
William L. Tullar, Ph.D.
Professor
Management
Bryan School of Business
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Academic/Professional Background

Degrees Attained

Ph.D. University of Rochester, Industrial/Organizational Psychology, 1975

B.A. Wesleyan University, 1966

Academic Experience

Visiting Professor, Fachhochschule Rheinland-Pfalz (August, 1993 - October, 2017), Worms, Germany. I taught in Worms 1993-4, 1995, 1996, 2011, 2012, 2013

Visiting professor, International Institute of Management (October, 1999 - October, 2004), Chisinau, Moldova. Taught a variety of classes as part of a USAID grant

Assistant Professor, Rochester Institute of Technology (1972 - 1973), Rochester, New York.

Instructor, Alamance Community College (1968 - 1970), Burlington, North Carolina.

Professional Experience

National

Buyer, Pratt & Whitney Aircraft (November, 1966 - May, 1968), East Hartford, Connecticut. Worked as a buyer at the largest purchasing department in the world (at the time). Gave me a practical basis for understanding purchasing and materials management.

International

Visiting Scholar, International Research Institute for Management Science (1990 - 1991), Moscow, Russia.

Consulting Experience

2009-2004: Lorillard, Various services provided related to testing and training of several different categories of employees

Teaching

Teaching Activities

Doctoral Exam Preparation/Grading

2015 - Doctoral exams for Michelle Childs. Doctoral Exam Preparation/Grading.

2014 - Chawanuan Kananukul: Doctoral Exams and dissertation. Doctoral Exam Preparation/Grading.

2013 - Doctoral Exam Preparation/Grading.

2009 - Doctoral Exam Preparation/Grading.

Course (New) - Creation/Delivery: Conventional

2017 - Human Resources Management. Course (New) - Creation/Delivery: Conventional.

2017 - Industrial and Organizational Psychology. Course (New) - Creation/Delivery: Conventional.

2016 - BUS 328 Leadership. Course (New) - Creation/Delivery: Conventional.

2014 - MBA 716 Leadership/Ethics/Sustainability. Course (New) - Creation/Delivery: Conventional.
2014 - MGT 375 Management Skills. Course (New) - Creation/Delivery: Conventional.
2013 - Course (New) - Creation/Delivery: Conventional.
2011 - Course (New) - Creation/Delivery: Conventional.
2009 - Course (New) - Creation/Delivery: Conventional.
2006 - Course (New) - Creation/Delivery: Conventional.
2005 - Course (New) - Creation/Delivery: Conventional.

Course (New) - Creation/Delivery: Online

2013 - Course (New) - Creation/Delivery: Online.
2009 - Course (New) - Creation/Delivery: Online.

Student Assign-Independent Studies

2017 - MBA 743 Special Study. 1 student. Student Assign-Independent Studies.
2017 - Honors Special Study: Leadership Pathology. Student Assign-Independent Studies.

Student Assign-Supervised Research (GRAD)

2011 - 1 student. Student Assign-Supervised Research (GRAD).

Student Assign-Supervised Research (UG)

2016 - Entrenamiento de Salud y Seguridad. 1 student. Student Assign-Supervised Research (UG).

Thesis / Dissertation Committee - Member

2011 - 1 student. Thesis / Dissertation Committee - Member.
2010 - 2 students. Thesis / Dissertation Committee - Member.

Other Teaching Activities

2010 - Other Teaching Activities.
2009 - Other Teaching Activities.
2003 - Other Teaching Activities.

Intellectual Contributions

Refereed Journal Articles

Buttner, E. H. & Tullar, W. L. (in press, 2017). A One-Number Diversity Metric: A Dashboard Measure for executive action. Equality, Diversity, and Inclusion.

Welsh, D. H.B., Tullar, W. L., & Nemati, H. (2016). Entrepreneurship education: Process, method, or both? Journal of Innovation and Knowledge, 1, 125-132.

Tullar, W. L. & Taras, V. (2016). Free Riding: A Multi-Cultural Study. International Journal of the Academic Business World.

Tullar, W. L. (in press, 2016). Scambusters: Training at Dayglow Senior Living to inoculate residents against scams. Journal of Business Case Studies.

