

## CURRICULUM VITAE

### MARY LOU EGAN

Dr. Mary Lou Egan has worked in the public, non-profit, and private sectors as an international trade consultant, management analyst, university professor and researcher. Unifying her work is the theme of applying private sector solutions to public sector problems.

### PROFESSIONAL EXPERIENCE

**Bendick and Egan Economic Consultants, Inc.** (1984- ). Co-founder and president of a firm providing business and economic analysis to both the public and private sectors. Including:

**Consultant to international and multinational organizations** including U.S. Agency for International Development, Commission of the European Union, International Labour Office, International Monetary Fund, Organisation for Economic Cooperation and Development and the World Bank.

**Consultant/grantee for non-profit and public organizations** including Annie E. Casey Foundation, Council on Foundations, Centre for Creative Practices, Ford Foundation, German Marshall Fund of the United States, Grantmakers Concerned with Immigrants and Refugees, Greater Washington Research Center, MacArthur Foundation, Madison Avenue Project, Charles Stewart Mott Foundation, NAACP Legal Defense Fund, Rockefeller Foundation, U.S. Department of Commerce, U.S. Economic Development Administration, U.S. Department of Justice, U.S. Department of Labor, San Francisco Bar Association, Seattle-King County Workforce Development Council, Organization of Women in International Trade, and Russell Sage Foundation.

**The George Washington University, Associate Professor of International Business and International Affairs, Department of International Business, School of Business and Public Management.,** Washington, D.C., 1991-2000.

Joint appointment with the Elliott School of International Affairs and School of Business and Public Management. Taught international marketing and international strategy to undergraduate, MBA, and Ph.D. students and mid-career executives. Designed and taught new graduate level course, Managing in Developing Countries. Program director for international business concentration in International Development graduate program.

**Department of Health and Human Services and General Services Administration,** Washington, D.C., 1974 - 1978.

Management Analyst, Member of HHS Management Development Program. Worked as program evaluator, program officer, and management analyst.

**Academic positions** including Visiting Professor, **Ecole Supérieur de Commerce et Management**

(ESCEM) at Poitiers and Tours, France (2000 - 2006); Visiting Professor, **Helsinki School of Economics**, Finland (2005 - 2006); Faculty Mentor, **Walden University**, on line graduate university (2000-2005 ); Research Associate, George Harvey Program on Redefining Diversity, **The Wharton School**, University of Pennsylvania (1999 – 2003); Research Affiliate, **Centre de Recherche en Management Durable**, ESCEM at Poitiers and Tours, France (2005- 2010). Adjunct Professor, **University of Maryland Global Campus** graduate school (2013 - 2017).

**Courses designed** (MBA level): “Sustainable Development;” “Managing in Developing Countries;” and “Intercultural Management.”

**International work experience** including Belgium, Commonwealth of the Northern Mariana Islands, Croatia, Finland, France, Great Britain, Ireland, Jamaica, Netherlands, Republic of China, Senegal, Serbia, Slovenia and Sweden. **Languages:** English and French.

## EDUCATION

**Ph.D.** International Business and Economic Development, The George Washington University, awarded with distinction.

**M.B.A.** Managerial Economics, The George Washington University  
Course work, International Economics, University of Bristol, U.K.

**B.A.** International Studies (cum laude), School of International Service, The American University, Washington, DC  
Course work, French language studies, University of Grenoble, France

## PUBLICATIONS AND SELECTED PRESENTATIONS

### Business Promotion and Sustainable Development

“France’s Mandatory “Triple Bottom Line” Reporting: An Informational Regulation Approach to Sustainable Development.” **The International Journal of Environmental, Cultural, Economic and Social Sustainability** 5(5) 2009 (with Fabrice Mauleon, Dominique Wolff, and Marc Bendick, Jr.).

“France’s Mandatory “Triple Bottom Line” Reporting: An Informational Regulation Approach to Sustainable Development.” June 2007 (with Fabrice Mauleon, Dominique Wolff, and Marc Bendick, Jr.). Second International Conference of the International Center for Corporate Accountability, New York.

