



"Use your success to help others who come after you." – John Massey



**Southeastern Oklahoma
State University**

Addendum #2 – Faculty CVs

**Southeastern Oklahoma State University
John Massey School of Business**

**Dr. David Whitlock, Interim Dean
425 W. University Boulevard
Durant, OK 74701**

Submitted August 22, 2023

Peer Review Team Visit Dates: October 22-24, 2023

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ACCOUNTING

Stephanie Metts, D.B.A.
Assistant Professor
Accounting/Finance
John Massey School of Business
smetts@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

D.B.A. Northcentral University.
M.B.A. Southeastern Oklahoma State University.
B.B.A. Southeastern Oklahoma State University.

Professional Certifications

Certified Public Accountant – Oklahoma, 2011

Professional Memberships

The Association of Accountants and Financial Professionals in Business (Institute of Management Acco, 2019 to present
American Accounting Association, 2017 to present
Association of Certified Fraud Examiners, 2017 to present
Beta Gamma Sigma, 2015 to present
American Institute of Certified Public Accountants, 2014 to present
Oklahoma Society of Certified Public Accountants, 2011 to present
Delta Mu Delta, 2006 to Present

WORK EXPERIENCE

Work Experience

Assistant Professor, Southeastern Oklahoma State University (August, 2019 - Present), Durant, Oklahoma.

Accountant, Texoma Utility Equipment, Metts Brothers, Inc. & Metts Brothers Powerline (August, 2011 - Present), Durant, Oklahoma. Maintains the General Ledger and Fixed Assets, reconciles bank statements, verify vendor balances and assist with all aspects of financial reporting

Instructor/Assistant MBA Director/Special Assistant to AACSB Coordinator, Southeastern Oklahoma State University (August, 2017 - July, 2019), Durant, Oklahoma.

Temporary, Full-time Instructor and Special Assistant to the AACSB Coordinator, Southeastern Oklahoma State University (August, 2015 - June, 2017), Durant, Oklahoma. Assist with the accreditation process in both tracking and reporting various data including but not limited to student enrollment and graduation rates and faculty intellectual contributions. Participate in and take minutes of various faculty meetings. Instruct 12 hours each semester (fall/spring) in the areas of accounting and business information management.

Accountant/Consultant, Williams & Company, CPAs Inc. (April, 2011 - September, 2017), Durant, Oklahoma. Duties have involved payroll and payroll reporting. Ongoing activities involve write-up work, preparation of financial statements as well as individual and corporate tax returns.

Special Assistant to the Executive Dean for Academic Affairs - JMSB, Southeastern Oklahoma State University (March, 2011 - August, 2015), Durant, Oklahoma. Assist with the accreditation process in both tracking and reporting various data including but not limited to student enrollment and graduation rates and faculty intellectual contributions. Participate in and take minutes of various faculty meetings as well as provide assistance to the MBA Director and MBA Coordinator.

Adjunct Instructor, John Massey School of Business/Southeastern Oklahoma State University (January, 2013 - May, 2013), Durant, Oklahoma. Instructor of Fundamentals of Managerial Accounting Corporate Accountant - Mortgage, First United Bank (August, 2010 - February, 2011), Durant, Oklahoma. Performed all mortgage account reconciliations, calculated both mortgage servicing rights and commissions for loan officers and mortgage support staff, assisted in the forecasting of income and expenses.

Special Assistant to the Dean, John Massey School of Business, Southeastern Oklahoma State University (January, 2009 - August, 2010), Durant, Oklahoma. Assist with AACSB, International and ACBSP accreditation process in both tracking and reporting various data including but not limited to student enrollment and graduation rates and faculty intellectual contributions. Participate in and take minutes of various faculty meetings as well as provide assistance to the MBA Director and MBA Coordinator.

Internal Audit Intern, First United Bank (January, 2009 - May, 2009), Durant, Oklahoma. Assisted in the review of the operations or programs to ascertain whether results were consistent with established objectives and goals and whether the operations or programs were being carried out as planned. Assisted in the review of the reliability and integrity of financial and operating information and the means used to identify measure, classify and report such information.

Graduate Assistant, John Massey School of Business, Southeastern Oklahoma State University (June, 2007 - December, 2008), Durant, Oklahoma. Assisted with the AACSB, International accreditation process and performed research and summarized findings for Accounting, Marketing, Management, and Business Law Professors.

Substitute Teacher, Durant Independent School District (February, 2007 - December, 2008), Durant, Oklahoma. Substituted for elementary, middle-school and high-school teachers in various subjects while obtaining my MBA.

Bookkeeper/Accounts Collector, Doctor's Clinic of Durant, Inc. (November, 2000 - February, 2007), Durant, Oklahoma. Responsible for accounts payable, bank reconciliations and completion of cash-receipts and payroll reporting. Resolved routine patient billing inquires and problems. Assisted in preparing the annual Medicare Cost Report. Analyzed accounts receivable aging reports and followed up on balances due from insurance companies and patients. Prior to these dates, I assisted with much of the same on a part-time basis.

TEACHING

Courses Taught

Courses from the Teaching Schedule: ACCOUNTING INFORMATION SYSTEMS (Bachelors), Acct & Taxation Research (MBA), BUSINESS COMPUTER APPLICATIONS (Bachelors), FORENSIC ACCOUNTING (Bachelors), FUNDAMENTALS OF FINANCIAL ACCOUNTING (Bachelors), FUNDAMENTALS OF MANAGERIAL ACCOUNTING (Bachelors), Forensic Accounting (MBA), INCOME TAX ACCOUNTING I (Bachelors), MANAGERIAL COST ACCOUNTING (Bachelors)

Teaching Activities

Course (New) - Creation/Delivery: Online

2021 - *MBA Accounting and Taxation Research Course.*

2017 - *Fundamental Managerial Accounting for AP accelerated format.*

2017 - *Fundamental Financial Accounting for AP accelerated format.*

Student Assign-Students Advised (GRAD)

2019 - Advising MBA students.

2018 - Advising MBA students.

2017 - Advising MBA students.

Student Assign-Students Advised (UG)

2023 - Advising Accounting majors.

2022 - Advising Accounting majors.

2021 - Advising Accounting majors.

2020 - Advising Accounting majors.

2016 - Advising Accounting majors.

2015 - Advising Accounting majors.

2014 - Advising Accounting majors.

Other Teaching Activities

2022 - HLC Online Teaching Certification Initiative - Quality Matters.

2015 - Quality Matters Training.

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	1	6	1	8
Articles-in-Progress (All)			1	1
Publications in Refereed Conference Proceedings	1	3	2	6
Publications of Non-refereed or Invited Papers		1		1
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings			1	1
Presentations of Refereed Papers	1	2	1	4

Refereed Articles

Applied or Integrative/application Scholarship

Mulig, L., & Metts, S. (2023). Twice Banked: Fraud in Employee Accounts Receivable. *Journal of Applied Case Research, 20*, 38-47.

Metts, S., & Bressler, M. (in press, 2023). From Fraudsters to Scammers and Cyber-Villains, Tech-Savvy Criminals are Out to Steal Your Money. *Global Journal of Accounting & Finance*.

Metts, S., Whitlock, D., & Bogard, C. (2022). The Professor's Ethical Dilemma: Selling to Textbook Buyers. *Journal of Business Cases and Applications, 37*, 1-11.

Metts, S., Richards, R., & Bogard, C. (2020). Study of Cannabis Accounting in Oklahoma. *CPA Focus, 8-10*, 29.

Smith, G. S., Hrcir, T. J., & Metts, S. (2013). Small business fraud and the trusted employee. *Fraud Magazine, 28 (1)*, 42-47.

Hrcir, T. J., & Metts, S. (2012). Why Small Businesses Fall Victim to Fraud: Size and Trust Issues. *Business Studies Journal, 4 (1)*, 61-71.

Basic or Discovery Scholarship

Tiger, A., Stamey, Jr., J., & Metts, S. (2010). Service Operations Management at the Golf Course: Information Technology Design Choices Change Golfers' Waiting Times. *Palmetto Business Review*, 13, 62-70.

Teaching and Learning Scholarship

Richards, R., Stevens, R., Silver, L., & Metts, S. (2018). Overcoming employer perceptions of online accounting education with knowledge. *Administrative Issues Journal: Connecting Education, Practice, and Research*.

Refereed Proceedings

Applied or Integrative/application Scholarship

Metts, S., Whitlock, D. W., & Bogard, C. (2022). Dr. Howard Stevens's Ethical Dilemma: Textbook Buyers. *Southwest Case Research Association Conference*.

Metts, S., Richards, R., & Bogard, C. (in press, 2019). Proposal to Study Cannibals Accounting in Oklahoma. *Academy of Business Research*.

Stevens, R., Loudon, D., Silver, L., Bressler, M., & Metts, S. (2017). Unique Displays Cases, Inc. *Southwest Case Research Association - SWCRA*.

Basic or Discovery Scholarship

Stevens, R. E., Silver, L. S., & Metts, S. (2014). Tadpole's Marine. *Southwest Case Research Association - SWCRA*.

Teaching and Learning Scholarship

Howard, R. W., Metts, S., & Joplin, J. (2017). Joe Smith's Ethical Dilemma: Humble Energy, Inc. *Southwest Case Research Association - SWCRA*.

Howard, R. W., & Metts, S. (in press, 2016). Joe Smith's Ethical Dilemma: Oklahoma Energy Inc. *Southwest Case Research Association - SWCRA*.

Non-Refereed Articles

Applied or Integrative/application Scholarship

Metts, S. (2021). The Relationship between Rationalization and Traits of Sympathy with One's Intention to Commit Fraud. *International Journal of Business and Social Science*, 12 (12), 1-11.

Books, Monographs, Compilations, Manuals

Manuals/Guides

Silver, L. S., Stevens, R. E., Metts, S. L., Wrenn, B., & Loudon, D. (2013). *The Essentials of Marketing Research Instructor's Ma* (3rd ed.). New York: Routledge.

Presentations of Refereed Papers

National

Mulig, E. & Metts, S. (2022). *Assuring Academic Integrity of Online Testing in Fundamentals of Accounting Courses*. Decision Sciences Institute, New Orleans, Louisiana.

Richards, R., Kernek, C., & Metts, S. (2022). *Tax Planning Shenanigans: Maximizing After Tax Income for Entrepreneurs*. ASBE Conference, New Orleans, Louisiana.

Regional

Howard, R., Metts, S., Whitlock, D., & Bogard, C. (2022). *Dr. Howard Stevens's Ethical Dilemma: Textbook Buyers*. Southwest Case Research Association - SWCRA, New Orleans, Louisiana.

Metts, S. L. & Howard, R. W. (2014). *Dr. Howard Stevens Ethical Dilemma*. Southwest Case Research Association - SWCRA, Dallas, Texas.

Papers Under Review

Mulig, E. & Metts, S. (2023). "Assuring Academic Integrity of Online Testing in Fundamentals of Accounting Courses," Revised and resubmitted to *Online Learning Journal*.

SERVICE

Service to the Institution

Department Assignments

Member:

2022-2023: Search Committee, Assistant/Associate Professor of Finance

2021-2022: Search Committee, Assistant Professor of Finance

2021-2022: Search Committee, Assistant Professor of Accounting

College Assignments

Chair:

2022-2023: Strategic Planning - Standards 1, 2, & 9 (Co-Chair)

Member:

2022-2023: CMAoL (Curriculum Management & Assurance of Learning) Standards 4 & 5

2022-2023: AACSB Leadership - AACSB Standards 3 & 8

2019-2020 – 2021-2022: Strategic Planning

2015-2016 – 2021-2022: AACSB Oversight

2015-2016 – 2021-2022: CMAoL (Curriculum Management & Assurance of Learning)

2015-2016 – 2017-2018: Strategic Planning

2015-2016 – 2017-2018: JMSB Graduate Council

2015-2016: JMSB Meetings with Dean Scoufos

Other Institutional Service Activities:

2014-2015 – 2021-2022: Special Assistant to the AACSB Coordinator

Member:

2019-2020: Strategic Planning

2018-2019 – 2019-2020: AACSB Oversight

2018-2019 – 2019-2020: CMAoL (Curriculum Management & Assurance of Learning)

University Assignments

Committee Member:

2022-2023: Graduate Council

2022-2023: General Education Council

2020-2021 – 2021-2022: Academic Appeals

Other Institutional Service Activities:

2021-2022 – 2022-2023: SE Live - Accounting and Finance Breakout Session Presentation

2021-2022: Curriculum Contest Exam Proctor - Accounting

2014-2015 – 2018-2019: Curriculum Contest Exam Proctor - Microsoft Excel

Service to the Profession

Board Member: PRJ Editorial Review Board

2022: Journal of Forensic & Investigative Accounting (Unknown).

Professional Development

DS: Research-Related Conference/Seminar

2023: 34th Annual ACFE Global Fraud Conference - Virtual Conference. June 12-14, 2023

2022: AAA - 2022 Forensic Accounting Research Conference. Virtual March 4th and 5th.

Other Professional Development

2021 – 2023: Continuing Professional Education. Misc Webinars and Self-Study.

2020 – 2021: Continuing Professional Education. Misc Webinars and Self-Study.

2020: 2019-2020 Continuing Professional Education. Misc Webinars and Self-Study

2018: 2018-2019 Continuing Professional Education courses.

- Overview of Taxation of Farms and Ranches
- Social Security Retirement: Do I Take It Now?
- Monthly Accounting Alert x 12
- Real Estate Taxation - Financing Real Property
- QBID: Qualified Business Income Deduction
- Update: Tax Cuts & Jobs Act
- S Corporations in 2018 and Beyond

2017: 2017-2018 Continuing Professional Education.

- Monthly Tax Alert x 12
- Monthly Corporate Tax Update x 12
- Cracking the Code: Efficient and Thorough Tax Research
- The Tax Cuts and Jobs Act: What you need to know.
- Basis Calculations - S Corporations, Partnerships, LLCs
- Business Ethics in Corporate Accounting
- Ethics for Tax Professionals

2016: 2016-2017 Continuing Professional Education.

- Monthly Tax Alert - x 12
- Monthly Corporate Tax Update - x 12
- Individual Tax Overview
- Ethics for CPAs and Tax Professionals
- What Your Kids Never Learned About Managing Money
- 49 Hottest Tax Updates for 2017

- Improving Presentations with Excel Graphics

2015: 2015- 2016 Continuing Professional Education.

- Monthly Tax Alert - x 12
- Monthly Corporate Tax Update - x 12
- Farm Tax Update
- Capitalization - the New Landscape
- Business Succession - Failure to plan is planning to fail
- Schedule A Itemized Deductions - So much is left off
- Tax Planning for High-Income Clients

2014: 2014-2015 Continuing Professional Education.

- Why is Employment Law so Complicated?
- Financial Management: Budgeting and Forecasting
- 49 Ways to Reduce Taxes for Individuals and Businesses
- Financing Options for Businesses
- Compilation Engagements
- 2014 Individual Tax Update
- 2014 Corporate Tax Update

Professional Seminars / Workshops

2022: AACSB Strategic Planning Seminar Americas:19-20 September 2022.

2022: AACSB Continuous Improvement Review Seminar Americas:28-29 March 2022.

2021: AACSB Continuous Improvement Review Seminar Americas:22-23 March2021.

Honors/Awards

Award

2020: Excellence in Teaching Award - Recipient, Southeastern Faculty Senate.

2017: Excellence in Teaching Award - Recipient, Southeastern Faculty Senate.

Honor

2023: Excellence in Teaching - Nomination, Southeastern Faculty Senate., Southeastern Faculty Senate.

2022: Excellence in Teaching - Nomination, Southeastern Faculty Senate.

2021: Excellence in Service to University and/or Profession - Nomination, Southeastern Faculty Senate.

2018: Excellence in Service to University and/or Profession - Nomination, Southeastern Faculty Senate.

2018: Excellence in Teaching - Nomination, Southeastern Faculty Senate.

2016: Excellence in Teaching - Nomination, Southeastern Faculty Senate.

Rhonda J. Richards, Ph.D.
John Massey Endowed Chair/Associate Professor
Accounting/Finance
John Massey School of Business
rrichards@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

Ph.D. University of North Texas, Denton, Texas.

M.B.A. Southwest Baptist University.

B.S. Southeastern Oklahoma State University.

Professional Certifications

Volunteer Income Tax Assistance Certifications, 2023

Volunteer Income Tax Assistance Certifications, 2022

Volunteer Income Tax Assistance Certifications, 2021

Volunteer Income Tax Assistance Certifications, 2020

Volunteer Income Tax Assistance Certifications, 2019

Volunteer Income Tax Assistance Certifications, 2018

Volunteer Income Tax Assistance Certifications, 2017

Quality Matters, Online Facilitator Certification, 2015

Quality Matters, Peer Reviewer, 2013

Quality Matters, Applying the QM Rubric Certification, 2012

Certified Public Accountant, 2005

Certified Managerial Accountant, 2002

Certified Payroll Professional, 1993

Professional Memberships

Association of Small Business and Entrepreneurship, 2018-present

Southwest Case Research Association, 2017-present

South Central Chapter of CPAs, 2017-current

South Central Chapter of Oklahoma Board of Accountancy, 2005-2008;

Oklahoma Society of Certified CPAs, 2005; 2017-curr

American Institute of Certified CPA's, 2005 - current

Institute of Managerial Accountants, 2002 - current

WORK EXPERIENCE

Work Experience

Chair, Accounting and Finance Department, Southeastern Oklahoma State University (2022 - Present),
Durant, Oklahoma.

John Massey Endowed Chair of Accounting, Southeastern Oklahoma State University (2022 - Present), Durant, Oklahoma.

Associate Professor of Accounting, Southeastern Oklahoma State University (July, 2019 - Present), Durant, Oklahoma.

Self-employed Accountant, Rhonda Richards, CPA (1996 - Present), Durant, Oklahoma.

Kay Massey Endowed Professor, Southeastern Oklahoma State University (2021 - 2022), Durant, Oklahoma.

Assistant Professor of Accounting, Southeastern Oklahoma State University (January, 2017 - June, 2019), Durant, Oklahoma.

Dean, College of Graduate and Professional Studies, Oklahoma Baptist University (2014 - December, 2016), Shawnee, Oklahoma.

Instructor/Assistant Professor, Southeastern Oklahoma State University (2005 - 2014), Durant, Oklahoma.

Accountant, Vann Dixon, CPA (2005), Durant, Oklahoma.

Assistant Professor of Accounting, Southwest Baptist University (2002 - 2005), Bolivar, Missouri.

Tax Preparer, George Williams, CPA, (2002 - 2005), Bolivar, Missouri.

Accounting Assistant, Tom Bullock, CPA (1999 - 2000), Monroe, Louisiana.

Financial Assistant, First Baptist Church (1999), West Monroe, Louisiana.

QuickBooks Instructor, Southeastern Oklahoma State University (1999), Durant, Oklahoma.

Director of Operations, Staff One, Inc (1989 - 1996), Durant, Oklahoma.

Paid Service Experience

2023: National Association of State Boards of Accountancy (NASBA), Reviewer of Professional Education Courses

2022: National Association of State Boards of Accountancy (NASBA), Reviewer of Professional Continuing Education Courses

2021: National Association of State Boards of Accountancy (NASBA), Reviewer for Professional Continuing Education courses

2020: National Association of State Boards of Accountancy (NASBA), Reviewer for Continuing Professional Education courses

2019: National Association of State Boards of Accountancy (NASBA), Reviewer for Continuing Professional Education courses

2018: National Association of State Boards of Accountancy (NASBA), Reviewer for Continuing Professional Education courses

2017: National Association of State Boards of Accountancy (NASBA), Reviewer for Continuing Professional Education courses

TEACHING

Courses Taught

Courses from the Teaching Schedule: ACCOUNTING FOR MANAGERS (MBA), Acct Internship (Bachelors), FUNDAMENTALS OF FINANCIAL ACCOUNTING (Bachelors), FUNDAMENTALS OF MANAGERIAL ACCOUNTING (Bachelors), Financial Statement Analysis (MBA), GOVERNMENTAL ACCOUNTING (Bachelors), INCOME TAX ACCOUNTING I (Bachelors), INTERMEDIATE ACCOUNTING I (Bachelors), INTERMEDIATE ACCOUNTING II (Bachelors), Income Tax Accounting II (Bachelors), SEMINAR (Bachelors), Special Studies (Bachelors)

Courses taught, but not in the Schedule:

Fundamentals of Financial Accounting
 Fundamentals of Managerial Accounting
 Cost Accounting
 Income Tax I
 Accounting Topics
 Corporate Income Tax
 Accounting Information Systems
 Computers in Society
 Systems Analysis and Design
 Integrated Productivity
 Advanced Productivity
 Computer Ethics
 Computer Security
 Senior Seminar
 Introduction to Computers
 Electronic Commerce
 Health Information Systems
 Electronic Medical Records
 Financial Statement Analysis

Teaching Activities**Student Assign-Students Advised (UG)**

2023 - *Student Advisement.*
 2022 - *Student Advisement.*
 2021 - *Student Advisement.*
 2020 - *Student Advisement.*
 2019 - *Student Advisement.*
 2018 - *Student Advisement.*
 2017 - *Student Advisement.*
 2016 - *Student Advisement.*

INTELLECTUAL CONTRIBUTIONS**Intellectual Contributions Grid**

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals		8	7	15
Articles-in-Progress (All)		3	5	8
Publications in Refereed Conference Proceedings		18	1	19
Publications of Non-refereed or Invited Papers		1		1
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings		2	2	4
Presentations of Refereed Papers		1	1	2
Other Research, Non-refereed		1		1

Refereed Articles

Applied or Integrative/application Scholarship

Stevens, R., Silver, L., Whitlock, D. W., & Richards, R. (2023). Celina Texas Cajun Fest. *Journal of Applied Case Research*, 20, 3-21.

Kerneck, C., Richards, R., & Ingram, K. (in press, 2023). Sharpworx: Cutting Edge of Growth. *Journal of Applied Case Research*.

Richards, R. J., Kerneck, C., & Ingram, K. (in press, 2022). Entrepreneurship and Decision Making: Have Your Cake and Eat it Too. *Journal of Business & Entrepreneurship*.

Richards, R. J., Ingram, K., & Kerneck, C. (2020). If We Build It, Will They Come? *Journal of Strategic Innovation and Sustainability*, 15 (8), 40-56.

Metts, S., Richards, R., & Bogard, C. (2020). Study of Cannabis Accounting in Oklahoma. *CPA Focus*, 8-10, 29.

Richards, R. J. (2017). How CPAs Can Create Healthcare Niches. *CPA Focus*, July/Aug (2017).

Richards, R. J. (in press, 2017). Iron Fed Fitness, LLC. *Journal of Business & Entrepreneurship*.

Richards, R. J., Prybutok, V., & Ryan, S. (2012). Electronic medical records: tools for a competitive advantage. *International Journal of Quality and Service Sciences*, 4 (2), 120-136.

Teaching and Learning Scholarship

Stevens, R., Silver, L., Whitlock, D. W., & Richards, R. (2023). The Decline of a Professional Academic Organization: Examining a Regional Association. *Journal of Higher Education Theory and Practice*, 23 (17).

Stevens, R., Silver, L., Richards, R., & Campbell, K. (2022). A Comparison of Faculty and Student Perspectives of Academic Integrity in an Online Environment: A Pilot Study. *Journal of Business Administration Online*.

Stevens, R., Silver, L. S., Campbell, K., & Richards, R. (2021). Student Perspectives of Academic Integrity in an Online Environment: A Pilot Study. *Archives of Business Research*.

Stevens, R., & Silver, L. (2020). The Impact of Technology on Online Course Integrity: A Pilot Study. *Archives of Business Review*, 8 (11), 19-26.

Stevens, R., Silver, L., Kitty, C., & Richards, R. (2020). A Pilot Study of the Learning Curve Effect on Technological Safeguards Used in Online Courses. *American Journal of Management Studies*, 20 (5), 9-19.

Richards, R. J., Silver, L., & Stevens, R. (2018). An Exploratory Study of Employer Perceptions and Expectations of Online Accounting Education. *Journal of Business Management and Commerce*, 3 (3).

Richards, R., Stevens, R., Silver, L., & Metts, S. (2018). Overcoming employer perceptions of online accounting education with knowledge. *Administrative Issues Journal: Connecting Education, Practice, and Research*.

Refereed Proceedings

Applied or Integrative/application Scholarship

Stevens, R., Silver, L., Whitlock, D., & Richards, R. (2022). Cajun Fest. *Southwest Case Research Association - SWCRA*.

Lin, Y., Richards, R., & Xu, H. (2022). Luckin Coffee, Inc. *Southwest Case Research Association - SWCRA*.

Kerneck, C., Ingram, K., & Richards, R. (2022). Bean Counter or Bust: How the Shortage of Accountants Impacts Entrepreneurs. *ASBE Conference*.

- Richards, R. J., Kernek, C., & Ingram, K. (2022). Two Shades of Gray: Are Housekeepers Employees or Independent Contractors and Why Do We Care? *Southwest Case Research Association - SWCRA*.
- Silver, L. S. (2022). The Decline of a Professional Academic Organization: The Southwest Case Research Association. *Southwest Case Research Association Conference*.
- Ingram, K., Sadler, T., Richards, R., & Kernek, C. (2021). Interpersonal Conflict in Small Businesses: Perceptions of Controversial Societal Issues. *ASBE Conference*.
- Kernek, C., Ingram, K., & Richards, R. (2021). Tin Star: Discount a Segment Decision. *Southwest Case Research Association - SWCRA*.
- Lin, Y., Courtney, K., & Richards, R. (2021). Outfox the Investor. *ASBE Conference*.
- Ingram, K., Kernek, C., & Richards, R. (2020). Caked Up: On the Go! *Southwest Case Research Association - SWCRA*.
- Kernek, C., Richards, R., Stevens, R., & Silver, L. S. (2020). Honeysuckle Acres Bed & Breakfast: Multi-Channel distribution Strategy for Success. *Southwest Case Research Association - SWCRA*.
- Stevens, R., Loudon, D., Richards, R., & Silver, L. S. (2020). Waterhaven Park. *Southwest Case Research Association - SWCRA*.
- Kernek, C., Ingram, K., & Richards, R. (2020). Iron Fed: Gaining More Than Muscle. *ASBE Conference*.
- Richards, R. J., Kernek, C., Ingram, K., & Campbell, K. (2019). Entrepreneurship and Decision Making: Have Your Cake and Eat it Too. *ASBE Conference*.
- Metts, S., Richards, R., & Bogard, C. (in press, 2019). Proposal to Study Cannibas Accounting in Oklahoma. *Academy of Business Research*.
- Loudon, D., Stevens, R. J., Silver, L. J., & Richards, R. J. (2019). Mark's RV Park. *Southwest Case Research Association - SWCRA*.
- Richards, R. J., Ingram, K., & Kernek, C. (2019). If We Build It, Will They Come? *Southwest Case Research Association - SWCRA*.
- Richards, R. J. (2018). Fitness Fanatics, LLC. *Southwest Case Research Association - SWCRA*.
- Richards, R. J. (in press, 2017). Costs and Benefits of the National Healthcare System: A Proposal to Study Healthcare Consumer Intentions in the Context of Financial Information. *Academy of Business Research*.

Teaching and Learning Scholarship

- Driskill, T., Richards, R., & Howard, R. (2018). An Investigation of Ethical Reasoning Skills within an MBA Program. *Academy of Business Research*.

Non-Refereed Articles

Applied or Integrative/application Scholarship

- Hobbs, E. L., Hrcir, T. J., & Richards, R. J. (2006). The new uniform definition of a child under the working families tax relief act of 2004. *Taxes--The Tax Magazine (a CCH Journal)*, 84 (5), 33-38.

Chapters, Cases, Readings, Supplements

Supplements

- Richards, R. J. (2018). Accounting Survey Topics: Research Proposal. In Press, *The Essentials of Business Research, 2nd Edition, Academic Media Solutions, 2018 copyright*.
- Richards, R. J. (2018). Online Accounting Education: Research Questionnaire. In Press, *The Essentials of Business Research*.
- Richards, R. J. (2018). Mark's RV Park. *Marketing Research: Text and Cases*. Haworth Press, Inc.

Richards, R. J. (2018). Teaching Notes for Mark's RV Park. *Marketing Research: Text and Cases*. Haworth Press, Inc.

Presentations of Refereed Papers

National

Richards, R., Kernek, C., & Metts, S. (2022). *Tax Planning Shenanigans: Maximizing After Tax Income for Entrepreneurs*. ASBE Conference, New Orleans, Louisiana.

Driskill, T., Richards, R., & Howard, R. (2018). *An Investigation of Ethical Reasoning Skills within a MBA program*. Academic and Business Research Institute Conference, San Antonio, Texas.

Papers Under Review

Stevens, R., Silver, L., Richards, R., & Bomgardner, R. (2022). "IMPROVING STUDENT ENGAGEMENT IN ONLINE COURSES WITH VIDEO EXERCISES: A PILOT STUDY," Conditional acceptance.

Working Papers

Lin, Y., Richards, R., & Xu, F. (2023). "Outfox the Investor."

Lin, Y., Xu, F., & Richards, R. (2023). "Luckin Coffee Inc., Financial Scandals and Auditor Failure."

Stevens, R., Silver, L., Whitlock, D., & Richards, R. (2023). "The Case Method and Artificial Intelligence."

Stevens, R., Silver, L., Campbell, K., & Richards, R. (2023). "Academic Integrity and AI: A Pilot Study."

Richards, R. J., Kernek, C., & Whitlock, D. (2023). "Entrepreneurs and Education: A Proposal to Study Stakeholders Views."

Driskill, T., Howard, R. J., & Richards, R. (2019). "Ethical Reasoning Skills: A Comparison of Master of Accounting Students and Master of Business Administration Students."

Driskill, T., Howard, R. J., & Richards, R. (2019). "Ethical Reasoning Skills of MBA students: A Comparisons of Majors and Concentrations."

Other Research

2012: Richards, R. J., *A Study of the Intent to Fully Utilize Electronic Personal Health Records in the Context of Privacy and Trust*. A Study of the Intent to Fully Utilize Electronic Personal Health Records in the Context of Privacy and Trust (Doctoral Dissertation) Retrieved from Denton, Texas. UNT Digital Library. <http://digital.library.unt.edu/ark:/67531/metadc115145/>.

SERVICE

Service to the Institution

Department Assignments

Chair:

2021-2022: Search Committee, Assistant Professor of Accounting

2018-2019: Student Relations Committee

Faculty Advisor:

2018-2019 – 2020-2021: Accounting and Finance Club

2017-2018: Faculty Advisor Accounting and Finance Association

2011-2012: Faculty Advisor for Accounting/Finance Club - John Massey School of Business

Member:

2021-2022: Search Committee, Assistant Professor of Finance

College Assignments

Chair:

2018-2019 – 2021-2022: Student Relations

Member:

2022-2023: Strategic Planning - Standards 1, 2, & 9

2022-2023: JMSB Graduate Council

2022-2023: CMAoL (Curriculum Management & Assurance of Learning) Standards 4 & 5

2022-2023: AACSB Leadership - AACSB Standards 3 & 8

2021-2022: Strategic Planning

2017-2018 – 2021-2022: AACSB Oversight

2017-2018 – 2020-2021: Recruitment

2017-2018: Student Relations

Chair:

2011-2012 – 2013-2014: Curriculum and Instruction Committee - John Massey School of Business

College Assignments

Chair:

2015-2016: Higher Learning Commission Self-Study Steering Committee – Chair criterion chapter 1 subcommittee,

College Assignments

Chair:

2019-2020: Student Relations Committee

2019-2020: Student Relations Committee

Member:

2016-2017 – 2017-2018: AACSB Oversight Committee

2011-2012 – 2013-2014: Assessment Committee - John Massey School of Business

University Assignments

Committee Chair:

2020-2021: COVID Subcommittee on Instruction

University Assignments

Committee Chair:

2014-2015 – 2015-2016: Deans Council

University Assignments

Committee Chair:

2022-2023: Higher Learning Commission Co-Chair Chapter 5 Subcommittee

2011-2012 – 2013-2014: Higher Learning Commission Self-Study Steering Committee – Co-chair
criterion chapter 2 subcommittee: Mission and Integrity

Committee Member:

2022-2023: Academic Council

2019-2020: Budget Committee, Faculty Senate

University Assignments

Committee Member:

2014-2015 – 2015-2016: Education Technology Committee

University Assignments

Committee Member:

2019-2020: Faculty Senate

2018-2019 – 2019-2020: Executive Committee, Faculty Senate

2017-2018: Faculty Senate

University Assignments

Committee Member:

2014-2015 – 2015-2016: Graduate Council

University Assignments

Committee Member:

2023-2024: John Massey Leadership Board

2021-2022: Search Committee, Assistant Vice President of Academic Affairs

2018-2019: Search Committee, Assistant Vice President of Academic Affairs

2018-2019: University Affairs, Faculty Senate

2018-2019: Personnel Policies Committee, Faculty Senate

2017-2018 – 2018-2019: Library Committee

2017: Learning Technologies Council

2017-2018: University Affairs

2017-2018: Planning Committee Member

2011-2012 – 2013-2014: University Traffic Ticket Appeals Committee

Mentoring Activities:

2023-2024: John Massey Leadership Scholars Mentor

Other Institutional Service Activities:

2008-2009 – 2013-2014: Course Equivalency Project Faculty Representative

Service to the Profession

Board Member: Advisory Board

2017 – 2023: Grayson County College Accounting Advisory Board (Regional).

Member: Committee/Task Force

2023: Oklahoma Society of CPAs Professional Ethics Board (State).

2017 – 2021: Oklahoma Society of CPAs Professional Ethics Board (State).

Officer: Organization / Association

2019 – 2021: Association for Small Business and Entrepreneurship (Regional).

2018 – 2021: Southwest Case Research Association - SWCRA (Regional).

Service to the Community

Chair of a Committee

2018 – 2021: Under His Wings Ministry Executive Director, President

2016 – 2017: Stand in the Gap Ministry Coordinator, First Baptist Church, Durant, Oklahoma

Member of a Committee

2023: SE BCM Fundraising Committee

2011 – 2013: Budget & Finance Committee – First Baptist Church

Other Community Service Activities

2020 – 2021: Volunteer Income Tax Assistance Program Quality Reviewer, Volunteer Income Tax Assistance program volunteer at Durant Public Library, Durant, Oklahoma

2019: Volunteer Income Tax Assistance Program Quality Reviewer, Volunteer Income Tax Assistance program volunteer at Durant Public Library, Durant, Oklahoma

2018: Volunteer Income Tax Assistant Program, Volunteer Income Tax Assistance program volunteer at Durant Public Library, Durant, Oklahoma

Positions Held in Civic Organizations

2016: Bison Family Therapy Institute, Shawnee, Oklahoma

2010 – 2013: Treasurer, Pride of Durant Band Boosters

Speech / Presentation at a Community Meeting

2018: REI Business Women's Conference, Invited and presented Excel in Small Business and an update on Tax Reform.

2018: Durant Lions Club, Spoke to local Lions Club regarding position at SOSU and research on Eldercare and Widow and Widower financial situations and non-profits.

2018: Rotary Club, Spoke to local Rotary club regarding position at SOSU and current research on Eldercare.

Professional Development

Other Professional Development

2021 – 2023: Continuing Professional Education. Misc Webinars and Self-Study.

2020: 2019-2020 Continuing Professional Education.

2019: 2018-2019 Continuing Professional Education courses.

2018: 2017-2018 Continuing Professional Education.

2017: 2016-2017 Continuing Professional Education.

Honors/Awards

Award

2023: Distinguished Paper Award, Southwest Case Research Association 2023 conference.

2022: Distinguished Paper Award, Southwest Case Research Association 2022 conference.

2021: Faculty Senate Recognition Award for Meritorious Service to the University and/or Profession, Southeastern Oklahoma State University.

2020: Distinguished Paper Award, Southwest Case Research Association.

2018: Faculty Senate Recognition Award - Excellence in Teaching, Southeastern Oklahoma State University.

Carol Sullivan, Ph.D.
Associate Professor
Accounting/Finance
John Massey School of Business
csullivan@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

Ph.D. Texas A&M University.
M.S. Texas A&M University.
M.S. Texas A&M University.
B.B.A. Texas A&M University.

Professional Certifications

Certified Information Systems Auditor, 2010, Houston, Texas.
Certified Fraud Examiner, 2007, Houston, Texas.
Certified Management Accountant, 2007, Houston, Texas.
Certified Internal Auditor, 2004, Houston, Texas.
Certified Public Accountant, 1987, Houston, Texas.

Professional Memberships

Institute of Management Accountants, 2007-2019
Association of Certified Fraud Examiners, 2007
American Accounting Association, 2002-2022

WORK EXPERIENCE

Work Experience

Associate Professor of Accounting, University of Texas Permian Basin (January, 2014 - August, 2022), Odessa, Texas.
Visiting Scholar, Ningbo University of Technology (August, 2014 - December, 2014), Ningbo, China.
Professor of Accounting and Chair of Accounting, Finance, and Economics Department, Texas A&M - Kingsville (August, 2013 - May, 2014), Kingsville, Texas.

Paid Service Experience

2011: National University, Reviewed their Accounting Program as a consultant

TEACHING

Courses Taught

Courses from the Teaching Schedule: ACCOUNTING INFORMATION SYSTEMS (Bachelors), AUDITING (Bachelors), GOVERNMENTAL ACCOUNTING (Bachelors), INCOME TAX ACCOUNTING I (Bachelors), Income Tax Accounting II (Bachelors), Special Studies (Bachelors), Special Studies (Bachelors)

Courses taught, but not in the Schedule:

University of Texas Permian Basin courses:

ACCT 3303 - Cost Accounting

ACCT 3310 - Accounting for Decision-Makers

ACCT 4300 - Advanced Accounting

ACCT 4311 - Accounting Information Systems

ACCT 4334 - Accounting for Healthcare

Accounting

ACCT 4320 - Forensic Accounting/Fraud Examination

ACCT 6301 - Accounting Analysis

ACCT 6302 - Contemporary Control Systems

ACCT 6311 - Information Systems Management

ACCT 6316 - Topics in Auditing

ACCT 6320 - Fraud Examination/Forensic

ACCT 6374/6375 - Capstone for the MPA program

Teaching Activities

Course (Existing) - Compensated Redesign

2022 - Designed and updated the online courses for all of the UTPB courses listed.

Course (New) - Creation/Delivery: Online

2023 - Data Analytics - Special Studies.

2022 - Updated the online courses being taught at SE.

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals		6	3	9
Articles-in-Progress (All)		3		3
Presentations of Refereed Papers	1	10	7	18
Other Research, Non-refereed	1			1

Refereed Articles

Applied or Integrative/application Scholarship

Sullivan, C. (2023). Data Analytic Tools Related to Selected COVID-19 Pandemic Frauds. *Journal of Business and Educational Leadership*.

Prachyl, C., & Sullivan, C. (2021). Biofuels Tax Credit Fraud, Foreign Corruption, and a Trial Abruptly Ended in the Midst of the Coronavirus Pandemic Concerns. *Oil & Gas Energy Quarterly*, 69 (3).

Prachyl, C., & Sullivan, C. (2020). Clayton Williams, Jr.: Legacy of a West Texas Businessman. *Oil & Gas Energy Quarterly*, 69 (1).

Sullivan, C. (2020). Safety Pays: The Oil Industry and the Tragic Odessa Shooting. *Journal of Business and Accounting*.

Hull, H., & Sullivan, C. (2019). Preserving Life and Health by Preventing Fraud in Healthcare. *Journal of Business and Behavioral Sciences*, 31 (1).

Sullivan, C. (2019). Keeping the Oil and Gas Pipelines Operating as Assets: Safety Issues Can Make Them Liabilities. *Journal of Business and Accounting*.

Teaching and Learning Scholarship

Sullivan, C., & Myers, J. (2022). Using Biblical Principles to Teach Students Ethics. *Journal of Business and Accounting*.

Sullivan, C. (2021). Ethics Courses Taught with Biblical Principles: Some Ideas from the Book of James. *Journal of Business and Educational Leadership*.

Holmes, N., & Sullivan, C. (2018). Using Internal Audit Service Projects for Experiential Learning. *Journal of Business and Educational Leadership*, 7 (1).

Presentations of Refereed Papers

International

Sullivan, C. (2023). *The 50-Year Anniversary of Title IX - How the EADA Reports Help*. American Society of Business and Behavioral Sciences Annual Conference, Las Vegas, Nevada.

Sullivan, C. (2022). *Important Recent Energy Cases: A \$500 Million+ Biofuels Tax Credit Fraud, the Colonial Pipeline Cyberattack, and the Keystone Pipeline Controversy*. American Accounting Association Annual Meeting, San Diego, California.

Sullivan, C. (2022). *Teaching QuickBooks in the Intermediate I Course*. American Accounting Association Annual Meeting, San Diego, California.

Sullivan, C. (2022). *Teaching the Students about the Perils of DUI in Ethics Courses*. American Accounting Association Annual Meeting, San Diego, California.

Sullivan, C. (2022). *Flipping the Online Classroom with Discussion Board Posts*. American Accounting Association Annual Meeting, San Diego, California.

Sullivan, C. (2021). *The Almost \$1 Billion Biofuels Tax Credit Fraud*. ASBBS - Las Vegas, Nevada, Las Vegas, Nevada.

Sullivan, C. (2020). *T. Boone Pickens: West Texas Oil Baron*. ASBBS - Las Vegas, Nevada, Las Vegas, Nevada.

Sullivan, C. (2019). *Keeping the Oil and Gas Pipelines Operating as Assets instead of Liabilities*. American Accounting Association Annual Meeting, San Francisco, California.

Sullivan, C. (2019). *Using the UT System Financial Reports in the Governmental Accounting Classes*. American Accounting Association Annual Meeting, San Francisco, California.

Sullivan, C. (2019). *Keeping the Oil and Gas Pipelines Operating as Assets: Safety Issues Can Make Them Liabilities*. ASBBS - Las Vegas, Nevada, Las Vegas, Nevada.

Sullivan, C. (2018). *Most Ethical Person Awards: Students' Perceptions*. ASBBS - Las Vegas, Nevada, Las Vegas, Nevada.

Sullivan, C. (2018). *Professional Accountancy Capstone Courses: Bridges to the Profession*. American Accounting Association Annual Meeting, New York, New York.

Sullivan, C. (2018). *Teaching a New Healthcare Accounting Course: Some Ideas*. American Accounting Association Annual Meeting, New York, New York.

Regional

Sullivan, C. (2023). *Payroll Protection Program Fraud*. East Texas Accounting Research Forum, Tyler, Texas.

Sullivan, C. (2021). *Innovations in Ethics Education with the Biblical Book of James*. Southwest AAA Conference, San Antonio, Texas.

Sullivan, C. (2020). *Innovations in Ethics Education*. Southwest AAA Conference, San Antonio, Texas.

Sullivan, C. (2020). *Safety Pays: Teaching Students Important Precautions*. Southwest AAA Conference, San Antonio, Texas.

State

Sullivan, C. (2021). *The Keystone XL Pipeline Controversy - Past and Present*. Accounting Education and Research Forum, Tyler, Virtual.

Working Papers

Sullivan, C. (2023). "How COVID-19 PPP Frauds Could Have Been Prevented with Data Analytics," targeted for Journal of Business and Educational Leadership.

Sullivan, C. (2023). "50+ Years of Title IX and 25+ Years of the EADA Financial Reports: Have They Helped Enforce the Law?" targeted for Journal of Business and Accounting.

Sullivan, C. (2023). "Ethics of Love - The Case of Tom Love and Love's Travel Stops," targeted for Journal of Business and Educational Leadership.

Other Research

2023: Sullivan, C., *Research on Accounting: New Frontiers, Old Order*. Panel Discussion with one Dean and another Professor

SERVICE

Service to the Institution

College Assignments

Member:

2022-2023: CMAoL (Curriculum Management & Assurance of Learning) Standards 4 & 5

University Assignments

Committee Member:

2023-2024: Library Committee

2022-2023: Distance Education Council Subcommittee - Quality Review

2022-2023: Distance Education Council

Service to the Profession

Advisor

2022: IMA Campus Advocate, Durant, Oklahoma (International). I serve as the IMA Campus Advocate at SOSU.

Member: Committee/Task Force

2022: Distance Education Council Subcommittee - Mentorship, Durant, Oklahoma (Local).

Service to the Community

Other Community Service Activities

2022: Mentor At-Risk Children, I mentor at-risk children about career opportunities and work ethic expectations.

2022: Platelet Donor, I donate platelets once per month for cancer patients.

Professional Development

DS: Research-Related Conference/Seminar

2023: American Accounting Association Annual Meeting.

2023: East Texas Accounting Research Forum.

2023: American Society of Business and Behavioral Sciences Annual Conference.

