

# JEFFREY A. KAPPEN

## *Curriculum Vitae* 2024

### **Drake University**

Associate Professor of Management & International Business  
Zimpleman College of Business  
2507 University Avenue, Aliber Hall 331  
Des Moines, IA 50311, USA  
jeffrey.kappen@drake.edu  
+1 515.271.4095

### **EDUCATION**

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Ph.D. in Business Administration  
Major field: Organization Studies  
Supporting field: Sociology, Latin American Studies  
Isenberg School of Management  
University of Massachusetts, Amherst, MA

Master of Business Administration  
Majors: International Business and Marketing  
Wisconsin School of Business  
University of Wisconsin, Madison, WI

Bachelor of Arts *cum laude*  
Majors: International Relations, French, and Russian  
Elected: Phi Beta Kappa, Phi Sigma Iota  
Beloit College, Beloit, WI

Additional Expertise  
Graduate Certificate in Latin American Studies, University of Massachusetts Amherst  
International Summer School in Cross Cultural Management, Wirtschaftsuniversität, Vienna, Austria  
Certificate in Russian Studies, Kuban State University, Krasnodar, Russia  
Diploma in Advanced French Studies, Université de Haute Bretagne, Rennes, France

### **RESEARCH**

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#### **Interests**

International Management; Organizational Behavior & Theory; Human Capital; Transnational Networks;  
Social Impact and Sustainability

## Awards & Honors

- 2023 Global Citizen Award, Principal Center, Drake University
- 2022 Social Impact Award, Zimpleman College of Business, Drake University
- 2017 Finalist, Bucknell Award for Best Paper on Sustainability, Academy of Management
- 2015 Finalist, Emerald Best International Dissertation Award, Academy of Management
- 2014 Stanley Young Memorial Dissertation Award for Innovative Thought. UMass Amherst

## Book Publications

Thelen, T.D., Mitchell, M.C. & Kappen, J.A. (2022). *Am I Doing this Right? Foundations for a Successful Career and a Fulfilling Life*. New York, NY: Business Expert Press.

## Journal Publications

- Gauthier, J., Kappen, J.A., & Zhang, J.Z. (2024). To be More Different or Just the Same? Means versus Ends in Hybrid Organizational Legitimacy. *Society & Business Review* (19)1: 97-112.
- Gauthier, J & Kappen, J.A. (2021). Rhetoric and Propriety Judgments: Reflections from Bottled Water *Social Responsibility Journal* 17(6): 861-876.
- Heaston, W. R., Mitchell, M. & Kappen, J.A. (2020). Towards an Institutional Model of Organizational Corruption Controls: The Case of FIFA. *Global Governance*. 26(3):403-427.
- Paltrinieri, A., Floreani, J., Kappen, J.A., Mitchell, M., & Chawla, K. (2019). Islamic, Socially Responsible, And Conventional Market Co-Movement: Evidence from Stock Indices. *Thunderbird International Business Review*, 61: 719-733.
- Kappen, J. A., Chawla, K., & Mitchell, M. (2018). Institutionalizing Social Impact: Implications for Islamic Finance. *International Journal of Social Economics*, 46(2), 226-240.
- Gauthier, J. & Kappen, J.A. (2017). Rhetorical Strategies in the Legitimization of Genetically Modified Foods. *Journal of Communication Management*, 21(3): 218-235.
- Marx, R., Garcia, J.E., Butterfield, D.A., Kappen, J.A. & Baldwin T.T. (2016). Isn't It Time We Did Something about the Lack of Teaching Preparation in Business Doctoral Programs? *Journal of Management Education*, 40(5): 489-515.
- Severe, S.P., Kappen, J.A., Grout, J. & Tramosljanin, J. (2015). The Gender Effects of the New Boston Marathon Qualification Standards. *Journal of Sports Analytics*, 1(1): 33-42.
- Mitchell, M.C., Kappen, J.A. & Heaston, W.R. (2015). Taboo No More: Life Insurance in China and India: A Qualitative Country Institutional Profile. *Management Research Review*, 38(8): 813-839.
- Miller, C., Mitchell, M.C., Kappen, J.A. & Banzuela-de Ocampo, M. (2014). Whither the Professor? Crafting a Viable Business Doctoral Program in a Developing Country. *Journal of International Business Education*, (9)1: 183-200.
- Mitchell, M.C., Rafi, I., Severe, S. & Kappen, J.A. (2014). Conventional vs. Islamic Finance: The Impact of Ramadan Upon Sharia-Compliant Markets. *Organizations and Markets in Emerging Economies*, 5(1): 105-124.

