**Egidio A. Diodati**

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**EDUCATION**

International Visiting Colleague Summer, 1990

Pacific-Asian Management Institute

University of Hawaii at Manoa

Honolulu, Hawaii

University of Michigan May, 1983

Graduate School of Business Administration

Strategic Marketing Planning Seminar

Master of Business Administration January, 1977

Suffolk University

Boston, Massachusetts

Bachelor of Science in English June, 1973

Boston State College

Boston, Massachusetts

**ACADEMIC EXPERIENCE**

**Associate Professor of Management/Marketing** September, 1987 to Present

Business Studies Department

Assumption College

Worcester, Massachusetts

Responsible for conducting lectures (and facilitating distance learning experiences) for undergraduate and graduate students in Advertising, Marketing Principles, Marketing Research, Public Relations, Sales Management, Organizational Behavior, Business Policy, International Marketing, Asian Business Practices, and European Business Practices.

**Adjunct Associate Professor of Business** September, 2002 to May, 2005

Brandeis University

Department of Arts and Sciences Interdepartmental Program in Business

Waltham, Massachusetts

Conducted courses in Business in the Global Economy, and Issues in Business.

**ACADEMIC EXPERIENCE (Cont’d.)**

**Senior Lecturer in Technical Management** November, 1984 to September, 1989

State-of-the-Art Engineering Program

Northeastern University

Boston, Massachusetts

Conducted seminars for business professionals on Principles of Telecommunications, Digital Switching Theory, and Telecommunications Regulatory Issues.

**Visiting Lecturer in Economics** September, 1981 to August, 1989

Department of Management Sciences

University of Massachusetts-Lowell

Lowell, Massachusetts

Conducted seminars for undergraduates in Microeconomic Theory and Macroeconomic Theory.

**Papers, Articles, and Awards**

***The Marketing of International Long Distance Telephone Service and the U.S. Balance of Payments Problem in Europe***, presented at the New England Business Administration Associations’ 1991 Annual International Conference at Southern Connecticut State University in April, 1991. This paper was published in the New England Business Administration Conference Volume (April 26, 1991).

***The Impact of International Long Distance Telephone Service on the U.S. Balance of Payments Problems with the European Economic Community, 1995-1990***, presented at the Fifth International Conference on Comparative Management, Kaohsiung, Taiwan, R.O.C. in June of 1992. This paper was published in the Conference Proceedings.

***A View of the U.S. Balance of Payments Problems Resulting from the Marketing of International Long Distance Telephone Service***, accepted for presentation at the Academy of Business Administration International Conference in Cairo, Egypt. (June, 1993). Due to a U.S. State Department terrorist warning, this conference was cancelled.

***Service Marketing Problems Between the U.S. and the E.E.C.***, presented at the Academy of Business Administration 1994 Conference, Las Vegas, Nevada. (February, 1994) This article was published in **BUSINESS TRENDS FOR THE 21ST CENTURY** (Academy of Business Administration, March 1994)

***Divestiture Plus Ten: A View of the “Baby Bells” Ten Years After Divestiture*** was accepted for presentation at the First International Conference on Holistic Management held in Sydney, Australia in January, 1995.

***U.S. Communications Industry Competitive Analysis***, a proprietary market research study was published by LINK Resources Corp./International Data Corporation for distribution to their client base (June, 1996).

**Papers, Articles, and Awards (Cont’d.)**

***Japanese Multicultural Negotiations Exercise***, published in **UNDERSTANDING DIVERSITY: Readings and Cases**, Harper-Collins Publishers, 1994.

***The Impact of the 1996 Deregulation Legislation on the U.S. Telecommunications Market***, presented at the Academy of Business Administration’s 1996 International Conference in Athens, Greece. (June, 1996) This article was published in the Conference Proceedings.

***Diversity in Law Enforcement: The Report***, published in **Understanding and Managing Diversity: Readings, Cases, and Exercises**, (2nd ed.) Prentice-Hall Publishers, 2002.

