

David J. Urban, Ph.D., P.C.M.

OBJECTIVE

Creative, results-oriented academic administrator, seeking a university presidency drawing on strengths in internal administration and external affairs, and capitalizing on excellent writing, speaking and motivational skills.

ACADEMIC ADMINISTRATIVE APPOINTMENTS

Dean, Jennings A. Jones College of Business, Middle Tennessee State University, 2013—present

Chief academic and administrative officer in a major collegiate business school having both business and accounting accreditation from AACSB International, with 3100 students (2700 undergraduate, 400 graduate), 150 full-time faculty and staff, and an operating budget exceeding \$22 million. Provide overall direction and decision-making regarding strategic planning, administrative structure and processes, academic affairs, physical plant and equipment. Responsible for external affairs, including marketing, fundraising, and alumni affairs. Leader of an Executive Committee including two Associate Deans, an Assistant Dean, five department chairs, and directors of development, advising, and technology services. Report directly to the Provost.

Professional Highlights

- Fundraising:
 - Four gifts exceeding \$1 million received since July 2013, including \$3.5 million gift to establish the Political Economy Research Institute as a joint venture with the University Honors College.
 - Established faculty/staff giving campaigns in the Jones College; most recent campaign in 2018 exceeded goal by almost 100 percent.
 - Several new scholarship endowments established.
 - Secured ongoing external funding for: community awards program; faculty awards program; undergraduate program in professional selling; the college's sales laboratory; "Ethical Leadership Week;" and "Professionalism Week."
 - Initiated discussions with legislators and private companies to create Tennessee Center for Real Estate.
 - New development director recruited and hired in 2015.
- External Relations:
 - Made over 450 individual and group meetings with alumni, business leaders and government officials in my first two years as dean.
 - Chaired Board of Directors and Executive Committee for Rutherford County Chamber of Commerce, term expired in February 2018; now serving as Immediate Past Board Chair.
 - Serve on Board of Directors, Executive Committee, and Chair Development Committee for Rutherford/Cannon County United Way, responsible for entire \$3.3 million regional development campaign in 2017-2018.

Professional Highlights (cont.)

- Serve on Partnership 2020 Lead Investor Council for Nashville Area Chamber of Commerce.
- Serve on Board of Directors for Rutherford County Business Education Partnership.
- Serve on Board of Directors for Blue Raider Athletic Association.
- Marketing:
 - Achieved recognition as a “Best for Vets” business school (#63 nationally in 2014; #39 nationally in 2016) and as #17 nationally in the ratings of “Best Universities for Aspiring Entrepreneurs” (2016).
 - Achieved recognition as having the #39 Master of Accountancy program in the country (2017) and the #21 Master of Management program in the country (2017).
 - Created new brand identity with new logos/wordmarks for all administrative units in the college.
 - Initiated print advertising in *Bloomberg Business Week*, Tennessee Titans/Nashville Predators yearbooks, *VIP Murfreesboro Magazine*, *Nashville Business Journal*, *Murfreesboro Daily News Journal*, *The Tennessean*, and *Playbill* at Tennessee Center for Performing Arts.
 - Initiated new online/social media campaign on Facebook, Google, and Twitter with Nashville agency “12th and Broad.”
 - Started broadcast advertising during Tennessee Titans and Nashville Predators game broadcasts, as well as via Nashville NPR affiliate WPLN.
 - Launched electronic billboard advertising throughout Greater Nashville.
 - Installed signage in Nashville International Airport, and began advertising in security trays at Nashville, Knoxville and Chattanooga airports.
- Student Success:
 - New Advising Center constructed, consolidating all advising positions in one area of the building.
 - Advising staff doubled in size from 5.5 advising positions to 12.
 - Retention percentage increases since 2013: 17.1 for new freshmen; 9.6 for new transfers; 2.3 for sophomores; 2.0 for juniors; 4.5 for seniors; and 5.4 for graduate students.
 - EAB Student Success Collaborative (SSC-Campus) tracking system adopted.
 - Academic Rewind and Scholars Academy programs established to aid “at risk” students.
- Administration:
 - Hired new endowed chair holders: Weatherford Chair in Finance and Pam Wright Chair in Entrepreneurship, to start in August 2018.
 - Started one-on-one professional development meetings with all faculty in the Jones College.
 - Served on Open Data Faculty Learning Community for 2017-2018
 - Drove the creation of new college-wide strategic plans, and tracking systems for monitoring progress.
 - Instituted a variety of mechanisms for improving communication in the college.
 - Implemented new system for evaluating faculty research quality.
 - Rebuilt the college’s Executive Committee since July 2013: two new Associate Deans; new Assistant Dean; four new department chairs.
 - Hired several new tenure-track faculty from outside the university since July 2013: Accounting (9); Information Systems and Analytics (5); Economics and Finance (9); Marketing (2); Management (8).
 - More than half of all tenure-track faculty hired since 2013 are female or minority faculty.
 - Designed and executed reorganization of two former departments (Business Communication/ Entrepreneurship and Management/Marketing) into current Department of Management and Department of Marketing.
- Curriculum:
 - Initiated discussions with UBS to create Finance concentration in Fraud Prevention and Compliance.
 - Crafted and released Request-for-Proposal (RFP) for online partner to assist in marketing and increasing applications for Flex MBA program from 2018 to 2023.
 - Submitted proposal for new BS in Commerce, to start in Fall 2018 (currently awaiting approval from Tennessee Higher Education Commission).
 - Gained approval for new major in Risk Management and Insurance, effective 2018.

Professional Highlights (cont.)

- Provided impetus for new undergraduate concentrations in Professional Selling and Supply Chain Management, both starting in 2018.
- Spearheaded transformation of part-time MBA program to new Flex MBA program with 12-month accelerated and 100 percent online options, as well as concentrations in Health Care Management and Music Business. Launched in 2015.
- Implemented “Professional Development Initiative,” including the addition of the Dale Carnegie® Course as a required course in the undergraduate curriculum effective 2015.
- Added Executive-in-Residence position to enhance professional development at the graduate level.
- Spurred the development of new MS in Finance program, and Business Intelligence/Analytics concentration in MS in Information Systems, both launched in 2015.
- Launched accelerated bachelor’s/master’s (ABM) programs in Information Systems and Economics during 2014. ABM in Finance started in 2016. ABM in Management and in Flex MBA will start in 2018.
- Created two new cooperative relationships with Chinese universities.
- AACSB Accreditation:
 - Completed 5-year Continuous Improvement Review (CIR) in February 2016, resulting in 5-year extension of accreditation for business and accounting programs. Authored AACSB 5-year Continuous Improvement Report for business program.
 - Cited best practices by AACSB: student success initiatives, and creation of new, expanded Advising Center.
 - Member of Continuous Improvement Review site visit teams for North Carolina Central University (2016), Eastern Kentucky University (2018), and Ohio University (2019).
- Research:
 - Revised faculty qualification system in line with 2013 AACSB accreditation standards.
 - Replaced in-house journal quality list with reference to Australian Business Deans Council journal quality list.
 - Started two new statewide surveys—the Tennessee Consumer Outlook Index and the Tennessee Business Barometer—that monitor perceptions of the economy among consumers and business leaders on a quarterly basis.
 - Hired a new Director for the college’s Business and Economic Research Center (BERC).
 - Generated internal funding for research allocated to each department, to encourage joint faculty-student research projects.
- Technology:
 - Completely renovated main computer lab.
 - Created computer labs for PhD program in Economics and Business Intelligence/Analytics program in Computer Information Systems.
 - Purchased new research database subscriptions (e.g. WRDS, Bloomberg), research software licenses (e. g. Qualtrics), and instructional software (e. g. TopHat, Panopto).
- Physical Plant:
 - Constructed the following new facilities:
 - Executive Education Center.
 - Video production lab.
 - Financial Analysis Center.
 - Sales Lab.
 - Faculty meeting space.
 - Entrepreneurship program suite.
 - E. W. “Wink” Midgett Recognition Wall.
 - Risk Management and Insurance student collaboration suite.
 - Renovated the following spaces:
 - North Lobby of the Business and Aerospace Building—the main gateway to the Jones College of Business.

Professional Highlights (cont.)

- Several “master classrooms,” including state-of-the-art technology upgrades.
- Central courtyard, including more prominent placement of Beta Gamma Sigma monument.
- All faculty offices and common hallways—new flooring, paint, and safety improvements.

Executive Associate Dean, School of Business, Virginia Commonwealth University, 2010--2013

Second-ranked administrator in a major collegiate business school having both business and accounting accreditation from AACSB International, with 3900 students (3100 undergraduate, 800 graduate), 112 full-time faculty, and an operating budget exceeding \$27 million. Provided overall direction and decision-making regarding administrative structure and processes, academic affairs, physical plant and equipment. Served as the direct representative of the Dean in academic, administrative, and personnel matters. Executed the strategic directives of the school, and directly supervised eight administrative staff members, including three Associate Deans. Reported directly to the Dean.

