

## *Curriculum Vitae*

In Brief and table of contents for 70 page CV

### **Robert N. Lussier**

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East Longmeadow, Massachusetts 01028  
413-224-1145 / R-M-Lussier@charter.net

#### **Education** (p. 3)

Doctor Management, School of Business, University of New Haven (AACSB), 1/93  
Master Business Administration, School of Management, Suffolk University (AACSB), 6/75  
Master Arts in Education, School of Arts & Sciences, Suffolk University, 9/74  
Bachelor Science in Business Administration, Salem State College, 6/72

#### **Teaching Experience** (p. 4)

Professor of Business Management, Springfield College, 9/78 to present  
Advisor Master's Thesis and Research Projects, Springfield College, 9/93 to present  
Assistant Professor of Business Administration, St. Joseph's College, 9/75 to 6/78

#### **Management Experience** (p. 4)

Intrapreneur developing two profit centers at Springfield College  
Director of Israel Programs, Springfield College, 8/97 to 6/03  
Internship Coordinator, Springfield College, 9/94 to 9/00  
Chair Business Administration Department, St. Joseph's College, 9/75 to 6/78

#### **Publication Summary** (pp. 5-60)

	2017	16	15	14	13	12	Total
Refereed Journal Articles (5-14)		1	5	4	1	3	78
Editor Selected Articles (15-21)			2	2	2	9	55
Refereed Proceedings (22-45)			3	11	5	5	168
Textbooks—one million used (46-51)	3	1	2	2	2	1	54
Textbook Supplements (52-61)	<u>3</u>	<u>1</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>82</u>
Totals	6	4	14	20	12	18	437

See next page for sources and vitae for listing of all publications

#### **Professional Service Experience** (pp. 62-63)

Three Editorial Review Boards. State MBA Reviewer. Professional Association Membership and Leadership—  
Small Business Institute® (SBI) Fellow, the highest award given by the SBI.

#### **Speaking** (p. 64) **and Consulting Experience** (p. 65)

Sample Speaking clients Concord College, Kaplan University, Guanajuato University Mexico, Springfield College, University of New Mexico, Small Business Institute®, USASBE. Eastern Academy of Management. Consultanted to Baystate Medical Center, Coca-Cola, Friendly, Mead, Monsanto, Smith & Wesson, Social Security Administration.

#### **National and International Reputation** (pp. 66-70)

Contacted by hundreds of people regarding textbooks and research from all over the U.S. and 200+ people from 76 other countries including: Argentina, Australia, Austria, Azerbaijan, Bangladesh, Belgium, Botswana, Brazil, British West Indies, Cameroon, Canada, Central Africa Republic, Chile, China, Columbia, Costa Rica, Croatia, Czech Republic, Denmark, Ecuador, Egypt, England, Finland, France, Germany, Ghana, Greece, Guatemala, Hong Kong, Hungary, India, Indonesia, Iran, Iraq, Ireland, Israel, Italy, Kazakhstan, Kenya, Kuwait, Lebanon, Liberia, Lithuania, Luxembourg, Malaysia, Mexico, Mozambique, Namibia, Nigeria, Netherlands, New Zealand, North Korea, Pakistan, Palestine, Peru, Philippines, Poland, Portugal, Puerto Rico, Romania, Russia, Saudi Arabia, Scotland, Singapore, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Sweden, Taiwan, Turkey, Uganda, Vietnam, Wales, Zimbabwe.

## 437 Publications (pp. 5-61)

**Refereed Journal Articles (78)** See pp 5-14 for a list of articles and other journals **Bold** indicate top tier journals

<i>Academy Entrepreneurship J</i>	<i>Int. J Entrep &amp; Innovation</i>	<b>J Small Business Management</b>
<i>American J of Entrepreneurship</i>	<i>Int. J Gender &amp; Entrepreneurship</i>	<i>J Small Business Strategy</i>
<i>Business &amp; Public Affairs</i>	<i>Int. J Entrep Behavior &amp; Resch</i>	<i>Mid-America J Business</i>
<b>Business Horizons</b>	<i>J Business &amp; Entrepreneurship</i>	<i>Mid-Atlantic J Business</i>
<b>Entrepreneurship Theory &amp; Practice</b>	<i>J Business Strategies</i>	<i>New England J Entrepreneurship</i>
<b>Family Business Review</b>	<b>J Management Education</b>	<i>SAM Advanced Mgt J</i>
<i>Int. Entrepreneurship and Mgt J*</i>	<i>J Small Bus &amp; Enterprise Devel*</i>	<i>Small Business Institute J</i>

\*Award winning articles

**Editor Selected Articles (55)** See pages 15-21 for a list of articles in each journal

<i>Boston Globe, Business Section</i>	<i>Perspective</i>	<i>Supervisory Management</i>
<b>Harvard Deustro Business Review</b>	<i>NBDC Report</i>	<i>WWW.Sbaerletter@Sbaer.Uca.Edu</i>
<i>Inc.</i>	<i>SBI Web site</i>	<i>Management Succession in Family-Owned Business</i>
<i>Personnel Journal</i>	<i>Supervision</i>	<i>Icfai University Press, www.books.iupindia.org</i>

**Refereed Proceedings/Presentations (168)** See Pages 22-45 for a list of papers in each proceeding

*Academy of Management Conference*

*Babson College Kaufman Foundation Entrepreneurship Conference*

*Frontiers Entrepreneurship Research*

*Eastern Academy Of Management (EAM) Conference*

*International Conference On Enterprise In Transition—Croatia*

*New England Business Administration Association (NEBAA) International Conference*

*Organizational Behavior Teaching (OBTC) Conference*

*Small Business Institute (SBI) National Conference (winner 6 distinguished paper awards)*

*Small Business Institute (SBI) Eastern Conference*

*United States Association Of Small Business And Entrepreneurship And Small Business Institute*

*Association Conference (USASBE/SBI) (winner Coleman Foundation Best Empirical Paper award)*

**Textbooks (54) and Textbook Supplements (82)** See Pages 46-51 and 52-61 for more Details.

Supplements are Primarily Instructor Manuals for Textbooks and Study Guides for other textbooks

More than 1 million students globally have used Lussier books

R. N. Lussier, *Human Relations In Organizations: Applications And Skill Building 10/E* (Irwin/McGraw-Hill, 2017). This is the best selling HR textbook. It has being translated into Chinese and has an Australian/New Zealand edition.

R. N. Lussier, *Management Fundamentals: Concepts, Applications, Skill Development 7/E* (Sage 2017). Translated into Chinese

R.N. Lussier and J. Hendon, *Fundamentals of Human Resource Management* (Sage, 2017)

R.N. Lussier and J. Hendon, *Human Resource Management: Functions, Applications, Skill Building 2/E* (Sage, 2016)

R. N. Lussier and C. Achua, *Leadership: Theory, Applications, Skill Development 6/E* (South-Western/Cengage, 2016).

Translated into Spanish and Chinese, and there is also a trade version.

R. N. Lussier, J. Corman, and D. Kimball, *Entrepreneurial New Ventures Skills 3/E* (Routledge, 2015).

R.N. Lussier and H. Sherman, *Business, Society and Government Essentials: Strategy and Applied Ethics* (Routledge, 2014).

R. N. Lussier and D. Kimball, *Applied Sport Management Skills 2/E* (Human Kinetics, 2014).

R.N. Lussier, *Research Methods and Statistics for Business* (Waveland Press, 2011).

R.N. Lussier, *Publish Don't Perish: 100 Tips to Improve Your Ability to get Published,* (IAP, 2010)

J. Corman, L. Pennel, and R. N. Lussier, *Small Business Management: A Planning Approach 3/E* (Atomic Dog/Cengage, 2009).

R. N. Lussier, *Supervision: A Skill Building Approach 2/E* (Irwin, 1994).

## EDUCATION

Total of 132 graduate credit hours completed at four universities.

