

CURRICULUM VITAE • 2015
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Education



Ph.D., 2010, Industrial and Organisational Psychology, Auckland University of Technology, thesis/dissertation topic: "Comparative Personal Values of Chinese and New Zealand Businesspeople and Their Influence on Managerial Leader Behaviour Preferences".



Ph.D., 1999, Business Administration, International Managerial Leadership speciality, Robert Kennedy College, Zurich, Switzerland, thesis/dissertation topic: "Perceptions of Desirable Leadership Behaviours of Multi-Cultural Managers by Indigenous Chinese Managers and Supervisors". Published as Special Issue: "Desirable leadership behaviours of multi-cultural managers in China" by *The Journal of Management Development*, vol. 21, no. 1, 2002; selected as outstanding article of the year for the journal.



MBA, Speciality: General Management, California Coast University at Santa Ana, thesis topic: "A Case Study in Marketing Support Using Computer System Simulation".



BA, Psychology, University of Arkansas at Fayetteville.

Additional Post-Graduate Studies:



- Executive MBA short programme, General Management, Harvard University, sponsored by and at IBM Corp., White Plains, NY.



- Cornell University Executive Education programme, Strategic Hotel & Restaurant Management.



- North Carolina State University, post-graduate Economics courses.



- The University of Texas at Austin, Educational Psychology, Ph.D. course work completed; Awarded U.S. Office of Education Fellowship in computer-aided instruction.

International Collaboration: Administrator: Centre for Cross Cultural Comparisons, including Leadership in Russia and Leadership in Sub-Saharan Africa consortia, groups of international researchers facilitating collaboration in the study of leadership & management across cultures.

<http://www.crossculturalcentre.homestead.com>

Editor

- **AIB Insights**, 3 years from 2013
- International Management Area Editor, **International Journal of Emerging Markets**, from 2012-2013
- Academy of Management **International Management Division Newsletter**, 2013+3 year term

Membership of Editorial Advisory Boards

- *International Journal of Emerging Markets*
- *Journal of Chinese Human Resource Management*
- *European Journal of International Management*
- *International Business Management*
- Leadership area: *The Journal of World Business*, past affiliation
- *The Journal of Management Development*
- Editorial Board Member: Book series: Research in Management Education and Development, Information Age Press, Greenwich, CT

Other Occasional Referee & Review Boards

Book reviewer, <i>European Journal of International Management</i>	<i>Cross Cultural Management: an International Journal</i>
Book reviewer, <i>International Journal of Cross-Cultural Management</i>	<i>European Journal of Marketing</i> , 2003
Book reviewer, <i>Journal of Applied Management and Entrepreneurship</i>	<i>International Business Review</i>
Book reviewer, <i>Journal of Cross-Cultural Psychology</i>	<i>International Journal of Intercultural Relations</i>
Academy of International Business annual conferences	<i>International Journal of Leadership in Education</i>
Academy of Management annual conferences	<i>International Journal of Tourism Research</i>
All Academy of Management Journals	<i>International Management Review</i>
<i>Applied Psychology: An International Review</i>	<i>Journal of International Business Studies</i>
<i>British Journal of Management</i>	<i>Journal of Occupational & Organisational Psychology</i>
	<i>Journal of World Business</i>
	<i>Management Decisions journal</i>

Academy Committees

Academy of Management, International Theme Committee, 2005–2006
 Academy of Management International Management Division Executive Committee 2004--2007

Certifications

- Human Resources Management, American Hotel & Lodging Association Education Institute, with honours, 1999.
- Hospitality Marketing, American Hotel & Lodging Association Education Institute, with honours, 1999.

- Certified Management Development Trainer, Holiday Inn University-China, Beijing, China, 1996.
- Computer Integrated Manufacturing Industry Specialist, IBM Corporation, 1990.

Consultancies

- Retainer, Market Research and Management consultant for Zhong Zhou International Enterprises, Zhengzhou, China, 1999-2004.
- Retainer, Market Research and Management consultant for Yu Da Palace Hotel, Zhengzhou, China, 2003-2007.

