

Faye W. Gilbert, Ph.D.
Dean and Professor of Marketing
College of Business and Economic Development (CBE)
The University of Southern Mississippi

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Administrative Experience Summary

As dean of the College of Business and Economic Development (CBE) at The University of Southern Mississippi (USM), (since 2013) key leadership initiatives and collaborations included:

- a signature building, Scianna Hall, completed in 2015
- AACSB accreditation, in 2017, for business and for accountancy
- online programs for the MBA (2015), General Business (2016) and Management (2018) degrees with a resulting 26% increase in enrollment for the college
- increased participation in study abroad programs to London, Japan, and Italy
- an MBA with an emphasis in sport event security management, an advisory board, and collaboration with NCS4 – the National Center for Spectator Sport Safety and Security
- a Graduate Certificate in Business Foundations to provide courses for entry into the MBA and collaborative support for the nursing practice, construction management, economic development, biological sciences, and nonprofit management programs
- partnership with the University of Mississippi to provide a Small Business Development Center that has generated over \$3 million in capital infusion to the Pine Belt each year
- partnership with the University of Alabama, Clemson University, and Texas Christian University to provide an executive program in economic development; and a partnership with the ADP to obtain ROI's Gazelle for economic development work
- an Eagle Scholars program that includes scholarships, skills development, and a stipend for study abroad that has garnered \$5 million in pledges and bequests
- an endowment that has doubled in size
- strengthened frameworks for data informed decisions, assurance of learning reviews, and budgeting for strategic initiatives

During this time frame, I also served: as President of the Southern Business Administration Association (SBAA) (2015), on the Board of Directors for the Mississippi Council for Economic Education (since 2015), on the Continuous Improvement Review Committee (CIRC) for AACSB (since 2017), and on the Board of Directors for Beta Gamma Sigma (since 2017).

As dean of the College of Business and Economics (COBE) at Radford University (RU) (2008 - 2013), key accomplishments included:

- maintenance of accreditation by AACSB after key improvements in strategic planning, assurance of learning, and curriculum modifications
- design and building of a \$42 million signature space, Kyle Hall, on time and below the original budget

- stewardship of an engaged Advisory Council with the addition of a constitution, officers, and growth from twenty to fifty active members with many providing naming-level gifts
- enhanced programs and approaches with a partnership with IBM for big data analysis, a Bloomberg terminal, a global capitalism speaker series sponsored by BB&T, student organizations competing nationally, Advising Center personnel adding career assistance, and faculty members continuing their success in scholarship and student engagement

As dean of the J. Whitney Bunting School of Business at Georgia College & State University (2003-2008), the COPLAC public liberal arts institution for Georgia, we achieved:

- successful maintenance of AACSB accreditation
- the development of an advising center and addition of career advising
- increased private giving
- the development of an entrepreneurship living learning community
- the development of research grants and processes for faculty governance

With the other academic deans and vice presidents, I served on President Dorothy Leland's Executive Committee, the Leadership Council, and the Council of Deans.

At the University of Mississippi (1989-2003), I progressed in my academic career from Assistant Professor to Professor and served as: the Associate Dean of the MBA program, Chair of the Senate of the Faculty, President of two different academic associations, and as one of the founding members of the Ole Miss Council for Women's Philanthropy. As Chair of the Senate of the Faculty, I also served on Chancellor Robert Khayat's cabinet.

Professional Experience

The University of Southern Mississippi, Dean and Professor of Marketing, College of Business and Economic Development, since June 2013

Radford University, Dean and Professor of Marketing, College of Business and Economics, June 2008 – June 2013

Georgia College & State University, Dean and Professor of Marketing, J. Whitney Bunting School of Business, August 2003 – May 2008

The University of Mississippi, Professor of Marketing, School of Business Administration, July 2002 - July 2003; Associate Dean, MBA Program, 2001 - 2003; Area Coordinator, MBA Program, 2000-01; Associate Professor, 1995 - 2002; Joint Appointment with Pharmacy Administration, 1996 – 2003; Assistant Professor, 1989 - 1995

