

- Represented the Division of Business to community leaders and national organizations
- Mentored junior faculty in the areas of teaching and research
- Redesigned the existing curriculum
- Assisted in recruiting new faculty into a growing program

Coordinator for AACSB International Accreditation

- Directed all activities related to the AACSB accreditation efforts.
- Served as AD HOC member of all AACSB committees within the Division.
- Represented the Division to College Administration regarding the accreditation process.
- Completed all necessary reports related to accreditation.
- Made presentations to the community to foster accreditation support.
 - Division of Business Advisory Board
 - Ringgold Rotary Club
 - Dalton Kiwanis Club
- Directed/Prepared the following publications.
 - *Division of Business Administration Strategic Plan*
 - *Division of Business Administration Mission Statement*
 - *Division of Business Administration Advisor's Guide*

University of Texas of the Permian Basin August 2000 to August 2005

Assistant Dean

- Re-designed the administration of degree plan development and tracking.
- Administered all first-time student degree plans.
- Streamlined the petition process.
- Developed and published *School of Business Advisor's Guide*.
- Served as the focal point for all undergraduate curriculum issues.
- Represented the School at all freshman or transfer student orientations.

Pinkie Roden Endowed Chair of Entrepreneurship

- Initiated the Entrepreneurship Program at UTPB
- Expanded curriculum in entrepreneurship to include five new courses and a minor
- Initiated the Ted and Jan Roden Center of Entrepreneurship (see details below)
- Engaged community leaders in advancing and supporting the entrepreneurship program
- Mentored junior faculty in the areas of teaching and research

Director of the Center for Entrepreneurship

- Raised the initial \$75,000 from a local donor to initiate the center.
- Assisted in a State grant to receive another \$75,000 for technology upgrades.
- Directed the use of University funds (\$17,000) toward multi-media applications.
- Solicited \$10,000 of endowed scholarship funds and an additional \$2,500 in external gifts.

- Designed the physical layout and technological needs for the center.
- Planned and executed grand opening for the center.
- Fostered cooperation with the community in support of entrepreneurship.

Assessment Coordinator for AACSB International Accreditation

- Planned and executed all assessment activities for the School of Business
- Prepared the following publications/surveys:

UTPB School of Business Strategic Plan, 2002 and 2004

UTPB School of Business Assessment Plan, 2004

UTPB School of Business Advisor's Guide, 2004

Employer Survey, 2004

Alumni Survey, 2001

Student Survey, 2001

Faculty Survey, 2001

UTPB School of Business Faculty Survey Results, 2002 and 2004

UTPB School of Business Student Survey Results, 2002

UTPB School of Business Alumni Survey Results, 2002

UTPB School of Business Annual Quality and Assessment Report, 2002

UTPB School of Business Job Diagnostic Survey Report, 2004

Stephen F. Austin State University July 1990 to August 2000

Small Business Institute Director

- Recruited appropriate students to represent the College to the community on selected projects
- Negotiated contracts and submit applicable documents to the Small Business Administration for student projects
- Oversaw (as instructor and co-advisor) all student projects (maximum of 48 and minimum of 24 projects per year)
- Solicited small business firms willing to participate in the consulting projects
- Conducted semester banquets to honor student participants in the projects

DOCTORAL DISSERTATION:

Strategy Selection: An Empirical Examination of the Deregulated Airline Industry

ACADEMIC EXPERIENCE:

Visiting Professor of Management, University of South Florida, St. Petersburg, May, 2007 to Present. Courses taught: Community Leaders and Partners (Graduate, Corporate Social Responsibility and Ethics), International Entrepreneurship (Graduate), Business Enterprise (Graduate, Entrepreneurship) Entrepreneurship (Undergraduate), Social Issues (Undergraduate), Strategic

Management (Undergraduate), Organizational Strategies for the 21st Century (Graduate), Small Business Counseling (Undergraduate), Entrepreneurship and Small Business Management (Online version).

Professor of Management, DSC, September 2005 to 2007. Tenured 2005.
Courses taught: Strategic Management and Entrepreneurship.

Professor of Management, UTPB, September 2000 to 2005. Tenured 2000.
Courses taught: Strategic Management (Graduate and Undergraduate), International Entrepreneurship, and Small Business Management.

Assistant and Associate Professor of Management, Stephen F. Austin State University, July 1991 to 2000. Tenured and promoted 1996. Courses taught: Graduate Business Policy and Strategy, Graduate Seminar in Management, Business Policy and Strategy, Small Business Institute Lab, Business Organizations, Principles of Management, Internship in Management, Special Problems in Management, and First Level Supervision.

Teaching Assistant/Instructor of Management, Memphis State University, September 1988 to July 1991.
Courses taught: Business Policy and Introduction to Business.

REFEREED JOURNAL ARTICLES:

Jackson, W. T., Jackson, M. J. & Johnson, L. A. (2008). Tom Brown Inc.: Surviving the oil and gas industry. *Journal of the International Academy for Case Studies*. 14 (6), 91-104.

Jackson, W. T., Jackson, M. J. & Johnson, L. A. (2008). Tom Brown Inc.: Surviving the oil and gas industry. *Journal of the International Academy for Case Studies Instructors' Notes*, 14 (5), 117-128.

Wright, P., Kroll, M., Davis, P. & Jackson, W. (2007). The influence of the chief executive officer's stock and option ownership on firm risk taking: An examination of resource allocation choices. *Academy of Strategic Management Journal*, Vol. 6, 47-68.

Jackson, W. & Jackson, M. (2007). Application of the small business typology of strategic intent to small family business ventures. *Journal of Business & Entrepreneurship*, 19 (1), 40-50.

Jackson, W. T., Jackson, M. J. & Gaulden, C. (2006). Curricula Assessment Using the Course Diagnostic Survey: A Proposal. *Academy of Educational Leadership Journal*, 10 (3), 37-48.

