

# RECCIA NATASHA CHARLES

## EDUCATION

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**Doctor of International Business Administration** – (2008)

Nova Southeastern University – H. Wayne Huizenga School of Business & Entrepreneurship, Ft. Lauderdale, FL.

**Master of Business Administration** – Finance (1997)

Barry University – D. Inez Andreas School of Business, Miami Shores, FL.

**Bachelor of Science** – International Business (1995)

Barry University – D. Inez Andreas School of Business, Miami Shores, FL.

## TEACHING EXPERIENCE

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**Associate Professor, St. George's University,** School of Arts and Sciences

July 2006 – Present.

Development and delivery of undergraduate classes in International Business, International Marketing, Business Finance I, Business Finance II, Financial Policy and Strategy, Managing Across Cultures, International Finance, Destination Marketing, International Internship, Entrepreneurship, E-Business Perspectives, Investment Analysis, Issues in Marketing, Current Issues in Business, Global Issues in Business, Special Topics in Business and Caribbean Issues & Perspectives. Supervision and grading of Business students internship reports. Academic advising of Business students.

**Assistant Professor, St. George's University,** School of Arts and Sciences

April 1999 – June 2006.

Development and delivery of undergraduate classes in International Business, International Marketing, Business Finance I, Business Finance II, Financial Policy and Strategy, Managing Across Cultures, International Finance, Destination Marketing, International Internship, Entrepreneurship, E-Business Perspectives, Investment Analysis, Issues in Marketing, Current Issues in Business Global Issues in Business, Special Topics in Business and Caribbean Issues & Perspectives. Supervision and grading of Business students internship reports. Academic advising of Business students. Jointly developed new degree structure in the business department, resulting in 6 degrees and 18 certificate programs. Faculty

Advisor to the Business Students Association.

**Instructor, St. George's University, School of Arts and Sciences**

June 1997 – April 1999.

Development and delivery of undergraduate classes in International Business, International Marketing, Introduction to Marketing, Introduction to Financial Management, and Entrepreneurship.

**Software Applications Instructor/Consultant, Grenada / Swiss Business School**

October 1997 – March 2002.

Delivered classes to adult learners and the local business community in Microsoft Excel 97, Microsoft Internet Explorer, FrontPage 98, Outlook Express, Web Publishing, and delivered seminars in Sales Force Automation, Customer Relationship Management, Decision Support Systems, Business Communication and Internet Business Strategies.

## **ADMINISTRATIVE & BUSINESS EXPERIENCE**

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**Undergraduate Business Degrees Program Coordinator,**

**St. George's University, School of Arts and Sciences**

July 2007 – Present.

Assist in the administration, planning, implementation, and evaluation of the Business Degree programs. Functions as the coordinator of instructional activities, (including course redesign) and is responsible for program development. Redesign, Design, implement, and evaluate the curriculum, including the selection of courses for redesign. Responsible for the selection of course redesign methods & strategies. Responsible for teaching material, textbooks, and equipment needed for the delivery of Business Courses. Assists the development and facilitation of the local, regional and international Internships. Supervises the development and facilitation of the international Exchange Programs. Manages the Walt Disney World Study Abroad and Internship Program at St. George's University. Make recommendations in the recruiting and hiring of all departmental faculty positions. Assists the orientation, mentoring, and coaching of new faculty in the department. Assists with the schedule of business classes. Meets periodically with faculty to discuss student progress and other departmental concerns. Assist in the development of the annual departmental budget.

**Acting Chair, Department of Business, St. George's University,**  
**School of Arts & Sciences**

August 2007 – October 2007 & August 2008 – October 2008.

Managed the administration, planning, implementation and evaluation of the Business Degree programs. Developed and presented the departmental budget. Developed and presented the current department situation with a development plans for the near term with a focus on specialized industry certification for the graduates of the Business Degree programs.

**Co-Founder, Director & Company Secretary, Valhalla Investments Ltd**

December 2002 – Present.

Responsible for all communications and the documentation of all policy decisions of the company. Involved in planning the daily operations of the company, coordinating financing activities as well as marketing and management of company funds. Valhalla manages Mt. Stanhope Estate a working spice and banana plantation that also operates as an eco-tourism site, hosting a variety of bird-watching, hiking, and spice experience tours.