***Issues in Diversity in Law Enforcement***, presented at the European Applied Business Research Conference in Venice, Italy (June, 2003). This article was published in the Conference Proceedings and was recognized as the “Best of the Session.”

***Business Ethics and Organizational Social Responsibility: Natural Fit, Natural Conflict, or Oxymoron?***, presented at the European Applied Business Research Conference on Santorini Island, Greece (June, 2005). This article was published in the Conference Proceedings.

***Book Review of : Ethnic marketing: accepting the challenge of cultural diversity***, published in **Global Business and Economics Review (GBER)**, Vol. 7, No. 2/3 (September, 2005)

***Cultural Causes of Problems at the U.S. Air Force Academy***, published in **Understanding and Managing Diversity: Readings and Exercises** (3rd ed.) Prentice-Hall Publishers (2007).

***Excellence in Policing Award***, presented by the Holden (Massachusetts) Police Department, for the research and compilation of a statistical report profiling the department’s performance in terms of efficiency and overall effectiveness (2007).

***Cultural Causes of Problems at the U.S. Air Force Academy (with updated research)***, published in **Understanding and Managing Diversity: Readings and Exercises** (5th ed.) Prentice-Hall Publishers (2011).

***Multicultural Negotiations Exercise,*** published in **International Management (8th ed.),** Pearson Education, Inc. (2013).

***Cultural Causes of Problems at the U.S. Air Force Academy (with updated research)***, published in **Understanding and Managing Diversity: Readings and Exercises** (6th

ed.) Prentice-Hall Publishers (2014).

**Papers, Articles, and Awards (Cont’d.)**

***Believability: a Case of Diversity in Law Enforcement,*** published in in **Understanding and Managing Diversity: Readings and Exercises** (6thed.) Prentice-Hall Publishers (2014).

**Curriculum Development**

Developed the **Major in International Business** at Assumption College, now in use in the Undergraduate College.

Developed undergraduate courses in **Services Marketing, Advertising, Sales Management, Public Relations, Asian Business Practices,** and **European Business Practices.** These are now part of the curriculum in the Business Studies Department at Assumption College.

Developed graduate courses in **Promotional Strategy,** and **Strategies for Services Marketing**. These are now part of the Master of Business Administration curriculum at Assumption College.

**PRACTITIONER EXPERIENCE**

**Principal** March,1987 to Present

Codice Sei, Ltd., Consultant Services

Providing contract consulting services to clients whose needs focus on the areas of network communications, market research, marketing communications, and management issues.

**Sales Support Manager** September, 1986 to March, 1987

AT&T General Business Systems Group

Quincy, Massachusetts

**Manager Pricing/Demand Analysis** August, 1983 to September, 1986

Marketing Plans Implementation Group

AT &T Communications Corporation

New York City, New York & Boston, Massachusetts

Directed the development and implementation of business plans, pricing strategies, and market forecasts for long distance telecommunications services. Provided expert testimony before regulatory agencies on pricing strategies, demand analysis, and tariff regulations.

**Pricing Manager** September, 1986 to August, 1983

Revenue Matters Department

New England Telephone Company

Boston, Massachusetts

Directed the development of pricing strategies for intrastate long distance telephone calling services and private line services for the New England Region.

**PRACTITIONER EXPERIENCE (Cont’d.)**

**Manager Assessment** January, 1982 to September, 1982

Human Resources Department

New England Telephone Company

Boston, Massachusetts

Participated in a corporate-level team responsible for evaluating employee’s potential for higher-level management responsibility.

**Various Management Assignments** July, 1975 to January, 1982

Marketing Department & Revenue Matters Department

New England Telephone Company

Boston, Massachusetts

Involved the development and implementation of pricing strategies for business terminal equipment products. Additional responsibilities included giving expert testimony before state regulatory agencies in the areas of pricing strategy, forecasting methodology, and tariff regulations.

**Various Assignments** September, 1965 to July, 1975

Outside Plant Engineering Department

New England Telephone Company

Diverse assignments ranging from construction of telecommunications outside plant to engineering functions.