## Edited Cases and Chapters

- Kent, S.J., Jones, G.A., Zhambyl, S., & Kappen, J.A. (2024). Communicating Sustainability through Language Differences in Rich Point Pedagogy. In Šilenskyté, A., Cordova, M., Schmitz, M.A. & Toh, S.M. (Eds.) *The Palgrave Handbook of Social Sustainability in Business Education* (365-382). London, UK: Palgrave MacMillan.
- Kent, S.J. & Kappen, J.A. (2017). Interpreting and Translation. In C.R. Scott & Lewis, L. (Eds.), *The International Encyclopedia of Organizational Communication* (1-7). Hoboken, NJ: Wiley.
- Mitchell, M., Kappen, J. A., Hamad, M., (2014). An Expanding Dilemma: A Tough Choice Between Egypt and Venezuela (Revised and Updated). In I. Alon & E. Jaffe, *Global Marketing 2e*. New York, NY: McGraw-Hill.

## Works in Progress

Kent, S.J. & Kappen, J.A. Collaborative Communication in Plurilingual Organizations  
Kappen, J.A., Cooperating across Capitalisms: Trade Relations between Brazil and China  
Kappen, J.A., Friend and Foe: Legitimizing Chinese Business in Latin America  
Kappen, J.A. & Mitchell, M., Teaching the Politics of International Trade

## Peer Reviewed Conference Presentations

Kappen, J.A. & Mitchell, M. 2023. *The Ivory Tower Engages: A Case in Global Academic Entrepreneurship*. Academy of International Business – SE. Atlanta, GA  
Kappen, J.A. & Mitchell, M. 2022. *The Wide World of Sports: Experiential Education for Student-Athletes in International Business*. Academy of International Business – SE. Florida, USA.  
Mitchell, M., Kappen, J., Carrell, N., Britt, W. 2021. *The Benefits of and Deployment Approach to Shared Values in Multi-National Organizations: An Analysis of the "Why" and the "How to" Implement Shared Values in Organizations*. Academy of International Business – SE. Florida, USA.  
Mitchell, M., Kappen, J., Carrell, N. 2021. *Finance, Food, and Pharma: The Institutionalization of Islamic Halal Regulation*. Academy of International Business – SE. Florida, USA.  
Gauthier, J. & Kappen J.A. 2021. *Legitimacy Tensions in Social Ventures*. Academy of Management, Philadelphia, PA.  
Kappen, J.A. Mitchell, M., & Smith, S. 2019. *Millennial Values & Employee Effectiveness Across Cultures*. Academy of International Business – US Southeast, San Antonio, TX.  
Gauthier, J & Kappen, J.A. 2019. *Legitimacy and Environmental Jolts: Reflections from Bottled Water*. Academy of Management, Boston, MA.  
Kent, S.J. & Kappen, J.A. 2019. *The Plurilingual Advantage: Practices in Intercultural Communication*. Academy of Management, Boston, MA.  
Gauthier, J & Kappen, J.A. 2017. *Rhetorical Strategies of Validity and Propriety: Legitimation of Genetically Modified Foods*. Academy of Management, Atlanta, GA.  
Kappen, J.A. 2017. *Friend and Foe: Legitimizing 'Global China' in Brazil*. Academy of International Business – Latin America, Lima, Peru.  
Marx, R., Garcia, J.E., Butterfield, D.A., Kappen, J.A., Baldwin T.T. & Asebrook, R. 2016. Is teaching preparation in doctoral business programs effective? *Research in Management Education and Learning*, Fontainebleau, France.  
Kent, S.J. & Kappen, J.A. 2015. Organizing Language Use: Practices of Plurilingualism. *Academy of International Business*, Bangalore, India.  
Kappen, J.A., Chawla, K. & Mitchell, M. 2015. *Towards the Institutionalization of Screening and Measuring for Social Impact: Implications for Islamic Finance*. 10th International Conference on Islamic Economics and Finance, Qatar Foundation, Doha, Qatar.  
Severe, S.P., Kappen, J.A., Grout, J. & Tramosljanin, J., 2014. *Gender Fairness of the New Qualification Standards for the Boston Marathon*. Missouri Valley Economics Association, St. Louis, MO.  
Chawla, K., Kappen, J. A., Mitchell, M. & Rafi, M. I. 2014. Islamic Finance: Exploring the Institutionalization of an Emerging Field. *Academy of International Business – SE*. Miami, FL.  
Rafi, M. I, Goebel, M., Navaratnam, R., Rahmat, M. F., Skajewski, R., Mitchell, M. & Kappen, J.A. 2014. Finance, Food, and Pharma: The Institutionalization of Islamic Halal Regulation. *Academy of International Business – USA-SE*. Miami, FL.  
Kappen, J.A. 2013. Exploring the Limits of Relational Governance in Sino-Brazilian Commerce. *Academy of International Business - SE*, Atlanta, GA  
Kappen, J.A., Naoumova, I; Wu, J; Xavier, W. 2013. *One Size Does Not Fit All: Conducting Research in the BRICS*. Panel at the Academy of International Business – USA-SE, Atlanta, GA  
Atinç, G. and Kappen, J. A. 2013. *Why Do Applicants Leave Without Submitting the Application?* Midwest Academy of Management Annual Meeting, Milwaukee, WI.

