

Curriculum Vitae

Anna Helm, Ph.D.

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Education

Business

Post-Doctoral Bridge Program (PDB)

August , 2009

AACSB PBD Certificate, Warrington College of Business Administration, **University of Florida**, Gainesville: Marketing & Management Track
AACSB International provides the oversight, approval, and endorsement of the PDB Program. As a PDB graduate I am classified by the AACSB as Academically Qualified (AQ) in the disciplines of Marketing and Management.
Title of Research Proposal: ***Consumer Responses to Green Products: The Influence of Psychological Collectivism***
Research Proposal Mentors: Dr. Joseph Alba (Marketing) and Dr. Jason Colquitt (Management)

M.Sc. August, 1992

University of Lund, Sweden, Business Administration and Economics / German, International Business Program

Spring 1990

Wilhelms-Universität Münster, Germany, Marketing and Management

Humanities

Ph.D. December 2002

Georgetown University, German Studies

Major: Literature

Minor: Linguistics

Title of Dissertation: ***The Intersection of the Material and Poetic Economy in Gustav Freytag's Soll und Haben and Adalbert Stifter's Nachsommer***

Dissertation Director: Dr. Peter C. Pfeiffer

Fall 1996

Technische Universität Dresden, Germany, German Literature

M.A. 1994

University of Maryland, German Literature

1990-91

University of Cincinnati, German Literature

Research Interests

International Marketing
Green Marketing
Green Initiatives and Sustainability
Firm Strategy in International Business
Cross-Cultural Management
Foreign Language Pedagogy

Teaching Interests

International Marketing Management
International Strategy
International Business Cultures
Cross-Cultural Management
International Business Negotiations

Publications (Books)

The Intersection of Material and Poetic Economy: Gustav Freytag's Soll und Haben and Adalbert Stifter's Der Nachsommer. Oxford, UK: Peter Lang Ltd. 2009.

Grants

GW-CIBER (Department of Education) 2009-2010 Funding Cycle: \$14,420 “An Examination of Business Case Methodology: Pedagogical Synergies from Two Disciplines.” (with Dr. Margaret Gonglewski)

Business Language Research & Teaching (BLRT) CIBER (Department of Education) Consortium: 2008 Grant for Research on Business Language Pedagogy: \$2,500 “Business Cases in the Foreign Language Classroom: Best Practices Across Disciplines.” (with Dr. Margaret Gonglewski)

Research in Progress

Business Cases and Foreign Language Learning, article project (with Dr. Margaret Gonglewski) to be submitted to *Global Business Languages*.

Best Practices Video Project on Business Cases in Foreign Language Learning, (with Dr. Margaret Gonglewski) to be published on the GW-CIBER Website.

Best Practices E-Book Project on Business Cases in Foreign Language Learning, (with Dr. Margaret Gonglewski) to be published on the GW-CIBER Website.

Consumer Responses to Green Products: The Influence of Psychological Collectivism

Cross-Cultural Consumer Response Differences to Green Marketing: A Comparison between Sweden and the US

Green Initiatives and Firm Performance: An Evaluation of Firm Strategy in the US and Sweden.

Regional Clustering: Transfer of Green Innovation Practices in Sweden

Nominations, Fellowships, and Awards

“GW Favorite Professor of the Year” Nomination (by Dean’s List Student Athletes), 2009

Honors Dinner for Distinguished Scholars & Outstanding Achievement Award Recipients (invited faculty), 2009

SWEA Dissertation Scholarship Award, 1996, (Swedish Women’s Educational Association International, Stockholm, Sweden: one recipient worldwide each year)

The Dresden Scholarship, 1996, Georgetown University

Scandinavian Studies Scholarship. 1996, (American Scandinavian Association)

Valborg Wikströms stipendiefond (Fredrika-Bremer-Förbundet), 1995, Sweden

The Royal Swedish Academy of Science Research Scholarship, 1994, (Olof Ahlöfs fond, Sweden)

Graduate School Fellowship, 1994-1996, Georgetown University, Washington, DC

American Scandinavian Association Research Scholarship, 1994

Fredrika Bremer Förbundets Stipendium, 1994, Sweden

Carl Jönssons Understödsfond, 1992-1996, Sweden.