Professional Highlights

- Led the academic and administrative transfer of the VCU Brandcenter (graduate program in branding and advertising, ranked 1st in the nation by *Creativity Magazine* and as one of the top 60 design schools in the world by *Bloomberg Business Week*) to the School of Business.
- Coordinated all aspects of AACSB accreditation maintenance review, and co-authored the five-year maintenance report for the business program and the accounting program.
- Established the school’s diversity committee and co-authored the school’s five-year diversity plan.
- Worked with a cross-disciplinary team to design the concept for a new graduate school of management.
- Coordinated efforts to develop online/hybrid format Master of Management degree.
- Began development of a new strategic plan for the school.
- Represented the school at more than 50 events for alumni, donors, and other supporters of the school.
- Worked with development personnel to revamp annual giving campaign and to develop action plan for major capital campaign. Provided guidance and technical support to development personnel to assess donor perceptions about planned giving programs.
- Spearheaded a new emphasis on business school ranking surveys, leading to the undergraduate business program being ranked in the *US News and World Report* top 100 for the first time ever, and the part-time MBA program being ranked for the first time ever by *Bloomberg Business Week* (#51 in the nation).
- Assumed the duties of the Associate Dean for Research and Graduate Studies for one year, including doctoral admissions, management of two internal research grant programs, and service on the University Research and Development Advisory Council. Implemented an extension of the doctoral program from 9-month to year-round, including increased doctoral student stipends and tuition support.
- Helped construct articulation agreements for joint degree programs with Fudan University and Beijing Foreign Studies University, both in China.
- Managed major restructuring of administrative functions, including complete overhaul of fiscal administration and human resource management. Created new structures for reorganizing graduate studies office, dean’s office, and academic departments.
- Initiated and oversaw the design and implementation of a new web-based faculty evaluation system, combining annual faculty reporting, production of school-wide performance metrics, and preparation of required AACSB reports.
- As the first-ever program review coordinator for the school, crafted timetable and templates for academic program reviews across all degree programs.
- Established new procedures for collection and analysis of data regarding career placement, internships, student satisfaction with advising, student retention, graduation rates, and faculty evaluations of administrators.
- Provided leadership in university-wide effort to implement automated prerequisite checking at registration via Banner.

Professional Highlights (cont.)

- Developed the school's proposal for a VCU—Southside branch campus in Martinsville, Virginia, including academic programming, equipment and space needs, and budget.
- Directed major internal and external renovations of the school's physical plant, including expansion of distance learning capability, creation of new faculty and administrative offices, and improved technology.
- Oversaw emergency procedures and repairs necessitated by August 2011 earthquake and Hurricane Irene.
- Participated in the review, revision and presentation of the school's mid-year and annual reports.

Interim Dean, School of Business, Virginia Commonwealth University, 2009—2010

Top-ranked administrator who led the school in accordance with the university's strategic plan. Served as the school's chief academic officer, charged with the responsibility of providing academic leadership, fiscal management, and personnel administration. Collaborated with other university officials, students, faculty, and industry/community leaders to fulfill the school's role in the university's teaching, research, and service missions. Directly supervised four Associate Deans, six Department Chairs, and a variety of other functional directors. Reported directly to the Provost and Vice President for Academic Affairs.

Professional Highlights

- Directed efforts to develop articulation agreement and financial plan for cooperative MS/MBA degree program with Christ University in Bangalore, India.
- Accelerated the launch of a completely redesigned school website and the adoption of new graphic standards as part of the school's branding initiative.
- Started "Dialogue with the Dean" breakfast sessions for faculty to provide feedback. Worked directly with the school's faculty council to increase communication between the council and the dean's office.
- Established new channels for communication within the school and between the school and its external constituents, including a new monthly newsletter, *Business Matters*, distribution of Administrative Council minutes, a new e-mail address for the dean's office, and increased participation by Department Chairs and Associate Deans in providing information about their respective units.
- Personally interviewed each member of the School of Business Foundation Board of Trustees, to learn about their views for the future direction of the school and their areas of interest in helping to move the school in the desired direction.
- Chaired the school's Administrative Council, establishing biweekly agendas and new meeting formats.
- Served on the University Council of Deans and as the council's representative to the University Council.
- Allocated financial and personnel resources in an environment of dramatic reductions in funding from the Commonwealth and increased pressure for expanded services.
- Explored new avenues of collaboration with the School of Engineering, including a new MS degree in Computer and Information Systems Security.
- Worked with Deans from the School of Engineering and the School of the Arts on the board of directors for the da Vinci Center for Innovation.
- Was an ex-officio member of the School of Business Foundation Board and its Finance Committee.
- Facilitated transfer of administrative and financial support for the da Vinci Center from the School of Engineering to the School of Business. Assisted in the development of a new Master of Product Innovation degree and an undergraduate Certificate in Innovation.
- Performed reviews of faculty candidates for promotion/tenure and forwarded recommendations to the Provost as specified in university and school policies.
- Created briefing and orientation materials for the incoming Dean.
- Wrote the school's annual report and submitted it to the Provost.

Chair, Department of Marketing, School of Business, Virginia Commonwealth University, 2008-2009

Had overall responsibility for curriculum, administrative, and financial matters within the department, in collaboration with department faculty and support staff. Directly supervised nine full-time faculty, four part-time faculty, one administrative coordinator, and four student assistants.

Professional Highlights

- Increased the number of undergraduate marketing majors by 38 percent in one academic year.
- Successfully argued for the addition of a new full-time tenure-eligible faculty member in the department, and a new full-time professional faculty member.
- Dramatically improved communications between the department and its students, on-campus partners, corporate supporters, and alumni. Among the key communication initiatives were: a first-ever quarterly newsletter, *Market Place*; a monthly electronic news brief, *MKTGNews*; new databases and distribution lists for students, faculty, administrators, staff, alumni, and corporate partners; two special events featuring nationally-renowned speakers, including one co-sponsored with Verizon; “Chat with the Chair” sessions for current and prospective students; exit interviews of graduating students; and construction of a new department website.
- Implemented the collection of assessment data regarding student learning outcomes in all marketing classes.
- Expanded the use of Richmond-area businesses and nonprofit organizations as clients for student projects.
- Spearheaded the most comprehensive overhaul of the undergraduate marketing curriculum since the 1970s.
- Recruited highly-positioned marketing executives to team-teach in the Executive MBA Program and in the undergraduate senior seminar.
- Arranged collaboration between department faculty and a local marketing research firm.
- Worked directly with staff in the undergraduate studies office to improve advising for marketing students.
- Wrote the department’s annual report to the Dean.

Director, Survey Evaluation and Research Laboratory (SERL) and Director of the Commonwealth Poll, L. Douglas Wilder School of Government and Public Affairs, Virginia Commonwealth University, 2004-2007

As SERL director, led a diverse group of faculty, full-time staff, and hourly employees in a grant-funded research center. Responsible for maintaining a constant flow of incoming research projects in order to support the center financially. Provided a wide range of research activities to government entities, universities, and both for-profit and non-profit organizations. Activities included national, statewide, and regional public opinion polls, specialized survey research projects, focus groups, depth interviews, secondary data studies, evaluation studies, and community-based capacity development programs. Also offered data management services, including set up and design of long-term data collection systems, technical expertise in multi-site data collection, and training for data collection entities. As Commonwealth Poll director, served as principal investigator for the university’s periodic statewide Commonwealth Poll, the statewide annual Commonwealth Education Poll, and the nationwide annual VCU Life Sciences survey, along with many other smaller-scale projects.

Professional Highlights

- Maintained a constant flow of approximately 30-35 projects underway at all times.
- Completely overhauled the fiscal and human resources functions within the center.
- Was public spokesperson for the center and was widely interviewed and quoted by print, broadcast, and online media.
- Secured major research projects from the Governor’s Council on Virginia’s Future, the Virginia Supreme Court, the Virginia State Corporation Commission, and many other state agencies, non-profit organizations, and private sector businesses.
- Outsourced the collection of telephone survey data in order to decrease project costs, decrease data collection time for projects, and refocus the center’s staff on project design, data analysis, and reporting.

OTHER ACADEMIC APPOINTMENTS AND SIGNIFICANT WORK EXPERIENCE

- Professor of Marketing (with tenure), Jennings A. Jones College of Business, Middle Tennessee State University, 2013-present
- Professor of Marketing Emeritus, School of Business, Virginia Commonwealth University, 2013-present

OTHER ACADEMIC APPOINTMENTS AND SIGNIFICANT WORK EXPERIENCE (cont.)

- Professor of Marketing (with tenure), School of Business, Virginia Commonwealth University, 2001-2013
- Associate Professor of Marketing (with tenure), School of Business, Virginia Commonwealth University, 1995-2001
- Assistant Professor of Marketing, School of Business, Virginia Commonwealth University, 1989-95
- Assistant Professor of Marketing, J. Mack Robinson College of Business Administration, Georgia State University, 1985-89
- Graduate Research and Teaching Assistant, University of Michigan, 1981-85
- U. S. Navy Supply Corps Officer, 1977-1982

EDUCATION

- Doctor of Philosophy in Business Administration (Marketing Concentration), University of Michigan—Ann Arbor
- Master of Arts in Psychology, University of Michigan—Ann Arbor
- Bachelor of Science in Commerce (Marketing Concentration), University of Virginia

POSTDOCTORAL TRAINING/QUALIFICATIONS

- Professional Certified Marketer™, American Marketing Association, original certification 2002; current certification valid to December 2019
- Ethical Leadership Certification, NASBA Center for the Public Trust, 2017-present
- AACSB International Deans' Conference, 2010, 2014, 2015, 2016, 2017, 2018
- Certified Dale Carnegie® Trainer, 2016-present
- Stormwater Management Certification, 2015-present
- Firefighting Certification, 2015-present
- Dale Carnegie® North American Conference, 2017
- CASE Kentucky Annual Conference, 2017
- "Business Development Techniques," Seminar by The Boyens Group®, 2017
- Nashville Leadership Luncheon, 2017
- "21st Century Work That Matters Conference," Jones College of Business, Middle Tennessee State University, 2016
- Global Innovation Knowledge Academy (GIKA) International Conference, 2016
- Active Shooter Security Training, 2016
- AACSB International Conference and Annual Meeting, 2011, 2014, 2015, 2016, 2018
- Title IX and Title VI Certification, 2014-2016
- Information Security Certification, 2015-2018
- Insurers of Tennessee Agency Growth Conference, 2014, 2016, 2018
- Dale Carnegie® Core Competencies and Endorsement Training, 2015
- Leadership Middle Tennessee, 2014-2015
- Southern Business Administration Association Annual Meeting, 2013, 2014, 2015
- "Power of 10 Regional Summit—Transportation," 2015
- "21st Century Generations@Work Conference," Jones College of Business, Middle Tennessee State University, 2015
- "Avoiding the Fatal Flaws of Management," Seminar by The Boyens Group®, 2015
- Dale Carnegie Course®, 2014
- "Principles of Organizational Leadership," Seminar by The Boyens Group®, 2014
- "2020 Millennial Game Plan Conference," Jones College of Business, Middle Tennessee State University, 2014

POSTDOCTORAL TRAINING/QUALIFICATIONS (cont.)