**Webmaster, Mount Stanhope Estate Adventure Tours**

January 2008 – Present.

Responsible for the creation, content and maintenance of the website [www.mtstanhope.com](http://www.mtstanhope.com). Responsible for implementing the ongoing development of the company's website. Responsible for performing day-to-day site maintenance on [www.mtstanhope.com](http://www.mtstanhope.com), setting company standards for design, performing navigation and browser compatibility, performing quality-control for third party content, and maintaining and developing small web applications. Additional responsibilities includes documenting web best practices and writing maintainable HTML/ASP code, development of a new look and feel for the website, update all content, and maintenance of the email accounts associated with the site.

**Director, People In Action (PIA)**

January 2008 – Present.

Regularly attends board meetings and related meetings with government officials. Volunteers for and willingly accepts assignments and completes them thoroughly and on time. The focus of PIA is to formulate & research innovative, sustainable programs for socio-economic development that respects natural resources, human resources and cultural equity; aid in the creation of funding and stimulate the proactive empowerment of the community's & country's developmental interest. PIA ensures the success of socio-economic development via: participation & collaboration of stakeholders - including private sector, communities, government and support organizations; the enlightenment and exploration of innovative, alternative, sustainable development concepts; the effective use of ICT solutions to affect community development, as a knowledge sharing tool,

for marketing, planning, administration and enlightenment of governing policies & guidelines. PIA is partnership orientated, with a view to creating alliances between all segments of the society; communities, development agencies, government, private sector and development specialists & technocrats. PIA's clients have ranged from governments, NGOs, CBOs, film industry, international investors & local private sector. PIA's current project is the creation of a Geo-Tourism Map/Guide which will be available online for visitors, developers and decision makers.

**Managing Director, Charles Enterprises Ltd**

December 2000 – Present.

Manages the marketing of heavy equipment services. Involved in planning the daily operations of the company, coordinating financing activities as well as government concessions and contracts and management of company funds.

**Manager, Just Cds, Spiceland Mall International**

December 2000 – July 2004.

Managed the marketing, inventory, order fulfillment, finances and staff with a result of over \$200,000 in sales in the first year of operation, reaching a high of \$500,000 in last year of operation.

**Helpdesk Assistant, Barry University, Academic Computing**

February 1996 – May 1997.

Provided support for University Computing. Maintained an automated service request system, database and network print queue management. Created Intranet based user guides – part of Online Helpdesk, which was recognized in the August 1996 edition of Datamation.

**International Assistant, Barry University, Inter-Cultural Center – I.C.C.**

Aug. 1995 – May 1997.

Representative for the I.C.C. department. Responsible for programming and community outreach. Liaison between international students and administration.

**Assistant Supervisor, (Summers) 1991-1997.**

Caribbean Examinations Council (CXC) Ministry of Education, Grenada.

Assisted with the administration and supervision of the exams at the Grenville Secondary School.

**ST. GEORGE'S UNIVERSITY COMMITTEES**

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2008 Chair, Faculty Search Committee

2005 (Fall), Member, MBA/MIB Development Committee

2005 (Spring), Chair, Faculty Search Committee

2005 Member, C-SIG  
2002 – 2006, Chair, Curriculum Committee  
1999 – 2002, Member, Curriculum Committee  
1999 – 2006, Member, Executive Committee  
1999 – 2006, Member, Faculty Affairs Committee  
1999 – 2006, Member, Student Academic Affairs Committee

## **SEMINARS AND WORKSHOPS**

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- Web Conferencing as a delivery Method – Milan, Italy; July 1 2008, Università Bocconi
- Introduction to Country Analysis frameworks – Milan, Italy; July 1 2008, Università Bocconi
- Using Internet-based resources in teaching International Business – Milan, Italy; July 1 2008, Università Bocconi
- Role-playing exercises for teaching International Business – Milan, Italy; July 2 2008, Università Bocconi
- Using Simulations to teach International Business – Milan, Italy; July 1 2008, Università Bocconi
- Integrating Video Clips in Classroom teaching – Milan, Italy; July 3 2008, Università Bocconi
- University of North Texas – Next Generation Course Redesign – Transforming Large Enrollment Classes Symposium, May 24-25, 2007
- Writing Goals & Learning Objectives Workshop – St. George's University, March 13 2008
- Student Assessment & Evaluation Workshop – St. George's University, September 10 2007
- St. George's University - Lets Talk Teaching Seminars (Weekly Sessions)
- St. Georges University - Angel Course Management Software Seminars

