Arkansas Tech University
REQUEST FOR COURSE ADDITION

TO:	Curriulum Committee
FROM (Initiating Department):	**College of Business**
DATE SUBMITTED:	05/03/2016

Title	Signature	Date
Department Head Stephen C. Jones		5/3/16
Dean R. Ed Bashaw		5/4/16
Teacher Education Council (if applicable)		
Graduate Council (if applicable) Mary Gunter		
Registrar Tammy Weaver		6/27/16
Vice President for Academic Affairs ~~A. J. Anglin~~ Mohamed Abdelrahman		

Course Subject: (e.g., ACCT, ENGL)	Course Number: (e.g., 1003)	Effective Term:
ACCT	**6103**	○ Spring ◉ **Summer I**

Official Catalog Title: (If official title exceeds 30 characters, indicate Banner Title below)

Accounting Analysis

Banner Title: (limited to 30 characters, including spaces, capitalize all letters — this will display on the transcript)

Will this course be cross-listed with another existing course? If so, list course subject and number.

○ Yes ◉ No

Will this course be cross-listed with a course currently not in the undergraduate or graduate catalog?

If so, list course subject and number. ○ Yes ◉ No

Is this course repeatable for additional earned hours? ○ Yes ◉ No How many total hours?

Grading: ◉ Standard Letter ○ P/F ○ Other

Mode of Instruction (check appropriate box):

◉ 01 Lecture	○ 02 Lecture/Laboratory	○ 03 Laboratory only	
○ 05 Practice Teaching	○ 06 Internship/Practicum	○ 07 Apprenticeship/Externship	
○ 08 Independent Study	○ 09 Readings	○ 10 Special Topics	
○ 12 Individual Lessons	○ 13 Applied Instruction	○ 16 Studio Course	
○ 17 Dissertation	○ 18 Activity Course	○ 19 Seminar	○ 98 Other

Does this course require a fee? ○ Yes ◉ No How Much? Select Fee Type

If selected other list fee type:

☐ Elective ☑ Major ☐ Minor

(If major or minor course, you must complete the Request for Program Change form to add course to program.)

If course is required by major/minor, how frequently will course be offered?

Fall, Spring

For the proposed course, attach a syllabus in Word format that includes: **(Items a. through d. should be entered as they should appear in the catalog)**

a. Course subject
b. Course number
c. Catalog course title
d. Catalog description
   1. Arkansas Course Transfer System (ACTS) course number, if applicable
   2. Cross-listing
   3. Offered (e.g., Fall only, Spring only. Do not enter if offer course fall and spring)
   4. Prerequisites
   5. Co-requisites
   6. Description
   7. Notes (e.g., information not in description such as course may be repeated for credit)
   8. Contact Hours if different than lecture (e.g., Lecture three hours, laboratory three hours)
   9. Fees (e.g., $36 art fee)
e. Section for Name of instructor, office hours, contact information (telephone, email)
f. Text required for course
g. Bibliography (supplemental reading list)
h. Justification/rationale for the course
i. Course objectives
j. Description of how course meets general education objectives (courses included in the general education component should show how the course meets one or more of the objectives contained in General Education Objectives listed in undergraduate catalog)
k. Assessment methods (include grading policy with specific equivalents for A, B, C)
l. Policy on absences, cheating, plagiarism, etc.
m. Course content (outline of material to be covered in course).

Will this course require any special resources such as unusual maintenance costs, library resources, special software, distance learning equipment, etc.?

NO

Will this course require a special classroom (computer lab, smart classroom, or laboratory)?

NO

Attach the Course Addition Assessment Form. The form is located on the Assessment & Institutional Effectiveness web page at http://www.atu.edu/assessment/

If this course will affect other departments, a Departmental Support Form for each affected department must be attached. The form is located on the Curriculum forms web page at http://www.atu.edu/registrar/curriculum_forms.php.

N/A

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Course	**ACCT 6103 – Accounting Analysis**
Course Description	This course uses a case-study approach to demonstrate how to evaluate internal business units as well as potential merger and acquisition targets. The case-study approach is also used to refine operational and capital budgeting skills, to teach advanced cost-volume-profit analysis techniques, and to develop an awareness of domestic and global transfer pricing issues for multi-location entities.
Course Goals & Objectives	The student will be able to: • Use managerial accounting information to analyze planning and control issues to support appropriate management operational and pricing decisions • Prepare a spreadsheet analysis of proposed capital investments and/or an acquisition target. • Demonstrate the use of advanced CVP analysis techniques in complex business situations • Be able to construct a master budget, flexible budgets and use budget analysis for performance evaluation • Be able to allocate cost to products/services using both job costing and process costing; describe the major differences between job costing and process costing • Identify the elements of sustainability and describe their impact on the firm
Course Outline	1. Financial Statement Analysis – Part I (ratios) 2. Financial Statement Analysis – Part II (footnotes) 3. Financial Statement Analysis – Part III (M&A) 4. Job Order Costing 5. Process Costing 6. Cost-Volume-Profit Techniques 7. Operational Budgeting 8. Financial Budgeting 9. Capital Budgeting 10. Sustainability elements and required reporting
Student Performance Assessment & Evaluation	• Topics/Cases: Each topic or case involves the preparation of a spreadsheet analysis and an executive summary communicating the work performed and the recommended business decision. Some of these will involve both individual and group work. • Course Participation: Students must participate each week in discussion boards on the topic assigned for that week. • Mid-term exam: Students will have an online mid-term exam consisting of multiple choice and essay questions as well as some short problems. • Term Paper: Each student will write a 10-page paper on an assigned topic. • Comprehensive Final Exam: Each student will be required to take a comprehensive online final exam covering all of the material covered in the course.

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Bibliography, Reading Material, Etc.	Potential Textbooks: • Management Accounting by Horngren, Sundem, Burgstahler, Schatzberg, 16th Ed. published 01/16/2013 ISBN-10: 013305974X • ISBN-13: 9780133059748 • Comprehensive Guide to Mergers & Acquisitions: Managing the Critical Success Factors Across Every Stage of the M&A Process by Weber, Tarba & Oberg (2014); published 12/19/2013 ISBN-10: 0133014150 | ISBN-13: 9780133014150

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Arkansas Tech University

Course Addition

Assessment Form

Our Mission
Arkansas Tech University, a state-supported institution of higher education, is dedicated to nurturing scholastic development, integrity, and professionalism. The University offers a wide range of traditional and innovative programs which provide a solid educational foundation for life-long learning to a diverse community of learners.

Provide an answer for each question. Your answers are to be typed single spaced.
a. How does this course fit with the university mission? ***ACCT 6103*** – **"Accounting Analysis" will develop each MBA student's ability to analyze a company's financial statements and to use financial and nonfinancial data to make both operational and strategic business decisions.**
b. If this course is mandated by an accrediting or certifying agency, include the directive. If not, state not applicable. **Not applicable**
c. Provide up to three student learning outcomes students will achieve after completing this course? **Students will be able to 1) construct a master budget and use it to help evaluate actual performance; 2) analyze proposed capital investments or acquisition targets using appropriate capital budgeting and other cash flow analysis techniques; and 3) evaluate a company's financial statements and related footnotes by conducting ratio and other types of analysis and comparing those results to industry averages, benchmark companies, etc.**
d. What assessment tool or measure will you use to assess student learning? **Exams, projects, homework assignments, and a term paper.**
e. What will students demonstrate, represent, or produce to provide evidence of their learning? **Students will demonstrate the ability to complete accounting problems and case studies using appropriate analysis techniques presented in class. They will also demonstrate the ability to differentiate between relevant and irrelevant data included in various cases and problems.**
f. Provide an example or examples of student learning assessment evidence which supports the addition of this course. **Student scores on the ETS major field exam, student outcomes on identified course assessment objectives, etc.**
g. How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the course or program provide comparative examples from regional educational institutions. **All MBA programs in the state (and in most other states) have an accounting course in the core MBA curriculum.**

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Title	Signature	Date
Department Head Stephen C. Jones		5/3/16
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Teacher Education Council (if applicable)		
Graduate Council (if applicable) Mary Gunter		
Registrar Tammy Weaver		6/27/16
Vice President for Academic Affairs ~~A. J. Anglin~~ Mohamed Abdelrahman		

Course Subject: (e.g., ACCT, ENGL)	Course Number: (e.g., 1003)	Effective Term:
BUAD	**6103**	○ Spring ◉ **Summer I**

Official Catalog Title: (If official title exceeds 30 characters, indicate Banner Title below)

Research Methods

Banner Title: (limited to 30 characters, including spaces, capitalize all letters — this will display on the transcript)

Will this course be cross-listed with another existing course? If so, list course subject and number.

○ Yes ◉ No

Will this course be cross-listed with a course currently not in the undergraduate or graduate catalog?

If so, list course subject and number. ○ Yes ◉ No

Is this course repeatable for additional earned hours? ○ Yes ◉ No How many total hours?

Grading: ◉ Standard Letter ○ P/F ○ Other

Mode of Instruction (check appropriate box):

◉ 01 Lecture	○ 02 Lecture/Laboratory	○ 03 Laboratory only	
○ 05 Practice Teaching	○ 06 Internship/Practicum	○ 07 Apprenticeship/Externship	
○ 08 Independent Study	○ 09 Readings	○ 10 Special Topics	
○ 12 Individual Lessons	○ 13 Applied Instruction	○ 16 Studio Course	
○ 17 Dissertation	○ 18 Activity Course	○ 19 Seminar	○ 98 Other

Does this course require a fee? ○ Yes ◉ No How Much? Select Fee Type

If selected other list fee type:

☐ Elective ☑ Major ☐ Minor

(If major or minor course, you must complete the Request for Program Change form to add course to program.)

If course is required by major/minor, how frequently will course be offered?

Fall, Spring

For the proposed course, attach a syllabus in Word format that includes: **(Items a. through d. should be entered as they should appear in the catalog)**

a. Course subject
b. Course number
c. Catalog course title
d. Catalog description
   1. Arkansas Course Transfer System (ACTS) course number, if applicable
   2. Cross-listing
   3. Offered (e.g., Fall only, Spring only. Do not enter if offer course fall and spring)
   4. Prerequisites
   5. Co-requisites
   6. Description
   7. Notes (e.g., information not in description such as course may be repeated for credit)
   8. Contact Hours if different than lecture (e.g., Lecture three hours, laboratory three hours)
   9. Fees (e.g., $36 art fee)
e. Section for Name of instructor, office hours, contact information (telephone, email)
f. Text required for course
g. Bibliography (supplemental reading list)
h. Justification/rationale for the course
i. Course objectives
j. Description of how course meets general education objectives (courses included in the general education component should show how the course meets one or more of the objectives contained in General Education Objectives listed in undergraduate catalog)
k. Assessment methods (include grading policy with specific equivalents for A, B, C)
l. Policy on absences, cheating, plagiarism, etc.
m. Course content (outline of material to be covered in course).

Will this course require any special resources such as unusual maintenance costs, library resources, special software, distance learning equipment, etc.?

NO

Will this course require a special classroom (computer lab, smart classroom, or laboratory)?

NO

Attach the Course Addition Assessment Form. The form is located on the Assessment & Institutional Effectiveness web page at http://www.atu.edu/assessment/

If this course will affect other departments, a Departmental Support Form for each affected department must be attached. The form is located on the Curriculum forms web page at http://www.atu.edu/registrar/curriculum_forms.php.

N/A

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Course	***BUAD 6103*** – Research Methods
Course Description	This course explores the basic methodology used within quantitative and qualitative research. Students will be introduced to the language of research, ethical principles, and methods used in the development of the in research design for primary and secondary data and how research tools can provide an understanding of the business environment.
Course Goals & Objectives	Students will: • understand the concepts, methods, and characteristics of qualitative and quantitative research • understand how to design a research study • be able to effectively evaluate the quality of discipline specific research studies. • create an appreciation for the meaningfulness of ethical research.
Course Outline	1. Introduction to Research 2. Overview of Data Sources 3. Secondary Data 4. Conducting Surveys 5. Conducting Focus Groups 6. Conducting Experiments 7. Questionnaire Design 8. Ethical Issues in Research 9. Communicating Research Results 10. Evaluating the Merits of a Research Study
Student Performance Assessment & Evaluation	• Chapter Quizzes. • Exams • Research Design Assignment. Students will have to design a study based upon a survey, an observational study, and an experiment. • Research Review Critiques. Students will critically analyze published research in various business disciplines.
Bibliography, Reading Material, Etc.	Potential Textbooks: Lussier, Robert (2011). **Research Methods and Statistics for Business**, *Waveland Press, Incorporated,* ISBN: 978-1-57766-658-5

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Arkansas Tech University

Course Addition

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Provide an answer for each question. Your answers are to be typed single spaced.
a. How does this course fit with the university mission? ***BUAD 6103*** – ***"Research Methods" will enhance students' scholastic development by providing them with knowledge about research methods and strategies.***
b. If this course is mandated by an accrediting or certifying agency, include the directive. If not, state not applicable. ***Not Applicable***
c. Provide up to three student learning outcomes students will achieve after completing this course? ***Students will (1) understand the concepts, methods, and characteristics of qualitative and quantitative research: (2) design a research study; and (3) evaluate the quality of discipline specific research studies.***
d. What assessment tool or measure will you use to assess student learning? ***Exams, research design assignment, and critical analysis of discipline specific research studies.***
e. What will students demonstrate, represent, or produce to provide evidence of their learning? ***Students will demonstrate the distinction between quantitative and qualitative research methods. Students will demonstrate the knowledge of experiments, focus group studies, surveys, and observational studies.***
f. Provide an example or examples of student learning assessment evidence which supports the addition of this course. ***ETS major field exams reveal that quantitative reasoning is an area of weakness for business students. This course will provide students with tools used in quantitative reasoning.***
g. How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the course or program provide comparative examples from regional educational institutions. ***All MBA programs in the state (UofA, ASU, UCA, etc.) have a research methods course in their core curriculum.***

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Registrar Tammy Weaver		6/27/16
Vice President for Academic Affairs ~~A. J. Anglin~~ Mohamed Abdelrahman		

Course Subject: (e.g., ACCT, ENGL)	Course Number: (e.g., 1003)	Effective Term:
BUAD	**6203**	○ Spring ◉ **Summer I**

Official Catalog Title: (If official title exceeds 30 characters, indicate Banner Title below)

Business Information Analysis

Banner Title: (limited to 30 characters, including spaces, capitalize all letters — this will display on the transcript)

Will this course be cross-listed with another existing course? If so, list course subject and number.

○ Yes ◉ No

Will this course be cross-listed with a course currently not in the undergraduate or graduate catalog?

If so, list course subject and number. ○ Yes ◉ No

Is this course repeatable for additional earned hours? ○ Yes ◉ No How many total hours?

Grading: ◉ Standard Letter ○ P/F ○ Other

Mode of Instruction (check appropriate box):

◉ 01 Lecture	○ 02 Lecture/Laboratory	○ 03 Laboratory only	
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Does this course require a fee? ○ Yes ◉ No How Much? Select Fee Type

If selected other list fee type:

☐ Elective ☑ Major ☐ Minor

(If major or minor course, you must complete the Request for Program Change form to add course to program.)

If course is required by major/minor, how frequently will course be offered?

Fall, Spring

For the proposed course, attach a syllabus in Word format that includes: **(Items a. through d. should be entered as they should appear in the catalog)**

a. Course subject
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d. Catalog description
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l. Policy on absences, cheating, plagiarism, etc.
m. Course content (outline of material to be covered in course).

Will this course require any special resources such as unusual maintenance costs, library resources, special software, distance learning equipment, etc.?
NO

Will this course require a special classroom (computer lab, smart classroom, or laboratory)?
NO

Attach the Course Addition Assessment Form. The form is located on the Assessment & Institutional Effectiveness web page at http://www.atu.edu/assessment/

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N/A

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Course	**BUAD 6203: Business Information Analysis**
Course Description	The purpose of this course is to teach the techniques that allow students to turn business data into decisions and insight so that they can help organizations function better and create value. Students use MS Excel to work with various types of data and identify patterns and conduct a predictive analysis using a regression technique and econometrics.
Course Goals & Objectives	The student will be able to: • Transform data using mathematics and statistics into valuable insights, decisions, and products. • Use transactional business data strategically to price products and segment customers. • Use historical purchase data to forecast demand.
Course Outline	1. Turning numbers into business decisions 2. Essential Excel for business analysis 3. The simple linear regression model 4. Multiple regression model 5. Regression using qualitative data 6. Regression with time-series data and forecasting 7. Predictive analysis using sales data 8. Constructing forecasting models using Walmart sales data 9. Independent project presentations
Student Performance Assessment & Evaluation	• Weekly Quizzes: Students will take a quiz on the topic covered each week. These quizzes consist of both theoretical and empirical questions. • Data Assignments: Students will be given data each week and answer various types of questions. • Sales Forecasting Report: Each student will be assigned a group and construct sales forecasting models using a large data set. They will be graded based on how sophisticated they look. • Independent Project: Students will write a ten-page paper on the topic of their choice, which must be approved by the instructor. Students will obtain data, formulate a hypothesis, and test the hypothesis using the techniques learned in this course.
Bibliography, Reading Material, Etc.	Potential Textbooks: John W. Foreman (2013). Data Smart: Using Data Science to Transform Information Into Insight. 1st edition. Wiley. ISBN-13: 978-1118661468 Genevieve Briand and R. Carter Hill (2011). Using Excel for Principles of Econometrics 4th edition. Wiley. ISBN-13: 978-1118032107

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Provide an answer for each question. Your answers are to be typed single spaced.
a. How does this course fit with the university mission? **BUAD 6203 -** Business Information Analysis will provide a broad set of quantitative tools that extract information from observable data to make good business decisions.
b. If this course is mandated by an accrediting or certifying agency, include the directive. If not, state not applicable. Not Applicable.
c. Provide up to three student learning outcomes students will achieve after completing this course? Students will be able to (1) transform data using mathematics and statistics into valuable insights, decisions, and products; (2) use transactional business data strategically to price products and segment customers; and (3) use historical purchase data to forecast demand.
d. What assessment tool or measure will you use to assess student learning? Exams, evaluation of forecasting models, and data analysis assessments.
e. What will students demonstrate, represent, or produce to provide evidence of their learning? Students will demonstrate knowledge of regression analysis using business data. Students will be able to identify sales patterns and construct forecasting models. Students will be able to identify different types of customers and construct predictive models.
f. Provide an example or examples of student learning assessment evidence which supports the addition of this course. Students who took econometrics commented that being able to analyze business data was a valuable experience. They believe that their resume can be enhanced and they will be able to tell the experience to interviewers when they go to a job market. In the past three academic cycles, several students did not pass the econometrics course
g. How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the course or program provide comparative examples from regional educational institutions. Most of the materials covered in this course come from econometrics, which is offered at some of the most prestigious business schools. Kelly School of Business at Indiana University Bloomington G651: Econometrics I. Booth School of Business at University of Chicago: Applied Regression Analysis 41100. Stern School of Business at New York University: Econometrics.

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Registrar Tammy Weaver		6/27/16
Vice President for Academic Affairs ~~A. J. Anglin~~ Mohamed Abdelrahman		

Course Subject: (e.g., ACCT, ENGL)	Course Number: (e.g., 1003)	Effective Term:
BUAD	**6903**	○ Spring ◉ **Summer I**

Official Catalog Title: (If official title exceeds 30 characters, indicate Banner Title below)

Industry Analysis

Banner Title: (limited to 30 characters, including spaces, capitalize all letters — this will display on the transcript)

Will this course be cross-listed with another existing course? If so, list course subject and number.

○ Yes ◉ No

Will this course be cross-listed with a course currently not in the undergraduate or graduate catalog?

If so, list course subject and number. ○ Yes ◉ No

Is this course repeatable for additional earned hours? ○ Yes ◉ No How many total hours?

Grading: ◉ Standard Letter ○ P/F ○ Other

Mode of Instruction (check appropriate box):

◉ 01 Lecture	○ 02 Lecture/Laboratory	○ 03 Laboratory only	
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Does this course require a fee? ○ Yes ◉ No How Much? Select Fee Type

If selected other list fee type:

☐ Elective ☑ Major ☐ Minor

(If major or minor course, you must complete the Request for Program Change form to add course to program.)

If course is required by major/minor, how frequently will course be offered?

Fall, Spring

For the proposed course, attach a syllabus in Word format that includes: **(Items a. through d. should be entered as they should appear in the catalog)**

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   9. Fees (e.g., $36 art fee)
e. Section for Name of instructor, office hours, contact information (telephone, email)
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l. Policy on absences, cheating, plagiarism, etc.
m. Course content (outline of material to be covered in course).

Will this course require any special resources such as unusual maintenance costs, library resources, special software, distance learning equipment, etc.?
NO

Will this course require a special classroom (computer lab, smart classroom, or laboratory)?
NO

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N/A

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Course	**BUAD 6903: Industry Analysis**
Course Description	Prerequisite: Completion of 21 hours of the MBA program. Co-requisite MGMT 6903: Corporate Strategic Management. The purpose of this course is for the student to apply knowledge of research and analysis methods to a major business industry. The student will work with the instructor to identify an appropriate industry to research and analyze culminating in a major written report. The course includes an oral defense of the project and its conclusions before graduate business faculty.
Course Goals & Objectives	The student will be able to: • Research and gather information regarding an identified major business industry. • Complete a properly written industry analysis using information gathered during the research phase. • Successfully defend the contents and conclusions of the written report before a gathering of graduate business faculty. • Follow communications guidelines of the American Psychological Association, Arkansas Tech University, and the College of Business.
Course Outline	1. Review proper graduate research methods 2. Identify the major business industry topic 3. Write the industry analysis major report 4. Edit the industry analysis major report 5. Complete the industry analysis major report 6. Submit the industry analysis major report for approval 7. Defend the industry analysis major report before a panel of graduate business faculty
Student Performance Assessment & Evaluation	• Evaluation of student research sources: the student will select appropriate and sufficient research resources for the successful completion of the report. • Written report: the student will complete a major industry analysis report within course guidelines. • Oral defense: the student will defend the written report before a panel of graduate business faculty.
Bibliography, Reading Material, Etc.	Potential Textbooks: American Psychological Association (2009). Publication Manual of the American Psychological Association. 6th Edition. ISBN-13: 978-1433805615. Strunk, W. and White, E. (1999). The Elements of Style. 4th Edition. ISBN-13: 978-0205309023.

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Provide an answer for each question. Your answers are to be typed single spaced.
a. How does this course fit with the university mission? ***BUAD 6903*** Industry Analysis will provide the student the opportunity to demonstrate effective graduate research and written and oral communication skills by preparing, completing and defending a major written business industry analysis report.
b. If this course is mandated by an accrediting or certifying agency, include the directive. If not, state not applicable. Not applicable.
c. Provide up to three student learning outcomes students will achieve after completing this course? Students will: (1) demonstrate proper research skills; (2) write an appropriate business industry analysis following university and college guidelines; and (3) effectively prepare and execute an oral defense of the written report before a panel of graduate business faculty.
d. What assessment tool or measure will you use to assess student learning? The written research study report and the oral presentation and defense of that report.
e. What will students demonstrate, represent, or produce to provide evidence of their learning? Students will submit their research resources and the written research report and will orally defend the report before faculty.
f. Provide an example or examples of student learning assessment evidence which supports the addition of this course. The Graduate College requires that all students in a graduate program of study produce work demonstrating a contribution to the discipline, and this course provides students in the program the vehicle in which to do so.
g. How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the course or program provide comparative examples from regional educational institutions. Arkansas State University provides a "Directed Individual Study" course in each of the major graduate business fields of study. Henderson State University has a "Researching and Reporting in Business" course required for the analytical/research module of the MBA program. The University of Arkansas at Little Rock also provides similar courses in various business fields for students in its MBA and related programs.

Arkansas Tech University
REQUEST FOR COURSE ADDITION

TO:	Curriulum Committee
FROM (Initiating Department):	**College of Business**
DATE SUBMITTED:	05/03/2016

Title	Signature	Date
Department Head Stephen C. Jones		5/3/16
Dean R. Ed Bashaw		5/4/16
Teacher Education Council (if applicable)		
Graduate Council (if applicable) Mary Gunter		
Registrar Tammy Weaver		6/27/16
Vice President for Academic Affairs ~~A. J. Anglin~~ Mohamed Abdelrahman		

Course Subject: (e.g., ACCT, ENGL)	Course Number: (e.g., 1003)	Effective Term:
ECON	**6103**	○ Spring ◉ **Summer I**

Official Catalog Title: (If official title exceeds 30 characters, indicate Banner Title below)

Managerial Economics

Banner Title: (limited to 30 characters, including spaces, capitalize all letters — this will display on the transcript)

Will this course be cross-listed with another existing course? If so, list course subject and number.

○ Yes ◉ No

Will this course be cross-listed with a course currently not in the undergraduate or graduate catalog?

If so, list course subject and number. ○ Yes ◉ No

Is this course repeatable for additional earned hours? ○ Yes ◉ No How many total hours?

Grading: ◉ Standard Letter ○ P/F ○ Other

Mode of Instruction (check appropriate box):

◉ 01 Lecture	○ 02 Lecture/Laboratory	○ 03 Laboratory only	
○ 05 Practice Teaching	○ 06 Internship/Practicum	○ 07 Apprenticeship/Externship	
○ 08 Independent Study	○ 09 Readings	○ 10 Special Topics	
○ 12 Individual Lessons	○ 13 Applied Instruction	○ 16 Studio Course	
○ 17 Dissertation	○ 18 Activity Course	○ 19 Seminar	○ 98 Other

Does this course require a fee? ○ Yes ◉ No How Much? Select Fee Type

If selected other list fee type:

☐ Elective ☑ Major ☐ Minor

(If major or minor course, you must complete the Request for Program Change form to add course to program.)

If course is required by major/minor, how frequently will course be offered?

Fall, Spring

For the proposed course, attach a syllabus in Word format that includes: **(Items a. through d. should be entered as they should appear in the catalog)**

a. Course subject
b. Course number
c. Catalog course title
d. Catalog description
   1. Arkansas Course Transfer System (ACTS) course number, if applicable
   2. Cross-listing
   3. Offered (e.g., Fall only, Spring only. Do not enter if offer course fall and spring)
   4. Prerequisites
   5. Co-requisites
   6. Description
   7. Notes (e.g., information not in description such as course may be repeated for credit)
   8. Contact Hours if different than lecture (e.g., Lecture three hours, laboratory three hours)
   9. Fees (e.g., $36 art fee)
e. Section for Name of instructor, office hours, contact information (telephone, email)
f. Text required for course
g. Bibliography (supplemental reading list)
h. Justification/rationale for the course
i. Course objectives
j. Description of how course meets general education objectives (courses included in the general education component should show how the course meets one or more of the objectives contained in General Education Objectives listed in undergraduate catalog)
k. Assessment methods (include grading policy with specific equivalents for A, B, C)
l. Policy on absences, cheating, plagiarism, etc.
m. Course content (outline of material to be covered in course).

Will this course require any special resources such as unusual maintenance costs, library resources, special software, distance learning equipment, etc.?
NO

Will this course require a special classroom (computer lab, smart classroom, or laboratory)?
NO

Attach the Course Addition Assessment Form. The form is located on the Assessment & Institutional Effectiveness web page at http://www.atu.edu/assessment/

If this course will affect other departments, a Departmental Support Form for each affected department must be attached. The form is located on the Curriculum forms web page at http://www.atu.edu/registrar/curriculum_forms.php.
N/A

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Registrar's Office

Course	Managerial Economics
Course Description	The course emphasizes data driven analysis of domestic and global market demand, surviving in a competitive environment, pricing with market power, analyzing strategic interaction, and optimizing production processes.
Course Goals & Objectives	The student will be able to: • predict the actions of rational economic agents. • predict market changes using supply-demand analysis. • identify and compute the relevant costs of decisions. • use marginal analysis to make business decisions. • compute optimal decisions. • price discriminate among groups or individuals. • use game theory to make decisions that account for competitors' potential responses to your actions. • design compensation systems and policies to align employee incentives with objectives of the firm. • make decisions that maximize the present discounted value of the firm.
Course Outline	1. <u>Preliminary Material</u> Review of the following material: the supply and demand framework, opportunity costs, accounting costs versus economic costs, the gains from trade, and other important concepts from Principles of Economics. 2. <u>The Demand Curve</u> We will have a brief focus on the theoretical roots of the demand curve in order to prepare the students for manipulating the demand curve through advertising and marketing. The rest of this section will focus on estimating demand curves using sales data. 3. <u>The Supply Curve</u> We will cover the capital/labor tradeoff (isoquants and isocost curves), total cost, average cost, marginal cost, average variable cost, average fixed cost, the shutdown condition, and the profit maximizing level of production. We will also cover the make versus buy decision, the benefit of technology adoption, and the principle-agent problem. 4. <u>Competition/Market Structure/Industrial Organization</u> We will cover the perfectly competitive markets, the monopoly level of production, monopolistic competition, strategic interaction in an oligopoly. We will also cover price discrimination.
Student Performance Assessment & Evaluation	• Course embedded assessments will be used.

	• Assessments will include exams, and homework assignments. • Homework assignments will assess students' ability to apply the material to solve problems. • Homework assignments will include data analysis problems. • Exams will assess students' understanding of the theoretical material.
Bibliography, Reading Material, Etc.	Potential Textbooks: Froeb, Luke M., Brian T. McCann, Mikhael Shor, Michael R. Ward, Managerial Economics: A Problem Solving Approach, 4th edition, Cengage Learning, 20016.

Arkansas Tech University

Course Addition

Assessment Form

Our Mission
Arkansas Tech University, a state-supported institution of higher education, is dedicated to nurturing scholastic development, integrity, and professionalism. The University offers a wide range of traditional and innovative programs which provide a solid educational foundation for life-long learning to a diverse community of learners.

Provide an answer for each question. Your answers are to be typed single spaced.
a. How does this course fit with the university mission? ***ECON 6103 will nurture the scholastic development of our students. This course provides a solid education foundation for the rest of the course in the MBA program.***
b. If this course is mandated by an accrediting or certifying agency, include the directive. If not, state not applicable. ***Not Applicable.***
c. Provide up to three student learning outcomes students will achieve after completing this course? ***Students will be able to (1) predict the actions of rational economic agents especially consumers and use data to estimate demand curves; (2) identify and compute the relevant costs of decisions in a business context; and (3) use supply/demand analysis and game theory to make decisions in under the appropriate competitive framework, accounting for competitors' potential responses to a firms' actions and market forces.***
d. What assessment tool or measure will you use to assess student learning? ***Exams and graded assignments.***
e. What will students demonstrate, represent, or produce to provide evidence of their learning? ***Students will demonstrate their ability to use the tools learned in the class to solve business oriented problems. Some of these problems will be quantitative, some will be data driven, some will be purely analytical.***
f. Provide an example or examples of student learning assessment evidence which supports the addition of this course. ***Not Applicable. This course will service a new program. This course is also standard in other similar programs.***
g. How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the course or program provide comparative examples from regional educational institutions. ***This course is standard in most similar programs including those at Arkansas State (ECON 6313), UALR (ECON 7313).***

Arkansas Tech University
REQUEST FOR COURSE ADDITION

TO:	Curriulum Committee
FROM (Initiating Department):	**College of Business**
DATE SUBMITTED:	05/03/2016

Title	Signature	Date
Department Head Stephen C. Jones		5/3/16
Dean R. Ed Bashaw		5/4/16
Teacher Education Council (if applicable)		
Graduate Council (if applicable) Mary Gunter		
Registrar Tammy Weaver		6/27/16
Vice President for Academic Affairs ~~A. J. Anglin~~ Mohamed Abdelrahman		

Course Subject: (e.g., ACCT, ENGL)	Course Number: (e.g., 1003)	Effective Term:
FIN	**6103**	○ Spring ◉ **Summer I**

Official Catalog Title: (If official title exceeds 30 characters, indicate Banner Title below)

Corporate Financial Management

Banner Title: (limited to 30 characters, including spaces, capitalize all letters — this will display on the transcript)

Will this course be cross-listed with another existing course? If so, list course subject and number.

○ Yes ◉ No

Will this course be cross-listed with a course currently not in the undergraduate or graduate catalog?

If so, list course subject and number. ○ Yes ◉ No

Is this course repeatable for additional earned hours? ○ Yes ◉ No How many total hours?

Grading: ◉ Standard Letter ○ P/F ○ Other

Mode of Instruction (check appropriate box):

◉ 01 Lecture	○ 02 Lecture/Laboratory	○ 03 Laboratory only	
○ 05 Practice Teaching	○ 06 Internship/Practicum	○ 07 Apprenticeship/Externship	
○ 08 Independent Study	○ 09 Readings	○ 10 Special Topics	
○ 12 Individual Lessons	○ 13 Applied Instruction	○ 16 Studio Course	
○ 17 Dissertation	○ 18 Activity Course	○ 19 Seminar	○ 98 Other

Does this course require a fee? ○ Yes ◉ No How Much? Select Fee Type

If selected other list fee type:

☐ Elective ☑ Major ☐ Minor

(If major or minor course, you must complete the Request for Program Change form to add course to program.)

If course is required by major/minor, how frequently will course be offered?

Fall, Spring

For the proposed course, attach a syllabus in Word format that includes: **(Items a. through d. should be entered as they should appear in the catalog)**

a. Course subject
b. Course number
c. Catalog course title
d. Catalog description
   1. Arkansas Course Transfer System (ACTS) course number, if applicable
   2. Cross-listing
   3. Offered (e.g., Fall only, Spring only. Do not enter if offer course fall and spring)
   4. Prerequisites
   5. Co-requisites
   6. Description
   7. Notes (e.g., information not in description such as course may be repeated for credit)
   8. Contact Hours if different than lecture (e.g., Lecture three hours, laboratory three hours)
   9. Fees (e.g., $36 art fee)
e. Section for Name of instructor, office hours, contact information (telephone, email)
f. Text required for course
g. Bibliography (supplemental reading list)
h. Justification/rationale for the course
i. Course objectives
j. Description of how course meets general education objectives (courses included in the general education component should show how the course meets one or more of the objectives contained in General Education Objectives listed in undergraduate catalog)
k. Assessment methods (include grading policy with specific equivalents for A, B, C)
l. Policy on absences, cheating, plagiarism, etc.
m. Course content (outline of material to be covered in course).

Will this course require any special resources such as unusual maintenance costs, library resources, special software, distance learning equipment, etc.?

NO

Will this course require a special classroom (computer lab, smart classroom, or laboratory)?

NO

Attach the Course Addition Assessment Form. The form is located on the Assessment & Institutional Effectiveness web page at http://www.atu.edu/assessment/

If this course will affect other departments, a Departmental Support Form for each affected department must be attached. The form is located on the Curriculum forms web page at http://www.atu.edu/registrar/curriculum_forms.php.

N/A

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Course	**FIN 6103** Corporate Financial Management
Course Description	This course emphasizes analytical tools and practical applications for responsible corporate management. Topics include: Goals of the firm, Business Ethics, Corporate Governance, Financial Statement Analysis, Forecasting, Debt and Equity Valuation, Capital Structure, Capital Budgeting, and International Managerial Finance.
Course Goals & Objectives	The student will be able to: • Describe the goals of the firm. • Describe the impact of Corporate Social Responsibility on various stakeholders of the firm. • Understand the importance of sound corporate governance. • Analyze financial statements using ratio analysis. • Understand the forecasting process. • Increase the student's understanding of debt and equity security analysis. • Apply the concepts of the time value of money to corporate finance. • Understand the key elements of the capital budgeting process. • Understand the impact on the firm of various forms of debt. • Understand the key elements of international finance.
Course Outline	1. Introduction to Managerial Finance – the role of the firm in the economy, the value of socially responsible corporate actions, the legal forms of entities, corporate governance issues of the firm. 2. Analysis of the Firm – ratio analysis, common size statements, and trend analysis. 3. Financial Forecasting – pro forma income statements, cash flows, balance sheets, and stock prices. 4. The Time Value of Money – the relationship of money and time, lump sum valuation, annuity valuation. 5. Securities Valuation – equity and debt securities valuation. 6. Capital Considerations – cost of capital, structure, capital budgeting, and risk related issues. 7. Corporate Debt and Leasing – Leverage in the capital structure, variations in leverage by sector/industry, types of debt, types of leases. 8. International Finance Issues – factors that influence multinational corporations and types of risk for international businesses.
Student Performance Assessment & Evaluation	• Several small quizzes over assigned reading material. • Major comprehensive exams covering all the material in the course. • Assignments for each major section of the course. Including problems, discussion questions, and cases. • Discussion boards covering multiple issues in the class.
Bibliography, Reading Material, Etc.	Potential Textbook: Gitman, L. J., and Zutter, C. J. (2015). Principles of Managerial Finance, 14th Ed. Pearson. ISBN – 13:9780133507690.

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Arkansas Tech University

Course Addition

Assessment Form

Our Mission
Arkansas Tech University, a state-supported institution of higher education, is dedicated to nurturing scholastic development, integrity, and professionalism. The University offers a wide range of traditional and innovative programs which provide a solid educational foundation for life-long learning to a diverse community of learners.

Provide an answer for each question. Your answers are to be typed single spaced.
a. How does this course fit with the university mission? ***FIN 6103***, Corporate Financial Management, will provide students with the opportunity to enhance and expand their knowledge of corporate finance issues including issues of corporate analysis, ethics, social responsibility, and financial management.
b. If this course is mandated by an accrediting or certifying agency, include the directive. If not, state not applicable. Not Applicable.
c. Provide up to three student learning outcomes students will achieve after completing this course? Students will (1) understand the basic role of the firm in our economy; (2) understand how to analyze corporate financial information; and (3) understand how to apply the concept of the time value of money to corporate finance.
d. What assessment tool or measure will you use to assess student learning? Quizzes will be used to test student's understanding of the reading material. Major exams will be used to allow students to demonstrate mastery of the entire course content. Discussion boards will be used to allow/encourage student-to-student interaction. Assignments, including problems, discussion questions, and cases, will be used to assess students' understanding of various concepts throughout the course.
e. What will students demonstrate, represent, or produce to provide evidence of their learning? Through the quizzes, exams, and problems, students will demonstrate that they have gained the knowledge they need in the area of financial management. Through the discussion questions, cases, and discussion boards, students will demonstrate that they have moved beyond basic knowledge of the principles and can apply that knowledge to various financial management circumstances appropriately.
f. Provide an example or examples of student learning assessment evidence which supports the addition of this course. Students will utilize analytical tools such as ratio analysis, construction of common sized financial statements, trend analysis, securities valuation, forecasting, and time value of money applications to analyze the firm. Assessment of their competency in these areas will be done utilizing quizzes, exams, discussion questions, and student-to-student discussion boards. These same kinds of assessment instruments will be utilized to evaluate students' comprehension of various financial management topics

	including; understanding the goals of the firm, corporate social responsibility, capital structure, elements of the capital budgeting process, and international finance issues.
g.	How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the course or program provide comparative examples from regional educational institutions. The MBA program at UALR, ASU, UCA, HSU, and SAU all require a Financial Management course to be taken.

Arkansas Tech University
REQUEST FOR COURSE ADDITION

TO:	Curriulum Committee
FROM (Initiating Department):	**College of Business**
DATE SUBMITTED:	05/03/2016

Title	Signature	Date
Department Head Stephen C. Jones		5/3/16
Dean R. Ed Bashaw		5/4/16
Teacher Education Council (if applicable)		
Graduate Council (if applicable) Mary Gunter		
Registrar Tammy Weaver		6/27/16
Vice President for Academic Affairs ~~A. J. Anglin~~ Mohamed Abdelrahman		

Course Subject: (e.g., ACCT, ENGL)	Course Number: (e.g., 1003)	Effective Term:
MGMT	**6103**	○ Spring ◉ **Summer I**

Official Catalog Title: (If official title exceeds 30 characters, indicate Banner Title below)

Organizational Management & Leadership

Banner Title: (limited to 30 characters, including spaces, capitalize all letters — this will display on the transcript)

Will this course be cross-listed with another existing course? If so, list course subject and number.

○ Yes ◉ No

Will this course be cross-listed with a course currently not in the undergraduate or graduate catalog?

If so, list course subject and number. ○ Yes ◉ No

Is this course repeatable for additional earned hours? ○ Yes ◉ No How many total hours?

Grading: ◉ Standard Letter ○ P/F ○ Other

Mode of Instruction (check appropriate box):

◉ 01 Lecture	○ 02 Lecture/Laboratory	○ 03 Laboratory only	
○ 05 Practice Teaching	○ 06 Internship/Practicum	○ 07 Apprenticeship/Externship	
○ 08 Independent Study	○ 09 Readings	○ 10 Special Topics	
○ 12 Individual Lessons	○ 13 Applied Instruction	○ 16 Studio Course	
○ 17 Dissertation	○ 18 Activity Course	○ 19 Seminar	○ 98 Other

Does this course require a fee? ○ Yes ◉ No How Much? Select Fee Type

If selected other list fee type:

☐ Elective ☑ Major ☐ Minor

(If major or minor course, you must complete the Request for Program Change form to add course to program.)

If course is required by major/minor, how frequently will course be offered?

Fall, Spring

For the proposed course, attach a syllabus in Word format that includes: **(Items a. through d. should be entered as they should appear in the catalog)**

a. Course subject
b. Course number
c. Catalog course title
d. Catalog description
   1. Arkansas Course Transfer System (ACTS) course number, if applicable
   2. Cross-listing
   3. Offered (e.g., Fall only, Spring only. Do not enter if offer course fall and spring)
   4. Prerequisites
   5. Co-requisites
   6. Description
   7. Notes (e.g., information not in description such as course may be repeated for credit)
   8. Contact Hours if different than lecture (e.g., Lecture three hours, laboratory three hours)
   9. Fees (e.g., $36 art fee)
e. Section for Name of instructor, office hours, contact information (telephone, email)
f. Text required for course
g. Bibliography (supplemental reading list)
h. Justification/rationale for the course
i. Course objectives
j. Description of how course meets general education objectives (courses included in the general education component should show how the course meets one or more of the objectives contained in General Education Objectives listed in undergraduate catalog)
k. Assessment methods (include grading policy with specific equivalents for A, B, C)
l. Policy on absences, cheating, plagiarism, etc.
m. Course content (outline of material to be covered in course).

Will this course require any special resources such as unusual maintenance costs, library resources, special software, distance learning equipment, etc.?

NO

Will this course require a special classroom (computer lab, smart classroom, or laboratory)?

NO

Attach the Course Addition Assessment Form. The form is located on the Assessment & Institutional Effectiveness web page at http://www.atu.edu/assessment/

If this course will affect other departments, a Departmental Support Form for each affected department must be attached. The form is located on the Curriculum forms web page at http://www.atu.edu/registrar/curriculum_forms.php.

N/A

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Course	MGMT 6103: Organizational Behavior & Leadership
Course Description	This course is a study of the human behaviors and leadership issues which affect the day-to-day operations of the modern organization, organizational decision making and teamwork.
Course Goals & Objectives	The student will be able to: • Learn the role that individual personality plays in job performance • Develop effective decision-making frameworks • Learn effective team-building techniques and proven methods of motivating others • Learn to manage organizational change • Demonstrate effective teamwork behaviors • Research and gather information organizational behavior and translate this into a properly constructed graduate research paper
Course Outline	1. Personality traits and individual behavior 2. Theories of learning and behavior modification 3. Factors influencing individual decision making 4. Major theories and approaches to leadership 5. Utilizing groups and work teams in organizations 6. Culture in organizations 7. Effective organizational communication 8. Power and political behavior in organizations 9. Diversity and the effects of diversity in the workforce 10. Managing resistance to change 11. Human resource management 12. Workplace stress and stress management
Student Performance Assessment & Evaluation	• Two major essay examinations over text material • Four collaborative Blackboard discussions over cases or simulations • Individual case application exercises • One major research paper
Bibliography, Reading Material, Etc.	Potential Textbooks: Organizational Behavior, 17/E Robbins & Judge ©2017 | Prentice Hall | Published: 2016 ISBN-10: 013410398X • ISBN-13: 9780134103983 Leadership in Organizations, 8/E Yukl, ©2013 Published 2012 • Prentice Hall ISBN-10: 0132771861 • ISBN-13: 9780132771863 Leadership: Theory and Practice, 6E, Northouse ©2012 | Sage | Pubished 2012 | ISBN-10: 1452203407 • ISBN-13: 978-1452203409

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Arkansas Tech University

Course Addition

Assessment Form

Our Mission
Arkansas Tech University, a state-supported institution of higher education, is dedicated to nurturing scholastic development, integrity, and professionalism. The University offers a wide range of traditional and innovative programs which provide a solid educational foundation for life-long learning to a diverse community of learners.

Provide an answer for each question. Your answers are to be typed single spaced.
a. How does this course fit with the university mission? MGMT 6103: ORGANIZATIONAL BEHAVIOR & LEADERSHIP is a critical part of the educational preparation and training of future leaders. It builds understanding of human behavior.
b. If this course is mandated by an accrediting or certifying agency, include the directive. If not, state not applicable. Not Applicable
c. Provide up to three student learning outcomes students will achieve after completing this course? Understand the vital roles of employee satisfaction, commitment, and performance. Learn the role that individual personality plays in job performance. Develop effective decision-making frameworks
d. What assessment tool or measure will you use to assess student learning? Essay exam, written paper, and critical thinking written exercises.
e. What will students demonstrate, represent, or produce to provide evidence of their learning? They will generate answers to problems posted in scenarios that reflect understanding of the principle constructs in employee satisfaction, commitment, and performance. They will design decision making frameworks that are appropriate for the conditions presented.
f. Provide an example or examples of student learning assessment evidence which supports the addition of this course. This course is part of a new graduate program, the masters in business administration. A similar undergraduate course covers approximately 25 percent of the topics in this course and does not reach the depth of understanding required here.
g. How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the course or program provide comparative examples from regional educational institutions. Organizational Behavior and Leadership is considered a core course for traditional MBA programs. The University of Central Arkansas' MBA 6325 ORGANIZATIONAL BEHAVIOR and Southern Arkansas University's MGMT 6013: HUMAN BEHAVIOR IN ORGANIZATIONS are examples of similar courses.

Arkansas Tech University
REQUEST FOR COURSE ADDITION

TO:	Curriulum Committee
FROM (Initiating Department):	**College of Business**
DATE SUBMITTED:	05/03/2016

Title	Signature	Date
Department Head Stephen C. Jones		5/3/16
Dean R. Ed Bashaw	RE Bashaw	5/4/16
Teacher Education Council (if applicable)		
Graduate Council (if applicable) Mary Gunter		
Registrar Tammy Weaver	T Weaver	6/27/16
Vice President for Academic Affairs ~~A. J. Anglin~~ Mohamed Abdelrahman		

Course Subject: (e.g., ACCT, ENGL)	Course Number: (e.g., 1003)	Effective Term:
MGMT	**6203**	○ Spring ◉ **Summer I**

Official Catalog Title: (If official title exceeds 30 characters, indicate Banner Title below)
Decision Modeling

Banner Title: (limited to 30 characters, including spaces, capitalize all letters — this will display on the transcript)

Will this course be cross-listed with another existing course? If so, list course subject and number.
○ Yes ◉ No

Will this course be cross-listed with a course currently not in the undergraduate or graduate catalog?
If so, list course subject and number. ○ Yes ◉ No

Is this course repeatable for additional earned hours? ○ Yes ◉ No How many total hours?

Grading: ◉ Standard Letter ○ P/F ○ Other

Mode of Instruction (check appropriate box):

◉ 01 Lecture	○ 02 Lecture/Laboratory	○ 03 Laboratory only	
○ 05 Practice Teaching	○ 06 Internship/Practicum	○ 07 Apprenticeship/Externship	
○ 08 Independent Study	○ 09 Readings	○ 10 Special Topics	
○ 12 Individual Lessons	○ 13 Applied Instruction	○ 16 Studio Course	
○ 17 Dissertation	○ 18 Activity Course	○ 19 Seminar	○ 98 Other

Does this course require a fee? ○ Yes ◉ No How Much? Select Fee Type

If selected other list fee type:

☐ Elective ☑ Major ☐ Minor

(If major or minor course, you must complete the Request for Program Change form to add course to program.)

If course is required by major/minor, how frequently will course be offered?

Fall, Spring

For the proposed course, attach a syllabus in Word format that includes: **(Items a. through d. should be entered as they should appear in the catalog)**

a. Course subject
b. Course number
c. Catalog course title
d. Catalog description
   1. Arkansas Course Transfer System (ACTS) course number, if applicable
   2. Cross-listing
   3. Offered (e.g., Fall only, Spring only. Do not enter if offer course fall and spring)
   4. Prerequisites
   5. Co-requisites
   6. Description
   7. Notes (e.g., information not in description such as course may be repeated for credit)
   8. Contact Hours if different than lecture (e.g., Lecture three hours, laboratory three hours)
   9. Fees (e.g., $36 art fee)
e. Section for Name of instructor, office hours, contact information (telephone, email)
f. Text required for course
g. Bibliography (supplemental reading list)
h. Justification/rationale for the course
i. Course objectives
j. Description of how course meets general education objectives (courses included in the general education component should show how the course meets one or more of the objectives contained in General Education Objectives listed in undergraduate catalog)
k. Assessment methods (include grading policy with specific equivalents for A, B, C)
l. Policy on absences, cheating, plagiarism, etc.
m. Course content (outline of material to be covered in course).

Will this course require any special resources such as unusual maintenance costs, library resources, special software, distance learning equipment, etc.?

NO

Will this course require a special classroom (computer lab, smart classroom, or laboratory)?

NO

Attach the Course Addition Assessment Form. The form is located on the Assessment & Institutional Effectiveness web page at http://www.atu.edu/assessment/

If this course will affect other departments, a Departmental Support Form for each affected department must be attached. The form is located on the Curriculum forms web page at http://www.atu.edu/registrar/curriculum_forms.php.

N/A

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Course	**MGMT 6203** Decision Modeling
Course Description	MGMT 6203 Decision Modeling provides students the opportunity to enhance and develop their "scholastic development" in managerial decision modeling. This course examines the use of technology, hardware, and software to make better decisions and competitive advantage in today's management and business environments. Also, the course examines and covers the role of computer, software, and mathematical modeling that assist individuals and organizations to make better decisions.
Course Goals & Objectives	The student will be able to: • Demonstrate a proficiency using mathematical models. • Demonstrate a proficiency in interpreting results • Develop an understanding of different operations management.
Course Outline	1. Introduction to Course 2. Introduction to Managerial Decision Modeling LP Models: Graphical and Computer Methods 3. LP Model Apps with Computer Analysis in Excel 4. LP Sensitivity Analysis 5. Transportation, Assignment, and Network Models 6. Integer, Goal, and NL Programming Models Project Management 7. Decision Analysis 8. Queuing Models 9. Simulation Modeling 10. Forecasting Models 11. Inventory Control Models
Student Performance Assessment & Evaluation	• First, Weekly Assignments. • Second, Mid-Term Exam. • Third, Final Exam. • Finally, Quizzes.
Bibliography, Reading Material, Etc.	Potential Textbooks: **Textbook** ISBN-10: 0136115837 • ISBN-13: 9780136115830 ©2013 • Prentice Hall • Published 12/31/2011

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Arkansas Tech University

Course Addition

Assessment Form

Our Mission
Arkansas Tech University, a state-supported institution of higher education, is dedicated to nurturing scholastic development, integrity, and professionalism. The University offers a wide range of traditional and innovative programs which provide a solid educational foundation for life-long learning to a diverse community of learners.