- Jackson, W.T. & Vaughan, M.J. (2005). The entrepreneurial continuum: A new prescription for future studies. *Academy of Entrepreneurship Journal*, 11 (1), 9-25.
- Wright, P., Ferris, S.P., Vaughan, M.J. & Jackson, W.T. (2004). Are competitors advantageous or disadvantageous in consolidated versus fragmented industries?. *Academy of Strategic Management Journal*, 3 (1), 47-64.
- Gaulden, C., Jackson, W. T. & Gaster, W. (2002). An empirical examination of the relationship of personality and the propensity for self-venturing. *Academy of Entrepreneurship Journal*, Volume 8 (1), 47-63.
- Loyd, S., Jackson, W. T. & Gaulden, C. (2002). Starbucks: The cup runneth over?. *Journal of the International Academy For Case Studies*, 8 (6), 79-98.
- Loyd, S., Jackson, W. T. & Gaulden, C. (2002). Starbucks: The cup runneth over? (Instructor's Notes). *Journal of the International Academy For Case Studies Instructors' Edition*, 8 (7), 123-137.
- Jackson, W. T., Gaulden, C. & Gaster, W. (2001). Who it is and what it does: Finding the "heffa-preneur". *Academy of Entrepreneurship Journal*, Volume 7, 17-29.
- Jackson, W. T. & Gaulden, C. (2001). Life Cycle Theory: New implications for defining entrepreneurial types in developing countries. *International Journal of Entrepreneurship*, Volume 5, 81-92.
- Boozer, R. W., Forte, M., Maddox, E. N., & Jackson, W. T. (2000). An exploration of the perceived psychological type of the office politician. *Journal of Psychological Type*, 55, 5-13.
- Watts, L. R., Jackson, W. T. & Box, T. M. (2000). Ethical frameworks and ethical behavior: A comparison of business and non-business students. *Academy of Studies in Business Law Journal*. 3 (2), 33-46.
- Blackwell, G., Watts L. R. & Jackson, W. T. (1999). Nike, Inc.: High energy performance. *Journal of the International Academy For Case Studies*, 5 (1), 20-41.
- Jackson, W. T. & Watts, L. R. (1998). Southwest Airlines: When are we no longer small? *Journal of the International Academy For Case Studies*, 4 (1), 39-47.
- Robinson, R. K., Jackson, W. T., Franklin, G. M. & Hensely, D. (1998). U. S. sexual harassment law: Implications for small businesses. *Journal of Small Business Management*, 4 (2), 1-12.

- Jackson, W. T., Boozer, R. W., Watts, L. R. & Franklin, G. M. (1998). Politics and politicians. *Academy of Strategic and Organizational Leadership Journal*, 2 (2), 13-26.
- Johnson, R. K., Watts, L. R. & Jackson, W. T. (1998). Workplace violence: Early detection and intervention. *Academy of Strategic and Organizational Leadership Journal*, 2 (1), 1-11.
- Jackson, W. T., Franklin, G. M., & Hensely, D. (1996). Sexual harassment: No immunity for small business. *NBDC Report*, 186 (April), 1-4.
- Jackson, W. T., Vozikis, G. S., & Watts, L. R. (1995). PSI: The changing of the guard. *Journal of the International Academy for Case Studies*, 2 (1), 72-78.
- Shivers, J. S., Watts, L. R., & Jackson, W. T. (1995). Burns, Morris & Stewart Inc.: Distribution vulnerability. *Journal of the International Academy for Case Studies*, 1 (3), 65-67.
- Jackson, W. T., Cappel, S., Wright, P., & Kroll, M. (1995). The relationship of incremental innovations and performance: An empirical investigation of small business types. *Journal of Business & Entrepreneurship*, 7 (1), 1-14.
- Jackson, W. T. & Watts, L. R. (1995). Primal glassworks, Inc. *Journal of the International Academy for Case Studies*, 1 (2), 80-89.
- Watts, L. R. & Jackson, W. T. (1995). The SBI program and student outcomes: A study of business policy classes. *Journal of Small Business Strategy*, 6 (1), 93-103.
- Watts, L. R., Jackson, W. T., & Box, T. M. (1995). Student related outcomes and task design characteristics. *Texas Business Education Association Journal*, 5 (1), 127-141.
- Watts, L. R. & Jackson, W. T. (1994). The effect of course redesign on SBI student outcomes: An application of job characteristics model. *Journal of Business & Entrepreneurship*, 6 (1), 89-100.
- Watts, L. R., Jackson, W. T., & Todd, T. N. (1993). Todd ready-mix concrete, inc.. *International Journal of Case Studies and Research*, 3 (1), 17-33.
- Jackson, W. T., Watts, L. R., & Wright, P. (1993). Small Business: An examination of strategic groups. *Journal of Business & Entrepreneurship*, 5 (1), 85-96.
- Jackson, W. T., Vozikis, G. S., & Babakus, E. (1992). SBI intervention: An old problem a new perspective. *Journal of Small Business Strategy*, 3 (2), 15-30.

Jackson, W. T. & Abercrombie, C. L. (1990). Improving the social marketing of the aids issue. *Journal of Midwest Marketing*, 5 (1), 254-260.

Jackson, W. T. (1988). Management tips for small business. *Business Perspectives*, 1 (3), 10-12.

MONOGRAPH:

Hustdedde, R. J., Jackson, W. T., & Bourne, W. D. (1988). *Economic Analysis of the Mid-South Common Market Area*. Memphis, Tennessee: Bureau of Business and Economic Research & Manpower Studies, Memphis State University.

SCHOLARLY BOOKS:

Jackson, W. T., Editor, (2001). *Proceedings of the Association for Small Business & Entrepreneurship*, Odessa, TX: The University of Texas of the Permian Basin.

Jackson, W. T., Editor, (1995). *Proceedings of the Small Business Institute Directors' Association*, Nacogdoches, TX: Stephen F. Austin State University.