- “Preparing Graduate Business Students for the Job Search, Seminar by The Boyens Group®, 2014, 2015
- “Six Secrets of Market Dominance,” Seminar by The Boyens Group®, 2014
- University Advancement Training Seminar, 2014
- AACSB Advisory Board Workshop, 2014
- “Creating a Productive Selling Zone,” Seminar by The Boyens Group®, 2014
- Member of the Graduate Faculty, Virginia Commonwealth University, 1989-2013
- AACSB Committee Volunteer Training, 2011, 2013
- Economic Outlook Conference, Jones College of Business, Middle Tennessee State University, 2013
- AACSB Associate Deans’ Conference, 2012
- AACSB New Deans’ Seminar, 2009
- Risk and Insurance Center Conference, Virginia Commonwealth University, 2008, 2009
- Virginia Municipal League Annual Conference, 2006
- Virginia Conference on World Trade, 2006
- New South Consortium Survey Directors Conference, 2005
- American Marketing Association Educators Conference, 1986, 1991-1992, 2000-2003
- American Marketing Association Marketing and Public Policy Conference, 2003
- Academy of Marketing Science Conference, 1989, 2000
- Society for Marketing Advances Conference, 1987, 1991, 2000
- National Conference on College Teaching and Learning, 1997, 1998
- Direct Marketing Educators Conference, 1992, 1997
- Direct Marketing Association Professors' Institute, University of Maryland, 1991
- Myers-Briggs Type Indicator Certification Seminar, University of Richmond, 1990

CONSULTING/TRAINING EXPERIENCE

- Independent Trustee, The Commonwealth Companies, World Funds Trust, 2010-present
- Ford Motor Company, 2004-2006, 2009
- Hyundai Motor America, 2003, 2006-2007
- National Federation for the Blind, 2003
- Division of Risk Management, Montgomery County, Maryland 2003
- Managed Care Innovations LLC, 2000-2003
- Circuit City, 2002
- Schwarzschild Jewelers, 1993, 1995-96
- Defense General Supply Center, 1994
- Pinkerton Group, Inc., 1991
- Kimberly-Clark Corporation, 1990
- American Health Consultants, 1989
- Contel Corporation, 1987
- National Association of Fleet Administrators, 1984

MEMBERSHIPS: SCIENTIFIC, HONORARY, AND PROFESSIONAL SOCIETIES/ORGANIZATIONS

- Phi Kappa Phi
- Omicron Delta Kappa
- Beta Gamma Sigma

MEMBERSHIPS: SCIENTIFIC, HONORARY, AND PROFESSIONAL SOCIETIES/ORGANIZATIONS (cont.)

- Golden Key International Honour Society
- Alpha Kappa Psi
- National Business Education Association
- American Marketing Association
- Southern Business Administration Association

SPECIAL AWARDS, FELLOWSHIPS, AND OTHER HONORS

- Dale Carnegie® Global Leadership Award, Dale Carnegie® Training, 2017
- Volunteer of the Month (September), United Way of Rutherford and Cannon Counties, 2016
- Nominee, "Nashville 12th Awards," 12th and Broad, 2015
- "Grand Leader of the Year," Established Leaders Society, Virginia Commonwealth University, 2010
- Rotary International Foundation Benefactor Award, 2009
- School of Business Distinguished Service Award, Virginia Commonwealth University, 2006
- "Rotarian of the Year," Rotary Club of Innsbrook, 2004
- Award for Innovative Excellence in Marketing Education, American Marketing Association, 2003
- State Council of Higher Education for Virginia (SCHEV) Outstanding Faculty Award, 2001
- School of Business Award of Excellence, Virginia Commonwealth University, 2001
- Finalist Award, Society for Marketing Advances Distinguished Teaching Competition, 2000
- School of Business Distinguished Teaching Award, Virginia Commonwealth University, 1993, 2000
- Academy of Marketing Science Outstanding Marketing Teacher Award, 2000
- Southern Business Administration Association Teaching Innovation Award, 1999
- Faculty Mentorship in Instructional Technology, Virginia Commonwealth University, 1998-99
- Who's Who Among America's Teachers, 1996
- President's Award for Outstanding Service, Rotary Club of Richmond, 1996
- Award for Innovative Excellence in Teaching, Learning and Technology, National Center for the Advancement of Teaching and Learning, 1996
- Community Service Associate, Virginia Commonwealth University, 1994-95
- Academy of Business Administration Teaching Excellence Award, 1994 Rotary International Paul Harris Fellow, 1993
- Leavey Award for Excellence in Private Enterprise Education, Freedoms Foundation at Valley Forge, 1992
- Direct Marketing Educational Foundation Distinguished Teaching Award, 1992
- Direct Marketing Association Professors' Institute Fellowship, 1991
- Finalist, Academy of Marketing Science Dissertation Competition, 1986
- Leo Burnett Foundation Grant, 1985
- Gerald and Lillian Dykstra Fellowship for Teaching Excellence, University of Michigan, 1983-84
- General Electric Fellowship, University of Michigan, 1983
- D. Maynard Phelps Grant, University of Michigan, 1982
- Odette Whipple Scholarship, University of Michigan, 1981-82

UNIVERSITY SERVICE AT MIDDLE TENNESSEE STATE UNIVERSITY

Committees and Other Governance Functions

- University Career Achievement Award Selection Committee, 2017-present
- University Faculty Workload Committee, 2016-2017

UNIVERSITY SERVICE AT MIDDLE TENNESSEE STATE UNIVERSITY (cont.)

Committees and Other Governance Functions

- University Faculty Diversity Enhancement Committee, 2016-2017
- University Research Council, 2015-present
- University Scheduling Committee, 2015-present
- University Computing Executive Committee, 2014-present
- University Planning Committee, 2014-present
- University Leadership Council, 2013-present
- Blue Raider Athletic Association, 2013-present
 - Member, Board of Directors, 2017-present
 - Team Leader, BRAA Membership Phonathon, 2014
- Ad Hoc Committee on Transfer Advising, 2013

Speeches and Other Presentations

- Speaker, "The Jones College of Business," MTSU Celebration of Scholars, 2014-present
- Speaker, New Student Orientation (numerous times from April to August), 2013-present
- Speaker, MTSU Preview Days (4 times per year), 2013-present
- Speaker, "Enthusiasm: The Little Recognized Secret of Success," Phi Kappa Phi Induction Ceremony, 2018
- Speaker, "Welcome," Jones College "Back to Business Courtyard Bash," 2015, 2016, 2017
- Speaker, "Welcome," Jones College Awards Reception, 2014, 2015, 2016, 2017
- Speaker, "Welcome," Beta Gamma Sigma Induction Ceremony, 2014, 2015, 2016, 2017
- Speaker, "Welcome," Jones College Nonprofit Management Summit, 2014, 2015, 2016, 2017, 2018
- Speaker, "Why Come to MTSU," at the following "True Blue Tour" Admissions Recruiting Events:
 - Nashville, 2013, 2014, 2015, 2016
 - Knoxville, 2013, 2014, 2015, 2016
 - Johnson City, 2013, 2014, 2015, 2016, 2017
 - Chattanooga, 2013, 2015
 - Franklin, 2015, 2016, 2017
 - Jackson, 2013, 2016
 - Memphis, 2013, 2016, 2017
 - Huntsville, 2015, 2016, 2017
 - Birmingham, 2017
 - Atlanta, 2015, 2016, 2017
- Speaker, "Recent Developments in the Jones College of Business," Jones College Dean's Advisory Council Reception, 2015, 2016, 2017
- Speaker/Sponsor, "Needed: An Academic-Athletic Partnership," Blue Raider Athletic Association Appreciation Dinner, 2016, 2017
- Speaker, "Welcome," Jones College Summer Development Reception, 2016, 2017
- Speaker, "Welcome," Tom and Martha Boyd Ethics Week Reception, 2016, 2017
- Speaker, "Welcome," Tom and Martha Boyd Ethics Week Keynote Speaker Presentation, 2016, 2017
- Speaker, "Welcome," Gamma Iota Sigma Awards Dinner, 2014, 2017
- Speaker, "The Dale Carnegie® Program in the Jones College of Business," Accounting Alumni Appreciation/CPE Day, 2017
- Keynote Speaker, Martin Chair of Insurance Golf Tournament Dinner, 2017
- Speaker, "The Jones College of Business," True Blue 100 Recruiting Event, 2017
- Speaker, "Programs under Review in the Jones College of Business," Tennessee Board of Regents Meeting, 2015, 2016
- Speaker, "Welcome," Ethical Leadership Faculty Development Seminar, 2016
- Speaker, "Welcome," Jones College Insurance Liaison Committee Luncheon (February and April), 2016

UNIVERSITY SERVICE AT MIDDLE TENNESSEE STATE UNIVERSITY (cont.)

