



Personal Data

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Education

Degrees:

- 1996 PhD, Syracuse University (Syracuse, NY)
 Marketing, International Business, Technology Management
 Dissertation Thesis: *External Integration of Information in the Development of Selected Core High Technologies: A Comparison of the US and Japan*
- 1988 MBA, University of Oregon (Eugene, OR)
 Majors: International Business, Marketing
 Minor: General Studies
- 1980 BSN, University of Oregon Health Sciences Center (Portland, OR)

Other:

- 2010 Certified Global Business Professional, North American Small Business Educators International
- 2007 Leadership Certificate, Harvard University
- 1996 Certificate in University Teaching, Syracuse University
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Grants

- 2007–11 Business International Education Title VI-B Grant, US Department of Education (\$381,607)
- 2007 Outreach Professional Development Grant, Auburn University (\$6,500)
- 2003 Research Grant, SUNY (\$4,000)
- 2002–05 Business International Education Title VI-B Grant, US Department of Education (\$291,786)
- 2003 UUP Innovative Grant for Teamwork Initiative SUNY (\$3,000)
- 2002 Science Mathematics, Engineering and Technology (SMET) Grant Funding (\$2,500)
- 2002 UUP Grant, SUNY (\$2500)
- 2001–02 Research Grant, Aspen Institute, Washington, DC (\$35,000)
- 2000 Research Grant, SUNY (\$4,000)
- 2000 Activities Grant, US Fulbright Commission (\$2,500)
- 1999 Research Grant, SUNY (\$4,200)



- 1995–96 Fulbright Research Fellowship, Tokyo, Japan (\$42,000)
 1995 Instructional Grant for Implementing Teamwork in the Classroom, Syracuse University (\$5,000)
 1994 Creative Writing Grant, Syracuse University (\$5,000)

Honors and Awards

- 2005 Fritz Roethlisberger Memorial Award for Best *Journal of Management Education* Article (cash award, \$500)
 2003 Chancellor's Award for Excellence in Teaching, SUNY State System
 2003 President's Award for Teaching Excellence, SUNY-Oswego (cash award, \$100)
 2003 Best Paper, Institute for Behavioral and Applied Management
 2003 Students in Free Enterprise (SIFE) Regional Competition, NYC –Regional Champion Award
 2003 Best Paper in Division IV – Institute of Behavioral and Applied Management
 2003 Phi Kappa Phi
 2002 *Marquis Who's Who in America*
 2002 Students in Free Enterprise (SIFE) Regional Competition, NYC – Two Best Program Awards
 2001–03 *Who's Who Among Businesses*
 2001–03 Sam Walton Fellow
 1999 Best Paper, Institute for Behavioral and Applied Management
 1999 Faculty Enhancement Program, Scholarly and Creative Activity Award, SUNY-Oswego
 1996 Beta Gamma Sigma Scholar
 1994 *Who's Who Among University Students*
 1994 Teaching Fellow, Syracuse University
 1994 Best Marketing Professor, School of Management, Syracuse University
 1994 Future Professoriate Program, Syracuse University
 1993 *Who's Who Among University Students*
 1993 Outstanding Teaching Associate Award, Syracuse University
 1993 Selected Top Student for the Marketing Doctoral Consortium, University of Illinois, Champaign Urbana
 1993 Selected Top Student for the Decision Sciences Doctoral Consortium
 1992 Best Student Paper, American Association for Advancement of Health Care Research
 1992 Teaching Fellow, Syracuse University
 1991 Best Student Paper, American Association for Advancement of Health Care Research



Academic Employment

AUBURN UNIVERSITY — AUBURN, ALABAMA

9/2007 to Present Associate Dean of Research and Faculty Development
 College of Liberal Arts
 Professor of Health Administration
 Department of Political Science

Key Results:

- Lead the development and implementation of new college policies. Including college workload and teaching overload policies and departmental promotion and tenure, faculty annual evaluation, and merit increase policies.
- Developed a college faculty development website. The first of its kind at AU, subsequently one was developed by the university.
- Established high-performing interdisciplinary research teams. Created a complete tracking and accountability system for research, grants, and endowment policies and revised all policies. Improved communications between grants office, college and faculty, resulting in significantly increasing quality and number of research proposals and was elected co-chair of the University Research Council.
- Implemented a finely tuned human resource system fostering a collaborative environment that improved productivity, individual accountability and team morale resulting in the recruitment of highly qualified faculty across 13 departments.
- Led promotion and tenure, revised and created new policies related to workload, teaching overloads and college and departmental promotion and tenure guidelines and policies.
- Championed the adoption and implementation of Digital Measures, a faculty reporting system in the college, which subsequently has been adopted university wide.
- Courses Developed/Taught: *Graduate level* – Executive PMBA-Healthcare Management (a distance course). *Undergraduate level* – Honors Book Lyceum, Global Leadership, Healthcare Internships, Marketing Healthcare, Healthcare Finance.

7/2007 – Present Project Director
 US Department of Education
 Business International Education Title VI-B Grant

Key Results:

- Secured external funding to support cross-disciplinary programs that led to the Governor's trade mission to South America that included faculty, business



executives and governmental officials. Implemented new curriculum for international business and trade programs, and training for the NASBITE Certified Business Global Professional exam. Established student internships abroad.

3/2005 – Present

Executive Director
Women's Leadership Institute

Key results:

- Revamped the Women's Leadership Institute program, assembled an external advisory board of women executives, and secured external funding to cover the yearly operating expenses, \$100,000 endowment and internal funding for two new full-time positions for the Institute.