Teaching Assistantship, 1992-1994, University of Maryland, College Park

A. Nilssons Donationsfond, 1990, Sweden

Teaching Assistantship, 1990-1991, University of Cincinnati, Ohio

Faculty Positions Held

Visiting Assistant Professor of International Business in the School of Business, George Washington University, DC (August 2006-present)

- Teach undergraduate and MBA level courses on International Business: ***Introduction to International Business***, ***International Marketing Management***, and ***International Marketing*** (MBA)
- Serve as **Business Language Coordinator** for the GW-CIBER (Center for International Business Education and Research)

Visiting Assistant Professor of International Business in the Kogod School of Business at American University, DC (August 2005-June 2006)

- Taught undergraduate courses on International Business: ***International Marketing***, ***The Cultural Environment of International Business***, ***The Global Marketplace***, and ***Global Marketing*** (independent study)
- Directed two AU Honors Program Capstone Projects:
BBC News Broadband Marketing Plan
A Guide to Living and Working in China
- Worked on an individual basis with seven Honors students in the Business School by providing an opportunity for them to complete an Honors Supplement in my courses
- Served on ***IB Undergraduate Curriculum Committee***

Administrative Experience

GW –CIBER Business Languages Coordinator (with Dr. Margaret Gonglewski) at the George Washington University CIBER, DC (August 2007-present)

- Provide leadership in the area of business language instruction with a focus on the less commonly taught languages such as Arabic, Chinese, Korean, and Russian
- Oversee the development of course materials and teaching modules for the business languages taught at GW
- Organize and host faculty professional development workshops on topics relating to business language pedagogy
- Plan and execute business-focused immersion programs in the less commonly taught language
- Develop local business language immersion opportunities for undergraduate students: ***Study Abroad @ Home Program***

Director, Business, Culture and Languages (BCL) Program in the *School of Languages, Literatures, and Cultures* at the University of Maryland, College Park, Maryland (August 1998-August 2005)

- Provided the mission and vision for the program which during my tenure was transformed from a dormant double major program to a vibrant and popular program with about 450 students enrolled in its minors and majors
- Developed and taught undergraduate courses on International Business Culture
- Conducted academic advising and career counseling with all students pursuing the Business Language and Business & Management minors
- Planned and hosted the *BCL Colloquium: Language and Communication for Global Business*
- Organized career panels featuring corporate guests who presented career opportunities to BCL students
- Coordinated alumni relations and brought alumni and current students together for the annual BCL Alumni Dinner
- Liaised with business language faculty concerning our curriculum and special events
- Instituted a BCL Student Advisory Board, which then evolved into a GSA approved Student Association on campus
- Worked with Undergraduate Teaching Assistants (UTAs) every year from 1999 until 2004 (ARHU439)
- Supervised administrative assistants and work study student staff members
- Served on committees relevant to the BCL Program, for example the Freeman Foundation Committee on East Asia
- Collaborated with a wide variety of campus units and programs on a regular basis (Smith School of Business, Clark School of Engineering, Language House, Global Communities, College Park Scholars in International Studies, Division of Letters and Sciences in the Markets & Society Program, and the Campus Career Center)
- Evaluated study abroad sites in Denmark, Germany, Italy, and Sweden

Principal, Swedish School for Children, Inc. (A non-profit organization employing 6 teachers and educating 75 children in grades Kindergarten - 12th, DC, 1997-2000)

- Initiated and oversaw curriculum development, such as online accredited degree options for our high school students
- Responsible for all contacts with parents and prospective students
- Organized student recruitment, such as open houses and other events
- Developed promotional materials, such as a logo, school t-shirt, and website
- Hosted special events and fund-raising activities, such as the annual Lucia Festival and festivities around other Swedish holidays
- Engaged with external contacts, such as the Swedish Embassy, and the School Authority of Sweden
- Participated in conferences in the US, as well as in Sweden

Teaching Experience

Successful instructor with solid course evaluations at George Washington University, American University, and the University of Maryland. Most recent evaluations indicated, prior evaluations provided on request.

