

## **Lynn E. Metcalf**

California Polytechnic State University, San Luis Obispo  
Marketing  
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### **Education**

Ph D, University of South Carolina, 1986.

Major: Marketing

Supporting Areas of Emphasis: Minor: International Business

MBA, American Graduate School of International Management, 1981.

Major: International Management

Supporting Areas of Emphasis: International Marketing

BA, University of Oregon, 1978.

Major: International Business

### **Professional Positions**

#### **Academic**

Professor, California Polytechnic State University, San Luis Obispo. (September 1986 - Present).

Visiting Professor, Helsinki School of Economics and Business Administration - Mikkeli, Finland.  
(February 1995 - March 1995).

Visiting Professor, Groupe Institut de Gestion Sociale - Paris, France. (September 1990 - August 1991).

Visiting Associate Professor, American Graduate School of International Management - Glandale, AZ. (June 1987 - August 1987).

Visiting Associate Professor, American Graduate School of International Management - Glandale, AZ. (June 1986 - August 1986).

Instructor, University of South Carolina - Columbia, SC. (January 1984 - May 1986).

#### **Professional**

Director, University Alliance Office, Philips Electronics. (October 1995 - December 1998).

Career Counselor, American Graduate School of International Management - Glendale, AZ.  
(September 1982 - August 1983).

International Marketing Specialist, Oilwell International - Houston, TX. (March 1982 - September 1982).

Marketing Research, Pioneer Hi-Bred International Inc. - Munich, Germany. (June 1981 - September 1981).

Letters of Credit and Export Documentation, First Interstate Bank of Oregon - Portland, OR.  
(February 1979 - July 1980).

## **Development Activities Attended**

Conference Program, "Academy of International Business." (2005).

Research/Writing Presentation, "Eugene O'Connor: Professional Advancement Award." (2005).

Conference Program, "Academy of International Business." (2003).

## **Awards and Honors**

President's Award, Wheelchair Foundation. (January 3, 2007).

Distinguished Teacher of the Year, Orfalea College of Business. (June 2006).

Richard & Julie Hood Endowment. (June 2006).

Richard & Julie Hood Endowment. (September 2005).

## **TEACHING**

### **Teaching Experience**

#### **California Polytechnic State University, San Luis Obispo**

BUS 346, 1 course.

BUS 400, 1 course.

BUS 418, Listening to the Customer, 7 courses.

BUS 446, 5 courses.

BUS 451, Product Development and Launch, 1 course.

BUS 454, Developing and Presenting Marketing Projects, 12 courses.

BUS 458, 3 courses.

BUS 462, 1 course.

BUS 464, 3 courses.

### **Directed Student Learning**

Senior Project, "Cross-Cultural Negotiation," Management. (January 8, 2007 - Present).

Advised: Kelly Rowe

### **Awards and Honors**

Eugene O'Connor Professional Advancement Award, OCOB. (June 2005).

## **RESEARCH**

### **Published Intellectual Contributions**

#### **Book Chapters**

Metcalfe, L. E., Bird, A. (2007). *Negotiations in International Marketing* (vol. 1, pp. 175-196). Praeger: New World Marketing.

Metcalfe, L. E., Bird, A. (2004). *"Integrating the Hofstede Dimensions and Twelve Aspects of Negotiating Behavior", Comparing Cultures: Dimensions of Culture in a Comparative Perspective.*

### Refereed Journal Articles

Borin, N. A., Metcalf, L. E., Tietje, B. (2008). Implementing Assessment in an Outcomes-Based Marketing Curriculum. *To appear in Journal of Marketing Education*.

Metcalf, L. E., Bird, A., Dewar, D. (2008). Mexico and the U.S.: Common Border, Common Negotiating Orientations. *To appear in Thunderbird International Review*, 50(1), 25-41.

Borin, N. A., Metcalf, L. E., Tietje, B. (2007). A Replicable, Zero-Based Model for Marketing Curriculum Innovation.. *Journal of Marketing Education*, 29, 164-174.

