

KAREN LYNDEN

Lecturer, Bryan School of Business and Economics, Department of Management
University of North Carolina at Greensboro
Bryan Building, P. O. Box 26170, Greensboro, NC 27402-6170
E-mail: k_lynden@uncg.edu

TEACHING EXPERIENCE

- University of North Carolina at Greensboro, Bryan School of Business: Lecturer** 2016 - present
Fall 2018 - Present: Lecturer, full-time
Spring 2016 - Spring 2018: Lecturer, adjunct
- Rowan-Cabarrus Community College, Salisbury, North Carolina: Instructor** 2003 - 2018
2011 - 2017: Business Administration Instructor, full-time
2005 - 2011: Distance Education Coordinator, full-time
2017 - 2018: Business Administration Instructor, adjunct
2003 - 2011: Business Administration Instructor, adjunct
- Program Advisor: North Carolina Global Distinctions Initiative, 2015 - 2017
 - Internship Advisor, 2013 – 2017

EDUCATION

Graduate Student, PhD in Business Administration

UNC Greensboro, Bryan School of Business and Economics. Greensboro, North Carolina
Anticipated graduation, 2023

Master of Science in Organizational Management, Magna Cum Laude

Pfeiffer University, Charlotte, North Carolina, 2003

Bachelor of Business Administration, Concentration: Business Management

Catawba College, Salisbury, North Carolina, 2000

RECOGNITIONS

- Academy of International Business Teaching & Education Shared Interest Group (T&E SIG), AIB World Best Teaching Panel Award, 2019
- X-Culture: Best Instructor Award, 2014, 2015, 2016, 2017, 2018, 2019
- ACBSP Teaching Excellence International Award recipient, 2017
- ACBSP Teaching Excellence Award recipient, Region 3 (Southeastern) Award, 2017
- Instructional Technology Council National Award: Outstanding Fully-Online Course, 2013
- Quality Matters Certified Course, 2013
- Rowan-Cabarrus Community College: Instructor of the Year Teaching Award, 2012
- Blackboard Catalyst Award: Exemplary Course Award, 2011
- Phi Theta Kappa Honor Society: Horizon Advisor Award, 2009, 2010
- Rowan-Cabarrus Community College: Outstanding Employee Award, 2007

CURRENT PROJECTS

Lynden, K. & Muth, T. Preparing Students for the Global-Virtual-Team Based Project. The X-Culture Textbook of Global Virtual Collaboration. Working chapter, accepted, August 2019.

Symposium leadership team member, X-Culture Global Business Week, 2020 Singapore. 2019- present.

X-Culture Coaching Program, Director. August 2019- present.

PUBLICATIONS

Gonzalez-Perez, M., Lynden, K., & Taras, V. Handbook co-editors: *Handbook on Experiential Learning in International Business and Management: Theories, Applications, and Transferability*. Palgrave Macmillan. May 2019. DOI: 10.1007/978-3-030-20415-0

Baumanis, L., Taras, V., Lynden, K., Tavoletti, E., Muth, T. (2019). Chapter author team: X-Culture Global Business Week: Learning International Business through Experiential Learning. *Handbook on Experiential Learning in International Business and Management: Theories, Applications, and Transferability*. Palgrave Macmillan. May 2019. DOI: 10.1007/978-3-030-20415-0

Lynden, K. (2014). International Connections for Business Students: A Review of the X-Culture Project and Highlights from One College's Participation Perspective. *Review of Integrative Business and Economics Research (RIBER)*,3(2), 1-16. Retrieved March 18, 2017, from <http://sibresearch.org/riber-3-2.html>

PROFESSIONAL DEVELOPMENT AND CERTIFICATIONS

Certificates

- Publons Peer Reviewer Certification, 2019
- World View Global Education Leaders Program, University of North Carolina, Chapel Hill. 2017
- University of North Carolina, Kenan-Flagler Business School, Chapel Hill: Cross-Cultural Savvy for Global Business, Certificate, 2014
- Learning Resources Network (LERN): Certified Faculty Developer (CFD), 2007

University of North Carolina, Greensboro

- Master Teacher Workshop, Dr. Harvey Brightman, UNCG Bryan School, January 2020
- Global Teaching Topics, workshop conducted by the UNCG Teaching Innovations Office, 2020
- Ready to Teach Modules: Plan, Develop, Teach, and Evaluate (Online teaching) professional development certificate, awarded by the UNCG Division of Continual Learning, 2017
- Teaching Large Courses: UNCG Teaching Innovations Office, 2016

