

# Lewis Hershey, M.A., Ph.D.

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## Summary of qualifications

- Established Disability Planning and Policy Center, Sales Center and Recruited the first Executive in Residence for Professional Sales and Sales Management at Eastern Michigan University. Signed Quicken Loans as first Corporate Partner. Selected and led faculty teams for paid external consulting. Raised \$80,000 in external funding as Department Head.
- Managed Reorganization of Department. Increased size of department by one-third, merging faculty from CIS, integrating Operations Management and Social Media faculty into Marketing Department at Eastern Michigan University.
- Academic and Business Leadership Experience. Department Head; Committee Chair and Author of AACSB Academic Faculty Qualifications Section Report, Chair of School of Business Redesign Committee, President, Local Chapter of the Society of Financial Services Professionals, National Board Member, University Partners Program of the SFSP, Research Director and Survey Research for local professional and civic organizations, Sergeant-at-Arms Southern Pines Rotary Club, Member of Southern Pines Planning Board and Board of Adjustment. Additional administrative experience in course coordination, strategic planning, and co-author with multiple colleagues.
- Over 25 years college teaching experience. Expertise in marketing courses, strategy planning, online course and instructional design, and curricular assessment.
- Designer/creator of 50+ educational technology products. Creator of first-to-market PowerPoint Lecture systems used for business textbooks. Expertise in computer-based presentation software, sales presentation design, training, and delivery.
- Extensive, 17+ years experience in the design, development, and teaching of online courses and distance education at both the MBA and undergraduate levels.
- Two years corporate sales experience. Expertise in the marketing of financial services, personal selling, financial education, entrepreneurship, marketing strategy.
- NASD Licenses: Series 7 General Securities, Series 63, 65. GA & NC Insurance Licenses: Life, Accident, and Sickness, Variable Life, Variable Annuity.
- Seven years owner/entrepreneur of consulting/software business. Designed and created new software product, created national marketing campaign, implemented and controlled product roll-out. Strategy consultant to Fortune 500 companies, law-enforcement equipment manufacturer startup, city government, small businesses.
- AACSB Scholarly Academic qualified through 2026. Over 150 AACSB intellectual contributions in discipline-based scholarship, learning and pedagogical scholarship, and contributions to practice; including 60+ peer-reviewed publications (31 journals and 32 proceedings) and 90+ academic publications overall.
- Honorable Discharge, United States Air Force.

**Selected work  
experience**

**Professor of Marketing, Eastern Michigan University, 2015 - Current;  
Department Head , 2015-2020 ; Director, EMU Sales Center;  
Co-Director, EMU Disability and Policy Center**

- Full time administrator of 19 tenure-track faculty, 3 full time faculty, 10 adjunct faculty and 6 staff personnel. Responsible for budget, scheduling, reporting and external relationships. Established Executive in Residence for Advanced Personal Selling and opened The Sales Institute, Fall 2016. Recruited Quicken Loans as first corporate sponsor for The Sales Institute, Spring 2017. AACSB coordinator, 2018-2019.

**Professor of Marketing, Fayetteville State University, 2007-2015**

**Associate Professor of Marketing, Fayetteville State University, 2003-2007**

- Teaching and research in marketing research, marketing principles, retailing, advertising, marketing strategy (MBA), and consumer behavior (MBA). Designed and developed online courses in consumer behavior and marketing strategy. Author of anytime-anywhere course delivery strategic plan for merging online and real time courses. Member of the graduate faculty. Author of IC section of successful AACSB accreditation self-study.

**Associate Professor of Marketing, UNC-Pembroke, 2001-2003**

- Teaching and research in marketing management, sales management, personal selling, marketing communications and advertising, consumer behavior, marketing research, business strategy, MBA strategy course (both marketing and management). Designed and developed online courses in marketing, human resource management, and business strategy. Member of the graduate faculty.

**Adjunct Faculty in Marketing, MBA Program, Georgia State University, 1999-2000**

- Teaching MBA course in marketing management. Developed innovative team-based learning course design featuring multimedia term presentation project.

**Financial Advisor, Prudential Preferred Financial Services, 1998-1999**

- Financial planner, advisor. Expertise in the marketing and personal selling of financial services for companies and individuals. Creator of sales seminars. Recruited from competitor.

**Financial Advisor, American Express Financial Advisors, 1997-1998**

- Financial planner, advisor. Expertise in telemarketing, prospecting, and personal selling of financial services.

**President, Apple Mountain Software/Hershey Consulting Services, Highlands, NC, 1993-1999**

- Developer of presentation software utility for PowerPoint, *HelpMasters Designs*<sup>TM</sup>. Created web-based marketing program for national and international product sales. Author of more than first-to-market ever CAI educational technology products used in support of over 3 million MBA and undergraduate business textbook adoptions worldwide (*See CV for extensive list*). Expertise in sales presentations design and delivery, entrepreneurship, new product development, strategic planning. Presentation designer, coach, and motivational speaker on a host of topics including the proprietary seminar, "*Information Technology and the New Literacy*."

**Assistant Professor of Marketing, Anderson College, 1994-1995**

- Teaching in marketing, marketing research, consumer behavior, and advertising. Nominated for campus wide best teacher award by students. Developed team-based examination approach for senior level marketing classes. Credentials supported successful SACS accreditation.

**Assistant Professor of Marketing, Northeast Missouri State, 1989-1994**

- Teaching and research in marketing research, marketing management, consumer behavior, advertising and promotion. Research director for community and university clients. Expertise in survey research design and implementation, managing research department, statistical data collection and analysis. Publication in national proceedings, regional journals in marketing.

Superior teaching evaluations. Faculty sponsor, American Marketing Association. Designed and developed curricular assessment instruments for FIPSE Grant, Residential College, and Freshman week experience.

**Assistant Professor of Communications, St. Louis University, 1988-1989**

- Teaching and research in business communications. Developer of innovative teaching materials for Public Relations textbook publisher. Publication in regional journals.

**Instructor of Communications, Louisiana State University, 1984-1988**

- Responsibilities included teaching, course design, and evaluation of student work in business communications and public speaking courses. Publication in national and regional journals.

**Education**

**Ph. D., Communications; Minor Specialization: Marketing (AACSB)**

- **Louisiana State University.** Research and publication in advertising and promotion, organizational culture and communication, theories of persuasion. Tied for best student research paper at national convention. **Dissertation: Peripheral Persuasion in Advertising.** Marketing Specialization Area Faculty Advisor: Dr. Dan Sherrell.

**Masters of Arts, Communications**

- **University of North Carolina at Chapel Hill.** Research and study in theories of communication. Lucia Morgan Scholar, 1984. Coach of speech team - Individual National Champions in Persuasive and Informative Speaking.

**Bachelor of Arts, Communications and History**

- **University of North Carolina at Chapel Hill.** Double major. Quarter finalist in national speech competition.

**High School Diploma**

- National Merit and Morehead Scholarship Nominee.
- Winner of Four Year AFROTC Scholarship.
- School President.
- Four Year Letterman in Track.

**Awards & Certifications**

**Kenneth Black Jr., Journal Author Award, 2019 (2<sup>nd</sup> Place), 2017 (1<sup>st</sup> Place), *Journal of Financial Service Professionals.***

**Paul Mills Scholar, Foundation of Financial Service Professionals, 2009.**

**Risk Management and Insurance, College of Financial Planning, 1998.**

**Professional memberships**

American Marketing Association, Society for Marketing Advances, Society of Financial Services Professionals, University of North Carolina Alumni Association, Rotary International.