Provide an answer for each question. Your answers are to be typed single spaced.
a. How does this course fit with the university mission? **MGMT 6203** Decision Modeling provides students the opportunity to enhance and develop their "scholastic development" in managerial decision modeling. This course examines the use of technology, hardware, and software to make better decisions and competitive advantage in today's management and business environments.
b. If this course is mandated by an accrediting or certifying agency, include the directive. If not, state not applicable. No Application
c. Provide up to three student learning outcomes students will achieve after completing this course? The student will be able to: (1) Demonstrate a proficiency using mathematical models in formulating results. (2) Demonstrate a proficiency in interpreting the results from mathematical models relating to spreadsheet and database management software (i.e. MS Excel, MS Access). (3) Develop an understanding of different operations management techniques.
d. What assessment tool or measure will you use to assess student learning? (1) Weekly assignments, (2) mid-term exam, (3) final exams, and (4) quizzes.
e. What will students demonstrate, represent, or produce to provide evidence of their learning? 1. Understand the problems and challenges of individual, company, and organizational decision making. 2. Understand the mathematical models/foundations and axioms of decision analysis. 3. Understand the development and implementation of decision processes. 4. Understand and be able to apply the techniques of qualitative/quantitative decision analysis to develop creative and innovative alternatives.
f. Provide an example or examples of student learning assessment evidence which supports the addition of this course. In 2014, one of the main reasons why AACSB did not approved the Master of Science in Business Administration (MSBA) at Arkansas Tech University was that the MSBA Program lacks the concepts relating to decision modeling in the MSBA curriculum.
g. How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the course or program provide comparative examples from regional educational institutions. Leading universities in the world such as Harvard University, MIT, Columbia University etc. have this course to develop their MBS students' decision skills and knowledge.

Arkansas Tech University
REQUEST FOR COURSE ADDITION

TO:	Curriulum Committee
FROM (Initiating Department):	**College of Business**
DATE SUBMITTED:	05/03/2016

Title	Signature	Date
Department Head Stephen C. Jones		5/3/16
Dean R. Ed Bashaw		5/4/16
Teacher Education Council (if applicable)		
Graduate Council (if applicable) Mary Gunter		
Registrar Tammy Weaver		6/26/16
Vice President for Academic Affairs ~~A. J. Anglin~~ Mohamed Abdelrahman		

Course Subject: (e.g., ACCT, ENGL)	Course Number: (e.g., 1003)	Effective Term:
MGMT	**6903**	○ Spring ◉ **Summer I**

Official Catalog Title: (If official title exceeds 30 characters, indicate Banner Title below)

Corporate Strategic Management

Banner Title: (limited to 30 characters, including spaces, capitalize all letters — this will display on the transcript)

Will this course be cross-listed with another existing course? If so, list course subject and number.

○ Yes ◉ No

Will this course be cross-listed with a course currently not in the undergraduate or graduate catalog?

If so, list course subject and number. ○ Yes ◉ No

Is this course repeatable for additional earned hours? ○ Yes ◉ No How many total hours?

Grading: ◉ Standard Letter ○ P/F ○ Other

Mode of Instruction (check appropriate box):

◉ 01 Lecture	○ 02 Lecture/Laboratory	○ 03 Laboratory only	
○ 05 Practice Teaching	○ 06 Internship/Practicum	○ 07 Apprenticeship/Externship	
○ 08 Independent Study	○ 09 Readings	○ 10 Special Topics	
○ 12 Individual Lessons	○ 13 Applied Instruction	○ 16 Studio Course	
○ 17 Dissertation	○ 18 Activity Course	○ 19 Seminar	○ 98 Other

Does this course require a fee? ○ Yes ◉ No How Much? Select Fee Type

If selected other list fee type:

☐ Elective ☑ Major ☐ Minor

(If major or minor course, you must complete the Request for Program Change form to add course to program.)

If course is required by major/minor, how frequently will course be offered?

Fall, Spring

For the proposed course, attach a syllabus in Word format that includes: **(Items a. through d. should be entered as they should appear in the catalog)**

a. Course subject
b. Course number
c. Catalog course title
d. Catalog description
   1. Arkansas Course Transfer System (ACTS) course number, if applicable
   2. Cross-listing
   3. Offered (e.g., Fall only, Spring only. Do not enter if offer course fall and spring)
   4. Prerequisites
   5. Co-requisites
   6. Description
   7. Notes (e.g., information not in description such as course may be repeated for credit)
   8. Contact Hours if different than lecture (e.g., Lecture three hours, laboratory three hours)
   9. Fees (e.g., $36 art fee)
e. Section for Name of instructor, office hours, contact information (telephone, email)
f. Text required for course
g. Bibliography (supplemental reading list)
h. Justification/rationale for the course
i. Course objectives
j. Description of how course meets general education objectives (courses included in the general education component should show how the course meets one or more of the objectives contained in General Education Objectives listed in undergraduate catalog)
k. Assessment methods (include grading policy with specific equivalents for A, B, C)
l. Policy on absences, cheating, plagiarism, etc.
m. Course content (outline of material to be covered in course).

Will this course require any special resources such as unusual maintenance costs, library resources, special software, distance learning equipment, etc.?

NO

Will this course require a special classroom (computer lab, smart classroom, or laboratory)?

NO

Attach the Course Addition Assessment Form. The form is located on the Assessment & Institutional Effectiveness web page at http://www.atu.edu/assessment/

If this course will affect other departments, a Departmental Support Form for each affected department must be attached. The form is located on the Curriculum forms web page at http://www.atu.edu/registrar/curriculum_forms.php.

N/A

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Course	MGMT 6903
Course Description	As the capstone course in the MBA, this course examines the application of strategic management processes, including top management's role in situational analysis, strategy selection, strategy implementation, and strategic control, under conditions of uncertainty. There are required cases as well as a dynamic simulation and a final recorded professional presentation.
Course Goals & Objectives	The student will be able to: To develop an understanding of top management methods for formulating, implementing and controlling organizational strategies under conditions of uncertainty. □ To understand the concept of "strategy," how to identify a company's strategy, and the tight connection between a company's strategy and its quest for sustainable competitive advantage. □ To learn the role and responsibility of a company's board of directors in overseeing the strategy-making, strategy-executing process. □ To gain command of the basic concepts and analytical tools widely used to diagnose a company's industry and competitive conditions. □ To gain proficiency in using four analytical tools to evaluate a firm's ability to compete successfully: SWOT analysis, value chain analysis, benchmarking, and competitive strength assessment. □ To gain an understanding of how strategic alliances and collaborative partnerships can bolster a company's competitive capabilities and resource strengths. □ To understand where ethical standards come from and to critically consider whether and why businesses and their personnel should be ethically accountable for their behavior. □ To gain a strong understanding of the concepts of corporate social responsibility, corporate citizenship, and environmental sustainability. □ To improve the students' abilities, working individually and as members of a team, to engage effectively in critical thinking and problem solving. □ To increase the students' understanding of the importance of global considerations in top management decision making. □ To increase the students' understanding of the importance of ethical decision making and socially responsible behavior by top managers.

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Course Outline	1. What Is Strategy and Why Is It Important? 2. Charting a Company's Long-Term Direction: Vision, Mission, Objectives, and Strategy 3. Evaluating a Company's External Environment 4. Evaluating a Company's Resources and Ability to Compete Successfully 5. The Five Basic Competitive Strategy Options: Which One to Employ? 6. Supplement the Chosen Strategy: Other Important Choices 7. Strategies for Competing Internationally or Globally 8. Diversification Strategies 9. Strategy, Ethics and Social Responsibility 10. Building an Organization Capable of Good Strategy Execution 11. Managing Internal Operations: Actions That Promote Good Strategy Execution 12. Corporate Culture and Leadership: Keys to Good Strategy Execution
Student Performance Assessment & Evaluation	• Chapter Quizzes: Each chapter will have a ten-question, multiple choice quiz over the assigned reading material. These quizzes are posted on the textbook's website under a student's secure account. • Business Simulation: Students will be paired with another student in the course to engage in a business simulation through the textbook's website. Teams will compete against others in the course in a virtual industry to gain market share, profitability and company image. Performances are also measured versus other teams at other schools around the world. • SWOT Analysis: Each student will study a real business and develop a detailed SWOT analysis for the business. The analysis will also include recommendations to assess and mitigate the weaknesses and threats facing this firm. The final report will be at least ten (10) pages and include sources of research and all assumptions. • Homework: Students will be required to complete homework assignments illustrating text concepts (e.g., financial ratio analysis). These assignments will be submitted to the instructor via Blackboard.

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Bibliography, Reading Material, Etc.	Potential Textbooks: • Thompson, A. (2012). STRATEGY: Core Concepts and Analytical Approaches, 2nd Ed. Available at: https://www.glo-bus.com • Dess, G., Eisner, A. and Lumpkin, G. (2012). Strategic Management: Creating Competitive Advantages, 6th Edition. McGraw-Hill. ISBN-13 9780077439569.

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Arkansas Tech University

Course Addition

Assessment Form

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Arkansas Tech University, a state-supported institution of higher education, is dedicated to nurturing scholastic development, integrity, and professionalism. The University offers a wide range of traditional and innovative programs which provide a solid educational foundation for life-long learning to a diverse community of learners.

Provide an answer for each question. Your answers are to be typed single spaced.

a. How does this course fit with the university mission?

The strategic management course is the capstone course for the MBA program. It is designed to incorporate what is learned in the other business classes and provide a gestalt view of the business degree and increase the student's understanding of business outside of any one major.

b. If this course is mandated by an accrediting or certifying agency, include the directive. If not, state not applicable.

This course is found in nearly every business degree program and is expected by AASCB since a 1959 study by the Brookings Institute found there were issues with "siloing" and the lack of a broader perspective. The Brookings Institute recommended that all schools of business adopt a "capstone" course to broaden students' perspectives. Since then all business schools have adopted a business policy (aka. Strategic Mgmt.) class. In a great majority of graduate business schools across the country, the Business Policy/Strategic Management course replaces the need for a thesis.

c. Provide up to three student learning outcomes students will achieve after completing this course?

1. Students will/should learn greater evaluative techniques using learned financial/accounting skills but focused towards decision making. 2. Students will/should learn better and more effective communication skills as they will be responsible for presenting their analysis to class and to others. 3. Students will/should develop higher order analytical skills based on observation of business behavior incorporating both qualitative and quantitative data/information.

d. What assessment tool or measure will you use to assess student learning?

The college of business uses the ETS exam, the Glo-Bus analytics analysis software for company performance, and we use a presentation rubric to evaluate each facet of the students learning.

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e. What will students demonstrate, represent, or produce to provide evidence of their learning?

Students will utilize an active simulation whereby they compete against 2500 to 3700 teams worldwide in a competitive manufacturing business operation where they make the strategic decisions for the company in each of the functional areas found in business. The class also requires a graded (with rubric) videoed presentation used to demonstrate professionalism in presentation. Students are also required to interact with each other remotely to simulate working in the real corporate world where many employees work in multiple locations. Teams are set-up to accomplish this part of the educational process.

f. Provide an example or examples of student learning assessment evidence which supports the addition of this course.

ETS Data Summary Years 2010 thru 2015	ETS Data Summary Years 2010 thru 2015								
	Percentiles								
Semester	Accounting	Economics	Management	Quantitative Business Analysis	Finance	Marketing	Legal and Social Environment	Information Systems	International Issues
Fall 2010	53	60	56	51	58	60	47	61	63
Spring 2011	51	50	54	47	61	56	45	62	58
Fall 2011	49	52	57	47	49	56	58	50	64
Spring 2012	78	88	71	90	87	82	76	80	84
Fall 2012	60	51	64	49	55	62	67	56	63
SPRING 2013	87	50	39	87	59	87	98	60	85
Fall 2013	46	30	15	1	54	33	92	72	12
SPRING 2014	81	59	46	22	83	81	97	97	28
Fall 2014	95	81	44	47	87	53	70	88	86
SPRING 2015	95	66	49	72	84	53	65	92	68
Fall 2015	93	76	77	58	90	68	80	97	89

Students show a reasonable grasp of content at the undergraduate level. MGMT 6903 will teach the student to make use of content from both the undergraduate and graduate coursework to enhance decision making skills.

g. How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the course or program provide comparative examples from regional educational institutions.

Class #	LEADER SHIP	TEAM Work	FIN. Ana.	FIN. MGNT	OP'S MGMT	MKTG MGMT	HR MGMT	CSR
1	85	88	81	76	87	48	33	33
2	85	88	61	76	87	48	33	33
3	48	88	61	94	35	86	81	23
4	96	88	99	94	35	86	81	23
5	96	88	29	62	86	56	28	64
6	15	12	29	62	86	56	28	64
Class Avg	71	75	60	77	69	63	47	40

The above chart represents how Arkansas Tech compares against 412 other universities in our pilot analysis of how this class performs nationally in each of the respective areas in our AOL rubric.

Arkansas Tech University
REQUEST FOR COURSE ADDITION

TO:	Curriulum Committee
FROM (Initiating Department):	**College of Business**
DATE SUBMITTED:	05/03/2016

Title	Signature	Date
Department Head Stephen C. Jones		5/3/16
Dean R. Ed Bashaw		5/4/16
Teacher Education Council (if applicable)		
Graduate Council (if applicable) Mary Gunter		
Registrar Tammy Weaver		6/26/16
Vice President for Academic Affairs ~~A. J. Anglin~~ Mohamed Abdelrahman		

Course Subject: (e.g., ACCT, ENGL)	Course Number: (e.g., 1003)	Effective Term:
MKT	**6103**	○ Spring ◉ **Summer I**

Official Catalog Title: (If official title exceeds 30 characters, indicate Banner Title below)

Strategic Marketing Management

Banner Title: (limited to 30 characters, including spaces, capitalize all letters — this will display on the transcript)

Will this course be cross-listed with another existing course? If so, list course subject and number.

○ Yes ◉ No

Will this course be cross-listed with a course currently not in the undergraduate or graduate catalog?

If so, list course subject and number. ○ Yes ◉ No

Is this course repeatable for additional earned hours? ○ Yes ◉ No How many total hours?

Grading: ◉ Standard Letter ○ P/F ○ Other

Mode of Instruction (check appropriate box):

◉ 01 Lecture	○ 02 Lecture/Laboratory	○ 03 Laboratory only	
○ 05 Practice Teaching	○ 06 Internship/Practicum	○ 07 Apprenticeship/Externship	
○ 08 Independent Study	○ 09 Readings	○ 10 Special Topics	
○ 12 Individual Lessons	○ 13 Applied Instruction	○ 16 Studio Course	
○ 17 Dissertation	○ 18 Activity Course	○ 19 Seminar	○ 98 Other

Does this course require a fee? ○ Yes ◉ No How Much? Select Fee Type

If selected other list fee type:

☐ Elective ☑ Major ☐ Minor

(If major or minor course, you must complete the Request for Program Change form to add course to program.)

If course is required by major/minor, how frequently will course be offered?

Fall, Spring

For the proposed course, attach a syllabus in Word format that includes: **(Items a. through d. should be entered as they should appear in the catalog)**

a. Course subject
b. Course number
c. Catalog course title
d. Catalog description
   1. Arkansas Course Transfer System (ACTS) course number, if applicable
   2. Cross-listing
   3. Offered (e.g., Fall only, Spring only. Do not enter if offer course fall and spring)
   4. Prerequisites
   5. Co-requisites
   6. Description
   7. Notes (e.g., information not in description such as course may be repeated for credit)
   8. Contact Hours if different than lecture (e.g., Lecture three hours, laboratory three hours)
   9. Fees (e.g., $36 art fee)
e. Section for Name of instructor, office hours, contact information (telephone, email)
f. Text required for course
g. Bibliography (supplemental reading list)
h. Justification/rationale for the course
i. Course objectives
j. Description of how course meets general education objectives (courses included in the general education component should show how the course meets one or more of the objectives contained in General Education Objectives listed in undergraduate catalog)
k. Assessment methods (include grading policy with specific equivalents for A, B, C)
l. Policy on absences, cheating, plagiarism, etc.
m. Course content (outline of material to be covered in course).

Will this course require any special resources such as unusual maintenance costs, library resources, special software, distance learning equipment, etc.?

NO

Will this course require a special classroom (computer lab, smart classroom, or laboratory)?

NO

Attach the Course Addition Assessment Form. The form is located on the Assessment & Institutional Effectiveness web page at http://www.atu.edu/assessment/

If this course will affect other departments, a Departmental Support Form for each affected department must be attached. The form is located on the Curriculum forms web page at http://www.atu.edu/registrar/curriculum_forms.php.

N/A

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Course	MKT6103 Strategic Marketing Management
Course Description	Marketing principles and framework from a managerial perspective; including the role of basic marketing functions (price, product, distribution, promotion), the significance of legal and ethical precepts, the increasing role of global marketing activities, and the use of statistical analysis, in determination and implementation of strategy and other marketing decision making activities for both for-profit and non-profit organizations.
Course Goals & Objectives	The student will be able to: • Understand the role of marketing in communicating and delivering customer value. • Effectively evaluate a firm's marketing mix of product, price, place and promotion. • Use SWOT analysis to identify and develop marketing opportunities. • Develop a comprehensive marketing plan for a for-profit or non-profit firm.
Course Outline	1. Collecting Information and Developing Marketing Strategies 2. Creating Long-term Relationships 3. Understanding Consumer and Business Markets 4. Targeting and Segmenting Markets 5. Creating Brand Position and Equity 6. Managing Products and Services 7. Pricing Strategies 8. Channels of Distribution 9. Promotion Strategies 10. Developing the Marketing Plan
Student Performance Assessment & Evaluation	• Chapter Quizzes: Each chapter will have a ten-question, multiple choice quiz over the assigned reading material. • Course Participation: Students will be required to participate each week in course discussions on the topic assigned for that week. • Semester Exams: Students will have two online semester exams consisting both multiple choice and essay questions • Marketing Plan: Each student will be required to work either individually or on a team to develop a comprehensive marketing plan for an existing or hypothetical firm. • Comprehensive Final Exam: Each student will be required to take a comprehensive online final exam covering all of the material covered in the course.
Bibliography, Reading Material, Etc.	*A Framework for Marketing Management*, 6th ed, by Philip Kotler and Kevin Lane Keller; ISBN-13: 9780133871319

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Arkansas Tech University

Course Addition

Assessment Form

Our Mission
Arkansas Tech University, a state-supported institution of higher education, is dedicated to nurturing scholastic development, integrity, and professionalism. The University offers a wide range of traditional and innovative programs which provide a solid educational foundation for life-long learning to a diverse community of learners.

Provide an answer for each question. Your answers are to be typed single spaced.
a. How does this course fit with the university mission? **MKT6103 Strategic Marketing Management** will provide students with strategy and critical thinking skills for students that can help Arkansas businesses grow.
b. If this course is mandated by an accrediting or certifying agency, include the directive. If not, state not applicable. Not Applicable.
c. Provide up to three student learning outcomes students will achieve after completing this course? Students will 1) understand the role of marketing in communicating and delivering customer value; 2) effectively evaluate a firm's marketing mix of product, price, place and promotion; 3 learn to use SWOT analysis to identify and develop marketing opportunities.
d. What assessment tool or measure will you use to assess student learning? Quizzes, online discussions, exams, and a marketing plan project will be used to access student learning in this course.
e. What will students demonstrate, represent, or produce to provide evidence of their learning? Students will produce a comprehensive marketing plan for a real or hypothetical company for this course.
f. Provide an example or examples of student learning assessment evidence which supports the addition of this course. Recent ETS Major Field examinations indicate a need for additional marketing training for College of Business graduates.
g. How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the course or program provide comparative examples from regional educational institutions. Graduate level course in marketing management and strategy. Other institutions offer: Arkansas State University, MKTG 6223, Strategic Marketing; University of Central Arkansas, 6308 Marketing Strategy; Harding University, MKTG 654 Marketing Management.

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Arkansas Tech University
PROPOSAL FOR NEW PROGRAM

TO:	Select Appropriate Committee: **CURRICULUM COMMITTEE**
FROM (Initiating Department):	**College of Business**
DATE SUBMITTED:	

Title	Signature	Date
Department Head **Stephen C. Jones**		5/3/16
Dean **R. Ed Bashaw**		5/3/16
Teacher Education Council (if applicable) **N/A**		
Graduate Council (if applicable) **Mary B. Gunter**		
Registrar **Tammy Rhodes-Weaver**		6/27/16
Vice President for Academic Affairs ~~**A. J. Anglin**~~ Mohamed Abdelrahman		

Program Title: Master of Business Administration	CIP Code: 52.0201
Contact Person: Name: Stephen C. Jones Institution Name: Arkansas Tech University Address: 106 W O Street, Russellville, AR 72801 E-mail Address: sjones@atu.edu Phone Number: 479-968-0233	Proposed Date: August 2017

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Program Summary: (Include general description of program with overview of any curriculum additions or modifications, proposed cost, faculty resources, library resources, facilities and equipment, purpose, and any other important information)

The Master of Business Administration (MBA) program provides a graduate business program for students wishing to further their education in business beyond the undergraduate level. This program is focused on executive decision making and is information-oriented in nature. The program consists of ten three-hour courses delivered online from the Russellville campus and has a focus on the use of data and other information in making managerial business decisions.

List existing degree programs that support the proposed program:

BSBA – Accounting
BSBA - Business Data Analytics
BSBA – Economics and Finance
BSBA – Management and Marketing
BS – Business Education

Need for the Program: (Survey data on student interest in the program (numbers not percentages), job availability, corporate demands, and employment/wage projections). Focus mostly on state needs.

- **The Arkansas Tech University (ATU) College of Business surveyed its own graduates and all ATU alumni regarding interest in an online MBA program from ATU. 229 non-Business majors and 169 Business majors responded to the survey, and over 75% of non-majors and over 80% of Business majors indicated that they were currently working fulltime, and 73% of all 398 respondents stated that they were interested in an MBA degree. 177 respondents (44.5%) provided contact information requesting that we contact them if and when ATU began to offer this specific degree program, and more than 70% of those indicating likelihood of applying to an MBA program in the next two years provided that contact information.**
- **Almost two-thirds of all ATU Business graduates (63.6%) indicated that they had a strong preference for an MBA program that was oriented toward preparing students "to analyze business market situations using real-time or gathered business information" versus just over half (53.6%) who indicated that they valued a "traditional MBA program with no specializations."**
- **May 2014 Arkansas salary data reported by the Bureau of Labor Statistics shows that the average annual earnings of Arkansas was $37,940 while the average employee in a management occupation was $87,810. A report comparing the earnings of employees with a master's degree versus those with a bachelor's degree showed an average of 18.5% increase in earnings after earning the graduate degree. In that same report, an MBA provided a 35% to 40% premium in annual salary over a bachelor's degree.**

As an attachment, include letters of support from organizations and businesses that can speak to number of job vacancies, whether the degree will provide opportunities for job advancement, increase in wages based on additional education, etc.)

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Curriculum Outline by Semester

Semester 1: BUAD 6103, ECON 6103
Semester 2: MGMT 6103, ACCT 6103
Semester 3: MGMT 6203, FIN 6103
Semester 4: MKT 6103, BUAD 6203
Semester 5: BUAD 6903, MGMT 6903

Total number of Semester Hours Required for Graduation: **30**	Can the program be completed in 8 semesters? ◉ Yes ○ No If not, provide justification. **N/A**

List New Courses (Please attach New Course Proposals):

ACCT 6103: Accounting Analysis
BUAD 6103: Research Methods
BUAD 6203: Business Information Analysis
BUAD 6903: Industry Analysis
ECON 6103: Managerial Economics
FIN 6103: Corporate Financial Management
MGMT 6103: Organizational Management & Leadership
MGMT 6203: Decision Modeling
MGMT 6903: Corporate Strategic Management
MKT 6103: Strategic Marketing Management

Identify General Education Courses, Core Courses, and Major Courses: **N/A**

Courses currently offered via distance technology: (moved from above section): **N/A**

Program Admission Requirements:

UNCONDITIONAL ADMISSION

Students will be required to demonstrate proficiency in the following course areas:

- **Principles of Accounting I & II**
- **Principles of Economics I & II**
- **Business Finance, and**
- **Business Statistics**

Students will also be required to meet one of the following standards:

- **A 3.50 GPA in an accredited undergraduate program using all earned hours; or,**
- **A score of 1000 using the formula [GMAT + 200*GPA = 1000] with a minimum GPA of 2.50 and a minimum GMAT of 450 (19th percentile); or,**
- **A score of 1000 using the formula [GRE (combined verbal & quantitative scores) + 255*GPA] with a minimum GPA of 2.50 and a minimum combined GRE of 298 (19th percentile).**

CONDITIONAL ADMISSION

- **Students with a GPA below 2.50 from a US regionally accredited undergraduate program using all earned hours may earn conditional admission status if they score at least 1,000 on the above described formula; or**
- **Gain approval of the Dean of the College of Business.**

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[Note: Applicants who fail to meet the grade point requirement specified for admission may be admitted conditionally to enroll for a maximum of twelve (12) semester hours. If a student was admitted conditionally based on grade point average, the condition will be met if upon completion of twelve (12) semester hours a cumulative grade point average of 3.00 or better is achieved.]

Attach the New Program Assessment Form. The form is located on the Assessment & Institutional Effectiveness web page at http://www.atu.edu/assessment/

See attached program assessment form.

List the names and credentials of all faculty teaching courses in the proposed program.

The faculty of the College of Business who would be qualified to teach in this program would include:
Dr. Loretta Cochran, Associate Professor of Management
Dr. Tracy Cole, Associate Professor of Legal Studies
Dr. Marc Fusaro, Associate Professor of Economics
Dr. Debra Hunter, Assistant Professor of Accounting
Dr. Efosa Idemudia, Assistant Professor of Business Data Analytics
Dr. Stephen Jones, Associate Professor of Management
Dr. Masanori Kuroki, Assistant Professor of Economics
Dr. Mark Reavis, Assistant Professor of Finance & Economics
Dr. Kevin Mason, Professor of Marketing
Dr. David Roach, Professor of Management
Dr. Zhi Tao, Assistant Professor of Management
Dr. Kim Troboy, Professor of Management Information Systems
Dr. Jack Tucci, Professor of Management
Dr. Jim Walton, Associate Professor of Marketing

Total number of faculty required (existing and new):
For new faculty members include expected credentials/experience and hire date

Thirteen faculty members needed (includes one new position in Marketing, one new position in Economics and one new position in Finance). Credentials for each new position include a Ph.D. in the field of teaching. Desired hire date: August 2017.

For proposed graduate programs attach curricula vitae for the faculty teaching the program

Curricula vitae attached in Appendix C.

Description of Resources

Current Library and instructional facilities

Additional database access needed for student and faculty use in courses & research. See below.

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New Resources Required (include costs and acquisition plan):

Three new faculty: $80,000 plus benefits each.
One graduate program coordinator: $4,200.
Two graduate assistantships ($4800 stipend, $3870 tuition waiver each): $17,340
Additional database access resources: CRSP/Compustat Merged Database: $5,000
Marketresearch.com Academic: $5,000
eMarketer: $5,000
Additional research resources: $5,000
Annual subscription to SAS Enterprise Miner: $1500

New Program Costs (Expenditures for first three years of program operation)
Include:

New administrative costs	**One program coordinator: $4,200**
New faculty	**Three new faculty @ $80,000 each plus benefits**
New library resources and costs	**Database access: $10,000**
New/renovated facilities and costs	**None**
New instructional equipment and costs	**None**
Distance delivery costs	**None**
Other new costs	**Two additional graduate assistantships: $17,340** **Additional research resources: $5,000**

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Arkansas Tech University

Proposal for New Program Assessment Form

Our Mission
Arkansas Tech University, a state-supported institution of higher education, is dedicated to nurturing scholastic development, integrity, and professionalism. The University offers a wide range of traditional and innovative programs which provide a solid educational foundation for life-long learning to a diverse community of learners.

Provide an answer for each question. Your answers are to be typed single spaced.
a. How does this proposal for the new program fit with the university mission? **The Master of Business Administration (MBA) program provides students with a graduate level education in executive administration. This program is the common graduate degree in Business offered at universities across the United States. It is the professional degree expected by employers, and it addresses a current employment need by Arkansas and U.S. companies for business professionals that are information-literate.**
b. If this program is mandated by an accrediting or certifying agency, include the directives. If not, state not applicable. **The final recommendation of the team from our latest accreditation visit (AACSB, 2015) was that we investigate beginning an online MBA program. While it is not mandated by the state or any accreditation agency, this program does comply with AACSB's recommendation.**
c. How will this new program enhance learning for students enrolled in the program? **The Master of Business Administration degree provides students with the current business skills and problem-solving capabilities that are needed for managers and other executives in American businesses and organizations. The teaching approaches in this program involving case studies, information analysis and written reports among other methods will develop abilities in students that are expected for employees above the entry level in companies.**
d. What will students demonstrate, represent, or produce to provide evidence of their learning once they complete the program? **Students in this program will demonstrate the ability to: (1) manipulate and interpret current business information; (2) analyze business situations and suggest decision alternatives and consequences; (3) communicate their analysis, alternatives and conclusions in both written and oral format; (4) support their communications before peers and instructors; and (5) complete and defend a major industry analysis written project.**

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e.	Provide an example or examples of assessment evidence which supports adding this new program. **Graduating Business majors and alumni have continued to express the desire for an MBA offered by Tech in senior and alumni surveys. A recent survey completed by 398 College of Business and ATU alumni showed that almost three-fourths of these respondents were interested in an MBA degree, and 60% of this interested group provided information to be contacted if and when Tech began to offer this program. More than 70% of those who indicated that they were likely or very likely to apply to an MBA program in the next two years provided an email address to be contacted.**
f.	How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the program provide comparative examples from regional educational institutions. **This program is the most common graduate degree in Business for U.S. universities. While each of the largest colleges and universities in Arkansas currently offers an MBA, none of them offers an information-oriented program. This emphasis addresses a current need of employers in Arkansas and across the country for business students that can manipulate and interpret data and other information to solve contemporary business problems.**
g.	Attach a detailed assessment plan including three to five specific program student learning outcomes, means or instructional measures to assess each outcome, identify program courses where learning will be assessed, and performance standards or criteria for success which demonstrate student learning for each outcome. (Examples for assessment plans/curriculum mapping can be found at the Office of Assessment and Institutional Effectiveness web page.) **See attached assessment plan.**

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Arkansas Tech University
Continuous Improvement Plan
Annual Assessment Cycle
Academic Cycle: New Program Proposal
Program: Master of Business Administration

Program Objectives/Standards (align with mission)	Learning Objectives/ Outcome Assessment (3-5 unless otherwise specified)	Courses (program core)	Means of Assessment (direct and indirect measures)	Criteria for Success (performance standard)
PO1: Develop decision making skills using information gathered or generated in a business context.	LO1: Students will make information driven business decisions.	ACCT 6103: Accounting Analysis	Case studies	High Pass 90-100% Pass 80-89%
		BUAD 6903: Industry Analysis	Written industry analysis paper	High Pass 90-100% Pass 70-89%
PO2: Develop a global perspective for management decisions and competency in all content areas of the program.	LO2: Students will apply advanced managerial concepts to domestic and international issues in today's dynamic global environment.	MKT 6103: Strategic Marketing Management	Case studies	High Pass 90-100% Pass 80-89%
		MGMT 6903: Corporate Strategic Management	ETS Major Field Test: MBA Exam	High Pass 60th percentile Pass 50th percentile
PO3: Develop teamwork and collaborative work skills to deal with complex business problems.	LO3: Students will demonstrate the ability work effectively with others while addressing cross-functional business issues.	MGMT 6103: Organizational Management & Leadership	Case studies	High Pass 90-100% Pass 80-89%
		MGMT 6903: Corporate Strategic Management	Business simulation	High Pass 90-120 Pass 70-89

PO4: Develop ethical sensitivities and reasoning skills that can be applied to business decisions.	LO4: Students will demonstrate ethical reasoning in the context of analyzing business issues.	ACCT 6103: Accounting Analysis	Case studies	High Pass 90-100% Pass 80-89%
		MGMT 6903: Corporate Strategic Management	The Defining Issues Test II (DIT-2)	High Pass Kohlberg Level 5 Pass Kohlberg Level 3

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Employer Needs Survey Form
Institutional Summary

(Please compile the data from each Employer Needs Survey and submit the data on this Summary Form. Return the summary form and a copy of each survey form to ADHE with your program proposal.)

Proposed Degree/Certificate Program	Master of Business Administration (MBA)
Institution	Arkansas Tech University
Name (person completing this form)	Stephen C. Jones
E-mail	sjones@atu.edu
List names of employers responding to survey	Robin Bean, John Carter, Mark Fortune, Angela Hopkins`, Paul Horney, Deana Infield, Dan Lovelady, Mike McCoy, Andy McNeill, Wilson Moore, Brent Sharpmack, John Shoptaw, Blake Tarpley
List current job titles for the proposed degree/certificate program	Financial Analyst, Business Office Manager, Controller, Clinic Manager, Credit Analysis, Commercial Loan Officer, Chief Financial Officer, Controller, Assistant Controller, Marketing Manager / Analyst, Portfolio Management Officer, Treasury Sales Analyst, Relationship Manager, Commercial Analyst, Treasury Sales Officer, Commercial Lenders, Accountant, Financial Analyst, Bond Sales, Public Finance Banker, Analyst, Fund Manager, Wealth Manager, Management Team:, Purchasing, HR, Sales
List the degree/certificate required for each job title	MBA
Indicate number of current positions for each job title	1 - 5 per organization
Indicate number of future positions for each job title	1 - 5 per organization
Indicate salary for each job title	$50,000 to $70,000
Indicate number of employers who gave preference for:	
on-line/distance technology	12
evenings	0
weekends	1
at company site	0
Indicate any type of support employers will give for support of the proposed degree/certificate program	About one-half suggested 25% to 50% tuition support for employees was likely.
Summarize the skills needed for employment in the positions listed	See attached individual pages
Summarize any additional information provided by prospective employers	See attached individual pages

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Industry MBA Feedback Survey	
First & Last Name	Mike McCoy
Company Name	Saint Mary's Regional Medical Center
Email Address	mike.mccoy@saintmarysregional.com
What are some of the positions at your organization for which an MBA degree would be appropriate?(e.g., manager, budget planner, etc.)	Financial Analyst, Business Office Manager, Controller, Clinic Manager
About how many of your current employees could benefit from an MBA from Arkansas Tech University?	10
About how many positions do you anticipate to hire for in the next five years for which an MBA would be a requirement?	3
What is the salary range for positions in your organization which require or could require an MBA? (e.g., $40000 - $50000)	$60,000 - $120,000
About what percentage of an employee's tuition and expenses for an MBA program would your organization cover? (e.g., 50%)	50%
Other than an MBA, are there other skills or knowledge which these types of positions require?	accounting skills
Is there any other information that you wish to add about an online MBA program at Arkansas Tech University?	This program will be a great benefit to the community.

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Industry MBA Feedback Survey	
First & Last Name	Robin Bean
Company Name	One Bank & Trust, NA
Email Address	rbean@onebanc.com
What are some of the positions at your organization for which an MBA degree would be appropriate?(e.g., manager, budget planner, etc.)	Credit Analysis, Commercial Loan Officer, Chief Financial Officer, Controller, Assistant Controller
About how many of your current employees could benefit from an MBA from Arkansas Tech University?	5
About how many positions do you anticipate to hire for in the next five years for which an MBA would be a requirement?	2 - 5
What is the salary range for positions in your organization which require or could require an MBA? (e.g., $40000 - $50000)	60,000 and up
About what percentage of an employee's tuition and expenses for an MBA program would your organization cover? (e.g., 50%)	up to 50%
Other than an MBA, are there other skills or knowledge which these types of positions require?	undergraduate degree in Business Administration or Accounting or Marketing/Management.
Is there any other information that you wish to add about an online MBA program at Arkansas Tech University?	

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Industry MBA Feedback Survey	
First & Last Name	Mark Fortune
Company Name	Fortune Marketing LLC
Email Address	mark@fortunemarketinginc.com
What are some of the positions at your organization for which an MBA degree would be appropriate?(e.g., manager, budget planner, etc.)	marketing manager / analyst
About how many of your current employees could benefit from an MBA from Arkansas Tech University?	0
About how many positions do you anticipate to hire for in the next five years for which an MBA would be a requirement?	1-2
What is the salary range for positions in your organization which require or could require an MBA? (e.g., $40000 - $50000)	$50000-$75000
About what percentage of an employee's tuition and expenses for an MBA program would your organization cover? (e.g., 50%)	<50%
Other than an MBA, are there other skills or knowledge which these types of positions require?	analytics, social media management, client relationship/account management
Is there any other information that you wish to add about an online MBA program at Arkansas Tech University?	

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Industry MBA Feedback Survey	
First & Last Name	Wilson Moore
Company Name	Bank of America
Email Address	wilson.moore@baml.com
What are some of the positions at your organization for which an MBA degree would be appropriate?(e.g., manager, budget planner, etc.)	portfolio management officer, treasury sales analyst, relationship manager, commercial analyst, treasury sales officer
About how many of your current employees could benefit from an MBA from Arkansas Tech University?	20
About how many positions do you anticipate to hire for in the next five years for which an MBA would be a requirement?	5-10
What is the salary range for positions in your organization which require or could require an MBA? (e.g., $40000 - $50000)	entry level 45,000
About what percentage of an employee's tuition and expenses for an MBA program would your organization cover? (e.g., 50%)	100%
Other than an MBA, are there other skills or knowledge which these types of positions require?	Sound interpersonal skills. Open to being coached.
Is there any other information that you wish to add about an online MBA program at Arkansas Tech University?	

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Industry MBA Feedback Survey	
First & Last Name	Blake Tarpley
Company Name	River Town Bank
Email Address	btarpley@rivertownbank.com
What are some of the positions at your organization for which an MBA degree would be appropriate?(e.g., manager, budget planner, etc.)	CFO, Commercial Lenders
About how many of your current employees could benefit from an MBA from Arkansas Tech University?	8
About how many positions do you anticipate to hire for in the next five years for which an MBA would be a requirement?	2-5
What is the salary range for positions in your organization which require or could require an MBA? (e.g., $40000 - $50000)	75,000.00-105,000.00
About what percentage of an employee's tuition and expenses for an MBA program would your organization cover? (e.g., 50%)	0%
Other than an MBA, are there other skills or knowledge which these types of positions require?	
Is there any other information that you wish to add about an online MBA program at Arkansas Tech University?	

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Industry MBA Feedback Survey	
First & Last Name	Deana Infield
Company Name	Beall Barclay & Company
Email Address	Deana.Infield@BeallBarclay.com
What are some of the positions at your organization for which an MBA degree would be appropriate?(e.g., manager, budget planner, etc.)	Accountant
About how many of your current employees could benefit from an MBA from Arkansas Tech University?	10
About how many positions do you anticipate to hire for in the next five years for which an MBA would be a requirement?	0 where it would be required
What is the salary range for positions in your organization which require or could require an MBA? (e.g., $40000 - $50000)	50,000
About what percentage of an employee's tuition and expenses for an MBA program would your organization cover? (e.g., 50%)	Generally none
Other than an MBA, are there other skills or knowledge which these types of positions require?	Accounting degree, eligibility to sit for the CPA exam
Is there any other information that you wish to add about an online MBA program at Arkansas Tech University?	I think the online MBA program is a great feature. There are times that I have considered it but was unable to drive to the city where an MBA was offered.

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Industry MBA Feedback Survey	
First & Last Name	Brent Sharpmack
Company Name	Hudson, Cisne & Co. LLP
Email Address	bsharpmack@hc-cpa.com
What are some of the positions at your organization for which an MBA degree would be appropriate?(e.g., manager, budget planner, etc.)	Accountant
About how many of your current employees could benefit from an MBA from Arkansas Tech University?	None currently, but new hires coming in would benefit
About how many positions do you anticipate to hire for in the next five years for which an MBA would be a requirement?	15
What is the salary range for positions in your organization which require or could require an MBA? (e.g., $40000 - $50000)	$50,000 - $55,000
About what percentage of an employee's tuition and expenses for an MBA program would your organization cover? (e.g., 50%)	0%
Other than an MBA, are there other skills or knowledge which these types of positions require?	Not that would be required
Is there any other information that you wish to add about an online MBA program at Arkansas Tech University?	No

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Industry MBA Feedback Survey	
First & Last Name	Angela Hopkins`
Company Name	Frost, PLLC
Email Address	ahopkins@frostpllc.com
What are some of the positions at your organization for which an MBA degree would be appropriate?(e.g., manager, budget planner, etc.)	Financial analyst
About how many of your current employees could benefit from an MBA from Arkansas Tech University?	0
About how many positions do you anticipate to hire for in the next five years for which an MBA would be a requirement?	2
What is the salary range for positions in your organization which require or could require an MBA? (e.g., $40000 - $50000)	$50,000-$60,000
About what percentage of an employee's tuition and expenses for an MBA program would your organization cover? (e.g., 50%)	0
Other than an MBA, are there other skills or knowledge which these types of positions require?	accounting
Is there any other information that you wish to add about an online MBA program at Arkansas Tech University?	

Industry MBA Feedback Survey	
First & Last Name	John Shoptaw
Company Name	Shoptaw, Labahn & Company, P. A.
Email Address	john@shoptaw-labahn.com
What are some of the positions at your organization for which an MBA degree would be appropriate?(e.g., manager, budget planner, etc.)	Accountant
About how many of your current employees could benefit from an MBA from Arkansas Tech University?	2-4
About how many positions do you anticipate to hire for in the next five years for which an MBA would be a requirement?	None that would be a requirement.
What is the salary range for positions in your organization which require or could require an MBA? (e.g., $40000 - $50000)	$60,000-$70,000
About what percentage of an employee's tuition and expenses for an MBA program would your organization cover? (e.g., 50%)	Would depend on commitment from employee as to continued employment
Other than an MBA, are there other skills or knowledge which these types of positions require?	
Is there any other information that you wish to add about an online MBA program at Arkansas Tech University?	

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Industry MBA Feedback Survey	
First & Last Name	John Carter
Company Name	Bank of the Ozarks
Email Address	jcarter@bankozarks.com
What are some of the positions at your organization for which an MBA degree would be appropriate?(e.g., manager, budget planner, etc.)	Accounting, Finance, Lending Executive, Management, Credit Analysis, Marketing/HR Administrator
About how many of your current employees could benefit from an MBA from Arkansas Tech University?	50+
About how many positions do you anticipate to hire for in the next five years for which an MBA would be a requirement?	Unknown-we don't require an MBA, but consider it as a strength for a candidate
What is the salary range for positions in your organization which require or could require an MBA? (e.g., $40000 - $50000)	$50k+
About what percentage of an employee's tuition and expenses for an MBA program would your organization cover? (e.g., 50%)	Zero from a program stance, it could be negotiated at hire.
Other than an MBA, are there other skills or knowledge which these types of positions require?	High level finance and accounting is a strength. The well rounded attributes of a MBA are of particular importance in banking.
Is there any other information that you wish to add about an online MBA program at Arkansas Tech University?	No

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Industry MBA Feedback Survey	
First & Last Name	Dan Lovelady
Company Name	Crews & Associates
Email Address	dan@fsbeardsley.com
What are some of the positions at your organization for which an MBA degree would be appropriate?(e.g., manager, budget planner, etc.)	Bond Sales, Public Finance Banker, Analyst, Fund Manager, Wealth Manager
About how many of your current employees could benefit from an MBA from Arkansas Tech University?	Probably less than 10 for existing employees
About how many positions do you anticipate to hire for in the next five years for which an MBA would be a requirement?	3-5
What is the salary range for positions in your organization which require or could require an MBA? (e.g., $40000 - $50000)	$40,000-60,000
About what percentage of an employee's tuition and expenses for an MBA program would your organization cover? (e.g., 50%)	0
Other than an MBA, are there other skills or knowledge which these types of positions require?	All areas of financial knowledge associated with a full service Bond and Public Finance Institution
Is there any other information that you wish to add about an online MBA program at Arkansas Tech University?	

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Industry MBA Feedback Survey	
First & Last Name	Paul Horney
Company Name	Innovation Industries Inc.
Email Address	paul.horney@innovationind.com
What are some of the positions at your organization for which an MBA degree would be appropriate?(e.g., manager, budget planner, etc.)	Management Team, Purchasing, HR, Sales, Engineering, Accountant
About how many of your current employees could benefit from an MBA from Arkansas Tech University?	4
About how many positions do you anticipate to hire for in the next five years for which an MBA would be a requirement?	2
What is the salary range for positions in your organization which require or could require an MBA? (e.g., $40000 - $50000)	$75K+
About what percentage of an employee's tuition and expenses for an MBA program would your organization cover? (e.g., 50%)	100%
Other than an MBA, are there other skills or knowledge which these types of positions require?	Job Shop or Make to Order Manufacturing experience
Is there any other information that you wish to add about an online MBA program at Arkansas Tech University?	I had an employee go through an online MBA. It worked out ok, but I think there should have been more opportunities for face to face interactions. Maybe have some accelerated courses where students get together for a weekend at the conference center. The EMBA program at UALR had three of theses sessions that really worked well. Especially the session that included the HR portion of the program.

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Industry MBA Feedback Survey	
First & Last Name	Andy McNeill
Company Name	Denali Water Solutions
Email Address	andym@denaliwater.com
What are some of the positions at your organization for which an MBA degree would be appropriate?(e.g., manager, budget planner, etc.)	CFO, VP Sales, VP HR, VP Ops
About how many of your current employees could benefit from an MBA from Arkansas Tech University?	5
About how many positions do you anticipate to hire for in the next five years for which an MBA would be a requirement?	15
What is the salary range for positions in your organization which require or could require an MBA? (e.g., $40000 - $50000)	50,000 - 70,000
About what percentage of an employee's tuition and expenses for an MBA program would your organization cover? (e.g., 50%)	0% - 25%
Other than an MBA, are there other skills or knowledge which these types of positions require?	broadly speaking - good communication skills
Is there any other information that you wish to add about an online MBA program at Arkansas Tech University?	

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Loretta F. Cochran, Ph.D.
Associate Professor
Management and Marketing Dept.
College of Business
lcochran@atu.edu

Professional Interests

Academic Background

Ph.D. Clemson University, Clemson, South Carolina, Industrial Management, 1999

M.S. Clemson Unversity, Clemson, South Carolina, Applied Psychology - Industrial/Organizational, 1994

B.S. Erskine College, Due West, South Carolina, Business Management and Behavioral Science, 1991

Memberships

SHRM, 2013-2014

Beta Gamma Sigma, 2003-2014

Work Experience

Non-Academic Experience

National

Manufacturing Supervisor, Collins and Aikman (August, 1999 - August, 2000), Greenville, South Carolina. " Worked as the manufacturing supervisor in a production bay with four work cells and fifteen employees where up to 1,100 units are produced per shift. Emphasis is placed on perfect quality, minimal costs, and positive employee behavior. Improved efficiency to over 92 percent and defective parts to less than .05 percent during my tenure.

Planner, Collins and Aikman (August, 1998 - August, 1999), Greenville, South Carolina. Planned and executed the production schedule for nine work cells (50 employees), resulting in over 600,000 units produced annually ($40 million in sales). BPCS (ERP software), various spreadsheet applications, and Futures III (EDI software) are examples of tools used daily as a planner. As a representative of a Tier 1 automotive supplier, additional responsibilities included shipping to four assembly plans in a just in time manner with an expected delivery performance of 100 percent. Logistics experience (domestic and international) includes the utilization of a variety of transportation methods, including rail, truck, and air freight. Purchasing experience includes negotiating pull delivery systems with suppliers and initiating supply chain relationships with key component vendors. Developed plant level relationships with major automotive firms and their sequencing and logistics partners in order to more efficiently meet customer demand.

Consulting

2013: Arkansa Behavioral Health Planning and Advisory Council, Strategic Planning, Led the 50+ member council through a series of three workshops to develop their mission and vision statements. Developed with the council a strategic plan for their organization as well as primary goals and objectives.

1998: F. B. Johnston Group, Organizational Systems Redesign, Designed an integrated work team system, molding the positions of account manager, applications engineer, and sales person into a triad account team structure in order to improve the customer service function. Facilitated the implementation of Open Book Management on a corporate wide basis. Coordinated the development of a strategic redesign and succession plan for the operations area. This included training team members on techniques in work place design and assessment, streamlining the communications process in production, and restructuring the shop floor layout

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for efficient utilization of team members.

1997: Clemson University, Dept. of Speech and Communitcations, Program Review Process Development, Planned and implemented a process for a 360 degree continuous improvement review for an academic department that included the establishment and reassessment of departmental goals along with the implementation of progress measures for each goal.

Courses Taught

Courses from the Teaching Schedule: Business Information Systems, Business Leadership, Business Spreadsheet Modeling, Independent Study, Internship I in Management, Internship II in Management, Internship in Marketing I, Management Productivity Tools, Management and Organizational Behavior, Operations Management, Personnel/Human Resource Management, Project Management, Service Marketing Management, Special Topics, Special Topics in Management, Special Topics in Marketing, World Economic Systems

Courses taught, but not in the Schedule:
MGMT 4093 Human Behavior in Organizations
TECH 1001 University Orientation
BUAD 3123 Supervision

Other Teaching Activities

Course (Existing) - Compensated Redesign

2014 - Course (Existing) - Compensated Redesign.

Course (New) - Creation/Delivery: Online

2011 - Course (New) - Creation/Delivery: Online.

2009 - Course (New) - Creation/Delivery: Online.

Student Assign-Clinical/Practicum/Internship

2014 - 1 student. Student Assign-Clinical/Practicum/Internship.

2012 - 4 students. Student Assign-Clinical/Practicum/Internship.

2011 - 1 student. Student Assign-Clinical/Practicum/Internship.

2010 - 1 student. Student Assign-Clinical/Practicum/Internship.

2008 - 2 students. Student Assign-Clinical/Practicum/Internship.

2007 - 5 students. Student Assign-Clinical/Practicum/Internship.