Doctor Management Strategy	<p><b>University of New Haven</b>, School of Business (AACSB), West Haven, CT 06516.</p> <ul style="list-style-type: none"><li>• Five trimesters of course work 1990-1991, no online work.</li><li>• Written and oral comprehensive exams passed in 1991.</li></ul>
Entrepreneurship Research	<ul style="list-style-type: none"><li>• Dissertation started April 1991 defense December 1992; title- Contributing Factors to Success Versus Failure of the Startup Business: Startup Business Success Versus Failure Prediction Models.</li><li>• Received the Doctor of Science in Management Systems degree in January 1993 with a 3.63 GPA.</li></ul>
Organizational Behavior/ Development	<p>Completed 32 graduate semester hours of behavioral science courses at the University of New Haven, Suffolk University, <b>Boston University</b>, and <b>the University of Maine</b>; 23 semester hours in organizational behavior and development, and 9 hours in counseling.</p>
Master Business Administration	<p><b>Suffolk University</b>, School of Management (AACSB), Beacon Hill, Boston, MA 02108. Graduated in June 1975 with a 3.44 GPA.</p> <ul style="list-style-type: none"><li>• Executive Vice President MBA Association</li><li>• Associate Editor MBA Newsletter</li><li>• Chosen by Dean McDowell to represent the Student Body at Board of Trustees Meetings.</li></ul>
Master Arts Education	<p><b>Suffolk University</b>, School of Arts and Sciences, Graduate Department of Education, Beacon Hill, Boston, MA 02108. Graduated September 1974 with a 3.7 GPA. Received five state certifications: Social Studies and Business Teacher, Guidance Counselor, Guidance Director, and High School Principal.</p>
Bachelor Science Business Administration	<p><b>Salem State College</b>, Department of Business, Salem, MA 01970. Graduated with golden key award for ranking 8th in the class of 100, with a 3.13 GPA, May 1972.</p> <ul style="list-style-type: none"><li>• Cross Country and Track Team Captain</li><li>• Most Valuable Player Award</li><li>• Held three cross-country and three track records</li><li>• Outstanding College Athlete of America</li><li>• N.E.A.A.U. 25 Kilometer Champion</li><li>• Member of the N.E.S.C.A.C. All-Conference Team</li><li>• Founder and President of the N.E.A.A.U. Viking Track Club</li></ul>

## **TEACHING, SERVICE, AND MANAGEMENT EXPERIENCE**

Professor Management  Service	<b>Springfield College</b> , Department of Business Administration, Springfield, MA 01109. Teaching primarily in the area of management and served on a variety of committees. Member of the Leadership Development Task Force, which is charged to change the entire college focus to leadership development of all students. Chair and member of faculty search committees. Chair of Outcomes and Assessment Committee. Played a major role in the development of the undergraduate and MBA business curriculums. Wrote most of the original business course descriptions. Faculty Advisor 25 students. Department Chair Joel Parrish. Fall 1978 to present.
Director Israel Programs	As an intrapreneur, developed a strategic alliance contract with the Health & Behavioral Sciences College to offer Springfield College graduate degree programs in Israel in the Fall of 1997. Our faculty was responsible for teaching a third of the degree program. Wrote a business plan including a strategic plan and operational policies and procedures. Responsible for the implementation, coordination, licensing by the Council of Higher Education in Israel and for evaluation of all aspects of the program. Wrote licensing and NEAS&C accreditation reports. Taught in Israel Summer 2001. Dean Mary Healey. Fall 1997 to June 2003.
Research Advisor	School of Graduate Studies. Advisor for masters' thesis and research projects. Associate VP Mary Ann Coughlin. Fall 1993 to present.
Internship Coordinator	Served as the internship coordinator for the Management and Economics Department. Responsible for placing, monitoring progress, and grading students. Fall 1994 to Spring 2000.
Assistant Professor Chairperson Service	<b>St. Joseph's College</b> , Business Administration Department, North Windham, ME 04062. Conducted a follow-up study of the department graduates; which resulted in my rewriting the department's purpose and curriculum content. Served on the curriculum committee and was the advisor to the college newspaper. Dean Sister Dolores Sablone, RSM. Fall 1975 to Spring 1978.
Adjunct	<b>Western New England College</b> , MBA Fall 1979 to Spring 1981.

## **COURSES TAUGHT**

### Graduate

Research Methods  
Statistics for Business  
Accounting I  
Accounting II

### Undergraduate

Principles of Management  
Corp Social Responsibility  
Business and Government  
Human Resources Mgmt  
Strategic Management  
Statistics for Business

Organizational Behavior  
Org Development  
Principles of Marketing  
Introduction to Business  
Prin of Accounting I + II  
Prin of Economics I + II

## **PUBLICATIONS**

### **Refereed Journal Articles**

- Matthew C. Sonfield, Robert N. Lussier, and Josiane Fahed-Sreih”  
“American versus Arab/Islamic Family Business: The Use of Non-family-Member  
Higher-Level Managers”  
*JOURNAL OF ENTREPRENEURSHIP IN EMERGING ECONOMIES*  
2016, Vol: 8 Iss: 1, pp. 2-24.
- Victor H.R. Francia, Judith B. Guzman, and Robert N. Lussier  
“Success Factors in Greenhouses of Guanajuato, Mexico”  
*GLOBAL JOURNAL OF MANAGEMENT AND BUSIENESS RESEARCH*  
2015, Vol: 15, Iss: 12, pp. 37-46.
- Judith B. Guzman and Robert N. Lussier  
“Success Factors for Small Businesses in Guanajuato, Mexico”  
*INTERNATIONAL JOURNAL OF BUSINESS AND SOCIAL SCIENCE*  
2015, Vol: 6, Iss: 11, pp.
- Matthew C. Sonfield, Robert N. Lussier, and Josiane Fahed-Sreih  
“Planning for Succession in Family Businesses: A Comparison of Arab/Islamic and  
US Practices”  
*INTERNATIONAL JOURNAL OF BUSINESS AND GLOBALIZATION*  
2015, Vol: 15, Iss: 3, pp. 313-330.
- Robert A. Fiore and Robert N. Lussier  
"Measuring and Testing General Fundamental Attribution Error in Entrepreneurship  
Effecting Public Policy"  
*JOURNAL OF ENTREPRENEURSHIP AND PUBLIC POLICY*  
2015, Vol. 4 Iss: 2, pp.171-186
- Robert N. Lussier and Matthew C. Sonfield  
“Micro” versus “small” family businesses: a multinational analysis"  
*JOURNAL OF SMALL BUSINESS AND ENTERPRISE DEVELOPMENT*  
2015, Vol. 22 Iss: 3, pp.380–396
- Christopher F. Achua and Robert N. Lussier  
“Entrepreneurial Drive and the Informal Economy in Cameroon,”  
*JOURNAL OF DEVELOPMENTAL ENTREPRNEURSHIP*  
2014, Vol: 19, Iss: 4, 12 pages
- Shaike Marom and Robert N. Lussier  
“A Business Success Versus Failure Prediction Model for Small Business in Israel”  
*BUSINESS AND ECONOMIC RESEARCH*  
2014, Vol: 4, Iss: 2, pp. 63-81

