

## **Lorena R. Perez-Floriano, Ph.D.**

### **Colegio de la Frontera Norte**

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### **ACADEMIC APPOINTMENTS**

01/2009- Present      Research- Professor Colegio de la Frontera Norte (COLEF), Department of Social Studies.  
01/2007 to 12/2009      Visiting Associate Professor,      University California at Irvine - Paul Merage  
School of Business.  
1999-2007      Associate Professor,      Instituto Tecnológico Autónomo de México  
(ITAM), School of Business.

### **EDUCATION**

2001      California School of Professional Psychology      San Diego, CA.  
PhD, Industrial and Organizational Psychology with an emphasis in international organizational behavior.  
Program accredited by the Western Association of Schools  
Colleges.  
Dissertation Title: "Hazard Information, Risk Perception, Cultural Values, and Safety Compliance: A  
Comparison of Canada, Mexico, and the United States."  
Dissertation committee: Bernardo M. Ferdman, Rodney Lowman, Richard T. Kelly.

1997      California School of Professional Psychology      San Diego, CA.  
M.S. in Industrial and Organizational Psychology.  
Thesis Title: "Predicting Graduate School Performance from the Emotional Intelligence Quotient Inventory  
(EQi)."  
Thesis advisor: Delbert Nebeker.

1987      Centro de Enseñanza Técnica y Superior,      Tijuana B.C. Mexico.  
B.A. in Industrial Psychology.

### **AWARDS AND DISTINCTIONS**

Research Grant from the Andean Corporation for Development, Caracas Venezuela: \$15000 USD, for the project  
"The effect of Corruption Values and Occupational Stigma on Performance and Corrupt Behavior". June 2009.

Member of the National System for Research Research (*Sistema Nacional de Investigadores*) in Mexico level I.  
Mexican Council of Science and Technology award grant for doctoral studies (1995-2000).

ARTS (Advanced Research and Training Program) \$1500 USD, gift from the International Union of Psychologists to  
attend seminars on Psychology and Safety, Singapore, July 13-16 2002.

Travel award to attend the Society for Risk Analysis annual conference \$700 USD, stipend Orlando FL. December 4-7,  
2005.

Doctoral dissertation selected for the "Risk Communication Bibliography" published by the National Cancer Institute of  
the United States, 2003. <http://cancercontrol.cancer.gov/cgi-bin/total.cgi>.

Doctoral dissertation selected for the "Review of the risk prevention approach to occupational health: Applying health models to 21<sup>st</sup>. century occupational health needs." Ed. J. Lundt, J. Bowen, R. Lee. Published by the Health and Safety Laboratory of the United Kingdom. [www.hse.gov.uk/research/hsl\\_pdf/2005/hsl0557.pdf](http://www.hse.gov.uk/research/hsl_pdf/2005/hsl0557.pdf)

## **RESEARCH INTEREST**

My research has demonstrated that cultural values, national and regional origin, and corruption beliefs influence subsequent behavioral and organizational outcomes (e.g., risk perception and attitudes toward safety, corruption beliefs and behavior, and performance).

## **TEACHING EXPERIENCE**

Courses taught: Organizational Behavior (MBA and B.A. undergraduates), Leadership and Organizational Behavior (MBA), Power and Influence (MBA), Power in and around Organizations (MBA), Human Resources (M.B.A. and B.A. undergraduates), Managerial Communication (B.A. undergraduates), currently teaching International Management for Fully Employed MBA's at UCI.

## **PROFESSIONAL EXPERIENCE**

Conducted applied research projects with OTIS Corporation, San Diego County, and Space and Naval Warfare Systems Command. Performed as Human Resource Manager for a major multinational bank and as Staff Scientist for Pacific Science and Engineering Group.

## **REFEREED PUBLICATIONS**

Pérez-Floriano, L. R. with Tejada García, N. Y La amplificación social del riesgo: Evidencias del accidente en Mina Pasta de Conchos, *Revista Comunicación y Sociedad (The social amplification of risk: Evidence from Pasta de conchos mining accident. Communication and Society Journal)*.. Forthcoming January 2011.

Perez-Floriano, L. R., Flores, J. and MacLean J. (2007). Trust in risk communication in organizations in 5 countries of North and South America *International Journal Risk Assessment and Management Vol. 7, No. 2, 205-223*.

Perez-Floriano, L., and Gonzalez, J. A. (2007). Risk, safety and culture In Brazil and Argentina: The case of Transinc corporation *International Journal of Manpower Vol. 28. No. 5, 403 – 417*.

Perez-Floriano, L. R. (2004). Risk communication and industrial safety, 8-13. *Direccion Estrategica (Strategic Management)* in Spanish.

## **TECHNICAL REPORTS**

Paris Pombo D, & Medrano, G. & Perez-Floriano, L. R., (2009). Estigma y Discriminación hacia las y los Usuarios de Drogas y sus Familiares. Consejo Nacional para la Prevención de la Discriminación, Dirección General Adjunta de Estudios, Legislación y Políticas Públicas. Documento de Trabajo No. E-00-2009. Mexico D.F.