**References**

Available Separately

## ***Leadership and Administrative Experience: Fundraising and Marketing Strategy Planning for University and Community Clients***

**External Fundraising, \$1,000 – Sherwin Williams. Sales Institute Sponsor, Winter 2022**

**External Fundraising, \$5,000, Jan 2022.** Fastenal. Sales Institute Sponsor.

**External Fundraising, \$1,000 – Northwestern Mutual Insurance Company, Winter 2022**

**External Fundraising, \$5,000, Jan 2021.** Fastenal. Sales Institute Sponsor.

**External Fundraising, \$1,000 – Northwestern Mutual Insurance Company, Winter 2021**

**External Fundraising, \$500 – Susan Rosales, State Farm, Winter 2021**

**External Fundraising, \$2,500, Aug 2020-2021.** Enterprise Holdings Foundation. Sales Institute Sponsor.

**External Revenue Generated, \$45,000, July/August 2016, August 2017.** Selected, directed, and supervised marketing faculty team providing consulting on Marketing Strategy and Branding to community client, [Ziebart Corporation](#), a leading provider of after-market automotive protective products and services.

**External Fundraising, \$2,500, Aug 2019-2020.** Enterprise Holdings Foundation. Sales Institute Sponsor.

**External Fundraising, \$5,000, Jan 2020.** Fastenal. Sales Institute Sponsor.

**External Fundraising, \$5,000, Aug 2018.** ABC Supply. Sales Institute Sponsor.

**External Fundraising, \$10,000, July 2017.** Prospected and built relationships with Quicken Loans personnel over a 2 year period, resulting in Bronze Sponsorship of EMU Sales Institute and enhanced recruitment efforts for corporate partner.

**Co-producer, EMU Today TV, 2017 to present.** Mentored adjunct instructor idea for on-campus, student produced, faculty directed interview format TV show for local public access Comcast affiliate.

**Author, Report to the Senior Vice Chancellor for Academic Affairs on Student Recruitment Strategic Planning, January 2012.** Provided detailed recommendations for FSU recruitment and summary of attended panel sessions from the 2011 AMA Marketing of Higher Education Conference in Chicago, IL.

**Designer, SBE Student Recruitment Strategic Planning Ad Hoc Committee, October 2011.** Provided recruitment strategy design to Dean/Chairs Ad Hoc committee featuring personal selling seminar model and value-based selling proposition of SBE degrees, to be funded by unspecified admin stipend offered by the SBE Dean.

**External Fundraising, Hershey Company, 2010-2011, \$50,000.** Organized visit to FSU of Hershey CEO David West and 5 human resources personnel for recruitment, strategic alignment talks, Spring 2010. Visit by Hershey HR Head Paul Hagerty, Fall 2010. Hershey Company sponsored then FSU-Based OFC Venture Challenge over two years at \$25,000 per year.

**Society of Financial Services Professionals, 2010-2012.** Organized visit to FSU of National President Tom Petsche, CLU, ChMFC, Fall 2010. President Petsche wanted to meet BADM 430 Interns and UPP members and thank them as the first student chapter in the country to provide business support services to a local professional chapter of the SFSP (2010) and to thank the SBE Dean for his support in building UPP initiatives. Later, SBE FSU became the first school in the country to host a SFSP Professional Day (2012).

**Research Director, 2009.** "Survey of Membership," Southern Pines BPOE (Elks), Summer.

**Administrator, Scholar System Database Software, SBE 2008-2009.** Tracked SBE Faculty data of intellectual contributions for AACSB academic qualification. Maintained records, approved new journals for inclusion.

**Research Consultant for Survey Design and Analysis,** Regional Technology Strategies, Inc., and the University of North Carolina-Chapel Hill School of Government, for Cumberland County Business Council, Summer-Fall 2008.

**Author, Summary Report on "A Briefing on AACSB AQ/PQ Faculty Standards," AACSB International Faculty Conference on Learning and Research, June 29, 2008.** Summary review of panel discussions and specific Q&A sessions at conference regarding interpretation of AACSB standards for faculty academic qualifications for schools in candidacy.

**Author and Presenter, The 3-D Writing Heuristic, SBE Faculty Colloquium, Nov 14, 2007.** Presented innovative teaching method for teaching business communication writing developed for Journal Publication. Recruited by SBE Dean to become course coordinator of BADM 215 Business Communication for Fall 2008 to implement teaching method, create lectures on writing and presentation design, and provide lectures for them personally across all sections, to be funded by \$3,000 admin stipend as teaching overload. Program cancelled when funding withdrawn.

**Chair, Reorganization Committee, School of Business and Economics, Fall 2007.** Author of committee report recommending reorganization of departments, creation of a new department, realignment of existing departments and staff resources to better meet growth and service needs, Fayetteville State University.

**Author, 2006** "A Proposal to Create the FSU SBE Faculty Center for Community Service Initiatives Supporting Economic and Community Development." (UNC General Administration Associate Vice President Leslie Boney offered to fund the center, then Chancellor Hackley declined funding), August.

**Survey Designer, 2005,** "Survey of Citizen Satisfaction with City Services for the City of Fayetteville, NC," Summer.

**Research Director and Report Author, 2005,** "Membership Survey for the Society for Financial Service Professionals, Fayetteville, NC," Summer.

**Author, 2004,** "Integrated Marketing Communications Strategy for the City of Fayetteville, NC," Summer.

**Author, 2004,** "Marketing Strategy for the Institute for Community Leadership, Cumberland County, NC," Summer.

**Author, 2004,** "Marketing Strategy for the Ft. Bragg/FSU Strategic Initiative for Educational Excellence, Fayetteville State University, Fayetteville State University," Spring.

**Author, 2003,** A Plan for General Education Curriculum Design for UNCP. *Asheville Institute on General Education Curricular Design and Reform.* American Association of Colleges and Universities (Lead Author, UNC-Pembroke Team).

**Research Director, 1993,** Survey of Media Usage, Kirksville, MO. Designed survey instrument, implemented survey research identifying consumption of media of choice for shopping information by local population. Information distributed to local businesses.

**Research Director, 1993,** Laura Ingles Wilder Residential College, Northeast Missouri State University. Developed and implemented assessment instrument to measure effectiveness of college relative to mission statement.

**Research Director, 1992,** Freshman Week Assessment Instrument,. Northeast Missouri State University. Responsibilities included design, creation, implementation, and analysis of survey measuring freshman week orientation performance in relation to university goals.

**Research Associate, 1991,** FIPSE GRANT \$6000. (Fund for the Improvement of Post-Secondary Education). Northeast Missouri State University. Responsibilities included data analysis, graphic summary and presentation of data from year-long study. Presentation formats in both computer and printed form.

**Author, Macintosh Computer Lab Grant, 1990.** Peat, Marwick, Main and Company, \$100,000. Received grant for furnishing, staffing, and sinking fund for maintenance and supplies, Northeast Missouri State University, in support of Accounting program.

