

## FACULTY CURRICULUM VITAE

**Isaura B Flores**

(Fall 2025)

Work Phone Number: 972.338.1802

Office Number and Building: FH, 319

Work E-Mail Address: [Isaura.Flores@untdallas.edu](mailto:Isaura.Flores@untdallas.edu)

UNT Dallas Campus

7400 University Hills Blvd.

Dallas, TX 75241

### AREA OF EXPERTISE

My primary teaching areas are: Business Strategy (graduate and undergraduate) Small Business Management, Entrepreneurship, and International Management. In addition, I have taught the following courses: Organizational Behavior, Principals of Marketing, Marketing Research, Business Consulting, and coordinated Independent Studies.

### EDUCATION

Year	Degree	Major	Institution
1999	Ph.D.	Management	ITESM - University of Houston (AACSB)
1991	MBA	Management	ITESM - (AACSB)
1988	B.S.	Industrial Engineering	ITESM - (AACSB)

### ACADEMIC EXPERIENCE

<b><i>Begin/End Year</i></b>	<b><i>Place of Employment</i></b>	<b><i>Rank / Job Title</i></b>
2015/Present	UNT Dallas School of Business Dallas, TX	Associate Professor of Entrepreneurship
2015/2015	UNT Dallas School of Business Dallas, TX	Associate Dean and Assistant Professor of Entrepreneurship
2014/2014	UNT Dallas School of Business	<i>Interim</i> Dean and Assistant Professor of

	Dallas, TX	Entrepreneurship
2011/2014	UNT Dallas Business and Public Leadership Dallas, TX	Assistant Professor of Entrepreneurship
2005/2011	The University of Texas at Tyler College of Business and Technology Tyler, TX	Assistant Professor of Management
2003/2005	The University of Texas at Tyler College of Business and Technology Tyler, TX	Visiting Professor of Management
2001/2003	The University of Texas at Tyler College of Business and Technology Tyler, TX	Adjunct Professor of Management
1995/1997	ITESM Monterrey, NL MEXICO	Professor of Marketing
<b>BUSINESS EXPERIENCE</b>		
2001/2000	Miracle TV Corp Houston, TX	CMO – Chief Marketing Officer
2000/1999	International ECommerce Houston, TX	Marketing Director
1999/1999	Home Systems, Inc Houston, TX	Marketing & Sales Director
1998/1999	Siderca, Corp Houston, TX	Marketing Analyst
1991/1994	Beverly Hills Cosmetics	Owner / Entrepreneur

**SCHOLARSHIP**

1. Refereed Journals and Proceedings Articles (Published)

Flores, I (2022). "Real Estate Entrepreneurs Resilience During Pandemic Crisis". **Review of Business Research. (RBR)** Vol 22. No.1. 17-24.

Flores, I, Muniz, E (2022). "Women Entrepreneurs: Financial Challenges During Pandemic". **Journal of International Finance Studies. (JIFS)** Vol 22. No.1. 31-37.

Flores, I, Muniz, E (2021). "Is Social media marketing effective for start-ups?". **Review of Business Research. (RBR)** Vol 21. No.1. 22-32.

Goktan, B., Flores, I. "Buyer Dependence, Industry Regulation and Effectuation: Examples from the COVID-19 Pandemic"(2021). **Global Journal of Business Disciplines (GJBD)**. 5(1),70-83.

Flores, I, Muniz, E (2021). "COVID-19 Impact on Small Business Survival". **International Journal of Business Research. (IJBR)** Vol 21. No.1. 18-25.

Flores, I, Muniz, E (2021). "Digital Entrepreneur Opportunities during COVID-19". **Journal of Strategic Management. (JISM)** Vol 21. No.1. 41-47.

Flores, I, Muniz, E (2020). "What motivates real estate entrepreneurs". **Journal of International Business and Economics. (JIBE)** Vol 20. No.1. 57-63.

Flores, I, Muniz, E (2020). "Real Estate Entrepreneurs: How they get funding?". **Journal of International Finance Studies. (JIFS)** Vol 20. No.1. 23-30.

Flores, I.,Goktan, B. "Digital Entrepreneurs: An initial Investigation"(2016). **International Research Journal of Global Business Development (IRJGBD)**. Vol 5. No.1. 46-49.

Flores, I.,Muniz, E., Young, M. "Digital Entrepreneurs survival: Motivations to Start an Online Business"(2016). **Submitted to: International Research Journal of Global Business Development (IRJGBD)**. Vol 5. No.1. 14-21.