Honors/Awards

Award

2023: SOLD Award, Southeastern Oklahoma State University.

Honor

2023: Outstanding Scholar Award, American Society of Business and Behavioral Sciences.

2023: Teaching Award, Southeastern Oklahoma State University.

Elizabeth (Liz) Whitlow, D.B.A.
Associate Professor
Accounting/Finance
John Massey School of Business
emulig@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

- D.B.A. Louisiana Tech University, Ruston, LA.
- M.P.A. Louisiana Tech University.
- M.B.A. Louisiana Tech University.
- B.S. Louisiana State University, Shreveport.

Professional Certifications

Certified Public Accountant, Louisiana License, 1985, New Orleans, LA.

Professional Memberships

American Accounting Association, Various

WORK EXPERIENCE

TEACHING

Courses Taught

Courses from the Teaching Schedule: ACCOUNTING INFORMATION SYSTEMS (Bachelors), FINANCIAL ANALYSIS AND CONTROL (Bachelors), FINANCIAL ANALYSIS AND CONTROL (Bachelors), FUNDAMENTALS OF FINANCIAL ACCOUNTING (Bachelors), FUNDAMENTALS OF MANAGERIAL ACCOUNTING (Bachelors), Financial Statement Analysis (MBA), INTERMEDIATE ACCOUNTING I (Bachelors), INTERMEDIATE ACCOUNTING II (Bachelors), Special Studies (Bachelors)

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals		6		6
Articles-in-Progress (All)		1	1	2
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings			1	1
Presentations of Refereed Papers	1	1		2

Refereed Articles

Applied or Integrative/application Scholarship

Mulig, L., & Metts, S. (2023). Twice Banked: Fraud in Employee Accounts Receivable. *Journal of Applied Case Research*, 20, 38-47.

Arellano, F., Mulig, E., & Rhame, S. (2020). A RETIREMENT MODEL: CONSTANT SAVINGS RATE CONSIDERING REAL INCOME GROWTH. *Academy of Accounting and Financial Studies Journal*, 24 (6), 23.

Mulig, E. (2018). At the Home of the DeLuxe Fruitcake: A DeLuxe Case of Accounting Fraud. *Academy of Accounting and Financial Studies Journal*, 22.

Mulig, E., & Prachyl, C. (2017). Identifying Red Flags in an Accounts Payable Environment: The Importance of Controls in the Detection of Fraudulent Activity. *Journal of Forensic and Investigative Accounting*, 9.

Mulig, E., Smith, L. M., & Stambaugh, C. T. (2014). Identity Hack! Is Your Company Next? *Strategic Finance*.

Mulig, E. (2014). The High Cost of Graduate Business School Loans: Lessons in Cost Benefit Analysis, Budgeting and Payback Period, *Academy of Accounting and Financial Studies Journal*.

Chapters, Cases, Readings, Supplements

Chapters

Rhame, S., Mulig, E. V., Prachyl, C., & Walsh, R. (2016). Integration of Ethics Education into the Accounting Curriculum Using Codes of Conduct. *Teaching Ethics Across the Management Curriculum* (pp. 59-82). New York, NY: Business Expert Press, LLC.

Presentations of Refereed Papers

National

Mulig, E. & Metts, S. (2022). *Assuring Academic Integrity of Online Testing in Fundamentals of Accounting Courses*. Decision Sciences Institute, New Orleans, Louisiana.

Regional

Cater, J., Young, M., & Mulig, E. (2022). *Successfully Mentoring Daughters in Family Firms*. Federation of Business Disciplines, New Orleans, Louisiana.

Papers Under Review

Mulig, E. & Metts, S. (2023). "Assuring Academic Integrity of Online Testing in Fundamentals of Accounting Courses," Revised and resubmitted to *Online Learning Journal*.

Working Papers

Mulig, E. (2023). "Rationalization of Fraud Through Hubris," targeted for *Journal of Forensic and Investigative Accounting*.

SERVICE

Service to the Institution

College Assignments

Member:

2022-2023: Teaching Excellence & Learner Success Standards 6 & 7

2022-2023: Student Relations

2019-2020 – 2021-2022: JMSB Graduate Council

2019-2020 – 2021-2022: Recruitment

John Paul (JP) Anderson, M.A.
Adjunct
Accounting/Finance
John Massey School of Business
jpanderson@se.edu

Faculty Sufficiency Status: Supporting **Faculty Qualifications Status:** Instructional Practitioner

Academic Background

M.A. The University of North Carolina at Greensboro, Greensboro, NC.

B.S. University of Tulsa.

Professional Certifications

Accredited in Business Valuation, 2022

Charter Global Management Accountant (CGMA) Designee, 2012

Certified Public Accountant (CPA), Colorado, 2008

Chartered Financial Analyst (CFA) Designee, 2001

Professional Memberships

American Institute of Certified Public Accountants, Current

Chartered Financial Analysts Institute, Current

Chartered Financial Analysts Society of Colorado, Current

Colorado Society of Certified Public Accountants, Current

WORK EXPERIENCE

Work Experience

Instructor, Southeastern Oklahoma State University (August, 2023 - Present), Durant, Oklahoma.

Teaching the following courses:

ECON 2113 - Principles of Macroeconomics

ECON 2213 - Principles of Microeconomics

ACCT 2103 - Fundamentals of Financial Accounting

ACCT 5253 - Auditing for Managers

Managing Member, JP Anderson, PLLC (November, 2020 - Present), Littleton, Colorado. Significant experience, including testimony, in calculating damages for complex commercial litigation, intellectual property matters (patent infringement), securities litigation, and employment litigation claims. Also prepared and conducted business valuations, statistical analyses, as well as complex data analysis and management.

Adjunct Faculty, Southeastern Oklahoma State University (January, 2022 - July, 2023), Durant, Oklahoma. Taught the following courses:

ECON 2113 - Principles of Macroeconomics

ECON 2213 - Principles of Microeconomics

ACCT 2103 - Fundamentals of Financial Accounting

ACCT 5253 - Auditing for Managers

Senior Director, Alvarez & Marsal Disputes and Investigations, LLC (June, 2008 - October, 2020), Denver, Colorado. Significant experience, including testimony, in calculating damages for complex commercial litigation, intellectual property matters (patent infringement), securities litigation, and employment litigation claims. Also prepared and conducted business valuations, statistical analyses, as well as complex data analysis and management. Examples of this work are as follows:

A statistical and data analysis of employment demographics for a major national restaurant chain having over 500 locations. This analysis was conducted over a multi-year period on behalf of the restaurant chain pursuant to a consent decree with the U.S. Equal Employment Opportunity Commission (EEOC). The analysis involved an age-discrimination action brought by the EEOC. My role was to calculate the demographic characteristics of employees in "front of the house" positions (e.g., waitstaff, greeters, etc.). Statistical tests included tests of differences in means as well as basic summary statistics at each store as well as by different regional markets. Using the data management and statistical analysis software, STATA, wrote code to conduct these tests automatically, generate reports to distribute to management at the restaurant chain and provide to the court-appointed monitor of the consent decree.

The economic analysis of wage claims in wrongful termination lawsuits. Analysis included the determination of the expected duration of employment, the economic assessment of the labor market within the litigant's expertise, the analysis of back pay and front pay wage claims and the completion of expert reports related to the same.

Conducted event studies related to allegations of insider trading of stocks. Calculations included performing economic and financial analysis of stock price and trading volumes before, during, and after the occurrence of the alleged insider trading. Statistical analysis was undertaken to isolate the effects of other exogenous factors compared to the timing of the alleged insider trading. These matters are related to either actions brought against the alleged perpetrators by the U.S. Securities and Exchange Commission (civil matter) or the U.S. Department of Justice (criminal matter).

On behalf of the Colorado Attorney General's office and the Colorado Department of Education, investigated exam score irregularities at certain elementary schools within the Denver Public School system. The investigation consisted of review exam administration protocols, interviews of teachers and students to evaluate teachers' adherence to exam administration protocols. Prepared summaries and report of findings for presentation to the above-referenced agencies, including the Superintendent of the Denver Public Schools.

Conducted investigation into alleged kickbacks and gifts offered to Director of Information Technology at Denver Public Schools ("DPS"). Conducted interviews of personnel within the IT Department of DPS, a review of the e-mail records of personnel in the IT Department, including its former Director. The investigation also included the review of documents on the Director's laptop and mobile phone devices. Also conducted interviews of various IT vendors to DPS and reviewed and analyzed the bidding and contract procedures. Prepared a report of findings to the Office of the Superintendent of DPS.

Associate Director, Navigant Consulting, Inc. (January, 2007 - May, 2008), Denver, Colorado. Significant experience, including testimony, in calculating damages for complex commercial litigation, intellectual property matters (patent infringement), securities litigation, and employment litigation claims. Also prepared and conducted business valuations, statistical analyses, as well as complex data analysis and management. Examples of this work are as follows:

The economic analysis of wage claims in wrongful termination lawsuits. Analysis included the determination of the expected duration of employment, the economic assessment of the labor market within the litigant's expertise, the analysis of back pay and front pay wage claims and the completion of expert reports related to the same.

Investment analysis for an unsuitable investment portfolio, including the determination of alternative suitable investments and statistical analysis of the performance of the unsuitable portfolio versus the performance of a hypothetical alternative portfolio. Calculated possible economic damages and prepared an expert report.

Performed analyses related to patent infringement litigation. Such analyses required not only the calculation of lost profits, but also required that the plaintiff (patent holder) prove that it that the marketing & manufacturing capability to meet the additional demand for the product. This involved the statistical and economic analysis of the size of the market and the plaintiff's ability to serve such a market.

Associate, Patten, MacPhee & Associates, Inc (June, 1997 - January, 2007), Denver, Colorado. Experience, including testimony, in calculating damages for complex commercial litigation, intellectual property matters (patent infringement), securities litigation, and employment litigation claims. Also prepared and conducted business valuations, statistical analyses, as well as complex data analysis and management.

Supplemental Instructor, The University of North Carolina at Greensboro (September, 1995 - May, 1996), Greensboro, North Carolina. Taught ECON 202 - Principles of Macroeconomics

Paid Service Experience

2022: JP Anderson, PLLC,
RK Industries, LLC v. Majestic CommerCenter Buildings II and Majestic Reality Co., American Arbitration Association, Case No. 01-21-0004-4807. Deposition November 2022; Hearing Testimony March 2023

2016: Alvarez & Marsal Disputes and Investigations, LLC,
307, Inc. d/b/a Big Pond Tanks v. BMA America, Inc. d/b/a Brewer Steel Company; Devoe Contracting LLC; Cody Holland; Steven Fellenzer, and Michael Ratcliff, District Court, Weld County, Colorado Trial April 2016

2015: Alvarez & Marsal Disputes and Investigations, LLC,
Leo L. Beserra, Lester L. Garrison, Kenneth V. Penland, Gerald W. Peterson, Varilyn K. Schock, and David G. Stueber v. Denver Investment Advisors, LLC, American Arbitration Association, Arbitration February 2015

2015: Alvarez & Marsal Disputes and Investigations, LLC,
James G. Monaghan and Wanda R. Monaghan, JGM Group, LLC and WRM Group v. First Western Trust Bank of Arizona, First Western Financial, Dina Camunez and Jane Doe Camunez, Superior Court of the State of Arizona in and for the County of Maricopa, Deposition August 2015

2014: Alvarez & Marsal Disputes and Investigations, LLC,
Joel E. Smith and Global Generator Source, Inc. v. Baldor Electric Co., U.S. District Court for the District of Colorado, Deposition August 2013, Trial May 2014

2014: Alvarez & Marsal Disputes and Investigations, LLC,
Energy Transportation, Inc. v. Transportation Partners & Logistics, LLC, James H. Orr, and Billy J. Brenton, District Court, Seventh Judicial District, State of Wyoming, County of Natrona, Deposition December 2014

2012: Alvarez & Marsal Disputes and Investigations, LLC,
Blaine Rollins, et al. v. Rodney Atherton, Snell & Wilmer, et al., District Court, City and County of Denver,
 Colorado Deposition September 2012

2011: Alvarez & Marsal Disputes and Investigations, LLC,
Instapure Brands, Inc. v. Water Pik, Inc., American Arbitration Association Arbitration, Deposition April
 2011, Arbitration July 2011

2010: Alvarez & Marsal Disputes and Investigations, LLC,
Vietnam Telecom International v. Qwest, et al., California Superior Court - Los Angeles Deposition March
 2010

2008: Alvarez & Marsal Disputes and Investigations, LLC,
Joyce D. Schmidt v. Legacy Financial Services, Inc. and Roger Darren Martin, Financial Industry
 Regulatory Authority "FINRA" Arbitration, Arbitration August 2008

2007: Patten, MacPhee & Associates, Inc,
JBM Resources, LLC v. QFA Royalties, LLC / The Quiznos Corporation, American Arbitration Association,
 Arbitration January 2007

2006: Patten, MacPhee & Associates, Inc,
Robert Dalton Sim v. Elizabeth Ann Sim, District Court, City and County of Denver, Colorado, Deposition
 November 2006

2005: Patten, MacPhee & Associates, Inc,
SEC v. Kelsey L. Garman, et al., U.S. District Court for the District of Colorado, Trial March 2005

2003: Patten, MacPhee & Associates, Inc,
Michael P. Callicrate v. Wadsworth Manufacturing, Inc., et al. United States District Court for the District of
 Montana Deposition and Court, Deposition September 2003, Trial December 2003

2003: Patten, MacPhee & Associates, Inc,
Highlands Ranch University Park, LLC v. Uno of Highlands Ranch, et al., District Court, Douglas County,
 Colorado, Deposition October 2002, Trial Testimony January 2003

2003: Patten, MacPhee & Associates, Inc,
Gregory and Dreama Edel v. Amway Corporation, et al. JAMS Arbitration, Arbitration September 2003

2003: Patten, MacPhee & Associates, Inc,
Frank J. Kawulok, III, and Karen L. Kawulok v. Wells Fargo Bank, et al., U.S. District Court for the District
 of Wyoming Deposition November 2002, Trial February 2003

2002: Patten, MacPhee & Associates, Inc,
Kathryn T. Gardner v. COPIC Insurance Companies, U.S. District Court for the District of Colorado,
 Deposition Testimony May 2002

2001: Patten, MacPhee & Associates, Inc,
Battle Mountain Resources, Inc. v. Environmental Reclamation Northwest, LLC, U.S. District Court for the
 Southern District of Texas, Deposition October 2001

TEACHING

Courses Taught

Courses from the Teaching Schedule: AUDITING (Bachelors), Auditing for Managers (MBA),
 FUNDAMENTALS OF FINANCIAL ACCOUNTING (Bachelors), Principles of Macroeconomics
 (Bachelors), Principles of Microeconomics (Bachelors)

Teaching Activities

Course (New) - Creation/Delivery: Online

2023 - ACCT 5253 - *Auditing for Managers*.

2023 - ECON 2213 - *Principles of Microeconomics*.

2023 - ECON 2113 - *Principles of Macroeconomics*.

SERVICE

Service to the Institution

State-wide Assignments

Other Institutional Service Activities:

2023-2024: Course Equivalency Project (CEP) Discipline Committees for Economics

Service to the Profession

Invited Lecture

2022: Forensic and Investigative Accounting (Local). Forensic Accounting - Case Studies and Tool & Techniques. Presented to auditing class at the John Massey School of Business at Southeastern Oklahoma State University.

2018: Forensic and Investigative Accounting (Local).
Presentation on Conducting a Forensic Accounting Investigation to the international law firm of Gibson, Dunn & Crutcher LLP law firm.

2013: Forensic and Investigative Accounting (Local).
Presentations on the Calculation of Lost Profits to the Husch Blackwell LLP law firm.

2008: Forensic and Investigative Accounting, Denver, Colorado (Local).
Presentations on the Calculation of Lost Profits to the Rothgerber Johnson & Lyons, LLP law firm.

Other Professional Service Activities

2019: Forensic and Investigative Accounting (National).
Deposition intensive skills training conducted by the National Institute for Trial Advocacy for the training of senior associate attorneys for the international law firm of Hogan & Lovells, LLP

2012: Forensic and Investigative Accounting (National).
Expert witness for the National Institute for Trial Advocacy mock trial for the training of senior associate attorneys for the international law firm of Kirkland & Ellis, LLP

Professional Development

Other Professional Development

2018 – 2023: Continuing Professional Education. Misc Webinars and Self-Study. Continuing professional education necessary to maintain Certified Public Accountant license in the State of Colorado.

2017 – 2018: Continuing Professional Education. Misc Webinars and Self-Study. Continuing professional education necessary to maintain Certified Public Accountant license in the State of Colorado.

Honors/Awards

Honor

1995: Omicron Delta Epsilon, Honorary Society for Economics.

BUSINESS INFORMATION MANAGEMENT

Jimmie Flores, Ph.D.
Instructor
Management/Marketing
John Massey School of Business
flores@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Practice Academics

Academic Background

Ph.D. University of Phoenix.
M.E. Regis University.
M.S. DeVry University.
M.S. Regis University.
M.S. Regis University.
Ph.D. Fielding Graduate University.
M.A. Fielding Graduate University.
M.S. Regis University.
M.B.A. University of St. Thomas.
B.B.A. St. Mary's University.

Professional Certifications

Certified Associate in Project Management (CAPM), Need
CompTIA Security+, Need
Global Professional in Human Resources (GPHR), Need
Information Technology Infrastructure Library (ITIL), Need
PMI-Agile Certified Practitioner (PMI-ACP), Need
PMI-Risk Management Professional (PMI-RMP), Need
PMI-Schedule Professional (PMI-SP), Need
Project Management Professional (PMP), Need
Registered Education Provider by the Project Management Institute (PMI), Need
Senior Professional in Human Resources (SPHR), Need
Six Sigma Black Belt (SSBB), Need
AWS Academy Cloud Foundations, 2021
Certified Agile Leader, 2021
Certified Professional Co-Active Coach (CPOCC), 2021
Scrum Foundations Educator, 2021
Co-Active Professional Coaching – Balance, 2020
Co-Active Professional Coaching – Fulfillment, 2020
Co-Active Professional Coaching – Fundamentals, 2020
Co-Active Professional Coaching – Process, 2020

Co-Active Professional Coaching – Synergy, 2020
DA0101EN Data Analysis with Python, 2020
DS0101EN Introduction to Data Science, 2020
DS0103EN Data Science Methodology, 2020
DS0105EN Data Science Hands-On with Open-Source Tools, 2020
DS0301EN Data Privacy Fundamentals, 2020
DV0101EN Data Visualization with Python, 2020
ML0103EN Digital Analytics & Regression, 2020
PY0101EN Python for Data Science, 2020
Advanced-Certified Scrum Master (A-CSM), 2019
AgileShift® Certificate, 2019
Certified Agile Leadership Credential I, 2019
ITIL® Foundations v4, 2019
TBR Trainer Certification Course (TCC), 2019
Training from the BACK of the Room (TBR), 2019
PMI-Portfolio Management Professional (PfMP)®, 2018
ITIL® Intermediate – IT Managing Across the Lifecycle (MALC), 2016
ITIL® Intermediate – IT Operational Support and Analysis, 2016
ITIL® Intermediate – IT Service Offerings and Agreements, 2016
ITIL® Intermediate – IT Service Operation (SO), 2016
PMI-Professional in Business Analysis (PMI-PBA)®, 2016
Certified Scrum Product Owner (CSPO)®, 2015
Certified Scrum Professional (CSP)®, 2015
ITIL® Intermediate – IT Release, Control, and Validation (RCV), 2015
ITIL® Intermediate – IT Service Design (SD), 2015
ITIL® Intermediate – IT Service Strategy (SS), 2015
ITIL® Intermediate – IT Service Transition (ST), 2015
Senior Certified Professional (SCP)®, 2015
COBIT® 5 Foundations, 2014
Credentialed as Approved Training Organization (ATO), 2014
ITIL® Intermediate – IT Continual Service Improvement (CSI), 2014
ITIL® Intermediate – IT Planning, Protection, and Optimization (PPO), 2014
PRINCE2® Foundation, 2014
Approved Registered Education Provider (R.E.P.), 2013
Certified ScrumMaster (CSM)®, 2013
ITIL® Foundations v3, 2010

Professional Memberships

American Society of Quality (ASQ), Need years
APICS – The Association for Operations Management, Need years
Project Management Institute (PMI), Need years
Society for Human Resource Management (SHRM), Need years

WORK EXPERIENCE

Work Experience

Teach online Business and IT courses, Kaplan University (2008 - Present), Online, Virtual.

Owner/Operator, Flores Consulting Group (January, 2006 - Present), San Antonio, Texas. Business Owner/Program Manager

- Project Management Consultant specializing ITIL, and Six Sigma Consultant
- Serve as Program Manager guiding a global team
- Developed and taught the following courses to business clients:
 - Project Management Essentials
 - Project Management Intermediate
 - Project Management Certification
 - Project Management Advantage
 - Information Technology and Infrastructure Library (ITIL)
- Create web-based training (WBT) products for clients, such as training program for RackSpace Hosting

Chief Financial Officer (CFO), Director of Human Resources, and Project Lead of Web-Based Training, Right Sports, Inc. (January, 2001 - January, 2008), San Antonio, Texas. • Served as Project Manager to create customized web-driven platforms for collegiate conferences.

- Managed database design, web page design, and network architecture.
- Directly involved with assigning the specific resources for projects, developed and defined projects, monitored quality assurance, and met stakeholder requirements.
- Business specialty was in creating customized web-driven applications for collegiate conferences nationwide, including the Big 12, Conference USA, Big East, and Pacific-10.
- Launched Officiating.com project, the most prominent website geared to sports officials worldwide.
- Serviced 65% of the potential market, and were considered the industry leaders because of our focus on interactive web platforms driven by dynamic database designs which give users more control.

IT Staff Analyst, USAA (1999 - 2001), San Antonio, Texas. • Assigned as IT Project Lead for various internal assignments.

- Managed an \$11.5M Information Technology (IT) budget.
- Delivered high-level presentations to top management.
- Provided analytical, technical and administrative expertise in the life cycle of information technology solutions and systems software.
- Consulted with business partners to understand current and future business needs requiring a technology solution.
- Assisted in the development of business and technical criteria to be used in the evaluation of products in the marketplace.
- Applied a broad understanding of system environments, databases and utilities in analyzing, designing, developing, testing, debugging and implementing new systems or modifications to existing systems.
- Identified and analyzed system and application problems. Based on that analysis, determined best possible solutions, developed tests, and implemented fixes.
- Guided and fostered growth of peers and less experienced associates through mentoring program.

Taught Marketing, Management and Finance classes, San Antonio College (1996 - 1998), San Antonio, Texas.

Taught Marketing, Management, Finance and MIS classes, Houston Community College (1992 - 1995), Houston, Texas.

TEACHING

Courses Taught

Courses from the Teaching Schedule: APPLIED BUSINESS PROJECTS (MBA), Agile Project Management (MBA), COMPETITIVE ADVANTAGE AND STRATEGY (MBA), CONTEMPORARY ISSUES IN MANAGEMENT (Bachelors), CONTEMPORARY ISSUES IN MARKETING (Bachelors), Consumer Behavior (MBA), DATA ANALYSIS FOR MANAGERS (MBA), INTERNATIONAL MARKETING (Bachelors), MANAGEMENT & ORGANIZATION BEHAVIOR (Bachelors), MANAGEMENT INFORMATION SYSTEMS (MBA), MANAGEMENT SCIENCE (Bachelors), MARKETING LOGISTICS & SUPPLY CHAIN MANAGEMENT (Bachelors), PRINCIPLE-CENTERED LEADERSHIP (MBA), PRODUCTION AND OPERATIONS MANAGEMENT (Bachelors), Project Mngt Control (MBA), Project Mngt Coordination (MBA), Project Mngt Strategy (MBA)

SERVICE

Service to the Institution

College Assignments

Member:

2022-2023: Teaching Excellence & Learner Success Standards 6 & 7

2022-2023: Student Relations

Alisha Michelle Ridenour, M.E.
Adjunct
Management/Marketing
John Massey School of Business
aridenour@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Instructional Practitioner

Academic Background

M.E. Southeastern Oklahoma State University.
B.S. Southeastern Oklahoma State University.

Professional Certifications

Oklahoma Teaching Certification, 2003

Professional Memberships

Oklahoma Women in Higher Education, 2021-present
American Association of University Professors, 2018-present
Southeastern Okla. St. University Chapter-American Association of University Professors, 2018-present
Durant Education Association, 2006-2018
Oklahoma Education Association, 2006-2018

WORK EXPERIENCE

Work Experience

Assistant Director & Instructional Designer, Center for Instructional Development and Technology, Southeastern Oklahoma State University (2018 - Present), Durant, Oklahoma. • Technology Integration in Higher Education

- Technology application
- Google Suite, Various LMS (Bb, Canvas, Bb Ultra), Microsoft Office, Email Client Software, Various Browsers, Video Hosting/Editing, Website/Blog Hosting/Editing, Online Textbook Resources, Various classroom computer hardware, ISTE standards, etc.

Mentor, Educational Tech. Instructor, Southeastern Native American Center, Southeastern Oklahoma State University (2016 - Present), Durant, Oklahoma. NAEIE Grant

Adjunct Faculty John Massey School of Business, School of Education, & Computer Science, Southeastern Oklahoma State University (2014 - Present), Durant, Oklahoma. Courses Taught:

- BIM-1553
- BIM-3183
- CIS-1003
- EDUC-3313
- CIS-3003

Teacher: Pre-Algebra (8th Grade), 7th grade math, 7th grade science, Durant Middle School (August, 2006 - January, 2017), Durant, Oklahoma.

Teacher: Pre-Algebra (8th Grade), Algebra I, Algebra II, and Geometry, Calera High School (August, 2004 - August, 2006), Calera, Oklahoma.

JOM After-school tutor to 7th- 12th grade, Calera ISD (September, 2003 - September, 2006), Calera, Oklahoma.

Research Assistant to Dr. Tim Smith, Southeastern Oklahoma State University (May, 2001 - January, 2004), Durant, Oklahoma.

Student Worker, Office of the Vice President of Academic Affairs / Graduate Office, Southeastern Oklahoma State University (August, 1998 - August, 2001), Durant, Oklahoma.

Paid Service Experience

2023: Quality Matters Course Reviewer, QM Official Course Reviews are designed to improve the quality of the design of online/blended courses, meet institutional goals, and demonstrate commitment to quality. QM official course reviews provide the Course Representative (CR) with feedback from three (3) reviewers including an external reviewer and a Subject Matter Expert. Courses that successfully meet the QM Rubric Standards in an official course review are eligible for QM recognition and carry the QM Certification Mark. Reviewers assist in improving the quality of the design of online/blended courses, help meet institutional goals, and demonstrate commitment to quality. QM official course reviews provide the Course Representative (CR) with feedback from three (3) reviewers including an external reviewer and a Subject Matter Expert.

TEACHING

Courses Taught

Courses from the Teaching Schedule: BUSINESS COMPUTER APPLICATIONS (Bachelors), BUSINESS INFORMATION MANAGEMENT (Bachelors)

Courses taught, but not in the Schedule:

CIS-1003 Computers in Society
EDUC-3313 Technology Integration in the Classroom
CIS-3003 Using Computers Medical Office

Executive or Professional Education

2022 - Development of Canvas GOLD Orientation for Students.

SERVICE

Service to the Institution

College Assignments

Member:

2022-2023: Student Relations

University Assignments

Assurance of Learning - Institutional Service:

2023-2024: QM Coordinator (2018-present)

Committee Member:

2018 – 2023: SE Care Team

2022-2023: Distance Education Council Course Review Subcommittee

2022-2023: Southeastern Microcredential Committee

2022-2023: Southeastern LMS Transition (Bb to Canvas) Committee

2021-2022 – 2022-2023: SE Foundation-Scholarship Committee

2018-2019 – 2022-2023: Distance Education Council

2021: SE Policy on Policies Committee

2021: SE Pandemic Task Force

2020: SE President Search Committee

State-wide Assignments

Chair:

2022-2023: Council for Online Learning Excellence-Advanced Technologies Subcommittee

Member:

2023-2024: AI Impact Committee (OSRHE)

2022-2023 – 2023-2024: Council for Online Learning Excellence-Student Success Committee

Service to the Profession

Academic Conference: Moderator / Facilitator

2022: COLE Advanced Technologies "All About eSports" Panel Interviewer (State).

2022: OACC Conference Presenter (State). "Academic Support through Online Tutoring" Rose State College (Oklahoma City, OK)

2022: Oklahoma Women in Higher Education Conference-Presenter (State). "Developing Leadership Through Teams" University of Central Oklahoma (Edmond, OK)

Assurance of Learning - Professional Service

2022 – 2024: OK-CAN (Canvas Area Network) (State).

2018 – 2024: Oklahoma Blackboard User Group (State).

Board Member: Advisory Board

2018 – 2024: Executive Team (Local).

Board of Directors: Substantial Involvement

2018 – 2023: Past-Chair (Local).

Chair: Committee / Task Force

2021 – 2024: Staff Senate-Committee on Committees (Local).

Member: Committee/Task Force

2023: Council for Online Learning Excellence-Awards Committee (State).

2022: Council for Online Learning Excellence (OSRHE) (State).

Officer: Organization / Association

2022: American Association of University Professors-Secretary (Local).

Other Professional Service Activities

2022: Webinar-Tutor.com (National). Tutor.com microwebinar, "How to Facilitate Faculty Engagement with Academic Support Services" 4-part best practices/insights into key issues affecting colleges and universities done in conjunction with our learning partner Tutor.com.

President of an organization

2018 – 2020: Southeastern Staff Senate (Local).

Service to the Community

Member of a Committee

2021: Blast From the Past Car Club

Other Community Service Activities

2021 – 2023: Chickasaw Nation School to Work

2021 – 2023: Ash Creek Hunting Club

2020 – 2022: Women in Entrepreneurship Conference-Tech support (REI)

2020 – 2022: Blue Zones

Professional Development

Assurance of Learning - Professional Development

2023: Quality Matters Teaching Online Certificate (part of HLC-Quality Initiative). The QM Teaching Online Certificate enables instructors to demonstrate their knowledge mastery of online teaching. The seven workshops that make up the Teaching Online Certificate include competencies aligned with QM's [Online Instructor Skill Set](#). Instructors who take the series are provided with the background knowledge needed for teaching online. The workshops will provide both current and potential online instructors with the experience of learning online from the student's perspective. Workshops/Courses Included [Gauging Your Technology Skills](#)[Evaluating Your Course Design](#)[Exploring Your Institution's Policies](#)[Orienting Your Online Learners](#)[Connecting Learning Theories to Your Teaching Strategies](#)[Creating Presence in Your Online Course](#)[Assessing Your Learners](#)

2023: Quality Matters: IYOC Online Facilitator recertification (IOFR). Recertification of the following face to face and online courses rolled into one recertification course:

The IOFC is an intensive, three-week-long course that prepares participants to serve in the role of QM-Certified IYOC Online Facilitator. The course prepares participants who are not currently QM-Certified Online Facilitators to facilitate the online Improving Your Online Course (IYOC) workshop including preparation, navigation, management, and assessment. It includes three weeks of course content and culminating activities. The IFFC is an intensive, three-week-long course that prepares participants to serve in the role of QM-Certified IYOC Face-to-Face Facilitator. The course extends understanding of the QM Rubric to a level of expertise that will allow participants to facilitate the face-to-face (F2F) Improving Your Online Course (IYOC) workshop at their institutions or for their systems. It includes three weeks of course content and an extensive two-hour conference call at the end of course along with a culminating assignment.

2023: 7th Edition Rubric Update training. Self-paced update, you will learn about key changes made to the QM Higher Education Rubric and associated documents, processes, and materials for the Seventh Edition, including:

- How synchronous online courses may be reviewed with the Seventh Edition provided a substantial online course site is available to course reviewers, including what happens during real-time meetings.
- How continuing education courses offered by higher education institutions may be reviewed with the Seventh Edition.
- How a focus on inclusion and belonging was integrated throughout the Seventh Edition.

Instructional-Related Conference

2023: Instructurecon.
2021: ASBE Conference.
2021: SWCRA Conference.
2018 – 2021: Blackboard World.

Other Professional Development

2023: Council on Learning Excellence Summer Retreat.
2022: Accelerated Designing Your Online Course Online Facilitator Certification (ADOFC).
2022: Accelerated Improving Your Online Course Online Facilitator Certification.
2021: Applying the QM Rubric Online Facilitator Certification (AOFC).
2021: Applying the Quality Matters Rubric for Online Facilitator Certification.
2021: Improving Your Online Course for IYOC Online Facilitator Certification (IYOCOF).
2021: Developing your Online Course for DYOC Online Facilitator Certification.
2018: APPQMR Face-to-Face Facilitator Recertification (AFFR).
2018: QM Rubric Update Sixth Edition (RU).
2018: Applying the QM Rubric Face to Face Facilitator Certification (AFFC) Fifth Edition.
2018: Quality Matters- Peer Reviewer Course (5th Edition).

Professional Seminars / Workshops

2021: WCET 33rd Annual Conference.
2021: Oklahoma Open Educational Resources Summit Attendee.

Technology-Related Training

2022: NetPotential.
2021: Ok-Ahead.
2021: Oklahoma Learning Innovations Summit.

Honors/Awards

Award

2023: Adjunct Instructor of the Year, Faculty Senate.
2021: Adjunct Instructor of the Year, Faculty Senate.
2020: Adjunct Instructor of the Year, Faculty Senate.
2020: Outstanding Staff Senate Member, Southeastern Staff Senate.
2019: Adjunct Instructor of the Year, Faculty Senate.
2019: Outstanding SSA Member, Staff Senate Association.
2018 – 2019: Adjunct Instructor of the Year, Faculty Senate.
2015 – 2018: Adjunct Teacher of the Year Nominee, Southeastern Oklahoma State University.

Honor

2022: SE-SGA Campus Compliment (2018-20, 22-23), Southeastern Student Senate.
2018 – 2020: Southeastern Oklahoma Leadership Development Program, Southeastern President's Office.

Miscellaneous

2023 - SE Commit to Get Fit (2021-23)

Shawn Ridenour, M.E.
Adjunct
Management/Marketing
John Massey School of Business
sridenour@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Instructional Practitioner

Academic Background

M.E. Southeastern Oklahoma State University.

B.S. Southeastern Oklahoma State University.

Professional Certifications

Dell Certified Technician – Desktop, --N/A--

Dell Certified Technician – Laptop, --N/A--

Microsoft Office Specialist (MOS), --N/A--

WORK EXPERIENCE

Work Experience

Adjunct Faculty, Southeastern Oklahoma State University (2019 - Present), Durant, Oklahoma.

Assistant Director of Information Technology; Help Desk Director, Southeastern Oklahoma State University (2002 - Present), Durant, Oklahoma.

- Management of three full-time employees and ten student workers
- Administration of a budget in excess of \$300,000
- Oversee technology acquisition on a campus-wide level
- Design and manage an efficient, service-oriented Help Desk
- Strategic planning to accommodate rapid campus growth

Help Desk Manager, Southeastern Oklahoma State University (2000 - 2002), Durant, Oklahoma.

TEACHING

Courses Taught

Courses from the Teaching Schedule: BUSINESS COMPUTER APPLICATIONS (Bachelors)

SERVICE

Service to the Institution

College Assignments

Other Institutional Service Activities:

2018-2019 – 2023-2024: Technical Advising and Support

BUSINESS LAW

Cody H. Bogard, J.D.
Assistant Professor
Accounting/Finance
John Massey School of Business
cbogard@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

J.D. Florida Coastal School of Law.
B.B.A. Southeastern Oklahoma State University.

WORK EXPERIENCE

Work Experience

Assistant Professor of Business Law, Southeastern Oklahoma State University (August, 2019 - Present), Durant, Oklahoma.
Adjunct Professor of Criminal Justice, Southeastern Oklahoma State University (January, 2019 - July, 2019), Durant, Oklahoma.

TEACHING

Courses Taught

Courses from the Teaching Schedule: BUSINESS ETHICS (Bachelors), Employment Law (Bachelors), Employment Law (MBA), INTERNATIONAL BUSINESS AND LAW (Bachelors), LEGAL ENVIRONMENT OF BUSINESS (Bachelors), SEMINAR (Bachelors), Sem: Employ Law (Bachelors)

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	2	5		7
Publications in Refereed Conference Proceedings		1		1
Publications of Non-refereed or Invited Papers		1		1
Presentations of Refereed Papers		1		1

Refereed Articles

Applied or Integrative/application Scholarship

Hampton, A., Whitlock, D. W., & Bogard, C. (2023). The Pregnant Police Officer: Examining Fairness, Equity, and Title VII. *Journal of Business Cases and Applications*, 39 (1).
Metts, S., Whitlock, D., & Bogard, C. H. (2022). The Professor's Ethical Dilemma: Selling to Textbook Buyers. *Journal of Business Cases and Applications*, 37, 1-11.
Whitlock, D. W. (2022). George Saunders and the Church Split: Legal Ramifications of Ownership Disputes in 501(c)3 Organizational Forms. *Journal of Business Cases and Applications*.

Whitlock, D., Stevens, R., Silver, L., & Bogard, C. (2020). Rains of Africa Ministries: Mailing List and Donor Data Dilemma. *Journal of Business Cases and Applications*, 28.

Metts, S., Richards, R., & Bogard, C. (2020). Study of Cannabis Accounting in Oklahoma. *CPA Focus*, 8-10, 29.

Basic or Discovery Scholarship

Von Bergen, C. W., Bressler, M., & Bogard, C. (2020). The Right to Be Forgotten in the United States – Part II. *Pratt's Privacy & Cybersecurity Law Report*, 6 (7), 215-222.

Von Bergen, C. W., Bressler, M., & Bogard, C. (2020). The Right to Be Forgotten in the United States – Part I. *Pratt's Privacy & Cybersecurity Law Report*, 6 (6).

Refereed Proceedings

Applied or Integrative/application Scholarship

Metts, S., Richards, R., & Bogard, C. (in press, 2019). Proposal to Study Cannabis Accounting in Oklahoma. *Academy of Business Research*.

Non-Refereed Proceedings

Applied or Integrative/application Scholarship

Stevens, R., Silver, L., Whitlock, D. W., & Bogard, C. (2021). George Saunders and the Church Split. *Southwest Case Research Association - SWCRA*. (Invited)

Presentations of Refereed Papers

Regional

Howard, R., Metts, S., Whitlock, D., & Bogard, C. (2022). *Dr. Howard Stevens's Ethical Dilemma: Textbook Buyers*. Southwest Case Research Association - SWCRA, New Orleans, Louisiana.

SERVICE

Service to the Institution

College Assignments

Member:

2022-2023: Teaching Excellence & Learner Success Standards 6 & 7

2019-2020 – 2022-2023: Student Relations

2021-2022: Recruitment

2020-2021 – 2021-2022: AACSB Oversight

2019-2020: Recruitment

Honors/Awards

Award

2020: Excellence in Teaching Award, Southeastern Faculty Senate.

BUSINESS

Cody H. Bogard, J.D.
Assistant Professor
Accounting/Finance
John Massey School of Business
cbogard@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Teaches in multiple disciplines.
Complete CV is on page 43
in the Business Law section

Lauran Fuller, A.B.D.
Instructor
Management/Marketing
John Massey School of Business
lfuller@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

- A.B.D. University of Dallas.
- M.B.A. Southeastern Oklahoma State University.
- B.B.A. Southeastern Oklahoma State University.

Professional Memberships

- USASBE Consortium/Member, 2021-2023
- SWAM Consortium/Member, 2021

WORK EXPERIENCE

Work Experience

- Instructor, Southeastern Oklahoma State University (August, 2022 - Present), Durant, Oklahoma.
- Owner/Entrepreneur, Caked Up! LLC Cupcakery & Creamery (2014 - Present), Durant, Oklahoma.

TEACHING

Courses Taught

Courses from the Teaching Schedule: Business Communications (Bachelors), INTRODUCTION TO BUSINESS (Bachelors), MANAGEMENT & ORGANIZATION BEHAVIOR (Bachelors), PRINCIPLES OF MARKETING (Bachelors), RETAILING (Bachelors), SMALL BUSINESS MANAGEMENT (Bachelors)

Executive or Professional Education

- 2019 - Cake Decorating, Adult Continuing Education, Kiamichi Technology Center.
- 2018 - Cake Decorating, Adult Continuing Education, Kiamichi Technology Center.
- 2017 - Cake Decorating, Adult Continuing Education, Kiamichi Technology Center.
- 2016 - Cake Decorating, Adult Continuing Education, Kiamichi Technology Center.
- 2015 - Cake Decorating, Adult Continuing Education, Kiamichi Technology Center.

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Publications of Non-refereed or Invited Papers		1		1
Presentations of Refereed Papers		1		1

Non-Refereed Articles

Applied or Integrative/application Scholarship

Quinn, A., Heales, K., & Fuller, L. (2022). A Piece of Cake or Half Baked? *International Journal of Instructional Cases*, 6.

Presentations of Refereed Papers

Regional

Fuller, L. (2021). *Coping with Economic Jolts through Entrepreneurial Resiliency*. SOUTHWEST ACADEMY OF MANAGEMENT (SWAM) Annual SWAM 2021 Virtual Conference, Virtual, Virtual.

SERVICE

Service to the Institution

Department Assignments

Member:

2022-2023: Special Task Force - Policies and Procedures

Other Institutional Service Activities:

2022-2023: Women In Entrepreneurship Panel Member

College Assignments

Member:

2022-2023: Teaching Excellence & Learner Success Standards 6 & 7

2022-2023: John Massey School of Business Advisory Board

Service to the Community

Positions Held in Civic Organizations

2023: Durant City Council

Professional Development

DS: Research-Related Conference/Seminar

2023: USASBE Conference.

W. Graves, E.D.D.
Adjunct
Management/Marketing
John Massey School of Business
wgraves@se.edu

Faculty Sufficiency Status: Supporting **Faculty Qualifications Status:** Scholarly Academic

Academic Background

Other (**2020: AACSB Post-Doctoral Bridge Support**). University of Florida.
E.D.D. Texas A&M University - Commerce.
M.B.A. East Texas State University.
Other Grayson County College.
B.B.A. University of North Texas.
Other Grayson County College.

Professional Memberships

Texas Community College Teachers Association, 1992

WORK EXPERIENCE

Work Experience

Adjunct Instructor, Southeastern Oklahoma State University (January, 2018 - Present), Durant, Oklahoma.
Department Chair for Business and Technology, Grayson College (August, 2017 - Present), Denison, Texas.
Business Administration and Business Management Program Director, Grayson College (September, 2014 - July, 2017), Denison, Texas.
Department Chair for Business and Computer Technology, Grayson College (August, 2005 - August, 2014), Denison, Texas.
Business and Computer Science Program Director, Grayson College (May, 2003 - July, 2005), Denison, Texas.

TEACHING

Courses Taught

Courses from the Teaching Schedule: BUSINESS STATISTICS (Bachelors), PRODUCTION AND OPERATIONS MANAGEMENT (Bachelors)

Professional Development

Technology-Related Training

2017: Quality Matters.

Lucinda Parmer, Ph.D.
Massey Professor
Management/Marketing
John Massey School of Business
lparker@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

Ph.D. Our Lady of the Lake University.
M.B.A. University of Mobile.
B.B.A. University of South Alabama.
Other The Art Institute of Houston.
Other James H. Faulkner State Community College.

Professional Certifications

Texas Educator Certificate (Business Education), 2009, Houston, Texas.
Texas Educator Certificate (Marketing Education), 2008, Houston, Texas.

Professional Memberships

Society for Marketing Advances, 2020-Current
Academy of Management, 2020 - Current
Academy of Business Research, 2019-Current
British Academy of Management (BAM), 2018 - Current
Southwest Academy of Management (SWAM), 2018 - Current
International Leadership Association (ILA), 2014 - Current

Skills

Computer Skills

Power Point, Excel, Word, SPSS, Canva, Prezi, Canvas, Blackboard, Moodle, Pearson e-College, nihka, Screencast-o-Matic, YouTube creator studio, multiple web-based programs, advanced audio/video applications

Languages

English (fluent)
Spanish (conversational)

WORK EXPERIENCE

Work Experience

Massey Endowed Professor of Business & Associate Professor, Southeastern Oklahoma State University (August, 2021 - Present), Durant, Oklahoma.
Associate Professor, Southeastern Oklahoma State University (2020 - Present), Durant, Oklahoma.
Assistant Professor, Southeastern Oklahoma State University (2018 - 2020), Durant, Oklahoma.
Assistant Professor, Miami University (2014 - 2018), Hamilton, Ohio.

Adjunct Digital MBA Professor, Upper Iowa University (2013 - 2014), N/A, Virtual.

Adjunct Business Professor, University of Houston- Downtown (2012 - 2014), Houston, Texas.