## Intellectual Contributions (160+)

**Basic and Applied Scholarship: 44 (27 Journals, 17 Proceedings)**

**Teaching and Learning Scholarship: 103 (incl. 5 Journals, 17 Proceedings)**

**Contributions to Practice: 23 (incl. 14 Corporate Sales Presentation Designs)**

### **Basic and Applied Scholarship: Peer-Reviewed Journal Publications (27)**

- Hershey, Lewis, Annemarie Kelly, and Christina Marsack-Topolewski (2022), "Using In-Service Retirement Plan Distributions with Roth Conversions to Fund Special Needs Planning," *Journal of Financial Service Professionals*, 76, (2) 49-58.
- Kelly, Annemarie, Lewis Hershey and Christina Marsack-Topolewski (2021), "A 50-State Review of Guardianship Laws: Specific Concerns for Special Needs Planning," *Journal of Financial Service Professionals*, 75, (1) 59-79.
- Kelly, Annemarie, Lewis Hershey and Christina Marsack-Topolewski (2020), "Implementing Guardianship Policies in Special Needs Planning: Five Potential Positives," *Journal of Financial Service Professionals*, 74, (6) 49-63.
- Kelly, Annemarie, Lewis Hershey and Christina Marsack-Topolewski (2020), "Implementing Guardianship Policies in Special Needs Planning: Five Possible Pitfalls," *Journal of Financial Service Professionals*, 74, (5) 42-54.
- Hershey, Lewis, and Annemarie Kelly (2019), "Using Roth Conversions of Legacy Retirement Plans to Fund Special Needs Planning," *Journal of Financial Service Professionals*, 73, (2) 80-88.  
**Second Place 2019, Kenneth Black Journal Author Awards, Society of Financial Service Professionals.**
- Kelly, Annemarie and Lewis Hershey (2018), "A 50 State Review of ABLE Act 529A Accounts," *Journal of Financial Service Professionals*, 72, (2) 68-84.
- Hershey, Lewis, Annemarie Kelly and Boris Abbey (2017), "Enabling ABLE: Five Potential Positives for Implementing the ABLE Act," *Journal of Financial Service Professionals*, 71 (2) 60-68.  
**First Place 2017, Kenneth Black Journal Author Awards, Society of Financial Service Professionals.**
- Hershey, Lewis, Annemarie Kelly and Boris Abbey (2017), "Disabling ABLE: Five Possible Pitfalls When Implementing the ABLE Act," *Journal of Financial Service Professionals*, 71 (2) 70-78.
- Abbey, Boris and Lewis Hershey (2016), "Does the ABLE Act Enable the Wealthy and Disable the Poor?" *Journal of Financial Service Professionals*, 70 (2), 46-52.
- Hershey, Lewis, Boris Abbey, Terry Stanaland, and Terry Owens (2015), "When to Stretch and When NOT Stretch an Inherited IRA: The Special Case of the Special Needs Trust," *Journal of Financial Service Professionals*, 69 (2), 59-66.
- Dubas, Khalid Lewis Hershey and Saeed Dubas (2015), "An Evaluation of the Walk-in and Online Counterparts of Leading US Stores," *Academy of Marketing Studies Journal*, 91, (1), 166-176.
- Chung, Wingyan and Lewis Hershey (2012), "Enhancing Information Privacy and Data Sharing in a Health-care IT Company: The Case of Ricerro Communications, Inc." *Journal of Information Privacy and Security*, 56-78.
- Dubas, K., Hershey, L., Nijhawan, I., Mehta, R. (2011), "Breakeven and Profitability Analyses in Marketing Management Using R Software," *Innovative Marketing*, 7 (3), 51-61.
- Hershey, Lewis and John Branch. (2011), "Lexicon Rhetoricae: The Narrative Theory of Kenneth Burke and its Application to Marketing," *Qualitative Marketing Research: An International Journal*, 14 (2) 174-187.
- Hershey, Lewis and C. Wishart (2007), "The Application of Narrative Theory for Organization Theory Building," *Review of Business Research*, VII, (1), 139-147.
- Hershey, Lewis (2007), "Mythic Vision, Rhetorical Determinacy, and Organizational Culture in the Selective Service System," *Journal of Business and Leadership*, 3 (1), 22-31.
- Hogan, Beth, Lewis Hershey, Steven Richey, (2007), "Using a Patient Satisfaction Survey to Improve the Delivery and Effectiveness of Drug Addiction Treatment Services," *Health Marketing Quarterly*, 24 (1/2), 93-106.
- Hogan, Beth, Lewis Hershey, Reed Hogan, and Corley Callum, (2007) "Using a Sponsorship to Improve the Success of Blood Drive Donations," *Health Marketing Quarterly*, 24 (1/2), 51-61.
- Parnell, John A., and Lewis Hershey (2005), "The Strategy-Performance Relationship Revisited: The Blessing and the Curse of the Combination Strategy," *International Journal of Commerce and Management*, 15 (1), 17-33.

- Hershey, Lewis. (2005), "The Role of Sales Presentations in Developing Customer Relationships," *Services Marketing Quarterly*, 26, (3), 41-54.
- Clow, Kenneth E., Donald P. Roy, Lewis B. Hershey (2002), "A Comparison of the Incidence of Advertising Strategies in Business-Related Magazines: Services Versus Goods," *Services Marketing Quarterly*, 23 (4), 65-80.
- Hershey, Lewis B. (1994), "Shotokan Karate as Non-Discursive Intercultural Communication," *Journal of Asian Martial Arts*, 3 (3), 52-61.
- Hershey, Lewis B. (1990), "Characteristics Favoring Peripheral Persuasion: A Theoretical Perspective on Methodological Problems in Studying Low Involvement," *Journal of Midwest Marketing*, 5, 1990, 7-13.
- Hershey, Lewis B. (1989), "Narrative and the Creation of Place: Cultural Identity in Shotokan Karate Rituals," *Anthropology and Humanism Quarterly*, 14, 97-102.
- Hershey, Lewis B. (1988), "The Performance of Literature as Argument," *Southern Speech Communication Journal*, 53 (Spring), 259-278.
- Hershey, Lewis B. (1987), "Arguing Literature: Suggestions for the Coaching of Individual Events," *The Forensic*, 73 (October), 13-16.
- Hershey, Lewis B. (1986), "Burke's Aristotelianism: Burke and Aristotle on Form," *Rhetoric Society Quarterly*, 16 (Summer), 181-186.

### **Teaching and Learning Scholarship: Peer-Reviewed Journal Publications (5)**

- Hershey, Lewis and Paula Wood (2011), "Using Blackboard CMS to Develop Team Work Skills in Undergraduate Marketing Principles Class," *Academy of Educational Leadership Journal*, 15 (1), 57-64.
- Hershey, Lewis (2007), "The 3D Writing Heuristic: A Meta-Teaching Technique for Improving Business Writing Among Marketing Students," *Marketing Education Review*, 17 (1), 43-47.
- Dubas, Khalid and Lewis Hershey (2006), "Using Blackboard CMS to Facilitate Ad Hoc Committee Work by Faculty: A Case Study in Redesigning an MBA Degree Program," *Review of Business Research*, VI, (5), 185-190.
- Hershey, Lewis and Steven Walker (2006), "Using the CPPD Method of Analysis for Teaching Case Studies in the Marketing Management Class," *Marketing Education Review*, 16, (2), 45-57.
- Hershey, Lewis B. (2001), "A Performance-Centered Approach to Marketing Education" *Journal for the Advancement of Marketing Education*, 1, (<http://www.mmaglobal.org/Publications/JAMETOC.htm>), 1-12.

### **Basic and Applied Scholarship: Peer-Reviewed Proceedings Publications (17)**

- Kelly, Annemarie, Lewis Hershey and Christina Marsack-Topolewski (2020), "Standards for legal guardianships of adults with disabilities: A 50-state review of US laws," APHA Annual Meeting and Expo, Oct 27, Online Virtual Meeting.
- Hershey, Lewis and Annemarie Kelly (2018), "Financial Planning Policy for Older Adults with Disabilities and Special Needs: A 50-State Review of Needed Reforms," APHA Annual Meeting and Expo, Nov 12, San Diego.
- Chung, Wingyan and Lewis Hershey 2012. "Predicting Image Perception Using Business Intelligence Tools: A Case Study of a County Government," *Business Intelligence Congress*, Orlando, August.
- Chung, Wingyan and Lewis Hershey 2012. "How Does Crime Rate Affect a County's Image? - A Predictive Analysis of Crime Perception," 2012 IEEE International Conference on Intelligence and Security Informatics (Accepted, April 2012).
- Dubas, K., Hershey, L., Nijhawan, I., Mehta, R. (2010), "Breakeven and Profitability Analyses Using Linear and Quadratic Profit Functions," Allied Academies 2010 International Conference: *Academy of Marketing Studies Proceedings*.
- Chatterjee, Amitava, Khalid Dubas and Lewis Hershey (2008), "The Role of Financial Leverage in Service Organizations," *Proceedings of the American Institute of Higher Education Conference*, 1 (1), 334.
- Dubas, Khalid, Amitava Chatterjee and Lewis Hershey (2008), "The Role of Operating Leverage in Service Organizations," *Proceedings of the American Institute of Higher Education Conference*, 1 (1), 335.