CASES IN SCHOLARLY BOOKS:

Watts, L. R., Whiting, K., & Jackson, W. T. (1996). Celestial seasonings: Teas more tastefully done. In P. Wright, M. J. Kroll, & J. A. Parnell, *Strategic Management: Concepts and Cases*, (pp. 353-366). Englewood Cliffs, NJ: Prentice Hall.

Watts, L. R., Whiting, K., & Jackson, W. T. (1996). Teaching notes for celestial seasonings. In J. Parnell (Ed.), *Instructor's Manual, Strategic Management: Concepts and Cases*, (pp. 132-136). Saddle River, NJ: Prentice Hall.

Watts, L. R., Todd, T. N., & Jackson, W. T. (1996). Todd ready-mix concrete, inc.. In P. Wright, M. J. Kroll, & J. A. Parnell, *Strategic Management: Concepts and Cases*, (pp. 850-859). Englewood Cliffs, NJ: Prentice Hall.

Watts, L. R., Todd, T. N., & Jackson, W. T. (1996). Teaching notes for todd ready-mix. In J. Parnell (Ed.), *Instructor's Manual, Strategic Management: Concept and Cases*, (pp.310-313). Saddle River, NJ: Prentice Hall.

REFEREED CONFERENCE PROCEEDINGS:

Taylor, L., M. Jackson, W. Jackson, and E. Seanard (2007). Goldratt's thinking process: Is there a place for it in the total enterprise simulation. *Association of Business Simulations and Experiential Learning Proceedings*, 379-386.

- Jackson, M. J. and Jackson, W. T. (2007). Student evaluations of teaching: Is normality the correct assumption? *Southern Management Association Proceedings*, 630-635.
- Jackson, W.T. & Jackson, M.J. (2006). Family business: A new focus, the same research dilemma. In M. Bressler (Ed.) *Proceedings of the Association for Small Business & Entrepreneurship*, Houston, TX: Houston Baptist University, 218-232.
- Jackson, W. T., Gaulden, C. F. & Vaughan, M. J. (2005). A new way of looking at assessment: The job diagnostic survey. *Proceedings, Society of the Advancement of Management*, 255-264.
- Gaulden, C.F., Jr., Jackson, W.T. (2004). The franchise system: A preliminary testing platform on the entrepreneurship continuum. In K. Campbell (Ed.) *Proceedings of the Association for Small Business & Entrepreneurship*, Durant, OK: Southeastern Oklahoma State University, 238-251 .
- Jackson, W. T., Gaster, B. & Gaulden, C. F., Jr. (2003). Quality in small business projects. *Proceedings of the Association for Small Business & Entrepreneurship*, Odessa, TX: University of Texas of the Permian Basin, 17-29.
- Box, T., Watts, L. R. & Jackson, W. T. (2003). Continuous quality improvements in the classroom using the nominal group technique. *Proceedings of the Association for Small Business & Entrepreneurship*, Odessa, TX: University of Texas of the Permian Basin, 30-36.
- Jackson, W. T., Gaulden, C. F., Jr. & Gaster, B. (2003). Students and “real” entrepreneurs: A sneak preview. *Proceedings of the Association for Small Business & Entrepreneurship*, Odessa, TX: University of Texas of the Permian Basin, 272-286.
- Loyd, S., Jackson, W. T. & Gaulden, C. (2002). Starbucks. In J.A. Carland & J. Carland (Eds.), *Proceedings of the International Academy for Case Studies*, Cullowhee, NC: Western Carolina University, 9:1, 73-79.
- Gaulden, C., Jackson, W. T. & Gaster, W. (2002). Personality and Self-Venturing. In J.A. Carland & J. Carland (Eds.) *Proceedings of the Academy of Entrepreneurship*, Cullowhee, NC: Western Carolina University, 8:1, 15-22.
- Loyd, S., Jackson, W. T. & Gaulden, C. (2001). Starbucks coffee: High octane. In J.A. Carland & J. Carland (Eds.), *Proceedings of the International Academy for Case Studies*, Cullowhee, NC: Western Carolina University, 8:2, 38-43.
- Gundersen, D. & Jackson, W. T. (2001). Stock options: An emerging trend in small business. *Proceedings, Association for Small Business & Entrepreneurship*, Odessa, TX: The University of Texas of the Permian Basin, 118-124.

- Gaulden, C. & Jackson, W. T. (2001). Fuzzy marketing: Implications for small business. *Proceedings, Association for Small Business & Entrepreneurship*, Odessa, TX: The University of Texas of the Permian Basin, 89-96.
- Jackson, W. T., Gaster, W. & Gaulden, C. (2001). The continued saga of searching for the entrepreneur: A historical perspective. *Proceedings, Association for Small Business & Entrepreneurship*, Odessa, TX: The University of Texas of the Permian Basin, 55-61.
- Watts, L. R., Jackson, W. T. & Box, T. M. (2000). Ethical frameworks and ethical behavior: A comparison of business and non-business students. In J.A. Carland & J. Carland (Eds.), *Proceedings of the Academy of Educational Leadership*, Cullowhee, NC: Western Carolina University, 5:2, 56-60.
- Gundersen, D. & Jackson, W. T. (2000). The hiring process: Lost but not forgotten. In B. E. Walden (Ed.), *Proceedings, Association for Small Business and Entrepreneurship*, Ada, OK: East Central University, 33-43.
- Jackson, W. T. & Watts, L. R. (1999). Colin Powell: A leader now—a leader then. In J. A. Carland and J. Carland (Eds), *Proceedings of the International Academy For Case Studies*.
- Blackwell, G., Watts, L. R. & Jackson, W. T. (1999). Nike, Inc. In J. A. Carland and J. Carland (Eds.), *Proceedings of the International Academy For Case Studies*.
- Bieber-Hamby, B., Jackson, W. T. & Stine, B. (1999). RJR Tobacco: Weathering the storm, In J. A. Carland and J. Carland (Eds.), *Proceedings of the International Academy For Case Studies*.
- Johnson, D., Watts, L. R & Jackson, W. T. (1998). Workplace violence: Early detection and intervention. In J. A. Carland & J. Carland (Eds.), *Proceedings of the Academy of Strategic and Organizational Leadership*, Cullowhee, NC: Western Carolina University, 39-48.
- Gundersen, D. & Jackson, W. T. (1998). A practical guide to hiring: A prescriptive approach for the small business person. In J. A. Carland & J. Carland (Eds.), *Proceedings of the Academy of Entrepreneurship*, Cullowhee, NC: Western Carolina University, 50-59.
- Jackson, W. T., Scifres, E. & Watts, L. R. (1997). Organizational change: Action or reaction. In J. A. Carland & J. Carland (Eds.), *Proceedings of the Academy of Strategic and Organizational Leadership*, Cullowhee, NC: Western Carolina University, 20-29.

