

Rene Dentiste Mueller, Ph.D.
School of Business
College of Charleston

ACADEMIC INTERESTS: National Identity, Ethnocentrism (economic nationalism, consumer ethnocentrism, and discrimination), and International Business and Entrepreneurship Education.

ACADEMIC EDUCATION

- **PhD Marketing** (1994) De Montfort University, Leicester, **ENGLAND**
- **MBA** (1990) University of North Carolina at Wilmington (1989-1990)
- **BA Economics** (1983) University of North Carolina at Wilmington

OTHER HIGHER EDUCATION (German language)

- **Deutsch als Fremdsprache Kurs**, Innsbruck, **AUSTRIA** (Summer 2000)
- **Institute of Linguists**, Leicester, **ENGLAND** (1990-91)
- **City College of Chicago**, Overseas Division, Wildflecken, **GERMANY** (1987-88)
- **Foreign Language Training Center Europe**, Munich **GERMANY** (1987)
- **Defense Language Institute**, Presidio San Francisco, CA **USA** (1985)

RELEVANT WORK EXPERIENCE

- **Director of Global Business Resource Center (2007-present)**
- **Director, International Business –(1998-present)** College of Charleston
- **Founder and Co-Director Global Scholars Program (2007 – present)**
- **Visiting Professor (summer course) at Management Center Innsbruck (2006-present)**
- **Grant reviewer and evaluator** for US Department of Education, International Education grants (FIPSE Brazil, FIPSE Excellence in Mobility and Title VI B programs)
- **Consultant (1996-2003)** for several multinational corporations on entering East European markets
- **Professor (1996-present)** – (Assistant 1996, Associate 2002; Full 2009) College of Charleston
- **Associate Dean (2002-2003)** – School of Business and Economic, College of Charleston
- **Visiting Senior Research Fellow** (1995-1998) De Montfort University, **ENGLAND**
- **Assistant Professor** (1995-1996), Thomas More College, Crestview Hills Kentucky.
- **(Senior) Lecturer** (part-time 1990-1993, full-time 1993-1995) De Montfort University
- **Graduate Research Assistant.** (1989-1990) University of North Carolina at Wilmington **USA**
- **German Linguist**, (1984-1988) US Army, Military Intelligence Corps, **USA** and **GERMANY**
- **Marketing** (1983-1984) American Wholesale Beverage (Importer and Distributor), Greensboro NC. Among other responsibilities, was in charge of P.O.S acquisition, pricing, and putting together special edition catalogue sales of wine/beer.

Awards

- **Fulbright Scholar (Austria), Fall 2017**
- **Distinguished Paper Award** (with M Gonzalez and R Mack), 28th Annual Meeting of Decision Sciences Institute November 18-21 2006.
- **Distinguished Service Award, 2002** School of Business and Economics, College of Charleston,
- **Intellectual Contributions Award, 2001**, School of Business and Economics, College of Charleston
- **Chartered Institute of Marketers' Award for Research Excellence (2000)**. This is a research excellence award given by the world's largest group (over 60,000) of professional marketers.
- **Best Paper, European Marketing Academy Conference (EMAC 1998)**, for paper entitled, Consumer Involvement for International Decision-making in the Food Retail Market. The EMAC is Europe's largest and most prestigious academic marketing conference and organization, Stockholm Sweden

Grants

- Principle Investigator and Author (2016) Arnold Yascik Grant for Hellenic Preservation, \$5000
- Principle Investigator (2008-2012) International Entrepreneurship Education, US Department of Education, Title VIB, \$180,000.
- Principle Investigator (2008-2012) Global Scholars Program, US Department of Education, Title VIA, \$176,000
- Principle Investigator (2006-2011) Greening the Supply Chain, US Department of Education, FIPSE North American Mobility program, \$200,000.
- Principle Investigator (2006-2009), Title VI B, International Business and Education, "Emerging Markets" grant \$189,000
- Co-author, Principle Investigator, sub-grantee (2005-2009)) \$209,000 FIPSE- North America Grant
- Co-author, Principle Investigator, sub-grantee (2005-2009) \$200,000 FIPSE-CAPSES (Brazil) grant
- Principle investigator and co-author (2003-2005) of a \$164,616, Department of Education, Title VIB, "Engaging Students and Faculty in International Business" \$165,000
- Principle investigator and co-author (2001-2003) Department of Education, Title VIB, "Strengthening International Business", International Business and Education \$168,000
- Principle Investigator (1998-2000), Department of Education Title VIA, "Developing an International Business Major", International Studies and Foreign Languages (\$113,000).
- Co-author of a \$2,000 competitive grant to study ethnocentrism in Russia, Thomas More College (1996)
- Co-author of a \$5,000 competitive grant to study consumer ethnocentrism in Czech Republic, DeMontfort University (1994)