The University of Southern Mississippi, Assistant Professor, Marketing, August 1988 - May 1989

University of North Texas, Teaching Fellow, Department of Marketing, 1987 - 1988; Lecturer, 1986 - 1987; Teaching Fellow, 1984 - 1986

The University of Southern Mississippi, Instructor, Department of Marketing, 1983 - 1984

Small Business Development Center, Advisor, Gulfport, MS, 1982 - 1983

Emergency Medical Technician Program Coordinator, City Colleges of Chicago, Wiesbaden, Germany, 1978 - 1980; Registrar, Aschaffenburg, Germany 1976 - 1978

Education

PhD	1988	University of North Texas Major: Marketing; Emphasis: Applied Statistics
MBA	1983	The University of Southern Mississippi
BSBA	1982	University of Southern Mississippi (marketing) <i>summa cum laude</i> with departmental honors
AAS	1978	City Colleges of Chicago (Germany) (management) highest honors

Awards, Presentations, and Leadership Development

Awards

Grand Award, College Public Relations Association of Mississippi, College of Business Annual Report, "Best Overall – Print Media," May 2018
Recipient of the inaugural "Dean of the Year" award, Beta Gamma Sigma international honorary society for AACSB accredited business programs, spring 2016
Joe Spell Award, for dedication to the community, Rotary Club of Hattiesburg, spring 2017
Honoree, HEADWAE-Higher Education Appreciation Day, sponsored by the legislature of Mississippi with congressional citation for excellence in teaching, spring 2001
MBA Outstanding Professor, University of Mississippi, spring 2001
Elsie M. Hood Outstanding Teacher award for the University of Mississippi, 2000
Mortar Board Honor Society: Outstanding Faculty Member, University of Mississippi, 1991
AMA Consortium, Doctoral Student Representative, University of North Texas, 1987
Alpha Mu Alpha, National Marketing Honorary, University of North Texas, 1987
Mortar Board "Top Prof Award," University of North Texas, 1986
Phi Kappa Phi, National Honorary, University of Southern Mississippi, 1982
Beta Gamma Sigma, Collegiate Honorary, University of Southern Mississippi, 1981

Presentations and Workshops

Coordinator and MC: Entrepreneur of the Year, Alumnus of the Year, and Awards and Honors Ceremonies, University of Southern Mississippi (USM), 2013 - 2018
Presenter, "Successful Strategies for the CIR Process," AACSB Accreditation Conference, Baltimore, Maryland, October 2014, with Dr. McRae Banks
Speaker, Women in Banking Conference, USM, "Fear Not," Spring 2014
Speaker, The Inauguration Luncheon for President Rodney Bennett, USM, Spring 2014
Presentations, "AACSB Maintenance of Accreditation: From Basics to Discussions of Best Practices," 2012; "Managing Expectations or Lessons Learned in Advancement," 2011; "Jerry Trapnell and the Survivors, Lessons from Reaffirmation of Accreditation," 2007; Southern Business Administration Association (SBAA)
Keynote speaker, Global Capitalism Speaker Series, Radford University, "The Tenets of Objectivism and the Need for Balance," Radford, Virginia, Fall 2011

