

Bryan Christiansen

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TEACHING INTERESTS

Comparative Politics • International Relations (East Asia) • International Security Issues
• International Business • Economies of East Asia, Russia • Global Strategic Management •
Contemporary Globalization • Global Trade and Investment • Emerging Market Dynamics

RESEARCH INTERESTS

Cultural Indoctrination • Transition Economies • International Business Strategy • Emerging Market
Dynamics • Globalization • U.S.-China/Russia/Turkey Relations • Productivity • Organizational
Psychology • Human Resource Management • Cybersecurity • Teaching English as a Foreign Language

ACADEMIC BACKGROUND

2020 *	Master of Arts in Liberal Arts (Globalization) Excelsior College Albany, New York (USA)
2003 (Mar.)	Master of Business Administration (MBA) Capella University Minneapolis, Minnesota (USA)
1996 (Nov.)	Bachelor of Science in Marketing University of the State of New York Albany, New York (USA)
2017 (Dec.)	Teaching Knowledge Tests Cambridge University English Language Assessment London, England (United Kingdom)
2019 *	Diploma in Teaching English to Speakers of Other Languages (DELTA) Cambridge University English Language Assessment London, England (United Kingdom)

TEACHING EXPERIENCE

2013 ~ 2017	PryMarke Business Academy (Russia / Turkey) <i>Chief Instructor</i> (TEFL-based)
2012 ~ 2013	Gumushane University (Turkey) <i>Senior Lecturer and Rector Advisor</i>
2009 ~ 2010	Zirve University (Turkey) <i>Senior English as a Foreign Language Instructor</i>
2005 ~ 2010	Ellis University / New York Institute of Technology (USA) <i>Adjunct Business Professor</i>
2003 ~ 2006	Capella University (USA) <i>Adjunct Business Professor</i>

BUSINESS EXPERIENCE

- 2017 ~ **Global Research Society, LLC (USA)**
Chief Executive Officer
 Lead all Profit-and-Loss activities of own research organization that provides geopolitical risk and strategy analysis, market/business analysis and risk assessment, and custom research to facilitate clients' maximization of international opportunities and effective management of international political, economic, and security challenges/risks.
- 2013 ~ 2017 **PryMarke Business Academy (Russia / Turkey)**
Founder & Chief Instructor
 Directed all activities of own academy that taught business subjects entirely in English as a Foreign Language to adults and university students. Major clients included AkBank, Boston Scientific, Cargill, Clariant, Coca-Cola, Novartis, Sandoz, Siemens, YapiKredi.
- 2004 ~ 2017 **PryMarke, LLC (USA)**
Chairman & President
 Founded own management consultancy which focused on middle-sized organizations worldwide. Major projects involved a US\$50 million technology development contract in Turkey and a US\$10 million concrete trade contract in the Russian Far East.
- 1997 ~ 2004 **The Christiansen Corporation (USA)**
Chairman & President
 Founded own management consultancy which focused on middle-sized organizations in Europe, North America, and Russia.
- 1995 ~ 1997 **IBM Corporation (USA)**
Inside Sales Representative
 Responsible for a US\$2 million annual sales quota selling and supporting IBM products and services to middle-sized manufacturing companies. Often conducted Chinese-English-Japanese interpretation and translation services for the IBM Consulting Group for multimillion dollar projects.
- 1990 ~ 1995 **Scala International AB (Hong Kong / Sweden)**
Asia Region Manager
 Developed and implemented a global marketing and sales plan to increase brand awareness and product sales of a Swedish international accounting and finance software product in 72 countries. Used Chinese, Japanese, and Spanish language skills daily.

PROFESSIONAL/ACADEMIC PRESENTATIONS

DOUBLE-BLIND REVIEW CONFERENCES

- 2016 (Oct. 1) **14th Global Conference on Business and Education (GCBE)**
International Business Strategy, Performance and Management in the 21st Century
 University of Oxford, Oxford, England, United Kingdom
- 2014 (Apr. 8) **Novel Approaches in Business Education**
Enhancing the Global Classroom for Contemporary Globalism
 University of Gdansk, Gdansk, Poland

NON-PEER REVIEWED CONFERENCES

- 2017 (Mar. 3) **United Nations International Conference**
A Holistic View of Contemporary Globalism
 Khabarovsk State Academy of Economics and Law
 Khabarovsk, Russia

