

BRYAN CHRISTIANSEN

Üsküdar, Istanbul, Turkey

Tel: +90-538-433-6201

Skype ID: nobel2035a

bryanchristiansen@teachers.org

Academic Positions

Gümüşhane University (Turkey): 2012-2013

Senior Lecturer, Business Administration

Ellis University / New York Institute of Technology (USA): 2005-2010

Adjunct Professor, Business Administration

Capella University (USA): 2003-2006

Adjunct Professor, Business Administration

Publications / Research

Peer-Refereed Articles

1. Christiansen, B., & Sezerel, H. (2013). Diversity Management in Transcultural Organizations. *Global Business Perspectives*. New York: Springer. doi: 10.1007/s40196-013-0013-8.
2. Christiansen, B., & Kar, D.S. (Under Review). Motivation of EFL Students in Turkey: Potential Impact on the Nation's Economic Sustainability. *Language Sciences*. Amsterdam: Elsevier, B.V.
3. Christiansen, B. (Under Review). Cultural Indoctrination: A Conceptual Framework for Organizational Behavior Theory. *Journal of Applied Psychology*. Washington, DC: American Psychological Association.

Reference Books

1. Christiansen, B. (2012). *Cultural Variations and Business Performance: Contemporary Globalism*. Hershey, PA: IGI Global. Reviewed in 2013 by Prof. Dr. Rauno Rusko (Finland)
2. Christiansen, B., Turkina, E., & Williams, N. (2013). *Cultural and Technological Influences on Global Business*. Hershey, PA: IGI Global. Indexed in Scopus in 2015 (Elsevier, Netherlands).
3. Christiansen, B., Yıldız, S., & Yıldız, E. (2014). *Transcultural Marketing for Incremental and Radical Innovation*. Hershey, PA: IGI Global. Under Academic Review in 2015.
4. Christiansen, B., & Basılgan, M. (2014). *Economic Behavior, Game Theory, and Technology in Emerging Markets*. Hershey, PA: IGI Global. Under Academic Review in 2015.
5. Christiansen, B. (2014). *Handbook of Research on Economic Growth and Technological Change in Latin America*. Hershey, PA: IGI Global.
6. Christiansen, B., Yıldız, S., & Yıldız, E. (2014). *Handbook of Research on Effective Marketing in Contemporary Globalism*. Hershey, PA: IGI Global.
7. Christiansen, B. (2015). *Handbook of Research on Global Business Opportunities*. Hershey, PA: IGI Global.
8. Christiansen, B., & Koeman, J. (2015). *Nationalism, Cultural Indoctrination, and Economic Prosperity in the Digital Age*. Hershey, PA: IGI Global.
9. Erdoğan, M., & Christiansen, B. (2015). *Handbook of Research on Comparative Economic Perspectives on Europe and the MENA Region*. Hershey, PA: IGI Global.
10. Christiansen, B., & Erdoğan, M. (2015). *Comparative Economics and Regional Development in Turkey*. Hershey, PA: IGI Global.
11. Christiansen, B. (2016). *Handbook of Research on Global Supply Chain Management*. Hershey, PA: IGI Global.
12. Christiansen, B., & Lechman, E. (2016). *Handbook of Research on Neuroeconomics and the Decision-making Process*. Hershey, PA: IGI Global.

Book Chapters

1. Christiansen, B. (2014). Importance of Perpetual Government-University-Industry Collaboration Today. In *Cross-Cultural Interaction: Concepts, Methodologies, Tools, and Applications*, (pp. 1392-1399). Hershey, PA: Information Resources Management Association.
2. Basılgan, M., & Christiansen, B. (2014). Taxpayer's Attitudes Towards Tax Evasion in Latin American Countries. In B. Christiansen (Ed.), *Handbook of Research on Economic Growth and Technological Change in Latin America*, (pp. 76-107). Hershey, PA: IGI Global.
3. Vargas-Hernandez, J.G., & Christiansen, B. (2014). Neuromarketing as a Business Strategy. In B. Christiansen, S. Yıldız, and E. Yıldız (Eds.), *Handbook of Research on Effective Marketing in Contemporary Globalism*, (pp. 146-155). Hershey, PA: IGI Global.
4. Christiansen, B. (2015). Cultural Indoctrination: A Theoretical Framework. In B. Christiansen and J. Koeman (Eds.), *Nationalism, Cultural Indoctrination, and Economic Prosperity in the Digital Age*. (pp. 280-295). Hershey, PA: IGI Global.

Conference Proceedings

1. Christiansen, B. (2014, April 8). *Enhancing the Global Classroom for Contemporary Globalism*. Paper presented at international conference titled **Novel Approaches in Business Education** in Gdansk, Poland. Paper published in Monograph by VIA University College, Denmark.