Speaker, Women and Leadership, Blacksburg, Virginia, Spring 2010
Speaker, Montgomery County Economic Development Association, "Economic Impact of Radford University," Fall 2009
Facilitator/Moderator, "Forward Baldwin Retreat," Saint Simon's Island, Georgia; Milledgeville 2004; 2005 (affected sales tax initiative, road projects, and the Greenway project)
Mini-course, Co-instructor, "Segmentation, Targeting and Marketing Opportunity Analysis," AstraZeneca Academy, with Mick Kolassa and the Center for Performance Excellence, Philadelphia, Pennsylvania, spring 2003
Faculty Speaker, Ole Miss Red & Blue Caravan, May 2000; spring 2002; spring 2003
Presenter, "Enhancing Leadership Skills," Mississippi Association of Educational Office Professionals, University of Mississippi, March 2000; March 2003
Focus Group Moderator, Public Relations Outreach for the University of Mississippi, Gulf Coast, Jackson, and Memphis; University of Mississippi, fall 2001
Co-instructor, "Segmentation and Strategy," Commercial Operations Division, Solvay Pharmaceuticals, Inc., with Mick Kolassa, Atlanta, Georgia, May 1999
Workshop Leader, "Empowered Leadership: Enhanced Productivity," Sales Managers with Solvay Pharmaceuticals, Inc., Atlanta, Georgia, November 1998
Workshop presenter, "Leadership Lafayette," Oxford Chamber of Commerce, February 1998
Panel Speaker, "Women and The Glass Ceiling," *Mississippi Business Today* television program, University of Mississippi, April 1996
Workshop Leader, "Communication Flexibility," Supervisory Training Program, Tupelo, Mississippi, September 1996, February 1996, March 1996, fall 1995
Workshop Trainer, "Creativity in the Selling Process," Sagless Furniture, Tupelo, 1994
Speaker, "MBA Programs: Promises and Risks," 1993 AMA International Collegiate Conference, New Orleans, Louisiana, April 1993
Presenter, "Sales Representatives and Purchasing Managers: Changing Relational Partnerships," National Association of Purchasing Management-Tupelo, Mississippi, October 1992
Presenter, "Self Motivation and the Marketing Concept," Healthcare Financial Management Association, state conference; Jackson, Mississippi, February 1991

Leadership Development

True South, Economic Development Intensive, USM, Fall 2018 (Hattiesburg)
AACSB Conferences, since 2004; AACSB Experienced Deans Seminar, 2010 (Chicago); AACSB New Deans Seminar, 2004 (Boston); AACSB Assessment, 2003 (Kennesaw)
CASE Development for Deans Seminar, February, 2005 (Denver)
Leadership Development Intensive, Scherer/Yoell group, October 2001 (Little Rock)

Scholarly Activity

Peer-Reviewed Journal Articles

"ABC inventory management support system with a clinical laboratory application," with Hooshang M. Beheshti and Dale Grgurich, *Journal of Promotion Management*, 18 (3) (2012), 414-435.

- “Firm and Relationship Characteristics of Domestic versus International Franchisors,” with Joyce A. Young and Faye S. McIntyre, *Journal of Marketing Channels* 13:4 (2006), 5-22.
- “The Role of Brand Personality in Charitable Giving: An Assessment and Validation,” with Beverly Venable, Gregory M. Rose and Victoria D. Bush, *Journal of the Academy of Marketing Science*, 33:3 (Summer 2005), 295–312.
- “Consumer ethics: the role of acculturation in U.S. immigrant populations,” with Ziad Swaidan, Scott Vitell, and Greg Rose, *Journal of Business Ethics*. (2005).
- “The Impact of Ethical Cues on Consumer Satisfaction with Services,” with James L. Thomas, Scott J. Vitell, and Gregory M. Rose, *Journal of Retailing*, 78 (2002), 167-173.
- “The Web as a Medium: A Comparison of Printed vs Cyber Worlds,” with Victoria D. Bush, *Journal of Marketing Theory and Practice*, 10:1 (Winter 2002), 1-10.
- “The Role of Intercultural Communication in Adaptive Selling: Implications for Cultural Diversity in the Sales Force,” with Victoria D. Bush, Gregory M. Rose, and Tom Ingram, *Journal of the Academy of Marketing Science*, 29:4 (2001), 391-404.
- “College Campus Health Services: A Role for Managed Care,” with Sheryl Szeinbach, James Barnes, Dewey Garner, and Judy Freeman, *Drug Benefit Trends*, 12:10 (2000), 38-46.
- “Market Receptiveness to Franchised Systems in the Health Care Industry,” with Faye S. McIntyre, *Journal of Applied Business Research*, 15:3 (Summer 1999), 47-54.
- “Consumer Segments and Perceptions of Retail Ethics,” with Faye S. McIntyre and James L. Thomas, *Journal of Marketing Theory and Practice*, 7:2 (Spring 1999), 43-53.
- “Assessing the Need for Student Health Services Using Maximum Difference Conjoint Analysis,” with Judy K. Freeman, James H. Barnes, and Dewey D. Garner, *Journal of Research in Pharmaceutical Economics*, 9:3 (1998), 35-50.
- “A Continued Look into the Financial Implications of Initial Noncompliance in Community Pharmacies: An Unclaimed Prescription Audit Pilot,” with David R. McCaffery, Mickey C. Smith, Benjamin F. Banahan III, and Dennis A. Frate, *Journal of Research in Pharmaceutical Economics*, 9:2 (1998) 7-24.
- “Ethics and Social Responsibility in Marketing: An Examination of the Ethical Evaluation of Advertising Strategies,” with Saviour L. S. Nwachukwu, Scott J. Vitell, Jr., and James H. Barnes, *Journal of Business Research*, 39:2 (June 1997), 107-118.

