

ETIENNE MUSONERA, PhD

Assistant Professor of Marketing
Stetson School of Business & Economics
Business & Education Academic Building, Office 210
678-547-6117; Fax: 678-457-6160
Musonera_e@mercer.edu

EDUCATION:

II PhD: Interdisciplinary Doctor of Philosophy (2005)
(I)International Marketing
(II)Industrial Engineering
Wayne State University, Detroit, Michigan

MBA: Coursework (2003)
Emphasis in Marketing
Wayne State University, Detroit, Michigan

MSIE: Master of Science in Industrial Engineering (1997)
Emphasis in Industrial & Manufacturing Engineering
Wayne State University, Detroit, Michigan

MS: Master of Science in Engineering Management (1995)
Emphasis in Engineering Management
Western Michigan University, Kalamazoo, Michigan

BBA: Bachelor of Business Administration (1992)
Emphasis in Business Administration
Davenport University, Kalamazoo, Michigan

ACADEMIC EXPERIENCE:

2008-Present: Assistant Professor of Marketing, Mercer University, Atlanta, Georgia
2006-2008: Assistant Professor of Marketing, Eastern New Mexico University, Portales, New Mexico
2006, 2007-Summer: Visiting Professor, School of Finance & Banking (SFB), Rwanda
1998-2006: Graduate Teaching, Wayne State University, Detroit, Michigan

CONSULTING: www.m-optimal.com; www.m-global.org

=====

2005-Present: *President & CEO* -M Global Optimal Solutions Systems Inc., www.m-global.org

Provides short course training and consultancy in the following areas: Strategic Approach to Making Business and Marketing Plans; Project Management Body of Knowledge; Microsoft Project Management; Investment and Country Risk Analysis; Operations and Productions Methods; Business Process Management; World Class Best Practices and Strategies; Quality Management; Six Sigma and Statistical Process Control; Quality Systems Requirements (QS) and International Standards Organization (ISO).

2008-Present: *Faculty Affiliate*, the William Davidson Institute at the University of Michigan

NON-TEACHING WORKING EXPERIENCE:

Advanced Supplier Development Engineer (ASDE): 10/05-12/05

Ricardo-Meda, Inc- *contracted to-* Visteon Corporation, Van Buren, Michigan

Manufacturing Quality Systems Engineer (MQSE): 01/00-02/02

HRU, Inc. –*contracted to-* General Motors Corporation
Pontiac Truck Product Center & Warren Tech Center

Quality and Reliability Engineer (QE & RE): 02/99-01/00

HRU, Inc. –*contracted to-* General Motors Corporation
Lake Orion Car Assembly/Warren Tech Center, Michigan

HONORS & RECOGNITIONS:

Marquis **Who's Who in America, 2008 Edition**

Honored Member of the **Cambridge Who's Who Registry of Executive and Professionals, 2007**

Member for the Honor Society for International Scholars-**Phi Beta Delta**

King Chavez Parks (KCP) Future Faculty Fellowship Award (**State of Michigan**)

MEMBERSHIP/AFFILIATION:

Academy of International Business (**AIB**)

Academy of Management (**AOM**)

Project Management Institute (**PMI**);

Institute for Operations Research and Management Sciences (**INFORMS**)

American Society for Quality Engineers (**ASQE**)

PUBLICATIONS:

Dissertation:

Musonera, Etienne (2005), "A Theoretical Model to Optimize Foreign Direct Investment Inflows: World Class Manufacturing Best Practices and Spillover Effects in Value Added Activities (2005), <http://www.proquest.com>

Journals:

Musonera, E., Hemley, D, (2008), "Analysis of Global Marketing Strategies in Distilled Spirits Industry: Absolut Vodka," *Journal of Global Business Management*, Vol.4, Num.1, April, 76-85

Musonera, E., Ndagimana, U., (2008), "An Examination of Factors that Affect Pricing Decisions for Export Markets," *Journal of Global Business Management*, Vol.4, Num.1, April, 189-198

Musonera, Etienne, (2007), "Foreign Direct Investment (FDI) Spillovers in Sub-Saharan Africa," *Journal of Global Business Management*, Vol.3, Num.2, October, 80-88

Musonera, Etienne. (2008), "Country Risk Factors: An Empirical Study of FDI Determinants in SSA," *Journal of International Management Studies*, Vol.3, Number 1, February, 1-9

Musonera, Etienne, (2007), "Foreign Direct Investment (FDI) Spillovers in Sub-Saharan Africa," *Journal of Global Business Management*, Vol.3, Num.2, October