- Matthew C. Sonfield and Robert N. Lussier  
 “The Relationship between Managerial Characteristics and Succession Planning in Family Businesses: A Multinational Analysis”  
*AMERICAN JOURNAL OF ENTREPRENEURSHIP*  
 2014, Vol: 7, Iss: 1, pp. 1-39.
- Claudia E. Halabi and Robert N. Lussier  
 “A Model for Predicting Small Firm Performance: Increasing the Probability of Entrepreneurial Success in Chile”  
*JOURNAL OF SMALL BUSINESS AND ENTERPRISE DEVELOPMENT*  
 2014, Vol: 21, Iss: 1, pp. 4-25.
- Matthew C. Sonfield and Robert N. Lussier  
 “The Influence of the Entrepreneur’s Education Level on Strategic Decision Making”  
*JOURNAL OF SMALL BUSINESS STRATEGY*  
 2013, Vol: 24 Iss: 1, pp. 19-28.
- Abbas Nadim and Robert N. Lussier  
 “Small Business, Community Relations and Sustainability: New Approaches to Success”  
*JOURNAL OF SMALL BUSINESS STRATEGY*  
 2012, Vol: 21 Iss: 2, pp. 79-95.
- Matthew C. Sonfield and Robert N. Lussier  
 “Gender in Family Business Management: A Multinational Analysis”  
*JOURNAL OF FAMILY BUSINESS MANAGEMENT*  
 2012, Vol: 2 Iss: 2, pp. 110-129.
- Robert N. Lussier and Matthew C. Sonfield  
 “Family Businesses’ Succession Planning: A Seven-Country Comparison”  
*JOURNAL OF SMALL BUSINESS AND ENTERPRISE DEVELOPMENT*  
 2012, Vol. 19, Iss: 1, pp. 7-19.
- Robert N. Lussier and Matthew C. Sonfield and Robert Barbato  
 “Generational Stages of Family Firms: Expanding the Database—Kosovo”  
*SOUTHERN JOURNAL OF ENTREPRENEURSHIP*  
 2011, Vol: 4, Iss: 1, pp. 1-18.
- Abbas Nadim and Robert N. Lussier  
 “Small Business Community Relations and Sustainability”  
*ACADEMY OF TAIWAN BUSINESS MANAGEMENT REVIEW*  
 2011, Vol: 7, Iss: 3, pp. 126-134.
- Robert N. Lussier and Matthew C. Sonfield  
 “A six-country study of first-, second-, and third-generation family businesses”  
*INTERNATIONAL JOURNAL OF ENTREPRENEURIAL BEHAVIOUR & RESEARCH*

2010, Vol: 16, Iss: 5, pp. 414-436.

Robert N. Lussier and Claudia E. Halabi

“A Three-Country Comparison of the Business Success versus Failure Prediction Model

*JOURNAL OF SMALL BUSINESS MANAGEMENT*

2010, July, Vol: 48 Iss: 3, pp. 360-377.

Robert N. Lussier, Matthew C. Sonfield and Robert Barbato

“Family-Member and Non-Family-Member Managers in Family Firms:

Adding a Seventh Country to the International Database—Kosovo”

*JOURNAL OF SMALL BUSINESS STRATEGY*

2009, Spring/Summer, Vol: 20 Iss: 2, pp. 97-114.

Matthew C. Sonfield and Robert N. Lussier

“Non-Family-Members in the Family Business Management Team: A Multinational Investigation”

*INTERNATIONAL ENTREPRENEURSHIP AND MANAGEMENT JOURNAL*

2009, Vol: 5 Iss: 4, pp. 395-415.

**Winner** of the Zarb School of Business, Hofstra University, Dean's Award for Research

Robert N. Lussier and Matthew C. Sonfield

“Founder Influence in Family Business: Analyzing Combined Data From Six Diverse Countries”

*JOURNAL OF SMALL BUSINESS STRATEGY*

2009, Spring/Summer, Vol: 20 Iss:2, pp.103-118.

Matthew C. Sonfield and Robert N. Lussier

“Family-member and Non-family-member Managers in Family Businesses

*JOURNAL OF SMALL BUSINESS AND ENTERPRISE DEVELOPMENT*

2009, Vol. 16 Iss: 2, pp. 196-209.

**Emerald Literati Network 2010 Awards for Excellence.** The paper was selected by the editorial review board as a Highly Commended Paper in 2009.

Robert A. Fiore and Robert N. Lussier

“Measuring Wealth Generation in Early-Stage Entrepreneurial Organizations: An Alternative to the Capital Asset Pricing Model”

*JOURNAL OF SMALL BUSINESS STRATEGY*

2008/2009, Fall/Winter, Vol: 19 Iss: 2, pp. 51-67.

Matthew C. Sonfield and Robert N. Lussier

“The Influence of Family Business Size on Management Activities, Styles and Characteristics”

*NEW ENGLAND JOURNAL OF ENTREPRENEURSHIP*

2008, Fall Vol: 11 Iss: 2, pp. 47-56.

Robert N. Lussier and Claudia E. Halabi

“An Analysis of Small Businesses in Chile: A Correlational Study”

*JOURNAL OF SMALL BUSINESS AND ENTERPRISE DEVELOPMENT*

2008, Vol: 15, Iss: 3, 490-503.

**Emerald Literati Network 2009 Awards for Excellence.** The paper was selected by the editorial review board as one of the outstanding papers published in 2008.

Christopher Achua and Robert N. Lussier

“An Exploratory Study of Business Students’ Discretionary Social Responsibility Orientation”

*SMALL BUSINESS INSTITUTE JOURNAL*

2008, Vol: 1, Iss: 1, pp. 76-90.

Robert N. Lussier and Matthew C. Sonfield

“Non-family-member Managers in American Family Businesses”

*ACADEMY OF ENTREPRENEURSHIP JOURNAL*

2007, Vol: 13 Iss: 2, pp. 31-46.

Robert A. Fiore and Robert N. Lussier

“The Development and Statistical Testing of a Nascent Organizational Structure Sequence Model”

*JOURNAL OF SMALL BUSINESS STRATEGY*

2007, Spring/Summer Vol: 18 Iss: 1, pp. 17-33.

Robert N. Lussier and Matthew C. Sonfield

“The Effect of Family Business Size as Firms Grow: A USA-France Comparison”

*JOURNAL OF SMALL BUSINESS AND ENTERPRISE DEVELOPMENT*

2006, Vol: 13, Iss: 3, pp. 314-325.

Andra Gumbus and Robert N. Lussier

“Entrepreneurs Use a Balanced Scorecard to Translate Strategy into Performance Measures”

*JOURNAL OF SMALL BUSINESS MANAGEMENT*

2006, July Vol: 44, Iss: 3, pp. 407-425.

Robert N. Lussier

“Maintaining Civility in the Laboratory”

*CLINICAL LEADERSHIP & MANAGEMENT REVIEW*

2005, November/December, Vol: 19 Iss: 6, pp E4-7.

Matthew C. Sonfield, Robert N. Lussier, Sanja Pfeifer, S. Manikutty, Loïc Maherault, and Louis Verdier

“A Cross-National Investigation Of First-Generation And Subsequent-Generation Family Businesses: A Four Country ANOVA”

*JOURNAL OF SMALL BUSINESS STRATEGY*

2005, Spring/Summer Vol: 16 Iss: 1, pp. 9-26.

Matthew C. Sonfield and Robert N. Lussier

“Family Business Ownership and Management: A Gender Comparison”

*JOURNAL OF SMALL BUSINESS STRATEGY*



2005, Winter Vol: 15 Iss: 2, pp. 59-75.

Robert N. Lussier

“A Success Versus Failure Prediction Model for the Real Estate Industry”

*MID-AMERICA JOURNAL OF BUSINESS*

2005, Spring Vol: 20 Iss: 1, pp. 47-53.

Robert N. Lussier and Matthew C. Sonfield

“Family Business Characteristics and Management Practices:

An Analysis of Covariance Study”

*ACADEMY OF ENTREPRENEURSHIP JOURNAL*

2004, Vol: 10 Iss: 1, pp. 59-73.

Matthew C. Sonfield and Robert N. Lussier

“First-, Second-, and Third-Generation Family Firms: A Comparison”

*FAMILY BUSINESS REVIEW*

2004, Fall Vol. 17 Iss: 3, pp. 189-202.

Robert N. Lussier

“Dealing With Anger and Preventing Workplace Violence”

*CLINICAL LEADERSHIP & MANAGEMENT REVIEW*

2004, March/April, Vol: 18 Iss: 2, pp. 117-119.