- Kappen, J.A. & Lie, S. 2013. *Applying Cultural Discourse Analysis to Enhance Cross-Cultural Competency*. Annual Organizational Behavior Teaching Conference, Asheville, NC.
- Marx, R., Garcia, J.E., Butterfield, D.A., & Kappen, J.A. 2011. *On the Folly of (R)ewarding Research While Also Needing (T)eaching*. Academy of Management meeting, San Antonio, TX.
- Kappen, J.A. 2011. *Food Fight! Cultivating Contestation in Global Agriculture*. European Group on Organization Studies (EGOS) colloquium, Gothenburg, Sweden.
- Kappen, J.A. & Nair, S. 2011. *The Internationalization of Service Firms: Perspectives from French Convention Theory*. Eastern Academy of Management International conference, Bangalore, India.
- Kappen, J.A. & Ruane, S.G. 2010. *Congrats, You're Hired! An Exercise for Identifying and Selling One's Strengths in Job Interviews*. OBTC Annual Meeting, Milwaukee, WI.
- Kappen, J.A. 2010. *Evaluating Doctoral Student Expectations for Teacher Preparation: Implications for Career Development Programs*. Academy of Management, Montréal, Canada.
- Butterfield, D.A., Marx, R., Garcia, J.E. & Kappen, J.A. 2010. *Dare to Care about Teaching? Yes We Can! How to Prepare Doctoral Students to Teach*. All Academy Teaching Committee PDW, Academy of Management, Montréal, Canada.
- Kappen, J.A. 2009. *Fear and Loathing in Reykjavik: Localizing Globalization*. European Group on Organization Studies (EGOS) Colloquium, Lisbon, Portugal.
- Kappen, J. A. & Logback, J. 2009. *Kallari Chocolate: (G)local Organizing for Sustainable Enterprise*. Case study for the United Nations Global Forum: Business as an Agent of World Benefit, Case Western University, Cleveland, OH.
- Kappen, J. A. 2009. *Whom We Invite to the Dance: (Re)interpreting Globalization*. Eastern Academy of Management, Hartford, CT.

#### **Invited Lectures, Panels and Presentations**

- 2024 *What we don't know, we don't know: Managing Skills and Talent Development*. Association for Talent Development, Ankeny, Iowa.
- 2023 *Mandela Leadership Symposium*. Boksburg, South Africa.
- 2023 *How, When and What They Want to Learn: Emerging Perspectives on Training and Development*. Association for Talent Development, Ankeny, Iowa.
- 2022 *The Future of People Analytics*. Iowa Society for Human Resource Management, Iowa City.
- 2022 *Plurilingual Practices for Inclusive Management*. Diversity & Inclusion across Languages – Insights into Communicative Challenges from Theory and Practice, Wirtschaftsuniversität, Vienna, Austria
- 2020 *Exploring Brazil*. Drake University Ray Society
- 2019 *Is it Time for Change in Teaching Preparation in Business Doctoral Programs? Or perhaps it is not?* Eastern Academy of Management, Dubrovnik, Croatia.
- 2018 *Advanced Qualitative Research Methods*. Academy of International Business, Latin America and the Caribbean, Buenos Aires, Argentina.
- 2017 *Introduction to Qualitative Methods*. Academy of International Business, Latin America and the Caribbean, Lima, Peru.
- 2016 *Global Internships and International Career Rotations*. Delta Sigma Pi Business Fraternity.
- 2016 *The Business Climate in Cuba*. International Traders of Iowa, Des Moines.
- 2015 *Doing Business across Cultures* Principal Financial Center for Global Citizenship, Drake University.
- 2015 *Is America too Big to Fail?* All State Delta Sigma Pi Business Conference.
- 2015 *A Panel on ISIS*. Middle East Peace and Prosperity Alliance, Drake University.
- 2015 *Islamic Finance*. The Academic Minute, New England Public Radio.
- 2015 *Management Challenges in the 21<sup>st</sup> Century*. Three-day, bilingual faculty development workshop. Tecnológico de Monterrey, Guadalajara, Mexico.
- 2014 *Globalization and Global Strategy*, Tecnológico de Monterrey. Guadalajara, Mexico.