Quality Matters

- Peer Reviewer Recertification, 2014, 2018; Peer Reviewer Certification, 2013
- Certified Course: MKT 225 Marketing Research, 2013
- Certifications: Applying the QM Rubric; Linking Instructional Materials and Learner Engagement (STD4/5); Design That Welcomes Your Students (STD1/7); Addressing Accessibility (STD8); Quality Matters Peer Reviewer Training, 2012-2014

PROFESSIONAL DEVELOPMENT AND CERTIFICATIONS *(continued)*

Blackboard

- Certifications: Building Online Communities; Designing Engaging Content; Creating Professional Development Courses; Assessing Learners; Building Courses; Enhancing Communication
- Exemplary Course Program: Reviewer, 2009, 2014; Team Coordinator, 2010, 2011
- Blackboard v9 Cohort Program and Administrator and Instructor Training, 2011
- Blackboard Instructor and Administrator Enterprise Training, 2006

NC-NET Academy

- Online Course Certifications: Embracing Diversity in the Classroom; From Good Teaching to Student Learning; Incorporating Active Learning in the College Classroom; Technology Bootcamp I; Technology Bootcamp II; Learning Communities: A Users Guide; Service Learning; Helping Students Succeed-Broad Strategies in Student Retention, 2006-2016

Professional Development Training - Rowan-Cabarrus Community College

- Paideia; Individual Development Plans; Building a Lesson Plan; Building a Rubric; Foundations of Cooperative Learning (Johnson and Johnson); Grant Development, 2006-2016

CONSULTING, QUALITY MATTERS

Quality Matters External Reviewer -evaluating university curriculum courses seeking certification

- Palm Beach State College, Quality Matters Course Review, August 2019
- Texas A&M University, Quality Matters Course Review, 2018
- University of Colorado, Quality Matters Course Review, 2018
- Athens State University, Quality Matters Course Review, 2017

CONFERENCE PRESENTATIONS

Lynden, K., Muth, T., Rottig, D., Taras, V., Wankel, C., Vyas, B. (2019). *Challenges and Best Practices of Incorporating X-Culture in Business Courses*. Academy of International Business-SE, San Antonio, TX.

Lynden, K., Garcia, R., Torres, L. (2019). *Experiential Learning: Sharing EL Teaching Strategies through Lesson Plans*. Academy of International Business-SE, San Antonio, TX.

Lynden, K., Baumanis, L., Friends, T., Khare, V., McKenna, M., Naoumova, I., Panina, D., Rogers, A., Anderson, M., Taras, V. (2019). *The Palgrave Handbook of Learning and Teaching International Business and Management Co-Author Panel Session*. Academy of International Business-SE, San Antonio, TX.

Taras, V. & Lynden, K. (2019). *X-Culture Coaching Program and Professional Development Opportunities, student session*. X-Culture Global Business Week, University of Calgary, Canada.

Lynden, K. (2019). *X-Culture Master Faculty Training*. X-Culture Global Business Week, University of Calgary, Canada.

Lynden, K. (2019). *Paper Session: A Global Classroom*. LTSE 2019 - Learning, Teaching & Student Experience, Manchester, Manchester, UK.

Lynden, K. (2019). *Poster Session: A Global Classroom*. LTSE 2019 - Learning, Teaching & Student Experience, Manchester, Manchester, UK.

Lynden, K. (2018). *X-Culture Master Faculty Training*. X-Culture Global Business Week, University of Macerata, Macerata, Italy.