Co-op Teacher/Coordinator; Lead Teacher, Galena Park High School (2007 - 2014), Galena Park, Texas.

Adjunct Business Professor, Houston Community College (2009 - 2013), Houston, Texas.

Consulting Experience

2023: St James's Church of England High School, consulted with Sharon Pendreigh who is a teacher of business studies and computer science at St. James Church of England High School regarding curriculum design pertaining to McGraw-Hill Practice Marketing simulation.

2023: Environmental Services by JDB, LLC, consulted with a former student, Stephanie Hall, and her acting CFO on a business situation involving obtaining creditors' information or a market average for their services.

2018: SCORE Mentors Greater Cincinnati, I am a certified SCORE mentor for small business entrepreneurs., I became a certified SCORE business mentor and coach in 2015. With this organization I consulted with multiple business entrepreneurs helping to develop their business plan and pitches to investors.

2018: Aviatra Accelerators, Business Mentor and Coach, I was a business mentor and coach for a local entrepreneur. I worked with her for nine weeks meeting with her weekly and helped her with her business plan, her verbal pitch, and her PowerPoint presentation that she presented on "pitch night" to local investors. Aviatra Accelerators is formerly known as Bad Girl Ventures. The entrepreneur was Meredith Finn. Her company is Chica Sport found at <https://www.chicabands.com/>

TEACHING

Courses Taught

Courses from the Teaching Schedule: BUSINESS STATISTICS (Bachelors), COMPETITIVE ADVANTAGE AND STRATEGY (MBA), CONTEMPORARY ISSUES IN MANAGEMENT (MBA), Contemp Issues in Leadership (Bachelors), DATA ANALYSIS FOR MANAGERS (MBA), INTERNATIONAL MARKETING (Bachelors), Leadership Theories&Practices (MBA), PRINCIPLE-CENTERED LEADERSHIP (MBA), RESEARCH METHODS (MBA), SMALL BUSINESS MANAGEMENT (Bachelors), Team Development Behaviors (MBA)

Courses taught, but not in the Schedule:

BUS 5253: Data Analysis for Managers

MNGT 5343: Competitive Advantage and Strategy with GLO-BUS online simulation

MNGT 4113: Contemporary Issues in Leadership

Teaching Activities

Course (New) - Creation/Delivery: Online

2021 - *Developed the MBA - Leadership Concentration.*

2021 - *Competitive Advantage and Strategy with GLO-BUS online simulation (MNGT 5343).*

2021 - *Data Analysis for Managers (BUS 5253).*

2020 - *MNGT5773-W1-192S: MNGT5773.W1 - PRIN-CTR LEADDICS (SP20).*

2020 - *BUS5113-W1-192S: BUS5113.W1 - RESEARCH METHODS (SP20).*

2020 - *BUS5113-W2-192S: BUS5113.W2 - RESEARCH METHODS (SP20).*

2020 - *MNGT5773-W2-192S: MNGT5773.W2 - PRIN-CTR LEADDICS (SP20).*

2019 - *BUS2633-W1-182S: BUS2633.W1 - BUSINESS STATISTICS (SP19).*

2019 - BUS5113-W1-182S: BUS5113.W1 - RESEARCH METHODS (SP19).
 2019 - BUS5113-W2-182S: BUS5113.W2 - RESEARCH METHODS (SP19).
 2019 - MNGT3343-W1-191S: MNGT3343.W1 - SMALL BUSINESS MNGT (FA19).
 2019 - MNGT5453-W2-183S: MNGT5453.W2 - CONTEMP ISSUES MNGT (SU19).
 2019 - MNGT5773-W2-183S: MNGT5773.W2 - PRIN-CTR LEADDICS (SU19).
 2019 - MNGT5773-W1-191S: MNGT5773.W1 - PRIN-CTR LEADDICS (FA19).
 2018 - MNGT5773-W2-191S: MNGT5773.W2 - PRIN-CTR LEADDICS (Oct18).
 2018 - MNGT3343-W1-181S: MNGT3343.W1 - SMALL BUSINESS MNGT (FA18).
 2018 - MKT4123-W1-181S: MKT4123.W1 - INTERNATIONAL MKTING (Oct18).

Student Assign-Supervised Research (GRAD)

2021 - Oklahoma Research Day.

Innovations in Course Content / Presentation

2020 - BUS5113-W2-192S: BUS5113.W2 - RESEARCH METHODS (SP20).
 2020 - BUS5113-W1-192S: BUS5113.W1 - RESEARCH METHODS (SP20).
 2020 - MNGT5773-W1-192S: MNGT5773.W1 - PRIN-CTR LEADDICS (SP20).
 2020 - MNGT5773-W2-192S: MNGT5773.W2 - PRIN-CTR LEADDICS (SP20).

Other Teaching Activities

2020 - Did a major edit revision on the MBA - Women in Leadership concentration article with Academic Partnerships for marketing purposes.

2018 - Faculty Adviser of the Professional Student Organization Phi Beta Lambda.

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals		12		12
Articles-in-Progress (All)		3		3
Publications in Refereed Conference Proceedings		10		10
Publications of Non-refereed or Invited Papers		2		2
Presentations of Refereed Papers		26		26
Other Research, Non-refereed	1			1

Refereed Articles

Applied or Integrative/application Scholarship

Parmer, L., Dillard, J., & Hughes, M. (in press, 2023). Creative Entrepreneurship and the McKinsey 7S Framework: Utilizing a Servant Leadership Style. *American Journal of Management*.

Parmer, L. (2022). Student Self-Efficacy, Student Self-Esteem, and the Transformational Leadership Teaching Style. *Journal of Higher Education Theory and Practice*.

Parmer, L., Dillard, J., & Lin, Y. (2021). The 8Ps Marketing Mix and the Buyer Decision-Making Process. *Journal of Marketing Development and Competitiveness*, 15 (2), 13.

- Parmer, L., & Dillard, J. (2019). The Way Employees are Treated Predict Power Feelings. *Leadership & Organization Development Journal*, 40 (1), 16.
- Parmer, L. (2019). The Relationship between Eliminating Stressors, Developing Resiliency, Short-Term Coping Skills, and Team Development Behaviors. *Journal of Organizational Psychology*.
- Parmer, L. (2018). Relationships between Philosophical Values and Conflict Management Styles. *International Journal of Conflict Management*, 29 (2), 31.
- Dillard, J., & Parmer, L. (2017). The Viability of Digital Boat Sales. *International Journal of Sales, Retailing and Marketing*, 6 (1), 29.
- Parmer, L. (2016). The Relationship between Demographic Profiles and Attitudes Regarding Business Outsourcing Techniques and Strategies. *Journal of International Business Disciplines*, 11 (1), 18.
- Parmer, L., & Dillard, J. (2015). The Relationship between Personality and Consumer Behavior Buying Patterns within the Automobile Industry. *International Journal of Management and Marketing Research*, 8 (1), 15.
- Parmer, L. (2014). Small Business Processes: The Utilization of Management Techniques and Theories. *Journal of Business and Economics*, 4 (7), 8.
- Parmer, L., Duncan, P., Green, M., & Zarate, C. (2013). The Relationship between Followers' Personality and Preferences in Leadership. *Journal of Leadership, Accountability, and Ethics*, 10 (2), 19.
- Parmer, L. (2013). The Relationship between Adolescent Personality and Leadership. *Academy of Educational Leadership Journal*.

Refereed Proceedings

Applied or Integrative/application Scholarship

- Parmer, L. (2021). The Road to Equality: Persisting Obstacles for American Women in the Workforce. *Academy of Business Research*.
- Parmer, L. (2020). Reviving Rebekah's Operational Plan: A Case Study. *Southwest Case Research Association - SWCRA*.
- Parmer, L. (2019). The Relationship between Eliminating Stressors, Developing Resiliency, Short-Term Coping Skills, and Team Development Behaviors. *Academy of Business Research*.
- Parmer, L., & Dillard, J. (2018). The Way Employees are Treated Predict Power Feelings. *British Academy of Management*.
- Parmer, L., & Dillard, J. (2017). The Viability of Digital Boat Sales. *Society for Marketing Advances*.
- Parmer, L., & Dillard, J. (2015). The Relationship Between Personality and Consumer Behavior Buying Patterns Within the Automobile Industry. *Global Conference on Business and Finance*, 10 (1), 286-295.
- Parmer, L., & Dillard, J. (2015). An American-Based Study Examining the Relationship Between Participants' Demographic Profiles and Attitudes Regarding Business Outsourcing Techniques and Strategies. *International Scientific Conference on Economic and Social Development*.
- Parmer, L. (2013). The Relationship Between Adolescent Personality and Leadership. *Sam Houston State University Conference*.
- Parmer, L., Green, M., Duncan, P., & Zarate, C. (2012). The Relationship Between Followers' Personality and Preferences in Leadership. *Sam Houston State University Conference*.
- Parmer, L. (2012). Small Business Processes: The Utilization of Management Techniques and Theories. *Small Business Institute*.

Non-Refereed Articles

Applied or Integrative/application Scholarship

Parmer, L. (2020). Reviving Rebekah's Operational Plan: Case Study. *Business Management Dynamics*, 10 (12).

Parmer, L. (2021). The Road to Equality: Persisting Obstacles for American Women in the Workforce. *The Psychologist-Manager Journal*.

Presentations of Refereed Papers

International

Parmer, L., Campbell, K., & Dillard, J. (2023). *Locus of Control and Leading Positive Change*. Western Business & Management Conference, Lisbon, Portugal.

Parmer, L. & Dust, S. (2022). *The Relationship between Organizational Courage and Personal Ethics*. International Leadership Association, Washington, District of Columbia.

Parmer, L. (2022). *Teaching With Simulations: What You Need to Know*. Lilly Conference, San Diego, California.

Parmer, L. & Hughes, M. (2021). *The Conceptualization of Creativity and Entrepreneurship*. Academy of Business Research, Boca Raton, Florida.

Parmer, L. (2021). *The Road to Equality: Persisting Obstacles for American Women in the Workforce*. Academy of Business Research, San Antonio, Virtual.

Parmer, L. (2020). *Alternative and Innovative Exam Formats*. The International Lilly Conference on College Teaching, Austin, Texas.

Parmer, L., Dillard, J., & Lin, Y. (2020). *The Examination of the 8 Ps Marketing Mix, Buyer Decision-Making Process and Demographics*. Society for Marketing Advances, Ft. Worth, Virtual.

Parmer, L. (2020). *Reviving Rebekah's Operational Plan*. Southwest Case Research Association - SWCRA, San Antonio, Texas.

Parmer, L. (2019). *How the Design and the Techniques Implemented Impact Digital Courses*. The International Lilly Conference on College Teaching, Anaheim, California.

Parmer, L. (2019). *The Relationship between Eliminating Stressors, Developing Resiliency, Short-Term Coping Skills, and Team Development Behaviors*. Academy of Business Research, San Antonio, Texas.

Parmer, L. (2018). *The Challenges Higher Education Academic Scholars Face When Teaching Leadership Courses or Professional Development Workshops to Students or Mid-Career Professionals and How to Overcome Them*. British Academy of Management, Bristol, United Kingdom.

Parmer, L. & Dillard, J. (2018). *The Way Employees are Treated is Predictive of their Feeling of Power*. British Academy of Management, Bristol, United Kingdom.

Dillard, J. & Parmer, L. (2017). *The Viability of Digital Boat Sales*. Society for Marketing Advances, Louisville, Kentucky.

Parmer, L. (2016). *Self-Efficacy and Self-Esteem Student Characteristics and Transformational Leadership Teaching Style Rating*. The International Lilly Conference on College Teaching, Oxford, Ohio.

Parmer, L. & Dillard, J. (2015). *The Relationship between Personality and Consumer Behavior Buying Patterns within the Automobile Industry*. Global Conference on Business and Finance, Las Vegas, Nevada.

Parmer, L. (2015). *The Relationship between Demographic Profiles and Attitudes Regarding Business Outsourcing Techniques and Strategies*. International Scientific Conference on Economic and Social Development, Miami, Florida.

Parmer, L. (2014). *The Relationship between Leadership Power Bases and Effective Employee Relations*. International Leadership Association, San Diego, California.

National

Parmer, L. (2019). *Enterprise Experiential Learning Activities in Higher Education and the Successfulness of Preparing Business Students to Become Real Entrepreneurs*. ASBE Conference, Houston, Texas.

Parmer, L. (2013). *The Relationship between Adolescent Personality and Leadership*. Sam Houston State University Conference, Huntsville, Texas.

Parmer, L. (2013). *Outsourcing and its Effects on Managerial Perceptions*. Southwestern Business Administration Teaching Conference, Houston, Texas.

Parmer, L. (2012). *Small Business Processes: The Utilization of Management Techniques and Theories*. Small Business Institute, San Antonio, Texas.

Parmer, L., Green, M., Duncan, P., & Zarate, C. (2012). *The Relationship between Followers' Personalities and Leadership Preferences*. Sam Houston State University Conference, Huntsville, Texas.

Parmer, L. (2011). *The Rising Cost of Tuition and Alternative Solutions*. Sam Houston State University Conference, Huntsville, Texas.

Regional

Parmer, L. (2020). *Unleash Your Team Member Value*. Southwest Academy of Management, San Antonio, Texas.

Parmer, L. (2019). *Strategies and Practice for Managing Conflict in the Workplace Environment*. Southwest Academy of Management, Houston, Texas.

Parmer, L. (2016). *Philosophical Value Base Structures and Dominant Conflict Management Styles within the Organizational Leader-Follower Dyadic Relationship*. Midwest Academy of Management, Fargo, North Dakota.

Grants

Research

2022: Parmer, L. Organized Research Grant, Principal Investigator, SE - Office of Academic Affairs.

2018: Parmer, L. Organized Research Grant, Principal Investigator, SE - Office of Academic Affairs.

Service

2020: Parmer, L. Student Recruitment Initiative by Faculty, Grantee, Presidential Partners.

Working Papers

Parmer, L. & Dust, S. (2023). "The Relationship Between Organizational Courage and Ethics."

Parmer, L., Campbell, K., & Dillard, J. (2022). "Locus of Control and Leading Positive Change."

Parmer, L., Dillard, J., & Hughes, M. (2022). "Creative Entrepreneurship and the McKinsey 7S Framework: Utilizing a Servant Leadership Style."

Other Research

2020: Parmer, L., *Alternative and Innovative Exam Formats*. I was invited to submit a blog to The Scholarly Teacher.

SERVICE

Service to the Institution

Department Assignments

Chair:

2021-2022: Promotion & Tenure Committee

Member:

2022-2023: Post-Tenure Review Committee

2021-2022: Post-Tenure Review

2018-2019 – 2019-2020: Student Relations

2018-2019 – 2019-2020: Recruitment Committee

2018-2019: Secretary Search Committee

2018-2019: Faculty Search Committee

College Assignments

Assurance of Learning - Institutional Service:

2018-2019 – 2022-2023: Provided MBA Ethics Rubric Data from Principle-Centered Leadership & Ethics (MNGT 5773) Course's Team Project on Ethics

Chair:

2022-2023: Teaching Excellence & Learner Success Standards 6 & 7

Member:

2020-2021 – 2021-2022: Strategic Planning

2018-2019 – 2021-2022: Recruitment

2018-2019 – 2019-2020: Student Relations

Other Institutional Service Activities:

2022-2023: Conference Manager of the Women in Entrepreneurship Conference

2018-2019 – 2021-2022: Co-Moderator of the Women in Entrepreneurship Conference

2020-2021: Created a faculty and staff PowerPoint presentation to include all undergraduate and graduate business programs to air on Russell building TV and to be used for promotional purposes.

2018-2019 – 2020-2021: Editor of the John Massey School of Business Newsletter

2019-2020: Creator, JMSB PowerPoint Presentation for TV's (in-process)

2018-2019: Presenter, John Massey School of Business (JMSB) Spring Awards Banquet

2018-2019: Presenter for the Beta Gamma Sigma Induction Ceremony

Chair:

2022-2023: Teaching Excellence & Learner Success

Member:

2021-2022: Strategic Planning Committee

2021-2022: Post-Tenure Review Committee

2020-2021: Promotion & Tenure Committee

University Assignments

Committee Member:

2022-2023: Distance Education Council

2020-2021 – 2022-2023: Library Committee

2021-2022: Distance Education Council (DEC)

Other Institutional Service Activities:

2019-2020: Recruitment Event with Murray State College with Business and Phi Beta Lambda Students

State-wide Assignments

Faculty Advisor:

2022-2023: Future Business Leaders of America - Collegiate

2020-2021 – 2021-2022: Phi Beta Lambda Professional Student Organization

2019-2020: Phi Beta Lambda

2018-2019: Phi Beta Lambda National Competitions (San Antonio, Texas)

2018-2019: Phi Beta Lambda State Competitions online and in Oklahoma City, OK

Mentoring Activities:

2021-2022: Virtual Oklahoma Research Day (ORD) Event

2020-2021: Oklahoma Research Day

Other Institutional Service Activities:

2019-2020: Recruitment Event with Murray State College with Business Students (pending)

Service to the Profession

Academic Conference: Moderator / Facilitator

2020: Society for Marketing Advances (International).

Reviewer - Article / Manuscript

2023: Leadership & Organization Development Journal (International).

2021 – 2022: International Journal of Conflict Management (International).

2021: Academy of Management (International).

2020: Atlantic Marketing Association (International).

2020: European Academy of Management (International).

2019: Journal of Nursing Management (National).

2019: Southwest Case Research Association - SWCRA (National).

2019: British Academy of Management (International).

2019: Australian and New Zealand Academy of Management (International).

2019: International Leadership Association (International).

2019: Australian and New Zealand Academy of Management (International).

2018: Society for Marketing Advances (National).

Other Professional Service Activities

2020: Southwest Academy of Management (Regional). I was invited to serve at the Doctoral Consortium at the Southwest Academy of Management (SWAM) Conference in San Antonio, Texas to talk to students on the "Speed Dating with Faculty One-on-One" session.

Presentation

2020: Southwest Academy of Management (Regional). I facilitated a professional development workshop on team development behavior.

2018: British Academy of Management, Bristol, United Kingdom (International). Professional Development Workshop

Title: "The Challenges Higher Education Academic Scholars Face When Teaching Leadership Courses or Professional Development Workshops to Students or Mid-Career Professionals and How to Overcome Them"

Reviewer: Ad Hoc Reviewer for a Journal

2020: Journal of Organizational Effectiveness: People and Performance (International).

2020: The Psychologist-Manager Journal (International).

2019 – 2020: International Journal of Conflict Management (International).

2019 – 2020: Academy of Management (International).

2019: International Leadership Association (International).

Vice-President of an Organization

2020: ASBE Conference (National). I am the VP - Membership.

Service to the Community

Member of a Committee

2021 – 2022: Murray State College Business Department Advisory Committee

2021 – 2022: Bryan County Alcohol and Substance Abuse Task Force

2018 – 2021: Bryan County Substance Abuse Task Force

Other Community Service Activities

2022: Holiday Texoma Give-Back Event in Conjunction with the FBLA- Collegiate Professional SE Student Organization

2022: Conference Manager of the Women in Entrepreneurship Conference

2021: Holiday Give-Back Event in Conjunction with the Phi Beta Lambda Professional SE Student Organization

2018 – 2021: Co-Moderator of the Women in Entrepreneurship Conference

2020: Durant Veteran's Holiday Decorating Event with Phi Beta Lambda SOSU Student Organization, I am the faculty adviser for Phi Beta Lambda and this is our annual community engagement event with the SOSU PBL student members and the local Durant, OK Veterans.

2019: Durant Veteran's Holiday Decorating Event with Phi Beta Lambda SE Student Organization, The Phi Beta Lambda student members and I went to the local DAV/VFW Durant office and decorated the office for the holidays as a community engagement project.

2019: Phi Beta Lambda Student Members Partner with Small Business Development Center of Oklahoma (SBDC), Some of the Phi Beta Lambda student members will be serving as greeters for the upcoming Women in Entrepreneurship Conference in partnership with Small Business Development

Center of Oklahoma (SBDC) on the campus. I'm the faculty advisor for Phi Beta Lambda and a Co-Facilitator for this Women in Entrepreneurship event.

2019: Small Business Development Center of Oklahoma (OKSBDC)/Women in Entrepreneurship SOSU Conference, I am a co-facilitator at the Women in Entrepreneurship On-Campus Conference in association with the Small Business Development Center of Oklahoma (OKSBDC). I ask questions to a panel of local entrepreneurs regarding their start-up and daily operational activities of their business and their success stories as local entrepreneurs. There will be a meeting onsite at SBDC to discuss differing rolls at the event, and then the event itself took place on a different day.

2019: Phi Beta Lambda and Durant Veterans of Foreign Wars (VFW), I am the faculty advisor for Phi Beta Lambda. The university chapter has student members, and we do a Holiday Decorating Event in the fall and a Catered Dinner for a closed monthly meeting in the spring at the local Durant VFW.

2018: Veteran's Day Event with Veteran Students, Dr. Marty Bressler and I are hosting a Veteran's Day Event with the local Durant VFW Commanders & Leaders. They will be coming to campus to talk about all of the benefits the local VFW post has to offer our veteran students.

2018: Small Business Development Center of Oklahoma (SBDC)/Women in Entrepreneurship SOSU Conference, I was a co-facilitator at the Women in Entrepreneurship On-Campus Conference in association with the Small Business Development Center of Oklahoma (SBDC). I asked questions to a panel of local entrepreneurs regarding their start-up and daily operational activities of their business and their success stories as local entrepreneurs. There was a meeting onsite at SBDC to discuss differing rolls at the event, and then the event itself took place on a different day.

2018: Phi Beta Lambda and Durant Veterans of Foreign Wars (VFW), I am the faculty advisor for Phi Beta Lambda. The university chapter has student members, and we do a Holiday Decorating Event in the fall and a Catered Dinner for a closed monthly meeting in the spring at the local Durant VFW.

Speech / Presentation at a Community Meeting

2022: Small Business Development Center of Oklahoma (OKSBDC)/Women in Entrepreneurship SE Conference, I am a co-moderator at this event.

2021: Bryan County Substance Abuse Task Force, I was the spotlight speaker of the month. I did a presentation on my research regarding stress and teams.

2019: Monthly Meeting at the Local VFW, I was invited to be a guest speaker at the local VFW during their monthly meeting.

Professional Development

Assurance of Learning - Professional Development

2018: Quality Matters Certificate.

DS: Research-Related Conference/Seminar

2018: British Academy of Management. Attended a Professional Development Workshop (PDW)
Title: "Speed Dating for Productivity: Get That Paper Written"

Professional Seminars / Workshops

2021: Gamification Digital Summit - Stukent.

2021: Thought Leaders Tippi Seminar Series.

2021: The 2021 Empowered Educator Online Conference.

2020: Oklahoma Learning Innovation Summit.

2020: Amplifying Engagement: Energizing Students in Large Online Classrooms. Harvard Business Publishing Education.

2019: Southeastern Organizational Leadership Development (SOLD). I graduated from the Southeastern Organizational Leadership Development (SOLD) program. I was the first faculty member to complete this program.

Technology-Related Training

2021: Amplifying Engagement: Energizing Students in Large Online Classrooms, Harvard Business Publishing Education.

2019: Blackboard Summer Workshops. I attended several Blackboard Summer Workshops/Seminars.

2019: Summer Accessibility Training for Online Courses. I attended an Accessibility Training workshop/seminar.

2019: Online Library Training. I attended a Library training workshop/seminar.

2019: SafeAssign Training. I attended a SafeAssign Training workshop/seminar.

2019: Virtual Zoom Training. I attended a virtual Zoom training workshop/seminar.

2018: Cengage Empowered Educator Fall 2020 Online Conference.

2018: Quality Matters Certificate.

2018: Ally Co-Pilot Study. I was a member of the Ally Co-Pilot Study.

2018: Accessibility Training Certificate. I received an Accessibility Training Certificate.

Honors/Awards

Award

2023: Largest Chapter Award, Future Business Leaders of America - Collegiate.

2022: Multiple National Student Top 10 Finalists, Phi Beta Lambda.

2021: Ranked 2nd in the Nation Out of 129 Colleges/Universities at the National Leadership Conference, Phi Beta Lambda.

2021: Oklahoma State Adviser of the Year, Phi Beta Lambda.

2020: Certificate of Appreciation, Association for Small Business and Entrepreneurship.

2020: Faculty Senate Recognition Award for Excellence in Service, Southeastern Oklahoma State University.

2020: Faculty Senate Recognition Award for Excellence in Scholarship, Southeastern Oklahoma State University.

2020: Faculty Senate Recognition Award for Excellence in Teaching, Southeastern Oklahoma State University.

2019: Best Paper in Session, Academy of Business Research Conference.

2019: JMSB Excellence in Scholarship Faculty Senate Award, Southeastern Oklahoma State University.

2019: New Chapter Award, Phi Beta Lambda.

2018: JMSB Excellence in Teaching Faculty Senate Award, Southeastern Oklahoma State University.

Honor

2023: Student team ranked 2nd in the state overall at State Leadership Conference, Future Business Leaders of America - Collegiate.

2023: Faculty Senate Recognition Award for Excellence in Service (nominated), Faculty Senate Recognition Award.

2023: Faculty Senate Recognition Award for Excellence in Research (nominated), Faculty Senate Recognition.

2023: Student team ranking: tied for 16th place overall out of 138 teams at the National Leadership Conference, Future Business Leaders of America - Collegiate.

2022: Faculty Senate Recognition Award for Excellence in Service (nominated), Faculty Senate Recognition Award.

2022: Faculty Senate Recognition Award for Excellence in Teaching (nominated), Faculty Senate Recognition Award.

2022: Ranked 3rd Overall in the State of Oklahoma at the Phi Beta Lambda State Leadership Conference, Phi Beta Lambda Professional Student Organization.

2021: Oklahoma State Champions, Phi Beta Lambda. The students won state championships based on their competitive event (exam) scores and having the most state finalists from any other university or college in the state of Oklahoma.

2021: Faculty Senate Recognition Award for Excellence in Teaching, Southeastern Oklahoma State University.

2021: Faculty Senate Recognition Award for Excellence in Service, Southeastern Oklahoma State University.

Jeffrey J. Risher, D.B.A.
Assistant Professor
Management/Marketing
John Massey School of Business
jrisher@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

D.B.A. Kennesaw State University.
M.B.A. Southeastern Louisiana University.
B.B.A. Mississippi State University.

Professional Certifications

National Institutes of Health Office of Extramural Research Protecting Human Research Participants, 2017

Professional Memberships

Decision Science Institute, 2017-2019
Academy of Marketing Science, 2013-2019
American Marketing Association, 2013-2019
Council of Supply Chain Management Professionals, 2013-2019

WORK EXPERIENCE

Work Experience

Assistant Professor of Management - Quantitative, Southeastern Oklahoma State University (August, 2019 - Present), Durant, Oklahoma.
Adjunct faculty, University of Mobile (January, 2019 - May, 2019), Mobile, Alabama.
Visiting Assistant Professor of Supply Chain Logistics, University of West Florida (August, 2018 - July, 2019), Pensacola, Florida.
Assistant Professor of Marketing, Southeastern Louisiana University (August, 2016 - May, 2018), Hammond, Louisiana.
Adjunct faculty, Kennesaw State University (January, 2016 - May, 2016), Kennesaw, Georgia.

TEACHING

Courses Taught

Courses from the Teaching Schedule: Anly for Supply Chain Logistic (MBA), BUSINESS STATISTICS (Bachelors), DATA ANALYSIS FOR MANAGERS (MBA), Intro Data Anyl & Txt Mining (MBA), Marketing Analytics (MBA), PRODUCTION AND OPERATIONS MANAGEMENT (Bachelors), Pred Anly & Data Visualization (MBA)

Courses taught, but not in the Schedule:

MKTG 4500 Internet Marketing and Global Business
MRKT 303 Principles of Marketing
MRKT 444 Marketing Management

MAR 3023 Marketing Fundamentals
 GEB 4361 International Business
 MAN 4570 Purchasing and Supply Chain Management
 TRA 4202 Logistics Systems and Analytics
 MKT 517 Marketing Administration

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	3	2		5
Publications in Refereed Conference Proceedings	3			3
Publications of Non-refereed or Invited Papers		1		1
Presentations of Refereed Papers	1	3	1	5

Refereed Articles

Applied or Integrative/application Scholarship

Legate, A. E., Hair, J. F., Chretien, J. L., & Risher, J. J. (2023). PLS-SEM: Prediction-oriented solutions for HRD researchers. *Human Resource Development Quarterly*.

Risher, J. J., & Hair, Jr., J. F. (2017). The Robustness of PLS Across Disciplines. *Academy of Business Journal*.

Basic or Discovery Scholarship

Risher, J. J., Harrison, D. E., & LeMay, S. A. (2020). Last mile non-delivery: consumer investment in last mile infrastructure. *Journal of Marketing Theory and Practice*, 28 (4), 484-496.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*.

Hair, J. F., Harrison, D. E., & Risher, J. J. (2018). Marketing Research in the 21st Century: Opportunities and Challenges. *Brazilian Journal of Marketing*.

Refereed Proceedings

Basic or Discovery Scholarship

Risher, J. J. (2017). From Offshoring to Reshoring: A Conceptual Framework for Manufacturing Location Decisions in a Slow-Steam World. *2017 Council of Supply Chain Management Professionals Academic Research Symposium, Atlanta, GA*.

MacDonald, J. R., Coyle, E. T., Pettit, T. J., Risher, J. J., & Tate, W. L. (2017). The Right Shoring Decision: Strategic and Operational Considerations for the Future of America. *48th Annual Meeting of the Decision Sciences Institute, Washington, District of Columbia*.

Risher, J. J., & Harrison, D. E. (2017). Last Mile Non-Delivery: A Risk-Reward Perspective of Online Consumption. *Retail and Distribution Symposium, Society of Marketing Advances Annual Conference, Louisville, Kentucky*.

Non-Refereed Articles

Applied or Integrative/application Scholarship

Hair, J. F., Harrison, D. E., & Risher, J. J. (2022). Post-Pandemic Reflections on Challenges and Opportunities for Marketing Research in the 21st Century. *Iberoamerican Journal of Competitive Intelligence*.

Presentations of Refereed Papers

National

Risher, J. J., Gonzalez, P., & Risher, W. W. (2022). *Examining Pay Bias in the STEM Fields*. Southwest Case Research Association Conference, New Orleans, Louisiana.

Anderson, A., Risher, J. J., & Knoblach, J. (2020). *Effects of Covid-19 on Retail Food Stores*. Atlantic Marketing Association, Virtual, Virtual.

Cisneros, L., Chappel, M., Garai, P., & Risher, J. J. (2020). *Providing Sustainability through Flexibility: Mitigating the Economic Impact of COVID-19 on the Restaurant Industry*. Atlantic Marketing Association, Virtual, Virtual.

E., H. D., Aijan, H., Hair, J. F., Risher, J. J., Petrescu, M., Harrison, D. E., Aijan, H., Hair, J. F., Risher, J. J., Petrescu, M. & Krishen, A. S. (2018, November). *Advanced Analytics: The Impact on Marketing and Evolution from Descriptive to Predictive*. Society of Marketing Advances Annual Conference, West Palm Beach, FL. (2018). *Advanced Analytics: The Impact on Marketing and Evolution from Descriptive to Predictive*. Society for Marketing Advances, West Palm Beach, Florida.

Risher, J. J. & Harrison, D. E. (2017). *Last Mile Non-Delivery: A Risk-Reward Perspective of Online Consumption*. Retail and Distribution Symposium, Society of Marketing Advances Annual Conference, Louisville, Kentucky.

SERVICE

Service to the Institution

Department Assignments

Faculty Sponsor:

2018-2019: Supply Chain Logistics Association

College Assignments

Member:

2019-2020 – 2022-2023: Student Relations

2019-2020 – 2021-2022: Recruitment

Service to the Profession

Academic Conference: Panelist

2018: 2018 CSCMP Academic Research Symposium, Unknown, Unknown (National). Panel participant for the Bowersox Doctoral Symposium at CSCMP.

2017: 2017 Council of Supply Chain Management Professionals Academic Research Symposium, Atlanta, GA (National). Engaging with CSCMP Academics

Service to the Community

Other Community Service Activities

2018 – 2019: Community Outreach, Met with W.M. Martin Transportation to explore new potential improvement and expansion. Also discussed ways to introduce real-world data to logistics classes.

2018: Community Outreach, Met with LandrumHR to discuss potential areas of improvement as well as future projects for General Electric and other companies in the area.

2018: Community Outreach, met with Harry Moser, CEO and founder of The Reshoring Initiative (www.reshorenow.org) via phone and WebEx to discuss avenues for manufacturing expansion in the area.

2018: Community Outreach, Met with Northwest Florida Manufacturers Counsel staff as well as Florida Makes on several occasions to explore areas for potential manufacturing growth in the Florida panhandle area.

2018: Community Outreach, Toured General Electric to explore areas for efficiency improvements in warehousing, kitting, and quality control.

2018: Pensacola Supply Chain Logistics Day, Assisted with the College of Business Tailgate during Pensacola's Supply Chain Day.

Honors/Awards

Award

2017: 2017 Council of Supply Chain Management Professionals Doctoral Dissertation Award, Council of Supply Chain Management Professionals. The Doctoral Dissertation Award (DDA) is for doctoral students who demonstrate significant originality and technical competence in any supply chain function. The DDA is open to all who will have completed their doctoral work in a field related to functions within the supply chain. The winner will be presented their award during CSCMP's Academic Research Symposium.

The Selection Process

A selection committee comprised of both academics and practitioners using a blind review process will evaluate dissertation abstracts. The author's name must remain unknown and therefore the abstract should not make any reference to either the author or his/her academic institution.

Robert (Bob) E. Stevens, Ph.D.
John Massey Endowed Chair/Professor
Management/Marketing
John Massey School of Business
rstevens@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

Ph.D. University of Arkansas.
M.B.A. University of Arkansas.
B.S. Arkansas State University.

WORK EXPERIENCE

Work Experience

John Massey Endowed Chair/Professor in Business Administration, Southeastern Oklahoma State University (2006 - Present), Durant, Oklahoma.
Professor, University of Louisiana at Monroe (1986 - 2006), Monroe, Louisiana.
Founder/President, Southwest Health Services Marketing, Inc. (1996 - 1999), Dallas, Texas.
Independent Distributor, Regional Director and National Training Director, Excel Telecommunications (1995 - 1999), Dallas, Texas.
Owner/President, SouthWest Dental Care, Inc. (1993 - 1996), Dallas, Texas.
Founder, Professional Marketing Systems (1988 - 1996), Monroe, Louisiana.
Assistant Manager, Stevens Cafeteria (1965 - 1996), Osceola, Arkansas.
Partner, Tulsa Marketing Research Group (1983 - 1986), Tulsa, Oklahoma.
Professor, Oral Roberts University (1980 - 1986), Tulsa, Oklahoma.
Senior Consultant, Ruddick Research International (1982 - 1983), Tulsa, Oklahoma.
Associate Professor, Oral Roberts University (1976 - 1980), Tulsa, Oklahoma.
Associate Professor, University of Southern Mississippi (1972 - 1976), Hattiesburg, Mississippi.
Assistant Professor, University of Southern Mississippi (1968 - 1972), Hattiesburg, Mississippi.
Instructor, University of Arkansas (1966 - 1968), Fayetteville, Arkansas.
Salesman, Angelo Manufacturing Company (1963 - 1965), Jonesboro, Arkansas.

Consulting Experience

1999: Strategic Planning Seminars/Strategic Plans for Goals 2000-13 School Systems
1999: Stakeholder Surveys for Goals 2000-13 School Systems
1996 – 1999: Triad Consulting and Research Group
1995: Triad Consulting and Research Group
1995: Stakeholder Surveys for 12 School Systems
1994: Statistical analysis for CenturyTel

1993: Baltic Communications (England)-Convention promoter for the annual USA Intermediate Bulk Container Convention

1992: Survey for Ouachita Parish School Board

1992: Steel Fabricators of Monroe, AISC, Quality Certification Manual

1991: Expert witness in two legal cases

1990: Marketing Analysis and Plan for Children's Furniture

1989: Survey of Toxic Waste Container Companies

1989: Market Analysis for Solar Arrowboards

1988: Multi-client Consumer Study of Financial Services

1988: Consumer Survey for a Financial Institution

1987: Strategic Plan for An Electrical Contractor.

1987: Strategic Plan for A School of Business at A Private University

1987: Sooner Federal - Study of Tax Consultant's Image of Financial Institutions

1987: Master Marketing Corp. - Competitive Analysis and Marketing Plan for Truck Bed Liners

1987: Distribution Study for Mobile Homes.

1986: TransFund - Study of Automatic Banking Services - Oklahoma City

1986: TransFund - Consumer Study of Automatic Banking Services - Tuls

1986: Master Marketing Corp. - Feasibility/Consumer Study for Home Foundation Repairs/Prevention

1986: Fourth National Bank of Tulsa - Commercial Customer Image and Service Analysis Study

1983 – 1986: Partner - The Tulsa Marketing Research Group, Responsible for design, implementation, and presentation of research projects for a variety of firms/industries.

1985: World Evangelism - Design of Marketing Division

1985: Standard Havens, Inc. - Statistical Analysis

1985: Blue Cross-Blue Shield of Oklahoma - Supervisory Management Manual, Publicity Documents

1984: Silver Dollar City--Marketing Plan, Feasibility, and Location Analysis Study

1982: Ruddick Research International - Associate consultant, involved in over 25 consulting/research projects in petroleum, finance, and service industries

TEACHING

Courses Taught

Courses from the Teaching Schedule: BUSINESS POLICY (Bachelors), BUSINESS STATISTICS (Bachelors), DATA ANALYSIS FOR MANAGERS (MBA), MARKETING RESEARCH (Bachelors), RESEARCH METHODS (MBA), STRATEGIC MANAGEMENT (MBA)

Courses taught, but not in the Schedule:

STRATEGIC MANAGEMENT
 MARKETING MANAGEMENT
 BUSINESS POLICY
 PRINCIPLES OF MARKETING
 SALES MANAGEMENT
 SPECIAL ISSUES IN MANAGEMENT

Teaching Activities

Innovations in Course Content / Presentation

- 2008 - Developed a nonprofit internship program.
- 2008 - Developed case presentation format/material for a graduate policy course.
- 2007 - Developed a slide presentation on buying a home.
- 2007 - Developed a slide presentation on real estate purchases.
- 2006 - Developed a slide presentation on the role of a salesman in the marketing process.
- 2005 - Helped design a pre-professional/professional program for getting juniors and seniors committed to an MBA program.
- 2004 - Helped develop a modular approach to teaching a graduate policy course.
- 2003 - Developed a set of transparencies for a marketing research course.
- 2002 - Developed modules for a marketing research course; including self-test question.
- 2002 - Helped develop integrated approach in graduate program for MBA's.
- 2001 - Developed sets of learning lab exercises for use in two advanced marketing courses.
- 2000 - Experimented with individualized group teaching in one course.

Other Teaching Activities

- 2009 - Lecturer in MBA program in Hong Kong, Summer.
- 2007 - Lecturer in MBA program in Hong Kong, Summer.
- 2004 - Lecturer in MBA program in Hong Kong, Summer.
- 2003 - Lecturer in MBA program in Hong Kong, Summer.
- 2002 - Lecturer in MBA program in Hong Kong, Summer.
- 2000 - Lecturer in MBA program in Hong Kong, Summer.
- 1998 - Lecturer in MBA program in Hong Kong, Summer.
- 1994 - Lecturer in MBA program in Hong Kong, Summer.
- 1991 - Lecturer in MBA program in Hong Kong, Summer.
- 1987 - Lecturer in MBA program in Hong Kong, Summer.

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	17	6	9	32
Articles-in-Progress (All)	1			1
Publications in Refereed Conference Proceedings	10	15	2	27
Publications of Non-refereed or Invited Papers		1		1
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings	1	3	25	29
Revisions of Books, Monographs, Compilations, Manuals	1		1	2
Presentations of Refereed Papers	1	1	1	3

Refereed Articles

Applied or Integrative/application Scholarship

Stevens, R., Silver, L., Whitlock, D. W., & Richards, R. (2023). Celina Texas Cajun Fest. *Journal of Applied Case Research, 20*, 3-21.

Whitlock, D. W. (2022). George Saunders and the Church Split: Legal Ramifications of Ownership Disputes in 501(c)3 Organizational Forms. *Journal of Business Cases and Applications.*

Whitlock, D., Stevens, R., Silver, L., & Bogard, C. (2020). Rains of Africa Ministries: Mailing List and Donor Data Dilemma. *Journal of Business Cases and Applications, 28.*

Whitlock, D., Stevens, R., & Silver, L. (2020). Conducting Business with Denominationally Affiliated 501(c)3 Organizations: Polity Matters, *Journal of Management and Marketing Research.*

Stevens, R., Bressler, M., Silver, L. S., & Kernek, C. (2018). Mears Power-T, Inc. *Journal of Management, 18 (2)*, 18-26.

VonBergen, C. W., Stevens, R. E., & Loudon, D. (2011). Breaking bad news in healthcare organizations: Application of the SPIKES protocol. *Administrative Issues Journal: Connecting Education, Practice, and Research, 1 (2)*, 103-117.

Basic or Discovery Scholarship

Stevens, R., Bressler, M. S., & Silver, L. (2016). Challenges in marketing academic conferences: a pilot study. *Services Marketing Quarterly, 37 (3)*, 200-207.

Moser, H. R., Stevens, R. E., & Loudon, D. (2016). An empirical analysis of ethical and professional issues in physicians' advertising: A comparative cross-sectional study. *Health Marketing Quarterly.*

Moser, H. R., & Stevens, R. E. (2015). An Empirical Analysis of Ethical and Professional Issues in Dentist Advertising: A Comparative Cross-Sectional Study. *Mustang Journal of Business and Ethics, 8 (8)*, 17-41.

Moser, H. Ronald, Loudon, D., & Stevens, R. E. (2014). An Empirical Analysis of the Public's Attitude Toward Legal Services Advertising. *Services Marketing Quarterly, 35 (2)*, 105-122.

Stevens, R. E., Silver, L. S., Campbell, K., Hayes, B., & Dyson, D. (2014). A Comparison of Two Private University Faculties' Perspectives of Using Collegiality in Tenure and Promotion Decisions. *American Journal of Business and Management, 3 (2)*, 70-76.

Stevens, R. E., Silver, L. S., Hayes, J. B., & Campbell, K. (2014). Differences In Public and Private University Faculty Perspectives. *Global Education Journal, 2014 (1)*, 137-152.

Stevens, R. E., & Silver, L. S. (2013). Faculty Perspectives on Using Collegiality in Tenure and Promotion Decisions: A Pilot Study. *Mustang Journal of Marketing and Management, 3*, 76-85.

Speers, J. D., Stevens, R. E., & Silver, L. S. (2013). Monitoring Employees and Enforcing Information Technology Acceptable Use Policies in Universities. *Mustang Journal of Marketing and Management, 2*, 18-26.

Silver, L. S., Stevens, R. E., & Clow, K. E. (2012). Marketing Professors' Perspectives on the Cost of College Textbooks: A Pilot Study. *Journal of Education for Business, 87 (1)*, 1-6.

Miller, J. R., Silver, L. S., Stevens, R. E., & Clow, K. E. (2012). Accounting Professors' Perspectives of the Cost of College Textbooks. *International Journal of Business and Social Science, 3 (9)*, 1-8.

Stevens, R. E., Parker, T., Silver, L. S., & Clow, K. (2012). Perspectives on Text Book Costs by Economics Professors. *Journal of Interdisciplinary Business Studies, 1*, 1-8.

Silver, L. S., Stevens, R. E., Clow, K. E., & Campbell, K. (2011). Differences in Management and Marketing Professors' Perspectives on the Rising Cost of College Textbooks. *Journal of Business & Leadership: Research, Practice and Teaching, 7*, 116-124.

- Silver, L. S., Stevens, R. E., Clow, K. E., & Howard, R. W. (2011). Business Law Professors' Perspectives on the Cost of College Textbooks. *Mustang Journal of Law and Legal Studies*, 2, 18-29.
- Silver, L. S., Stevens, R. E., Tiger, A., & Clow, K. E. (2011). Quantitative Methods Professors' Perspectives on the Cost of College Textbooks. *Academy of Information and Management Sciences Journal*, 14 (2), 39-55.
- Williamson, S., Stevens, R. E., Silver, L. S., & Clow, K. E. (2011). Sticker Shock: Management Professors' Perspectives on the Rising Costs of College Textbooks. *Administrative Issues Journal: Connecting Education, Practice, and Research*, 1 (1), 130-139.
- Stevens, R. E., Clow, K. E., McConkey, C. William, & Silver, L. S. (2010). Differences in Accounting and Marketing Professors' Criteria for Textbook Adoptions and Preferred Communications Methods. *Accounting Educators' Journal*, XX, 33-45.
- Prather, L. J., Stevens, R. E., Clow, K. E., & McConkey, C. William (2010). Contrasting Textbook Adoption Processes: Finance VS Other Disciplines. *International Journal of Business Research*, 10 (5), 187-195.