## **DOCTORAL RESEARCH PAPERS**

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- Country Of Origin Effects in the Caribbean, an exploratory analysis.
- The impact of globalization, WTO and food security regulations on a traditional Grenadian industry – the nutmeg industry.
- The offshore bank practices in Grenada and the changes needed to ensure its future.

- Integrating Business Values: The Legality, Morality and Social Responsibility of Online Gambling.
- The Relationship between Grenada's National Culture and Attitudes Towards Higher Education.
- Using the Theory of Constraints to address growth & profitability at St. George's University, School of Arts & Sciences, Grenada.
- Sales Force Automation (SFA) as part of Customer Relationship Management (CRM) and a Decision Support System (DSS) at a Bottled Water Company in the Caribbean.
- Comparing and contrasting the regional differences and shared culture related to Grenada, Haiti and Martinique: a look at the political and economic development of the island nations and foreign investment.
- Motivation and Job Satisfaction: The implications of industry, context, and national culture.

## DISSERTATION TITLE

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Motivation and Job Satisfaction:  
The implications of context and national culture in  
Grenada, St. Vincent & the Grenadines and St. Lucia

## DISSERTATION HONORS

One of the 30 dissertations selected to participate in the Academy of International Business Doctoral Consortium at the 2007 Annual Conference, Indianapolis Indiana.

## PUBLICATIONS

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Charles, R.N. (2009 – *forthcoming*). National Culture, Worker Motivation and Workplace Goals: An exploratory review of their relationship, The International Journal of Knowledge, Culture and Change Management.

Charles, R.N. (2008). A Proposed Paradigm shift in the Traditional Nutmeg Industry of Grenada. Global Business Trends: Contemporary Readings, 2008 Edition. Academy of Business Administration.

Charles, R.N. (2008). Motivation and Goal Orientation: The Implications of National Culture and Context, Academy of International Business 2008 Annual Conference Proceedings, Academy of International Business.

Charles, R.N. (2008). Nutmeg – The Tradition of the Spice Isle and Strategic Management: A Match or a Misfit, Oxford Business and Economics Conference 2008 Annual Conference Proceedings, Association of Business and Economics Research.

Charles, R.N. (2008). National Culture, Worker Motivation and Workplace Goals: An exploratory review of their relationship, Management 08 – Eight International Conference on Knowledge, Culture and Change in Organisations, Knowledge Culture & Change Management.

Charles, R.N. (2007). Online Gambling – David and Goliath: Antigua gambles against the United States. Global Business Trends: Contemporary Readings, 2007 Edition. Academy of Business Administration.

Charles, R.N. (2007). Motivation and Job Satisfaction: The Implications of National Culture, Academy of International Business 2007 Annual Conference Proceedings, Academy of International Business.

Charles, R.N. (2006). Sales Force Automation (SFA) as part of Customer Relationship Management (CRM) at a Bottled Water Company in the Caribbean. Global Business Trends: Contemporary Readings, 2006 Edition. Academy of Business Administration

Mujtaba, B. G.; McAtavey, J.; and Charles, R. N. (2006). Comparison of Learning Outcomes in International Education: Learning Outcomes of Students' in Diverse Countries. Proceedings of THE CARIBBEAN AREA NETWORK FOR QUALITY ASSURANCE IN TERTIARY EDUCATION (CANQATE). November 21-23, St. Lucia.