Flores, I, Romano, J. Fory, R (2015). "Reaching for the "cloud": How educators manage in violent areas?": **Journal of International Management Studies. (JIMS)** Vol 15. No.1. 43-50.

Flores, I, Muniz, E., Goktan, B.A.(2014). "Transnational Entrepreneurs: Are they transformational leaders?". **Journal of Global Business Development. (JGBD)** Vol 5. No.1. 46-56.

Goktan, B., Flores, I., Gupta, V (2014). "Social Networks and Transnational Entrepreneurship: A cultural perspective". **Journal of International Business and Economics.** Vol. 14 no.1. 65-74.

Goktan, B., Flores, I.(2014). "The Role of National Culture in the Transnational Entrepreneurship process". Vol. 25-2 **Journal of Business and Entrepreneurship.** Spring 2014.

Flores, I., Muniz, E., Serviere-Munoz, L (2013). "Entrepreneurs resilience in violent areas: A cognitive triad approach". **Journal of International Business and Economics** .Vol. 13 no.1. 5-12.

Flores, I., Goktan, B.A., Friesen, D (2013). "Integrated framework to structure effective transnational copreneurs: A proposed model". **International Journal of Global Business and Economics.** Vol.3, no.1. 24-34.

Flores, I. and Young, M. (2011) The effect of a violent environment: Alternative business strategies for small and medium-sized enterprises in Mexico. **Journal of Global Business Development.** Vol.3, no.1. 29-39.

Flores, I., Young, M. (2011) The Transnational Women Entrepreneur: Understanding their motivations to entry into self-employment. **Journal of Global Business Development.** Vol.3, no.1. 20-28.

Young, M. and Flores, I. (Spring 2011) A Survey of Hispanic Women Business Owners: Emerging Entrepreneurs. **Journal of Small Business Institute.** Vol. 7. 83-110.

Warnock, S. H. Brown, J., Gordon, G. and Flores, I. (2011) Validation of Thompson's trust scale for use in Latin America **International Journal of Business Competition and Growth.** Vol. 1, no. 3. 202-216.

Flores, I and Young, M. (2010) Towards an effective virtual entrepreneurship center for rural small business development. **Midwestern Business and Economic Review**.

Flores, I., Tarter, J., Young, M. (2010) Transnational Entrepreneur: Factors affecting international strategies choice – A Qualitative Study. **International Journal of Business Strategy**. Vol. 10, no. 4. 207-221.

Young, M. Flores, I. Bradley, D. (2010) Small Business assistance: Providing effective production and technical information. **Advances in Production Engineering and Management**, vol. 5, Number 4, 217-22.

Flores, I. and Young, M. (2008) A Hispanic Business Center: Development and Success Criteria. **Journal of Business and Entrepreneurship**, vol.20, no. 2, 80-93.

Linn, G., Flores, I. and Gill, P. (2008) Woman to Woman: Closing the Cultural Gap. **Advancing Women in Leadership. TCWSE**. 156-167.

Rubayet, S., Flores, I. and Clary G. (2007). Application of Web 2.0 Technology to the Entrepreneurial Process. **Issues in Information Systems**, vol.8, no.2, 186- 192.

Saber, J. L., Flores, I., Fagan, M. H., Kilmon, C., Williams, J., and Ibitayo, K. (2005). If You Build It, Will They Come? Challenges in E-Learning Delivery System Choice. **Issues in Information Systems**, vol.6, no.1, 197- 203.

#### **Under Editorial Review:**

Goktan, B. A., Muñiz, E. J., & Flores, I. B. (2025). Franchising as an entrepreneurship pathway for minorities. ***Journal of Developmental Entrepreneurship***. Revise and resubmit. **Manuscript under review**.

Note: Peer-reviewed journal published by World Scientific; indexed in Scopus, ABI/INFORM, and CSA Sustainability Science Abstracts. 2023 Impact Factor: 1.55; SCImago Journal Rank (SJR): 0.336 (Q3 in Business and Management); h-index: 32. Acceptance rate: 20%.

**Muñiz, E. J. & Flores, I. B. (2025).** From Reflection to Confidence: Student Career Self-Efficacy Gains Through Embedded Learning at a Minority-Serving Institution. ***International Journal of Teaching and Learning in Higher Education***. **Manuscript under review**.

Note: Peer-reviewed journal published by the International Society for Exploring Teaching and Learning (ISETL); indexed in ERIC, EBSCO, ProQuest, and Google Scholar. Open-access since 2005. Acceptance rate: ~19–34%; average review time: 8–12 weeks. No submission or publication fees.