Gwynne, J. W., Heacox, N. J., and Perez-Floriano, L. R. (1997). Decision styles across cultures: Synopses of relevant literature. San Diego: Naval Command, Control, and Ocean Surveillance Center, RDT and E Division.

## **BOOKS**

Perez Floriano L. R., (2009). Real and Perceived Risk among Workers from the NAFTA Region: A Psychological and Cultural Explanation of Safety Compliance. VDM Verlag.

## **BOOK CHAPTERS**

- Gonzalez, J. A. and Perez-Floriano, L., (2008) Walking the Talk of Safety in South America. Davila, A and Elvira, M. (Eds.) *Best Human Resource Management Practices in Latin America*. Routledge: New York.
- Torres, C.V. and Perez-Floriano, L.R. (2002). Mudança organizacional em um contexto transcultural (*Organizational Change from a Cross-cultural Perspective*). In Lima, S. (Ed.) *Handbook de Mudança Organizacional*. Ed. Fundacao Getulio Varga: São Paulo, Brazil.

## **PRACTITIONER JOURNALS AND PUBLICATIONS**

- Perez-Floriano, L.R. (2004). Do you know how to manage your public image? July 21, 2004, pp. 413-416. *Expansion* in Spanish.
- Perez-Floriano, L.R. (2003). Do selection tests work? The myths of psychological testing. June 23, 2003, pp. 413-416. *Expansion* in Spanish.
- Perez-Floriano, L.R. and Mota, C. (2003). Five impression management strategies. May 14, 2003. *Expansion* in Spanish.
- Perez Floriano L. R., Fimbres Bojorques M. (2000). The organizational chameleon: employees' perception of organizational window-dressing. *Escuela de Negocios* in Spanish. 2, 39-41.

## **WORK UNDER REVIEW**

- Peterson, M.F. Kara, A., Lenartowicz, T., Perez-Floriano, L., Toffoli, R. Weber, T. J.. Manager Collaboration with Subordinates and Colleagues across North America. Under review *Human Relations*.
- Perez-Floriano, L. R. Risk at the workplace in South America: A cultural values, trust, and context explanation. Paper under review *Human Relations*.
- Gelfand M. J. and colleagues. Cultural tightness-looseness: A multilevel investigation of a 35-nation study that is testing a multilevel theory of cultural tightness and looseness. *Journal of Cross Cultural Psychology*.

## **WORK IN PROGRESS**

- Perez-Floriano, L. R., Gonzalez, J. A., Pearce, J. L. Victimization and risk perceptions among Mexican border police officers Working paper.
- Perez-Floriano, L. R., Gonzalez, J. A., Pearce, J. L. Stigma and the institutionalization of corruption. *Working paper*.
- Perez-Floriano, L. R. and Rocha Sancen S., Disabilities, culture and attitudes toward information technologies.
- Peterson, M. F. and Perez-Floriano, L. R. Values, event type and email use in the NAFTA region.
- Smith P. B. and colleagues. The use of vertical sources of guidance by managers in differing cultural contexts.
- Gelfand, M. J., Wasti, S. A., Godfey, E., Cheng, S., Perez-Floriano, L. R. Negotiation and the use of metaphors a 5 country comparison. For submission to the *Journal of Personality and Social Psychology*.
- Mudgal, J., Perez-Floriano, L. R. Well-being of health workers in Mexico a longitudinal analyses. Project funded by the Mexican Institute of Public Health and the Mexican Institute of Social Security and Health.
- Perez-Floriano, L. R., Cuecuecha, A. Who comes back and who stays abroad?: psychological and economic determinants among Mexican immigrants.
- Perez-Floriano, L. R. and Gonzalez, J. A. Community risk and work in Mexico City. Data analysis. For submission to *Human Relations*.
- Perez-Floriano, L. R. and Gonzalez, J. A., & Pearce, J. Corruption, risks and organizational factors among police officers in Mexico.

## **RESEARCH SCALES**

Perez- Floriano, L.R. (2001). The Likelihood of Complying with Safety Procedures Questionnaire. Unpublished research scale, Department of Psychology, Alliant International University.