Academic Leadership: Auckland University of Technology

- Head of Department, Postgraduate International Business, 2002 to 2004
- University Academic Board, 2002 to 2003
- Academic Board, Faculty of Business & Law, 2004 to present
- Postgraduate Exam Board, 2004 and continuing
- Postgraduate Board of Studies, 2004 and continuing
- Director, Master of Global Business programme, 2014 and continuing
- University Programme Analysis and Review Committee, 2014 and continuing

Consortium developer and leader:

- Leadership & Management Studies in Sub-Sahara Africa, Biennial Conferences in Africa for academics and practitioners.
<http://crossculturalcentre.homestead.com/lmsssa.html>, 2006-2010.
- Leadership in Russia, from 2013, irregularly scheduled conferences in Moscow at the National Research University Higher School of Economics, academic and practitioner conference. <http://leadershipinrussia.homestead.com/>

Academy Development

- Founding member, International Association of Chinese Management Research
- Facilitator of the founding of the Africa Academy of Management affiliate of the Academy of Management

ACADEMIC EXPERIENCE

Executive Education Developer and Lecturer: IBM Corp., marketing and sales, and InterContinental Hotels & Resorts, management development: 4 years each



Associate Professor of International Business: Auckland University of Technology, Faculty of Business, February 2002 to present. Develop and deliver postgraduate and undergraduate courses in leadership, international business, management, and marketing, supervise Master's and Ph.D. students, carry out and publish research, serve on usual committees, served as programme leader for International Business post-graduate curriculum: 2002-2005, and module leader for Bachelor of Business Advanced International Business

- Two to three thesis and dissertation supervisions per year at the Master's and PhD degree levels
- Visiting Researcher, Center for Creative Leadership-Greensboro, NC, USA, 2012
- Visiting Professor in leadership and management, Izmir University of Economics, Izmir, Turkey, 2006, 2007, 2009, 2010

- Visiting Professor in international business, Dalian Nationalities University, China, 2008
- Visiting Professor in marketing, Institute for Integrated Learning in Management post-graduate programme, New Delhi, India, 2005.
- Visiting Professor in marketing channels and managerial economics, Sun Yat-sen University MBA programme, Guangzhou, China, 2003-2004.
- Tutor for Management of Marketing, Henley University MBA programme in New Zealand, 2002-2003.

Currently teaching at both undergraduate and postgraduate levels:

- International Business Leadership
- International Business Management
- Global Organisational Behaviour
- Business & Culture



Hochschule Aalen

Professor of International Marketing & Strategy, Hochschule Aalen & Graduate School Ostwürttemberg,

Aalen, Germany, February 2000-February 2002. Developed and delivered courses in international management and marketing, and in business communications; supervised thesis students; served on usual committees.



Visiting Lecturer: Hotel Management, Swiss Hotel Management School Meyrin Campus, Switzerland. August 1999 - February 2000. Taught courses in Hotel Management, Cost Controls, Organisational Behaviour, Human Resources Management, Food and Beverage Management, emphasising the business aspects of managing hospitality and tourism operations.



Visiting Professor, Shengda Economics, Trade and Management College of Zhengzhou University, Xinzheng, China, 1995-1996: Taught business courses in English and business English; also taught in-service courses to local English teachers. Co-coordinator of Foreign Expert Teachers and managed government relations, visas and travel arrangements for foreign staff.



Visiting Professor, Department of Business, Baldwin College, Tifton, Georgia: Taught computerised business systems analysis and programming courses. Chaired committee to revise and improve the data processing curriculum in the Department of Business, making it more pertinent to the needs of the local business community.



As a post-graduate assistant: Lecturer/Programmer Manager, Computer Assisted Instruction Laboratory, Department of Educational Psychology, The University of Texas at Austin: Taught statistics laboratory classes to postgraduate students. Developed what were then innovative computer-aided mathematics and language teaching processes; supervised Computer Assisted Instruction course programmers and wrote CAI courses. Developed new ways to improve computer processing of statistical analysis.

- **Awards:** US Department of Education Research Fellowship.

INDUSTRY/PROFESSIONAL EXPERIENCE (Detailed cv available if required)

Human Resources Manager & Acting Training Manager (Training Manager February 1996 - November 1997) Crowne Plaza and Holiday Inn Zhengzhou / Henan Zhongzhou Guest House,

Zhengzhou, PRC, Feb. 1996 to August 1999.



General Manager and Owner, Computer International Services, IBM Industrial Computer Re-Marketer, Orlando, Florida, USA, five years. Value Added Re-marketer company serving the USA, Mexico, and Saudi Arabia.

- **Awards:** 1992, IBM Southeast Distributor Account Executive of the Year.



IBM Corp., 14 years:

- **Project Manager**, NASA Shuttle Processing Data Management System, Kennedy Space Center, Florida, USA.
- **Lead Briefing Co-ordinator**, IBM Southern Region Computer Integrated Manufacturing Marketing Support Center, Orlando, Florida, USA.
- **Advisory Instructor**, IBM Computer Marketing Education Center, Dallas, Texas, USA.
- **Advisory Computer Marketing Representative**, Orlando, Florida, USA.