- "Domestic versus Cross-Border Alliances: An Exploratory Study of Relationship Differences," with Faye S. McIntyre and Joyce A. Young, *Global Business and Finance Review* 2:2 (Fall 1997), 59-70.
- "A Strategic Alliance Perspective of Franchise Relationships," with Faye S. McIntyre and Joyce A. Young, *Franchising Research: An International Journal*, 2:1 (January 1997), 6-14. [Highly Commended Award from this journal in 1998]
- "Evaluating Oral Presentations Using Behaviorally Anchored Rating Scales," with Faye S. McIntyre and Gail A. Hoover, *Academy of Educational Leadership Journal*, 1 (February 1997), 1-7.
- "Strategic Alliances in Buyer-Seller Relationships: The Effects of Alliance Form on Governance Mechanisms and Outcomes," with Joyce A. Young and Faye S. McIntyre, *Journal of Business Research*, 35:2 (February 1996), 139-151. [This article was cited by Knight, Hult and Bashaw (September 2000 issue of JBR) as one of the most influential articles published in JBR, 1995-1999 based on the citation rate in the top journals in marketing]
- "Examining the Partnership Mentality: Key Factors in Purchasing Relationships," with Joyce A. Young and Faye S. McIntyre, *Journal of Marketing Management*, 6 (Spring/Summer 1996), 39-45.
- "A Preliminary Assessment of the Effectiveness of Creativity Training in Marketing," with Penelope J. Prenshaw and Thomas T. Ivy, *Journal of Marketing Education*, (Fall 1996), 46-56.
- "Trends in Strategic Alliances Between U.S. and Japanese Pharmaceutical Industry Firms," Poster Paper, with Mikio Ishizawa and Mickey C. Smith, *Journal of Pharmaceutical Marketing and Management*, 11:1 (1996), 31-41.
- "Confirmatory Factor Analysis of Lifestyle Constructs: An Empirical Analysis and Application to Demographic Segments," with William E. Warren, *Psychology and Marketing*, 12:3 (May 1995), 59-73.
- "The Role of Impression Management in Strengthening Channel Relationships," with William L. Gardner and Joyce A. Young, *Journal of Marketing Theory and Practice*, 2:4 (Fall 1994), 29-38.
- "Buyer-Seller Relationships in Just-In Time Purchasing Environments," with Joyce A. Young and Charles R. O'Neal, *Journal of Business Research*, 29:2 (February 1994), 111-120.

"The Decision Making Unit in the Choice of a Long-Term Health Care Facility," with R. Keith Tudor and Joseph G. P. Paolillo, *Journal of Applied Business Research*, 10:2 (Spring 1994), 63-73.

"Improving Performance in Case Courses: An Argument for Behaviorally Anchored Rating Scales," with Faye S. McIntyre, *Marketing Education Review*, 4 (Spring 1994), 51-58.

