

**SABBATICAL LEAVE REPORT**  
**WESTERN CONNECTICUT STATE UNIVERSITY**

Name: **A Ben Oumlil, Ph.D.** *A.B.S.*

Rank: **Professor**

Department: **Marketing**

Sabbatical Dates: **August 2016 to December 2016**

**A. Academic Research Study:**

➤ **Business Ethical and Moral Philosophies, Perceptions, Judgments, and Corporate Ethical Values: A Western and Non-Western Cultural Perspectives.**

Data collection and analyses and manuscript preparation and submission were accomplished. The prepared manuscript was submitted to the *Journal of Business & Industrial Marketing*. This is a top academic journal in the field of marketing. It is commonly ranked as an “A” level journal. The manuscript was accepted for publication during 2017 Spring Term. **The paper is accepted as submitted (i.e., acceptance with no revisions).** The accepted manuscript received excellent reviews and comments from the anonymous reviewers and the Editor (examples: ‘What a refreshing paper this was to read’; ‘Well Done’; ‘I really enjoyed reading this’; ‘The conclusions are well grounded’; ‘This is a well thought out research’; ‘The paper does a fine job communicating its idea, work, and results’, etc.).

The paper’s publication date is expected to be during the 2017 Summer/Fall issue of the *Journal of Business & Industrial Marketing*. For additional information on this accepted manuscript, see information listed-below.

***Cultural Variations and Ethical Business Decision Making: A Study of Individualistic and Collective Cultures, Journal of Business & Industrial Marketing, (forthcoming)***

Additionally, I was invited to present a second paper based on the data pertaining to this academic research study (i.e., *Business Ethical and Moral Philosophies, Perceptions, Judgments, and Corporate Ethical Values: A Western and Non-Western Cultural Perspectives*). The paper was presented during 2017 Spring at *the Academy of*

*International Business – US Northeast (AIB-NE)*. For additional information on this second (invited paper), see information listed below.

*An International Study of Business Ethical Judgments and Perspectives. 2017 Annual Symposium conducted at the Academy of International Business – US Northeast (AIB-NE), April. Hamden, CT. (Invited Paper).*

**B. Academic Research Study Two:**

➤ **Consumer Values and Store Attribute Importances in a Cross-Cultural Setting.**

Data were collected and analyzed. The initial manuscript is being prepared for submission at a quality academic journal. This research study's timeline would involve a manuscript submission to a quality journal in the Marketing/International Business fields.

**C. Project Three: Academic Study Abroad Program: Developing Opportunities.**

Our University has already an established Academic Study Abroad Program at the undergraduate level with a university in the country of Morocco, Al Akhawayn University. Thus, I shared this idea with the Ancell School of Business (i.e., MBA Office, etc.) to develop/extend a similar Academic Study Abroad Program at the MBA Level with the University in the country of Morocco. If this opportunity is realized, this will create additional opportunity to satisfy the need to provide an international business perspective to our undergraduate and graduate business students.

**D. Professional Benefits Arising From Sabbatical:**

- 1. The data that I have gathered has publication potential at a quality publication outlet(s) and that these two topics are areas rich for future research studies. The aim is to submit research papers based on the two important proposed research studies/projects. Publications in quality peer-review academic journals and practitioners' oriented publications further enhance the reputation and the prestige of our University.**
- 2. As indicated, my research activities during my sabbatical leave centered on the following topical area: consumer behavior within a cross-nations/cultural perspective (include cross-nations comparisons of consumers). Additionally, the activities focused on the role of culture in ethical decision-processes. My research work seeks to study the validity of marketing theories and models developed for the U.S. market in cross-cultural setting. Furthermore, my effort is carried not only to assess the validity and the**

applicability of these theoretical models to other Western nations, but also to non-Western nations. There has been very little research done in this context. By addressing these gaps and building on previous research, my research goal is to make contribution to the marketing theory. The gained knowledge from my proposed research project and overseas travel are also beneficial to the University.

- 3. The gained knowledge is beneficial in my teaching and the University.** My strong teaching and research interests in global/cross-cultural business, along with my experiences in being overseas during my sabbatical, are making a great contribution to our University regarding global and intercultural education.

Specifically, the information and knowledge gained are being integrated in my teaching/courses: Global Environment of Business (MKT 201) and the International Business Strategy course (MBA level). Sharing this information with my students is stimulating and deepen the understanding of the different challenges and solutions in dealing with these realities facing businesses and societies in various parts of the world. This is important since we live in a global economy.

**E. Conclusion:**

This sabbatical has served as an invaluable opportunity for me to integrate **international business ethics and impact of culture on consumer values and store selection into my teaching and research stream.** The sabbatical has also allowed me to devote needed time and effort to gather data and a manuscript preparation. This support allowed me to **devote more time to reading the rapidly expanding body of work and relevant literature in these two important topical areas in the International Marketing/Business field which is already reflected in my teaching, research, and service.**

I offer my sincere thanks for this much appreciated assistance (i.e., being awarded a Sabbatical Leave).