- Hershey, Lewis (2007), "Symbolic and Formal Appeal at the US Open Golf Championship: Towards an Integrated Theory of Consumer Behavior," *Developments in Marketing Science*, Volume XXX, eds. Dheeraj Sharma et al., 289.
- Dubas, Khalid and Lewis Hershey (2007), "The Optimal Rate of Sales Force Turnover," *Proceedings of the Academy of Marketing Studies*, 12 (2), 27-32.
- Clow, Kenneth E., Donald P. Roy, Lewis B. Hershey (2002), "Relationship of Visual Elements to Creative Message Strategies in Print Advertisements," *Proceedings of the 2002 Conference of the American Academy of Advertising*, March, 48-55.
- Clow, Kenneth E., Donald P. Roy, Lewis B. Hershey (2002), "Exploratory Examination of Visual Elements in Print Advertisements," *Marketing Advances in Pedagogy, Process, and Philosophy*, Society for Marketing Advances, November, 15-18.
- Clow, Kenneth E., Donald P. Roy, Lewis B. Hershey and Donald Baack (2001), "A Content Analysis of Service Advertisements in Business Related Journals," *Enhancing Knowledge Development in Marketing*, 12, 399-405.
- Hershey, Lewis B., Kenneth E. Clow and Donald P. Roy (2001), "Virtual Participation in Print Media Advertising," *Atlantic Marketing Association Proceedings*, Volume 17, ed. Jerry W. Wilson, 588-600.
- Hershey, Lewis B. (1992), "Reexamining the Peripheral Persuasion Concept," *Marketing Theory and Applications*, Volume 3, eds. Chris T. Allen and Thomas J. Madden, Chicago: American Marketing Association, 366-374.
- Hershey, Lewis B. (1992), "Reconceptualizing Peripheral Persuasion: The Dimensions of Persuasion Model," *Proceedings of the Midwest Marketing Association*, 86-92.
- Smith, Phillip C. and Lewis B. Hershey (1992), "An Exploratory Investigation of the Effects of Buyer Gender and Buyer Knowledge on the Delivered Price of Directly Marketed Computer Equipment," *Proceedings of the Midwest Decision Sciences Institute*, 138-140.
- Smith, Phillip C., P. Ellis Stoll, and Lewis B. Hershey (1990), "Predicting the Store of Second Choice: A Discriminant Analysis Approach," *Proceedings of the Midwest Decision Sciences Institute*, 202-206

### **Teaching and Learning Scholarship: Peer-Reviewed Proceedings Publications (17)**

- Dalecki, Linden, Timothy Heinze and Lewis Hershey (2018). "Growing the Sales Program," *Proceedings of the Marketing Management Association Fall Conference*, Lisa Lindgren, Leila Samii and Ursula Sullivan, eds., 183-184.
- Chung, Wingyan and Lewis Hershey 2012. "Ricerro Communications, Inc.: Enhancing Information Privacy and Data Sharing in a Health-care IT Company, Pre-ICIS Workshop on Modeling and Simulation of Information Privacy and Security Issues," Orlando, Florida, 2012, pp. 11-12 (This paper substantially revised and submitted to journal as DBS article above).
- Hershey, L., Dubas, K., Wood, P. (2010), "Documenting Assurance of Learning (AoL) Data of Teamwork Skills Using the Blackboard CMS in the Undergraduate Marketing Management Class," *Proceedings of the American Institute of Higher Education's 4th International Conference*, Williamsburg, VA.
- Hershey, Lewis and Paula Wood (2009), "Using Blackboard CMS to Develop Team Work Skills in Undergraduate Marketing Principles Class," *Proceedings of the Academy of Marketing Studies*, 14, (2, October), 9.
- Dubas, Khalid and Lewis Hershey (2009), "Redesigning a Graduate Course in Marketing Planning & Strategy," *Proceedings of the Allied Academies International Conference*, Spring, 6-14.
- Hershey, Lewis (2008), "Using Blackboard CMS to Standardize a Multi-section Business Communications Course," *Proceedings of the International Association for Business and Economics*, Las Vegas, 387-390.
- Hershey, Lewis, (2008), "Using AuthorGen Lecturing Software to Improve Faculty Peer-Review Evaluations of Teaching," *Proceedings of the American Institute of Higher Education Conference*, 1 (1), 322-325.
- Hershey, Lewis (2007), "Using Blackboard CMS to Standardize a Multi-section Marketing Principles Course," *Southwestern Review of Business Research*, 18 (1) eds. Kenneth Gray and Anisul Islam, 41-44.
- Hershey, Lewis, Mohammad Ashraf and Paula Wood (2006), "A Comparison of Teaching Methods and Student Outcomes in the Undergraduate Marketing Principles: Chapter Tests versus Chapter Discussion Questions," *Enhancing Knowledge Development in Marketing*, 17, eds. Dhruv Grewal, Michael Levy, and R. Krishnan, Chicago: American Marketing Association, 102-110.
- Hershey, Lewis, Caroline Jewell and Warren McDonald (2006), "Using AuthorGen Lecturing Software to Improve Administrator Evaluations of Faculty," TLC Learning Conference, UNC System, 69-75.



- Hershey, Lewis and Paula Wood (2006), "Using Blackboard CMS to Develop Team Work Skills in Undergraduate Business Communication Class," *Southwestern Review of Business Research*, Volume 17 (1), eds. Kenneth Gray and Anisul Islam, 199-202.
- Hershey, Lewis, Caroline Jewell and Mohammad Ashraf (2006), "Construct Validity Issues with the SIR II Evaluation System: Implications for Administrator Evaluations of Faculty Teaching", *Southwestern Review of Business Research*, Volume 17 (1), eds. Kenneth Gray and Anisul Islam, 295-298.
- Dubas, Khalid and Lewis Hershey (2005), "Redesigning an MBA Degree Program," *Proceedings of the Allied Academies International Conference*, October, 43-46.
- Ashraf, Mohammad and Lewis Hershey (2004), "Implications of Game Theory Predictions for Group-Based Projects In Undergraduate Marketing Classes," *Advances in Marketing: Concepts, Issues, and Trends*, eds. William Kehoe and Linda Whitten, St. Pete Beach: Society for Marketing Advances, November, 205-212.
- Hershey, Lewis B. and Stephen Allen (1992), "Using Computer Assisted Instruction Across the Business Curriculum: A Report and Demonstration from the Field," *Proceedings of the Midwest Decision Sciences Institute*, 126.
- Hershey, Lewis B. (1991), "Adapting the SPSS/PC+ STUDENTWARE to the Undergraduate Marketing Research Class: A Case Study," *Proceedings of the Midwest Marketing Association*, 65-70.
- Hershey, Lewis B. and Phillip C. Smith (1991), "Client Sponsored Versus Academically Oriented Projects: Integrating Decision Technologies into the Undergraduate Marketing Research Class," *Proceedings of the Midwest Decision Sciences Institute*, Indianapolis, 188-190.

### **Teaching and Learning Scholarship: Refereed (Editor) Book Chapters Publications (3)**

- Branch, John; Lewis Hershey; and David Vannette (2011). "The Use of RISK<sup>®</sup> for Introducing Marketing Strategy." In: Nygaard, Claus; Clive Holtham; and Nigel Courtney (eds.). *Beyond Transmission: Innovations in University Teaching*. Faringdon, England: Libri Publishing, pp. 185-201.
- Hershey, Lewis (2010). "Unit 5: Marketing." In, *Business English, 2<sup>nd</sup> edition* (L. Yalin and J. Parnell, eds.), pp. 81-100. Beijing: Higher Education Press.
- Hershey, Lewis (2003). "Chapter 6: Marketing." In, *Business English: (L. Yalin and J. Parnell, eds.)*, pp. 97-115. Beijing: Higher Education Press.

### **Webnair Presentations (1)**

- Kelly, A., Hershey, L., & Marsack-Topolewski, C. (2020, November 19). *Guardianship Policies in Special Needs Planning: Journal Live Program* [continuing professional education presentation]. Society of Financial Service Professionals. Ardmore, PA, United States.