Speeches and Other Presentations

- Speaker/Presenter, Phi Kappa Phi Induction Ceremony, 2014, 2015
- Speaker, “Recent Developments in the Jones College of Business,” Jones College Student Leaders Luncheon, 2014, 2015
- Speaker, “Welcome,” Jones College Insurance Liaison Committee Luncheons (January and April), 2014; (November and December), 2015
- Speaker, “Welcome,” Jones College Strategic Management Competition Kickoff, 2015
- Speaker, “Welcome, and Thank You,” Jones College Professional Appreciation Day, 2015
- Speaker, “Welcome,” Grand Opening of Jones College Financial Analysis Center, 2015
- Speaker, “Welcome,” Jones College Nonprofit Leaders Meeting, 2015
- Speaker, “Why Community College Students Should Choose the Jones College of Business,” University Community College Connection, 2015
- Speaker, “Welcome,” Accounting Department Community College Connection, 2015
- Speaker, “Recent Developments in the Jones College of Business,” True Blue Experience Day, 2015
- Speaker, “Welcome,” Honors College/Jones College Speaker Series, 2014
- Speaker, “Welcome,” ServiceSource Career Forum, 2014
- Speaker, “Welcome,” UBS Career Forum, 2014
- Speaker, “Welcome,” Jones College Entrepreneurship Week Conference, 2013, 2015
- Speaker, “Welcome,” Accounting Department Continuing Professional Education Day, 2013, 2014
- Speaker, “Welcome,” Jones College Business Law Quiz Bowl Event, 2013
- Speaker, “Vision for the Future of Business Education,” Jones College Alumni Council, 2013
- Speaker, “The Value of the MTSU-Concrete Industry Partnership,” Concrete Industry Management/MTSU Directors’ Meeting, 2013
- Master of Ceremonies, MTSU Economic Outlook Conference, 2013
- Speaker, “Welcome,” Weatherford Chair in Finance Golf Fundraising Event, 2013
- Speaker, “Preamble to the U. S. Constitution,” Constitution and Citizenship Day, 2013
- Speaker, “Welcome to Meet the Firms Event,” Accounting Department Meet the Firms Event, 2013
- Speaker, “Vision for the Jones College of Business,” Accounting Department Advisory Board Meeting, 2013

STATE, REGIONAL, NATIONAL, INTERNATIONAL COMMITTEE OR PROFESSIONAL SERVICE AT MIDDLE TENNESSEE STATE UNIVERSITY

Committees and Other Governance Functions

- Partnership 2020, Nashville Area Chamber of Commerce, 2013-present
 - Lead Investor, 2013-present
 - Leadership Cabinet, 2014-present
- Member, Board of Directors, Rutherford County Chamber of Commerce, 2015-present
 - Board Chair, 2017
 - Member, Board of Directors, Rutherford County Business Education Partnership, 2017-present
 - Speaker, “Business at Its Best” annual meeting, 2017, 2018
 - Executive Committee, 2015-present
 - Board Chair-Elect, 2016
 - Chair, Economic Development Council, 2015
- Cornerstone Investor, Tennessee Chamber of Commerce and Industry, 2014-present
- Member, Advisory Council, Business Management and Administration, Marketing, and Finance Career Cluster, Tennessee Department of Education, 2014-present

STATE, REGIONAL, NATIONAL, INTERNATIONAL COMMITTEE OR PROFESSIONAL SERVICE AT MIDDLE TENNESSEE STATE UNIVERSITY (cont.)

Committees and Other Governance Functions

- Member, Technology Community Group, Rutherford County Chamber of Commerce, 2014-present
- Member, Board of Directors (ex officio), Leadership Middle Tennessee, 2013-2017
 - Class Membership Selection Committee, 2015 and 2016
- Member, Williamson County Chamber of Commerce, 2014-2016
- External Reviewer, Promotion to Associate Professor for Dr. Wayne Slough, Virginia Commonwealth University, 2016
- GIKA Legate, Global Innovation Knowledge Academy, 2016
- Reviewer, Global Innovation Knowledge Academy Annual Conference, 2016
- External Reviewer, Five Year Review of Dean, Leon Hess Business School, Monmouth University, 2015

Speeches and Other Presentations

- Speaker, "Welcome to the Tennessee State Tax Seminar," 2014, 2015, 2016, 2017
- Leadership Middle Tennessee Rutherford County Session—Globalization, 2015, 2016, 2017
- Master of Ceremonies, MTSU Session, 2015, 2016, 2017
- Member, Rutherford County Program Committee, 2015, 2016
- Speaker, "Welcome to the ATHENA Leadership Forum," 2016, 2017
- Speaker, "Dale Carnegie Training in the Jones College of Business," Dale Carnegie National Conference, 2017
- Speaker, "Hitting the Ground Running: Leadership Transitions in Development," CASE Kentucky Conference, 2017
- Speaker, "The Dale Carnegie® Program in the Jones College of Business," Insurers of Tennessee Board of Directors Meeting, 2017
- Speaker and Master of Ceremonies, "Start it Up Conference," Jones College of Business, Middle Tennessee State University, 2017
- Speaker, "Welcome," Boyens Group "Sales Success" Seminar, 2017
- Master of Ceremonies, Jones College of Business Community Awards Reception, 2014-2017
- Speaker and Master of Ceremonies, "Welcome to the 21st Century Work That Matters Conference," Jones College of Business, Middle Tennessee State University, 2016
- Speaker and Panelist, "Workforce Readiness and Higher Education in Tennessee," Tennessee Department of Education Conference, 2016
- Speaker, "Business Education at the Jones College," Rutherford County Chamber of Commerce Business Education Partnership Seminar, 2016
- Speaker, Economic Development Recruiting Event—Project Engage, Nashville Area Chamber of Commerce (June and July), 2016
- Speaker, "The Impact of Regionalism on Real Estate in Nashville," Brainstormers National Real Estate Conference, 2016
- Speaker, "Reboot and Rebrand: How to Get Others to See You Differently When You've Overhauled Your Organization," Nashville American Marketing Association Chapter, 2016
- Speaker, Keynote Address, "The Dale Carnegie® Program and Insurance Education at the Jones College," Insurers of Tennessee Agency Growth Conference, 2016
- Speaker, "The Role of Leadership on Small Business Innovativeness," Global Innovation Knowledge Academy Annual Conference, 2016
- Speaker, "Welcome," Region 4 Future Business Leaders of America Competitive Events Meeting, 2014, 2015
- Speaker, "Welcome to the Tennessee State Tax Seminar," 2014, 2015

STATE, REGIONAL, NATIONAL, INTERNATIONAL COMMITTEE OR PROFESSIONAL SERVICE AT MIDDLE TENNESSEE STATE UNIVERSITY (cont.)

Speeches and Other Presentations

- Speaker, “A Portrait of the Dean as Salesperson,” Southern Business Administration Association Annual Meeting, 2015 (with John Boyens and Carolyn Tumbleson)
- Speaker, Economic Development Recruiting Event, Nashville Area Chamber of Commerce (October and November), 2015
- Speaker and Master of Ceremonies, “Welcome to the 21st Century Generations@Work Conference,” Jones College of Business, Middle Tennessee State University, 2015
- Speaker, “Business Education Innovation at MTSU’s Jones College of Business,” Mt. Juliet Chamber of Commerce, 2015
- Speaker, “Dale Carnegie Training in the Jones College of Business,” Dale Carnegie Franchise Owners International Conference, 2015
- Speaker/Presenter, “MTSU on the Hill,” Tennessee State Capitol, 2015
- Speaker, “A Three Minute Moment on Education,” Leadership Middle Tennessee Maury County Event, 2015
- Speaker, “My Experience in Leadership Middle Tennessee,” Leadership Middle Tennessee Alumni Breakfast, 2015
- Speaker and Master of Ceremonies, “Welcome to the 2020 Millennial Game Plan Conference,” Jones College of Business, Middle Tennessee State University, 2014
- Speaker, Keynote Address, “The Current State of Insurance Education at MTSU,” Insurers of Tennessee Agency Growth Conference, 2014
- Speaker, “Overview of the Jones College Business Program,” Rutherford County Chamber of Commerce High School Counselor Training Seminar, 2014
- Speaker, “Welcome,” Leadership Middle Tennessee Graduation Ceremony, 2014
- Speaker, Economic Development Recruiting Event at Smyrna Airport, Rutherford County Chamber of Commerce, 2014
- Speaker, “Welcome,” Tennessee Business Education Association Conference, 2013
- Speaker, “Entrepreneurship,” Youth Leadership Rutherford, Rutherford County Chamber of Commerce, 2013
- Speaker, “Vision for the Future of Business Education,” MTSU Economic Outlook Conference, 2013
- Speaker, “Impact of the Jones College on Economic Development,” Rutherford County Chamber of Commerce Diplomats Luncheon, 2013
- Speaker, “Vision for the Future of Business Education,” Rutherford County Chamber of Commerce, 2013

COMMUNITY SERVICE AT MIDDLE TENNESSEE STATE UNIVERSITY

Committees and Other Governance Functions

- United Way for Rutherford and Cannon Counties, 2014-present
 - Executive Committee, 2017-present
 - Board of Directors, 2015-present
 - Resource Development Committee, 2014-present; Chair, 2017-2018
 - Chair, Workforce Engagement Committee, 2016
 - Chair, Major Corporate Gifts Committee, 2015

Speeches and Other Presentations

- Lector, St. Paul’s Episcopal Church, 2015-present
- Speaker, “Nonprofit Engagement,” United Way Catalysts Meetings (2), 2017

COMMUNITY SERVICE AT MIDDLE TENNESSEE STATE UNIVERSITY (cont.)