CONFERENCE PRESENTATIONS *(continued)*

- Lynden, K. (2018). *Interviewing Best Practices, student session*. X-Culture Global Business Week, University of Macerata, Macerata, Italy.
- Lynden, K., Aguilera-Castillo, A., Baker, D., Robledo, C., Rottig, D., Taras, V., Zwerg, A. (2018). *Creative Economy Challenges: Incorporating X-Culture in Business Courses*. Academy of International Business-SE, Nashville, TN.
- Lynden, K. (2018). *X-Culture Master Faculty Training*. X-Culture Global Business Week Symposium, University of Macerata, Italy.
- Lynden, K., Crossin, C., Kurthakoti, R., Messner, W., Claasen Musteen, M., Torres de Oliveira, R., Wankel, C. (2018). *Teaching International Business Through Experience: Projects*. Academy of International Business, M.N.
- Lynden, K., (2018). *Teaching with CFR and Foreign Affairs Resources*. Council on Foreign Relations Educators Workshop, N.Y.
- Lynden, K., Arora, A. (Amit), Arora, A. (Anshu), Baker, D., Feng, J., Gunkel, M., Hiller, G., ... Zwerg, A. (2017). *Teaching International Business Through Experience*. Academy of International Business-SE, D.C.
- Lynden, K., Baker, D., Charles, R., Imam, K., Iarkova, E., Lewa, P., Muth, T., ... Zwerg, A. (2017). *Incorporating the X-Culture Project in International Business Curriculum: Challenges and Best Practices*. Academy of International Business-SE, D.C.
- Taras, V., Lynden, K., Alon, I., Robledo Ardila, C., Camacho, L., Iarkova, E., Jiménez, A., ...Wei, W. (2016). *Integrating Experiential Learning in International Business Curriculum: Existing Projects and Best Practices*. Academy of International Business-SE, Tampa, FL.
- Lynden, K., Taras, V., Gil del Alcazar, M., Ardila, C., Crockett, D., Muth, T., Rottig, D., Tavoletti, E., Tolmie, C. (2016). *X-Culture in International Business Courses: Instructor Exchange of Experiences, Challenges, Best Practices*. Academy of International Business-SE, Tampa, FL.
- Taras, V., Lynden, K., Berg, D., Bird, A., Calixto, C., Gupta, S., Hagen, J., ...de la Torre, J. (2015). *Engage them and They'll Understand: Existing Projects and Best Practices of Integrating Experiential Learning*. Academy of International Business Annual Meeting, Bangalore, India.
- Taras, V., Lynden, K., Arora, S., Calixto, C., Gupta, S., Jha, S., Kurthakoti, ...Vyas, B. (2015). *Optimizing the use of X-Culture in International Business Courses*. Academy of International Business Annual Meeting, Bangalore, India.
- Lynden, K. (2015). *Globalization and Changing Landscape of Business*. Kristu Jayanti College 8th Annual International Conference on Globalization and the Changing Landscape of Business, Bangalore, India.
- Taras, V., Lynden, K., Colakoglu, S, Lituchy, Vyas, B. (2015). *Teaching International Business through Experience*. Academy of International Business-SE, Savannah, GA.
- Taras, V., Lynden, K., Ardila, C., Lituchy, T., Muth, T., Rottig, D., Tavoletti, E., Zwerg-Villegas, A., Vyas, B. (2015) *Optimizing the use of X-Culture in International Business Courses*. Academy of International Business-SE, Savannah, GA.
- Lynden, K. (2014). *International Connections for Business Students*. SIBR Conference on Interdisciplinary Business and Economics Research, Bangkok, Thailand.
- Lynden, K. (2014). *Internationalization of Your Course Content*. Rowan-Cabarrus Community College Center for Teaching and Learning, Kannapolis, NC.

CONFERENCE PRESENTATIONS *(continued)*

- Lynden, K. (2014). *Creating Engaging Student Communities in the Online Classroom*. Rowan-Cabarrus Community College Center for Teaching and Learning, Kannapolis, NC.
- Bittle, J. & Lynden, K. (2014). *Service Learning*. Rowan-Cabarrus Community College Center for Teaching and Learning, Kannapolis, NC.
- Lynden, K. (2013). *Creating Engaging Student Communities in the Online Classroom*. NC Community College Association for Distance Learning, Raleigh, NC.
- Lynden, K. (2013). *Internationalization of Your Course Content*. NC Community College Faculty Association, Raleigh, NC.
- Lynden, K. (2013). *Developing an Exemplary Course*. Blackboard World, Las Vegas, NV.
- Lynden, K. (2011). *Beginning the Journey: Distance Education*. Santa Paula University, Costa Rica.
- Lynden, K. (2011). *SoftChalk Lesson Building*. Rowan-Cabarrus Community College Center for Teaching and Learning, Kannapolis, NC.
- Lynden, K. (2008). *Expect the Unexpected, Upgrading to Bb v7*. NC Community College Association for Distance Learning, Durham, NC.
- Lynden, K. & Grason, J. (2010). *Media and Tools to Enhance Teaching and Learning*. NC Community College Association for Distance Learning, Durham, NC.
- Heisen, C., Lynden, K., NeeSmith, D., & Stanfield, D. (2010). *Course Evaluations: Made Easy with the EAC Building Block*. NC Community College Association for Distance Learning, Durham, NC.