## TEACHING

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### Courses at Drake University

Undergraduate: Entrepreneurship Capstone, Globalization, International Management, Leading Teams & Organizations, Organizational Behavior

Graduate: Who is US? Introduction to Globalization

Travel Seminars to: China, Italy, Mexico, Panama, and Uganda

Independent Studies:

with M. Lavery, "Strategic Management in Collegiate Athletics"

with N. Shaffer, "Commercial Diplomacy"

### Courses at University of Massachusetts Amherst

Undergraduate: Introduction to Global Business, International Management, Organizational Behavior

Independent Studies:

with R. MacCorkle, "Business Ethics in International Management"

with T. Michaelson, "Entrepreneurship and Honors Business Plan"

with K. Schifino, "Interrogating Authentic Leadership"

### International Teaching Experience

1995 – 1996 Visiting Lecturer in English Language and American Culture  
Federal University at Ouro Preto, Minas Gerais, Brazil

### Executive Education

2018 – Facilitator, *Leading Others*, Drake Executive Education Center. One-year executive education course focused on developing core leadership & strategy capabilities.

2020 – 2023 Facilitator, *Supervisory Leadership*, Drake Executive Education Center. Modules taught: Decision-Making & Problem Solving; Negotiation & Conflict Resolution.

2017 – 2023 Participating Faculty, Young African Leadership Institute (YALI), US State Department. Six-week course focused on developing individual leadership and strategy capabilities with ongoing mentoring for entrepreneurial efforts.

2018 – 2021 Executive Education: Nigeria. One-week residential program for emerging leaders focused on developing effective leadership and strategy capabilities.

2017 – 2018 Principal Financial Group. One-week residential program for executives focused on developing four executive capabilities: 1) Strategic Alignment, 2) Execution, 3) Global Perspectives, and 4) Talent Development

### Faculty Training and Development Activities

2015 Best Practices in Leading Study Abroad Travel Seminars, Drake University

2014 Global Learning: Leading Intercultural Experiences Abroad, Drake University

2014 Faculty Writing Project, Drake University

2013 Implementing Experiential Learning, OBTC Annual Conference

2013 Writing across the Curriculum, Drake University

2011 Doctoral Student Teaching Institute, OBTC Annual Conference

## ACADEMIC SERVICE

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### Drake University Service

#### *Service to Zimpleman College of Business*

2024 – Present	Chair, Management & Marketing
2012 – Present	International Business Program Co-Chair
2022 – 2024	Promotion & Tenure Committee
2017 – 2019	Member, Undergraduate Curriculum Reform Committee
2017 – 2019	Member, CBPA Dean’s Cabinet
2016 – 2017	Member, Dean Search Committee
2015 – 2016	Judge, Drake Enactus, Global Awareness Program Competition
2014 – 2015	Member, Economics Search Committee, Development Economics

#### *Service to Drake University*

2019 – Present	Member, Bright College Standing Faculty
2020 – 2024	President, Phi Beta Kappa
2014 – 2024	Graduation Marshall
2020 – 2023	Faculty Representative, President’s Council on Philanthropy
2014 – 2020	Member, Fulbright Committee
2017 – 2019	Director, Principal Center for Global Citizenship & Nelson Institute for Diplomacy and International Affairs
2015 – 2019	Member, National Alumni Scholarship Selection Committee
2013 – 2019	Member, Global Learning Scholarship Selection Committee,
2017 – 2018	Chair, Global Partnership Director Search Committee
2016 – 2017	Member, Non-Creative Writing Faculty Search, Department of English
2014 – 2016	Member, World Languages and Cultures Steering Committee
2013 – 2016	Member, Nelson Institute for International Affairs Advisory Board
2014 – 2015	Lead Qualitative Researcher, Administrative Effectiveness, Drake University Strategic Plan

### Peer Reviewer

#### *Ad-hoc Conference Reviewing*

Academy of International Business  
Academy of Management

#### *Ad-hoc Journal Reviewing*

International Business: Research, Teaching and Practice  
International Journal of Emerging Markets  
International Journal of Social Economics  
Journal of International Education in Business  
Journal of Management Education

### Professional Association Membership

Academy of International Business  
Academy of Management  
European Group for Organization Studies