9/2005 – 9/2006

Interim Chair
Department of Sociology, Anthropology, and Social Work

Key results:

- Recruited to chair a department in crises that was receiving national media attention, bringing negative attention to the university. In less than one year, directed the department through an external program review that resulted in departmental stabilization, revamping of the curriculum, and positioned it for positive growth and advancement. Uncovered \$160K departmental budget deficit and brought the department into a positive budget status within nine months.

3/2005 – 9/2006

Visiting Professor

STATE UNIVERSITY OF NEW YORK — OSWEGO, NEW YORK

9/2003 – 9/2006

Department Chair
Marketing and Management (on leave from 1/2005 – 9/2006)

Key results:

- Led the transformation of a department with a culture that was primarily focused on teaching to one that is research focused consistent with AACSB accreditation standards; recruiting diverse faculty with strong research and teaching capabilities. Created transparency for all departmental operations, and provided the leadership necessary for making some very difficult promotion and tenure decisions.

7/2002 – 7/2005

Project Director
US Department of Education

Key results:

- Secured external funding and campus-wide support for the developing two international business minors – one for business majors and the other for non-business majors. Recruited students for study abroad programs and taught in London and Puerto Rico summer semester programs. These externally funded



international programs were recognized by the AACSB accrediting team for best practices.

2004 – 2005 Professor, Department of Marketing and Management
 2003 – 2004 Associate Professor, Department of Marketing and Management
 1996 – 2003 Assistant Professor, Department of Marketing and Management

Key results:

- Rapid promotion to rank of professor. Developed a research record that resulted in the ability to obtain internal and external funding for research and curriculum development. Recognized for excellence in teaching at the college and at the state system levels.
- Developed and implemented a team-taught Freshman Gateway to Business course for the College of Business, resulting in a model for the other colleges on campus. The program increased retention rates as evidenced by a study conducted by an interdisciplinary team. The School of Business Gateway to Business course demonstrated the highest retention rates compared to all others and was recognized by the AACSB accrediting team for best practices.
- Provided faculty leadership for students to participate in Students in Free Enterprise that resulted in the students winning regional competitions in NYC and the invitation to compete at the national level in Kansas with all expenses paid.
- Faculty mentor for honor students resulting in a student paper presentation at an international academic conference.
- Courses Developed/Taught: Graduate level – Export/Import Marketing and Management, NAFTA – Doing Business in Mexico, Marketing Management, and Current Topics in Strategic Management. Undergraduate level – International Marketing, International Advertising, Critical Thinking: Gateway to Business, Marketing Principles, Advertising and Promotion.

US-JAPAN FULBRIGHT COMMISSION — TOKYO, JAPAN

1995 – 1996 Fulbright Research Fellow

Key results:

- Conducted research resulting in a dissertation titled “External Integration of Information in the Development of Selected Core High Technologies: A Comparison of US and Japan” and the following publications:

“The Medical Diagnostic Imaging Industry in Japan,” *International Journal of Technology and Management*, Vol. 3, Nos. 1/2/3, 2001.

“The Product Development Process: A Comparison Between US and Japanese Medical Diagnostic Imaging Industries,” *International Journal of Healthcare Technology and Management*, Vol. 2, Nos. 1/2/3/4, pp. 218–232, 2000.



“A Framework for Integrating External Information into New Product Development: Lessons from the Medical Technology Industry,” *Journal of Technology Transfer*, Vol. 25 (2) 2000.

“External Integration of Medical Technology Development: A Theoretical Perspective,” *International Journal of Healthcare Technology Management*, Vol. 1, Nos. 1/2, 1999.

“The Medical Diagnostic Imaging Industry in Japan,” *International Journal of Technology Management*, September 1997.

SYRACUSE UNIVERSITY — SYRACUSE, NEW YORK

2002 – 2003	Research Associate and Adjunct Professor Department of Marketing
9/1997 – 9/1998	Senior Researcher Center for Information and Technology Policy, Maxwell School of Citizenship
1992 –1997 Key results:	Teaching Associate/ Research Assistant <ul style="list-style-type: none"> • Researched issues related to program development for the Innovation Management and Entrepreneur programs and other projects. School of Management liaison for the development of a joint MBA-MSN program. • Developed and taught an Executive MBA leadership seminar and the first distance learning Marketing Management course. • Courses Developed/Taught: Graduate level – Marketing Management, English 610 – Teaching in the American University, a course specially designed for international graduate students preparing to teach in the United States. Undergraduate level – Perspectives on Business Management, International Marketing, Consumer Behavior, Innovation and Technology Management in a Global Economy.

Professional Employment

SACRED HEART GENERAL HOSPITAL — EUGENE, OREGON

1988 – 1990	Manager of Market Research and Business Development,
Key results:	<ul style="list-style-type: none"> • Directed all market research and business development activities for a 500 bed regional hospital with several major healthcare product lines. Conducted competitive market share, forecasting, market analysis reports for senior management. Directly responsible for evaluating new business opportunities and developing business plans including one for a major multi-million dollar hospital expansion.



- Directed the development of an innovative computer-based program to streamline monthly product-line report process increasing accuracy and the development of a method for evaluating statistical trends and new information system for collecting outpatient services data.
- Developed, implemented, and supervised a MBA internship program in conjunction with the University of Oregon.

1986 – 1988

Surgical Nurse

Key results:

- Responsibilities as a surgical nurse, including cardiology, neurology, pediatric, plastic, orthopedics, open heart, ophthalmology, general surgery, and on-call emergency surgery. Developed a forecasting program for scheduling operating rooms for emergency surgeries.

