

Julián Hernández-Serrano, Ph.D.

Curriculum Vita

Current employment

University of Puerto Rico at Humacao (UPR-H)
Department of Business Administration
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Summary of Qualifications

AACSB Academically Qualified (AQ) status through year 2016 having completed the AACSB Postdoctoral Bridge (Marketing / Management) at UF. Substantial experience in teaching 14 different courses on topics related to training and development (HRM majors), food product development (food marketing/science majors), research methods (business majors), computers as business tools (business majors) and online learning environments (education majors). Demonstrated research/publishing experience in subjects related to Higher Ed teaching/learning, food product development, and practitioner expertise building. Quality professional experience in many facets of university and business administration. Proven experience in design, development, testing, implementation, integration and maintenance of software projects for academic (teaching/learning), commercial, and scientific applications. Strong background in software project and personnel allocation and management. Self-motivated and well-organized with an ability to assimilate new knowledge and work within innovative environments.

EDUCATION

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| AACSB Postdoctoral Bridge (Marketing and Management)
Warrington College of Business
University of Florida, Gainesville, FL
Collaborator: Dr. Jason A. Colquitt, University of Georgia | July 2011 |
| Ph.D. Instructional Systems
with an emphasis on decision making and support systems
The Pennsylvania State University, University Park, PA
Dissertation Co-Chairs: Drs. David H. Jonassen, Phillip Henning | May 2001 |
| MBA
Management
Southern New Hampshire University, Manchester, NH | May 1988 |
| BS Computer Science
with a concentration in scientific computing
State University of New York at Plattsburgh, Plattsburgh, NY | May 1984 |

Major Accomplishments

Education

- Academically Qualified (AQ) per AACSB standards since July 2011
- Completed a food product development learning environment depicting five real-life cases
- Completion of a food product development case library with over 120 mini cases (stories)
- Completion of a food product development skills analysis
- Completion of a turf grass case library
- Completion of a business computing tutorial
- Started and managed collaboration efforts between different faculty in Penn State, State College, PA, St. Joseph's University, Philadelphia, PA, and Monterrey Tech, Monterrey, México, that lasted for over three years.

Grants awarded

- IBM SPSS Statistics Institutional License (Base and Advanced) – In support of curriculum core statistics and research courses, and to promote more advanced business analytics methods in academia and university administration (\$21,000 first year; \$16,000 second year)
- NVivo Licenses – In support of the qualitative research method within the school among faculty and students and to promote the use of qualitative research software tools (\$2,594.00)
- Puerto Rico Department of Education – In support of training and development of elementary school faculty in mathematics/science/English language & computing technology (≈ \$15,000)
- United States Department of Agriculture (USDA) Challenge Grants – For building learning environments in support of food product development (FPD) courses, establishing collaboration network with FPD students and faculty from universities across the US and México, building a FPD case library, develop a FPD skills inventory, conducting research on

- FPD learning in academia and industry, disseminating reports on FPD activities (research, conceptual and informative papers) (\approx \$100,000 first time and \$79,820 second time)
- University of Puerto Rico at Humacao, Business Administration Department – Integration of computer hardware, communication equipment and business software and training (\$67,000)
 - University of Puerto Rico at Humacao, Cedpri (ToolBook I and II) – Design and develop a learning environment on business computing (\$1,250.00)

Software design, development, implementation and integration

- Implementation of an optimization algorithm for pairing Mexican government bond offers with public demand so as to maximize earnings for a Mexican brokerage firm or, as the case might be, to minimize losses
- Lead a software team in the building of a comprehensive financial and manufacturing software solution by translating business requirements into a series of design documents for a French animal health firm
- Design, program and implement a database for a telephone labor union to manage membership, union dues, and other financial and legal aspects
- Customization of an inventory management, production control and finance reporting software system for a fertilizer company
- Completed all database and custom network design for a real time display system (RTDS) for the US Navy

ACADEMIC POSITIONS

Associate Professor

July 2005 - Present

Assistant Professor

July 2001 – June 2004

Instructor

August 1993 – June 1997

Department of Business Administration
University of Puerto Rico, Humacao, PR

Research and Teaching Assistant, Instructional Designer
The Pennsylvania State University, State College, PA