IBM Corp., Awards

- . Manufacturing Industry Specialist technical support leadership award for exceptional customer engagement and support to U.S. NASA Space Shuttle programme at Kennedy Space Center, Florida.
- . Five Branch Manager's Awards, for exceptional marketing and systems engineering support to customers.
- . Marketing Leadership Award, for sustained exceptional performance over five years
- . Five years: 100% Club awards for meeting or exceeding marketing quotas.

OTHER INFORMATION TECHNOLOGY INDUSTRY EXPERIENCE

Communications Systems Engineer, Docutel/Olivetti USA, Atlanta, Georgia, USA.



Systems Engineering Manager, Xerox Corp., Computer Systems Division, Raleigh, North Carolina, USA. Managed technical marketing support and customer education for mainframe sales for North and South Carolina.

- **Awards:** President's Club, Golden Circle, for exceptional marketing support performance.



Computer Programming Manager, State of North Carolina Department of Education, Raleigh North Carolina, USA.



Major Systems Benchmark Manager, Sperry UNIVAC (UNISYS), Southern Region, Atlanta, Georgia, USA.



Senior Operations Research Analyst, LTV Aerospace Corp. Dallas Texas, USA.

Publications

Awards:

- **2014 Emerald Best International Symposium Award**, "Bursting Pipeline: Gender, HR, and Avenues for Regional Development in The Arab Middle East, Sponsor(s): GDO, HR, SIM divisions, contributed paper and presentation: National Comparisons of Gender Egalitarianism in Islamic-Majority and Other Countries: An Investigation of Ethical, Social, and Economic Issues.
- **2011 Highly Commended Award**, "Business managers' work value changes through down economies", Jan Selmer and Romie Littrell, Volume 1 Number 1, 2010, *Journal of Chinese Human Resource Management*, <http://www.emeraldinsight.com/journals.htm?issn=2040-8005&volume=3&issue=1&articleid=17027119&show=html>
- **2002 Outstanding Paper Award for Excellence** for "Desirable leadership behaviours of multi-cultural managers in China" which appeared in *The Journal of Management Development*, Vol. 21 No. 1, 2002, <http://www.emeraldinsight.com/journals.htm?issn=0262-1711&volume=22&issue=8&articleid=1468242&show=html>

Guest Editor, Special Issues of Journals:

- Special issue, Leadership & Management Studies in Sub-Sahara Africa, *Asia Pacific Journal of Business and Management*, volume 2, no. 1.
- Special issue, Explicit Leadership Preferences across Cultures, *The Journal of Management Development*, volume 32, issue 6
- *Journal of Management Development*, 2013, Vol. 32 Issue 6, Preferred Explicit Leadership Preferences Across Cultures Special Issue:
 - Preferred Explicit Leadership Preferences across Cultures Introduction to the Special Issue: Preferred Explicit Leadership Preferences across Cultures, Romie Frederick Littrell
 - Explicit Leader Behaviour: A Review of Literature, Theory Development, and Research Project Results, Romie Frederick Littrell
 - Explicit Leader Behaviour Preferences: Turkish & Cross-National Sample Comparisons, Romie Frederick Littrell, E. Serra Yurtkoru, Handan Kepir Sinangil, Beril Durmus, Alev Katrinli, Remziye Gulem Atabay, Gonca Günay, Burcu Güneri Çangarli
 - North and South Latin America: Influence of Values on Preferred Leader Behaviour in Chile and Mexico, Romie Frederick Littrell, Evangelina Cruz Barba

Refereed Journals:

- Middle East: Littrell, R.F. & Bertsch, A. (2013a). Traditional and contemporary status of women in the patriarchal belt. *Equality, Diversity and Inclusion: An International Journal*, 32(3), 310-324.
- Middle East: Littrell, R.F., & Bertsch, A. (2013b). UN Millennium Development Goals and gender equality in employment in the Middle East. *Foresight: The International Journal of Applied Forecasting*, 15(4), 2-2.