- Author of a \$3,000 competitive grant to study various marketing phenomena in Russia, DeMontfort University, (1993)

Refereed Journal Publications

Altintas, H Cinar, F, Kaufman, H and Mueller, RD (2017), “*Management o Consumers in the Political Area: Spatial Analysis on Nonvoting Speed and National Cultural Values*”, Vol V, Issue 8 (August)

Mueller, R D, Wang, G, Liu, G and CC Cui (2016), Consumer Xenocentrism in China: An Exploratory Study, **Asia Pacific Journal of Marketing and Logistics**, 28, 1: 73-91.

Kipnis, E, Broderick, A, Demangeot, C, Adkins, N R, Ferguson, N S, Henderson, G R, Johnson, G, Mandiberg, J M, Mueller, R D , Pullig, C, Roy, A, Zuniga, M A (2013), '*Branding Beyond Prejudice: , avigating Multicultural Marketplaces for Consumer Well-being*', **Journal of Business Research**. 66 : 1186-1194.

Demangeot, C, Ferguson, G R , Mueller, Henderson, G, Kipnis, E, Zuniga, E, Abhijit, M & Pullig, , C & Mandiberg, R D & Johnson, J & & Broderick, A & Adkins, N R (2013), 'A Framework for Intercultural Competency', **Journal of Public Policy Marketing**, 32: 156-164.

Broderick, A; Demangeot, C; Kipnis, E, Zuñiga, M, Abhijit; Pullig, C; Mueller, Rene; Mandiberg, J, Johnson, G, Henderson, G., Ferguson, N, Adkins, N. (2011) “*THOUGHT PIECE: No harm done? Culture-based branding and its impact on consumer vulnerability: A research agenda*”. **Social Business**. Volume 1, Number 3, (Autumn): 263-280.

Broderick, A, Demangeot, C, Adkins, N, Ferguson, N, Henderson, G, Johnson, G., Kipnis, E, Mandiberg, J, Mueller, R.D., Pullig, C, Roy, A and M Zuniga “*Consumer Empowerment in Multicultural Marketplaces: Navigating Multicultural Identities to Reduce Consumer Vulnerabilities*”, **Journal of Research for Consumers: Transformative Consumer Research Special Issue**, Issue 19.

Gonzalez, M., Quesada, G., Mueller, J and R.D. Mueller (2011), *International Business Curriculum Design: Identifying the Coice of the Consumer*, **Journal of International Education in Business**, 4,1: 6-29.

Quesada, G, Gonzalez, M, Mueller, J. and Mueller, R. (2010): *The Impact of e-procurement on procurement proactice and Performance*, **Benchmarking: An International Journal**, Vol 17, No 4: 516-532.

Gonzalez, Marvin, Mueller, Rene and Mack, R (2007): *An Alternative Approach in Service Quality: An e-Banking Case Study*, **Quality Management Journal**, 2008.

Balabanis, G., Mueller, Rene Dentiste, and TC Melewar (2007): “*In-group and Outgroup Orientations and their relation to formation of Country of Origin Image Stereotypes*”, **International Journal of Business and Globalisation**, Vol 1, No 2: 328-344.

Broderick, Amanda J, Greenley, Gordan and Mueller, Rene Dentiste (2007): “*The Behavioral Homogeneity Evaluation Framework: Using Consumer Involvement in International Segmentation*,” **Journal of International Business Studies** 38: 746-763.

Broderick, A.J., Greenley, G.E. and Mueller, R.D. (2006): *Applications of The Behavioural Homogeneity Evaluation Framework: The Predictive Ability of Consumer Involvement for International Food Market Segmentation*, **International Review of Retail, Distribution and Consumer Research**, 16,5: 533-557.