Muñiz, E. J., Goktan, B. A., & Flores, I. B. (2025). Franchising and socioeconomic mobility: A bibliometric analysis. *International Journal of Entrepreneurship and Small Business*.

Note: Manuscript under review. Peer-reviewed journal published by Inderscience Publishers; indexed in Scopus, EconLit, and RePEc. 2023 Impact Score: 0.80; SCImago Journal Rank (SJR): 0.272 (Q3 in Business and Management); h-index: 46. Acceptance rate: 27%.

Muñiz, E. J., Goktan, A. B., & Flores, I. (2025, May). Blueprint for Inclusion: Experiential Learning for Neurodiversity Hiring in HR Education. Journal: Management Teaching Review. **Manuscript under review.**

Note: Peer-reviewed journal published by SAGE; indexed in Scopus and EBSCO. 2023 Impact Score: 0.72; SCImago Journal Rank (SJR): 0.276 (Q3 in Business, Management and Accounting); h-index: 5. Acceptance rate: ~23%.

Muñiz, E. J. & Flores, I. B. (2025). Embedding Employability at a Minority-Serving Institution: A Case Study of Curriculum-Integrated Career Readiness. *Innovative Higher Education*. **Manuscript under review.**

Note: Peer-reviewed journal published by Springer; indexed in Scopus, ERIC, and Education Source. 2023 Impact Factor: 2.2; SCImago Journal Rank (SJR): 0.523 (Q1 in Education); h-index: 53. Acceptance rate: 18%.

**Muñiz, E. J. & Flores, I. B. (2025).** From Coursework to Career: Evaluating a Curriculum-Based Career Readiness Model for Underserved Students. *Journal of Career Development*. **Manuscript under review.**

Note: Peer-reviewed journal published by SAGE Publications; indexed in Scopus, ERIC, and SSCI. 2023 Impact Factor: 2.4; SCImago Journal Rank (SJR): 0.739 (Q1 in Education); h-index: 61. Acceptance rate: ~18%.

## **WORKING PAPERS:**

Goktan, B. A., Muniz, E. J. & Flores, I., B. (2024). Identifying barriers to Entrepreneurship. Manuscript in progress.

**Muñiz, E. J.,** Goktan, B. A., & Flores-Breeze, I. B. (2025). *Neurodiversity Hiring Program Paper*. Manuscript in Progress. Target Journal: *Journal of Education Management*.

Flores, I. Muniz E. "Building a real estate team: HR perspective". *Working paper*

Flores, I. "Social Networking & Cloud Computing: Alternative technological strategies for entrepreneurs operating in violent environments". *Working paper*

Flores, I., Goktan, B.A. "Factors affecting transnational women motivations to entry into self-employment: A qualitative study". *Working paper*

Goktan, B. A., Muñiz, E. J., & Flores-Breeze, I. B. (2025). Identifying Barriers to Entrepreneurship. Manuscript in Progress. Target Journal: TBD.

**Muniz, E. J.,** & Flores, I. B. (2025). *From Labor to Capital: A Process Theory of Bicultural Identity Work and Cultural Code-Switching Among Hispanic Professionals*. Proposal submitted to special Issue for Research in Human Resource Management.

#### **PROCEEDINGS:**

Goktan, Banu A., Muniz E., Flores, Isaura. (2022). "Entrepreneurial Self-Efficacy, Growth Intentions and Industry choice in Underserved Populations:." **Proceedings**. Academy of Business Research Conference. August 3-5.

Flores, I., Muniz, E. (2022). "Women Entrepreneurs: Financing challenges during pandemic". **Proceedings**. International Academy of Business and Economics. **IABE**, June 10-12, 2022. Nashville, Tennessee.

Flores, I., (2022). "Real estate entrepreneurs resilience during pandemic crisis". **Proceedings**. International Academy of Business and Economics. **IABE**, June 10-12, 2022. Nashville, Tennessee.

Goktan, A.B. & Flores-Breeze, I. (2021). Buyer dependence, industry regulation and effectuation: Insights from the COVID-19 pandemic. **Proceedings** Academy of Business Research Fall Conference. San Antonio, TX.

Flores, I., Muniz, E. (2021). "COVID-19 Impact on Small Business Survival". **Proceedings**. International Academy of Business and Economics. **IABE**, March 13-14, 2021. Orlando Florida.