- China: Littrell, R.F., Alon, I. & Chan, K.W. (2012). Regional differences in managerial leader behaviour preferences in China, *Cross Cultural Management: An International Journal*, vol. 19, no. 3, pp.315 – 335.
- USA: Doran, Caroline Josephine & Littrell, Romie Frederick. (2012). Measuring Mainstream US Cultural Values, *Journal of Business Ethics*, October, Online First®, DOI 10.1007/s10551-012-1515-z.
- China: Fetscherin, Marc; Alon, Ilan; Littrell, Romie & Chan, Alan. (2012). In China? Pick Your Brand Name Carefully. *Harvard Business Review*, September, p. 706. Also in several local language version of the *HBR*, e.g., the Chinese-language version: 范茂榮 (Marc Fetscherin), 龍漪瀾 (Ilan Alon), 李羅馬 (Romie Littrell), 陳潔光 (Allan Chan) (2012), 「中文譯名要當心」 (魯志娟譯), 《哈佛商業評論》中文版, 2012年第2期(9月), 頁140-142.
- China: Littrell, R.F., Alon, I. & Chan, K.W. (2012). Regional differences in managerial leader behaviour preferences in China. *Cross Cultural Management: An International Journal*, vol. 9, no.3, pp. 315-335.
- Africa: Wanasika, Isaac; Howell, Jon P.; Littrell, Romie & Dorfman, Peter. (2011). Managerial Leadership and Culture in Sub-Saharan Africa, *Journal of World Business*, vol. 46, no. 2, pp. 234-241.
- China: Philipsen, Saane & Littrell, Romie F. (2011). Manufacturing quality and cultural values in China. *Asia Pacific Journal of Business and Management*, vol. 2, no. 2, pp. 26-44.
- Africa: Littrell, Romie F. (2011). Leadership and Management Studies in Sub-Saharan Africa: An Introduction to the Special Issue. *Asia Pacific Journal of Business and Management*, vol. 2, no. 1, pp. 1-4.
- Africa: Littrell, Romie F. (2011). Contemporary Sub-Saharan Managerial Leadership Research: Some Recent Empirical Studies. *Asia Pacific Journal of Business and Management*, vol. 2, no. 1, pp. 65-91.
- China: *Highly Commended Award Winner, Emerald Publishers Literati Network Awards for Excellence 2011*. Selmer, Jan & Littrell, Romie. (2010). Business Managers' Work Value Changes Through Down Economies", *Journal of Chinese Human Resource Management*, vol. 1, no. 1, pp.31-48.
- China: Alon, Ilan; Littrell, Romie F. & Chan, Allan K.K. Chan. (2009). Branding in China: Global Product Strategy Alternatives. *Multinational Business Review*, vol. 17, no. 4, pp. 123-143.
- Brazil: Littrell, Romie F. (2008). Managing Culturally Diverse Stakeholders in International Projects: The Problem of Planning, *Rio's International Journal on Sciences of Industrial and Systems Engineering and Management*, Vol. 2, No. III, pp. 1-24.
<http://www.rij.eng.uerj.br/scientific/2008/>
- China: Littrell, Romie F. (2007). Influences on Employee Preferences for Empowerment Practices by the "Ideal Manager" in China, *International Journal of Intercultural Relations*, vol. 31, no. 1, pp. 87-110.
- Pedagogy, Teaching IB: Balasubramanian, N.; Ethiraj, Sendil K.; Littrell, Romie; Morris, Sebastian; Seshadri, DVR; Varma, Jayanth R. & Zaheer, Srilata; S Manikutty (Coordinator). (2006). Colloquium: Corporation and its Shareholders: What Should B-Schools Teach? *Vikalpa: The Journal for Decision Makers*, vol. 31, no. 2, pp. 99-130. Published by the Indian Institute of Management at Ahmedabad,
<http://www.iimahd.ernet.in/~manikuti/April-June-2006.pdf>
- Europe: Littrell, Romie F. & Valentin, Lapadus Nicolae (2005). Preferred Leadership Behaviours: Exploratory Results from Romania, Germany, and