LANE COMMUNITY COLLEGE — EUGENE, OREGON

1987 – 1989

Clinical Nursing Instructor

Key results:

- Directed and supervised students in a hospital clinical setting for patient care

FIRST INTERSTATE BANK OF OREGON CORPORATE OFFICE— PORTLAND, OREGON

Summer 1987

Intern, Division of International Market Research

Key results:

- After the international banking crisis, was responsible for a project to identify domestic prospects as potential international business clients and making a presentation to the Vice Presidents of the International Corporate Banking Division.
- Developed a computer-based market research program for analyzing import and export markets.
- Created a pamphlet for banking clients *The Export/ Importers Guide to Letters of Credit*.

Note: The internship resulted in a job offer.

AMERICAN MEDICAL INTERNATIONAL — KING KHALID EYE SPECIALITY HOSPITAL, RIYADH, SAUDI ARABIA

1982 – 1986

Surgical Nurse and Consultant

Key results:

- Planned, organized, and implemented the start-up of a new 12-suite operating room. Responsible developing and managing a system for purchasing and controlling inventory of all surgical instruments and capital equipment. Responsibilities included writing departmental policies, procedures, and proposals for the purchase of all new major equipment.



- Oriented and trained an international staff of nurses and physicians and carried out all duties as a surgical nurse.
- Team member of a year-long national research project to research the main causes of eye disease in Saudi Arabia. The project was in collaboration with the World Health Organization and International Eye Foundation and resulted in recommendations to the Saudi Government for their national healthcare planning to treat eye disease. The project also included the assessed and treated a segment of the population in the Al Hassa region of Saudi Arabia for trachoma, and a pharmacology study.
- Evaluated surgical services at King Abdulaziz Hospital in Riyadh, Saudi Arabia, formulated recommendations that resulted in closure of existing facility and development of a new surgical center.
- Evaluated surgical services at King Fahed Hospital in Hofuf, Saudi Arabia. A team member that helped develop the proposal to the Ministry of Health that resulted in upgrading the hospital's medical and nursing services
- Assisted in planning a satellite program to supplement existing medical services.
- Editor of *Focus*, a hospital/community newsletter for King Khalid Eye Specialist Hospital. The newsletter related the activities of the hospital to the medical community and the Saudi Arabian Ministry of Health, 1985–1986.

Refereed Journal Articles

- “The Effectiveness of Commerical and Hospital Based Healthcare Websites,” (with Andrew Cudmore). *Journal of Consumer Marketing*, accepted for publication July 11, 2010.
- “Factors Affecting the Next Generation of Women Leaders: Mapping the Challenges, Antecedents and Consequences of Effective Leadership,” (with Rene’ McElDowney and Anna Gramberg). *Journal of Leadership Studies*, Vol. 3, Number 3, 2009.
- “Predictors of Parents’ Satisfaction with Their Children’s School,” Differences (with Barry Friedman and Dana Marklow). *Journal of Educational Administration*, Vol. 45, No. 3 (Feb. 2007).
- “Parent School Satisfaction: Ethnic Similarities and Differences,” (with Barry Friedman and John Geraci) *Journal of Educational Leadership*, Vol. 44, No. 5, 2006 pp. 471–485.
- “Enhancing the First Year-Experience for Business Students: Student Retention and Academic Success,” (with Pam Cox, et. al.) *Journal of Behavioral and Applied Management*. 2005.
- “Power Tools for Teams: A Model for Improving the Teamwork Skills of First-Year Business Students,” (with Pamela L. Cox) *Journal of Behavioral and Applied Management*. Spring 2004 Vol. 5, No. 3.
- “Teaching First-Year Business Students to Summarize: Abstract Writing Outcomes Assessment,” (with Pamela L. Cox and Larry Maher) *Business Communication Quarterly*. Fall 2003.



- “Working the Web: How Effective are Healthcare Web Sites for Marketers?,” (with Andrew Cudmore), *Marketing Health Services*, Fall 2003.
- “Gateway to Business: An Innovative Approach to Integrating Writing Into the First Year Business Curriculum,” (with Pamela L. Cox) *Journal of Management Education*. Fall 2003. (Received the 2005 Fritz Roethlisberger Memorial Annual Award for scholarly work that contributed the greatest impact on management education.)
- “Critical Thinking Exercise: Causes of Premature Death in America,” (with Pamela L. Cox) *Decision Sciences Journal of Innovative Education*, Vol. 1, No. 1, pp. 145–149, 2003.
- “The Product Development Process: A Comparison Between US and Japanese Medical Diagnostic Imaging Industries,” *International Journal of Healthcare Technology and Management*, Vol. 2, Nos. 1/2/3/4, pp. 218-232, 2000.
- “A Framework for Integrating External Information into New Product Development: Lessons from the Medical Technology Industry,” *Journal of Technology Transfer*, Vol. 25 (2) pp. 181-192, 2000.
- “Empirical Study of Simulation: The Pedagogical Value in Marketing Education?,” (with James Molinari) *Journal of Business Education*, Vol. 1 (1) pp. 80–90, 2000.
- “The Team Charter Assignment: A Vehicle for Improving the Effectiveness of Classroom Teams,” (with Pamela L. Cox) *Journal of Behavioral and Applied Management*, Vol. 1 (2) pp. 92–103, 2000.
- “External Integration of Medical Technology Development: A Theoretical Perspective,” *International Journal of Healthcare Technology and Management*, (with Arun Ranchod) Vol. 1, Nos. 1/2, pp.13–28, 1999.
- “The Product Development Process: A Comparison Between U.S. and Japanese Medical Diagnostic Imaging Industries,” *International Journal of Technology and Management*, pp. 17-29, 1999.
- “The Medical Diagnostic Imaging Industry in Japan,” (with Paul M. Bobrowski) *International Journal of Technology and Management*, pp. 1-17, September 1997.
- “Internal and External Interorganizational Relationships and Their Impact on the Adoption of New Technology: An Empirical Study,” (with Stuart Bretschneider) *Journal of Technological Forecasting and Social Change*, Vol. 46, pp. 197–212, 1994.