- Jackson, W. T. & Watts, L. R. (1997). Educational Opportunities: Selection and direction by future entrepreneurs. In J. A. Carland & J. Carland (Eds.), *Proceedings of the Academy of Free Enterprise Education*, Cullowhee, NC: Western Carolina University, 48-53.
- Jackson, W. T., Boozer, R. W., Watts, L. R. & Franklin, G. M. (1997). Politics and politicians. In J. A. Carland & J. Carland (Eds.), *Proceedings of the Academy of Strategic and Organizational Leadership*, Cullowhee, NC: Western Carolina University, 30-39.
- Watts, L. R., Clawson, K. J. & Jackson, W. T. (1997). The Small Business Institute Directors' Association: Facing a new direction. In J. A. Carland & J. Carland (Eds.), *International Academy for Case Studies Proceedings*, Cullowhee, NC: Western Carolina University, 1-4.
- Jackson, W. T. & Watts, L. R. (1996). Evaluation of entrepreneurial organizations using a human-network model: A metatheoretical approach. In J. A. Carland & J. Carland (Eds.), *Academy of Managerial Communications Proceedings*, Cullowhee, NC: Western Carolina University, 118-119.
- Jackson, W. T. & Watts L. R. (1996). Earth visions, inc.: The introduction of the Skoot. In J. A. Carland & J. Carland (Eds.), *Academy of Marketing for Case Studies Proceedings*, Cullowhee, NC: Western Carolina University, 274-275.
- Jackson, W. T., Scifres, E. L., & Watts, L. R. (1996). Strategy selection: A study of the airline industry. In J. A. Carland & J. Carland (Eds.), *Academy of Strategic and Organizational Leadership Proceedings*, Cullowhee NC: Western Carolina University, 81-83.
- Jackson, W. T., Ballenger, J., & Watts, L. R. (1996). Emotions in advertising: The use of literary tools. In J. A. Carland & J. Carland (Eds.), *Academy of Marketing Studies Proceedings*, Cullowhee NC: Western Carolina University, 87.
- Warr, B., Watts, L. R., & Jackson, W. T. (1996). Sabine county government. In J. A. Carland & J. Carland (Eds.), *International Academy for Case Studies Proceedings*, Cullowhee NC: Western Carolina University, 232-236.
- Scifres, E. L., Chrisman, J. J., & Jackson, W. T. (1996). Strategic change and survival in the banking industry. In C. Boyd (Ed.), *Proceedings of the Southwest Academy of Management*, Southwest Missouri State University, 24-28.
- Shivers, J. S., Watts, L. R., & Jackson, W. T. (1995). Burns, Morris & Stewart Inc.: Distribution vulnerability. In J. C. Carland and J. W. Carland (Eds.), *International Academy for Case Studies Proceedings*, Cullowhee, NC: Western Carolina University, 127-129.

- Jackson, W. T., Vozikis, G. S., & Watts, L. R. (1995). PSI: The changing of the guard. In J. C. Carland and J. W. Carland (Eds.), *International Academy for Case Studies Proceedings*, Cullowhee, NC: Western Carolina University, 62-65.
- Jackson, W. T., Franklin, G. M., & Hensley, D. (1995). Sexual harassment: No immunity for small business. In W. T. Jackson (Ed.), *Proceedings of the Small Business Institute Directors' Association*, Nacogdoches, TX: Stephen F. Austin State University, 161-165.
- Jackson, W. T., Watts, L. R., & Warr, B. (1995). Economic development: An SBI case model. In A. B. Gresham (Ed.), *Proceedings of the Southwestern Small Business Institute Association*, Nacogdoches, TX: Stephen F. Austin State University, 79-84.
- Jackson, W. T., Watts, L. R., & Behara, R. (1995). Improving the quality of the SBI: A tqm approach. In A. B. Gresham (Ed.), *Proceedings of the Southwestern Small Business Institute Association*, Nacogdoches, TX: Stephen F. Austin State University, 45-51.
- Watts, L. R., Jackson, W. T., & Box, T. M. (1994). Student related outcomes and task design characteristics. *Proceedings, Mountain/Plains Management Conference*.
- Jackson, W. T., Boozer, R. W., Franklin, G. M., & Taylor, R. R. (1994). Correlates of workplace politicking. *Proceedings, Southwest Academy of Management*, 140-148.
- Watts, L. R. & Jackson, W. T. (1994). The SBI program and student outcomes: A study of business policy classes. *Proceedings, Small Business Institute Directors' Association*, 289-296..
- Jackson, W. T. (1993). Franchising: A golden opportunity for the SBI. *Proceedings, Small Business Institute Directors' Association*, 108-113.
- Watts, L. R., Todd, T. N., & Jackson, W. T. (1992). Todd ready-mix concrete, inc.. *Proceedings, North American case Research Association*, 6, 68.
- Gilmore, B. & Jackson, W. T. (1989). Primal Glassworks, inc.: A case study. *Proceedings, North America Case Research Association*, 3: 81.

SYMPOSIUM PRESENTATIONS:

“Goldratt’s Thinking Process: Is There a Place for it in the Total Enterprise Simulation,” Association of Business Simulations and Experiential Learning Annual Meeting, San Antonio, TX, 2007 (with L. Taylor and M. Jackson).