UNIVERSITY PRESENTATIONS

- 2016 (Mar. 9) **Globalism, Cultural Intelligence, and National Prosperity**
Anadolu University, Eskisehir, Turkey
- 2015 (Jun. 5) **Teaching English as a Foreign Language**
Maltepe University, Istanbul, Turkey
- 2013 (Apr. 4) **Cultural Variations and Business Performance in Contemporary Globalism**
University of Primorska, Primorska, Slovenia
- 2012 (Mar. 1) **Cultural Variations and Business Performance in Contemporary Globalism**
American University in Bulgaria, Blagoevgrad, Bulgaria

PUBLICATIONS**PEER-REVIEWED JOURNAL ARTICLES**

- 2016 **“English as a Foreign Language Teaching and Productivity in Global Hypercompetition”** (with Fatmanur Kasarci). *International Journal of Innovation in the Digital Economy*, Volume 7, Issue 4, 47-55.
- 2016 **“Cultural Indoctrination in Global Hypercompetition: A Conceptual Framework for International Management”**. *International Journal of Productivity Management and Assessment Technologies*, Vol. 4, Issue 1, 39-51.
- 2013 **“Diversity Management in Transcultural Organizations”** (with Hakan Sezerel). *Global Business Perspectives*, Vol. 1, 132-143.

BOOK CHAPTERS

- 2017 **“The Role of Cultural Indoctrination in Architectural Style”** (with Gulsah Koc) in G. Koc, M-T. Claes, and B. Christiansen (Eds.), *Cultural Influences on Architecture* (Hershey, PA: IGI Global), pp. 1-34.
- 2016 **“Turkey's Economic Stability in Global Hypercompetition”** (with Caner Dirikan, Tugba Dirikan, and Fatmanur Kasarci) in N. Zakaria, A-N. Abdul-Talib, and N. Osman (Eds.), *Handbook of Research on Impacts of International Business and Political Affairs on the Global Economy* (Hershey, PA: IGI Global), pp. 173-184.
- 2016 **“Motivation of EFL Students in Turkey: Potential Impact on the Nation's Economic Sustainability”** (with Dilara Demir, Hacer Gunsever, and Melike Kaymak) in B. Christiansen and M.M. Erdogdu (Eds.), *Comparative Economics and Regional Development of Turkey* (Hershey, PA: IGI Global), pp. 286-302.
- 2014 **“Neuromarketing as a Business Strategy”** (with Jorge Vargas-Hernandez) in B. Christiansen, S. Yildiz, and E. Yildiz (Eds.), *Handbook of Research on Effective Marketing in Contemporary Globalism* (Hershey, PA: IGI Global), pp. 146-155.
- 2014 **“Taxpayers Attitudes Towards Tax Evasion in Latim America”** (with Muslum Basilgan) in B. Christiansen (Ed.), *Handbook of Research on Economic Growth and Technological Change in Latin America* (Hershey, PA: IGI Global), pp. 73-104.

REFERENCE BOOKS

- 2019 * **“Reusable and Sustainable Building Materials in Modern Architecture”** (with Gulsah Koc), Hershey, PA: IGI Global. (Forthcoming).
- 2019 * **“Applied Psycholinguistics and Multilingual Cognition in Human Creativity”** (with Ekaterina Turkina), Hershey, PA: IGI Global. (Forthcoming).