Refereed Pedagogy Articles

Published by Active Learning Technologies, Prentice Hall Publisher, Upper Saddle River, New Jersey, Titles - Month/Year published:

- Tip Planners — Service Stations and Restaurants Manage Customer Relations by Providing On-line Travel Services 8/02
- Consumer Group Slams Credit Card Marketers 8/02
- Big Lots: A Premium on Being Cheap 8/02
- NYC Groceries Online Once More — Are Consumers Buying? 7/02
- Dell Launches \$1.5 Million Giveaway 7/02
- Debra Goldman's Consumer Republic: Rain Keeps Falling, but Consumers Keep Buying 7/02
- Researching Web Marketing on CyberAtlas 6/02
- Clear Channel Creates Ad Sales Unit (Media Giant Hopes to Lure Marketers With Cross-Platform Deals) 6/02
- Home Depot, Disney Do \$100 Million Upfront Deal (Cross-Platform Pact Includes Network and Cable Ad Campaigns) 6/02
- Dissatisfaction with Customer Relationship Management?" 5/02
- View from marketing fringe: era of trust awaits 5/02
- AOL's Friedman: Branding Cuts Through Clutter 5/02
- Reaching the Global Market Place Via the WEB — Are Companies Missing the Boat? 4/02
- Postal Service Unveils Plan to Mixed Reviews 4/02
- Why Best Buy Is Best-in-Class 4/02
- Are Customers Really Satisfied with the Way the WEB is Trapping People to Make Money? 3/02
- Five Questions With...Geoff Peters, president of Creative Direct Marketing International 3/02
- Online Retailing Success Depends on Specific Category Expertise 3/02
- BUYERS BEWARE! — The Appearance Between Online Ads and Advice Are Fuzzy 2/02
- Bold Type: How Risk Takers Can Change the Media Industry 2/02
- Tobacco Giant Stops Buying Magazine Ads 2/02
- Keeping up with Emerging High Tech Advertising 1/02
- The Natural Dave Thomas Couldn't Act, But He Connected With Viewers Brilliantly 1/02
- Kmart's Bluelight Dims: Retailer Files for Bankruptcy 1/02
- Billboards a Medium for Promoting Social Values 12/01
- Bloomy's Ad-Vantage 11/01
- The Game 11/01



- Market Research – Using PRIZM for Market Segmentation 11/01
- Half a Billion in Ad Revenue Could Be Lost 10/01
- Tricon Says Ads, Marketing Have Boosted Sales 10/01
- The Internet’s Role in Pushing a Shift to Globalization in the Wine Industry 01/01
- Agencies Walk Careful Line in Offering Condolences 9/01
- Why Liquor Marketers Like the Web 9/01
- Borderless Economy – What’s Up! 9/01
- Glitzy Return of the Zippo Lighter (Campaign Polishes Status Symbol Image) 8/01
- Cut It Out (What Your Ad Doesn’t Say Is Crucial to Its Power) 8/01
- Advertising Education Goes On-line 8/01
- Website for Research: Testing TV Advertising 7/01
- The Biggest Problem in Online Marketing 7/01
- The Biz 7/01
- Juno, Gateway Settle with FTC 6/01
- Your Keyboard Patterns Hold Some Secrets 6/01
- Companies get creative on the WEB – to catch customers! 6/01
- Burger King’s New Whopper Spots Worthy of Crown 5/01
- Upping the Ante for Nielsen Homes 5/01
- E-Commerce and the Governments Framework for Globalization 5/01
- Psst! Want a deal? Call Vince. Now. 4/01
- Pizza Advertising Claim Up for High Court Review 4/01
- How is E-Business Fueling the Price Wars? 4/01
- Brand Builders: Positioning – ‘Bubble’s Back’ 3/01
- Is the Web the Only Place to Place Newspaper Ads? 3/01
- Researching in a Global Economy 3/01
- Trouble Brewing for TV Ad Market 2/01
- Pfizer smartens up with ‘functional foods’ launch 2/01
- VALS II 2/01
- Firestone Dealers Still Feel the Heat 1/01
- End of the Line for Free ISPs? 1/01
- K-Mart’s Blue Light Special.com and Other Brick-and-Mortar Retailers Take the Lead Online in 2001 1/01
- Marketers of the Year: Heineken’s Steve Davis – It’s All About the Beer Ads 12/00



- PT Cruiser's Susan Thomson – Focusing on the Front End 12/00
- Join the Interactive Media Revolution 12/00
- Multi-Channel Marketing: Integrate to Elevate 11/00
- Dead Letter? Stamps.com and E-Stamp are struggling as customers resist buying postage online 11/00
- Creating an Effective Brand Name on the Internet 11/00
- Attention Consumers: Creativity Never Comes Cheap 10/00
- Animal House: Snickers scores with political satire 10/00
- What Is the Difference Between Putting a Web Site Online and Creating an Internet Brand? 10/00
- Death of the Video Store? 9/00
- The 2000 Olympics: A Wasted e-Opportunity 9/00
- Evaluating and Calculating the Benefit/Cost of Click-Through Rates in Banner Advertising 9/00
- Brand Builders: Positioning — Garden Fresh 8/00
- Time to explode old creative boundaries 8/00
- Creating Internet Banner Advertising 8/00
- O&M turns reality TV into research tool 7/00
- McMakeover 7/00
- Sales Promotion on the Web 7/00
- Car Dealers Say: Follow That Mouse 6/00
- A Digital Doughboy 6/00
- Radio on the Web 6/00
- The Re-Invention of Television 5/00
- PRINT: Where's It Headed? 2/00
- The Evolution in Marketing Channels: The Internet in the New Millennium 2/00
- Have You Watched TV, Lately? 1/00
- En La Familia: Cover Girl Revamp Adds Hispanic Thrust 1/00
- Analyzing the Marketing Potential of the Internet in the New Millennium 1/00
- Changing the Way Online Ads Deliver 12/99
- Entrepreneur as Stunt Man 12/99
- E-Business an Exciting Look into the Future: A Case Study 12/99
- Customers Move Into the Driver's Seat 11/99
- Mine Your Own Business