Teaching and Learning Scholarship

- Stevens, R., Silver, L., Whitlock, D. W., & Richards, R. (2023). The Decline of a Professional Academic Organization: Examining a Regional Association. *Journal of Higher Education Theory and Practice*, 23 (17).
- Stevens, R., Silver, L., Richards, R., & Campbell, K. (2022). A Comparison of Faculty and Student Perspectives of Academic Integrity in an Online Environment: A Pilot Study. *Journal of Business Administration Online*.
- Stevens, R., Silver, L. S., Campbell, K., & Richards, R. (2021). Student Perspectives of Academic Integrity in an Online Environment: A Pilot Study. *Archives of Business Research*.
- Stevens, R., & Silver, L. (2020). The Impact of Technology on Online Course Integrity: A Pilot Study. *Archives of Business Review*, 8 (11), 19-26.
- Stevens, R., Silver, L., Kitty, C., & Richards, R. (2020). A Pilot Study of the Learning Curve Effect on Technological Safeguards Used in Online Courses. *American Journal of Management Studies*, 20 (5), 9-19.
- Richards, R. J., Silver, L., & Stevens, R. (2018). An Exploratory Study of Employer Perceptions and Expectations of Online Accounting Education. *Journal of Business Management and Commerce*, 3 (3).
- Richards, R., Stevens, R., Silver, L., & Metts, S. (2018). Overcoming employer perceptions of online accounting education with knowledge. *Administrative Issues Journal: Connecting Education, Practice, and Research*.
- Williamson, S., Clow, K. E., & Stevens, R. E. (2011). To the Point: How Management Faculty Use PowerPoint Slides and Quizzes. *Administrative Issues Journal: Connecting Education, Practice, and Research*, 1 (2), 144-154.
- Prather, L. J., Silver, L. S., Stevens, R. E., & Clow, K. E. (2010). Perspectives on the Cost of College Textbooks. *Journal of Business Issues*, 2010 (1), 23-31.

Refereed Proceedings

Applied or Integrative/application Scholarship

- Silver, L. S. (2022). The Decline of a Professional Academic Organization: The Southwest Case Research Association. *Southwest Case Research Association Conference*.
- Stevens, R., Silver, L., Whitlock, D., & Richards, R. (2022). Cajun Fest. *Southwest Case Research Association - SWCRA*.
- Silver, L. S. (in press, 2021). Celina Texas' Cajun Fest. *New Orleans*.

Kernek, C., Richards, R., Stevens, R., & Silver, L. S. (2020). Honeysuckle Acres Bed & Breakfast: Multi-Channel distribution Strategy for Success. *Southwest Case Research Association - SWCRA*.

Stevens, R., Loudon, D., Richards, R., & Silver, L. S. (2020). Waterhaven Park. *Southwest Case Research Association - SWCRA*.

Stevens, R., Silver, L. S., & Bressler, M. (2020). Rita's Tex-Mex Cafe. *Southwest Case Research Association - SWCRA*.

Loudon, D., Stevens, R. J., Silver, L. J., & Richards, R. J. (2019). Mark's RV Park. *Southwest Case Research Association - SWCRA*.

Stevens, R. E., Silver, L., Bressler, M. S., & Kernek, C. (2018). Mears Power T. *Southwest Case Research Association - SWCRA*.

Stevens, R. E., Silver, L., Bressler, M. S., & Kernek, C. (2018). Grayson Christian School. *Southwest Case Research Association - SWCRA*.

Stevens, R., Loudon, D., Silver, L., Bressler, M., & Metts, S. (2017). Unique Displays Cases, Inc. *Southwest Case Research Association - SWCRA*.

Stevens, R. E., Silver, L. S., & VonBergen, C. W. (2012). Allied Medical Transport: Veterinarian Division. *Southwest Case Research Association - SWCRA*, New Orleans, Louisiana:

Silver, L. S., Stevens, R. E., Campbell, K., & Clow, K. (2011). Differences in Management and Marketing Professors' Perspectives of Textbook Costs. *Annual Business and Leadership Symposium*, Fort Hays, Kansas:

Silver, L. S., Stevens, R. E., & Clow, K. E. (2010). Entrepreneurship Professors' Perspectives of Cost of College Textbooks. *Association of Small Business and Entrepreneurship*.

Silver, L. S., Stevens, R. E., & Loudon, D. (2010). The Worker Solution. *Southwest Case Research Association - SWCRA*, Dallas, Texas:

Stevens, R. E., Prather, L. J., Clow, K. E., & McConkey, C. W. (2010). Contrasting Textbook Adoption Processes: Finance vs Other Discipline. *International Academy of Business and Economics*.

Basic or Discovery Scholarship

Bomgardner, R. (in press, 2021). Jason's Dilemma. *Southwest Case Research Association - SWCRA*.

Stevens, R. E., Bressler, M., & Silver, L. (2017). Marketing the online MBA: A Strategic Growth Strategy. *Southwest Case Research Association - SWCRA*.

Silver, L. S., & Stevens, R. E. (2017). Debbie Silver Presents. *Southwest Case Research Association - SWCRA*.

Stevens, R. E., Silver, L., Kernek, C., Bressler, M., & O'Brien, K. (2016). Marketing Cases and the Marketing Research Class. *Southwest Case Research Association - SWCRA*, 28.

Bressler, M., Loudon, D., Silver, L., & Stevens, R. (2016). Surefooting Foundations, Inc. *Southwest Case Research Association - SWCRA*.

Stevens, R. E., & Silver, L. (2015). The Tee Shirt Debacle: How Do We Spell Oklahoma? *Southwest Case Research Association - SWCRA*, 21.

Stevens, R. E., & Silver, L. S. (2015). Smith Electrical Services Decision. *Southwest Case Research Association - SWCRA*.

Stevens, R. E., Silver, L. S., & Metts, S. (2014). Tadpole's Marine. *Southwest Case Research Association - SWCRA*.

Speers, J. S., Stevens, R. E., & Silver, L. S. (2012). Monitoring Employees and Enforcing Information Technology Acceptable Use Policies in Universities. *Business and Leadership Symposium*.

Stevens, R. E., Silver, L. S., & Tiger, A. (2011). Blue Water Striper Guide Service. *Southwest Case Research Association - SWCRA*, Houston, Texas:

Teaching and Learning Scholarship

Campbell, L. K., Stevens, R. E., Silver, L. S., & Clow, K. E. (2013). Differences in accounting and finance professors' perspectives on rising cost of college textbooks. *American Society of Business and Behavioral Sciences*.

Stevens, R. E., Silver, L. S., & Howard, R. W. (2013). Silver Jewelry Stores. *Southwest Case Research Association - SWCRA*, Albuquerque, New Mexico:

Non-Refereed Proceedings

Applied or Integrative/application Scholarship

Robert, S., Silver, L., Whitlock, D. W., & Bogard, C. (2021). George Saunders and the Church Split. *Southwest Case Research Association Conference*.

Books, Monographs, Compilations, Manuals

Books

Stevens, R. E. (2021). *Entrepreneurship: Concepts and Cases*. United States of America: Academic Media Solutions.

Stevens, R. E., Silver, L., & Bressler, M. (2020). *Essentials of Strategic Management: Concepts and Cases*. USA: Academic Media Solutions.

Silver, L. S., & Bressler, M. S. (2020). *Essentials of Strategic Management: Concepts and Cases*. Solon, OH: Academic Media Solutions.

Silver, L. S., Stevens, R. E., Kernek, C., Loudon, D. L., & Wrenn, B. (2017). *Essentials of Business Research* Academic Media Solutions.

Stevens, R. E., & Silver, L. S. (2015). *Strategic Planning and Marketing in Healthcare* Bridgepoint Education, Inc.

Stevens, R., Silver, L., Kernek, C., Wrenn, B., & Loudon, D. (2015). *The Essentials of Marketing Research* (4th ed.).

Silver, L. S., Stevens, R., Wrenn, B., & Loudon, D. L. (2013). *The Essentials of Marketing Research* (3rd ed.). New York: Routledge.

Stevens, R. E. (2012). *Market Opportunity Analysis: Text and Cases*.

Stevens, R. E. (2012). *Marketing Management: Text and Cases*.

Silver, L. S., Stevens, R. E., & Clow, K. (2010). *Concise Encyclopedia of Insurance Terms*. New York: Routledge.

Manuals/Guides

Stevens, R. E., Silver, L., & Kernek, C. (2015). *Instructor's Manual to Accompany The Essentials of Marketing Research* (4th ed.).

Silver, L. S., Stevens, R. E., Metts, S. L., Wrenn, B., & Loudon, D. (2013). *The Essentials of Marketing Research Instructor's Ma* (3rd ed.). New York: Routledge.

Chapters, Cases, Readings, Supplements

Cases

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Lone Pine Kennels. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Juan Carlos' Mexican Restaurant. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Learning Tech. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). St. John's. In Routledge Books, Inc. (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Webmasters. In Routledge Books, Inc., (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Plasco. In Routledge Books, Inc. (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). River Pines School 1. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). River Pines School 2. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Welcome Home Church. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Gary Branch, CPA. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Madison County Country Club. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Usedcars.com. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Professional Home Inspections. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). House of Topiary. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Internet Versus Mail Surveys. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Louisiana Purchase Zoo and Gardens. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Mac's Sausage Company. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). The On-line Marketplace. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Victorian Rose Gift and Flower Shop. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Presentations of Refereed Papers

Regional

Stevens, R. E. & Silver, L. S. (2015, March). *Smith Electrical Services Decision*. Southwest Case Research Association - SWCRA, Houston, Texas.

Stevens, R. E., Silver, L. S., & Howard, R. W. (2013, March). *Silver Jewelry Stores*. Southwest Case Research Association - SWCRA, Albuquerque, New Mexico.

Stevens, R. E., Silver, L. S., & Vonbergen, C. W. (2012, March). *Allied Medical Transport: Veterinarian Division*. Southwest Case Research Association - SWCRA, New Orleans, Louisiana.

Working Papers

Silver, L., Stevens, R., Richards, R. J., & Metts, S. (2017). "Employer Survey of Hiring Accounting Students and Opinions Related to Online Education."

SERVICE

Service to the Institution

College Assignments

Chair:

2014-2015 – 2021-2022: Strategic Planning

Member:

2022-2023: Strategic Planning - Standards 1, 2, & 9

2022-2023: CMAoL (Curriculum Management & Assurance of Learning) Standards 4 & 5

2014-2015 – 2022-2023: JMSB Graduate Council

2014-2015 – 2021-2022: AACSB Oversight

2014-2015 – 2021-2022: CMAoL (Curriculum Management & Assurance of Learning)

2015-2016: JMSB Meetings with Dean Scoufos

Other Institutional Service Activities:

2013-2014: Faculty Senate

Chair:

2010-2011 – 2013-2014: Strategic Planning

Member:

2007-2008 – 2017-2018: John Massey School of Business Promotion and Tenure Committee

2010-2011 – 2016-2017: John Massey School of Business Assessment Committee

2006-2007 – 2015-2016: John Massey School of Business Graduate Committee

University Assignments

Committee Member:

2016-2017 – 2017-2018: University Assessment Committee

2016-2017 – 2017-2018: University Grievance Committee

2014-2015 – 2017-2018: Visioning Committee

2010-2011 – 2014-2015: Distance Education Council

2010-2011 – 2014-2015: University Graduate Council

2010-2011: University Curriculum Committee

Service to the Profession

Chair: Conference / Track / Program

2017: Southwest Case Research Association - SWCRA (Regional). Strategic Management Track Chair

2014 – 2017: Southwest Case Research Association - SWCRA (Regional). Marketing Track Chair

2015 – 2016: SWCRA - President (Regional).

2013: Southwest Case Research Association - SWCRA (Regional). Not for Profit/Ethics Track Chair

Editor: Academic PRJ

2009 – 2014: Health Marketing Quarterly (National).

2009 – 2014: Services Marketing Quarterly (National).

2000 – 2002: Journal of Ministry Marketing and Management (ceased publication in 2002) (National).

Editor: Book / Textbook

2006 – 2009: Haworth Better Business Books Series (National).

Officer: Organization / Association

2013: Southwest Case Research Association - SWCRA (Regional). Vice President of Programs

Vice-President of an Organization

2014: Southwest Case Research Association - SWCRA (Regional). Senior Vice President of Programs

Honors/Awards

Award

2017: Best Paper Nomination, Southwest Case Research Association.

2016: Best Paper Award: Surefooting Foundations, Inc. - case and teaching notes, Southwest Case Research Association.

1997: University Outstanding Professor of Business, University of Louisiana at Monroe.

1989 – 1993: Outstanding Researcher, College of Business Administration, University of Louisiana at Monroe.

1985: Outstanding Faculty Member, Oral Roberts University.

1981: Outstanding Faculty Member, Oral Roberts University.

1974 – 1975: Outstanding Educators of America.

Honor

2017: McGraw-Hill Outstanding Educator, Southwest Case Research Association.

1984: Teaching, Who's Who in the South and Southwest.

1977: Teaching, Personalities of the South.

1976: Personalities of the South.

David Whitlock, Ph.D.
John Massey Endowed Chair/Professor
Management/Marketing
John Massey School of Business
dwhitlock@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

Ph.D. University of Oklahoma.
M.B.A. Southeastern Oklahoma State University.
M.A.S. Southeastern Oklahoma State University.
B.S. Southeastern Oklahoma State University.

Professional Memberships

Association of Small Business and Entrepreneurship, 2019-present
Southwest Case Research Association, 2019-present
Senior Research Fellow, Ethics and Religious Liberty Commission (ERLC), 2016-2021
Great American Conference (GAC) Presidents Council, 2016-2019
Consortium for Global Education (CGE), 2008-2019
International Association of Baptist Colleges and Universities (IABCU), 2008-2019
Oklahoma Independent Colleges and Universities (OICU), 2008-2019
Sooner Athletic Conference (SAC) Presidents Council, 2008-2016
Association of Small Business and Entrepreneurship, 1994-99

WORK EXPERIENCE

Work Experience

Dean, John Massey School of Business, Southeastern Oklahoma State University (April, 2023 - Present), Durant, Oklahoma.

John Massey Endowed Chair in Entrepreneurship, Southeastern Oklahoma State University (August, 2021 - Present), Durant, Oklahoma. Department of Management and Marketing.

Courses Taught:

MNGT 3343 Small Business Management
MNGT 4633 Entrepreneurship and New Ventures
ENTR 5103 Entrepreneurship and New Venture Management
ENTR 5603 Organizational Health and Conscious Capitalism
ENTR 5703 Scaling the Business

John Massey Professor of Business, Southeastern Oklahoma State University (August, 2019 - 2021), Durant, Oklahoma. Department of Management and Marketing.

Courses Taught:

BUS 1133 Introduction to Business

BUS 3333 Business Ethics
MNGT 3113 Management and Organizational Behavior
MNGT 3343 Small Business Management
MNGT 4633 Entrepreneurship and New Ventures
ENTR 5103 Entrepreneurship and New Venture Management
ENTR 5603 Organizational Health and Conscious Capitalism
ENTR 5703 Scaling the Business

President/Chancellor, Oklahoma Baptist University (November, 2008 - June, 2019), Durant, Oklahoma. Chief Executive Officer of the University. Managed a \$79 million annual budget, with 326 full-time employees, and a campus of 226 acres, with an additional 73 acres added in 2019 bringing the total to 299 acres.

Vice President, Tulsa Royalties, Inc. (November, 2008 - June, 2019), Shawnee, Oklahoma. Served as an officer for an oil and gas company for which the sole beneficiary was Oklahoma Baptist University.

Associate Provost and Dean of Adult and Off-Campus Programs, Southwest Baptist University (August, 2006 - October, 2008), Bolivar, Missouri. Assist the Provost in administering all offices in academic affairs and all offices in student services. Responsible for accreditation activities and processes with the Higher Learning Commission of the North Central Association of Colleges and Schools. Responsible for planning and administration of all graduate programs including the Doctor of Physical Therapy (DPT), Educational Specialist (Ed. S), Master of Science in Teaching and in Administration (MS), and the Master of Business Administration (MBA). Responsible for administering off-campus programs including the Springfield (non-nursing programs), Mountain View, and Salem campuses.

Dean, College of Business and Computer Science, Southwest Baptist University (August, 1999 - October, 2008), Bolivar, Missouri. Departments in the College of Business and Computer Science included Accounting, Business Administration, Computer Sciences, and a Master of Business Administration program.

Professor of Business Administration, Southwest Baptist University (August, 1999 - October, 2008), Bolivar, Missouri. Promoted from Associate Professor to Professor August 2002. Tenured.

Courses Taught at Southwest Baptist University Included:

Graduate

BUS/HAD 5233 Critical Thinking and Decision-Making in Business/Health Administration
BUS/HAD 5993 Servant Leadership in Business/Health Administration
MGT 5043 Organizational Behavior and Servant Leadership
MGT 5073 International Business
MGT 5093 Strategic Thinking and Planning

Undergraduate

BUS 1013 Introduction to Business
MGT 3013 Principles of Management
MGT 4063 Entrepreneurship and Small Business Management
MGT 4083 Management Strategy and Policy

Assistant to the President for Strategic Planning, Southwest Baptist University (October, 2001 - August, 2006), Bolivar, Missouri. Assisted the President with the University's strategic planning and decision-making, and with the activities of the University Planning Advisory Council (UPAC). Major

accomplishments include the development of the University's five-year strategic plan and implementation of systems that ensure linkage between planning, program review and budgeting.

Associate Professor of Business, Southeastern Oklahoma State University (August, 1985 - July, 1999), Durant, Oklahoma. Associate Professor of Business, 1996 -1999. Member of the Graduate Faculty. Tenured.

Assistant Professor of Business, 1991-1996.

Instructor of Business, 1985-1991.

Courses Taught at Southeastern Oklahoma State University Include:

Graduate

BIM 5123 Managerial Communication

BIM 5773 Principle Centered Leadership

Undergraduate

BIM 4981 Leadership Seminar—Honors Course

BIM 4253 Industry Training and Development

MNGT 4143 Human Resource Management

MNGT 3343 Small Business Management

MNGT 3143 Principles of Management

MNGT 4753/5993 Business Consulting

BA 4993/5993 Training and Development Management

MNGT 1133 Introduction to Business

BLAW 3123 Basic Business Law

BLAW 3223 Commercial Law

BIM 3233 Business Communications

BA 1003 Entrepreneurship

ORIE 1001 Orientation for Business and Management Majors

MKT 4963 Advertising Practicum

MKT 4253 Salesmanship

MKT 4333 Marketing Research

MKT 3233 Principles of Marketing

MKT 1533 Principles of Advertising

MKT 3433 Retailing

Manager, Residence Hall, Southeastern Oklahoma State University (August, 1983 - July, 1985), Durant, Oklahoma. Choctaw Tower Residence Hall, Auxiliary Services, Southeastern Oklahoma State University. Supervision of and management of 215 capacity men's residence hall. Management of residence staff of counselors/resident assistants. Oversaw Residence Halls Association (RHA) student organization.

Paid Service Experience

2022-2023: First United Bank Board of Directors

2012: First United Bank Board of Directors

TEACHING

Courses Taught

Courses from the Teaching Schedule: BUSINESS ETHICS (Bachelors), ENTREPRENEURSHIP AND NEW VENTURE (MBA), ENTREPRENEURSHIP AND NEW VENTURES (Bachelors), INTRODUCTION TO BUSINESS (Bachelors), MANAGEMENT & ORGANIZATION BEHAVIOR (Bachelors), Organiz Health & Conscious Cap (MBA), SMALL BUSINESS MANAGEMENT (Bachelors), Scaling the Business (MBA)

Courses taught, but not in the Schedule:

BUS/HAD 5233 Critical Thinking and Decision-Making in Business/Health Administration

BUS/HAD 5993 Servant Leadership in Business/Health Administration

MGT 5043 Organizational Behavior and Servant Leadership

MGT 5073 International Business

MGT 5093 Strategic Thinking and Planning

BIM 5123 Managerial Communication

BIM 5773 Principle Centered Leadership

BUS 1013 Introduction to Business

MGT 3013 Principles of Management

MGT 4063 Entrepreneurship and Small Business Management

MGT 4083 Management Strategy and Policy

BIM 4981 Leadership Seminar—Honors Course

BIM 4253 Industry Training and Development

MNGT 4143 Human Resource Management

MNGT 3343 Small Business Management

MNGT 3143 Principles of Management

MNGT 4753/5993 Business Consulting

BA 4993/5993 Training and Development Management

BLAW 3123 Basic Business Law

BLAW 3223 Commercial Law

BIM 3233 Business Communications

BA 1003 Entrepreneurship

ORIE 1001 Orientation for Business and Management Majors

MKT 4963 Advertising Practicum

MKT 4253 Salesmanship

MKT 4333 Marketing Research

MKT 3233 Principles of Marketing

MKT 1533 Principles of Advertising

MKT 3433 Retailing

Teaching Activities**Student Assign-Students Advised (UG)**2022 - *Advisor*. 26 students.**INTELLECTUAL CONTRIBUTIONS****Intellectual Contributions Grid**

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals		11	2	13
Publications in Refereed Conference Proceedings		4		4
Publications of Non-refereed or Invited Papers		1		1
Presentations of Refereed Papers		7		7
Presentations of Non-Refereed Papers			1	1
Other Research, Non-refereed		1		1

Refereed Articles

Applied or Integrative/application Scholarship

Hampton, A., Whitlock, D. W., & Bogard, C. (2023). The Pregnant Police Officer: Examining Fairness, Equity, and Title VII. *Journal of Business Cases and Applications*, 39 (1).

Whitlock, D. (2023). Mentoring Women Entrepreneurs: Perceived Needs and Benefits. *Journal of Business & Entrepreneurship*, 33 (1).

Stevens, R., Silver, L., Whitlock, D. W., & Richards, R. (2023). Celina Texas Cajun Fest. *Journal of Applied Case Research*, 20, 3-21.

Metts, S., Whitlock, D., & Bogard, C. (2022). The Professor's Ethical Dilemma: Selling to Textbook Buyers. *Journal of Business Cases and Applications*, 37, 1-11.

Whitlock, D., & Hampton, A. (2022). When Sex and Race Collide in HR decisions: Career Advancement for Women. *Journal of Business Cases and Applications*, 36.

Whitlock, D. (2022). A phenomenological study of female managers in law enforcement: an argument for mentoring. *Journal of Ethical and Legal Issues*.

Whitlock, D. W. (2022). George Saunders and the Church Split: Legal Ramifications of Ownership Disputes in 501(c)3 Organizational Forms. *Journal of Business Cases and Applications*.

Von Bergen, C. W., Bressler, M., & Whitlock, D. (2020). Separate but Equal on College Campuses: A Case of Déjà Vu All Over Again. *Research in Higher Education*, 38 (1).

Whitlock, D., Stevens, R., Silver, L., & Bogard, C. (2020). Rains of Africa Ministries: Mailing List and Donor Data Dilemma. *Journal of Business Cases and Applications*, 28.

Whitlock, D., Stevens, R., & Silver, L. (2020). Conducting Business with Denominationally Affiliated 501(c)3 Organizations: Polity Matters, *Journal of Management and Marketing Research*.

Whitlock, D. W., Arnold, M., & Ellis, B. (2008). An Examination of Tentmaker Ministers in Missouri: Challenges and Opportunities. *Journal for Baptist Theology and Ministry*, 5 (1), 41-52.

Teaching and Learning Scholarship

Stevens, R., Silver, L., Whitlock, D. W., & Richards, R. (2023). The Decline of a Professional Academic Organization: Examining a Regional Association. *Journal of Higher Education Theory and Practice*, 23 (17).

Whitlock, D. W. (2021). Regional Economic Development Summit. *Journal of Business Cases and Applications*, 31.

Refereed Proceedings

Applied or Integrative/application Scholarship

Silver, L. S. (2022). The Decline of a Professional Academic Organization: The Southwest Case Research Association. *Southwest Case Research Association Conference*.

Whitlock, D. (2022). Cajun Fest. *Southwest Case Research Association - SWCRA*.

Metts, S., Whitlock, D. W., & Bogard, C. (2022). Dr. Howard Stevens's Ethical Dilemma: Textbook Buyers. *Southwest Case Research Association Conference*.

Stevens, R., Silver, L., Whitlock, D. W., & Bogard, C. (2020). George Sanders and the Church Split. *Southwest Case Research Association Conference*.

Invited Articles/Reviews

Whitlock, D. W. (2018). Jesse Marvin Gaskin: The Life, Literature, and Legacy of Oklahoma's Baptist Historian. *The Oklahoma Baptist Chronicle*, 61 (1), 8-19.

Presentations of Refereed Papers

National

Kennedy, E. & Whitlock, D. (2023). *Religious Values*. ASBE Conference, Houston, Texas.

Whitlock, D. W., Hampton, A., & Campbell, K. (2023, March). *Women Entrepreneurs: An Exploratory Study of the Perceived Need and Benefits of a Mentoring Program*. Association of Small Business and Entrepreneurship, Houston, Texas.

Regional

Stevens, R., Silver, L., Richards, R., & Whitlock, D. W. (2023). *The Decline of a Professional Academic Organization: The Southwest Case Research Association Annual Conference*. Southwest Case Research Association - SWCRA, Houston, Texas.

Hampton, A., Whitlock, D. W., & Bogard, C. (2023, March). *The Pregnant Patrol Officer: Exploring Title VII*. Southwest Case Research Association - SWCRA, Houston, Texas.

Howard, R., Metts, S., Whitlock, D., & Bogard, C. (2022). *Dr. Howard Stevens's Ethical Dilemma: Textbook Buyers*. Southwest Case Research Association - SWCRA, New Orleans, Louisiana.

Stevens, R., Silver, L., Whitlock, D. W., & Richards, R. (2022). *Cajun Fest*. Southwest Case Research Association Conference, New Orleans, United States of America.

Stevens, R., Silver, L., Whitlock, D. W., & Bogard, C. (2020). *George Sanders and the Church Split*, Southwest Case Research Association Conference, Oklahoma, Virtual.

Presentations of Non-Refereed Papers

State

Whitlock, D. W. (2019). *J. M. Gaskin, Oklahoma's Baptist Historian: His Life, Literature, and Legacy*. Invited presentation at Gaskin Lecture, Oklahoma Baptist University, Shawnee, Oklahoma.

Grants

Contract

2022: Whitlock, D. & Crain, J. S., \$500,000 Grant for Texoma Manufacturing. Waste to Energy System (WTES), Collaborator, Oklahoma Center for Advancement of Science and Technology. Grant. \$500,000 to Provin Technologies and Texoma Manufacturing. Texoma Mfg. Waste to Energy System: WTES allows for significant reduction of landfill and pollution, simultaneously converting carbonaceous waste to Syngas, a green energy source used for powering commercial equipment, fleets, and generating electricity. Research and development for this innovative system has been done in conjunction with Oklahoma State University in Stillwater, Oklahoma. WTES will be manufactured in Durant, Oklahoma at Texoma MFG, LLC (TMfg).

Gift

2023: Newsom, T. & Whitlock, D. W., John Massey Leadership Scholars Program, Co-Principal Investigator, Massey Family Foundation. Scholarships will consist of \$10,000 per year, renewable for four years. Selection criteria are deliberately designed to favor students who demonstrate grit and excellence in the following areas: leadership, community service, desire to make a meaningful impact on the world through occupation, and public service. Co-Authored with Thomas Newsom, Southeastern President.

Other Research

2019: Whitlock, D., A Report on the Oklahoma First: Southeastern Oklahoma Economic Development Summit. White Paper prepared for Senator David Bullard, Oklahoma State Senate, October 28, 2019

SERVICE

Service to the Institution

College Assignments

Assurance of Learning - Institutional Service:

2022-2023: Curriculum Management and Assurance of Learning Committee

Chair:

2022-2023: Strategic Planning - Standards 1, 2, & 9 (Co-Chair)

Member:

2022-2023: CMAoL (Curriculum Management & Assurance of Learning) Standards 4 & 5

2022-2023: AACSB Leadership - AACSB Standards 3 & 8

2022-2023: Strategic Planning Committee

2022-2023: JMSB Graduate Council

2019-2020 – 2022-2023: JMSB Graduate Council

2020-2021 – 2021-2022: Strategic Planning

2019-2020 – 2021-2022: CMAoL (Curriculum Management & Assurance of Learning)

2019-2020: John Massey School of Business Strategic Planning Committee, Ex Officio

2019-2020: John Massey School of Business Curriculum Management and Assurance of Learning Committee

2019-2020: John Massey School of Business Graduate Council

University Assignments

Committee Member:

2022-2023: Athletics Progress Toward Degree Appeal

2022-2023: Graduate Appeals

2022-2023: University Appeals Committee

2020-2021: University Diversity, Equity, and Inclusion Committee

2020-2021: University Program Outcomes and Review

Service to the Profession

Reviewer - Article / Manuscript

2021: President Elect, Southwest Case Research Association - SWCRA (Regional).

Editor: Academic PRJ

2021: Southwest Case Research Association Journal (International). Elected Interim Director for 2021-2022.

Editor: Conference Proceedings

2021: Southwest Case Research Association - SWCRA (Regional).

President of an organization

2023: Southwest Case Research Association - SWCRA (Regional).

Vice-President of an Organization

2019 – 2020: Southwest Case Research Association - SWCRA (Regional).

Service to the Community

Other Community Service Activities

2022: Interim Pastor, Fusion Bible Church, Administration of staff, elders, and responsible for preaching from January 1, 2022 through January 16, 2023.

2021: Ordained Minister, Serve locally at First Baptist, Durant. Serve regionally preaching at churches. Serve internationally, preaching and serving on mission trips as well as serving on the Board of Governors for Maranatha Bible College in Accra, Ghana West Africa.

Positions Held in Civic Organizations

2021 – 2023: Durant Kiwanis Board of Directors

Professional Development

Other Professional Development

2017: Stagen Integral Leadership Program Diploma.

1993: University of Oklahoma Training and Development Certificate Program.

Honors/Awards

Award

2023: Faculty Senate Recognition Award for Outstanding Research and Scholarly Activity, Southeastern Oklahoma State University.

2023: Women Entrepreneurs: An Exploratory Study of the Perceived Need and Benefits of a Mentoring Program, Association of Small Business and Entrepreneurship. Distinguished Paper Award, Federation of Business Disciplines, ASBE.

2022: Cajun Fest, FBD McGraw Hill Distinguished Paper Award, Southwest Case Research Association.

2022: Faculty Senate Recognition Award for Excellence in Teaching, Southeastern Oklahoma State University.

2016: Golden Rule International Award, Interfaith Peace Building Initiative. Golden Rule International Award, Appointment as a Goodwill Ambassador for the Golden Rule by the Interfaith Peace-Building Initiative.

2016: National Statesman Award, iChange Nations. National Statesman Award, for international work, by iChange Nations. 2016..

1996: Faculty Senate Award for Excellence in Research and Scholarly Achievements, Southeastern Oklahoma State University.

1995: Faculty Senate Award for Outstanding Research Faculty Award, Southeastern Oklahoma State University.

Honor

2019: Honorary Alumnus Award, Oklahoma Baptist University.

2019: Ten-Year Service Award, Oklahoma Baptist University.

2019: Doctor of Divinity, Hon., Maranatha Bible College, Accra, Ghana. Honorary Doctor of Divinity, Maranatha Bible College, Accra, Ghana. 2019..

2019: Doctor of Divinity, Hon., Emmanuel Theological Seminary. Honorary Doctor of Divinity, Emmanuel Theological Seminary, Kota, India. 2019..

2018: NAACP Tulsa Ministerial Alliance Service Award, NAACP Tulsa Ministerial Alliance.

2017: Peer Corps Recognition Service Award, Higher Learning Commission.

2014: Distinguished Alumni Award, Southeastern Oklahoma State University.

2006: Who's Who Among American Teachers, 2000, 2004, 2005, 2006., Southeastern Oklahoma State University. Who's Who Among American Teachers, 2000, 2004, 2005, 2006.

Ray Bomgardner, D.B.A.
Adjunct
Management/Marketing
John Massey School of Business
rbomgardner@se.edu

Faculty Sufficiency Status: Supporting **Faculty Qualifications Status:** Practice Academics

Academic Background

D.B.A. Northcentral University.
M.A. Ashford University.
B.A. Wilkes University.
Other Keystone College.

WORK EXPERIENCE

Work Experience

Vice President of Operations, Prestige Athletics (December, 2022 - Present), New York, New York.

Coordinate operational functions for members of various organizations.

Work directly with President of organization to develop strategic management operations in order to engage future business operations.

Lead marketing operations through the utilization of several platforms.

Develop alternative solutions to the sale of goods and services in order to streamline operations.

Control functional teams at outside events in order to grow member base.

Advise President of continued operational goals through consultations and trainings used to incorporate growth of organization.

Continues to build financial model for organization to follow.

Board of Directors, Tek-Fall Promotions/Business Management Consultant, Tek-Fall Promotions (January, 2020 - Present), Commack, New York.

Work directly with President to act as a liaison between future business ventures.

Advise on strategic management opportunities to develop a consistent business model that falls in line with the mission and vision of the organization.

Advise on marketing and operations through the sale of goods and services to prospective clients.

Work to advise President and all interested parties on business develop through the use of trainings.

Advise on streamlining business operations through the development of a business model that meets the needs of employees and clients.

President, RAC Consulting (October, 2019 - Present), Lititz, Pennsylvania.

President of Consulting Organization that works to develop high school students to get accepted to college.

Manage day to day strategic plan to develop list of clients that meets the needs of the organization.

- Works as business management and financial consultant to track gains and losses.
- Works as a developer of best business practices to sustain strategic outlook of organization.
- Manages marketing and operations
- Tracks metrics to examine fluctuations in diverse business principles
- Works to streamline business model to accommodate changes in Market
- Provides one on one consulting services to prospective clients.
- Maintains record keeping
- Provides training on developing and understanding the higher education admission process.

Adjunct Professor, Southeastern Oklahoma State University (March, 2018 - Present), Durant, Oklahoma.
I currently teach MBA and Undergraduate classes entitled: Contemporary Issues in Management, Principle Centered Leadership, Strategic Management, Research Methods, Data Analysis for Managers, Business Policy and any other courses needed

- Work completely Online
- Work to develop the skills and theories of management practices in today's society
- Grading of Homework, Essay's, Projects and Exams
- Develop course content that is applicable to each class.
- Class has achieved Academic Partners certification for content and development.
- Student loads of 100 or more students
- Utilize current trends in technology to further help establish a better learning environment.

Adjunct Professor, Harrisburg Area Community College (January, 2017 - Present), Harrisburg, Pennsylvania.

I am currently teaching Leadership Management, and Principles of Management

- Face to face discussion of theory, vocabulary, and methods relevant to leadership and management in business organizations.
- Grading of homework assignments, essay's, projects, and exams
- Development of syllabus
- Student load is 15-25 students
- Utilizes technology in order to help students further understand roles of a leader, and management principles.

Academic Coach/Coordinating Coach, Instructional Connections (October, 2016 - Present), Dallas, Texas.

I am currently working as an Academic Coach with Southeastern Oklahoma State University, and Louisiana State University at Shreveport helping to facilitate online learning classes in MBA program

- Grading discussion posts, and papers
- Cooperating with discussion boards
- Interacting virtually through e-mail with students, with avg. Student load of 125-150.
- Academic Coach for Marketing Management, Research Methods, Strategic Management, Contemporary Issues in Management, Data Analysis, Principle Centered Leadership and Ethics, Business Information Management, and Behavioral Management.
- Highly Experienced with Blackboard and Moodle LMS systems.

Instructor of Management and Marketing, Southeastern Oklahoma State University (August, 2020 - June, 2021), Durant, Oklahoma.

Full Time Faculty member teaching MBA and Undergraduate classes entitled: Contemporary Issues in Management, Principle Centered Leadership, Strategic Management, Research Methods, Data Analysis for Managers, Business Policy, Business Management, and any other classes assigned. Currently engaged with faculty organizations on campus as well. Continuing to work on publishing relevant case studies and research suitable for publishing.

- Work completely Online
- Work to develop the skills and theories of management practices in today's society

Grading of Homework, Essay's, Projects and Exams

Develop a syllabus that is extensive and informative for the students to understand.

Develop course content that is applicable to each class.

Work on research material to submit for publishing that is relevant to the field of business.

Class has achieved Academic Partners certification for content and development.

Student loads of 100 or more students

Utilize current trends in technology to further help establish a better learning environment.

Board Member, Gearty and Assoc (November, 2017 - August, 2020), Lancaster, Pennsylvania.

This organization was closed due to the death of the owner.

Work with other board members to develop best practices for business development.

Work to make decisions on direction of business operations.

Review Financial documentation, and Future outlook for business.

Substitute Teacher, Substitute Teacher Service (January, 2016 - August, 2017), Lancaster, Pennsylvania.

Able to teach grades K-12 on a daily basis.

Follows lesson plans to meet the needs of the students being taught.

Provides 1on 1 services to students struggling in the areas of academics

Works with fellow teachers to solve problems or issues within the classroom.

Able to administer and proctor exams.

Provides positive feedback to teachers and offers suggestions to lesson plans.

Able to teach at all learning levels and offers positive feedback.

Have experience working with special needs and mental health students.

Able to control a classroom of more than 15 students.

Completes daily tasks in relation to academic related activities.

VP of Marketing and Operations, Eastern Property Management (November, 2013 - July, 2017), Ephrata, Pennsylvania.

Developed and taught programs conducive to building a successful multi-business platform through internet marketing.

Implemented and designed marketing and social media strategic marketing with most recent employer.

Able to deliver effective communication skills with many organizations both public and private.

Conducted and developed training on new internet and software platforms, as well as developing marketing plans.

Handled all set up and planning for events with previous employer.

Developed, designed, and maintained social media platforms for Facebook, Twitter, Google+

Utilized varied computer programs as well as understanding concepts in relation management, marketing, sales and internet SEO operations. Have advanced knowledge of all Adobe, and Microsoft office software, as well as search engine analytics to grow business.

Oversee projects through completion:

- Established new fleet and gift card program through local car wash, and saw over 100% growth within a year.
- Established consistent development of marketing campaign through establishment of marketing plan.
- Developed tools and procedures to increase storage business sales through the use of internet marketing program.

Developed plans and schedule of timely completion of work assignments:

- Utilized technology to implement timely completion of assignments.

Established contacts throughout the community in reference to growing an organization.

Initiated contacts through both verbal and written communications.

Worked to maintain and foster growth in an organization through internet, customer, and

business-based contacts.

Consulting Experience

2022: Torrey Landis Campaign, Campaign Consultant, Focused on Management and social Media Marketing campaign for incoming candidate for local judgeship in PA. Participated in directing social media posts, as well as advertising, and strategic management processes throughout current campaign.

TEACHING

Courses Taught

Courses from the Teaching Schedule: BUSINESS ETHICS (Bachelors), BUSINESS POLICY (Bachelors), CONTEMPORARY ISSUES IN MANAGEMENT (MBA), DATA ANALYSIS FOR MANAGERS (MBA), INTRODUCTION TO BUSINESS (Bachelors), MANAGEMENT & ORGANIZATION BEHAVIOR (Bachelors), PRINCIPLE-CENTERED LEADERSHIP (MBA), PRODUCTION AND OPERATIONS MANAGEMENT (Bachelors), Quality Management (Bachelors), STRATEGIC MANAGEMENT (MBA), Supervisory Management (MBA)

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	1			1
Publications in Refereed Conference Proceedings	1			1
Publications of Non-refereed or Invited Papers	1			1

Refereed Articles

Basic or Discovery Scholarship

Bomgardner, R. (in press, 2023). "IMPROVING STUDENT ENGAGEMENT IN ONLINE COURSES WITH VIDEO EXERCISES: A PILOT STUDY". *Global Journal of Management and Marketing*.

Refereed Proceedings

Basic or Discovery Scholarship

Bomgardner, R. (in press, 2021). Jason's Dilemma. *Southwest Case Research Association - SWCRA*.

Non-Refereed Proceedings

Basic or Discovery Scholarship

Bomgardner, R. (in press, 2021). Enron Failing the Stakeholder. *Southwest Case Research Association - SWCRA*. (Invited)

SERVICE

Service to the Institution

College Assignments

Member:

2020-2021: Student Relations

2020-2021: Recruitment

Service to the Community

Speech / Presentation at a Community Meeting

2022: Political Campaign Summit for Judge

Professional Development

Technology-Related Training

2021: Quality Matters.

QM Certification: Independent Improving Your Online Course (IYOC) :(Statewide Systems) March 5, 2021

Jimmie Flores, Ph.D.
Instructor
Management/Marketing
John Massey School of Business
flores@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Practice Academics

Teaches in multiple disciplines.
Complete CV is on page 32 in the Business
Information Management section.

Kay Barber, M.E.
Instructor
Management/Marketing
John Massey School of Business
kbarber@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Instructional Practitioner

Academic Background

M.E. Southeastern Oklahoma State University.
Other Texas A&M University.
B.B.A. Texas State University.
Other Southwest Texas Junior College.

Professional Certifications

Certified Appraiser and Trainer – Texas Education Agency, Region 10 - PDAS, --N/A--
Certified Career Services Provider – National Career Development Association, --N/A--
Education Administration and Principalship – State of Oklahoma, --N/A--
Education Administration and Principalship – State of Texas, --N/A--

Professional Memberships

American Society of Training and Development, Unknown
Association of Small Business and Entrepreneurship, Unknown
Beta Gamma Sigma, Unknown
Denison Chamber of Commerce, Unknown
Durant Chamber of Commerce, Unknown
Durant Main Street Committee, Unknown
National Association of Colleges and Employers, Unknown
National Association of Women in Business, Unknown
Texas Association of Gifted and Talented, Unknown
The National Career Development Association, Unknown

WORK EXPERIENCE

Work Experience

Instructor of Business, Southeastern Oklahoma State University (September, 2021 - August, 2023), Durant, Oklahoma.
Assistant MBA Director and MFT Coordinator, Southeastern Oklahoma State University (September, 2021 - August, 2023), Durant, Oklahoma.
Adjunct Instructor of Business, Southeastern Oklahoma State University (January, 2020 - September, 2021), Durant, Oklahoma.
MBA Advisor, Southeastern Oklahoma State University (November, 2019 - September, 2021), Durant, Oklahoma.

Director of the Career Management Center, Southeastern Oklahoma State University (November, 2016 - November, 2019), Durant, Oklahoma.

Advisor, Grayson College (August, 2012 - May, 2018), Denison, Texas.

Adjunct Professor of Education and English, Grayson College (June, 1999 - December, 2018), Denison, Texas.

Language Arts Teacher 3rd and 4th, Campus Technology Coordinator and Teacher K-8th, Howe Elementary (July, 2006 - June, 2014), Howe, Texas.

Director of the District Gifted and Talented Program, Gifted Teacher K-10, Melissa ISD (July, 2004 - August, 2006), Melissa, Texas.

Developmental Reading Teacher Grades 6th, 7th and 8th, BMcDaniel Middle School (August, 2000 - May, 2004), Denison, Texas.

Assistant Principal, Teacher 3rd and 4th , 6th – 8th, Pottsboro Elementary (August, 1995 - May, 2000), Pottsboro, Texas.

3rd Grade Teacher, McKinney ISD Fanny Finch Elementary (August, 1994 - June, 1995), McKinney, Texas.

TEACHING

Courses Taught

Courses from the Teaching Schedule: Career Development Seminar (Bachelors), INTRODUCTION TO BUSINESS (Bachelors)

SERVICE

Service to the Institution

College Assignments

Member:

2022-2023: Teaching Excellence & Learner Success Standards 6 & 7

2021-2022 – 2022-2023: JMSB Graduate Council

2020-2021 – 2021-2022: Strategic Planning

2020-2021 – 2021-2022: CMAoL (Curriculum Management & Assurance of Learning)

ECONOMICS

Derek Miles, Ph.D.
Adjunct
Management/Marketing
John Massey School of Business
dmiles@se.edu

Faculty Sufficiency Status: Supporting **Faculty Qualifications Status:** Scholarly Academic

Academic Background

Ph.D. University of the Incarnate Word.
M.B.A. Our Lady of the Lake University.
B.B.A. University of Texas at San Antonio.

