriculum, Careers, and Issues with Faculty (On-going)
 Chair, Meetings, Advising Students on Graduate School Options (On-going)
 Chair, Advising and Recommending Students for Graduate School or for Jobs (On-going)
 Chair, Evaluating Courses for Study Abroad Equivalence (On-going)
 Chair, Annual IB Award Ceremony
 Academic Advisor, IB Association Full Membership Meetings (once per week)
 Academic Advisor, IB Association Officers' Meetings, coaching, and annual leadership transitions (on-going)
 Organizer of Leadership Activities, Fox Website Updates for IB Programs' pages (on-going)
 Organizer of Leadership Activities, Tracking of IB Enrollments (twice per semester)
 Organizer of Leadership Activities, Hire, Coach, and Monitor IB Faculty performance (on-going)
 Organizer of Leadership Activities, Outreach to local IB and academic community (on-going)
 Committee Member, SGM Revenue Committee (twice per month)
 Committee Member, Scheduling for IB and IM courses (on-going planning, changes, and execution)
 Attendee, Meetings, Faculty Recruitment (TU Main Campus and TU Rome Campus via phone)
 Attendee, regular Faculty social and academic events with colleagues

Chair, Curriculum Development, Launch of New Product/Program: International Management Concentration for all MBAs. Unanimous approval. 2015 - 2017

Chair, Curriculum Development, Launch of New Product/Program: IB Minor. Unanimous approval. 2015 - 2016
 Attendee, Meetings, SGM Brown Bag Research Series
 IB Research Champion, IB Research Productivity Ranking Promotion (Web and Banner).

Chair / Sponsor, IB Networking Event in Philadelphia with Mayoral Candidate (300 Attendees) 2015
 Attendee, Meeting, Dissertation Proposal Presentation.
 Attendee, More than twenty in-person Meetings with stakeholders (Transition with Predecessor)

College (Fox School of Business) Service

Member, Fox Enrollment Committee formed by Kate Markowitz/Rickards 2020 - present

Member, Case Championing Committee formed by Dr. Charles Dhanaraj 2020

Evaluator, Young Scholars Interdisciplinary Forum (PhD Program), Spring Course 2020

Chair, Academic content, CUIBE annual meeting at Temple University, Rome Campus 2020

Secured proposals and the EFMD President/CEO as a keynote speakers.
Meeting canceled due to COVID-19 pandemic.

Member, AACSB visit preparation team toward 5-year re-accreditation	2020
Co-chair, Teaching Excellence Committee (created by Dr. B. Blundi Manaka) Report submitted in January 2020 to develop a multi-measure teaching scorecard. Met with the AACSB Reviewer to discuss Teaching excellence and effectiveness	2019 - 2020
Chair (elected in October), Standing Committee on Strategic Partnerships, CUIBE (Consortium for Undergraduate IB Education). School Representative to CUIBE since 2015.	2019 - present
Attendee, Credit and Contact Hours Committee (1 day) Attendee, Faculty Engagement luncheons (on-going, several times per semester)	2018
Chair, AIB US-NE Conference featuring four AIB Fellows: Cantwell, Verbeke, Mudambi and Dhanaraj Attendee, Luncheon with CEOs and local leaders (ca. 80 attendees) to honor the Visit of the French Ambassador to the US to Philadelphia Attendee, Fox School of Business Strategic Retreat (ca. 200 attendees)	2017
Contributor, Faculty Videos for the TU Vault Online Community (34 videos, as of 6/30/2020) Committee Member, BBA Redesign Curriculum Committee Organizer of Leadership Activities, IB Ranking Communication Strategy Organizer of Leadership Activities, IB Ranking and Benchmarking-related Dean-level Visits	2016 – 2020 2016 – 2019
Contributor, MB Sarkar Scholarship Fund (Fundraising Initiative) Attendee, May Commencement Ceremony	2016 - present
Organizer of Leadership Activities, CIBER Grant (six mandates)	2016 - 2018
Chair, AIB US-NE Conference featuring more than 100 of the world's leading academics (e.g., S. Sassen, K. Laursen, G. Gereffi, S. Belenzon), consultants, and practitioners Organizer of Leadership Activities, Visit of Former US Ambassador to Venezuela (P. Duddy)	2016
Contributor, Global Perspectives Newsletter, Fox School of Business Attendee, CUIBE (Consortium for Undergraduate IB Education) Meetings	2015 - 2016 2015 - present