- the UK, 2005, *The Journal of Management Development*, vol. 24, no. 5, pp. 421-442.
- Africa: Littrell, Romie F. & Nkomo, Stella (2005). Gender and Race Differences in Leader Behaviour Preferences in South Africa, *Women in Management Review* (currently published as: *Gender in Management: An International Journal*), vol. 20, no. 8, pp. 562-580.
 - Europe: Schneider, Judith & Littrell, Romie F. (2003) Ideal Leader Perceptions in German and English Managers, 2003, *The Journal of Management Development*, vol. 22, no. 2, pp. 130 – 148.
 - China, Seminal Work: monograph published as a special issue of the journal: Littrell, Romie F. (2002) Desirable Leadership Behaviours of Multi-Cultural Managers in China, *The Journal of Management Development*, vol. 21 no. 1, pp. 5 - 74.
 - Selected as Best Paper of 2002 by The JMD. <http://www.emerald-library.com/journals/jmd/jourinfo.htm>,
 - "Top 200" downloaded articles from Emerald Library.
 - Published as a book: Desirable Leadership Behaviours of Multi-Cultural Managers in China, ISBN: 086176661X, Emerald Group Publishing, ©2002. <http://corporate.books24x7.com/browsebooks.asp?catid=7034&parid=7004&bin=3&bcoll=PartnerBizPro2&partnerapp=newhorizons>
 - Published as an eBook: <http://www.ebooks.com/subjects/b/174/8.asp>
 - A "featured publication" (1 of 22,000) by ELDIS, managed by the University of Sussex. ELDIS is one of a family of knowledge services from the [Institute of Development Studies, Sussex](#). ELDIS is core funded by [Sida](#), [NORAD](#), [SDC](#) and [DFID](#).
 - China, Littrell, R. F. (2000). Perception of managerial leadership characteristics by Chinese subordinates. *International Journal of Psychology*, vol. 35 no. 3-4, pp. 322-322. PRESS.

Invited Encyclopaedia Entries

- Littrell, Romie F. (2012). Level-5 Leadership. In Erich H. Kessler (Ed.), *Encyclopedia of Management Theory*, Thousand Oaks, CA, USA: Sage.
- Littrell, Romie F. (2013). Nepotism. In Cary Cooper, Markus Vodosek & Deanne den Hartog (Eds.), *Wiley Encyclopedia of Management, Volume 6: International Management*, Hoboken, NJ, USA: John Wiley & Sons.

Recent Book Chapters, Refereed:

- **Africa:** Littrell, Romie F., et al. (2012). The Effects of National and Sub-National Cultures on Preferred Leader and Manager Behaviour in Sub-Saharan Africa. Lituchy, Terri; Punnett, Betty Jane & Pupilampu, Bill (Eds.), *Management in Africa: Macro and Micro Perspectives*, Florence, KY, USA: Routledge/Taylor & Francis, Chapter 12.
- **Pedagogy:** Littrell, Romie F. (2011). A Proposal for the Structure of Moral and Ethical Education of University Students and Adult Businesspeople: What to Teach and Why. In Stachowicz-Stanusch Agata & Wankel, Charles (Eds.), *Management Education for Integrity*, Charlotte, NC, USA: IAP - Information Age Publishing, Inc., Chapter 3, pp. 51-75.
- **China:** Littrell, Romie F. & Montgomery, Elisabeth. (2010). Contemporary Entrepreneurs in South China: A Discussion of Their Individual Values. In Wang, Yue & Ramburuth, Prem (Eds.), *Thirty Years of China's Economic Reform: Institutions, Management Organizations and Foreign Investment*, Hauppauge NY, USA: Nova Science Publishers, Chapter 4.

Books: Co-Authored:

- **Africa:** Littrell, Romie F. & Nel, Peiter S. (2011). *Leadership and Management Studies in Sub-Sahara Africa Vols. II & III*, San Diego, CA, USA: University Readers.
- **Africa:** Littrell, Romie F. & Ramburuth, Prem. (2007). *Leadership and Management Studies in Sub-Sahara Africa Vol. 1*, San Diego, CA, USA: University Readers.
- **China:** Deng, Simon & Littrell, Romie F. (1999). *Energy & Water Conservation in Hotels* (in Chinese), Hong Kong: Hong Kong Polytechnic University Press.

Invited Book Chapters:

- **Pedagogy:** In Spanish: Littrell, Romie. (2009). Acerca de los modos de aprendizaje de los estudiantes provenientes de culturas confucianistas. In Sánchez Griñán A.; Melo, Mónica (Comps.) *Qué saber para enseñar a estudiantes chinos. 1º ed.* Buenos Aires: Voces del Sur, pp.73-125. In English: Littrell, Romie F. (2006). Learning Styles of Students in and from Confucian Cultures. In Ong Siow Heng, Gerhard Apfelthaler, Katrin Hansen, Nirundon Tapachai, eds. *Intercultural Communication Competencies in Higher Education and Management*, Singapore : Marshall Cavendish Academic. <http://www.selectbooks.com.sg/getTitle.cfm?SBNum=39354>
- **England:** Littrell, Romie F. (2009). Mythology, Culture, and Leadership in England. In Kessler, Erich H. & Wong, Diana J. (Eds.), *Cultural Mythology and Global Leadership*, Edward Elgar Publishers Inc., pp. 145-166.
- **Pedagogy:** Littrell, Romie F. (2005). Teaching Tertiary Students from Confucian Cultures, In Alon, Ilan & John R. McIntyre, Eds. *Business and Management Education in China: Transition, Pedagogy and Training*, Hackensack, NJ, USA: World Scientific Publishing.
- **Africa:** Littrell, Romie F. & Baguma, Peter (2005). Education, Management, and the World's Work: Leadership Traits of Educators in Undeveloped and Developing Countries Focusing on Uganda in Sub-Saharan Africa. In Alon, Ilan & John R. McIntyre, Eds., *Business and Management Education in Transitioning and Developing Countries: A Handbook*, Armonk, NY: ME Sharpe.

