

**Dr. WILLIAM E. RENFORTH**  
**Professor of Marketing**

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**I. EDUCATIONAL BACKGROUND**

<u>Degree</u>	<u>Institution</u>	<u>Date</u>	<u>Major Field of Study</u>
DBA	Indiana University	1974	International Business, Marketing
MBA	Indiana University	1974	International Business, Management
MS	Indiana University	1973	Education
MBA	Crummer School of Finance and Business	1968	Marketing, Management
AB	Rollins College	1967	Economics, History-Government, English

**PROFESSIONAL CERTIFICATIONS**

Diploma in Export Management, 1998, Australian Institute of Exporting  
ERSI ArcGIS I, 2008, ERSI

**II. FULL TIME PROFESSIONALEXPERIENCE**

**August, 2005 to Present.** Professor of Marketing, College of Business, Angelo State University. Responsible for designing and delivering courses in marketing principles, marketing management, consumer behaviour and international marketing at undergraduate and MBA levels.

**January, 2002 to June, 2005.** Professor and Director of Internationalisation, Faculty of Business, Queensland University of Technology. Responsible for overseeing international activity, student and staff exchange, and international student recruiting matters. The Faculty has relationships with over 60 institutional partner institutions, hosts approximately 1600 full time overseas students and provides access to outward exchange opportunity for 100 students annually.

**January, 1997 to June, 2002.** Professor and Head of School of Marketing and International Business, Queensland University of Technology. Responsible for management of a 22 full time staff academic department with an annual budget of \$2.5 million. The School houses undergraduate, postgraduate and doctoral level academic programs in both international business and marketing.

**August, 1994 to January, 1997.** Professor, Texas A&M International University. Responsible for courses in marketing, international marketing, and international business at undergraduate and graduate level. Directed AACSB accreditation efforts for the College of Business.

**August, 1993 to August, 1994.** Visiting Professor, Washburn University. Responsible for courses in marketing, business policy, international marketing, marketing strategy, and international business at undergraduate and graduate level.

**September, 1984 to August, 1993.** Professor, Florida International University. Responsible for courses in international business at undergraduate, graduate, and doctoral level. Served as Chair of the seven person International Business Department, September, 1985 to September, 1987. Responsible for managing Masters in International Business (MIB) degree program, with 300 student enrolments.

**September, 1980 to September, 1984.** Associate Professor, Western Illinois University. Responsible for courses at the undergraduate and graduate level in marketing, marketing management, international marketing and international business. Responsible for carrying out research in marketing and international business.

**September, 1978 to September, 1980.** Associate Professor, Creighton University. Responsible for courses in marketing, marketing research, international business at undergraduate and graduate levels.

**September, 1977 to August, 1978.** Visiting Assistant Professor, University of New Mexico. Responsible for teaching undergraduate, graduate, and doctoral level courses in international business and marketing. Taught and developed marketing courses for executive development and off campus programs.

**September, 1974 to August, 1977.** Assistant Professor, Instituto Centroamericano de Administracion de Empresas, (INCAE), Managua, Nicaragua. Responsible for teaching international business, marketing management, and organizational behaviour courses. INCAE is a graduate school of business established by Harvard University to serve the Central American region. Designed and delivered executive seminars and advanced management programs throughout Central and South America.

**September, 1971 to June, 1972.** Visiting Lecturer in Management Studies, University of the West Indies, Trinidad. Responsible for developing and teaching courses in marketing, business policy, and organization behaviour to undergraduates and graduates. Also served as a consultant to the Trinidad Marketing Board and the Productivity Centre, responsible for initiating continuing education courses for practising managers and reviewing programs of government support to local small businesses.

**May to July, 1984.** Visiting Professor, Instituto Centroamericano de Administracion de Empresas, San Jose, Costa Rica. Responsible for teaching the MBA course in Marketing Management.

**May to July, 1983.** Visiting Professor, Instituto Centroamericano de Administracion de Empresas, Managua, Nicaragua. Responsible for teaching MBA courses in Marketing Management.

### III. TEACHING INTERESTS

International Business  
International Marketing/Export Marketing  
Marketing Management/Strategic Marketing  
Marketing Principles  
Consumer Behavior  
Business Strategy and Policy  
Business in Latin America  
Business in Asia  
International Business Theory  
Strategic Management

### IV. PUBLICATIONS

#### A. Books

*Assessing International Business Theory and Practice*, Brisbane, ANZIBA, 2002.

*Making International Business News*, (with Ken Tucker), Sydney, Addison Wesley Longman, 1999.

*The New World Order and Trade and Finance*, editor (with Raul Moncarz), Laredo State University Press, 1993.

*Contemporary International Business Research*, editor, Southeast Region of the Academy of International Business, Miami: 1991.

*The Dynamics of International Business Management*, editor, Southeast Region of the Academy of International Business, Miami: 1989.

