

CURRICULUM VITAE FOR LEONEL PRIETO

Graduate Student
New Mexico State University
Department of Management
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EDUCATION

New Mexico State University. Las Cruces, New Mexico, USA.
Department of Management
ABD

Expected date of Graduation: Summer 2005

Areas of concentration: Organizational Behavior (leadership) and Strategy

Dissertation Chair: Professor Peter W. Dorfman

Dissertation Topic: "Exploring Entrepreneurial and Non-entrepreneurial CEO Motives and Behaviors in Mexico"

This research aims to study leader motives, perceptions, behaviors, and micro and macro outcomes in entrepreneurial and non-entrepreneurial organizations in Mexico. Data will be used from phase 3 of the GLOBE (Global Leadership and Organizational Behavior Effectiveness) program. The analytic strategy comprises the testing of a set of hypotheses at the following two levels: a) the profiles of CEOs' motives, behaviors and perceptions; and b) the patterns for entrepreneurs and non-entrepreneurs of micro (i.e., satisfaction, individual performance) and macro (i.e., innovation and performance) organizational outcomes. Data will be analyzed via factor analysis, discriminant analysis, regression analysis, and hierarchical linear modeling. The research should increase understanding of entrepreneurial and non-entrepreneurial CEO motives, behaviors and micro and macro outcomes in Mexico.

The University of Reading, England

Doctor of Philosophy

Concentration: Simulation modeling of biophysical processes

University of Texas at El Paso, USA.

Master of Business Administration

Areas of concentration : Finance and computer information systems,.

Distinction: Faculty Student Marshall

The University of Reading, England

Master of Science

Concentration: Agriculture

Distinction: One of the three best students of the generation.

Universidad Autonoma Chapingo, Chapingo, Mexico

Bachelor of Science

Concentration: Agricultural engineering

Distinction: One of the best students of Mexico.

PROFESSIONAL EXPERIENCE

Research Experience

Research assistant: Under the guidance of Professors Peter W. Dorfman and Jon P. Howell, I have been co-responsible for data gathering pertaining to Mexico for several projects of phase 2 and phase 3 of the GLOBE (Global Leadership and Organizational Behavior Effectiveness) program. GLOBE is a research program using multiple research methodologies in the study of major aspects of leadership involving more than 60 countries representing the major regions of the world. I have actively participated in obtaining and analyzing data for a) characterizing attributes considered as the most important characteristics determining leaders' effectiveness; b) increasing understanding of the relationships between effective leadership and contingent strategy in organizations; and c) typifying the level and nature of the trust climate in organizations of the financial sector. In addition, I have participated in the development, translation, and back translation of the research instruments as well as in data gathering of a twelve- country research project aimed at studying culture, social beliefs, and managerial influence.

Research Scholar. International Institute for Applied Systems Analysis, Laxemburg, Austria. Carried out research on the simulation modeling of population, development and environment interactions. As a result of this work, I co-edited, and was chapter's author of the book: "*Population Development Environment Interactions in the Yucatan Peninsula: From Ancient Maya to 2030*" published by the International Institute for Applied Systems Analysis, Laxemburg, Austria.

Post-doctoral Research Fellow. Post-doctoral studies at the Department of Theoretical Production Ecology, Wageningen Agricultural University, The Netherlands. Carried out research linking simulation models of biophysical processes with economic data in a multiple linear programming framework for the formulation of regional development scenarios.

Researcher. Center for Demographic and Urban Studies, El Colegio de Mexico, Mexico City. Undertook research work dovetailing ecological and economic factors in urban sustainable systems. This work allowed me to obtain a unique experience of the very complex Mexico City's urban system.

Consultant. The World Bank. Actively contributed to discussions aimed at World Bank's policy reformulation on sustainable transport.

Consultant. International Institute for Natural, Environmental and Cultural Resources Management, New México State University. Las Cruces, New México, USA. Member of a Southwest University Consortia including The University of Arizona, Northern Arizona University, Utah State University, Northwestern New México University and New México State University. Research work aimed at making operational relevant interconnections between ecology and the economy using simulation models for decision-making.

Consultant. The Hayes Group International. Consultancy on planning, organizational communication, performance assessment, and process improvement.