Invited Article:

- **Romania:** Littrell, Romie F. & Gaidos, Anca. (2009). La ce să te aștepți când muncești pentru o multinațională. *HR Journal*, Numarul 6, Ianuarie-Februarie: pp. 4-7. Cluj-Napoca, Romania.

Book Reviews:

- Book Review of *The Feiner Points of Leadership: The 50 Basic Laws that will make People WANT to Perform Better for You*. *Journal of Applied Management & Entrepreneurship*, 10, 115-116, 2005.
- Book review of *Not by Genes Alone: How Culture Transformed Human Evolution*, *European Journal of International Management*, 2(1), 107-108, 2008.
- Book Review: *What Makes Us Different and Similar: A New Interpretation of the World Values Survey and Other Cross-Cultural Data*, Michael Minkov. *Journal of Cross-Cultural Psychology* (2008).
- Book Review: *Handbook of Chinese Organizational Behavior: Integrating Theory, Research and Practice*, by: Xu Huang and Michael Harris Bond, Editors, *Journal of International Business Studies*, February 2013, <http://aib.msu.edu/jibs/bookreviews/pdf/2013-01.pdf>

Case Studies:

- **China:** Case Studies in the Development of Successful Hotels from a State-Owned Enterprise in the Peoples' Republic of China: Cases A, B, C, and D, *Proceedings International Conference on Case Study Teaching & Learning*, Auckland, New Zealand, 30 August - 2 September 2005. Selected as "A Best Case".

Contributions to Published Conference Proceedings, Refereed:

- Littrell, Romie F.; Bertsch, Andy & Son, YoungSeob. (2014). National Comparisons of Gender Egalitarianism in Islamic-Majority and Other Countries: An Investigation of Ethical, Social, and Economic Issues. Presentation & Online Proceedings, Academy of Management 2014 meeting, Philadelphia, PA, USA, 1-5 August 2014. **Winner of best symposium for the 2014 Emerald-Carolyn Dexter Award.**
- Littrell, Romie F., & Ao, X. (2013). Evidence for Industry Sample Invariance for GLOBE Project Leadership Dimensions in an Additional Industry in Two Countries. In Kulich, S. (ed.), *The 3rd International Conference on Cross-Cultural Management & the 7th Cross-Strait Conference on Business Management*. Shanghai, China: Shanghai International Studies University.
- Littrell, Romie F. (2013). Thick Black Theory and Corporate Social Responsibility in Chinese Organisations Developing Country MNCs, Symposium presentation: Developing Country Multinationals: Black Cats, White Cats or Models of CSR? Presented On: July 4, 2013 - 16:45-18:00, Academy of International Business 2013 Conference, Istanbul, Turkey.
- Littrell, Romie F. (2012). Clustering national cultures: A fallacy, or not, or not always? Proceedings Academy of International Business 2012 Annual Meeting, Washington, DC, USA, June 30-July 3, 2012, East Lansing, MI, USA: MSU-CIBER & Eli Brad College of Business at Michigan State University.
- Littrell, Romie F. (2012). Leadership, charisma, holistic & analytic cognition and potential fallacies of dimension theories. Accepted for presentation and online publication at the 2012 Academy of Management Meeting, 30 July – 3 August 2012, in Washington DC, USA.
- Littrell, Romie F., E. Serra Yurtkoru, Handan Kepir Sinangil, Beril Durmuş Alev, Katrinli, Gulem Atabay, Gonca Günay, Burcu Güneri-Çangarlı. (2012). Explicit leader behaviour preferences: Turkish & cross-national sample comparisons. *Proceedings Academy of International Business 2012 Annual Meeting*, Washington, DC, USA, June 30-July 3, 2012, East Lansing, MI, USA: MSU-CIBER & Eli Brad College of Business at Michigan State University.
- Lux, Andrei & Littrell, Romie F. (2012). Impact of Leader-Follower Ethnicity Differences on Followers' Perceptions of Authentic Leadership and Job Satisfaction, *Proceedings Academy of International Business 2012 Annual Meeting*, Washington, DC, USA, June 30-July 3, 2012, East Lansing, MI, USA: MSU-CIBER & Eli Brad College of Business at Michigan State University.
- Littrell, Romie F. (2011). What Maslow really said. In Mowatt, Simon (Ed.), *Change and Control: Perspectives from Business and Labour History-- Proceedings and Abstracts of the Third Annual Conference of the Academic Association of Historians In Australian And New Zealand Business Schools Conference*, Hosted by the Business and Labour History Group, New Zealand Work and Labour Market Institute, 8 - 9 December 2011, Auckland, New Zealand: AUT Business School, Auckland University of Technology, http://sydney.edu.au/business/_data/assets/pdf_file/0006/173085/Proceedings_Third_AAHAZBS_Conference.pdf#page=35, accessed 29 December 2014, pp. 32-48.