### **Basic and Applied Scholarship: Conference Presentations and Poster Sessions (2)**

- Hershey, Lewis and Annemarie Kelly, (2018), "Financial Planning Policy for Older Adults with Disabilities and Special Needs: A 50-State Review of Needed Reforms," American Public Health Association (APHA) Aging Populations Health Section poster presentation (November 12) (*Finalist for the Erickson Foundation Positive Aging Award for Excellence in Research*), San Diego, CA.
- Kelly, Annemarie and Lewis Hershey, (2018), "Achieving a Better Life Experience 529A Savings Accounts: A 50-State Review of Policy Strengths presentation" American Public Health Association (APHA) (November 13), San Diego, CA.

### **Teaching and Learning Scholarship: Refereed (Editor) Publication of Adjudicated Reviews (2)**

- Hershey, Lewis B. (1992), "Program Makes Daily Use of CAI Fun, Easy," *Marketing Educator*, 11 (Fall), 5, 11. (A review of PowerPoint for Windows presentation program for use in lectures).
- Hershey, Lewis B. (1991), "Research Course Need Not Compromise on Software," *Marketing Educator*, 10 (Summer), 5. (A review of the SPSS/PC+ Studentware software package for use in the undergraduate marketing research class).

**Contributions to Practice: Non-refereed Instructional and Curricular Design and Assessment (2)**

- Hershey, Lewis B. (1995). *Information Technology and the New Literacy*. Consulting seminar on the implications of technology for society and education.
- Hershey, Lewis B. (1994). "Information-Needs Based Approach to Curricular Development." White Paper for Consulting Client (Copyright, Library of Congress).

**Contributions to Practice: Refereed (Editor): Trade Journal Publications (3)**

- Hershey, Lewis B. (2000). "Why Judge Jackson is Wrong About Microsoft Pricing," *Atlanta Business Chronicle*, May 5-11, 34A.
- Hershey, Lewis B. (1997). "We Need Better Health Care Solutions," *The Asheville Citizen-Times*, 24.
- Hershey, Lewis B. (1995). "Information Technology and the New Literacy," *Marketing Educator*, 14 (3), 6.

**Contributions to Practice: Non-refereed: Sales Presentation Designs and Seminars (14)**

- Hershey, Lewis B. (1999). "Tax Planning Seminar," created for Prudential Preferred Financial Planners, Prudential Insurance.
- Hershey, Lewis B. (1999). "Risk Management and Insurance Seminar," created for Prudential Preferred Financial Planners, Prudential Insurance.
- Hershey, Lewis B. (1999). "Retirement Planning Seminar," created for Prudential Preferred Financial Planners, Prudential Insurance.
- Hershey, Lewis B. (1999). "Investment Planning Seminar," created for Prudential Preferred Financial Planners, Prudential Insurance.
- Hershey, Lewis B. (1999). "Estate Planning Seminar," created for Prudential Preferred Financial Planners, Prudential Insurance.
- Hershey, Lewis B. (1999). "College Planning Seminar," created for Prudential Preferred Financial Planners, Prudential Insurance.
- Hershey, Lewis B. (1999). "Cash Management Planning Seminar," created for Prudential Preferred Financial Planners, Prudential Insurance.
- Hershey, Lewis B. (1998). "Lunch and Learn Financial Planning Seminar for Hewlett-Packard," created for Prudential Preferred Financial Planners, Prudential Insurance.
- Hershey, Lewis B. (1997). *HelpMasters 97!* PowerPoint utility created for Apple Mountain Software.
- Hershey, Lewis B. (1996). Presentation Designer, Mainstreet Project, Highlands, NC.
- Hershey, Lewis B. (1996). Sales Presentation Design, Schmitt Building Contractors, Highlands, NC.
- Hershey, Lewis B. (1996). National Sales Meeting, Geology Division, Southwestern College Publishing.
- Hershey, Lewis B. (1996). National Sales Meeting, Astronomy Division, Southwestern College Publishing.
- Hershey, Lewis B. (1995). *HelpMasters Designs!* PowerPoint utility created for Apple Mountain Software.
- Hershey, Lewis B. (1995). *Think Visually!* Consulting seminar on designing PowerPoint presentations.

**Teaching and Learning Scholarship: Refereed Workshops (1)**

- Hershey, Lewis B. (1993). "Using Computer Assisted Instruction Across the Business Curriculum, Part II," Midwest Decision Sciences Institute, Kansas City. Follow-up of 1992 presentation featuring object linking and embedding (OLE).

**Teaching and Learning Scholarship: Refereed Online Educational Technology Development for Teaching (8)**

- Hershey, Lewis B. (2008-2014). Online Course Design for Marketing Principles, MKTG 311 D1 S08, FSU.
- Hershey, Lewis B. (2005). Online Course Design for MBA Marketing Strategy, MKTG 610 D1 F05, FSU.
- Hershey, Lewis B. (2004). Online Course Design for MBA Consumer Behavior, MKTG 695 D1 F04, FSU.
- Hershey, Lewis B. (2004). Web-Enhanced Course Supplementing Retailing, MKTG 330 01 02 S04, FSU.
- Hershey, Lewis B. (2004). Web-Course Design Presentation and TLC Review, Web-Enhanced Marketing Research, MKTG 460 01 S04, FSU.
- Hershey, Lewis B. (2002). Course Design for Marketing Principles, Blackboard Online Teaching. UNCP.
- Hershey, Lewis B. (2002). Course Design for Human Resources, Blackboard Online Teaching. UNCP.
- Hershey, Lewis B. (2002). Course Design for Business Policy, Blackboard Online Teaching. UNCP.

### **Teaching and Learning Scholarship: Non-Refereed Online Educational Technology Development for Teaching (4)**

- Hershey, Lewis B. (2003). Web-Enhanced Course Supplementing MKTG 695 01 F03, FSU.  
Hershey, Lewis B. (2003). Web-Enhanced Course Supplementing MKTG 311 01 02 F03, FSU.  
Hershey, Lewis B. (2003). Web-Enhanced Course Supplementing MKTG 460 01 F03, FSU.  
Hershey, Lewis B. (2005). Web-Enhanced Course Supplementing MKTG 322 01 S05, FSU.

### **Teaching and Learning Scholarship: Non-Refereed: Publications in Educational Technology Development Products and Book Supplements for Teaching (56)**