- “France’s *Nouvelles Regulations Economiques*: Using Government Mandates for Corporate Reporting to Promote Environmentally Sustainable Economic Development.” Association for Public Policy and Management Conference, Washington, D.C., November 2003 (with Fabrice Mauleon, Dominique Wolff, and Marc Bendick, Jr.).
- “Family-Strengthening Jobs for Low Skill Immigrant and Refugee Workers: Separating Myths from Reality.” Seattle-King County Workforce Development Council, Seattle, Washington, July 2002 and Annual Conference of the Council on Foundations, Chicago, April 2002 (with Marc Bendick, Jr.).
- "The International Market in Cultural Property from Developing Countries." Allied Academies, Hawaii, October 1996.
- “Trade and Economic Development.” Introduction to the 1995 International CEO of the Year acceptance speech by Sir William Purves, George Washington University. November 15, 1995. Written introduction to printed speech.
- "Worker Ownership and Participation Enhances Economic Development in Low-Opportunity Communities." **Journal of Community Practice** 2 (1) (1995): 61-86 (with Marc Bendick, Jr.).
- "Linking Business Development and Community Development in Inner Cities." **Journal of Planning Literature** 8 (August 1993): 3-19 (with Marc Bendick, Jr.).
- "Marketing Cooperatives and Economic Development." 1993 Annual Conference of the National Cooperative Bank, Washington, DC: April 1993 (with Marc Bendick, Jr.).
- "Transfer Payment Diversion for Small Business Development: British and French Experience." **Industrial and Labor Relations Review** 40 (July 1987): 528-542 (with Marc Bendick, Jr.). Reprinted as **The New Entrepreneurs** (London: Centre for Employment Initiatives, 1988).
- "Look Who's Becoming an Entrepreneur." **Across the Board** 24 (January 1987): 52-54 (with Marc Bendick, Jr.).
- "Alternative Uses of Unemployment Compensation: Self-Employment Allowances." **Testimony, Committee on Ways and Means, U.S. House of Representatives**, December 14, 1987 (with Marc Bendick, Jr.).
- "The Urban-Rural Dimension in National Economic Development." **Journal of Developing Areas** 20 (January 1986): 203-222 (with Marc Bendick, Jr.). Reprinted in **Problemes Politiques et Sociaux** 572 (Nov. 27, 1987): 25-27.
- “Microenterprise Development: Western European Experience.” Wingspread Conference, German Marshall Fund of the United States, Nov. 1986 (with Marc Bendick, Jr.).
- “Setting Priorities in African Urban Development: The Case of Secondary Cities in

Senegal.” **Planning and Administration** 12 (Spring 1985): 61-74.

“Providing Industrial Jobs in the Inner City.” **Business** 32 (January-February 1982): 2-9  
(with Marc Bendick, Jr.).

### **International Human Resource Management**

“Employee Engagement: The Neglected Business Case for Diversity and Inclusion.” (In preparation, 2020) (with Marc Bendick, Jr.)

“Ethical Standards for Diversity and Inclusion Professionals: When is it Time to Walk?” (In preparation, 2020) (with Marc Bendick, Jr.).

“The Global Advertising Workforce: Who is Excluded and Why it Matters” Presentation, Second Biennial Race in the Marketplace Forum, June 2019 (with Marc Bendick, Jr.).

“Increasing Minority Employment: Are you Ready to Recruit?” **Employment Relations Today**, July 2018: 1-5 (with Marc Bendick, Jr.).

“Using Information Regulation to Enhance Workplace Diversity, Inclusion and Fairness,” **Argumenta Oeconomica Cracoviensia**, May 2015 (with Marc Bendick, Jr.). An earlier version of this paper was presented at the 13<sup>th</sup> International Human Resource Management Conference, Krakow, Poland, June 2014.

“Attracting and Retaining US Minorities: Solutions from Employer Partnerships,” A Roundtable, The World Bank, November 2010 (with Marc Bendick, Jr.).

“The Business Case for Diversity and the Perverse Practice of Matching Employees to Customers,” **Personnel Review**, 39 (4) (2010): 468-486 (with Marc Bendick, Jr. and Louis Lanier).