CONFERENCE PARTICIPATION

- Academy of International Business-SE, (panel session presentation, session co-chair): San Antonio, TX, 2019; Nashville, 2018; D.C, 2017; Tampa/Cozumel, 2016; Savannah, 2015; Miami, 2014
- X-Culture Global Business Week (Leadership Team, Faculty Development Track): Macerata, Italy, 2018; Calgary, Canada, 2019
- Academy of International Business (panel presentation, session co-chair). Minneapolis, MN. 2018
- X-Culture Xackathon, University of Wisconsin-La Crosse, WI. 2018
- Council on Foreign Relations Educators Workshop (panelist, round-table session facilitator), Manhattan, N.Y. 2018
- Institute for Cross Cultural Management (ICCM) Summit, participant, Orlando. 2018
- X-Culture Global Business Week and Faculty Xackathon, participant, Miami. 2017
- World View Global Education Leaders Program, Center for School Leadership Development, University of North Carolina, Chapel Hill. 2017
- Accreditation Council for Business Schools and Programs (ACBSP), Wilmington. 2017
- Academy of International Business (panel session presentation, session co-chair), Bangalore. 2015
- Kristu Jayanti College International Conference on Globalization and the Changing Landscape of Business (panelist), Bangalore. 2015
- Council on Foreign Relations Educators Workshop, N.Y., N.Y. 2014
- SIBR Conference on Interdisciplinary Business and Economics Research (presenter, session chair), Bangkok. 2014
- UNC Chapel Hill World View Symposium, Chapel Hill. 2010, 2012, 2014, 2015

CONFERENCE PARTICIPATION *(continued)*

- National Association for Community College Entrepreneurship Conference, Ghent. 2014
- International Business Institute Conference, Michigan State University, East Lansing. 2013
- NCCFA Conference, Greensboro and Raleigh. 2005, 2006, 2011, 2013
- NC Community College Association for Distance Learning Conference, Raleigh. 2005 - 2013
- NCCCS Distance Education Directors Institute, Raleigh. 2006, 2009 - 2011
- Phi Theta Kappa Carolinas Honors Conference, NC and SC locations. 2007 - 2010
- LERN Faculty Development Institute, Savannah. 2007
- Blackboard World, Las Vegas. 2009, 2011
- League of Innovation Conference on Information Technology, Charlotte. 2006
- NC Vital Conference for Distance Education Accessibility Training, Dobson. 2006
- New Directions Technology Conference, Flat Rock. 2006
- Valencia Learning Conversations Conference, Orlando. 2005
- National Center for Database Marketing Conference, Chicago. 2001

SERVICE TO THE FIELD

- Academy of International Business Teaching & Education Shared Interest Group (T&E SIG), Committee Member, 2019 - present
- Academy of International Business (AIB), member and conference paper reviewer, 2014 - present
- Academy of Management (AOM), member and conference paper reviewer, 2017 – present
- XCAB, X-Culture Advisory Board, Coordinator, 2019- present
- Cross Cultural & Strategic Management Journal, Editorial Review Board Member, 2018 – present

PROFESSIONAL AFFILIATIONS

- Academy of International Business (AIB), 2014 – present
- Academy of Management (AOM), 2017 – present
- Quality Matters, 2012– present
- Women of the Academy of International Business (WAIB), 2014 – present
- X-Culture Executive Board: coordinator, member 2019- present
- Accreditation Council for Business Schools and Programs (ACBSP), 2016 - 2018
- National Association for Community College Entrepreneurship (NACCE), 2014 - 2018
- NC Community College Association of Distance Learning (NC3ADL): membership director, 2013 - 2014; member, 2005 - 2018

NORTH CAROLINA COMMUNITY COLLEGE SYSTEM (NCCCS) PROJECTS (2006-2017)

NC Virtual Learning Community (VLC) curriculum and courses; available to NCCCS instructors

- Curriculum created: Marketing Research & Marketing (NC SBC Network), Marketing for Entrepreneurs, Fundamentals of Selling, Principles of Marketing, Introduction to Business
- ADA Accessibility Editing Project: Introduction to Interpersonal Communication

NCLOR Learning Objects; available to NC K-20 instructors:

- Learning Objects: Implementing Service Learning in an Online Class; Internationalize Your Course; Discussion Board Best Practices; Blogs as a Communication Tool
- Rubrics for Assessment. Lynden, K., Smith, D., Brown, A., Gray-Robertson, B.