## BOOK REVIEWS

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Charles, R.N. (2007). **Leadership Lessons from West Point** by Major Doug Crandall, in Journal of Applied Management and Entrepreneurship, Oct 2007

Charles, R.N. (2006). **Multisourcing: Moving Beyond Outsourcing to Achieve Growth And Agility** by Linda Cohen & Allie Young, in Journal of Applied Management and Entrepreneurship, Oct 2006

Charles, R.N. (2006). **Raising Capital 2<sup>nd</sup> Edition: Get the money you need to grow your business** by Andrew J. Sherman, in Journal of Applied Management and Entrepreneurship, Jan 2006

## BOOK CHAPTERS

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Charles, R.N. (2008). “Leadership Philosophy and Lessons from the Military” in *Coaching and Performance Management: Developing and Inspiring Leaders*, Bahaudin G. Mujtaba, Llumina Press, 2008

Charles, R.N. (2007). “Clustering of Nations: Are all Caribbean Cultures Alike?” in *Workplace Diversity Management: Challenges, Competencies, and Strategies*, Bahaudin G. Mujtaba, Llumina Press, 2007

Charles, R.N. (2007). “A Tale of Two Islands: the Holiday Bonus” in *Cross-Cultural Management and Negotiations Practices*, Bahaudin G. Mujtaba, Llumina Press, 2007

Charles, R.N. (2007). “Clustering of Caribbean Nations” in *Cross-Cultural Management and Negotiations Practices*, Bahaudin G. Mujtaba, Llumina Press, 2007

## ACADEMIC CONFERENCES & PRESENTATIONS

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Charles, R.N. (2008). National Culture, Worker Motivation and Workplace Goals: An exploratory review of their relationship, Management 2008 – Eight International Conference on Knowledge, Culture and Change in Organisations, Cambridge England.

Charles, R.N. (2008). Motivation and Goal Orientation: The Implications of National Culture and Context, Academy of International Business 2008 Annual Conference, Milan Italy.

Charles, R.N. (2008). Nutmeg – The Tradition of the Spice Isle and Strategic Mangement: A Match or a Misfit. Oxford Business and Economics Conference 2008 Annual Conference, Oxford England.

Charles, R.N. (2008). Updating a 20<sup>th</sup> Century Tradition with 21<sup>st</sup> Century Thought: The Nutmeg Industry and a Developmental Framework – Harnessing the Diaspora, Caribbean Studies Association 2008 Annual Conference, San Andres Colombia.

Charles, R.N. (2007). A Proposed Paradigm shift in the Traditional Nutmeg Industry of Grenada. Academy of Business Administration 2007 Global Trends Conference, Puerto Rico

Charles, R.N. (2007). Motivation and Job Satisfaction: The Implications of National Culture, Academy of International Business 2007 Annual Conference, Indianapolis Indiana.

Charles, R.N. (2007). The World Trade Organization: Caribbean Lessons in Fair Trade from Bananas to Online Gambling, Caribbean Studies Association 2007 Annual Conference, Salvador da Bahia Brazil.

Charles, R.N. (2006). Online Gambling – David and Goliath: Antigua gambles against the United States. Academy of Business Administration 2006 Global Trends Conference, Dominican Republic

Charles, R.N. and Bruneau, C.L. (2006). An Examination of Country of Origin Effects in the Caribbean, Academy of Business Administration 2006 Global Trends Conference, Dominican Republic.

Mujtaba, B. G.; McAtavey, J.; and Charles, R. N. (2006). Comparison of Learning Outcomes in International Education: Learning Outcomes of Students' in Diverse Countries. Caribbean Area Network for Quality Assurance in Tertiary Education (CANQATE) 2006 Annual Conference, St. Lucia

Academy of International Business 2006 Annual Conference, Beijing China. (Attendee)

Charles, R.N. and Lemons, M.A. (2006). Revisiting Hofstede's Cultural Dimensions for the Caribbean Region: One voice or Many? Academy of Business Administration 2006 National Conference, Denver Colorado.

Charles, R.N. (2005). Sales Force Automation (SFA) as part of Customer Relationship Management (CRM) at a Bottled Water Company in the Caribbean. Academy of Business Administration 2005 Global Trends Conference, Aruba

## **PROFESSIONAL AFFILIATIONS & MEMBERSHIPS**

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- **Academy of International Business**
  - Paper reviewer for the 2008 AIB conference in Milan, Italy
- **Women in the Academy of International Business**
- **Academy of Management**
- **Academy of Business Administration**
  - Track Chair at the 2008 Global Trends Conference, Cancun: Global Issues in Management
  - Session Chair at the Academy of Business Administration 2007 Global Trends Conference, Puerto Rico: Economic & Financial Dimensions of Business
  - Session Chair at the Academy of Business Administration 2007 Global Trends Conference, Puerto Rico: Ethics & Social Responsibility in a Multinational Environment
- **Caribbean Studies Association**
- **Journal Reviewer:**