2006 - 2 students. Student Assign-Clinical/Practicum/Internship.

2005 - 2 students. Student Assign-Clinical/Practicum/Internship.

Student Assign-Independent Studies

2005 - 5 students. Student Assign-Independent Studies.

Student Assign-Students Advised (UG)

2014 - 53 students. Student Assign-Students Advised (UG).

2013 - 51 students. Student Assign-Students Advised (UG).

2012 - 25 students. Student Assign-Students Advised (UG).

2011 - 44 students. Student Assign-Students Advised (UG).

2010 - 42 students. Student Assign-Students Advised (UG).

2009 - 50 students. Student Assign-Students Advised (UG).

2008 - 37 students. Student Assign-Students Advised (UG).

2007 - 41 students. Student Assign-Students Advised (UG).

2006 - 32 students. Student Assign-Students Advised (UG).

2005 - 35 students. Student Assign-Students Advised (UG).

2004 - 46 students. Student Assign-Students Advised (UG).

2003 - 20 students. Student Assign-Students Advised (UG).

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Innovations in Course Content / Presentation

2010 - Innovations in Course Content / Presentation.

2010 - Innovations in Course Content / Presentation.

2008 - Innovations in Course Content / Presentation.

Intellectual Contributions:

Refereed Articles

Cole, T. L., Cochran, L. F., Troboy, L. K., & Roach, D. W. (in press, 2012). Can Trained Student Interns Rate Essays as Well as Faculty Members? International Journal for the Scholarship of Teaching and Learning.

Cole, T. L., Goza, N., Bean, L. C., Cochran, L. F., & Troboy, L. K. (2011). Communications Assessment Deployment: Take One. Journal of Organizational Leadership and Business, 1 (6).

Cochran, L. F., Troboy, L. K., & Cole, T. L. (2010). A Test of Integrity: Remote Proctoring In An Online Class. Journal of Business Administration Online, 9 (2).

Cochran, L. F., Roach, D. W., Troboy, L. K., & Cole, T. L. (2010). Developing an Essay Approach to Business Ethics Assessment. Journal of American Academy of Business, Cambridge, 15.

Cochran, L. F., Troboy, L. K., & Roach, D. W. (2009). How Machs Behave: Self and Peer Ratings. Journal of American Academy of Business, Cambridge, 15.

Cochran, L. F. & Troboy, L. K. (2009). Open Book Management: A Review of Underlying Management Systems. The Business Review, Cambridge.

Troboy, L. K., Roach, D. W., & Cochran, L. F. (2007). Peer Reviews: Are Web-Based Ratings More Accurate Than Paper-and-Pen Ratings? The Business Review, Cambridge, 7 (1).

Roach, D. W., Troboy, L. K., & Cochran, L. F. (2006). The Effects of Humor and Goal Setting on Individual Brainstorming Performance. Journal of American Academy of Business, Cambridge, 9 (2).

Troboy, L. K., Roach, D. W., & Cochran, L. F. (2006). Individual Characteristics of Early Technology Adopters. Journal of Business Administration Online, 5 (2).

Troboy, L. K., Roach, D. W., & Cochran, L. F. (2005). Encouraging Academic Honesty. Journal of Business Administration Online, 4 (2).

Roach, D. W. & Cochran, L. F. (2004). Integrating Critical Thinking into AACSB Accredited Business Program. Journal of Business Administration Online, 3 (2).

Cochran, L. F. (2004). Integrating Team Skills Into Program Content. Journal of Business Administration Online, 3 (1).

Underwood, D. G., Cochran, L. F., & Nault, E. W. (1994). Sometimes More is Better: Development and Implementation of a Graduate Alumni Survey to Increase Response Rates and Evaluate Strategic Planning Goals. ERIC, ED373626.

Refereed Proceedings

Full Paper

Cochran, L. F. & Cole, T. L. (2014). Is It Worth the Effort? Examining the Impact of Online Exam Proctoring on Student and Faculty Outcomes. Center for Scholastic Inquiry Academic Research Conference.

Cole, T. L., Cochran, L. F., Troboy, L. K., Roach, D. W., & Wu, C. (2008). Refining a Measure of Ethical Reasoning and Decision-Making. Academic Business World International Conference.

Wu, C., Troboy, L. K., Cole, T. L., Cochran, L. F., & Roach, D. W. (2008). Does Education Have An Impact on Student Ethical Reasoning? Developing an Assessment of Ethical Reasoning for Engineering and Business Students. American Society for Engineering Education (ASEE) Midwest Section.

Cole, T. L., Cochran, L. F., Troboy, L. K., Roach, D. W., & Wu, C. (2008). A Measure of Ethical Reasoning. Society of Business, Industry, and Economics (SOBIE).

Cochran, L. F., Roach, D. W., & Troboy, L. K. (2007). How Machs Behavior: Self and Peer Ratings in a Management Class. Academic Business World International Conference.

Cochran, L. F., Troboy, L. K., & Roach, D. W. (2007). AQPQ-What Undergraduate Only Institutions Do Differently. Academic Business World International Conference.

Washington, C. V., Cochran, L. F., & Troboy, L. K. (2005). Business Plans: A multidisciplinary approach.

International Academy of Business and Public Administration Disciplines Conference.

Troboy, L. K., Cochran, L. F., & Roach, D. W. (2005). Tablets and textbooks: Changing the way students learn. International Academy of Business and Public Administration Disciplines Conference.

Cochran, L. F., Roach, D. W., & Mason, K. (2005). The impact of rater power and perception on performane in a general management class. International Academy of Business and Public Administration Disciplines Conference.

Cochran, L. F., Roach, D. W., & Mason, K. (2004). The impact of anonymity on self and peer ratings in an organizational behavior class. International Academy of Business and Public Administration Disciplines Conference.

Cochran, L. F., Patterson, J. W., & Patterson, C. C. (2003). Linking shop floor performance to company objectives. Decision Science Institute.

Patterson, J. W., Cochran, L. F., & Patterson, C. C. (1998). Assessing the impact of employee education and shop-floor intervention on plant performance. Production and Operations Management Society (POMS).

Cochran, L. F., Craighead, C., & Patterson, J. W. (1996). TQM in the POM Survey Course: No Way? Production and Operations Management Society (POMS).

Robbins, T. L., Crino, M., Fredendall, L. D., & Cochran, L. F. (1995). The willingness to participate. Southern Management Association (SMA).

Underwood, D. G., Cochran, L. F., & Nault, E. W. (1994). Sometimes more is better: developement and impentation of a graduate alumni survey to increase response rates and evaluate strategic planning goals. Association for Institutional Resarch (AIR).

Cases

Cochran, L. F. (1999). Tyson Foods, Inc.. In C. Anderson and J. Vincze (Eds.), Cases in Strategic Marketing Management.

Cochran, L. F. (1998). Tyson Foods, Inc.. In Michael Hitt (Ed.), Strategic Management.

Presentation of Refereed Papers

International

Cochran, L. F., Cole, T. L., Troboy, L. K., Roach, D. W., & Wu, C. (2008, October). Does the Rater Matter? A Comparison of Faculty vs. Student Ratings of an Ethics Assessment Instrument. International Academy of Business and Public Administration Disciplines Conference, Memphis, Tennessee.

National

Cochran, L. F. & Cole, T. L. (2014, October). Is It Worth the Effort? Examining the Impact of Online Exam Proctoring on Student and Faculty Outcomes. Center for Scholastic Inquiry Academic Research Conference, Minneapolis, Minnesota.

Cochran, L. F., Manly, T. S., McKnight, C. A., & Troboy, L. K. (2014, October). Broken Trust: An Expensive Affiar. North American Case Research Association (NACRA), Austin, Texas.

Cochran, L. F., Batch, A., & Black, G. (2011, April). Lecture Capture and Applications Courses: Does It Matter? 2011 Tegrity Users Conference, Atlanta, Georgia.

Cochran, L. F., Troboy, L. K., & Cole, T. L. (2011, April). Student Learning and Lecture Capture in a Quantitative Business Course - Does it Make a Difference? 2011 Tegrity Users Conference, Atlanta, Georgia.

Cochran, L. F., Irvin, D., & Craighead, M. (1996, June). Aligning assessment with restructuring: how to design (redesign) departmental and college alumni surveys. American Association for Higher Education (AAHE) Assessment and Quality Conference, Washington, District of Columbia.

Regional

Cole, T. L., Troboy, L. K., & Cochran, L. F. (2012, March). Using an Online Simulation to Teach Ethical Decision-Making. Southwest Decision Sciences Institute, New Orleans, Louisiana.

Troboy, L. K., Cochran, L. F., & Roach, D. W. (2005, April). Textbooks and Tablet PCs - guidelines and growing pains. Society of Business, Industry, and Economics (SOBIE), Hot Springs, Arkansas.

State

Cochran, L. F. (2014, July). Impact of Online Proctoring Methods. UAMS Teaching with Technology Symposium, Little Rock, Arkansas.

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Presentation of Non-Refereed Papers

National

Cochran, L. F., Patterson, J. W., & Troboy, L. K. (2006, March). Linking Shop Floor Performance to Company Objectives (Open Book Management in Practice). National Gathering of Games, St. Louis, Missouri.

Regional

Troboy, L. K., Moore, J., & Cochran, L. F. (2005, October). Tablet PCs and learners: tool or roadblock? Arkansas College Teachers of Economics and Business (ACTEB), Russellville, Arkansas.

Cochran, L. F., Troboy, L. K., & Harmon, W. (2004, October). Multicourse Projects: Not just for lock-step programs anymore! Arkansas College Teachers of Economics and Business (ACTEB), Conway, Arkansas.

Cochran, L. F. (2002, November). Datatel and data extraction - meeting reporting requirements. Southern Datatel Users Group Meeting, Myrtle Beach, South Carolina.

Cochran, L. F. & Craighead, M. (1997, October). Quality Function Deployment as a Tool for Higher Education Assessment. Southern Association of Institutional Research (SAIR), Hot Springs, Arkansas.

Cochran, L. F., Nault, E., & Craighead, M. (1996, October). Assessing useable skills, not just outcomes. South Carolina Higher Education Network (SCHEA), Myrtle Beach, South Carolina.

State

Cochran, L. F. (2014, March). Growth Amid Healthcare Reform: Advocacy and Action. Arkansas Therapeutic Recreation Society Conference, Fort Smith, Arkansas.

Cochran, L. F. & Troboy, L. K. (2012, April). An Integration of Resources...Blackboard, Tegrity and Connect. Arkansas Blackboard Users Group Annual Meeting, Little Rock, Arkansas.

Cochran, L. F., Troboy, L. K., & Cole, T. L. (2010, October). A Test of Integrity: Remote Proctoring In An Online Class. 60th Annual Meeting of Arkansas College Teachers of Business and Economics (ACTEB), Russellville, Arkansas.

Cole, T. L., Goza, N., Bean, L. C., Cochran, L. F., & Troboy, L. K. (2010, October). Communications Assessment Deployment: Take One. 60th Annual Meeting of Arkansas College Teachers of Business and Economics (ACTEB), Russellville, Arkansas.

Cochran, L. F., Troboy, L. K., & McCormick, H. (2009, October). Turnitin and SafeAssign: Another Look. Arkansas College Teachers of Economics and Business (ACTEB), Conway, Arkansas.

Cole, T. L., Cochran, L. F., Troboy, L. K., & Roach, D. W. (2008, October). Ethics Assessment. Arkansas College Teachers of Economics and Business (ACTEB), Arkadelphia, Arkansas.

Research Grants

Funded

2014 [Year 2 of 2]: Cochran, L. F. Parent Training and Information Centers Competition (CFDA 84.328M), Principal Investigator, GOV-Department of Education (DE).

2013 [Year 1 of 2]: Cochran, L. F. Parent Training and Information Centers Competition (CFDA 84.328M), Principal Investigator, GOV-Department of Education (DE).

2013: Cochran, L. F. Arkansas Govenor's Council for Developmental Disabilities, Principal Investigator, GOV-Department of Health and Human Services (DHHS).

2012: Cochran, L. F. Assessment of Student Critical Thinking Skills using the Business Critical Thinking Test, Principal Investigator, Arkansas Tech University Assessment Grant.

2011: Cochran, L. F. Ethics Essay Raters for the College of Business, Principal Investigator, Arkansas Tech University Assessment Grant.

2011: Cochran, L. F. Travel to the AACSB Assessment Seminar and Conference, Principal Investigator, Arkansas Tech University Assessment Grant.

2011: Goza, N. & Cochran, L. F., Assessment of Student Ethical Reasoning Skills using the DIT-2, Principal Investigator, Arkansas Tech University Assessment Grant. $500.

2008: Cochran, L. F. CARMA Short Courses, Principal Investigator, Arkansas Tech University, Faculty Professional Development Grant.

2008: Cochran, L. F. & Carr, P., Ethical Reasoning Project, Principal Investigator, Arkansas Tech University,

Assessment Grant.

2007: Cochran, L. F. AACSB Teaching Effectiveness Workshop, Principal Investigator, Arkansas Tech University, Professional Development Grant.

2006: Allen, R., Krohn, J., & Cochran, L. F., Arkansas Energy Office Grant, Principal Investigator, Arkansas Department of Economc Development.

2005: Cochran, L. F., Troboy, L. K. , & Roach, D. W., Developing a Predictive Model of Student Academic Success, Principal Investigator, Arkansas Tech University, Office of Assessment.

2005: Cochran, L. F. An Evaluation of the Impact of Open Book Management, Principal Investigator, Arkansas Center for Public Affairs, Scholars' Undergraduate Research Fellowship (SURF).

2004: Cochran, L. F. & Troboy, L. K., Market and Profit Point Indentification for Biodiesel, Principal Investigator, Arkansas Tech University, Undergraduate Research Office Sponsored Grant.

Other Research Activities

Teaching and Learning Scholarship

2011: , ., . Cochran, L. F. with Lindsey Hull (2011). Tegrity September Newsletter Institutional Spotlight "Arkansas Tech University Operations Management Students Excel with Tegrity" [Distributed nationally via an e-mail link to the Tegrity website on September 14, 2011].

2011: , ., . Wester, K. and Cochran, L. F. (2011). How Tegrity Improved Course Completion, Student Satisfaction and Grades [Presented webinar nationally to over 100 participants on September 22, 2011].

Service:

Service to the University

Department Assignments

Member:

2013-2014: English Department Faculty Search Commitee

Department Assignments

Member:

2006-2007: Parks, Recreation, and Hospitality Administration Peer Review Committee: Invited review member, external to program

College Assignments

Chair:

2010-2011 – 2011-2012: Assurance of Learning

2009-2010: Peer Review - Mgmt & Mktg

2005-2006 – 2007-2008: Faculty Development & Evaluation

College Assignments

Member:

2003-2004: Academic Honors

College Assignments

Member:

2008-2009 – 2009-2010: Assurance of Learning

2005-2006: Academic Honors & Student Affairs

2004-2005: Academic Honors

College Assignments

Member:

2009-2010: College of Busines Dean's Search Committee

College Assignments

Member:

2011-2012: College of Business BDA Faculty Search Committee

College Assignments

Member:

2003-2004: Curriculum & Assessment

College Assignments

Member:

2014-2015: Faculty Development
2013-2014 – 2014-2015: Instructional Resource
2012-2013: Strategic Planning Committee
2008-2009: Faculty Development Committee
2007-2008: Strategic Planning
2004-2005: Curriculum & Assessment

University Assignments

Faculty Advisor:

2013-2014 – 2014-2015: ATU SHRM

Faculty Sponsor:

2014-2015: ATU Special Olympics College Chapter

Member:

2010-2011: College of Business Search Committee for Dean
2004-2005: Convocations and Programs

University Assignments

Member:

2010-2011: Faculty Excellence Award Committee: Member - Faculty Excellence Award Committee (2011)

2005-2006 – 2006-2007: Retention Task Force: Invited member

University Assignments

Member:

2013-2014 – 2014-2015: University Professional Development Committee
2010-2011 – 2014-2015: University Ad Hoc Technology Committee
2010-2011 – 2014-2015: University Faculty Welfare Committee

Mentoring Activities:

2013-2014 – 2014-2015: Bridge to Excellence
2004-2005 – 2011-2012: Bridge to Excellence

Service to the Profession

Advisor

2014: Clinton School of Public Service, Little Rock, Arkansas. Supervising a Clinton School team to assess

the Adequacy and Availability of Behaviorial Health Services in Arkansas.

Board Member: PRJ Editorial Review Board

2009 – 2011: Journal of Business Disciplines. Three year term 09-10, 10-11, 11-12

Reviewer - Article / Manuscript

2013: International Journal for the Scholarship of Teaching and Learning.

2010: Journal of Business Administration Online.

Reviewer - Book / Textbook

2007: Mc Graw Hill Operations Management 9e by Stevenson.

2006: Glencoe-McGraw Hill High-Performance Manufacturing, Chicago, Illinois.

Other Professional Service Activities

2010: Arkansas Tech University College of Business Annual China Trip, Beijing and Shanghai, China-PRC. Traveled with a group of 24 to China for 10 days in March.

2006: Arkansas Tech University College of Business Annual China Trip, Beijing and Shanghai, China-PRC. Coordinated and traveled with a group of students and family members to China for 10 days in March.

2005: Arkansas Tech University College of Business Annual China Trip, Beijing and Shanghai, China-PRC. Coordinated and traveled with the group to China for 10 days in March.

Reviewer: Book / Textbook

2013: SXSWEdu Engage 2013 Invited Participant, Austin, Texas. Reviewer for Course 360 Management by Daft

2011: McGraw-Hill's Managment: A Practical Introduction 5e (Kinicki and Williams).

Reviewer: Conference Paper

2014: North American Case Research Association (NACRA).

2007: Academic Business World International Conference.

Service to the Community

Chair of a Committee

2010 – 2011: Pottsville Community Scholarship Foundation, Served as Foundation Board Secretary, 2010, President, 2011

Member of a Committee

2013 – 2014: Personal Empowerment Recovery Coalition

2013 – 2014: Arkansas State Hospital Advisory Council

2011 – 2014: Arkansas Disability Coalition, Board member of state wide organization

2010 – 2014: Arkansas Behavioral Health Planning Advisory Council, Board member of state wide organization.

2009 – 2014: Legislative Task Force on Autism, To serve as a member of the Arkansas Legislative Task Force on Autism by appointment of the Speaker of the Arkansas House of Representatives.

Other Community Service Activities

2009: Participant, Family Leadership Training, Arkansas Governor's Developmental Disability Council, Conducted annually, the project's primary objective is to assist its graduates in effectively participating in the development of policies, programs and services that directly impact their lives and the lives of family members with disabilities. FLP's goals include providing participants with increased information about services and supports for individuals with developmental disabilities; assisting participants in better understanding the strategies needed to affect systemic change, and techniques on how participants to work more effectively with state and local service agencies.

2005: Mentor, Hurricane Katrina Evacuees, Supported the recovery efforts of two families from New Orleans that had been relocated to Russellville.

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Positions Held in Civic Organizations

2013 – 2014: Arkansas BRSS TACS Task Force Team Lead

2013 – 2014: Autism Speaks, Arkansas Advocacy Chair

Speech / Presentation at a Community Meeting

2013: Arkansas Developmental Disabilities Conference

2013: Arkansas Transitions Conference

2013: AETN Panel Interview

2009 – 2010: Pottsville High School Career Expo, Gave a job skills presentation to high school students who were participating in the Career Expo day.

2006: Russellville Noon Rotary Club, Presented on the profitability of small scale biodiesel production

Faculty Development

Assurance of Learning - Professional Development

2011: AACSB Assessment Seminar, Atlanta, Georgia. Attended the Assessment Seminar and Conference in March 2011.

2007: AACSB Maintenance of Accreditation, Philadelphia, Pennsylvania. Represented the School of Business as a participant at the AACSB International Assessment Seminar and Maintenance of Accreditation Seminar, in Philadelphia, Pennsylvania, August 13-15, 2007. Used the information from these meetings to prepare the Assurance of Learning report now being edited in anticipation of our reaffirmation visit in 2010.

2007: AACSB Assessment Seminar, Philadelphia, Pennsylvania.

Research-Related Conference/Seminar

2004: National Science Foundation Regional Grants Conference, St. Louis, Missouri. Received $735 from EPSCoR and $185 from the School of Business to attend the NSF Regional Meeting (October 3-5, 2004) in St. Louis for the Regional Grants Conference. Obtained a significant amount of information that contributed to our biodiesel business plan proposal that took 3rd in the state competition the following year.

Instructional-Related Conference

2013: UALR Bowen School of Law Ben J. Altheimer Oral Symposium, Little Rock, Arkansas. Full day symposium on the Affordable Care Act and Arkansas' Legislative Response.

2013: Team-Based Learning: Integrating into Your Classroom, online, Virtual. Wiley Faculty Development Workshop

2013: Structuring Your Online Course to Motivate Today's Student, online, Virtual. Wiley Faculty Development Workshop

2013: Designing Your Course for the Facebook Generation, online, Virtual. Wiley Faculty Development Workshop

2004: Teaching Manufacturing Strategy, Columbus, Ohio. Teaching Manufacturing Strategy Program at Ohio State University, Fisher College of Business, July 7-9, 2004. Continue to use the case teaching method presented by Prof. Hill in MGMT 3103 today. The case that the students seem to gain the most with is 'The Great Nuclear Fizzle at Old B&W.' Since we live next door to a nuclear plant, it seems to get them engaged in the discussion. It also helps that it is a real case and not a fictionalized example.

Other Professional Development

2015: ATU Professional Development Workshop, Russellville, Arkansas. A professional development workshop for faculty was held on May 7 from 8-5. Dr. Mark Taylor presented on "Meet Generation NeXt" Understanding, Teaching and Serving Today's Students Managing in the Multigenerational Workplace.

2015: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Workshop on "Advising and Registration Tools" presented by Ms. Vicky Bills. Ms. Bills provided a demonstration of new software tools that can help facilitate the advising and pre-registration process.

2014: UAMS Teaching with Technology Symposium, Little Rock, Arkansas.

2012: Arkansas Blackboard Users Group Annual Meeting, Little Rock, Arkansas. Attend the annual ARBUG conference and attended a number of presentations on content delivery and instructional design. It was a 1 1/2 day conference.

2011: 2011 Tegrity Users Conference, Atlanta, Georgia.

Professional Seminars / Workshops

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Online Learning". Dr. Loretta Cochran presented an empirical analysis of the impact of using lecture capture (Tegrity) technology on student performance and course evaluation

2013: Georgetown Effective Leadership for System Change Workshop, Little Rock, Arkansas. Invited participant for a hands on workshop in systems level change leadership.

2013: Autism Speaks Autism Law Summit, Washington, District of Columbia. Invited participant to national law and insurance reform conference.

Technology-Related Training

2010: Teaching with Technology Symposium: A Generational Odyssey 2010: Bridging the Generations With Technology, Little Rock, Arkansas. A Generational Odyssey 2010: Bridging the Generations with Technology (2010). Teaching with Technology Symposium held at University of Arkansas Medical School, Little Rock, AR, July 22-23, 2010

2005: Instructional Technology Conference, Martin, Tennessee. Attended the 2005 Instructional Technology Conference-Building Communities of Learners in April 3-5, 2005 hosted by the University of Tennessee at Martin. There were several excellent sessions on
using technology to facilitate learning communities; my main interest in attending was the pre-conference workshop on using Tablet PCs to Enhance Online Instruction.

Honors-Awards-Grants

Award

2012: , Arkansas Blackboard Users Group (ARBUG). 2012 ARBUG Diamond Award for Exemplary Course Design The award is based on a team evaluation of the submitted course based which is scored on a rubric that includes quality principles of Course Design, Interaction and Collaboration, Assessment and Learner Support of your course. For information about the Blackboard Exemplary Course Program, please visit http://www.blackboard.com/ecp. Received the award April 12, 2012 at the annual ARBUG conference in Little Rock.

2012: Tegrity Outcomes Assessment Award, Tegrity. Received the 2012 McGraw-Hill Tegrity Outcomes Assessment Award in recognition of a study conducted concerning the use of cloud based lecture caputure technology and the effect that it has on student learning.

2007: , Presentation Excellence Award. Received award for presentation at the Academic Business World International Conference.

2005: , Donald W. Reynolds 2005 Governor's Cup Business Plan Competition. Faculty advisor to School of Business team that placed 3rd in the state-wide undergraduate competition.

References

Dr. Dave W. Roach
Professor of Management
Department of Business and Economics
Arkansas Tech University
106 West O Street
Russellville, AR 72801-2222
droach@atu.edu
479-968-0494

Tracy L. Cole, J. D.
Assistant Professor of Legal Studies
Department of Business and Economics
Arkansas Tech University
106 West O Street
Russellville, AR 72801-2222
tcole7@atu.edu
479-968-0491

Dr. L. Kim Troboy
Associate Professor of MIS
Department of Business and Economics
Arkansas Tech University
106 West O Street
Russellville, AR 72801-2222
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Tracy L. Cole, J.D.
Associate Professor
Accounting and Economics Dept
College of Business
tcole7@atu.edu

Academic Background

J.D. University of Arkansas at Little Rock, 2003

Certifications

Attorney's License, 2004065, 2004 (2004 to present), Arkansas.

Memberships

Arkansas Bar Association, 2013-2014
Academy of Legal Studies in Business, 2012
Academy of Legal Studies in Business, 2011
Academy of Legal Studies in Business, 2010
Arkansas Bar Association, 2010

Work Experience

Academic Experience

Associate Professor of Legal Studies, Arkansas Tech University (August, 2007 - Present), Russellville, Arkansas. Teach business law and business ethics courses; advise business students on academic and career issues; perform other duties as required for University and College of Business functions.

Adjunct Faculty, Business Law, University of Central Arkansas (August, 2005 - May, 2007), Conway, Arkansas. Taught business law courses for undergraduate and MBA students. "MBA 6306 - Legal Environment of Business for Managers (Fall 2005, Spring 2007) - Graduate-level business law course designed to deepen MBA students understanding of legal issues typically encountered by management personnel, such as contract law, intellectual property, employment discrimination, secured transactions, and bankruptcy, with an emphasis on ethical issues. "ACCT 3322 - Legal Environment of Business II (Spring 2006) - Advanced business law course for undergraduate business students to supplement the basic business law course by covering additional and more complex areas of the law, such as negotiable instruments; secured transactions; business organizations, including corporations, sole proprietorships, partnerships, and limited liability companies; and professional liability of accountants and other professionals.

Research Assistant, UALR William H. Bowen School of Law (May, 2001 - July, 2002), Little Rock, Arkansas. "Conducted legal research on criminal law topics related to legal ethics in criminal investigations for Professor Caseys use in writing a law review article, Regulating Federal Prosecutors: Why McDade Should be Repealed, 19 GEORGIA STATE UNIVERSITY LAW REVIEW 395 (2002).

Non-Academic Experience

National

Judicial Clerk, United States District Court for the Eastern District of Arkansas (August, 2005 - August, 2007), Little Rock, Arkansas. "Researched civil and criminal issues in cases before the court, primarily in the areas of employment discrimination, constitutional law, contract law, labor law, federal jurisdiction, and white-collar crime. "Reviewed briefs, evidence, and presentence reports. "Drafted judicial opinions and orders. "Assisted

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Judge Holmes during trials, hearings, and other proceedings.

Attorney, Williams & Anderson Law Firm (November, 2004 - July, 2005), Little Rock, Arkansas. "Practiced general commercial law in matters including business litigation, contracts, employment law, corporate law, intellectual property, and real estate law.

Judicial Clerk, United States Court of Appeals for the Eighth Circuit (August, 2004 - October, 2004), Little Rock, Arkansas. "Researched civil and criminal issues on appeal. "Prepared bench memoranda for cases on appeal. "Drafted opinions for decided cases. "Reviewed petitions for rehearing.

Law Clerk, Criminal Appeals Division, Office of the Arkansas Attorney General (January, 2003 - April, 2003), Little Rock, Arkansas. "Researched criminal issues on appeal and drafted briefs for the State, primarily in the areas of search and seizure, Miranda issues, and sufficiency of the evidence.

Law Clerk, Civil Litigation Division, Office of the Arkansas Attorney General (January, 2002 - April, 2002), Little Rock, Arkansas. "Researched legal issues in the areas of employment law, civil rights, and administrative law. "Reviewed and analyzed current legislation to update state agencies in their respective areas of the law.

Student Development Specialist, University of Texas at Dallas (November, 1994 - February, 2000), Richardson, Texas. As Service Learning Coordinator, performed the following: "Developed community service program for campus of approximately 9,000 students. "Planned and conducted educational activities related to volunteerism. "Supervised local and national field trips and community service projects for students. All projects included an educational component to develop students understanding of the social and environmental issues involved. As Disability Services Coordinator, performed the following: "Responsible for compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973. "Coordinated services and accommodations for approximately 300 students with disabilities, including personal and career counseling and academic accommodations. "Wrote departmental policies and procedures manual, student handbook, and related materials. "Managed annual budget of approximately $140,000

Special Services Coordinator, Northwest Technical Institute (January, 1992 - July, 1993), Springdale, Arkansas. "Established new Special Services Department for students with disabilities and academic difficulties. "Counseled students, arranged services and accommodations for students with disabilities, hired tutors, and coordinated remedial learning program

Consulting

2005: San Antonio College, San Antonio, Texas, Universal Success by Design: Supporting Technical Education Students with Disabilities, Featured as a consultant on legal issues relevant to students with disabilities in postsecondary eductation, including the Americans with Disabilities Act and the Rehabilitation Act of 1973, in an audio-visual media publication designed to provide information and training to instructors in collleges, universities, and other postsecondary institutions.

2004-2005: University of Texas-Pan American, Edinburg, Texas, Project Enhance, Provided information and training for student services professionals on legal issues relevant to students with disabilities in higher education, including the Americans with Disabilities Act, the Rehabilitation Act of 1973, the Family Educational Rights and Privacy Act (FERPA), and the Health Insurance Portability and Accountability Act (HIPAA).

Courses Taught

Courses from the Teaching Schedule: Business Ethics, Legal Environ/Business, Legal Environment of Business, Special Topics in Management, Survey of Business Law & Ethics

Intellectual Contributions:

Refereed Articles

Cole, T. L., Cochran, L. F., Troboy, L. K., & Roach, D. W. (2012). Efficiency in Assessment: Can Trained Student Interns Rate Essays as Well as Faculty Members? International Journal for the Scholarship of Teaching and Learning, 6 (2), 1-11.

Cole, T. L., Goza, N., Bean, L., Cochran, L. F., & Troboy, L. K. (2011). Communications Assessment Deployment: Take One. The Journal of Organizational Leadership and Business, 1 (6), 1-17.

Cochran, L. F., Troboy, L. K., & Cole, T. L. (2010). A Test of Integrity: Remote Proctoring in an Online Cass. Journal of Business Administration Online, 9 (2).

Cochran, L. F., Roach, D., Troboy, L. K., & Cole, T. L. (2010). Developing an Essay Approach to Business Ethics Assessment. Journal of American Academy of Business, Cambridge, 15.

Harold, P. E. & Cole, T. L. (2008). Darned if You Due Process, Darned if You Dont! Understanding the Due Process Dilemma for Punitive Damages in Title VII Class Actions. UALR Law Review, 30 (3), 453-488.

Cole, T. L. & Harold, P. E. (2007). On the Road to Recognition: Extending the Attorney-Client Privilege in Arkansas to Insured-Insurer Communications. Arkansas Law Review, 60 (2), 407-436.

Refereed Proceedings

Full Paper

Cole, T. L. & Jones, S. (2013). Smokers, Cross-Dressers & Criminals, Oh My! Comparing Attitudes of Business Majors and Non-Majors Regarding Lifestyle Discrimination. Association for Small Business & Entrepreneurship.

Wu, C., Troboy, L. K., Cole, T. L., Cochran, L. F., & Roach, D. (2008). Does Education Have an Impact on Student Ethical Reasoning? Developing an Assessment of Ethical Reasoning for Engineering and Business Students. American Society for Engineering Education Midwest Section Annual Meeting.

Cochran, L. F., Cole, T. L., Wu, C., Troboy, L. K., & Roach, D. (2008). Ethics Assessment: A Pilot Study. Society of Business, Industry and Economics 2008 Annual Conference.

Cole, T. L., Cochran, L. F., Troboy, L. K., Roach, D., & Wu, C. (2008). Refining A Measure of Ethical Reasoning and Decision-Making. Academic Business World International Conference.

Abstract Only

Goza, N., Cole, T., Cochran, L., Troboy, K., & Roach, D. (2009). The Measurement and Analysis of the Ethical Reasoning Skills of Accounting Students. Society of Business, Industry and Economics 2009 Annual Conference.

Cole, T. L., Cochran, L. F., Troboy, L. K., Roach, D., & Goza, N. (2009). A Framework for Assessment of Students' Critical-Thinking Skills. Society of Business, Industry and Economics 2009 Annual Conference.

Cole, T. L., Cochran, L. F., Troboy, L. K., Roach, D., & Bean, L. (2009). Developing a Comprehensive Assessment of Students' Communication Skills. Society of Business, Industry and Economics 2009 Annual Conference.

Cochran, L., Troboy, K., Cole, T., Roach, D., & Wu, C. (2008). Does the Rater Matter? A Comparison of Faculty Versus Student Ratings of an Ethics Assessment Instrument. International Academy of Business and Public Administration Disciplines (IABPAD), 5 (3), 799.

Cole, T. L. & Black, G. (2008). Lifestyle Statutes and Discrimination: An Exploratory Study. Society of Business, Industry and Economics 2008 Annual Conference.

Presentation of Refereed Papers

National

Cole, T. L. & Cochran, L. F. (2014, October). Is It Worth the Effort? Examining the Impact of Online Exam Proctoring on Student and Faculty Outcomes. Center for Scholastic Inquiry Academic Research Conference, Minneapolis, Minnesota.

Cochran, L. F., Troboy, L. K., & Cole, T. L. (2011, April). Student Learning and Lecture Capture in a Quantitative Business Course - Does it Make a Difference? Tegrity User Conference, Atlanta, Georgia.

Regional

Cole, T. L. & Jones, S. (2013). Smokers, Cross-Dressers & Criminals, Oh My! Comparing Attitudes of Business Majors and Non-Majors Regarding Lifestyle Discrimination. Association for Small Business & Entrepreneurship, New Orleans, Louisiana.

Cole, T. L., Troboy, K., & Cochran, L. F. (2012, March). Using an Online Simulation to Teach Ethical Decision-Making. Southwest Decision Sciences Institute Conference, Houston, Texas.

State

Cochran, L. F., Troboy, L. K., & Cole, T. L. (2010). A Test of Integrity: Remote Proctoring in an Online Class. Arkansas College Teachers of Economics and Business (ACTEB), Russellville, Arkansas.

Cole, T. L., Goza, N., Bean, L., Cochran, L. F., & Troboy, L. K. (2010). Communications Assessment Deployment: Take One. Arkansas College Teachers of Economics and Business (ACTEB), Russellville, Arkansas.

Cole, T. L. (2009). When Casualties of War Become Casualties of the First Amendment: A Case Study in Ethics and Law. Arkansas College Teachers of Economics and Business (ACTEB), Conway, Arkansas.

Goza, N. & Cole, T. L. (2008). The Development and Assessment of Ethical Reasoning in Accounting Students. Arkansas College Teachers of Economics and Business (ACTEB), Arkadelphia, Arkansas.

Cole, T. L., Cochran, L. F., Troboy, L. K., & Roach, D. (2007, October). Ethics Assessment. Arkansas College Teachers of Economics and Business (ACTEB), Arkadelphia, Arkansas.

Presentation of Non-Refereed Papers

Local

Jones, S., Cole, T. L., & Black, G. (2013, January). Student Perceptions of Ethical and Legal Issues Regarding Pre-employment and Employment Screening Criteria. ATU Social Science Research Seminar, Russellville, Arkansas.

State

Cole, T. L. (2010, May). Raising Ethical Awareness in the Classroom. Arkansas Society of CPAs Annual Accounting Educators' Conference, Little Rock, Arkansas.

Research Grants

Funded

2011: Cole, T. L. Arkansas Tech University Professional Development Grant, Principal Investigator, Arkansas Tech University. Grant to attend Academy of Legal Studies (ALSB) 2011 Annual Conference, which provides a forum for the exchange of ideas, and encourages support and cooperation among those who teach and conduct research in the field of legal studies. I attended the ALSB 2011 Annual conference to increase my knowledge and skills as a professor of legal studies.

2007: Cole, T. L. Arkansas Tech University Professional Development Grant, Principal Investigator, Arkansas Tech University. Grant funded to provide access to Westlaw legal research database. Cases, statutes, and other information obtained will be used for both research and instructional purposes.

Service:

Service to the University

Department Assignments

Member:

2007-2008: Management-Marketing Assessment Committee: Committee assessed the degree to which each course in the Management-Marketing curriculum incorporated class activities with respect to the following learning objectives: (1) critical thinking/problem solving; (2) quantitative skills; (3) technology skills; (4) ethical reasoning; and (5) communication skills.

College Assignments

Faculty Advisor:

2011-2012: College to Career Center Group Advising: Served as faculty advisor for group advising session for CCC on 3-29-12.

2011-2012: Student Participants in Governor's Cup Business Plan Competition: Served on Advisory Board for 'Robotic Tiller' student group entering Governor's Cup Competition. Contact student - Holly Naumann.

College Assignments

Member:

2014-2015: Assurance of Learning

2014-2015: Assurance of Learning

2013-2014 – 2014-2015: College of Business Graduate Council

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Registrar's Office

2013-2014 – 2014-2015: AACSB Steering Committee

2013-2014: Assurance of Learning Committee

2013-2014: Accounting & Economics Peer Review Committee: Review Annual Teaching Portfolios

2012-2013: AACSB Steering Committee: Appointed to AACSB Committee to assist College of Business in reaccreditation activities.

2012-2013: College to Career Center Faculty Liaison Committee

2008-2009 – 2012-2013: Assurance of Learning

2011-2012: Faculty Development & Evaluation

2009-2010 – 2010-2011: Curriculum & Assessment

2008-2009: Curriculum Committee

2007-2008: Academic Honors & Student Affairs

2007-2008: Curriculum & Assessment

College Assignments

Mentoring Activities:

2011-2012: Beta Gamma Sigma 2011 Induction Ceremony: Attended Beta Gamma Sigma Induction Ceremony to recognize and support College of Business honor students. April 19, 2011.

College Assignments

Mentoring Activities:

2014-2015: ENACTUS: Sponsored student, Gabriel Smith, for ENACTUS Bowl-a-thon fundraiser.

2013-2014: Entrepreneurship Development Business Plan Competition: April 23, 2014. Provided feedback to students regarding business plan presentations in preparation for competition. Instructor John Riggins.

College Assignments

Mentoring Activities:

2010-2011: Students in Free Enterprise (SIFE): February 8, 2011. Served as a judge for SIFE students giving presentations to audition for the team that will represent SIFE at competition.

Other Institutional Service Activities:

2012: College of Business Awards Program: Presented scholarships to honor students at ATU Annual COB Awards Program, April 24, 2012.

2011: Chamber of Commerce Reception: Attended Chamber of Commerce Reception at Rothwell Hall sponsored by College of Business and SBTDC. January 13, 2011.

2010: College of Business Awards Program: Presented scholarships to honor students at ATU Annual COB Awards Program, April 2010.

2009: College of Business Awards Program: Presented scholarships to honor students at ATU Annual COB Awards Program, April 2009.

2008: College of Business Awards Program: Presented scholarships to honor students at ATU Annual COB Awards Program, April 2008.

College Assignments

Other Institutional Service Activities:

2013-2014: College of Business Distinguished Speaker: Promoted College of Business Distinguished Speaker event through class announcements and offering bonus points for student attendance. Attended event with students and other faculty on 3-12-14.

College Assignments

Other Institutional Service Activities:

2012: College of Business Spring Social: Attended COB Spring Social, hosted by College to Career Center

on April 27, 2012, to assist with recruiting activities.

2012: College of Business Open House: Assisted with College of Business Open House recruiting events, hosted by the COB College to Career Center. March 8, 2012.

2011: College of Business Open House: Assisted with College of Business Open House recruiting events, hosted by the COB College to Career Center. November 17, 2011.

2011-2012: College of Business Phone-a-thon: Participated in COB Phone-a-ton fundraising event. October 9, 2011 (training) and October 10 (Phone-a-thon).

College Assignments

Other Institutional Service Activities:

2014-2015: Host - College of Business tent at ATU Party on the Plaza event: Sept. 20, 2014. Helped host the College of Business tent at the ATU Party on the Plaza event prior to Tech football game.

2012-2013: College to Career Conference: Assisted with COB College to Career Conference, Management/Marketing Session, 10-5-12.

University Assignments

Faculty Sponsor:

2010-2011: China Experience 2011: Spring 2011, assisted with recruiting students, teaching MGMT 4073 World Economic Systems, and organizing trip, then led 16 ATU students, alumni, and family members on 11-day educational trip to Shanghai and Beijing, China.

Member:

2009-2010 – 2011-2012: Academic Appeals Committee

University Assignments

Member:

2012-2013 – 2014-2015: Academic Appeals Committee

University Assignments

Member:

2009-2010 – 2010-2011: Admissions, Academic Standards, and Student Honors Committee

University Assignments

Member:

2014-2015: Faculty Salary and Benefits Committee

2014-2015: Assessment Committee

University Assignments

Member:

2011-2012: Library, Instructional Materials, and Equipment Committee

University Assignments

Member:

2013-2014: Library, Instructional Materials, and Equipment Committee: Served as Secretary for Committee.

Mentoring Activities:

2014-2015: ATU Pre-Law Students Association: March 16, 2015. Spoke to pre-law students about preparation for law school, the law school experience, and legal careers.

University Assignments

Mentoring Activities:

2011-2012: Students in Free Enterprise (SIFE): January 31, 2012. Served as a judge for SIFE students giving presentations to audition for the team that will represent SIFE at competition.

2011-2012: Bridge to Excellence

2008-2009 – 2010-2011: Bridge to Excellence: Served as faculty mentor for group of 10 freshmen. Assistance provided included general information about the University, career counseling, and referrals to campus resources, such as tutoring services.

Other Institutional Service Activities:

2009: Constitution Day Activities: Participated in public reading of the United States Constitution on campus as part of Constitution Day activities sponsored by History and Political Science Department.

2009-2010: Alcohol Awareness Week Mock Trial: Assisted Student Services in planning, organizing, and rehearsing DWI Mock Trial for Alcohol Awareness Week.

University Assignments

Other Institutional Service Activities:

2013-2014: Resident Assistant Educational Event: Oct. 24, 2013. Gave presentation on Landlord-Tenant law to students in Turner Hall. This presentation was given at the request of student Cody Oliver, Resident Assistant, as part of an educational series for students living on campus.

2013-2014: Resident Assistant Educational Event: Sept. 16, 2013. Gave resume-writing presentation to students, along with Brandi Griffin, Coordinator of Student Engagement. This presentation was given at the request of student Michael Harris, Resident Assistant, as part of an educational series for students living on campus.

University Assignments

Other Institutional Service Activities:

2010-2011: Rothwell Hall Dedication: Assisted with Rothwell Hall Dedication Ceremony, October 2010, by greeting guests, answering questions about the College of Business, and giving tours of the new building.

University Assignments

Other Institutional Service Activities:

2012: War Eagle Arkansas Screening and Panel Discussion: Assisted with program to present "War Eagle Arkansas," a movie about disability-related issues. Following the movie, which was based on a true story, a panel discussion was led by the two young men whose lives were the inspiration for the movie. This event was available free of charge to all Arkansas Tech students, faculty, and staff, as well as community members. October 18, 2012.

University Assignments

Other Institutional Service Activities:

2012: Working and Giving Together Faculty and Staff Campaign: Served as College of Business Ambassador for fund-raising campaign.

2011-2012: Welcome Week Freshman Picnic: Attended picnic dinner for incoming freshmen to welcome them to Arkansas Tech University. August 20, 2011.

University Assignments

Other Institutional Service Activities:

2013: Working and Giving Together Faculty and Staff Campaign: Served as College of Business Ambassador for fund-raising campaign.

Service to the Profession

Academic Conference: Moderator / Facilitator

2012: Arkansas College Teachers of Economics and Business (ACTEB), Russellville, Arkansas. Concurrent Session Moderator, Management & Marketing Concurrent Session, ACTEB Conference, Sept. 28, 2012, hosted at Arkansas Tech University.

Board Member: Advisory Board

2010: UALR William H. Bowen School of Law Alumni Board, Little Rock, Arkansas.

2004 – 2009: UALR William H. Bowen School of Law Alumni Board, Little Rock, Arkansas. The Alumni Board serves as a liaison between the UALR Law School and practicing members of the Arkansas Bar and serves in an advisory capacity to the law schools administration on issues such as fundraising efforts targeted at alumni and experiential learning programs for students.

Reviewer - Article / Manuscript

2015: American Business Law Journal. Jockeying for Preferential Treatment: An Evolutionary Dilemma

2013: Academy of Legal Studies in Business (ALSB) 2013 Annual Conference Proceedings. Reviewed article " Tricky Business: Ethically Suspect, Legally Sound Business Tactics"

2010: Journal of Business Administration Online, Russellville, Arkansas. Reviewed article submitted for publication in JBAO.

Member: Committee/Task Force

2009 – 2012: UALR William H. Bowen School of Law Alumni Scholarship Committee, Little Rock, Arkansas. Reviewed scholarship applications and selected scholarship receipients in cooperation with committee members.

2010: Arkansas College Teachers of Economics and Business (ACTEB), Russellville, Arkansas. Member - ACTEB Annual Conference Committee - helped to plan, organize, and conduct 2010 ACTEB Conference, hosted at Arkansas Tech University.

Other Professional Service Activities

2015: Arkansas High School Mock Trial Tournament, Little Rock, Arkansas. March 6, 2015

2014: Arkansas High School Mock Trial Tournament, Little Rock, Arkansas. February 22, 2014. Served as scoring judge for tournament in Federal Courthouse.

Service to the Community

Chair of a Committee

2003: Delta Theta Phi Law Fraternity, Organized food and clothing drive to benefit the Salvation Army and the Arkansas Foodbank Network.

Other Community Service Activities

2014: Neighbor's Table Food Assistance Program, Cooking, cleaning, and serving meals to elderly, homeless, low-income, and disabled citizens.

2014: Pottsville High School Business Law Students' Field Trip, March 11, 2014. Hosted Pottville High School Business Law students' field trip to Arkansas Tech. Desha Nelson, Pottsville High School business education teacher, and students attended BLAW 2033 class on negligence and criminal law.

2013: National Public Lands Day,

Sept. 28, 2013. Volunteer for clean-up project at Bona Dea Trails in Russellville, AR, as part of National Public Lands Day.

2013: Arkansas Health Connector Community Meeting, Hosted Arkansas Health Connector Community Meeting, a program of the Arkansas Insurance Department, which was developed to educate the public about the federal Affordable Care Act and the new health insurance options that will be available to Arkansas citizens under this Act. Date: August 1, 2013.

2013: Young Neighbors Youth Garden, Developed and implemented gardening project to teach children volunteerism and community service through growing and donating produce to Neighbor's Table Food Assistance Program.

2013: Neighbor's Table Food Assistance Program, Prepared and served meals at no charge to low-income, homeless, and elderly citizens. This program operates every Saturday on an ongoing basis.

2012: River Valley Math Camp, Volunteered to teach math lessons and assist with camp activities at educational camp for children in grades 3-6.

2011: Great Arkansas Clean-up, Participated in 2011 Great Arkansas Clean-up by picking up trash at Russellville City Park. This annual event is held in conjunction with National Public Lands Day to promote civic awareness and action to clean and protect our environment.

2011: UALR William H. Bowen School of Law 2011 Moot Court Competition, November 21, 2011. Served as a judge for the UALR William H. Bowen School of Law 2011 Honorable Ben J. Altheimer Intramural Moot Court Competition. This is an educational activity for student enrolled in law school.

2003 – 2009: People for a Better Atkins, Assist with fundraising events for community support programs, such as Christmas food baskets for low-income families and senior citizens, and to provide scholarships for local students.

2005: All Saints' Episcopal Church, Prepared and served food for Hurricane Katrina Evacuees at Hughes Center in cooperation with other churches and community organizations.

Positions Held in Civic Organizations

2012: Girl Scouts of America, Assistant Troop Leader - Troop 6053

2010 – 2011: Girl Scouts, Assistant Troop Leader - Troop 6053

2008 – 2009: Girl Scouts, Assistant Troop Leader

Speech / Presentation at a Community Meeting

2010: Zeta Tau Alpha Sorority, Gave presentation to Zeta Tau Alpha sorority on legal liability issues associated with serving alcohol at social events. This was an invited presentation. Contact person - Kaylyn Hendricks.

Faculty Development

Assurance of Learning - Professional Development

2014: AACSB International Assessment Conference, New Orleans, Louisiana. AACSB International Assessment Conference: Quality through Effective Curricula Management, March 17-19.

2008: Arkansas Tech University Assessment Forum, Russellville, Arkansas. Attended Arkansas Tech University Assessment Forum on methods, criteria, and other issues relevant to program-wide assessment of student learning and achievement.

Research-Related Conference/Seminar

2012: Arkansas College Teachers of Economics and Business (ACTEB), Russellville, Arkansas. ACTEB Annual Conference, Arkansas Tech University, September 28, 2012.

2012: Arkansas Tech University College of Business Research Seminar, Russellville, Arkansas. Reseaarch presentation on September 26, 2012 by Ifosa Idemudia. Dr. Idemudia presented his research on Visual Perception for Online Target Marketing

2011: Academy of Legal Studies in Business (ALSB) 2011 Annual Conference, New Orleans, Louisiana. ALSB Conference provides a forum for the exchange of ideas, and encourages support and cooperation among those who teach and conduct research in the field of legal studies. August 9-13, 2011.

2010: Arkansas College Teachers of Economics and Business (ACTEB), Russellville, Arkansas. Attended Arkansas College Teachers of Economics and Business (ACTEB) 2010 Annual Conference at Arkansas Tech University.

2009: Arkansas College Teachers of Economics and Business (ACTEB), Conway, Arkansas. Attended Arkansas College Teachers of Economics and Business (ACTEB) 2009 Annual Conference at the University of Central Arkansas.

2009: Society of Business, Industry and Economics 2009 Annual Conference, Destin, Florida. Attended conference sessions on research and teaching methods relevant to various fields of business.

2008: Society of Business, Industry and Economics 2008 Annual Conference, Destin, Florida. Attended conference sessions on research and teaching methods relevant to various fields of business.

2008: Academic Business World International Conference, Nashville, Tennessee. Attended conference sessions on research and teaching methods relevant to various fields of business.

