

## DR. HUMAYUN (HUGH) RASHID

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**Brief Bio:** Dr. Hugh is a practitioner-scholar with over 25 years of experience working and consulting with global organizations in the US, Europe and Asia. Over the last few years he has taught Design Thinking & Innovation, Cross-Culture Management and International Marketing at various universities including University of Southern California (USC), Wuhan University, Chongqing University, Beijing Normal University and Peking University. He is also founder and managing partner of Xavor Corporation (for over 20 years), which provides innovative business solutions to Silicon Valley/California entrepreneurial startups as well as leading High-Tech Manufacturers (including various Apple suppliers) in the USA. He has a BBA from University of Texas Austin (USA), Executive MBA from University of California at Irvine (California) and Doctorate in Management from Case Western University in Cleveland, Ohio (USA). Currently he is working on a book project focused on applying principles of innovation and entrepreneurship to extreme poverty situations using design attitude and design thinking methods. In his spare time, he enjoys reading, traveling and cruising the ocean in his Yacht.

**Doctorate in Management**, *Case Western Reserve University, Cleveland, USA*, Weatherhead School of Management - 2008

**Masters in Business Administration (MBA)**, *University of California Irvine, USA*, Paul Merage School of Business - 2005

**Bachelors in Business Administration**, *University of Texas at Austin, USA*, Major: Data Processing & Business Analysis – 1987

### ACADEMIC TEACHING AND RESEARCH EXPERIENCE

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**Beijing Normal University**, School of Economics & Business Administration, Beijing, China.

- Taught a class on Cross-Cultural Management to Master Students during fall semester 2013, spring 2014 & fall 2015. Class consisted of approximately 25 international students from various countries.
- Taught International Marketing to Master Students during the spring semester 2014 & 2015. Class consists of all international students (2014) and talented Chinese students selected for special international program (2015).

**Peking University**, Guanghua School of Management, Beijing, China.

- Taught a one-unit course on Design-Driven Innovations to MBA students. The course was structured as an all day hands-on workshop conducted over 2 consecutive Saturdays. Spring 2014 semester.

**Chongqing University**, School of Economics & Business Administration, Chongqing, China.

- Taught a class on Innovation & Entrepreneurship to International MBA (iMBA) students of class of 2011, 2012, 2013, 2014 & 2015. Classes consisted of 15 to 30 working professionals from over 18 different countries.
- Presented series of seminar lectures to university faculty and PhD students on academic writing and publishing process in the international journals, during Spring 2012 semester.
- Presented a seminar on Innovation & Entrepreneurship in China to visiting (from Florida International University) Executive MBA students from USA and South America in October 2012.
- Taught a Business English course to local Chinese MBA students during the Fall 2012 semester.
- Assisted various full-time Chinese professors at Chongqing University with extensive English language editing of their academic papers towards research publication in the international journals, between Fall 2011 and Fall 2012.

**Wuhan University**, School of Management & Economics, Wuhan, China.

- Taught course modules on Innovation & Entrepreneurship to iMBA students over four (all day) weekend sessions in November 2011, 2012, 2013 & 2014. Classes consisted of about forty Chinese managers and executives working at large global/international and local Chinese organizations in the Wuhan area.

**Nanchang University:** Department of Software Engineering, Nanchang, China.

Taught five classes (60 to 70 students in each class), Enterprise Software Architecture, during the Spring Semester, 2011. Was asked to extend the contract for another year decided to move to a new location to better understand Chinese business environment and diverse culture.

