Contributors
CONTRIBUTORS

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Annie Abbott is Director of Undergraduate Studies in the Department of Spanish and Portuguese at the University of Illinois, Urbana-Champaign and author of two textbooks—*Comunidades: Más allá del aula* (Pearson) and *Día a día: De lo personal a lo professional* (Pearson). She teaches social media marketing to her Business Spanish students who then put the concepts into practice, preparing Facebook posts for a community partner client. For more information about her work, visit her blog at http://spanishandillinois.blogspot.com/.

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Judith Ainsworth is currently teaching Professional Writing and Communication at the Center for Management Communication at the Warrington College of Business Administration, University of Florida. She holds a PhD in Education (Applied Linguistics) from the University of Montreal. Her research interests include intercultural and international business communication, business communication pedagogy, interdisciplinary collaboration, and program assessment. Her work has appeared in *Business and Professional Communication Quarterly, Global Advances in Business Communication, Global Business Languages,* and *The Journal of Language for International Business.*

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Dr. May Hongmei Gao is a Professor of Communication and Asian Studies at Kennesaw State University in Atlanta. Dr. Gao conducts research in communication, Asian Studies, international business, and intercultural conflict resolution. The focus of her current research is on strategies and obstacles of multinational corporations’ expansion in China and the rest of Asia. Dr. Gao is the Founder and Chair of the Symposium on ASIA-USA Partnership Opportunities (SAUPO), the largest Asia business conference in the Southern US. She holds a PhD in Communication from the University of South Florida, an MA in Mass Communication from Brigham Young University, and a BA in English from Shanghai International Studies University.
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Margaret Gonglewski (PhD, Georgetown University, 1995) is Associate Professor of German and International Affairs at the George Washington University (GW), where she is German Language Program Director. In her role as Co-Coordinator of GW-CIBER Business Language programs, she has helped lead business language workshops and immersion seminars, and developed materials for business language teacher training. She has published articles on second language pedagogy, focused on issues such as the effective use of technology, and researched interdisciplinary approaches. She is co-author of *Treffpunkt Deutsch* (Pearson), an introductory German textbook.

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Anna Helm (PhD, Georgetown University, 2002) is Assistant Teaching Professor of International Business at the George Washington University (GW). She teaches courses on international marketing management, green business, and foreign market analysis. A member of the GW School of Business since 2006, Professor Helm has taught numerous experiential courses involving international real client projects. She is pursuing research on cross-cultural differences in consumer perceptions of green products, CleanTech marketing strategy, sustainable healthcare, and international service-learning. In her capacity as GW-CIBER Business Language Co-Coordinator, she also conducts research on business case methodology, and is involved in business language materials development and training.

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Altina Jones is an undergraduate International Business major at San Diego State University. Born in Cape Town, South Africa, she co-authored *Global Problem Solving: Africa* and the sub-Saharan Africa case studies in *Global Problem Solving: Intercultural Business Case Studies from the Francophone World*. Altina, a Gilman Scholar, recently completed a month-long internship in Senegal and is pursuing a Fulbright to conduct research at the University of Swaziland.

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Diana Ruggiero is currently an Assistant Professor at the University of Memphis. She graduated in June 2010 from the Ohio State University with a PhD in Latin American Literatures and Culture. Diana is focused on Spanish for the Professions and linking the University of Memphis with the local
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Dr. Maida Watson (PhD, Romance Languages, University of Florida, 1976; MS, Finance, Florida International University, 1987) was the Chairperson of the Department of Foreign Languages 1994–1997 and 2002–2005 and is a Professor of Spanish in the College of Arts and Sciences. She has authored over 33 articles published in journals and specialized magazines such as Revista Iberoamericana, The Bilingual Review/Press, Confluencia, The Adult Basic Education TESOL Handbook, and Dictionary of Literary Biography. She has also published seven books/anthologies in the fields of nineteenth-century Peruvian literature, Panamanian literature, and Latin American theater. She is presently working on a book on women in twentieth-century Panamanian literature and is active in national organizations for Foreign Languages for Specific Purposes.

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Yi Zhou is a senior lecturer in Chinese in the Department of Asian Studies at the University of North Carolina at Chapel Hill. Her previous education includes foreign/second language teaching and an MBA program. Her research interest focuses on teaching Chinese for business purposes and computer-assisted language teaching and learning. She is the co-author of Working Mandarin for Beginners with Lynn Gerber.