Professional Certifications

Chartered Certified Marketing Analyst
Management Consultant Professional
Master Business Consultant
Registered Business Analyst

WORK EXPERIENCE

Work Experience

Adjunct Faculty, Southeastern Oklahoma State University (2020 - Present), Durant, Oklahoma.
Statistician/Analyst and Researcher, ENAGO International LLC (2019 - Present), Unknown, Unknown.
Adjunct Chair/Master Methodologist/Statistician/Doctoral Faculty, Grand Canyon University (2016 - Present), Online, Virtual.
CEO and Founder/Private Consulting Practice/Venture Acquisition, Miles Development Industries Corporation (2005 - Present), Unknown, Unknown.
Visiting Professor/Graduate Faculty, Our Lady of the Lake University (2011 - 2014), San Antonio, Texas.
Adjunct Faculty, Texas A&M University-San Antonio (2009 - 2012), San Antonio, Texas.
Instructor/Adjunct Faculty, Palo Alto College (2005 - 2009), Unknown, Unknown.

TEACHING

Courses Taught

Courses from the Teaching Schedule: MANAGERIAL ECONOMICS (MBA), PRODUCTION AND OPERATIONS MANAGEMENT (Bachelors)

INTELLECTUAL CONTRIBUTIONS

Refereed Articles

Applied or Integrative/application Scholarship

Miles, D., & Piper, D. (in press, 2022). Criminal Entrepreneurship: A Taxonomy and Framework for Classifying Criminally-based Enterprises and Business Ventures. *Journal of Entrepreneurship and Management*.

Miles, D., Garcia, J., Gerald, R., & Goodnough, W. (in press, 2022). Predictive Analytics and the 2020 Presidential Election: A Study on Key Predictive Analytics and Candidate Attributes That Help Predict Results in the 2020 Presidential Election. *Journal of Data Analytics*.

L, M., ogilvie, d.t., & Miles, D. (in press, 2022). The Spin-Out Entrepreneur: Industry Experience, Knowledge Recombination, and The Entrepreneurial Process. *Journal of Entrepreneurship: Theory and Practice*.

Miles, D. & Miles, R. (in press, 2022), [Applied Statistics Research]: "Structural Equation Modeling and Risk Patterns: A Study Using Structural Equation Modeling for Measuring Business Risk Patterns with Small Business Ventures." *Structural Equation Modeling: A Multidisciplinary Journal*.

Miles, D., Garcia, J., Gerald, R., Goodnough, W., Jones, S., Mendez, L., ogilvie, d.t., Robinson, S. & Seay, E. (2021). [Applied Statistics Research]: "Ethnic Consumer Markets and Movie Marketing: An Empirical Study on Marvel's Black Panther and Predictive Analytics of Ethnic Consumer Behavior of Moviegoers" *Journal of Economics and Business*; pp. 1084-1105.

Miles, D., Garcia, J., Olagundoye, E., Brown, J., Clay, J., Cook, L., Cornish, D., Forbes, S., Kwapong, S., Lee, L., Micael, M., Morales, L. & Platt, P. (2021). [Applied Statistics Research]: "Market Research and Applied Statistics: The Apple Store vs. The Microsoft Store - A Market Research Study on Consumer Behavior and Retailer Sales Behavior" *Journal of Marketing Perspectives*; pp. 76-100.

Books, Monographs, Compilations, Manuals

(UPCOMING) Adu, P. & Miles, D. (2022) *Dissertation Methodology in the Social Sciences: A Step-by-Step Guide to Writing Up Your Research*. Routledge Publishers (subsidiary of Taylor & Francis) (Hardcover; Paperback; e-book) (245 pages). Will be available at Amazon.com, Barnes & Noble.com and college book store retailers.

(UPCOMING) Dixon, F.D., Dansby, J., Flemmings, J., Ray, P. & Miles, D., (2022) *Confessions of a PhD: Success and Struggles in the Ivory Tower*. Dorrance Publishing (Hardcover; Paperback; e-book) (398 pages). Will be available at Amazon.com, Barnes & Noble.com and book retailers.

Chapters, Cases, Readings, Supplements

Miles, D. (2021): Book chapter, "New Frontiers in Research Methods in Marketing: Forensic Marketing - Using Forensic Science Methods in Marketing" published in *Handbook of Research Methods for Marketing Management*. Publisher: Edward Elgar Publishers; October 2021.

Garcia, J., ogilvie, d.t. & Miles, D. (2021): Book chapter, "Bad Leadership and Workplace Bullying: An Empirical Study of Bad Leadership Practices and Workplace Bullying Behavior in the Workplace" published in *Innate Leadership Characteristics and Examinations of Successful First-Time Leaders*. Publisher: IGI Global Publisher International; October 2020.

Miles, D. (2020): Quoted as expert and wrote the foreword to the book, *Ponzinomics: The Untold Story of Multi-Level Marketing* by author Robert L. FitzPatrick. Dr. Miles was one of the contributing experts to this book on Multilevel marketing (MLM). Publisher: FitzPatrick Management Inc; September 2020.

Miles, D. (2019): Book chapter, "Reality Television and The Influence of Gender on Decision Behavior in Business Situations: A Study On Gender Influence On Decision Behavior in The Apprentice With Donald

Trump" published in Emerging Issues and Development in Economics and Trade Vol. 1. Publisher: Science Domain/Book Publisher International; October 2019.

SERVICE

Honors/Awards

Award

2021: Best Paper in Marketing Award, 2021 Academy of Business Research Conference.

2020: Best Paper in Marketing Award, 2020 Academy of Business Research Conference.

George A. Collier, Ph.D.
Professor Emeritus
Management/Marketing
John Massey School of Business
gcollier@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Practice Academics

Academic Background

Ph.D. Oklahoma State University.
M.S. Oklahoma State University.
B.S. Purdue University.

Professional Certifications

Web Development Author, 2003, University of Pittsburgh, Pittsburgh, PA.

Professional Memberships

American Economic Association, Unknown
Association for the Advancement of Computing in Education, Unknown
Institute for Global Business Research, 2017-2020
Academy for Economics and Economics Education, 2013-2017
National Association of Business Economists, 2005-

WORK EXPERIENCE

Work Experience

Professor Emeritus since retiring in 1994 as a Tenured Professor, John Massey School of Business/Southeastern Oklahoma State University (1972 - Present), Durant, Oklahoma.
Corp. Secretary/Treasurer, Collier Properties, Inc. (1970 - Present), Durant, Oklahoma.
Corp. Secretary/Treasurer, Buyer, Collier Brothers Furniture, Inc (1965 - 1967), Durant, Oklahoma.

Consulting Experience

2002 – 2005: Southeastern Oklahoma Economic Development Network
2003: Focus on the Family, Teaching Basic Statistics, Pro Bono provision of Basic Statistical Analysis to organizations Statistical Analysis Department.
2001: Southeastern Oklahoma Economic Development Network (regional economic modeling)

TEACHING

Courses Taught

Courses from the Teaching Schedule: MANAGERIAL ECONOMICS (MBA), Principles of Macroeconomics (Bachelors), Principles of Microeconomics (Bachelors)

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	2			2
Publications of Non-refereed or Invited Papers	1			1

Refereed Articles

Basic or Discovery Scholarship

Von Bergen, C. (Von) W., & Collier, G. (2013). Tolerance as Civility in Contemporary Workplace Diversity Initiatives. *Administrative Issues Journal: Connecting Education, Practice, and Research*, 3 (1), 86-97.

Von Bergen, C. W., Bressler, M. S., & Collier, G. (2012). Creating a culture and climate of civility in a sea of intolerance. *Journal of Organizational Culture, Communications and Conflict*, 16 (2), 95-114.

Invited Articles/Reviews

Bressler, M. S., Von Bergen, C. W., Collier, G., & Von Bergen, A. N. (2014). Tolerance Can Bring Unity to the Multicultural Community. *ACUI, The Bulletin*, 82 (2).

Software

2021: Assignment Selection Scheme Internally Implemented in Blackboard. Another attempt to select one version at random from twelve available for each course assignment. This scheme uses Blackboard internal rules to select only one of twelve versions, thus preventing exposure by the same student to the other eleven versions. This reduces potential for web-based homework sites to obtain the entire assignment set, and prevents students from uploading assignments they know a buddy has (and has and already worked). Additionally, every version of every assignment given to a student is known in advance at the beginning of the course. Development was implemented by Dawn Smith of CDIT.

2021: Assignment Selector. This application is written in Google Applications Script, utilizes Google Sheets, and Google Forms. It requests the name and student e-mail address from student and then generates a random number (1-12) which is the assignment student is to work. It then sends the student an email confirmation, and makes like entries into a spreadsheet for use by course coaches. This helps scale up a course with upward of 140 students enrolled per course offering so that a dozen different exercises per assignment are randomly assigned but approximately uniformly distributed across the enrolled students. Managerial Economics, the course of use, has 13 such assignments with 12 versions each plus an exam with 12 versions. It was first tried with the Summer, 2017, course offering having 87 students, and is now used with 140 plus students. Although problematic, this selection system has been implemented using off-the-shelf Google Form integrated with a Google Sheet and access via link internally within Blackboard LMS. A custom programmed form is still needed to solve a potential shortcut creative students might discover.

2020: Elasticizer. An application of HTML5, CSS3 and Java Script to produce an application to calculate four types of elasticity. It is operable from within Blackboard. It is used in every Microeconomic principles class since 2015, and can be downloaded for future free use by enrolled students.

SERVICE

Service to the Institution

College Assignments

Member:

2017-2018 – 2022-2023: JMSB Graduate Council

2017-2018 – 2018-2019: Strategic Planning
2015-2016: JMSB Meetings with Dean Scoufos

College Assignments

Member:

2021-2022: Contributing Member
2018-2019: Strategic Planning
2018-2019: Graduate Council

University Assignments

Committee Member:

1998-1999 – 2001-2002: University Technology Goals Subcommittee
1998-1999 – 1999-2000: Southeastern Retired Faculty Advisory Committee
1997-1998: University Strategic Planning Task Force

Service to the Profession

Board Member: Advisory Board

1972 – 2009: Oklahoma Council on Economic Education (State).

Service to the Community

Other Community Service Activities

2023: Member CDW Advisory Board, A couple of times a week, members of the CDW Advisory Board are asked to take a survey, review a potential advertising program, discuss a potentially growing new technology with the IT community, etc. There are rewards for participation. CDW donates amounts to CharityGiftCertificates.org monthly according to the amount of participation by advisors. The advisor then designates the charity that receives CDW's donation --- no direct compensation is received. During 2023, through December \$20 has been directed to St. Jude Children's Hospital.

2022: Member CDW Advisory Board, A couple of times a week, members of the CDW Advisory Board are asked to take a survey, review a potential advertising program, discuss a potentially growing new technology with the IT community, etc. There are rewards for participation. CDW donates amounts to CharityGiftCertificates.org monthly according to the amount of participation by advisors. The advisor then designates the charity that receives CDW's donation --- no direct compensation is received. During 2022, through December \$165 has been directed to The Wounded Warrior Project (WWP).

2021: Member, CDW Advisory Board, A couple of times a week, members of the CDW Advisory Board are asked to take a survey, review a potential advertising program, discuss a potentially growing new technology with the IT community, etc. There are rewards for participation. CDW donates amounts to CharityGiftCertificates.org monthly according to the amount of participation by advisors. The advisor then designates the charity that receives CDW's donation --- no direct compensation is received. During 2021, \$247 was sent to Regional Food Banks of Oklahoma.

2020: Member, CDW Advisory Board, A couple of times a week, members of the CDW Advisory Board are asked to take a survey, review a potential advertising program, discuss a potentially growing new technology with the IT community, etc. There are rewards for participation. CDW donates amounts to CharityGiftCertificates.org monthly according to the amount of participation by advisors. The advisor then designates the charity that receives CDW's donation --- no direct compensation is received. A total of \$288 was sent to Boys and Girls Club of America during 2020.

2019: Member, CDW Advisory Board, A couple of times a week, members of the CDW Advisory Board are asked to take a survey, review a potential advertising program, discuss a potentially growing new

technology with the IT community, etc. There are rewards for participation. CDW donates amounts to CharityGiftCertificates.org monthly according to the amount of participation by advisors. The advisor then designates the charity that receives CDW's donation --- no direct compensation is received. A total of \$257 was sent to Gramean America during 2019.

2017: Member, CDW Advisory Board, A couple of times a week, members of the CDW Advisory Board are asked to take a survey, review a potential advertising program, discuss a potentially growing new technology with the IT community, etc. There are rewards for participation. CDW donates amounts to CharityGiftCertificates.org monthly according to the amount of participation by advisors. The advisor then designates the charity that receives CDW's donation --- no direct compensation is received. This year, \$257 was sent to the American Society for the Protection Against the Cruelty to Animals.

2016: Member, CDW Advisory Board, two to three times a week, members of the CDW Advisory Board are asked to take a survey, review a potential advertising program, discuss a potentially growing new technology with the IT community, etc. There are rewards for participation. CDW donates amounts to CharityGiftCertificates.org monthly according to the amount of participation by advisors. The advisor then designates the charity that receives CDW's donation --- I receive no direct compensation. This third year, \$155 was sent to the USO (through December, 2016)

2015: Member, CDW Advisory Board, two to three times a week, members of the CDW Advisory Board are asked to take a survey, review a potential advertising program, discuss a potentially growing new technology with the IT community, etc. There are rewards for participation. CDW donates amounts to CharityGiftCertificates.org monthly according to the amount of participation by advisors. The advisor then designates the charity that receives CDW's donation --- I receive no direct compensation. This second year \$243 was sent to St Jude's Children's Research Hospital.

2014: Member, CDW Advisory Board, two to three times a week, members of the CDW Advisory Board are asked to take a survey, review a potential advertising program, discuss a potentially growing new technology with the IT community, etc. There are rewards for participation. CDW donates amounts to CharityGiftCertificates.org monthly according to the amount of participation by advisors. The advisor then designates the charity that receives CDW's donation --- I receive no direct compensation. This first year only \$69 was sent to various charities.

Honors/Awards

Award

2015: Distinguished Former Faculty Award, Southeastern Oklahoma State University Alumni Association. The highest distinction the Alumni Association can award to retired faculty.

1992: Teaching Excellence, Burlington Northern Award. Nationally recognized award sponsored by the Burlington-Northern and Santa Fe Railway for teaching excellence (\$2500 cash award).

Miscellaneous

2019 - Volunteer: To designate for purchase \$1000 worth of books/publications for during this academic year for use by public and undergraduates for the SE library.

2017 - Medicine Wheel Labyrinth: Acting as a construction worker, staff, faculty, and students (on June 10th) constructed a 45-foot five course medicine wheel labyrinth for contemplation and stress relief by all desiring to walk it. My occasion for involvement was my 56th wedding anniversary.

Sasha Archey, M.B.A.
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Management/Marketing
John Massey School of Business
sarchey@se.edu

Faculty Sufficiency Status: Supporting **Faculty Qualifications Status:** Additional

Academic Background

M.B.A. Texas A& M University.

B.S. Oklahoma State University.

WORK EXPERIENCE

Work Experience

Property Manager, Administrative Assistant, Beavers Bend Luxury Cabin Rentals (October, 2020 - Present), Broken Bow, Oklahoma.

Adjunct Instructor, Southeastern Oklahoma State University (January, 2009 - May, 2023), Idabel, Oklahoma.

Contract Copy Editor, SVI (January, 2014 - June, 2015), Springdale, Arkansas.

Search Engine Evaluator, Leapforce, Inc (March, 2012 - September, 2012), Pleasanton, California.

Adjunct Instructor, University of Arkansas – CCCUA (January, 2010 - December, 2011), DeQueen, Arkansas.

Adjunct Instructor, Eastern Oklahoma State University (January, 2006 - May, 2009), Idabel, Oklahoma.

Tag Agent, Valliant Tag Agency (February, 2006 - June, 2009), Valliant, Oklahoma.

ISO System Coordinator, Electrolux Home Products (December, 2004 - February, 2006), Nashville, Arkansas.

Purchasing Agent, Electrolux Home Products (February, 2004 - December, 2004), Nashville, Arkansas.

Buyer/Planner, Electrolux Home Products (October, 1999 - February, 2004), DeQueen, Arkansas.

US Customs Coordinator, Electrolux Home Products (May, 1999 - October, 1999), DeQueen, Arkansas.

TEACHING

Courses Taught

Courses from the Teaching Schedule: Principles of Macroeconomics (Bachelors), Principles of Microeconomics (Bachelors)

David Foster, D.M.
Adjunct
Management/Marketing
John Massey School of Business
dfoster@se.edu

Faculty Sufficiency Status: Supporting **Faculty Qualifications Status:** Additional

Academic Background

D.M. University of Phoenix.

M.A. St. Mary's University.

B.A. Pacific Lutheran University.

Professional Memberships

American Economic Association, Unknown

WORK EXPERIENCE

Work Experience

Adjunct Professor, Economics, Southeastern Oklahoma State University (2011 - 2023), Durant, Oklahoma.

Professor, Economics, Grayson College (2001 - 2016), Denison, Texas.

Adjunct Professor, Management, Northcentral University (2008 - 2009), Virtual, Virtual.

Economic Development, Texoma Council of Governments (1999 - 2004), Denison, Texas.

Adjunct Instructor, Economics, Grayson County College (1999 - 2001), Denison, Texas.

TEACHING

Courses Taught

Courses from the Teaching Schedule: Principles of Macroeconomics (Bachelors)

Courses taught, but not in the Schedule:

Grayson College:

ECON 2301- Principles of Macroeconomics

ECON 2302-Principles of Microeconomics

ECON 2311-Economic Geography

BMGT 1327 - Principles of Management

BMGT 2309 - Leadership

SERVICE

Service to the Institution

College Assignments

Member:

2015-2016: Program Review Committee

ENTREPRENEURSHIP

Eric Kennedy, Ph.D.
Associate Professor
Management/Marketing
John Massey School of Business
ekennedy@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

Ph.D. University of North Texas.
M.B.A. University of North Texas.
B.S. University of Phoenix.

WORK EXPERIENCE

Work Experience

Assistant Professor, Southeastern Oklahoma State University (2021 - Present), Durant, Oklahoma.
Assistant Professor, Grand Valley State University (2017 - 2021), Grand Rapids, Michigan.

TEACHING

Courses Taught

Courses from the Teaching Schedule: Brand Management (Bachelors), CONSUMER BEHAVIOR (Bachelors), Consumer Behavior (MBA), MARKETING FOR NEW VENTURES (MBA), MARKETING MANAGEMENT (Bachelors), PRINCIPLES OF MARKETING (Bachelors), PROMOTIONAL STRATEGIES (Bachelors), Principles of Advertising (Bachelors), Sem: Brand Management (Bachelors)

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals		10		10
Articles-in-Progress (All)		5		5
Publications in Refereed Conference Proceedings		4		4
Presentations of Refereed Papers		15		15

Refereed Articles

Applied or Integrative/application Scholarship

Tran, T., Kennedy, E., Thai, T., & Haytko, D. (2022). The role of trust in collaborative consumption. *Journal of Management and Marketing Research*.

Kennedy, E., Guzman, F., & Ind, N. (2021). Motivating gender towards co-creation: A study on hedonic activities, social importance, and personal values. *Journal of Brand Management*.

Schmidt, H., Ind, N., Guzman, F., & Kennedy, E. (2021). Sociopolitical activist brands. *Journal of Product and Brand Management*.

- Kennedy, E., & Guzman, F. (2020). No matter what you do, I still love you: an examination of consumer reaction to negative brand behavior. *Journal of Product and Brand Management*.
- Guzman, F., Paswan, A., & Kennedy, E. (2019). Consumer brand value co-creation typology. *Journal of Creating value*.
- Kennedy, E. (2019). Firm motivations for shareholder co-creation. *Journal of Creating value*.
- Naletelich, K., Ketron, S., & Kennedy, E. (2017). A brief inventory of marketing scholarship: a review of articles from Journal of Marketing. *Journal of Managerial Issues*.
- Kennedy, E. (2017). I create, you create, we all create: for whom? *Journal of Product and Brand Management*.
- Kennedy, E., & Guzman, F. (2017). When perceived ability to influence plays a role: brand co-creation in web 2.0. *Journal of Product and Brand Management*.
- Kennedy, E., & Guzman, F. (2016). Co-creation of brand identities: consumer and industry influence and motivation. *Journal of Product and Brand Management*.

Refereed Proceedings

Applied or Integrative/application Scholarship

- Kennedy, E., & Guzman, F. (2016). Factors leading to co-creation of brand. *Academy of Marketing Global Brand SIG*.
- Paswan, A., Guzman, F., & Kennedy, E. (2016). Consumer brand value co-creation typology. *Academy of Marketing Global Brand SIG*.
- Kennedy, E. (2016). I create, you create, we all create: for whom. *Academy of Marketing Global Brand SIG*.
- Kennedy, E. (2016). I create, you create, we all create: For whom. *Brands and Brand Relationship Conference*.

Presentations of Refereed Papers

International

- Kennedy, E. & Guzman, F. (2020). *The values that divide: A marketing view on consumption, identification, and affiliation to brands*. Academy of Marketing Global Brand SIG, Sheffield, England.
- Kennedy, E. & Guzman, F. (2019). *Politically conscious brands: insights into consumer attitudes and managerial perceptions*. Brands and Brand Relationship Conference, Boston, Massachusetts.
- Kennedy, E. & Guzman, F. (2018). *No matter what you do, I still love you: an examination of consumer reaction to negative brand behavior*. Academy of Marketing Global Brand SIG, Newcastle, England.
- Kennedy, E. & Guzman, F. (2018). *Empowering co-creation: an examination of the factors leading to consumer co-creation of brand*. Brands and Brand Relationship Conference, Boston, Massachusetts.
- Kennedy, E. & Guzman, F. (2017). *Brand co-creation in web 2.0: When perceived ability to influence plays a role*. American Marketing Association Winter Conference, Orlando, Florida.
- Kennedy, E. & Guzman, F. (2016). *Why do we create? Examining the consumer motivations for co-creation*. Academy of Marketing Global Brand SIG, Bradford, England.
- Kennedy, E. (2016). *I create, you create, we all create: For whom?* Brands and Brand Relationship Conference, Toronto, Canada.
- Kennedy, E. (2016). *I create, you create, we all create: for whom*. Academy of Marketing Global Brand SIG, Bradford, England.
- Kennedy, E. & Guzman, F. (2016). *A consumer co-creation typology*. Academy of Marketing Global Brand SIG, Bradford, England.

Kennedy, E. & Guzman, F. (2015). *Co-creation of brand identities: consumer and industry influence and motivations*. Academy of Marketing Global Brand SIG, Turku, Finland.

National

Kennedy, E. & Whitlock, D. (2023). *Religious Values*. ASBE Conference, Houston, Texas.

Kennedy, E. & Kernek, C. (2023). *Who is the Expert: The Impact of Consumer-Made Versus Firm-Made Brand Decisions*. ASBE Conference, Houston, Texas.

Kennedy, E. & Kernek, C. (2021). *Who is the Expert: The Impact of Consumer-Made Versus Firm-Made Brand Decisions*. ASBE Conference, New Orleans, Louisiana.

Ketron, S., Naletelich, K., & Kennedy, E. (2015). *Shame or blame? The role of empathic concern in negative post-purchase behavior*. Society for Marketing Advances, San Antonio, Texas.

Regional

Ketron, S., Naletelich, K., & Kennedy, E. (2016). *A brief inventory of marketing scholarship: A review of articles from Journal of Marketing*. Marketing Research Conference/University of Texas Arlington, Arlington, Texas.

Working Papers

Guzman, F., Kennedy, E., & Mas, E. (2021). "You say loosen up, I say lock down - how political ideology influences and fear contagion affects stockpiling during COVID-19."

Kennedy, E. & Kernek, C. (2021). "Who is the Expert: The Impact of Consumer-Made Versus Firm-Made Brand Decisions."

Tran, T., Kennedy, E., & Trung, T. (2021). "Consumer brand engagement and its effect on value co-creation in mobile branded apps."

Kennedy, E., Guzman, F., Veloutsou, C., & Pavur, R. (2021). "The assemblage of consumer experience and brand co-creation."

Guzman, F., Strutton, D., Kennedy, E., Ahmad, F., & Alvarado-Karste, D. (2021). "Investigating the effects of political correctness in social marketing messaging."

SERVICE

Service to the Institution

College Assignments

Chair:

2022-2023: CMAoL (Curriculum Management & Assurance of Learning) Standards 4 & 5 (Co-Chair)

Member:

2022-2023: Strategic Planning - Standards 1, 2, & 9

2022-2023: AACSB Leadership - AACSB Standards 3 & 8

2021-2022: Recruitment

2021-2022: CMAoL (Curriculum Management & Assurance of Learning)

Chair:

2022-2023: AACSB Assurance of Learning

University Assignments

Committee Chair:

2022-2023: Institutional Animal Care and Use Committee

2022-2023: Institutional Review Board

Other Institutional Service Activities:

2022-2023: Member, Pilot Cohort for Canvas LMS Transition

Service to the Profession

Board Member: PRJ Editorial Review Board

2019 – 2020: Journal of Product and Brand Management (International).

Chair: Conference / Track / Program

2022: ASBE Conference (Regional).

Reviewer - Article / Manuscript

2022: Journal of Brand Management (International).

2022: Services Marketing Quarterly (National).

2021: Business Ethics: A European Review (International).

2021: Journal of Business Research (International).

2021: Industrial Marketing Management (International).

2019: Journal of Consumer Marketing (International).

Reviewer: Conference Paper

2020: Academy of Marketing Global Brand Conference (International).

David Whitlock, Ph.D.
John Massey Endowed Chair/Professor
Management/Marketing
John Massey School of Business
dwhitlock@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Teaches in multiple disciplines.
Complete CV is on page 76
in the Business section.

FINANCE

Fernando Arellano, Ph.D.
Adjunct
Accounting/Finance
John Massey School of Business
farellano@se.edu

Faculty Sufficiency Status: Supporting **Faculty Qualifications Status:** Scholarly Academic

Academic Background

Ph.D. Colorado State University.
M.S. Colorado State University.
M.S. National Agrarian University.
B.S. National Agrarian University.

Professional Memberships

Association for Financial Education, 2015
Financial Management Association International, 1993-Present
Association for Business Simulation and Experiential Learning, 1991-Present

WORK EXPERIENCE

Work Experience

Adjunct Professor, Southeastern Oklahoma State University (January, 2021 - February, 2023), Durant, Oklahoma.
Visiting Scholar, Colorado State University (June, 2020 - August, 2023), Fort Collins, Colorado.
Adjunct Professor, University of Dallas. (August, 2020 - November, 2021), Irving, Texas.
Assistant Professor, University of Dallas (January, 2001 - May, 2020), Dallas, Texas.
Professor in CENTRUM - Business School, Pontificia Universidad Católica del Perú (January, 2000 - December, 2000), Lima, Peru.
Professor in Escuela de Empresa (Business School), Universidad Peruana de Ciencias Aplicadas (June, 1997 - January, 2000), Lima, Peru.
Visiting professor (first year) and assistant professor in the Department of Finance (Business School), Instituto Tecnológico y de Estudios Superiores de Monterrey (December, 1996 - August, 1993), Monterrey, Mexico.
Instructor, Colorado State University (May, 1993 - January, 1990), Fort Collins, Colorado.
Teaching Assistant, Colorado State University (December, 1989 - August, 1988), Fort Collins, Colorado.

TEACHING

Courses Taught

Courses from the Teaching Schedule: Valuation (MBA)

INTELLECTUAL CONTRIBUTIONS

Refereed Articles

Applied or Integrative/application Scholarship

Arellano, F., Mulig, E., & Rhame, S. (2020). A RETIREMENT MODEL: CONSTANT SAVINGS RATE CONSIDERING REAL INCOME GROWTH. *Academy of Accounting and Financial Studies Journal*, 24 (6), 23.

Arellano, F. (2019). Incorporating Price Elasticity in Financial Forecasting Models: From Theory to Practice and Implementation. *Journal of Education for Business*, 217-227.

Ying Chou Lin, Ph.D.
John Massey Endowed Chair/Associate Professor
Accounting/Finance
John Massey School of Business
ylin@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

Ph.D. Old Dominion University.
M.B.A. University of Dallas.
B.B.A. National Chung-Hsing University.

Professional Memberships

Financial Management Association, 2007

WORK EXPERIENCE

Work Experience

Associate Professor Finance, Southeastern Oklahoma State University (August, 2017 - Present), Durant, Oklahoma. Promoted

Assistant Professor of Finance, John Massey School of Business/Southeastern Oklahoma State University (July, 2014 - July, 2017), Durant, Oklahoma.

Assistant Professor, Department of Business and Information Technology, Missouri University of Science and Technology (formerly University of Missouri-Rolla) (August, 2008 - June, 2014), Rolla, Missouri.

Lecturer/ Visiting Professor, Department of Business and Information Technology, Missouri University of Science and Technology (formerly University of Missouri-Rolla) (August, 2007 - August, 2008), Rolla, Missouri.

Research/Teaching Assistant, Department of Finance, Insurance or Real Estate, College of Business and Public Administration/Old Dominion University (September, 2004 - August, 2008), Norfolk, Virginia.

Instructor, Department of Finance, Insurance or Real Estate, College of Business and Public Administration/Old Dominion University (September, 2006 - August, 2007), Norfolk, Virginia.

Operations Assistant, Communication Center, University of Dallas (May, 2001 - June, 2003), Irving, Texas.

Graduate Assistant, Communication Center, University of Dallas (August, 2000 - April, 2001), Irving, Texas.

Assistant Manager/ Financial Controller/Specialists, Extension Education Center/National Chung-Hsing University (August, 1997 - July, 1999), Taipei, Taiwan.

Treasurer and Squad Leader, Chinese Army Corp (October, 1995 - July, 1997), Taipei, Taiwan.

TEACHING

Courses Taught

Courses from the Teaching Schedule: ADVANCED PERSONAL FINANCE (Bachelors), FINANCE INTERNSHIP (Bachelors), FINANCIAL ANALYSIS AND CONTROL (Bachelors), FINANCIAL ANALYSIS

AND CONTROL (Bachelors), FINANCIAL INSTITUTIONS AND CAPITAL MARKETS (Bachelors), FINANCIAL MANAGEMENT (MBA), FINANCIAL POLICY AND STRATEGY (Bachelors), INTERMEDIATE CORPORATE FINANCE I (Bachelors), INTERNATIONAL FINANCIAL MANAGEMENT (Bachelors), INTERNSHIP (Bachelors), PERSONAL FINANCE (Bachelors), REAL ESTATE FINANCE (Bachelors), SEC Analysis and Portfolio Management (Bachelors), SECURITIES INVESTMENT (Bachelors), Seminar (Bachelors), Special Studies (Bachelors)

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	8	3		11
Articles-in-Progress (All)	4	1		5
Publications in Refereed Conference Proceedings	1	3		4
Publications of Non-refereed or Invited Papers	1			1
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings		1		1
Presentations of Refereed Papers	15	1	1	17
Presentations of Non-Refereed Papers	3		3	6

Refereed Articles

Applied or Integrative/application Scholarship

Parmer, L., Dillard, J., & Lin, Y. (2021). The 8Ps Marketing Mix and the Buyer Decision-Making Process. *Journal of Marketing Development and Competitiveness*, 15 (2), 13.

Prather, L. J., Chen, H., & Lin, Y. (2018). Building optimal risky and utility maximizing TIAA/CREF portfolios. *Global Journal of Accounting and Finance*, 2 (1), 37-51.

Prather, L. J., Chen, H., & Lin, Y. (2015). Creating optimal mutual fund portfolios using Excel solver. *Journal of International Finance and Economics*, 15 (3), 57-64.

Basic or Discovery Scholarship

Lin, Y., Lee-Hsien Pan, L., Meng-Jou Lu, M., & Lin, I. (2021). Corporate Governance, Product Market Competition and Announcement Returns of Spinoff Firms. *Review of Pacific Basin Financial Markets and Policies*, 24 (4), 2150031.

Lin, Y. (2020). Motives of Corporate Spinoffs: Evidence from Ex-Ante Misvaluation. *International Journal of Business and Finance Research*, The, 14 (2), 1-20.

Cheng, Q., Chen, K., Lin, Y., Lin, Y., & Xiao, X. (2016). Financial Reporting Quality of Chinese Reverse Merger Firms: The Reverse Merger Effect or the China Effect? *Accounting Review*, The, 91 (5), 1363.

Shaomin, L., Lin, Y., & Selover, D. (2014). Chinese State-Owned Enterprises: Are They Inefficient? *Chinese Economy*, 47 (5), 81-115.

Lin, Y., & Yung, K. (2013). Earnings Management and Corporate Spin-offs. *Review of Quantitative Finance and Accounting*, 43 (2), 275-300.

Li, D. D., Lin, Y., & Jin, J. (2012). International Volatility Transmission of REIT Returns. *International Journal of Business and Finance Research*, The, 6 (3), 41-51.

Lin, Y., & Li, D. D. (2012). Earnings Management and Operating Performance of Corporate Spin-offs. *Pan Pacific Journal of Business Research*, 3 (2), 3-36.

Eng, L., & Lin, Y. (2012). Accounting Quality, Earnings Management and Crosslistings: Evidence from China. *Review of Pacific Basin Financial Markets and Policies*, 15 (2), 1250009-1-1250009-25.

Refereed Proceedings

Applied or Integrative/application Scholarship

Lin, Y., Richards, R., & Xu, H. (2022). Luckin Coffee, Inc. *Southwest Case Research Association - SWCRA*.

Lin, Y., Courtney, K., & Richards, R. (2021). Outfox the Investor. *ASBE Conference*.

Prather, L., Lin, Y., & Chen, H. (2015). Creating Optimal Mutual Fund Portfolios Using Excel Solver. *International Academy of Business and Economics*.

Basic or Discovery Scholarship

Sekar, A., Yu, W., Lin, Y., & Lea, B. (2011). Applying Text Mining in Corporate Spin-Off Disclosure Statement Analysis: Understanding the Main Concerns and Recommendation of Appropriate Term Weights. *Decision Sciences Institute*.

Non-Refereed Proceedings

Basic or Discovery Scholarship

Lin, Y., & Chen, H. (in press, 2021). Does Information Asymmetry Motivate Corporate Spin-offs? *IGBR International Conference*. (Invited)

Chapters, Cases, Readings, Supplements

Chapters

Prather, L. J., Chen, H., & Lin, Y. (2016). Building and Monitoring Mutual Fund Portfolios. In Oxford University Press (Ed.), *Mutual Funds – Building Blocks for Investment Portfolios*. Oxford University Press.

Presentations of Refereed Papers

International

Lin, Y. & Chen, H. (2023). *Reexamine Information Asymmetry and Corporate Spin-offs*. Taiwan Finance Association Annual Meeting and International Conference, Taichung, Taiwan.

Lin, Y. & Chen, H. (2022). *Reexamine Information Asymmetry and Corporate Spin-offs*. Southwestern Finance Association, Houston, Texas.

Lin, Y., Chou, Y., & Lin, Y. (2022, February). *Impact of Aggressive Management Strategy on Auditor Changes*. FBD-SWAAA annual meeting 2022, New Orleans, Louisiana.

Lin, Y., Chou, Y., & Lin, Y. (2020). *The Effects of Corporate Governance and Product Market Competition on the Value of Spinoff Firms*. American Accounting Association Annual Meeting, None, Virtual.

Lin, Y. (2019, June). *Impact of Aggressive Management Strategy on Auditor Changes*. Pacific Basin Finance, Economics, Accounting, and Management Annual Meeting, Taipei, Taiwan.

Lin, Y. (2018, December). *Motives of Corporate Spinoffs: Evidence from Ex-Ante Misvaluation*. World Finance & Banking Symposium Annual Meeting, Taichung, Taiwan.

Prather, L., Lin, Y., & Chen, H. (2015). *Creating Optimal Mutual Fund Portfolios Using Excel Solver*. International Academy of Business and Economics, USA, Nevada.

Lin, Y. (2014, October). *Financial Reporting Quality of Chinese Reverse Merger Firms: The Reverse Merger Effect or the China Effect?* Asian-Pacific Conference on International Accounting Issues, Taipei, Taiwan.

Lin, Y. (2012, October). *Does Foreign Company's Shortcut to Wall Street Cut Short their Earnings Quality? Evidence from Chinese Reverse Mergers*. Financial Management Association, Atlanta, Georgia.

Lin, Y. (2012, August). *Does Foreign Company's Shortcut to WallStreet Cut Short their Earnings Quality? Evidence from Chinese Reverse Mergers*. American Accounting Association Annual Meeting, Washington, District of Columbia.

Lin, Y. (2011, October). *Earnings Management and Corporate Spin-offs*. Financial Management Association, Denver, Colorado.

Lin, Y. (2011, July). *Earnings Management and Corporate Spin-offs*. Pacific Basin Finance, Economics, Accounting, and Management Annual Meeting, Taipei, Taiwan.

Lin, Y. (2011, July). *Accounting Quality, Earnings Management and Cross-listings: Evidence from China*. Pacific Basin Finance, Economics, Accounting, and Management Annual Meeting, Taipei, Taiwan.

Lin, Y. (2010, October). *Accounting Quality, Earnings Management and Cross-listings: Accounting Quality, Earnings Management and Cross-listings: Evidence from China*. Financial Management Association, New York, New York.

Lin, Y. (2010, March). *Accounting Quality, Earnings Management and Cross-listings: Evidence from China*. Southwestern Finance Association, Dallas, Texas.

Lin, Y. (2010, March). *Corporate Spin-offs and Misvaluation*. Southwestern Finance Association, Dallas, Texas.

National

Lin, Y. (2013, March). *Using Course Collaboration and Inductive Learning to Enhance Student Team Effectiveness*. Teaching and Learning Technology Conference, Rolla, Missouri.

Presentations of Non-Refereed Papers

International

Lin, Y. & Chen, H. (2021, April). *Does Information Asymmetry Motivate Corporate Spin-offs?* Invited presentation at IGBR International Conference, None, Virtual.

Local

Prather, L. J., Chen, H., Lin, Y., Cormell, C., & Haugen, B. (2015, April). *Optimal retirement asset allocation for SE employees*. SE Brainstorm, Durant, Oklahoma.

National

Lin, Y., Richards, R., & Xu, F. (2022, March). *Luckin Coffee Inc*. Invited presentation at SWCRA 2022, New Orleans, Louisiana.

Lin, Y. & Chen, H. (2023). *Diversification with Cryptocurrencies*. Invited presentation at Southwest Case Research Association - SWCRA, Houston, Texas.

Regional

Lin, Y., Richards, R. J., & Kernek, C. K. (2021). *Outfox the Investor*. Invited presentation at ASBE Conference, None, Virtual.

State

Prather, L. J., Chen, H., Lin, Y., Cormell, C., & Haugen, B. (2015, April). *Optimal retirement asset allocation for RUSO employees*. Oklahoma Research Day, Edmond, Oklahoma.

Papers Under Review

Lin, Y., Chou, Y., & Chen, Y. (2023). "The impact of aggressive management strategy on auditor changes," Revised and resubmitted to *Review of Quantitative Finance and Accounting*.

Lin, Y., Pan, L., & Lu, M. (2019). "The Effects of Corporate Governance and Product Market Competition on the Value of Spinoff Firms," Initial submission.

Lin, Y. (2019). "Motives of Corporate Spinoffs: Evidence from Ex-Ante Misvaluation," Initial submission to *International Journal of Business and Finance Research, The*.

Working Papers

Prather, L. J., Chen, H., & Lin, Y. (2015). "Building Optimal Risky and Utility Maximizing TIAA/CREF Portfolios."

Prather, L. J., Chen, H. S., Lin, Y. C., Cormell, C., & Haugen, B. (2015). "Optimal retirement asset allocation for RUSO employees," targeted for Oklahoma Research Day.

SERVICE

Service to the Institution

Department Assignments

Chair:

2019-2020: finance Faculty Screening Committee

2018-2019: Promotion and Tenure Committee

Faculty Advisor:

2014-2015 – 2019-2020: Finance Student Advisor

Member:

2018-2019: Accounting Faculty Screening Committee

2018-2019: Promotion and Tenure Committee

2017-2018 – 2018-2019: Accounting Faculty Screening Committee

2017-2018: Finance Faculty Screening Committee

College Assignments

Chair:

2022-2023: CMAoL (Curriculum Management & Assurance of Learning) Standards 4 & 5 (Co-Chair)

Member:

2022-2023: AACSB Leadership - AACSB Standards 3 & 8

2015-2016 – 2022-2023: JMSB Graduate Council

2020-2021 – 2021-2022: CMAoL (Curriculum Management & Assurance of Learning)

2018-2019: Strategic Plan Committee

2016-2017 – 2018-2019: Strategic Planning

2016-2017 – 2018-2019: JMSB Graduate Council

2015-2016: JMSB Meetings with Dean Scoufos

University Assignments

Assurance of Learning - Institutional Service:

2014-2015: Faculty Workshop

University Assignments

Committee Member:

2015-2016 – 2017-2018: Distance Ed Council

University Assignments

Committee Member:

2020-2021: Enrollment Taskforce

2019-2020: Finance literacy/mentoring meeting

University Assignments

Committee Member:

2015-2016 – 2017-2018: Institutional Assessment Committee

2015-2016 – 2017-2018: General Education Council

State-wide Assignments

Member:

2018-2019 – 2019-2020: Oklahoma Course Equivalent Project Faculty Curriculum Committee-Finance area

2017-2018 – 2019-2020: Oklahoma Course Equivalent Project Faculty Curriculum Committee-Economics area

Service to the Profession

Academic Conference: Discussant

2020 – 2021: Financial Management Association Annual Meeting (International).

2019: Pacific Basin Finance, Economics, Accounting, and Management Annual Meeting (International).

2018: World Finance & Banking Symposium (International).

2009 – 2018: Financial Management Association (International).

2014 – 2015: Southwestern Finance Association (International).

2011 – 2012: Pacific Basin Finance, Economics, Accounting, and Management Annual Meeting (International).

2010: Southwestern Finance Association (International).

2008: Midwestern Finance Association Annual Meeting (International).

Academic Conference: Panelist

2010: Financial Management Association (International).

Chair: Conference / Track / Program

2021: IGBR International Conference (International).

2017 – 2018: Financial Management Association (International).

2012: Financial Management Association (International).

2011: Pacific Basin Finance, Economics, Accounting, and Management Annual Meeting (International).

Editor: Academic PRJ

2021: Global Journal of Accounting and Finance (International).

Editor: Associate Editor

2020: Global Journal of Accounting and Finance (International).

Other Professional Service Activities

2008 – 2019: Conference Program Organizer, Financial Management Association Annual Meeting (Ongoing) (International).

Reviewer: Ad Hoc Reviewer for a Journal

2021: Review of Pacific Basin Financial Markets and Policies (International).

2020 – 2021: International Journal of Revenue Management (International).

2020: European Journal of International Management (International).

2020: Global Journal of Accounting and Finance (International).

2019 – 2020: International Journal of Business and System Research (International).

2012 – 2019: The International Journal of Business and Finance Research (International).

2014 – 2018: Managerial Finance (International).

2015: Review of Quantitative Finance and Accounting, (Ongoing) (International).

2012 – 2014: Finance Review (Ongoing) (International).

2008 – 2014: Corporate Governance: An International Review, (Ongoing) (International).

2012: Review of Quantitative Finance and Accounting, (Ongoing) (International).

Reviewer: Conference Paper

2021: Pacific Basin Finance, Economics, Accounting, and Management Annual Meeting, McKinney, Virtual (International).

2014 – 2018: Eastern Finance Association (International).

2008 – 2018: Financial Management Association (International).

2009 – 2014: Southern Financial Management Association (International).

Service to the Community

Speech / Presentation at a Community Meeting

2011: Midwest Chinese Science & Technology Association Annual Meeting

Professional Development

Other Professional Development

2018: World Finance & Banking Symposium Annual Meeting.

Honors/Awards

Award

2021: Does Information Asymmetry Motivate Corporate Spin-offs? IGBR International Conference.

2017: Faculty Senate Recognition Award for Outstanding Research and Scholarly Activity, Southeastern Oklahoma State University.

2014: The Vernon Zimmerman Best Paper Award, Asian-Pacific Conference on International Accounting Issues.

2011: Captain's Medal for Teaching Excellence, U.S. Army Captain Group Corp./United States Army.

2010: Best Paper Award, Track: Accounting Research, International Conference of Accounting, Business, Leadership and Information Management, New Orleans (May, 2010).

2009: Outstanding Teaching Award, Missouri University of Science and Technology.

2007: Outstanding Doctoral Student in Finance, Old Dominion University.

2001: Highest Honor Student Award, University of Dallas.

Honor

2017 – 2018: Nominated for Faculty Senate Award in Teaching, Southeastern Oklahoma State University., Southeastern Oklahoma State University.

2017: Nominated for Faculty Senate Award in Teaching, Southeastern Oklahoma State University., Southeastern Oklahoma State University.

2016: Nominated for Faculty Senate Award in Teaching, Southeastern Oklahoma State University.

2015 – 2016: Nominated for Senate Award in Research, Southeastern Oklahoma State University.

