

## *Curriculum Vitae*

**Anna H. Helm, PhD**

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### **Education**

#### ***Business***

##### **Post-Doctoral Bridge Program (PDB)**

August , 2009

AACSB PDB 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 Management and Marketing.

Title of Research Proposal: ***Consumer Responses to Green Products: The Influence of Psychological Collectivism***

Research Proposal Mentors: Dr. Jason Colquitt (Management) and Dr. Joseph Alba (Marketing)

**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**, Germanic Literature

1990-91

**University of Cincinnati**, German Literature

### **Research Interests**

International Marketing Strategy  
Green Marketing & Consumer Behavior  
Sustainable Business Strategy  
Firm Strategy in International Business  
Green Knowledge Transfer  
Effects of Green Business Clustering  
Business Case Methodology

### **Teaching Interests**

International Marketing Management  
International Green Business  
Sustainable Business Strategy  
International Strategy  
International Business Cultures  
Cross-Cultural and International 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.

## Publications (Articles)

“An Examination of Business Case Methodology: Pedagogical Synergies from Two Disciplines.” with Margaret Gonglewski. in *Global Business Languages*: Volume 15, 2010. <http://docs.lib.purdue.edu/gbl/> (232 full-text downloads as of July 2012.)

“Global Marketing Classroom: Green Marketing.” in the October 2009 American Marketing Association Global SIG Newsletter, *Global Interests*.

## Publications (Multi-Media)

“e-Handbook on Teaching with Business Cases,” with Dr. Margaret Gonglewski. Published on the GW-CIBER Website: <http://business.gwu.edu/CIBER/businesslanguage/blcd/BLBusinessCasesHandbook.cfm>

## Grants

GreenLeaf Course Development Grant from the GW Institute for Sustainability, 2012 Funding Cycle: **\$2500**. Course Title: “International Perspectives on Green Business.”

SWEA (Swedish Women’s Educational Association) Washington DC Scholarship, 2012 Funding Cycle: **\$3000**. Project Title: “CleanTech Resource Site: US-Swedish Perspectives.”

Online Learning Initiative (OLI) Course Development Grant, 2011-2012 Funding Cycle: **\$5,000** Course Title: “Healthcare and Marketing Strategy: The Swedish Experience”

GW-CIBER (Department of Education) 2011-2012 Funding Cycle: **\$15,700** Project Title: “Development of a Guide to Case Writing for Business Language Instructors” (with Dr. Margaret Gonglewski)

GW-CIBER (Department of Education) 2010-2011 Funding Cycle: \$ **10,962.40** Project Title: “Materials Development for An Advanced Business German Course” (with Dr. Margaret Gonglewski)

GW Center for Civic Engagement and Public Service: Service-Learning Grant (partially supported by *Serve DC* and *Learn and Serve America*) 2010-2011 Funding Cycle: **\$2,500** Project Title: “Lessons from Around the Globe: Understanding the Context of Green Business”

GW-CIBER (Department of Education) 2009-2010 Funding Cycle: **\$14,420** Project Title: “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** Project Title: “Business Cases in the Foreign Language Classroom: Best Practices Across Disciplines.” (with Dr. Margaret Gonglewski)

## Research in Progress

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

## Nominations, Fellowships, and Awards

“GW Favorite Professor of the Year” Nomination (by Dean’s List Student Athletes), 2011, GWU

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

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

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)

The Royal Swedish Academy of Science Research Scholarship, 1994, Sweden

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

American Scandinavian Association Research Scholarship, 1994

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

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

## Faculty Positions Held

***Assistant Teaching Professor of International Business*** (previously *Assistant Professor, Associate Professorial Lecturer, Visiting Assistant Professor, and Professorial Lecturer*) in the School of Business, George Washington University, Washington, DC (August 2006-present)