Gonzalez, M., Quesada, G., Moro, C. and Mueller, R, (2004): *QFD Strategy House: An Innovative Tool for Linking Marketing and Manufacturing Strategies*, **Marketing Intelligence and Planning**, Vol 22: 3-4.

Mueller, R, Palmer, A, Mack, R, McMullan, R (2003): “*Service in the Restaurant Industry: An American and Irish Comparison of Service Failures and Recovery Strategies*”, **International Journal of Hospitality Management**, 22,4: 395 - 418.

Balabanis, Mueller, and Melewar (2003): “*The Human Values’ Lenses Of Country Of Origin Images*”, **International Marketing Review**: 19,6: 582-610.

Balabanis, G., Mueller, R. and Melewar, T.C. (2002): *The Relationship Between Consumer Ethnocentrism and Values*, **Journal of Global Marketing**;, 15 (3/4):7-37

Balabanis, G., Diamantopoulos, A., Mueller, R. and Melewar, T.C. (2001) *The Impact of Nationalism and Internationalism on Consumer Ethnocentric Tendencies*, **Journal of International Business Studies**, 32,1:

Mack, R. , Mueller, R., Crotts, J. and Broderick, A (2000): *Perceptions, Corrections, and Defections: Implications for Service Recovery in the Restaurant Industry*, 10, 6 **Managing Service Quality**: 339-355

Broderick, A. and Mueller, R. (1999): *A Theoretical and Empirical Exigesis of the Consumer Involment Construct*, **Journal of Marketing Theory and Practice**, ,Vol 7, No 4: 97-108.

Mueller, R. D. and Mueller, J. (1997): *Increasing the Validity of Post-command Economy Research* **Marketing in Central and Eastern Europe** Nowak, J. (ed) (New York: Haworth Press): 7-26.

Mueller, J. and Mueller, R. (1997): *Sources and Perceptions of Risk in the Former Soviet Union and Central/Eastern Europe: An Analysis of Expert Opinion*. **International Journal of Management**, Vol 14, No 4.: 598-606.

Mueller, R and Mueller, J (1997): *Increasing the Validity of Post-command Economy Research* **Journal of East-West Business**, Vol. 3, No 1:7-26.

Mueller, R and Gajdusek, P (1996): “*Czech Made = Czech Quality: The Promotion of Czech Country of Origin*” **Journal of East-West Business**, Vol 2 (3/4): 143-156.

Mueller, R. and Mueller, J. (1996): *Identifying Strategic Marketing Needs of the Czech Food Industry*, **International Review of Retail, Distribution and Consumer Research**, Vol. 6, No 2 (April): 161-179.

Mueller, R and Mueller, J. (1996): “*Policy Concerns in Bulgarian Food Distribution*”, **Geojournal** East European Special Edition, Vol. 38, No 2: 167-174.

Baron, P and Mueller, R (1995): “*Consumer Perceptions in East European Food Markets*”, **British Journal of Food**, Vol. 97, No 2: 34-38.

Mueller, R. and Broderick, A (1995): “*East European Retailing: A Consumer Perspective*”, **International Journal of Retail and Distribution Management**, Vol. 23, No 2: 32-40.

Mueller, R and Baron, P (1994): “*Note: The Evolution of Distribution Systems: A Reply*”, **International Marketing Review** Vol. 11, No 2.: 53-56

Mueller, R, Wenthe, J., and Baron, P. (1993): “*The Evolution of Distribution Systems: The Case Study of Hungary*”, **International Marketing Review** Vol. 10, No. 4: 36-52.

Refereed Presentations

Mueller, RD and L Plunkett (2017), “*Accounts Receivable Management: A New Challenge for Women Entrepreneurs in Rural Ghana*” Oxford Women’s Leadership Symposium 4-6 December 2017

Mueller, J., Mueller, R. Quesada, G., Gonzalez, M. (2013) The US International Business Degree: What is It? National Business and Economics Society, Herradura, Costa Rica, March 6-9.

Quesada, G., Gonzalez, M, Mora-Monge, C. and Mueller, R (2012), “*Developing Joint Ventures in Curriculum Design: Where Academia, Private Sector and Public Sectors Shake Hands*”, European Decisions Sciences Institute Annual Meeting, Istanbul, Turkey.

