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EDUCATION

University of Texas - Pan American, received Doctoral Degree in both Management and International Business fields. All coursework completed in two years, all three major comprehensive exams passed (management, international business, and quantitative methods), dissertation proposal defended, and field survey research (over 800 employees studied from about 100 large organizations) doctoral dissertation defended. (Ph.D.). 1996-2000. GPA 3.7

New Mexico Highlands University, Master of Business Administration – Information Technology (MBA), 1995-1996. GPA 4.0

New Mexico Highlands University, Bachelor of Business Administration – Management/Marketing (BBA), 1991-1995. GPA 3.5

APPOINTMENT / PROFESSIONAL (RESEARCH, TEACHING, ADMINISTRATIVE, BUSINESS, AND CONSULTING) EXPERIENCE

Aug. 2001-
To present *Associate Professor and Executive Director of Economic Development*
School of Business Administration, **New Mexico Highlands University**
Las Vegas, New Mexico. Las Vegas San Miguel County Economic
Development Corporation, Teaching and research in the area of
international business and management. As executive director, our focus
is on pursuit of business creation (entrepreneurship), retention, and
expansion and attracting targeted businesses to our area.

Dec. 1999-
to 2000 *Small Business Sole Proprietor, IBCTR Intercultural Business Consulting*
Training and Research, McAllen, Texas. Owned and operated a small
consulting firm that existed to assist managers in obtaining optimal
performance from their subordinates of any cultural background.
Researched the maquiladora industry along the US and Mexico border
(clients included TRW, Lucent Technology & other MNEs).

Aug. 1996-
to 2000 *Professor/Research Assistant, College of Business Administration,*
University of Texas – Pan American, Edinburg, Texas. Local Area
Network management and teaching in the department of international
business, management, and marketing. Dissertation research included
over 800 employees studied from about 100 large organizations such as

Invacare, Seagate, Eaton, Bard, Keytronic, TRW, BBB, Lucky Goldstar, CPM, Siemens, Lucent, Delnosa-Delphi, Rey Mex Bra, Bissell, Nokia, Whirlpool, AMMEX and others.

Feb. 1997-
to July 2000 *Seminar Instructor and Business Counselor*, Small Business Development Center, **University of Texas – Pan American**, Edinburg, Texas. Taught entrepreneurs how to start-up a small business, business plan seminar, entrepreneurial spirit seminar, market research, and feasibility studies.

June 1999-
July 1999 *Professor/Researcher*, **ITESM Campus Leon**, Leon, Guanajuato, Mexico. Taught International Organizational Behavior during the summer session at ITESM's Professional School of Business in Leon, Guanajuato and lead a research group in investigating job satisfaction issues in local multinational organizations.

Aug. 1998-
Feb. 1999 *Independent Management Consultant*, **TRW**, Reynosa, Mexico. Three projects were completed: 1) a cross-cultural resource manual, 2) interview research on cultural issues between Americans and Mexicans, and 3) job satisfaction, organizational justice and citizenship behavior questionnaire survey work was conducted. Recommendations for organizational improvements were suggested. Also trained their HR employees on the above-mentioned organizational topics.

RESEARCH – PROFESSIONAL PRESENTATIONS/ PUBLICATIONS

Work in Progress

Ortiz, Luis & Peter Hom (Arizona State University) Time for action: A Lisrel analysis of organizational justice, trust, and organizational citizenship behavior in the Mexican maquila industry.

Ortiz, Luis & Linda Matthews. The etic and emic dimensions of job satisfaction in the US, Mexico, and border area: A multicultural empirical investigation.

Ortiz, L. 2004. Qualitative and Quantitative Research: An Example Using the Variable OCB. *Academy of Management Conference*. New Orleans, Louisiana

Ortiz, L. 2003. OCB etic and emic dimensions in a cross-cultural context. *Southwest Academy of International Business*. Houston, Texas.

Ortiz, L. 2002. Toward an understanding of OCB in Latin America. *Southwest Academy of Management*. Santa Fe, New Mexico.