International Marketing, George Washington University (GWU) and American University (AU)

- Taught courses on International Marketing to majors in the Kogod School of Business at AU.
- Redesigned my courses in order for them to synergize better with other courses in the curriculum.
- Currently teaching ***International Marketing Management*** in the International Business Department at GWU to undergraduate and MBA students. An integral part of these courses is a foreign market entry team project in which students develop a marketing plan for a company. The last round of projects (Spring 09) included 11 real life clients and market entry or expansion projects in countries such as Russia, Ukraine, Turkey, Costa Rica, and Canada.
- Most recent evaluation: 4.86 and 4.82 of 5 (overall instructor assessment) Spring 2009 (GWU)

International Business, George Washington University.

- Taught several sections of *Introduction to International Business*. This course features an extensive international negotiation simulation which allows students to put their theoretical knowledge relating to culture, political risk, trade practices, market entry strategies and much more into practice.
- Most recent evaluation: 4.38 of 5 (overall instructor assessment) Fall 2008 (GWU)

Cross-Cultural Communication and Business Culture Courses, *Georgetown University, University of Maryland, and American University.*

- Developed a course in *Scandinavian Culture* together with a colleague at Georgetown.
- From 1998 until 2005, I developed and taught business culture courses at the University of Maryland, including *European Business Cultures* and *The Cultural Environment of Global Business*.
- In fall 2001, I expanded the BCL course offerings with a course geared towards engineering majors: *International Business Cultures in Engineering and Technology*.
- I then continued teaching a course titled *The Cultural Environment of International Business* at American University.
- Most recent evaluation: 5.73 of 6 (overall instructor assessment) Spring 2006 (AU)

German Language Courses, *Georgetown University, University of Maryland, and University of Cincinnati.*

- Enjoyed teaching a variety of German language courses, dealing with beginners as well as more advanced learners.

Sequenced Courses in Business German, *Georgetown University and University of Maryland.*

- Played an instrumental role in developing and teaching Business German courses at both institutions and am familiar with a great variety of teaching materials within this field.
- Served as test center coordinator for *Prüfung Wirtschaftsdeutsch International* at Georgetown University from 1995-98, as well as head of the testing committee.
- My position as Director of the **Business, Culture and Languages Program** at the University of Maryland included the teaching of courses in Business German. From 1999 until 2001, I headed up the test center for *Prüfung Wirtschaftsdeutsch International* at the University of Maryland.

All levels of Swedish Language, Culture, and Literature Courses, *Washington International School, Swedish School for Children, Embassy of Finland, Embassy of Switzerland.*

- Taught both Swedish language and literature to native, as well as non-native speakers of Swedish.

Entrepreneurial, Advocacy, and Charitable Activities

I have participated in all business aspects of getting the following business ideas to market. I currently serve in an advisory capacity in regards to the marketing operations of *Bob's House of Basses* and *Prodigy Instruments*. I am working actively in the capacity as Vice President of Sixten's Foundation.

- Bob's House of Basses, a business founded in 1995 that sells double basses, strings, and accessories. It currently has customers in over 30 countries. (www.bobshouseofbasses.com)
- Internet Order, LLC, an E-business founded in 2000 that sells foreign language products from its main website at www.pimsleurapproach.com. (no current involvement – company sold in 2005)
- Prodigy Instruments, LLC, an E-business founded in 2003 that sells symphonic string instruments and accessories to students of classical music from its website at www.prodigyinstruments.com.
- Sixten's Foundation, a 501(c)(3) non-profit organization founded in 2008. The foundation is dedicated to increasing the understanding and acceptance of Conductive Education, and to make it widely available to children with Cerebral Palsy in Public Schools in the United States. (www.sixten.org)