Speeches and Other Presentations

- Contestant, "Read for Succeed" Celebrity Spelling Bee, 2017
- Contestant, "Ballroom BRA" (Breast Reconstruction Awareness) "Dancing with the Stars Celebrity Fundraiser, 2017
- Speaker, "Welcome," Nashville CABLE Keynote Speaker Presentation, 2017
- Speaker, "Welcome," Rutherford CABLE Keynote Speaker Presentation, 2017
- Speaker, "Recent Innovations in the Jones College of Business," MTSU Community Leadership Academy, 2014, 2015, 2016
- Speaker, "Communication Tips," Murfreesboro Public Schools Leadership Academy, 2016, 2017
- Speaker, Kickoff of MTSU Employee Giving Campaign, 2014, 2015, 2016
- Presenter/Sponsor, "Nashville 12th Awards," 12th and Broad, 2016
- Speaker, "Pitch Basics," United Way Community Partners Training, 2016
- Speaker, "Building Intentional Relationships," United Way Community Partners Training, 2016
- Speaker, "The Dale Carnegie Initiative and New Flex MBA in the Jones College of Business," Columbia Kiwanis Club, 2015
- Member, Selection Committee, "Nashville 12th Awards," 12th and Broad, 2015
- Speaker, "Business Education Innovation at MTSU's Jones College of Business," Nashville Kiwanis Club, 2015
- Speaker, "Innovate Your Career," 12th and Broad "Punctuate You!" Event, 2015
- Speaker, "The Art of the Pitch," 12th and Broad "Punctuate!" Event, 2015
- Panel Moderator, 12th and Broad "What's Your Side Hustle?" Event, 2015
- Master of Ceremonies, 12th and Broad "Whose Card Is It Anyway?," 2015
- 2015-present
- Speaker, "Case Studies of Entrepreneurs," Premiere Speakers Bureau Lunch and Learn Program, 2014
- Speaker, "Vision for the Future of Business Education," Murfreesboro Breakfast Rotary Club, 2014
- Speaker, "Vision for the Future of Business Education," Nashville Rotary Club, 2014
- Speaker, "Vision for the Future of Business Education," Murfreesboro Noon Rotary Club, 2014
- Speaker, "Vision for the Future of Business Education," Nashville Lions Club, 2014
- Speaker, "Characteristics of Innovative Entrepreneurs," Century II Lunch and Learn Program, 2014
- Speaker, "Characteristics of Innovative Entrepreneurs," Rutherford CABLE, 2014
- Celebrity Waiter, Murfreesboro Exchange Club Fundraising Dinner, 2014
- Speaker, "Vision for the Future of Business Education," Manchester Rotary Club, 2014
- Speaker and Presenter, Rutherford CABLE Center for Executive Leadership Class Graduation, 2014
- Speaker, "Update on the Jones College of Business Nonprofit Outreach," Rutherford/Cannon County United Way Leadership Partners, 2013
- Speaker, "Vision for the Future of Business Education," Columbia Kiwanis Club, 2013
- Speaker, "Vision for the Future of Business Education," Southeast Business Forums, Brentwood Chapter, 2013
- Speaker, "Vision for the Future of Business Education," Southeast Business Forums, Franklin Chapter, 2013
- Speaker, "Vision for the Future of Business Education," Southeast Business Forums, Murfreesboro Chapter, 2013
- Speaker, "Vision for the Future of Business Education," Smyrna Rotary Club, 2013

UNIVERSITY SERVICE AT VIRGINIA COMMONWEALTH UNIVERSITY

Committees and Other Governance Functions

- School of Business Administrative Council, 2008-2013

UNIVERSITY SERVICE AT VIRGINIA COMMONWEALTH UNIVERSITY (cont.)

Committees and Other Governance Functions

- School of Business Student Advisory Committee, 2009-2013
- School of Business Executive MBA Program Committee, 2010-2013
- School of Business Technology Resources Committee (ex officio), 2010-2013
- Chief Diversity Officer, School of Business, 2010-2013
- Council of Academic Associate Deans, 2011-2013
- University Task Force on SACS Reaccreditation—Consortial Relationships/Contractual Agreements, 2012-2013
- Chair, School of Business Graduate School of Management Task Force, 2012-2013
- Chair, School of Business Strategic Plan Development, 2012-2013
- University Retention Task Force, 2012-2013
- Coordinator, Academic Program Review, School of Business, 2012-2013
- Search Committee for Vice Provost for Planning and Decision Support, 2012-2013
- University Academic and Administrative IT Steering Committee, 2013
- University Steering Committee on SACS Reaccreditation—Quality Enhancement Plan, 2013
- University Compensation Study Advisory Committee, 2013
- University Academic Program Review Committee, 2009-2012
- University Data Governance Steering Committee, 2010-2012
- Co-Author, School of Business Diversity Plan, 2010-2012
- Faculty Mentor, Grace E. Harris Leadership Institute, 2011-2012
- Planning Committee, School of Business 75th Anniversary, 2012
- Chair, Search Committee for Assistant Vice Provost for Academic and Faculty Affairs, 2012
- Steering Committee, University Center on Health Disparities, 2006-2011
- University Summer Session Task Force, 2009-2011
- Coordinator, School of Business AACSB Accreditation Maintenance Review, 2010-2011
- Co-Author, AACSB Accreditation Maintenance Reports, 2010-2011
- Chair, Selection Committee, Presidential Research Incentive Program Grants, 2010-2011
- Chair, Search Committee for School of Business Corporate Education Director, 2010-2011
- Chair, Search Committee for School of Business Director of Financial Operations/Foundation Accounting, 2010-2011
- University Research Development Advisory Council, 2010-2011
- School of Business Ph.D. Program Committee (ex officio), 2010-2011
- Chair, Selection Committee, School of Business Dean’s Scholar Professorships, 2011
- School of Business Foundation Board of Trustees and Finance Committee, 2009-2010
- University Council, 2009-2010
- University Dean’s Council, 2009-2010
- Chair, Selection Committee, School of Business Summer Research Grants, 2010
- School of Business Promotion and Tenure Guidelines Review Committee, 2007-2009
- Thalhimier Executive-in-Residence Program Planning Committee, 2009
- School of Business Honors Program Planning Committee, 2009
- School of Business Integrated Core Curriculum Committee, 2009
- School of Business Strategic Planning Executive Committee, 2006-2008
- School of Business Promotion and Tenure Committee, 2005-2008 (Committee Chair, 2005-2006)
- Search Committee for Manager, School of Business Foundation Services, 2008
- University Council Representative, 2005-2007
- School of Business Foundation Academic Programs Subcommittee, 2006-2007
- Search Committee for Marketing Faculty Position, 2007

UNIVERSITY SERVICE AT VIRGINIA COMMONWEALTH UNIVERSITY (cont.)

Committees and Other Governance Functions

- Search Committee for Director, Office of Public Policy Training, 2007
- Department Roles and Rewards Subcommittee, 2007
- Reviewer, School of Business Summer Research Grants Program, 2007
- Department Representative, School of Business Capital Campaign, 2005-2006
- Reviewer, School of Business Summer Research Grants Program, 2006
- University Institutional Review Board—Community Based Research Workgroup, 2006
- Chair, School of Business Faculty Council, 2003-2005
- School of Business Building Committee—Classrooms, 2003-2005
- Reviewer, School of Business Summer Research Grants Program, 2005
- School of Business Faculty Council Representative, 2002-2003
- School of Business Committee to Study Qualification Process for Doctoral Program Faculty, 2003
- University Summer School Task Force, 2003
- University Advisory Committee, Center for Teaching Excellence, 2001-2002
- University Undergraduate Curriculum Committee, 1999-2002
- School of Business Promotion and Tenure Committee, 1999-2002
- Reviewer, Teaching Excellence Small Grants Program, University Center for Teaching Excellence, 2002
- Chair, Department Promotion Committee for Professor Michael Little, 2002
- School of Business Grievance Panel, 2000-2001
- School of Business Research Steering Committee, 2000-2001
- University Search Committee for Sports Management Faculty Position, 2000-2001
- Department Roles and Rewards Subcommittee, 2000-2001
- Chair, Search Committee for School of Business Associate Dean for Research and Graduate Studies, 2001
- University Search Committee for Vice Provost, Academic Affairs, 1999-2000
- School of Business Technology Resources Committee, 1998-2000
- Search Committee for Management Department Chair, 2000
- Selection Committee for Faculty Mentors in Instructional Technology, Instructional Development Center, 2000
- Department Subcommittee on Travel/Summer Teaching Allocations, 1999
- University Academic Regulations Committee, 1997-1998
- Search Committee, School of Business Associate Deans, 1998
- School of Business Undergraduate Curriculum Committee, 1994-1997 (Committee Chair, 1995-1997)
- School of Business Parents' Council, 1995-1997
- School of Business Advisory Board Curriculum Committee, 1995-1997
- School of Business Organizational Structure Committee, 1997
- VCU--Carver Community Partnership Steering Committee, 1997
- University Faculty Senate Representative, 1993-1996
- University Enrollment Strategies Group, 1994-1996
- Tenure Committee for Professor Diane Cook-Tench, School of Mass Communications, 1996
- Department Subcommittee for Relationship Marketing Conferences 1994-1995
- Selection Committee, University Community Associates Program, 1995
- Promotion Committee for Professor Dennis McDermott, Department of Marketing and Business Law, 1995
- Tenure Committee for Professor Pamela Kiecker, Department of Marketing and Business Law, 1995
- School of Business Computing Resources Committee, 1992-1994
- School of Business Undergraduate Curriculum Task Force, 1993-1994
- University Committee on Formation of VCU Adcenter, 1993-1994

UNIVERSITY SERVICE AT VIRGINIA COMMONWEALTH UNIVERSITY (cont.)