### **Professional Association Service**

- 2018-2019 Past Chair, Academy of International Business – US Southeast
- 2017-2018 Chapter Chair, Academy of International Business – US Southeast
- 2016-2017 Annual Conference Chair, Academy of International Business – US Southeast
- 2015-2016 Annual Conference Program Chair, Academy of International Business – US Southeast
- 2014-2015 Membership Director, Academy of International Business – US Southeast

### **GRANTS AND FUNDRAISING**

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#### **Grants**

- 2023 Drake University International Partner Development Grant: \$2,500, to expand exchange and joint teaching opportunities at Fachhochschule Wiener Neustadt, Austria.
- 2021 US State Department, Mandela Fellowship Reciprocal Grant \$5,000 to support ongoing engagement and entrepreneurship capacity building in Abidjan, Côte d'Ivoire
- 2018 Drake University International Partner Development Grant: \$3,450, to explore curricular innovation and joint degree programs at Tecnológico de Monterrey, Guadalajara, Mexico.
- 2017 Drake University International Partner Development Grant: \$4,850, to further develop the international partnership with University of International Business and Economics, Beijing, China.
- 2016 Drake University International Partner Development Grant: \$3,850, to develop joint research partnership with INCIEF, Kuala Lumpur, Malaysia.
- 2015 EMC Undergraduate Research Grant: \$2,500, to support research with Runesu, C. on insurance industry and the economic crisis in Zimbabwe.
- 2015 Drake University International Partner Development Grant: \$5,630, to further develop the international partnership with Universidad de los Andes in Santiago, Chile.
- 2014 Drake University International Partner Development Grant: \$3,500. to explore international research partners at Tecnológico de Monterrey in Guadalajara, Mexico.
- 2014 Drake University Undergraduate Research Assistantship: \$3,600 to support undergraduate researchers for the 2014-2015 academic year.

#### **Fundraising**

- 2016 CIMB-Principal Financial Group & Drake University. \$20,000 gift to Drake University College of Business and Public Administration to support research into the similarities and differences between Islamic, Conventional, and Socially Responsible Equities.
- 2015 DrakeBiz Alumni and Friends Fund. Creation of fund to support study abroad, language acquisition, community outreach, and faculty/staff internationalization for Drake University International Business.
- 2015 Greater Des Moines Partnership & Drake University Global Internship Program. \$10,000 to support global internships for Drake University International Business students.
- 2014 James Foster International Business Endowment – \$7.0 million donation to Drake University with \$5.0 million earmarked for International Business and Study Abroad. The Foster gift will support the international business program by providing incentives experiential opportunities for immersive language acquisition, study abroad, and global internships. Additional funding will be provided for Endowed Chair in International Business, faculty and staff internationalization, promotion and outreach and undergraduate student research.

## PROFESSIONAL EXPERIENCE

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- 2014 – Present            Founding Partner and Consultant, Bâton Global LLC, Des Moines, IA
- Global strategy formulation and implementation focused on market risk assessment, resource allocation, and business portfolio optimization
  - Leadership training and executive coaching
  - Organizational development focused on cross-cultural communication skills.
  - Qualitative stakeholder perception studies and customized market research

- 2004 – 2007            South America Accounts Manager, MacLean Power Systems, Franklin Park, IL
- Responsible for all inside sales and marketing activities in Iberia and South America
  - Increased territory sales 34% over two years
  - Coordinated offers for international public tenders for foreign electric and oil utilities
  - Participated on new product development and continuous improvement teams

- 2003 – 2004            International Sales Manager, EduSystems, Inc., Chicago, IL
- Managed preparation of technical and financial proposals for international education tenders
  - Acquired \$2 million in new projects in Samoa, the United Arab Emirates, and Yemen
  - Coordinated project prospecting, bidding, and award processing activities

- 1996 – 2003            International Trade Associate, DEC International (Bou-Matic), Madison, WI

### *Daily Responsibilities*

- Managed sales processing and logistics of \$10 million in annual export sales
- Coordinated European import network of \$2 million in annual purchases
- Managed multi-modal transportation network and international documentation

### *Project Experience*

- Participated in reorganization of European sales and distribution operations
- Assisted in the establishment of offices and manufacturing facilities in Brazil
- Initiated compliance program for proper handling of hazardous materials

## ADDITIONAL INFORMATION

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Languages: *native* English; *professional fluency* French, Portuguese, Spanish; *proficient* Russian, Italian

Research Methodologies: Discursive Analysis, Interviewing/Focus Groups; Participant Observation, Social Network Analysis

Software: Microsoft Office Suite, Dedoose, NVivo, Pajek, SPSS