Pan, B., Wasko, J., Smith, K., Litvin, S., Mueller, R., Li, Q, & Zhang, J. (2011). Cultural education through study abroad in China: A case study. TEFI World Congress 2011, Philadelphia, PA, May 18-21, 2011

González, M., Quesada, G., Mueller, R., & Mueller, J. (2011). Building an International Business Curriculum using an Innovative Methodology. Paper presented at the 11th Annual Hawaii International Conference on Business, Honolulu, Hawaii, USA.

Gonzalez, Marvin, Mueller, Rene Dentiste and Rhonda Mack (2006) “*Measuring and Improving Service Quality: An Alternative Approach*”, **Annual Meeting of Decision Sciences**, November 18-22, **San Antonio, Texas.**

Mueller, Rene Dentiste, Wang, George, Liu, Gouli and Charles Cui-Chi (2006) “*Consumer Xenocentrism in China*”, 48th annual **Association for International Business**, **Beijing CHINA**, June. 23-26th

Golden, Peggy, Mueller, Mueller, Rene and Antonio Macada (2005), "Compliance with Professional Accrediting Organizations", FIPSE Brazil Capes Conference, Washington, DC October.

Mueller, R., Balabanis, G. and Melewar, T. (2003) *Nationalistically or Patriotically Derived Perceptual Bias on the Formation of Country of Origin Images*, **Academy of Marketing Science, World Marketing Conference Proceedings**, Perth AUSTRALIA, June 11.

Mueller, R. and Broderick, A. *National Identity in an Era of Globalization*, **International Conference on Business, Economics, Management, and Marketing** June 2003, Athens GREECE.

Mueller, R., Broderick, A. and Mack, R., *Utilising Captious Cues in International Marketing Decisions*, 1999 **The Janus Face of Globalization**, Association of International Business Proceedings, **Charleston, S.C.** (November 20-23)

Broderick, A. Greenley, G. and Mueller, R. (1998) *Utilising Consumer Involvement for International Decision-making in the Food Retail Market*, **Marketing Research and Practice**, Proceedings European Marketing Academy Conference, (**Stockholm, SWEDEN**) May. Also received **BEST PAPER** award: 481-500

Mueller, R. Palmer, A., Mack, R. Boggs, R. and Crotts, J. (1998), *Service Recovery in the Restaurant Industry: An American and Irish Comparison of Service Failures and Recovery Strategies*, **Marketing Research and Practice**, Proceedings European Marketing Academy Conference, (**Stockholm SWEDEN**), May.:

Broderick, A., Mack, R., Crotts, J and Mueller, R. (1998), *Service Failure and Recovery: Beyond Quality Improvement*, **Expanding Marketing Horizons Into the 21st Century**, Proceedings, Association of Marketing Theory and Practice, Charleston SC.:129-131

Palmer, A. Mueller, R. and Beggs, R. (1998), *Service Failure and Loyalty: An Exploratory Empirical Study of Restaurant Customers*, **Expanding Marketing Horizons Into the 21st Century**, Proceedings, Association of Marketing Theory and Practice, Charleston SC.:132-133

Broderick, A and Mueller, R (1997) *Cross-cultural Targeting: Consumer Disparities Across the EU*, **European Marketing Academy Conference** (Proceedings), May 21-23, **Warwick ENGLAND**: 1501-1508.

Balabanis, G., Diamantopoulos, A., Melewar, T.C. and Mueller, R. (1997), *The Impact of Nationalism, Patriotism and Internationalism on Consumer Ethnocentric Tendencies*, **European Marketing Academy Conference**, (Proceedings) May 21-23, **Warwick ENGLAND**: 1428-1437.

Mueller, R. and Broderick, A. (1997), *Measuring Food Distribution Effectiveness in Eastern Europe*, **National Association of Purchasing Management**, (Poster Session), **Atlanta.**, March.

Mueller, R and Wenthe, J (1996) *Trends in Food Distribution Development in the Czech Republic*, Proceedings: **Academy of International Business**, Nov. 7-8, **New Orleans, USA**: 169-180.

Broderick, A., Mueller, R., Cui-Chi, C. (1996) *The Operation of Cross-national Consumer Behaviour Models For International Marketing: A Case of European Food Involvement*, Proceedings: Southern Marketing Association Nov. 7-9, New Orleans USA: 117-118.