Robert N. Lussier and Matthew C. Sonfield

“Family Business Management Activities, Styles, and Characteristics: A Correlational Study”

*MID-AMERICA JOURNAL OF BUSINESS*

2004, Winter Vol: 19 Iss: 1, pp. 47-53.

Kim Cameron, Duane Ireland, Robert Lussier, Randolph New, and Stephen Robbins

“Management Textbooks as Propaganda”

*JOURNAL OF MANAGEMENT EDUCATION*

2003, December Vol: 27 Iss: 6, pp. 711-729.

Anndra Gumbus and Robert N. Lussier

“Developing and Using a Balanced Scorecard: A Case Study with SWOT Analysis”

*CLINICAL LEADERSHIP & MANAGEMENT REVIEW*

2003, March/April, Vol: 17 Iss: 2, pp. 69-74.

Anndra Gumbus and Robert N. Lussier

“Career Development: Enhancing Your Networking Skills”

*CLINICAL LEADERSHIP & MANAGEMENT REVIEW*

2003, January/February, Vol: 17 Iss: 1, pp. 16-20.

Christopher Achua and Robert N. Lussier

“Small-Town Merchants are Not Using the Recommended Strategies to Compete Against National Discount Chains: A Prescriptive vs. Descriptive Study”

*JOURNAL OF SMALL BUSINESS STRATEGY*  
2002, Spring/Summer Vol: 13 Iss: 1, pp. 80-87.

Matthew C. Sonfield, Robert N. Lussier, and Robert J. Barbato  
“The Entrepreneurial Aptitude of Prison Inmates and the Potential Benefit of Self-Employment Training Programs”  
*ACADEMY OF ENTREPRENEURSHIP JOURNAL*  
2001, Vol: 7 Iss: 2, pp. 85-94.

Robert N. Lussier and Sanja Pfeifer  
“A Crossnational Prediction Model for Business Success”  
*JOURNAL OF SMALL BUSINESS MANAGEMENT*  
2001, July Vol: 39 Iss: 3, pp. 228-239.

Matthew C. Sonfield, Robert N. Lussier, Joel Corman, and Mary McKinney  
“Gender Comparisons in Strategic Decision-Making:  
An Empirical Analysis of the Entrepreneurial Strategy Matrix”  
*JOURNAL OF SMALL BUSINESS MANAGEMENT*  
2001, April Vol: 39 Iss: 2, pp. 165-173.

Robert N. Lussier, Matthew C. Sonfield, Joel Corman, and Mary McKinney  
“Strategies Used by Small Business Entrepreneurs”  
*MID-AMERICA JOURNAL OF BUSINESS*  
2001, Spring Vol: 16 Iss: 1, pp. 29-37.

Robert N. Lussier and Sanja Pfeifer  
“A Crossnational Prediction Model for Business Success Europe Croatia”  
*JOURNAL OF COMMON MARKET STUDIES*  
2001, September Vol: 39 Iss: 3, pp. 228-240.

Robert N. Lussier and Sanja Pfeifer  
“Business Success and Failure Comparisons Between the U.S. and East Central Europe Croatia”  
*ENTREPRENEURSHIP THEORY AND PRACTICE*  
2000, Summer, Vol: 24, Iss: 4, pp. 59-67.

Matthew C. Sonfield and Robert N. Lussier  
“Innovation, Risk, and Entrepreneurial Strategy”  
*THE INTERNATIONAL JOURNAL OF ENTREPRENEURSHIP  
AND INNOVATION*  
2000, June, Vol: 1 Iss: 2, pp. 91-97.

Robert N. Lussier, Kathleen Say, and Joel Corman  
“Need Satisfaction of Deaf and Hearing Employees”  
*MID-ATLANTIC JOURNAL OF BUSINESS*  
2000, March Vol: 36 Iss: 2, pp. 47-60.

Robert N. Lussier

“The Negotiation Process”

*CLINICAL LEADERSHIP & MANAGEMENT REVIEW*

2000, March/April, Vol: 14 Iss: 2, pp. 55-59.

Robert N. Lussier, Kathleen Say, and Joel Corman

“Improving Job Satisfaction of Employees Who are Deaf and Hearing”

*MID-AMERICAN JOURNAL OF BUSINESS*

1999, Spring Vol: 14 Iss: 1, pp. 69-73.

Robert N. Lussier, and William Bailey

“A Comparison of Employment Training by Firm Size and Industry”

*ACADEMY OF ENTREPRENEURSHIP JOURNAL*

1999, Vol: 5 Iss: 1, pp. 9-20.

Robert N. Lussier, Greg Greenberg, Joel Corman

“Bank Financing Discrimination Against African-American Owned Small Business”

*JOURNAL OF BUSINESS & ENTREPRENEURSHIP*

1998, March Vol: 10 Iss: 1, pp. 82-93.

Judith Neal and Robert N. Lussier

“Redesigning for Empowerment and Effectiveness: Issues of Implementation and Commitment”

*BUSINESS JOURNAL*

1998, Fall-Spring Vol: 13 Iss: 1 & 2, pp. 15-24.

Matthew C. Sonfield and Robert N. Lussier

“The Entrepreneurial Strategy Matrix: A Model for New and Ongoing Ventures”

*BUSINESS HORIZONS*

1997, May/June Vol: 40 Iss: 3, pp. 73-77.

Robert N. Lussier

Predicting Entrepreneurial Success Versus Failure: A Comparison of Multi and Single-Industry Techniques”

*ACADEMY OF ENTREPRENEURSHIP JOURNAL*

1997, Vol: 2 Iss: 1, pp. 89-101.

Robert N. Lussier and Joel Corman

“Environmental Strategy Formation: Why Businesses Should Take a Proactive Approach”

*BUSINESS & PUBLIC AFFAIRS*

1997, Fall Vol: 24 Iss: 1, pp. 9-14.

Robert N. Lussier

“Reasons Why Small Businesses Fail: And How to Avoid Failure”

*THE ENTREPRENEURIAL EXECUTIVE*

1996, Vol: 1 Iss: 2, pp. 10-17.

Joel Corman, Robert N. Lussier, and Kevin Nolan

“Factors that Encourage Entrepreneurial Startups and Existing Firms Expansion:  
A Longitudinal Study Comparing Recession and Expansion Periods”

*ACADEMY OF ENTREPRENEURSHIP JOURNAL*

1996, Vol: 1 Iss: 2, pp. 43-55.

Robert N. Lussier

“A Business Success Versus Failure Prediction Model for the Service Industries”

*JOURNAL OF BUSINESS AND ENTREPRENEURSHIP*

1996, October, Vol: 8 Iss: 2, pp. 23-37.

Robert N. Lussier

“A Startup Business Success Versus Failure Prediction Model for the Retail Industry”

*MID-ATLANTIC JOURNAL OF BUSINESS*

1996, June Vol: 32 Iss: 2, pp. 79-92.

Robert N. Lussier and Joel Corman

“A Business Success Versus Failure Prediction Model for Entrepreneurs With  
0-10 Employees”

*JOURNAL OF SMALL BUSINESS STRATEGY*

1996, Spring Vol: 7 Iss: 1, pp. 21-35.

Robert N. Lussier

“Reasons Why Businesses Succeed”

*VANGUARD: THE CONNECTICUT JOURNAL OF SMALL BUSINESS*

1995-96, Fall/Winter Vol: 7, pp. 5-10.

Robert N. Lussier

“Selecting Qualified Candidates Through Effective Interviewing”

*CLINICAL LABORATORY MANAGEMENT REVIEW*

1995, July/August Vol: 9 Iss: 4, pp. 267-275.

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***Awarded Runner-up for Outstanding Paper***

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Robert N. Lussier

Editor of the *PROCEEDING OF THE 2009 SMALL BUSINESS INSTITUTE (SBI) EASTERN CONFERENCE*

Responsible for having all submitted papers peer blind reviewed, accepted, and printed in the proceedings.