- Understanding and Applying Nielsen Ratings in Media Selection
- The Global Corporation Becomes the Leaderless Corporation 10/99
- I Want My MTV—But Not If It’s Pokey 10/99
- Brand Building of Financial Services on the Internet 10/99
- Competing With the Big Guys on the Internet 5/00
- Do You Really Understand the Designs of Website Used in Marketing and Advertising? 5/00
- Divine Intervention: ‘God’ gets a hip voice in campaign’s second coming 4/00
- Public Domain: Consumers don’t just buy goods; now they create ads 4/0
- The New Marketer's Research Tool: Evaluating Web Sites 4/0
- Internet Radio: The End of the Local Market 3/00
- Special Report: Customer Management Software 3/00
- Mainstreaming the Internet: Internet Marketing and Advertising Are on the Fast Track 3/00
- Playing in Advertising’s Big Event 2/00

Other Publications

- Auburn University Study of Women in Leadership Positions: 2008 Census of Women Executive Officers and Directors 2008.
- Auburn University Study of Women in Leadership Positions: 2006 Census of Women Executive Officers and Directors 2006.
- “Understanding Multi-Level Marketing,” *Oswego County Business*, October/November 1997.
- *External Integration of Information in the Development of Selected Core High Technologies: A Comparison of the US and Japan*, UMI Dissertation Service: Ann Arbor, MI. August 1996.
- "Trachoma and Pre-operative Teaching for the Surgical Patient," a two-part educational video series produced and published by King Khalid Medical Television, Saudi Arabia 1986.

Journal, Book, and Grant Reviews

- *Organizations and Markets in Emerging Economies Journal of Business Research*
- *Journal of Business Research*
- *Journal of Developmental Entrepreneurship*
- *International Journal of Technology Management*
- *Journal of Business Education*
- *Journal of Applied Business Disciplines*
- *Prentice Hall Publishing*
- FIPSE Grants
- NEH Grants
- NSF Grants



Refereed Conference Proceedings and Presentations

- “Teaching Strategies to Encourage Success for Women in Healthcare Management,” (with Mary Ann Keogh Hoss) accepted for presentation at the AUPHA Annual Conference, Portland OR, 2010.
- “Developing Partnership in Costa Rica.” North America Small Business Trade Educators International, Austin TX. 2010.
- “How to Demonstrate Effective Grant Management with a State of the Art Assessment Model,” (with Beverly Marshall) North America Small Business Trade Educators International, San Diego CA. 2009.
- “How to Develop a Very Successful International Trade Mission,” (with Beverly Marshall) North America Small Business Trade Educators International, San Diego CA. 2009.
- “What is on the Mind of the Next Generation of Women Leaders?,” Mapping the Challenges, Antecedents and Consequences of Effective Leadership,” (with Anna Gramberg, Kim Gill, and René McEldowney) Women’s Leadership Research Conference, Washington DC. April 11–12, 2008.
- “Using Small-Group Exercises to Develop Leadership and Interpersonal Skills,” (with Mark Burns, René McEldowney and Becky Hall) Association of University Programs in Health Administration, Seattle, WA. June 22–26, 2006.
- “The New Standards for Grant Evaluation and a Model for Evaluating Faculty Development Programs,” (with Barbara Moebius and Paloma Jalife) North America Small Business Trade Educators, Orlando FL. 2006.
- “NAFTA: A Model for Measuring the Effectiveness of International Faculty Development Programs,” (with Pam Cox and Bob Shell) Institute for Behavioral and Applied Management, Scottsdale AZ. 2005
- “NAFTA: From Faculty Development of Infusing Modules Across the Curriculum,” (with Pam Cox and Paloma Jalife) North America Small Business Trade Educators International, New Orleans, LA. 2005.
- “Enhancing the First Year-Experience for Business Students: Student Retention and Academic Success,” (with Pam Cox, et. al.) Institute for Behavioral and Applied Management. Abstract published in the *Conference Proceedings*, 2004.
- “NAFTA and E-commerce: Underlying Opportunities, Challenges and Implications for Public Policy Makers in Mexico,” (with Ashraf Attia) American Marketing Science, Puebla, Mexico. Abstract published in the *Conference Proceedings*, September 2004.
- “Power Tools for Teams: A Model for Improving the Teamwork Skills of First-Year Business Students,” (with Pamela L. Cox) Abstract published in *Conference Proceedings*, October 23, 2003, ***Recipient of the Best Paper Award*** in Division IV of the Institute for Behavioral and Applied Management conference, St. Petersburg, FL.