- Teach undergraduate and MBA level courses on International Business: ***Introduction to International Business*** and ***International Marketing Management*** (undergraduate), and ***Global Perspectives, International Management, and International Marketing*** (MBA)
- Teach in the Global MBA Program: ***International Residency Practicum & International Consultancy Residency***. Course Title: ***Clean Technology and Marketing Strategy: The Swedish Experience*** (March-May 2010, 2011, and 2012)
- Teach in the Healthcare Online MBA Program: ***Global Perspectives, International Management, and Healthcare and Marketing Strategy: The Swedish Experience*** (June 2012)
- Develop and teach a new service-learning course in International Business. Course Title: ***International Perspectives on Green Business***. This course entails real client work for the students with four different community partners.
- Serve as ***Business Language Coordinator*** for the GW-CIBER (Center for International Business Education and Research) (2007-present)
- Serve as ***Online MBA Faculty Coordinator*** (2011-2012)

***Visiting Assistant Professor of International Business*** in the Kogod School of Business at American University, Washington, 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, Washington, 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 - 12<sup>th</sup>, Falls Church, Virginia (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 the George Washington University, American University, and the University of Maryland. Recent evaluations indicated, prior evaluations available electronically upon 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.
- Incorporated *CountryManager*, an online simulation game in fall 2011 in order to further enhance the student learning experience in the course.
- Most recent evaluation: 4.66 and 4.61 of 5 (overall instructor assessment) Spring 2012 (GWU)

#### **Intro to 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: 4.55 and 4.46 of 5 (overall instructor assessment) Spring 2010 (GWU)

#### **Global Perspectives & International Management**, George Washington University.

- Taught several sections of **Global Perspectives** and **International Management** in the Healthcare Online MBA Program. For these two courses I developed a video series, Practitioners' Corner, which features interviews with international managers in the healthcare industry. **International Management** involved a real client project with ImPersona.com, a social media portal. 22 student teams devised international business plans that used ImPersona as a facilitator for doing business internationally.
- Most recent evaluation: 4.53 (Global Perspectives) and 4.16 (International Management) of 5 (overall instructor assessment) Spring 2012 (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](http://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](http://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](http://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](http://www.sixten.org))

## Languages

Native: Swedish

Near native ability: English, German

Limited proficiency: Spanish, Norwegian, Danish

## Most Recent Lectures and Presentations

April, 2012	“Swedish CleanTech: US Market Entry Considerations.” Invited speaker to Swedish CleanTech Symposium at the House of Sweden, Embassy of Sweden, Washington DC.
March, 2012	“Business Case Writing: Tools for Synthesizing Content and Method in the Business Language Classroom.” (Presentation with Margaret Gonglewski) CIBER Business Language Conference, University of North Carolina, Chapel Hill, NC.
March, 2012	“GW-CIBER Business Languages: Business Community Interface.” Poster Session (with Margaret Gonglewski) CIBER Business Language Conference, University of North Carolina, Chapel Hill, NC.
February, 2012	“Case Writing Workshop.” Invited speaker (with Margaret Gonglewski) to the Lauder Institute/Wharton School of Business at the University of Pennsylvania, Philadelphia, Pennsylvania.
October, 2011	“Overseas Service-Learning Projects: Bridging Local and International Communities.” Poster Presentation, National Outreach Scholarship Conference, Michigan State University, East Lansing, Michigan
August, 2011	“Writing Business Cases for Business Language Instruction.” (3-Day Faculty Development Workshop with Margaret Gonglewski) GW Center for International Education and Research, The George Washington University, DC.
March, 2011	“Teaching with Business Cases: A Comprehensive Introduction.” (3-Hour Workshop with Margaret Gonglewski) CIBER Business Language Conference, University of South Carolina, Charleston, SC.
March, 2011	“Green Business as Topic and Method for Business Language Teaching.” (Presentation with Margaret Gonglewski) CIBER Business Language Conference, University of South Carolina, Charleston, SC.