Languages

Native: Swedish

Near native ability: German, English

Limited proficiency: Spanish, Norwegian, Danish

Most Recent Lectures and Presentations

- June, 2009 “Business Cases in the Foreign Language Classroom: Best Practices Across Disciplines.” Invited guest speaker (with Dr. Margaret Gonglewski) to Summer Institute for Teaching a Second Language for Business Communication at the Lauder Institute/Wharton School of Business at the University of Pennsylvania, Philadelphia, Pennsylvania.
- May, 2009 “Bridging Business Content and Language Learning: The Case Methodology for Teaching Arabic,” with Dr. Margaret Gonglewski, GW Center for International Education and Research, The George Washington University, DC.
- May, 2009 “Drugs, Thrills, and Telecom: Cultural Insights into Sweden and its Green Business.” Invited guest speaker to Nordic Brands Seminar. The George Washington University, DC.
- April, 2009 “Synergies from Two Disciplines: Best Practices Teaching with Business Cases.” (Panel with Margaret Gonglewski) CIBER Business Language Conference, University of Kansas, Kansas City, Missouri.
- February, 2009 “Sweden: A Land of Contradiction.” School of Foreign Service, Georgetown University, DC. (Invited guest speaker)
- November, 2008 “Creating Mini-Cases for the Business Language Classroom,” with Dr. Margaret Gonglewski, GW Center for International Education and Research, The George Washington University, DC.
- April, 2008 “Combining Business and Culture in the GW-CIBER: Discovering French Wine-Making.” (Panel with Drs. Margaret Gonglewski, Jocelyne Brant, and Brad Marshall) CIBER Business Language Conference, University of Florida, St. Petersburg, Florida.

Other Professional Activities

- June, 2009 CIBER Faculty Development in International Business: Focus on International Marketing, University of South Carolina, Columbia, South Carolina (1-week Seminar)
- June, 2009 CIBER Faculty Development in International Business: Strategies for Teaching International Negotiation, George Washington University, DC, (1-week Seminar)
- June, 2004 Integrating East Asia into Undergraduate Education: East Asia: Global, Regional, and Local, University of Maryland, College Park, Maryland (2-week Seminar)
- April, 2001 Leadership Without Borders: Developing Global Leaders. UMUC National Leadership Institute and the Center for Creative Learning, College Park, Maryland
- February, 1999 International Business and Foreign Language: A Workshop for Foreign Language Educators. University of Memphis, Memphis, Tennessee

October, 1998	<u>Language and International Trade Conference</u> . Clemson University, Clemson, South Carolina
October, 1997	<u>Workshop for North American Teachers of Swedish</u> , Swedish Information Service, Madison, Wisconsin
1997-98	Instructor of Swedish for native speakers of Finnish. Embassy of Finland, DC
July, 1997	<u>AATG Wirtschaftsdeutschseminar</u> . Institut für Internationale Kommunikation & Heinrich Heine Universität, Düsseldorf, Germany
1996, 97, 98	Instructor at the Georgetown Summer School at Trier, Universität Trier, Germany
1995-97	Translator of court and other legal, as well as business documents, Bode & Associates, DC
Fall 1994	<u>Oral Presentation and Group Discussion Skills For Teaching Assistants across the Disciplines</u> . Georgetown University, DC
January, 1994	<u>Seminar Wirtschaftsdeutsch</u> . Goethe House, New York, NY
1993-2000	Instructor of Swedish Literature – <i>International Baccalaureate Program</i> , Washington International School, DC

Academic Service

2007-present	GW-CIBER Business Language Coordinator, School of Business at the George Washington University, DC.
2005-2006	Undergraduate Curriculum Taskforce in the Department of International Business, Kogod School of Business, American University, DC
2002-2004	Freeman Foundation Committee for Undergraduate East Asian Studies, University of Maryland, College Park
1999-2001	Test Center Coordinator for <u>Prüfung Wirtschaftsdeutsch International</u> , University of Maryland, College Park
1996, 97, 98	Internship Coordinator at the Georgetown Summer School at Trier, Universität Trier, Germany
1995-1998	Test Center Coordinator for <u>Prüfung Wirtschaftsdeutsch International</u> , Georgetown University, DC
1994	CIBER Committee for the Development of Business Language Related Programs, University of Maryland, College Park

List of References

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