Carol Sullivan, Ph.D.
Associate Professor
Accounting/Finance
John Massey School of Business
csullivan@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Teaches in multiple disciplines.
Complete CV is on page 19
in the Accounting section.

John Topuz, D.B.A.
Adjunct
Accounting/Finance
John Massey School of Business
jtopuz@se.edu

Faculty Sufficiency Status: Supporting **Faculty Qualifications Status:** Scholarly Academic

Academic Background

D.B.A. Louisiana Tech University.
M.A. University of New Orleans.
M.S. Saint Joseph's University.
M.B.A. Yildiz University.
B.S. Istanbul Technical University.

Professional Certifications

Post Graduate Program in Artificial Intelligence and Machine Learning: Business Applications, 2021
FinTech and the Transformation in Financial Services, 2018

Professional Memberships

Academy of Economics and Finance, Unknown
Eastern Finance Association, Unknown
Financial Management Association, Unknown
Southern Finance Association, Unknown
Southwestern Finance Association, Unknown

WORK EXPERIENCE

Work Experience

Professor of Finance, North American University (2018 - Present), Stratford, Texas.
VP for Admin/Academic Affairs, North American University (2010 - 2018), Stafford, Texas.
Professor, Southeastern Oklahoma State University (2002 - 2010), Durant, Oklahoma.
Visiting Professor, Tennessee Tech University (2001 - 2002), Cookeville, Tennessee.
Teaching Assistant, Louisiana Tech University (1998 - 2001), Ruston, Tennessee.

TEACHING

Courses Taught

Courses from the Teaching Schedule: ADVANCED PERSONAL FINANCE (Bachelors), BUSINESS FINANCE (Bachelors), INTERNATIONAL FINANCIAL MANAGEMENT (Bachelors), International Financial Management (MBA), PERSONAL FINANCE (Bachelors)

Courses taught, but not in the Schedule:

MBA 5313 Statistics for Business Decision Making
MBA 5355 Data Analysis and Forecasting

MBA 5319 Financial Management
FIN 4813 Financial Policy and Strategy
FIN 4633 Risk Management
FINA 4316 International Finance
FINA 4315 Financial Analysis and Valuation
FIN 3613 Capital Investments

INTELLECTUAL CONTRIBUTIONS

Refereed Articles

Applied or Integrative/application Scholarship

Topuz, J., & Dogan, C. (2020). Real Effects of Real Estate: Evidence from Unemployment Rates. *Studies in Economics and Finance*, 37 (4), 605-623.

Topuz, J., & Gao, X. (2020). Firm Location and Systematic Risk: The Real Estate Channel. *Review of Accounting and Finance*, 19 (3), 387-409.

SERVICE

Service to the Profession

Board Member: PRJ Editorial Review Board

2021 – 2023: Global Journal of Accounting and Finance (International).

Member: Committee/Task Force

2022: Southern Finance Association Annual Meeting (Regional).

2019 – 2020: Southern Finance Association Annual Meeting (Regional).

Arthur Tran, Ph.D.
Assistant Professor
Accounting/Finance
John Massey School of Business
atran@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

Ph.D. Texas Tech University.
M.B.A. University of Central Missouri.
B.B.A. University of Central Missouri.

Professional Memberships

Southwestern Finance Association, 2022-2023
American Finance Association, 2021-2023
Eastern Finance Association, 2021-2023
Financial Management Association, 2021-2023
Southern Finance Association, 2021-2023
American Supply Chain Management Association (APICS), 2014-2017

WORK EXPERIENCE

Work Experience

Teaching Assistant, Texas Tech University (August, 2018 - December, 2022), Lubbock, Texas. - Grading assignments and exams and proctored classes

- Managing grades, developing tests, and scheduling projects
- Gathering data and conducting research

Inventory Control Manager, Taylor Valve Technology (June, 2014 - August, 2018), Oklahoma City, Oklahoma. - Supervised the Scheduling, Shipping & Receiving, and Materials Departments

- Managed the \$6.9M inventory and analyzed WIP values
- Conducted cycle counting and annual physical inventory activities
- Helped improve on-time delivery from 40% to 84% in 3 months (Jul-Oct 2017)

Graduate Assistant, University of Central Missouri (August, 2012 - May, 2014), Warrensburg, Missouri. - Graded assignments and exams and proctored classes

- Managed instructor's documents including grade backups, test developments, and scheduling projects
- Gathered, combined, and analyzed studies and surveys

Professional Teller, Bank of America (March, 2011 - January, 2012), Santa Clara, California. - Served hundreds of business and regular customers with deposits, withdrawals, and bill payments everyday

- Provided advanced services such as issuing cashier's checks, conducting cash advance, and wire transfers
- Made 20 referrals on average per day with 35% acceptance rate
- At one point, ranked number one among 2864 associates in Northwest Region
- Received two Silver Global Recognition Awards for outstanding contributions

Consulting Experience

- 2022: Rabbit Hole Coffee Company, Business Strategy Consulting Project
- 2013: Traditions Restaurant, Business Evaluation Consulting Project
- 2013: Chick-Fil-A, Business Strategy Consulting Project
- 2013: Buckle, Inc., Business Evaluation Consulting Project
- 2010: Carlyle Van Lines, Inc., Employee Relations Consulting Project
- 2010: 1st Central Bank, Bank Loyalty Consulting Project

TEACHING

Courses Taught

Courses from the Teaching Schedule: ADVANCED PERSONAL FINANCE (Bachelors), BANK ADMINISTRATION (Bachelors), FINANCIAL INSTITUTIONS AND CAPITAL MARKETS (Bachelors), Financial Inst & Fintech (MBA), INTERNATIONAL FINANCIAL MANAGEMENT (Bachelors), International Financial Management (MBA), PERSONAL FINANCE (Bachelors), REAL ESTATE FINANCE (Bachelors)

Courses taught, but not in the Schedule:

FIN3320 FINANCIAL MANAGEMENT at Texas Tech University

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	1			1
Presentations of Refereed Papers	3			3

Refereed Articles

Basic or Discovery Scholarship

Jourdan, Z., Corley, K., Valentine, R., & Tran, A. M. (in press, 2023). Fintech: A Content Analysis of the Finance and Information Systems Literature. *Electronic Markets*.

Presentations of Refereed Papers

International

Tran, A. M., Griffiths, M. D., & Winters, D. B. (2022). *Small Bank Managers are Prudent: A Benford's Law Approach to Loan Loss Allowances*. World Finance & Banking Symposium, Miami, Florida.

National

Tran, A. M. & Winters, D. B. (2022). *Community Banks and the Value of Soft Information in Loan Decisions*. Southwestern Finance Association, Houston, Texas.

Tran, A. M., Griffiths, M. D., & Winters, D. B. (2022). *Small Bank Managers are Prudent: A Benford's Law Approach to Loan Loss Allowances*. Southwestern Finance Association, Houston, Texas.

SERVICE

Service to the Institution

College Assignments

Other Institutional Service Activities:

2020-2021 – 2021-2022: School of Banking

Service to the Profession

Academic Conference: Discussant

2023: Southwestern Finance Association, Houston, Texas (National). "Bank Socialness: it matters when it counts" by Joseph Arthur

2023: Southwestern Finance Association, Houston, Texas (National). "Crypto literacy in Peer-to-Peer lending" by Laura Gonzalez

2022: World Finance & Banking Symposium, Miami, Florida (International). "Decentralized Market Power in Credit Markets" by Thiago Silva, Sergio de Souza, Solange Guerra, and Benjamin Tabak

2022: Financial Management Association, Atlanta, Georgia (International). "Let Us Put Our Moneys Together: Minority-Owned Banks and Resilience to Crises" by Allen Berger, Maryann Feldman, Scott Langford, and Raluca Roman

Service to the Community

Other Community Service Activities

2021 – 2023: The Heights Fellowship, Media Producer

2022: Early Childhood Intervention, Vietnamese Translator

2017: Village Fall Festival, Volunteer Staff

2014 – 2016: Vietnamese Community Church, Youth Leader

2010 – 2011: HomeFirst Homeless Shelter, Volunteer Staff

2010: E-Waste Recycling Services, Volunteer Staff

2009: Big Brothers Big Sisters, Volunteer Staff

Honors/Awards

Award

2014: Oracle Leadership Award, Taylor Valve Technology.

2011: Silver Global Recognition Awards, Bank of America.

2010: Walk the Talk Exemplary Leader Award, University of Central Missouri.

Honor

2022: Doctoral Student Excellence in Teaching Award, Texas Tech University.

2014: Dale Carnegie Outstanding Performance Award, Dale Carnegie Organization.

2007 – 2010: Dean's List, University of Central Missouri.

Scholarship

2022: James D. and Mary Hazlewood Graduate Fellowship, Texas Tech University.

2022: Rawls Endowed Scholarship, Texas Tech University.

2018 – 2021: Rawls Endowed Scholarship, Texas Tech University.

2010: Department of Management & Business Communication Scholarship, University of Central Missouri.
2010: Harmon College of Business Alumni Scholarship in Management, University of Central Missouri.
2010: Harmon College of Business Administration Scholarship, University of Central Missouri.
2009: Charles & Laura Kuhn Entrepreneurial Scholarship, University of Central Missouri.
2009: George W. Diemer Scholarship for International Students, University of Central Missouri.
2008: Management & Business Communication Achievement Award, University of Central Missouri.

Elizabeth (Liz) Whitlow, D.B.A.
Associate Professor
Accounting/Finance
John Massey School of Business
emulig@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Teaches in multiple disciplines.
Complete CV is on 24
in the Accounting section.

Hanzhi (Frank) Xu, Ph.D.
Assistant Professor
Accounting/Finance
John Massey School of Business
hxu@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

Ph.D. University of North Texas.
M.S. Binghamton University.
B.S. Nanjing University of Finance and Economics.

Skills

Teaching Skills

Blackboard
Canvas
Responds

Research Skills

Financial Data Analysis

Computer Skills

Microsoft Office
SAS
STATA

Languages

English
Chinese

International Interests

Asian Financial Markets

WORK EXPERIENCE

Work Experience

Assistant Professor, Southeastern Oklahoma State University (August, 2020 - Present), Durant, Oklahoma.
Visiting Assistant Professor, Southeastern Oklahoma State University (August, 2019 - May, 2020), Durant, Oklahoma.
Teaching Fellow/Instructor, University of North Texas (August, 2017 - August, 2019), Denton, Texas.
Finance Lab Tutor and Bloomberg Lab Tutor, University of North Texas (August, 2015 - August, 2019), Denton, Texas.
Teaching Assistant, University of North Texas (August, 2015 - August, 2017), Denton, Texas.

TEACHING

Courses Taught

Courses from the Teaching Schedule: BUSINESS FINANCE (Bachelors), FINANCIAL INSTITUTIONS AND CAPITAL MARKETS (Bachelors), FINANCIAL MODELING (Bachelors), FINANCIAL POLICY AND STRATEGY (Bachelors), Financial Inst & Fintech (MBA), INTERMEDIATE CORPORATE FINANCE I (Bachelors), SECURITIES INVESTMENT (Bachelors)

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles-in-Progress (All)	2			2
Publications in Refereed Conference Proceedings		1		1

Refereed Proceedings

Applied or Integrative/application Scholarship

Lin, Y., Richards, R., & Xu, H. (2022). Luckin Coffee, Inc. *Southwest Case Research Association - SWCRA*.

Working Papers

Xu, H. (2020). "The Two Sides of Value Premium: Decomposing the Value Premium."

Xu, H., Liu, I., Li, X., & Ye, D. (2019). "CEO's Financial Experience and the Cost of Equity Capital."

SERVICE

Service to the Institution

College Assignments

Member:

2022-2023: Teaching Excellence & Learner Success Standards 6 & 7

2019-2020 – 2021-2022: Student Relations

2019-2020 – 2021-2022: Recruitment

Honors/Awards

Award

2018: Best Doctoral Paper in Finance Award, University of North Texas.

Scholarship

2019: Toulouse Graduate School Scholarship, University of North Texas.

2019: G. Brint Ryan College of Business Scholarship, University of North Texas.

2018: G. Brint Ryan College of Business Scholarship, University of North Texas.

2018: Toulouse Graduate School Scholarship, University of North Texas.

2017: G. Brint Ryan College of Business Scholarship, University of North Texas.

2017: Toulouse Graduate School Scholarship, University of North Texas.

2016: G. Brint Ryan College of Business Scholarship, University of North Texas.

2016: Toulouse Graduate School Scholarship, University of North Texas.

2015: G. Brint Ryan College of Business Scholarship, University of North Texas.

2015: Toulouse Graduate School Scholarship, University of North Texas.

Geoffrey Vanderpal, D.B.A.
Adjunct
Accounting/Finance
John Massey School of Business
gvanderpal@se.edu

Faculty Sufficiency Status: Supporting **Faculty Qualifications Status:** Practice Academics

Academic Background

D.B.A. Nova Southeastern University.
Other Colorado Technical University.
M.B.A. Webster University.
B.S. Columbia College.

WORK EXPERIENCE

Work Experience

Ambassador at Large & Economist (Part-Time), Foreign Ministry – Republic of Guinea (2017 - Present), Unknown, Unknown.

Director, Former CFO (Interim), Strategy Advisor & Co-Founder, Alexia Kay Design LLC, Las Vegas, NV & Bangkok, Thailand (2011 - Present), Unknown, Unknown.

Professional Educator, Multiple Universities – USA, France, Bermuda, Ghana, Thailand, Cambodia & Vietnam (2002 - Present), Unknown, Unknown. Program Chair, Faculty Senate, Professor, Lecturer & Course Lead

Chief Investment Officer, Owner, Supervisory Principal, Elite Financial Planning Group of America, Inc. (PPAM LLC) & VanderPal Capital Management LLC, Austin, TX & Las Vegas, NV, Dallas, TX (3 Locations) (2002 - 2016), Unknown, Unknown.

Vice President, Financial Advisor, Supervisory Principal, First Union Securities, Inc. (Wachovia) (2000 - 2002), Baltimore, Maryland.

Senior Financial Executive, CitiGold Executive, Supervisory Principal, Citicorp Investment Services & Citibank N.A. (FSB), Crystal Lake, IL, Las Vegas, NV & San Ramon, CA (1992 - 2000), Unknown, Unknown.

TEACHING

Courses Taught

Courses from the Teaching Schedule: ADVANCED PERSONAL FINANCE (Bachelors), BUSINESS POLICY (Bachelors), INTERNATIONAL BUSINESS (Bachelors), PERSONAL FINANCE (Bachelors)

Courses taught, but not in the Schedule:

Corporate Finance | Managerial Finance | Managerial Accounting | Management | Strategy | Project Finance | Portfolio Management | Investments | Derivatives & Markets | Money & Banking | Insurance & Risk Management | Retirement Planning | International Finance | Managerial Economics | Strategy | Management | Marketing | Financial Statement Analysis Sustainable Business Accounting | Bond & Fixed Income Management

MARKETING

Lila K. (Kitty) Campbell, E.D.D.
John Massey Endowed Chair/Professor
Management/Marketing
John Massey School of Business
kcampbell@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

E.D.D. Texas A&M University - Commerce.
A.B.D. University of North Texas.
M.A.S. Southeastern Oklahoma State University.
B.S. Texas A&M University.

Professional Memberships

Allied Academies, Need Year(s)
Association for Small Business & Entrepreneurship, Need Year(s)
Delta Mu Delta, Need Year(s)
Kappa Delta Pi, Need Year(s)
Service Corps of Retire/Active Executives (SCORE), Need Year(s)
Sigma Beta Delta, Need Year(s)
Beta Gamma Sigma AACSB International Honor Society, 2008

WORK EXPERIENCE

Work Experience

Chair, Department of Management & Marketing, MBA Director, Massey Endowed Professor in Business, Southeastern Oklahoma State University (May, 2022 - Present), Durant, Oklahoma.

Chair and Professor, Department of Management and Marketing, John Massey School of Business/Southeastern Oklahoma State University (2013 - Present), Durant, Oklahoma.

Interim Chair; Dept of Accounting & Finance, Southeastern Oklahoma State University (August, 2016 - May, 2022), Durant, Oklahoma.

Interim Chair and Professor, Department of Management and Marketing, John Massey School of Business/Southeastern Oklahoma State University (2012 - 2013), Durant, Oklahoma.

Professor, Department of Management and Marketing, John Massey School of Business/Southeastern Oklahoma State University (2008 - 2011), Durant, Oklahoma.

Associate Professor, Department of Management and Marketing, John Massey School of Business/Southeastern Oklahoma State University (2004 - 2007), Durant, Oklahoma.

Assistant Professor, Chair, Department of Management and Marketing, School of Business/Southeastern Oklahoma State University (2000 - 2004), Durant, Oklahoma.

Instructor, Department of Management and Marketing, School of Business/Southeastern Oklahoma State University (1997 - 1999), Durant, Oklahoma.

Adjunct Instructor, Department of Management and Marketing, School of Business/Southeastern Oklahoma State University (1996 - 1997), Durant, Oklahoma.

Chair, Department of Management and Marketing, School of Business/Southeastern Oklahoma State University (1994 - 1996), Durant, Oklahoma.

Instructor, Department of Management and Marketing, School of Business/Southeastern Oklahoma State University (1992 - 1996), Durant, Oklahoma.

Teaching Fellow, Department of Management, University of North Texas (1990 - 1992), Denton, Texas.

Instructor, Department of Business Administration and Management, School of Business/Southeastern Oklahoma State University (1988 - 1989), Durant, Oklahoma.

Paid Service Experience

2011-2012: Conducted the Chickasaw Entrepreneurship Academy, June 19-24.

2011: Conducted the Chickasaw Personal Finance Academy, July 13- August 3.

2009: Conducted the Chickasaw Entrepreneurship Academy, June 1-5

2008: Conducted the Chickasaw Entrepreneurship Academy, June 2-6.

2007: Conducted the Chickasaw Entrepreneurship Academy, June 4-8

2006: Conducted the Chickasaw Entrepreneurship Academy, June 5-9

2005: Conducted the Chickasaw Entrepreneurship Academy, June 27- July 1

TEACHING

Courses Taught

Courses from the Teaching Schedule: ACCOUNTING INTERNSHIP (Bachelors), BUSINESS ETHICS (Bachelors), BUSINESS POLICY (Bachelors), CONTEMPORARY ISSUES IN MANAGEMENT (MBA), Career Development Seminar (Bachelors), Dir Reading (Bachelors), Dir Reading (Bachelors), Dir Reading (Bachelors), Directed Reading (Bachelors), Directed Reading (Bachelors), Directed Reading (Bachelors), ENTREPREURSHIP AND NEW VENTURES (Bachelors), HOSPITALITY HUMAN RESOURCE MANAGEMENT (Bachelors), HOSPITALITY MANAGEMENT (Bachelors), HUMAN RESOURCE MANAGEMENT (Bachelors), Human Resource Management (MBA), INTRODUCTION TO BUSINESS (Bachelors), MANAGEMENT & ORGANIZATION BEHAVIOR (Bachelors), MANAGEMENT INTERNSHIP (Bachelors), MARKETING FOR NEW VENTURES (MBA), MARKETING INTERNSHIP (Bachelors), Management internship (Bachelors), Marketing Internship (Bachelors), OPPORTUNITY AND NEW PRODUCT DEVELOPMENT (MBA), ORGANIZATIONAL LEADERSHIP (Bachelors), Principles of Advertising (Bachelors), Restaurant Operations (Bachelors), SEMINAR (Bachelors), SMALL BUSINESS MANAGEMENT (Bachelors), SPECIAL TOPICS IN ENTREPRENEURSHIP (MBA), STRATEGIC MANAGEMENT (MBA), SUPERVISORY MANAGEMENT (Bachelors), Sem: Employ Law (Bachelors), Social Media Marketing (Bachelors), Training & Development (MBA)

Courses taught, but not in the Schedule:

PRINCIPLES OF MARKETING
TRAINING AND DEVELOPMENT.
SEMINAR IN NEWSPAPER INDUSTRY
CONSUMER BEHAVIOR
ORGANIZATIONAL BEHAVIOR
ORGANIZATIONAL LEADERSHIP
BUSINESS COMMUNICATION
PRINCIPLES OF MANAGEMENT
MANAGERIAL ACCOUNTING
SMALL BUSINESS MANAGEMENT

BEHAVIORAL MANAGEMENT
 SUPERVISORY MANAGEMENT
 RESEARCH METHODS
 HUMAN RESOURCE MANAGEMENT
 BUSINESS POLICY
 COMPENSATION AND BENEFIT ADMINISTRATION
 INTERNATIONAL BUSINESS
 E-COMMERCE
 INTERNATIONAL MANAGEMENT
 ENTREPRENEURSHIP
 STRATEGIC MANAGEMENT
 PRINCIPLE-CENTERED LEADERSHIP
 CONTEMP ISSUES IN NATIVE AMERICAN LEADERSHIP
 STUDY SKILLS
 HOSPITALITY MANAGEMENT

Teaching Activities

Course (New) - Creation/Delivery: Conventional

2013

Course (New) - Creation/Delivery: Online

2013

2012

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	7	3	6	16
Publications in Refereed Conference Proceedings	5	3	2	10
Presentations of Refereed Papers	2	3	2	7

Refereed Articles

Applied or Integrative/application Scholarship

Bressler, M., Campbell, L. K. (., & Elliott, B. (2017). Are small businesses using social media effectively? A study of social media use in small businesses. *International Journal of Development Research*, 7 (2), 11604-11607.

Von Bergen, C.W., Campbell, L. K. (., & Leird, R. (2016). Too much of a good thing in employment counseling. *Journal of Organizational Culture, Communications and Conflict*, 20 (1), 143-152.

Combs, D. S., & Campbell, L. K. (2012). Public employee pensions and Social Security: You may not be able to get both. *Mustang Journal of Law and Legal Studies*, 3, 103-111.

Basic or Discovery Scholarship

Bressler, M. S., Campbell, L. K., & Elliott, B. (in press, 2015). A Study of Native American small business ownership: opportunities for entrepreneurs. *AABRI Research in Business and Economics Journal*, 10.

Bressler, M. S., Campbell, K., & Elliott, B. (in press, 2015). Marketing effectiveness of social media: A study of social media use in small businesses. *Entrepreneurial Executive, The*.

Von Bergen, C. (Von) W., Bressler, M. S., & Campbell, K. (2014). The Sandwich Feedback Method: Not Very Tasty. *AABRI Journal of Behavioral Studies in Business*, 7.

Stevens, R. E., Silver, L. S., Campbell, K., Hayes, B., & Dyson, D. (2014). A Comparison of Two Private University Faculties' Perspectives of Using Collegiality in Tenure and Promotion Decisions. *American Journal of Business and Management*, 3 (2), 70-76.

Stevens, R. E., Silver, L. S., Hayes, J. B., & Campbell, K. (2014). Differences In Public and Private University Faculty Perspectives. *Global Education Journal*, 2014 (1), 137-152.

Bressler, M. S., Campbell, K., & Elliott, B. (2014). The Reverse Family Business: An Emerging Trend in Entrepreneurship? *Academy of Entrepreneurship Journal*, 20 (2), 137-151.

Silver, L. S., Stevens, R. E., Clow, K. E., & Campbell, K. (2011). Differences in Management and Marketing Professors' Perspectives on the Rising Cost of College Textbooks. *Journal of Business & Leadership: Research, Practice and Teaching*, 7, 116-124.

Teaching and Learning Scholarship

Stevens, R., Silver, L., Richards, R., & Campbell, K. (2022). A Comparison of Faculty and Student Perspectives of Academic Integrity in an Online Environment: A Pilot Study. *Journal of Business Administration Online*.

Stevens, R., Silver, L. S., Campbell, K., & Richards, R. (2021). Student Perspectives of Academic Integrity in an Online Environment: A Pilot Study. *Archives of Business Research*.

Stevens, R., & Silver, L. (2020). The Impact of Technology on Online Course Integrity: A Pilot Study. *Archives of Business Review*, 8 (11), 19-26.

Stevens, R., Silver, L., Kitty, C., & Richards, R. (2020). A Pilot Study of the Learning Curve Effect on Technological Safeguards Used in Online Courses. *American Journal of Management Studies*, 20 (5), 9-19.

Campbell, K., Bressler, M. S., & Leird, R. (2017). University of Southern Oklahoma Therapeutic Riding Program. *Journal of Business Cases and Applications*.

Kerneck, C., Toombs, L. A., & Campbell, L. K. (. (2015). Tin Star Furniture. *Business Studies Journal*, 7 (Special Issue), 29-46.

Refereed Proceedings

Applied or Integrative/application Scholarship

Richards, R. J., Kerneck, C., Ingram, K., & Campbell, K. (in press, 2019). Entrepreneurship and Decision Making: Have Your Cake and Eat it Too. *ASBE Conference*.

Kerneck, C., Toombs, L. A., & Campbell, L. (2015). Tin Star Furniture. *Sam Houston State University Conference*.

Silver, L. S., Stevens, R. E., Campbell, K., & Clow, K. (2011). Differences in Management and Marketing Professors' Perspectives of Textbook Costs. *Annual Business and Leadership Symposium*, Fort Hays, Kansas:

Basic or Discovery Scholarship

Campbell, K., Bressler, M., & Leird, R. (2016). University of Southern Oklahoma Therapeutic Riding Program. *Southwest Case Research Association - SWCRA (2016)*, 30.

Campbell, L. K., Jones, W., Nichols, N., & Taylor, K. (2014). Workplace Safety: What Small Business Owners Need to Know. *Association of Small Business and Entrepreneurship*.

Bressler, M. S., Campbell, K., & Elliott, B. (2014). A Study of Social Media Use by Small Business Owners. *Association for Small Business and Entrepreneurship*.

Bressler, M. S., Campbell, L. K., & Elliott, B. (2013). Native American advancement from poverty to self-sufficiency: Can entrepreneurship help lead the way? *Association for Small Business and Entrepreneurship*.

Bressler, M. S., & Campbell, L. K. (2012). "Freaky Friday" Entrepreneurs – When parents work for their kids. *Association of Small Business and Entrepreneurship*.

Teaching and Learning Scholarship

Campbell, K., Bressler, M. S., & Leird, R. K. (2016). University of Southern Oklahoma. *Southwest Case Research Association - SWCRA, 18, 1-20*.

Campbell, L. K., Stevens, R. E., Silver, L. S., & Clow, K. E. (2013). Differences in accounting and finance professors' perspectives on rising cost of college textbooks. *American Society of Business and Behavioral Sciences*.

Presentations of Refereed Papers

National

Silver, L., Campbell, L. K. (., & Bressler, M. (2016). *Entrepreneurial Sex: The Rise and Fall of Quasi-Legal Prostitution in the New Orleans Storyville District*. Association of Small Business and Entrepreneurship, New Orleans, Louisiana.

Campbell, L. K. (., Jones, W., Nichols, N., & Taylor, K. (2014). *Workplace Safety: What Small Business Owners Need to Know*. Association of Small Business and Entrepreneurship, New Orleans, Louisiana.

Campbell, L. K., Stevens, R. E., Silver, L. S., & Clow, K. E. (2013, February). *Differences in accounting and finance professors' perspectives on rising cost of college textbooks*. American Society of Business and Behavioral Sciences, Las Vegas, Nevada.

Campbell, L. K. & Combs, D. S. (2011, November). *Employee Cell Phone Use While Driving: Implications for Small Business Owners*. Association for Small Business and Entrepreneurship, Savannah, Georgia.

Silver, L. S., Stevens, R. E., Clow, K., & Campbell, L. K. (2011, October). *Differences in management and marketing professors' perspectives on the rising cost of college textbooks*. Business & Leadership Symposium, Fort Hays, Kansas.

Regional

Campbell, K. & Taylor, K. (2021). *The Superman Syndrome: The Kryptonite of Protective Equipment*. Association of Small Business and Entrepreneurship, Durant, Virtual.

Mawer, W. T., Campbell, L. K., & Combs, D. S. (2010, March). *FMLA 2009 version: Clarification or confusion*. Southern Academy of Legal Studies in Business, San Antonio, Texas.

SERVICE

Service to the Institution

Department Assignments

Chair:

2016-2017: Screening committee for two accounting professors

2016-2017: Search Committee for Instructor/Asst Director MBA Program

College Assignments

Member:

2022-2023: Strategic Planning - Standards 1, 2, & 9
2022-2023: CMAoL (Curriculum Management & Assurance of Learning) Standards 4 & 5
2022-2023: AACSB Leadership - AACSB Standards 3 & 8
2015-2016 – 2021-2022: CMAoL (Curriculum Management & Assurance of Learning)
2014-2015 – 2021-2022: AACSB Oversight
2014-2015 – 2021-2022: Strategic Planning
2015-2016: JMSB Meetings with Dean Scoufos

College Assignments

Chair:

2009 – 2011: Post Tenure Review Committee
2010: Tenure and Promotion Committee for Accounting
2010: Assurance of Learning Committee
2002-2003 – 2010-2011: School of Business Curriculum Content and Evaluation Committee
2007: Post Tenure Review Committee

Member:

2010 – 2014: Assessment Committee
2010-2011 – 2013-2014: AACSB Accreditation Oversight Committee
2011: Accounting Screening Committee
2010: Graduate Council
2010: Aviation Screening Committee
2009: Promotion and Tenure Committee
2008: Aviation Post-Tenure Review Committee
2008-2009: Assessment Committee
2001-2002 – 2007-2008: AACSB Accreditation Committee
2006: Tenure Review Committee
2002-2003 – 2006-2007: School of Business Faculty Composition, Development, and Intellectual Contributions Committee
2005: Marketing Screening Committee
2005: Aviation Sciences Promotion and Tenure Committee
2005-2006: Promotion and Tenure Committee
2002-2003 – 2005-2006: JMSB Advisory Council
2004: Massey Endowed Chair in Strategic Management Search Committee
2003: Massey Endowed Chair in Management Search Committee
2003: Massey Endowed Chair in Marketing Search Committee
2001-2002: Massey Endowed Chair in Accounting Search Committee
2001-2002: Massey Endowed Chair in MIS Search Committee
2000: John Massey Endowed Chair in Finance Search Committee

University Assignments

Committee Chair:

2009-2010: Library Committee

2008: OSBDC Development Specialist screening committee, Chair

2000-2001 – 2001-2002: School of Business Academic Affairs Committee

Committee Member:

2012-2013 – 2014-2015: Academic Appeals Committee

2005-2006 – 2006-2007: Academic Appeals Committee

2000-2001 – 2003-2004: Academic Council

University Assignments

Committee Member:

2016-2017: Academic Council

2013-2014 – 2014-2015: Academic Council

University Assignments

Committee Member:

2015-2016: Enrollment-Recruiting Advisory Committee

2012-2013 – 2014-2015: Faculty Appellate Committee

2006-2007 – 2014-2015: Faculty/Staff Recognition Banquet Committee

2000-2001 – 2014-2015: Cultural and Scholastic Lectureship Fee Committee

2008: Centennial Steering Committee

2006-2007 – 2008-2009: Faculty Appellate Committee

2003-2004 – 2008-2009: Distance Learning Council

2005: Equestrian Center Director Search Committee

2003-2004 – 2004-2005: Faculty Appellate Committee

2002: Equestrian Center Director Search Committee

1998-1999 – 2000-2001: Faculty Senate

1997-1998 – 1999-2000: Computer Technology Committee

University Assignments

Committee Member:

2013-2014 – 2016-2017: Health & Wellness Advisory Board

University Assignments

Committee Member:

2016-2017: SE Homecoming Court Interviewer

2016-2017: Search Committee for Coordinator, Career Management Center

2012-2013 – 2014-2015: Higher Learning Commission Self Study Chapter 3 Subcommittee

2009-2010 – 2014-2015: Heart of Southeastern Committee

2000-2001 – 2014-2015: Spirit of Southeastern Committee

2011: Promotion Committee for Occupational Health and Safety
2010: Tenure and Promotion Committee for Occupational Safety and Health
2009: Promotion Committee for Occupational Safety and Health
2009: Tenure and Promotion Committee for Library
2007-2008 – 2009-2010: Student Personnel Policies Committee
2008: Presidential Investiture Steering Committee
2007-2008 – 2008-2009: Library Committee
2007: OSRHE Course Equivalency Project Committee, UCO, Edmund, OK
2007-2008: SOSU Centennial Celebration Planning Committee
2005-2006 – 2006-2007: Recruiting and Retention Strategic Goals Team
2004-2005 – 2006-2007: Teacher Education Council
2005: School of Arts and Sciences Promotion Committee
2004-2005 – 2005-2006: Resident Year Teacher Committee for Business Education
2004: Marketing Strategic Goal Team
2001-2002 – 2003-2004: Library Committee
2000-2001 – 2001-2002: Honors Committee
1998-1999: Technology Committee
1996-1997: Library Committee
1995-1996: School of Business Academic Affairs Committee

University Assignments

Committee Member:

2014-2015: Tenure/Promotion Committee for Occupational Health & Safety

University Assignments

Committee Member:

2009: Therapeutic Riding Screening Committee
2008: Therapeutic Riding Program Committee
2001-2002: Who's Who Guidelines Committee

Faculty Advisor:

2000-2001 – 2004-2005: Delta Mu Delta Faculty Advisor
2000-2001 – 2002-2003: Faculty Advisor/Coach SOSU Intercollegiate Horse Show Team
1994-1995: Freshman Enrollment Clinic Faculty Advisor

Faculty Sponsor:

1998-1999 – 2010-2011: Faculty Friend, Freshmen Orientation
2005-2006 – 2007-2008: Faculty Friend for Freshman Fall Preview
2005: SOSU Honors Day Essay Evaluator
2005: Honors Orientation and Enrollment
2003: SOSU Honors Day Essay Evaluator
2003: Honors Orientation and Enrollment
2001: SOSU Honors Day Interviewer

1996: Honors Day Competition Faculty Interviewer

Other Institutional Service Activities:

2005-2006 – 2014-2015: SOSU Rodeo Team secretary

2010: Presidential Investiture Liaison for JMSoB

1999-2000 – 2008-2009: Institutional Research and Planning's Organized Research Grants, Reviewer

2005: SOSU/ML King Day of Service

2005: Presented Resume Writing program for student Music Educators Association

2001-2002 – 2004-2005: Web-based Instruction Task Force

2003: SOSU Team Development Retreat

2001-2002 – 2003-2004: Diversity Task Force

1994-1995 – 2003-2004: SOSU Strategic Planning Retreat

Service to the Profession

Advisor

2010 – 2014: Chapter Advisor, Beta Gamma Sigma, the international honor society in business (AACSB accredited schools) (International).

Board Member: Advisory Board

1998 – 2003: DECA Advisory Board; Durant High School, Durant, OK (Local).

Reviewer - Article / Manuscript

2002 – 2014: Journal of Business & Entrepreneurship (International).

Reviewer - Book / Textbook

2005: Introduction to Business (Collins, 2008) manuscript for Pearson/Prentice Hall Publishers (International).

1999: The New World of Business manuscript for Harcourt (International).

1999: Business: An Integrative Framework, Fry, Stoner & Hattwick, for Irwin/McGraw-Hill Publishers (International).

Editor: Academic PRJ

2005 – 2010: Co-Editor, Journal of Business & Entrepreneurship (International).

Member: Committee/Task Force

2002 – 2014: ACBSP Marketing Committee (National).

2005: ACBSP Region 6 Teaching Excellence Award application review committee (Regional).

Officer: Organization / Association

2008: President, Association for Small Business & Entrepreneurship (National).

2007: President-Elect, Association for Small Business & Entrepreneurship (National).

2005 – 2007: Region 6 Representative for Delta Mu Delta, Business Honor Society (Regional).

2006: Past President, Association for Small Business & Entrepreneurship (National).

2005: President, Association for Small Business & Entrepreneurship (National).

2004: President-Elect, Association for Small Business & Entrepreneurship (National).

2003: Vice-President of Programs, Association for Small Business & Entrepreneurship (National).

2002: Vice-President of Membership, Association for Small Business & Entrepreneurship (National).

Other Professional Service Activities

1995 – 2014: S.C.O.R.E. Volunteer, Small Business Administration (1995-present). (National).

2007: Conducted the Annual Strategic Retreat for the Grayson County Community College Center for Workplace Learning Advisory Board October 9 (Local).

Presentation

2010: Presented "Will My Business Idea Work?" for REI Women's Biz Expo, McAlester., OK, April 29 (State).

2010: Presented "Will My Business Idea Work?" for the Oklahoma Women's Symposium; Norman, OK, September 1 (State).

2009: Presented "Building Customer Relations: The New Competitive Edge" for REI Customer Service workshop, March 12 (State).

2009: Presented "Your Business Plan" for REI Women's Biz Expo, April 30 (State).

2009: Presented "Your Business Plan" for REI Small Business Basics and Where's the Money workshop, June 18 (State).

2006: Presented training program on Marketing Your Business for Rural Enterprises (Local).

2006: Presented program on Customer Service with OSBDC (Local).

2005: Presented training program on Supervisory Management for Oklahoma District Attorneys' meeting, Beavers Bend Lodge (State).

2000 – 2005: Presented seminar on Ethics to 25 high school boys for the Young Men's Leadership of Greater Ardmore Program (Local).

2004: Presented program on Forms of Business Ownership for Rural Enterprises (Local).

2004: Presented training program on Customer Service to the Durant Chamber of Commerce, October 26 (Local).

2001 – 2004: Developed and presented training programs to the Chickasaw Nation on Customer Service, Management Skills, Communication, and Time Management (Local).

Service to the Community

Member of a Committee

1998: Curriculum Development and Revision Committee, Durant School District, Durant, OK

Speech / Presentation at a Community Meeting

2017: Choctaw Nation and National Association of Housing and Redevelopment Officials, Topic: Gen X vs Millennials

2017: Choctaw Nation and National Association of Housing and Redevelopment Officials, Topic: Personnel files – What should and shouldn't be in them.

Honors/Awards

Award

2013: Faculty Senate Recognition Award for Excellence in Service, Southeastern Oklahoma State University.

2011: Faculty Senate Recognition Award for Excellence in Teaching, Southeastern Oklahoma State University.

2011: Faculty Senate Recognition Award for Excellence in Service, Southeastern Oklahoma State University.

2011: Faculty Senate Recognition Award for Excellence in Research, Southeastern Oklahoma State University.

2011: Faculty Senate Recognition Award for Professor of the Year, Southeastern Oklahoma State University.

2010: Faculty Senate Recognition Award for Excellence in Teaching, Southeastern Oklahoma State University.

2008 – 2009: Faculty Senate Recognition Award for Excellence in Service, Southeastern Oklahoma State University.

2007: Faculty Senate Recognition Award for Excellence in Teaching, Southeastern Oklahoma State University.

2006 – 2007: Faculty Senate Recognition Award for Excellence in Service, Southeastern Oklahoma State University.

2003: Faculty Senate Recognition Award for Excellence in Service, Southeastern Oklahoma State University.

2002: Faculty Senate Recognition Award for Excellence in Teaching, Southeastern Oklahoma State University.

2001 – 2002: Faculty Senate Recognition Award for Excellence in Service, Southeastern Oklahoma State University.

2000: Distinguished Doctoral Student Award, Department of Secondary and Higher Education, Texas A&M University-Commerce.

2000: Teaching Excellence Award, Association of Collegiate Business Schools and Programs Region 6.

1999: Faculty Senate Recognition Award for Excellence in Teaching, Southeastern Oklahoma State University.

1995: Faculty Senate Recognition Award for Excellence in Research, Southeastern Oklahoma State University.

Honor

2010: Inducted as a Fellow, Association for Small Business & Entrepreneurship.

2010: Named Honorary Coach for the SOSU vs. Northeastern State football game, Southeastern Oklahoma State University.

2004 – 2006: Who's Who Among America's Teachers.

2005: Empire Who's Who of Women in Education.

2000: Who's Who Among America's Teachers.

Jennifer Flanagan, Ph.D.
Adjunct
Management/Marketing
John Massey School of Business
flanagan@se.edu

Faculty Sufficiency Status: Supporting **Faculty Qualifications Status:** Scholarly Academic

Academic Background

- Ph.D. Texas A&M Commerce.
- Ph.D. University of Florida.
- M.B.A. Texas Woman's University.
- B.S. Texas A&M University - Commerce.

WORK EXPERIENCE

Work Experience

- Adjunct Professor, Southeastern Oklahoma State University (October, 2019 - Present), Durant, Oklahoma.
- Associate Professor, Texas Woman's University (August, 2016 - Present), Denton, Texas.
- Assistant Professor, Texas A&M University - Commerce (January, 2005 - August, 2016), Commerce, Texas.

TEACHING

Courses Taught

Courses from the Teaching Schedule: CONSUMER BEHAVIOR (Bachelors), SALES AND SALES MANAGEMENT (Bachelors)

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals		2		2
Publications of Non-refereed or Invited Papers		1	1	2

Refereed Articles

Applied or Integrative/application Scholarship

- Flanagan, J., & Johnson, V. (2019). Marked Inside and Out: An Exploration of Perceived Stigma of the Tattooed in the Workplace. *Equality, Diversity and Inclusion: An International Journal*.
- Flanagan, J., Kernek, C., & Doty, M. (2017). Technology and Assessment: A Focused Comparison of Three University Business Schools and Their Use of Technology in the Assessment Process. *Intersection*.

Non-Refereed Articles

Applied or Integrative/application Scholarship

Reysen, S., Katzarska-Miller, I., Mohebpour, I., & Flanagan, J. (2016). Global Citizenship Identification and Willingness to Protest Unethical Corporations. *International Journal of Business and Globalizations*.

Teaching and Learning Scholarship

Horn, D., & Flanagan, J. L. (2021). An Examination of the Impact of Faculty Approaches to Teamwork Development on Teamwork Quality and Success in Business Education. *Journal of Education for Business*.

Lauran Fuller, A.B.D.
Instructor
Management/Marketing
John Massey School of Business
lfuller@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Teaches in multiple disciplines.

**Complete CV is on page 47
in the Business section.**

Eric Kennedy, Ph.D.
Associate Professor
Management/Marketing
John Massey School of Business
ekennedy@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Teaches in multiple disciplines.
Complete CV is on page 104
in the Entrepreneurship section.

Courtney Kernek, Ph.D.
Chickasaw Nation Professorship/Associate Professor
Management/Marketing
John Massey School of Business
ckernek@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

Ph.D. Texas A&M University - Commerce.

M.B.A. Texas A&M University- Commerce.

B.B.A. Texas A&M University- Commerce.

Professional Memberships

Academy of Business Research, 2014-2015

Allied Academies, 2014-2015

Sherman Service League, Sustaining Member, 2012-2013

Beta Gamma Sigma, 2011-2015

Sherman Service League, Active Member, 2011

Association of Business Information Systems, 2010, 2012-2013

Sherman Service League, President, 2010

Association of Collegiate Marketing Educators, 2009-2011

Federation of Business Disciplines, 2009-2011

American Marketing Association, 2009-2010

Southwest Academy of Management, 2009-2010

Pi Sigma Epsilon, 2009

Sherman Service League, 1st Vice-President, 2009

WORK EXPERIENCE

Work Experience

Associate Professor of Marketing, Southeastern Oklahoma State University (August, 2017 - Present), Durant, Oklahoma. Promoted

Assistant Professor of Marketing, John Massey School of Business/ Southeastern Oklahoma State University (July, 2014 - July, 2017), Durant, Oklahoma.

Assistant Professor of Marketing, Tenure-Track (AQ/Participating), College of Business & Entrepreneurship, Department of Marketing and Management/Texas A&M University-Commerce (August, 2012 - August, 2014), Commerce, Texas. Instruct marketing courses via the traditional classroom and online; advise students; actively engage in research and discipline related publications; participate in college and university service.

AACSB Administrator, College of Business & Entrepreneurship, Office of the Dean/Texas A&M University-Commerce (November, 2007 - August, 2014), Commerce, Texas. Organize and prepare annual and fifth year documents for AACSB re-accreditation in 2013. Scope of duties includes: accreditation, assessment,

and strategic planning for the college; maintenance of SACS and AACSB standards. Successfully re-affirmed accreditation in 2009. Next Maintenance of Accreditation scheduled in fall 2013.

Instructor of Marketing and Management, College of Business & Entrepreneurship, Department of Marketing and Management/Texas A&M University-Commerce (August, 2003 - August, 2012), Commerce, Texas. Instruct both marketing and management courses via the traditional classroom and online, advise students, sponsor and work with student organizations. Attend various meetings and media functions in Grayson County on behalf of the College of Business & Technology and Texas A&M-Commerce in support of workforce and specialty skills training.

Ad Interim Lecturer in Marketing and Management, College of Business and Technology, Department of Marketing and Management/Texas A&M University-Commerce (January, 2003 - August, 2003), Commerce, Texas. Instruct both marketing and management courses via the traditional classroom and online, advise students, sponsor and work with student organizations, participate in committee assignments and assist in the marketing development and implementation of the BAAS program.