“Student Evaluations of Teaching: Is Normality the Correct Assumption?,” Southern Management Association Annual Meeting, Clearwater, FL, 2006.

“Teaching Entrepreneurship Textbookless,” workshop presented at Association for Small Business & Entrepreneurship Annual Meeting, Austin, TX, 2007 (with M. Jackson).

“Family Business: A New Focus, the Same Research Dilemma,” Association for Small Business & Entrepreneurship Annual Meeting. Corpus Christie, TX, 2006 (with M. Jackson).

“Tom Brown Inc.: Surviving the Oil and Gas Industry.” Allied Academies International Conference, Reno, NV, 2006 (with M. Jackson & L. Johnson).

“Surviving the Process: What to Expect and How to Succeed,” Academy of Management Annual Meeting, Atlanta, GA, 2006 (with M. Jackson, N. Leonard & G. Franklin).

“A New Way of Looking at Assessment: The Job Diagnostic Survey,” Society of the Advancement of Management, Las Vegas, NV, 2005 (with C. Gaulden and M. Vaughan).

“2005 Placement for Applicants,” Academy of Management Annual Meeting. Honolulu, HI, 2005 (with M. Vaughan, N. Leonard, & G. Franklin).

“The Franchise System: A Preliminary Testing Platform on the Entrepreneurial Continuum,” Association for Small Business & Entrepreneurship, Albuquerque, NM, 2004 (with C. Gaulden, W. Gaster and M.J. Vaughan).

“The Entrepreneurial Continuum: A New Prescription for Future Studies,” Allied Academies, New Orleans, LA, 2004 (with M.J. Vaughan).

“Quality in Small Business Projects,” Association for Small Business & Entrepreneurship, Houston, TX, 2003 (with C. Gaulden and B. Gaster).

“Continuous Quality Improvements in the Classroom Using the Nominal Group Technique,” Association for Small Business & Entrepreneurship, Houston, TX, 2003 (with T. Box).

“Students and “Real” Entrepreneurs: A Sneak Preview,” Association for Small Business & Entrepreneurship, Houston, TX, 2003 (with C. Gaulden and B. Gaster).

“Starbucks,” International Academy for Case Studies, Nashville, TN, 2002 (with S. Loyd & C. Gaulden).

“Personality and Self-Venturing,” Academy of Entrepreneurship, Nashville, TN, 2002 (with C. Gaulden & W. Gaster).

“Starbucks Coffee: High Octane,” International Academy for Case Studies, Las Vegas, NV, 2001 (with S. Loyd & C. Gaulden).

“Conferencing to Develop Just-in-Time Information Literacy Skills,” UT System Information Technology Distance Education Conference, Austin, TX, 2001 (with B. Scofield,).

“Stock Options: An Emerging Trend in Small Business,” Association for Small Business & Entrepreneurship, New Orleans, LA, 2001 (with D. Gundersen).

“The Continued Saga of Searching for the Entrepreneur: A Historical Perspective,” Association for Small Business & Entrepreneurship, New Orleans, LA, 2001 (with W. Gaster & C. Gaulden).

“The Hiring Process: Lost but not Forgotten,” Association for Small Business & Entrepreneurship, San Antonio, TX, 2000 (with D. Gundersen).

“Nike, Inc.: High Energy Performance,” International Academy for Case Studies, Las Vegas, NV, 1999 (with G. Blackwell & L. R. Watts).

“Colin Powell: A Leader Now—A Leader Then,” International Academy for Case Studies, Las Vegas, NV, 1999 (with L. R. Watts).

“RJR Tobacco: Weathering the Storm,” International Academy for Case Studies, Las Vegas, NV, 1999 (with B. Bieber-Hamby & B. Stine).

“Workplace Violence: Early Detection and Intervention,” Academy of Strategic and Organizational Leadership, Myrtle Beach, SC, 1998. (with D. Johnson & L. R. Watts)

“A Practical Guide to Hiring: A Prescriptive Approach for the Small Business Person,” Academy of Entrepreneurship, Myrtle Beach, SC, 1998. (with D. Gundersen)

“Organizational Change: Action or Reaction,” Academy of Strategic and Organizational Leadership Meeting, Maui, Hawaii, 1997. (with E. Scifres & L. R. Watts)

“Politics and Politicians,” Academy of Strategic and Organizational Leadership Meeting, Maui, Hawaii, 1997. (with R. W. Boozer, L. R. Watts & G. F. Franklin)

“Educational Opportunities: Selection and Direction by Future Entrepreneurs,” Academy of Free Enterprise Education Meeting, Maui, Hawaii, 1997. (with L. R. Watts)

“The Small Business Institute Directors’ Association: Facing a New Direction,” International Academy for Case Studies Meeting, Las Vegas, NV, 1997. (with K. L. Clawson & L. R. Watts)

“PSI: Changing of the Guard,” International Academy for Case Studies Meeting, Nassau, Bahamas, 1995. (with G. S. Vozikis & L. R. Watts)

“Sexual Harassment: No Immunity for Small Business,” Small Business Institute Directors’ Association Meeting, Nashville, TN, 1995. (with G. M. Franklin & D. Hensley)

“Economic Development: An SBI Case Model,” Southwestern Small Business Institute Association Meeting, Houston, TX, 1995. (with L. R. Watts & B. Warr)

“The Relationship of Incremental Innovations and Performance: An Empirical Investigation of Small Business Types,” Southwestern Small Business Institute Association Meeting, Houston, TX, 1995. (with S. Cappel, P. Wright, & M. Kroll)

“Correlates of Workplace Politicking,” Southwest Academy of Management Meeting, Dallas, TX, 1994. (with R. W. Boozer, G. M. Franklin, & R. R. Taylor)

“The Effect of Course Redesign on SBI Student Outcomes: An Application of Job Characteristics Model,” Southwestern Small Business Institute Association Meeting, Dallas, TX, 1994. (with L. R. Watts)

“The SBI Program and Student Outcomes: A Study of Business Policy Classes,” Small Business Institute Directors’ Association Meeting, San Antonio, TX, 1994. (with L. R. Watts)

“Procedures for Conducting Traditional SBI Cases,” and “Procedures for Conducting SBI Cases: Format Questions, Student Manual, and Case Presentations,” SBI Director and Case Supervisor Workshop, Denton, TX, 1993.