Tullar, W. L. (2015). Assessing the Effect of Training. Journal of Human Resources Education, 9 (1), 14-22.

Canziani, B., Welsh, D. H.B., Hsieh, Y., & Tullar, W. L. (2015). What Pedagogical Methods Impact Students' Entrepreneurial Propensity. Journal of Small Business Strategy, 25 (2), 97-112.

Welsh, D. H.B., Tullar, W. L., & Nemati, H. (in press, 2015). Entrepreneurship Education: Process, Method, or Both? Journal of Innovation and Knowledge.

Tullar, W. L. (2014). Bacom, Chipem, & Howe: A Case in Performance Incentive Systems. Journal of Human Resources Education, 8 (1), 14-20.

Welsh, D. H.B. & Tullar, W. L. (2013). A Model of Cross Campus Entrepreneurship and Assessment. Entrepreneurship Research Journal, 4 (1), 95-115.

Tullar, W. L. (2011). The Scored Plant Tour: Improve Performance and Lower Turnover. Drake Management Review, 1 (1), 24-36.

Tullar, W. L. (2010). Keeping the Oldest: The Evergreen Springs Plant of Electrico Power Systems. Journal

of Human Resources Education.

Tullar, W. L. (2009). Process Facilitation in Geographically Dispersed Groups. *Journal of Learning in Higher Education*, 5 (1), 39-51.

Tullar, W. L. & Beitler, M. A. (2008). Psychological Contracts and Self-Directed Learning. *International Journal of Human Resource Development and Management*, 8 (4), 318-331.

Ehrhardt, R. & Tullar, W. L. (2008). Rating Recruiting Sources at Simtec Instruments Corporation: Applying Multiple-Criterion Decision Making in an HR Setting. *Journal of Human Resources Education*, 2 (1/2), electronic journal.

Karpova, E., Nelson-Hodges, N., & Tullar, W. L. (2007). Making Sense of the Market: an exploration of apparel consumption practices of the Russian consumer. *Journal of Fashion Marketing and Management*, 11 (1), 106-121.

Tullar, W. L. & Ehrhardt, R. (2007). Assigning People to Jobs at Ajax Auto: A Case that Applies the Linear Assignment Algorithm to a Common HR Problem. *Journal of Human Resources Education*, 1 (1).

Tullar, W. L. & Kaiser, P. (2001). Let's Go On Meeting Like This: A Guide to Effective Electronic Meetings. *Training and Development Magazine*.

Tullar, W. L., Kaiser, P., & McKowen, D. (2000). Student Team Projects by Internet. *Business Communication Quarterly*, 63 (4), 75-82.

Kaiser, P. & Tullar, W. L. (2000). The Effect of Process Training on Process and Outcomes in Virtual Groups. *Journal of Business Communication*, 37 (4), 408-427.

Book Chapters

Refereed

Tullar, W. L. & Welsh, D. H.B. (2012). The Dark Side of Entrepreneurial Leadership. *Perspectives in Leadership*. Nova Science. [Status: Published] [Basic or Discovery Scholarship]

Tullar, W. L. (2005). Sharing Secrets: The Human Resources Role in Knowledge Management. In H. R. Nemati, & R. Ajami (Ed.), *Global Knowledge Management: Challenges and Opportunities*. [Status: In Press] [Basic or Discovery Scholarship]

Tullar, W. L. (2004). Mining Meaning: Recovering Value from the Text of Virtual Group Discussions. In Nemati & Barco (Eds.), *Organizational Data Mining: Leveraging Enterprise Data Resources for Optimal Performance* (pp. 125-139). Hershey, PA: Idea Group Publishing. [Status: Published] [Basic or Discovery Scholarship]

Refereed Proceedings

Full Paper

Canziani, B. F., Welsh, D. H., & Tullar, W. L. (2017). Cross-Disciplinary Education: Not Business as Usual. 2017 PAN PACIFIC CONFERENCE. [Status: Published] [Refereed] [Teaching and Learning Scholarship]