- “How to Increase Retention Rates with A Well Designed Freshman Course,” (with Pamela L. Cox, Elizabeth Dunne Schmitt, & Glenn Graham) Chalk and Talk Conference, Oswego, NY. Abstract Published in *Conference Proceedings*, October 2003.
- “The Impact of NAFTA on Mexican Agriculture,” (with Paul Tsiropinas). North America Small Business Trade Educators, San Antonio, TX. Paper published in the *Conference Proceedings*, April 13–26, 2003
- “Winning at Building International Programs the First Time Around: Keys to Successful Grant Writing and Implementation,” (with Paloma Jalife) North America Small Business Trade Educators International, San Antonio, TX. Abstract published in *Conference Proceedings*, April 13–16, 2003.
- “Project Globalization: Expanding the Ability of the Business Community to Engage in International Trade with Mexico,” (with Paloma Jalife) SUNY System Research Symposium, Binghamton, NY. March 6–7, 2003.
- “The Ups and Downs of Ventures into the For-Profit Sector by Non-Profit Elder Care Organizations,” (with Thomas Dennison and Carol Hegeman) AAHSA’s 41st Annual Meeting & Exposition, Baltimore, MD. October 28–31, 2002.
- “An Innovative Approach to Integrating Critical Thinking into the First Year Business Curriculum: A Student Outcome Assessment Study,” (with Pamela L. Cox) Association of Business Education, Key West, FL. Abstract Published in *Conference Proceedings*, September 2002
- “Blurring the Boundaries: Not-for-Profit Elder Care Agencies and the For-Profit Sector,” (with Thomas Dennison). New York Association of Homes and Services Aging/Foundation for Long Term Care, Spring Training Institute and Exhibition for CEOs and Administrators, Saratoga, NY. May 2002.
- “Gateway to Business: An Innovative Approach to Enhancing the First-Year Experience for Business Students,” (with Pamela L. Cox). Chalk and Talk Conference, Oswego, NY. Abstract Published in *Conference Proceedings*, Spring 2002
- “Teamwork in Undergraduate Auditing Classes,” (with Hema Rao). Presented at the Chalk and Talk Conference, Oswego, NY. Abstract Published in *Conference Proceedings*, Spring 2002
- “DSI Undergraduate Curricular Issues Program,” Coordinator and Panel Moderator (seven sessions), 32nd Annual Decision Sciences Institute, San Francisco, CA. Abstracts published in *Conference Proceedings*, pp. 1340–1352, November, 2001.
 - “Integrating the First Year Experience into the Business Undergraduate Curriculum – Who’s Doing What?,” Panelists: Peter M. Arnold, Boston University, John Bantham, Illinois State University, Pamela Cox, University of New York, Sandra Hurd, Syracuse University
 - “Learning Through Service – Innovation in Undergraduate Curriculum,” Presenter: Gisela Von Dran, Syracuse University.
 - “Web-Based Academic Journals: Where Do They Fit?,” Moderator: Gary Kern, Indiana University South Bend. Panelists: Erhan Erkut, University of Alberta, Gary Kern, Indiana University South Bend, Michael Showalter, Florida State University.
 - “Active Learning Exercise Linked with Technology Innovations to Improve Learning,” Presenter: Rajiv Vaidyanathan, University of Minnesota Duluth and Active Learning Technologies.



- “The Role of Assessment in Improving Quality of Teaching and Learning,” Presenter: Dan Apple, Pacific Crest.
- “Globalizing the Undergraduate Experience,” Panelists: Gary L. Ragatz, Michigan State University, Doug Elvers, University of North Carolina.
- “Undergraduate Curriculum Integration,” Moderator: Paul M. Bobrowski, Associate Dean, School of Management, Syracuse University. Panelists: Fernando Diaz, Syracuse University, Mark Edward Potter, Babson College, Clint Tankersley, Syracuse University.
- “NAFTA: A Model for Measuring the Effectiveness of International Faculty Development Programs,” (with Pam Cox and Bob Shell) Institute for Behavioral and Applied Management, Scottsdale AZ. 2005.
- “An Empirical Evaluation of Microenterprise Programs Effectiveness,” (with Gay Williams and Gisela von Dran) Academy of Business Disciplines, Ft. Myers, FL. Abstract published in *the Conference Proceedings*, November 2001.
- “Internet Strategies for Healthcare Organizations,” Academy of Business Disciplines, Ft. Myers, FL. Abstract published in the *Conference Proceedings*, November 2001.
- “Integrating the First Year Experience into the Business Undergraduate Curriculum – Who’s Doing What?,” Decision Sciences Institute, San Francisco, CA. November 2001.
- “Teaching First-Year Business Students to Summarize: Abstract Writing Outcomes Assessment,” (with Joan Carroll, Pamela Cox and Larry Maher) Applied Business Research, Cancun, Mexico. Abstract published in the *Conference Proceedings*, pp. 1–10, March 2001.
- “Assessment of Student Learning In an Interdisciplinary Approach to Leadership Training,” (with Clem Armstrong, Joan Carroll, Pamela Cox and Larry Maher) International Business Education and Technology, Cancun, Mexico. Abstract published in the *Conference Proceedings*, pp. 1–7, March 2001.
- “Learning Outside the Classroom: International Experiences,” (with Karen Brown, Seattle University and Gary Ragatz, Michigan State University) 2000 Decision Sciences Institute International, Orlando, FL. Abstract published in the *Conference Proceedings*, p. 231, November 2000.
- “A Theoretical Framework for Studying and Evaluating Microenterprise Programs,” (with Gay Williams, Gisela von Dran) Academy of Business Disciplines, Ft. Myers, FL. Abstract published in the *Conference Proceedings*, November 2000.
- “Gateway to Business: An Innovative Perspective on Integrating Technology Skills in the Freshman Year,” (with Joan Carroll, Pamela L. Cox, and Paloma Jalife) 2000 Association of Business Education, Bermuda. Published in the *Conference Proceedings*, pp. 225–243, September 2000.
- “Bio-Medical Models: A Theoretical Leap for Management Science,” (with Arun Ranchod, McKesson Automated Health Care) Institute for Operations Research and Management Sciences, Philadelphia PA. Abstract published in the *Conference Proceedings*, p. 145, October 1999.
- “Innovative Approach to Writing Across the Curriculum: Integration of Writing in the Marketing Major,” (with James Molinari, Ken Shaw and Margaret Spector) 1999 Atlantic Marketing Association, Annapolis MD. Published in the *Conference Proceedings*, October 1999.