“Linking Diversity Policy and Practice: Rethinking the Business Case,” ORIGIN 15<sup>th</sup> Annual Meeting: From Gender to Diversity & Inclusion, World Bank, June 2010 (with Marc Bendick, Jr.).

“The ‘Business Case for Diversity’ and the Pernicious Practice of Matching Employees to Customers.” 10<sup>th</sup> International Human Resource Management Conference, Santa Fe, NM, June 2009.

**Research Perspectives on Race and Employment in the Advertising Industry** (2009)  
(with Marc Bendick, Jr.).

“Teaching Cultural Competence: What Multicultural Management Courses Can Learn from Diversity.” **Academy of Management Learning & Education** 7(3) (2008): 387-393 (with Marc Bendick, Jr.).

- “Measuring Inclusion in the Workplace,” Presentation to the American Psychological Association National Conference, San Francisco, August 2007 (with Marc Bendick, Jr.)
- “Does Gender Make a Difference in Careers in International Business?” Presentation to the 10<sup>th</sup> Delegation of Russian Women Leaders, Women & Politics Institute, The American University, Dec. 2005.
- “Employers’ Workforce Diversity Management Initiatives and Their Implications for Testing.” Monash University Conference on Field Experiments of Discrimination in Markets, Prato, Italy, July 2005 (with Marc Bendick, Jr.).
- “Workforce Diversity Initiatives of US Multinational Corporations in Europe.” **Thunderbird International Business Review** 45(6) (2003):701-727 (with Marc Bendick, Jr.).
- “Beyond Simple Counts: A New Approach to Measuring and Monitoring Workplace Diversity.” Seventh International Human Resource Management Conference, Limerick, Ireland, June 2003 (with Marc Bendick, Jr. and John J. Miller).
- “Immigrants and Refugees: What Does the Research Say?” Taking the Initiative on Jobs and Race, A Jobs Initiative Conference, Annie E. Casey Foundation, San Diego, June 2002 (with Marc Bendick, Jr.).
- US Firms’ Evaluation of Employee Qualifications in International Business Careers. **The International Journal of Human Resource Management** 13(1) (2002): 76-88 (with Marc Bendick, Jr. and John J. Miller).
- “Diversity Training: From Anti-Discrimination Compliance to Organization Development.” **Human Resource Planning** 24(2) (2001): 10-25 (with Marc Bendick, Jr. and Suzanne Lofhjelm). Awarded the Walker Prize for Best Published Research in 2001, Human Resource Planning Society.
- The Documentation and Evaluation of Anti-Discrimination Training in the United States**, International Migration Papers, The International Labour Organization, Geneva, Switzerland, 1998 (with Marc Bendick, Jr. and Suzanne Lofhjelm).
- "Condoms and Culture: An Exercise to Foster Classroom Participation of International Students." **Journal of Management Education** 20 (1) (February 1996): 98-103.
- "Careers in International Trade: Salaries, Career Paths, and Male-Female Differences." **International Journal of Human Resource Management** 5 (February 1994): 34-49 (with Marc Bendick, Jr.).
- Managing Greater Washington's Changing Work Force: Keys to Productivity and Profit.** Washington, D.C.: Greater Washington Research Center, 1991 (with Marc

Bendick, Jr.).

"Upgrade Training in Other Industrial Nations." In Michael Kane and Ann Meltzer. **Upgrade Training for Employed Workers.** Washington, D.C.: U.S. Department of Labor, 1990 (with Marc Bendick, Jr.).

**Jobs: Employment Opportunities in the Washington Area for Persons with Limited Employment Qualifications.** Washington, D.C. Greater Washington Research Center, 1988 (with Marc Bendick, Jr.).

"Promoting Employer-Provided Worker Reskilling: Lessons from a Tax Credit System in France." **Testimony, Joint Economic Committee, U.S. Congress,** October 19, 1987 (with Marc Bendick, Jr.).

"Management Training for Public Welfare Agencies." **Administration in Social Work** 1 (Winter 1977): 359-67 (with Marc Bendick Jr).