**University of Southern California (USC),** Department of Information and Operations Management, Marshall School of Business, Los Angeles, California, USA, 2009-2010

**Undergraduate students**

- IOM 437 *Technology-Enabled Global Businesses, Markets & Sourcing*, Spring 2009 semester

**Graduate students**

- IOM 537 *Global Businesses & Markets: Strategies Enabled by Technology*, Spring 2009 & 2010 semesters
- IOM 580 *Project Management*, Spring 2010 semester

**Short Lecture Presentations (2 to 4 hour session):**

- **School of Management, Zhejiang University**, Hangzhou, China. Gave a lecture to the Executive MBA class on Management Innovation & Design Thinking in December 2010. Class consisted of about twenty-five Chinese executives working at large global/international as well as large local Chinese organizations in the Hangzhou area.
- **Nanyang Technological University (NTU)**. Gave a lecture to the EMBA class on Design & Management Innovation! MBA Program, School of Business, Singapore, 2010-2011. Class consisted of 40 students from various countries.
- **National University of Singapore (NUS)**, Singapore. Was responsible for the module on Innovation of the Strategic Management Program Fall 2008/Spring 2009/Fall 2009. Class consisted of about 40 local Singapore executives.
- **Tsinghua University**: Guest Lecture to iMBA Students on Managing as Design: How to lead Design-Driven Innovations, September 2013.
- **Renmin University**: Guest Lecture to iMBA Students on Managing as Design: How to lead Design-Driven Innovations, October 2013.
- **Peking University**: Guest Lecture to iMBA Students on Managing as Design: How to lead Design-Driven Innovations, October 2013.

**Faculty Advisor**, School of Business & Information Technology, KCA University, Nairobi, Kenya, 2008-2009

**Faculty staff**

- *Faculty workshop: IT enabled business Innovation under-graduate degree program design*, Fall 2009

**Research Fellow/Advisor**, Doctorate of Management, Weatherhead School of Business, Case Western Reserve University, Cleveland, Ohio, 2010-2011

**Doctorate students**

- *Doctorate of Management (DM) Program*, Fall 2010

**Awards and Honors**

- Distinguished Research Award, Academy of Information and Management Sciences, Las Vegas, NV, October 14-16, 2009.

**Referred Journal Articles**

- Rashid, H. & Zhao, L. (forthcoming). The Mediating Role of Work-leisure Conflict on Job Stress and Retention of IT Professionals. *Academy of Information and Management Sciences Journal*.

- Rashid, H. & Zhao, L. (forthcoming). The Significance of Career Commitment in Generating Commitment to Organizational Change among IT Personnel. *Academy of Information and Management Sciences Journal*.

### **Refereed Conference Proceedings**

- Rashid, H. and Zhao, L. (2010) Impact of Key Change Messages on Retention Likelihood. *Proceedings of 2010 APA Convention, San Diego, California, USA*.
- Rashid, H. (2010) Sustaining economic growth in China through entrepreneurship and innovation: Approaching policy through Positive Design. *Proceedings of 2010 Academy of Innovation and Entrepreneurship, Tsinghua University, Beijing, China*.
- Rashid, H. and Zhao, L. (2010) The Impact of Job Stress and Its Antecedents on Commitment to Change among IT Professionals in Global Organizations. *Proceedings of 2010 IEEE International Conference on Advanced Management Science (IEEE ICAMS 2010), Chengdu, China*.
- Rashid, H. (2010) Effective public-private partnerships: Towards a new global framework. *Proceedings of 2010 International symposium on East and West cultures and management, Zhejiang University, Hangzhou, China*.
- Rashid, H. and Zhao, L. (2010) How Do Job Stress and Work-leisure Conflict Impact Retention of IT Professionals? *Proceedings of Allied Academies Spring 2010 International Conference, New Orleans, Louisiana, USA*.
- Rashid, H. and Zhao, L. (2009) Power of Involvement over Rewards for Retention Likelihood in IT Professionals. *Proceedings of ICIME 2009: International Conference on Information Management and Engineering, Bangkok, Thailand*.
- Rashid, H. and Zhao, L. (2009) Can a vibrant open source software industry help Africa get out of the poverty traps? *Proceedings of IFIP 8.2 Organizations and Society in Information Systems (OASIS) 2009 Workshop, Phoenix, Arizona, USA*
- Rashid, H. (2008) Language of Change. *Proceedings of the 14<sup>th</sup> Americas Conference on Information Systems (AMCIS), 14-17 August 2008, Toronto, Ontario, Canada*.
- Rashid, H. (2008) The Impact of Change Messages on the Commitment to a Change. *Proceedings of Academy of Management (AOM) Annual meeting, 8-13 August 2008, Anaheim, California, USA*.