Promotions & New Media Development Director / Internet Reporter, KTEN-TV (2000 - 2003), Denison, Texas. Develop and manage all KTEN-TV and KTEN.com promotions, public relations and new media endeavors including strategic planning and implementation, promotions and Web development, design and maintenance, community relations, event coordination, relationship marketing, news releases, PSA's, technology reporting and script writing.

Consulting Experience

2020 – 2021: Tin Star & Co., **Owner & Marketing Consultant**- Vacation Property Management and Retail. Promote the properties, products, and services by developing marketing campaigns, organizing promotional events, and handling the entire process from start to end. Extended responsibilities include strategic planning, market research, advertising, social media, sales and sales management, channels of distribution and channel management, and public relationship management.

2019: Tin Star Furniture, **Marketing Consultant**- Promote the stores, products, and services by developing marketing campaigns, organizing promotional events, and handling the entire process from start to end. Extended responsibilities include strategic planning, market research, advertising, sales and sales management, channels of distribution and channel management, and public relationship management.

2015 – 2018: Tin Star Furniture, **Also Rockin' Rustic and Mattress Smart, Decatur, Texas - Marketing Consultant**- Promote the stores, products, and services by developing marketing campaigns, organizing promotional events, and handling the entire process from start to end. Extended responsibilities include strategic planning, market research, advertising, sales and sales management, channels of distribution and channel management, and public relationship management.

2014: Tin Star Furniture, **Also Rockin' Rustic and Mattress Smart, Decatur, Texas - Marketing Consultant** - Promote the stores, products, and services by developing marketing campaigns, organizing promotional events, and handling the entire process from start to end. Extended responsibilities include strategic planning, market research, advertising, sales and sales management, channels of distribution and channel management, and public relationship management.

2013: Tin Star Furniture, **Also in Decatur, Texas- Marketing Consultant**- Promote the stores, products, and services by developing marketing campaigns, organizing promotional events, and handling the entire process from start to end. Extended responsibilities include strategic planning, market research, advertising, sales and sales management, channels of distribution and channel management, and public relationship management.

2012: Tin Star Furniture, **also in Decatur, Texas- Marketing Consultant**- Promote the stores, products, and services by developing marketing campaigns, organizing promotional events, and handling the entire process from start to end. Extended responsibilities include strategic planning, market research,

advertising, sales and sales management, channels of distribution and channel management, and public relationship management.

2011: Tin Star Furniture, **also in Decatur, Texas- Marketing Consultant-** - Promote the stores, products, and services by developing marketing campaigns, organizing promotional events, and handling the entire process from start to end. Extended responsibilities include strategic planning, market research, advertising, sales and sales management, channels of distribution and channel management, and public relationship management.

2003 – 2011: KTEN-TV (NBC Affiliate) and Texoma CW (CW Affiliate), Marketing Consultant - Developed strategic plan and marketing campaign to launch the new Texoma CW network. Marketing campaign won the CW TV nationally recognized award: 2007 “Best Launch Campaign in America” for the Texoma CW. Served as a creative consultant and on-air talent in promotions for both affiliates.

2010: Tin Star Furniture, **also in Decatur, Texas- Marketing Consultant-** - Promote the stores, products, and services by developing marketing campaigns, organizing promotional events, and handling the entire process from start to end. Extended responsibilities include strategic planning, market research, advertising, sales and sales management, channels of distribution and channel management, and public relationship management.

2009 – 2010: Speech and Occupational Therapy of North Texas, Marketing Consultant - Developed strategic plan and marketing campaign. Extended responsibilities included market research, advertising, IMC planning, graphic design, sales management planning, and public relationship management.

2006 – 2009: Tin Star Furniture, **also in Decatur, Texas- Marketing Consultant-** - Promote the stores, products, and services by developing marketing campaigns, organizing promotional events, and handling the entire process from start to end. Extended responsibilities include strategic planning, market research, advertising, sales and sales management, channels of distribution and channel management, and public relationship management.

2005: Tin Star Furniture, **also in Decatur, Texas- Marketing Consultant-** - Promote the stores, products, and services by developing marketing campaigns, organizing promotional events, and handling the entire process from start to end. Extended responsibilities include strategic planning, market research, advertising, sales and sales management, channels of distribution and channel management, and public relationship management.

2003 – 2004: Tin Star Furniture, **also in Decatur, Texas- Marketing Consultant-** - Promote the stores, products, and services by developing marketing campaigns, organizing promotional events, and handling the entire process from start to end. Extended responsibilities include strategic planning, market research, advertising, sales and sales management, channels of distribution and channel management, and public relationship management.

TEACHING

Courses Taught

Courses from the Teaching Schedule: BUSINESS ETHICS (Bachelors), CONSUMER BEHAVIOR (Bachelors), CONTEMPORARY ISSUES IN MARKETING (Bachelors), HOSPITALITY AND TOURISM MARKETING (Bachelors), INTRODUCTION TO BUSINESS (Bachelors), MARKETING INTERNSHIP (Bachelors), MARKETING LOGISTICS & SUPPLY CHAIN MANAGEMENT (Bachelors), Marketing Internship (Bachelors), PRINCIPLES OF MARKETING (Bachelors), PROMOTIONAL STRATEGIES (Bachelors), SEMINAR (Bachelors), Sem: Sports Marketing (Bachelors), Sem: Brand Management (Bachelors), Social Media Marketing (Bachelors), Social Media Marketing (MBA)

Courses taught, but not in the Schedule:

MKT 568 Advertising & Promotion-Spring 2014
MKT 574 Customer Relationship Management-Fall 2013
MGT 522 Electronic Commerce-Fall 2013

MKT 306 Marketing-Summer I 2013
MKT 568 Advertising & Promotion-Spring 2013
MKT 367 Selling & Sales Management-Spring 2013
MKT 386 Channels of Distribution-Spring 2013
MKT 521 Marketing Management-Fall 2012
MKT 574 Customer Relationship Management-Fall 2012
MKT 367 Selling & Sales Management-Fall 2012
MKT 306 Marketing-Fall 2012
MKT 306 Marketing-Summer II 2012
MKT 306 Marketing-Summer II 2012
MKT 501 Marketing Environment-Summer II 2012
MKT 501 Marketing Environment-May Mini 2012
MKT 521 Marketing Management-Spring 2012
MKT 367 Selling & Sales Management-Spring 2012
MKT 386 Channels of Distribution-Spring 2012

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	3	8	3	14
Articles-in-Progress (All)		2		2
Publications in Refereed Conference Proceedings	5	21	6	32
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings			2	2
Revisions of Books, Monographs, Compilations, Manuals			1	1
Presentations of Refereed Papers		2	2	4

Refereed Articles

Applied or Integrative/application Scholarship

Kerneck, C., Richards, R., & Ingram, K. (in press, 2023). Sharpworx: Cutting Edge of Growth. *Journal of Applied Case Research*.

Richards, R. J., Kerneck, C., & Ingram, K. (in press, 2022). Entrepreneurship and Decision Making: Have Your Cake and Eat it Too. *Journal of Business & Entrepreneurship*.

Silver, L., & Kerneck, C. (2020). Initial Service Failure and the Size of the Gratuity: The Role of Mindset. *Journal of Organizational Psychology*, 20 (5), 51-63.

Richards, R. J., Ingram, K., & Kerneck, C. (2020). If We Build It, Will They Come? *Journal of Strategic Innovation and Sustainability*, 15 (8), 40-56.

Stevens, R., Silver, L., Bressler, M., Kerneck, C., & Loudon, D. (2018). Grayson Christian School: Selective Growth Strategy. *American Journal of Management*, 18 (3), 75-78.

Stevens, R., Bressler, M., Silver, L. S., & Kerneck, C. (2018). Mears Power-T, Inc. *Journal of Management*, 18 (2), 18-26.

Kerneck, C., Toombs, L. A., & Campbell, L. K. (. (2015). Tin Star Furniture. *Business Studies Journal*, 7 (Special Issue), 29-46.

Toombs, L. A., Kerneck, C., & Pryor, M. (2014). Don't Declaw...Get Sticky Paws! *Journal of Business & Entrepreneurship*, 26 (2), 179-201.

Basic or Discovery Scholarship

Silver, L. S., & Kernek, C. (2019). Mastery-Avoidance and Salesperson Competence Motivation: An Explanation of Plateauing. *Global Journal of Management and Marketing*.

Von Bergen, C. W., Kernek, C., Bressler, M. S., & Silver, L. (2016). Cueing the customer using nudges and negative option marketing. *Atlantic Marketing Journal*, 5 (2), 150-168.

Kernek, C. (2016). The Entrepreneurial Marketing of Trumpet Records. *Journal of Research in Marketing and Entrepreneurship*, 18 (1), 106-126.

Teaching and Learning Scholarship

Kernek, C. (2017). A Focused Comparison of Three University Business Schools and their use of Technology in the Assessment Process. *Intersection*.

Kernek, C., Toombs, L. A., & Larkin, C. (2013). Online Business Students: Multimedia Principles to Promote Meaningful e-Learning. *Academy of Educational Leadership Journal*, 17 (SI), 25-43.

Wimsatt, A., Kernek, C., & Lozada, H. (2010). Netiquette: Make it Part of Your Syllabus. *MERLOT Journal of Online Learning and Teaching*, 6 (1), 264-267.

Refereed Proceedings

Applied or Integrative/application Scholarship

Richards, R. J., Kernek, C., & Ingram, K. (2022). Two Shades of Gray: Are Housekeepers Employees or Independent Contractors and Why Do We Care? *Southwest Case Research Association - SWCRA*.

Kernek, C., Ingram, K., & Richards, R. (2022). Bean Counter or Bust: How the Shortage of Accountants Impacts Entrepreneurs. *ASBE Conference*.

Ingram, K., Sadler, T., Richards, R., & Kernek, C. (2021). Interpersonal Conflict in Small Businesses: Perceptions of Controversial Societal Issues. *ASBE Conference*.

Kernek, C., Ingram, K., & Richards, R. (2021). Tin Star: Discount a Segment Decision. *Southwest Case Research Association - SWCRA*.

Lin, Y., Courtney, K., & Richards, R. (2021). Outfox the Investor. *ASBE Conference*.

Kernek, C., Ingram, K., & Richards, R. (2020). Iron Fed: Gaining More Than Muscle. *ASBE Conference*.

Kernek, C., Richards, R., Stevens, R., & Silver, L. S. (2020). Honeysuckle Acres Bed & Breakfast: Multi-Channel distribution Strategy for Success. *Southwest Case Research Association - SWCRA*.

Ingram, K., Kernek, C., & Richards, R. (2020). Caked Up: On the Go! *Southwest Case Research Association - SWCRA*.

Richards, R. J., Kernek, C., Ingram, K., & Campbell, K. (2019). Entrepreneurship and Decision Making: Have Your Cake and Eat it Too. *ASBE Conference*.

Richards, R. J., Ingram, K., & Kernek, C. (2019). If We Build It, Will They Come? *Southwest Case Research Association - SWCRA*.

Silver, L., & Kernek, C. (2019). Initial Service Failure and the Size of the Gratuity: The Role of Mindset. *Association of Small Business and Entrepreneurship*.

Kernek, C. (2018). Mastery-Avoidance and Salesperson Competence Motivation: An Explanation of Plateauing. *Institute for Global Business Research*, 2 (1), 153-174.

Stevens, R. E., Silver, L., Bressler, M. S., & Kernek, C. (2018). Grayson Christian School. *Southwest Case Research Association - SWCRA*.

Stevens, R. E., Silver, L., Bressler, M. S., & Kernek, C. (2018). Mears Power T. *Southwest Case Research Association - SWCRA*.

Kernek, C. (2017). Certification of Entrepreneur Ready Communities – The Next Step from Entrepreneurship Service Organizations? *Sam Houston State University Conference*.

Toombs, L., & Kernek, C. (2017). Valerosa Designs and Gallery. *Southwest Case Research Association - SWCRA*.

Mayo, M., & Kernek, C. (2017). Special orders: what if the customer doesn't return? *Southwest Case Research Association - SWCRA*.

Kernek, C. (2016). Linking Social Technologies and Emotional Capital to Create Organizational Value and Commitment. *Sam Houston State University Conference*.

Kernek, C. (2016). Certification of Entrepreneur Ready Communities – Does it Matter? *Association for Small Business and Entrepreneurship*.

Kernek, C. (2015). Leveraging Social Technologies to Bolster Entrepreneurial Success. *Association for Small Business and Entrepreneurship*.

Kernek, C., Toombs, L. A., & Campbell, L. (2015). Tin Star Furniture. *Sam Houston State University Conference*.

Basic or Discovery Scholarship

Stevens, R. E., Silver, L., Kernek, C., Bressler, M., & O'Brien, K. (2016). Marketing Cases and the Marketing Research Class. *Southwest Case Research Association - SWCRA*, 28.

Von Bergen, C. W., Kernek, C., Silver, L., & Bressler, M. (2015). Nudges and Negative Option Marketing. *Academy of Business Research*.

Pane Haden, S., Kernek, C., & Toombs, L. (2015). The Entrepreneurial Marketing of Trumpet Records. *Federation of Business Disciplines*.

Toombs, L. A., Kernek, C., & Maniam, B. (2014). Leveraging Social Technologies to Create an Environment of Organizational Commitment. *International Conference ASCENT*.

Toombs, L. A., Kernek, C., & Pryor, M. (2014). Don't Declaw...Get Sticky Paws! *Association for Small Business and Entrepreneurship*.

Teaching and Learning Scholarship

Kernek, C. (2017). Organizational Barriers to Demonstrating Improved AOL Student Outcomes in Colleges of Business. *Academy of Business Research*.

Kernek, C. (2013). Instructing Online Business Students: Expert Versus Novice Learners. *Academy of Business Research*.

Kernek, C., Toombs, L. A., & Larkin, C. (2013). Instructing Online Business Students: Is Prior Knowledge of the Content Area Helpful? *The International Academy of Business and Public Administration Disciplines Conference*.

Kernek, C., Toombs, L., & Larkin, C. (2013). Online Business Students: Multimedia Principles to Promote Meaningful e-Learning. *Sam Houston State University Conference*.

Kernek, C., & Wimsatt, A. (2012). Effective Learning for Online Business Students. *Academy of Business Research*.

Ingram, K., Kernek, C., Wimsatt, A., & Sadler, T. (2011). One Instructor, Multiple Sections: Some Interesting Findings. *Federation of Business Disciplines*.

Other

Kernek, C. (2015). The Entrepreneurial Marketing of Trumpet Records. *Southwest Academy of Management*.

Books, Monographs, Compilations, Manuals

Books

Silver, L. S., Stevens, R. E., Kernek, C., Loudon, D. L., & Wrenn, B. (2017). *Essentials of Business Research* Academic Media Solutions.

Stevens, R., Silver, L., Kernek, C., Wrenn, B., & Loudon, D. (2015). *The Essentials of Marketing Research* (4th ed.).

Manuals/Guides

Stevens, R. E., Silver, L., & Kernek, C. (2015). *Instructor's Manual to Accompany The Essentials of Marketing Research* (4th ed.).

Presentations of Refereed Papers

National

Kennedy, E. & Kernek, C. (2023). *Who is the Expert: The Impact of Consumer-Made Versus Firm-Made Brand Decisions*. ASBE Conference, Houston, Texas.

Richards, R., Kernek, C., & Metts, S. (2022). *Tax Planning Shenanigans: Maximizing After Tax Income for Entrepreneurs*. ASBE Conference, New Orleans, Louisiana.

Wimsatt, A., Kernek, C., & Lozada, H. (2010, March). *Netiquette: Make it Part of Your Syllabus*. Federation of Business Disciplines, Dallas, Texas.

Regional

Hogan, R., Dobbs, R., Kernek, C., & Reid, R. (2013, December). *Tips and Tricks to Ensure Faculty Engagement in Assessment*. The Southern Association of Colleges and Schools Commission on Colleges (SACS) Annual Meeting, Dallas, Texas.

Working Papers

Kernek, C. (2018). "Mastery-Avoidance and Salesperson Competence Motivation: An Explanation of Plateauing," targeted for Global Journal of Management and Marketing.

Kernek, C., Toombs, L., & Maniam, B. (2018). "Organizational Design Considerations for Competitive Advantage: Creating Organizational Value and Commitment Using Social Technologies and Emotional Capital," targeted for Southern Journal of Business and Ethics.

SERVICE

Service to the Institution

Department Assignments

Faculty Advisor:

2014-2015: John Massey School of Business Undergraduate Advisor, Marketing

College Assignments

Chair:

2022-2023: AACSB Leadership - AACSB Standards 3 & 8

2020-2021 – 2021-2022: AACSB Oversight

2017-2018 – 2021-2022: CMAoL (Curriculum Management & Assurance of Learning)

2015-2016 – 2017-2018: Student Relations

College Assignments

Faculty Advisor:

2007 – 2014: College of Business Advisory Board, Member

College Assignments

Faculty Sponsor:

2014-2015: SE Live Transfer Enrollment Day, Participant

2014-2015: Career Day at Durant High School, Recruiter

College Assignments

Member:

2022-2023: Strategic Planning - Standards 1, 2, & 9

2022-2023: CMAoL (Curriculum Management & Assurance of Learning) Standards 4 & 5

2018-2019 – 2019-2020: Student Relations

2014-2015 – 2019-2020: AACSB Oversight

2015-2016: JMSB Meetings with Dean Scoufos

2014-2015: Student Relations

College Assignments

Other Institutional Service Activities:

2007 – 2014: AACSB Coordinating Administrator

College Assignments

Chair:

2015-2016: College of Business Assessment Committee

College Assignments

Member:

2014-2015: John Massey School of Business Student Relations Committee

2014-2015: John Massey School of Business IMC Committee

2014-2015: Massey Family Lectureship Committee

University Assignments

Committee Member:

2014-2015: John Massey Day Committee

Other Institutional Service Activities:

2014-2015: SE Faculty Symposium, Attendee

Service to the Profession

Officer: Organization / Association

2018 – 2021: Southwest Case Research Association - SWCRA (Regional).

2014 – 2020: Association for Small Business and Entrepreneurship (Regional). **Secretary/Treasurer**

Service to the Community

Other Community Service Activities

2014 – 2020: First United Methodist- Sherman, Member

2014: St. Luke's Parish Day School Parent Association

Positions Held in Civic Organizations

2014: Sherman Service League Sustaining Member and Past President

Professional Development

Assurance of Learning - Professional Development

2011 – 2013: Participant, AACSB International Conference.

2010: Participant, AACSB Assessment Seminar.

DS: Research-Related Conference/Seminar

2013: Session Presenter, ABR Spring 2013 International Conference.

Instructional-Related Conference

2012: Session Presenter, SACSOC 2012 Annual Meeting.

Professional Seminars / Workshops

2014: Smart Target Marketing Seminar.

Jeffrey J. Risher, D.B.A.
Assistant Professor
Management/Marketing
John Massey School of Business
jrisher@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Teaches in multiple disciplines.
Complete CV is on page 62
in the Business section.

Lawrence S. Silver, D.B.A.
John Massey Endowed Chair/Professor
Management/Marketing
John Massey School of Business
lsilver@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

D.B.A. Louisiana Tech University.
M.B.A. Louisiana Tech University.
M.A. Louisiana Tech University.
B.A. Tulane University.

Professional Certifications

Chartered Life Underwriter (CLU), 1984, The American College.
Chartered Property/Casualty Underwriter (CPCU), 1977, American Institute for Property/Casualty Underwriters.

Professional Memberships

Association for Consumer Research, 2010
Association for Small Business and Entrepreneurship, 2010
Beta Gamma Sigma, 2000

Skills

Teaching Skills

Two QM online teaching certifications

Expertise

Marketing strategy
Real Estate marketing
Sales and Sales Management

WORK EXPERIENCE

Work Experience

John Massey Endowed Chair in Marketing, John Massey School of Business, Southeastern Oklahoma State University (2012 - Present), Durant, Oklahoma.
Associate Professor, John Massey School of Business, Southeastern Oklahoma State University (2008 - 2012), Durant, Oklahoma.
Assistant Professor, Mississippi College (2001 - 2006), Clinton, Mississippi.
Assistant Professor, Sorrell School of Business, Troy University (2000 - 2001), Troy, Alabama.
Instructor, Louisiana Tech University (1999 - 2000), Ruston, Louisiana.
Financial Consultant, Merrill Lynch (1994 - 1996), Ruston, Louisiana.
Owner/Manager, Silver Insurance Agency (1972 - 1994), Mansfield, Louisiana.

Outside Director, Progressive National Bank (1984 - 1987), Mansfield, Louisiana.

Division Officer, Destroyer Douglas H. Fox (DD779), United States Navy (1970 - 1972), Philadelphia, Pennsylvania.

TEACHING

Courses Taught

Courses from the Teaching Schedule: Consumer Behavior (MBA), FINANCING NEW VENTURES (MBA), HOSPITALITY AND TOURISM MARKETING (Bachelors), HOSPITALITY MANAGEMENT (Bachelors), Hospitality and Tourism Marketing (MBA), MARKETING FOR NEW VENTURES (MBA), MARKETING LOGISTICS & SUPPLY CHAIN MANAGEMENT (Bachelors), MARKETING MANAGEMENT (Bachelors), MARKETING MANAGEMENT (MBA), RETAILING (Bachelors), SALES AND SALES MANAGEMENT (Bachelors), SEMINAR (Bachelors)

Teaching Activities

Distance Learning

2023 - *MBA Marketing Strategy Course.*

2022 - *MBA Marketing Strategy Course.*

2021 - *MBA Marketing Strategy Course.*

2020 - *MBA Marketing Strategy Course.*

2019 - *MBA Marketing Strategy Course.*

2018 - *MBA Marketing Strategy Course.*

2017 - *MBA Marketing Strategy Course.*

2012

2011

2010

2009

2008

Course (New) - Creation/Delivery: Online

2011

Innovations in Course Content / Presentation

2005

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	17	7	8	32
Articles-in-Progress (All)	2	3		5
Publications in Refereed Conference Proceedings	14	20	3	37
Publications of Non-refereed or Invited Papers		1		1
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings	1	1	23	25
Revisions of Books, Monographs, Compilations, Manuals	1		1	2

Presentations of Refereed Papers	1			1
Presentations of Non-Refereed Papers	2			2

Refereed Articles

Applied or Integrative/application Scholarship

Stevens, R., Silver, L., Whitlock, D. W., & Richards, R. (2023). Celina Texas Cajun Fest. *Journal of Applied Case Research*, 20, 3-21.

Whitlock, D. W. (2022). George Saunders and the Church Split: Legal Ramifications of Ownership Disputes in 501(c)3 Organizational Forms. *Journal of Business Cases and Applications*.

Whitlock, D., Stevens, R., Silver, L., & Bogard, C. (2020). Rains of Africa Ministries: Mailing List and Donor Data Dilemma. *Journal of Business Cases and Applications*, 28.

Silver, L., & Kernek, C. (2020). Initial Service Failure and the Size of the Gratuity: The Role of Mindset. *Journal of Organizational Psychology*, 20 (5), 51-63.

Whitlock, D., Stevens, R., & Silver, L. (2020). Conducting Business with Denominationally Affiliated 501(c)3 Organizations: Polity Matters, *Journal of Management and Marketing Research*.

Stevens, R., Bressler, M., Silver, L. S., & Kernek, C. (2018). Mears Power-T, Inc. *Journal of Management*, 18 (2), 18-26.

Silver, L. S. (2015). Application of the Sports Mental Toughness Questionnaire (SMTQ) to the Prediction of Entrepreneurial Success: A Proposal. *Mustang Journal of Marketing and Management*, 6, 12-1369.

Basic or Discovery Scholarship

Silver, L. S. (2020). Turn On, Tune In, Drop In: Psychedelics, Creativity, and Entrepreneurship. *American Journal of Management*.

Silver, L. S., & Kernek, C. (2019). Mastery-Avoidance and Salesperson Competence Motivation: An Explanation of Plateauing. *Global Journal of Management and Marketing*.

Von Bergen, C. W., Kernek, C., Bressler, M. S., & Silver, L. (2016). Cueing the customer using nudges and negative option marketing. *Atlantic Marketing Journal*, 5 (2), 150-168.

Stevens, R., Bressler, M. S., & Silver, L. (2016). Challenges in marketing academic conferences: a pilot study. *Services Marketing Quarterly*, 37 (3), 200-207.

Silver, L. S. (2015). A Social-Cognitive Model of Entrepreneurship Failure: Beyond Attributional Style. *Archives of Business Research*, 3 (4), 55-62.

Stevens, R. E., Silver, L. S., Campbell, K., Hayes, B., & Dyson, D. (2014). A Comparison of Two Private University Faculties' Perspectives of Using Collegiality in Tenure and Promotion Decisions. *American Journal of Business and Management*, 3 (2), 70-76.

Stevens, R. E., Silver, L. S., Hayes, J. B., & Campbell, K. (2014). Differences In Public and Private University Faculty Perspectives. *Global Education Journal*, 2014 (1), 137-152.

Stevens, R. E., & Silver, L. S. (2013). Faculty Perspectives on Using Collegiality in Tenure and Promotion Decisions: A Pilot Study. *Mustang Journal of Marketing and Management*, 3, 76-85.

Speers, J. D., Stevens, R. E., & Silver, L. S. (2013). Monitoring Employees and Enforcing Information Technology Acceptable Use Policies in Universities. *Mustang Journal of Marketing and Management*, 2, 18-26.

Silver, L. S., Stevens, R. E., & Clow, K. E. (2012). Marketing Professors' Perspectives on the Cost of College Textbooks: A Pilot Study. *Journal of Education for Business*, 87 (1), 1-6.

Miller, J. R., Silver, L. S., Stevens, R. E., & Clow, K. E. (2012). Accounting Professors' Perspectives of the Cost of College Textbooks. *International Journal of Business and Social Science*, 3 (9), 1-8.

- Stevens, R. E., Parker, T., Silver, L. S., & Clow, K. (2012). Perspectives on Text Book Costs by Economics Professors. *Journal of Interdisciplinary Business Studies*, 1, 1-8.
- Silver, L. S., Stevens, R. E., Clow, K. E., & Campbell, K. (2011). Differences in Management and Marketing Professors' Perspectives on the Rising Cost of College Textbooks. *Journal of Business & Leadership: Research, Practice and Teaching*, 7, 116-124.
- Silver, L. S., Stevens, R. E., Clow, K. E., & Howard, R. W. (2011). Business Law Professors' Perspectives on the Cost of College Textbooks. *Mustang Journal of Law and Legal Studies*, 2, 18-29.
- Silver, L. S., Stevens, R. E., Tiger, A., & Clow, K. E. (2011). Quantitative Methods Professors' Perspectives on the Cost of College Textbooks. *Academy of Information and Management Sciences Journal*, 14 (2), 39-55.
- Williamson, S., Stevens, R. E., Silver, L. S., & Clow, K. E. (2011). Sticker Shock: Management Professors' Perspectives on the Rising Costs of College Textbooks. *Administrative Issues Journal: Connecting Education, Practice, and Research*, 1 (1), 130-139.
- Stevens, R. E., Clow, K. E., McConkey, C. William, & Silver, L. S. (2010). Differences in Accounting and Marketing Professors' Criteria for Textbook Adoptions and Preferred Communications Methods. *Accounting Educators' Journal*, XX, 33-45.

Teaching and Learning Scholarship

- Stevens, R., Silver, L., Whitlock, D. W., & Richards, R. (2023). The Decline of a Professional Academic Organization: Examining a Regional Association. *Journal of Higher Education Theory and Practice*, 23 (17).
- Stevens, R., Silver, L., Richards, R., & Campbell, K. (2022). A Comparison of Faculty and Student Perspectives of Academic Integrity in an Online Environment: A Pilot Study. *Journal of Business Administration Online*.
- Stevens, R., Silver, L. S., Campbell, K., & Richards, R. (2021). Student Perspectives of Academic Integrity in an Online Environment: A Pilot Study. *Archives of Business Research*.
- Stevens, R., & Silver, L. (2020). The Impact of Technology on Online Course Integrity: A Pilot Study. *Archives of Business Review*, 8 (11), 19-26.
- Stevens, R., Silver, L., Kitty, C., & Richards, R. (2020). A Pilot Study of the Learning Curve Effect on Technological Safeguards Used in Online Courses. *American Journal of Management Studies*, 20 (5), 9-19.
- Richards, R. J., Silver, L., & Stevens, R. (2018). An Exploratory Study of Employer Perceptions and Expectations of Online Accounting Education. *Journal of Business Management and Commerce*, 3 (3).
- Richards, R., Stevens, R., Silver, L., & Metts, S. (2018). Overcoming employer perceptions of online accounting education with knowledge. *Administrative Issues Journal: Connecting Education, Practice, and Research*.
- Prather, L. J., Silver, L. S., Stevens, R. E., & Clow, K. E. (2010). Perspectives on the Cost of College Textbooks. *Journal of Business Issues*, 2010 (1), 23-31.

Refereed Proceedings

Applied or Integrative/application Scholarship

- Silver, L. S. (2022). Marketing Mix Strategy and Industry Attractiveness for Crfat Distilleries: A Guide for Entrepreneurs. *ASBE Conference*.
- Stevens, R., Silver, L., Whitlock, D., & Richards, R. (2022). Cajun Fest. *Southwest Case Research Association - SWCRA*.
- Silver, L. S. (2022). The Decline of a Professional Academic Organization: The Southwest Case Research Association. *Southwest Case Research Association Conference*.

Silver, L. S. (in press, 2021). Celina Texas' Cajun Fest. *New Orleans*.

Stevens, R., Silver, L. S., & Bressler, M. (2020). Rita's Tex-Mex Cafe. *Southwest Case Research Association - SWCRA*.

Stevens, R., Loudon, D., Richards, R., & Silver, L. S. (2020). Waterhaven Park. *Southwest Case Research Association - SWCRA*.

Kerneck, C., Richards, R., Stevens, R., & Silver, L. S. (2020). Honeysuckle Acres Bed & Breakfast: Multi-Channel distribution Strategy for Success. *Southwest Case Research Association - SWCRA*.

Silver, L. S. (2020). Turn On, Tune In, Drop In: Psychedelics, Creativity, and Entrepreneurship. *Association for Small Business and Entrepreneurship*.

Loudon, D., Stevens, R. J., Silver, L. J., & Richards, R. J. (2019). Mark's RV Park. *Southwest Case Research Association - SWCRA*.

Loudon, D., Silver, L. S., Stevens, R. E., & Richards, R. (2019). Marks's RV Park. *Southwest Case Research Association - SWCRA*.

Stevens, R. E., Silver, L., Bressler, M. S., & Kernek, C. (2018). Grayson Christian School. *Southwest Case Research Association - SWCRA*.

Stevens, R. E., Silver, L., Bressler, M. S., & Kernek, C. (2018). Mears Power T. *Southwest Case Research Association - SWCRA*.

Silver, L. S., & Kernek, C. (2018). Mastery-Avoidance and Salesperson Competence Motivation: An Explanation of Plateauing. *Institute for Global Business Research, 2 (1)*.

Kerneck, C. (2018). MASTERY-AVOIDANCE AND SALESPERSON COMPETENCE MOTIVATION: AN EXPLANATION OF PLATEAUIING. *Institute for Global Business Research, 2 (1)*, 153-174.

Stevens, R., Loudon, D., Silver, L., Bressler, M., & Metts, S. (2017). Unique Displays Cases, Inc. *Southwest Case Research Association - SWCRA*.

Licata, J. W., & Silver, L. S. (2012). The Concept of Stake: Direct Influence and Mediated Influence on the Consumer Propensity to Stay with a Service. *Association of Marketing Theory and Practice*, Myrtle Beach, South Carolina:

Stevens, R. E., Silver, L. S., & VonBergen, C. W. (2012). Allied Medical Transport: Veterinarian Division. *Southwest Case Research Association - SWCRA*, New Orleans, Louisiana:

Silver, L. S., Stevens, R. E., Campbell, K., & Clow, K. (2011). Differences in Management and Marketing Professors' Perspectives of Textbook Costs. *Annual Business and Leadership Symposium*, Fort Hays, Kansas:

Silver, L. S., Stevens, R. E., & Clow, K. E. (2010). Entrepreneurship Professors' Perspectives of Cost of College Textbooks. *Association of Small Business and Entrepreneurship*.

Silver, L. S., Stevens, R. E., & Loudon, D. (2010). The Worker Solution. *Southwest Case Research Association - SWCRA*, Dallas, Texas:

Basic or Discovery Scholarship

Silver, L. S. (2019). The General Data Protection Regulation. *Association for Small Business and Entrepreneurship*, 17.

Silver, L. S., & Kernek, C. (in press, 2019). Initial Service Failure and the Size of the Gratuity: The Role of Mindset. *Association for Small Business and Entrepreneurship*.

Silver, L. S., & Stevens, R. E. (2017). Debbie Silver Presents. *Southwest Case Research Association - SWCRA*.

Stevens, R. E., Bressler, M., & Silver, L. (2017). Marketing the online MBA: A Strategic Growth Strategy. *Southwest Case Research Association - SWCRA*.

Bressler, M., Loudon, D., Silver, L., & Stevens, R. (2016). Surefooting Foundations, Inc. *Southwest Case Research Association - SWCRA*.

Stevens, R. E., Silver, L., Kernek, C., Bressler, M., & O'Brien, K. (2016). Marketing Cases and the Marketing Research Class. *Southwest Case Research Association - SWCRA*, 28.

Stevens, R. E., & Silver, L. (2015). Smith Electric Residential Services Division. *Southwest Case Research Association - SWCRA*, 22.

Stevens, R. E., & Silver, L. (2015). The Tee Shirt Debacle: How Do We Spell Oklahoma? *Southwest Case Research Association - SWCRA*, 21.

Von Bergen, C. W., Kernek, C., Silver, L., & Bressler, M. (2015). Nudges and Negative Option Marketing. *Academy of Business Research*.

Stevens, R. E., Silver, L. S., & Metts, S. (2014). Tadpole's Marine. *Southwest Case Research Association - SWCRA*.

Silver, L. S. (2014). Initial Service Failure and the Size of the Gratuity: A Social-Cognitive Approach. *Association of Collegiate Marketing Educators*, Dallas, Texas:

Speers, J. S., Stevens, R. E., & Silver, L. S. (2012). Monitoring Employees and Enforcing Information Technology Acceptable Use Policies in Universities. *Business and Leadership Symposium*.

Silver, L. S. (2012). A Social-Cognitive Approach to Exploitation of Entrepreneurial Opportunities: The Effect of Goal Orientation. *Association for Small Business and Entrepreneurship*, San Antonio, Texas:

Stevens, R. E., Silver, L. S., & Tiger, A. (2011). Blue Water Striper Guide Service. *Southwest Case Research Association - SWCRA*, Houston, Texas:

Teaching and Learning Scholarship

Silver, L. S. (in press, 2021). Integrating Philosophy into the Entrepreneurship Curriculum: Using Stoicism as a Practical Guide for Entrepreneurship Students. *New Orleans*.

Campbell, L. K., Stevens, R. E., Silver, L. S., & Clow, K. E. (2013). Differences in accounting and finance professors' perspectives on rising cost of college textbooks. *American Society of Business and Behavioral Sciences*.

Stevens, R. E., Silver, L. S., & Howard, R. W. (2013). Silver Jewelry Stores. *Southwest Case Research Association - SWCRA*, Albuquerque, New Mexico:

Non-Refereed Proceedings

Applied or Integrative/application Scholarship

Stevens, R., Silver, L., Whitlock, D. W., & Bogard, C. (2021). George Saunders and the Church Split. *Southwest Case Research Association - SWCRA*. (Invited)

Books, Monographs, Compilations, Manuals

Books

Silver, L. S., & Bressler, M. S. (2020). *Essentials of Strategic Management: Concepts and Cases*. Solon, OH: Academic Media Solutions.

Silver, L. S., Stevens, R. E., Kernek, C., Loudon, D. L., & Wrenn, B. (2017). *Essentials of Business Research* Academic Media Solutions.

Stevens, R. E., & Silver, L. S. (2015). *Strategic Planning and Marketing in Healthcare* Bridgepoint Education, Inc.

Stevens, R., Silver, L., Kernek, C., Wrenn, B., & Loudon, D. (2015). *The Essentials of Marketing Research* (4th ed.).

Silver, L. S., Stevens, R., Wrenn, B., & Loudon, D. L. (2013). *The Essentials of Marketing Research* (3rd ed.). New York: Routledge.

Silver, L. S., Stevens, R. E., & Clow, K. (2010). *Concise Encyclopedia of Insurance Terms*. New York: Routledge.

Manuals/Guides

Stevens, R. E., Silver, L., & Kernek, C. (2015). *Instructor's Manual to Accompany The Essentials of Marketing Research* (4th ed.).

Silver, L. S., Stevens, R. E., Metts, S. L., Wrenn, B., & Loudon, D. (2013). *The Essentials of Marketing Research Instructor's Ma* (3rd ed.). New York: Routledge.

Chapters, Cases, Readings, Supplements

Cases

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Lone Pine Kennels. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Juan Carlos' Mexican Restaurant. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Learning Tech. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). St. John's. In Routledge Books, Inc. (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Webmasters. In Routledge Books, Inc., (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Plasco. In Routledge Books, Inc. (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). River Pines School 1. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). River Pines School 2. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Welcome Home Church. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Gary Branch, CPA. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Madison County Country Club. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Usedcars.com. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Professional Home Inspections. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). House of Topiary. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Internet Versus Mail Surveys. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Louisiana Purchase Zoo and Gardens. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Mac's Sausage Company. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). The On-line Marketplace. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Silver, L., Stevens, R., Wrenn, B., & Loudon, D. (2013). Victorian Rose Gift and Flower Shop. In Routledge Books, Inc (Ed.), *Essentials of Marketing Research: Text and Cases*.

Presentations of Refereed Papers

Regional

Stevens, R. E., Silver, L. S., & Tiger, A. (2011, March). *Blue Water Striper Guide Service*. Southwest Case Research Association - SWCRA, Houston, Texas.

Presentations of Non-Refereed Papers

Local

Silver, L. S. (2008). *Managing the Multi-generational Workforce*. Invited presentation at Manufacturing Conference for the Center for Regional Competitiveness (Texoma Region), Calera, Oklahoma.

State

Silver, L. S. (2010). *Pricing for Profit*. Invited presentation at Women's Biz Conference and Expo, McAlester, Oklahoma.

Papers Under Review

Silver, L. S. (2015). "A social-cognitive model of entrepreneurship failure: Beyond attributional style," Revised and resubmitted to *Journal of Small Business and Entrepreneurship*.

Working Papers

Silver, L. S. (2019). "Make or Buy: Issues Universities Need to Consider When Participating with Private Developers for Student Housing," targeted for Administrative Issues Journal: Connecting Education, Practice, and Research.

Kerneck, C. (2018). "Mastery-Avoidance and Salesperson Competence Motivation: An Explanation of Plateauing," targeted for Global Journal of Management and Marketing.

Silver, L. S. (2017). "Service Failure and the Size of the Grautuity: The Role of Mindset."

Silver, L., Stevens, R., Richards, R. J., & Metts, S. (2017). "Employer Survey of Hiring Accounting Students and Opinions Related to Online Education."

SERVICE

Service to the Institution

College Assignments

Chair:

2014-2015 – 2022-2023: JMSB Graduate Council

Member:

2022-2023: Strategic Planning - Standards 1, 2, & 9

2022-2023: AACSB Leadership - AACSB Standards 3 & 8

2021-2022: Recruitment

2014-2015 – 2021-2022: Strategic Planning

2017-2018 – 2019-2020: Recruitment
2015-2016: JMSB Meetings with Dean Scoufos

College Assignments

Other Institutional Service Activities:

2008-2009: Facilitator, AACSB strategic plan, John Massey School of Business

Chair:

2020-2021: Curriculum Committee
2011-2012 – 2014-2015: Co-chair of John Massey School of Business Strategic Planning Committee
2011-2012 – 2013-2014: Co-chair of John Massey School of Business Assessment Committee

Member:

2006-2007 – 2013-2014: JMSB Graduate Council
2007-2008: Curriculum and Instruction Committee, John Massey School of Business

University Assignments

Committee Member:

2011-2012 – 2014-2015: Faculty Senate
2011-2012 – 2014-2015: University Graduate Council
2012-2013: Faculty appeals committee – Dr. Mayers
2012-2013: Faculty appeals committee – Dr. Friedly
2011-2012: Search Committee for assistant to the Director of the Center for Regional Competitiveness (Texoma Region)
2010-2011: Search Committee for Criminal Justice faculty
2009-2010: Search Committee for Continuing Education Coordinator
2008-2009 – 2009-2010: Institutional Assessment Committee
2007-2008: General Education Committee
2007-2008: Faculty Senate

Other Institutional Service Activities:

2012-2013: Panelist on "Speaking Across the Curriculum," SE Faculty Symposium
2009-2010: Facilitator, School of Education and Behavioral Strategic Planning Meeting

Service to the Profession

Board Member: PRJ Editorial Review Board

2020: Health Marketing Quarterly (International).
2020: Services Marketing Quarterly (International).

Chair: Conference / Track / Program

2021: Southwest Case Research Association - SWCRA (Regional).
2015: Southwest Case Research Association - SWCRA, Houston, Texas (Regional).
2011: Co-track chair – Marketing track of the Southwest Case Research Association, Houston, TX (March) (Regional).

Reviewer - Article / Manuscript

- 2011: Southern Management Association (Regional).
- 2010: Marketing track of the Southwest Case Research Association, Dallas, TX (March) (Regional).
- 2010: Association of Small Business and Entrepreneurship (National).
- 2008: Association of Small Business and Entrepreneurship (National).

President of an organization

- 2017: Southwest Case Research Association - SWCRA (Regional).

Vice-President of an Organization

- 2016: Southwest Case Research Association - SWCRA (Regional).

Service to the Community

Member of a Committee

- 2020 – 2021: Melissa Economic Development Corporation
- 2016: Melissa TX Economic Development Corporation, 4A Boards in Texas are appointed by the city council of the respective city and manage economic development within the city and the city's extra territorial jurisdiction.

Professional Development

Other Professional Development

- 2018: "Initiating and Planning Projects by University of California, Irvine on Coursera.
- 2018: "GDPR for Marketers" on Lynda.com.
- 2017: "The fundamentals of hotel distribution by ESSEC Business School on Coursera.
- 2017: "Positive Psychology: Martin E. P. Seligman's Visionary Science by University of Pennsylvania on Coursera.
- 2017: Fundamentals of Hotel Distribution.
- 2015: "Design Thinking for Business Innovation".

Technology-Related Training

- 2022: Quality Matters Certificate. Quality Matters Online Teaching Certificate
- 2017: Attended Zoom training workshop presented by Oklahoma Onenet.
- 2015: Quality Matters "Improving Your Online Course".

Honors/Awards

Award

- 2022: Faculty Senate Award for Outstanding Research, Southeastern Oklahoma State University.
- 2022: Best Case Award - Celina Texas' Cajun Fest, Southwest Case Research Association.
- 2020: Waterhaven Park, Southwest Case Research Association. Best Case award.
- 2018: Mears Power T, Southwest Case Research Association. Best Case Award.
- 2016: Surefooting Foundations, Southwest Case Research Association. Best Case Award.
- 2012: Excellence in Teaching Award, Region 6 ACBSP 2012.
- 2008: Best Paper Award, Association of Small Business and Entrepreneurship Albuquerque, NM (October).
- 2005: Distinguished Teaching Award, Mississippi College School of Business.

2003: Best Paper Award, Marketing Education Track, Association Of Collegiate Marketing Educators, Houston, TX (March).

Honor

2000: Member, Beta Gamma Sigma.

Robert (Bob) E. Stevens, Ph.D.
John Massey Endowed Chair/Professor
Management/Marketing
John Massey School of Business
rstevens@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Teaches in multiple disciplines.
Complete CV is on page 66
in the Business section.

Jimmie Flores, Ph.D.
Instructor
Management/Marketing
John Massey School of Business
flores@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Practice Academics

Teaches in multiple disciplines.
Complete CV is on page 32
in the Business Information Management section.

Lloyd Basham, E.D.D.
Adjunct
Management/Marketing
John Massey School of Business
lbasham@se.edu

Faculty Sufficiency Status: Supporting **Faculty Qualifications Status:** Instructional Practitioner

Academic Background

E.D.D. Texas A&M University - Commerce.
M.A. University of Texas at Dallas.
M.B.A. East Texas State University.
B.B.A. East Texas State University.