Taras, V. & Tullar, W. L. (2016). The other side of the barricades: Interviewing the Free-Riders, Not Their Managers or Co-Workers. *Academy of International Business Southeast USA Conference*. [Status: Published] [Refereed] [Basic or Discovery Scholarship]

Taras, V. & Tullar, W. L. (2016). Free-Riding in Global Virtual Teams: An Experimental Study of Antecedents and Strategies to Minimize the Problem. *Annual Meeting of the Academy of International Business (AIB)*. [Status: Published] [Refereed] [Basic or Discovery Scholarship]

Free-riding is a major problem in workgroups, particularly in global virtual teams (GVTs). This study explores mechanisms by which free-riding affects group dynamics and performance in GVTs, and experimentally test several commonly available strategies to alleviate the problem. The study was conducted using 2,163 GVTs composed of 15,453 people from over 40 countries who worked real business challenges presented by international companies. The results confirmed that the damage caused by free-riding is disproportionately higher than the loss in manpower and that a number of strategies implemented before the team starts working on the project and/or after the problem of free-riding occurs can be remarkably effective in preventing and mitigating the problem. Presented here are the initial results of the study.

Buttner, E. H. & Tullar, W. L. (2016). Assessing Organizational Demographic Representativeness: A Workforce Analytics Measure. *Southern Management Association Annual Meeting*. [Status: Published] [Refereed] [Basic or Discovery Scholarship]

Workforce analytics is an evolving measurement approach in human resource planning and strategic implementation. Workforce analytics can help organizations measure and manage one of their most important resources: their human capital. We propose a one-number diversity metric, called the D-Metric as a new tool for human resource planning. This metric is a summary statistic useful in assessing the degree to which the organization's work force is representative of the racioethnic demographics of its labor market.

Tullar, W. L. & Taras, V. (2016). Free Riding: A multicultural study. Academic Business World & International Conference on Learning and Administration in Higher Education. [Status: Published] [Refereed] [Basic or Discovery Scholarship]

Welsh, D. H.B., Tullar, W. L., & Nemati, H. (2016). Entrepreneurship Education: Process, Method, or Both? USASBE, San Diego, CA: USASBE. [Status: Published] [Refereed] [Teaching and Learning Scholarship]

Canziani, B., Hsieh, J., Welsh, D. H., & Tullar, W. L. (2014). What pedagogical methods impact students' Entrepreneurial Propensity. Small Business Institute. [Status: Published] [Refereed] [Basic or Discovery Scholarship]

Tullar, W. L. (2010). The Scored Plant Tour. Academic Business World International Conference. [Status: Published] [Refereed] [Basic or Discovery Scholarship]

Refereed Presentations

International

Taras, V., Tullar, W. L., & Alcazar, M. G. (2017). The Other Side of the Barricades: Interviewing the Free-Riders, Not Their Managers or Co-Workers, on the Reasons for and Ways to Deal with Free-Riding in GVTs. Academy of International Business, Dubai, United Arab Emirates. [Status: Presented] [Refereed] [Basic or Discovery Scholarship]

Description: Qualitative research on the self reports of individuals who were voted out of their groups in a multi-national virtual group exercise (X Culture).

Canziani, B. F., Welsh, D. H., & Tullar, W. L. (2017, June). Cross-Disciplinary Education: Not Business as Usual. 2017 PAN PACIFIC CONFERENCE, Lima, Peru. [Status: Presented] [Refereed] [Teaching and Learning Scholarship]

Description: Paper describes how UNCG has approached the teaching of entrepreneurship focusing not just on a business skill set but also on the entrepreneurial mindset.

Taras, V. & Tullar, W. L. (2014, October). Withholding Effort: A Meta-analysis of the Literature on Social Loafing, Free Riding, and Shirking,. Academy of International Business, Orlando, Florida. [Status: Presented] [Refereed] [Basic or Discovery Scholarship]

Description:

By the means of a meta-analysis of 88 publications (259 cases) of social loafing, free riding, and shirking, we investigated the predictors and consequences of withholding effort in teams. Our meta-analysis shows that there is much more research devoted to predictors of withholding effort in groups than to its consequences. Moreover, the predictor results are remarkably consistent across studies: almost all findings are statistically significant and the effect sizes vary little from study to study. Effect sizes are comparatively large with an uncorrected sample-size weighted effect of 0.26 and an unreliability corrected sample size effect of 0.31. The results clearly indicate that if the work and performance evaluation systems are set up so that individual contribution is difficult to identify, people will exert less effort.

