

MARK LENNON, PH.D.
CURRICULUM VITAE

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RESEARCH AND TEACHING INTERESTS

- Technology and Innovation, Entrepreneurship
- E-Commerce, Mobile Commerce, Mobile Pedagogy, iPad Technologies
- Reads & Speaks Advanced Japanese 日本語 & Basic Chinese 中文

EDUCATION

- 2008** **University of Rhode Island, College of Business, Kingston RI**
Ph.D. in Strategy and International Business
Dissertation: "Monetizing Mobile: Factors Influencing Development of Mobile Commerce - Korea, China, Japan"
- 2000** **Northeastern University, College of Business, Boston MA**
Master of Business Administration
Graduate Assistant Webmaster for Finance and Entrepreneurship Departments
Managed \$60K Business Plan Competition
- Summer** **Massachusetts Institute of Technology, Cambridge MA**
1992 *Fellowship in Technical Japanese Translation*
- 1992** **Williams College, Williamstown MA**
Bachelor of Arts, Asian Studies - Chinese and Japanese languages
- 1991** **Kyoto University, Kyoto Japan**
Japanese Ministry of Education Scholarship (文部省研究生)
Researcher at Law Department

TEACHING EXPERIENCE

- Fall 2016 – Present** **California University of Pennsylvania**
Associate Professor of Management
Director, Center for Innovation & Entrepreneurship
Teach and develop in person undergraduate and online MBA courses
- Principles of Management (four sections)
 - International Business Management (one section)
 - Entrepreneurship (one online graduate section)
 - International Business (one online graduate section)

Summer 2013 - Spring 2016 **The Pennsylvania State University – Altoona Campus**
Assistant Professor & Online Course Developer
Taught and developed courses in 100% Online Environment (Angel and Canvas)

- Strategic Business Planning (nine online sections)
- International Management (two online sections)
- International Business Operations (nine online sections)
- International Marketing (one online section)
- Course Development: International Management, International Business Operations, International Marketing, and Strategic Management

Summer 2011 - May 2013 **Frostburg State University, College of Business, Frostburg MD**
Assistant Professor in Global Business
Developed and Managed Global Business Concentration
Assisted in AACSB re-accreditation efforts

Taught courses in classroom and online (Blackboard)

- International Business (eight undergraduate sections)
- International Marketing (one undergraduate section)
- Principles of Marketing (two online graduate sections)
- Marketing and Management (one online graduate section)

Fall 2009 – Spring 2011 **Loyola University Maryland, College of Business, Baltimore MD**
Visiting Assistant Professor in Strategy and International Business
Taught Courses both in classroom and online blended (Moodle and Blackboard)

- Technology and Trade (one blended graduate section)
- Business Policy - Senior Seminar (two undergraduate sections)
- International Business (seven undergraduate sections)
- Global Business and Management (three blended graduate sections)

PRE-DOCTORATE TEACHING EXPERIENCE

Fall 2007 **Roger Williams University, College of Business, Bristol RI**
Adjunct Faculty in Business
Taught courses in classroom

- Principles of Marketing (two undergraduate sections)

Spring 2007 **Inha University, Incheon Korea**
Invited Foreign Researcher
Taught course in classroom while conducting dissertation field research

- Strategies in International Business (one undergraduate section)

Fall 2002 - **University of Rhode Island, College of Business, Kingston RI**

Spring 2006 Adjunct Faculty in Business

Taught Courses both in classroom and online blended (Blackboard and WebCT)

- Dimensions in International Business (one blended graduate section)
- Principles of Entrepreneurship (one blended graduate section)
- Small Business Management (one blended graduate section)
- Principles of Management (eight undergraduate sections)