Committees and Other Governance Functions

- Chair, School of Business Teaching Task Force, 1993-1994
- Secretary, Department Faculty Meetings, 1990-1993
- Department Subcommittee to Evaluate Marketing Principles Texts, 1990, 1993
- University Class Ring Vendor Selection Committee, 1990, 1993
- Faculty Press Representative at Southern Governors' Association Meeting, 1993
- Marketing Department Recruiting Committee, 1993
- School of Business Faculty Development Seminar Committee, 1993
- Department Curriculum Committee, 1990-1992
- Student Advisor at Registration, 1990-1992
- Coordinator, School of Business Image Study, 1992
- Department Subcommittee on By-Laws, 1992
- University Campaign Committee to Promote General Obligation Bond Issue, 1992
- Department Subcommittee on Assessment, 1992
- Department Subcommittee to Evaluate Marketing Publications, 1990-1991
- Seminar Participant, VCU 101 Student Orientation Course, 1990-1991
- School of Business Proposal Development Committee for S & K Famous Brands, 1991
- Coordinator, Research Project, Center for Public Affairs, 1990
- Coordinator, Research Project, Department of Athletics, 1990
- Coordinator, Research Project, School of Business Undergraduate Curriculum Committee, 1990
- School of Business Fundraising Phonathon Volunteer, 1990
- School of Business Feasibility Study Committee for Retail Institute, 1989-1990
- Department Subcommittee on Curriculum Review, 1990

Speeches and Other Presentations

- Speaker, "School of Business Programs," School of Business Open Houses, 2009-2013
- Quizmaster, Governor's Economic Challenge Quiz Bowl Competition, 2012-2013
- Master of Ceremonies, School of Business Graduation, 2010-2012
- Master of Ceremonies, School of Business Honors Reception, 2011-2012
- Speaker, "School of Business Programs," School of Business Admitted Student Luncheons, 2011-2012
- Speaker, "School of Business Strategic Plan," School of Business Alumni Society Board Meeting, 2012
- Speaker, "Corporate Education and Economic Development," VCU Regional Economic Development Conference, 2010
- Speaker, "Marketing Honorees," at School of Business Honors Reception, 2009
- Speaker, "The Significance of Sigma," at School of Business Beta Gamma Sigma Induction Ceremony, 2009
- Speaker, "Generational Marketing," at School of Business Student/Parent Open House, 2009
- Speaker, "Majoring in Marketing," at School of Business Student/Parent Open House, 2009
- Speaker, "Department of Marketing," at School of Business Student/Parent Graduation Reception, 2008
- Speaker, "Majoring in Marketing," at School of Business Student/Parent Open House, 2008
- Speaker, "Virginia Business Climate Survey," at School of Business Dean's Seminar Series, 2008
- Speaker, "Business Lessons Learned from *The Apprentice*," at School of Business Student/Parent Orientation, 2006
- Speaker, "SERL: Full-Service Survey Research at VCU," at Dean's Seminar Series, School of Business, Virginia, 2006
- Speaker, "SERL: Full-Service Survey Research at VCU," at Fall Speaker Series, L. Douglas Wilder School of Government and Public Affairs, 2005

UNIVERSITY SERVICE AT VIRGINIA COMMONWEALTH UNIVERSITY (cont.)

Speeches and Other Presentations

- Speaker, "Business Lessons Learned from "The Apprentice," at School of Business Investors' Club Meeting, 2005
- Speaker, "State-of-the-Art PowerPoint Techniques," in "Teaching Large Classes Workshop," University Center for Teaching Excellence, 2002
- Keynote Speaker, "Characteristics of Successful People," Golden Key National Honor Society Induction Ceremony, 2001
- Speaker, "What Is Marketing?," School of Business Dean's Lecture Series, 2001
- Speaker, "Navigating the Academic Student-Professor Relationship," University Academic Success Program, 2001
- Speaker, "Opportunities for Undergraduate Students in Marketing," School of Business Campus Visit Day, 2000
- Speaker, "Talking to Professors," VCU Academic Success Program, 2000
- Speaker, "What Are My Tests Asking Students to Do?" VCU Academic Success Program, 2000
- Speaker, "My Experiences in the Faculty Mentor Program," Instructional Development Center Seminar Series, 1999
- Speaker, "Maximizing Memory," VCU Academic Success Program, 1999
- Speaker, "What Are My Tests Asking Students to Do?" VCU Academic Success Program, 1999
- Speaker, "Faculty Best Practices--Increasing Time on Task," VCU Academic Success Program Faculty Institute, 1999
- Speaker, "Integrating Audio into Course Web Sites," VCU Instructional Development Center Faculty Showcase, 1999
- Speaker, "Opportunities for Undergraduate Students in Marketing" School of Business Campus Visit Day, 1998
- Speaker, "Using Audio in PowerPoint 97," VCU Instructional Development Center Seminar Series, October 1998
- Speaker, "Note Taking Strategies," VCU Academic Success Program, 1998
- Speaker, "Reconciling Teaching and Research Demands" School of Business Doctoral Students' Association, 1995
- Speaker, "Teaching Techniques" School of Business Doctoral Students' Association, 1993
- Speaker, "Individual Growth and Development in the Free Enterprise System," Delta Sigma Pi Business Fraternity, 1990

STATE, REGIONAL, NATIONAL, INTERNATIONAL COMMITTEE OR PROFESSIONAL SERVICE AT VIRGINIA COMMONWEALTH UNIVERSITY

Committees and Other Governance Functions

- Marketing Reviewer, McGraw-Hill/Irwin Inc., 1993-2011
- Reviewer and Member of Council of Reviewers, *Marketing Management*, 1992-2011
- Ad Hoc Reviewer, *Journal of Business Research*, 2010-2011
- Marketing Reviewer, Prentice-Hall, 2007-2008
- Reviewer, Society for Marketing Advances Dissertation Competition, 2006-2007
- Reviewer, State Council for Higher Education (SCHEV) Outstanding Faculty Awards Competition, 2007
- Reviewer, Society for Marketing Advances Dissertation Competition, 2005-2006
- Reviewer, State Council for Higher Education (SCHEV) Outstanding Faculty Awards Competition, 2006
- Reviewer, State Council for Higher Education (SCHEV) Outstanding Faculty Awards Competition, 2005

STATE, REGIONAL, NATIONAL, INTERNATIONAL COMMITTEE OR PROFESSIONAL SERVICE AT VIRGINIA COMMONWEALTH UNIVERSITY (cont.)

Committees and Other Governance Functions

- Reviewer, Society for Marketing Advances Dissertation Competition, 2005
- Reviewer, American Marketing Association Winter Educators' Conference, 2004
- Reviewer, Society for Marketing Advances Annual Conference, 2003
- Reviewer, Academy of Marketing Science Annual Conference, 2003
- Marketing Reviewer, Prentice-Hall, 2003
- Chair, Teaching Special Interest Group, American Marketing Association, 2000-2002
- External Reviewer for Promotion/Tenure of Dr. Jerome Katrichis, University of Hartford, 2002
- Reviewer, Society for Marketing Advances Annual Conference, 2002
- Chair, Competition for Award for Innovative Excellence in Marketing Education, American Marketing Association Summer Educators' Conference, 2002
- Reviewer, American Marketing Association Summer Educators' Conference, 2002
- Ad Hoc Reviewer, *Journal of Business and Behavioral Sciences*, 2001
- Reviewer, Society for Marketing Advances Annual Conference, 2001
- Reviewer, American Marketing Association Summer Educators' Conference, 2001
- Reviewer, Academy of Marketing Science Annual Conference, 2001
- Chair, Technology Committee, Teaching Special Interest Group, American Marketing Association, 1999-2000
- Ad Hoc Reviewer, *Journal of Marketing Research*, 2000
- Ad Hoc Reviewer, *Industrial Marketing Management*, 2000
- Marketing Reviewer, Houghton-Mifflin, 2000
- Chair, Marketing Education Track, American Marketing Association Winter Educators' Conference, 2000
- Reviewer, Society for Marketing Advances Annual Conference, 2000
- Reviewer, Southern Marketing Association Annual Conference, 1997
- Reviewer, *Journal of the Academy of Marketing Science*, 1991-1999
- Reviewer, Decision Sciences Institute Conference, 1999
- Marketing Reviewer, Blackwell Publishing, 1995-1996
- Reviewer, American Marketing Association Winter Educator's Conference, 1996
- Reviewer, Research Conference on Ethics and Social Responsibility, 1995
- Reviewer, American Marketing Association Summer Educator's Conference, 1995
- Reviewer, Southwest Marketing Association Conference, 1995
- Reviewer, Research Conference on Relationship Marketing, Emory University, 1994
- Marketing Reviewer, Macmillan Publishing, 1991-1993
- Marketing Reviewer, Allyn and Bacon, 1990-1991, 1993
- Reviewer, Academy of Business Administration Annual Conference, 1993
- Reviewer, Midwest Marketing Association Annual Conference, 1993
- Section Editor, *Marketing Information: A Professional Reference Guide*, Atlanta, Georgia: Business Publications Division, Georgia State University, 1993
- Marketing Reviewer, McGraw-Hill, Inc., 1990-1991
- Reviewer, Academy of Marketing Science Annual Conference, 1991
- Reviewer, American Marketing Association Summer Educators' Conference, 1991
- Marketing Reviewer, Times-Mirror Mosby Publishing, 1987-1989
- Marketing Reviewer, Allyn and Bacon, 1988-1989
- Marketing Reviewer, McGraw-Hill, Inc., 1988-1989
- Marketing Reviewer, Addison-Wesley, Inc., 1989