Balabanis, G., Melewar, T.C. and Mueller, R.D (1996) *Determinants of Consumer Ethnocentrism and Country of Origin Image*, Marketing For an Expanding Europe, Proceedings: European Marketing Academy Conference, BUDAPEST, May: 1397-1404.

Mueller, R and Mueller, J (1995) *Methodological Concerns in Central and East European Research*, The Proceedings of the Central and Eastern Europe: 5 Years On Conference, Centre for Research into East European Business Conference, Buckinghamshire, ENGLAND.: 106-114

Mueller, R and Cui Chi, C (1995) *A Multi-cultural Analysis of Satisfaction with University Education*, Making Marketing Work (Proceedings), Marketing Educator's Group Conference, Bradford, ENGLAND: 953.

Mueller, R (1994), 'A Cross-Cultural Comparison of Food Distribution Efficiency', Proceedings: Advances in Theory and Thought Proceedings: Southern Marketing Association, 2-5 November, New Orleans, USA: 500-502.

Mueller, R; Colyer, B.; and Mueller, J. (1993), *Strategic Management in Central/Eastern Europe*, Proceedings: European and Economic Development Conference, 14-15 April, ENGLAND.

Mueller, J.; Murphy, A.; and Mueller, R (1993), *Trends in the East-West Transfer of Technology: Implications for Process Plant Contractors*, Proceedings: The R & D Management Conference, Zurich SWITZERLAND, 5-7 July.

Mueller, R. and Broderick, A. (1997), *Measuring Food Distribution Effectiveness in Eastern Europe*, National Association of Purchasing Management, Atlanta., March.
Circulated Research Papers

Broderick, A. Greenley, G. and Mueller, R. (1998) Utilising Consumer Involvement for International Decision-making in the Food Retail Market, Research Papers Series, RP9817, Aston Business School, ENGLAND .

Broderick, A. and Mueller, R. (1998): A Theoretical and Empirical Exegesis of the Consumer Involvement Construct: The Psychology of the Food Shopper, , Research Papers Series, RP9816, Aston Business School, ENGLAND.

Broderick, A. Mueller, R. and Baron, P. (1995), *Clarifying the Construct of Consumer Involvement: A Theoretical and Empirical Analysis*, LBS Occasional Paper Series No 30, De Montfort University, Leicester ENGLAND.

Mueller, R. and Broderick, A (1995), Shopping Behaviour and Consumer Perspectives on Food Retailing: An East European Study LBS Occasional Paper Series No 20, De Montfort University. ENGLAND.

Mueller, J.; Mueller R.; and Colyer, B. (1994), *National Culture and Macro-environmental Risk in the FSU and CEEC: An Exploratory Study*. **LBS Occasional Paper Series** No 13, De Montfort University. ENGLAND.

Mueller, R., Wenthe, J., and Baron, P. (1994), *Market Changes and their Impact on the Structure of Food Distribution Systems in the Impaired Economies of Central Europe*, **LBS Occasional Paper Series** No 10, De Montfort University. ENGLAND.

SERVICE

EXTERNAL

- Brookings Institute, Charleston Export Initiative Steering Committee (2013-present)
- Centennial Celebration, 100 Years of Greek History, wrote a 5500 word history of Charleston Greeks, published 2014.
- Young Executive Seminar, Emerging Markets Lecture (2013)
- Evaluator, US Department of Education Fund for the Improvement of Post Secondary Education (FIPSE) US-Brazil Consortium, (2008-present)
- Evaluator, US Department of Education Fund for the Improvement of Post-Secondary Education (FIPSE), US-Europe Comprehensive Program, (2010-present)
- Program Evaluator, NASBITE- CGBP® Program (2010-2013)
- Possibilities Without Borders, Board Member (2011-present). This is a non-profit organization that raises funds for student service learning projects including the MUSC-SB Ghana program. Wrote grant funding guidelines and financial reporting criteria (2013).
- Advisor, SC Department of Commerce and US Commercial Section, Advisor work with international division on devising Export Plans for local companies which do not have resources (1998- present)
- SC International Trade Coalition 2008- present (led workshop (Spring 2012, Spring 2013)
- Chair, SC International Trade Coalition, 2010
- Supervised and/or conducted marketing research projects (for local businesses (1996-2006) uncompensated
- Served as a thesis supervisor for the Academic Magnate School (2000)
- Organize and/or co-sponsored conferences, workshops, lecture for US Commercial Section, SC World Trade Center, Corporate Council on Africa, Inter-agency of the Cooperation and Development of the Organization of American States (OAS), and World Affairs Council.