January 1998 – May 2001

RESEARCH INTERESTS

Knowledge sharing (social and individual)	Well- and Ill-Structured Problem solving
Expertise Development	Online Learning Environment Design
Storytelling, Case-Based Reasoning and Case Libraries	Communities of Practice (CoP)
Networks of Practice (NoP)	Organizational Behavior as a discipline
Management as a discipline	Research Methods in management

TEACHING EXPERIENCE

- Human Resources Training / Development (REHU4410), University of PR at Humacao (UPR-H)
- Research Methods for Business (COIN4305), UPR-H
- Electronic Bibliographical Resources (COIN4225), UPR-H
- Business Statistics I (ESTA3041), UPR-H
- Business Statistics II (ESTA3042), UPR-H
- Business Communication (GERE3675), UPR-H
- Introduction to Business Computing (SICI3035), UPR-H
- Computers as Business Tools (SICI4105), UPR-H
- Introduction to the Technology of Electronic Commerce (SICI4106), UPR-H
- Food Product Development (AF EC 497/ FD SC 497:), Penn State, (as teaching assistant)
- Computer Skills (SICI3115), UPR-H
- Computer and Information Literacy (GEIC1000), Interamerican University of PR, Fajardo
- Introduction to the Computer Sciences (COMP2110) Interamerican University of PR, Fajardo
- Advanced Design and Development of Online Learning Environments with Emerging Theories and Technologies (INSYS 497A), Penn State.

RESEARCH, SCHOLARLY, AND CREATIVE ACTIVITIES

Publications

Hernández-Serrano, J., & Stefanou, S.E. (2009). Knowledge at work: learning and transferring expert reasoning through storytelling. *Education, Knowledge and Economy*, 3 (1), 55-80.

Rosario Rosario, Z. & **Hernández Serrano, J.** (2007). Impacto de los tratados de libre comercio en la industria lechera de PR, *Íconos*, Año V, Vol. II (Núm. 21), 26-28.

Hernández-Serrano, J., & Jonassen, D.H. (2003). The effects of Case Libraries on problem solving, *Journal of Computer-Assisted Learning*, 19, 103-114.

- Hernández-Serrano, J.**, Stefanou, S.E., Hood, L.F., & Zoumas, B.L. (2002). Using experts' experiences through stories in teaching new product development, *Journal of Product Innovation Management*, 19(1), 54-68.
- Jonassen, D.H., & **Hernández-Serrano, J.** (2002). Teaching with stories: Case-based reasoning and instructional design, *ETR&D*, 50 (2), 65-77.
- Hood, L.F., Stefanou, S.E., Lord, J.B., Zoumas, B.L., & **Hernández-Serrano, J.** (2002) A multi-institutional web-based undergraduate food product innovation and marketing course, *Journal of Food Science Education*, Vol. 1, 10-17.
- Carr-Chellman, A.A., Choi, I. & **Hernández-Serrano, J.** (2001) An early tool to simulate the impact of web-based learning on the university. *Quarterly Review of Distance Education*, 2 (2), 157-167.
- Jonassen, D.H., **Hernández-Serrano, J.**, & Choi, I. (2000). Integrating constructivism and learning technologies. In M. Specter (Ed.), *Integrated and holistic perspective on technology*, Berlin: Kluwer, 2000.
- Carr-Chellman, A.A., Choi, I., & **Hernández-Serrano, J.** (2000 March). Simulating the impact of web-based learning on the university. Paper presented at the Eastern Regional Adult Education Research Conference, University Park, Pennsylvania.
- Hernández-Serrano, J.** (March 1996) Hablemos en serio del Internet, *AUEC al Día*, March-1996, 11-15.

Dissertation

- Hernández Serrano, Julián** (2001). Effects, meaning and learning processes regarding experts' stories and novice problem solving in an ill-structured problem-solving environment, (Doctoral dissertation, The Pennsylvania State University).