Robert N. Lussier

Editor of the *PROCEEDING OF THE 2005 SMALL BUSINESS INSTITUTE (SBI) EASTERN CONFERENCE*

Responsible for having all submitted papers peer blind reviewed, accepted, and printed in the proceedings. Also, served as program chair assigning paper sessions.

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Editor of the *PROCEEDING OF THE 2003 SMALL BUSINESS INSTITUTE (SBI) EASTERN CONFERENCE*

Responsible for having all submitted papers peer blind reviewed, accepted, and printed in the proceedings. Also, served as program chair assigning paper sessions.

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Co-editors of the *PROCEEDING OF THE 1997 SMALL BUSINESS INSTITUTE (SBI) EASTERN REGION CONFERENCE*

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2007, South-Western/Thomson, Mason, OH

Robert N. Lussier

*INSTRUCTOR'S MANUAL to accompany MANAGEMENT FUNDAMENTALS:  
CONCEPTS, APPLICATIONS, SKILL DEVELOPMENT 3/e*

2006, South-Western/Thomson, Mason, OH

Joel Corman, Robert N. Lussier, and Lori Pennel

*SMALL BUSINESS MANAGEMENT: A PLANNING APPROACH 2/e  
Online Study Guide Edition*

2005, Atomic Dog Publishing, Cincinnati, OH

Joel Corman, Robert N. Lussier, and Lori Pennel

*INSTRUCTOR'S MANUAL to accompany ENTREPRENURIAL NEW VENTURES 2/e*

2005, Thomson, Cincinnati, OH

Robert N. Lussier

*INSTRUCTOR'S MANUAL to accompany HUMAN RELATIONS IN ORGANIZATIONS:  
APPLICATIONS AND SKILL BUILDING 6/e*

2005, Irwin/McGraw-Hill, Burr Ridge, IL

Robert N. Lussier and Christopher Achua

*INSTRUCTOR'S MANUAL to accompany LEADERSHIP: THEORY, APPLICATION,  
SKILL DEVELOPMENT*

2004, South-Western/Thomson, Mason, OH

Robert N. Lussier and David Kimball

*INSTRUCTOR'S MANUAL WITH TEST BANK to accompany SPORT MANAGEMENT:  
PRINCIPLES, APPLICATIONS, SKILL Development*

2004, South-Western/Thomson, Mason, OH

Robert N. Lussier

*INSTRUCTOR'S MANUAL to accompany MANAGEMENT FUNDAMENTALS:  
CONCEPTS, APPLICATIONS, SKILL DEVELOPMENT 2/e*

2003, South-Western/Thomson, Mason, OH

Linda Hefferin and Robert N. Lussier

*TEST BANK to accompany MANAGEMENT: CONCEPTS, APPLICATIONS, SKILL DEVELOPMENT 2/e*

2003, South-Western/Thomson, Mason, OH

Robert N. Lussier

*INSTRUCTOR'S MANUAL AND TEST BANK to accompany HUMAN RELATIONS IN ORGANIZATIONS: APPLICATIONS AND SKILL-BUILDING 5/e*

2002, Irwin/McGraw-Hill, Burr Ridge, IL

Robert N. Lussier and Christopher Achua

*INSTRUCTOR'S MANUAL to accompany LEADERSHIP: THEORY, APPLICATION, SKILL DEVELOPMENT*

2001, South-Western/Thomson, Mason, OH

Robert N. Lussier

*INSTRUCTOR'S MANUAL to accompany MANAGEMENT FUNDAMENTALS: CONCEPTS, APPLICATIONS, SKILL DEVELOPMENT*

2000, South-Western/Thomson, Mason, OH

Robert N. Lussier, Harold Babson, John Bowen, and Maury Brenton

*TEST BANK to accompany MANAGEMENT: CONCEPTS, APPLICATIONS, SKILL DEVELOPMENT*

2000, South-Western/Thomson, Mason, OH

Robert N. Lussier

*INSTRUCTOR'S MANUAL AND TEST BANK to accompany HUMAN RELATIONS IN ORGANIZATIONS: APPLICATIONS AND SKILL-BUILDING 4/e*

1999, Irwin/McGraw-Hill, Burr Ridge, IL

Robert N. Lussier and Minas Poulos

*INSTRUCTOR'S MANUAL to accompany ORGANISATIONAL BEHAVIOUR: A SKILL-BUILDING APPROACH First Australian Edition*

1998, Irwin/McGraw-Hill Australia, Sydney

Robert N. Lussier

*VIDEO STUDENT GUIDE to accompany MANAGEMENT: CONCEPTS, APPLICATIONS, SKILL DEVELOPMENT*

1997, South-Western/Thomson, Mason, OH

Robert N. Lussier

*VIDEO INSTRUCTOR'S GUIDE to accompany MANAGEMENT: CONCEPTS, APPLICATIONS, SKILL DEVELOPMENT*

1997, South-Western/Thomson, Mason, OH

Robert N. Lussier

*INSTRUCTOR'S MANUAL to accompany MANAGEMENT: CONCEPTS,*

*APPLICATIONS, SKILL DEVELOPMENT*

1997, South-Western/Thomson, Mason, OH

Robert N. Lussier, Harold Babson, John Bowen, and Les Helms

*TEST BANK to accompany MANAGEMENT: CONCEPTS, APPLICATIONS, SKILL DEVELOPMENT*

1997, South-Western/Thomson, Mason, OH

Joel Corman and Robert N. Lussier

*INSTRUCTOR'S MANUAL AND TEST BANK to accompany SMALL BUSINESS MANAGEMENT: A PLANNING APPROACH*

1996, Richard D. Irwin, Inc., Burr Ridge, IL

Robert N. Lussier

*INSTRUCTOR'S MANUAL AND TEST BANK to accompany HUMAN RELATIONS IN ORGANIZATIONS: A SKILL-BUILDING APPROACH 3/e*

1996, Richard D. Irwin, Inc., Burr Ridge, IL

Robert N. Lussier

*MANAGING*

1995, Van Volumes LTD, Thorndike, MA

Robert N. Lussier

*EXPERIENCING HUMAN RESOURCES MANAGEMENT to accompany HUMAN RESOURCES MANAGEMENT 3/e by French*

1994, Houghton Mifflin, Boston

Judith G. Bulin, Wendell L. French, and Robert N. Lussier

*INSTRUCTOR'S RESOURCE MANUAL to accompany HUMAN RESOURCES MANAGEMENT 3/e by French. Wrote the instructional section for the study guide.*

1994, Houghton Mifflin, Boston

Robert N. Lussier

*INSTRUCTOR'S MANUAL AND TEST BANK to accompany SUPERVISION: A SKILL-BUILDING APPROACH 2/e*

1994, Richard D. Irwin, Inc., Burr Ridge, IL

Robert N. Lussier

*INSTRUCTOR'S MANUAL AND TEST BANK to accompany HUMAN RELATIONS IN ORGANIZATIONS: A SKILL-BUILDING APPROACH 2/e*

1993, Richard D. Irwin, Inc., Burr Ridge, IL

Robert N. Lussier

*MANAGING*

1993, Van Volumes LTD, Thorndike, MA



Robert N. Lussier and Lester Hirsch  
*STUDENT GUIDE FOR REVIEW AND APPLICATION to accompany  
MANAGEMENT 5/e* by Stoner and Freeman  
1992, Prentice-Hall, New Jersey

Robert N. Lussier and Lester Hirsch  
*STUDY GUIDE WITH EXPERIENTIAL EXERCISES to accompany  
ORGANIZATIONAL BEHAVIOR 3/e* by Johns  
1992, HarperCollins Publishers, New York

Robert N. Lussier  
*INSTRUCTOR'S MANUAL to accompany ORGANIZATIONAL BEHAVIOR 3/e* by  
Johns. Wrote the instructional section for the study guide.  
1992, HarperCollins Publishers, New York