- The International Business Review (The official journal of European International Business Academy (EIBA) A Publication of Elsevier)
- The Multinational Business Review (A Publication of the Boeing Institute of International Business at the John Cook School of Business, Saint Louis University)
- The International Journal of Knowledge, Culture and Change Management (Associate Editor for an upcoming volume)
- **Discussant/Chair/Reviewer:**
  - Oxford Business and Economics Conference 2008 Annual Conference, Oxford England, June 22-24 2008
    - Session Chair - Strategic Issues
    - Discussant - Global Strategic Issues
  - Management 2008 – Eight International Conference on Knowledge, Culture and Change in Organisations, Cambridge England, August 5-8 2008
    - Paper Reviewer

## ONGOING RESEARCH

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- Motivation and Job Satisfaction: The implications of context and national culture in Grenada, St. Vincent & the Grenadines and St. Lucia – expansion into other sectors of the economy and other islands.
- Country Of Origin Effects in the Caribbean.
- Absenteeism in the Caribbean.
- The impact of globalization, WTO, and CARIFORUM-EU EPA on a traditional Grenadian industry – the nutmeg industry.

## COMMUNITY ACTIVITIES

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Member of St. George's University team on the Grenada Ministry of Finance Annual Budget Consultation

Member of St. George's University team on the Grenada Ministry of Trade Consultation on the CARIFORUM-EU Economic Partnership Agreement

Business development Post-Ivan - how do we build on entrepreneurship?  
Panel Chair, SME FORUM: Post Ivan Recovery - the requirements for

building international competitiveness October 28, 2005 Grenada

Member Private Sector Working Group at the Agency for Reconstruction and Development (ARD)

St. Joseph's Convent Grenville Past Pupils Association, member and 2003 reunion organizer committee member

St. Joseph's Convent Grenville reunion 2003 Panelist – Technology in Education.

St. Joseph's Convent Grenville Past Pupils webmaster for [www.sjcgrenville.com](http://www.sjcgrenville.com)

Member Grenada Cooperative Nutmeg Association

Assist New Life Organization (NEWLO) annually with graduation preparations

Study Abroad Program: University of Westminster, London, U.K. (June – Sept. 1994)

Study Abroad Program: University of Hong Kong, Hong Kong. (Sept. – Dec. 1994)

Delta Sigma Pi – International Professional Business Fraternity:  
Public Relations Chair of the Mu Sigma Chapter (Spring '94 & '95).  
Historian of the Mu Sigma Chapter (Fall '96).

International Business Association: Member 1992-1997, (vice-president, 1993).

International Students Organization: Member 1991-1997, (vice-president, '91-'92).

## **AUXILIARY SKILLS**

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Proficient in Angel Course Management, WebCT, WIN95, WIN98, Win XP, MAC OS X, SPSS, WordPerfect, Adobe Photoshop, Adobe PageMaker, FrontPage 98, Macromedia Dreamweaver, Lotus 1-2-3, FoxPro, HTML, FTP, E-mail & Internet Applications including Microsoft Internet Explorer, Outlook Express, VMS Mail and PINE Mail.

## MICROSOFT OFFICE USER SPECIALIST CERTIFICATIONS

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(MOUS) Microsoft Word 97 Expert July 3<sup>rd</sup> 1999  
(MOUS) Microsoft Excel 97 Expert June 5<sup>th</sup> 1999  
(MOUS) Microsoft PowerPoint 97 Expert June 18<sup>th</sup> 1999

## EXECUTIVE CONFERENCE ATTENDANCE

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Miami Conference on the Caribbean, December 8-12, 1998  
Business in the Hemisphere – From Talk to Action.

Miami Conference on the Caribbean, December 5-8, 2000  
The Challenge for the Americas – Transitioning to the Global Economy.

## INTERNSHIPS

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**Rank Xerox, plc.** London, U.K., June – Sept. 1994.

