

# STEVEN CLARKE

SENIOR PROGRAM MANAGER —  
MASTER OF GLOBAL TRADE

## ACADEMIC WORK EXPERIENCE

THE ROYAL MELBOURNE INSTITUTE OF  
TECHNOLOGY VIETNAM

2017-PRESENT

Senior Program Manager Master of Global Trade  
Program Manager MBA  
Program Manager Business Administration  
Program Manager Graduate Certificate in Entrepreneurship  
Graduate Uplift Project Manager RMIT Asia Graduate Centre  
Lecturer in MGT/MBA/MIB/EMBA Programs

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**2016 to Present** - Faculty (Online), University of Maryland (International Business/  
Entrepreneurship/Retail/Merchandising/Marketing)

**2011-2018** – Instructor (Online), University of California, Santa Cruz (International  
Business, Marketing, Market Entry, Cross-Cultural Negotiations, Global Sourcing/  
Product Development/Retail Merchandising)

**2008-Present** – Guest Lecturer, California State University at Fullerton, (Global  
Strategic Management, International Marketing, Cross-Cultural Negotiations.)

**2008-Present** – Guest Instructor, University of California, Irvine (Graduate and  
Undergraduate Bus. Courses, International Business, Cross-Cultural Negotiations,  
International Marketing)

**2011 – 2012** -Faculty (Online), University of Liverpool (International Marketing)

## CORPORATE WORK EXPERIENCE

### Managing Director

GLOBAL MANAGEMENT GROUP | Asia  
January 2010 – Present (Consultant)

Consultant for franchises, retail stores, banks and business groups in the Asia re-  
gion, Central Group Thailand

### President and Founder

CHINA SILK IMPORTS INC. | Los Angeles, CA

April 2004 – December 2009

Production and distribution of the Chinese Silk brand wines in the United States.

### President

FREESIA DEVELOPMENT LTD. | Shanghai, China

Feb. 2002 - March 2004

Started a new company with China Government officials to bring companies to  
China, and consulting, including # 1 Dept Store China, Nike, Adidas, Reebok, Don-  
na Karan, Armani AX, Quest Sports China

### President

TECHNE DESIGN INC. | Bangkok, Thailand

Feb. 1998 – Jan. 2002

Consultant for retail stores and wholesale brands in Asia, including Central Dept.  
Stores, Robinson Dept. Stores, Nike, Adidas, Reebok etc. Design and sourcing for  
brands and retail, including Men's furnishings, sportswear, sport apparel, kids and  
outerwear

### President

TECHNE DESIGN INC. | USA

Feb 1987 - July 1998

Wholesale Trade/Import-Export

Design of apparel and accessories, production and sales of Arnold Palmer Design  
Collection, Donna Karan, Western Airlines, NFL etc.

Retail display production for Neiman Marcus, Federated Dept. Stores, Duty Free,  
Krause's Furniture, Stein Mart



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### Vietnam Address:

Sky Garden # 3 Apt 7G 2/1  
Phu My Hung, HCMC, VN

### Thailand Address:

92/1 Moo 2, Don Tan, Amphur Muang, Suphan Buri,  
Thailand, 72000

### United States Address:

9775 Verde Mar, Huntington Beach, CA, 92646 USA

## EDUCATION

**PhD** in Business Administration (International  
Business) Northcentral University, Arizona

**MBA** (Business Administration, emphasis in  
Marketing), Grand Canyon University, Arizona

**B.S.** in Finance with a minor in Marketing,  
Northern Arizona University, Arizona

## SKILLS

Entrepreneur instincts with both small and large com-  
pany appreciation

Self-starter with ability to forge through new and ex-  
citing initial concepts and implementation  
Management and front-line ability to communicate  
effectively

International understanding of business, trade, sourc-  
ing and production processes

Individual and team building aptitude

Cultural and “real world” compassion and awareness  
Intercultural and multi-disciplinary collaborative re-  
search aptitude

Proficiency in the language of research and  
publication

Experience in descriptive, relational, and causal  
studies

Research capability in qualitative, quantitative and  
mixed research methods

## MEMBERSHIP

Academy of International Business (AIB)

Academy of Management (AOM) and Asia Academy of  
Management (AAOM)

Strategic Management Society (SMS)

Decision Sciences Institute (DSI) and Asia-Pacific DSI

International Association of Chinese Management  
Scholars (IACMR)

Informing Science Institute (IST)

## President

TECHNE DESIGN INC. | USA

Feb 1987 - July 1998

Wholesale Trade/Import-Export

Design of apparel and accessories, production and sales of Arnold Palmer Design Collection, Donna Karan, Western Airlines, NFL etc.

Retail display production for Neiman Marcus, Federated Dept. Stores, Duty Free, Krause's Furniture, Stein Mart

## President

NORTHFIELD SPORT INC. (CHICAGO BEARS) | Chicago, Cook, IL

Aug. 1985 – Oct. 1987

Wholesale brand development in partnership with Super Bowl Champions and NFL.