Experiential Learning and Cases

Development of Web-based food product development cases to give students a concrete perspective on four real-life problems. These are decision cases with real actors dealing with current events. Completed for the food science department, The Pennsylvania State University, employing Adobe (Photoshop, Premier and GoLive), Javascript, Quicktime, Symantec Visual Café and HTML, 1998-2003

- Quest for a New Chocolate Bar: Hershey's Symphony Bar (elicited stories, principal author) www.cas.psu.edu/docs/casover/aefs497/hershey/new-6/hersheyindex.html
- Fresh Cut Fruit (elicited story, principal author) <http://www.cas.psu.edu/docs/casover/aefs497/cases/fruit/Main.html>
- Peeled Potato (elicited story, principal author) <http://www.cas.psu.edu/docs/casover/aefs497/cases/Potato/Main.html>
- Mexican Enchilada Sauce (elicited story, contributing author) <http://www.cas.psu.edu/docs/casover/aefs497/cases/sauce/Main.html>
- Nutraceutical Drinks (elicited story) <http://www.cas.psu.edu/docs/casover/aefs497/cases/nutra/Main.html>

Principal author of a food product development case library (2002) built in support of several food courses for The Pennsylvania State University. Elicited about 120 mini-stories from industry experts, using JavaScript, HTML and MS-SQL. These minicases are used as complementary material when discussing larger and more elaborate cases.

Presentations, workshops, conferences

SPSS Statistics Workshop for Faculty and Administrators, November 2-4, 2010, CA105, University of Puerto at Humacao.

SPSS Statistics Workshop for Faculty and Administrators, September 7-9, 2010, CA105, University of Puerto at Humacao.

Knowledge at work: Learning and transferring expert reasoning through storytelling, March 31, 2009, University of Puerto Rico at Humacao Student Center (with Dr. Spiro Stefanou).

Challenges Puerto Rican coffee producers face when exporting coffee to a Chinese market: Are they ready?, March 31, 2009, University of Puerto Rico at Humacao Student Center (with Linda Myers, international business program student).

Lo árabe en lo puertorriqueño: Sobre culturas y oportunidades comerciales, March 31, 2009, UPR-H Student Center (with Joseph Gandía, international business program student).

Electronic Business Communication, October 28, 2005, CC2 ADEM, University of Puerto at Humacao.

Electronic Business Communication, October 16, 2005, CC ADEM, University of Puerto at Humacao.

Study on experts' stories and its use by food product development students and young practitioners, October 3, 2003, University of Puerto Rico at Río Piedras.

Integration of the internet and related computational and communication technology to elementary school education, 6 al 8 de August 6-8, 2003, Colegio Querubí, San Lorenzo.

Electronic business communication, November 19, 2002, IDEAS Laboratory, University of Puerto at Humacao.

Effects, meaning and Learning processes attributed to experts' stories as used in a learning environment for novices working on ill-structured problems, February 14, 2002, ES 101, University of Puerto Rico at Humacao.

Instructional design application using internet resources for chemistry courses, Natural Sciences Building, August 23, 2001, University of Puerto Rico at Humacao.

Expert stories and novice problem-solving, May 7, 2001, The Hershey Foods Corporation, Hershey, PA.

Effects, meaning and learning processes regarding experts' stories and novice problem solving in an ill-structured problem-solving environment, March 8, 2001, University Park, The Pennsylvania State University, PA.

How to use JavaScript for developing web-based learning environments, February 11, 1999, *Association for Educational Communications and Technology (AECT) Annual Convention*, Houston, TX.

Using case studies to promote critical thinking on the web, February 12, 1999, *Association for Educational Communications and Technology (AECT) Annual Convention*, Houston, TX.

Building online learning components with JavaScript, April 30, 1999, *Exploring Learning Technologies Conference*, University Park, The Pennsylvania State University, PA.

Using case studies to promote critical thinking on the web, April 30, 1999, *Exploring Learning Technologies Conference*, University Park, The Pennsylvania State University, PA.

Developing multimedia projects for education using ToolBook, The Interamerican University of Puerto Rico, offered to a wide audience as part of "Education Week" activities. April 1996.

Effective management of thousands of student files in a LAN, offered to the Office Systems Faculty, UPR-H, Humacao, PR. March 1996.

Effective use of MS-Windows, offered to the Office Systems Faculty, UPR-H, Humacao, PR. Summer 1995.

Dozens of 20-hour seminars on the use of Windows, MS-Office, Corel-Office, Lotus-Office, MS-FrontPage, and many other productivity office tools offered to continuing education students from 1993 until present, UPR-H, Humacao, PR.