- Hershey, Lewis B. (2000). Electronic Slides for PowerPoint for Schmidt/Shelley/Bardes' *American Government Today*. Wadsworth Thomson Learning, pp. 1-81.  
Hershey, Lewis B. (2000). Electronic Slides for PowerPoint for Knox and Schacht's *Choices in Relationships, 6<sup>th</sup> Edition*. Wadsworth Thomson Learning, pp. 1-104.  
Hershey, Lewis B. (2000). Electronic Slides for PowerPoint for Lamanna and Riedmann's *Marriage and Families, 7<sup>th</sup> Edition*. Wadsworth Thomson Learning, pp. 1-101.  
Hershey, Lewis B. (2000). Electronic Slides for PowerPoint for Anderson and Taylor's *Sociology: Understanding a Diverse Society*. Wadsworth Thomson Learning, pp. 1-121.  
Hershey, Lewis B. (2000). Electronic Slides for PowerPoint for Kendall's *Sociology In Our Times: The Essentials, 2<sup>nd</sup> Edition*. Wadsworth-Thomson Learning, pp. 1-141.  
Hershey, Lewis B. (1999). Lecture Notes and Electronic Slides for McCarthy and Perreault's *Basic Marketing, 13<sup>th</sup> Edition*. Irwin/McGraw-Hill, pp. 1-200.  
Hershey, Lewis B. (1999). Electronic Slides for PowerPoint for Anderson and Taylor's *Sociology: Understanding a Diverse Society*. Wadsworth-Thomson Learning, pp. 1-128.  
Hershey, Lewis B. (1999). Electronic Slides for PowerPoint for Kendall's *Sociology In Our Times, 2<sup>nd</sup> Edition*. Wadsworth-Thomson Learning, pp. 1-128.  
Hershey, Lewis B. (1999). Electronic Slides for Stockard's *Sociology, 2<sup>nd</sup>. Ed.*, Wadsworth, pp. 1-113.  
Hershey, Lewis B. (1999). Electronic Slides for PowerPoint for Brinkerhoff, White, Ortega's *Essentials of Sociology*. Wadsworth Publishing Company, pp. 1-116.  
Hershey, Lewis B. (1998). Electronic Slides for PowerPoint for Kendall's *Sociology In Our Times*. Wadsworth-Thomson Learning, pp. 1-112.  
Hershey, Lewis B. (1997), Lecture Notes and Electronic Slides for Lamb/Hair/McDaniels' *Marketing, 4th Edition*. South-Western, pp. 1-200.  
Hershey, Lewis B. (1997), Lecture Notes and Electronic Slides for Sherman/Bolander/Snell's *Managing Human Resources, 11<sup>th</sup> Edition*. South-Western, pp. 1-200.  
Hershey, Lewis B. (1997), CD-ROM Based Lecture Notes and Electronic Slides for Cats-Baril/Thompson's *Information Technology and Management*. Richard D. Irwin. Package features branching by objective lectures of over 1000 color images and 130 full pages of lecture material, pp. 1-260.  
Hershey, Lewis B. (1997), CD-ROM Based Lecture Notes and Electronic Slides for O'Brien's *Introduction to Information Systems 8th Edition*. Richard D. Irwin. Package features branching by objective lectures of over 550 color images and 90 full pages of lecture material, pp. 1-180.  
Hershey, Lewis B. (1997), Lecture Notes and Electronic Slides for Carr/Snyder's *Management of Telecommunications*. Richard D. Irwin, pp. 1-200.  
Hershey, Lewis B. (1997), Electronic Slides for Stockard's *Sociology*, Wadsworth, pp. 1-113.  
Hershey, Lewis B. (1997), Electronic Slides for Brinkerhoff/White/Riedman's *Sociology*, Wadsworth, pp. 1-100.  
Hershey, Lewis B. (1996), Web Site Content Development for O'Guinn's *Advertising, 8th Edition*. Southwestern. Description of linked sites relevant to chapter examples and concepts.  
Hershey, Lewis B. (1996), Web Site Content Development for Longenecker's *Small Business Management, 11<sup>th</sup> Edition*. Southwestern. Description of linked sites relevant to chapter examples and concepts, including teaching materials for instructor's integration of Web-based teaching.  
Hershey, Lewis B. (1996), Lecture Notes and Electronic Slides for Perreault and McCarthy's *Essentials of Marketing, 7th Edition*. Richard D. Irwin. Package features branching by objective lectures, pp. 1-200.  
Hershey, Lewis B. (1996), Lecture Notes and Electronic Slides for Perreault and McCarthy's *Basic Marketing, 12th Edition*. Richard D. Irwin, pp. 1-220. (Package features branching by objective lectures of over 1000 color images and 110 full pages of lecture material).

Hershey, Lewis B. (1996), Lecture Notes and Electronic Slides for O'Brien's *Management of Information Systems, 3rd Edition*. Richard D. Irwin, pp. 1-200. (Package features branching by objective lectures of over 800 color images and 100 full pages of lecture material).

Hershey, Lewis B. (1996), Lecture Notes and Electronic Slides for Vargo and Hunt's *Telecommunications in Business*. Richard D. Irwin, pp. 1-200.

Hershey, Lewis B. (1996), Electronic Slides for Kendall's *Introduction to Systems Analysis and Design*. Richard D. Irwin, pp. 1-100.

Hershey, Lewis B. (1996), Electronic Slides for Slavin's *Principles of Economics*. Richard D. Irwin, pp. 1-100.

Hershey, Lewis B. (1996), Lecture Notes and Electronic Slides for Gottheil's *Principles of Economics*. South-Western, pp. 1-400.

Hershey, Lewis B. (1996), Lecture Notes, Electronic Slides, and Color Transparencies for Kotler and Armstrong's *Principles of Marketing, 7th Edition*. Prentice Hall, pp. 1-400.

Hershey, Lewis B. (1996), Test Bank (3500 items), for Kotler and Armstrong's *Principles of Marketing, 7th Edition*. Prentice Hall, pp. 1- 349.

Hershey, Lewis B., Lew Brown, Martha McNaly, and Rick Starr (1996), Instructor's Manual for Kotler and Armstrong's *Principles of Marketing, 7th Edition*. Prentice Hall, pp. 1-395.

Hershey, Lewis B. (1996), Lecture Notes, Electronic Slides, and Color Transparencies for Solomon's *Consumer Behavior, 3<sup>rd</sup> Edition*. Prentice Hall, pp. 1-100.

Hershey, Lewis B. (1996), Electronic Slides, Lecture Notes, and Color Transparency Masters for Russell and Lane's *Kleppner's Advertising Procedure, 13th ed.*, Prentice Hall, pp. 1-200.

Hershey, Lewis B. (1995), Lecture Notes, Electronic Slides, and Color Transparencies for Kubasek's *The Legal Environment of Business*, Prentice Hall, pp. 1-200.

Hershey, Lewis B. (1995), Lecture Notes, Electronic Slides, and Color Transparencies for Cheeseman's *Business Law*, Prentice Hall, pp. 1-200.

Hershey, Lewis B. (1995), Lecture Notes and Electronic Slides for Williams, Sawyer, Hutchinson's *An Introduction to Computer Information Systems*, Richard D. Irwin, pp. 1-200.

Hershey, Lewis B. (1995), Lecture Notes, Electronic Slides, and Color Transparencies for Griffin and Ebert's *Business, 4th Edition*. Prentice Hall, pp. 1-200..

Hershey, Lewis B. (1995), Lecture Notes, Electronic Slides, and Color Transparencies for Schoell and Guiltinan's *Marketing, 6<sup>th</sup> Edition*. Prentice Hall, pp. 1-200.

Hershey, Lewis B. (1995), Lecture Notes, Electronic Slides, and Color Transparencies for Senn's *Information Technology in Business*. Prentice Hall, pp. 1-200.

Hershey, Lewis B. (1995), Lecture Notes, Electronic Slides, and Color Transparencies for Gomez-Mejia, Balkin, and Cardy's *Managing Human Resources*, Prentice Hall, pp. 1-200.

Hershey, Lewis B. (1995), Lecture Notes, Electronic Slides, and Color Transparencies for Mondy and Premeaux's *Management, 7<sup>th</sup> Edition*. Prentice Hall, pp. 1-200.

Hershey, Lewis B. (1995), Electronic Slides, Lecture Notes, and Color Transparency Masters for Robbins and DeCenzo's *Management Essentials*, Prentice Hall, pp. 1-200.

Hershey, Lewis B. (1995), Lecture Notes, Electronic Slides, and Color Transparencies for Greenberg and Baron's *Behavior in Organizations, 5th Edition*. Prentice Hall, pp. 1-200.

Hershey, Lewis B. (1995), Lecture Notes, Electronic Slides, and Color Transparencies for Wagner and Hollenbeck's *Management of Organizational Behavior, 2nd Edition*. Prentice Hall, pp. 1-200.

Hershey, Lewis B. (1995), Lecture Notes, Electronic Slides, and Color Transparencies for Stoner, Freeman, and Gilbert's *Management, 6th Edition*. Prentice Hall, pp. 1-200.

Hershey, Lewis B. (1994), Electronic Slides, Lecture Notes, and Color Transparency Masters for Boone and Kurtz's *Contemporary Business Communication*, Prentice Hall, pp. 1-200.

Hershey, Lewis B. (1994), Electronic Slides, Lecture Notes, and Color Transparency Masters for Kotler's *Marketing Management, 8th Ed.*, Prentice Hall, pp. 1-200.

Hershey, Lewis B. (1994), Electronic Slides, Lecture Notes, and Color Transparency Masters for Robbins' *Management, 3rd Ed.*, Prentice Hall, pp. 1-200.

Hershey, Lewis B. (1994), Electronic Slides, Lecture Notes, and Transparency Masters for Schiffman and Kanuk's *Consumer Behavior, 5th Ed.*, Prentice Hall, pp. 1-90.

Hershey, Lewis B. (1994), Electronic Slides, Lecture Notes, and Transparency Masters for Solomon's *Consumer Behavior, 2nd Ed.*, Allyn and Bacon, pp. 1-100.