"Complaint Intentions and Behavior for Products versus Services," with William E. Warren, *Journal of Marketing Management*, 3:1 (Spring/Summer 1993), 12-22.

"An Internal Marketing Approach to Total Service Quality: A Guide for Practitioners," with Matthew D. Shank, *Journal of Hospital Marketing*, 8:1 (1993), 113-130.

"Adaptation and Customer Expectations of Health Service Options," with James R. Lumpkin and Rajiv P. Dant, *Journal of Health Care Marketing*, (September 1992), 46-55.

"Creativity through Education: A Process for Enhancing Students' Self-Perceptions," with Penelope J. Prenshaw and Thomas T. Ivy, *Journal of Marketing Education*, (Spring 1992), 35-40.

"Estimating Market Boundaries for Health Care Facilities and Services," with Tom K. Massey, Jr., *Journal of Health Care Marketing*, 7:3 (September 1987), 15-24.

"Banking in the 1990s," with Roger T. King, *Business Insights*, 4:1, Bureau of Business Research: University of Southern Mississippi, (Winter 1985) 6-9.

Conference Proceedings

"Firm and Relationship Characteristics of Domestic versus International Franchisors," (with Faye S. McIntyre and Joyce A. Young), In *Advances in Marketing: Pedagogy, Philosophy and Processes*. William J. Kehoe and Linda K. Whitten, eds. Society for Marketing Advances. Charlottesville, VA 2003, 122-123 [Best Paper in Track, 2003]

"Measuring the Brand Personality of Nonprofit Organizations," with Beverly T. Venable and Gregory M. Rose, *Association for Consumer Research* conference, (Fall 2002).

"Opportunism and the Moderating Role of Channel Structure," with Faye S. McIntyre and Perng-Fei Huang, *Society for Marketing Advances*, Abstract (November 2001).

"An Exploratory Study of How People Form Trustworthiness Beliefs Toward Pharmacists in Dispensing and Pharmaceutical Care Scenarios," with Donna West, Noel Wilkin, and Dewey Garner, AphA-APRS poster presentation for the *American Association of*

Pharmaceutical Scientists conference, (March 2000).

"Ethnic Acculturation and the Evaluation of Advertisements," with Sheb L. True, Robert D. Winsor, & R. Keith Tudor, *Marketing: Moving Toward the 21st Century*, Elnora W. Stuart, David Ortinau, & Ellen M. Moore, eds., Southern Marketing Association, (1997).

"Domestic Versus Cross-Border Alliances: An Exploratory Study of Relational Differences," with Faye S. McIntyre and Joyce A. Young, *Advances in Marketing*, Joyce A. Young, Dale L. Varble and Faye W. Gilbert, eds., Southwestern Marketing Association, (1997).

"Retail Ethics: An Exploratory Examination of Consumer Perceptions," with James L. Thomas and Faye S. McIntyre, in *Marketing: Foundations for a Changing World*, Brian T. Engelland and Denise T. Smart, eds., Southern Marketing Association, (1995).

"Consumer Dissatisfaction and Subsequent Outcomes: The Effect of Demographics, Psychographics and Actions Taken," with William E. Warren, *Global Business Trends: Contemporary Readings*, Academy of Business Administration, (1995).

"Franchising: A Strategic Alliance Perspective," with Faye S. McIntyre and Joyce A. Young, *Understanding and Accepting Different Perspectives...Empowering Relationships in 1994 and Beyond*, Skip Swerdlow, ed., Society of Franchising Conference, Las Vegas, (1994). [Selected for presentation to the International Franchising Association]

"The Practitioner, the Student and the Instructor: A Triad Approach to Teaching by the Case Method," with Joyce A. Young and Faye S. McIntyre, *Marketing: Advances in Theory and Thought*, Brian T. Engelland and Alan J. Bush, eds., Southern Marketing Association, (1994). [Best Paper Award: Marketing Education Track]

"The Effect of Ethnic Acculturation on Advertising Perceptions: An Investigation of Hispanic Consumers," with Sheb L. True and James H. Barnes, *Minority Marketing: Research Perspectives for the 1990s*, 6, Academy of Marketing Science, Robert L. King, ed., (1993).