Dozens of research project presentations and poster sessions with undergraduate students at numerous locations around Puerto Rico, from 1993 until present.

Instructional Materials

- Skills Analysis for Food Product Development (2001), elicited skills, principal author, www.cas.psu.edu/docs/casover/CaseLibrary/SkillAnalysisWeb
- JavaScript Argumentation Template: Online implementation of an argumentation template for supporting the decision making process of instructional design students as they engage in various needs assessment activities on an organization as depicted in a case

- JavaScript Expert Debugger : Tool designed as an expert aide to be used alongside the development environment (Web browser) instead of a book or manual to provide a template for building other expert systems targeting Web users
- Online Case Library for Turf Grass Management Courses built in support of a series of turf grass courses for remote audiences through the World Campus, The Pennsylvania State University, using JavaScript, HTML and MS-SQL
- JavaScript Builder : Tool that coordinates several JavaScript components to generate HTML and JavaScript code
- Quiz Maker: Tool for automatically generating interactive multiple choice quizzes
- Toolbar Builder: Tool for automatically generating toolbars to be incorporated into existing HTML projects

Funding and Grant Proposal Activities (awarded and declined)

UPR-H Chancellor's Office, "Incorporación del programado *SPSS Modeling* y *SPSS Text Analytics* en el currículo de Administración de Empresas en la UPR-Humacao," in collaboration with IBM (currently under review).

UPR-H Technology Fund, "Análisis estadístico a base de programado moderno." Initial acquisition, Spring 2010 (\$21,000 awarded). Renewal, Spring 2011 (\$16,000 awarded).

US Department of Agriculture (USDA), "Building an online community of practice for food product development and innovation professionals as a *Place of Knowledge* (FPDI-PoK) based on a Web 2.0 framework to promote learning, problem solving, and community research," in collaboration with Dr. Spiro Stefanou, The Pennsylvania State University, Spring 2010 (\$500,000, declined).

UPR-H Technology Fund, "Análisis cualitativo en la investigación en el Departamento de Administración de Empresas y la utilización del programado de análisis NVivo 8," Fall 2009 (\$2,594.00 awarded).

National Science Foundation (NSF), "Enhancing student learning while experiencing science through industry-based problems for high school Hispanic students," in collaboration with Dr. Jorge Zayas, UPR-Humacao, Fall 2009 (\$441,169, declined).

Harbaugh Faculty Scholar, "Knowledge at work (or learning through stories): The case of new product development," in collaboration with Dr. Spiro Stefanou, The Pennsylvania State University, Spring 2009 (\$5,038, declined).

Puerto Rico Department of Education, "Training and development of elementary school faculty in mathematics, science, English language and computing technology," elementary school Colegio Querubí, San Lorenzo, PR, Fall 2003 (brand new computer and electronic equipment donation valued at approximately \$15,000, awarded).

US Department of Agriculture (USDA), Higher Education Challenge Grant, (USDA 2000-03195), "Transferring experts' reasoning to novice learners in food product development," in collaboration with Drs. Spiro Stefanou & Lamartine Hood, and The Pennsylvania State University, 2000- 2002 (\$100,000 awarded).

National Science Foundation (NSF), "Supporting Food System Undergraduate Science/Technology Problem-Solving Skill Development Through the Use of Experts' Stories with a Case Library," in collaboration with Drs. Spiro Stefanou, Fall 2000 (\$25,000, declined).

US Department of Agriculture (USDA), Higher Education Challenge Grant, (USDA A7-38411-4282), "Critical Thinking and Problem Solving: A Food Product Development Case Approach," in collaboration with Drs. Spiro Stefanou & Lamartine Hood, 1997-1999 (\$79,820 awarded).

UPR-H, Academic Dean's Office, "Proposal for upgrading our department's three LANs to multimedia technology" 50 computers, acquiring an additional 35-station multimedia LAN, and a computer for setting up and administering what would become the department's first Internet server, Fall 1996 (\$250,000, declined).

UPR-H, CEDPRI, "Proposal for the development of self-paced multimedia modules using ToolBook (I and II)" to be used in a business computing course as study material for students, Fall 1995 (\$1,250.00 awarded).