- “Microenterprise Programs the Key to Entrepreneurship,” (with Gisela von Dran, Gay Williams and Anat BarNir) 1999 National Applied Business Research, Denver, CO. Published in the *Conference Proceedings*, August 1999.
- “Gateway to Business: An Innovative Perspective on Integrating Writing into the Business Curriculum,” (with Pamela L. Cox and Margaret Spector). Fourth National Writing Across the Curriculum Conference: Multiple Intelligences. Cornell University, Ithaca, NY. Published in the *Conference Proceedings*, p. 29, June 1999.
- “The Team Charter Assignment: Improving the Effectiveness of Classroom Teams,” (with Pamela L. Cox) Institute of Behavioral and Applied Management, Annapolis, MD. Published in the *Conference Proceedings*, pp. 220–230, June 1999. ***Recipient of the Best Paper Award.***
- “Breaking the Sound Barrier: Revolutionizing Health Care Management Education,” (with Lanny Karns, Charles Spector, and Hugh W. Bonner, Dean of SUNY Health Sciences Center) Institute for Operations Research and Management Sciences, Cincinnati, OH. May 1999.
- “The State of TQM in Health Care Today,” (with Paul Bobrowski) Decision Sciences Institute, Las Vegas, NV, November 1998.
- “Using Simulation Games in Marketing Education: The Pedagogical Value,” (with James Molinari) 1998 Atlantic Marketing Association Conference, Savannah, GA. Published in the *Conference Proceedings*, October 1998.
- “Integrating External Information in Technology Development: A Comparison Between US and Japanese Manufacturers,” 1997 Decision Sciences Institute, San Diego, CA. November 1997.
- “External Integration In Medical Technology Development: A Theoretical Perspective,” 1997 Institute for Operations Research and Management Sciences, Dallas, TX. October 1997.
- “Where is TQM in Healthcare and Where is the Future?,” (with Paul Bobrowski) Association for Advancement of Health Care Research, Big Sky, MT. Abstract published in the *Conference Proceedings*, p. 25, March 1997.
- “The Product Development Process: A Comparison Between U.S. and Japanese Manufacturers,” 1996 Institute for Operations Research and Management Sciences, Atlanta, GA. November 1996.
- “Cost Effective Means of Implementing TQM in Health Care,” (with Kim Jarrell and Pat Roesch) American Association for Advancement of Health Care Research, Jackson Hole, WY. Abstract published in the *Conference Proceedings*, p. 36, 1995.
- “State Quality Awards: A Comparison of Approaches,” (with John Bantham and Paul Bobrowski) Midwest Decisions Sciences, Chicago IL. Published in the *Conference Proceedings* 1994.
- “Factors Contributing the Successful Development of Selected Medical Technologies,” (with David Wilemon), International Management of Technology. Abstract published in the *Conference Proceedings*, Miami, FL. 1994.
- “Restructuring to Integrate Customers into the Medical Technology Development Process,” International Engineering Management, Eaton, NJ. Published in the *Conference Proceedings*, 1992.
- “Marketing Medical Technology Internationally: An Investigation of Factors to Consider in Developing Diffusion Models,” Eleventh Annual Conference of the Association of Advances in



Health Care Research. Published in the *Conference Proceedings*. **Recipient of the Best Student Paper Award**, Jackson Hole, WY 1992.

- “Reduce Cost and Increase Benefits: A Case Study of How Hospitals Can Reduce Research Costs by Coordination Research with other Institutions,” (with Malcolm Smith). Tenth Annual Conference of the Association of Advances in Health Care Research, Jackson Hole, WY. Published in the *Conference Proceedings* 1991. **Recipient of the Best Student Paper Award**.
- “Reduce Cost and Increase Benefits Through Cooperative Research,” (with Malcolm Smith), Marketing Association, Chicago, IL. Published in the *Conference Proceedings*, 1990.

Invited Presentations and Lectures

- “Strategic Planning and Budgeting for Election and Voter Registration,” Election Center Seattle, WA. April 2010.
- “Strategic Planning and Budgeting for Election and Voter Registration,” Election Center Baton Rouge, LA. July 2009.
- “Resource Funding for Civic Engagement,” College of Liberal Arts Community & Civic Engagement Summer Academy, Auburn AL. May 2009.
- “Where Do We Start? The Status of Women in Alabama,” AAUW of Alabama State Convention. Montgomery, AL. April 2009.
- “The Art of Leadership,” Alabama Art Directors Association, Auburn, AL. February 2009
- “Leadership for Election Officials,” Presented for the Election Center in Sanibel Harbor, FL. July 2008.
- “Strategic Planning and Budgeting for Election and Voter Registration,” Election Center Sanibel Harbor, FL. July 2007.
- “Strategic Planning and Budgeting for Election and Voter Registration,” Election Center Kansas City, KA. Feb. 2007.
- “Marketing/Band Building in a Global Healthcare Environment,” Presented at a seminar hosted by the Pfizer Pharmaceutical Company to healthcare executives in Prague, Czech Republic, May 2005.
- “Department of Education Grant Opportunities: Keys for Successful Writing,” Professional Development Program, Decision Sciences Institute, Washington DC. November 2003.
- “Relational Leadership: The Power to Dramatically Influence Retention,” New York State Nursing Summit, June 2003.
- “Project Globalization: Strengthening Curriculum and Expanding the Ability of the Business Community to Engage in International Trade,” Quest, April 2003.
- “Fast Food Nation: The Marketing Fast Food,” Faculty for SUNY-Oswego Reading Initiative, April 2003.
- “Women in Business Panel,” SUNY-Oswego Women’s Center, March 2003.