*A Comparative Study of Multinational Corporation Joint International Business Ventures with Family Firm or Non-Family Firm Partners: The Caribbean Community Experience* (with Sion Raveed), New York: Arno Press, 1980.

*1976 Proceedings of the Academy of International Business Annual Meeting*, edited by Sion Raveed and William Renforth, University of New Mexico: 1976.

*Incidents in Caribbean Business Policy*, University of the West Indies, St. Augustine: 1972.

*Lobbying in Tallahassee*, with Dr. Paul Douglas, Center for Practical Politics, Winter Park: 1967.

## B. Refereed Journal Articles

"Is There a Life Cycle for Foreign Bank Advertising Themes," *Management Review*, Vol. 11, Number 2, pp 41-48, 1999.

"Measuring the Degree of Internationalization of the Firm," with K. Ramaswamy and G. Kroeck, *Journal of International Business Studies*, Vol. 27, Number 1, First Quarter, pp 167-178, 1996.

"Competitive Intensity and Technological Efficiency in Public Sector Firms," with K. Ramaswamy, *The International Journal of Public Sector Management*, Vol. 9, Number 1, pp 4-17, 1996.

"The Effects of the Peso Devaluation on Cross Border Retailing", with Michael J. Patrick, *Journal of Borderlands Studies*, Vol. 11, Spring, pp 25-42, 1996.

"A Comparative Study of Commercial Profitability, Managerial Efficiency and Public Interest in SOEs and Private Firms in India," with K. Ramaswamy, *Advances in International Comparative Management*, S.B. Prasad, editor, JAI Press, 1995.

"International Business Pedagogy in Latin America," with T. Becker and R. Vichas, *Journal of Teaching of International Business*, Vol. 4, Number 2, Fall, pp 19-42, 1993.

"Policy Formation and Attitudes Toward the Environment: a Comparison of Latin America and North America," with Laskey, Bernard, and Plaisent, *Academia*, Vol. IX, November 1, 1992.

"Reaction to Economic Crisis: Trade and Finance of US Firms Operating in Latin America," with Jerry Haar, *Columbia Journal of World Business*, Vol. XXI, Number 3, Fall, 1986.

"Cultural Linkages to Managerial Behavior: Implications for Transnational Managers," with Constance Bates, in *Advances in International Comparative Management*, R.N. Farmer, editor, JAI Press, 1986.

"The Costa Rica Solution: An Innovative Approach to Export Promotion," with John Edmunds, *Caribbean Review*, Vol. XIV, Number 2, Spring, 1985.

"Consumer Information Cues in Television Advertising: A Cross Country Analysis," with Sion Raveed, *Journal of Academy of Marketing Science*, Vol. 11, Number 3, Summer, 1983.

"Latin America Investment in United States Real Estate: Antecedents and Trends," with Charles Madden, *Akron Business and Economics Review*, Vol. 14, Number 3, Fall, 1983.

"State Enterprise-MNC Joint Ventures: How Well Do They Meet Both Partners' Needs?" with Sion Raveed, *Management International Review*, Vol. 23, Number 1, 1983.

“Information Content Strategies in Television Advertising - Contrasts among Australia, Ecuador and the United States,” with Sion Raveed, *The Journal of Marketing* (Singapore), Vol. VI, December, 1982.

“Corporate Goals: The Ignored Aspect of Marketing Strategy,” with Richard Nordstrom, *San Joaquin Valley Business Perspective*, Vol. 8, No. 1, Fall, 1982.

“Agribusiness in Developing Countries”, with Sion Raveed and Douglas Norvell, *ASCI Journal of Management*, September, 1981.

“Foreign Investment in the U.S.: Looking Beyond Productivity Statistics,” with Sion Raveed and Dan Brenenstuhel, *Management World*, June, 1981.

“Rural Credit - A Micro Synthesis of the Salvadorean Experience,” with V. Errunza, *Journal of Development Economics*, April, 1981.

“The Professions as Small Business: Advertising Directions in the New Legal Environment,” with Sion Raveed and Jim Porter, *Journal of Small Business Management*, Vol. 18, Number 2, 1980.

“The Future Development of Marketing Institutions in Latin America,” *Journal of Economics*, Vol. VI, 1980.

“Cross Cultural Management Patterns in International Business Joint Ventures in Developing Countries: The Role of a Local Family Firm Partner,” *Managerial Psychology*, May, 1980.

“Franchise Agreements: Spotting the Important Legal Issues,” with Jim Porter, *Journal of Small Business Management*, Vol. 16, Number 4, October, 1978.

“Agribusiness in Latin America,” (book review), *Business Horizons*, February, 1975.

“International Business Systems Perspectives,” (book review), *Business Horizons*, February, 1975.

“The Importance of Three State-related Factors in the Location Decision of a Non-American MNC S,” with Sion Raveed & Jaap Kamp, in *Multinational Firm Strategies*, Vol. 1, R.N. Farmer, editor, 1975.

“International Wage Trends,” with Sion Raveed, *Atlanta Economic Review*, March/April, 1974.