Design and manufacturing of sports apparel for the Chicago Bears

## Vice President Merchandising Men's, Young Men's, and Boy's

FEDERATED DEPARTMENT STORES | Chicago, Cook, IL

May 1981 – July 1985

## Vice President Merchandising Men's

EDDIE BAUER INC. | Bellevue, WA

Jan. 1980 - April 1981

## Vice President of Merchandising Men, Young Men's, and Boy's

EMPORIUM CAPWELL (CARTER HAWLEY HALE) | San Francisco, San Francisco, CA

May 1977 - Dec 1979

## Assistant Storage Manager

EMPORIUM CAPWELL | San Francisco, San Francisco, CA

Aug. 1976 – Mar. 1977

## Buyer of Men's Shoes, Men's Dress Shirts, and Neckwear

THE MAY DEPARTMENT STORES COMPANY | Los Angeles, CA

Jan. 1970 – Jan. 1976

## RESEARCH IN PROGRESS

2021 July Submission to The Journal of Cultural Economics . Understanding Contemporary Cultural Strategy and Negotiations between the US and China. "The Art of the Deal", & "The Art of War".

Understanding Cultural Strategy and Negotiations Between China and US China Market Entry Barriers and Opportunities. Paper to be submitted to Academy of Management Perspective

Relating Cultural and National Influences on Value and Ethics. Paper to be submitted to Business Horizons

Asian Joint Ventures and Cross-Cultural Negotiations Behavior. Paper to be submitted to Journal of Business Strategy

Honesty in Chinese/American Cross-Cultural Negotiations. Paper to be submitted to Journal of Business Ethics

## CONFERENCES & PRESENTATIONS

Managing Cross-Border Trade in an Uncertain World—Hinrich Foundation and National University of Singapore Executive Program— Oct-7-9, 2019, NUSS, Suntext City Guild House, Singapore

Vietnam CFO Conference— Keynote Speaker— Nov. 12th, 2019. Global Trade. Lotte Hotel, HCMC, Vietnam

ANZAM – 2017 – Empirical Social Network Analysis in Sustainable Supply Chain Management

Informing Scient Institute – 2017 - Vietnam Trade Policy A Developing Nation

China Silk Wines: A Case Study, paper presented at the International Academy of Business and Economics Conference, Bangkok, June 4-6, 2011.

Interviewed on NBC News – China Silk Wines, 2009

Interviewed on USA Today – China Silk wines, 2009

Guest Commentator: International Business: The Nation TV Sunday Night Show: 2011-Current

Keynote Speaker: China National Silk Globalization Strategy Conference, Wuxi - 2006

Keynote Speaker: China #1 Department Store National Strategic Planning, Shanghai -2007

Keynote Speaker: Levi Straus World Wide Sales Meeting – Retail National Product Launch Dockers

Keynote Speaker: Manhattan Industries World Wide Sales Meeting – Retail Department Store Strategy

Keynote Speaker: Central Department Stores - Thailand Retail Strategy

Keynote Speaker: Global Management Group, Worldwide Global Development Strategy

## PUBLICATIONS

Clarke, S., Cortes-Sanchez, S., Anderson, H., Yi, A., Cai, E., Le, KA., Tajale, F., Georgopoulos, I., Cao, C., (2020). Practical Responses to Pandemics: Evidence and Recommendations from Case Studies of Agri-Food Trade in the EU, Asia-Pacific and American regions during COVID-19. Certificate of Excellence awarded by United Nations—White Paper Christophe Schinckus, Mohammadraza Akbari, Steven J Clarke. (2019, April). Corporate Social Responsibility in Sustainable Supply Chain Management: An Econobibliometric Perspective. Journal of Theoretical Economics. (B)

Clarke, Steven J. (2016) "Honesty in Chinese/American Cross-Cultural Business Negotiations". Proquest Publication No. 10116285, pp.1-196

Clarke, Steven J. and Peng Chan. (2016) "Hypocrisy, Ethics, and Deception in Chinese/American Cross-Cultural Business Negotiations. Spring 2016. Minority and Small Business Review. Volume. 14, pp. 37-58

Clarke, Steven J. (2016). "Chinese/American Cross-Cultural Business Negotiations Literature Review. Minority and Small Business Review, Vol. 14, 37-49

Clarke, Steven J. and Peng Chan, "Challenges of Multi-national Enterprises Conducting Global Business," Minority and Small Business Review, Vol. 12, Spring 2014, 38-47.

Clarke, Steve, and Peng Chan. China Market Entry Overview for Foreign Enterprises. Minority and Small Business Review, Volume 11, February 2013, pp. 41-46.

China Silk Wines: A Case Study, Review of Business Research, Volume 10, Number 1, 2010, 110-116 (co-authored with P. Chan, D. Pollard, and Brian Lee).

Clarke, Steven J., Peng Chan, Mohammadreza Akbari, Will Smith, (2017). Understanding Culture Between China and US Business. Akademika Nusa International. Mohammadraza Akbari, Steve Clarke, Shaghayegh Maleki Far, (2017). Outsourcing Best Practice-The Case of large Construction Firms in Iran. Informing Science Institute Publications

Shaghayegh Maleki Far, Mohammadraza Akbari, Steve Clarke, (2017). The effect of IT Integration on Supply Chain Agility towards Market Performance. Informing Science Institute Publications

Steven Clarke, Mohammadreza Akbari, Shaghayegh Maleki Far, (2017). Vietnam Trade Policy A Developing Nation Assessment. Informing Science Institute Publications.

## INTERESTS

International Business, Research, Teaching, Travel, Reading, Writing, Golf, Food, Wine, and Dogs