Childs, M. L., Jin, B., & Tullar, W. L. (2014, June). The Dark Side of Discounting: What Moves Urgency to Buy and Brand Dilution. International Business Research Conference, Toronto, Canada-Ontario. [Status: Presented] [Refereed] [Basic or Discovery Scholarship]

Description: Brand extensions, the extension of a brand's name to new product categories or classes, are among a company's most highly utilized options for growth (Keller, 1993). Specifically in the apparel industry, vertical-downward brand extensions, offering extension products at a lower cost and quality, has been an industry practice for a long time (Ginman, Lundell, and Turek, 2010). However, despite industry prominence, there is a lack of research on how this type of brand extension may affect short-term (i.e., high purchase behaviour), and long-term (i.e., low brand dilution) success. This study is guided by Weber's theory of Just Noticeable Difference (Miller, 1962)

and previous research that stresses the importance of fit for brand extension success (Völckner and Sattler, 2006). Specifically, this study tests the effects of a brand's level (high-end, low-end), price level (0%, 20%, and 80% lower than the original brand), and perceived fit between brand and price on two dependent variables i) consumers' urgency to buy and ii) brand dilution. A between-subjects true experimental design was employed and respondents (n=162) were exposed to a video commercial stimulus that included the manipulated variables. Results indicated that urgency to buy is affected by price ($F=3.087^*$), perceived fit between brand and price ($F=22.851^{***}$), and the interactions between brand and price ($F=3.191^*$), brand and perceived fit ($F=16.106^{***}$), price and perceived fit ($F=11.080^{***}$), and brand, price, and perceived fit ($F=5.713^{***}$). Brand dilution was affected by brand ($F=4.531^*$), price ($F=4.505^*$), perceived fit between brand and price ($F=80.721^{***}$) and the interactions between brand and price ($F=3.858^{**}$), brand and perceived fit ($F=6.351^{***}$), price and perceived fit ($F=4.439^{**}$), and brand, price, and perceived fit ($F=4.014^{***}$). Overall results indicated that high perceived fit between brand and price is the most important factor that increases urgency to buy and decreases brand dilution. This study provides theoretical and managerial implications

Tullar, W. L. & Wingler, T. R. (2007, May). Knowledge Management Terms and Common Business Language. Academic Business World International Conference, Nashville, Tennessee. [Status: Presented] [Refereed] [Basic or Discovery Scholarship]

Description: This exploratory research examines the penetration of knowledge management vocabulary words into general business parlance. The authors constructed counts of the relative frequency of knowledge management words in 10k reports of 40 randomly chosen publicly traded U. S. companies. Results indicated that many of the vital knowledge management concept words were never used at all in more than 665,000 words. Those words that did have significant frequency were those that had more general meaning than just KM. Using 32 words that did have a significant frequency of occurrence, the sample was split into two halves: 20 high knowledge management companies and 20 low knowledge management companies. Results indicate that 14 KM words did occur significantly more often in high knowledge management companies.

Tullar, W. L. (2003, June). An Extreme Case Study Method Examination of Team Implementation in Moldova. Kiev Mohyla Eastern European Business Conference, Kiev, Ukraine. [Status: Presented] [Refereed] [Basic or Discovery Scholarship]

Tullar, W. L., Beach, S. S., Kaiser, J. R., & Kaiser, P. R. (2000, October). The Virtual Free Rider. Meeting of the International Association of Business Communication, Atlanta, Georgia. [Status: Presented] [Refereed] [Applied or Integrative/application Scholarship]

Local

Tullar, W. L. & Kaiser, P. (2001). Experiencing Virtual Teams. UNCG's Information and Instructional Technology Exposition, Greensboro, North Carolina. [Status: Accepted] [Refereed] [Applied or Integrative/application Scholarship]