“Celestial Seasoning: Teas More Tastefully Done,” North American Case Research Association Meeting, New Orleans, LA, 1992. (with L. R. Watts)

“Improving the Social Marketing of the AIDS Issue,” Midwest Business Administration Association Meeting, Chicago, IL, 1990. (with C. L. Abercrombie)

“Primal Glassworks, Inc.,” North American Case Research Association Meeting, New Orleans, LA, 1989. (with B. Gilmore)

DISCUSSANT:

Southern Management Association, St. Petersburg, FL, 2008.

Southern Management Association, Nashville, TN, 2007.

Southern Management Association, Clearwater Beach, FL, 2006.

Association for Small Business & Entrepreneurship, Albuquerque, NM, 2004.

Association for Small Business & Entrepreneurship, Houston, TX, 2003.

Association for Small Business & Entrepreneurship, St. Louis, MO, 2002 & Las Vegas, NV, 2002.

Association for Small Business & Entrepreneurship, New Orleans, LA, 2001.

Association for Small Business & Entrepreneurship, San Antonio, TX, 2000.

International Academy for Case Studies, Las Vegas, NV, 1997.

Southwestern Small Business Institute Association meeting, San Antonio, TX, 1996

International Academy of Case Studies Meeting, Nassau, Bahamas, 1995.

.Southwestern Small Business Institute Association Meeting, Houston, TX, 1995.

Small Business Institute Directors' Meeting, Nashville, TN, 1995.

Southwestern Small Business Institute Association Meeting, Dallas, TX, 1994.

Small Business Institute Directors' Association Meeting, San Antonio, TX, 1994.

Southwestern Small Business Institute Association Meeting, New Orleans, LA, 1993.

Small Business Institute Directors' Association Meeting, San Diego, California, 1993.

North American Case Research Association Meeting, New Orleans, LA, 1992.

Southwest Academy of Management Meeting, San Antonio, TX, 1992.

SESSION CHAIR/PANELIST:

Panelist for United States Association of Small Business and Entrepreneurship, Anaheim, CA, 2009.

Panelist for Association for Small Business & Entrepreneurship, Albuquerque, NM, 2008.

Panelist for Association for Small Business & Entrepreneurship, Albuquerque, NM, 2004.

Session chair for Association for Small Business & Entrepreneurship, Houston, TX, 2003.

Session chair for Association for Small Business & Entrepreneurship, St. Louis, MO, 2002.

Session chair for the International Academy for Case Studies, Nashville, TN, 2002.

Session chair for the International Academy for Case Studies, Las Vegas, NV, 2001.

Session chair and panelist for Association for Small Business & Entrepreneurship, New Orleans, LA, 2001.

Session chair and panelist for Association for Small Business & Entrepreneurship, San Antonio, TX, 2000.

International Academy of Strategic and Organizational Leadership, Myrtle Beach, SC, 1998.

International Academy of Strategic and Organizational Leadership Meeting, Maui, Hawaii, 1997.

International Academy for Case Studies Meeting, Las Vegas, NV, 1997.

International Academy for Case Studies Meeting, Nassau, Bahamas, 1995.

Panelist for S.W. Region of the Association of Collegiate Business Schools and Programs: "Re-engineering Business Programs to Prepare Graduates for the Small Business World," Albuquerque, NM, 1995.

Southwest Academy of Management Meeting, Houston, TX, 1995.

Southwestern Small Business Institute Association Meeting, Houston, TX, 1995.

SERVICE – NATIONAL/REGIONAL:

Reviewer, Association for Small Business & Entrepreneurship, 2008.

Reviewer, Southern Management Association, 2008.

Reviewer, Association of Business Simulations and Experiential Learning, 2007.

Reviewer, Academy of Management, 2007.

"Dean of Fellows, Association for Small Business & Entrepreneurship, 2006-2007.

Member, Board of Directors, Federation of Business Disciplines, 2003.

Past President, Association for Small Business & Entrepreneurship, 2003 to 2004.

President, Association for Small Business & Entrepreneurship, 2002 to 2003.

President Elect, Association for Small Business & Entrepreneurship, 2001 to 2002.

Vice-President, Programs, Association for Small Business & Entrepreneurship, 2000 to 2001.

Editor, *Academy of Strategic Management Journal*, 2001 to 2006.

Reviewer for Association for Small Business & Entrepreneurship, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007.

Reviewer, Southern Management Association Meeting, 2001, 2002, 2003, 2006, 2007.

Reviewer, Society for Marketing Advances Meeting, 2002, 2004, 2005.

Reviewer, Academy for Entrepreneurship Meeting, 2002.

Member, Editorial Review Board, *Journal of the International Academy for Case Studies*, 2001 to present.

Member, Editorial Review Board, *Journal of Small Business Management*, 1994 to 2000.

Member, Editorial Review Board, *Journal of Small Business Strategy*, 1996 to 1999.

Member, Editorial Review Board, *The Academy of Entrepreneurship*, 1996 to Present.

Member, Editorial Review Board, *The Entrepreneurial Executive*, 1996 to 2000.

Member, Editorial Review Board, *Journal of Business & Entrepreneurship*, 1993 to 1994.

Member, Board of Directors, Small Business Institute Directors' Association, 1993, 1994, 1995, 1996.

Past-President, Association of Small Business & Entrepreneurship, 1996 to 1997.

President, Association of Small Business & Entrepreneurship, 1995 to 1996.

President Elect, Association of Small Business & Entrepreneurship, 1994 to 1995.