University Service

Co-facilitator and co-organizer of Temple University-wide event with Dr. Geoffrey Wright (Science Technology and Society Network, TU/CST): “Artificial Intelligence and Machine Learning Can Improve all Aspects of our Lives, could it also Replace us?” Panelists: Dr. Vucetic (TU/CIS), Dr. Souvenir (TU/CST), Dr. B. Ozkan (TU/Fox), and Dr. C. Ng (TU/Fox) Attendees, approximately 30, including some Deans and Dept Chairs. Duration: 90 minutes.	2021
Member (3-yr term), Writing-intensive Course Committee	2019 - present
Member, Advisory Committee, invited by Provost Epps to represent the SGM Dept for the TU Rome Dean search (reviewed applications, interviewed candidates, and provided feedback to TU Provost)	2019
Chair, 5-year Re-certification process of the Global Entrepreneurship Course (writing-intensive) Obtained with mention “excellent” from Assistant Vice-Provost and Review Committee	2018 - 2019
10-year Departmental Self-study for Temple University’s Provost	2017 - 2018
<ul style="list-style-type: none">• Provided detailed data, pertaining to the IB Programs, on current and past enrollments, diversity, outcomes, curriculum development/innovation, and grading consistency across IB core courses for a period of 10 years.• Interviewed face-to-face with the external Reviewers.	
Chair, Grant Writing Workshop Facilitation	2017

Attendee and Chair (US NE Chapter), Academy of International Business, Annual Conference, Dubai	
Contributor, Temple University Philanthropic Society (Fundraising Initiative)	2016 - present
Advocate, Budget Crisis with State of PA	2016
Contributor, Temple Toast (Fundraising Initiative)	
Attendee, Meeting, Temple University, Global Award Ceremony, Camden, New Jersey	
Attendee and Chair (US NE Chapter), Academy of International Business, Annual Conference, New Orleans	
Advisor, Faculty Temple University Rome Support (Advising / Monitoring)	2015 - present
Attendee, Temple Fest	
Organizer of Leadership Activities, TU University Bulletin Updates for IB Programs' pages	2015 - present
Chair, Library - IB Program Partnership	2015 - 2018
Board Member, CIBER Advisory Board.	
Faculty, Study Abroad Class Promotion (Temple University in Oviedo, Spain)	2015 - 2016
Attendee, Meeting, New Student Welcome	

Other Academic Service and Professional Conferences

Member, SMS (Strategic Management Society)	2019 - present
Chair, Board Meetings, AIB US Northeast Chapter, New York, NY.	2016 - 2018
Chair, Academy of International Business, US Northeast Chapter	2016 - 2018
Chair and host, Academy of International Business US Northeast Conference	2016 - 2017
Member and Committee Chair (elected in 2019), CUIBE Consortium	2015 - present
Chairman, Strategic Advisory Board, PIM Consortium (60 leading business schools, 40 countries)	2010 - 2015
Speaker, EFMD (European Foundation for Management Development), Vancouver, Canada	2015
<i>How Do You Use International Partnerships to Enhance Your School's Brand?</i>	
Conference for International and External Relations, PR, and Marketing	
Speaker, EFMD (European Foundation for Management Development), Grenoble, France	2014
<i>The Duke MMS Degree Launch. Conference on Master's Degrees</i>	
Panelist in 2013 and attendee, WorldStrides, Global Education Summit, Washington, DC	2013 - 2018
Featuring David Rubenstein in 2013, co-founder & co-CEO, Carlyle Group, as keynote speaker	
Executive Chair, North America, PIM Consortium	2007 - 2010
Chair, PIM Annual Meeting Attendance, except for 2011	2007 - 2014
Panelist, CIBER (Center for International Business Education & Research) Short-Term	2008
Study Abroad Consortium, McCombs School of Business, University of Texas at Austin, TX	
<i>Managing Partner Relationships and Working with Service Providers</i>	