National

Childs, M., Jin, B., & Tullar, W. L. (2016). When do brand extensions dilute the parent brand image. American Consumer Research Association, New York, New York. [Status: Presented] [Refereed] [Basic or Discovery Scholarship]

Tullar, W. L. (2010). The Scored Plant Tour. Academic Business World International Conference, Nashville, Tennessee. [Status: Presented] [Refereed] [Basic or Discovery Scholarship]

Tullar, W. L. & Wassel, J. I. (2005, November). CNAs as Knowledge Workers. Gerontological Society of America, Orlando, Florida. [Status: Presented] [Refereed] [Applied or Integrative/application Scholarship]

Description: Abstract Since the early 50's management guru Peter Drucker has focused his attention on Knowledge Workers. Whereas Drucker's emphasis has mostly been on management and his focus on higher levels of the organization, even lower levels of the organization also may be "knowledge workers." This study examines the knowledge components of the Certified Nursing Assistant's job (CNA). While this job is typically one of the lowest paid and lowest level jobs in the eldercare industry, it contains significant knowledge components and that the CNA's success as a knowledge worker may well be critical for the success of the organizations where they work. Using job analysis research to establish the common tasks performed by CNAs, tasks reported by more than 50% of CNAs surveyed were considered. For each task listed, competencies necessary to the CNA's job were identified. A panel of knowledge management experts classified the tasks as to whether they involve knowledge management or not. This component of the research provided 1. Common tasks of CNAs;

2. Enumerated the core competencies necessary for CNAs to properly do their jobs; and 3. Identified tasks of the CNA job that were knowledge management tasks as well as the competencies necessary to do those tasks. This analysis demonstrates competencies that should be sought in selecting and training CNAs. This project has potential practical results for eldercare organizations. CNA turnover is one of the more trying problems of such facilities. Our results suggest some palliatives for the turnover problem beyond the recommendation to "pay more."

Tullar, W. L. & Fasoldt, S. (2001, January). Reengineering Community Corrections Oversight Agencies: How Can It Help? National Institutes of Correction Winter Meetings, Longmont, Colorado. [Status: Presented] [Refereed] [Applied or Integrative/application Scholarship]

Regional

Tullar, W. L. (2013, April). Inoculating Seniors against Scams. Southern Gerontological Association, Charlotte, North Carolina. [Status: Accepted] [Refereed] [Basic or Discovery Scholarship]

Description: I briefly review the literature on the defrauding of older adults: They are a favorite target of various kinds of swindlers, hucksters, and con men. I show how a training program built around Inoculation Theory and Neuroscience of Aging shows promise in immunizing older adults against financial predators. The study also introduces a dependent measure, the Social Vulnerability Scale, which is known to be predictive of older adult vulnerability to swindlers. SVS in this study was completed by two sets of caregivers, caregivers who rated the older adult before training and caregivers who rated each older adult after the training. Results show that trained participants were less vulnerable to scam influence attempts after the training.

Tullar, W. L. (2011, April). Toward a Taxonomy of CNA Misbehavior. Southern Gerontological Association, Raleigh, North Carolina. [Status: Presented] [Refereed] [Basic or Discovery Scholarship]

Wassel, J. I. & Tullar, W. L. (2005, October). The Chronic CNA Turnover Cycle: The Role of the Knowledge Worker. North Carolina Conference on Aging, New Bern, North Carolina. [Status: Presented] [Refereed] [Applied or Integrative/application Scholarship]

Description: Describes how reconceptualization of eldercare facilities as knowledge organizations facilitates positive changes in the CNA role. Making CNAs part of the knowledge network adds variety, task identity, and task significance to what is often an extremely routine, unpleasant role.

Research and Curriculum Development Grants

Funded

2014 [Year 1 of 3]: Taras, V., O'Neill, T., Steel, P., & Tullar, W. L., Free-Riding in Global Virtual Teams: An Experimental Study of Antecedents and Strategies to Minimize the Problem, Co-Principal Investigator, Society for Human Resource Management. [Basic or Discovery Scholarship] [Status: Funded] [Grant/Gift Type: Research] [Source: External]

2013: Tullar, W. L. NC DOT Assessment Center Program Phase IV, Principal Investigator, North Carolina Department of Transportation. This assessment center is designed to fast track talented DOT managers. It is based on an extensive literature of assessment centers.