GRANT WORK

Title III Grant (2012 - 2014) - \$1.8m. Project Director, U.S. Department of Education Strengthening Institutions Grant.

Student Impact Grant (2010 - 2015) - \$300-500 per award. Student project support.

UNC Chapel Hill World View: Center for Global Initiatives (2012) - \$700. Curriculum Development.

Golden LEAF: BioNetwork Grant (2007) - \$48,589. Principle Investigator.

Tier A Grant (2007) - \$300. QM Professional Development Funding.

COLLEGE SERVICE

- UNCG Bryan School Management representative to the UPC Committee, 2018 – May 2019
- UNCG Bryan School Study Abroad Interview Committee, 2016, 2017, 2018, 2019
- UNCG Faculty Phone-A-Thon, contacting prospective students, 2017, 2019
- Internship Advisor (RCCC), 2013 - 2017
- Coordinator and Committee Chair, NC Global Distinctions Initiative (RCCC), 2015 - 2016
- Program Advisor, North Carolina Global Distinctions Initiative (RCCC), 2015 - 2017
- Chair, Vice-Chair, Member. Distance Education Advisory Council (RCCC), 2010 - 2017
- Developer, QEP Project: Globalization of Careers (RCCC), Fall 2015
- Director, Rowan-Cabarrus Title III Grant (RCCC), 2012 - 2014
- Member, Global Connections (RCCC), 2010 - 2012
- Member, Re-employment Bridge Institute (RBI); online platform development (RCCC), 2011, 2012
- Advisor, Phi Theta Kappa Honor Society (RCCC), 2009 - 2012
- Member, Ambassador Committee (RCCC), 2010 - 2012
- Member, Vision 2020 Committee (RCCC), 2009 - 2011
- Member, Sustainability Committee (RCCC), 2009 - 2010
- Service prior to 2010 (RCCC): *My Learning Community Quality Matters Team, Strategic Planning Committee, Institutional Effectiveness Committee, Quality Enhancement Plan Committee*

PAST PROFESSIONAL EXPERIENCE

Rowan-Cabarrus Community College: Distance Education Coordinator, 2005 - 2011

- Developed quality course design initiatives, faculty certification standards, and created course templates for distance learning content.
- Conducted faculty training programs and faculty certification programs.
- Managed several high-impact technical initiatives such as Learning Management System upgrades and integrated building blocks (e.g., SafeAssign, Bb Rubrics, EAC Survey tools).
- Established Distance Education Advisory Council, with college leadership support.

PAST PROFESSIONAL EXPERIENCE *(continued)*

Innovative Marketing Strategies: Managing Director, Client Services, 2002 - 2005

- Managed domestic and international accounts while developing successful global and domestic teams. Scope of responsibilities included: managing domestic and off-shore employees; project planning; sales and financial reporting; forecasting; and proposal development.
- Participated in the ongoing development and implementation of organizational SOP standards, training manuals, quality processes, and client services standards documentation.
- Project experience includes B2B and B2C acquisition, retention, and CRM strategies within the following sectors: banking; health care; controlled and consumer publishing; and non-profit.
- Accomplishments include: assumed a financial services account gaining 20%+ of the client's volume; becoming an exclusive vendor with a key client within 18 months; captured significant market share based upon quality and performance rankings; grew a several test programs into long-term accounts; managed first non-profit and first controlled publishing client relationships.

Synapse Technology: Client Services Executive, 2000 - 2001

- Responsible for external client database management and marketing initiatives.
- Managed national client loyalty program for client account.
- Coordinated agencies for advertising strategies and analyzed quantitative and qualitative data to direct business strategies.
- Accomplishments include: Partnered with other department leaders and knowledge experts to create an intranet professional development initiative; developed technical training materials and reporting procedures; facilitated internal and external training programs.

Telespectrum Worldwide: Education Manager, Organizational Development, 1990 - 2000

- Conducted corporate organizational development training programs in the U.S. and Canada.
- Facilitated: management candidate program; orientation; and continuing education programs.
- Developed: Recruitment and hiring processes; quality processes; training manuals and SOP documentation; retention efforts; and performance incentive programs.
- Appointed as a *Reorganization Team Member*, supporting several business unit acquisitions and start-up initiatives through the department of Organizational Development and Training & Development (U.S & Canada).
- Accomplishments include: Created a company-wide coaching program for supervisors and mid-level management; created mentoring program; and with the Curriculum Developer, developed the *eLearning Library* and *Community Seminar Series*.