

## LUIS ORTIZ, Ph.D.

---

---

Address: 901 University Ave.  
Las Vegas, New Mexico 87701  
E-mail: [lortiz@nmhu.edu](mailto:lortiz@nmhu.edu)  
Website: [www.drluisortiz.com](http://www.drluisortiz.com)

School of Business Administration  
Mobile Phone: (505) 454-3584  
Fax Number: (505) 454-3354

---

---

### 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. 2000-  
To present     *Associate Professor and Director of Economic Development Center*  
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.

Aug. 2007-  
To present     *Owner, **GO Construction, LLC**, Developer and Property Owner*  
Over the last five years my wife and I have owned a small construction company in order to develop distressed properties - we have developed 8 properties in and around Las Vegas, New Mexico (3 buildings in the historic business district, 1 five-plex apartment complex, 1 house, 1 historic house with 3 apartments, 1 residential lot development and 1 commercial warehouse approximately 11,000 square feet).

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. 2010. Cultural Significance of “Going Beyond the Norm” (Organizational Citizenship Behavior) in a Bi-Cultural Environment: Can you Compare different cultures? *Academy of International Business NE. Quinnipiac University*, Hamden, Connecticut

Ortiz, L. 2008. Comparing Apples-to-Apples: Understanding of Citizenship Behavior (OCB) in a Cross-Cultural Setting. *Academic Conference at Yale University Campus*. New Haven, Connecticut

Ortiz, L. 2008. Management Strategies in Latin America: Clearing up the Cross-Cultural Confusion 24 Qualitative Interviews. *Academic Conference at Yale University Campus*. New Haven, Connecticut

Ortiz, L. 2008. Perspectives from the inside Different Organizational Level Employee's Speak their Minds. *Academic Conference at Yale University Campus*. New Haven, Connecticut

Ortiz, L. 2007. Correctly Measuring OCB in Mexico and the USA. *Academy of Management Conference*. Philadelphia, Pennsylvania

Ortiz, L. 2005. OCB in the Management Organization. *Academy of Management Conference*. Honolulu, Hawaii.

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](http://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 inquires 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**

INTB – Doing Business in the Spanish Speaking World  
INTB 440 – International Business  
MGMT 364 – Organizational Behavior  
MGMT 330 – Entrepreneurship  
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

#### **Universidad de Salamanca**

International Business, Principles of Marketing, International MGMT/MARK

#### **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