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Professor Cullen serves or has served on various editorial boards including the Academy of Management Journal and Advances in International Management and reviews for major journals in management and international business. K. Praveen Parboteeah is an Associate Professor of International Management at the University of Wisconsin - Whitewater.

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He is also co-author of two books in multinational business with Michael Czinkota and Ilkka Ronkainen, International Business (7th Edition) and Global Business (4th Edition), and The Global Oil and Gas Industry: Strategy, Finance, and Management, with Andrew Inkpen.

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