UPR-H, Academic Dean's Office, "Proposal for the modernization and expansion of the business administration's department's LAN, and for the installation of a new faculty LAN," which involved

the purchase of 25 PCs and a server, the upgrading of 20 PCs and 1 file/application server. Fall 1994 (\$91,000 requested, \$67,000 awarded).

Consulting Services

Instructional design, communications, computer programming and integration consultant to the elementary school Colegio Querubí, San Lorenzo, PR, from 2001 – 2003.

PROFESSIONAL ACTIVITIES AND SERVICE

Faculty Committees

- Personnel (2008 - 2010)
- Planning (2002 – present)
- Research (2002 – 2005)
- Curriculum (2001 – present)
- Faculty Training and Development (2002 – 2005)
- Student Affairs (1993 – 1997)
- Library Resources (2006 – present)
- Organizing Committee for the Symposium of International Business (2004 – 2008)
- Management Program Steering Committee (ongoing)
- International Business Steering Committee (ongoing)
- Physical Facilities (2004 – 2007)

Institutional Committees

- University of Puerto at Humacao Institutional Research Committee: Research proposal evaluator, make funding recommendations (2003 – 2005)
- University of Puerto at Humacao Committee on Student Discipline: Faculty representative for the entire university (2009 - present)
- University of Puerto at Humacao, Chapter for Ronald E. McNair Post-Baccalaureate Scholars Program: Advisory Board member, student mentor, research proposal evaluator (2003 – 2010)

CONTINUING EDUCATION (only the most important listed)

Predictive Perspectives – Business Intelligence and Performance Management, by IBM SPSS, March 2, 2011, Carolina, PR.

World Statistics Day — Expo Estadística: Celebrando el día mundial de la estadística, by Instituto de Estadísticas de Puerto Rico, October 20, 2010, San Juan, PR.

Predictive Perspectives – Innovative Ideas for Analytics, by IBM SPSS, April 14, 2010, Carolina, PR.

7th. Quest for Global Competitiveness Conference, by University of Puerto Rico at Río Piedras, March 18-19, 2010, San Juan, PR.

La ética en el proceso decisional, Oficina de Ética Gubernamental, March 11, 2009, Nuevo Artes, UPR-Humacao.

Normas de conducta, by Lcdo. Marcos A. Román López, May 8, 2009, UPR-Humacao.

Economía del Caribe y Latinoamérica, by Dr. Jorge Martínez, March 28, 2007, Nursing Science Building Amphitheater, UPR-Humacao.

Simposio: El saber y la tecnología, Office of the Dean of Academic Studies, March 9, 2007, Student Center, UPR-Humacao.

Un enfoque usando modelos de regresión múltiple y de insumo-producto, by Dra. Glorimar Pérez, October 5, 2006, ES-104, UPR-Humacao.

Avaluación en el salón de clases, November 8, 2005, CS111, UPR-Humacao.

Workshop on doing business in China, October (20, 27) and November (3, 10, 17) 2005, American International Plaza, San Juan, PR.

Clasificación cultural del modelo de Hofstede & su impacto en la adaptación cultural organizacional en las empresas multinacionales, by Dra. Irma Alvarado, October 25, 2005, Amphitheater, UPR-Humacao.

Diseño, redacción y avalúo de competencias, by Dra. Diana L. Cruz Mojica & Profa. Norma Pérez Quiles, April, 12, 14, 15, 2005.

Diseño, redacción y avalúo de competencias by Profa. Ruth X. Vargas Scuotri, April 12 & 14, 2005, EL103, UPR-Humacao.

Profesionales de recursos humanos como gerentes de cambio by Maricarmen Bladuell, PHR, March 31, 2005, ES104, UPR-Humacao.

Globalization Seminars: Global e-business, June 3-6, 2004, Centers for International Business Education and Research (CIBERs), University of Memphis, Memphis, TN.

I, II, IV International Business Symposium, April (2004, 2005, 2008), UPR-Humacao

I, II, & III Business Administration Research Day, May (2004, 2005, 2006), UPR-Humacao.

Duodécimo Encuentro Nacional de Estudiantes de Contabilidad, May 3, 2002, UPR-Humacao.

Primer Congreso Puertorriqueño de Web E-Educación, Abril 19, 2002, Hotel Caribe Hilton, San Juan, PR.