- Littrell, Romie F. (2011). Theory Development and Evidence for Industry Sample Invariance for Leadership Dimensions. Accepted for presentation and online publication at the 2011 Academy of Management Meeting, August 12-16, in San Antonio, Texas, USA.
- Littrell, R. F., & Montgomery, E. P. (2010). A Comparison of the Individual Values of Incubator-Bred and Traditional Entrepreneurs in South China. In *Proceedings Asia Academy of Management Conference 2010 (AAOM)*. 12-14 December, Macau, China.
- Littrell, Romie F. (2010). Contemporary Sub-Saharan Managerial Leadership Research: Some Recent Empirical Studies. *Proceedings of the Leadership & Management Studies in Sub-Sahara Africa 2010 Conference*, 22-24 November 2010, Cape Town, South Africa.
- Sinangil, Handan Kepir; Yurtkoru, E. Serra; Durmus, Beril & Littrell, Romie. (2010). Preferred Leadership Styles and Authoritarianism in Organizations. New Directions for Work and Organizational Psychology, Division 1 Invited Symposium, 27th International Congress of Applied Psychology, 11-16 July 2010, Melbourne Australia, International Association of Applied Psychology, <http://www.iaapsy.org/>
- Littrell, Romie F. (2010). Basic Values of Businesspeople Across Cultures. Symposium Presentation at the XXth Congress of the International Association for Cross Cultural Psychology (IACCP), 7 - 10 July 2010, The University of Melbourne, Australia, www.iaccp2010.com
- Littrell, Romie F. (2010). Individual Values and Preferred Leader Behaviour Dimensions of Businesspeople Across Cultures. Individual Research Paper Presentation at the XXth Congress of the International Association for Cross Cultural Psychology (IACCP), 7 - 10 July 2010, The University of Melbourne, Australia, www.iaccp2010.com
- Alon, Ilan; Littrell, Romie F. & Chan, Allan K.K. (2009). Branding in China: global product strategy alternatives. Proceedings of the Academic Business and Research Conference Orlando 2009, 24-26 September, Orlando, Florida. Jacksonville, FL, USA: Academic and Business Research Institute.
- Littrell, Romie F.; Cruz-Barba, Evangelina; & Liberman-Yaconi, Leonardo. (2009). North and South Latin America: Influence of Cultural Values on Preferred Leader Behaviour. Proceedings of the 14th Cross Cultural Research Conference, Puerto Vallarta, Mexico, 13-16 December, Laie, HI, USA: Department of Marketing, Brigham Young University-Hawaii.
- Doran, Caroline J. & Littrell, Romie F. (2009). Defining Mainstream American Culture. Proceedings of the 14th Cross Cultural Research Conference, Puerto Vallarta, Mexico, 13-16 December, Laie, HI, USA: Department of Marketing, Brigham Young University-Hawaii.
- Littrell, Romie F.; Wu, Nai H. & Nkomo, Stella M. (2009). Preferred Managerial Leadership Behaviour in Sub-Saharan African Business Organisations, In Pederson, Torben & Kiyak, Tunga (Eds.), *Proceedings of the 51st Annual Meeting of the Academy of International Business "Knowledge Development and Exchange in International Business Networks"*, San Diego, California, USA, June 27-30. East Lansing, MI, USA: Academy of International Business, Michigan State University.
- Littrell, Romie F. (2008). The Influence of Gender and Societal Culture on Preferences for Employee Empowerment Behaviours in Fifteen Societies, Academy of International Business 2008 Conference, Milan, Italy.
- Littrell, Romie F. (2006). Preferred Managerial Leadership Behaviour in Ghana, Kenya, and Zambia, Romie Littrell, Proceedings of the Leadership &

Management Studies in Sub-Sahara Africa 2008 Conference, 7-9 July 2006, Accra, Ghana.