"The Formation and Continuation of Strategic Alliances Between Buyers and Suppliers," with Joyce A. Young and Faye S. McIntyre, *Developments in Purchasing and Materials Management*, Alvin J. Williams and Barry J. Babin, eds., National Association of Purchasing Management Academic Conference, (1993).

"Question Formats and the Elderly: An Exploration," *International Academy of Management and Marketing Conference Proceedings*, Detroit, MI (1991).

"The Moderating Influence of the Situation on Hospital Attribute Importance," with Tom K. Massey, Jr., *Marketing: Toward the Twenty-First Century*, proceedings of the Southern Marketing Association, Robert L. King, ed., (1991).

"Patient Identification and Strategic Planning for Primary Care Facilities," with Tom K. Massey, Jr., *Advances in Marketing*, Southwestern Marketing Association, Peter J. Gordon and Bert J. Kellerman, eds., (1989).

Text, Chapters, Newspapers, Text Supplements

William G. Zikmund, Raymond McLeod, and Faye W. Gilbert, *Customer Relationship Management: Integrating Marketing Strategy and Information Technology*, John Wiley & Sons, Inc., (2003).

Instructor's Manual to accompany, *Marketing: Creating and Keeping Customers in an e-commerce world*, 7th edition, by William G. Zikmund and Michael D'Amico, Ohio: South-Western College Publishing, (2001).

"E-commerce enhancements and *Instructor's Manual* Revision" to accompany *Marketing* by William Zikmund and Michael D'Amico, South-Western College Publishing, (2000).

"Building Relationships One Impression at a Time," with Joyce A. Young, chapter supplement for *Channels Management: A Relationship Marketing Approach*, by Lou E. Pelton, H. David Strutton and James R. Lumpkin, Irwin/McGraw Hill, (1996).

"Franchises as Strategic Alliances," with Joyce A. Young and Faye S. McIntyre, in *Franchise Relations Handbook*, Robert L. Perry, ed. Washington, D.C. (1995).

"Building a Strategic Alliance Mentality in Franchise Relationships," with Joyce A. Young and Faye S. McIntyre, *Franchise Update*, (1995).

"Use 'real-world' standards to enhance research project benefits," with Tom K. Massey, Jr. and S. Altan Erdem, *Marketing Educator*, 9:1 (Winter 1990), 1,7.

"2001: A Banking Odyssey," with Roger T. King, *Mississippi Banker*, 73 (May 1989), 15, 26, 28.

"Confused Consumers Affect Health Research: Survey Design Must Compensate," with Tom K. Massey, Jr., *Marketing News*, 21:1 (January 2, 1987) 49, 53.

Lecture Notes for Enterprise, with Alicia L. Briney, for *Introduction to Business* (1986), 5th edition, by John A. Reinecke and William F. Schoell. Boston: Allyn and Bacon, Inc.

Professional Service

Professional Associations

Association to Advance Collegiate Schools of Business (AACSB), Continuous Improvement Review Committee (CIRC), since January 2017; AACSB-CIRC Vice Chair, since August