2007: Arkansas College Teachers of Economics and Business (ACTEB), Arkadelphia, Arkansas. Attended Arkansas College Teachers of Economics and Business (ACTEB) 2007 Annual Conference at Ouachita Baptist

University.

Instructional-Related Conference

2011: EthicsGame Webinar, Russellville, Arkansas. Participated in online training sessions for EthicsGame, Core Values, and the Ethical Lens Inventory to learn how to use these instructional tools for Business Ethics course. August 16-17, 2011.

2009: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. 'Learning Methods for Millenials' presented by Dr. Tim Carter, Teaching methods for students of the new millenium.

2007: AACSB Teaching Business Ethics Seminar, Richmond, Virginia. Attended conference to learn instructional methods, strategies, and philosophies relevant to teaching Business Ethics.

2007: Teaching Critical Thinking Skills Across the Curriculum Video Conference, Russellville, Arkansas. Watched video conference, Teaching Critical Thinking Skills Across the Curriculum, with other members of the School of Business Management-Marketing Assessment Committee and discussed methods of incorporating critical-thinking activities into the business curriculum.

Other Professional Development

2015: ATU Professional Development Workshop, Russellville, Arkansas. A professional development workshop for faculty was held on May 7 from 8-5. Dr. Mark Taylor presented on "Meet Generation NeXt" Understanding, Teaching and Serving Today's Students Managing in the Multigenerational Workplace.

2014: ATU Curriculum Proposal Training, Russellville, Arkansas. April 2, 2014. Training for faculty regarding new University curriculum proposal procedures and requirements.

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presention given by Jennifer Fleming covering Title IX and sexual harassment policies.

2014: Considering, Contemplating, and Conducting the Scholarship of Teaching and Learning (SoTL), Russellville, Arkansas. Attended the workshop presented by Dr. William Buskist of Auburn University learning about evidence-based systems of teaching, hot wo develop transformative learning environments through new dispositions and innovative approaches to teaching.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Carbon Emission Modeling in Green Supply Chain Management" presented by Dr. Vicky Tao (Assistant Professor of Management). This research addresses the problem of determining optimal order production/quantity based upon the costs of carbon emissions.

2009: Legal Environment of Business Focus Group (sponsored by McGraw-Hill Irwin), Burr Ridge, Illinois. Participated in focus group to improve a forthcoming business law textbook and supporting materials by author Sean Melvin.

2008: Legal Environment of Business Focus Group (sponsored by McGraw-Hill Irwin), Burr Ridge, Illinois. Participated in focus group on development of quality business law texts and instructional materials.

Professional Seminars / Workshops

2014: UALR School of Law Ben J. Altheimer Symposium, Little Rock, Arkansas.

February 28, 2014. Symposium on the Affordable Care Act.

2013: UALR School of Law Ben J. Altheimer Symposium, Little Rock, Arkansas. Professional Symposium on current legal issues for practicing attorneys, academicians, and law students. Attorneys who participate may receive continuing legal education credits necessary for maintenance of licensure.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Online Learning". Dr. Loretta Cochran presented an empirical analysis of the impact of using lecture capture (Tegrity) technology on student performance and course evaluation.

2013: Arkansas Bar Association Annual Meeting, Hot Springs, Arkansas. Attended Arkansas Bar Association Annual Meeting, which provides continuing legal education for judges, attorneys, and other professionals in law-related fields.

2012: Arkansas Bar Association Annual Meeting, Hot Springs, Arkansas. Attended Arkansas Bar Association Annual Meeting, which provides continuing legal education for judges, attorneys, and other professionals in law-related fields.

2012: College of Business Research Seminar Series, Russellville, Arkansas. Presentation by Dr. Debra Hunter, 'Fair Value, Earnings Volatility, and US GAP', Apr. 27, 2012, Arkansas Tech University College of Business.

2012: UALR School of Law Ben J. Altheimer Symposium, Little Rock, Arkansas. Professional Symposium on current legal issues for practicing attorneys, academicians, and law students. Attorneys who participate may receive continuing legal education credits necessary for maintenance of licensure.

2011: Arkansas Bar Association Annual Meeting, Hot Springs, Arkansas. Attended Arkansas Bar Association Annual Meeting, which provides continuing legal education for judges, attorneys, and other professionals in law-related fields.

2011: College of Business Research Seminar Series, Russellville, Arkansas. Presentation by Dr. Dave Roach, 'Measuring Perceptual Accuracy: A Program of Interdisciplinary Research', Nov. 30, 2011, Arkansas Tech University College of Business.

2011: Arkansas Small Business and Technology Development Center Workshop, Russellville, Arkansas. Ideas to Assets: A Practical Guide to Patents, Copyrights and Trademarks. February 16, 2011.

2010: UALR School of Law Ben J. Altheimer Symposium, Little Rock, Arkansas. Professional Symposium on current legal issues for practicing attorneys, academicians, and law students. Attorneys who participate may receive continuing legal education credits necessary for maintenance of licensure.

2010: Arkansas Bar Association Annual Meeting, Hot Springs, Arkansas. Attended Arkansas Bar Association Annual Meeting, which provides continuing legal education for judges, attorneys, and other professionals in law-related fields.

2009: Arkansas Bar Association Annual Meeting, Hot Springs, Arkansas. Attended Arkansas Bar Association Annual Meeting, which provides continuing legal education for judges, attorneys, and other professionals in law-related fields.

2008: Arkansas Bar Association Annual Meeting, Hot Springs, Arkansas. Attended Arkansas Bar Association Annual Meeting, which provides continuing legal education for judges, attorneys, and other professionals in law-related fields.

Technology-Related Training

2013: Cengage Mind Tap Training Seminar, Russellville, Arkansas.

Training and information for instructors regarding Mind Tap online course delivery modules.

2013: Top Hat Monocle Webinar, Russellville, Virtual. March 6, 2013. Webinar to demonstrate the use of an online course aid, Top Hat Monocle. This system allows instant classroom feedback where the professor may ask students questions and students respond using their cellphone, laptop, tablet, etc.

2012: Cengage Course 360 Training Seminar, Russellville, Arkansas.

Training and information for instructors regarding Course 360 online course delivery modules.

2009: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Sedona Training.

2008: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Training workshop on software for managment of student information, advising, and registration. Presented by Tammy Rhodes, Office of the Registrar.

Honors-Awards-Grants

Award

2010: , Arkansas Tech University College of Business. Received College of Business Excellence in Teaching Award

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Registrar's Office

Marc A. Fusaro, Ph.D.
Associate Professor
Accounting and Economics Dept
College of Business
mfusaro@atu.edu

Academic Background

Ph.D. Northwestern University, Evanston, IL, Economics, 2004

B.S. University of Scranton, Scranton, PA, Economics and Math, 1996

Work Experience

Courses Taught

Courses from the Teaching Schedule: Honors Princ Of Economics I, Intermediate Microeconomic Theory, Internship I in Economics/Finance, Money and Banking, Principles of Economics I, Survey of Economics

Intellectual Contributions:

Refereed Articles

Fusaro, M. A. & Franklin, E. (2014). Construction of the Arkansas Tech Business Index. Journal of Business Administration Online, 13 (1).

Fusaro, M. A. & Dutkowsky, D. H. (2013). What Explains Consumption and Money Holding in the Very Short Run? Evidence from Checking Account Data. Applied Economics Letters, 20 (13), 1228-1232.

Fusaro, M. A. (2013). Why Do People Use Debit Cards? Evidence From Checking Accounts. Economic Inquiry.

Fusaro, M. A. & Dutkowsky, D. H. (2011). What Explains Consumption in the Very Short Run? Evidence from Checking Account Data. Journal of Macroeconomics, 33 (4), 542-552.

Fusaro, M. A. (2010). Are 'Bounced Check' Loans Really Loans? Theory, Evidence and Policy. Quarterly Review of Economics and Finance.

Fusaro, M. A. (2010). The Welfare Economics of 'Bounce Protection' Programs. Journal of Consumer Policy.

Fusaro, M. A. (2009). Rank, Stock, Order and Epidemic Effects of Technology Adoption: An Empirical Study of Bounce Protection Programs. Journal of Technology Transfer, 34 (1), 24-42.

Fusaro, M. A. (2008). Hidden Consumer Loans: An Analysis of Implicit Interest Rates on Bounced Checks. Journal of Family and Economic Issues, 29 (2), 251-263.

Refereed Proceedings

Abstract Only

Fusaro, M. A. & Cirillo, P. J. (2012). Are High Interest Loans a Debt Trap or Access to Credit? Evidence from a Field Experiment of Payday Borrowers. International Conference on Business & Economic Development.

Book Chapters

Refereed

Fusaro, M. A. (2007). Debit Cards: The New, Old Way to Pay. Household Credit Usage: Personal Debt and

Mortgages.

Presentation of Refereed Papers

International

Fusaro, M. A. (2012). Are High Interest Loans a Debt Trap or Access to Credit? Evidence from a Field Experiment of Payday Borrowers. International Conference on Business & Economic Development, Las Vegas, Nevada.

Fusaro, M. A. & Kennedy, J. A. (2012). What Do They Pay? A Basis for Regulation in the Payday Lending Industry. International Industrial Organization Conference, Arlington, Virginia.

Fusaro, M. A. & Cirillo, P. J. (2012). Are High Interest Loans a Debt Trap or Access to Credit? Evidence from a Field Experiment of Payday Borrowers. International Conference on Business & Economic Development, Las Vegas, Nevada.

Fusaro, M. A. & Cirillo, P. J. (2011). Are Payday Loans Locking Consumers into a Cycle of Debt? A Field Experiment. International Industrial Organization Conference, Boston, Massachusetts.

Fusaro, M. A. (2010). Revisiting Bank Market Concentration: Don't Forget About Credit Unions. International Industrial Organization Conference, Vancouver, Unknown.

Fusaro, M. A. (2007, April). The Banking Industry Shift from Intermediation to Service Provision: Could $35 NSF Fees Help Consumers and Hurt Banks? International Industrial Organization Conference, Savannah, Georgia.

Fusaro, M. A. (2006, April). Competition in Two-Sided Markets: The Wal-Mart v. Visa/MC Antitrust Struggle Over Debit Cards and the Honor All Cards Rule. International Industrial Organization Conference, Boston, Massachusetts.

Fusaro, M. A. (2005). Consumers/Bank Choice and Overdraft Volume: An Empirical Study of Bounce Protection Programs. International Industrial Organization Conference, Atlanta, Georgia.

National

Fusaro, M. A. (2008, April). Debit vs. Credit: a Model of Self-Control with Evidence From Checking Accounts. Federal Reserve Bank of Atlanta Economics of Payments III, Atlanta, Georgia.

Fusaro, M. A. (2008, January). Revisiting Bank Market Concentration: Don't Forget About the Credit Unions. Allied Social Science Associations Conference, New Orleans, Louisiana.

Fusaro, M. A. (2006). Debit vs Credit: A Study of Self-Control in Shopping Behavior, Theory and Evidence Consumer Behavior and Payment Choice Conference. Consumer Behavior and Payment Choice Conference, Federal Reserve Bank of Boston, Boston, Massachusetts.

Fusaro, M. A. (2006, January). Why Use Debit? Search Theoretic Analysis of Consumers' Acceptance of Credit and Debit. ASSA Meetings, Boston, Massachusetts.

Fusaro, M. A. (2005, January). Rank, Stock, Order and Epidemic Effects of Technology Adoption: An Empirical Study of Bounce Protection Programs. ASSA Meetings, Philadelphia, Pennsylvania.

Regional

Fusaro, M. A. (2008, March). Revisiting Bank Market Concentration: Don't Forget About Credit Unions. Midwest Economic Association Meetings, Chicago, Illinois.

Fusaro, M. A. (2008, March). It's Not Just How Much You Pay But Also How You Pay: Empirical Evidence from the Banking Industry. Midwest Economic Association Meetings, Chicago, Illinois.

Fusaro, M. A. (2007, July). Debit vs. Credit: Model of Self-Control with Evidence From Checking Accounts. Western Economics Association International Conference, unknown, Unknown.

Fusaro, M. A. (2006, March). Why Use Debit? Search Theoretic Analysis of Consumers' Acceptance of Credit and Debit. Midwest Economic Association Meetings, Chicago, Illinois.

State

Fusaro, M. A. & Kennedy, J. A. (2012). What Do They Pay? A Basis for Regulation in the Payday Lending Industry. ACTEB, Russellville, Arkansas.

Kennedy, J. A. & Fusaro, M. A. (2012). What Do They Pay? A Basis for Regulation in the Payday Lending Industry. Arkansas College Teachers of Economics and Business (ACTEB), Russellville, Arkansas.

Fusaro, M. A. (2010). Debit vs. Credit: Model of Self-Control with Evidence From Checking Accounts. ACTEB,

Russellville, Arkansas.

Fusaro, M. A. & Cirillo, P. J. (2009). The Effect of Interest Payment on Time-to-Repayment of Payday Loans. ACTEB, Conway, Arkansas.

Presentation of Non-Refereed Papers

National

Fusaro, M. A. (2006, March). Discussant of: The Cost of Being Late: The Case of Credit Card Penalty Fees by Nadia Massoud, Anthony Saunders, Barry Scholnick. Federal Reserve Bank of New York Economics of Payments II, New York, New York.

Regional

Fusaro, M. A. (2005, April). Consumer's Bank Choice and Overdraft Volume: An Empirical Study of Bounce Protection Programs. University of Scranton, Scranton, Pennsylvania.

State

Fusaro, M. A. (2005, January). Modeling consumers' Checking Account Behavior: An Empirical Study of Bounce Protection Programs. University of North Carolina, Charlotte, North Carolina.

Working Papers

Fusaro, M. A. & Kennedy, J. A. (2012). "What Do They Pay? A Basis for Regulation in the Payday Lending Industry."

Fusaro, M. A. & Cirillo, P. J. (2012). "Are Payday Loans a Debt Trap or Access to Credit? A Field Experiment of Payday Borrowers."

Fusaro, M. A. (2012). "NA," targeted for Economic Inquiry.

Fusaro, M. A. (2010). "Are 'Bounced Check' Loans Really Loans? Theory, Evidence and Policy."

Fusaro, M. A. (2010). "Revisiting Bank Market Concentration: Don't Forget about Credit Unions."

Fusaro, M. A., Schuh, S., & Stavins, J. (2010). "Consumer Level Transactions Data Sources and research: But What About Payments."

Fusaro, M. A. & Dutkowsky, D. (2010). "What Explains Household Consumption in the Very Short-Run: Evidence from US checking Account Data."

Fusaro, M. A. & Rupp, N. (2010). "It's Not Just How Much You Pay, But Also How You Pay: Empirical Evidence from the Banking Industry."

Fusaro, M. A. (2010). "Competition in Two-Sided Markets: The Wal-Mart v. Visa/MC Antitrust Struggle Over Debit Cards and the Honor All Cards Rule."

Fusaro, M. A. (2010). "Debit vs. Credit? A Model of Self-Control with Evidence from Checking Accounts."

Fusaro, M. A. & Ericson, R. (2010). "The Welfare Economics of Bounce Protection Programs."

Fusaro, M. A. (2010). "Are 'Bounced Check' Loans Really Loans? Theory, Evidence and Policy."

Fusaro, M. A., Schuh, S., & Stavins, J. (2010). "The Distributional Effects of Credit Card Rewards Programs."

Fusaro, M. A. & Goldfarb, A. (2010). "Are All Managers Equal: Evidence from the Banking Industry."

Fusaro, M. A. & Tibbs, S. (2010). "Do Pending Municipal Bond Downgrades Affect Municipal Government Behavior."

Fusaro, M. A. & Liu, A. (2010). "Who Better Defends the Indigent, Public Defenders or Court Appointed Lawyers."

Fusaro, M. A. & Dutkowsky, D. H. (2010). "What Explains Consumption and Money Holding in the Very Short Run? Evidence from Checking Account Data," targeted for Economics Letters.

Fusaro, M. A. (2010). "Consumers Bank Choice and Overdraft Volumes: An Empirical Study of Bounce Protection Programs."

Service:

Service to the University

College Assignments

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Member:

2014-2015: Faculty Development

2011-2012 – 2012-2013: Strategic Planning Committee

2009-2010 – 2012-2013: Faculty Development & Evaluation

2009-2010 – 2010-2011: Curriculum & Assessment

University Assignments

Chair:

2012: New Faculty Orientation Committee

2012-2013: Professional Development Committee

Member:

2011-2012: Student Affairs Committee

2010-2011 – 2011-2012: Professional Development Committee

2010 – 2011: New Faculty Orientation Committee

Faculty Development

Research-Related Conference/Seminar

2012: Arkansas Tech University College of Business Research Seminar, Russellville, Arkansas. Reseaarch presentation on September 26, 2012 by Ifosa Idemudia. Dr. Idemudia presented his research on Visual Perception for Online Target Marketing

2009: ACTEB, Conway, Arkansas. Presented preliminary results of my latest reserach.

2009: Allied Social Science Associations Conference, San Franscisco, California. Attended Conference

Other Professional Development

2015: ATU Professional Development Workshop, Russellville, Arkansas. A professional development workshop for faculty was held on May 7 from 8-5. Dr. Mark Taylor presented on "Meet Generation NeXt" Understanding, Teaching and Serving Today's Students Managing in the Multigenerational Workplace.

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Leadership in Retail Supply-Chain Management" presented by invited speaker, Dr. Seungjae Shin (Associate Professor of MIS, Mississippi State University – Meridian). This research addresses the effect of RFID in supply chain management efficiency

2014: Arkansas Tech University Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presention given by Jennifer Fleming covering Title IX and sexual harassment policies.

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on the university attendance policy and its financial implications for the university and students.

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a research presentation by Dr. Efosa Idemudia intitiled "Fulbright Scholarship Program", (October 13, 2014).

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Reading, Writing, and Accounting" presented by Dr. Pam Carr (Professor of Accounting). This presentation addressed the problem accounting employers have with the writing skills of new hires. Using a "readability" test, student writing was examined and compared to the level of readability that is required in the accounting profession. The objective of the this research is to help faculty to better prepare accounting students with the ability to deliver technical content in a clear, concise, understandable way.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a

College of Business Faculty Development Workshop on using Tegrity for lecture capture and student presentations. Instruction for this workshop was given by Dr. Becky Callaway and Mr. Ken Teutsch (Academic Affairs e-Tech Specialist).

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Carbon Emission Modeling in Green Supply Chain Management" presented by Dr. Vicky Tao (Assistant Professor of Management). This research addresses the problem of determining optimal order production/quantity based upon the costs of carbon emissions.

2012: Arkansas Tech COB Faculty Development Workshop, Russellville, Arkansas. November 7 Faculty Workshop Description..... Dr. Callaway showed the COB faculty how to use various Bb grade book features. These features included how to created weighted grades, dropping certain grades, color coding to highlight at risk students, providing feedback on graded assignments and downloading grades. Also, Dr. Callaway gave tips on effective Bb housekeeping practices such as archiving classes and exporting Bb classes.

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. **Attended a College of Business Faculty Development scholarship presentation on consumer spending behavior. The paper presented was an empirical analysis of consumer Debit Card vs. Credit Car spending behavior.**

Professional Seminars / Workshops

2014: Wolfram Technologies in Education and Research, Russellville, Arkansas. The one-hour seminar was an overview of Mathematica 10 and the interface with Wolfram Alpha, including data analysis and modeling, visualization, and application to the classroom.

2013: Allied Social Science Associations Conference, San Diego, California. Continuing Education Workshop
Topic: Baysean Econometrics for Macroeconomics

2013: Statistical Horizons, Philadelphia, Pennsylvania. Continuing Educaiton Seminar
Topic: Meta-Analysis: Concepts and Applications

Technology-Related Training

2009: Sedona Training, Russellville, Arkansas. SEDONA training conducted by the faculty development committee (Stephen Jones) and Sherry Boddie on November 11, 2009.

Honors-Awards-Grants

Award

2012: , International Conference on Business & Economic Development.

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Registrar's Office

Debra Hunter, D.B.A.
Assistant Professor
Accounting and Economics Dept
College of Business
dhunter5@atu.edu

Academic Background

D.B.A. Louisiana Tech University, Ruston, LA, Accounting (Finance minor), 2004

M.B.A. Baylor University, Waco, TX, 1985

B.S. Louisiana College, Pineville, LA, Accounting, 1984

Certifications

Certified Public Accountant (inactive), 18018, 1986 (1986-Current), Baton Rouge, LA.

Memberships

Arkansas Society of Certified Public Accountants (AsCPA), 2011-2014

American Accounting Association (AAA), 2011-2013

American Institute of Certified Public Accountants (AICPA), 1986-2014

Louisiana Society of Certified Public Accountants (LCPA), 1986-2014

Work Experience

Academic Experience

Assistant Professor of Accounting, Arkansas Tech Universtiy (August, 2011 - Present), Russellville, Arkansas. Teach 21 hours each year (three classes one semester and four the other), serve on assigned committees, and advise accounting majors.

Assistant Professor of Accounting, University of Southern Indianan (August, 2008 - July, 2011), Evansville, Indiana. Taught nine hours each semester, served on assigned committees, and advised accounting majors.

Associate Professor of Accounting, Kentucky Wesleyan College (August, 2005 - May, 2008), Owensboro, Kentucky. Taught 12 hours each semester, served on various college committees, advised business majors.

Assistant Professor of Accounting, Louisiana College (August, 1999 - July, 2005), Pineville, Louisiana. Taught 12 hours each semester, served on various college committees, served as chairman of the Department of Business (last year only) and advised accounting majors.

Graduate Teaching Assistant (Sept 1996 - Aug 1998) and full time instructor (Sept 1998 - Aug 1999), Louisiana Tech University (September, 1996 - August, 1999), Ruston, Louisiana. Taught either one or two accounting classes each quarter as a graduate teaching assistant. Taught eight classes over three quarters and advised accounting majors during preregistration as a full-time instructor. Classes taught included Accounting Principles I & II, Cost Accounting, and Accounting for Non-Business majors.

Teaching Assistant, University of Georgia (September, 1995 - March, 1996), Athens, Georgia. Taught one section of Principles of Accounting I in the fall quarter and two sections in the winter quarter.

Non-Academic Experience

National

Contract Employee, Midway Airlines (January, 1995 - September, 1995), Chicago, Illinois. Drafted internal control policies for certain functions within the company and prepared audit workpapers for the external

auditors; assisted with other projects as needed.

Manager - General Accounting at Famous Barr, The May Department Stores Company (September, 1989 - November, 1994), St. Louis, Missouri. Corporate Auditor at May Corporate from Sept 1989-Sept 1990; traveled to various store company divisions and performed a variety of operational and financial audits. Manager of Control & Shortage at May Corporate from Sept 1990 - Oct 1992; maintained and coordinated updates of the corporate-wide internal control manuals, served as a corporate-division liaison with the divisional shortage/security/accounts payable departments, prepared capital budget requests for divisional shortage and security needs and submitted performance results of those investments back to the capital budget committee, and produced special reports as needed by senior management. Manager - General Accounting at Famous Barr from Oct 1992 - Nov 1994; coordinated the semi-annual budget process, prepared audit schedules, generated inventory reports for senior management, assisted in the month-end and year-end closing process, prepared balance sheet reconciliations, supervised staff responsible for cosmetic reporting, departmental operating reports, etc.

Senior Auditor, Arthur Andersen & Co. (January, 1986 - September, 1989), Houston, Texas. My audit expertise is primarily in chemical processing, (television) broadcasting, and the airline industry.

Courses Taught

Courses from the Teaching Schedule: Accounting Information Systems, Accounting Principles I, Accounting Principles II, Advanced Accounting I, Advanced Accounting II, Managerial Accounting, Survey of Economics

Courses taught, but not in the Schedule:
Auditing, Cost Accounting, Intermediate Accounting I and Intermediate Accounting II

Intellectual Contributions:

Refereed Articles

Hunter, D. R., Shanklin, S. B., & Ehlen, C. R. (2014). A Continuing Timeline of the Integration of Fair Value Accounting into U.S. GAAP: 1995-2012. Mustang Journal of Accounting and Finance, 5, 19-26.

Hunter, D. R., Shanklin, S. B., & Ehlen, C. R. (2013). The Integration of Fair Value Accounting into U.S. GAAP: 1975-1995. Mustang Journal of Accounting and Finance, 3, 135-142.

Shanklin, S. B., Hunter, D. R., & Ehlen, C. R. (2011). A Retrospective View of the IFRS' Conceptual Path and Treatment of Fair Value Measurements in Financial Reporting. Journal of Business and Economics Research.

Shanklin, S. B., Hunter, D. R., & Wilhelms, C. (2010). A Review and Reassessment of U.S. GAAP Fair Value Accounting in Anticipation of IFRS Convergence and International Harmonization. International Journal of the Academic Business World, 4 (2), 131-137.

Hunter, D. R. & Luehlfing, M. S. (2010). Hedge Ratios for Corn and Soybeans. Issues in Innovation, 4, 27-34.

Sale, M. L. & Hunter, D. R. (2009). NBA Salaries: Money Tree or Money Pit. Academy of Strategic Management Journal, 8, 81-86.

Presentation of Refereed Papers

International

Hunter, D. R., Shanklin, S. B., & Ehlen, C. R. (2013, March). A Continuing Timeline of the Integration of Fair Value Into U.S. GAAP (1995-2012). Clute International Academic Conference, Key West, District of Columbia.

Hunter, D. R., Shanklin, S. B., & Ehlen, C. R. (2012, October). The Integration of Fair Value Accounting into U.S. GAAP: 1975 to 1995. Allied Academies Fall Conference, Las Vegas, Nevada.

Hunter, D. R., Shanklin, S. B., & Ehlen, C. R. (2011, May). The Path of Fair Value Accounting in U.S. GAAP. Academic Business World International Conference, Nashville, Tennessee.

Hunter, D. R. & Sale, M. L. (2008). Empirical Investigation of the Relationship Between the Level of Players' Salaries and Financial Performance in the NBA. Allied Academies Fall Conference, Reno, Nevada.

Working Papers

Hunter, D. R., Shanklin, S. B., & Hellmer, F. (2014). "Stock Compensation Valuation: Is the Use of Fair Value

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Really Fair?," targeted for Clute International Academic Conference.

Other Research Activities

Basic or Discovery Scholarship

2004: Hunter, D., Hedging Strategies and Price Risk: An Empirical Analysis. Dissertation - Hedging Strategies and Price Risk: An Empirical Analysis

Service:

Service to the University

Department Assignments

Faculty Advisor:

2013-2014 – 2014-2015: Accounting Club

College Assignments

Chair:

2014-2015: Curriculum Committee

Member:

2012-2013: Faculty Development & Evaluation

2012-2013: COB Dean's Leadership Council

2011-2012 – 2012-2013: Instruction Resource

2011-2012 – 2012-2013: Curriculum Committee

University Assignments

Member:

2013-2014 – 2014-2015: Gateway to Completion (G2C): Serve as "ACCT 2003 Course Committee Chair."

2013-2014: Graduate Academic Appeals Committee

2012-2013: Committe on Academic Appeals

Faculty Development

Other Professional Development

2015: ATU Professional Development Workshop, Russellville, Arkansas. A professional development workshop for faculty was held on May 7 from 8-5. Dr. Mark Taylor presented on "Meet Generation NeXt" Understanding, Teaching and Serving Today's Students Managing in the Multigenerational Workplace.

2015: Arkansas Tech COB Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Workshop on "Advising and Registration Tools" presented by Ms. Vicky Bills. Ms. Bills provided a demonstration of new software tools that can help facilitate the advising and pre-registration process.

2015: Arkansas Tech COB Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Workshop on "Advising and Registration Tools" presented by Ms. Vicky Bills. Ms. Bills provided a demonstration of new software tools that can help facilitate the advising and pre-registration process.

2014: Arkansas Tech COB Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Leadership in Retail Supply-Chain Management" presented by invited speaker, Dr. Seungjae Shin (Associate Professor of MIS, Mississippi State University – Meridian). This research addresses the effect of RFID in supply chain management efficiency

2014: Arkansas Tech University Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presention given by Jennifer Fleming covering Title IX and sexual

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harassment policies.

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on the university attendance policy and its financial implications for the university and students.

2014: Considering, Contemplating, and Conducting the Scholarship of Teaching and Learning (SoTL), Russellville, Arkansas. Attended the workshop presented by Dr. William Buskist of Auburn University learning about evidence-based systems of teaching, hot wo develop transformative learning environments through new dispositions and innovative approaches to teaching.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Reading, Writing, and Accounting" presented by Dr. Pam Carr (Professor of Accounting). This presentation addressed the problem accounting employers have with the writing skills of new hires. Using a "readability" test, student writing was examined and compared to the level of readability that is required in the accounting profession. The objective of the this research is to help faculty to better prepare accounting students with the ability to deliver technical content in a clear, concise, understandable way.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on using Tegrity for lecture capture and student presentations. Instruction for this workshop was given by Dr. Becky Callaway and Mr. Ken Teutsch (Academic Affairs e-Tech Specialist).

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Carbon Emission Modeling in Green Supply Chain Management" presented by Dr. Vicky Tao (Assistant Professor of Management). This research addresses the problem of determining optimal order production/quantity based upon the costs of carbon emissions.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on Using Tegrity for Exam Proctoring. The workshop was conducted by Dr. Becky Callaway and Mr. Ken Teutsch. The workshop covered: (1) How to set up the Tegrity exam proctor tool: (2) what kind of problems to expect; and, (3) how to overcome common problems. It also explained how to use the "Adaptive Release" tool in Blackboard.

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. On Oct. 24, 2012, The College of Business hosted a faculty development workshop. At the workshop Dr. Rebecca Callaway (ATU Academic Affairs e-Tech specialist) showed faculty how to use Bb Instant Messaging, Blogs, Journals and Wikis tools for online class collaboration. Also. Dr. Callaway showed participates how to use various Bb Adaptive Release features (used to control which students have access to what online course materials at what times). Dr. Callaway also showed the benefits of using Mashups for posted word documents and YouTube videos into a Bb content area.

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Description: On October 3, 2012 the College of Business held a workshop on effective use of Bb tools for online class delivery. At the workshop Mrs. Calloway (Academic Affairs e-Tech specialist) discussed the design of an effective Bb layout. Mrs. Calloway emphasized the need to make the course shell easy for students to navigate and locate items. She also emphasized the need for consistency in course layout design so that students taking multiple courses can concentrate more on course material rather than navigating course layout designs. Mrs. Calloway gave various examples of effective course design characteristic. For example, Mrs. Calloway suggested that course material should be organized by modules (based on learning goals or weeks during the semester). She also suggested techniques for reducing problems students completing exams without technical difficulties

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. **Attended a College of Business Faculty Development scholarship presentation on consumer spending behavior. The paper presented was an empirical analysis of consumer Debit Card vs. Credit Car spending behavior.**

2012: Arkansas Tech COB Faculty Development Workshop, Russellville, Arkansas. In April, 2012, presented in-progess paper entitled, "The Incorporation of "Fair Value" in U.S. GAAP: 1975 to 1995," by D. Hunter, S. Shanklin, and C. Ehlen to generate audience comments and suggestions..

2012: Arkansas Tech University Faculty Development Workshop, Russellville, Arkansas. September 12, 2012: Attended Online Course Design Workshop presented by Dr. Rebecca Calloway, ATU e-Tech specialist

Professional Seminars / Workshops

2014: Arkansas Society of CPAs Annual Accounting Educators' Conference, Little Rock, Arkansas.

2012: Arkansas Society of CPAs Annual Accounting Educators' Conference, Little Rock, Arkansas. Arkansas CPA Society

2011: Annual INCPAs Educator Conference, Indianapolis, Indiana. Indiana CPA Society

2010: Annual INCPAs Educator Conference, Indianapolis, Indiana. Indiana CPA Society

2009: Annual INCPAs Educator Conference, Indianapolis, Indiana. Indiana CPA Society

2009: Professional Issues Update, Evansville, Indiana. Indiana CPA Society

2007: Accounting Issues Update, Owensboro, Kentucky. Kentucky CPA Society

2007: Accounting Educators Conference, Louisville, Kentucky. Kentucky CPA Society

2006: Accounting Issues Update, Owensboro, Kentucky. Kentucky CPA Society

2006: Accounting Educators Conference, Louisville, Kentucky. Kentucky CPA Society

2005: Accounting Eductors Conference, Lafayette, Louisiana. Louisiana CPA Society

2004: Accounting Eductors Conference, Baton Rouge, Louisiana. Louisiana CPA Society

2004: Regional Annual Meeting, Albuquerque, New Mexico. Association of Collegiate Business Schools and Programs (ACBSP)

2003: Federation of Business Disciplines, Houston, Texas.

2002: Federation of Business Disciplines, St. Louis, Missouri.

Honors-Awards-Grants

Award

2013: , Clute International Academic Conference. This paper was presented by Stephen Shanklin. The paper received the "Best Paper in Session Award" as determined by a peer review process.

2008: , Allied Academies 2008 Fall Conference.

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Efosa Idemudia, Ph.D.
Assistant Professor
Management and Marketing Dept.
College of Business
eidemudia@atu.edu

Academic Background

Ph.D. Texas Tech University, Lubbock, Texas, Business Administration (Information Systems/Data Analytics/Artificial Intelligence minor), --N/A--

M.B.A. University of Texas at El Paso, El Paso, Texas, Business Administration (Computer Information Systems minor), 2000

M.B.A. The Helsinki School of Economics and Business Administration, Helsinki, Finland, International Business (Marketing minor), 1999

Memberships

Fulbright U.S. Scholar, 2014
I did my Fulbright at Lagos Business School; and the renowned Financial Times Executive Education 2014 ranking, published in London, places Lagos Business School 55th globally as shown in the website below:

http://rankings.ft.com/businessschoolrankings/executive-education-open-2014

Arkansas College Teachers of Economics and Business (ACTEB), 2012 - Present

Association for Information Systems., 2006 - Present

KPMG Ph.D. Project, 2006 - Present

Southern Association for Information Systems., 2001 - Present

Work Experience

Academic Experience

Assistant Professor, Arkansas Tech University (August, 2012 - Present), Russellville, Arkansas.
- Assistant Professor of Business Data Analytics and Information Systems
- Teach Information Systems and Business Data Analytics Courses

Visiting Assistant Professor, Kennesaw State University (August, 2011 - July, 2012), Kennesaw, Georgia.
Visiting Assistant Professor in the Information Systems Department at Kennesaw State University
Teach 4 undergraduate Information Systems courses per semester.

Visiting Scholar, Georgia State University (January, 2011 - July, 2012), Atlanta, Georgia.
Visiting Scholar in the Computer Information Systems Department at Georgia State University
Teach 2 undergraduate and graduate Computer Information Systems courses per semester during spring 2011 and summer 2011.

Assistant Professor, Middle Georgia College (August, 2001 - July, 2006), Cochran, Georgia.
- **Assistant Professor in Information Systems and Business Administration**
- Served as Chair of the Computer Science Department as an Assistant Professor
- I administered and developed courses; I recruited and monitored adjunct/full time faculty; and I

taught and advised students.

- Participated as a member of the University System of Georgia Academic Advisory Committee for Computer Disciplines.
- Taught and developed onsite and online courses: Programming in Java, Programming in C++, Programming in Visual Basic, Computer Literacy, Introduction to Business, International Business, and Computer Application courses.
- Served as Chair for Session 5.2 of the Fifth Annual Conference of the Southern Association for Information Systems.

Courses Taught

Courses from the Teaching Schedule: Business Intelligence, Business Problem Solving, Management Information Systems, Special Topics

Courses taught, but not in the Schedule:

College of Business – Arkansas Tech University		
Spring 2013	Business Problem Solving (BDA 2003 002)	37
	Business Problem Solving (BDA 2003 003)	33
	Business Problem Solving Online Course (BDA 2003 TC1)	28
	Special Topics/Data Mining (BDA 4073)	1
Fall 2012	Business Problem Solving (BDA 2003 01)	30
	Business Problem Solving (BDA 2003 02)	33
	Business Problem Solving (BDA 2003 03 **online**)	22

Other Teaching Activities

Other Teaching Activities

2012 - Other Teaching Activities.

Intellectual Contributions:

Refereed Articles

Idemudia, E. & Ferguson, R. (2015). An Epistemological and Pattern Analysis of Empirical Data that Influences Emergency Loan Need Among Graduate Students. Journal of Global Economics.

Idemudia, E. & Jones, D. (2015). An empirical investigation of online banner ads in online market places: the cognitive factors that influence intention to click. International Journal of Information Systems and Management.

Idemudia, E. (in press, 2015). The Online Target Advertising Design Model: A conceptual model to provide theoretical guidelines, insights, and understanding in online target marketplaces and the development of websites and apps. International Journal of Information Technology and Management.

Idemudia, E. (in press, 2014). A Comprehensive Summary Review of Internet Advertising and Online Market Places that provides Detailed Insights and Understanding On what Information Systems Discipline is About. The International Journal of Technology Diffusion, 5 (5), 56-72.

Idemudia, E. & Ferguson, R. (2014). An Empirical Investigation of domestic and international Graduate Students with Emergency Loan Need Signals Global Challenge of Managing the Cost of U.S. Education. International Journal of Education Economics and Development, 5 (4), 319 - 331.

Idemudia, E. & Ferguson, R. (in press, 2014). Emergency Loan Need Among Graduate Students Signals Debt Trends in Higher Education May Influence the Expansion of the U.S. Economy Long-term. Journal of Business Administration and Education, 5 (2), 79-98.

Idemudia, E. (in press, 2014). The visual-cognitive model for internet advertising in online market places. International Journal of Online Marketing, 4 (3), 1-20.

Idemudia, E. & Raisinghani,, M. S. (2014). The Influence of Cognitive Trust and Familiarity on Adoption and Continued Use of Smartphones: An Empirical Analysis. Journal of International Technology and Information Management, 23 (2), 69-94.

Idemudia, E., Raisinghani, M., & O, S. (in press, 2013). The Influence of IT-related Beliefs on Emotional Trust for a Smartphone and Smartphone Continuance Usage: An Empirical Study. The International Journal of Technology Diffusion, 4 (2), 31-48.

Idemudia, E., Ferguson, R., & Ferguson, D. (2013). An Empirical Analysis of Emergency Student Loan Need Signals International Graduate Student may Face an Affordability Challenge Attending U.S. Graduate Schools. Journal of Business Administration Online.

Li, K., Idemudia, E. C., Lin, Z., & Yu, Y. (2012). A Framework for Intermediated Online Targeted Advertising with Banner Ranking Mechanism. Inf Syst E-Bus Manage Journal, 10 (2), 183-200.

Idemudia, E. & Ferguson, R. (2011). An empirical analysis that forecast a high likelihood of emergency loan need between ages 27 to 41 among graduate students for policy decisions. International Journal of Education Administration and Policy Studies, 3 (7), 112-116.

Refereed Proceedings

Full Paper

Idemudia, E., Troboy, K., & Cochran, L. (2016). An Empirical Investigation of Factors that Improve Employees' Satisfaction in a Municipality Allowing the Use of BYOD. Southern Association for Information Systems Conference, St. Augustine, FL, USA March 18th–19th, 2016.

Idemudia, E., Samuel-Ojo, O., & Ojo, A. (2015). A. Growth and Migration of Benthic Habitats: A Spatial Microsimulation Approach. 2015 International Conference on Information Systems (ICIS 2015).

Idemudia, E., Raisinghani, M. S., Poba-Nzaou, P., & Uwizeyemungu, S. (2015). An Empirical Taxonomy of Smart Phone Users in their Daily Distributed Decision Making. 49th Hawaï International Conference on System Sciences (HICSS), Kauai, Hawaïi, USA,, 5-8.

Idemudia, E. & Ferguson, R. (in press, 2015). Trans-relational Ethics: Emergency Loan Need May Influence the Availability of Graduate Students in Global Research and Business. SAM 2015 International Business Conference, Las Vegas, Nevada, USA.

Idemudia, E., Raisinghani, M., & Batch, A. (in press, 2013). Empirical Investigation of the Cognitive Factors that Influence the Continued Use of Smartphones By College Students Who Will be using Smartphones to Participate in the Future Global Distributed Teams. Hawaii International Conference on System Sciences, 2013.

Idemudia, E. & Negash, S. (2012). An empirical investigation of factors that influence anxiety and evaluation in the virtual learning environment. Southern Association for Information Systems Conference, Atlanta, GA, USA March 23rd-24th, 2012.

Idemudia, E. (in press, 2012). The Visual Cognitive Model for Online Market Places and Internet Advertising. Pre-2012 International Conference on Information Systems (ICIS 2012), MISQ Authors Workshop.

Samuel-Ojo, O., Olfman, L., Reinen, L., Flenner, A., Idemudia, E. C., Dr. David D. Oglesby University of California, Riverside, CA, USA Dr. Gareth J. Funning University of California, Riverside, CA, USA (2012). A Novel Business Intelligence Technique to Improve High Performance within an Organization Applying Insights from Hydrogeological Case. 19th Americas Conference on Information Systems (AMCIS 2013).

Idemudia, E. (2012). Visual Perception Model for Online Target Marketing. 18th Americas Conference on Information Systems.

Idemudia, E. (2010). The Extended Advertising Network Model. 16th Americas Conference on Information Systems (AMCIS 2010).

Idemudia, E., Jin, K., & Lin, Z. (2008). A Nonlinear Programming Model for Optimizing Intermediated Online Targeted Advertising Services. International Conference on Manufacturing & Service Operations Management (MSOM 2007).

Idemudia, E. & Lin, Z. (2008). The Application of Data Mining and Social Network Theory on Network Advertising: An Empirical Investigation. Big XII + MIS Research Symposium.

Idemudia, E., Li, K., Lin, Z., & Yu, Y. (2008). Advertisements Ranking for Targeted Banner Advertising – A Numeric Study. The Second China Summer Workshop on Information Management (CSWIM 2008).

Idemudia, E., Kai, J., Lin, Z., & Zhao, Y. (2007). Catching the New E-Commerce Trend – Implementing Intermediated Online Targeted Advertising in China. SEEC 2007.

Idemudia, E., Yu, Y., & Zhao, Y. (2007). Catching the New E-Commerce Trend – Implementing Intermediated Online Targeted Advertising in China. INFORMS 2007.

Idemudia, E., Li, K., Yu, Y., Jin, K., & Lin, Z. (2007). Theoretical Approach to Implementing Intermediated Online Targeted Advertising. Pre- International Conference on Information Systems (ICIS 200) Web 2007.

Idemudia, E., Li, J., Li, K., & Yu, Y. (2007). A Theoretical Approach to Profiling Customers when Implementing Online Targeted Advertising. Workshop on Artificial Intelligent and Data Mining (WAID

INFORM)," 2007.

Book Chapters

Refereed

Raisinghani, M. S. & Idemudia, E. C. (2015). Cloud Computing in the 21st Century: A Managerial Perspective for Policies and Practices.. Advanced Research on Cloud Computing Design and Application, IGI-Global, USA.

Idemudia, E., Raisinghani, M. S., Ash, C., Assad, A., & Emadiazar, R. (2015). Green Information Systems for Sustainability. Handbook of Research on Waste Management Techniques for Sustainability. IGI-Global, USA. IGI-Global, USA.

Idemudia, E. (2014).). A Comprehensive Summary Review of Internet Advertising and Online Market Places that provides Detailed Insights and Understanding On what Information Systems Discipline is about. In Information Resources Management Association (Ed.), Marketing and Consumer Behavior : Concepts, Methodologies, Tools, and Applications (pp. 263-281). Hershey, PA: IGI Global . Hershey, PA: IGI Global.

Presentation of Refereed Papers

International

Idemudia, E., Li, K., Lin, Z., & Yu, Y. (2008). Advertisements Ranking for Targeted Banner Advertising – A Numeric Study. The Second China Summer Workshop on Information Management (CSWIM 2008), Yunna, China.

Idemudia, E., Yu, Y., & Zhao, Y. (2007). Catching the New E-Commerce Trend – Implementing Intermediated Online Targeted Advertising in China. INFORMS 2007, Beijing, China.

Idemudia, E., Kai, J., Lin, Z., & Zhao, Y. (2007). Catching the New E-Commerce Trend – Implementing Intermediated Online Targeted Advertising in China. SEEC 2007, Beijing, China.

Idemudia, E., Li, J., Li, K., & Yu, Y. (2007). A Theoretical Approach to Profiling Customers when Implementing Online Targeted Advertising. Workshop on Artificial Intelligent and Data Mining (WAID INFORM)," 2007, Seattle, Washington.

Regional

Idemudia, E. & Lin, Z. (2008). The Application of Data Mining and Social Network Theory on Network Advertising: An Empirical Investigation. Big XII + MIS Research Symposium, Lubbock, Texas.

Research Grants

Funded

2015: Idemudia, E. Professional Development Grant from Arkansas Tech University, Co-Principal Investigator.

2015: Idemudia, E. Professional Development Grant from Arkansas Tech University, Co-Principal Investigator.

2013: Idemudia, E. Professional Development Grant from Arkansas Tech University, Principal Investigator.

Idemudia, E. (2013) (Co- Primary Investigator), *A Novel Business Intelligence Technique to Improve High Performance within an Organization Applying Insights from Hydrogeological Case*, Professional Development Grant from Arkansas Tech University. $1359.65.

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2013: Idemudia, E. Professional Development Grant from Arkansas Tech University, Principal Investigator.

Idemudia, E. (2013) (Primary Investigator), *Empirical Investigation of the Cognitive Factors that Influence the Continued Use of Smartphones by College Students Who Will is using Smartphones to Participate in the Future Global Distributed Teams*, Professional Development Grant from Arkansas Tech University. $2713.00.

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Service:

Service to the University

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College Assignments

Faculty Advisor:

2015-2016: 2015 College to Career Conference
2015-2016: Developed the minor for BDA
2015-2016: Business Data Analytics Faculty Advisor
2012-2013: Business Data Analytics Program

Member:

2014-2015: Student & Alumni Affairs
2012-2013: Student and Alumni Affairs Committee
2012-2013: Assurance of Learning

University Assignments

Faculty Advisor:

2015-2016: Mentor to ATU Undergraduate Research

Member:

2015-2016: eTech Advisory Committee
2015-2016: Academic Appeals Committee
2015-2016: Budget Advisory Committee at Arkansas Tech University

Other Institutional Service Activities:

2015-2016: Board Member of ENACTUS at Arkansas Tech University
2015-2016: Arkansas Tech University's Bridge to Excellence Mentoring Program
2012-2013: The Human Relations Committee:
Arkansas Tech University Human Relations Committee appointed by Dr. Brown and Dr. Walton

Service to the Profession

Board Member: Advisory Board

2015: American Journal of Science and Technology of AASCIT.
2015: The Engineering and Technology of AASCIT.
2015: International Journal of Management Science of AASCIT.
2015: The Journal of Information Technology Management.
2015: The International Journal of Technology Diffusion.

Reviewer - Article / Manuscript

2015: Electronic Markets.
2015: Journal for Scientific Research and Report.
2015: Computers in Human Behaviour.
2015: The Southern Association for Information Systems (SAIS 2012), Atlanta, Georgia.
v Reviewer, Southern Association for Information Systems, 2013
2015: Electronic Commerce Research and Applications.
2015: Information Technology & People.
Reviewer, Information Technology & People, 2012 - Present
2015: International Journal of Technology Diffusion.
Reviewer, International Journal of Technology Diffusion, 2013 – Present
2015: Communication of the Association for Information Systems.
Reviewer, Communication of the Association for Information Systems, 2011 - Present

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Reviewer: Conference Paper

2015: Americas Conference on Information Systems.

2015: European Conference on Information Systems, Utrecht, Netherlands.

Service to the Community

Other Community Service Activities

2015: Help to improve the diversification in Russellville, Arkansas by helping to recruit Nigerians/Africans to attend Arkansas Tech University

2015: Help the Mayor and leaders in the City of Russellville, Arkansas to conduct research on how BYOD may help improve Employees' Productivity, Effectiveness, and Efficiency

Faculty Development

Research-Related Conference/Seminar

2012: 2012 International Conference on Information Systems (ICIS 2012), Orlando, Florida.
Idemudia, E. C. The Visual Cognitive Model for Online Market Places and Internet Advertising, Pre-ICIS 2012, MISQ Authors Workshop, Orland, Florida.

2012: 61st Annual Meeting of Arkansas College Teachers of Economics and Business (ACTEB)61st Annual Meeting of Arkansas College Teachers of Economics and Business (ACTEB), Russellville, Arkansas.
Idemudia, E. C. and Ferguson, R. An Empirical Analysis of Emergency Student Loan and Need Signal International Graduate Students may Face An Affordability Challenge Attending U.S. Graduate Schools. 61 61st Annual Meeting of Arkansas College Teachers of Economics and Business (ACTEB), Russellville, Arkansas, September 2012.

2012: 18th Americas Conference on Information Systems, Seattle, Washington.
Idemudia, E.C. Visual Perception Model for Online Target Marketing. 18th Americas Conference on Information Systems 2012, Seattle, USA

2012: The Southern Association for Information Systems (SAIS 2012), Atlanta, Georgia.
Idemudia, E.C. and Negash, S. An empirical investigation of factors that influence anxiety and evaluation in the virtual learning environment. Proceedings of the Southern Association for Information Systems Conference, Atlanta, GA, USA March 23rd-24th, 2012.

2012: Arkansas Tech University College of Business Research Seminar, Russellville, Arkansas. Reseaarch presentation on September 26, 2012 by Ifosa Idemudia. Dr. Idemudia presented his research on Visual Perception for Online Target Marketing

2012: Arkansas Tech University College of Business Research Seminar, Russellville, Arkansas. Reseaarch presentation on September 26, 2012 by Ifosa Idemudia. Dr. Idemudia presented his research on Visual Perception for Online Target Marketing

Other Professional Development

2015: ATU Professional Development Workshop, Russellville, Arkansas. A professional development workshop for faculty was held on May 7 from 8-5. Dr. Mark Taylor presented on "Meet Generation NeXt" Understanding, Teaching and Serving Today's Students Managing in the Multigenerational Workplace.

2015: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Workshop on "Advising and Registration Tools" presented by Ms. Vicky Bills. Ms. Bills provided a demonstration of new software tools that can help facilitate the advising and pre-registration process.

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas.
Attended a College of Business Faculty Development presentation entitled "Leadership in Retail Supply-Chain Management" presented by invited speaker, Dr. Seungjae Shin (Associate Professor of MIS, Mississippi State University – Meridian). This research addresses the effect of RFID in supply chain management efficiency

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas.
Attended a College of Business Faculty Development Workshop on the university attendance policy and its financial implications for the university and students.

