

Edison P. Moura
Professor Business Administration
Sul Ross State University – Rio Grande College
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Education

- 01-2004-7-2007 DBA - Doctor of Business Administration – International Business
Argosy University, Sarasota, Florida
Dissertation involved extensive fieldwork in the U.S. and Brazil.
- 1978-1980 MBA – Master of Business Administration
Brigham Young University, Provo, Utah.
- 1974-1978 Bachelor of Science in Business Management
Brigham Young University, Provo, Utah.

Teaching Experience

- 9-2013-Present **Sul Ross State University – Rio Grande College**
Professor: Department of Business Administration.
Teaches undergraduate and graduate courses in International
Business, Marketing and Management.
Developed new course offerings in International Business and
Marketing (undergraduate and graduate).
Very active as member of the SACS steering committee within the
Department of Business Administration.
- 7-2007-8-2013 - Associate Professor: Department of Business Administration.
Taught undergraduate and graduate courses in International
Business, Marketing and Management.
Played important role in developing the MBA program and
promoted it to multinational companies in Piedras Negras and
Acuña (Mexico) to individual companies and to their management
associations in both cities.

Service at Sul Ross

- Served in the SRSU-RGC Executive Committee for Enrolment and
Retention.
Served as Faculty Senate President: 2011-2012.
Serves presently as Chair of the Disciplinary Hearing Committee.

Member of the Sul Ross SACS accreditation committee.
Participates in various university committees.
Serves as academic advisor to undergraduate and graduate business students.

7-2003-7-2007

Virginia Intermont College (VI), Bristol, Virginia

VI is a private, selective, residential liberal arts college affiliated with the Baptist Church.

Associate Professor of International Business and Director of the International Business Institute.

- Responsible for the International Business Program, including teaching International Business courses and marketing.
- Developed partnerships with the regional business community and frequently had business practitioners as guest presenters, helping students make real world connections between theory and practice. One notable outcome of such interactions involved a project in which international business seniors worked with a local company, Universal Fibers, to develop a marketing initiative in China. The students undertook background research, made contacts in China, and presented the company with a marketing strategy. The project was very successful and Universal Fibers has since opened manufacturing facilities in **Taicang City, Jiangsu, China.**
- Developed/presented four annual IB Conferences:
 - 2006: Business Opportunities in China
 - 2005: Business Opportunities in India
 - 2004: Business Opportunities in Brazil
 - 2003: Business Opportunities in the European Union

All four conferences were attended by the regional business community, students and faculty, and featured speakers from consulates, trade associations, multinational companies, and the U.S. Government.

Was very successful in promoting interaction between students and business practitioners from multinational companies such as Eastman Chemical, Universal Fibers System, Bristol Compressors,

Glaxo Smith Kline and others. International Business practitioners served as mentors to students.

8-1996/6-2003

University of Evansville (UE), Evansville, Indiana

UE is a private, selective, residential, liberal arts institution affiliated with the Methodist Church.

Executive-in-Residence: International Business Program

Developed the International Business Program from ground zero. Taught all International Business classes, internationalized the School of Business curriculum and increased the university's exposure and commitment to global initiatives.

Accomplishments:

- Developed and taught an Import/Export Management course in partnership with General Electric, UPS, Toyota, Bristol-Myers Squibb, Whirlpool, and the University of Buenos Aires, Argentina. Students formed a legitimate company and actually imported and exported products from and to Argentina. Students bought shares in the business and at the end of the venture (end of school semester) they divided the profits. International Business practitioners from GE, UPS, and other companies served as mentors to the students.

- Developed/presented five annual IB Conferences:

2003: Business Opportunities in China.

2002: Business Opportunities in Argentina

2001: Business Opportunities in Taiwan

2000: Business Opportunities in Singapore

1999: Business Opportunities in the Eastern Europe

These conferences were very successful and became a much-anticipated yearly event with the regional business and academic community.

- Elected Business Professor of the Year (1998-99) by the students in the School of Business Administration
- Taught at Harlaxton College in England in the spring of 1998 and in the fall of 2001. Harlaxton College is owned and operated by the University of Evansville.

- 1984/1990
(Part-time) **School of Business Administration of São Paulo – Executive MBA**
São Paulo, Brazil (Adjunct faculty)
- Taught Business Policy and Strategic Planning to graduate students
 - Provided students with hands-on-experience by involving them in consulting and research projects.

Business and Industry Experience

- 1990/1996 **Connaught (Fruit) Trading, Inc., a subsidiary of Cadbury-Schweppes – Saint Paul, MN**
- Director: International Trade, Marketing and Sales
- Responsible for all marketing and sales efforts worldwide with primary emphasis on the development of a Latin American trading base.
 - Reported to the president and was directly responsible for five managers and, indirectly, for twenty trade specialists and country representatives.

