

FACULTY CURRICULUM VITAE

Dr. Laura Serviere-Munoz

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AREA OF EXPERTISE

Dr. Serviere-Munoz has taught principles of marketing, international marketing, personal selling, services marketing, consumer behavior, small business marketing and marketing management. She has presented at the Best Teaching Practices Session for the 2009 and 2011 National Sales Management Conference. Research work is focused on consumer behavior, sales management and ethical issues. An orientation on entrepreneurship can be observed.

EDUCATION

Year	Degree	Major	Institution
2009	Ph.D.	Marketing/ International Business	University of Texas-Pan American (AACSB)
2000	MBA	Business	University of Texas-Pan American (AACSB)
1998	BBA	Accounting	Universidad Autonoma de Tamaulipas

PROFESSIONAL EXPERIENCE

Begin/End Year	Place of Employment	Rank / Job Title
2010/present	University of North Texas-Dallas Division of Urban and Professional Affairs. Dallas, TX	Assistant professor-Marketing
2009-2010	University of Texas of the Permian Basin, School of Business. Odessa, TX	Assistant professor-Marketing
2008-2009	University of Texas of the Permian Basin, School of Business. Odessa, TX	Lecturer - Marketing
2003-2008	University of Texas-Pan American College of Business. Edinburg, TX	Graduate/teaching assistant
2001-2003	University of Texas-Pan American Office of Internal Audits. Edinburg, TX	Internal auditor
1999-2001	Attended graduate school	
1996-1999	Navarro Consulting Auditor Ciudad Victoria, Mexico	

SCHOLARSHIP

Refereed Publications:

Tanguma, Jesus and **Serviere-Munoz, Laura** (2011) "Let me in! The predictive validity of GMAT and other variables in admitting women, Hispanics, and non-business majors into MBA programs," *International Journal of Business and Systems Research*, (in-press).

Serviere-Munoz, Laura, R. Wayne Counts and Anshu Saran (2011), "Epigrammatic Sales Scenarios and Evaluations: Incorporating the Experiential Learning Approach to Research, Development, and Grading of Sales Presentations," *Journal for the Advancement of Marketing Education*, (in-press).

Hurt, Kevin, and **Serviere-Munoz, Laura** (2011), "The Significance of Entrepreneur-Opportunity Fit in New Venture Creation," *Alliance Journal of Business Research* (in-press).

Serviere, Laura (2010), "Forced to Entrepreneurship: Modeling the Factors Behind Necessity Entrepreneurship," *Journal of Business and Entrepreneurship*, 22 (1) 37-53.

Tanguma, Jesus, **Laura Serviere**, and Claude Simpson (2009), "Shopping and Bargaining in Mexico: The Role of Women," *Journal of Applied Business and Economics*, (9) 1, 34-40.

Saran, Anshu, **Laura Serviere**, and Morris Kalliny (2008), "Corporate Culture, Organizational Dynamics, and Implementation of Innovations: A Conceptual Framework," *Asian Journal of Marketing*, 2 (1), 10-19.

Saran, Anshu, Morris Kalliny, and **Laura Serviere** (2008), "A Review of the IPR System in India and its Impact on International Business," *Journal of International Management Studies*, Vol. 3 (1), 18-24.

Simpson, Penny, Jesus Tanguma, and **Laura Serviere** (2006), "Training Students to Gather Data: The Student Perspective," *Journal for the Advancement of Marketing Education*, Vol. 8 (Summer), 56.