Speeches and Other Presentations

- Speaker/Panelist, "The Many Faces of the Associate Dean: Working with Diverse Stakeholders," AACSB Associate Deans' Conference, 2012
- Speaker, "Generational Marketing," at Virginia Insurance Day Conference, 2009
- Speaker, "Generational Marketing," at Risk and Insurance Studies Center (RISC) Conference, Richmond, VA, 2009
- Speaker, "Branding Your Chapter," at Gamma Iota Sigma Annual Conference, Richmond, VA, 2008
- Speaker, "Municipal Branding Strategies," Virginia Municipal League Annual Conference, 2006
- Facilitator, Town Hall Meeting, "Virginia's Role in International Trade," Virginia Conference on World Trade, 2006
- Panelist, "Progress of Women and Minorities in the New South," New South Consortium Survey Directors' Conference, University of Arkansas, 2005
- Speaker, "VCU Life Sciences Survey 2005: Views of Southern Women and Minorities," New South Consortium Survey Directors' Conference, University of Arkansas, 2005
- Speaker, "Marketing in Today's Higher Education Environment," J. Sargeant Reynolds Community College Faculty Convocation, 2004
- Speaker, "Tech-Teaching vs. Tech-learning in Marketing Education," American Marketing Association Summer Educators' Conference, 2003
- Speaker, "Developing a New Generation of Service Quality Measures for Local Telephone Service: An Academic—Public Policy Partnership," American Marketing Association Marketing and Public Policy Conference, 2003
- Speaker, "Retailing Issues in the Credit Union Environment," in Virginia Credit Union League Marketing Workshop, 2003
- Special Session Chair, American Marketing Association Summer Educators' Conference, 2002
- Discussant, American Marketing Association Summer Educators' Conference, 2001
- Panel Moderator, "Tenure and Post-Tenure Review for Virginia College Faculty," Board of Visitors Conference, State Council of Higher Education for Virginia, 2001
- Speaker, "Lessons from a 'Pendulum' Approach to Improving Marketing Education," Virginia Marketing Faculty Consortium, 2001
- Discussant, Society for Marketing Advances Annual Conference, November 2000
- Speaker, "Lessons from a 'Pendulum' Approach to Improving Marketing Education," Society for Marketing Advances Annual Conference, 2000
- Speaker, "Using Technology to Implement the 'Seven Principles for Good Practice' in Marketing Education," Academy of Marketing Science Annual Conference, 2000
- Special Session Chair, "Technology in Marketing Education Roundtable Discussion," American Marketing Association Winter Educators' Conference, 2000
- Speaker, "Manufacturer Ownership of Motorcycle Dealers," Virginia Motorcycle Dealers Association, 2000
- Speaker, National Conference on College Teaching and Learning, Jacksonville, Florida, 1997, 1998
- Discussant, Direct Marketing Educator's Conference, Chicago, Illinois, 1997
- Speaker, "Networking as a Marketing Strategy," Richmond Chamber of Commerce, 1997
- Speaker, "Marketing in the Changing World," Freedoms Foundation Conference, Valley Forge, Pennsylvania, 1993
- Speaker, American Marketing Association Winter Educators' Conference, San Antonio, Texas, 1992
- Session Chair and Discussant, Southern Marketing Association Annual Conference, Atlanta, Georgia, 1991
- Selection Committee, Steven Shaw Best Paper Award, Southern Marketing Association Annual Conference, 1991
- Speaker, American Marketing Association Winter Educators' Conference, Orlando, Florida, 1991
- Speaker, "Frequency Marketing Tactics," Goochland County Chamber of Commerce, 1991
- Speaker, "Internal and External Marketing," City of Richmond Management Academy, 1991

COMMUNITY SERVICE AT VIRGINIA COMMONWEALTH UNIVERSITY

Committees and Other Governance Functions

- St. Bridget's Church, 1989-2004, 2008-2013
 - Eucharistic Minister, 1993-2000, 2002-2004
 - Group Leader, Scripture Study Group, 1999-2000
 - Search Committee for Principal of St. Bridget's School, 1998-99
 - Stewardship Committee, 1993-94
 - Capital Campaign Committee, 1994
- Board of Directors, *The Catholic Virginian*, newspaper for the Catholic Diocese of Richmond, 2006-2013
- Panelist, M&T Bank Annual Economic Summit, 2012
- Rotary Club of Innsbrook, 2003-2010
 - Board of Directors, 2008-2009
 - Club Educator, 2006-2008
 - Fundraising Committee, 2007-2008
 - Strategic Planning Committee, 2007-2008
 - Chair, Program Committee, 2004-2005
 - Centennial Project Committee, 2003-2004
 - Chair, "Open World" U.S./Russian Exchange Program, 2003
 - Club Bulletin Committee, 2003
- St. Michael's Church, 2004-2008
 - Catechist, 2005-2006
- Rotary Club of Richmond, 1991-2003
 - Rotary Ambassadorial Scholarship Selection Committee, 1997-2001 (Chair, 2000-2001)
 - Chair, Rotary International Foundation Committee, 1998-2000
 - Membership Task Force, Richmond Rotary Club, 1999
 - 4-Way Test Committee, 1993-1997
 - Newsletter Committee, 1993-1997 (Editor, 1996-97)
 - Board of Directors, 1995-97
 - Co-Chair, International Youth Project Committee, Richmond Rotary Club, 1993-1994
 - Fellowship Committee, 1991-1992
 - Environmental Committees, 1991-1992
 - Local Host, Rotary International Ambassadorial Scholar, 1992
- Advisory Committee for Christian Marriage Formation Program, Catholic Diocese of Richmond, 1992-1994
- Group Leader, Christian Marriage Formation Program, Catholic Diocese of Richmond, 1992, 1994
- Downtown Richmond Retailing Advisory Task Force, December 1991

Speeches and Other Presentations

- Lector, St. Michael's Church, 2006-2008
- Lector, St. Bridget's Church, 1990-2000, 2002-2004
- Speaker, "VCU School of Business—An Update," Western Henrico Rotary Club, 2009
- Speaker, "Rotary Traditions," Short Pump Rotary Club, 2009
- Speaker, "Don't Waste a Good Crisis," at Innsbrook Executives Business Club, 2008
- Speaker, "Business Lessons Learned from *The Apprentice*," Richmond Rotary Club, 2005
- Speaker, "Business Lessons Learned from *The Apprentice*," Innsbrook Rotary Club, 2005
- Speaker, "Thoughts on Contemporary Marketing," Western Henrico Rotary Club, 2004
- Speaker, "The Rotary International Foundation," 1999
- Speaker, "Membership Survey Results," Rotary Club of Richmond, 1995
- Speaker, "Customer Service and Satisfaction," Mechanicsville Rotary Club, 2003

COMMUNITY SERVICE AT VIRGINIA COMMONWEALTH UNIVERSITY (cont.)