Accomplishments:

- Established and trained distributor networks (and their sales force) in Brazil Argentina, Chile, Venezuela, and Mexico.
- Negotiated contracts for purchase of apple juice concentrate directly with South American producers (farmers and cooperatives) in a very competitive market led by Ocean Spray.

- 1984/1990 **E.M. Consultants – International Business**
São Paulo – Brazil
Consulting concern rendering services to companies such as: Alcoa, Dunlop, Sony, Dun & Bradstreet, Nestle, Verbatim, NCR, etc.

Manager (founding partner)

Sample of projects:

- Dunlop: conducted market research to determine market potential in Argentina, Chile and Venezuela. Negotiated volume and prices with purchasing managers of major auto

manufacturers in target countries. Hired and trained local distributors and their sales forces.

- Verbatim: developed and trained distributor networks for videotapes in Argentina, Chile, and Uruguay.
- Nestle researched and developed the Argentine market for condensed milk products. Established, hired and trained distributors in target Argentine cities.

1980/1984

Eli Lilly and Company

Indianapolis, IN – San Antonio, TX – São Paulo, Brazil

Manager of Administration & HR – São Paulo, Brazil

Responsible for administration and HR in the home office, two plants and seven sales offices in Brazil.

Directly responsible for ten supervisors and ten personnel representatives.

Market Research Associate – Indianapolis, IN

- Conducted extensive research on U.S. antibiotic market.
- Conducted field research in Detroit, Puerto Rico, and Mexico.

Pharmaceutical Sales Representative – San Antonio, TX

- Introduced new drug (analgesic) in the sales territory.
- Mapped out all the doctors, pharmacists, dentists and nurse practitioners in the territory. This research project was used as groundwork for next major territorial realignment.

Professional Associations

- Academy of International Business – U.S.
- Academy of International Business, Southeast Chapter (presenter, session chair, discussant and reviewer).
- Academy of International Business, Southwest Chapter (presenter, session chair, discussant and reviewer).
- Society for Case Research (presenter, case author and reviewer)
- Midwest Business Administration Association (reviewer and discussant)

Publications

- Author of “The Challenges of Providing Affordable Health Care in Emerging Markets – The Case of Brazil. Accepted for Publication by the Journal of Management Policy and Practice in May 2016
- Author of “Contradicting Hofstede: Are Brazilian and American Cultures Really Different?” Published by *The Global Journal of Finance and Economics*, Vol. 10, No. 1, (2013): 75-85.
- Author of "Subway Sandwiches in Russia," an international business case discussing the challenges faced by Subway Sandwiches as it entered the Russian market. The case was presented to the Society for Case Research in the 1999 summer workshop and was published in the 1999 Edition of Annual Advances in Business Cases, a refereed publication, by the Society for Case Research and McGraw-Hill-Primis.
- Author of “Arby's Sandwiches in Brazil,” an international business case discussing how the Brazilian culture affected the way Arby's chose to enter the Brazilian market. The case was presented to the Society for Case Research in the 2000 summer workshop and was published in the 2000 Edition of Annual Advances in Business Cases, a refereed publication, by the Society for Case Research and McGraw-Hill-Primis.

Refereed Conferences – Presentations

- **“The Challenges of Providing Affordable Health Care in Emerging Markets – The Case of Brazil.”** This paper was presented at the Academy of International Business Southeast Chapter at the Annual Conference in Savannah, Georgia, November 2015.
- **“The Internationalization of Emerging Market MNCs and the Challenge of Staffing Subsidiaries Overseas – The Case of Brazil.** This paper was presented at

the Academy of International Business Southeast Chapter at the Annual Conference in Atlanta, Georgia, October 2013.

- **“A Comparison Between Brazil and the United States Along the Hofstede’s Four Cultural Dimensions: 1970-2008.”** Paper presented to the Academy of International Business Southeast Chapter at the Annual Conference in Fort Lauderdale, Florida, October 2012
- **“Doing Business in China in 2011 and Beyond: Comparing the Business Behavior of the New Versus the Old Generation of Chinese Managers.”** This paper was presented at the Academy of International Business, Southwest Chapter at the Annual Conference in New Orleans, in March 2012.

“Ethical Issues in the Evolution of Pharmaceutical Marketing in Brazil.” Paper presented to the Academy of International Business Southwest Chapter at the Annual Conference in Houston, Texas, March 2011.

“Education as a Bridge Between Two Cultures: USA and Mexico.” Paper presented at the 6th Annual International Business Conference at Argosy University, Sarasota, Florida, April 2010.

Languages: Fluent in English, Portuguese (native) and Spanish; working knowledge of Italian and French.

Personal Information: Enjoys hiking, running and community work.