UNIVERSITY SERVICE

- Global Scholars, Founder and Co-Director, 2008 - present
- Global Awareness Forum, 2014-present
- 6+6 Committee Member, tasked with writing a white paper on the proposed MUSC-College of Charleston merger (2013).
- Study Abroad Assessment Working Group (2013)
- Distance Education Committee, 2012 and 2014- present
- Service Learning Program Leader in Honduras and Ghana 2013-present
- Dean Search Committee, School of Languages, Cultures, World Affairs, Dean Search Committee (2013-2014)
- Center for International Education, Study Abroad Student Scholarship Committee-(most years including present)
- Convocation, Faculty Participant, (2011- present)
- Knox scholarship proposal review (2012 and 2013)
- Search Committee Member, Assistant Director, Center for International Education (2013)
- New School (LCWA) Planning Committee- (multiple years)
- Languages, Cultures, and World Affairs Foreign Language Forum (2012)
- Language, Cultures and World Affairs, Double Degree Program Planning Committee (2011)
- Leadership Committee, School of Language, Cultures, and World Affairs (2008-2011)
- Fulbright (Student) Selection Committee (2008-2009)
- Search Committee for the School of Business and Economics Dean 2008
- Fulbright Faculty Associate (mentor for Macedonian Fulbright scholar)- (2006-2007)
- Tenure and Promotion Committee for S Della (2007)
- China Connections Planning Committee (2006)

- Murray Scholarship Committee (2004-2006)
- International Education Planning Committee (2002-2005)
- Author of a White Paper on Reducing Summer Study Abroad Tuition, presented to the Board of Trustees on behalf of the Center for International Education. This paper helped reduced the cost of study abroad for out-of-state students and recommended a study abroad fee which has raised hundreds of thousands of dollars annually for study abroad scholarships. (2005)
- Steering and Planning Committees, Office of International Education (2002-2004)
- Search Committee for the School of Business and Economics Dean 2003-2004
- Faculty Senate (2000-2002)
- College of Charleston Long Range Planning Committee 1999-2003
- Long Range Planning Goal Nine Sub-Committee 2002
- Search Committee for Associate Registrar, 2002
- Co-authored the Foreign Language Marketing Plan (for the Division of Languages), 2001

SCHOOL OF BUSINESS

- Teaching Overload (uncompensated) (Spring 2014 Global Social Enterprise and Development- Project Okurase, Ghana, Spring 2014 Global Social Enterprise and Development- Honduras Micro-finance, Spring 2013 Global Social Enterprise and Development – Honduras Micro-finance, Fall 2013 International Marketing, Spring 2012 International Marketing, Service Learning
- Director, Global Business Resource Center 2007- present (compensated)
- Director, International Business program, 1998-present (compensated since 2008)
- Chair, International Business Committee (2001- present)
- Chair, Ory Scholarship Committee (2013)
- Member, MBA Committee (2012-2013)
- Chair Knox Faculty Development Grant (2012-2013)
- Member Knox Student Scholarship committee, (2012-2013)
- Chair, Search Committee, Global Business Resource Center, Associate Director of Global Business Resource Center (2010, 2013)
- Chair, Search committee, Center of Vietnamese Enterprise (2009)
- Chair, Search Committee, Global Business Resource Center, Global Studies Coordinator (2012)
- Chair, Search Committee, Global Trade Initiatives, Global Studies Coordinator (2008)
- Chair, Curriculum Committee, 2004-2005
- Author, School of Business and Economic Strategic 2004
- Chair, School of Business and Economic Strategic Planning Committee 2002-2004
- School of Business and Economics Curriculum Committee 2001
- Volunteer Business Forum Member for the Tate Center for Entrepreneurship- volunteers met bi-monthly to evaluate community business plans (1998-1999)
- Technology Committee member (1999-2001)
- Library Liaison (1996-2000)
- Chair, Nissan Internship Committee (1996-1997)