2014: Considering, Contemplating and Conducting the Scholarship of Teaching and Learning, Russellville, Arkansas. Attended the workshop presented by Dr. William Buskist of Auburn University learning about

evidence-based systems of teaching, hot wo develop transformative learning environments through new dispositions and innovative approaches to teaching.

2014: Latino and African American Faculty Open Forum, Russellville, Arkansas. Attended a workshop In an effort to assess our diverse environment, Arkansas Tech University will provide its faculty, staff and students with an opportunity to meet with Ms. Donette Alonzo, diversity training facilitator.

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Presented a workshop on Fulbright Scholars for the Emprerical Research Workshop.

2013: 2013: Arkansas Tech College of Business Faculty Development Workshop., Russellville, Arkansas.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Online Learning". Dr. Loretta Cochran presented an empirical analysis of the impact of using lecture capture (Tegrity) technology on student performance and course evaluation.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Reading, Writing, and Accounting" presented by Dr. Pam Carr (Professor of Accounting). This presentation addressed the problem accounting employers have with the writing skills of new hires. Using a "readability" test, student writing was examined and compared to the level of readability that is required in the accounting profession. The objective of the this research is to help faculty to better prepare accounting students with the ability to deliver technical content in a clear, concise, understandable way.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on using Tegrity for lecture capture and student presentations. Instruction for this workshop was given by Dr. Becky Callaway and Mr. Ken Teutsch (Academic Affairs e-Tech Specialist).

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Carbon Emission Modeling in Green Supply Chain Management" presented by Dr. Vicky Tao (Assistant Professor of Management). This research addresses the problem of determining optimal order production/quantity based upon the costs of carbon emissions.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas.
Attended a College of Business Faculty Development Workshop on Using Tegrity for Exam Proctoring. The workshop was conducted by Dr. Becky Callaway and Mr. Ken Teutsch. The workshop covered: (1) How to set up the Tegrity exam proctor tool: (2) what kind of problems to expect; and, (3) how to overcome common problems. The workshop also explained how to use the "Adaptive Release" tool in Blackboard.

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas.
Description: On October 3, 2012 the College of Business held a workshop on effective use of Bb tools for online class delivery. At the workshop Mrs. Calloway (Academic Affairs e-Tech specialist) discussed the design of an effective Bb layout. Mrs. Calloway emphasized the need to make the course shell easy for students to navigate and locate items. She also emphasized the need for consistency in course layout design so that students taking multiple courses can concentrate more on course material rather than navigating course layout designs. Mrs. Calloway gave various examples of effective course design characteristic. For example, Mrs. Calloway suggested that course material should be organized by modules (based on learning goals or weeks during the semester). She also suggested techniques for reducing problems students completing exams without technical difficulties

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. On Oct. 24, 2012, The College of Business hosted a faculty development workshop. At the workshop Dr. Rebecca Callaway (ATU Academic Affairs e-Tech specialist) showed faculty how to use Bb Instant Messaging, Blogs, Journals and Wikis tools for online class collaboration. Also. Dr. Callaway showed participates how to use various Bb Adaptive Release features (used to control which students have access to what online course materials at what times). Dr. Callaway also showed the benefits of using Mashups for posted word

documents and YouTube videos into a Bb content area.

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. November 7 Faculty Workshop Description..... Dr. Callaway showed the COB faculty how to use various Bb grade book features. These features included how to created weighted grades, dropping certain grades, color coding to highlight at risk students, providing feedback on graded assignments and downloading grades. Also, Dr. Callaway gave tips on effective Bb housekeeping practices such as archiving classes and exporting Bb classes.

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. **Attended a College of Business Faculty Development scholarship presentation on consumer spending behavior. The paper presented was an empirical analysis of consumer Debit Card vs. Credit Car spending behavior.**

Professional Seminars / Workshops

2014: Visual Analytics for Command, Control and Interoperability Environments, Baltimore, Maryland. Attended a workshop of VACCINE (Visual Analytics for Command, Control and Interoperability Environments) to expand the teaching of visual analytics to college students.

2014: IBM Academic Initiative-Teach the Teacher (T3) Training, St Louis, Missouri. Attended the IBM workshop to help enhance curriculum and enable students to develop competitive skills on the latest industry-standard software, systems, and tools.

2014: Wolfram Technologies in Education and Research, Russellville, Arkansas. The one-hour seminar was an overview of Mathematica 10 and the interface with Wolfram Alpha, including data analysis and modeling, visualization, and application to the classroom.

Honors-Awards-Grants

Award

2015: Board Member of ENACTUS at Arkansas Tech University, Board Member of ENACTUS at Arkansas Tech University.
Did my Fulbright at Lagos Business School; and the renowned Financial Times Executive Education 2014 ranking, published in London, places Lagos Business School 55th globally as shown in the website below:

http://rankings.ft.com/businessschoolrankings/executive-education-open-2014

2015: EDITORIAL BOARD MEMBER, The International Journal of Technology Diffusion.
Did my Fulbright at Lagos Business School; and the renowned Financial Times Executive Education 2014 ranking, published in London, places Lagos Business School 55th globally as shown in the website below:

http://rankings.ft.com/businessschoolrankings/executive-education-open-2014

2015: EDITORIAL BOARD MEMBER, American Journal of Science and Technology of AASCIT.
Did my Fulbright at Lagos Business School; and the renowned Financial Times Executive Education 2014 ranking, published in London, places Lagos Business School 55th globally as shown in the website below:

http://rankings.ft.com/businessschoolrankings/executive-education-open-2014

2015: EDITORIAL BOARD MEMBER, The Engineering and Technology of AASCIT.
Did my Fulbright at Lagos Business School; and the renowned Financial Times Executive Education 2014 ranking, published in London, places Lagos Business School 55th globally as shown in the website below:

http://rankings.ft.com/businessschoolrankings/executive-education-open-2014

2015: EDITORIAL BOARD MEMBER, International Journal of Management Science of AASCIT.
Did my Fulbright at Lagos Business School; and the renowned Financial Times Executive Education 2014 ranking, published in London, places Lagos Business School 55th globally as shown in the website below:

http://rankings.ft.com/businessschoolrankings/executive-education-open-2014

2015: EDITORIAL BOARD MEMBER, The Journal of Information Technology Management.
Did my Fulbright at Lagos Business School; and the renowned Financial Times Executive Education 2014 ranking, published in London, places Lagos Business School 55th globally as shown in the website below:

http://rankings.ft.com/businessschoolrankings/executive-education-open-2014

2014: Fulbright U.S. Scholar, Council for International Exchange of Scholars; Institute of International Education (IIE).
Did my Fulbright at Lagos Business School; and the renowned Financial Times Executive Education 2014 ranking, published in London, places Lagos Business School 55th globally as shown in the website below:

http://rankings.ft.com/businessschoolrankings/executive-education-open-2014

Honor

2015: • Appointed by the Vice President of Academic Affairs at Arkansas Tech University to be the advocate/provides assistance to respondents of sexual misconduct/harassment allegations., • Appointed by the Vice President of Academic Affairs at Arkansas Tech University to be the advocate/provides assistance to respondents of sexual misconduct/harassment allegations..
Co-hosted the 2014 Summer Big Data and Business Intelligence Workshop at Lagos Business School.

2015: Arkansas Tech University's Bridge to Excellence Mentoring Program, Arkansas Tech University's Bridge to Excellence Mentoring Program.
Co-hosted the 2014 Summer Big Data and Business Intelligence Workshop at Lagos Business School.

2014: 2014 College of Business Windows 8 Phone Apps Development Workshop, Arkansas Tech University.
Co-hosted the 2014 College of Business Windows 8 Phone Apps Development Workshop, 1/31/14 3PM - 2/1/14 3:30PM.

2014: 2014 Summer Big Data and Business Intelligence Workshop, Lagos Business School.
Co-hosted the 2014 Summer Big Data and Business Intelligence Workshop at Lagos Business School.

2014: Faculty Coordinator of the Business Data Analytics Program, Arkansas Tech University. Arkansas Tech University is the first university in Arkansas with a BDA major. Not only does this give Arkansas Tech a competitive advantage compared to other institutions, but also allows Tech BDA students to enjoy a competitive advantage in their search for internships and post-grad employment.

2013: Editorial Board Member, The International Journal of Technology Diffusion.
Editorial Board Member, the International Journal of Technology Diffusion.

2013: 2014 College of Business Windows 8 Phone Apps Development Workshop, Arkansas Tech University.
Co-hosted the 2013 College of Business Windows 8 Phone Apps Development Workshop, 3/2/13 8:30AM - 5PM

2013: 2014 Lagos Business School Business Process Management Workshop, Lagos Business School.
Co-hosted the 2014 Lagos Business School Business Process Management Workshop, 7/09/14, 8:30AM – 5:30PM

Last updated by member on 08-Feb-16 (06:26 PM)

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Stephen C. Jones, Ph.D.
Associate Professor
Management and Marketing Dept.
College of Business
sjones@atu.edu

Professional Interests

Academic Background

Ph.D. University of North Texas, Denton, TX, Organizational Theory, 1998

M.B.A. Missouri State University, Springfield, MO, 1989

M.A. University of Missouri, Columbia, MO, Spanish, 1983

B.S. Pittsburg State University, Pittsburg, KS, Speech & Theater / Spanish, 1981

Memberships

Allied Academies: Academy of Entrepreneurship, 2010

Association for Small Business & Entrepreneurship, 1999

Work Experience

Academic Experience

Associate Dean - College of Business, Arkansas Tech University (July, 2012 - Present), Russellville, Arkansas.

Associate Professor of Management, Arkansas Tech University (August, 2011 - June, 2012), Russellville, Arkansas.

Assistant Professor of Management, Arkansas Tech University (August, 2005 - July, 2011), Russellville, Arkansas.

Assistant Professor of Management, Missouri State University (August, 2000 - August, 2005), Springfield, Missouri.

Assistant Professor of Business, College of the Ozarks (August, 1997 - December, 2000), Point Lookout, Missouri.

Chair, Department of Business, Rochester College (August, 1993 - June, 1997), Rochester, Michigan.

Non-Academic Experience

National

Assistant Manager, Love's Country Stores (May, 1989 - August, 1990), El Paso, Texas. Managed all operations of a fully functional truck stop with 30 employees and $10 million annual sales.

Director, SMSU Student Art Gallery (August, 1987 - May, 1989), Springfield, Missouri. Managed all operations of the campus student art gallery with a staff of about 6 students. Responsible for scheduling, marketing and managing 6-10 shows annually.

Courses Taught

Courses from the Teaching Schedule: Business Information Systems, Business Policy, Business Policy, Entrepreneurial Development, Internship II in Management, Keyboarding, Management and Organizational Behavior, Principles of Word Processing, Research Methods, Small Business Management, Special Topics in Management, Special Topics in Marketing, Survey of Management and Organizational Behavior

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Intellectual Contributions:

Refereed Articles

Mason, K., Jones, S., Benefield, M., & Walton, J. (in press, 2015). Building Consumer Relationships in the Quick Service Restaurant Industry. Journal of Foodservice Business Research, 19 (4).

Bashaw, E., Alexander, S., & Jones, S. C. (2014). Interior Planning: A Small Business Discussion Case. Business Journal for Entrepreneurs, 2014 (1).

Mason, K., Jones, S. C., Benefield, M., & Walton, J. (2013). Consumer Perceptions of Quick Service Restaurants. Journal of International Business and Economics, 13, 109-116.

Knotts, T. L., Jones, S. C., Roach, D., & Udell, G. G. (2012). Internal vs. External Assessment: Are Small Firms Overestimating their Abilities? Journal of Marketing & Communication, 8 (1), 42-46.

Jones, S. C., Knotts, T. L., & Udell, G. G. (2012). How Product Development Influences Product Evaluation. International Journal of Marketing and Technology, 2 (4), 55-71.

Knotts, T. L., Jones, S. C., & Udell, G. G. (2012). Does On-Market Experience Make Products More Attractive to Mass Retailers? Academy of Entrepreneurship Journal, 18 (2), 57-70.

Jones, S. C., Knotts, T. L., & Udell, G. G. (2011). Inventions and Innovations: Does Stage of Development Matter in Assessments of Market Attractiveness? Academy of Entrepreneurship Journal, 17 (1), 37 - 46.

Knotts, T. L., Jones, S. C., & Udell, G. G. (2010). Leadership in Female-Owned Firms: The Case of the Health and Beauty Aids Market. Leadership & Organizational Management Journal, 2010 (2).

Jones, S. C., Knotts, T. L., & Udell, G. G. (2009). The Fate of Gender-Affiliated Products in Mass Merchandising. Journal of Business and Retail Management Research, 4 (1).

Knotts, T. L., Jones, S. C., & Udell, G. G. (2009). Innovation Evaluation and Product Marketability. Marketing Management Journal, 19 (2), 84-90.

Jones, S. C., Knotts, T. L., & Udell, G. G. (2008). Market Orientation for Small Manufacturing Suppliers: The Importance of Product-Related Factors. Journal of Business & Industrial Marketing, 23 (7), 443 - 453.

Knotts, T. L., Jones, S. C., & Brown, K. L. (2008). The Effect of Strategic Orientation and Gender on Survival: A Study of Mass Merchandising Suppliers. Journal of Developmental Entrepreneurship, 13 (1), 99-113.

Jones, S. C., Knotts, T. L., & Udell, G. G. (2008). Doing Business with Wal-Mart: What Sporting Goods Suppliers Should Know. B-Quest (Business Quest).

Knotts, T. L., Jones, S. C., & Udell, G. G. (2006). Using a 'Balanced Approach' to Measure Small Manufacturer Performance. Measuring Business Excellence, 10 (1), 4-13.

Kim, K. S., Jones, S. C., & Knotts, T. L. (2005). Selecting and Developing Suppliers for Mass Merchandisers. International Journal of Manufacturing Technology and Management, 7 (5-6), 566-580.

Brown, K., Knotts, T. L., & Jones, S. C. (2005). Supplier Development in a Mass Merchandising Environment. International Journal of Business Disciplines (IJBD), 16 (1), 103-114.

Jones, S. C., Knotts, T. L., & Brown, K. L. (2005). Selected quality practices of small manufacturers. Quality Management Journal, 12 (1), 41-53.

Jones, S. C., Knotts, T. L., & Scroggins, W. (2005). The Impact of High Performance Work System Practices on Small Manufacturer Performance. Academy of Entrepreneurship Journal, 11 (2), 21-32.

Knotts, T. L., Jones, S. C., & Udell, G. G. (2005). Does It Matter If Your Company Runs Like a Lexus, a Chevy, or a Yugo? Journal of Applied Management and Entrepreneurship, 10 (4), 32-44.

Jones, S. C., Knotts, T. L., & Udell, G. G. (2004). Critical Management Practices Leading To Venture Consideration By Mass Merchandisers: An Empirical Study. International Journal of Management, 21 (1), 81-89.

Jones, S. C., Knotts, T. L., & Udell, G. G. (2003). Supplier Selection and Development:The Relationship Between Small Manufacturing Enterprises and Mass Merchandisers. New England Journal of Entrepreneurship, 6 (1), 33-43.

Knotts, T. L., Jones, S. C., & LaPreze, M. (2003). Effect of owners gender on venture quality evaluation. Women in Management Review, 19 (2), 74-87.

Knotts, T. L., Jones, S. C., & Udell, G. G. (2003). Small Business Failure: The Role of Management Practices and Product Characteristics. Journal of Business & Entrepreneurship, 15 (2), 48-63.

Knotts, T. L., Jones, S. C., & Udell, G. G. (2002). Mass Merchandiser Acceptance: Factors for Small Manufacturer Success. Business Journal for Entrepreneurs, 3, 303-317.

Udell, G. G., Knotts, T. L., & Jones, S. C. (2002). Are smaller manufacturing enterprises ready to do business with sophisticated buying organizations? A profile of selected marketing policies and practices of 1690 small manufacturing enterprises. Marketing Management Journal, 12 (2), 101-111.

Ponthieu, L. D., Jones, S. C., & Williamson, C. (1994). Management response to disruptive behaviors by employees with developmental disabilities: A review and empirical study. Journal of Vocational Rehabilitation, 4, 37-51.

Ponthieu, L. D., Jones, S. C., & Mayer, B. (1993). Business ethics: Perceptions in a vocational development setting. Journal of Vocational Education Research, 18, 43-67.

Refereed Proceedings

Full Paper

Bashaw, E., Alexander, S., & Jones, S. C. (2013). Interior Planning: A Small Business Discussion Case. Association for Small Business & Entrepreneurship.

Jones, S. C. & Benefield, M. (2012). Comparing the Financial Health of Smaller and Larger SMEs. Association for Small Business & Entrepreneurship.

Jones, S. C., Knotts, T. L., & Glaser-Segura, D. A. (2011). Measuring Innovativeness Tendencies In Small Firms. Association for Small Business & Entrepreneurship.

Jones, S. C., Mason, K., & Benefield, M. (2011). Collaborative Pedagogical Research on Customer Perceptions of Service Quality in the Fast Food Industry. Marketing Management Association, Marketing Management Association, 7-12.

Knotts, T. L., Jones, S. C., & Udell, G. G. (2010). The Value of On-Market Experience to Product Acceptance in Mass Retailing. Association for Small Business & Entrepreneurship.

Glaser-Segura, D., Jones, S. C., Borza, A., & Bordean, O. (2009). A Comparison of Personality and Entrepreneurship: Romanian Business Owners and Business Students. Association for Small Business & Entrepreneurship, 35, 70-82.

Jones, S. C., Knotts, T. L., & Udell, G. G. (2009). Success for Female-Owned Firms in Mass Merchandising. Association for Small Business & Entrepreneurship, 35, 126-147.

Knotts, T. L., Jones, S. C., & Udell, G. G. (2008). A Program for Innovation Evaluation. Association for Small Business & Entrepreneurship, 34, 161-167.

Glaser-Segura, D. & Jones, S. C. (2008). Roles and Intentions of Future Managers and Entrepreneurs: Romania and the U. S. Association for Small Business & Entrepreneurship, 34, 107-123.

Jones, S. C. & Ponthieu, L. D. (2007). The Cash Conversion Cycle as a Method for Analyzing the Financial Health of Small Firms. Association for Small Business & Entrepreneurship, ASBE, 228-235.

Kim, K. S., Knotts, T. L., & Jones, S. C. (2006). Characterizing Viability of Small Manufacturing Enterprises in the Market. 23rd Annual Pan-Pacific Conference.

Jones, S. C., Knotts, T. L., & Udell, G. G. (2005). Market Orientation in a Manufacturing Environment: The Impact of Product-Related Factors. Association for Small Business & Entrepreneurship.

Jones, S. C., Knotts, T. L., & Udell, G. G. (2004). Does It Matter If Your Company Runs Like a Lexus, a Chevy, or a Yugo? Association for Small Business & Entrepreneurship, 252-259.

Brown, K., Jones, S. C., & Knotts, T. L. (2004). Supplier Development in a Mass Merchandising Environment. Midwest Decision Sciences Institute Conference Proceedings, 76-79.

Knotts, T. L., Jones, S. C., & Udell, G. G. (2003). A Profile of Selected Production Practices of Small Manufacturers. Association for Small Business & Entrepreneurship.

Jones, S. C., Knotts, T. L., & Udell, G. G. (2002). A Comparison of Management Characteristics for Successful and Failed Ventures. Ninth Annual International Business Conference, Northern State University (S.D.), 67-79.

Udell, G. G., Rothschild, P., Knotts, t. L., & Jones, S. C. (2002). Analysis of Innovation Failure. ICON 2002, United States Patent and Trademark Office.

Knotts, T. L., Jones, S. C., & Udell, G. G. (2002). The Roles of Quality Management Practices and Quality Product Offerings in the Success of Small Manufacturing Enterprises. Association for Small Business & Entrepreneurship, 8-17.

Udell, G. G., Rothschild, P., Knotts, T. L., & Jones, S. C. (2002). New Product Failure Rates: Implications for Innovators. ICON 2002.

Jones, S. C. & Ponthieu, L. D. (2001). The effect of legal antipathy and offender empathy on predicting regulatory compliance among small firm executives. Association for Small Business & Entrepreneurship, 62-67.

Jones, S. C. & Ponthieu, L. D. (2000). Prediction of small business executive compliance with the Americans with Disabilities Act using the theories of reasoned action and planned behavior. Association for Small Business & Entrepreneurship, 14-20.

Jones, S. C. (1996). An integrative model of small firm regulatory compliance. Southwestern Small Business Institute Association.

Jones, S. C., Vaught, B., Timmerman, L., & Trewatha, R. (1990). An evaluation of consultant services for small businesses. Small Business Institute Directors Association, 48-54.

Abstract Only

Knotts, T. L., Jones, S. C., & Udell, G. G. (2011). From Concept to Commerce: The Role of Product Development in the Evaluation Process. Allied Academies - Academy of Marketing Studies.

Jones, S. C., Knotts, T. L., & Udell, G. G. (2010). Inventions and Innovations: Does Stage of Development Matter in Assessments of Market Attractiveness? Allied Academies - Academy of Entrepreneurship.

Jones, S. C. & Benefield, M. (2009). A Longitudinal View of Small Firm Liquidity. Association for Small Business & Entrepreneurship, 35, 493.

Non-Refereed Articles

Kim, K. S., Knotts, T. L., & Jones, S. C. (2008). Characterizing Viability of Small Manufacturing Enterprises (SME) in the Market. Expert Systems with Applications: An International Journal, 34 (1), 128-134.

Jones, S. C., Knotts, T. L., & Udell, G. G. (2004). The Effect of Product-Related Factors on Small Business Failure. Business Journal, 19 (1-2), 68-72.

Presentation of Refereed Papers

National

Jones, S. C., Mason, K., & Benefield, M. (2011). Collaborative Pedagogical Research on Customer Perceptions of Service Quality in the Fast Food Industry. Marketing Management Association, St. Louis, Missouri.

Regional

Cole, T. & Jones, S. C. (2013, October). Smokers, Cross-Dressers & Criminals, Oh My! Comparing Attitudes of Business Majors and Non-Majors Regarding Lifestyle Discrimination Issues. Association for Small Business & Entrepreneurship, New Orleans, Louisiana.

Jones, S. C. & Benefield, M. (2012, October). Comparing the Financial Health of Smaller and Larger SMEs. Association for Small Business & Entrepreneurship, San Antonio, Texas.

Jones, S. C., Mason, K., & Benefield, M. (2011). Fast Food Satisfaction: How Do the Locals Stand Up to the Chains? Association for Small Business & Entrepreneurship, Savannah, Georgia.

Presentation of Non-Refereed Papers

International

Udell, G. G., Rothschild, P., Knotts, T. L., & Jones, S. C. (2002, May). Innovation Evaluation: A Review of the Literature. UK Introduction to the PIES SystemBy Invitation Only Workshop Series, Nottingham, United Kingdom.

Local

Jones, S., Cole, T., & Black, G. (2013, January).
Student Perceptions of Ethical and Legal Issues Regarding Pre. ATU Empirical Social Science Research Workshop, Russellville, Arkansas.

Jones, S., Knotts, T., & Glaser, D. (2012, January). Instrument Generation for A Measure of Innovativeness. ATU Empirical Social Science Research Workshop, Russellville, Arkansas.

National

Udell, G. G., Rothschild, P., Jones, S. C., & Knotts, T. L. (2002, August). Factors Affecting Innovator Success and Failure. U.S. Patent and Trademark Office National Inventors Conference, Syracuse, New York.

Regional

Jones, S. C., Knotts, T. L., & Liang, K. (2009, October). Workshop: Business Plan Competitions as an Educational Tool. Association for Small Business & Entrepreneurship, San Antonio, Texas.

State

Jones, S. C. (2012, September). Using Business Simulations for Assessment of Learning. Arkansas College Teachers of Economics and Business (ACTEB), Russellville, Arkansas.

Research Grants

Funded

2010: Jones, S. C., Mason, K., & Benefield, M., Customer Perceived Service Quality in the Fast Food Industry, Principal Investigator, Arkansas Tech University - Faculty Development. Using undergraduate students as consumer subjects, this study examines consumer behavior in the fast food industry from marketing, management, and economics perspectives. Specifically, our study takes a comprehensive approach to determining both expected preferences and realized preferences, including 228 separate subject meal experiences. From a marketing perspective, this study explores how consumer's satisfaction levels can lead to customer retention and loyalty. Using the SERVQUAL dimensions of service quality, to measure customer satisfaction levels we explore management practices which can lead to customer loyalty, and thus, higher profitability. Also, from a economics perspective, this study looks at differences in consumer choices based upon price sensitivity considerations.

2009: Jones, S. C. Developing Entrepreneurial Programs in Romania, Principal Investigator, Arkansas Tech University - Faculty Development. Romanian entrepreneurship education is still in its early stages. Soviet-era education did not develop the theoretical nor the practical methods of teaching this capitalist concept to those interested in the field of business. Current Romanian educators have expressed interest in earning about entrepreneurial education, and to that end one conference has asked me to be a keynote speaker on the development of educational activities to do just that. Additionally, one of my co-writers (Daniel Glaser-Segura) and I will present a paper that continues to explore the differences and similarities of Romanian and American business students in their attitudes toward small business (note the paper currently under review using that research which was funded by an earlier ATU PDF grant). Finally, Dr. Glaser-Segura and I will begin discussions of cross-border research efforts with Romanian faculty while we are in-country.

2006: Jones, S. C. Research on Romanian Entrepreneurship & Quality Management, Principal Investigator, Arkansas Tech University - Faculty Development. This project is intended as research only with the purpose of better understanding the nature of entrepreneurship and quality management activities among business persons and business students in Romania. Participants will be asked to answer a series of standardized survey items on either entrepreneurship or quality management. No other experimental procedures will be required of any participant. While minimal demographic information will be requested of each participant, no participant will be required to provide unnecessary personal information. The average expected time to complete a survey will average between 15 and 60 minutes, depending upon which survey is being completed.

Working Papers

Knotts, T. L., Jones, S. C., Roach, D., & Udell, G. G. (2012). "Gender's Role in the Assessment of Potential Mass Merchandising Suppliers," targeted for International Journal of Sales, Retailing and Marketing.

Service:

Service to the University

College Assignments

Chair:

2014-2015: Assurance of Learning

2012-2013: Assurance of Learning

2011-2012: Curriculum Committee

2009-2010 – 2010-2011: Faculty Development & Evaluation

2008-2009: Faculty Development Committee

Member:

2014-2015: Strategic Planning Committee
2014-2015: College of Business Leadership Cabinet
2014-2015: Curriculum Committee
2012-2013: Curriculum Committee
2010-2011 – 2012-2013: Strategic Planning Committee
2011-2012: Assurance of Learning
2009-2010: Strategic Planning
2008-2009: Strategic Planning Committee
2007-2008: Strategic Planning
2005-2006 – 2007-2008: Academic Honors & Student Affairs
2006-2007: Faculty Development & Evaluation
2005-2006: Instructional Resources

Service to the Profession

Officer: Organization / Association

2011: Association for Small Business & Entrepreneurship, Savannah, Georgia. President

2010: Association for Small Business & Entrepreneurship, Fort Worth, Texas. President-Elect

2009: Association for Small Business & Entrepreneurship, San Antonio, Texas. Vice President: Programs

2008: Association for Small Business & Entrepreneurship, Albuquerque, New Mexico. Vice-President: Membership

Service to the Community

Chair of a Committee

2007 – 2014: Equestrian Zone, Equestrian Zone is a 501(c)(3), non-profit organization, that provides therapeutic riding and hippotherapy to individuals with disabilities. We serve children and adults with a wide diversity of physical, cognitive, mental and emotional disabilities.

Other Community Service Activities

2003 – 2004: Ozark Youth Soccer - Coach, Coached one to two teams each fall and spring season. Average number of youths on a team was 7-12.

2003 – 2004: Ozark Youth Soccer - Sponsor, Sponsored youth soccer league teams each fall and spring season. Average number of youths on a team was 7-12.

1999 – 2002: Ozark Youth Soccer - Coach, Coached one to two teams each fall and spring season. Average number of youths on a team was 7-12.

Faculty Development

Research-Related Conference/Seminar

2008: Association for Small Business & Entrepreneurship, Albuquerque, New Mexico. Small Business & Entrepreneurship Research Conference

2007: Association for Small Business & Entrepreneurship, Austin, Texas. Small Business & Entrepreneurship Research Conference

2005: Association for Small Business & Entrepreneurship, Albuquerque, New Mexico. Small Business & Entrepreneurship Research Conference

2004: Association for Small Business & Entrepreneurship, Albuquerque, New Mexico. Small Business & Entrepreneurship Research Conference

2003: Association for Small Business & Entrepreneurship, Houston, Texas. Small Business & Entrepreneurship Research Conference

2002: Association for Small Business & Entrepreneurship, St. Louis, Missouri. Small Business &

Entrepreneurship Research Conference

2002: South Dakota International Business Conference, Rapid City, South Dakota. Annual conference on international business topics with students and faculty from the U.S., China, the U.K. and other nations.

2001: Southwestern Small Business Institute Association, New Orleans, Louisiana. Small Business & Entrepreneurship Research Conference

2000: Southwestern Small Business Institute Association, San Antonio, Texas. Small Business & Entrepreneurship Research Conference

1996: Southwestern Small Business Institute Association, San Antonio, Texas. Small Business & Entrepreneurship Research Conference

Instructional-Related Conference

2009: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. 'Learning Methods for Millennials' presented by Dr. Tim Carter. Teaching methods for students of the new millennium.

Other Professional Development

2015: ATU Professional Development Workshop, Russellville, Arkansas. A professional development workshop for faculty was held on May 7 from 8-5. Dr. Mark Taylor presented on "Meet Generation NeXt" Understanding, Teaching and Serving Today's Students Managing in the Multigenerational Workplace.

2015: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Workshop on "Advising and Registration Tools" presented by Ms. Vicky Bills. Ms. Bills provided a demonstration of new software tools that can help facilitate the advising and pre-registration process.

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on the university attendance policy and its financial implications for the university and students.

2014: Considering, Contemplating and Conducting the Scholarship of Teaching and Learning, Russellville, Arkansas. Attended the workshop presented by Dr. William Buskist of Auburn University learning about evidence-based systems of teaching, hot wo develop transformative learning environments through new dispositions and innovative approaches to teaching.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Reading, Writing, and Accounting" presented by Dr. Pam Carr (Professor of Accounting). This presentation addressed the problem accounting employers have with the writing skills of new hires. Using a "readability" test, student writing was examined and compared to the level of readability that is required in the accounting profession. The objective of the this research is to help faculty to better prepare accounting students with the ability to deliver technical content in a clear, concise, understandable way.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on using Tegrity for lecture capture and student presentations. Instruction for this workshop was given by Dr. Becky Callaway and Mr. Ken Teutsch (Academic Affairs e-Tech Specialist).

2012: 2012 September Annual Accreditation Conference - AACSB, Atlanta, Georgia. This year is especially important, as you will hear the latest updates on the work of the Blue Ribbon Committee on Accreditation Quality (BRC), participate in discussions that guide their progress, and determine the future direction of AACSB Accreditation. No matter what part of the accreditation process you are in, these upcoming changes affect you.

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. On Oct. 24, 2012, The College of Business hosted a faculty development workshop. At the workshop Dr. Rebecca Callaway (ATU Academic Affairs e-Tech specialist) showed faculty how to use Bb Instant Messaging, Blogs, Journals and Wikis tools for online class collaboration. Also. Dr. Callaway showed participates how to use various Bb Adaptive Release features (used to control which students have access to what online course materials at what times). Dr. Callaway also showed the benefits of using Mashups for posted word documents and YouTube videos into a Bb content area.

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. November 7 Faculty Workshop Description..... Dr. Callaway showed the COB faculty how to use various Bb grade book features. These features included how to created weighted grades, dropping certain grades, color coding to highlight at risk students, providing feedback on graded assignments and downloading grades. Also, Dr. Callaway gave tips on effective Bb housekeeping practices such as archiving classes and exporting Bb classes.

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. **Attended a College of Business Faculty Development scholarship presentation on consumer spending behavior. The paper presented was an empirical analysis of consumer Debit Card vs. Credit Car spending behavior.**

2008: CAAP Training, Russellville, Arkansas. Training in the new on-line degree audit (CAAP) system by Tammy Rhodes, Registrar

2006: Research on Romanian Entrepreneurship & Quality Management, Bucharest, Romania. Grant funded trip to begin a research stream on specific Romanian business practices and to establish a relationship with university personnel with the aim of further future academic experience.

2006: Faculty and Student Exchange Development in Mexico, Queretaro, Mexico. Assessment trip to Queretaro to appraise the possibility of developing future student trips and exchanges.

1999: Faculty and Student Exchange Development in Bulgaria, Sofia and Plovdiv, Bulgaria. 9-day trip to assess the development of a formal faculty and student exchange program with a Bulgarian university system.

Professional Seminars / Workshops

2011: AACSB Curriculum Development Series: Critical Thinking, Tampa, Florida. The seminar will help participants to differentiate between two principle approaches to critical thinking, one focusing on overcoming logical fallacies and one focused on overcoming biases in problem formulation.

2011: AACSB Curriculum Development Series: Design Thinking for Creativity, Innovation & Transformation, Tampa, Florida. Through a series of thought-provoking exercises and discussions, this workshop will demonstrate the power of design in addressing complex management issues.

2003: Heartland Conference for Free Enterprise, Lincoln, Nebraska. Entrepreneurship Workshop

Technology-Related Training

2010: SMART Board Training, Russellville, Arkansas. Training on SMART Board usage and technology

2009: SEDONA Training, Russellville, Arkansas.

Honors-Awards-Grants

Award

2010: , Allied Academies - Academy of Entrepreneurship. Best Paper Award

2009: , Association for Small Business & Entrepreneurship. Outstanding Paper Award - Runner-Up

Honor

2012: Thomas P. Tyler Excellence in Teaching Award, ATU College of Business.

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Masanori Kuroki, Ph.D.
Assistant Professor
Accounting and Economics Dept
College of Business
mkuroki@atu.edu

Academic Background

Ph.D. University of California, Riverside, 2011

M.S. California State Polytechnic University, Pomona, Pomona, California, Economics, 2004

B.S. California State University, Bakersfield, Bakersfield, California, Economics, 2002

Work Experience

Academic Experience

Assistant Professor of Economics, Arkansas Tech University (August, 2013 - Present), Russellville, Arkansas.

Adjunct Assistant Professor of Economics, Occidental College (August, 2011 - August, 2013), Los Angeles, California.

Courses Taught

Courses from the Teaching Schedule: Econometrics, Intermediate Microeconomic Theory, Principles of Economics I, Principles of Economics II

Intellectual Contributions:

Refereed Articles

Kuroki, M. (2013). Crime victimization and subjective well-being: Evidence from happiness data. Journal of Happiness Studies.

Kuroki, M. (2013). Opposite-sex coworkers and marital infidelity. Economics Letters.

Kuroki, M. (2013). The deployment of the Japan Self-Defense Forces in Iraq and public trust among different ideological groups. Defense and Peace Economics.

Kuroki, M. (2013). The effect of sex ratios on suicide. Health Economics.

Kuroki, M. (2013). The paradoxical negative association between subjective well-being and the objective Happiness Ranking in Japan. Applied Research in Quality of Life.

Kuroki, M. (2012). The deregulation of temporary employment and workers' perceptions of job insecurity. Industrial and Labor Relations Review.

Kuroki, M. (2011). Does social trust increase individual happiness in Japan? Japanese Economic Review.

Kuroki, M. (2010). Suicide and local unemployment in Japan: Evidence from municipal level suicide rates and age-specific suicide rates. Journal of Socio-Economics.

Presentation of Refereed Papers

International

Kuroki, M. (2010). Does social trust increase individual happiness in Japan? The joint conference of the International Association for Research in Economic Psychology and the Society for the Advancement of Behavioral Economics, Cologne, Germany, Cologne, Germany.

Kuroki, M. (2009). Suicide and local unemployment in Japan: Evidence from municipal level suicide rates and age-specific suicide rates. Singapore Economic Review Conference, Singapore, Singapore.

Research Grants

Funded

2010: Kuroki, M. Mini-Grant for Cross-Campus Collaborative Graduate Student Research, the UCLA Institute for Research on Labor and Employment (IRLE).

Service:

Service to the University

College Assignments

Member:

2014-2015: Curriculum Committee

Faculty Development

Other Professional Development

2015: ATU Professional Development Workshop, Russellville, Arkansas. A professional development workshop for faculty was held on May 7 from 8-5. Dr. Mark Taylor presented on "Meet Generation NeXt" Understanding, Teaching and Serving Today's Students Managing in the Multigenerational Workplace.

2015: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Workshop on "Advising and Registration Tools" presented by Ms. Vicky Bills. Ms. Bills provided a demonstration of new software tools that can help facilitate the advising and pre-registration process.

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Leadership in Retail Supply-Chain Management" presented by invited speaker, Dr. Seungjae Shin (Associate Professor of MIS, Mississippi State University – Meridian). This research addresses the effect of RFID in supply chain management efficiency

2014: Arkansas Tech COB Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presention given by Jennifer Fleming covering Title IX and sexual harassment policies.

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on the university attendance policy and its financial implications for the university and students.

2014: Considering, Contemplating, and Conducting the Scholarship of Teaching and Learning (SoTL), Russellville, Arkansas. Attended the workshop presented by Dr. William Buskist of Auburn University learning about evidence-based systems of teaching, hot wo develop transformative learning environments through new dispositions and innovative approaches to teaching.

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a research presentation by Dr. Efosa Idemudia intitiled "Fulbright Scholarship Program", (October 13, 2014).

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Reading, Writing, and Accounting" presented by Dr. Pam Carr (Professor of Accounting). This presentation addressed the problem accounting employers have with the writing skills of new hires. Using a "readability" test, student writing was examined and compared to the level of readability that is required in the accounting profession. The objective of the this research is to help faculty to better prepare accounting students with the ability to deliver technical content in a clear, concise, understandable way.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a

College of Business Faculty Development Workshop on using Tegrity for lecture capture and student presentations. Instruction for this workshop was given by Dr. Becky Callaway and Mr. Ken Teutsch (Academic Affairs e-Tech Specialist).

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Carbon Emission Modeling in Green Supply Chain Management" presented by Dr. Vicky Tao (Assistant Professor of Management). This research addresses the problem of determining optimal order production/quantity based upon the costs of carbon emissions.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on Using Tegrity for Exam Proctoring. The workshop was conducted by Dr. Becky Callaway and Mr. Ken Teutsch. The workshop covered: (1) How to set up the Tegrity exam proctor tool: (2) what kind of problems to expect; and, (3) how to overcome common problems. The workshop also explained how to use the "Adaptive Release" tool in Blackboard.

Professional Seminars / Workshops

2014: Wolfram Technologies in Education and Research, Russellville, Arkansas. The one-hour seminar was an overview of Mathematica 10 and the interface with Wolfram Alpha, including data analysis and modeling, visualization, and application to the classroom.

Honors-Awards-Grants

Award

2010: Outstanding Teaching Assistant Award, University of California, Riverside.

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Professor
Management and Marketing Dept.
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kmason@atu.edu

Professional Interests

Academic Background

Ph.D. University of Arkansas at Fayetteville, Fayettville, Arkansas, (Marketing), 1995
M.B.A. University of Arkansas at Fayetteville, Fayetteville, Arkansas, (Finance), 1986
B.A. Arkansas Tech University, Russellville, Arkansas, (Bus. Admin.), 1982

Memberships

American Marketing Association
Association of Marketing Educators
Beta Gamma Sigma Honor Society
Southwestern Marketing Association

Work Experience

Academic Experience

Professor of Marketing, Arkansas Tech University (2002 - Present), Russellville, Arkansas.
Head, Management & Marketing Department, Arkansas Tech University (2003 - 2012), Russellville, Arkansas.
Associate Professor of Marketing, Arkansas Tech University (1996 - 2002), Russellville, Arkansas.
Assistant Professor of Marketing, Arkansas Tech University (1991 - 1996), Russellville, Arkansas.
Instructor of Business Administration, Arkansas Tech University (1986 - 1989), Russellville, Arkansas.

Non-Academic Experience

National

Graduate Research Assistant, University of Arkansas (1989 - 1991), Little Rock, Arkansas.
Store Manager, Zales Jewelry (1986 - 1986), Tulsa, Oklahoma.
Assistant Manager, Zales Jewelry (1985 - 1985), Fayetteville, Arkansas.
Manager Trainee, Zales Jewelry (1984 - 1984), Fort Smith, Arkansas.
Bank Vault Assistant Manager, First National Bank (1983 - 1983), Fort Smith, Arkansas.
Bank Vault Teller, First National Bank (1982 - 1982), Fort Smith, Arkansas.

Paid Service

1990: Rheen Rudd Corporation, Conducted an Employee Discipline Seminar, Rheem Rudd Corp., Fort Smith, AR.

Courses Taught

Courses from the Teaching Schedule: Consumer Behavior, Internship I in Economics/Finance, Internship I in Management, Internship II in Management, Internship in Marketing I, Introduction to

Business, Introduction to Business Systems, Marketing Management, Principles of Marketing, Small Business Management, Sport and Event Marketing

Courses taught, but not in the Schedule:
Introduction to Business, Business Statistics, Management and Organizational Behavior, Production Management, Management Information Systems, Business Policy, Human Behavior in Organizations, Principles of Marketing, Consumer Behavior, Retailing, Advertising, Marketing Management, Marketing Research,

Other Teaching Activities

Course (Existing) - Compensated Redesign

2006 - Course (Existing) - Compensated Redesign.

Intellectual Contributions:

Refereed Articles

Mason, K., Jones, S., Benefield, M., & Walton, J. (in press, 2015). Building Consumer Relationships in the Quick Service Restaurant Industry. Journal of Foodservice Business Research, 19 (4).

Mason, K. H., Benefield, M., & Batch, A. (2014). Partnering Non-Profits with Corporate Sponsors. Journal of Business Administration Online.

Mason, K. H., Jones, S., Benefield, M., & Walton, J. (2013). Consumer Perceptions of Quick Service Restaurants. Journal of International Business and Economics, 13, 109-116.

Mason, K. H. (2012). Buyer Behavior and e-Bay. Journal of Organizational Leadership and Business, 1 (7).

Mason, K. H. & Batch, A. (2009). Brand Leveraging. Journal of Business, Industry and Economics, 13, 19-28.

Mason, K. H. (2006). Student Integrity. The Journal of Business Review, Cambridge, 6 (1), 297-300.

Mason, K. H. (2005). How Corporate Sport Sponsorship Impacts Consumer Behavior. The Journal of American Academy of Business, 7 (1), 32-35.

Mason, K. H. (2004). Effective Advertising. Journal of the Association of Marketing Educators, 8 (1), 42-44.

Mason, K. H., Mayer, J., & Troboy, K. (2004). A Profile of Online Shoppers. Southwest Oklahoma Economic Review, 21, 146-163.

Mason, K. H. (2003). The Benefits of Higher Brand Equity. Journal of Business Administration Online, 2 (1).

Mason, K. H. & Bequette, J. (2002). Cueing the Consumer for more Favorable Product Evaluations. Journal of the Association of Marketing Educators, 6 (2), 38-41.

Mason, K. H., Edwards, R., & Roach, D. (2002). Student Evaluation of Instructors: A Measure of Teaching Effectiveness or of Something Else? Journal of Business Administration Online, 1 (2).

Mason, K. H. & Roach, D. (2001). Multidimensional Measures of Consumer Rating Accuracy. Journal of Marketing Theory and Practice, 9 (1), 14-23.

Mason, K. H., Jensen, T., Burton, S., & Roach, D. (2001). The Accuracy of Brand and Attribute Judgments: The Role of Information Relevancy, Product Experience, and Attribute-Relationship Schemas. Journal of The Academy of Marketing Science, 29 (3), 307-317.

Mason, K. H., Black, G., & Bequette, J. (1999). Consumer Based Discrimination. Journal of Business and Behavioral Sciences, 6, 85-91.

Mason, K. H., Roach, D., & Edwards, R. (1999). Consumer Brand Rating Bias. Journal of Marketing Education, 3, 26-39.

Roach, D., Mason, K., & Edwards, R. (1999). Human Performance Appraisal Bias: An Experimental Study. Central Business Review, 18 (1), 6-12.

McGaughey, R. & Mason, K. H. (1998). The Internet as a Marketing Tool. Journal of Marketing Theory and Practice, 6 (3), 1-11.

Mason, K. H. (1998). Product Experience and Consumer Product Attribute Inference Accuracy. Journal of Consumer Marketing, 15 (4), 343-355.

Black, G., Mason, K., & Cole, G. (1996). Consumer Preferences and Employment Discrimination. International Advances in Economic Research, 2 (2), 137-145.

Refereed Proceedings

Full Paper

Mason, K. H., Jones, S. C., Benefield, M., & Walton, J. (2013). Quick Service Restaurant Success Factors. Association of the Academic and Business Research Institute International (AABRI).

Jones, S., Mason, K. H., & Benefield, M. (2011). Collaborative Pedgogical Research on Customer Perceptions of Service Quality in the Fast Food Industry. Marketing Management Association.

Mason, K. H. & Batch, A. (2009). What's in a (Brand) Name? American Society of Business and Behavioral Sciences, 16 (1).

Mason, K. H. & Batch, A. (2007). Increasing Customer Loyalty. Academic Business World International Conference, 3, 868-871.

Roach, D., Cochran, L., & Mason, K. (2005). The Impact of Power and Perception on Self and Peer Ratings. The International Academy of Business and Public Administration Disciplines Conference.

Mason, K. H. (2005). Corporate Sponsorship as a Marketing Tool. The Society of Business, Industry and Economics, 19-24.

Roach, D., Cochran, L., & Mason, K. (2004). The Impact of Anonymity on Self and Peer Ratings in A Management Class. The International Academy of Business and Public Administration Disciplines.

Roach, D., Cochran, L., & Mason, K. (2004). The Impact of Anonymity on Self and Peer Ratings in A Statistics Class. Society of Business, Industry and Economics.

Mason, K. H., Mayer, J., & Troboy, K. (2004). A Profile of Online Shoppers. Southwest Business Symposium, 21, 146-163.

Edwards, R., Mason, K., & Roach, D. (2001). Performance Appraisal in Business Education: What Do Student Evaluations Measure? Southwest Business Symposium, 141-148.

Mason, K. H., Roach, D., & Edwards, R. (2000). The Effects of Information Relevancy and Product Experience on Brand Performance Rating Accuracy Within a Product Category. Southwestern Marketing Association, 130-137.

Mason, K. H., Black, G., & Bequette, J. (1999). Consumer Attitudes about Service Worker Diversity. American Society of Business and Behavioral Sciences, 10, 185-189.

Mason, K. H. & Roach, D. (1999). Product Experience and Product Rating Accuracy. Decision Science Institute, 30, 349-351.

Mason, K. H., Roach, D., Yew, B., & Edwards, R. (1999). The Effects of Task-Related Expertise, Context-Related Expertise, and Context Familiarity, on Individual and Incremental Performance. Western Decision Science Institute, 28, 562-564.

Mason, K. H. (1998). The Moderating Effect of Product Experience on Product Evaluations. Southwest Business Symposium, 15, 177-184.

Mason, K. H., Yew, B., Roach, D., & Edwards, R. (1998). A Study of the Effects of Individual Expertise and Task Structure on Group Performances in Face-to-Face and Computer Mediated Settings. Decision Science Institute, 29, 889-991.

Mason, K. H. & McGaughey, R. (1997). The Internet as a Marketing Tool: An Exploration of the Internet. Decision Science Institute, 28, 288-290.

Mason, K. H. & Black, G. (1997). Consumer Perceptions About Workforce Diversity: An Exploratory Study. Midwest Division of the Academy of Management, 40, 87-92.

Mason, K. H., Roach, D., & Edwards, R. (1996). The Effects of Domain Knowledge and Personal Relevance on Ratings Accuracy. Southwest Academy of Management, 38, 173-177.

Mason, K. H., Clow, K., & Ashton, D. (1991). An Empirical Analysis of the Relevant Importance of Service Quality Dimensions. Southwestern Marketing Association, 394-399.

Abstract Only

Mason, K. H., Goza, N., & Batch, A. (2012). Preventing Academic Dishonesty. Society of Business, Industry, and Economics (SOBIE).

Jones, S. C., Benefield, M., & Mason, K. H. (2011). Fast Food Satisfaction: How Do the Locals Stand Up to the Chains? Association for Small Business & Entrepreneurship.

Presentation of Refereed Papers

International

Mason, K., Jones, S., Benefield, M., & Walton, J. (2013). Consumer Perceptions of Quick Service Restaurants. International Academy of Business and Economics Conference, Las Vegas, Nevada.

Mason, K. H., Walton, J., Jones, S. C., & Benefield, M. (2013). Quick Service Restaurant Success Factors. Association of the Academic and Business Research Institute International (AABRI), Orlando, Florida.

National

Mason, K. H. & Goza, N. (2012, April). Accounting Ethics. Society of Business, Industry, and Economics (SOBIE), San Destin, Florida.

Mason, K. H. (2009). What's in a (Brand) Name? American Society of Business and Behavioral Sciences, Las Vegas, Nevada.

Mason, K. H. (2005, March). Corporate Sponsorship as a Marketing Tool. Annual Meeting of the Society of Business, Industry and Economics, Hot Springs, Arkansas.

Mason, K. H., Edwards, R., Jones, K., & Bean, L. (2003). Academic Integrity. Southeastern Regional Association of Teacher Educators (SRATE) Conference, Savannah, Georgia.

Mason, K. H. (2002). Factors Influencing Student Evaluation of Instructors. 52 Annual Meeting of Arkansas College of Economics & Business Conference (ACTEB), Little Rock, Arkansas.

Mason, K. H. (1999). Product Experience and Product Rating Accuracy. 1999 Annual Decision Sciences Institute Conference, New Orleans, Louisiana.

Regional

Mason, K. H. & Batch, A. (2008, April). Brand Leveraging. Society of Business, Industry, and Economics (SOBIE), Destin, Florida.

Mason, K. H., Cole, G., & Black, G. (1995). Consumer Preferences Lead To Employment Discrimination. Atlantic Economic Society Conference, Williamsburg, Virginia.

Research Grants

Funded

2014: Mason, K. H. ATU Professional Development Grant, Principal Investigator. .

2010: Jones, S., Mason, K. H. , & Benefield, M., Arkansas Tech Faculty Research Grant, Arkansas Tech University Faculty Research Grant. Received $1,580.00 for research project entitiled 'Customer Perceived Service Quality in the Fast Food Industry.'.

Other Research Activities

Basic or Discovery Scholarship

2013: Mason, K. H., Impacts of Brand Equity on Consumers' Product Evaluations. Prresented "Impacts of Brand Equity on Consumers' Product Evaluations," to the ATU Empirical Social Science Research Forum (April 3, 2013).