- September, 2010 “Case Studies as New Material for Business German Courses.” (Invited speaker with Margaret Gonglewski) to Goethe-Institut Conference: Reform Strategies for Business German, Georgetown University, Washington, DC.
- August, 2010 “Consumer Responses to Green Products: The Influence of Psychological Collectivism.” 2010 Summer Marketing Educators’ Conference, American Marketing Association, Boston, Massachusetts.
- April, 2010 “Current State of Affairs in the Swedish CleanTech Sector: A Cultural Perspective.” School of Foreign Service, Georgetown University, DC. (Invited guest speaker)
- March, 2010 “Facilitating Multiple Literacies through Business Cases.” (Presentation with Margaret Gonglewski) CIBER Business Language Conference, Lauder Institute/Wharton School of Business at the University of Pennsylvania, Philadelphia, Pennsylvania.
- November, 2009 “Green Technology and Marketing Strategy: The Swedish Experience” Global MBA Colloquium, School of Business, The George Washington University, DC.
- November, 2009 “Developing International Business Negotiation Skills Using Roleplays and Simulations in the Business Language Classroom” (with Margaret Gonglewski), GW Center for International Education and Research, The George Washington University, DC.
- October, 2009 “Economopoetics as Theory: An Exploration of Economic Influences on Literature.” Invited speaker to *GW Luminary*, a faculty authors panel presentation and book signing series sponsored by Gelman Library, The George Washington University, DC.
- June, 2009 “Business Cases in the Foreign Language Classroom: Best Practices Across Disciplines.” Invited speaker (with Margaret Gonglewski) to the 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 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 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 Margaret Gonglewski, Jocelyne Brant, and Brad Marshall) CIBER Business Language Conference, University of Florida, St. Petersburg, Florida.

## Other Professional Activities

January, 2011	<u>Refining Your Toolbox for Teaching Cross-Cultural Communication</u> , CIBER Webinar Series: Best Practices & Lessons Learned, University of North Carolina, Chapel Hill, North Carolina
September, 2010	<u>GWBS Media Training</u> , The George Washington School of Business and University Relations, George Washington University, Washington, DC
May, 2010	<u>Risk-Management and Service-Learning</u> , The Office of Community Service and the GW Center for Civic Engagement and Public Service, George Washington University, Washington, DC
March, 2010	<u>Green Supply Chain Forum 2010</u> , Florida International University, Miami, Florida (2-day Seminar)
June, 2009	<u>CIBER Faculty Development in International Business: Focus on International Marketing</u> , University of South Carolina, Columbia, South Carolina (1-week Seminar)
June, 2009	<u>CIBER Faculty Development in International Business: Strategies for Teaching International Negotiation</u> , George Washington University, DC, (1-week Seminar)
June, 2004	<u>Integrating East Asia into Undergraduate Education: East Asia: Global, Regional, and Local</u> , University of Maryland, College Park, Maryland (2-week Seminar)
April, 2001	<u>Leadership Without Borders: Developing Global Leaders</u> . UMUC National Leadership Institute and the Center for Creative Learning, College Park, Maryland
February, 1999	<u>International Business and Foreign Language: A Workshop for Foreign Language Educators</u> . University of Memphis, Memphis, Tennessee
October, 1998	<u>Language and International Trade Conference</u> . Clemson University, Clemson, South Carolina
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

## Academic Service

2011-present	Online MBA Faculty Coordinator, School of Business at the George Washington University, Washington, DC
2010-present	International Business Department Representative to CORE Faculty Committee, School of Business at the George Washington University, Washington, DC
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

## List of References (In alphabetical order)

### **Rafel Lucea**

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The George Washington University  
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### **Jennifer M. Oetzel**

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Kogod School of Business  
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4400 Massachusetts Avenue, N.W.  
Washington, D.C. 20016  
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### **Liesl A. Riddle**

Associate Dean for MBA Programs  
Associate Professor of International Business & International Affairs  
The George Washington University  
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### **Jennifer W. Spencer**

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