WORK EXPERIENCE

Work Experience

Adjunct Faculty, Southeastern Oklahoma State University (2020 - Present), Durant, Oklahoma.
Founder, President, and Owner, LMB LLC (2001 - Present), Klondike, Texas.
Customized consulting and collaboration solutions to corporations, non-profit organizations, and institutions of higher learning. Advise and assist decision-makers to better understand the products, services, companies' issues and industries for which they focus. Emphasis the value of implementing a culture of Six Sigma, Lean Sigma, Continuous Improvement and other quality practices. Instruct/train in Leadership Management/Transformation, Executive Development and Decision Making, Marketing concepts practices and principles
Instructor, Texas A&M University-Commerce (2015 - 2020), Commerce, Texas.

TEACHING

Courses Taught

Courses from the Teaching Schedule: CONSUMER BEHAVIOR (Bachelors), CONTEMPORARY ISSUES IN MARKETING (Bachelors), Consumer Behavior (MBA), Contemp Issues in Leadership (Bachelors), HOSPITALITY AND TOURISM MARKETING (Bachelors), INTERNATIONAL BUSINESS (Bachelors), MARKETING MANAGEMENT (Bachelors), PRINCIPLES OF MARKETING (Bachelors), PRODUCTION AND OPERATIONS MANAGEMENT (Bachelors), SERVICES MARKETING (Bachelors)

Katherine (Kathy) Marita Hendrick, M.B.A.
Adjunct
Management/Marketing
John Massey School of Business
khendrick@se.edu

Faculty Sufficiency Status: Supporting **Faculty Qualifications Status:** Instructional Practitioner

Academic Background

M.B.A. Southeastern Oklahoma State University.

B.B.A. Texas Christian University.

Professional Certifications

Economic Development Finance Professional, 2013

Certified Economic Development Director (CEcD), 1999

Basic Economic Development Institute Texas Economic Development Council -Texas A&M, 1996

Economic Development Institute Oklahoma University - Norman, OK, 1996

Professional Memberships

Federation of Business Disciplines, 2014-Current

Southern Economic Development Association, 2013-Current

University Economic Development Association, 2005-Current

Oklahoma Economic Development Association, 2004-Current

International Economic Development Association, 1996-Current

Texas Downtown Association, 1992-2006

WORK EXPERIENCE

Work Experience

Adjunct Professor Marketing/Management, John Massey School of Business/Southeastern Oklahoma State University (2011 - Present), Durant, Oklahoma.

Director-Center for Regional Economic Development, Southeastern Oklahoma State University (2004 - Present), Durant, Oklahoma.

Business Development Director, City of Denison, Texas (1996 - 2003), Denison, Texas.

Marketing Director, Texas Manufacturing Assistance Center, Texas Department of Commerce (1996), Unknown, Texas.

Product Development Specialist Tourism Division, Texas Department of Commerce (1994 - 1996), Unknown, Texas.

Executive Director, Main Street Odessa, TX (1992 - 1994), Odessa, Texas.

Director of Institutional Advancement, Manager of Public Affairs, Texas Tech Health Sciences Center (1987 - 1992), Unknown, Texas. Staff for Texas Office of Rural Health, Publisher– Rural Health Journal

Advertising Executive, Womack/Claypoole/Griffin Advertising & Bain-O'Reilly Advertising (1985 - 1987), Unknown, Unknown.

TEACHING

Courses Taught

Courses from the Teaching Schedule: CONTEMPORARY ISSUES IN MARKETING (Bachelors), HOSPITALITY AND TOURISM MARKETING (Bachelors), INTERNATIONAL MARKETING (Bachelors), INTRODUCTION TO BUSINESS (Bachelors)

SERVICE

Service to the Institution

University Assignments

Assurance of Learning - Institutional Service:

2012-2013 – 2014-2015: Higher Learning Commission Team - (Ongoing)

Committee Member:

2008-2009 – 2014-2015: Civic Engagement Committee, (Ongoing)

2007-2008 – 2014-2015: Diversity Committee, (Ongoing)

2004-2005 – 2014-2015: Administrative Council, (Ongoing)

2004 – 2007: Planning and Resource Council

2004: Human Resources Employee Appeals Committee

Other Institutional Service Activities:

2011-2012 – 2014-2015: Harvard Leadership Team, (Ongoing)

2009-2010 – 2014-2015: Making Place Matter

Service to the Profession

Editorial: Non-PRJ

1988 – 1992: Texas Rural Health Journal, (Co-editor) (State).

Presentation

2012: Texas Workforce Commission Annual Conference Presenter - Houston, Texas (State).

2010: Model Communities Conference-presenter - Cape Girardeau, Missouri (National).

2010: National Trust for Historic Preservation National Town Meeting Presenter - Oklahoma City, Oklahoma (State).

Service to the Community

Speech / Presentation at a Community Meeting

2012 – 2014: E3 Summit Presenter

Professional Development

Other Professional Development

2011: Oklahoma State Regents Making Place Matter State Meeting.

2011: University Economic Development Association.

2008: International Economic Development Association Regionalism and Cross Border Collaborations.

Honors/Awards

Award

2011: Workforce Solutions Texas Community Partner Award.

2011: State of Oklahoma Governor's Commendation Oklahoma.

2010: Governor's Commendation for Workforce Advocate.

2008: Oklahoma Economic Development Association Economic and Workforce Development Best Practices.

2008: Oklahoma Department of Commerce Durant Main Street Board Member of the Year.

2003: Best Downtown Promotional Event - Denison Arts & Wine Renaissance, Texas Downtown Association.

2001: Athena Award, Denison Chamber of Commerce. Presented to a woman who has excelled in her field and benefited the community with her presence.

1999: Texas Downtown Association, Finalist Best Downtown Promotional Event: Denison Arts & Wine Renaissance.

1997: Finalist Best Downtown Promotion: Denison Arts & Wine Renaissance, Texas Downtown Association.

1994: Odessa Convention and Visitors Bureau Fiscal Fitness Award. (Recruited conferences and brought other tourism dollars to the community).

1994: Four entries/Three Finalist/Two Winners: Best New Construction West Texas Cancer Center, Texas Downtown Association.

1993 – 1994: Odessa Chamber of Commerce Leadership Alumni of the Year.

1993: Texas Downtown Association. Main Street Odessa entered in six divisions and were finalists in four categories. There were nine total categories. Main Street Odessa was winners in the following categories:

- Best Public/Private Venture Main Street Odessa Streetscape
- Best Store Interior Proteus
- Best Rehab Project Boy Scout Building Henderson Building
- Best New Construction Farmer's Market

Rodney (Rod) K. Leird, M.B.A.
Assistant Professor
Management/Marketing
John Massey School of Business
rleird@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Instructional Practitioner

Academic Background

M.B.A. Our Lady of the Lake University.

B.S. Oklahoma State University.

WORK EXPERIENCE

Work Experience

Assistant Professor of Management, John Massey School of Business/Southeastern Oklahoma State University - Ardmore Higher Ed (2011 - Present), Ardmore, Oklahoma.

Partner, Leird Farms (2010 - Present), Pottsboro, Texas.

Professor of Management and Marketing, Collin College (2010 - 2011), Frisco, Texas.

Vice President of Botox, Allergan Pharmaceuticals (2005 - 2009), Irvine, California.

Vice President of Botox Sales, Allergan Pharmaceuticals (2000 - 2005), Irvine, California.

Vice President of Dermatology Sales, Allergan Pharmaceuticals (1998 - 2000), Irvine, California.

Regional Vice President of Eye-care Sales, Allergan Pharmaceuticals (1996 - 1998), Irvine, California.

Senior Director of Managed Markets, Allergan Pharmaceuticals (1993 - 1998), Irvine, California.

Director, Allergan Optical (1985 - 1993), Irvine, California.

District Manager, Allergan Pharmaceuticals (1980 - 1985), Irvine, California.

Senior Territory Manager, Allergan Pharmaceuticals (1976 - 1980), Irvine, California.

Consulting Experience

2020: Vision of Sugarplums

2014: Castle Ridge Family Center, Class Project, Part of MNGT 4753 community consulting services.

2014: Branae Fine Portraits, CLASS PROJECT, Part of MNGT 4753 community consulting services.

2012: Pit Pros, Class Project, Part of MNGT 4753 community consulting services.

TEACHING

Courses Taught

Courses from the Teaching Schedule: BUSINESS CONSULTING (Bachelors), CONTEMPORARY ISSUES IN MANAGEMENT (Bachelors), HOSPITALITY MANAGEMENT (Bachelors), Hotel Operations (Bachelors), MANAGEMENT & ORGANIZATION BEHAVIOR (Bachelors), MANAGEMENT INTERNSHIP (Bachelors), ORGANIZATIONAL LEADERSHIP (Bachelors), PROMOTIONAL STRATEGIES (Bachelors), RETAILING (Bachelors), Restaurant Operations (Bachelors), SUPERVISORY MANAGEMENT (Bachelors)

Courses taught, but not in the Schedule:

BUSI 1301 - BUSINESS PRINCIPLES
HRPO 2301 - HUMAN RESOURCE MANAGEMENT
BMGT 1311 - PRINCIPLES OF MANAGEMENT
MRKG 1327 - PRINCIPLES OF MARKETING
BMGT 2309 - LEADERSHIP
MNGT 3343 - SMALL BUSINESS MANAGEMENT
MNGT 3443 - SUPERVISORY MANAGEMENT
MNGT 3153 - HOSPITALITY MANAGEMENT
MNGT 4653 - CONTEMPORARY ISSUES IN MANAGEMENT
BUS 3333 - BUSINESS ETHICS
MNGT- 4753 - BUSINESS CONSULTING
MGNT 4443 - INTERNATIONAL BUSINESS

Teaching Activities

Student Assign-Students Advised (UG)

2014 - *Advisement*. 35 students.

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals		1	3	4
Publications in Refereed Conference Proceedings			3	3
Presentations of Refereed Papers	1		2	3
Presentations of Non-Refereed Papers	2		1	3
Other Research, Non-refereed		8	3	11

Refereed Articles

Applied or Integrative/application Scholarship

Leird, R. K. (2021). Ward's Honey Beesness - Mesquite honey with a touch of prickly pear. *Journal of Business Cases and Applications*, 32, 10.

Teaching and Learning Scholarship

Leird, R. K. (in press, 2020). Plainview Farms. *Journal of Business Cases and Applications*, 28, 16.

Campbell, K., Bressler, M. S., & Leird, R. (2017). University of Southern Oklahoma Therapeutic Riding Program. *Journal of Business Cases and Applications*.

Von Bergen, C.W., Campbell, L. K. (., & Leird, R. (2016). Too much of a good thing in employment counseling. *Journal of Organizational Culture, Communications and Conflict*, 20 (1), 143-152.

Refereed Proceedings

Teaching and Learning Scholarship

Leird, R. K. (in press, 2021). Ward's Honey Beesness - Mesquite honey with a touch of prickly pear. *Southwest Case Research Association Conference*.

Leird, R. K. (in press, 2020). Plainview Farms. *Southwest Case Research Association - SWCRA*.

Campbell, K., Bressler, M. S., & Leird, R. K. (2016). University of Southern Oklahoma. *Southwest Case Research Association - SWCRA*, 18, 1-20.

Presentations of Refereed Papers

National

Leird, R. K. (2021). *Ward's Honey Beesness - Mesquite honey with a touch of prickly pear*. Southwest Case Research Association - SWCRA, Durant, Oklahoma.

Leird, R. K. (2020, March). *Plainview Farms*. Southwest Case Research Association Conference, San Antonio, Texas.

Campbell, K., Bressler, M., & Leird, R. (2016). *The University of Southern Oklahoma Therapeutic Riding Program*. Southwest Case Research Association - SWCRA, Oklahoma City, Oklahoma.

Presentations of Non-Refereed Papers

National

Leird, R. K. & Plumb, R. (2012). *Collaborating to Provide Business Degrees*. Association for Continuing Higher Education, Austin, Texas.

Leird, R. K., Plumb, R., & Adair, A. (2013, October). *Choctaw U*. Association for Continuing Higher Education, Louisville, Kentucky.

Regional

Leird, R. K., Bressler, M., & Campbell, K. (2016, March). *The University of Southern Oklahoma Therapeutic Riding Program*. Southwest Case Research Association - SWCRA, Oklahoma City, Oklahoma.

Other Research

2014: Leird, R. K., *Board member Vision of Sugarplums Charitable Foundation*. Board member and treasurer

2014: Leird, R. K., *Board member Pottsboro Area Development Alliance*. Board member and treasurer

2014: Leird, R. K., *Association for Continuing Higher Education, Inc*.

2014: Leird, R. K., *Former Pottsboro Education Foundation*. Board member and vice president

2013: Leird, R. K., *Board member Vision of Sugarplums Charitable Foundation*. Board member and treasurer

2013: Leird, R. K., *Board member Pottsboro Area Development Alliance*. Board member and treasurer

2013: Leird, R. K., *Association for Continuing Higher Education, Inc*. Facilitator 11-6-2013

2013: Leird, R. K., *Pottsboro Education Foundation*. Board member and vice president

2012: Leird, R. K., *Board member Pottsboro Area Development Alliance*. Serve as treasurer

2012: Leird, R. K., *Board member Vision of Sugarplums Charitable Foundation*. Serve as treasurer

2012: Leird, R. K., *Association for Continuing Higher Education, Inc*. Facilitator 11-13-2012

SERVICE

Service to the Institution

Department Assignments

Assurance of Learning - Institutional Service:

2014-2015: Assurance of Learning JMSB

College Assignments

Chair:

2020-2021 – 2021-2022: Recruitment

Member:

2020-2021 – 2022-2023: Student Relations

2014-2015 – 2019-2020: Recruitment

2014-2015 – 2019-2020: CMAoL (Curriculum Management & Assurance of Learning)

2015-2016: JMSB Meetings with Dean Scoufos

College Assignments

Other Institutional Service Activities:

2011-2012: Market plan development and implementation - Ardmore Higher Education Center

College Assignments

Member:

2020-2021: Recruitment

University Assignments

Committee Member:

2014-2015: Selection Committee - Ardmore Psychology Professor

2014-2015: Selection Committee - Ardmore Coordinator

2014-2015: Selection Committee - Grayson College Coordinator

Service to the Profession

Chair: Committee / Task Force

2020 – 2021: ACHE (International).

2016: Association for Continuing Higher Education, New Orleans, Louisiana (National). Marketing Chair

Other Professional Service Activities

2014 – 2015: Association for Continuing Higher Education, St. Louis, Missouri (National). President

2013: Association for Continuing Higher Education, Louisville, Kentucky (National).

2012: Association for Continuing Higher Education, Austin, Texas (National). President

Service to the Community

Other Community Service Activities

2009: Pottsboro ISD - Board President

Positions Held in Civic Organizations

2022: Pottsville Area Development Alliance - Treasurer and Board Member

2022: Vision of Sugarplums Charitable Foundation Treasurer and Board Member

2015: Pottsville Education Foundation -Vice President

2009: Pottsville Chamber of Commerce - President

Professional Development

Assurance of Learning - Professional Development

2014: AACSB International Applied Assessment Seminar.

DS: Research-Related Conference/Seminar

2016: Association for Continuing Higher Education.

2014: Association for Continuing Higher Education.

Instructional-Related Conference

2020: Southwest Case Research Association Conference.

2019 – 2020: Southwest Case Research Association Conference.

2016: Southwest Case Research Association - SWCRA.

Professional Seminars / Workshops

2017 – 2019: Association for Continuing Higher Education.

2014: Association for Continuing Higher Education.

2012: Association for Continuing Higher Education.

MANAGEMENT

Lila K. (Kitty) Campbell, E.D.D.
John Massey Endowed Chair/Professor
Management/Marketing
John Massey School of Business
kcampbell@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Teaches in multiple disciplines.

**Complete CV is on page 132
in the Marketing section.**

Lauran Fuller, A.B.D.
Instructor
Management/Marketing
John Massey School of Business
lfuller@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Teaches in multiple disciplines.

**Complete CV is on page 47
in the Business section.**

W. Graves, E.D.D.
Adjunct
Management/Marketing
John Massey School of Business
wgraves@se.edu

Faculty Sufficiency Status: Supporting **Faculty Qualifications Status:** Scholarly Academic

Teaches in multiple disciplines.

**Complete CV is on page 49
in the Business section.**

Ashley J. Hampton, Ph.D.
Assistant Professor
Management/Marketing
John Massey School of Business
ahampton@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

Ph.D. Northcentral University.
M.B.A. Oklahoma Christian University.
B.S. University of Central Oklahoma.

Professional Certifications

Certified Polygraph Examiner, 2014, Oklahoma.
Advanced Law Enforcement Certification, 2012, Oklahoma.

Skills

Expertise

Certified Polygraph Examiner

WORK EXPERIENCE

Work Experience

Owner/Manager, Durant Main Street Wash House, LLC (September, 2022 - Present), Durant, Oklahoma. An establishment with coin-operated washing machines and dryers for public use.
Owner/Manager, HL Properties, LLC (January, 2011 - Present), Durant, Oklahoma. Real Estate/Rental Property
Patrolman, Oklahoma Highway Patrol (March, 2007 - Present), Calera, Oklahoma.
Security Guard, Medical Center of Southeastern Oklahoma (November, 2007 - Present), Durant, Oklahoma.
Sales Consultant, Scentsy Incorporated (October, 2009 - October, 2017), Unknown, Unknown.
Associate, Wal-Mart (April, 2006 - March, 2007), Durant, Oklahoma.

TEACHING

Courses Taught

Courses from the Teaching Schedule: INTRODUCTION TO BUSINESS (Bachelors), MANAGEMENT & ORGANIZATION BEHAVIOR (Bachelors), Organizational Behavior (Bachelors), SEMINAR (Bachelors), SMALL BUSINESS MANAGEMENT (Bachelors), SUPERVISORY MANAGEMENT (Bachelors), Sem: Employ Law (Bachelors)

Courses taught, but not in the Schedule:

MNGT 4983 Event Management

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals		4		4
Articles-in-Progress (All)		1		1
Presentations of Non-Refereed Papers	1	1	1	3

Refereed Articles

Applied or Integrative/application Scholarship

Hampton, A., Whitlock, D. W., & Bogard, C. (2023). The Pregnant Police Officer: Examining Fairness, Equity, and Title VII. *Journal of Business Cases and Applications*, 39 (1).

Whitlock, D., Hampton, A. J., & Campbell, K. (2023). Mentoring Women Entrepreneurs: Perceived Needs and Benefits. *Journal of Business & Entrepreneurship*, 33 (1).

Whitlock, D., & Hampton, A. (2022). When Sex and Race Collide in HR decisions: Career Advancement for Women. *Journal of Business Cases and Applications*, 36.

Whitlock, D., & Hampton, A. J. (2022). A phenomenological study of female managers in law enforcement: an argument for mentoring. *Journal of Ethical and Legal Issues*.

Presentations of Non-Refereed Papers

Unknown

Hampton, A. J., Whitlock, D. W., & Campbell, K. (2023). *Women Entrepreneurs: An Exploratory Study of the Perceived Need and Benefits of a Mentoring Program*. Association for Small Business and Entrepreneurship, Durant, United States of America.

Hampton, A. J., Whitlock, D. W., & Bogard, C. (2023). *The Pregnant Patrol Officer: Exploring Title VII*. Southwest Case Research Association - SWCRA, Durant, United States of America.

Taylor, K., Campbell, K., & Hampton, A. J. (2023). *5 Whys: Pulling the Truth Up By Its Roots*. Association of Small Business and Entrepreneurship, Durant, United States of America.

Papers Under Review

Hampton, A. & Whitlock, D. W. (2022). "A Phenomenological Study of Female Managers: An Argument for Mentoring," Initial submission to *Journal of Ethical and Legal Issues*.

SERVICE

Service to the Institution

College Assignments

Member:

2022-2023: Teaching Excellence & Learner Success Standards 6 & 7

2019-2020 – 2022-2023: Student Relations

2019-2020 – 2021-2022: Recruitment

College Assignments

Chair:

2023: Marketing and Management Faculty Hiring Committee

University Assignments

Committee Member:

- 2022-2023: Faculty Senate -Planning Committee
- 2022-2023: Faculty Senate -Personal Policies Committee
- 2022-2023: Academic Appeals Committee
- 2021-2022 – 2022-2023: Faculty Senate -Committee on Committees
- 2021-2022 – 2022-2023: Faculty Senate
- 2020-2021 – 2022-2023: Civil Rights & Title IX Committee
- 2020-2021 – 2022-2023: Diversity, Equity, and Inclusion Committee
- 2021-2022: 2021 Military Transfer Project Faculty Committee

Professional Development

Assurance of Learning - Professional Development

- 2020: Quality Matters. Independent Designing Your Online Course (DYOC)
- 2020: Quality Matters. Independent Improving Your Online Course (IYOC)
- 2015: Quality Matters. Independent Applying the QM Rubric (APPQMR)

Honors/Awards

Award

- 2023: Women Entrepreneurs: An Exploratory Study of the Perceived Need and Benefits of a Mentoring Program, Association for Small Business and Entrepreneurship.

Honor

- 2020: Sigma Alpha Pi, National Society of Leadership and Success.
- 2020: Delta Mu Delta Honor Society, Delta Mu Delta.

Kendra L. Ingram, Ph.D.
Associate Professor
Management/Marketing
John Massey School of Business
kingram@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

Ph.D. Texas A&M University-Commerce.
Other University of Florida.
M.B.A. Texas A&M University - Commerce.
B.A. Texas A&M University - Commerce.

Professional Memberships

Beta Gamma Sigma, 2000 to present

WORK EXPERIENCE

Work Experience

Associate Professor, Southeastern Oklahoma State University (2020 - Present), Durant, Oklahoma.
Assistant Professor, Southeastern Oklahoma State University (August, 2018 - 2020), Durant, Oklahoma.
Instructor of Management, Texas A&M University - Commerce (August, 2002 - 2018), Commerce, Texas.
Graduate Assistant, Texas A&M University - Commerce (July, 2002 - August, 2002), Commerce, Texas.
Administrative Assistant, Texas A&M University - Commerce (March, 1993 - July, 2002), Commerce, Texas.

Consulting Experience

2018: Pat Pilgrim Farms (PPF), Worked with PPF to retain/position employees Save

TEACHING

Courses Taught

Courses from the Teaching Schedule: BEHAVIORAL MANAGEMENT (MBA), BUSINESS POLICY (Bachelors), CONTEMPORARY ISSUES IN MANAGEMENT (MBA), CONTEMPORARY ISSUES IN MARKETING (Bachelors), Compensation (MBA), HOSPITALITY HUMAN RESOURCE MANAGEMENT (Bachelors), HUMAN RESOURCE MANAGEMENT (Bachelors), Human Resource Management (MBA), INTERNATIONAL BUSINESS (Bachelors), MANAGEMENT & ORGANIZATION BEHAVIOR (Bachelors), Training & Development (MBA)

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	5	3	3	11
Articles-in-Progress (All)	2		1	3

Publications in Refereed Conference Proceedings	3	9	1	13
Publications of Non-refereed or Invited Papers	1			1
Presentations of Refereed Papers	15		10	25

Refereed Articles

Applied or Integrative/application Scholarship

Kerneck, C., Richards, R., & Ingram, K. (in press, 2023). Sharpworx: Cutting Edge of Growth. *Journal of Applied Case Research*.

Richards, R. J., Kernek, C., & Ingram, K. (in press, 2022). Entrepreneurship and Decision Making: Have Your Cake and Eat it Too. *Journal of Business & Entrepreneurship*.

Richards, R. J., Ingram, K., & Kernek, C. (2020). If We Build It, Will They Come? *Journal of Strategic Innovation and Sustainability*, 15 (8), 40-56.

Basic or Discovery Scholarship

Williams, Jr., W. A., & Ingram, K. L. (in press, 2017). A dark side of political skill? Awareness and life satisfaction in a Latin American Business. *Journal of Management and Organization*, 23 (3), 405-422.

Ingram, K. L. (2016). A dark site of political skill? Awareness and life satisfaction in a Latin American Business. *Journal of Management and Organization*.

Ingram, K. L. (2009). Situational narcissism and charismatic leadership: A conceptual framework. *Journal of Behavior and Applied Management*.

Ingram, K. L. (2009). Situational narcissism and charismatic leadership: A conceptual framework. *Journal of Behavioral and Applied Management*.

Humphreys, J., Ingram, K., & Sadler, T. D. (2007). The Nez-Perez leadership council: A historical examination of postindustrial leadership. *Journal of Management History*.

Teaching and Learning Scholarship

Ingram, K. L. (2007). Creativity in online courses: Perceptions of MBA student. *Journal of Online Learning and Teaching*.

Ingram, K. L. (2007). Creativity in online courses: Perceptions of MBA student. *MERLOT Journal of Online Learning and Teaching*.

Wimsatt, A. M., Ingram, K. L., Doty, M. M., & Kernek, C. R. (2006). On different teaching Pedagogies: What happens to your course evaluations? *Marketing Education Review*.

Refereed Proceedings

Applied or Integrative/application Scholarship

Richards, R. J., Kernek, C., & Ingram, K. (2022). Two Shades of Gray: Are Housekeepers Employees or Independent Contractors and Why Do We Care? *Southwest Case Research Association - SWCRA*.

Kerneck, C., Ingram, K., & Richards, R. (2022). Bean Counter or Bust: How the Shortage of Accountants Impacts Entrepreneurs. *ASBE Conference*.

Kerneck, C., Ingram, K., & Richards, R. (2021). Tin Star: Discount a Segment Decision. *Southwest Case Research Association - SWCRA*.

Ingram, K., Sadler, T., Richards, R., & Kernek, C. (2021). Interpersonal Conflict in Small Businesses: Perceptions of Controversial Societal Issues. *ASBE Conference*.

Kerneck, C., Ingram, K., & Richards, R. (2020). Iron Fed: Gaining More Than Muscle. *ASBE Conference*.

Ingram, K., Kernek, C., & Richards, R. (2020). Caked Up: On the Go! *Southwest Case Research Association - SWCRA*.

Richards, R. J., Kernek, C., Ingram, K., & Campbell, K. (in press, 2019). Entrepreneurship and Decision Making: Have Your Cake and Eat it Too. *ASBE Conference*.

Richards, R. J., Ingram, K., & Kernek, C. (2019). If We Build It, Will They Come? *Southwest Case Research Association - SWCRA*.

Richards, R. J., Kernek, C., Ingram, K., & Campbell, K. (2019). Entrepreneurship and Decision Making: Have Your Cake and Eat it Too. *ASBE Conference*.

Basic or Discovery Scholarship

Flanagan, J., Lewis, V. J., & Stickney, L. (2022). Cavewalls to boardrooms: The Role of occupational groups in tattoo regret. *Southwest Academy of Management*.

Ingram, K. L., Humphreys, J., Novicevic, M., & Randolph-Seng, B. (2016). Moral Disengagement: Insights from the Malevolent Leader Dyad of Andrew Carnegie and Henry Frick. *Academy of Management*.

Humphreys, J., Novicevic, M., Randolph-Seng, B., & Ingram, K. L. (2016). Moral Disengagement: Insights from the Malevolent Leader Dyad of Andrew Carnegie and Henry Frick. *Academy of Management*.

Teaching and Learning Scholarship

Ingram, K., Doty, M., & Resendez, E. (2018). Closing the Loop in AOL: A Case Example of Implementation Issues. *Academy of Business Research*.

Non-Refereed Articles

Basic or Discovery Scholarship

Ingram, K. L. (2021). Propensity to morally disengage: The malevolent leader dyad of Andrew Carnegie and Henry Frick. *Research in Ethical Issue in Organizations*.

Presentations of Refereed Papers

International

Ingram, K. L. (2020). *Cave Walls to Boardrooms: The Role of Occupational Groups in Tattoo Regret*. Southwest Academy of Management, San Antonio, Texas.

Ingram, K. L., Doty, M., & Resendez, E. (2018). *Closing the Loop in AOL: A Case Example of Implementation Issues*. Academic and Business Research Institute Conference, New Orleans, Louisiana.

Humphreys, J., Novicevic, M., Randolph-Seng, B., & Ingram, K. L. (2016). *Moral Disengagement: Insights from the Malevolent Leader Dyad of Andrew Carnegie and Henry Frick*. Academy of Management, Anaheim, California.

Hayek, M., Randolph-Seng, B., & Ingram, K. L. (2014). *The Dark Side of Political Skill: When Awareness Reduces Life Satisfaction*. Academy of Management, Philadelphia, Pennsylvania.

Humphreys, J., Ingram, K. L., Gladstone, J., & Basham, L. (2009). *Situational Narcissism and Charismatic Leadership: A Conceptual Framework*. Academy of Management, Chicago, Illinois.

National

Ingram, K. L., Kernek, C., & Richards, R. (2020). *Gaining More than Muscle*. Association for Small Business and Entrepreneurship, San Antonio, Texas.

- Ingram, K. L. (2020). *Anxiety spills over into the workplace*. Academy of Business Research, New Orleans, Louisiana.
- Richards, R., Kernek, C., & Ingram, K. L. (2019). *Entrepreneurship and Decision Making: Have Your Cake and Eat It Too*. ASBE Conference, Houston, Texas.
- Richards, R., Ingram, K. L., & Kernek, C. (2019). *Iron Fed Fitness: If We Build It, Will They Come?* Southwest Case Research Association Conference, Houston, Texas.
- Ingram, K. L. (2018). *Are Entrepreneurs with High Levels of Political Skill Better Equipped to Handle Change?* Association for Small Business and Entrepreneurship, Albuquerque, New Mexico.
- Mintu-Wimsatt, A., Ingram, K. L., Kernek, C., & Sadler, T. (2011). *One Instructor, Same Course but with Multiple Sections: Some Interesting Findings*. Association of Collegiate Marketing Educators, Houston, Texas.
- Ingram, K. L., Henley, T., & Green, R. (2009). *What the Sims can demonstrate about real life*. Southwest Psychological Association Annual Conference, San Antonio, Texas.
- Cereijo, M., Myers, C., Kernek, C., & Ingram, K. L. (2007). *An evaluation of communication and other factors in the corporate e-learning environment*. Association of Collegiate Marketing Educators, San Diego, California.
- Ingram, K. L. (2005). *On different teaching pedagogies: What happens to your course evaluations?* Association of Collegiate Marketing Educators, Dallas, Texas.
- Myers, C., Ingram, K. L., & Kernek, C. (2004). *Understanding advertising mediums and internet expertise*. Southwest Academy of Management, Orlando, Florida.
- Ingram, K. L. (2003). *Customer satisfaction: integration of marketing and management*. Southwest Academy of Management, Houston, Texas.
- Carraher, S., Scott, M. R., Parnell, J. A., Carraher, C. E., Ingram, K. L., et al. (2002). *Service biodata in a global entrepreneurial information services organization*. Southwest Academy of Management, Unknown, Unknown.

Regional

- Ingram, K. L. (2023). *Sharpworx: Cutting Edge of Growth*. Southwest Case Research Association - SWCRA, Houston, Texas.
- Ingram, K. L. (2022). *Bean Counter or Bust: How the shortage of accountants impacts entrepreneurs*. Association for Small Business and Entrepreneurship, New Orleans, Louisiana.
- Ingram, K. L. (2022). *Two Shade of Gray: Are Housekeepers Employees or Independent Contractors and Why Do We Care*. Southwest Case Research Association - SWCRA, New Orleans, Louisiana.
- Ingram, K. L., Sadler, T., Richards, R., & Kernek, C. (2021). *Interpersonal Conflict in Small Businesses: Perceptions of Controversial Societal Issues*. Association for Small Business and Entrepreneurship, Durant, United States of America.
- Ingram, K. L. (2021). *Tin Star: Discontinue a Segment Case Study*. Southwest Case Research Association - SWCRA, Online, Unknown.
- Flanagan, J., Lewis, V., Ingram, K. L., & Stickney, L. (2020). *Cave Walls to Boardrooms: The Role of Occupational Groups in Tattoo Regret*. Southwest Academy of Management, Houston, United States of America.

Ingram, K. L. (2020). *BR Communications, Inc.* Southwest Case Research Association - SWCRA, San Antonio, Texas.

Ingram, K. L. (2020). *Caked Up! On the Go.* Southwest Case Research Association - SWCRA, San Antonio, Texas.

Working Papers

Stevens, R., Loudon, D., & Ingram, K. L. (2020). "BR Communications, Inc.."

Von Bergen, C. W., Bressler, M., & Ingram, K. L. (2020). "Toxic Masculinity: It's Not Good to Be A Male Today," targeted for Society & Business Review.

Lewis, V., Flanagan, J., Ingram, K. L., & Stickney, L. (2020). "Regret, Tattoos, and Social Isolation in the Workplace," targeted for Southwest Academy of Management.

SERVICE

Service to the Institution

Department Assignments

Assurance of Learning - Institutional Service:

2017 – 2018: MKT & MGT Dept AOL Committee

2008 – 2018: Course Owner/Coordinator for Organizational Behavior (MGT 315) & Human Resource Management (MGT 394)

Department Assignments

Member:

2022-2023: Faculty Search Committee

2020-2021: Faculty Search

2019-2020: Faculty Search Committee

Mentoring Activities:

1993 – 2020: Advisor of MKT & MGT Students

Department Assignments

Other Institutional Service Activities:

2002 – 2018: Mkt & Mgt Library Coordinator (budget expenditures)

College Assignments

Assurance of Learning - Institutional Service:

2008 – 2019: Institutional Effectiveness, Program Owner/Coordinator for BBA MGT

2017 – 2018: CoB AOL

2006 – 2015: AACSB Data Collection Committee

2012-2013: CoB Assessment Committee

College Assignments

Chair:

2022-2023: Student Relations

Faculty Advisor:

2020-2021 – 2024-2025: Beta Gamma Sigma

2008 – 2020: Beta Gamma Sigma National Business Honor Society

College Assignments

Faculty Advisor:

2001-2002 – 2007-2008: Co-Advisor for Pi Sigma Epsilon Marketing Fraternity

Faculty Sponsor:

2015 – 2017: Joe Griffith Effective Communication Trainer/Coordinator

College Assignments

Member:

2018-2019 – 2021-2022: Student Relations

2018-2019 – 2021-2022: CMAoL (Curriculum Management & Assurance of Learning)

Other Institutional Service Activities:

2018-2019 – 2019-2020: Facilitator for Women in Entrepreneurship Annual Conference

College Assignments

Member:

2017-2018: Curriculum Committee

2015 – 2017: CoB Learning & Teaching Committee

2012-2013: Search Committee for BAAS Advisor/Mentor

2012-2013: Search Committee for BAAS Instructor

College Assignments

Member:

2019-2020: Search Committee for MNGT & MKT Faculty Member

College Assignments

Member:

2014 – 2018: Student/Alumni Committee (Newsletter sub-committee)

2002-2003: Search committee for management faculty

University Assignments

Committee Chair:

1998-1999: University Office Personnel Association

University Assignments

Committee Member:

2020-2021 – 2022-2023: University Honors

2019-2020 – 2020-2021: Faculty Senate

2019-2020: Personnel Policies Committee (Under the Faculty Senate Umbrella)

2019-2020: University Affairs Committee (under the Faculty Senate umbrella)

University Assignments

Committee Member:

2009 – 2018: Visual Arts Committee

1998-1999: University Office Personnel Association Fundraising Committee

Service to the Profession

Academic Conference: Discussant

2008: Academy of Marketing Science: Cultural Perspectives in Marketing Conference (National).

Academic Conference: Moderator / Facilitator

2019: Southwest Case Research Association - SWCRA (National).

2009: Southwest Academy of Management (National).

Chair: Conference / Track / Program

2019 – 2023: Southwest Case Research Association - SWCRA (Regional).

2021: Southwest Case Research Association Conference (Regional).

2019: Southwest Case Research Association - SWCRA (Regional).

2019: Association for Small Business and Entrepreneurship (Regional).

2008 – 2009: Southwest Academy of Management (International).

2008: Academy of Marketing Science: Cultural Perspectives in Marketing Conference (International).

Reviewer - Article / Manuscript

2022 – 2023: Organizational Management Journal (International).

2021 – 2022: Organizational Management Journal (International).

2020 – 2021: Organizational Management Journal (International).

2019 – 2020: Organizational Management Journal (International).

2018: Southwest Case Research Association - SWCRA (National).

2017 – 2018: Southwest Academy of Management (International).

2017: Journal of Marketing Theory and Practice (International).

2017: Journal of Management and Organization (International).

2014 – 2015: Southwest Academy of Management (International).

2012: Southwest Academy of Management (International).

2011: Journal of Management History (International).

2008: Academy of Marketing Science: Cultural Perspectives in Marketing Conference (National).

2008: Southwest Academy of Management (National).

Reviewer - Book / Textbook

2013: McGraw Hill Publishing (International).

Editor: Academic PRJ

2023: Journal of Business & Entrepreneurship (International).

Officer: Organization / Association

2022: Southwest Case Research Association - SWCRA (Regional). Immediate Past President

2021: Association for Small Business and Entrepreneurship (Regional). President-elect
2020: Southwest Case Research Association - SWCRA (Regional). President-elect
2019: Association for Small Business and Entrepreneurship (Regional). Secretary/treasure
2019: Association for Small Business and Entrepreneurship (National).

President of an organization

2022: Association of Small Business and Entrepreneurship (Regional).
2021: Southwest Case Research Association - SWCRA (Regional).

Reviewer: Ad Hoc Reviewer for a Journal

2019: Organizational Management Journal (International).

Vice-President of an Organization

2021: Association of Small Business and Entrepreneurship (Regional).
2020 – 2021: Southwest Case Research Association - SWCRA (Regional).
2020: Southwest Case Research Association - SWCRA (National).

Service to the Community

Chair of a Committee

2000 – 2020: Church Fundraising Project

Member of a Committee

2015 – 2020: Church Finance Committee

Other Community Service Activities

2000 – 2020: Multiple Fundraising Campaigns

Positions Held in Civic Organizations

2011 – 2015: Junior Heritage League

Professional Development

Other Professional Development

2018: Sedona Training.

Vance Johnson Lewis, E.D.D.
Associate Professor
Management/Marketing
John Massey School of Business
lewis@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Academic Background

E.D.D. Oklahoma State University.

Other University of Florida **AACSB Post-Doctoral Bridge Certification**, Marketing and Management.

M.E. University of Arkansas.

B.B.A. University of Arkansas.

WORK EXPERIENCE

Work Experience

Associate Professor of Management, Southeastern Oklahoma State University (August, 2022 - May, 2023), Durant, Oklahoma.

Associate Professor of Management, University of Central Arkansas (2022), Conway, Arkansas.

Assistant Professor of Management, University of Central Arkansas (2016 - 2022), Conway, Arkansas.

Clinical Assistant Professor of Organizations, Strategy, and International Management, University of Texas at Dallas (2012 - 2016), Dallas, Texas.

Director of Organizational Behavior and Human Resources, University of Texas at Dallas (2012 - 2016), Dallas, Texas.

Director of Undergraduate Business Administration, University of Texas at Dallas (2012 - 2014), Dallas, Texas.

TEACHING

Courses Taught

Courses from the Teaching Schedule: BUSINESS POLICY (Bachelors), CONTEMPORARY ISSUES IN MANAGEMENT (MBA), MANAGEMENT & ORGANIZATION BEHAVIOR (Bachelors), STRATEGIC MANAGEMENT (MBA)

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals		5		5
Publications in Refereed Conference Proceedings		2		2

Refereed Articles

Applied or Integrative/application Scholarship

Lewis, V. J. (2022). When Transformational Leadership Crosses the Line. *Organization Management Journal*, 19 (2), 46.

Lewis, V. J., & McKinzie, K. (in press, 2022). Been There Done That: How Faculty Work Experience Affects Student Evaluations of Teaching. *Quarterly Review of Business Disciplines*.

Lewis, V. J., North, M., & Schlachter, S. (2021). Other than me?: The role of narcissism in discussing diversity. *Quarterly Review of Business Disciplines*, 7 (4), 289-308.

Schultz, J., Comer, D., Cooper, E., Holbrook, R., Lewis, V. J., Tosti-Kharas, J., Levinson, J. Michaelson, C., Wayne, K. (in press, 2021). Two Thumbs Up: Teaching Management Topics Using Recently Released Film Clips. *Management Teaching Review*.

Lewis, V. J., & McKinzie, K. (2020). Still Doing My Job: Changes in Adjunct Business Faculty Job Satisfaction over a Five-Year Period. *Quarterly Review of Business Disciplines*, 6 (4), 285-307.

Refereed Proceedings

Applied or Integrative/application Scholarship

Flanagan, J., Lewis, V. J., Ingram, K., & Stickney, L. (2020). Cavewalls to boardrooms: The Role of occupational groups in tattoo regret. *Southwest Academy of Management*.

Lewis, V. J., & McKinzie, K. (2020). Been There, Done That?: How Faculty Work Experience Impacts Student Evaluations of Teaching. *Southwest Academy of Management*.

SERVICE

Service to the Institution

College Assignments

Member:

2022-2023: CMAoL (Curriculum Management & Assurance of Learning) Standards 4 & 5

Lucinda Parmer, Ph.D.
Massey Professor
Management/Marketing
John Massey School of Business
lparker@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Teaches in multiple disciplines.
Complete CV is on page 50
in the Business section.

Robert (Bob) E. Stevens, Ph.D.
John Massey Endowed Chair/Professor
Management/Marketing
John Massey School of Business
rstevens@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Teaches in multiple disciplines.
Complete CV is on page 66
in the Business section.

David Whitlock, Ph.D.
John Massey Endowed Chair/Professor
Management/Marketing
John Massey School of Business
dwhitlock@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Scholarly Academic

Teaches in multiple disciplines.
Complete CV is on page 76
in the Business section.

Ray Bomgardner, D.B.A.
Adjunct
Management/Marketing
John Massey School of Business
rbomgardner@se.edu

Faculty Sufficiency Status: Supporting **Faculty Qualifications Status:** Practice Academics

Teaches in multiple disciplines.
Complete CV is on page 85
in the Business section.

Jimmie Flores, Ph.D.
Instructor
Management/Marketing
John Massey School of Business
flores@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Practice Academics

Teaches in multiple disciplines.
Complete CV is on page 32 in the Business
Information Management section.

Geoffrey Vanderpal, D.B.A.
Adjunct
Accounting/Finance
John Massey School of Business
gvanderpal@se.edu

Faculty Sufficiency Status: Supporting **Faculty Qualifications Status:** Practice Academics

Teaches in multiple disciplines.
Complete CV is on page 130
in the Finance section.

Lloyd Basham, E.D.D.
Adjunct
Management/Marketing
John Massey School of Business
lbasham@se.edu

Faculty Sufficiency Status: Supporting Faculty Qualifications Status: Instructional Practitioner

**Teaches in multiple disciplines.
Complete CV is on page 170
in the Marketing section.**

Rodney (Rod) K. Leird, M.B.A.
Assistant Professor
Management/Marketing
John Massey School of Business
rleird@se.edu

Faculty Sufficiency Status: Participating **Faculty Qualifications Status:** Instructional Practitioner

Teaches in multiple disciplines.
Complete CV is on page 174
in the Marketing section.

Skyelar Perkins, B.S.
Adjunct
Management/Marketing
John Massey School of Business
sp Perkins@se.edu

Faculty Sufficiency Status: Supporting **Faculty Qualifications Status:** Instructional Practitioner

Academic Background

B.S. Southeastern Oklahoma State University.
Other Choctaw Nation Corporate University - Choctaw U.
Other University Nevada Las Vegas.
Other University Nevada Las Vegas.
Other University Nevada Reno.
Other University Nevada Reno.

WORK EXPERIENCE

Work Experience

Slot Operations Manager, Choctaw Casino Resort Durant (February, 2011 - Present), Durant, Oklahoma. - Researched and initiated procurement directives, initially saving hundreds of thousands of dollars along with a continued realization of cost savings.
- Developed and implemented a hiring process that helps ensure an unbiased fairness in the application process and strong buy in from sub management. - Established and implemented numerous policies and procedures to allow for easier adherence to Minimal Internal Control Standards (MICS)/Tribal Internal Control Standards (TICS).

Assistant Slot Operations Manager, Choctaw Casino Resort Durant (August, 2010 - February, 2011), Durant, Oklahoma. - Fine-tuned schedule of 100+ associates that efficiently maintains an equal guest response time regardless of business volume.
- Researched, created and wrote 100+ page, brand-wide Slot Operations System of Internal Controls (SICS)

Slot Shift Manager, Choctaw Casino Resort Durant (February, 2010 - August, 2010), Durant, Oklahoma. - Developed and implemented alcohol incident polices brand wide.
- Constructed corporate standard operation policy for electronic gaming machine removals, installs and conversions.

Slot Operations Manager, Choctaw Casino Bingo Durant (January, 2007 - February, 2010), Durant, Oklahoma.
- Developed personal leadership and managerial skills in a smaller operation. - Assisted in opening a \$300 million dollar expansion of Choctaw Casino Resort Durant

TEACHING

Courses Taught

Courses from the Teaching Schedule: NATIVE AMERICAN GAMING MANAGEMENT (Bachelors)