Managed and improved the Password process. Collected sales information and followed up to ensure customer satisfaction. Maintained related databases.

**Hyde Shipping Corporation,** Miami, FL, Jan. – May 1994.

Designed Employee manual, which implemented international laws and regulations of the shipping business.

**Miami Conference on the Caribbean,** Oct. – Nov. 1993.

Managed and supervised sector meetings. Reported on the Tourism, Agriculture, and Narcotics sectors.

## COLLEGE WORK STUDY

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**Computer Lab Aide,** Barry University, Academic Computing 1996 – 1997.

Assisted students and faculty members with hardware and software problems. Managed the network printer queues and general troubleshooting.

**Archives Student Assistant,** Barry University, University Relations 1991 – 1995.

Responsible for collection of all local and national media information. Assisted with the organization of the annual David Brinkley Communication Award and the annual Red, Black and White Ball.

## PERSONAL AND PROFESSIONAL REFERENCES

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**Dr. Antonia MacDonald-Smythe**, Associate Dean, School of Arts & Sciences, St. George's University, True Blue, St. George's, Grenada, West Indies. Phone: 1-473-444-4175 ext 3259, Fax: 1-473-444-1655, Email: [amacdona@sgu.edu](mailto:amacdona@sgu.edu)

**Dr. Clare Morrall**, Program Coordinator – Marine Biology, School of Arts & Sciences, St. George's University, True Blue, St. George's, Grenada, West Indies. Phone: 1-473-444-4175 ext 3360, Fax: 1-473-444-1655, Email: [cmorrall@sgu.edu](mailto:cmorrall@sgu.edu)

**Mr. Colin Dowe**, Assistant Dean of Enrollment Planning, School of Arts & Sciences, St. George's University, True Blue, St. George's, Grenada, West Indies. Phone: 1-473-444-4175 ext 2207, Fax: 1-473-444-1655, Email: [cdowe@sgu.edu](mailto:cdowe@sgu.edu)

**Mr. Adrian Redhead**, Chair, Department of Business, School of Arts & Sciences, St. George's University, True Blue, St. George's, Grenada, West Indies. Phone: 1-473-444-4175 ext 2259, Fax: 1-473-444-1655, Email: [aredhead@sgu.edu](mailto:aredhead@sgu.edu)

**Dr. Carol L. Bruneau**, Associate Professor of Marketing, Department of Management & Marketing, School of Business Administration, The University of Montana, Missoula, MT, 59812, Phone: (406) 243-6178, Fax: (406) 243-6925 Email: [Carol.Bruneau@business.umt.edu](mailto:Carol.Bruneau@business.umt.edu)

**Mr. Ken Dasilva**, Managing Director/ Owner, Mountain Top Springs Ltd., P.O. Box 197, Middle Street, Kingstown, St. Vincent, Tel: (784)-456-1744, Fax: (784)-456-2698, Email: [ken@mountaintopsprings.com](mailto:ken@mountaintopsprings.com)

**Dr. Bahaudin Mujtaba**, Chair and Associate Professor of Management, H. Wayne Huizenga School of Business and Entrepreneurship, Nova Southeastern University, 3301 College Avenue, Fort Lauderdale, FL 33314, Phone: (954) 262-5045, Fax: (954) 262-3965, Email: [mujtaba@nova.edu](mailto:mujtaba@nova.edu)

**Dr. Ruth Clarke**, Associate Professor and Chair for International Business, H. Wayne Huizenga School of Business and Entrepreneurship, Nova Southeastern University, 3301 College Avenue, Fort Lauderdale, FL 33314, Phone: (954) 262-5132, Email: [rclarke@nova.edu](mailto:rclarke@nova.edu)

**Dr. Randi L. Sims**, Professor, H. Wayne Huizenga School of Business & Entrepreneurship, Nova Southeastern University, 3301 College Avenue, Fort Lauderdale, FL 33314, Phone:(954) 262-8134 Email: [sims@nova.edu](mailto:sims@nova.edu)

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473-407-4252 (Cell) [Reccia@gmail.com](mailto:Reccia@gmail.com) (Email)

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US Mailing Address: 2221 NE 164 St # 1112, North Miami Beach, Fl, 33160

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