2018; AACSB member, since 2003
Beta Gamma Sigma, International Honor Society for AACSB accredited programs, Board of Directors, since 2017
Mississippi Council for Economic Education (MCEE), Board of Directors, since 2015
Southern Business Administration Association, Immediate Past President, 2016; President, 2015; Vice President, Programs, 2014; Secretary/Treasurer, 2012-2014; Board of Directors, since 2010; and Member, since 2003
Participant, University System of Georgia Strategic Planning: Economic Development, 2006
Society for Marketing Advances (SMA): Past President and Co-Chair of the Doctoral Consortium, 2001; President, 1999-2000; Program chair, 1998-99; Secretary, 1996-97; Vice President-Membership, 1995-96
Southwestern Marketing Association, aka ACME; President, 1994/95; Co-Program Chair 1996/97 (with Robert Bush); Program Chair 1992/93
Co-Editor, *Advances in Marketing*, Proceedings of the Southwestern Marketing Association, with Joyce A. Young, senior editor, and Dale Varble, March 1996
Co-Editor, *Advances in Marketing*, Published by Louisiana State University and the Southwestern Marketing Association, 1993, with Daryl O. McKee and Dan L. Sherrell
Society for Marketing Advances, 1986 - 2005
American Marketing Association, 1987 - 2003

Reviewer

Journal of Business Research, review board, 1999 – 2003; ad hoc reviewer, 1990 – 1999
Journal of Marketing Theory and Practice, review board, 1999 – 2003; reviewer, 1993 – 1999
Journal of Marketing Education, ad hoc reviewer, 1993 – 2003
Journal of Marketing Management, ad hoc reviewer, 1993 – 2003

Thesis and Dissertations

Chair: Beverly Venable, School of Business, 2001; Brent Cunningham, School of Business, 1999; Perng-Fei Huang, School of Business, 1998. Co-Chair: Erin Baca Dickerson, 2000; Rick Hargrove, 1995; Joyce A. Young, July 1993; Keith Tudor, 1992. School of Business.
Committee member: Andre Honoree, School of Business-Management, 1999; Ziad Yahia, School of Business-Marketing, 1999; Ron Dickinson, School of Business-Marketing, July 1997; Prashan Poovala, School of Pharmacy, 1997; Jim Thomas, School of Business-Marketing, 1996; Judy Freeman, School of Pharmacy, 1995; David McCaffery, School of Pharmacy, 1995; Seonsu Lee, School of Business-Marketing, 1993; Mary Monk, School of Pharmacy, 1993; Saviour Nwachukwu, School of Business-Marketing, 1993; Mikio Ishizawa, School of Pharmacy, masters thesis, 1993; Lou Pelton, School of Business-Marketing, 1992; Audhesh Paswan, School of Business-Marketing, 1992; Sheb True, School of Business-Marketing, 1992; Tracey Portner, School of Pharmacy, 1991.

University and School

Chair, Search Committee for Dean of Arts & Sciences, 2017-18; Member, Academic Deans Leadership Team (ADLT), for the Gulf Park Campus, 2014 - 2017; member, Council of Deans and the Academic Affairs Leadership team, since 2013; Advisory Council for the College of Business and Economic Development, since 2013; Partners' Advisory Council for Gulf Coast business programs, since 2015; Advisory Board for the MBA with an emphasis in Sport Security, since 2016; The University of Southern Mississippi

Co-author, Grant Application for the Small Business Development Center and five regional centers, 2013, Radford University

Member, Council of Deans; Ex Officio member, Advisory Council for the College of Business and Economics, Government and Nonprofit Assistance Center, Small Business Development Center, Leadership Development Center; Radford University, 2008 - 2013

Co-Chair, Strategic Focusing Initiative, Total Student Learning Experience Workgroup (with Eustace Palmer); member, Strategic Focusing Advisory Committee, 2005-2007; Chair, Faculty Professional Leave Committee, spring 2005; Member, Academic Affairs Advisory Group, 2003-2008; President's Cabinet, 2004-2008; Georgia College & State University

Moderator and Coordinator, the Women's Leadership Forum and the Executives Forum, Georgia College & State University, 2003-2008; Coordinator, Executive of the Year award, Georgia College & State University, 2003-2008

Chair, Elsie M. Hood Outstanding Teacher Selection Committee, spring 2002; committee member, 2001 - 2003, University of Mississippi

Co-Chair, Freshman Convocation Committee, spring 2001, with Whitman Smith

Mentor, McNair Scholar's Program, Kimberly Walker, 2000

Participant, Ole Miss Council for Women's Philanthropy, Developing the Servant Leadership Model, February 2000 - Fall 2003; Founding Member, February 2000