Service:

Service to the University

Department Assignments

Chair:

2012-2013: Faculty Search Committee: Search for a BDA faculty.

1992-1993: Faculty Search Committee

Department Assignments

Member:

1997-1998 – 1998-1999: Faculty Search Committee

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Department Assignments

Member:

2013-2014: Health Education Department Faculty Search Committee

Department Assignments

Member:

2012-2013: Management and Marketing Teaching Peer Review Committee

Department Assignments

Member:

2014-2015: Management and Marketing Teaching Peer Review Committee

2013-2014 – 2014-2015: Parks & Recreation, Hospitality Administration Department Teaching Peer Review Committee

Department Assignments

Mentoring Activities:

2006-2007: New Faculty Mentor for Jim Walton

2004-2005: New Faculty Mentor - Andrew Cannon

2001-2002: New Faculty Mentor - Rod Ruble

1997-1998: New Faculty Mentor - Erin Dickerson

Department Assignments

Other Institutional Service Activities:

2012-2013: Internship Director:

Directed "7" student internships (1 spring 2013, 6 summer, 2013). Interns included: Isis Pedersen, Corey Mitchell, Carolyn Reynolds, Lili He, Ossie Apalategui, Gabriel Smith, and Bryan Hughes.

College Assignments

Chair:

2011-2012: Business Data Analytics Faculty Search Committee

College Assignments

Chair:

2014-2015: Faculty Development

2012-2013 – 2014-2015: Faculty Development Committee: Host faculty scholarship presentations and develop programs to enrich faculty scholarship and online course development

2012-2013: Faculty Development & Evaluation

College Assignments

Chair:

1999-2000 – 2000-2001: Teaching Peer Review Committee

Faculty Advisor:

1991-1992 – 2000-2001: Phi Beta Lambda Advisor

Faculty Sponsor:

2000-2001: Arkanas Tech University School of Business: Sponsored 8 school of business students as

they attended the International Association of Business Communications: 'A Real World Education In A Day' Workshop in Little Rock, AR. (Spring 1999). This workshop was designed to helped students: (1) develop better interviewing skills; (2) understand how to develop resumes & portfolios; (3) know what to expect during the first year on the job; and (4) prepare for a career. The students were allowed to shadow a business professional at their place of business for an afternoon.

College Assignments

Member:

2012-2013 – 2013-2014: AACSB Steering Committee: Served on the accredication steering committee for the College of Business

College Assignments

Member:

2012-2013: COB Associate Dean Search Committee

2011-2012: College of Business College to Career Staff Search Committee: Work to hire 3 positions and help to develop Success Center processes and responsibilities.

2010-2011: Accounting Department Faculty Search Committee: Served on the committee that designed to fill an Accounting faculty position.

1999-2000: Ad Hoc Student Placement Committee

1997-1998 – 1998-1999: Ad Hoc Curriculum Content & Evaluation Self Study Committee

1992-1993: Ad Hoc Communication Assessment Committee

College Assignments

Member:

2014-2015: College of Business Curriculum Committee

2013-2014 – 2014-2015: College of Business Leadership Cabinet

College Assignments

Member:

2012-2013: College to Career Center Faculty Liasion

1998-1999 – 2002-2003: Curriculum and Assessment Committee

1993-1994: Curriculum Committee

College Assignments

Member:

2012-2013 – 2015-2016: Enactus Advisory Board

College Assignments

Member:

2000-2001 – 2001-2002: Faculty Development Committee

1991-1992 – 1997-1998: Honors Convocation Committee

College Assignments

Member:

2012-2013: Instruction Resource

College Assignments

Member:

2012-2013: Instructional Resource Committee: Work to identify faculty office, classroom and scholarship needs

2011-2012: Small Business & Technology Develpment Center Search Committee: Work to hire a SBTDC director

2008-2009: School of Education Student Appeals Committee: Consider education student appeals and make recommendations to the Dean of Education.

2007-2008: School of System Science Department Head Search Committee: Serve on search committee for vacant Head of Computer Information Systems department at ATU.

1997-1998 – 1998-1999: Library Resources Committee

College Assignments

Member:

2012-2013: Strategic Planning Committee

2010-2011 – 2011-2012: Strategic Planning Committee

2009-2010: Strategic Planning

2008-2009: Strategic Planning Committee

2004-2005 – 2007-2008: Strategic Planning

College Assignments

Member:

2000-2001: System Science Parks & Recreation, and Hospitality Administration: Teaching Peer Review Committee.

1996-1997 – 1997-1998: Teaching Peer Review Committee

Other Institutional Service Activities:

1999-2000: Arkansas Tech School of Business: Made presentations to students at Deer High School concerning marketing careers/opportunities and how ATU can prepare them for a career in marketing.

College Assignments

Other Institutional Service Activities:

2014-2015: Masters Thesis Review Team: Served as a faculty reviewer for 5 Masters Thesis presentations

College Assignments

Other Institutional Service Activities:

2009-2010: University Search Committee for ATU Small Business and Technology Development Center: Committee hired a director and a program coordinator.

University Assignments

Assurance Of Learning - Institutional Service:

2011-2012: University Assessment Workshop: University Assessment Workshop, April 3, 2012.

University Assignments

Faculty Advisor:

2013-2014 – 2015-2016: First Baptist Church College Student Organizaton

2013-2014: First Baptist Church College Student Organizaton

University Assignments

Faculty Advisor:

2004-2005: Honors Student (Aubrey Mos) Research Project on Corporate Sponsorship

2003-2004: Honors Student (Jared Mayer) Research Project 'A Profile of Online Shoppers'

2002-2003: Honors Student (Kara Jones) Research Project 'Academic Integrity'

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Faculty Sponsor:

2002-2003: Helped MTV organize volunteers for the 'MTV Campus Invasion Tour' on Tech campus

University Assignments

Member:

2012-2013 – 2013-2014: ATU Faculty Research Grant Review Committee (Fall 2012 - Present).

University Assignments

Member:

2008-2009: Arkansas Depart of Higher Education (ADHE) Ad Hoc Arkansas Course Transfer System (ACTS) Committee: ACTS was created by the legislature in 2005 by Act 672 to strengthen and expand transfer agreements among Arkansas' public colleges and universities. The courses included in ACTS meet minimum course requirements for transferability.
After Act 672 became law, General Education Faculty Committees were formed to establish course descriptions, learning outcomes, and minimum standards for expected student outcomes for each of the 88 courses in ACTS.

2001-2002: Admissions, Academic Standards & Student Honors Committee

1998-1999: Admissions, Academic Standards, and Studetn Honors Committee

1998-1999: Athletic Committee

University Assignments

Member:

2015-2016: Athletic Committee

2009-2010: Career Services Search Committee: Served on an ad hoc university committee charged with filling the Administrative position of Assistant Director of Career Services.

University Assignments

Member:

2002-2003 – 2003-2004: Faculty Insurance Committee

1996-1997 – 1997-1998: Curriculum Committee

1995-1996: Enrollment Management Task Force

University Assignments

Member:

2012-2013 – 2014-2015: Faculty Salary, Benefits and Awards

2012-2013 – 2013-2014: Faculty Research Grant Review Committee

University Assignments

Member:

2002-2003: Faculty Salary, Benefits, and Awards Committee

University Assignments

Member:

2012-2013 – 2014-2015: Faculty Senate

University Assignments

Member:

2009-2010: Small Business and Technology Development Center Search Committee: Served on the search committee for a SBTDC director and program coordinator postions

2008-2009: University Professional Development Grant Selection Committee

2007-2008: Freshman Orientation Course Committee: As part of a emphasis on retention, this university committee will explore the development of a new Freshman Orientation Course for the university.

2007-2008: University SURF Grant Appropriation Committee

2007-2008: University Accreditation Self-Study Task Force

2006-2007: Strategic Planning Task Force

2001-2002 – 2004-2005: Faculty Senate Committee

2003-2004: Focus Group for Student Retention

2002-2003: Focus Group for Tech promotional material

2002-2003: Sabbatical Committee

2001-2002: University Ad Hoc Enrollment Management Committee

1999-2000 – 2000-2001: Faculty Welfare Committee

1997-1998: Sabbatical Committee

1995-1996: Strategic Planning Committee

University Assignments

Member:

2012-2013: University Sabbatical Review Committee: Reveiw University Faculty Sabbatical Applications

University Assignments

Member:

2011-2012: University Student Undergraduate Research Grant Selection Committee

2010-2011: University Undergraduate Research (SURF) Grant Selection Committee: Evaluated faculty/student research proposals and awarded funds for approved proposals.

2009-2010: University Undergraduate Research (SURF) Grant Selection Committee: Evaluated faculty/student research grant proposals and awarded grants to approved proposals.

University Assignments

Other Institutional Service Activities:

2014-2015: Ad Hoc Exploratory New Degree - Veterinary Medicine Committee

University Assignments

Other Institutional Service Activities:

2002-2003: Journal of Business Administration Online: Co-Editor

1995-1996: Arkansas Tech University Residence Life: Aided ATU's Resident Life and Services in the collection and analysis of a survey that examined the feasibility of developing an apartment complex on the ATU campus.

Service to the Profession

Editor: Associate Editor

2000 – 2003: Journal of Business Administration Online, Russellville, Arkansas. Co-Editor for Journal of Business Administration Online.

Reviewer - External Tenure

2012: External Research Reviewer for Louisiana State University in ShreveportExternal Research Reviewer for Louisiana State University in Shreveport, Sheveport, Louisiana. Reviwed Marketing Research Publications for Tami Knotts Promotion and Tenure at Louisiana State University in Shreveport.

Service to the Community

Other Community Service Activities

2003: Russellville Chamber of Commerce, Helped Chamber of Commerce in the development of ideas for

promoting a Downtown Development fund raiser

2002: Students in Free Enterprise, Helped SIFE students on a consumer satisfaction project for CiCi's Pizza in Conway.

2000: Transnational Outdoor Power Incorporated, Helped conduct a survey research project for Transnational Outdoor Power Incorporated. As a Marketing Research class project, we surveyed retailers of ATV (All Terrain Vehicles) across the nation, to determine their awareness about products offered by Transnational Outdoor Power, Incorporated

1998: First Arkansas Valley Bank, Conducted a market perceptions study for First Arkansas Valley Bank.

1994: River Valley Weekly, Conducted a media usage study for a local direct marketer, the River Valley Weekly.

1993: Dardanelle State Park, Conducted a camper perceptions study for the Dardanelle State Park.

Positions Held in Civic Organizations

2013 – 2015: Faculty Adviser for First Baptist Church College Student Organization

Speech / Presentation at a Community Meeting

2009: Arkansas Tech Marketing Club Community Outreach Series, Conducted a seminar for the Arkansas Tech Marketing Club. The purose of the seminar was to teach members of the local community how to Develop a Marketing Plan.

Faculty Development

Assurance of Learning - Professional Development

2010: Arkansas Tech University, Russellville, Arkansas. Attended Arkansas Tech Assessment and Curriculum Workshop at LakePoint Conference Center. Dr. Carey Roberts (university assessment director)discussed university assessemnt activities and methods. Ms. Tammy Rhodes (university registrar) discussed the curriculum change process and how that process must be associated with assessment activities.

2007: Arkansas Tech University Management and Marketing Departmental Workshop, Russellville, Arkansas. Attended a Management and Marketing Departmental workshop designed to identify ways to teach critical thinking skills in various classes required in the ATU management and marketing major curriculum.

Research-Related Conference/Seminar

2013: ATU Empirical Social Science Research Workshop, Russellville, Arkansas. Attended Research Presentation of "Cognitive Factors that Influence the Continued Use of Smartphones," presented by Dr. Efosa Idemudia (April 29, 2013).

2012: ACTEB, Russellville, Arkansas. Attended 61st Annual ACTEB fall conference. Included meetings on Technological Innovations in the Classroom and various research presentations.

2009: American Society of Business and Behavioral Sciences, Las Vegas, Nevada. Presented a paper entitled What's in a (Brand) Name? and attend various other research presentations.

2009: American Society of Business and Behavioral Sciences, Las Vegas, Nevada. Attended various research and workshop meetings the 16th Annual American Society of Business and Behavioral Sciences

2009: AACSB International Conference, Orlando, Florida. Attended various workshops and research meetings at the AACSB International Conference Annual Meeting in Orlando, Florida

2005: Society of Business, Industry, and Economics (SOBIE), Hot Springs, Arkansas. Attended Society of Business, Industry, and Economics (SOBIE) conference in March, 2005 and presented paper entitiled 'Corporate Sponsorship as a Marketing Tool'.

2002: Arkansas College Teachers of Economics and Business (ACTEB), Little Rock, Arkansas. Attended 52nd annual Arkansas College Teachers of Economics and Business (ACTEB)meeting and presented a paper entitled 'Factors Influencing Student Evaluation of Instructors'.

1999: Decision Science Institute, New Orleans, Louisiana. Attended the 30th Annual Decision Sciences Institute National Convention in New Orleans, Louisiana. At the meeting, I presented a paper (co-authored with Dave Roach) entitled 'Product Experience and Product Rating Accuracy' that was published in the conference proceedings

1998: Southwest Business Symposium, Edmond, Oklahoma. Attended the 15th Annual Southwest Business Symposium in Edmond, Oklahoma. At the meeting, I presented a research paper entitled 'The Moderating Effect of Product Experience on Product Evaluations' that was published in the conference proceedings.

1997: Midwest Division of the Academy of Management, Ann Arbor, Michigan. Presented 'Consumer Perceptions About Workforce Diversity: An Exploratory Study,' at the 40th Midwest Division of the Academy of Management Conference, Ann Arbor, Michigan.

1996: Southwest Academy of Management, San Antionio, Texas. Presented 'The Effects of Domain Knowledge and Personal Relevance on Ratings Accuracy' at the 23rd Southwest Academy of Management Conference, San Antonio, Texas.

Instructional-Related Conference

2005: Arkansas Tech University Departmental Meeting, Russellville, Arkansas. Attended an Arkansas Tech University workshop entitled 'Generational Learning' which explored various learning methods used by students of different generations. This workshop was sponsored by the ATU Accounting Department

1998: Arkansas Tech University Workshop, Russellville, Arkansas. Attended an Arkansas Tech University workshop entitled 'PowerPoint on the Net'. This workshop enhanced my technology skills allowing me to more effectively use PowerPoint for conference presentations.

Other Professional Development

2016: Arkansas Tech University, Russellville, Arkansas. Attended an ATU Empirical Social Science Research Workshop presentation of "*Testing the side bet theory of organizational commitment in nonprofit governance*" presented by Dr. Jeff Aulgur (September 16, 2015).

2016: Arkansas Tech University, Russellville, Arkansas. Attended a College of Business Faculty Workshop on "Advising and Registration Tools" presented by Ms. Vicky Bills. Ms. Bills provided a demonstration of new software tools that can help facilitate the advising and pre-registration process.

2016: Arkansas Tech University, Russellville, Arkansas. Attended an ATU Empirical Social Science Research Workshop presentation of "*Logistics Sustainability?: Long Term Technology Investments and Integration*" presented by Dr. Mike Benefield (October 14, 2015).

2015: ATU Empirical Social Science Research Workshop, Russellville, Arkansas.
Attended an ATU Empirical Social Science Research Workshop presentation of of an emperical study entitled f "Job Insecurity during the Great Recession," presented by Masa Kuroki (Feb. 11, 2015).

2015: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Workshop on "***Effective Learning Methods***" presented by Dr. Monica Varner.

2015: ATU Empirical Social Science Research Workshop, Russellville, Arkansas.

Attended an ATU Empirical Social Science Research Workshop presentation of "*Meta-History of civic education*," presented by Dr. Mike Rogers on March 11, 2015.

2015: ATU Empirical Social Science Research Workshop, Russellville, Arkansas. Attended a presentation on "Memphis Cotton: the historical and economic geography of a 'Delta' cotton center," by Dr. Patrick Hagge (April 27, 2015)

2015: ATU Professional Development Workshop, Russellville, Arkansas. Attended a professional development Teaching workshop for faculty on May 7, 2015 presented by Dr. Mark Taylor. The workshop was entitled "Meet Generation NeXt: Understanding, Teaching and Serving Today's Students Managing in the Multigenerational Workplace".

2015: ATU Professional Development Workshop, Russellville, Arkansas.

Attended a university sponsored Teaching and Learning workshop on August 19, 2015 presented by Dr. Jon Landis. The workshop was entitled "Why Mobility Matters: How/Why to Use Mobile Devices in the Classroom"

2015: Arkansas Tech University, Russellville, Arkansas. Attended an ATU Empirical Social Science Research Workshop presentation of "*Testing the side bet theory of organizational commitment in nonprofit governance*" presented by Dr. Jeff Aulgur (September 16, 2015).

2015: Arkansas Tech University, Russellville, Arkansas. Attended a College of Business Faculty Workshop on "Advising and Registration Tools" presented by Ms. Vicky Bills. Ms. Bills provided a demonstration of new software tools that can help facilitate the advising and pre-registration process.

2015: Arkansas Tech University, Russellville, Arkansas. Attended an ATU Empirical Social Science Research Workshop presentation of "*Logistics Sustainability?: Long Term Technology Investments and Integration*" presented by Dr. Mike Benefield (October 14, 2015).

2015: Arkansas Tech University, Russellville, Arkansas. Attended a College of Business Faculty Workshop on "Creating Effective Online Classes" presented by Dr. Hanna Norton (Dean, College of e-Tech). Dr. Norton explained the guideline and processes used to create online classes that meet university standards.

2014: ATU Empirical Social Science Research Workshop, Russellville, Arkansas. Attended a presentation of "Reanimating Arabic ESL Students from Fossilization" presented by Dr. Brent Hogan (ATU English Professor).

2014: ATU Empirical Social Science Research Workshop, Russellville, Arkansas. Attended an ATU Empirical Social Science Research Workshop presentation of "Complex Critical Reflection of Cultural Variables: A Content Analysis of Service Learning Portfolios Employing the ABC123 Model for Constructing Cognition," presented by Ms. Monica Varner (Feb. 5, 2014).

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Leadership in Retail Supply-Chain Management" presented by invited speaker, Dr. Seungjae Shin (Associate Professor of MIS, Mississippi State University – Meridian). This research addresses the effect of RFID in supply chain management efficiency.

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Arkansas Tech Business Economic Index" presented by Dr. Marc Fusaro (Assistant Professor of Economics). The index provides viewers with economic conditions within the state and it was created to better connect the Arkansas Tech College of Business with the state's business community by offering them a high quality, valuable economic gauge.

2014: ATU Empirical Social Science Research Workshop, Russellville, Arkansas.

Attended a research presentation by Dr. Mike Rogers. Results of the research showed the positive impact of civics courses on improving civic literacy.

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on the university attendance policy and its financial implications for the university and students.

2014: ATU Empirical Social Science Research Workshop, Russellville, Arkansas. Attended a research presentation by Dr. Masu Kuroki intitiled "An analysis of perceptions of job insecurity among white and black workers in the United States: 1977-2012", (September 17, 2014).

2014: ATU Empirical Social Science Research Workshop, Russellville, Arkansas. Attended a research presentation by Dr. Efosa Idemudia intitiled "Fulbright Scholarship Program", (October 13, 2014).

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on improving service efforts. Guest speaker, Dr. Robin Bowen (ATU President) shared her faculty expectations. In particular, Dr. Bowen discussed her views on creating a culture of student orientation and improved service .

2014: ATU Empirical Social Science Research Workshop, Russellville, Arkansas. Attended a presentation of a research paper titled "*Complex Critical Reflection: Academic Tools to Evaluate Service*

Learning Reflection Journals", by Dr. Monica Varner (November 12, 2014).

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Presented an empirical research paper entitled "***Building Consumer Relationships in the Quick Service Restaurant Industry.***"

2014: ATU Empirical Social Science Research Workshop, Russellville, Arkansas. Attened an empirical research presentation titled "*Revisiting Bank Market Concentration: Don't Forget about Credit Unions*" presented by Dr. Marc Fusaro (Dec. 8, 2014).

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended research presentation by Dr. Stephen Jones enttitled "Student Perceptions of Ethical and Legal Issues Regarding Pre-employment and Employment Screenin Criteria."

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Online Learning". Dr. Loretta Cochran presented an empirical analysis of the impact of using lecture capture (Tegrity) technology on student performance and course evaluation.

2013: ATU Empirical Social Science Research Workshop, Russellville, Arkansas. Attended a presentation by Dr. John Watson (VPAA, Math Professor) entitled "Higher Level Mathematics for Young Students". Dr. Watson demonstrated the benefits using hands on applications as a learning tool to illustrate complex concepts to students.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Reading, Writing, and Accounting" presented by Dr. Pam Carr (Professor of Accounting). This presentation addressed the problem accounting employers have with the writing skills of new hires. Using a "readability" test, student writing was examined and compared to the level of readability that is required in the accounting profession. The objective of the this research is to help faculty to better prepare accounting students with the ability to deliver technical content in a clear, concise, understandable way.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on using Tegrity for lecture capture and student presentations. Instruction for this workshop was given by Dr. Becky Callaway and Mr. Ken Teutsch (Academic Affairs e-Tech Specialist).

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Carbon Emission Modeling in Green Supply Chain Management" presented by Dr. Vicky Tao (Assistant Professor of Management). This research addresses the problem of determining optimal order production/quantity based upon the costs of carbon emissions.

2012: Arkansas Tech University College of Business, Russellville, Arkansas. In 2012, I attended 4 Empirical Social Science Research Workshop/Research presentations.

2012: Arkansas Tech College of Business Faculty Development WorkshopArkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. On November 7, Dr. Callaway showed the COB faculty how to use various Bb grade book features. These features included how to created weighted grades, dropping certain grades, color coding to highlight at risk students, providing feedback on graded assignments and downloading grades. Also, Dr. Callaway gave tips on effective Bb housekeeping practices such as archiving classes and exporting Bb classes.

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. **Attended a College of Business Faculty Development scholarship presentation on consumer spending behavior. The paper presented was an empirical analysis of consumer Debit Card vs. Credit Car spending behavior.**

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a Faculty Development Research presentation by Dr. Idemedia Efosa entitled "Visual Perception Model for Online Target Marketing"

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a Faculty Development Research presentation by Dr. Mike Benefield entitled "Comparing the Financial Heath Between Large and Small SMS's ".

2011: Arkansas Tech University College of BusinessArkansas Tech University College of Business, Russellville, Arkansas. Attended various COB faculty research presentations throughout the academic year.

2011: Arkansas Tech University College of Business, Russellville, Arkansas. Attended various COB faculty research presentations throughout the academic year.

2010: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Dr. Bill Hardgrave, founder and director of the RFID Research Center at the University of Arkansas made a presentation on how Radio Frequency Identification is leading to efficiences in Retailing and Operations Management.

Professional Seminars / Workshops

2014: ATU Empirical Social Science Research Workshop, Russellville, Arkansas. Attended a research presentation entitled "Is the Marketing Mix a P Short?", presented by Dr. Jim Walton. This research explores the importance of employee training and performance for success in the execution of Marketing Mix Strategy.

2014: Arkansas Tech University Workshop, Russellville, Arkansas.

Attended a faculty development workshop that explored the use of scholarship to enhance teaching and learning. The workshop was hosted by the ATU Center for Excellence in Teaching and Learning.

2009: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Dr. Tim Carter presented a workshop on Learning Methods of Millennials.

2009: Arkansas Tech University Workshop, Russellville, Arkansas. Feb. 2009 University FERBA information privacy profession seminar hosted by Tom Pennington (ATU legal counsel).

2009: Arkansas Tech University Workshop, Russellville, Arkansas. April 2009 univeristy affirmative action seminar hosted by Tom Pennington (ATU legal counsel) and Jennifer Fleming (ATU Affirmative Action Director).

2009: AACSB International Conference, Orlando, Florida. April 26-29. Attended various workshops and seminars at the 2009 AASCB annual meeting. Specific sessions included: How the Global Financial crisis may impact Business Schools, The Future of Scholarly Publishing, How to prepare studetns to build a better world, Talent Shortage in Project Management, Enhancin Student Retention in Online courses.

2007: AACSB Maintenance of Accreditation, Saint Louis, Missouri. Attended Continuous Improvement and Maintneance of Accreditation sessions.

2007: AACSB Continuous Improvement, Saint Louis, Missouri. Attended various professional development workshops AACSB "Continuous Improvement Conference" in Saint Louis.

2006: AACSB International Conference, Memphis, Tennessee. Attended AACSB 'International Conference and Annual Meeting' in Memphis TN to learn how to integrate international perspectives into the courses that I teach.

1997: AACSB Continuous Improvement, San Diego, California. Attended AACSB 'Continuous Improvement Symposium', The International Association for Management Education, San Diego, California.

1994: Phi Beta Lambda State Leadership Conference, Little Rock, Arkansas. Attended Annual Phi Beta Lambda State Leadership Conferences.

1993: Phi Beta Lambda State Leadership Conference, Little Rock, Arkansas. Attended Annual Phi Beta Lambda State Leadership Conferences.

1992: Phi Beta Lambda State Leadership Conference, Little Rock, Arkansas. Attended Annual Phi Beta Lambda State Leadership Conferences.

1991: Phi Beta Lambda State Leadership Conference, Little Rock, Arkansas. Attended Annual Phi Beta Lambda State Leadership Conferences.

Technology-Related Training

2013: 2013: Arkansas Tech College of Business Faculty Development Workshop., Russellville, Arkansas.

Attended a College of Business Faculty Development Workshop on Using Tegrity for Exam Proctoring. The workshop was conducted by Dr. Becky Callaway and Mr. Ken Teutsch. The workshop covered: (1) How to set up the Tegrity exam proctor tool: (2) what kind of problems to expect; and, (3) how to overcome common problems. The workshop also explained how to use the "Adaptive Release" tool in Blackboard.

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Sept. 12, 2012. Dr. Becky Calloway (Academic Affairs e-Tech specialist) discussed how to develop online classes starting from the course objectives to the course activities. Specifically, Becky covered the following guidelines for developing effecting online classes: (1) A course design worksheet, (2) The e-Tech course development rubric, and (3) A course planning document.

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. On Oct. 3, 2012, Dr. Becky Calloway discussed the design of an effective Bb layout. Dr. Calloway emphasized the need to make the course shell easy for students to navigate and locate items. She also emphasized the need for consistency in course layout design so that students taking multiple courses can concentrate more on course material rather than navigating course layout designs. Dr. Calloway gave various examples of effective course design characteristic. For example, Dr. Calloway suggested that course material should be organized by modules (based on learning goals or weeks during the semester). She also suggested techniques for reducing problems students completing exams without technical difficulties.

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. On October 24, 2012, Dr. Rebecca Callaway (ATU Academic Affairs e-Tech specialist) showed faculty how to use Bb Instant Messaging, Blogs, Journals and Wikis tools for online class collaboration. Also. Dr. Callaway showed participates how to use various Bb Adaptive Release features (used to control which students have access to what online course materials at what times). Dr. Callaway also showed the benefits of using Mashups for posted word documents and YouTube videos into a Bb content area.

2010: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Participated in a College of Business Faculty Development Committee workshop on how Tregity software can be used to capture class delivery to be used as in online classes and as review material for face-to-face lecture classes.

2009: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. The College of Business Faculty Development Committee presented a workshop on using Sedona as a means of maintaing current facutly activity information in an electron format.

2008: Arkansas Tech School of Business Faculty Workshop, Russellville, Arkansas. Attended Arkansas Tech University School of Business workshop on using Banner tools for advising effectiveness. Mrs. Tammy Rhodes (ATU Registrar) showed the School faculty how to use Banner to conduct student degree audits and also how to access and use online student folders created by the registrar's office.

1999: Arkansas Tech University Departmental Meeting, Russellville, Arkansas. Attended several Arkansas Tech University interdisciplinary workshops on utilizing causal modeling methods (LISREL) for research. These meetings were sponsored by the Business and Economics Department of ATU.

Other Activities

2014 - ATU Graduate Faculty

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Mark Ray Reavis, Ph.D.
Assistant Professor
Accounting and Economics Dept
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Academic Background

Ph.D. Northcentral University, Business Administration (Financial Management concentration), Prescott Valley, AZ, 2014

M.B.A. Texas A & M University - Texarkana, Texarkana, TX, Business Administration, 2005

B.A. Ouachita Baptist University, Arkadelphia, AR, Business Administration (Economics minor), 1987

Work Experience

Academic Experience

Assistant Professor of Finance and Economics, Arkansas Tech University (August, 2013 - Present), Russellville, Arkansas.

Visiting Assistant Professor of Economics and Finance, Arkansas Tech University (August, 2012 - May, 2013), Russellville, Arkansas.

Adjunct Instructor of Finance and Ecomonics, Texas A & M University - Texarkana (August, 2007 - May, 2012), Texarkana, Texas.

Non-Academic Experience

National

Senior Vice President and Commercial Loan Officer, Bank of the Ozarks (November, 2004 - June, 2009), Texarkana, Texas.

Vice President of Commercial Lending, Regions Bank (October, 1995 - November, 2004), Texarkana, Arkansas.

Credit Manager, Haverty Furniture Company (August, 1993 - September, 1995), Little Rock, Arkansas.

Management Trainee, Consumer Loan Officer, Assistant Vice President, Branch Manager, State First National Bank (May, 1987 - August, 1993), Texarkana, Arkansas.

Courses Taught

Courses from the Teaching Schedule: Business Finance, Current Economic Problems, Economics of Labor Relations, Financial Decision Making, Investments I, Investments II, Principles of Economics I, Principles of Economics II

Courses taught, but not in the Schedule:

Intellectual Contributions:

Refereed Articles

Reavis, M. (2012). Credit Union Market Share Trends. International Journal of Business & Public Administration, 9 (1), 82-96.

Presentation of Non-Refereed Papers

National

Reavis, M. (2011, April). Credit Union Market Share Trends. International Academy of Business and Public Administration Disciplines (IABPAD), Dallas, United States of America.

Service:

Service to the University

Department Assignments

Faculty Advisor:

2015-2016: Business magors: Continued Advising in the fall of 2015 with 39 students.

2014-2015: Business majors: Continued Advising in the fall of 2014 with 7 students and 13 students in the spring of 2015.

2013-2014: Business Majors: Began advising in the fall of 2013 with 3 students. As of the fall of 2014, I have 6 advisees.

College Assignments

Assurance Of Learning - Institutional Service:

2013-2014: Administer AOL questions: Administered AOL questions to Business Finance (TC1) class and entered results in Banner.

Member:

2015-2016: Strategic Planning Committee: Appointed to the Strategic Planning Committee in the fall of 2015 for the 2015-2016 academic year.

2015-2016: Curriculum Committee: Appointed to the Curriculum Committee in the fall of 2015 for the 2015-2016 academic year.

2014-2015: Strategic Planning Committee

2014-2015: Curriculum Committee

2014-2015: Curriculum Committee: Appointed to the Curriculum Committee for the College of Business in the fall of 2014 for the 2014-2015 academic year.

2014-2015: Strategic Planning Committee: Appointed to the Strategic Planning Committee for the College of Business in the fall of 2014 for the 2014-2015 academic year.

Other Institutional Service Activities:

2015-2016: College to Career Conference: Attended the 5th annual College to Career Conference for College of Business students at Arkansas Tech University on November 5, 2015.

2014-2015: College to Career Conference: Attended the 4th annual College to Career Conference for College of Business Students at Arkansas Tech University October 21, 2014.

2013-2014: College to Career Conference: Attended the 3rd Annual College to Career Conference for College of Business Students at Arkansas Tech University on November 6, 2013.

University Assignments

Member:

2015-2016: Graduate Council: Appointed to serve on the Graduate Council for the 2015-2016 academic year.

2015-2016: Honors Council: Served on the Honors Council for the 2015-2016 academic year.

2014-2015: Honors Council: Served on the Honors Council for the 2014-2015 academic year.

2013-2014: Honors Council: Agreed to serve a 3 year term on the Honors Council beginning with the 2013-2014 academic year.

Other Institutional Service Activities:

2014: Office of Student Life - ON TRACK PROGRAM: The Office of Student Life presents seminars to students on various subject throughout the academic year. I presented a seminar in this series titled "Personal Money Management". The presentation took place on April 16, 2014. The presentation addressed 'How much is enough?', a consideration of how much money a student needs to earn to be 'happy' in life. Issues of consumer debt and consumer credit were also included.

Faculty Development

Research-Related Conference/Seminar

2015: Arkansas College Teachers of Economics and Business (ACTEB), Clarksville, Arkansas. ACTEB September 25, 2015 - Arkansas College Teachers of Economics and Business - 64th Annual Meeting, Clarksville, Arkansas. Kris Bertelsen, of the Little Rock Federal Reserve Branch presented "The Stock Market Game". A roundtable discussion of current economic conditions and a presentation of Arkansas Economic conditions was provided by Dr. Marc Fusaro of Arkansas Tech University and Dr. Michael Pakko, State Economic Forecaster from the University of Little Rock. An educational program on the "Efficient Uses of Technology in Teaching Economics, Business, and Personal Finance" was presented by Melissa Hart. The conference took place on the campus of University of the Ozarks, Clarksville, AR.

2014: ACTEB 2014 - Arkansas College Teachers of Economics and Business - 63rd Annual Meeting, Conway, Arkansas. ACTEB, 2014, is the 63rd annual meeting of Arkansas College Teachers of Economics and Business. A Teaching Portfolio Workshop was included in the conference. The Workshop was led by Dr. Deborah Kustler of the University of Central Arkansas. Mr. Thomas Bruick of the University of Central Arkansas presented "Factors in Student Success". Various research was presented in Teaching and Higher Education, Marketing and Management, Economics, and Accounting and Finance. The conference took place on the campus of the University of Central Arkansas in Conway, AR on Friday, September 26, 2014.

2013: ACTEB, Conway, Arkansas. 62nd Annual meeting of the Arkansas Teachers of Economics and Business (ACTEB). Conference included a presentation by Shane Broadway, Interim Director of the Arkansas Dept. of Higher Education, a presentation by Dr. David Mitchell, Assistant Professor of Economics at UCA of Experiments In The Classroom, a presentation of Technological Innovations in the Classroom by Mr. Dusting Summey, Instructional Designer at UCA, and 4 sessions for research presentations.

2012: ACTEB, Russellville, Arkansas. 61st Annual meeting of the Arkansas Teachers of Economics and Business (ACTEB). Conference included a presentation by Shane Broadway, Interim Director of the Arkansas Dept. of Higher Education, a panel discussion of Technological Innovations in the Classroom, a panel discussion of the Financial Market Economic Outlook, and 4 sessions for research presentations.

Instructional-Related Conference

2015: Quinnipiac Global Asset Management Education V FORUM, New York, New York. Held in New York from March 19-21, 2015, the Quinnipiac Global Asset Management Education V FORUM brings together students and faculty to learn about the securities industry and global economic conditions. The conference had over 1,000 students from approximately 140 institutions. Most were from the United States. Several dozen sessions on a variety of topics were available to students and faculty. Some of the topics included were: Global Markets, Corporate Governance, Global Economy, Investment Strategy, Asset Allocation, Mergers & Acquisitions, Middle Market Corporate Lending, Options Strategies, Portfolio Management, Ethical Dilemmas in Investment Management, etc. Speakers were Wall Street professionals from several Investment Banking firms, Economists, and Regulators.

2014: Student Managed Investment Fund Consortium Conference, Terre Haute, Indiana. The Student Managed Investment Fund, SMIF, 2nd annual conference was held at Indiana State University, Terre Haute on October 2-3, 2014. The conference provided 9 sessions focusing on best practices of student managed funds, brokerage platform presentations, alternative investment allocation, use of trading rooms in the university setting, technical analysis of the equity markets, and career opportunities for students interested in the securities industry.

2014: Quinnipiac Global Asset Management Education IV FORUM, New York, New York. This conference brings together students from around the globe to study the investment/securities industry. The conference was held in New York, NY on March 20-22, 2014. Attendees from 124 Colleges and Universities from 23 countries and 44 states were present. Several dozen sessions were available to attendees covering a variety of investment related topics. Some of these included Corporate Governance, Global Markets, Professional Designations, Creating Value for Clients, Trading Options, Corporate Lending, Valuation of Private Businesses, Social Media in Financial Markets, Regulation of Investment Vehicles, Equity Analysis, Portfilio Diversification,

Technical Analysis, Trends in the Investment Industry, Ethical Delimmas in Investment Management, and Career Paths in Trading and Investing.

Other Professional Development

2015: ATU Professional Development Workshop, Russellville, Arkansas. A professional development workshop for faculty was held on May 7 from 8-5. Dr. Mark Taylor presented on "Meet Generation NeXt" Understanding, Teaching and Serving Today's Students Managing in the Multigenerational Workplace.

2015: Arkansas Tech COB Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Workshop on "Advising and Registration Tools" presented by Ms. Vicky Bills. Ms. Bills provided a demonstration of new software tools that can help facilitate the advising and pre-registration process.

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Leadership in Retail Supply-Chain Management" presented by invited speaker, Dr. Seungjae Shin (Associate Professor of MIS, Mississippi State University – Meridian). This research addresses the effect of RFID in supply chain management efficiency

2014: Arkansas Tech University Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presention given by Jennifer Fleming covering Title IX and sexual harassment policies.

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on the university attendance policy and its financial implications for the university and students.

2014: Federal Reserve Bank of St Louis, Little Rock, Arkansas. This Economic Briefing was hosted by the Institute for Economic Advancement at the UALR and the Little Rock Branch of the Federal Reserve Bank of St. Louis. This Little Rock Regional Economic Briefing covered national, regional, and state economic issues. This event was held on October 15, 2014.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Reading, Writing, and Accounting" presented by Dr. Pam Carr (Professor of Accounting). This presentation addressed the problem accounting employers have with the writing skills of new hires. Using a "readability" test, student writing was examined and compared to the level of readability that is required in the accounting profession. The objective of the this research is to help faculty to better prepare accounting students with the ability to deliver technical content in a clear, concise, understandable way.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on using Tegrity for lecture capture and student presentations. Instruction for this workshop was given by Dr. Becky Callaway and Mr. Ken Teutsch (Academic Affairs e-Tech Specialist).

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Carbon Emission Modeling in Green Supply Chain Management" presented by Dr. Vicky Tao (Assistant Professor of Management). This research addresses the problem of determining optimal order production/quantity based upon the costs of carbon emissions.

2013: Federal Reserve Conversation with the Chairman for Educators, Little Rock, Arkansas. The Federal Reserve hosted a dinner and video-conference for economics educators around the country. Fed representatives discussed educational materials available to teachers for economics classes. The Fed Chairman, Ben Bernanke, then discussed the history of the Fed and answered questions from around the country from participants regarding Fed policy and related issues.

2013: Empirical Social Science Research Workshop, Russellville, Arkansas. Attended Empirical Social Science Research Workshop at Arkansas Tech University College of Business on September 11, 2014. Dr. John Watson presented "High Level Mathematics for Young Minds".

2013: New Faculty Support Group Meeting, Russellville, Arkansas. Attended a New Faculty Support Group meeting hosted by Dr. Stephen Jones to discuss various Arkansas Tech University policies and various issues related to teaching online courses.

2013: Arkansas Tech University Blackboard Training, Russellville, Arkansas. Attended Blackboard training to learn about the latest software updates before the fall 2013 semester began.

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Description: On October 3, 2012 the College of Business held a workshop on effective use of Bb tools for online class delivery. At the workshop Mrs. Calloway (Academic Affairs e-Tech specialist) discussed the design of an effective Bb layout. Mrs. Calloway emphasized the need to make the course shell easy for students to navigate and locate items. She also emphasized the need for consistency in course layout design so that students taking multiple courses can concentrate more on course material rather than navigating course layout designs. Mrs. Calloway gave various examples of effective course design characteristic. For example, Mrs. Calloway suggested that course material should be organized by modules (based on learning goals or weeks during the semester). She also suggested techniques for reducing problems students completing exams without technical difficulties

2012: Arkansas Tech University College of Business Research Seminar, Russellville, Arkansas. Reseaarch presentation on September 26, 2012 by Ifosa Idemudia. Dr. Idemudia presented his research on Visual Perception for Online Target Marketing

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. On Oct. 24, 2012, The College of Business hosted a faculty development workshop. At the workshop Dr. Rebecca Callaway (ATU Academic Affairs e-Tech specialist) showed faculty how to use Bb Instant Messaging, Blogs, Journals and Wikis tools for online class collaboration. Also. Dr. Callaway showed participates how to use various Bb Adaptive Release features (used to control which students have access to what online course materials at what times). Dr. Callaway also showed the benefits of using Mashups for posted word documents and YouTube videos into a Bb content area.

2012: Arkansas Tech COB Faculty Development Workshop, Russellville, Arkansas. November 7 Faculty Workshop Description..... Dr. Callaway showed the COB faculty how to use various Bb grade book features. These features included how to created weighted grades, dropping certain grades, color coding to highlight at risk students, providing feedback on graded assignments and downloading grades. Also, Dr. Callaway gave tips on effective Bb housekeeping practices such as archiving classes and exporting Bb classes.

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellvillle, Arkansas. **Attended a College of Business Faculty Development scholarship presentation on consumer spending behavior. The paper presented was an empirical analysis of consumer Debit Card vs. Credit Car spending behavior.**

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellvillle, Arkansas. **Attended a College of Business Faculty Development scholarship presentation on consumer spending behavior. The paper presented was an empirical analysis of consumer Debit Card vs. Credit Car spending behavior.**

2011: International Academy of Business and Public Administration Disciplines (IABPAD), Dallas, United States of America. I presented this paper in April 2011 and the paper was later published in the Winter 2012 International Journal of Business and Public Administration.

Professional Seminars / Workshops

2015: Federal Reserve Bank of St Louis, Little Rock, Arkansas. "The Changing Landscape of Arkansas Banking" was presented on August 27, 2015 at the Little Rock Branch Federal Reserve office. The presenter, Julie Stackhouse, of the St. Louis Federal Reserve, trends in Arkansas banking including the number of bank branches, the number and composition of bank charters, acquisition trends, and propspective scenarios based on past trends.

2015: Federal Reserve Bank of St Louis, Little Rock, Arkansas. Held on January 9, 2015, the Federal Reserve Bank of St. Louis, Little Rock Branch, presented a program on Monetary Policy Normalization. The Presenter was Stephen Williamson, Vice President, Federal Reserve Bank of St. Louis. The presentaion laid out the plans of the Federal Reserve for Monetary Policy Normalization, including a discussion of the Federal Reserve's balance sheet, targeting short-term interest rates, the effective Fed Funds Rate, and other issues going forward.

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Registrar's Office

David W. Roach, Ph.D.
Professor
Management and Marketing Dept.
College of Business
droach@atu.edu

Academic Background

Ph.D. University of Arkansas, Fayetteville, AR, Business Administration , 1991

M.B.A. University of Arkansas, Fayetteville, AR, 1983

B.A. University of Arkansas, Fayetteville, AR, History, 1981

Work Experience

Academic Experience

Professor of Management, School of Business, Arkansas Tech University (1983 - Present), Russellville, Arkansas.

Head, Department of Business and Economics, Arkansas Tech University (2000 - 2003), Russellville, Arkansas.

Consulting

2013: Human Factor Analytics, Several projects, In the past two years I have completed statistical analyses related to health care costs and wellness programs. Working with Human Factor Analytics, I have analyzed data (a) for several HMO and PPO providers for the state of Florida (n = 800,000), (b) for state employees for the sate of Arkansas, (c) related to a walking program designed to promote health and reduce medical costs for the Archdiocese of Indianapolis, (d) an incentive program designed to reduce healthcare costs at Melton Trucking lines, and several similar analyses for Oklahoma City Community College, Town of Windsor, Bella Vista, Southern Illinois Hospital, Caris, and Kimray Incorporated. Several analyses are updated and extended regularly.

Courses Taught

Courses from the Teaching Schedule: Business Data Analysis, Business Statistics, Human Behavior in Organizations, Internship I in Management, Leadership: Ideas and Images in Art, Film, History, and Literature, Leadership: Ideas and Images in Art, Film, History, and Literature, Special Topics in Management

Courses taught, but not in the Schedule:
Human Behavior in Organizations, Management and Organizational Behavior, Personnel and Human Resources Management, Production and Operations Management, Special Topics: Statistical Quality Control and Improvement, Special Topics: Emerging Trends in Management

Intellectual Contributions:

Refereed Articles

Cole, T. L., Cochran, L., Roach, D. W., & Troboy, K. (2012). Efficiency in assessment: Can trained student interns rate essays as well as faculty members? International Journal for the Scholarship of Teaching and Learning.

Knotts, T. L., Jones, S. C., Roach, D. W., & Udell, G. G. (2012). Internal vs. External Assessment: Are Small Firms Overestimating Their Abilities? Journal of Marketing & Communication.

Roach, D. W., McGaughey, R. E., & Downey, J. P. (2012). Selecting a business major within the College of

Business. Administrative Issues Journal: Education, Practice, and Research.

Downey, J., McGaughey, R., & Roach, D. W. (2011). Attitudes and influences toward choosing a business major: The case of information systems. Journal of Information Technology Education.

Roach, D. W., McGaughey, R., & Downey, J. (2011). Gender within the IT Major. International Journal of Business Information Systems.

Cochran, L., Roach, D., Troboy, K., & Cole, T. (2010). Developing an essay approach to ethics assessment. Journal of American Academy of Business, Cambridge, 15.

Downey, J. P., McGaughey, R., & Roach, D. W. (2009). MIS versus Computer Science: An Empirical Comparison of the Influence on the Students' Choice of Major. Journal of Information Systems Education.

Troboy, L. K., Roach, D. W., & Cochran, L. (2007). Peer Reviews: Are Web-Based Ratings More Accurate Than Paper-and-Pen Ratings? The Business Review, Cambridge, 7 (1).

Roach, D. W., Troboy, L. K., & Cochran, L. (2006). The Effects of Humor and Goal Setting on Individual Brainstorming Performance. Journal of American Academy of Business, Cambridge, 9 (2).

Troboy, L. K., Cochran, L., & Roach, D. W. (2006). Are Online Classes for Everybody? Journal of Business Administration Online, 5 (2).

Braunsberger, K., Laurie, L. A., & Roach, D. W. (2005). Evaluating the efficacy of credit card regulation. International Journal of Bank Marketing, 23 (3), 237-254.

Roach, D. W. & Cochran, L. F. (2004). Integrating Critical Thinking into an AACSB Accredited Business Program. Journal of Business Administration Online, 3 (2).

Roach, D. W. (2004). A goal-setting experiment to introduce students to statistics. Journal of Business Administration Online, 3 (1).

Karin, B., Laurie, L. A., & Roach, D. W. (2004). The Effectiveness of Credit Card Regulation for Vulnerable Consumers. Journal of Services Marketing, 18 (5), 358-370.

Mason, K., Edwards, R., & Roach, D. (2002). Student Evaluations of Instructors: A measure of teaching effectiveness or something else? Journal of Business Online, 1 (2).

Mason, K. & Roach, D. W. (2001). Multidimensional Measures of Consumer Rating Accuracy. Journal of Marketing Theory and Practice, 9 (1), 14-23.

Mason, K., Jensen, T., Burton, S., & Roach, D. (2001). The Accuracy of Brand and Attribute Judgments: The role of information relevancy, product experience, and attribute-relationship schemas. Journal of Academy of Marketing Science, 29 (3), 307-317.

Lucas, L. A., Baker, D. F., & Roach, D. W. (2001). Team Learning Versus Traditional Lecture: Measuring Efficacy of Teaching Method in Legal Studies. Journal of Legal Studies Education, 19, 63-82.

McGaughey, R. E. & Roach, D. (2001). CIM Planning: A Study of Practitioner Perspectives on the Keys to Successful CIM Planning. International Journal of Computer Integrated Manufacturing, 14 (4), 353-366.

Mason, K., Roach, D. W., & Edwards, R. R. (1999). Consumer Brand Rating Accuracy: Measured With a Multidimensional Approach. Journal of the Association of Marketing Educators, III (1), 26-40.

Roach, D., Mason, K., & Edwards, R. (1999). Human Performance Appraisal Bias: An experimental study. Central Business Review, 28 (1), 7-12.

Roach, D. W. & Edwards, R. R. (1999). A Room With Two Views. Annual Advances in Business Cases.

Edwards, R. & Roach, D. (1999). The Valentine's Day massacre: Reorganization of the Lacustrine plant. Annual Advances in Business Cases.

Roach, D. W. & Bednar, D. (1997). The Theory of Logical Types: A tool for understanding levels and types of change in organizations. Human Relations, 50 (6), 671-699.

McGaughey, R. & Roach, D. (1997). The Obstacles to Computer Integrated Manufacturing Success: A study of practitioner perspectives. International Journal of Computer Integrated Manufacturing (10), 256-265.

Roach, D. & McGaughey, R. (1996). Top Management's Role in Implementing Technological Change: A study of computer integrated manufacturing. Journal of Information Technology Management, 7 (3), 1-13.

Elliott, K. & Roach, D. (1993). Service Quality in the Airline Industry: Are carriers getting an unbiased evaluation from consumers? Journal of Professional Services Marketing, 9 (2), 71-82.

Elliott, K., Hall, M., & Roach, D. (1993). Systematic Distortion: A phenomenon that may influence a consumer's evaluation of food products. Journal of Food Products Marketing, 1 (3), 53-66.

Roach, D. & Gupta, N. (1992). Relationships Among Components of Rating Accuracy in a Realistic Setting. Journal of Applied Psychology, 77 (2).

Elliott, K. & Roach, D. (1991). Are Consumers Evaluating Your Product the Way You Think and Hope They Are? Journal of Consumer Marketing, 8, 5-14.

Refereed Proceedings

Full Paper

Wu, C., Troboy, L. k., Cole, T. L., Cochran, L. F., & Roach, D. W. (2008). Does Education Have an Impact on Student Ethical Reasoning? Developing an Assessment of Ethical Reasoning for Engineering and Business Students? American Society for Engineering Education (ASEE) Midwest Section.

Cole, T. L., Cochran, L. F., Troboy, L. K., Roach, D. W., & Wu, C. (2008). Refining a measure of Ethical Reasoning and Decision-Making. Academic Business World International Conference.

Cochran, L. F., Cole, T. L., Troboy, L. K., Wu, C., & Roach, D. W. (2008). Ethics Assessment: An Initial Study. Society of Business, Industry, and Economics (SOBIE).

Cochran, L., Troboy, K., Cole, T., Roach, D., & Wu, C. (2008). Does the Rater Matter? A Comparison of Faculty versus Student Ratings of an Ethics Assessment Instrument. International Academy of Business and Public Administration Disciplines Conference.

Cochran, L., Roach, D. W., & Troboy, L. K. (2007). How Machs Behave: Self and Peer Ratings in a Management Class. Academic Business World International Conference.