Metcalf, L. E., Bird, A., Peterson, M. F., Shankarmahesh, M., Lituchy, T. R. (2007). Cultural Influences in Negotiations: A Four Country Comparative Analysis. *International Journal of Cross Cultural Management*, 7(2), 147-168.

Metcalf, L. E., Bird, A., Shankarmahesh, M., Aycan, Z., Dewar, D., Larimo, J. (2006). Cultural Tendencies in Negotiation: A Comparison of Finland, India, Mexico, Turkey, and the United States. *Journal of World Business*, 41(4), 382-394.

### Conference Proceedings

Metcalf, L. E., Bird, A., Peterson, M., Lituchy, T., Shankarmahesh, M. *Cultural Tendencies in Negotiation: A Comparison of Finland, India, Mexico, Turkey, and the United States*. Academy of International Business.

Metcalf, L. E., Bird, A., Shankarmahesh, M., Aycan, Z., Dewar, D., Larimo, J. (2005). "Variations in Negotiation Behavior: A Five-Country Comparison of Finland, India, Mexico, Turkey, and the United States". Proceedings: Academy of International Business Conference.

Metcalf, L. E., Bird, A., Aycan, Z., Dewar, D. (2004). "Variations in Negotiation Behavior: A Three-Country Comparison of Mexico, Turkey, and the United States". Proceedings: Academy of International Business Conference.

Metcalf, L. E., Bird, A. (2003). "Cultural Influences on Negotiation Behaviors: Resurrecting and Revitalizing and Overlooked Framework". Proceedings: Academy of International Business Conference.

### Journal Articles

Borin, N. A., Metcalf, L. E., Tietje, B. (2006). Building a New Marketing Curriculum. *Marketing Insights*, 3(1).

### Presentations Given

Metcalf, L. E. (Author Only), Bird, A. (Presenter Only), Annual Meeting, "Mexico and the U.S.: Common Borders, Common Negotiation Orientations," Academy of International Business, Saint Louis, MO. (July 2007).

Metcalf, L. E. (Author Only), Bird, A. (Presenter Only), Annual Meeting, "Cultural Tendencies in Negotiation: A Comparison of Finland, Mexico, Turkey, and the United States," Academy of International Business, Beijing, China. (August 2006).

Metcalf, L. E. (Presenter & Author), Annual Meeting, "Variations in Negotiation Behavior: A Five-Country Comparison of Finland, India, Mexico, Turkey, and the United States," Academy of International Business, Quebec, Canada. (August 2005).

Metcalf, L. E. (Author Only), Bird, A. (Presenter Only), Annual Meeting, "Variations in Negotiation Behavior: A Three-Country Comparison of Turkey, Mexico and the United States," Academy of International Business, Stockholm, Sweden. (August 2004).

Metcalf, L. E. (Presenter & Author), Bird, A. (Presenter & Author), Annual Meeting, "Cultural Influences on Negotiation Behaviors: Resurrecting and Revitalizing an Overlooked Framework," Academy of International Business, Monterey, CA. (July 2003).

## **Contracts, Grants and Sponsored Research**

### **Other**

Metcalf, Lynn Elizabeth (Principal), "OCOB Summer Research Grant," Sponsored by College of Business, Cal Poly, SLO, \$5,000.00. (July 2007 - September 2007).

Metcalf, Lynn Elizabeth (Principal), "OCOB Summer Research Grant," Sponsored by College of Business, Cal Poly, SLO, \$5,000.00. (July 1, 2006 - September 1, 2006).

## **SERVICE**

### **Editorial and Review Activities**

Invited Manuscript Reviewer, "Thunderbird International Review."

### **General Service**

#### **College**

Committee Chair, Undergraduate Programs Committee. (September 2005 - Present).

Member, Pacific Programs Committee. (1999 - Present).

Member, Undergraduate Programs Committee. (January 2003 - September 2005).

#### **University**

Advisor, Wheelchair Foundation, Cal Poly Chapter.