## PAPERS PRESENTED IN CONFERENCES

- Gonzalez, J. A. & Perez-Floriano, L. *Walking the Talk of Safety in South America*. To be presented at the Academy of Management. Anaheim, CA, August 2008.
- Perez-Floriano, L. R., Gonzalez, J. A., Pearce, J. L. Victimization and risk perceptions among Mexican border police officers, Paper Presented at the Academy of International Business Annual Meeting Milan, Italy June 2008.
- Perez- Floriano, L.R., and Smith, P.B. *Cross-Cultural Work Relations in Mexico*. Paper presented at the Society for Interamerican Psychologists in Mexico City, July 2007.
- Rocha Sancen, S. & Perez- Floriano. *Tecnologías de información y cultura nacional como predictores de actitudes hacia discapacitados en las organizaciones* [Information technologies, national culture and attitudes toward people with disabilities in organizations]. Paper presented at the Regional congress of the International Association of Cross-Cultural Psychology in Mexico City, Mexico, July 2007.
- Perez-Floriano, L. R. December *Cultural tightness-looseness and risk perception in South America*. Paper presented at the Regional congress of the International Association of Cross-Cultural Psychology in Mexico City, Mexico, July 2007.
- Perez-Floriano, L., and Gonzalez, J. A. *Community risk and work in Mexico City*. Presented at the annual Academy of Management meeting in Honolulu, HI, August 2005.
- Perez-Floriano, L. R., With Ramírez, J.; Zapata Cantú, L.; Dávila, A.; Elvira, M.M.; Cassanova, L; Arias-Galicia, F; Ruiz-Gutierrez, J; De Luque, M.F.S.; Arbaiza, L.A.; Tanure, B.; Osland, J; Osland, A; Andonova, V. Best HRM Practices in Latin America. Academy of Management meeting, Honolulu, HI. August, 2005.
- Perez-Floriano, L., and Gonzalez, J. A. *The role of ecological conditions and individual differences on turnover intentions among Mexico City residents*. Paper presented at the Society for Interamerican Psychology in Buenos Aires, Argentina, July, 2005.
- Perez-Floriano, L. R. *Risk at the workplace in South America: individual, contextual, and cultural explanations*. Paper presented at the Society for Interamerican Psychology in Buenos Aires, Argentina, July, 2005.
- Perez-Floriano, L. R., and MacLean J. *Organizations and trust in risk communication in the Americas*. Paper presented at the 23rd Annual Meeting of the Society for Risk Analysis in Baltimore MD, December, 2003.
- Perez-Floriano, L. R. *Risk perception and values a multinational Comparison*. Paper presented at the Society for Interamerican Psychologists in Lima, Peru, July 2003.
- Perez-Floriano, L. R. *Organizations and trust in risk communication across cultural groups*. Paper presented at the Society for Interamerican Psychologists in Lima, Peru, July 2003.
- Perez-Floriano, L R. and Gelfand, M. J., Wasti, S. A., Godfey, E., Cheng, S. *The use of metaphors in negotiations in five countries*. Paper presented at the International Association for Cross-Cultural Psychology in Yogyakarta, Indonesia, July, 2002.
- Perez Floriano, L. R., Ferdman, B. M. *A Comparison of the effects of hazard information on risk perception and likelihood of complying with safety prescriptions among American, Canadian, and Mexican electric lineworkers*. Paper presented at Society for Risk Analysis in Arlington VA, December, 2000.
- Perez-Floriano, L. R., Ferdman, B. M. *Type of hazard information, cultural values, and behavioral intentions to comply with safety prescriptions among Mexican Electric Lineworkers*. Paper presented at the Iberoamerican Academy of Management in Madrid, Spain, December 1999.
- Perez-Floriano, L. R. *The effects of training on safety compliance*. Paper presented at the Engineering Psychology and Human Factors and Division 21 of the American Psychological Association in San Diego CA, March 1998.

Lindsay, J. Rich, C., O'Mara, W., French, C., and Shelly, M. *Emotional intelligence a concurrent and convergent validity study*. paper presented at the 19th. Annual Industrial and Organizational Behavior Student Conference in San Diego CA, March 1998.

### **PRESENTATIONS AT SELECTED UNIVERSITIES**

Universidad Federal Rio de Janeiro, Rio de Janeiro Brazil  
Salgado de Oliverira University, Rio de Janeiro Brazil  
El Colegio de la Frontera Norte, Tijuana Mexico  
University of California Irvine, Irvine CA  
Universidad Nacional del Cuyo, Mendoza Argentina  
Universidad Nacional Autonoma de Mexico, Mexico City  
Instituto Tecnologico Autonomo de Mexico, Mexico City  
University of Wisconsin-LaCrosse  
California State University, San Bernardino CA  
CETYS University, Tijuana Mexico

### **PROFESSIONAL SERVICE ACTIVITIES**

Task force coordinator and founder of the industrial-organizational psychologists group for the Interamerican Society of Psychology. July 2005 - July 2007.

### **PROFESSIONAL ASSOCIATION MEMBERSHIP**

Academy of Management  
International Association for Cross-cultural Psychology  
Society for Industrial and Organizational Psychologists  
Interamerican Society of Psychology  
Society for Risk Analysis

### **REFeree ACTIVITIES**

Decision Analysis Journal  
International Journal of Global Environmental Issues  
International Journal of Intercultural Relations  
Academy of Management Annual Conference  
Society for Industrial Organizational Psychologists Annual Conference

### **References Upon Request**

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Internet Coast Institute Adams Professor of Management and International Business,  
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