Research Assistant. Center of Environmental Resource Management (CERM), University of Texas at El Paso. El Paso, Texas. Worked as a research assistant in the project "The Border Basket: Analysis of Toxic Metals in Retail Foods, El Paso-Juárez," to assess the levels of toxicity in the most commonly consumed food in the Mexican/American border metropolitan area. I participated carrying out focus groups and interviews geared to discern mental maps and proper vocabulary of the target audience which were used in writing the script, translating and producing a photo-novel (fotonovela), a booklet and, a video to be utilized by community health workers (promotoras) to educate mothers about the prevention of toxic lead exposure by young children.

Teaching Experience:

Teaching Assistant:

New Mexico State University.

Taught three semesters Management 309 "Human Behavior in Organizations" as an instructor with full teaching responsibilities.

Teaching assistant four semesters: Management 322 "Human Resources Management".

Faculty:

January 2005 up to date. Instituto Tecnológico de Monterrey campus Ciudad Juárez.

Participating in redesigning the curricula of the "International Business" career.

Courses taught: "Financial Management", "Analysis of International Competitiveness", "Organizational Behavior", and "Project Management".

August 1998 up to date. Universidad Autónoma de Ciudad Juárez. Instituto de Ciencias Sociales y Administración [Social Science and Management Institute]. Cd. Juárez, Chihuahua, México.

Graduate Courses taught: "Complex Systems", "Qualitative and Quantitative Research Methods", "Theories of Systems' Interventions", " Research Methodologies for the Social Sciences", and "Thesis Seminar".

El Colegio de Mexico. Centro de Estudios Demográficos y de Desarrollo Urbano [Center for Demographic and Urban Studies]. Mexico City, Mexico. I participated in the redesign of the MSc program in urban studies which incorporated a concentration area in urban studies and the natural environment.

Graduate Courses taught: "Spatial Analysis" & "Urban Systems and the Natural Environment"

Publications

Fu, P. P., Kennedy, J.L., Tata, J., Yukl, G. A., Bond, M. J., Peng, T.K., Srinivas, E.S., J. P. Howell, **Prieto, L.**, Koopman, P.L., Boonstra, J.J., Pasa, S., Lacassagne, M.F., Higashide, H., & Cheosakul, A. (2004). *The Impact of Societal Cultural Values on The Perceived Effectiveness of Managerial Influence Strategies: A Meso Approach. **Journal of International Business Studies** 35, 284-305.*

Howell, J. P., De la Cerda J., Martinez, S., Bautista, A., Ortiz, J., **Prieto, L.** & Dorfman, P. (forthcoming). ***Societal Culture and Leadership in Mexico***. Chapter to appear in the first GLOBE anthology.

Howell, J. P., De la Cerda J., Martinez, S., Bautista, A., Ortiz, J., **Prieto, L.** & Dorfman, P. (forthcoming). ***Societal Culture and Leadership in Mexico***. Chapter to appear in a book about Leadership in Latinamerica based on GLOBE research.

Prieto, L. & J. P. Howell (forthcoming). The Impact of Societal Cultural Values on The Perceived Effectiveness of Managerial Influence Strategies in Mexico. *In Fu, P. P. et al., (Eds). The Impact of Societal Cultural Values on The Perceived Effectiveness of Managerial Influence Strategies in Twelve Countries.*

Lutz, W., **L. Prieto** & W. Sanderson (eds.) (2000). ***Population Development Environment Interactions in the Yucatan Peninsula: From Ancient Maya to 2030***. Book published by the International Institute for Applied Systems Analysis, Laxenburg, Austria.

Prieto, L. (2000). "Land Use in the Yucatán Península: System and Model Description and Land Use Scenarios" . Research report and book chapter. International Institute for Applied Systems Analysis. Laxenburg, Austria. Available at URL: <http://www.iiasa.ac/>.

Chew, M. Cramer, J. & **Prieto, L.** (2004). Sábado Gigante [Giant Saturday] and the cultural homogenization of Spanish-speaking people. In Lee Artz & Yahya R. Kamalipour (Eds). The Globalization of Corporate Media Hegemony. SUNY Press. SUNY Series in Global Media Studies.

Chew, M. & **Prieto, L.** (2004). Sabado Gigante. In: Cordelia Candelaria, Arturo Aldama & Peter J. García (Eds). The Encyclopedia of Latina and Latino Popular Culture in the United States. Greenwood Press.