- “Relational Leadership: The Power to Dynamically Influence Retention,” (with Mimi Bacilek), IHC of Staff Educators and CNY Organization of Nurse Executives, Syracuse, NY. December 2003.
- “Leadership: Leading High Performance Teams,” Lead Center Symposium, November 2003.
- “Project Globalization: Strengthening Curriculum and expanding the Ability of the Business Community to Engage in International Trade,” Quest, April 2003.
- “Why Mexico,” Oswego County Business Advisory Board, Phoenix, NY. March 2003.
- “Assessment of Student Learning in an Interdisciplinary Approach to Leadership Training,” SUNY-Oswego, Quest, April 2001.
- “Teaching in Large and Small Classrooms,” Invited lecture, Syracuse University Graduate School Faculty Seminar for Preparing Future Faculty, May 2000.
- “TQM in Health Care,” SUNY-Oswego, Quest, April 2000.
- “Microenterprise Programs: Synonymous with Entrepreneurship? An Exploratory Case Study,” SUNY-Oswego, Quest, April 2000.
- “Appleseed Trust: A Case Study,” Board of Appleseed Trust, June 1999.
- “Marketing the Appleseed Micro-enterprise Program,” Board of Appleseed Trust, March 1999.
- “Negotiating Business in Japan,” Senior Managers at Welch Allyn Medical Technology Manufacturing Site, 1997.
- “A Literature Review of TQM in Health Care,” Syracuse University, School of Management Research Colloquium, May 1997.

Work in Progress

- “Effectiveness of Using Simulation for Decision Making” (with Ana Franco-Watkins, Randy Johnson and René McEldowney).
- “Electronic Medical Records: Modeling Success and Barriers to Physician Adoption” (Thomas Stokes and René McEldowney).
- “Health Administration Capstone Course Built Upon the Continuous Improvement Feedback Model” (with René McEldowney).

Professional Affiliations

2010 – Present	Treasurer, North America Small Business and Trade Educators International
2009 – Present	Chair-elect, Association of University Programs in Health Administration – Women in Health Care Management Networks
2007 – Present	Council of College of Arts and Sciences
2006 – Present	AU Representative, Alabama German Partnership
2007 – Present	Founding Fellow, National Endowment for the Public Trust



2005 – Present	Board of Governors, North America Small Business and Trade Educators International
1999 – 2001	Vice President, Fulbright Association of Central New York
1998 – 2005	Board Member, Fulbright Association of Central New York
2001 – 2005	President, Beta Gamma Sigma, Syracuse University Chapter
2004 – 2005	Secretary, Phi Kappa Phi Honors Society, SUNY-Oswego Chapter
2000 – 2005	Sam Walton Fellow and Faculty Advisor, Students in Free Enterprise
2001 – 2003	Board Member, Active Learning Technologies
2000 – 2001	International Applied Business Research
1999 – 2005	Institute of Behavioral and Applied Management
1999 – 2005	American Marketing Association
1999 – 2000	Institute for Operations Research and Management Sciences
1997 – 2005	Founding Member and Board of Directors, Fulbright Association of Central New York
1994 – 2001	Decision Sciences Institute

University Service

Auburn University

2010 – Present	Chair, Auburn University Community of Research Empowerment Conference
2010 – Present	Co-chair, University Digital Measure Committee
2009 – Present	Co-chair, University Research Council
2009 – Present	Chair, Prestigious Scholarship Committee
2009 – Present	Core Team Member, Health Information Technology Committee
2009 – Present	Core Team Member, Health Sciences Initiative
2009 – Present	Core Team Member, Food Safety Initiative,
2009 – Present	University Associate Dean's Research Committee
2009 – 2010	Advisory Board, AU Women's Leadership Institute
2008 – 2010	Search Committee, Health Administration
2008 – Present	Curriculum Committee, Health Administration
2008 – Present	University Research Council
2007 – 2010	College of Education Dean's Council, AU Leadership Committee
2006 – 2009	Women's Center Committee



State University of New York

1997 – 2005	International Education Committee
2003 – 2005	Academic Policies Committee
2003 – 2005	Women’s Studies Advisory Board
2001 – 2005	Faculty Advisor, SIFE Student
2000 – 2005	Faculty Advisor, Vega Women's National Honor Society
2000 – 2005	Center for Learning and Teaching Task Force
2000 – 2005	AACSB Curricula Committee
2000 – 2005	Spring Convocation Committee
2000 – 2001	Middle State Accreditation Committee
1999 – 2005	AACSB Student Advisement Committee
1999 – 2005	Faculty Advisor, Honor Thesis
1999 – 2001	Building Committee
1999 – 2000	Discretionary Salary Increase School Committee
1999 – 2000	Chair, Quest
1998 – 2005	Freshman Course Development Committee
1998 – 2003	Faculty Advisor, American Marketing Association
1998 – 2000	Presidents Task Force on Learning and Teaching
1998 – 2000	Scholarly and Creative Activities Committee
1998 – 1999	Faculty Advisor, Phi Beta Lambda
1997 – 2005	International Advisory Committee
1997 – 2005	Faculty Advisor, Student Internship
1997 – 2001	Faculty Advisor, Graduate Thesis Advisor
1997 – 2000	Faculty Search Committee
1996 – 2002	Marshal/Reader, Graduation

International Experience

Costa Rica, Czech Republic, Argentina, Brazil, Chile, Mexico, Italy, China, Japan, South Korea, Singapore, Malaysia, Hong Kong, Macau, Thailand, India, Nepal, Kenya, Morocco, Jordan, Saudi Arabia, Bahrain, Switzerland, Ireland, Canada, Great Britain, Austria, Germany, France, and Puerto Rico.

Recommendations

Available upon request