Cochran, L., Troboy, L. K., & Roach, D. W. (2007). What Undergraduate Only Institutions Do Differently. Academic Business World International Conference.

Troboy, L. K., Cochran, L., Roach, D. W., & Black, G. (2007). Leaders and Luddites: Which Students Adopt New Technology Early and Which Resist? Academic Business World International Conference.

Troboy, K., Cochran, L., & Roach, D. (2005). Tablets and Textbooks: Changing the Way Students Learn. International Academy of Business and Public Administration Disciplines Conference.

Troboy, K., Roach, D., & Cochran, L. (2005). Encouraging Academic Honesty in Student Work. Society of Business, Industry, and Economics (SOBIE).

Cochran, L., Roach, D., & Mason, K. (2004). The impact of anonymity on self and peer ratings in an organizational behavior class. International Academy of Business and Public Administration.

Roach, D., Cochran, L., & Mason, K. (2004). The impact of anonymity on self and peer ratings in a statistics class. Society of Business, Industry, and Economics (SOBIE).

Braunsberger, K., Lucas, L., & Roach, D. (2003). The effectiveness of credit-card regulation for vulnerable customers. Academy of Marketing Science.

Roach, D. & McGaughey, R. (2001). The impact of task experience, setting, and problem relevance on the quantity and quality of ideas in face-to-face versus electronic brainstorming. National Decision Sciences Institute.

Edwards, R., Mason, K., & Roach, D. (2001). Performance appraisal in business education: What do student evaluations measure? Southwest Business Symposium.

Roach, D., Mason, K., & Edwards, R. (2000). The Effects of Information Relevancy and Product Experience on Brand Performance Rating Within a Product Category. .

Roach, D., Lucas, L., Cole, G., Braunsberger, K., & Bequette, J. (2000). Using Undergraduate Students to Access Business Curriculum Outcomes. Society for the Advancement of Management.

Mason, K. & Roach, D. (1999). Product Experience on and Product Rating Accuracy. National Decision Sciences Institute.

Roach, D., Mason, K., Edwards, R., & Yew, B. (1999). The effects of task-related expertise, context-related expertise, and context familiarity on individual and incremental performance. WDSI Proceedings.

Yew, B., Roach, D., Mason, K., & Edwards, R. (1998). A study of the effects of group expertise and task structure on group performance in face-to-face and computer-mediated settings. National Decision Sciences Institute.

Edwards, R. & Roach, D. (1998). The Valentine's Day massacre: Reorganization of the Lacustrine plant. Society for Case Research.

Roach, D. & Edwards, R. (1998). A room with two views. Society for Case Research.

Roach, D., Mason, K., & Edwards, R. (1996). The effects of domain knowledge and personal relevance on rating accuracy. Southwestern Federation of Administrative Disciplines, 38, 173-177.

Yew, B. & Roach, D. (1996). A study of the effects of a computer mediated environment (CME) on

dominance and expertise in decision making teams. National Decision Sciences Institute.

Roach, D., McGaughey, R., & DeMarais, R. (1996). Product characteristics: A basis for integrating functional strategies. National Decision Sciences Institute, 3, 1466-1468.

Roach, D. & McGaughey, R. (1995). Top management's role in the implementation of CIM. Southern Management Association (SMA).

McGaughey, R. & Roach, D. (1995). Obstacles to Computer Integrated Manufacturing Success: A study of practitioner perceptions. National Decision Sciences Institute, 1188-1190.

Elliott, K., Hall, M., & Roach, D. (1992). Systematic distortion of retail products: What is the magnitude of bias evaluation? Midwest Marketing Association.

Roach, D. & Gupta, N. (1990). Relationships among components of rating accuracy in a realistic setting. Fifth Annual Conference of the Society for Industrial and Organizational Psychology.

Elliott, K. & Roach, D. (1989). Systematic distortion: An investigation into consumer bias when evaluating product attributes. Southern Marketing Association.

Abstract Only

Roach, D. & McGaughey, R. (1997). Top management's role in implementing large scale technological change. Southwest Decision Sciences Institute.

McGaughey, R. & Roach, D. (1995). A study of practitioner perspectives on the keys to successful CIM planning. National Academy of Management.

Roach, D. & Gupta, N. (1990). Contextual effects on rating leniency: A realistic simulation. National Academy of Management.

Roach, D. & Bednar, D. (1988). Unraveling alpha, beta, and gamma change: An application of the theory of logical types to organizational change. National Academy of Management.

Presentation of Refereed Papers

Regional

Tracy, C., Troboy, L. K., & Roach, D. W. (2007, October). Ethics Assessment. Arkansas College Teachers of Economics and Business (ACTEB), Arkadelphia, Arkansas.

Troboy, K., Cochran, L. F., & Roach, D. W. (2005). Encouraging Academic Honesty in Student Work. Society of Business, Industry and Economics, Hot Springs, Arkansas.

Service:

Service to the University

College Assignments

Chair:

2008-2009 – 2009-2010: Assurance of Learning

2007-2008: Curriculum & Assessment

2006-2007: Peer Review - B & E

2004-2005: Faculty Development and Evaluation

College Assignments

Member:

1997-1998 – 1998-1999: Assessment of Intellectual Contributions for AACSB Self-Study

College Assignments

Member:

2014-2015: Faculty Development

2014-2015: Assurance of Learning

2011-2012 – 2012-2013: Faculty Development & Evaluation

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2010-2011 – 2012-2013: Assurance of Learning
2008-2009: Peer Review - Mgmt & Mktg
2005-2006 – 2006-2007: Strategic Planning
2004-2005 – 2006-2007: Curriculum & Assessment

University Assignments

Member:

1998-1999 – 1999-2000: NCA Subcommittee on Mission Statement
1998-1999 – 1999-2000: NCA Subcommittee on Assessment

University Assignments

Member:

2013-2014: University Assessment Committee

University Assignments

Member:

2001-2002: University Technology Committee

Service to the Profession

Academic Conference: Discussant

1995: SMA.

Academic Conference: Panelist

1997: National DSI.

Faculty Development

Assurance of Learning - Professional Development

2008: AACSB Assessment Seminar, Tampa, Pennsylvania.

Other Professional Development

2015: ATU Professional Development Workshop, Russellville, Arkansas. A professional development workshop for faculty was held on May 7 from 8-5. Dr. Mark Taylor presented on "Meet Generation NeXt" Understanding, Teaching and Serving Today's Students Managing in the Multigenerational Workplace.

2015: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Workshop on "Advising and Registration Tools" presented by Ms. Vicky Bills. Ms. Bills provided a demonstration of new software tools that can help facilitate the advising and pre-registration process.

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2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. **Attended a College of Business Faculty Development scholarship presentation on consumer spending behavior. The paper presented was an empirical analysis of consumer Debit Card vs. Credit Car spending behavior.**

Professional Seminars / Workshops

2014: Wolfram Technologies in Education and Research, Russellville, Arkansas. The one-hour seminar was an overview of Mathematica 10 and the interface with Wolfram Alpha, including data analysis and modeling, visualization, and application to the classroom.

Honors-Awards-Grants

Award

1997: , Outstanding Scholarship Award, Arkansas Tech University.

1988: , Best Paper Award for Organizational Change and Development Division, National Academy of Management.

1981: , Fulbright Award for Academic Excellence, Department of History, University of Arkansas.

Honor

1981: Phi Beta Kappa, University of Arkansas.

Other Activities

2014 - Business Statistics : This is a website where I post links to material related to statistics and statistial software (R and SPSS).

2014 - Business Data Analysis : In Spring 2013, I started a new website for using multivariiate statistics to analyze business data. It is in its nascent stages but it's a start.

2013 - YouTube Videos for Statistics and Statistical Software : Over the past two years (2012-2014), I have posted over 100 YouTube videos about statistical concepts and statistical software. To date, these videos have had over 25,000 hits have been viewed in all 50 states, the District of Columbia, and nearly every country in the world (except China, where I think I am blocked).

Last updated by member on 12-Mar-15 (03:52 PM)

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Registrar's Office

Zhi Tao, Ph.D.
Assistant Professor
Management and Marketing Dept.
College of Business
ztao@atu.edu

Academic Background

Ph.D. Kent State University, 2013
M.A. University of Delaware, 2005

Work Experience

Courses Taught

Courses from the Teaching Schedule: Business Spreadsheet Modeling, Operations Management

Courses taught, but not in the Schedule:
BAD34055, Computer-based Decision Modeling
BAD34064, Manufacturing Resource Planning
BAD44062, Supply Chain Management

Intellectual Contributions:

Refereed Articles

Tao, Z. (2012). A New Control Chart Based on the Loess Smooth Applied to Information System Quality Performance. International Journal of Operational Research.

Refereed Proceedings

Full Paper

Tao, Z. (2013). Carbon Emission Modeling in a Two Stage Supply Chain. Sixth Global Supply Chain Management Conference.

Tao, Z. (2011). A New Control Chart Based on the Loess Smooth Applied to Information System Quality Performance. Midwest Decision Sciences Conference.

Tao, Z. (2010). Effect of Lead Times on Total Cost. 41th Decision Sciences Institution Conference.

Tao, Z. (2010). A Green Cost Based Economic Production/Order Quantity Model. 1st International Symposium on Green Supply Chains.

Presentation of Refereed Papers

National

Tao, Z. (2012). A Carbon Emission Based Manufacturer Production Quantity Model. Institute for Operations Research and Management Sciences Annual Conference, Phoenix, Arizona.

Tao, Z. (2012). A Carbon Emission Based Retailer Order Quantity Model. Decision Sciences Institute 43th Annual Conference, San Francisco, California.

Tao, Z. (2011). The Effect of Investment in Intangible Assets on Firms Performance". 22th Production and Operations Management Society Annual Conference, Reno, Nevada.

Tao, Z. (2011). A New Control Chart Based on the Loess Smooth Applied to Information System Quality

Performance. Midwest Decision Sciences Institute Conference, Reno, Nevada.

Tao, Z. (2010). Effect of Lead Times on Total Cost. 41th Decision Sciences Institution Conference, San Francisco, California.

Regional

Tao, Z. (2011). Environmental Cost Based Operation Decisions. " Institute for Operations Research and Management Sciences Annual Conference, Charlotte, North Carolina.

Tao, Z. (2011). Environmental Coordination on the Joint Economic-Lot-Size Model. Decision Sciences Institute 42th Annual Conference, Kent, Ohio.

Tao, Z. (2010). Effect of Lead Times on Safety Stock. Institute for Operations Research and Management Sciences Annual Conference, Austin, Texas.

State

Tao, Z. (2012). Lead Times Reduction and Operational Efficiency. Department Doctorate Research Seminar, Management & Information System Departmen, Kent, Ohio.

Tao, Z. (2011). Lead Times Reduction: Towards Building Responsive Supply Chains. Doctorate Management Students Association (DMSA) meeting, Kent, Ohio.

Tao, Z. (2010). A Green Cost Based EPQ/EOQ Model. 1st International Symposium on Green Supply Chains, Akron, Ohio.

Research Grants

Funded

2013: Tao, Z. An Integrated Joint Ecomomic Lot Size Model with Carbon Emission for a Coordinated Supply Chain, Principal Investigator.

Service:

Service to the University

College Assignments

Member:

2014-2015: Instructional Resource

University Assignments

Member:

2014-2015: Library, Instructional Resources and Equipment

Service to the Profession

Reviewer: Ad Hoc Reviewer for a Journal

2014: European Journal of Operational Research.

2014: International Journal of Production Research.

Faculty Development

Other Professional Development

2015: ATU Professional Development Workshop, Russellville, Arkansas. A professional development workshop for faculty was held on May 7 from 8-5. Dr. Mark Taylor presented on "Meet Generation NeXt" Understanding, Teaching and Serving Today's Students Managing in the Multigenerational Workplace.

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Leadership in Retail Supply-Chain Management" presented by invited speaker, Dr. Seungjae Shin (Associate Professor of MIS, Mississippi State University – Meridian). This research addresses the effect of RFID in supply chain management efficiency

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on the university attendance policy and its financial implications for the university and students.

2014: Considering, Contemplating and Conducting the Scholarship of Teaching and Learning, Russellville, Arkansas. Attended the workshop presented by Dr. William Buskist of Auburn University learning about evidence-based systems of teaching, hot wo develop transformative learning environments through new dispositions and innovative approaches to teaching.

2014: A Teaching and Learning Workshop for Faculty by Prof. William Buskist, Auburn University, Russellville, Arkansas.

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a research presentation by Dr. Efosa Idemudia intitiled "Fulbright Scholarship Program", (October 13, 2014).

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Reading, Writing, and Accounting" presented by Dr. Pam Carr (Professor of Accounting). This presentation addressed the problem accounting employers have with the writing skills of new hires. Using a "readability" test, student writing was examined and compared to the level of readability that is required in the accounting profession. The objective of the this research is to help faculty to better prepare accounting students with the ability to deliver technical content in a clear, concise, understandable way.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on using Tegrity for lecture capture and student presentations. Instruction for this workshop was given by Dr. Becky Callaway and Mr. Ken Teutsch (Academic Affairs e-Tech Specialist).

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Presented a College of Business Faculty Development presentation entitled "Carbon Emission Modeling in Green Supply Chain Management" presented by Dr. Vicky Tao (Assistant Professor of Management). This research addresses the problem of determining optimal order production/quantity based upon the costs of carbon emissions.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on Using Tegrity for Exam Proctoring. The workshop was conducted by Dr. Becky Callaway and Mr. Ken Teutsch. The workshop covered: (1) How to set up the Tegrity exam proctor tool: (2) what kind of problems to expect; and, (3) how to overcome common problems. The workshop also explained how to use the "Adaptive Release" tool in Blackboard.

2013: Empirical Social Science Research Workshop, Russellville, Arkansas.

Professional Seminars / Workshops

2014: Curriculum development for supply chain management conference, Fayetteville, Arkansas.

2014: Wolfram Technologies in Education and Research, Russellville, Arkansas. The one-hour seminar was an overview of Mathematica 10 and the interface with Wolfram Alpha, including data analysis and modeling, visualization, and application to the classroom.

Technology-Related Training

2013: Arkansas Tech University Certification for on-line professors., Russellville, Arkansas.

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L. Kim Troboy, Ph.D.
Professor
Management and Marketing Dept.
College of Business
ktroboy@atu.edu

Professional Interests

Academic Background

Ph.D. University of North Texas, Denton, TX, Business Computer Information Systems, 1997

M.B.A. University of Arkansas, Fayetteville, AR, 1987

B.S. Arkansas Tech University, Russellville, AR, Computer Science, math option, 1980

Memberships

Southwest Decision Sciences Institute, 2011

Project Management Institute, 2008

Association for Information Systems, 2000-2010

Alpha Iota Delta, Decision Science Honor Society, Nu Tau Chapter, 1995

Beta Gamma Sigma National Honor Society, Arkansas Alpha Chapter, 1988

Alpha Chi National Honor Society, Arkansas Kappa Chapter, 1980

Work Experience

Academic Experience

Associate Professor of Management Information Systems, Arkansas Tech University (September, 2002 - Present), Russellville, Arkansas.

Associate Professor of Computer Information Systems and Management, Dowling College (September, 1995 - August, 2002), Oakdale, New York.

CIS Department Coordinator, Dowling College (September, 1997 - August, 1999), Oakdale, New York.

Teaching Fellow, Business Computer Information Systems Department, University of North Texas (June, 1994 - May, 1995), Denton, Texas.

Assistant Instructor, Computer Audit Specialist Training Program (U.S.IRS and U.S. Customs Service),, UNT (July, 1990 - May, 1995), Denton, Texas.

Teaching Assistant, BCIS Department, UNT (September, 1991 - May, 1993), Denton, Texas.

Research Assistant, BCIS Department, UNT (September, 1990 - May, 1991), Denton, Texas.

Research Associate, Information Systems Research Center, UNT (September, 1989 - August, 1990), Denton, Texas.

Research Assistant, Information Systems Research Center, UNT (January, 1989 - August, 1989), Denton, Texas.

Teaching Fellow, Business Computer Information Systems Department, University of North Texas (September, 1988 - December, 1988), Denton, Texas.

Assistant Professor, Computer and Management Science Department, Arkansas Tech University (June, 1988 - August, 1988), Russellville, Arkansas.

Instructor, Computer and Management Science Department, Arkansas Tech University (August, 1982 - May, 1988), Russellville, Arkansas.

Chair, Business Data Processing Department , Capital City Business College (June, 1981 - October, 1982), Russellville, Arkansas.

Non-Academic Experience

National

Consultant to NAFTA Intermodal Transportation Institute, Dowling College (November, 1997 - August, 1998), Oakdale, New York.

Consulting

2014: Network and security with respect to BYOD with the City of Russellville, The impact of BYOD on city government, The faculty team engaging in a case study with the Russellville City government found that the Mayor and city department heads had a lot of questions about BYOD. The faculty team provided them with advice and information about their concerns.

2014: Cards For Vets pro bono consulting, Evaluation of website and recommendations for marketing, Robert Holliker is the CEO of CardsForVets, an online start-up company providing sets of 'trading cards' that customers can design and upload content which honor a military service member or veteran. The business is entirely online. I advised Mr. Holliker on aspects of website design, company policies, and online marketing.

I am involving my students in this project by asking them to create marketing proposals for this company. There is no conflict of interest because this consulting is pro bono.

Courses Taught

Courses from the Teaching Schedule: Business Problem Solving, Data Analytics Apps Development, Management Information Systems, Management Productivity Tools, Managerial Issues in Electronic Commerce, Managerial Process Analysis, Personnel/Human Resource Management, Project Management, Project Management, Special Topics in Management, Special Topics in Marketing

Courses taught, but not in the Schedule:
Project Management (undergraduate and graduate), Managerial Issues in Electronic Commerce, Special Topics: Community Service Project: Laptop Recycling, Special Topics: Decision Support Systems, Special Topics: Business Leadership, Management Productivity Tools, Business Information Systems, MBA Information Technology for Managers, MBA Electronic Commerce for Managers, MBA Internship, Introduction to Computer Based Information Systems, Business Applications Program Development I (Cobol), Business Applications Program Development II (Visual Basic), Business Applications Program Development III (advanced Visual Basic), Communication Reporting and Documentation, Independent Studies in Computer Information Systems, Internship/Cooperative Education Internship in Computer Information Systems, Introduction to Management Information Systems, Introduction to Computers in Business, Computer Audit Specialist Training Program (U.S. IRS and U.S. Customs Service), Principles of Management Science, Quantitative Methods (Fortran SPSS SAS), Applications Programming (Cobol), Scientific Programming (Fortran), Foundations of Computer Programming (Pascal), Introduction to Computer Based Systems

Other Teaching Activities

Course (New) - Creation/Delivery: Conventional

2005 - Course (New) - Creation/Delivery: Conventional.

2003 - Course (New) - Creation/Delivery: Conventional.

2003 - Course (New) - Creation/Delivery: Conventional.

2002 - Course (New) - Creation/Delivery: Conventional.

Student Assign-Independent Studies

2009 - 4 students. Student Assign-Independent Studies.

Thesis / Dissertation Committee - Member

2008 - 1 student. Thesis / Dissertation Committee - Member.

Innovations in Course Content / Presentation

2003 - Innovations in Course Content / Presentation.

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Other Teaching Activities

2004 - Other Teaching Activities.

Intellectual Contributions:

Refereed Articles

Cole, T. L., Cochran, L. F., Troboy, L. K., & Roach, D. W. (2012). Efficiency in Assessment: Can Trained Student Interns Rate Essays as Well as Faculty Members? International Journal for the Scholarship of Teaching and Learning, 6 (2).

Cole, T. L., Goza, N., Bean, L. C., Cochran, L. F., & Troboy, L. K. (2011). Communications assessment deployment: take one. The Journal of Organizational Leadership & Business, 1 (6).

Cochran, L. F., Troboy, L. K., & Cole, T. L. (2010). A test of integrity: remote proctoring in an online class. Journal of Business Administration Online, 9 (2).

Cochran, L. F., Roach, D. W., Troboy, L. K., & Cole, T. (2010). Developing an Essay Approach to Business Ethics Assessment. Journal of American Academy of Business, Cambridge, 15 (2), 37-42.

Cochran, L. F., Roach, D. W., Troboy, L. K., & Cole, T. L. (2010). Developing an essay approach to business ethics assessment. Journal of American Academy of Business, Cambridge, 15 (2), 37-42.

Cochran, L. F., Roach, D. W., & Troboy, L. K. (2009). How Machs Behave: Self and Peer Ratings. Journal of American Academy of Business, Cambridge, 15 (1), 133-138.

Cochran, L. F. & Troboy, L. K. (2009). Open Book Management: A Review of Underlying Systems. The Business Review, Cambridge, 12 (1), 151-157.

Troboy, L. K., Roach, D. W., & Cochran, L. F. (2007). Peer Reviews: Are Web-Based Ratings More Accurate Than Paper-and-Pen Ratings? The Business Review, Cambridge, 7 (1), 232-238.

Roach, D. W., Troboy, L. K., & Cochran, L. F. (2006). The Effects of Humor and Goal Settings on Individual Brainstorming Performance. The Journal of American Academy of Business, Cambridge, 10 (1), 31-36.

Troboy, L. K., Cochran, L. F., & Roach, D. W. (in press, 2006). Are Online Classes for Everybody? Journal of Business Administration Online.

Troboy, L. K., Roach, D. W., & Cochran, L. F. (2005). Encouraging Academic Honesty in Student Work. Journal of Business Administration Online, 4 (2).

Troboy, L. K. (2004). Teaching Hardware Concepts in a Management Information Systems Course. Journal of Business Administration Online, 3 (2).

Troboy, L. K. (2000). Creating a Linkage Between Academia and the Software Development Industry: The Evolution of LISTnet. New Wine in Old Bottles, 7, 129-140.

Refereed Proceedings

Full Paper

Troboy, L. K., McNight, C., Troboy, L. K., Manly, T. S., & Cochran, L. (in press, 2014). Broken Trust: An Expensive Affair. 2014 Annual Conference of the North America Case Research Association (NACR).

Troboy, L. K., Batch, A. B., & Bean, L. (2009). Information and Communication Technology Assessment Benchmark. 15th Americas Conference on Information Systems.

Wu, C., Troboy, L. K., Cole, T., Cochran, L. F., & Roach, D. W. (2008). Does Education Have an Impact on Student Ethical Reasoning? Developing an Assessment of Ethical Reasoning for Engineering and Business Students. American Society for Engineering Education (ASEE) Midwest Section.

Cole, T., Cochran, L. F., Troboy, L. K., Roach, D. W., & Wu, C. (2008). Refining a Measure of Ethical Reasoning and Decision. Academic Business World International Conference, 4, Nashville, TN, USA: Academic Business World International Conference, 470-480.

Cochran, L. F., Cole, T., Troboy, L. K., Wu, C., & Roach, D. W. (2008). Ethics Assessment: An Initial Study. Society of Business, Industry and Economics, 10, Florida, USA: Society of Business, Industry and Economics.

Cochran, L. F., Roach, D. W., & Troboy, L. K. (2007). How Machs Behave: Self and Peer Ratings in a Management Class. Academic Business World International Conference, Nashville, TN, USA: Academic Business World International Conference, 908-917.

Cochran, L. F., Troboy, L. K., & Roach, D. W. (2007). AQPQ - What Undergraduate Only Institutions Do Differently. Academic Business World International Conference, Nashville, TN, USA: Academic Business

World International Conference, 450-458.

Troboy, L. K., Cochran, L. F., Roach, D. W., & Black, G. (2007). Leaders and Luddites: Which Students Adopt New Technology Early and Which Resist? Academic Business World International Conference, Nashville, TN, USA: Academic Business World International Conference, 522-526.

Troboy, L. K., Roach, D. W., & Cochran, L. F. (2005). Encouraging Academic Honesty in Student Work. Society of Business, Industry and Economics, Hot Springs, AR, USA: Society of Business, Industry and Economics.

Mayer, J., Mason, K., & Troboy, L. K. (2004). A Profile of Online Shoppers. Southwest Business Symposium, University of Central Oklahoma, Edmond, OK, USA: .

Troboy, L. K. & Harmon, W. (2004). Leadership Development: A Collaborative Classroom Assignment. Society of Business, Industry and Economics, Branson, MO, USA: Society of Business, Industry and Economics.

Bailey, J. L., Troboy, L. K., & Hall, F. (1999). Incorporation of Virtual Team Skill Development Into Course Curriculum. 1999 Annual Decision Sciences Institute Conference, New Orleans, LA, USA: .

Fischer, D., Schatzberg, L., & Troboy, L. K. (1996). Internet Hunts: Integration into MBA Classes. 32nd Annual Meeting of the Midwest Business Administration Association, Society for the Advancement of Information Systems, Chicago, Il, USA: .

Presentation of Refereed Papers

International

Cochran, L. F., Troboy, L. K., Cole, T., Roach, D. W., & Wu, C. (2008, October). Does the Rater Matter? A Comparison of Faculty versus Student Ratings of an Ethics Assessment Instrument. The International Academy of Business And Public Administration Disciplines Conference, Memphis, Tennessee.

Troboy, L. K., Cochran, L. F., Roach, D. W., & Black, G. (2007, May). Leaders and Luddites: Which Students Adopt New Technology Early and Which Resist? Academic Business World International Conference, Nashville, Tennessee.

Troboy, L. K., Cochran, L. F., & Roach, D. W. (2005, May). Tablets and Textbooks: Changing the Way Students Learn. The International Academy of Business And Public Administration Disciplines Conference, Dallas, Texas.

Washington, C., Cochran, L. F., & Troboy, L. K. (2005, May). Business Plans: A Multidisciplinary Approach. International Academy of Business and Public Administration Disciplines Conference, Dallas, Texas.

Davis, F. C., Gotsch, J. R., & Troboy, L. K. (1998, May). Academic Internet Resources: Integration and Training in an Outsourced Environment. International Information Resource Management Association (IRMA) Conference, Boston, Massachusetts.

National

Cochran, L. F., Troboy, L. K., & Cole, T. L. (2011, April). Student Learning and Lecture Capture in a Quantitative Business Course: Does it Make a Difference? 5th Annual Tegrity User Conference, Atlanta, Georgia.

Cole, T., Cochran, L., Troboy, K., Roach, D., & Bean, L. (2009, April). Developing a Comprehensive Assessment of Students' Communication Skills. Society of Business, Industry, and Economics (SOBIE), Destin, Florida.

Cole, T., Cochran, L., Troboy, K., Roach, D., & Goza, N. (2009, April). Framework for Assessment of Students' Critical-Thinking Skills. Society of Business, Industry, and Economics (SOBIE), Destin, Florida.

Goza, N., Cole, T., Cochran, L., & Troboy, L. K. (2009, April). The Measurement and Analysis of the Ethical Reasoning Skills of Accounting Students. Society of Business, Industry, and Economics (SOBIE), Destin, Florida.

Troboy, L. K. & Cochran, L. F. (2006, May). Linking Shop Floor Performance to Company Objectives. National Gathering of Great Games, St.Louis, Missouri.

Regional

Cole, T., Troboy, L. K., & Cochran, L. F. (2012, February). Using an Online Simulation to TeachEthical Decision-Making. Southwest Decision Sciences Institute, New Orleans, Louisiana.

Mcknight, C. A., Troboy, L. K., & Manley, T. S. (2012, February). Broken Trust: Control Breakdowns in a Governmental Setting. Southwest Decision Sciences Institute, New Orleans, Louisiana.

Troboy, L. K., Batch, A., Bean, L., & Wu, C. (2008, April). Assessing Students' Ability to Use Technology to Support Managerial Decisions. Society of Business, Industry and Economics, Destin, Florida.

Troboy, L. K., Roach, D. W., & Cochran, L. F. (2005, March). Encouraging Academic Honesty in Student Work. Society of Business, Industry, and Economics (SOBIE), Hot Springs, Arkansas.

Mayer, J., Mason, K., & Troboy, L. K. (2004, April). A Profile of Online Shoppers. Southwest Business Symposium, Edmond, Oklahoma.

Troboy, L. K. & Harmon, B. (2004, April). Leadership Development: A Collaborative Classroom Assignment. Society of Business, Industry and Economics, Branson, Missouri.

Presentation of Non-Refereed Papers

State

Cochran, L. F., Troboy, L. K., & Cole, T. L. (2010, October). A test of integrity: remote proctoring in an online class. 60th Annual Meeting of Arkansas College Teachers of Business and Economics (ACTEB), Russellville, Arkansas.

Cole, T. L., Goza, N., Bean, L. C., Cochran, L. F., & Troboy, L. K. (2010, October). Communications assessment deployment: take one. 60th Annual Meeting of Arkansas College Teachers of Business and Economics (ACTEB), Russellville, Arkansas.

Cochran, L. F., Troboy, L. K., & McCormick, H. (2009, October). Turnitin and SafeAssign: Another Look. 59th Annual Meeting of Arkansas College Teachers of Economics & Business (ACTEB), Conway, Arkansas.

Troboy, L. K., Batch, A., & Bean, L. (2008, October). Information and Communication Technology Assessment Benchmark: A Preliminary Report. 58th Annual Meeting of the Arkansas College Teachers of Economics & Business, Arkadelphia, Arkansas.

Cole, T., Cochran, L. F., Troboy, L. K., & Roach, D. W. (2007, October). Ethics Assessment. ACTEB, Arkadelphia, Arkansas.

Troboy, L. K., Cochran, L. F., & Moore, J. (2005, October). Tablet PCs & Learners: Tool or Roadblock. ACTEB, Russellville, Arkansas.

Cochran, L. F., Troboy, L. K., & Harmon, B. (2004, October). Multi-course Projects: Not Just for Lock-Step Programs Anymore. ACTEB, Conway, Arkansas.

Research Grants

Funded

2009: Troboy, L. K. Information and Communication Technology Assessment Benchmark, Principal Investigator, ATU Professional Development Committee. Professional Development Grant to attend the Fiftheenth Americas Conference on Information Systems (AMCIS), San Francisco, California August 6-9.

2008: Troboy, L. K. A study of student proficiency in information and communication technology skills, Principal Investigator, ATU University Assessment Committee. Funding for iSkills instrument from Educational Testing Service (ETS) to support continuing assessment of student information technology and communication skills.

2007: Troboy, L. K. Project Management: Competencies and Structure Including an Introduction to PMI's A Guide to the Project Management Body of Knowledge,, Principal Investigator, ATU Professional Development Committee. I received a professional development grant to attend a four day seminar covering the current requirements, topics, and body of knowledge in the area of professional project management. The seminar was titled 'Project Management: Competencies and Structure including an Introduction to PMIs A Guide to the Project Management Body of Knowledge (PMBOK Guide).' This seminar was offered by the Project Management Institute, the premier professional organization and certifying authority for practitioners in this discipline. The grant was intended to assist me in preparing to teach a senior-level business course and a graduate-level engineering course on this topic in Spring 2008. My objective in attending this seminar was to update and extend my current knowledge about the management of software development projects to more general project areas. The grant also paid for an annual membership fee (reducing the cost of the seminar) which provides additional publications and access to information that can be used in preparation for the project management course.

2004: Troboy, L. K., Cochran, L., & Roach, D., Pedagogical Effectiveness of Tablet PCs, Principal Investigator, ATU University Assessment Committee. This project is investigating whether the delivery mechanism (tablet pc, e-book on a desktop pc, or a physcial textbook) has an impact on student performance. It also looks at

whether there is an interaction between learning style and delivery mechanism.

2004: Cochran, L. F., Troboy, L. K. , & Roach, D. W., Profit Point Identification for BioDiesel, Principal Investigator, Undergraduate Research Grant from Arkansas Tech University.

PastFunded

2013: Troboy, L. K. Professional Development Grant, Principal Investigator.

Working Papers

Idemudia, E. C., Troboy, L. K., & Cochran, L. F. (2014). "An Empirical Investigation of Factors that Improve Employees' Satisfaction in a Municipality Allowing the Use of BYOD."

Troboy, L. K. (1991). "Ethical Issues in the Use of Human Subjects in Experimental Research."

Troboy, L. K. (1989). "The Management of End User Computing ."

Other Research Activities

Basic or Discovery Scholarship

2007: , ., . The impact of power and perception on self and peer ratings in a management class.Work in progress: writing article.

Teaching and Learning Scholarship

2007: , ., . Pedagogical Effectiveness of Tablet PCs. Work in Progress:analyzing data collected spring and fall 2005 to assess differences in strategy, thinking skills, and learning style among student responses to a set of questions about two essays in which some students used paper - and-pencil, some students used a desktop computer, and some students used a tablet pc.

2007: , ., . Effectiveness of expert raters in evaluating text passages.Work in progress: writing article on technique for grading essays and papers designed to stimulate and evaluate critical thinking and improving writing skills.

2007: , ., . Identification of individual characteristics of early adopters of information technology.

Service:

Service to the University

Department Assignments

Mentoring Activities:

2005-2006: Faculty Mentor: Faculty mentor to Dr. Stephen Jones

Department Assignments

Other Institutional Service Activities:

2014-2015: BDA curriculum review: Initiated and participated in a review of the Business Data Analytics curriculum. This major was launched in the Fall of 2012. As part of developing this major and ensuring that it remains up-to-date in a rapidly changing field, faculty are examining the knowledge/skills/course matrix for coverage, overlap, and currency.

Department Assignments

Student placements:

2011: Mgmt/Mkt student placement: Assisted with the placement of Caleb Morrow at Acxiom.

College Assignments

Chair:

2011-2012: Faculty Evaluation and Development

2011-2012: Faculty Development & Evaluation

2006-2007 – 2007-2008: Instructional Resources

College Assignments

Faculty Sponsor:

2004-2005: Reynolds Governor's Cup Arkansas Business Plan Competition: With Dr. Loretta Cochran. Students won 3rd place in state-wide undergraduate competition

College Assignments

Member:

2014-2015: Curriculum Committee
2013-2014 – 2014-2015: Curriculum Committee
2012-2013: Curriculum Committee
2008-2009 – 2010-2011: Assurance of Learning
2007-2008: Curriculum & Assessment
2004-2005 – 2005-2006: Curriculum & Assessment

College Assignments

Member:

2002-2003 – 2003-2004: Curriculum and Assessment
2002-2003: Faculty Development and Evaluation

College Assignments

Member:

2013-2014: Health Information Management instructor search committee: Outside member. Reviewed applications, participated in interviews, offered recommendation.

2011-2012: Instruction Resource

College Assignments

Member:

2003-2004: Instructional Resources

College Assignments

Member:

2012-2013: Operations management professor search committee: Outside member. Reviewed applications, participated in interviews, offered recommendation.

2012-2013: Strategic management professor search committee: Reviewed applications, participated in interviews, offered recommendation.

2011-2012: Instructional Resources Committee
2009-2010 – 2010-2011: Instructional Resources
2009-2010: Peer Review - Mgmt & Mktg
2008-2009: Instructional Resources Committee
2007-2008: Peer Review - B & E
2005-2006: Strategic Planning
2004-2005: Instructional Resources

Other Institutional Service Activities:

2013-2014: BDA student placement: Met with corporate representatives from Dillards, nGage, Acxiom,

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and Walmart in Rothwell on various dates to discuss the BDA program and to assist in making connections for students seeking internships or jobs.

Attended two of the Spring 2014 ATU job fairs to coordinate with company representatives with respect to internships.

2013-2014: BDA program publicity: Coordinated and wrote content for BDA program press releases. Coordinated and contributed content for BDA program promotional posters for Time-Out-For-Tech and placement in Rothwell

2012-2013: Faculty Field Trip to Acxiom: I organized a trip for Business Data Analytic major faculty to Acxiom to present our program to managers within Acxiom who were likely to place our interns and hire our graduates. We also sought their input as to what skills they valued the most in this area so that we could fine tune our curriculum. ATU faculty in attendance were Dr. Kim Troboy, Dr. Dave Roach, and Dr. Efosa Idemudia. Acxiom employees in attendance were Tim McKenna (SPHR, Director of Staffing), Allison Nicholas (College Recruiting/University Relations), Sonny Bradley, Rod Mimms, James Meriweather, Jerry Rye, and Lee Rogers.

2011: Development of the Business Data Analytics major: Participated in the development of the Business Data Analytics major with major contributions to the proposal and coordinating with affected departments in other colleges, and authoring five course proposals.

2008-2009: Hosted visit by Dr. Bill Hardgrave. Spring 2009: Arranged and hosted guest speaker: Dr. Bill Hardgrave, Prof. of MIS at U of A Fayetteville. 'Leading Edge Trends in RFID' for classes (College of Business, Computer & Information Sciences Department, and Computer Engineering Department) and College of Business Distinguished Lecture Series.

2008-2009: MindMaps as Resumes. Fall 2008.: Presentation to School of Business students, sponsored by Marketing Club

College Assignments

Other Institutional Service Activities:

2007-2008: MindMaps as Resumes: Preparation and Confidence Is Key: Presentation with Bill Harmon to School of Business students, sponsored by Marketing Club

College Assignments

Other Institutional Service Activities:

2010-2011: Presentation for the Marketing Club: Preparing for Interviews Using Concept Maps Workshop - Spring 2011: Presented an evening workshop to interested students by invitation of the Marketing Club

2009-2010: Presentation for the Marketing Club: Preparing for Interviews Using Concept Maps Workshop - Fall 2009: Evening workshop

2008-2009: Presentation for Marketing Club: Market Yourself Using MindManager - Spring 2009: Assisting students in preparing for interviews and job fairs.

2008-2009: Practical Project Management: Presentation to SIFE

College Assignments

Other Institutional Service Activities:

2009-2010: Presentation for the Marketing Club: Preparing for Interviews Using Concept Maps Workshop - Spring 2010: Evening workshop

College Assignments

Other Institutional Service Activities:

2010-2011: Presentation for the Marketing Club: Preparing for Interviews Using MindManager - Fall 2010: Evening workshop.

2008-2009: SIFE Board of Advisors

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College Assignments

Writing Student Recommendations:

2012: Letters of Recommendations: Scholarship: Maggie Good Job: Connie Westcott, Calvin Morrow

College Assignments

Writing Student Recommendations:

2013-2014: Letters of recommendation: I wrote 6 letters of recommendation for:
- 2 students or graduates applying for jobs
- 2 students or graduates applying for graduate school
- 2 students applying for scholarships

2011: Letters of Recommendations: Wrote letters of recommendation for jobs for Landen Cummings, Calvin Morrow, Kenny Fry, and Steven Bristol and an internship for Jennifer Terrell

University Assignments

Chair:

2012-2013: Library, Instructional Materials, and Equipment: Recommend policy with regard to the library and instructional service and equipment. Minutes are currently kept at http://www.atu.edu/standingcommittees/library.php

University Assignments

Chair:

2007-2008 – 2008-2009: Library, Instructional Materials, and Equipment Committee

University Assignments

Faculty Sponsor:

2008-2009: Laptop Recycling Project: Faculty Co-Sponsor of Interdisciplinary Department Humanitarian Project

University Assignments

Member:

2009-2010: Assessment of General Education: Creating assessments, gathering data, and communicating findings with respect to assurance of learning in the university's general education goals.

2008-2009: Assessment of General Education Ad Hoc Committee

University Assignments

Member:

2012-2013: General Education Commitee: Plan, review, conduct assessment of general education learning goals for the University.

2010-2011 – 2011-2012: General Education Committee

2010-2011: General Education Committee: Plan, review, conduct assessment of general education learning goals for the University.

University Assignments

Member:

2007-2008: Peer Review -- Parks, Recreation, & Hospitality Dept: Outside review committee member

2006-2007: Library, Instructional Materials, and Equipment Committee: Vice Chair

2003-2004 – 2005-2006: Library, Instructional Materials, and Equipment Committee

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University Assignments

Member:

2013-2014 – 2014-2015: Undergraduate Research Proposal Evaluation Committee: Reviewed about 20 proposals and met with committee to offer advice on which proposals to fund.

2012-2013: Undergraduate Research Proposal Evaluation Commitee: Evaluate proposals for funding research involving undergraduate students.

University Assignments

Mentoring Activities:

2005-2006: Bridge to Excellence: Faculty Mentor

University Assignments

Mentoring Activities:

2009-2010: Bridge-To-Excellence Freshmen Mentoring Program: Faculty mentor to freshmen

University Assignments

Mentoring Activities:

2007-2008 – 2008-2009: Bridge-to-Excellence Freshmen Mentoring Program: Faculty mentor to freshmen

2004-2005: Bridge-to-Excellence Freshmen Mentoring Program: Faculty mentor to freshmen

University Assignments

Mentoring Activities:

2014-2015: Faculty Advisor to student club: Advisor to EXCEL Student Ministries.

University Assignments

Other Institutional Service Activities:

2009-2010: Hosted visit by Dr. Brad Jensen and Dr. Janet Bailey. Fall 2009.: Arranged and hosted guest speakers: Dr. Brad Jensen, Microsoft Senior Academic Relationship Manager, and Dr. Janet Bailey, Assoc. Prof. of MIS at UALR. They presented 'ImagineCup' and 'Technology Trends' for students from the College of Business, Computer & Information Sciences Department, and Computer Engineering Department. Also arranged lunch and meetings for various faculty.

University Assignments

Other Institutional Service Activities:

2014-2015: Mathematica Seminar: I coordinated a university-wide one-hour seminar to be given on Sept. 23, 2014, by Brenda Marshallf from Wolfram.The seminar covers the capabilities of Mathematica, which is software used in analysis and visualization of large data sets. Faculty, staff, and students were invited.

2013-2014: Windows 8 App Development Workshop: Organized an 8-hour Windows 8 App development workshop conducted on the afternoon of Fri., Jan. 31, and during the day on Sat., Feb. 1, for faculty and students in the Management & Marketing, Computer and Information Science, and Electrical Engineering departments as well as several people from the local community. The workshop was taught by Ryan Lowdermilk, Microsoft Technical Evangelist.

This workshop supported faculty professional development in updating knowledge and skills as well as supplemented instruction for students.

2013-2014: Letters of Support: Wrote letters of support for two faculty applying for promotion and/or

tenure.

2012-2013: Windows 8 App Development Workshop: Organized an 8-hour Windows 8 App development workshop on March 2 for faculty and students in the Management & Marketing, Computer and Information Science, and Electrical Engineering departments as well as several people from the local community. The workshop was taught by Ryan Lowdermilk, Microsoft Technical Evangelist.

This workshop supported faculty professional development in updating knowledge and skills as well as supplemented instruction for students.

2010-2011: Hosted visit by Dr. Brad Jensen and Dr. Janet Bailey. Fall 2010: Hosted visit by Microsoft executive and a colleague from UALR regarding the Imagine Cup competition and resources available from Microsoft. Arranged lunch with Dean of College of Business and Dean of Applied Sciences and faculty meeting with the Computer and Information Sciences Department and the Electrical and Mechanical Engineering Departments.

Writing Student Recommendations:

2011: Graduate school: Wrote letter of recommendation for Andrew Piechocki.

2011-2012: Scholarships: Wrote letters of recommendation for scholarships for Maggie Good and Connie Westcott

Service to the Profession

Chair: Conference / Track / Program

2010: 60th Annual Meeting of Arkansas College Teachers of Business and Economics (ACTEB), Russellville, Arkansas. Program Chair of this conference

Reviewer - Article / Manuscript

2011: Journal of Informatics Education Research. Reviewed manuscript titled "Should I Take Misxxx? Implications from Interviews with Business Recruiters"

2010: Journal of Business Administration Online. Reviewed a paper submitted for the Fall 2010 edition (non-ACTEB author).

Reviewer - Book / Textbook

2005: Using MIS Chapter 3: Hardware and Software by David Kroenke. Reviewed the chapter and ancillary materials for the Pearson Prentice-Hall.

Editor: Associate Editor

2004 – 2007: Journal of Business Administration Online.

Officer: Organization / Association

2011: ACTEB. President. Responsible for calling meetings of the Executive Committee.

2009: ACTEB, Arkadelphia, Arkansas. Vice President

2008: ACTEB, Arkadelphia, Arkansas. Member of Executive Board

Other Professional Service Activities

2009: ETS Critical Thinking Skills Assessment Pilot. Administered the ATU participation in the national final stage pilot for the critical thinking skills assessment for ETS with about 700 student participants. Coordinated with ETS, College of Business (faculty and 300 students), Computer and Information Sciences Department (faculty and 200 students), and Engineering Department (faculty and 200 students). Supervised and conducted proctor training. Scheduled and proctored assessment sessions. Controlled and diseminated ATU data and results.

Reviewer: Conference Paper

2009: 15th Americas Conference on Information Systems. With Alice Batch. Reviewed two papers: (1) Assessing Student Interest in Hybrid Course Delivery at the MBA Level. (2) LIKES: Educating the Next

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Registrar's Office

Generation of Knowledge Society Builders.

Service to the Community

Speech / Presentation at a Community Meeting

2014: Valley Personnel Association, BYOD (Bring Your Own Device) Implications for HR Managers
What does BYOD mean?
Why Do Employees use BYOD?
Advantages of BYOD
Disadvantages of BYOD
Possible policy stances for BYOD
Q & A

2009: Pottsville High School Career Day, How to Keep Your First Job. With Dr. Loretta Cochran. Presented advice on how to behave in the first weeks and months in a new job. March 19, 2009.

Faculty Development

Assurance of Learning - Professional Development

2007: AACSB Assessment Seminar, Philadelphia, Pennsylvania. Attendee. AACSB Assessment Seminar, August 13-14, 2007.

Research-Related Conference/Seminar

2009: 15th Americas Conference on Information Systems, San Francisco, California. Attendee as well as presented a paper. See attached document for list of sessions attended.

Instructional-Related Conference

2005: Instructional Technology Conference, Murfreesboro, Tennessee. Attendee. This conference focused on use of technology in education. It was hosted at Middle Tennessee State University and held Oct. 4-5, 2008.

Other Professional Development

2015: ATU Professional Development Workshop, Russellville, Arkansas. A professional development workshop for faculty was held on May 7 from 8-5. Dr. Mark Taylor presented on "Meet Generation NeXt" Understanding, Teaching and Serving Today's Students Managing in the Multigenerational Workplace.

2015: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Workshop on "Advising and Registration Tools" presented by Ms. Vicky Bills. Ms. Bills provided a demonstration of new software tools that can help facilitate the advising and pre-registration process.

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on the university attendance policy and its financial implications for the university and students.

2005: Arkansas Venture Forum's 4th Annual Venture Conference 2005, Little Rock, Arkansas. Attendee. This conference provides networking opportunities to connect entrepreneurs and the venture capital community as well as educational programs for potential entrepreneurs. The purpose of the conference is to accelerate the development of new businesses in the region. Angel investors and angel organizations from North Carolina, Tennessee, and Oklahoma presented their experiences and advice in generating and developing young, high growth companies. Grant funding experts covered ways to finance early stage businesses and technology development.

2004: National Science Foundation Regional Grants Conference, St. Louis, Missouri. Attendee. Considering research streams that might be funded by NSF

Professional Seminars / Workshops

2014: Windows 8 App Development Workshop, Russellville, Arkansas. This workshop covered several tools for writing apps for the Windows 8 phone, tablet, or desktop. The workshop covered design and coding issues, tips on how to structure apps to pass the Microsoft Store standards, build games using Scirra, and hands on experience with the Visual Studio app development environment.

2014: Wolfram Technologies in Education and Research, Russellville, Arkansas. The one-hour seminar was an overview of Mathematica 10 and the interface with Wolfram Alpha, including data analysis and modeling, visualization, and application to the classroom.

2013: Visual Studio Live, Chicago, Illinois. This three-day conference allowed me to bring my programming skills up to date in preparation for teaching the BDA 3003 Data Analytics Apps Development course and to learn more about the strategic direction of software development for Microsoft Windows 8-based systems.

2013: Windows 8 App Development Workshop, Russellville, Arkansas. This workshop covered several tools for writing apps for the Windows 8 phone, tablet, or desktop. The workshop covered design and coding issues, tips on how to structure apps to pass the Microsoft Store standards, build games using Scirra, and hands on experience with the Visual Studio app development environment.

2007: Project Management Institute Annual Conference, Orlando, Florida. Attendee and seminar participant. Project Management: Competencies and Structure Including an Introduction to PMI's A Guide to the Project Management Body of Knowledge, July 16-19, 2007. Project Management Institute

2007: AACSB Maintenance of Accreditation, Philadelphia, Pennsylvania. Attendee. Maintenance of Accreditation Seminar, August 15, 2007.

Technology-Related Training

2011: TResNet: Technical Resource Network, Little Rock, Arkansas. Acxiom Training & Development Conference, Nov. 8

2010: Teaching with Technology Symposium: A Generational Odyssey 2010: Bridging the Generations With Technology, Little Rock, Arkansas. Fourth Teaching with Technology Symposium held at the University of Arkansas Medical School, Little Rock, AR, July 22-23, 2010.

Honors-Awards-Grants

Award

2009: , College of Business, Arkansas Tech University. College of Business Excellence in Teaching Award

2005: , Donald W. Reynolds 2005 Governor's Cup Business Plan Competition. Co-Faculty Advisor for Arkansas Tech University Team : River Valley Biodiesel 1. Undergraduate team placed 3rd in the statewide contest 2. $6,000 total prize for team, $1,000 prize for faculty 3. Two student research papers resulted from the project. C.Washington presented at IABAD and SOBIE(2005). M.Judy presented at the 6th annual seniors hounors and undergraduate research symponisum (Arkansas Tech, April 21,2005)

Honor

2008: , Advising Recognition. John Hackmann, Class of 2008, gift to the Tech Loyalty Fund. (John was also part of my very first Bridge-to-Excellence mentoring experience.)

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Registrar's Office

Jack E. Tucci, Ph.D.
Professor
Management and Marketing Dept.
College of Business
jtucci@atu.edu

Academic Background

Ph.D. University of North Texas, Denton, Texas, Strategic Management (Strategic Marketing minor), 1996

M.B.A. The University of Texas of the Permian Basin, Odessa, Texas, Management (Marketing minor), 1990

B.B.A. The University of Texas of the Permian Basin, Odessa, Texas, Management (Marketing minor), 1989

Certifications

Electrical Contractor License (professional certification for state contracting), 2715, Oct. (Oct. 12, 1982), State of Oklahoma.

Work Experience

Academic Experience

William M. Lemley Professor of Management, Arkansas Tech University (2013 - Present), Russellville, Arkansas.

- Teach Strategic Management and Management and Organizational Behaviour
- University IRB committe
- Assurance of Learning Committee
- Steering Committee for G2C as part of our quality plan for the HLC and reaccreditation
- Advise on technology initiatives.

Vice President Academic Affairs (and interim V.P. Student Affairs 2011-2012), Faulkner University (2011 - 2013), Montgomery, Alabama.