Baynham, L., & **Prieto, L.** (1997). The Impact of Transportation on Air Pollution in Mexico City. **Environmental Regulation And Permitting. Autumn 1997**, 43-49.

CONFERENCE PAPERS AND PRESENTATIONS

Fu, P. P., Kennedy, J.L., Bond, M. J., Yukl, G. A., Srinivas, E.S., **Prieto, L.**, Pasa, S.F.B., Cheosakul, A.C., Pend, T.K., Koopman, P.L., Lacassagne, M.F., Higashide, H. W., & Tata, J. (2002). ***Exploring Effects of Cultural Values on the Relationship Between Social Beliefs and Managerial Influence.*** Annual Meeting Academy of Management held at Denver, August 2002.

Black, J., **L. Prieto** & G. Isaacs (2003). Mixed configurations of leadership mental models: the host country case. Western Academy of Management meeting held, 8 to 12 April, Palm Springs, California, USA.

Prieto, L. (2003). " Seeing the local in the global and otherwise in the health care industry: a hologrammatic model". Research Colloquium series Department of Management, New Mexico State University, Las Cruces, NM, USA.

Prieto, L. (2003). Sunbreak Strategy Conference: Mapping from complexity theory to management. Conference held from the 28 to the 31st January, 2003, New Mexico State University, NM, USA.

Hanges, P. J., Higgins, M., Dyer, N.G., Smith-Major, V., Dorfman, P. W., Brodbeck, F. C., Howell, J. P., & **Prieto, L.** (2001). ***Influence of cultural values on leadership schema structure.*** In P. J. Hanges & M. J. Gelfand (Co-Chairs). Applications of pathfinder to understanding cognition in organizational psychology. Symposium presented at the 16th Annual Society of Industrial and Organizational Psychology Conference. San Diego, CA.

Prieto, L. & G. Shipley (2001). ***Increasing the Greening of Industry via E-Commerce and Information Technology. Best Student Paper.*** Southwestern Federation of Administrative Disciplines. 28th Annual Meeting, February 28-March 3, 2001, New Orleans, Louisiana.

Prieto, L. & G. Shipley (2001). ***Creating a Win-Win Situation In Inter-organizational Systems Between Manufacturers and Retailers.*** Southwestern Federation of Administrative Disciplines. 28th Annual Meeting, February 28-March 3, 2001, New Orleans, Louisiana.

Prieto, L. (1997). "Land Use in the Yucatán Peninsula". Latin American Regional Meeting on Population and Environmental Research. Organized by The American Association for the Advancement of Science and the International Institute for Applied System Analysis. Mérida, Yucatán, México. April 22-25.

Prieto, L., (1996) **"Population-Development-Environment Interactions in Mexico"**. Conference International Conference of Research, Development, and

Training Institutes. "Globalization, Competitiveness and Security: Challenges for Development Policies and Institutional Change". Economics University. Vienna, Austria.

Graizbord, B., C. **L. Prieto**, Ibañez, A. Vieyra F., J. Cama, A. Lenz, A. Mina, y S. Rivera., (1996). "Analysis of Public Investment and Economic and Demographic Growth in the State of Guanajuato". Special elaboration and presentation for officials of the state government of Guanajuato, Mexico.

Prieto, L., (1996). "Tourism and Sustainable Development: Principles for the USA/México Transborder Region". VI Conference of the USA/México Transborder Region States Fronterizos México/USA: "Recreation, Protected areas and Wild Life." Universidad Autónoma de Tamaulipas, Cd. Victoria, Tamaulipas, México.

Chew, M. & **Prieto, L.** (2002). "The Role of the Mass Media in the Cultural Homogenization among Spanish-Speaking People." Presented at the *National Association for Chicana and Chicano Studies*. *National Association for Chicana and Chicano Studies*. Chicago, Illinois March, 27-30.

Prieto, L. & Chew, M. (2001). "The Lack of Control of an Information-Based and Frictionless Economy in Mexico: A Systemic Perspective." *National Communication Association*. Atlanta, Georgia. November 1-4, 2001

Chew, M. & **Prieto, L.** (2001). "The corridos and the Mexican diaspora in the United States." Paper presented at the 11th biannual conference of the *International Association for the Study of Popular Music*. University of Turku, Finland. July 6-10.