Speeches and Other Presentations

- Speaker, "It's a Market Out There," Richmond Chapter, American Association of Credit Professionals, 1995
- Speaker, "Commentary on *Mr. Sears' Catalogue*," Virginia Historical Society, 1994
- Speaker, "Building Self-Esteem with Positive Action," Commonwealth Girl Scout Council of Virginia, 1990

UNIVERSITY SERVICE AT GEORGIA STATE UNIVERSITY

Committees and Other Governance Functions

- Marketing Department Recruiting Committee, 1986-1989
- Search Committee for Marketing Department Chair, 1988-1989
- MBA Program Marketing Advisory Committee, 1988
- Marketing Department Committee on University Self-Study, 1986
- Advisor to Graduate Programs Council, 1986

Speeches and Other Presentations

- Speaker, Georgia State University Doctoral Fellows, 1986

STATE, REGIONAL, NATIONAL, INTERNATIONAL COMMITTEE OR PROFESSIONAL SERVICE AT GEORGIA STATE UNIVERSITY

Committees and Other Governance Functions

- Paper Presenter, Academy of Marketing Science Conference, Orlando, Florida, 1989
- Marketing Reviewer, Addison-Wesley, Inc., 1989
- Marketing Reviewer, Business Publications, Inc., 1989
- Marketing Reviewer, R. D. Irwin Publishing, 1987-1988
- Committee Co-Chair, Social Programs, American Marketing Association Atlanta Chapter, 1988
- Committee Chair, Mini-Courses, American Marketing Association Atlanta Chapter, 1986-1987
- Marketing Reviewer, Dryden Press, 1986-1987
- Reviewer and Discussant, Southern Marketing Association Conference, New Orleans, Louisiana, 1987
- Judge, Marketing Awards Competition, American Marketing Association Atlanta Chapter, 1987
- Paper Presenter, American Marketing Association Summer Educators' Conference, Chicago, Illinois, 1986

Speeches and Other Presentations

- Speaker, "The Nuts and Bolts of Marketing Research," American Marketing Association Atlanta Chapter, 1987
- Speaker, "Academic Careers in Marketing," American Marketing Association, Georgia State University Chapter, 1987
- Speaker, "A Marketer's Short Course in Marketing Research, American Marketing Association Atlanta Chapter, 1986

COURSES TAUGHT AT MIDDLE TENNESSEE STATE UNIVERSITY

- Dale Carnegie® Human Relations and Communications Seminar, 2015-present

COURSES TAUGHT AT VIRGINIA COMMONWEALTH UNIVERSITY

- Marketing Research (graduate—Master's) 1992-1993, 1996-2002, 2011
- Market Analysis/Buyer Behavior (Executive MBA Module), 2008-2011
- Market Segmentation and Positioning (Executive MBA Module) 2009-2010
- Marketing in the Organization (Executive MBA Module) 2009-2010
- Marketing Strategy (Executive MBA Module), 2008-2010
- Marketing Analytics (graduate—Master's), 2008, 2009
- Senior Seminar in Marketing (undergraduate—Honors), 2009
- Introduction to Marketing (undergraduate), 1990-2008
- Survey Research Methods (graduate--Doctoral), 2005-2007
- Marketing Strategy (graduate—Master's), 2004
- Introduction to Marketing Research/
Information for Marketing Decisions (undergraduate) 1992-1995, 1997-2002
- Research for Direct Marketing (team-taught, graduate—Master's), 1997-2001
- Distribution Channels (undergraduate), 2001
- Strategic Retail Management, 1999 (team-taught, graduate—Master's)
- Marketing Management (Executive MBA Module), 1995-1997
- Marketing Control (Executive MBA Module), 1995-1997
- Marketing Research (Executive MBA Module), 1995-1997
- Customer Satisfaction Measurement (Executive MBA Module), 1995-1997
- Marketing Strategy (Executive MBA Module), 1997
- Market Segmentation (Executive MBA Module), 1995-1996
- Distribution Channels (Executive MBA Module), 1995-1996
- Personal Selling and Sales Promotion (Executive MBA Module), 1996
- Advertising and Direct Marketing (Executive MBA Module), 1996
- Marketing Research--Field Work (undergraduate), 1990-1991
- Marketing in the Changing World (undergraduate), 1989-1991
- Distribution Channels (graduate—Master's), 1987-1989
- Introduction to Marketing (undergraduate), 1988-1989
- Marketing Management (graduate—Master's), 1988-1989
- Distribution Channels (undergraduate), 1989
- Advanced Marketing Research (graduate—Master's), 1987-1988
- Marketing Research (undergraduate), 1985-1988
- Marketing Research (graduate—Master's), 1985-1987

SERVICE ON THESIS/DISSERTATION COMMITTEES AT VIRGINIA COMMONWEALTH UNIVERSITY

- Doctoral Dissertation Committee for Dr. Wayne Slough, 2006-2008
- Doctoral Dissertation Committee for Dr. Susan Fitzpatrick, 2005-2007
- Master's Thesis Committee for Mr. Justin White, 2005-2006
- Doctoral Dissertation Committee for Dr. Charles Conyers, 2003-2004
- Master's Thesis Committee for Ms. Kathleen Flippen, 1998-1999
- Doctoral Dissertation Committee for Dr. Tracy Tuten, 1995-1996
- Master's Thesis Committee for Ms. Julie Carwile, 1993

SERVICE ON THESIS/DISSERTATION COMMITTEES AT GEORGIA STATE UNIVERSITY

- Doctoral Dissertation Committee for Dr. Judy Powell, 1990-1991

DEVELOPMENT OF INSTRUCTIONAL MATERIALS

- Producer/Developer, CPS Interactive Chapter Questions for *Essentials of Marketing* (10th Edition), Perreault and McCarthy, McGraw-Hill, 2006
- Producer/Developer, Online Learning Center Chapter Quizzes for *Essentials of Marketing* (10th Edition), Perreault and McCarthy, McGraw-Hill, 2006
- Producer/Developer, Online Learning Center Chapter Quizzes for *Basic Marketing* (15th Edition), Perreault and McCarthy, McGraw-Hill, 2005
- Producer/Developer, Motivated Learner DVD Package for *Basic Marketing* (15th Edition), Perreault and McCarthy, McGraw-Hill, 2005
- Producer/Developer, Instructor PowerPoint Slides/Lecture Notes for *Basic Marketing* (15th Edition), Perreault and McCarthy, McGraw-Hill, 2005
- Producer/Developer, Student PowerPoint Slide Shows for *Basic Marketing* (15th Edition), Perreault and McCarthy, McGraw-Hill, 2005
- Producer/Developer, Online Marketing Management Course, McGraw-Hill and Collegis Inc., 2004
- Producer/Developer, Student PowerPoint Slide Shows for *Essentials of Marketing* (9th Edition), Perreault and McCarthy, McGraw-Hill, 2003
- Producer/Developer, Instructor PowerPoint Slides/Lecture Notes for *Basic Marketing* (14th Edition), Perreault and McCarthy, McGraw-Hill, 2002
- Producer/Developer, Student PowerPoint Slide Shows for *Basic Marketing* (14th Edition), Perreault and McCarthy, McGraw-Hill, 2002
- Producer/Developer, Student PowerPoint Slide Shows for *Basic Marketing* (13th Edition), Perreault and McCarthy, McGraw-Hill, 1999

FUNDED RESEARCH PROJECTS

- National Institutes of Health, "Standards of Research Conduct," 2007-2011
- Council on Virginia's Future, Office of the Governor, Virginia Business Climate Survey, 2006-2008
- Virginia Judicial Performance Evaluation Commission/Virginia Supreme Court, Virginia Judicial Performance Evaluation Surveys, 2006-2008
- Virginia Department of Aviation, VDOA Passenger Survey, 2007
- Department of Human Resource Management, Commonwealth of Virginia, "Workers' Compensation Customer Satisfaction Study," 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007
- Virginia Housing Development Authority, Commonwealth of Virginia, "VHDA Consumer Survey," 2005-2006
- Virginia Department of Alcoholic Beverage Control Board, "ABC Licensee Survey and ABC Citizen Survey," 2006
- Virginia Department of Health, "Behavioral Risk Factor Surveillance System," 2006
- Virginia Housing Development Authority, Commonwealth of Virginia, "VHDA Lender Survey," 2005
- Virginia Housing Development Authority, Commonwealth of Virginia, "VHDA Call Center Survey," 2005
- Department of Human Genetics, Virginia Commonwealth University/March of Dimes, "Virginians' Awareness of and Attitudes toward Genetic Services," 2005
- Department of Emergency Management, Commonwealth of Virginia, "Survey of Virginians' Attitudes toward Emergency Preparedness," 2005
- Virginia Economic Development Partnership, "VEDP Prospect Feedback Survey," (with Michael D. Pratt) 2005

FUNDED RESEARCH PROJECTS (cont.)

- James Madison University, "Survey of Virginians' Attitudes toward James Madison University," 2005
- Department of Emergency Management, Commonwealth of Virginia, "Survey of Virginians' Emergency Preparedness," (with Carolyn Funk) 2004
- Virginia Retirement System, "Virginia Retirement System Proposed Special Pay Plan Study," 2004 (with David Scott and Robert D. Holsworth)
- State Corporation Commission, Commonwealth of Virginia, "Telephone Service Satisfaction Study," (with Robert D. Holsworth and Michael D. Pratt) 2001-2002
- Virginia Retirement System, "Employee/Retiree Customer Satisfaction Studies," (with Robert D. Holsworth and Michael D. Pratt) 2001-2002
- School of Business Faculty Excellence Fund Grant, Virginia Commonwealth University, "Consumer Perceptions of a Model for Internet Sales of New Vehicles," 2001
- Division of Engineering and Buildings, Department of General Services, Commonwealth of Virginia "State Office Building Tenant Satisfaction Study," 2000
- Virginia Small Business Development Center, Commonwealth of Virginia, "Need for Training and Assistance among Virginia Small Business Owners," (with Pamela L. Kiecker) 2000
- Virginia Department of Motor Vehicles and the Motor Vehicle Dealer Board, "An Analysis of the Economic Implications of Manufacturer-Owned Motor Vehicle Dealerships," (with George E. Hoffer and Michael D. Pratt) 2000
- School of Business Faculty Excellence Fund Grant, Virginia Commonwealth University, "Consumer Behavior in the Market for Used Vehicles," 1997
- School of Business Faculty Excellence Fund Grant, Virginia Commonwealth University, "Development of a Model of Business-to-Business Buyer/Seller Partnerships," 1994
- Georgia State University, "An Analysis of Bargaining Behavior in Marketing Channels," Summer Research Award, 1986
- University of Michigan, "Environmental Influences on Conflict Levels in Marketing Channels," Leo Burnett Fellowship, 1985

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