PUBLICATIONS

JOURNAL ARTICLES

- **From Bit Valley to Bitcoin: the NASDAQ Odyssey** with D. Folkinshteyn, *Global Journal of Business Research*, Vol. 11, No. 1, 2017
- **Braving Bitcoin: A technology acceptance model (TAM) analysis** with D. Folkinshteyn, *Journal of Information Technology Case And Application Research* , Vol. 18, Issue 4, 2016
- **A Tale of Two Tech: Bitcoin and the WWW** with D. Folkinshteyn and T. Reilly, *Journal of Strategic and International Studies*, Volume (X), Issue 2, March 2015
- **The Bitcoin Mirage: An Oasis of Financial Remittance** with D. Folkinshteyn and T. Reilly, *Journal of Strategic and International Studies*, Volume (X), Issue 2, March 2015
- **How to Justify Purchase of an iPad: Users of the Latest Launch** with Emilio Arruda-Filho and Rosa Maria Chaves *Journal of Technology Management and Innovation*, Volume 9, No. 3, Sep 2014
- **iMandarin: Improving Business Chinese Learning with Mobile Devices** with Y. Han, *Journal of Strategic and International Studies*, Volume (4), Issue 1, January 2014
- **From Bibliometrics to iMetrics: The changing Terminologies of Quantitative Information Research** with Y. Han and C. Wankel, *Journal of Strategic and International Studies*, Volume (4), Issue 1, January 2014
- **The Use of iPocket Coach in Business Education** with T. Girard and R. Litzinger *Journal of Applied Research in Higher Education* Vol. 5, No. 2, 2013
- **Japanese Wireless: A Okay in in the USA?** *Journal of Higher Education Theory and Practice*, Vol. 13, No. 1, 2013
- **East Asian Supply Chains: Designer Mobile Phones** *International Journal of Management and Decision Making*, Vol. 11, Nos. 3/4, 2011
- **Competitive Forces in Japanese Mobile Telephony:**

The Case of NTT DoCoMo and KDDI

International Journal of Management and Decision Making, Vol. 11, Nos. 3/4, 2011

- **How iPhone Innovators changed their Consumption Patterns in iDay2: Hedonic Post or Brand Devotion** with Emilio Arruda-Filho
International Journal of Information Management, Vol. 31, Issue 6, 2011
- **Dia seguinte para os inovadores tecnológicos do iPhone: hedonismo e devoção no iDay2** with Emilio Arruda-Filho
Ciência da Informação, (Brazil) Vol. 40, No. 2, 2011
- **Highway-Based Logistical Links Spanning Tokyo to Piraeus Via Istanbul: Euro-Asian Decentralized Modular Supply Chains** with N. Dholakia, S. Banerjee, and J. Paquin,
Journal of Transport and Shipping (JTS), Issue 4, December 2007

PUBLICATIONS

REFEREED BOOK CHAPTERS

- **Japan: Keitai Krazy, from the Web to the Wallet** in *M-Commerce: Global Experiences and Perspectives*, N. Dholakia, M. Rask, and R. R. Dholakia (eds.), Hershey, PA Idea Group Publishing, 2006, pp.157-176
- **India: The Awakening of M-Commerce** with S. Banerjee in *M-commerce: Global Experiences and Perspectives*, N. Dholakia, M. Rask and R. R. Dholakia (eds.), Hershey, PA Idea Group Publishing, 2006, pp. 133-156

SELECTED CONFERENCE PRESENTATIONS

- **The Use of iPocket Coach in Business Education** with R.C. Litzinger and T. Girard
Higher Education Teaching & Learning (HETL) Conference, University of Central Florida Orlando, FL January 13 -15, 2013
- **iTeach – Using the iPad as a Pedagogical Tool in Business Education** with M. Johnson
2011 Academy of Business Education / Financial Education Association Annual Conference Orlando, FL September 22 - 24, 2012
- **Pay-for-Play: The Japanese Way to M-Commerce Success**
2006 Academy of International Business Conference
Beijing, China June 22 – 26, 2006
- **From Tokyo to Istanbul on Asian Highway One:**

Challenges for Managing the Futures of Asia's Land-Based Supply Chain Logistics
2006 Association of Japanese Business Studies Conference
Beijing, China June 21 – 22, 2006

- **Mobile Telecommunications and Market Development in Emerging and Transition Economies: A Framework Based On Our Experiences of China, India, and the Balkans**
with N. Dholakia and J. Long *International Conference on Marketing Paradigms for Emerging Economies*, Ahmedabad Indian Institute of Management, India, January 12 – 13, 2005
- **Qualitative Methods in Management Doctoral Research**
with A. Venkatesh and N. Dholakia *Invited Research Seminar*
Ahmedabad Indian Institute of Management, India, January 15 - 18, 2005
- **Birth and Death of a Market: Lessons from NASDAQ-Japan**
Decision Science Institute Annual Conference, Boston, MA May 20 – 23, 2003