Research Interests

- Cultural Indoctrination / Cultural Intelligence
- International Business / Marketing
- Neuroeconomics
- Psychology (Industrial/Organizational)
- Teaching of English as a Foreign Language (TEFL)

Teaching Experience

Capella University – USA

- Developing a Business Perspective (Undergraduate)
- Business Ethics (Undergraduate)
- Communicating in New Media (Undergraduate)

Ellis University / New York Institute of Technology – USA

- Business Administration (Undergraduate)
- International Business (Undergraduate)
- Introduction to Marketing (Undergraduate)
- Advertising (Master of Arts)
- Public Relations (Master of Arts)
- Export / Import Operations (MBA)
- Global Environment of Business (MBA)
- Managerial Marketing (MBA)

Berlitz School of Languages – Costa Rica, Japan, Turkey, USA (TEFL)

- Academic, Business, General English: Speaking / Listening / Reading / Writing (Private School)

British Culture Language School – Turkey (TEFL)

- Academic, Business, General English: Speaking / Listening / Reading / Writing (Private School)

Gümüşhane University – Turkey (TEFL)

- General English: Speaking / Listening / Reading / Writing (Academic Staff, Preparatory School)

Invited Presentations

- 2015 Yaşar University (Turkey)
Uludağ University (Turkey)
- 2014 Gdansk University of Technology (Poland)
- 2013 University of Primorska (Slovenia)
- 2012 American University (Bulgaria)
Katowice School of Economics (Poland)
Southern Federal University (Russia)
University of Economics – Varna (Bulgaria)
-

Education

University of Sunderland (United Kingdom)

Doctor of Philosophy (PhD) in Economics, 2016 ***

Thesis Title: *The Effects of Cultural Indoctrination on Neuroeconomics*

Capella University (USA)

Master of Business Administration (MBA) in General Business, 2003

University of the State of New York (USA)

Bachelor of Science (BS) in Marketing, 1996

Editorial Review Boards

- Academy of Management *Learning & Education* (USA)
 - Academy of Management Annual Meeting (USA)
 - *Canadian Journal of Administrative Sciences* (Canada)
 - *Encyclopedia of Foreign Language Education in the Digital Age* (USA)
 - *International Journal of Innovation in Education* (Switzerland)
 - *International Journal of Productivity and Assessment Technologies* (USA)
 - Savannah State University, *Palgrave MacMillan Pivot Series* (USA)
-

Professional Experience

2014 – Present	PryMarke Business Academy, Senior Instructor	Istanbul, Turkey
2004 – 2014	PryMarke, LLC, Chairman & President	Michigan, USA
2012 – 2013	Gümüşhane University, Senior Lecturer / Special Advisor	Gümüşhane, Turkey
2011 – 2012	British Culture Language School, Senior English Instructor	Istanbul, Turkey
2005 – 2010	Ellis University / NYIT, Adjunct Professor	New York, USA
2007 – 2009	Berlitz School of Languages, Senior English Instructor	Istanbul, Turkey
2004 – 2006	Berlitz School of Languages, Senior English Instructor	San Jose, Costa Rica
2003 – 2006	Capella University, Adjunct Professor	Minnesota, USA
1997 – 2004	The Christiansen Corporation, President & CEO	Georgia, USA
1995 – 1997	IBM Corporation, Sales Representative	Texas, USA
1990 – 1995	Scala International, AB, Asia Region Manager	Sweden & Taiwan
1988 – 1990	Xionics, Inc., Vice President of Marketing	California, USA
1985 – 1988	American Research Corporation, Marketing Manager	Taiwan
1983 – 1986	ELSI Taiwan, English Instructor and Teacher Trainer	Taiwan
1982 – 1983	Berlitz School of Languages, English Instructor	Taiwan

Professional Affiliations

- Academy of International Business
- Academy of Management
- American Economic Association
- American Marketing Association
- American Psychological Association
- American Statistical Association
- British Psychological Society
- European Economic Association
- Society for Neuroeconomics
- New Zealand Society of Authors and Writers Association
- Society for Financial Econometrics
- World Economics Association

Languages

English: Native Speaker
Chinese: Advanced (studied and worked in China)
Japanese: Advanced (studied and worked in Japan)
Spanish: Advanced (PhD study in Costa Rica, Nicaragua, and Panama)
Turkish: Intermediate (worked in Turkey)

Additional Information

- US citizen with Residence Permit in Turkey
- Former US diplomat (Eligibility List of Hires)
- Travel to 40 countries
- Martial artist with 15 years' training experience
- Qualified Teacher Trainer of English as a Foreign Language
- Hobbies include reading (mathematics, psychology), sailing, writing