Vice-President, Membership, Association of Small Business & Entrepreneurship, 1993 to 1994.

Historian, Association of Small Business & Entrepreneurship, 1998 to Present.

Member, Board of Directors, Southwestern Federation of Administrative Disciplines, 1994, 1995, 1996, 2000.

Chairman, Advisory Board, *Journal of Business & Entrepreneurship*, 1994 and 2001.

Reviewer, Western Decision Sciences Institute Meeting, 1997.

Reviewer, Academy of Business Administration, Small Business/Entrepreneurship Track, 1996.

Reviewer, Southwest Academy of Management, Policy Track, 1992, 1994.

Reviewer, Southern Academy of Management, Entrepreneurship Track, 1992, 1994.

Member, Accreditation Committee, Small Business Institute Directors' Association, 1993.

Member, Economic Development Committee, Small Business Institute Directors' Association, 1992.

SERVICE – COMMUNITY:

Judge and Participant, Wacky Wednesday Program, 2008.

Sub-Committee Chairman, Small Business Incubator Development, Nacogdoches County Chamber of Commerce, 1993 to 2000.

Assistant Coach, Nacogdoches Youth Soccer Association, 1994.

Secretary/Treasurer, Christ Episcopal School PTO, 1994, 1995, 1996.

Member, Endowment Committee, Christ Episcopal School, 1995 to 2000.

Judge and Participant, Fabulous Friday Program, 1996.

SERVICE – UNIVERSITY:

Bank of America Endowed Chair of Business, 2008 to present.

Faculty Advisor, Collegiate Entrepreneurs Organization, student club, 2008 to present.

DSC Foundation Endowed Chair of Management, 2005 to 2007.

Member, Faculty Evaluation Committee, 2005 to 2007.

Member, Library Search Committee, 2006 to 2007.

The Pinkie Roden Endowed Chair of Entrepreneurship, 2000 to 2005.

Member and Vice President, Faculty Senate, 2001 to 2003.

Chair, Mission Sub-Committee for the Budget and Planning Committee, 2001 to 2005.

Member and Chair, Commencement Committee, 2000 to 2004.

Member, Southern Association of Colleges Assessment Committee, 2000 to 2005.

Director, Small Business Institute Program, 1991 to 2000.

Member, Institutional Effectiveness Committee, 1993 to 1996.

SERVICE – COLLEGE/SCHOOL:

Member, Graduate Curriculum Committee, 2007 to present.

Member, Small Business Networking Breakfast team, 2007 to present.

Member, Peer, Aspirant and Competing School AACSB sub-committee, 2008.

Member, Marketing Search Committee, 2006 to 2007.

Member, Assessment and Curriculum Committee, 2005 to 2007.

Coordinator, Division of Business Administration Dalton State College, AACSB, International, 2005-2006.

Member, Division of Business Administration Dalton State College, Intellectual Contributions, Students, and Executive Committees for AACSB, International, 2005-2006.

Coordinator, School of Business AACSB Assessment Committee, 2000 to 2005.

Member, School of Business Curriculum Committee, 2000 to 2005.

Member, School of Business Tenure and Promotion Committee, 2000 to 2005.

Chair, Management position search committee, 2003 to 2004.

Member, Finance position search committee, 2003 to 2004.

Member, Accounting position search committee 2003 to 2005.

Member, Academic Advisor search committee, 2004.

Member, College of Business, Graduate Committee, 1998 to 2000.

Member, College of Business, Promotion Committee, 1997-2000.

Member, College of Business Strategic Management System Committee, August 1995 to December 1996.

Chair, College of Business, Strategic Management System Committee, Sub-Group – Undergraduate curriculum, August 1995 to December 1996.

Member, College of Business, Graduate Council, 1994 to 1996.

Member, College of Business Council, 1992 to 1994.

Member, College of Business Merit Committee, 1992 to 1993.

SERVICE – DEPARTMENT:

Member, Department of Management, Marketing & International Business, Chair Search Committee, 1998 to 2000.

Member, Department of Management & Marketing Advisory Council, 1995 to 2000.

Chair, Business Resource & Education Center, 1994 to 2000.

Member, Department Grant Writing Committee, 1994 to 2000.

Secretary, Department Chair Search Committee, 1993 to 1994.

Chair, Department of Management Assessment Committee, 1993 to 1994.

Chair, Management Curricula Committee, 1991 to 1992.

Member, Management Faculty Search and Screen Committee, 1992 to 1993.

Member, Departmental SACS committee, 1998 to 1999.

RESEARCH IN PROGRESS:

“A New Approach to the Analysis of Student Evaluations,” (with M. Jackson). 95% complete, being submitted to *Academy of Management Learning & Education Journal*.

“A Small Business Typology: Improving Research in the Field of Entrepreneurship,” (with M. Jackson & P. Wright) 50% complete, being submitted to *The Strategic Management Journal*.

“The Variability of Risk Measures in Entrepreneurial Research,” (with M. Jackson & P. Wright) 25% complete, being submitted to the *Journal of Business Venturing*.

“The Influence of Environmental Upheavals: An Examination of the Airline Industry,” 50% (with P. Wright), target journal undecided.

“Southwest Airlines: Life Without Herb,” (with M. Jackson). 75% complete, target journal undecided.

“Sail Carribean Divers: Launching the Ships,” (with M. Jackson & M. Filiatreau). 90% complete, being submitted to *Journal of the International Academy for Case Studies*.

AWARDS AND RECOGNITION:

“Tom Brown Inc.: Surviving in the Oil and Gas Industry,” selected as “Distinguished Research Award” winner for Academy for International Case Studies during 2006 International Conference in Reno, NV, October, 2006.

“Curricula Assessment Using the Course Diagnostic Survey: A Proposal,” selected as “Distinguished Research Award” winner for the Allied Academy of Entrepreneurship during its 2005 International Conference in Las Vegas, NV, October, 2005.