Hershey, Lewis B. (1994), Electronic Slides, Lecture Notes, and Color Transparency Masters for Kotler and Armstrong's *Principles of Marketing, 6th ed.*, Prentice Hall, pp. 1-220.

Hershey, Lewis B. (1994), Testbank for Kotler and Armstrong's *Principles of Marketing, 6th ed.*, Prentice Hall, pp. 1-369.

Hershey, Lewis B. (1993), Electronic Slides, Lecture Notes, and Color Transparency Masters for, Kotler and Armstrong's, *Marketing: An Introduction, 3rd ed.*, Prentice Hall, pp. 1-200.

Hershey, Lewis B. (1992), Instructor's Manual and Lecture Notes, for Solomon's *Consumer Behavior*, Allyn and Bacon, pp. 1-150.

Hershey, Lewis B. (1992), Testbank for Solomon's *Consumer Behavior*, Allyn and Bacon, pp. 1-175.  
Hershey, Lewis B. (1992), Instructor's Manual for Baskin and Aronoff's *Public Relations, 3rd ed.*, Brown and Benchmark, pp. 1-149.  
Hershey, Lewis B. (1992), Transparency Masters for Baskin and Aronoff's *Public Relations, 3rd ed.*, Brown and Benchmark, pp. 1-50.  
Hershey, Lewis B. (1992), Alternative Test Item File for Kotler and Armstrong's *Principles of Marketing, 5<sup>th</sup> ed.*, Prentice Hall, pp. 1-75.

### ***Teaching and Learning Scholarship: Non-refereed Publication of Educational Technology Products and Book Supplements (2)***

Hershey, Lewis B. (1995), *Multimedia Study Guide for Management, 6th Edition*, for Stoner, Freeman, and Gilbert's *Management, 6th Edition*. Prentice Hall. A CD-ROM based title with tutorials, group projects, study skill building exercises, and interactive diagnostic exercises utilizing audio, visual, and still video media.  
Hershey, Lewis B. (1995), *Multimedia Study Guide for Management Essentials*, for Robbins and DeCenzo's *Management Essentials*, Prentice Hall. A CD-ROM based title with tutorials, group projects, study skill building exercises, and interactive diagnostic exercises utilizing audio, visual, and still video media.

### ***Teaching and Learning Scholarship: Grants (2)***

Principal Investigator, Survey Services, City of Fayetteville, NC, 2005, \$10,000.  
Winning bid to contract to conduct biennial survey of citizen satisfaction with city services.  
Lead Author, Computer Lab Grant, PEAT MARWICK MAIN AND COMPANY, 1990: \$100,000.  
Coordinated grant team and authored grant proposal for Macintosh Computer Laboratory for the Division of Business. Approved in October 1990; Opened in Fall 1991.

### ***University Service***

**Member, Technology Transfer Committee, EMU, 2016-current.**

**Member, College of Technology Program Director Search Committee, EMU, 2016-2017.**

**Member, Associate Dean College of Business Search Committee, EMU, 2015-2016.**

**Member, Academic Affairs Committee, SBE Representative, 2012-2013.**

**Hershey Company, 2010-2011.** Organized visit to FSU of Hershey CEO David West and 5 personnel for recruitment, strategic alignment talks, Spring 2010. Visit by Hershey HR Head Paul Hagerty, Fall 2010. Hershey Company funded SBE-Based OFC at \$50,000 over two years.

**Society of Financial Services Professionals, 2010-2012.** Organized visit to FSU of National President Tom Petsche, CLU, ChMFC, Fall 2010. SFSP seeks benchmark of FSU student chapter role as first in the country university club to provide business support services to a local professional chapter of the SFSP (2010) and first school in the country to host a SFSP Professional Day (2012).

**Faculty Advisor, University Partners Program, Society for Financial Service Professionals, Fayetteville State Charter Member, 2008-2015.**

**Chair, Reorganization Committee, School of Business and Economics.** Author of committee report recommending reorganization of departments, creation of a new department, realignment of existing departments to better meet growth and service needs, Fayetteville State University, Fall 2007.

**Chair, AACSB Subcommittee on Intellectual Contributions.** Lead author of IC section of AACSB Self Study Report, Fayetteville State University, 2005-2006.

**Chair, Search Committee for Director of Teaching and Learning Center; Instructional Technologist, Fayetteville State University, 2004-2005.**

**Member**, elearning Committee, Fayetteville State University, 2004-2005.

**Author**, Marketing Strategy, City of Fayetteville, NC, June 2004.

**Author**, Marketing Strategy, Cumberland County Business Council, NC, June 2004.

**Author**, Marketing Strategy the Institute for Community Leadership, May 2004.

**Author**, Marketing Strategy for the FSU/Ft. Bragg Strategic Initiative for Educational Excellence, NC, Fayetteville State University, April 2004.

**Guest Lecturer**, MBA Business Policy Course, March 2004. Topic: "Pricing and Advertising in Real and Simulated Competitive Worlds".

**Chair**, Search Committee for Chairperson, Department of Marketing and Business Education, School of Business and Economics, Fayetteville State University, Fall 2003.

**Committee Member**, MBA Curriculum Committee, School of Business and Economics, Fayetteville State University, 2003-2004.

**Committee Member**, AACSB Faculty Credentials and Qualifications Committee, School of Business and Economics, Fayetteville State University, 2003-2004.

**Participant**, Leadership Challenges and Opportunities Forum, Dr. John Keenan, FSU, November 2003.

**Participant**, US Special Operations Command Visit, Fayetteville State University, November 2003.

**Representative**, from SBE to Leadership Institute for Greater Cumberland County, Fayetteville State University, 2003-2004.

**Member**, General Education Committee, UNC-Pembroke, 2002-2004.

Marketing Research Advisor/Consultant, UNCP Bio-fermentation Project, 2002.

**Chair**, Undergraduate Curriculum Committee, School of Business, UNC-Pembroke, 2002-2003.

**Chair**, Faculty Credentials and Development Sub-committee, AACSB Steering Committee, School of Business, UNC-Pembroke, 2002-2003.

**Search Committee Member**, Finance Position, School of Business, UNC-Pembroke, 2002.

**Presentation Designer and Coach**, SIFE Competition, UNC-Pembroke, 2001.

**Search Committee Member**, Regional Director, UNC-Pembroke, 2001.

**Faculty Sponsor**, American Marketing Association Student Chapter, Anderson College, 1994-1995.

**Faculty Sponsor**, International Association of Business Communicators, Student Chapter, Anderson College, 1994-1995.

**Co-Chair, NMSU United Way Drive UNITED WAY**, October 1991. Northeast Missouri State University. Responsibilities included kick-off drives, motivational speeches, faculty solicitations, coordinating public relations efforts.

**Guest Speaker**, Delta Sigma Pi Business Fraternity 1991. Topic: Careers in marketing.

**Committee Chair**, STUDENT HEALTH STUDY COMMITTEE Summer 1991. Organized and authored report on student health needs for Northeast Missouri State University. Included recommendations for funding, staffing and educational and public relations needs.

**Faculty Sponsor**, AMERICAN MARKETING ASSOCIATION, 1991-1993. Northeast Missouri State Chapter.

Responsibilities include preparing student members for marketing careers. Special projects emphasize career development through acquisition of skills in personal computer software for database management, statistics, graphics, presentations, and desktop publishing.

**Presentation Designer and Coach**, AMERICAN ADVERTISING FEDERATION NATIONAL STUDENT COMPETITION, 1990, Northeast Missouri State University. Coached regional championship presentation team.

**Faculty Sponsor**, Founder, Chief Instructor, Northeast Missouri State University Karate Club, 1990.

**Individual Events Speech Coach**, University of North Carolina at Chapel Hill, 1983-1984. Coached national champions and finalists in informative and persuasive teaching.

### ***Community Service***

Secretary, Southeast Chapter of the Society for Financial Service Professionals, Fayetteville, NC. (2012-current).