Steering Committee, *The Last Firing Line with William F. Buckley*, fall 1999

Steering Committee, Campaign for Excellence, University of Mississippi; fall 1999-fall 2000

Steering Committee, NCAA Self-Study Academic Integrity Report, fall 1997-spring 1999

Team Captain, Institutional Effectiveness Committee: Assessing Assessment, 1997-1998

Member, Board of Directors, Center for Pharmaceutical Marketing and Management, University of Mississippi, fall 1997 – July 2003

Chair, Senate of the Faculty, University of Mississippi, 1996-97; Member Academic Council (Deans and Provost); Administrative Council (Directors and Chancellor), 1996-97; Immediate Past-Chair and University representative to the State of Mississippi Faculty Senate Association, 1997-1998; Past Chair & member of the Senate Executive Board 1997-98; Chair, Faculty Senate Committee for Academic Support Services 1995

Member, University of Mississippi Task Force for Teaching Effectiveness, 1995

Member, Minority Affairs Commission, University of Mississippi, 1993-1994

Member, Commission on the Status of Women, University of Mississippi, 1993-1995

Moderator, Mississippi Academic Invitational Tournament 2002, 2001, 1998, 1997, 1995, 1993, 1991

Student Organizations

President (with Wanda Fennell and Melinda McLelland as advisors), Beta Gamma Sigma, College of Business and Economic Development, the University of Southern Mississippi, since 2013

Advisor, Business Student Advisory Council, College of Business and Economic Development, the University of Southern Mississippi, since 2013

Advisor, Beta Gamma Sigma, College of Business and Economics, Radford University, 2012–13
Chair, Student Advisory Board, College of Business and Economics, Radford University (constitution adopted, spring 2010; RSO process completed Spring 2011)

Coordinator, Entrepreneurship Living Learning Community for freshmen; Circles Discussion Leader, Georgia College & State University, fall 2006

Coordinator, Dean's Student Advisory Board, Georgia College & State University, 2003-2008

Advisor, American Marketing Association (AMA) Collegiate Chapter 2001; 1995-1997; 1991-1994; National Awards: 1994, 1995, 1996; initiated the Chapter at Ole Miss in 1991

Co-Advisor, Mortar Board Honor Society, August 1991-1994; Senior Advisor, 1993-1994

Community Organizations and Service

Member, Rotary International, Hattiesburg, Mississippi, since 2014; Board of Directors, 2015–2017

Co-Chair, Stewardship Committee, Trinity Episcopal church, Hattiesburg, MS, 2017, 2018

Writer, Stained Glass Window Project Grant Request for Grace Church; Radford, Virginia; (funded with \$21,000), Fall 2009

Author, *Oconee River Greenway and Park: Estimating Monetary Impacts and Potential Benefits*, (fall 2004; ground breaking for the Park occurred in May, 2007)

Coordinator & principal researcher, Entrepreneurial Friendly Community (EFC) application for Milledgeville/Baldwin county Chamber of Commerce, (2005; Achieved EFC status April 1, 2007); Advance Division Leader, Partners for Progress, fall 2007; Facilitator, Chamber of Commerce Small Business Owner of the Year award, 2003-2005

Member, Board of Directors, Milledgeville Chamber of Commerce, June 2003 – July 2006; Executive Board, June 2007-June 2008

Member of the Vestry, Grace Church, Radford, Virginia, 2009-2011

Member, Rotary International, Milledgeville, Georgia, 2003 - 2008

Research Coordinator, "Perceptions of Baptist Memorial Hospital-North Mississippi," University of Mississippi, summer 2001

Research Coordinator, "Internal Marketing," Springhill Memorial Hospital, Mobile AL (fall 1996)

Research Coordinator, Chamber of Commerce: "Shop Denton First for Christmas," with Jack Starling and Tom K. Massey, Jr., University of North Texas (fall 1985)