Michael Cicero, Jerome Kinskey, and Robert N. Lussier  
*STUDY GUIDE WITH EXPERIENTIAL EXERCISES to accompany  
MANAGEMENT: CONCEPTS AND PRACTICES 5/e* by Mondy, Sharplin, and Flippo  
1991, Allyn and Bacon, Boston

Robert N. Lussier  
*INSTRUCTOR'S MANUAL to accompany MANAGEMENT: CONCEPTS AND  
PRACTICES 5/e* by Mondy, Sharplin, and Flippo. Wrote the instructional section for  
the study guide.  
1991, Allyn and Bacon, Boston

Robert N. Lussier  
*INTEGRATED INSTRUCTOR'S RESOURCE MANUAL to accompany  
MANAGEMENT* by Bartol and Martin. Wrote 15 enrichment modules.  
1991, McGraw-Hill, San Francisco

Robert N. Lussier  
*EXPERIENCING HUMAN RESOURCES MANAGEMENT to accompany  
HUMAN RESOURCES MANAGEMENT 2/e* by French  
1990, Houghton Mifflin, Boston

Robert N. Lussier  
*INSTRUCTOR'S RESOURCE MANUAL to accompany HUMAN RESOURCES  
MANAGEMENT 3/e* by French. Wrote the instructional section for the study guide.  
1990, Houghton Mifflin, Boston

Robert N. Lussier and Lester Hirsch  
*STUDY GUIDE to accompany MANAGEMENT AND ORGANIZATIONAL  
BEHAVIOR* by Gordon, Mondy, Sharplin, and Premeaux.  
1990, Allyn and Bacon, Boston

Robert N. Lussier

*INSTRUCTOR'S MANUAL to accompany MANAGEMENT AND ORGANIZATIONAL BEHAVIOR* by Gordon, Mondy, Sharplin, and Premeaux.

Wrote the instructional section for the study guide.

1990, Allyn and Bacon, Boston

Robert N. Lussier

*INSTRUCTOR'S MANUAL AND TEST BANK to accompany HUMAN RELATIONS IN ORGANIZATIONS: A SKILL-BUILDING APPROACH*

1990, Richard D. Irwin, Inc., Burr Ridge, IL

Robert N. Lussier

*INSTRUCTOR'S MANUAL AND TEST BANK to accompany SUPERVISION: A SKILL-BUILDING APPROACH*

1989, Richard D. Irwin, Inc., Burr Ridge, IL

Robert N. Lussier and Lester Hirsch

*STUDY GUIDE to accompany MANAGEMENT 4/e* by Stoner and Freeman

1989, Prentice-Hall, New Jersey

Robert N. Lussier and Lester Hirsch

*EXPERIENCING ORGANIZATIONAL BEHAVIOR to accompany ORGANIZATIONAL BEHAVIOR: PERFORMANCE AND PRODUCTIVITY* by Miner

1988, Random House, New York

Robert N. Lussier

*INSTRUCTOR'S MANUAL to accompany ORGANIZATIONAL BEHAVIOR: PERFORMANCE AND PRODUCTIVITY* by Miner. Wrote the instructional section for the study guide.

1988, Random House, New York

Elizabeth Peterson, Jerome Kinskey, and Robert N. Lussier

*STUDY GUIDE WITH EXPERIENTIAL EXERCISES to accompany MANAGEMENT: CONCEPTS AND PRACTICES 4/e* by Mondy, Sharplin, and Flippo

1988, Allyn and Bacon, Boston

Robert N. Lussier

*INSTRUCTOR'S MANUAL to accompany MANAGEMENT: CONCEPTS AND PRACTICES 4/e* by Mondy, Sharplin, and Flippo. Wrote the instructional section for the study guide.

1988, Allyn and Bacon, Boston

Robert N. Lussier and Lester Hirsch

*STUDENT LEARNING GUIDE AND APPLIED READINGS to accompany BUSINESS: CONTEMPORARY CONCEPTS AND PRACTICES 5/e* by Jackson and Musselman

1987, Prentice-Hall, New Jersey

Robert N. Lussier

*INSTRUCTOR'S MANUAL to accompany BUSINESS: CONTEMPORARY CONCEPTS AND PRACTICES 5/e* by Jackson and Musselman. Wrote the instructional section for the study guide.

1987, Prentice-Hall, New Jersey

Mary O. Schmiesing and Robert N. Lussier

*STUDY GUIDE WITH EXPERIENTIAL EXERCISES to accompany MANAGEMENT: CRITICAL SUCCESS FACTORS* by Chung

1987, Allyn and Bacon, Boston

Robert N. Lussier

*INSTRUCTOR'S MANUAL to accompany MANAGEMENT: CRITICAL SUCCESS FACTORS* by Chung. Wrote the instructional section for the study guide.

1987, Allyn and Bacon, Boston

Robert N. Lussier and Lester Hirsch

*STUDY GUIDE/ACTIVITIES MANUAL to accompany EFFECTIVE HUMAN RELATIONS IN ORGANIZATIONS 3/e* by Reece and Brandt

1987, Houghton Mifflin, Boston

Robert N. Lussier

*INSTRUCTOR'S MANUAL to accompany EFFECTIVE HUMAN RELATIONS IN ORGANIZATIONS 3/e* by Reece and Brandt. Wrote the instructional section for the study guide.

1987, Houghton Mifflin, Boston

Robert N. Lussier

*EXPERIENCING HUMAN RESOURCES MANAGEMENT to accompany HUMAN RESOURCES MANAGEMENT* by French

1986, Houghton Mifflin, Boston

Robert N. Lussier

*INSTRUCTOR'S RESOURCE MANUAL to accompany HUMAN RESOURCES MANAGEMENT* by French. Wrote the instructional section for the study guide.

1986, Houghton Mifflin, Boston

John S. Bowdidge and Robert N. Lussier

*STUDY GUIDE to accompany INTRODUCTION TO BUSINESS: A CONTEMPORARY VIEW 5/e* by Reinecke and Schoell

1986, Allyn and Bacon, Boston

Robert N. Lussier

*INSTRUCTOR'S MANUAL to accompany INTRODUCTION TO BUSINESS: A CONTEMPORARY VIEW 5/e* by Reinecke and Schoell. Wrote the instructional section for the study guide.

1986, Allyn and Bacon, Boston

Kathryn W. Hagar and Robert N. Lussier

*STUDY GUIDE WITH EXPERIENTIAL EXERCISES to accompany  
MANAGEMENT: CONCEPTS AND PRACTICES 3/e* by Mondy, Sharplin, Holmes,  
and Flippo

1986, Allyn and Bacon, Boston

Robert N. Lussier

*INSTRUCTOR'S MANUAL to accompany MANAGEMENT: CONCEPTS AND  
PRACTICES 3/e* by Mondy, Sharplin, Holmes, and Flippo. Wrote the instructional  
section for the study guide.

1986, Allyn and Bacon, Boston

Robert N. Lussier

*APPLYING MANAGEMENT FUNDAMENTALS to accompany MANAGEMENT  
FUNDAMENTALS 2/e* by Dessler

1982, Reston Publishing Company, Reston, VA

Robert N. Lussier

*INSTRUCTOR'S MANUAL to accompany APPLYING MANAGEMENT  
FUNDAMENTALS*

1982, Reston Publishing Company, Reston, VA

### Videos

Robert N. Lussier

Editor of the 1997 Management video to be given to adopters of *MANAGEMENT:  
CONCEPTS, APPLICATIONS, SKILL DEVELOPMENT* by Lussier

1997, South-Western, Mason, OH

Robert N. Lussier

Updated the 1989 *SUPERVISION* video by adding new modules and improving the  
graphics.