Chew, M. & **Prieto, L.** (2001). "English as an international language in academic exchanges. Some problems and some possible solutions." *International Communication Association*. Washington, D.C. May 25-28.

Prieto, L. & Chew, M. (2000). "NAFTA after six years of implementation: A polyphonic perspective of its socio-ecological impacts." *International Communication Association*. Acapulco, Mexico. June 1-5.

AWARDS & HONORS

M. Scott Myers Award for the best-applied research project in the workplace 2004. This award is presented by the Society of Industrial and Organizational Psychology for my participation as lead country co-investigator for Mexico on the Global leadership and Organizational Behavior Effectiveness (GLOBE) project.

Best Student Paper: Prieto, L. & G. Shipley (2001). "*Increasing the Greening of Industry via E-Commerce and Information Technology*". . Southwestern Federation of Administrative Disciplines. 28th Annual Meeting, February 28-March 3, 2001, New Orleans, Louisiana.

University of Texas at El Paso, USA. College of Business Administration. Faculty Student Marshall.

Member Beta Gamma Sigma.

The University of Reading, England.
Distinguished as one of the three best students of the MSc generation.

Universidad Autónoma Chapingo, Mexico.
Distinguished as one of the best students of Mexico at the BSc level.

PROFESSIONAL SERVICE

Ph. D. Thesis advisor. Universidad Autónoma de Ciudad Juárez. Institute for Social Sciences and Business Administration, Cd. Juárez, Chihuahua, Mexico and Universidad Autónoma Metropolitana, Mexico City. Title of the thesis: "The Multiple Social Spaces of The Maquiladora Industry in Ciudad Juarez". Ph. D. Student: Manuel Arroyo. This thesis is likely to be defended in the next six months.

Ph. D. Thesis advisor. Universidad Autónoma de Ciudad Juárez. Institute for Social Sciences and Business Administration, Cd. Juárez, Chihuahua, Mexico and Universidad Autónoma Metropolitana, Mexico City. Title of the thesis: "An Assessment of Local Suppliers' Capabilities for The Maquiladora Industry in Ciudad Juarez". Ph. D. Student: Jaime Arellano. This thesis is likely to be defended in the next eight months.

M.A. Thesis advisor. Universidad Autónoma de Ciudad Juárez. Institute for Social Sciences and Business Administration, Cd. Juárez, Chihuahua, Mexico. Title of the thesis: "Construction of environmental risk and public policy design in the West of Ciudad Juarez". M.A. Student: Juan Hernan III Ortiz Quintana. Thesis successfully defended.

M.A. Thesis advisor. Universidad Autónoma de Ciudad Juárez. Institute for Social Sciences and Business Administration, Cd. Juárez, Chihuahua, Mexico. Title of the thesis: "Assessment of the "Compañeros" Micro-enterprising Program". M.A. Student: Violeta González. Thesis successfully defended.

M.A. Thesis advisor. Universidad Autónoma de Ciudad Juárez. Institute for Social Sciences and Business Administration, Cd. Juárez, Chihuahua, Mexico. Title of the thesis: "Effects of Intraregional development and Public Policies in Ciudad Juarez's Social Welfare from 1990 to 1995". M.A. Student: Joaquin Molinar. Thesis successfully defended.

Facilitator: Binational Workshop for Environmental Education EL Paso-Ciudad Juarez-Las Cruces. Responsible for coordinating a participative process for the formulation of a joint strategic plan for environmental education in the El Paso del Norte region.

Community Development facilitator. New Mexico State University. International Institute for Natural and Cultural Resource Management. Co-responsible for designing and implementing participative designs for local and regional development in Ojinaga, and the Sierra Tarahumara in Chihuahua, Mexico; and for the Choluteca River Basin in Honduras, Central America. Likewise, coordinated 60 strategic planning workshops as part of an effort aimed at the formulation, and implementation of both the urban and the municipal development plans for Juárez, México. In this case, we followed an approach highlighting the complexity of development in dovetailing aspects of political science, public administration, anthropology, and urban dynamics.

CIVIC & PROFESSIONAL AFFILIATIONS

Academy of Management
Western Academy of Management
National Association of Chicano and Chicana Studies.
Beta Gamma Sigma

US Permanent Resident.