Ortiz, L. & Ulibarri, G. K. 2002. Organizational change in Mexico. *Southwest Academy of International Business*. St. Louis, Missouri.

Ortiz, L. & Kuyuk Y. 2002. On the fringe of the Middle East: Expatriate perspectives of globalization in the Middle Eastern countries. *Southwest Academy of International Business*. St. Louis, Missouri.

Ortiz, L. 2001. *Culture's effects on job satisfaction and performance in the U.S.A., Mexico, and US/Mexico border employees' bicultural context approach: An empirical investigation*. *Journal of Promotion Management*.

Ortiz, L. 2000. The pioneering work of Whiting Williams: Setting the record straight. *Management History - Academy of Management Conference*. Toronto, Canada.

Ortiz, L. 2000. Domestic research's cross-cultural applicability: A paradigm to follow in creating relevant and equivalent international measures by implementing the etic and emic perspective. *Southwest Academy of Management*. San Antonio, Texas.

Ortiz, L. 2000. Cross- and intra-cultural interpersonal work relations: Maquiladora managerial professionals provide their perspectives. *Southwest Academy of International Business*. San Antonio, Texas.

Ortiz, L. 2000. Explaining job satisfaction's effects on entrepreneurship and turnover intent. *Southwest Academy of International Business*. San Antonio, Texas.

Ortiz, L. 2000. Cross- and intra-cultural comparison of U.S.A., Mexico, and U.S. border employees: The international dimensions of INDSALES. *Southwest Academy of International Business*. San Antonio, Texas.

Ortiz, L. 1999. Culture's effects on job satisfaction and performance in a bicultural context: An empirical investigation. *Association for Global Business*. Las Vegas, Nevada.

Ortiz, L. 1999. A job satisfaction comparison of U.S.A., Mexico, and US/Mexico Border employees. *American Society for Competitiveness*. Atlanta, Georgia.

Ortiz, L. 1999. Explaining the antecedents and the organization's roles in promoting, creating, and maintaining employee organizational citizenship behaviors: A cross-cultural study of interior Mexico, border Mexico, interior USA, and the USA border. *Academy of Management Conference*. Chicago, Illinois.

Ortiz, L. 1999. Implementing email and the Internet into international business (Using information technology in international business). *University of Texas System's annual Telecommunication and Information Technology Conference*. Brownsville, Texas.

Ortiz, L. 1999. Management in Latin American firms operating in the United States. *University of Monterrey's University Business Conference*. Monterrey, Mexico.

Ortiz, L. 1999. Understanding and explaining of how culture affects job satisfaction and performance in a cultural context: An empirical investigation. *Business Association of Latin American Studies (BALAS)*. New Orleans, Louisiana.

Ortiz, L. 1999. The presence of Latin American companies in US Hispanic markets: Entry, maintenance, and withdrawal strategies. *Business Association of Latin American Studies (BALAS)*. New Orleans, Louisiana.

Ortiz, L. 1999. A comprehensive literature review of organizational justice and organizational citizenship behavior: Is there a connection to international business and cross-cultural research? *Southwest Academy of International Business*. Houston, Texas.

Ortiz, L. 1998. The criterion problem in cross-cultural research. *Multicultural Marketing Conference*. Montreal, Canada.

AREAS OF RESEARCH INTEREST

Cross-cultural management, organizational citizenship behavior (OCB), organizational justice (distributive, procedural, and interactional), trust, job satisfaction, performance, self-efficacy, leadership, and employee relations.

AREAS OF TEACHING INTEREST

International Management, Organizational Behavior, Cross-Cultural Issues, Human Resource Management, International Business, On-line Courses (competent in Web CT, Blackboard, html, etc..), Principles of Management, Management Information Systems, Economic Development and Entrepreneurship, Organizational Leadership, and Training and Development of Human Resources.