1994, Richard D. Irwin, Inc., Burr Ridge, IL

Robert N. Lussier

Updated the 1990 *HUMAN RELATIONS* video by adding new modules and improving  
the graphics.

1993, Richard D. Irwin, Inc., Burr Ridge, IL

Robert N. Lussier and Lester Hirsch

*VIDEO GUIDE to accompany ORGANIZATIONAL BEHAVIOR 3/e* by Johns

1992, HarperCollins Publishers, New York

Robert N. Lussier

Wrote, directed, and acted in two two-hour behavior model videos to be given away free to the adopters of *SUPERVISION*.

1989, Richard D. Irwin, Inc., Burr Ridge, IL

Robert N. Lussier

Wrote, directed, and acted in two two-hour behavior model videos to be given away free to the adopters of *and HUMAN RELATIONS*.

1989, Richard D. Irwin, Inc., Burr Ridge, IL

## **PROFESSIONAL ACTIVITY**

### **Editorial Review Board**

Referee reviewer of management manuscripts

*Journal of Small Business Strategy* (2008 to the present)

*New England Journal of Entrepreneurship* (2007 to the present)

### **Massachusetts Board of Higher Education MBA Review**

Member of the review team to assist the Board of Higher Education in Massachusetts in evaluating the New England College of Business and Finance proposal to offer a new MBA program. Site visit May 13-15, 2010

### **Professional Association Membership and Leadership**

Regular Conference Paper Reviewer, Chair, and Discussant for most of these professional associations.

Academy of Entrepreneurship (AE—1995 to the present)

Academy of Management (AoM—1993 to the present)

Eastern Academy of Management (EAM—1985 on and off to the present)

*Member of the Local Arrangements Committee for the 1998 Meeting* May 14-16 in Springfield. Coordinator of: (1) Exhibitors - goal to raise at least \$1,200. (2) Advertising - goal to raise at least \$1,125 (From May 1997 to May 1998). Goals exceeded.

Pioneer Valley Chapter American Society for Training and Development (ASTD—1984-1987)

*Chairperson Membership (1984 to 1987)*. Helped establish the Pioneer Valley Chapter of the national American Society for Training and Development by serving on the organizing committee and as the chairperson of the membership committee. Provided the leadership to increase membership from a dozen organizers to the target goal of 200 members within three years.

New England Business Administration Association (NEBAA—1990 to 2007)

Organizational Behavior Teaching Society (OBTS—2000 to 2005)

Mid-Atlantic Organizational Behavior Teaching Society (MOBTS—1998 to 2004)

Small Business Institute National Association (SBI—1991 to the present)

*Board of Directors (1993 to 2007)*

Best Paper Award Winner 4 times

Small Business Institute (SBI) Region I (The six New England States)

*President and Vice President* for Region I (1991 to 2006 when SBI National reorganized without regions)

SBI Eastern Annual Conference, September 30 - October 1, 2011, Springfield, MA

- *Conference Coordinator*—responsible for all conference arrangements
- *Program Chair*

SBI Eastern Annual Conference, September 25-26, 2009, New York, NY

- *Program Chair*
- *Proceedings Editor*

SBI Eastern Annual Conference, September 12-13, 2003, New Haven, CT

- *Conference Paper Chair, had papers reviewed*
- *Program Chair*
- *Proceedings Editor*

SBI Eastern Annual Conference, September 22-23, 2000, Boston, MA

- *Co-conference Coordinator, with Joel Corman*
- *Program Chair*

SBI Eastern Annual Conference, September 26-27, 1997, Boston, MA

- *Co-conference coordinator, with Joel Corman*
- *Proceedings Editor, with Joel Corman*
- *Program Chair*

SBI Eastern Annual Conference, September 23-24, 1994, Boston, MA

- *Co-conference coordinator, with Joel Corman*
- *Conference Paper Chair, had papers reviewed*

SBI Eastern Annual Conferences

Attended Eastern Annual Conferences in other areas in other Septembers and frequently served as *paper reviewer*

**SBI Fellow 2005**—The highest recognition that the SBI gives to individuals who have made an outstanding contribution to teaching, writing, research, and service in small business management. Only one or two Fellows are selected each year, and he is the 47<sup>th</sup> Fellow in 30 years. There are two major criteria for selection as a Fellow: Contributions to SBI, listed above, and national and international recognition for scholarship and/or research in small business management.

United States Association Small Business Entrepreneurship (USASBE—2001 to the present)  
Coleman Foundation Best Empirical Paper 2006

## **SPEAKING EXPERIENCE**

Organizations where Publish Don't Perish presentations/workshops have been conducted

### **Colleges / Universities Faculty Development**

University of New Mexico (2016)

Universidad Autónoma del Estado de Hidalgo, Pachuca, Hidalgo Mexico (2016)

Guanajuato University, Guanajuato, Mexico (2016)

Kaplan University Village (2011)

Springfield College (2009, 2005, 2003, 1999, 1997)

Concord College (AACSB Faculty Development 2008)

### **Professional Association Conferences**

Small Business Institute (SBI—2016, 2006, 2004, 2002, 2001, 2000, 1998, 1996, 1994)

North American Management Society (NAMS—2008)

The United States Association of Small Business and Entrepreneurship (USASBE 2005)

Mid-Atlantic Regional Organizational Behavior Teaching Conference (MOBTC—2003)

National Organizational Behavior Teaching Conference (OBTC—2002, 201)

New England Business Administration Association Conference (NEBAA—2000, 1997)

Eastern Academy of Management (EAM—1998)

### **Testimonials**

I've seen lots of speakers, and Bob is so good that I encouraged him pursue a career as a public speaker, not to mention booking him to do a presentation at the Anderson School of Business. Dr. Raj V. Mahto, Professor University of New Mexico

I have attended Dr. Robert Lussier's Publish Don't Perish Workshop. The information and concepts so impressed me that not only do I have a new passion for publishing, I was instrumental in having him as a Featured Speaker at the Kaplan University Village. Dr. Blake Escudier

Dr. Robert Lussier is a great speaker and a special person. I bought the book and am going to send an email to friends in other universities and tell them about his Publish Don't Perish workshop and suggest they book him." Dr. Jessica Mendoza Moheno, Professor Universidad Autónoma del Estado de Hidalgo, Pachuca, Mexico

Dr. Lussier shared his experience and provided a lot of great tips that will definitely help our doctoral students and faculty get published. I bought his Publish Don't Perish book and will tell others about his workshop and that the book is a better deal if you buy it directly from him." Dr. Reynaldo Thompson, Chair Art and Enterprise Department, University of Guanajuato, Mexico

I really appreciated the opportunity to attend Dr. Robert Lussier's Publish Don't Perish workshop and to learn from his publishing and speaking expertise. He helped me to better understand how to publish and inspired me to continue to work hard on my PhD. I'm so glad that I attended his workshop. Daniela Hernández Montero, doctoral candidate Autonomous University, Mexico

A gem of a book, filled with practical tips and lots and lots of ways to improve your publishing track record. Perfect for an early career researcher or doctoral student wanting to get their publishing record on track. Yvonne McNulty, Ph.D. in Amazon



## CONSULTING EXPERIENCE

**Intrapreneur  
Director**      **Springfield College Training and Development Services,**  
Springfield, MA 01109. Originator and supervisor of all activities of  
six trainers. Approached the administration with the idea to start a  
training consulting organization within the college. The  
administration agreed to allow me to start the program on an  
experimental basis. We agreed that I would maintain my 24-semester  
hour teaching load, and would make a profit in the first year. We  
made a profit in our first year, and have never been in the red since  
1983. Making Springfield Training and Development a success was  
not easy. While making "cold sales calls" the typical attitude, orally  
expressed, was "Springfield College is a Physical Education College;  
what do you know about business?" Through my efforts we  
conducted training programs for the organizations listed below from  
September 1983 to the present.