- 2019 * **“Global Cybersecurity Labor Shortage and International Business Risk”** (with Agnieszka Piekarcz), Hershey, PA: IGI Global. (Forthcoming).
- 2018 * **“Economic Models for Global Sustainability and Social Development”** (with Irina Sysoeva, Alexandra Udovikina, and Anna Ketova), Hershey, PA: IGI Global. (Forthcoming).
- 2018 * **“Economic and Geopolitical Perspectives on the Commonwealth of Independent States and Eurasia”** (with Oxana Karnaukhova and Alexandra Udovikina), Hershey, PA: IGI Global. (Forthcoming).
- 2018 * **“Fractal Approaches for Modeling Financial Assets and Predicting Crises”** (with Inna Nekrasova and Oxana Karnaukhova), Hershey, PA: IGI Global. (Forthcoming).
- 2017 **“Handbook of Research on Human Factors in Contemporary Workforce Development”** (with Harish Chandan), Hershey, PA: IGI Global.
- 2017 **“Handbook of Research on Organizational Culture and Diversity in the Modern Workforce”** (with Harish Chandan), Hershey, PA: IGI Global.
- 2017 **“Technological Integration as a Catalyst for Industrial Development and Economic Growth”** (with Ulku Yuksel), Hershey, PA: IGI Global.
- 2017 **“Transcontinental Strategies for Industrial Development and Economic Growth”** (with Gulsah Koc), Hershey, PA: IGI Global.
- 2017 **“Cultural Influences on Architecture”** (with Gulsah Koc and Marie-Therese Claes), Hershey, PA: IGI Global.
- 2017 **“Corporate Espionage, Geopolitics, and Diplomacy Issues in International Business”** (with Fatmanur Kasarci), Hershey, PA: IGI Global.
- 2016 **“Neuroeconomics and the Decision-making Process”** (with Ewa Lechman), Hershey, PA: IGI Global.
- 2016 **“Handbook of Research on Global Supply Chain Management”**, Hershey, PA: IGI Global.
- 2016 **“Comparative Economics and Regional Development in Turkey”** (with M. Mustafa Erdogdu), Hershey, PA: IGI Global.
- 2016 **“Comparative Political and Economic Perspectives on the MENA Region”** (with M. Mustafa Erdogdu), Hershey, PA: IGI Global.
- 2016 **“Handbook of Research on Public Finance in Europe and the MENA Region”** (with M. Mustafa Erdogdu), Hershey, PA: IGI Global.
- 2016 **“Handbook of Research on Comparative Economic Development Perspectives on Europe and the MENA Region”** (with M. Mustafa Erdogdu), Hershey, PA: IGI Global.
- 2015 **“Nationalism, Cultural Indoctrination, and Economic Prosperity in the Digital Age”** (with Joyce Koeman), Hershey, PA: IGI Global.
- 2015 **“Handbook of Research on Global Business Opportunities”**, Hershey, PA: IGI Global.

- 2014 **“Handbook of Research on Effective Marketing in Contemporary Globalism”** (with Salih Yildiz and Emel Yildiz), Hershey, PA: IGI Global.
- 2014 **“Transcultural Marketing for Incremental and Radical Innovation”** (with Salih Yildiz and Emel Yildiz), Hershey, PA: IGI Global.
- 2014 **“Economic Behavior, Game Theory, and Technology in Emerging Markets”** (with Muslum Basilgan), Hershey, PA: IGI Global.
- 2014 **“Handbook of Research on Economic Growth and Technological Change in Latin America”**, Hershey, PA: IGI Global.
- 2013 **“Cultural and Technological Influences on Global Business”** (with Ekaterina Turkina and Nigel Williams), Hershey, PA: IGI Global.
- 2012 **“Cultural Variations and Business Performance: Contemporary Globalism”**, Hershey, PA: IGI Global.

PROFESSIONAL SERVICE

EDITORSHIP

- 2015 (Oct.) ~ **Editor-in-Chief**, *International Journal of ICT Research in Africa and the Middle East*
- 2015 (May) ~ **Editor-in-Chief**, *International Journal of Productivity Management and Assessment Technologies*
- 2015 (May) ~ **Editor-in-Chief**, Book Series, *Advances in Digital Crime, Forensics, and Cyber Terrorism*
- 2015 (May) ~ **Editor-in-Chief**, Book Series, *Advances in Psychology, Mental Health, and Behavioral Studies*

EDITORIAL REVIEW BOARDS

Academy of Management Learning & Education
Academy of Management Annual Meeting
Canadian Journal of Administrative Sciences
International Journal of Behavioral Economics
International Journal of Business Analytics
International Journal of Digital Crime and Forensics
Journal of Management Education
Palgrave MacMillan Pivot Series

UNIVERSITY COURSES TAUGHT

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

FOREIGN LANGUAGE SKILLS

- Spanish (Near-native)
- Mandarin Chinese (Professional)
- Japanese (Upper-Intermediate)
- Turkish (Intermediate)

PROFESSIONAL AFFILIATIONS

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

ADDITIONAL INFORMATION

- US citizen
- Travel to 41 countries
- All Reference book publications are Scopus-indexed
- Former US Foreign Service Officer Candidate (2002, 2007)
- Thirteen (13) years' experience Teaching English as a Foreign Language (TEFL) in six countries at the university and private school levels in Academic / Business / General English
- Professional Certified Marketer (PCM) by American Marketing Association
- Entrepreneurial background in management consulting
- Experienced in accounting & finance, computer, education, export-import, financial services, manufacturing, and oil & gas industries worldwide