Selected as “Outstanding Educator of the Year” for the Association of Small Business and Entrepreneurship, Albuquerque, NM, October, 2005.

“The Entrepreneurial Continuum: A New Prescription for Future Studies,” selected as “Distinguished Research Award” winner for the Allied Academy of Entrepreneurship during its 2004 National Conference in New, Orleans, April 2004.

Elected as “FELLOW” for the Allied Academies for valuable and continuous service to the organization, 2004.

“An Empirical Examination of the Relationship of Personality and the Propensity for Self-Venturing,” selected as “Distinguished Research Award” winner for the Allied Academy of Entrepreneurship during its 2002 National Conference in Nashville, TN, April 2002.

“Starbucks: The Cup Runneth Over,” selected for “Research Award” winner for the International Academy for Case Studies during its 2002 National Conference in Nashville, TN, April 2002.

“Ethical Frameworks and Ethical Behavior: A Comparison of Business and Non-Business Students,” selected as “Distinguished Research Award” winner for the Academy of Educational Leadership during its 2000 International Conference in Maui, Hawaii, October 2000.

“Nike Inc.: High Energy Performance,” selected as “Distinguished Research Award” winner for the International Academy For Case Studies during its 1999 International Conference in Las Vegas, NV, October 1999.

Elected as a “FELLOW” for the Association of Small Business and Entrepreneurship. This award is given by the organization to those that have made valuable contributions to the organization as well as the field of small business and entrepreneurship.

Distinguished Teaching Award nominee from the Department of Management, Marketing & International Business for 1998-99 academic year.

Recipient of Faculty Development Grant to attend the Step 1 training program for the Meyers-Brigg Type Indicator presented by the Association of Psychological Types.

“Southwest Airlines: When are we no longer small,” selected as “Distinguished Research Award” winner at the International Academy of Case Studies Meeting, Las Vegas, NV, 1998.

“Workplace Violence: Early Detection and Intervention,” selected as “Outstanding Paper” at the International Academy of Strategic and Organizational Leadership Meeting, Myrtle Beach, SC, 1998.

“Politics and Politicians,” selected as “Outstanding Paper” at the International Academy of Strategic and Organizational Leadership Meeting, Maui, Hawaii, 1997.

“PSI: Changing of the Guard,” selected as “Distinguished Case” at the International Academy for Case Studies Meeting, Nassau, Bahamas, 1995.

“The Relationship of Incremental Innovations and Performance: An Empirical Investigation of Small Business Types,” selected as the Irwin “Distinguished Paper” and the Southwestern Small Business Institute Association’s “Homer L. Saunders Best Paper” at the Southwestern Federation Administrative Disciplines Meeting, Houston, TX, 1995.

“Sexual Harassment: No Immunity for Small Business,” selected as “Best in Track” by the Small Business Institute Directors’ Association Meeting, Nashville, TN, 1995.
(Placed third runner-up overall)

Small Business Administration's, Dallas District Office, winner of "Best Student Case" award for 1993 and 1995.

"The Social Marketing of the Aids Issue," selected as the Irwin "Distinguished Paper" at the Midwest Marketing Association Meeting, Chicago, IL, 1990.

Recipient of the Thomas and Ethel Hart Fellowship in Strategic Management/Free Enterprise, 1990-1991. Fellowship awarded to the outstanding student in strategic management in the Fogelman College of Business and Economics at Memphis State University.

Nominated for the Graduate Assistant Meritorious Teaching Award for Memphis State University by the Teaching Awards Screening Committee from the Fogelman College of Business and Economics at Memphis State University, 1989-1990.

WORK EXPERIENCE:

November 1984 to January 1988 – Consultant, Tennessee Small Business Development Center
Memphis State University

Duties: Provided counseling service, to include: gathering information; financial analysis; analyzing business situations or proposed management decisions; and, suggesting possible alternatives using available information and best professional judgment.

October 1982 to November 1984 – Staff Accountant
Brundige, Payne & Company, PC

Duties: Performed duties in all facets of public accounting, to include: auditing; tax research and preparation; management advisory services; and, supervision of junior accountants in the same.

February 1982 to October 1982 – Financial and Budget Coordinator
First Tennessee Bank, Information Division

Duties: Provided financial support, to include: monitoring, for budget review, all division expenditures; preparation of monthly variance reports; assistance in annual budget preparation; and, performance of various financial analysis.

March 1976 to September 1981 – Chief, Disaster Preparedness Division
USAF, Moody AFB, GA

Duties: Responsible for overall preparedness of base resources in the event of natural disaster, major accident, or enemy attack. (Honorably Discharged September 15,

1981 as First Lieutenant and currently serving in the USAF Reserves in the grade of Lt. Colonel).

September 1970 to March 1976 – Assistant Manager
Jackson's Clothing Co., Inc.
Selma, AL

Duties: Employed part and full-time, departing as Assistant Manager. Responsible for supervising ten employees, monitoring sales, bookkeeping, purchasing, and advertising.

PROFESSIONAL AFFILIATIONS:

Academy of Management
Southern Management Association
Association for Small Business & Entrepreneurship
United States Association of Small Business & Entrepreneurship
Allied Academies

CONSULTING EXPERIENCE/PROJECTS:

2008, served as the co-advisor of four student cases on local small businesses accomplished at USFSP.

1991 to 2000, served as co-advisor on all Small Business Institute (SBI) cases accomplished at SFA. These projects have provided assistance to over 150 local small businesses in the Nacogdoches area. 2008, initiated similar program at USFSP overseeing 4 consulting projects to local small businesses.

January 1988 to May 1990, provided consulting for the following organizations on the specified projects:

- Memphis Tennessee Chamber of Commerce – Economic Analysis of the Mid-South Common Market Area.
- Fayette County Board of Education/Tennessee Valley Authority – Planning and direction for development of Fayette County's School Based Entrepreneurship Program.
- Memphis Light, Gas and Water – Business Plan for a Memphis Compost Facility.
- Memphis State University – General Small Business Assistance.