PROFESSIONAL DEVELOPMENT & CONTRIBUTIONS

- **Bedford Chamber of Commerce** – invited presentation *“Bitcoin: An Alternative Financial Technology”* April 2015
- **Editorial Board – Institute Strategic and International Studies (InstSIS)**
January 2014 – Present
- **Editorial Board – Journal of Applied Research in Higher Education**
(Emerald Publishing Group) *September 2012 – Present*
- **Faculty Online Certification Program in Blackboard**
Intensive 8 week training session inn online pedagogy theory and Blackboard 9.1 creation
Office of Academic Computing and Instructional Technologies
Frostburg State University *Spring 2012*
- **Best Practices in Online MBA Teaching**
Authored report for College of Business, Frostburg State University *Spring 2012*
- **AOL (Assurance of Learning) Exams**
Development and pilot testing *Spring 2012*
- **Moodle Course Management System Training**
Developed Moodle sites for International Business and Business Strategy courses
Sellinger School of Business, Loyola University Maryland *Spring 2011*

GRANTS

- **Robert M. Schulze Family Foundation**
\$2,500 External grant to promote entrepreneurship education at California University of Pennsylvania
 Spring 2017

- **PRIME Award, California University of Pennsylvania**
\$3,000 Internal grant from Provost office to promote enrollment and fund development of video based tutorials and web based App
 Fall 2016 – Present

- **FPDC Small Grant, California University of Pennsylvania**
\$1,000 internal grant to subsidize development of “Vulcan Video Vocational App”
 Fall 2016 - Present

- **Community Development - The Pennsylvania State University – Altoona Campus**
\$3,500 Internal grant to fund virtual currency education material development
 Fall 2014 – Spring 2015

- **Student Researcher Grant – The Pennsylvania State University – Altoona**
Internal grant to pay for student research assistant for three semesters, Fall 2014 - Present

- **NSF – National Science Foundation** funding to attend *NIST NICE: Shaping the Future of Cyber security Education Conference*, Gaithersburg, MD, October 30 – November 1, 2012

- **PELEF - President’s Experiential Learning Enhancement Fund**, Frostburg State University to lead students for *Study Tour of New York City Financial District*, March 15 -16, 2012

- **AIB - Academy of International Business Doctoral Student grant** to attend *2006 Academy of International Business Conference*, Beijing, China June 22 – 26, 2006

ACADEMIC SERVICE

FALL 2016 – PRESENT: CALIFORNIA UNIVERSITY OF PENNSYLVANIA

- Advising over a dozen students in the academic majors
- Director, Center for Innovation, Technology, & Entrepreneurship
www.CalUInnovation.com
- Member, Board of Directors, MonValley Alliance

SUMMER 2013 – SPRING 2016: THE PENNSYLVANIA STATE UNIVERSITY, ALTOONA, PA

- Faculty Advisor to \$10K wining student team for the Penn State Altoona Engineering & Business Case Competition sponsored by the Norfolk Southern Foundation
- Developing AACSB Accreditation Plans and Metrics
- Co-authoring with fellow faculty
- Provide industry and career analysis and suggestions to World Campus students

SUMMER 2011 – SPRING 2013: FROSTBURG STATE UNIVERSITY, FROSTBURG, MD

- “Preliminary Analysis of the International Business Concentration: Findings and Recommendations” authored report for College of Business, Frostburg State University
- Faculty adviser for the Global Business Concentration
- Faculty Advisor to Global Business Club
- Brought local entrepreneurs and business leaders to speak on campus
- College of Business Technology Committee
- Second Life and Social Media in Education Committee

FALL 2009 - SPRING 2011: LOYOLA UNIVERSITY MARYLAND, BALTIMORE, MD

- Dean's Outside / In Speaker Series
- Faculty Advisor and Trustee, Knights of Columbus Council 15000
- College Days Presenter
- NCAA Certification - Gender, Diversity and Student-Athlete Committee

SUMMER 2002 – FALL 2008: UNIVERSITY OF RHODE ISLAND, KINGSTOWN, RI

- Academy of Management, International Management Division Webmaster
- Translator and liaison for Visiting Japanese Scholar