- Littrell, Romie F. (2007). SVS Individual and Cultural Value Dimensions of Business People in Mexico [Guadalajara], IV Latin American Regional Congress of Cross-Cultural Psychology, 2007, Mexico City.
- Littrell, Romie F. (2007). Organizer and Chair, Symposium: Latin America and Leadership: from the General to the Specific, presenter: An Explicit Measure of Preferred Leader Behavior in Mexico [Guadalajara], IV Latin American Regional Congress of Cross-Cultural Psychology, 2007, Mexico City.
- Littrell, Romie F. (2006). Effects of Prehistoric, Historic, and Contemporary Ethnicity on Successful Management and Leadership, ANZIBA2006, Australia New Zealand International Business Academy, Wellington, New Zealand
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- Littrell, Romie F. (2002). Leadership Preferences Across Cultures, Academy of International Business Asia-Australasia 2002 Regional Conference, Shanghai, China.
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- Littrell, Romie F. (2000). Desirable Leadership Behaviours of Multi-Cultural Managers in China, Proceedings 2000 International Association for Cross Cultural Psychology, National Institute for Humanities, Pultusk, Poland.

Other Public Output:

- **China:** Museum Holds 8000 Years of History, 1998, *China Daily*, Beijing, China.
- **China:** Museum Holds 8000 Years of History (in Chinese), 1998, *International Economic and Trade News*, Zhengzhou, China.
- **China:** Penalties of Quality Control Failures (in Chinese), 1998, *International Economic and Trade News*, Zhengzhou, China.
- **China:** The Cost of Quality Control Failures (in Chinese), 1998, *International Economic and Trade News*, Zhengzhou, China.
- **China:** Touring Kaifeng, 1998, *China Daily*, Beijing, China.
- **China:** A Real Taste of China, 1997, *TravelAsia Magazine*, Singapore.
- **IT Management:** Economies of Scale in the IBM Systems 360 and 370, March 1974, *Datamation*, Los Angeles, California.

Professional Societies

- Academy of International Business, Editor, *AIB Insights*
- Academy of Management, **International Management Division Executive Board, 2004-2006, Editor, IMD Newsletter**
- Australia & New Zealand International Business Academy
- Australian & New Zealand Academy of Management
- International Association of Chinese Management Research, **Founding Member**
- International Association for Cross-Cultural Psychology
- International Association for Applied Psychology
- International Academy for Intercultural Research, **Fellow**

Professional Societies: Past affiliations:

- American Marketing Association
- American Psychological Association
- Association for Computing Machinery, **Past Chapter Secretary and President**
- Association for Educational Data Systems, **Past State President, North Carolina**
- International Society for Work and Organizational Values, **2006 Conference Committee**
- Phi Delta Kappa, National Honorary Education Organisation, USA
- Psi Chi, National Honorary Psychology Organisation, USA, **Past Chapter President**

RESEARCH GRANTS

Source of Funds	Title of Project	Duration (Mo.)	Start Date	Total Value
National Research University School of Higher Economics, Moscow	Research project planning and organising; plenary speaker at conference	1 week	21 October 2012	US\$10,000
Fulbright New Zealand	Visiting Research Fellow grant	2 weeks	July 2007	NZ\$6000
NZ:Asia Foundation	Management and Leadership in India	1	Jun 2005	NZ\$2000
Yu Da Ltd, China	HR Management, staff development	3	Dec 2003	US\$5000
University contestable funds	Management and Leadership in Korea	12	Feb 2004	NZ\$1600
Yu Da Ltd, China	Market Research, Zhengzhou, China	4	Nov 2003	RMB5000
University contestable funds	Management and Leadership in China	12	Feb 2003	NZ\$4500
University contestable funds	Management and Leadership in China	12	Feb 2002	NZ\$10,000
Zhong Zhou Enterprises	Management consulting, China	2	Jul 2002	US\$5000

INDUSTRY PROPOSAL COMPETITIONS

- Member of IBM proposal team winning US\$85 million hardware, software and services contract with NASA at Kennedy Space Center, USA, for space shuttle contract, IBM Orlando, Florida, Branch.
- Member of IBM proposal team winning major computer system sale and installation at University of Central Florida, Orlando, Florida, USA.
- Proposal manager for Xerox team winning contract for six major computer systems at Celanese Corporation, Charlotte, NC, USA.
- Proposal manager for Xerox team winning contract for major computer system at the University of Western Carolina, Cullowhee, NC, USA.