Flores, I., Muniz, E. (2021). "Digital Entrepreneur Opportunities during COVID-19". **Proceedings**. International Academy of Business and Economics. **IABE**, March 13-14, 2021. Orlando Florida

Flores, I., Muniz, E. (2020). "Real Estate Entrepreneurs: How they get funding?". **Proceedings**. International Academy of Business and Economics. **IABE**, March 7-9, 2020.

Flores, I., Muniz, E. (2020). "What Motivates Real Estate Investors". **Proceedings**. International Academy of Business and Economics. **IABE**, March 7-9, 2020.

Flores, I., Muniz, E. (2019). Capital Access for Real Estate Entrepreneurs. **Proceedings**. Academy of Business Research Conference. Las Vegas NV.

Flores, I., Muniz, E. (2019). Motivations for Real Estate Entrepreneurs. **Proceedings**. Academy of Business Research Conference. Las Vegas NV.

Flores, I., Goktan, B. "Digital Entrepreneurs: An initial Investigation". **Proceedings**. Global Business Development Institute. **GBDI 2015**. Oct 25-27, 2015.

Flores, I., Muniz, E., Young, M. "Digital Entrepreneurs survival: Motivations to Start an Online Business". **Proceedings**. Global Business Development Institute. **GBDI 2015**. Oct 25-27, 2015.

Flores, I., Romano, J. Fory, R. "Reaching for the "cloud": How educators manage in violent areas?". **Proceedings**. Academic Business World International Conference. **ABWIC**, May 21-23, 2014.

Muniz, E., Hodge, R., Flores, I., Mitra, S. "Predictors of Hispanics' Intentions to Purchase Health Care Insurance: A Conceptual Model". **Proceedings**. **FBD**. Federation of Business Disciplines. Southwest Academy of Management. **SWAM**, March 11-15, 2014.

Goktan, B.A., Flores, I., Gupta, V. "The role of national culture in the transnational entrepreneurship process". **Proceedings**. International Academy of Business and Economics. **IABE**, March 16-18, 2014.



Flores, I., Muniz, E., Goktan, B.A., "Exploring successful entrepreneurs in violent areas: Are they psychopaths?" . **Proceedings**. United States Association for Small Business and Entrepreneurship. **USASBE 2014**. Jan 8-12, 2014.

Muniz, E., Hodge, R., Flores, I., Mitra, S., "Predictors of Hispanics' Intentions to Purchase Health Care Insurance: A Conceptual Model" . **Proceedings**. Southwest Academy of Management. **SWAM 2014**. March 11-15, 2014.

Flores, I., Muniz, E., Serviere-Munoz, L. "Entrepreneurs resilience in violent areas: A cognitive triad approach". **Proceedings**. International Academy of Business and Economics. **IABE**, March 15-17, 2013.

Flores, I. Goktan, B.A., Friesen, D. "Integrated framework to structure effective transnational copreneurs: A proposed model". **Proceedings**. Global Business Development Institute. **GBDI 2012**. Dec 16-19, 2012.

Flores, I. "Reaching for the "cloud": How educators manage in violent areas?" **Proceedings**. Proceedings. Academy of Business Research Conference. Biloxi beach, MS, Nov 7-9 2012.

Goktan, B.A., Flores, I. "The Role of National Culture in the Transnational Entrepreneurship Process" **Proceedings**. Southwest Decision Sciences. **SWDSI 2012**. Feb 29 – March 3, 2012, New Orleans.

Goktan, B.A., Flores, I. "The effect of national culture on the emergence of transnational copreneurs" . **Proceedings**. United States Association for Small Business and Entrepreneurship. **USASBE 2012**. Jan 12-15, 2012.

Serviere-Munoz, L., Muniz, E., Flores, I. "Factors influencing loss attributions on entrepreneurs facing negative environments" **Proceedings**. Association for Small Business and Entrepreneurship. **ASBE 2011**. Nov 9-11, Savannah GA.

Flores, I. "Social Networking: Alternative strategies for entrepreneurs operating in violent environments". **Proceedings**. Global Business Development Institute. **GBDI**. Dec 28-30, 2011.

Young, M., Flores, I., McCaslin, S. (2011). Student Evaluations of Faculty Revisited: OnLine Versus Traditional Methods. **Proceedings**. American Institute of Higher Education 6<sup>th</sup> International Conference. Charleston, SC.

Flores, I., Young, M., Ambort, K., Dess G. (2011). Moderating Factors affecting strategy selection to reach minority owned businesses. **Proceedings**. Academy of Business Research Conference. New Orleans.