Musonera, E., Yaprak, E., and Monplaisir, L., (2006) "Modeling FDI Attraction: An Optimization Application," *Journal of Midwest International Business Research*, Vol. XX March, 127-135

Musonera, Etienne, "Entrepreneurship and Poverty Reduction: A Comparative Advantage Study for Sericulture Production," *Southwest Review of International Business Research*, Vol. 19. No.1, March 2008, 94-98

Musonera, E., Safari, V., "Challenges and Opportunities of Establishing Stock Exchange in Rwanda," *Southwest Review of International Business Research*, Vol. 19. No.1, March 2008, p. 68-73

Musonera, E., Ndagijimana, U., "International Pricing Strategy: A Review," *Southwest Review of International Business Research*, Vol. 19. No.1, March 2008, p. 134-138

Ndagijimana, Uzziel and Musonera, Etienne, (2007), "A Mixed Economic Integration Model for Africa," *Midwest Academy of International Business Proceedings*, Chicago, Vol. XXI

Musonera, E., Ojah, K., and Monplaisir, L., (2007), "Are Country Risk Factors Determinants of Foreign Direct Investment (FDI) into the East African Community?" *Southwest Review of International Business Research*, Vol. 18, 175-189

CONFERENCES:

Musonera, E., Safari, V. "Establishing a Stock Exchange in Rwanda-An Empirical Study," *AIB-U.S. Midwest Annual Conference, in conjunction with the 44th Annual Meeting of the MBAA International*, Chicago, April 2-4, 2008

Musonera, E., Hemley, D. "Evaluation of Global Competitive Marketing Strategies in Distilled Spirit Industry-Vodka," *AIB-U.S. Midwest Annual Conference, in conjunction with the 44th Annual Meeting of the MBAA International*, April 2-4, 2008

Musonera, E., Yaprak, A., and Monplaisir, L., (2007), "Spillover Effects on Value Added Activities in Emerging Markets: The Case of Sub-Saharan Africa," *Midwest Academy of International Business Proceedings*, Chicago, Vol. XXI

Musonera, E., and Monplaisir L., (2006), "Spillovers on Manufacturing Value-Added and Economic Growth Activities", *Proceedings of Working Papers, Department of Industrial & Manufacturing Engineering*, Wayne State University, April 21st . (<http://imeresearch.eng.wayne.edu>)

Musonera, E., Yaprak, A., and Monplaisir, L., (2006), "Modeling FDI Attraction: An Optimization Application," *Midwest Academy of International Business Proceedings*, Chicago, Illinois, March 15-17th.

Musonera, Etienne, (2005), "Foreign Direct Investment (FDI) Determinants in Sub-Saharan Africa (SSA)," *INFORMS Marketing Science Conference, Emory University*, Atlanta, Georgia, June 16-18th.

Musonera, E., Yaprak, A., and Monplaisir, L., (2005), "Technology and Knowledge Spillovers in Sub-Saharan Africa (SSA)", *Proceedings of the 32nd Annual Conference, Academy of International Business*, University of Bath, United-Kingdom, April 8-9th .

Musonera, E. (2004), "Country Risks as Determinants of Foreign Direct Investment in SSA: Spillover Effects on Economic Growth and Value Added Activities," *Eighth Annual Future Faculty Joint Fellows Conference*, Chicago, November 4-6th.

SERVICES TO PROFESSIONAL ORGANIZATIONS:

Midwest Academy of International Business Proceedings (2008): **Session Chair/Reviewer**
Journal of International Business Research and Practice (2007): **Reviewer**
Academy of International Business Proceedings (2007): **Reviewer**
Midwest Academy of International Business Proceedings (2007): **Session Chair/Reviewer**
Southwest Academy of International Business Proceedings (2007): **Lead Discussant**
Federation of Business Disciplines (2007) Annual Conference: **Lead Discussant**
Proceedings of Working Papers-Graduate Research Symposium (2006): **Session Chair/Discussant**
Journal of International Business Research and Practice (2006): **Reviewer**
Academy of International Business Proceedings (2005): **Reviewer**
Academy of International Business Proceedings-UK Chapter (2007): **Reviewer/Discussant**

MAJOR SERVICES TO THE UNIVERSITY/COLLEGE

Self-Study Committee (Re-accreditation): College of Business: Eastern New Mexico University
Curriculum Committee: Eastern New Mexico University
Outreach and Placement Committee: College of Business: Eastern New Mexico University
Scholarship Committee: College of Business: Eastern New Mexico University