### **International Marketing and Export Promotion**

"Rating the Export Programs." **ACE, American Consulting Engineer** (Jan/Feb 1999): 28-30 (with JoAnn Cavanah).

"How Effective is US Government Strategic Trade Policy?: The Case of Consulting Engineering Firms in Emerging Markets." Conference on Globalization, The International Firm and Emerging Economies, Cesme, Turkey, May 1998.

"U.S. Strategic Trade Policy and the Competitiveness of the U.S. Construction Industry in Developing Country Markets." **Journal of Transnational Management Development** 3 (4) (1998): 253-276. Also appears in Jean-Louis Mucchielli, Peter Buckley, and Victor Cordell (eds.). **Globalization and Regionalization: Strategies, Policies, and Economic Environments Part II.** New York: The Haworth Press, 1998: 253-276.

"Business Strategy, Law and Ethics in the International Market for Cultural Property: The Coroma Weavings." **Journal of the International Academy for Case Studies** 3 (1997): 32-47.

"Confrontation Versus Cooperation: Strategies for U.S. Entry into the Japanese Flat Glass Market." in Mordechai Kreinen (ed). **Contemporary Issues in Commercial Policy.** Oxford: Elsevier, 1995: 15-21 ( with Carlos de Quesada).

"Buyer-Seller Links in Export Development." **World Development** 20 (March 1992): 321-334 ( with Ashoka Mody).

"The Public Sector Role in Export Marketing in Developing Countries." In Fariborz Ghadar et al. (eds.) **Global Business Management in the 1990s.** Washington: Beacham

Press, 1990: 204-216. Updated April 1994 as "Export Marketing From Developing Nations: Understanding the Public Sector Role".

"Using Channel Structure as a Framework for Selecting an Export Marketing Strategy." Fourth International Conference on Marketing and Development, San Jose, Costa Rica, January 1993.

"Firm to Firm Implementation of Strategic Alliances," 1993 Annual Conference of the American Society for Competitiveness," Alexandria, VA: October 8, 1993.

"Financing Exports: What is the State Role?" In Richard D. Bingham, Edward W. Hill, and Sammis White (eds.), **Financing Economic Development**. Newberry Park, CA: Sage Publications, 1990: 222-240 (with Marc Bendick, Jr.).

"The Export Trading Company Act of 1982: Japanese-Style Exporting for America?" **Economic Development Quarterly** 3 (August 1989): 243 - 254.

"Export Financing and Other Approaches to State Export Promotion." Conference on Internationalizing the Southern Economy, Southern Growth Policies Board, New Orleans, December 1989.

**Export Marketing in Yugoslavia**. Washington, D.C.: The World Bank, 1988 (with Yung Rhee).

"The State and Economic Development: The Role of Port-Based Export Trading Companies in Public Sector Export Promotion." **State and Local Government Review** 19 (Winter 1987), pp. 29-35.

**The Role of Publicly-Based Export Trading Companies in Reducing Unemployment and Economic Distress**. Washington, D.C.: U.S. Department of Commerce, 1985 (with Marc Bendick, Jr.)

## HONORS

Lifetime Achievement Award, Association of Women in International Trade, 2007.  
Walker Prize, Society for Human Resource Management, Best Research Contribution, 2001  
International Academy for Case Studies, Distinguished Case Award, 1996  
Visiting Scholar, Republic of China, January 4-11, 1994  
SBPM Teaching Award, The George Washington University, 1993  
Who's Who Worldwide, 1992  
Outstanding Young Women of America, 1985  
Beta Gamma Sigma, National Honorary Fraternity in Business Administration, 1981  
Distinguished Service Award, General Services Administration, 1976  
Phi Kappa Phi, Academic Honor Society, 1973

## **PROFESSIONAL MEMBERSHIPS AND SERVICE**

Academy of International Business

Association of Women in International Trade (Washington Chapter board member, 1993-1995, 1998-2000).

Women in International Trade Charitable Trust (Founding member, board member 2000).

Senior Editorial Advisor, **Economic Development Quarterly**, 1994-2004

## **ADDRESS**

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