Flores, I., Young, M., Gatchet, Amanda (2011). The effect of a violent environment: Alternative business strategies for small and medium-sized enterprises in Mexico. **Proceedings**. Global Business Development Institute (GBDI) 14<sup>th</sup> International Annual Conference. Las Vegas, Nevada.

Flores, I., Young, M., (2011) The Transnational Women Entrepreneur: Understanding their motivations to entry into self-employment. **Proceedings**. Global Business Development Institute (GBDI) 14<sup>th</sup> International Annual Conference. Las Vegas, Nevada. **BEST PAPER Award**.

Young, M. and Flores, I. (2010) Survey of Hispanic Women Business Owners: Emerging Entrepreneurs, **Proceedings**. Association of Small Business & Entrepreneurship (ASBE) conference, Forth Worth, TX.

Flores, I., Young, M., Tarter, J. (2010) ICT Policy and Technology adoption barriers in Latin America: MNC's Perspective. **Proceedings**. International Association for computer Information Systems (IACIS) 50<sup>th</sup> annual conference. Las Vegas, Nevada.

Flores, I., Young, M., Tarter, J. (2010) Transnational Entrepreneur: Factors affecting international strategies choice – A Qualitative Study. **Proceedings**. International Academy of Business and Economics (IABE) Annual conference. Las Vegas, Nevada.

Flores, I. and Young M. (2010) Spanx. **Proceedings**. United States Association for Small Business and Entrepreneurship (USASBE) Conference. Nashville, TN.

Flores, I., Young, M., Trantham J. (2009) Towards an effective rural virtual entrepreneurship center for rural small business development. **Proceedings**. Association for Small Business and Entrepreneurship (ASBE) San Antonio, TX.

Young, M., Flores, I. and Bradley, D. (2008) Toward a Model for Delivering Effective Production and Manufacturing Assistance and Information. **Proceedings**. Allied Academies International Internet Conference, 30-38.

Young, M., Flores, I. and Fisher, M. (2008) Margarita's. **Proceedings**. Federation of

Business Disciplines. Southwest Academy of Management. Southwest Case Research Association (SWCRA), Houston, TX.

Flores, I. (2008) Virtual Business Incubators: A real option for rural entrepreneurs?. **Proceedings.** Hawaii International Conference on Business, Honolulu, HI.

Flores, I. and Young, M. (2008) Business Plans Competitions: A case study to fund Students new ventures. **Proceedings.** Hawaii International Conference on Business, Honolulu, HI.

Young, M. and Flores, I. (2008) Entrepreneurship Development: The need for Production/Manufacturing assistance. **Proceedings.** International Council for Small Business World Conference (ICSB), Halifax, Nova Scotia, Canada.

Young, M. and Flores, I. (2008) Torta King. **Proceedings .** Federation of Business Disciplines. Southwest Case Research Association (SWCRA), Houston, TX.

Young, M., Flores, I. and Fisher, M. (2008) Entrepreneurship, Small Business and Management Consulting: Professional Development Workshop. **Proceedings.** Federation of Business Disciplines. Southwest Academy of Management. Houston, TX.

Rubayet, S., Clary, G. and Flores, I. (2007) Application of Web 2.0 Technology to the Entrepreneurial Process. **Proceedings.** International Association for computer Information Systems (IACIS) 47<sup>th</sup> Annual Conference in Vancouver, B.C. Canada.

Flores, I. and Young, M. (2007) Toward a model of an effective Hispanic Entrepreneurship Center. **Proceedings.** Association for Small Business and Entrepreneurship (ASBE). Austin, TX.

Linn, G. B., Flores, I. and Gill, P. (2007) Woman to Woman: Crossing the Culture Gap. **Proceedings.** American Educational Research Association (AERA) Annual Meeting, Chicago, IL.

#### **Other Publications:**

Flores, I. (2008) Is IT adoption a Key Success for Hispanic Entrepreneurs?. **Proceedings.** International Association for computer Information Systems (IACIS). 48<sup>th</sup> Annual Conference in Savannah, Georgia, USA. **[ABSTRACT]**

Flores, I. (2007) How Entrepreneurs Prepare for Natural Disaster. Proceedings. Hawaii International Conference on Business, Honolulu, HI. **[ABSTRACT]**

2. Non-Refereed Articles (Published)  
None at this time.
3. Book Chapters (Published)  
None at this time.
4. Books (Published)  
None at this time.