ACADEMIC AWARDS & HONORS

Research Assistant, University of Texas – Pan American, 1997- to May 2000.
Fellowship Award, KPMG Peat Marwick, Information Systems, 1997- to 2000.
Fellowship Award, New Mexico Commission of Higher Education, 1996-1999.
Beta Gamma Sigma, University of Texas – Pan American , Honor Society 2002.
Phi Kappa Phi, New Mexico Highlands University, Honor Society, 1995-1996. (NMHU – Chapter President 2000-2003).
Phi Eta Sigma, New Mexico Highlands University, Freshman Honor Society, 1991-1992.
Dean’s List, New Mexico Highlands University, throughout both BBA and MBA programs, 1991-1996.
Cum Laude, New Mexico Highlands University, Honor Society in BBA program, 1991-1995.
National Dean's List, New Mexico Highlands University, 1996.
Who's Who Among American College Students, New Mexico Highlands University, 1996.

OTHER ACADEMIC EXPERIENCE

Reviewer for Academy of Management Organizational Behavior Division

Reviewer for Business Association of Latin American Studies (BALAS)

Reviewer for Academy of International Business Southwest Chapter

Maintain content on Organizational Behavior Website (www.obweb.org)

Presentation at United World College

Grant Writing - Qwest, Economic Development, Hispanic-Serving Institutions Assisting Communities (HSIAC) program, Technology Opportunities Program (TOP) grant, Community Outreach Partnership Centers (COPC) and New Mexico Route 66 Project.

Potential Recruitment Opportunity – responded to numerous inquiries to relocate to northern New Mexico

President of the Honor Society of Phi Kappa Phi since 2000

PROFESSIONAL MEMBERSHIPS/CIVIC ORGANIZATIONS/BOARDS

Academy of Management- organizational behavior & international management divisions, Academy of International Business, and Business Association of Latin American Studies

Research Committee, Finance and Budget Committee, Phi Kappa Phi, Airport Committee, Utilities Committee and the Keep American Beautiful committee

Rotary International Local Board, Salvation Army Local Board, Wells Fargo Local Board, Luna Community College Business School Local Board and the New Mexico Economic Development Partnership Statewide Board

OTHER DATA

Fluent in English and Spanish, high-degree of computer knowledge consisting of Macintosh, Linux, and PC based computer systems, knowledge of computer networking, wireless network infrastructure, distance education (ITV), WebCT, and economic development initiatives and major projects. I have taught numerous classes on a wide-range of business subjects (*please see last page*).

TEACHING – OVERVIEW OF EXPERIENCE

University Students, Entrepreneurs, Business Professionals, and Community Students

New Mexico Highlands University – School of Business Administration

MGMT 364 – Organizational Behavior

MGMT 440/540 – Training and Development of Human Resources

MGMT 453/553 – Organizational Leadership

MGMT 460/560 – International Human Resource Management

MGMT 489 – Strategic Management

MKGT 411/511 – Marketing Research

MKGT 474/575 – International Marketing

MIS 233 – Business Software Applications

MGMT 641 – Quantitative Methods of Business

University of Texas – Pan American

INTB 3300 – International Business

INTB 3340 – Introduction to Business

CIS 3338 – Management Information Systems

CIS 4330 – Local Area Network

ITESM Campus Leon, Mexico

HRM 4409 – Organizational Behavior

Business community classes

Entrepreneurship and Management

Accounting and Finance

Management Information Systems

Practical Marketing

How to Start Your Small Business

How to Write a Business Plan

Introduction to Computers

Spreadsheets and Databases

Word Processing

Online with the Internet

Professional consulting presentations – Maquiladora Presentations

Cross-Cultural Management in Business

Employee Behavior and Mexican Culture (TRW)

Employee Behavior and Chinese Culture (Lucent and Vtech)

Numerous other professional consulting presentations

REFERENCES

Dr. Linda Matthews
University of Texas – Pan American
College of Business Administration
1201 W. University
Edinburg, Texas 78541
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Dr. John Sargent
University of Texas – Pan American
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Professor
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