President, Southeast Chapter of the Society for Financial Service Professionals, Fayetteville, NC. (2010-2012).

Designer, Presentation for Chapter of the Year Presentation, *Southeast Chapter of the Society for Financial Service Professionals, FSP National Forum*, October 2009.

Board Member, Southeast Chapter of the Society for Financial Service Professionals, Fayetteville, NC. (April 2007 - Present).

Research Consultant for Survey Design and Analysis, Regional Technology Strategies, Inc., and the University of North Carolina-Chapel Hill School of Government, for Cumberland County Business Council, Summer-Fall 2008.

Member, Board of Adjustment, Town of Southern Pines, Summer 2008 – Current.

Sergeant-at-Arms & Assistant Treasurer, Rotary Club of Southern Pines, 2004-current. Member: 2002-current.

Chair and Author, Long-Range Planning Committee Report, BPOE Southern Pines Elks Lodge, Fall 2007-Spring 2008; revised Summer 2009.

Consultant, Presentation Design for Conference Flyer and Self-Running Kiosk Presentation, *Southeast Chapter of the Society for Financial Service Professionals*, April 2007.

Consultant to Southern Pines Golf Course on Marketing Planning, Strategy, and Implementation, Summer 2006.

Director, MBA Marketing Strategy Marketing Plan, Fayetteville Symphony Orchestra, Spring 2006.

Member, Golf Committee, Southern Pines Elks Club, Fall 2006.

Member, Handicap Citizens' Committee, Southern Pines Elks Club, 2003-present. Planning and Implementation of Fundraiser Golf Tournament, Marketing for Sponsorships, Logistics of running event. Service to over 400 special needs children at Elks Fun Day, Bi-annual dances, grants awards to special needs classrooms per teacher proposals.

Marketing Consultant, City of Fayetteville, Summer 2005. Design of survey instrument for biennial survey of citizen satisfaction with city services.

Research Director, *Southeast Chapter of the Society for Financial Service Professionals*, Spring-Summer 2005. Designed and implemented survey of member needs.

Director, MBA Marketing Strategy Marketing Plan, Elks Club of Southern Pines, Spring 2005.

Marketing Consultant and Author, Marketing Strategy, Institute for Community Leadership, Fayetteville, Summer 2004.

Marketing Consultant, FYI Fayetteville, Cumberland County Business Council, Summer 2004.

Marketing Consultant, City of Fayetteville, Summer 2004.

Volunteer, Swim Program Assistant, Sandhills Children's Center, Summer 2005-05, 1 hour per week, 5 weeks.

Guest Speaker, Rotary Club of Southern Pines, May 2004. Topic: Information Technology and the New Literacy.

Member, Planning Board, Town of Southern Pines, 2004-2005.

Committee Member, Community Programs Committee, Southern Pines Rotary Club, 2003-2004.

Volunteer Family, Sandhills Children Center, Christmas Tree Fundraiser, Winter 2003.

Marketing Consultant, Community Client, Moore County, Spring 2003. Coordinated principles of marketing class to develop sample advertisements for Gotcha™ Handicuffs International.

Member, Scholarship Committee, Southern Pines Elks Club, 2003-2004.

Volunteer Instructor, Junior Achievement, "Our Nation," Fall 2002, Spring 2003, Moore County Schools, 5<sup>th</sup> Grade.

American Cancer Society Volunteer, Relay for Life, 2002:  
Participant, Butler Manufacturing, Scotland County, May.  
Participant, West Point-Stevens, Scotland County, September.  
Team Leader, Overton Team, Moore County, October.

Participant, Fundraising Event for the Moore County Chapter of the Educational Foundation, UNC Alumni Association, 2002.

Volunteer, Fund Raising, March of Dimes, Moore County, 2002; Contributor, 2003-2005.

Fundraiser, Keep Moore County Beautiful Committee, 2002 (Raised \$850 for Committee).

Participant, Fundraiser, Southern Pines Chamber of Commerce, 2001.

Marketing Consultant, Developmental Evaluation Center, UNC-CH Western Counties Division, June 2001.  
Donated consulting time to strategy team on how to increase community awareness of health services for at-risk families for neonatal developmental problems.

Focus Group Participant, Developmental Evaluation Center, UNC-CH Western Counties Division, May 2001.  
Discussed needs for service design and delivery of health services to family with special needs children.

Ambassdor Family, Macon County, North Carolina, March of Dimes, March-May 2001. Spokesperson for families receiving neonatal health benefits stemming from March of Dimes research. Live radio interviews and event speeches for March of Dimes Walk America.

Guest Speaker, Cartogeechaye School, Franklin, NC. 1998. Topic: Information Technology and the New Literacy: Implications for classroom lecture design using PowerPoint.

Guest Speaker, Franklin, NC Rotary Club. 1997. Topic: Information Technology and the New Literarcy.

Member, Highlands Rotary Club, 1996-1998. Funding raising and volunteer service to local community. Served on scholarship community. Elected treasurer.

Graphic Workstation Designer, Highlands School, 1997. Provided hardware and software consultation and setup for local school English class for desktop publication of school magazine. Client won design award from the State of North Carolina in first year of use.



Guest Speaker, Highlands, NC Rotary Club. 1996. Topic: Information Technology and the New Literarcy.

Karate Instructor, Highlands/Cashiers Karate Clubs, 1993-2000. Donated instructional time to local karate schools, provided demonstrations to local summer youth camps.

Guest Speaker, Kirksville, MO, Board of Realtors, 1991. Topic: Relationship marketing in residential housing real estate markets.

Mainstreet Project Consultant, Kirksville, MO, 1990-1992.

Business Advisor, SBDC, Kirksville, MO, 1991-1992. Advised local businesses on marketing and product design. Client recognized with state-wide entrepreneurship award for implementing advice.

Research Director, Survey of Media Usage, Kirksville, MO, 1991-1993. Designed survey instrument, implemented survey research identifying consumption of media of choice for shopping information by local population. Information distributed to local businesses.

### ***Professional Service***

Guest Reviewer, *Marketing Education Review*, Summer 2010.

Reviewer, *Business Studies Journal*, Allied Academies, 2010-2012.

Reviewer, *Marketing Studies Journal*, Allied Academies, 2010-2012.

Guest Reviewer, *American Journal of Business Research*, Fall 2010, 2009, 2008.

Recipient, 2009 Paul S. Mills Scholarship from the Society of Financial Services Professionals. Recipients are recognized for their commitment to lifelong education, volunteerism, and ethical practice in financial services. Services to the local and national chapter are pro bono consulting and advising as part of FSU SBE faculty work.

Member, National Boards for Diversity and the University Partners Program, Society of Financial Service Professionals, Fall 2008-Current.

Focus Group Participant, Supplements Design, McGraw-Hill/Irwin, March 2008.

Textbook Reviewer, McGraw-Hill/Irwin, for *Arens, Advertising*, 11<sup>th</sup> Edition, 2008.

Member, Editorial Review Board, *Journal of Business and Leadership*, Fort Hayes State, KS, Fall 2007-Current.

Member, Editorial Advisory Board, *Services Marketing Quarterly*, Haworth Press, Fall 2007-Current.

Guest Reviewer, Special Issue, *Services Marketing Quarterly*, Summer 2007.

Reviewer, Academy of Marketing Science Conference, Competitive Paper Track, Fall 2005.

Focus Group Participant, Testbank Software Interface Design, McGraw-Hill/Irwin, for Perreault's *Basic Marketing*, January 2003.

Textbook Reviewer, McGraw-Hill/Irwin, for Hair's *Marketing Research*, 2<sup>nd</sup> Edition, 2002.

Textbook Reviewer, McGraw-Hill/Irwin, for Perreault's *Basic Marketing*, 14<sup>th</sup> Edition, 2002.

Discussant, Atlantic Marketing Association, 2001.

Paper Reviewer, Session Chair, Midwest Marketing Association, 1991-1993.

Paper Reviewer, Session Chair, Midwest Decision Sciences Institute, 1992-1993.

Reviewer, Southern States Communication Journal, 1990.