- Chief Academic Officer responsible for Academic Operations as well as $65mm budget for a four campus system.
- Established the I-Pad initiative incorporating an all-e-book campus and new learning initiatives such as flipping the classroom where appropriate.
- Revitalized IR-IE efforts to make the campyus a date driven decision campus.
- Collaborated with the Alabama department of Revenue and the league of muncipalities of economic development efforts and brown site reclamation.
- Established "reasonable" workload, work related pay-scale and Independent studies policies.
- Created "Faculty college" to enahnce research and teachign expectaitons and skills.
- New Ph.D. in Literature approved by SACSCOC Fall 2012
- Created office of Student Success and increased retention by 113% for identified at-risk students.
- Restructured University and created independent College of Education (formerly in A&S) to enhance growth opportunties.
- Initiated university wide "paperless" process and workflow efforts in Green initiative and sustainability efforts.
- Magister Examius Award
- Was gifted $1mm as principle for stadium completion project

Dean and Executive Director, Mississippi State University (2003 - 2011), Meridian, Mississippi.

- Chief Academic Officer and Executive Director for Commercial Operations.
- Responsibilities included the colleges of A&S, Education, and Business
- Commercial Operations include the Riley Center for the Performing Arts and the Riley Conference Center.
- Gifted the downtown Newberry Building (approx value $1.5mm)
- Gifted $6.5MM for construction and restoration
- Gifted $755K for scholarships from 2009/2010
- Implemented five new degrees in eight years (two grad and three undergrad.)
- Regional Director for the technology Resource Institute (funded by the Department of Labor)
- Increased faculty research by 200% in five years.
- Riley Scholar Award
- University Strategy and Policies Committee (executive committee)
- Implemented Writing Across the Curriculum to bolster students written and oral skills.

Associate Professor of Strategic Management, Marshall University (2002 - 2003), Huntington, West Virginia.

- Responsibilities for teaching Strategic Management at both graduate and undergraduate levels
- Served on college teaching effectiveness committee

Associate Professor of Management, Abilene Christian University (2000 - 2002), Abilene, Texas.

- Teacher of the Year 2001
- Teach Strategic management at both undergraduate and graduate level.
- Committes include: Chapel, AACSB, AOL, Curriculum committees.
- Was selected to spearhead the development of the Montevideo, Uruguay campus and establish our South America business program.

Associate Professor, Southeastern Louisiana University (1994 - 2000), Hammond, Louisiana.

- Outstanding Teaching Award 2000
- Outstanding Service to Student Award 2000
- Teach Strategic management and Entrepreneurship at both the graduate and undergraduate level.
- Raised $70,000 for Management Dept. to purchase new computers.
- Was gifted $15,000 for golf scholarships (majority of SELU golfers are business majors)
- University Curriculum Committee for six years,
- IRB for six years,
- College curriculum committee for three years.

Non-Academic Experience

National

Goldsmith Area Operations Manager, Shell Pipeline Corporation (1984 - 1991), Midland, Texas. Responsible for pipeline operationsand all feedstock into and refined products shipped out of the Shell Odessa Refinery including maintenance of each system.

Electrical Specialist, Gulf Oil Corporation (1983 - 1984), Odessa, Texas. Responsible for installation, operations, and maintenance of pipeline control systems using programmable controllersas well as introduciton of new technologies in measuring high pressure CO2 gasses for offshore operations in Louisiana

President and CEO, American Electric (1980 - 1983), Henryetta, Oklahoma. Responsible for managing and contracting of electrical work and daily operations of an electrical business.

Senior Technician, Gulf Oil Corporation (1978 - 1980), Odessa, Texas. Responsible for installation of high-tech electronics for control and measurment of pipeline operaitons for all of West and Central Texas.

Consulting

2007: Tower Industries (Cerebus Corp.), Start-Up of Steel Stamping Plant, This was a new start-up facility engaged in staffing up, training, learning, and growth issues as a tier-one supplier to the Nissan Assembly Plant in Canton, Mississippi. Other issues also addressed quality control and planned expansion into the phase 2 part of the project as a second stamping line came into production.

2006: Mitchell Industries, Product Marketi testing of several new products to expand current business line-up, One product was a substitute for Gatorade.

The second product was an academic/athletic proprietary product test.

2005: E.F. Young Manufacturing, Branding Unification, E.F. Young (2nd largest African American skin and hair product company) had 14-17 different brands under their lable but lacked a uniformed image to help them reach immediate logo and brand recognition status.

2000: Motiva (jv between shell Oil and texaco), Refinery Audit of all inputs and outputs to reduce losses and to implement loss control parameters., Intense representational faithfulness accounting mehthods were installed to insure that accurate accounting was done for all inputs, through puts and outputs to the Motiva Refinery.

1999: Motiva (jv between Shell Oil and Texaco), Y@K readiness, Intense audit of all operational computers was performed to eleiminate any liability for lock-up or shut down of the refinery. 35 computers were either updated or replaced with modern equavalent.

1998: Weyerhauser, Economic Impact Analysis Study, Employment, spin-off jobs, direct and in-direct financial impact

1997: Cavenham Forest Industries, Social Responsibility, Include all primary and secondary benefactors to social repsonbsibility through direct or indirect support.

1994-1995: ARCO Oil and Gas, Implementation of PVS System within the ARCO Oil and Gas account receiveables/payables systems., Working with the Dallas IMS managers in resolving problems in implementing new product volume system (PVS) (MIS). Reviewed the layoff policies for 2700+ employees and timing of implementation of new MIS (PVS) system automating all external business transactions for the receipt and delivery of crude and refined products.

1993: Tetra Pak, Tetra Pak Unionization Campaign,

Working with non-union employees during unionizing campaign resulting in one peer reviewed article

Courses Taught

Courses from the Teaching Schedule: Business Policy, Management and Organizational Behavior, Research Methods

Courses taught, but not in the Schedule:
Strategic Management (undergraduate)
Business Policy (graduate)
Entrepreneurship
Leadership (graduate)
Principles of Management
Organizational Behavior

Intellectual Contributions:

Refereed Articles

Tucci, J. E., Shin, S., & Benefield, M. (2015). Logistics Sustainability?: Long Term Technology Investments and Integration. Journal of Management and Sustainability, 5 (2), 20.

Shin, S. & Tucci, J. E. (2015). Wal-Mart's Dilemma in the 21st Century: Sales Growth Vs. Inventory Growth. Journal of Applied Business Research, 31 (1), 32-41.

Shin, S., Tucci, J. E., & Odom, D. (2014). Wal-Marts Leadership in Retail Supply Chain. Journal of Management Systems (JMS), 24 (3).

Tucci, J. E. & Ennis, K. L. (2011). Attention Entrepreneurial Small Business Owner (ESBO): Be Your own Internal Auditor. Entrepreneurial Executive (The), 16, 97-106.

SeungJae, S. S. & Tucci, J. E. (2009). A Study of E-Government Infrastructure Through WIFI Implementation: Strategic Pricing to Recover Costs. Electronic Government: An International Journal, 6 (3), 282-294.

Shin, S. S., Ryoo, J. O., Cunningham, J. C., & Tucci, J. E. (2009). Authentication and Protection for E-Finance Consumers: The Dichotomy of Cost Versus Ease of Use. International Journal of Electronic Finance, 3 (1), 31-45.

Shin, S. S., Weiss, M., & Tucci, J. E. (2007). Rural Internet Access: Over-Subscription Strategies, Regulation and Equilibrium. Managerial and Decision Economics, 28 (1), 1-12.

Shin, S. S. & Tucci, J. E. (2007). Internet Industry Competition Dynamics: Peering Limitations, Exposure, and Counter Strategies. Journal of International technology and Information Management, 16 (4), 61-74.

Shin, S. S., Cope, R. F., Cope, R. F., & Tucci, J. E. (2006). Internet Pricing: Best Effort Versus Quality of service. Academy for Information and Management Science Journal, 9 (2), 1-9.

Shin, S. S., Tucci, J. E., Weiss, M., & Correa, H. (2006). 2+2 Banded Frameworks of Interconnectedness: Industry Structure Determinants. Academy for Information and Management Science Journal, 9 (1), 1-15.

Glaser-Segura, D. A., Tucci, J. E., & Laurentiu, D. A. (2006). Supply Chain Management and the Romanian Transition. Amfiteatru Economic, 8 (19), 17-28.

Sparkman, A. M., Kim, D., & Tucci, J. E. (2005). Dagwood Doesn't Work Here Anymore. Economics and Economic Education Research Journal, 6 (2), 23-31.

Droege, S. E., White, H., & Tucci, J. E. (2004). Hardee's Restaurants: Stuck in the Middle or Creating a Competitive Advantage. Journal of International Academy for Case Studies, 10 (1), 33-42.

Tucci, J. E. & Cappel, S. D. (2003). AACSB - International Learning Assessment: An Integrated Approach. Academy of Educational Leadership, 7 (2), 7-15.

Tucci, J. E., Owen III, R. E., & Cappel, S. D. (2003). Illiterate Fraternity: Future Perspectives. Economics and Economic Education Research Journal, 4 (1), 17-28.

Tucci, J. E., Cappel, S. D., Burton, O., & Skaggs, S. (2003). Learning Transfer: An Educators Dilemma. Journal of Business Industry and Economics, 3 (1), 18-26.

Tucci, J. E., Pothier, K., & Cappel, S. D. (2002). Meatballs.Com:Intrepreneurship for Survival. Journal of International Academy for Case Studies, 7 (2), 23-37.

Tucci, J. E. & Cappel, S. D. (2001). Representational Faithfulness: An Auditor's Nightmare. Journal of Business Disciplines, 9 (1), 27-40.

Tucci, J. E., Cappel, S. D., & Carruth, P. J. (2000). Y2K Readiness, Compliance, and Vulnerability. Journal of Business Disciplines, 8 (2), 34-42.

Carruth, P. J. & Tucci, J. E. (1998). Is Time Running Out on Tenure? Journal of Accounting and Finance Theory, 6 (2), 19-27.

Tucci, J. E., Cappel, S. D., & Wyld, D. C. (1998). Cadbury-Schweppes and the World Marketplace. Journal of International Academy for Case Studies, 4 (1), 19-26.

Wyld, D. C., Cappel, S. D., McLaurin, J. R., & Tucci, J. E. (1998). Brother Can You Spare an Hour on the Compuserve? Academy of Managerial Communications Journal (The), 2 (1), 3-11.

Wyld, D., Tucci, J. E., & Cappel, S. D. (1998). But Can I Eat Taco Bell in Tunisia?: The Big Country Survey - Ca Cross Cultural Survey for Student Usage in Intneational Curricula. International Journal of Educational Leadership, 2 (1), 16-33.

Tucci, J. E., Phillips, A., & Phillips, C. (1998). The Role of Anti-Union Employees in Unionizing Campaigns. Academy of Strategic and Organizational Leadership Journal (The), 2 (1), 27-34.

Wyld, D. C. & Tucci, J. E. (1997). The Digital Dance: How Companies and Individuals Are Reinventing the Employment Marketplace via the Internet. Journal of Contemporary Business Issues, 5 (1), 8-14.

Tucci, J. E., Cappel, S. D., & Wyld, D. C. (1997). Federal Express: Is Imitation Flattery? Journal of International Academy for Case Studies, 3 (1), 27-41.

Wyld, D. C., Cappel, S. D., & Tucci, J. E. (1997). It's Not Just the Big Boys Who Pay the Big Bucks!: Environmental, Civil, and Criminal Liability for Small Businesses Under the Federal Environmental Laws. Entrepreneurial Executive (The), 2 (1), 13-19.

Wyld, D. C., Cappel, S. D., & Tucci, J. E. (1997). Marketing Using the other Teams Playbook?: The Case of the William Redmond and the New Age Cola Wars. Journal of the Academy of Marketing Studies, 1 (2), 28-35.

Tucci, J. E. & Sweo, R. (1996). Strategic Groups: Firm Structure, Industry Diversification, and Financial performance Determinants. American Business Review, 13 (1), 37-44.

Non-Refereed Articles

Shin, S. S., Tucci, J. E., & Glaser-segura, D. (2006). A Study of Internet Industry Structural Determinants With Interconnection Strategies. INFO: The Journal of Policy, Regulaiton, and Strategy for Telecommunications, Information, and Media, 8 (1), 29-41.

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Registrar's Office

Presentation of Refereed Papers

International

Tucci, J. E., Cole, T., & Butzlaff, M. (2014). Polar Ethical Decision Making in Vendor-Emptor Relationships. Society of Business, Industry, and Economics (SOBIE), Destin, Florida.

Shin, S. & Tucci, J. E. (2009, August). Lesson form WiFi Municipal Wireless network. The 15th Americas Conference on Information Systems, San Francisco, California.

Shin, S., Cunningham, J., Ryoo, J., & Tucci, J. E. (2008, November). A Study of Two-Factor Authentification Against On-Line Identity Theft. 39th Decision Science Insititute Annual Conference, Baltimore, Maryland.

Shin, S. & Tucci, J. E. (2007, November). Municipal Wireless: Pricing Strategy Review. 38th Decision Science Institutue Annual Conference, Phoenix, Arizona.

Shin, S., Glaser-Segura, D., & Tucci, J. E. (2006, April). Mobile Broadcasting to Your Cellular Phone. The Allied Academies 2006 International Conference, New Orleans, Louisiana.

Glaser-Segura, D., Tucci, J. E., & Valcea, S. (2005, November). Semanatoarea Harvester Combines: What to do in a Clutch. International Academy for Case Studies, Memphis, Tennessee.

Shin, S., Glaser-Segura, D., & Tucci, J. E. (2005, November). A Game Theortic Analysis of Competiting Strategies in the Internet Industry: Will Regulaiton Be Necessary. 36th Decision Science Institute Annual Conference, San Francisco, California.

Allen, P. E. & Tucci, J. E. (2005, April). Matrixing Your Way to Higher Salesforce Performance: Diagnostic modeling of Performance Assessment. Allied Academies - Academy of Marketing Studies, Memphis, Tennessee.

Shin, S., Tucci, J. E., Weiss, M. B., & Correa, H. (2005, April). 2+2 Tier banded Frameworks of Interconnectedness: Industry Structure Determinants. Allied Academies Internaitonal Conference, Memphis, Tennessee.

Shin, S., Cope, R. F., Cope, R. F., Weiss, M. B., & Tucci, J. E. (2005, April). A QoS Stategic Pricing Methodology for Internet Service providers. Allied Academies Internaitonal Conference, Memphis, Tennessee.

Smith, I. & Tucci, J. E. (2005, April). University of Iowa, Appalachian School of Law, Concordia, Monash: Who's Next? and Can it be Prevented? Allied Academies Internaitonal Conference, Memphis, Tennessee.

Ennis, K., Kim, D., & Tucci, J. E. (2004, November). Every Good Manager is a Good Auditor. Allied Academies Internaitonal Conference, New Orleans, Louisiana.

Sparkman, A. M., Kim, D., & Tucci, J. E. (2004, November). Dagwood Doesn't Work here Anymore?: The Denominator, Unemployment, and War. Allied Academies Internaitonal Conference, New Orleans, Louisiana.

Cappel, S. D., Tucci, J. E., Waiker, A., & Pearson (deceased), T. (2002, March). A New Strategy: Could it Spell Relief for Employers Facing Increased Health Benefit Expenses. Allied Academies Internaitonal Conference, Nashville, Tennessee.

Tucci, J. E. & Cappel, S. D. (2002, March). American Assembly of Collegiate Schools of Business International Learning Assessment: An Integrated Approach. Allied Academies Internaitonal Conference, Nashville, Tennessee.

Tucci, J. E., Cappel, S. D., & Waiker, A. (2002, March). Environmental Manufacturing: Reconciling Lean Manufacturing and Enterprise Resource Planning. Allied Academies Internaitonal Conference, Nashville, Tennessee.

Tucci, J. E., Owen III, R., & Cappel, S. D. (2002, March). Illiterate Fraternity: Future Perspectives. Allied Academies Internaitonal Conference, Nashville, Tennessee.

Cappel, S. D., Pearson (deceased), T., & Tucci, J. E. (2001, October). Does a Low Cost Strategy Equal Success for Commercial Airlines: A Conceptual Question Revisited. Society of Business, Industry, and Economics (SOBIE), Natchez, Mississippi.

Tucci, J. E., Burton, O., Cappel, S. D., & Skaggs, S. (2001, October). Learning Transfer: An Educator's Dilemma. Society of Business, Industry, and Economics (SOBIE), Natchez, Mississippi.

Cappel, S. D., Pearson (deceased), T., & Tucci, J. E. (2001, March). Cresent City Security Services. Allied Academies Internaitonal Conference, Nashville, Tennessee.

Tucci, J. E., Pothier, K., & Cappel, S. D. (2001, March). Meatballs.com: Entrepreneurship for Survival. Allied Academies Internaitonal Conference, Nashville, Tennessee.

Tucci, J. E. & Cappel, S. D. (1999, November). Representational Faithfullness: An Auditor's Nightmare. Midsouth Association of Business Disciplines, Jackson, Mississippi.

Tucci, J. E., Cappel, S. D., & Carruth, P. (1999, March). Y2K Readiness, Compliance, and Vulnerability. Midsouth Association of Business Disciplines, Jackson, Mississippi.

Cappel, S. D., Tucci, J. E., Wyld, D., & Carruth, P. (1998, March). Interface of Values and the Systematic Process of Organizational Strategy Development. Allied Academies Internaitonal Conference, Myrtle Beach, South Carolina.

Carruth, P., Carruth, A., Cappel, S. D., & Tucci, J. E. (1998, March). Evaluating Differing Expectations Concerning Effective Teaching: Different Strokes for Different Folks. Allied Academies Internaitonal Conference, Myrtle Beach, South Carolina.

Tucci, J. E., Barbara, F., Cappel, S. D., & Wyld, D. C. (1998, March). The Clash of Titans: A Case Study of the Earth Moving Industry. Allied Academies Internaitonal Conference, Myrtle Beach, South Carolina.

Tucci, J. E. & Sweo, R. E. (1998, March). Ethics of the Entrepreneur: The Case of the Biker Ad Wars. Midwest Division of the Academy of Management, Chicago, Illinois.

Cappel, S. D. & Tucci, J. E. (1996, October). The Value of Pricing Policies and Practices in Determining Business Strategy in the Commercial Airline Industry. Allied Academies Internaitonal Conference, Maui, Hawaii.

Tucci, J. E., Cappel, S. D., & Wyld, D. (1996, October). Cadbury-Schweppes and the World Marketplace. Allied Academies Internaitonal Conference, Maui, Hawaii.

Tucci, J. E., Cappel, S. D., & Wyld, D. (1996, October). Federal Express: Is Imitation Flattery? Allied Academies Internaitonal Conference, Maui, Hawaii.

Tucci, J. E., Cappel, S. D., & Wyld, D. (1996, October). A Study of the Relationship Between Downsizing, Industry Diversification, and Financial Performance. Allied Academies Internaitonal Conference, Maui, Hawaii.

Tucci, J. E., Cappel, S. D., & Wyld, D. (1996, October). Tunnel Vision in Strategic Researc: The Argument for Expanding the Field Through Theory Development. Allied Academies Internaitonal Conference, Maui, Hawaii.

Wyld, D. C., Cappel, S. D., & Tucci, J. E. (1996, October). Marketing Using the Other Team's Playbook? Allied Academies Internaitonal Conference, Maui, Hawaii.

Wyld, D. C., Cappel, S. D., & Tucci, J. E. (1996, October). Brother Can You Spare and Hour on Compuserve: How the Internet Will Reinvent Corporate Recruiting. Allied Academies Internaitonal Conference, Maui, Hawaii.

Wyld, D., Cappel, S. D., & Tucci, J. E. (1996, October). Organizational Thoery in cyberspace: The Impact of the internet and Intranets on Structure and Communication Patterns in Organizations. Allied Academies Internaitonal Conference, Maui, Hawaii.

Tucci, J. E. & Shaefer, T. (1995, November). 21st Century Business Curriculum: Challeneges and Opportunities. Decision Science Institute, Boston, Massachusetts.

Tucci, J. E. (1993, May). Qualitative Research: Technology Applications. Qualitative Research Conference (QUIG) University of North Texas, Denton, Texas.

National

Shin, S., Cunningham, J., & Tucci, J. E. (2008, February). Mobile TV Adoption Strategy in U.S. Wireless Market. Southeast Decision Science Institute Conference, Orlando, Florida.

Tucci, J. E., Phillips, A., & Phillips, C. (1996, November). May the Workforce Be With You: Anti-Union Employees and Unionizing Campaigns. Southwest Academy of Management, San Antonio, Texas.

Tucci, J. E., Phillips, A., & Phillips, C. (1996, March). May the (Work) Force Be With You: Anti-Union Employees and Unionizing Campaigns. Southwest Academy of Management, San Antonio, Texas.

Regional

Shin, S. & Tucci, J. E. (2009, February). What's Wrong with City Wireless Infrastructure. Southwest Decision Sciences Institute, Oklahoma City, Oklahoma.

Tucci, J. E. & Shin, S. (2009, February). Competition and Strategy in the U.S. Broadband Industry. Southeast Decision Science Institute, Charleston, South Carolina.

Presentation of Non-Refereed Papers

International

Tucci, J. E. & Moawad, R. (1991, September). Committed to Quality: People Bringing Quality to Life. President's Council on Management Improvement, Dallas, Texas.

Research Grants

Funded

2012: Tucci, J. E. & Baker, W., Billy Hilyer Stadium, Principal Investigator, Blackwarrior Industries, Duane Cunningham, Principle.

2010: Tucci, J. E. & Thompson, J., Riley Next Step Scholarship, Principal Investigator, Riley Foundation. This was a $300,000 matching gift that was matched and exceeded by $150,000 for a total gift impact of $750,000 which provided full scholarships for 24 students with a 28 or better GPA.

2010: Tucci, J. E. & Thompson, J., Coca-Cola Bottling Matching Scholarship, Principal Investigator, Meridian Coca-Cola Bottling.

2010: Tucci, J. E. & Thompson, J., Mitchell Distributing Matching Scholarship, Principal Investigator, Mitchell Distributing.

2010: Tucci, J. E. & Thompson, J., Vanzyverden Corporation Matching gift, Principal Investigator, Vanzyverden Corp..

2010: Tucci, J. E. & Thompson, J., Hall Forest Management Matching Grant, Principal Investigator, Hall Forest Management.

2010 [Year 1 of 5]: Tucci, J. E. & Thompson, J., Gipson Steel Matching Scholarship, Principal Investigator, Gipson Steel Corporation.

2010: Tucci, J. E. Hol-Mac Matching Scholarship Gift, Principal Investigator, Hol-Mac Industries Corporation.

2010 [Year 1 of 2]: Tucci, J. E. & Thompson, J., Newberry Restoration / Construction Project, Principal Investigator, Riley Foundation.

2010 [Year 2 of 2]: Tucci, J. E. & Thompson, J., Newberry Construction Completion, Principal Investigator, Riley Foundation. This money was requested to cover cost overruns and additional design changes to make the building suitable for a college of business.

2009: Tucci, J. E. & Thompson, J., Newberry Building, Principal Investigator, Riley Foundation. The newberry buidling which is adjacent to the MSU-Riley Center was gifted to Mississippi State University to enable it to move its College of Business downtown as part of the downtown economic downtwon renewal project.

2000: Tucci, J. E. Enterprise Technology Gift, Principal Investigator, Enterprise Rental.

1999: Tucci, J. E. Golf Scholarships, Principal Investigator, Various donors during scholarship campaign and annual golf tournament for athletic scholarships for business majors.

Working Papers

Tucci, J. E., Cole, T., & Butzlaff, M. (2014). "Polar Ethical Decision Making in Vendor-Emptor Relationships," targeted for Journal Of Business Ethics.

Service:

Service to the University

College Assignments

Assurance Of Learning - Institutional Service:

2013-2014: College of Business Assurance of Learning Committee (communications skills)

Member:

2014-2015: Assurance of Learning

University Assignments

Member:

2013-2014 – 2014-2015: G2C (Gateway to Completion) College of Business representative

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2013-2014: Institutional Review Board
2013-2014: Modern Classroom Committee

Service to the Profession

Reviewer - Article / Manuscript

2013: Journal of Business Administration Online, Russellville, Arkansas.

Service to the Community

Member of a Committee

2012: League of Municipalities

Other Community Service Activities

2006 – 2013: Skinner's Garden Widow and Children's Home

Speech / Presentation at a Community Meeting

2010: Kiwanis
2010: Lion's Club
2010: Civitan
2006 – 2010: Rotary

Faculty Development

Instructional-Related Conference

2014: Center for Teaching and Learning, Russellville, Arkansas. Getting Started in the Scholarship of Teaching and Leanring (SoTL) by Dr. William Buskist, Auburn University Doc Bryan lecture hall Sept. 10, 2014
Basic Principles
Develop ideas for conducting research on effectiveness of teaching methods
Leave orkshop with a specific outline for conduting a least one SoTL project

2013: Arkansas Tech University Certification for on-line professors., Russellville, Arkansas. This is an eight week certificaiton course to insure quality in all the on-line courses taught by this professor. A broad variety of skills and techniques as well as technologies are used to demonstrate how to maximize the educational/learning experience for Arkansas Tech students

2002: Writing Across the Curriculum Certification, Huntington, West Virginia. This certification course is to insure that all particpants meet and/or exceed the WAC (Writing Across the Curriculum) guidelines insuring that communication skills of all students in this instructors course have enhanced learning in written communicaiton skills.

Other Professional Development

2015: ATU Professional Development Workshop, Russellville, Arkansas. A professional development workshop for faculty was held on May 7 from 8-5. Dr. Mark Taylor presented on "Meet Generation NeXt" Understanding, Teaching and Serving Today's Students Managing in the Multigenerational Workplace.

2015: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Workshop on "Advising and Registration Tools" presented by Ms. Vicky Bills. Ms. Bills provided a demonstration of new software tools that can help facilitate the advising and pre-registration process.

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Leadership in Retail Supply-Chain Management" presented by invited speaker, Dr. Seungjae Shin (Associate Professor of MIS, Mississippi State University – Meridian). This research addresses the effect of RFID in supply chain management efficiency

2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on the university attendance policy and its financial implications for the university and students.

2014: Considering, Contemplating and Conducting the Scholarship of Teaching and Learning, Russellville, Arkansas. Attended the workshop presented by Dr. William Buskist of Auburn University learning about evidence-based systems of teaching, hot wo develop transformative learning environments through new dispositions and innovative approaches to teaching.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Reading, Writing, and Accounting" presented by Dr. Pam Carr (Professor of Accounting). This presentation addressed the problem accounting employers have with the writing skills of new hires. Using a "readability" test, student writing was examined and compared to the level of readability that is required in the accounting profession. The objective of the this research is to help faculty to better prepare accounting students with the ability to deliver technical content in a clear, concise, understandable way.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on using Tegrity for lecture capture and student presentations. Instruction for this workshop was given by Dr. Becky Callaway and Mr. Ken Teutsch (Academic Affairs e-Tech Specialist).

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Carbon Emission Modeling in Green Supply Chain Management" presented by Dr. Vicky Tao (Assistant Professor of Management). This research addresses the problem of determining optimal order production/quantity based upon the costs of carbon emissions.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on Using Tegrity for Exam Proctoring. The workshop was conducted by Dr. Becky Callaway and Mr. Ken Teutsch. The workshop covered: (1) How to set up the Tegrity exam proctor tool: (2) what kind of problems to expect; and, (3) how to overcome common problems. The workshop also explained how to use the "Adaptive Release" tool in Blackboard.

Professional Seminars / Workshops

2014: Center for Teaching and Learning, Russellville, Arkansas. Using Scholarship of Teaching and Learning to Enhance Teaching, Rothwell Hall, Dr. William Buskist, Auburn University,
Learn about evidence based systems of teaching
How to develop transformative learning environments through new dispositions and innovative approaches to teaching.

Honors-Awards-Grants

Award

2011: Outstanding Achievement Award, Mississippi State University. $3,000

2008: Campus Committment Award, Mississippi State University. $3,000

2005: Research Award for 2+2 Tier banded Frameworks of Interconnectedness., International Allied Academies for Research. $3,000

2005: The Distinguished Education Program Award, Mississippi State University. $3,000

2003: Research Award for Hardee's Restaurant: Stuck in the Middle?, Allied Academies Internaitonal Conference. $3,000

2001: Teacher of The Year, Abilene Christian University - COBA. $3,000

2001: Research Award for Meatballs.Com (Case Study), Allied Academies Internaitonal Conference. $3,000

2000: Outstanding Service to Students Award, Southeastern Louisiana University. $3,000

2000: Outstanding Teacher Award, Southeastern Louisiana University. $3,000

1998: Research Award: But Can I Eat Taco Bell in Tunisia, Allied Academies International Conference. $3,000

1990: SRA - Special Recognition Award, Shell Oil Company. $3,000

Honor

2012: Initiator ~ Magister Examius, Faulkner University. Reward based on performance in grades and activities in graduate school

2010: Riley Scholar - Creator, Mississippi State University. Reward based on performance in grades and activities in graduate school

2005 – 2007: Who's Who Among America's Teachers, Mississippi State University. Reward based on performance in grades and activities in graduate school

2005: International Creative and Innovative Distinguished Teaching Award, Allied Academies. Reward based on performance in grades and activities in graduate school

2004: Who's Who Among America's Teachers, Mississippi State University. Reward based on performance in grades and activities in graduate school

2000: Who's Who Among America's Teachers, Abilene Christian. Reward based on performance in grades and activities in graduate school

1998: Who's Who Among America's Teachers, Southeastern Louisiana University. Reward based on performance in grades and activities in graduate school

1996: Who's Who Among America's Teachers, Southeastern Louisiana University. Reward based on performance in grades and activities in graduate school

1996: Who's Who Among America's Teachers, Who's Who. Reward based on performance in grades and activities in graduate school

1996: Beta Gamma Sigma - Outstanding Graduate Student, Beta Gamma Sigma. Reward based on performance in grades and activities in graduate school

1994: Ph.D. Student Teaching Award, University of North Texas. I the highest overall SOT's for College of Business for all Ph.D. students. Awarded gift certificate in recognition.

Last updated by member on 22-Apr-15 (02:35 PM)

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Registrar's Office

James R. Walton, Ph.D.
Associate Professor
Management and Marketing Dept.
College of Business
jwalton@atu.edu

Professional Interests

Academic Background

Ph.D. Texas Tech University, Lubbock, TX, Marketing, 2001

M.B.A. University of Central Arkansas, Conway, AR, Management

B.S.B.A. Missouri Southern State College, Joplin, MO, Accounting

Certifications

Ebay Educational Specialist,

Memberships

Academy of Business Education

Academy of International Business

American and International Mensa societies

American Marketing Association

European Marketing Academy

Society for Marketing Advances

Texas Tech Ex-Students Association

Veterans of Foreign Wars

Work Experience

Academic Experience

Assistant Professor of Marketing, University of Houston - Victoria (August, 2006 - August, 2009), Victoria, Texas. Taught undergraduate and graduate online part-time.

Assistant Professor of Marketing, University of Houston - Victoria (January, 2002 - August, 2006), Victoria, Texas. Responsible for graduate and undergraduate courses in Marketing and Management. Teaching both traditional face-to-face and online (WebCT) courses. In the summer of 2005 I took my International Marketing students to Europe to study Doing Business with the European Union.

Assistant Professor of Management, Augusta State University (August, 1998 - December, 2001), Augusta, Georgia. Responsible for graduate and undergraduate courses in Management, Marketing, and International Business. Taught the core International Business course and the capstone course in Strategic Management and Organizational Behavior. Also taught in the University System of Georgias London study abroad program.

Visiting Lecturer, Iowa State University (August, 1997 - May, 1998), Ames, Iowa. Visiting lecturer for the College of Business. Responsible for graduate and undergraduate courses in Marketing and International Business.

Visiting Lecturer, Richmond College (May, 1997 - June, 1997), London, Great Britain. Taught MBA class in Marketing Management for the Richmond School of Business.

Lecturer, Texas Tech University (August, 1996 - December, 1997), Lubbock, Texas. Lecturer for the College of Business Administration. Responsible for teaching upper division marketing courses and the Honors section of Business Enterprise, the Colleges introductory business course. Also taught International Marketing courses in Spain during the summer of 1996.

International Programs Coordinator, Texas Tech University (May, 1995 - August, 1997), Lubbock, Texas. Primary liaison between the College of Business Administration and foreign partner schools in all matters regarding students from foreign institutions studying business at TTU and Tech students studying business abroad. Grant administrator for USDE/FIPSE student exchange grants for European-American and North American student exchanges. Responsible for development and promotion of study abroad opportunities for COBA students and the recruitment of COBA students for study abroad programs. Academic counselor for both visiting international students studying business at Texas Tech University and COBA students studying abroad. Worked on development of curriculum for a new International Business major.

GMAT Instructor, University of Central Arkansas (January, 1992 - May, 1992), Conway, Arkansas. GMAT Instructor for the Center for International Programs, University of Central Arkansas, Conway, Arkansas. Taught GMAT preparation courses and provided academic support to students enrolled in World Bank funded international development programs.

Non-Academic Experience

National

President & CEO, Midwest PC Supply, Inc. (July, 1987 - May, 1992), Anderson, Missouri. Built, sold, and serviced IBM compatible personal computers. Sold software, supplies and facsimile machines, and provided training and repair services. Supervised 12-15 employees and managed corporate operations. Assisted customers in setting up and maintaining computerized accounting systems. Authorized dealer for numerous national brand computer hardware and software products.

Staff Accountant, Seideman & Company, CPAs (February, 1986 - July, 1987), Neosho, Missouri. Prepared tax returns, quarterly statements and payroll reports for clients. Audited government and corporate clients. Assisted clients in purchasing and setting up computer equipment and software. Maintained firm's computer equipment and developed custom Lotus 123 worksheets and dBase programs for clients and staff.

Sales Manager and Commercial Real Estate Broker, Century 21 Berger and Company (December, 1981 - February, 1986), Joplin, Missouri. Supervised and trained real estate sales agents. Prepared closing statements for real estate transactions. In charge of office management and administration, advertising, accounting, and day to day operations of the corporation. Responsible for commercial real estate sales and listings for the firm.

Courses Taught

Courses from the Teaching Schedule: Advertising, International Marketing, Internship in Marketing I, Introduction to Business Systems, Principles of Marketing, Special Topics in Management, Special Topics in Marketing, World Economic Systems

Intellectual Contributions:

Refereed Articles

Mason, K., Jones, S., Benefield, M., & Walton, J. (in press, 2015). Building Consumer Relationships in the Quick Service Restaurant Industry. Journal of Foodservice Business Research, 19 (4).

Walton, J. R., Jones, S. C., Mason, K., & Benefield, M. (2013). Consumer Perceptions of Quick Service Restaurants. Journal of International Business & Economics, 13, 109-116.

Walton, J. R., Salazar, R., & Wang, J. (in press, 2008). The Effects of Adaptation, Commitment, and Trust in Cross-Cultural Marketing Relationships. Journal of Applied Business Research.

Salazar, R., Walton, J. R., & Wang, J. (2007). Adapting to Promote Commitment in International Marketing Strategies. International Journal of Business Strategy, VII (3), 189-195.

Basciano, P., Gray, J., & Walton, J. R. (2006). Advising Clients with Confidence on Mortgage Debt: A Thirty-Year Mortgage as an Investment Alternative? Financial Counseling and Planning.

Walton, J. R. & Basciano, P. (2006). The Effects of Internationalization of American Business Education: Are U.S. Business Students Less Ethnocentric? The Business Review, Cambridge.

Walton, J. R., Wang, J., & Sardessai, R. (2005). Organizational Culture, Commitment and Strategic

Participation and the Moderating Effects of Vision. Review of Business Research, V (3), 69-78.

Wang, J. & Walton, J. R. (2005). Using Expatriate Compensation to Achieve Competitive Advantage. International Journal of Business Research, II (1), 167-174.

Refereed Proceedings

Full Paper

Walton, J. R. (2004). The Internationalization of Business Education: How Schools Have Attempted to Meet the Global Mandate. Mountain Plains Management Association Conference.

Walton, J. R. (2003). The Role of Cultural Adaptation in Cross-cultural Marketing Relationships. Annual Conference - European Marketing Academy, 1 (32).

Walton, J. R. (1997). Conceptualizing the Role of Corporate Centricity in Cross-cultural Marketing Relationships. Association for Global Business Annual Conference Proceedings.

Kirk, G., Dunne, P., Kiecker, P., & Walton, J. R. (1994). Pre-Employment Screening Devices: Are retailers using them correctly? RETAILING: Theories and Practices for Today and Tomorrow, 106-111.

Walton, J. R. & Wood, V. R. (1994). An International Code of Marketing Ethics: Do we need one?, Is a single code possible?, Could it be effective?, and Who should develop it? Annual Conference - European Marketing Academy, 1 (23), 1479-1482.

Abstract Only

Walton, J. R. (2005). Marketing MBA programs in tough times: A survey of recent GMAT takers. Mountain Plains Management Association Conference.

Presentation of Refereed Papers

National

Walton, J. R. (2011). Measuring Consumer Perceptions of Issue Related Marketing. Society of Business, Industry, and Economics Conference, Destin, Florida.

Working Papers

Walton, J. R. (2006). "Consumer Perceptions of Issue Related Marketing," targeted for Journal Of Consumer Marketing.

Walton, J. R. & Salazar, R. (2005). "Global Marketing Relationships: Internationalizing the KMW Model of Commitment and Trust in Marketing Relationships," targeted for International Marketing Review.

Service:

Service to the University

Department Assignments

Faculty Advisor:

1998-1999: Augusta State University Marketing Club: Founder and faculty advisor for the Augusta State University (ASU) Marketing Club, a student organization dedicated to promoting the study of and careers in marketing.

Member:

2005-2006: School of Business Appeals Committee: Elected member of the UHV School of Business Student Appeals Committee.

2003-2004 – 2004-2005: UHV School of Business Curriculum Planning and Assessment Committee: Member during initial AACSB accreditation.

Other Institutional Service Activities:

1995-1996: Program Coordinator: Program Coordinator for the Texas Tech College of Business Administrations minority orientation program held at the Texas Tech campus in Junction, Texas prior to the Fall, 1995 semester. Responsible for recruitment and counseling of incoming minority freshmen

business students.

College Assignments

Faculty Advisor:

2007-2008 – 2008-2009: ATU Marketing Club

College Assignments

Member:

2009-2010 – 2010-2011: Curriculum & Assessment

College Assignments

Member:

2008-2009: Curriculum Committee

College Assignments

Member:

2014-2015: Curriculum Committee
2011-2012 – 2012-2013: Curriculum Committee
2008-2009: Curriculum Committee

College Assignments

Member:

2006-2007 – 2007-2008: Curriculum and Assessment Committee

College Assignments

Member:

2009-2010 – 2010-2011: Instructional Resources

College Assignments

Member:

2007-2008 – 2008-2009: Instructional Resources Committee

College Assignments

Member:

2014-2015: Strategic Planning Committee
2011-2012 – 2012-2013: Strategic Planning Committee
2008-2009: Instructional Resources Committee

University Assignments

Faculty Advisor:

2007-2008 – 2008-2009: ATU College Republicans
2007-2008: Kappa Sigma Fraternity

Faculty Sponsor:

2007-2008 – 2008-2009: Kappa Sigma Fraternity

Member:

2009-2010: SBDC Director Search Committee
2007-2008 – 2008-2009: Professional Development Committee

2007-2008 – 2008-2009: Student Appeals Committee

2004-2005 – 2005-2006: Faculty Senate: Elected by faculty colleagues to represent the School of Business in the University of Houston Victoria Faculty Senate.

2003-2004: Augusta State University Cullum 2003 Latin Affairs Committee

1999-2000: Augusta State University International Affairs Committee

University Assignments

Mentoring Activities:

2014-2015: Bridge to Excellence

Service to the Profession

Academic Conference: Discussant

2008: International Conference on Business & Management Education (ICBME), Bangkok, Thailand. ICBME is intended as a forum for academics and practitioners to meet and discuss the diverse realities of business education around the world. I served as discussion chair for two presentation sessions at this conference.

Reviewer - Article / Manuscript

2009: Academy of International Business. In January 2009 I served as a reviewer for the Outsourcing, Offshoring, and Supply Chain Management track of the Academy of International Business (AIB) 2009 Conference.

2007: Decision Science Institute. In December 2007 I served as a reviewer for the Marketing track for the Decision Sciences Institute (DSI) 2008 Conference.

Other Professional Service Activities

2007: AACSB World Class Practices in Management Education, Beijing, China. From May 20th until May 22nd, 2007 I attended the AACSB World Class Practices in Management Education conference in Beijing, China. The conference was held at Tsinghua University which is the home of China's first AACSB accredited business school. AACSB is very interested in expanding its accreditation program internationally and this was their opportunity to introduce their first accredited China institution to the AACSB community.

The conference was chaired by Dr. Judy Olian, Dean and the John E. Anderson Chair of Management, Anderson School of Management, University of California, Los Angeles.

Faculty Development

Research-Related Conference/Seminar

2012: Arkansas Tech University College of Business Research Seminar, Russellville, Arkansas. Reseaarch presentation on September 26, 2012 by Ifosa Idemudia. Dr. Idemudia presented his research on Visual Perception for Online Target Marketing

Instructional-Related Conference

2015: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Workshop on "Advising and Registration Tools" presented by Ms. Vicky Bills. Ms. Bills provided a demonstration of new software tools that can help facilitate the advising and pre-registration process.

Other Professional Development

2015: ATU Professional Development Workshop, Russellville, Arkansas. A professional development workshop for faculty was held on May 7 from 8-5. Dr. Mark Taylor presented on "Meet Generation NeXt" Understanding, Teaching and Serving Today's Students Managing in the Multigenerational Workplace.

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2014: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas.

Attended a College of Business Faculty Development Workshop on the university attendance policy and its financial implications for the university and students.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Online Learning". Dr. Loretta Cochran presented an empirical analysis of the impact of using lecture capture (Tegrity) technology on student performance and course evaluation.

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas.

Attended a College of Business Faculty Development presentation entitled "Reading, Writing, and Accounting" presented by Dr. Pam Carr (Professor of Accounting). This presentation addressed the problem accounting employers have with the writing skills of new hires. Using a "readability" test, student writing was examined and compared to the level of readability that is required in the accounting profession. The objective of the this research is to help faculty to better prepare accounting students with the ability to deliver technical content in a clear, concise, understandable way.

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2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Carbon Emission Modeling in Green Supply Chain Management" presented by Dr. Vicky Tao (Assistant Professor of Management). This research addresses the problem of determining optimal order production/quantity based upon the costs of carbon emissions.

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. On Oct. 24, 2012, The College of Business hosted a faculty development workshop. At the workshop Dr. Rebecca Callaway (ATU Academic Affairs e-Tech specialist) showed faculty how to use Bb Instant Messaging, Blogs, Journals and Wikis tools for online class collaboration. Also. Dr. Callaway showed participates how to use various Bb Adaptive Release features (used to control which students have access to what online course materials at what times). Dr. Callaway also showed the benefits of using Mashups for posted word documents and YouTube videos into a Bb content area.

2012: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. **Attended a College of Business Faculty Development scholarship presentation on consumer spending behavior. The paper presented was an empirical analysis of consumer Debit Card vs. Credit Car spending behavior.**

Professional Seminars / Workshops

2009: eTeach: The Basics of Creating A Successful Online Course, Russellville, Arkansas. A professional development workshop at Lake Point Conference Center presented by Dr. Rick Ihde.

2008: Degree Audit Training, Russellville, Arkansas.

2008: CAAP Training, Russellville, Arkansas.

Technology-Related Training

2009: Unmuddling Moodle and Baring Blackboard: Comparing Course Delivery Platforms, Russellville, Arkansas. Unmuddling Moodle and Baring Blackboard: Comparing Course Delivery Platforms
PRESENTER: Dr. Christine Austin, Assistant Professor College Student
Personnel Department

2009: SEDONA Training, Russellville, Arkansas. SEDONA training conducted by the Faculty Development Committee (Stephen Jones) and Sherrie Boddie on November 11, 2009.

Honors-Awards-Grants

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Award

1995: , The Graduate School, Texas Tech University. Summer Research Award - Competitively awarded research assistantship to encourage faculty and graduate student interaction in meritorious research programs.

1994 – 1995: , College of Business Administration, Texas Tech University. Dean's Excellence in Teaching Award - Award and honorarium given annually by the College to recognize doctoral students who excel as instructors.

Honor

1997: , Southern Marketing Association Doctoral Consortium . SMA Consortium Fellow - Participant in the Southern Marketing Association Doctoral Consortium for beginning scholars whose universities have recognized them as having strong potential for contribution to the marketing discipline.

1996: , Phi Beta Delta, Chi Chapter. National honor society recognizing individuals who have demonstrated scholarly achievement in international education.

1996: , Beta Gamma Sigma Honor Society. International honor society recognizing the outstanding academic achievements of students enrolled in collegiate business programs accredited by AACSB.

Last updated by member on 08-Sep-14 (11:45 AM)

Tammy Weaver

From: Stephen Jones
Sent: Tuesday, June 28, 2016 4:37 PM
To: Tammy Weaver
Subject: RE: MBA

Ms. Weaver,

Thank you for reminding me. There have been some non-curricular changes to resource areas since the last iteration as suggested by Dr. Abdelrahman.

Please let me know if this is what you are needing. Thank you for your help.

SCJ

Changes to NEW RESOURCES REQUIRED and NEW PROGRAM COSTS:

New Resources Required (include costs and acquisition plan):

Three new faculty: $80,000 plus benefits each.
One graduate program coordinator (overload plus adjunct support): $ 8,400
Two graduate assistantships ($4800 stipend, $3870 tuition waiver each): $17,340
Additional database access resources: CRSP/Compustat Merged Database: $20,000
eMarketer: $20,000
Additional research resources: $ 5,000
Annual subscription to SAS Enterprise Miner: $ 1,500

New Program Costs (Expenditures for first three years of program operation)
Include:

- New administrative costs (number and position titles of new administrators)
  - MBA program coordinator: (overload plus adjunct support) $ 25,200
- Number of new faculty (full-time and part-time) and costs
  - 3 Full-time faculty (one new faculty added each year): $480,000
- New library resources and costs
  - CRSP/Compustat Merged Database: $ 60,000
  - eMarketer: $ 60,000
- New/renovated facilities and costs $ 0
- New instructional equipment and costs $ 0
- Distance delivery costs (if applicable) $ 0
- Other new costs (graduate assistants, secretarial support, supplies, faculty development, faculty/students research, program accreditation, etc.)
  - 2 graduate assistantships (stipend & tuition) $ 52,020
  - Annual subscription to SAS Enterprise Miner: $ 4,500
  - Additional research resources $ 15,000

DETAIL MARKETING PLAN, STRATEGIES, AND COSTS

Initial target markets:

- ATU College of Business alumni
- ATU non-COB alumni
- Local and regional firms with mid-level and low-level management personnel (e.g., Tyson)
- Potential cohort professional groups from area businesses (e.g., Arkansas Nuclear One)

Note: ATU COB alumni have been asking for this degree since before I arrived here in 2005. They responded very positively to our survey, and I have a large number of personal email addresses from graduates in these first two groups of alumni wishing to be contacted as soon as the program is "live". The local and regional firms are those likely to have hired our alumni and/or those likely to benefit from a better-educated workforce.

Secondary target markets:

- Russellville residents with a college degree from an accredited university (not ATU)
- Arkansas residents with a college degree from an accredited university (not ATU)
- Non-Arkansas residents with a college degree from an accredited university (not ATU)

Note: This group is a secondary market because they are not tied to Tech other than by proximity. How close they are to Tech physically is a determinant of how likely they are to be drawn to Tech to take a graduate degree.

Marketing methods:

- Emails and brochures. For the first two groups in the initial target market group, there are a combined 215 alumni wishing to be contacted with this information. More than 56% of COB alumni and more than 46% of all other Tech alumni who took the survey showed an interest in receiving information. This is a highly motivated group because they (1) took the time to take an online survey about the online MBA program (interest in Tech) and (2) continued to show their interest in this program by providing us with an active email address. While email is a first and cheap marketing tool to reach this group, more active marketing through the use of targeted information packets should lead to successful first (Fall 2017) and second (Spring 2018) incoming classes. Brochures or packets will have some costs associated with their creation, printing and mailing, but the number involved is relatively small. A companion letter from the Dean of the College of Business should accompany them.
- Press releases to regional news outlets, especially the Arkansas Business Journal, ArkansasBusiness.com and the Arkansas Democrat-Gazette. This is best handled by University Relations and should cost us very little.
- Face-to-face contact with local and regional businesses that may have an interest in an employee cohort group or that may wish to encourage their management and management-track employees to participate. Again, informative brochures and packets can be provided with detailed information about the program, the benefits of an MBA, etc. These could be the same brochures as those sent to alumni. Coordination with the firms in advance could allow management to distribute them to employees along with information about how the firm will support the employee's education. This will take more effort than funds because the relationship will need to be solidly established with the firms for their buy-in.
- Broadcast media release. Radio and television advertising may have some effect on the second target group, but it should not be used to get to the first target group. The alumni have a relationship with Tech already and are not swayed by broadcast ads. They want to hear about the MBA from us, their alma

mater. Businesses will not be swayed by broadcast ads, though they may be enticed to contact us for more information. The relationships with these firms will need to be built up before we can ask many of them to pay for MBAs for their employees. The unconnected, non-Tech alumni throughout the state and beyond are those that will be most affected by broadcast media. Advertisements will have the same effect on them as those being targeted for degree completion. The scope, frequency and duration of advertising will determine its cost.

From: Tammy Weaver
Sent: Tuesday, June 28, 2016 8:09 AM
To: Stephen Jones
Subject: FW: MBA

Dr. Jones:

I am summarizing curriculum proposals for our first meeting. I still don't have the following information for the MBA program: Detail Marketing Plan, Strategies, and Costs.

Thanks.

Tammy

Tammy Rhodes Weaver, Registrar
Arkansas Tech University
Office of the Registrar
Brown Building, Suite 307
105 West O Street
Russellville, AR 72801-2222

Telephone: 479.968.0643
Fax: 479.968.0683
Email: tweaver@atu.edu

From: Tammy Weaver
Sent: Monday, April 25, 2016 5:32 PM
To: Stephen Jones <sjones@atu.edu>
Subject: MBA

Dr. Jones

I forgot to mention that we will be adding another section to the new program addition forms that asks about a marketing plan, strategies, and costs. We haven't ironed out the wording.

Susie Nicholson's folks will give us some generic ideas – web page, print materials, print ads, commercials, etc. Think about areas we could advertise that might be unique to this program. Maybe a unique journal or magazine.

Thanks.

Tammy

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