### **Professional Membership**

- Member, International Association for Chinese Management Research (IACMR), 2010-Present
- Member, Academy of Management (AOM), 2008-Present
- Member, Society for Information Management (SIM), 2009-Present
- Charter Member, The Indus Entrepreneurs (TiE), 2005-Present
- Member, Society of Industrial & Organizational Psychology (SIOP), 2009-Present
- Member, International Studies Association (ISA), 2010-Present
- Member, American Psychological Association (APA), 2009-Present

## **PROFESSIONAL CONSULTING EXPERIENCE**

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### **Partner ~ Design Thinking & Innovation Practice ~ Xavor Corporation, Irvine, California**

**1995 – Present**

*A private business & IT management consulting firm, focused on helping large multi-nationals as well entrepreneurial ventures launch innovate business models in US and emerging markets.*

- Implemented organizational change management projects in various countries in Asia, South Asia and Middle-East region.
- Conduct workshops on business innovations and technology architecture for strategic (Fortune 1000) customers.
- Managed multi-million dollar global client engagements involving multi-cultural geographically distributed teams.
- Maintain technology partnership alliances with Microsoft, Google, MySpace, Oracle and various Silicon Valley niche firms.

### **Consultant ~ Executive Corps of Southern California (ESC), Los Angeles, California**

**2009 – 2012**

*A non-profit organization that provides management consulting services to other non-profit organizations in areas of leadership and board development, fund-raising and operational challenges unique to the non-profit sector.*

**Management Counselor ~ The SCORE Association (part of US Small Business Administration), DC** **2009 – 2010**

*A non-profit executive counseling organization that helps US small businesses manage and grow their business. SCORE is funded by US Congress through Small Business Administration (SBA).*

**Manager ~ Knowledge Management ~ AST Computers, Irvine, California (Corporate Headquarter)** **1990 – 1995**

*Global computer manufacturer with \$2B revenues and 8,000 employees world-wide. Bought by Samsung in 1995.*

- Directed global migration of financial Systems from various mini computers to client-server architecture in Japan, Singapore, Australia, Hong Kong, Belgium and Middle-East.
- Managed global knowledge management and workflow applications for customer service, sales and marketing.
- Architected and designed global bar-coding system for logistic and warehouse management.

**IT Consultant & Business Development ~ SoftNet & through other consulting organizations** **1985 – 1990**

- US Department of Public Works: Software migration from mainframe to Novell-based client server architecture.
- Compaq distributor: Business development of hardware solutions to large enterprises.
- ComputerLand: Pre-sales technical software solution selling to large enterprise accounts.
- USAID Project System: Customized (Wang mini-computer using COBOL) global financial and project accounting system.
- Federal Dept of Planning: Software development for a budgeting application on IBM mainframe (CICS/Cobol/VSAM).

## PROFESSIONAL HIGHLIGHTS

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**Selected industry accomplishments:** Managed delivery of 50+ business solutions to global customers including a \$150M Internet banking solution for a global bank. Established award-winning, strategic alliance with leading technology providers such as Microsoft, IBM, Oracle and Goggle. Nominated for awards by IBM for “Excellence in Partnering” and by Microsoft for “Innovation” and “Marketing”. Established an active network of over 25 scholars across USA who are experts in the field of change management, business innovation, entrepreneurship, Supply Chain Management (SCM), Product Life-Cycle Management (PLM), Customer Relationship Management (CRM), Enterprise Resource Planning (ERP), and Information Technology (IT).