**Trainer**      As a trainer I have conducted training programs for most of our  
clients. Over 90 percent of all participants in my training sessions  
have stated that the program is helping them to do a better job, and  
they would recommend the program to others.

**National  
Clients**      Coca-Cola  
Friendly Ice Cream  
Institute of Financial Education  
Mead  
Monsanto  
Smith + Wesson  
Social Security Administration  
Visiting Nurses Associations  
YMCA's

**Regional/  
Local  
Clients**      Baystate Medical Center  
Big Y Foods  
Community Service Coordination Program  
F. L. Roberts  
Massachusetts League of Community Banks  
Springfield City Library  
United Cooperative Bank

## **NATIONAL AND INTERNATIONAL REPUTATION**

### **U.S. Correspondents**

Contacted regarding textbooks and research, usually asking for help in teaching and conducting research. Copies of correspondence from most of the states are available upon request.

### **International Correspondents**

Contacted regarding textbooks and research. Some of the contacts include people working with governments asking for research help related to business success and failure. Below is a list of recent countries with affiliations. Copies of correspondence available upon request.

Argentina	Investigadora Centro de Estudios en Administración Facultad de Ciencias Económicas Universidad Nacional de Centro
Australia	Australian Centre for Entrepreneurship Research Australian Leadership Development Centre Deakin University Monash University Queensland University of Technology in Brisbane RMIT University, Melbourne University of Newcastle University of South Australia World Business Institute
Austria	Drucker Society of Austria Acere-Diana
Azerbaijan	Baku State University
Bangladesh	Khulna University
Belgium	European Economic Chamber of Trade, Commerce and Industry
Botswana	Botswana Accountancy College University of Botswana
Brazil	Ibmec Sao Paulo Entrepreneurship Center Laboratorio de Financas do Recife Universidade Mackenzie Mauricio Schneider, entrepreneur of multiple businesses
British West Indies	St. Kitts
Cameroon	Grad Student studying in UK
Canada	Arcada University Lambton College in Sarnia Ontario Langara College in British Columbia Ryerson University in Toronto Ontario Sciedu Press University of Alberta School of Business University of Regina Waldon Univseristy, Canadian student Matshona Dhliwayo, WISDOM Inc
Central Africa Republic	Universite de le Suisse

Chile	Escuela de Ingeneira Comercial, Santiago Universidad Diego Portales
China	Universidad Santo Tomas APPEEC Beijing University Management and Service Science National Cheng Kung University Peking University Press Shenzhen University Sun Yat-sen University Tsingham University University of Macau Zhejiang Fashion Institute of Technology
Columbia	Universida Sergio Arboleda
Costa Rica	University Costa Rica
Croatia	Innovation Institute University of Josop Juraj Strossmayer, Osijek University of Zagreb
Czech Republic	International Study Program Prague
Denmark	Aarhus University
Ecuador	Professional Engineer
Egypt	Egypt International Trade point (EITP) Egyptian Ministry of Trade and Industry
Finland	Turku School of Economics
France	Ecole de Management, Lyon Remis Management School Universite de Metz Universite de Toulousel Universite Nancy 2
Germany	GlobalTransfers Justus-Liebig University of Giessen Journal of Applied Social Sciences Studies LAP Lambert Academic Publishing University of Hohenheim
Ghana	University of Cape Coast WHU Otto Beisheim School of Management
Greece	Athens Institute for Education and Research (ATINER) Congress of Political Economist International (COPE)
Guatemala	Universidad Francisco Marroquín
Hong Kong	Chinese University of Hong Kong City University of Hong Kong Hang Seng Bank Ltd Hong Kong Chu Hai College of Education Hong Kong Polytechnic University
Hungry	University of Pecs
India	Central University of Himachal Pradesh College of Commerce & Management Studies

	Indian Institute of Management
	Indian Institute of Technology (IIT) Kanpur
	LaCrosse University
	M S Ramaiah Institute of Technology
Indonesia	Bandung Institute of Technology
	Brawijaya University
	Trisakti University in Jakarta
Iraq	Baghdad, Dr. Zora
Iran	Sharif University of Technology
	Tehran University, Business
	Tehran University, Medical Sciences
Israel	Bar-Ilan University
	Health & Behavioral Sciences College
	Tel Aviv University
Italy	Bernelli
	Laboratory for Orthopaedic Pathophysiology and Regenerative
	MedicineOlbia/Sardinia
	University of Parma
	University of Salento
Kazakhstan	Kazakhstan Institute of Management, Economics and Strategic Research (KIMEP)
Kenya	Strathmore University
Kuwait	American University of Kuwait
Lebanon	Lebanese American University
Lithuania	The Association of Lithuanian Serials
	Vilnius University
Liberia	Online student from Walden University
Luxembourg	Universite of Luxembourg
Mexico	Anahuac University, Mexico City
	Universidad Anahuac Mayab
	Universidad de Monterrey
Malaysia	Artsytem
	National University of Malaysia, UKM
	Open University of Malaysia
	University of Malaysia, Management and Science
	Universiti Teknologi Malaysia (UTM)
Mozambique	St Thomas University of Mozambique
Namibia	University of Namibia
	Polytechnic of Namibia
Netherlands	European Family Business Institute
	Jorque Development Inc.
	Maastricht University
	Rotterdam School of Economics
	Rotterdam School of Management (RSM)
	Vrije Universiteit Amsterdam
New Zealand	Massey University
Nigeria	Senator Victor Oyofa

North Korea	INTERCOM
	Park English Recruiting
Pakistan	Air University Islamabad
	Comsats Institute of Information Technology
	D.H.A., Karachi
	National College of Business Administration and Economics
	Quaid-i-Azam University,
Peru	National University of Trujillo
Philippines	Notre Dame of Dadiangas University
	Philippine Business Cooperative
Poland	Warsaw School of Economics
Portugal	Enterprise Sciences Institute
Puerto Rico	Interamerican University of Puerto Rico
	International American University of Puerto Rico
	Universidad del Turabo
Romania	Expert Journals
Russia	Moscow University
	Valentin Mikhayline, Kaluga
Saudi Arabia	Maher K. Seif
Singapore	Singapore Management University
Slovenia	University of Primorska
South Africa	University of Capetown
	University of Pretoria
South Korea	Kangnam University, Yongin City Kyunggi
Spain	ESADE Business School
	Ganadora International
	Instituto de Empresa's (IE)
	Universidad Politécnica de Valencia
	Universidad Rey Juan Carlos de Madrid
	University of Valladolid
Sri Lanka	SCB Corporate
	Management and Science University Malaysia (Colombo Campus)
	Graduate School of Management
Switzerland	IMD
	University of St. Gallen
Sweden	Jonkoping University
	Global Symposium on Women's Entrepreneurship
Taiwan	Taipei home correspondence
Turkey	Ankara University
	Istanbul University
	Middle East Technical University
	Okan University
Uganda	ITU Academic Exchange Program
United Kingdom (UK)	Aberystwyth University
	APU University
	Birmingham City University
England	Bournemouth University

Ireland	BP Global Company
Scotland	Brunel University
Wales	De Montford University
	Dundalk Institute of Technology
	Emerald Group Publishing Limited
	Imperial College
	Institute of Education
	Institute for Small Business & Entrepreneurship
	International Association for Enterprise Promotion
	Journal of Family Business Management
	OBK Technology Ltd.
	Perlex Associates
	Prifysgol Aberystwyth University
	Queen Margaret University
	Thomson Learning (EMEA)
	UCE Business School
	University of Cambridge
	University of Glasgow
	University of Lancaster
	Waterford Institute of Technology
Vietnam	FMIT Institute
Zimbabwe	Personal contact

#### South Africa and South West Africa/Namibia

Spent six and a half weeks in South Africa and South West African, now Namibia, discussing business issues. I was a member of the exchange team of Rotary International in 1980 during Apathy.

#### Israel

Spent three weeks in Israel teaching and meeting with business people to discuss business issues.