Las relaciones entre estilo de toma de decisión, presión ambiental y uso de la información de avaluación de directores departamentales en instituciones públicas de educación superior, by Profa. Graciela Roig Casanova, April 9, 2002, ES-101, UPR-Humacao.

Cómo los empresarios invierten en la adquisición de tecnología para mejorar o facilitar la labor de las personas con impedimentos visuales, by Profa. Edilia Torres Zenquis, February 14, 2002, ES-101, UPR-Humacao.

Practical experiences of teaching and learning with the web, by Dr. A. J. Turgeon, Professor of Turfgrass Management, Department of Crop and Soil (The Pennsylvania State University), UPR-Humacao, November 20, 2001.

Exploring Learning Technologies Conference, University Park, The Pennsylvania State University, PA, April 30, 1999.

AECT Annual Convention (AECT), Houston, TX, February 7-13, 1999.

NON ACADEMIC PROFESSIONAL EXPERIENCE

Elementary School Administrator **May 2003 – May 2005**

Achieved accreditation by CES (local top accreditation organization in Puerto Rico).
Oversaw the integration of software and hardware to classrooms and offices.
Supervised over 20 faculty members and other maintenance and mess hall personnel.
Managed contractors, government requirements and many other administrative tasks.
Elementary School Colegio Querubí, San Lorenzo, PR.

Project Leader **1991**

Led a team in the development of a turnkey financial and manufacturing software package for the French animal health company Rhône Mérieux. Interfaced with SMEs from all business functions and translated business requirements to a team composed of one computer analyst, one programmer and one documentation technician. Developed the company's entire work and information flow diagram employing Gane & Sarsen's methodology (including human resources, production and quality control). Interviewed the entire managerial body and some staff members. Developed and designed the software strategy for reporting, communication and other managerial functions. Led during the early programming and implementation phases. Rhône Mérieux, México City, México, on a AS400 platform using RPG/400.

Computer Programmer/Analyst **1990**

Lead all efforts towards the systems analysis, design, programming, testing, implementing and documenting services for the development of a turnkey software program for the matching of Mexican government bond offers to clients based on an optimization algorithm to maximize earnings (or minimize losses) for the Mexican financial firm Probusa S.A. de C.V., México City, México, on a IBM3084 platform using COBOL, RPG, SQL and other database products.

Computer Programmer/Analyst **1988-1989**

In charge of all software/hardware aspects of a MicroVAX Q5 minicomputer system that housed all the manufacturing and financial databases for the Ochoa Fertilizer Co. (a WR Grace company), San Juan, PR. Modified existing systems using SQL, COBOL and BASIC.

Computer Programmer **1986-1988**

US Atlantic Fleet Weapons Training Facility, Roosevelt Roads Naval Station, Ceiba, PR. Worked in the development of a turnkey real time display software (RTDS) system for the US Navy under contract by GE Government Services—Range Projects, on several DEC PDP-11 platforms using FORTRAN-77 and Macro-11.

Contributing author of a major proposal “Proposal for a software RTDS Project.” Wrote a chapter with detailed specifications on how a real time display system works, in collaboration with GE Range Projects, Ceiba, PR, 1988 (included as part of a multimillion dollar project).

United States Air Force

416th. Civil Engineering Squadron, 1978-1980, Griffiss AFB, Rome, NY.
21st. Civil Engineering Squadron, 1980-1982, Elmendorf AFB, Alaska.
Honorably discharged September, 1982.

Consulting Services

- Database Designer, Puerto Rico Telephone Company’s Labor Union (1996-2003) using Borland Paradox.
- Database Designer, Puerto Rico’s Autoridad de Edificios Públicos’ Labor Union (“Public Buildings Authority”) (1995-97) using Borland Paradox.

Membership in Boards and Associations

- Asociación de Profesores de Administración Comercial (APEC), affiliated to the US National Business Education Association, NBEA
- AECT (Association for Educational Communications and Technology)
- Vice treasurer, Consejo de Titulares del Complejo de Vivienda Costa Brava, Ceiba, PR
- Treasurer, Colegio Querubí Elementary School.

REFERENCES

Carmen I. Rodríguez-Iglesias

Business Administration Department Head and Professor of Management

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