. [Applied or Integrative/application Scholarship] [Status: Funded] [Grant/Gift Type: Service] [Source: External]

2013: Tullar, W. L. NC DOT Assessment Center Program Phase V Piloting the Assessment Center, Principal Investigator, North Carolina Department of Transportation. [Applied or Integrative/application Scholarship] [Status: Funded] [Grant/Gift Type: Service] [Source: External]

2013: Tullar, W. L. & Beitler, M. A., Training Metrics, Principal Investigator, North Carolina Department of Transportation. This project involves the developing of training metrics for the DOT's catalogue of training programs. The work involves some Level 2 but mostly Level 3 metrics.

. [Applied or Integrative/application Scholarship] [Status: Funded] [Grant/Gift Type: Service] [Source: External]

2012: Tullar, W. L. Evaluating the NC Department of Transportation Assessment Center, NC Department of Transportation. [Applied or Integrative/application Scholarship] [Status: Funded] [Grant/Gift Type: Program evaluation] [Source: External]

2010: Reeves, T. C. & Tullar, W. L., Dean's Research Scholars Program, Bryan School of Business and Economics. This is the first of a series of studies on CNA misbehavior. CNAs are generally poorly paid healthcare workers, but they work around the most vulnerable of populations: the very old and the very sick.

This study seeks to identify individual antecedents of misbehavior and also management policy that permits or allows it. [Basic or Discovery Scholarship] [Status: Funded] [Grant/Gift Type: Research] [Source: Internal]

2004: Tullar, W. L. MS in Gerontology/MBA Program Development Grant, Principal Investigator, PSSHM. [Teaching and Learning Scholarship] [Status: Funded] [Source: External]

2004: Tullar, W. L. Bringing Soviet Voices to Life: Creating a Digital Archive to Facilitate Teaching, Principal Investigator, ATL. [Teaching and Learning Scholarship] [Status: Funded] [Source: External]

2001: Tullar, W. L. & Kaiser, P., Research with Geographically Dispersed Teams, Principal Investigator, Faculty Development Grant from Bryan School. [Basic or Discovery Scholarship] [Status: Funded] [Grant/Gift Type: Research] [Source: Internal]

2001: Tullar, W. L. Development of MBA 624 and MGT 414, Principal Investigator, TLC. This grant is to develop MBA 624 with SAP integrated in it and to develop MGT 414, Human Resource Information Systems course. [Teaching and Learning Scholarship] [Status: Funded] [Grant/Gift Type: Teaching] [Source: Internal]

Working Papers

Tullar, W. L. (2013). "A Training Program to Immunize Older Adults against Scams," targeted for Journal of Applied Gerontology.

Tullar, W. L. & Deldgie, M. W. (2009). "Protecting the Data: Data Security Issues for Human Resource Information Systems," targeted for International Journal of Information Security and Privacy.

Tullar, W. L. & Wassel, J. I. (2007). "Two programs divided by a common language: Joint MBA and MS in Gerontology Programs," targeted for Gerontology and Geriatrics Education.

Tullar, W. L. & Ehrhardt, R. A. (2007). "Assignment of workers to jobs using a linear assignment algorithm," targeted for Journal of Human Resources Education.

Tullar, W. L. (2007). "The Scored Plant Tour," targeted for Personnel Psychology.

Tullar, W. L. & Wingler, T. R. (2006). "Knowledge Management Terms and Common Business Language," targeted for Knowledge Management Review.

Non-Refereed Presentations

Local

Tullar, W. L. (2007, October). Intervening in the CNA Turnover Cycle. Gerontology Research Network, Greensboro, North Carolina. [Status: Presented] [Non-Refereed] [Applied or Integrative/application Scholarship]

Description: Poster on CNA research. Discussed selection measures to predict CNA success in eldercare organizations.

Tullar, W. L. & Wingler, T. R. (2007, February). By their words ye shall know them: knowledge management vocabulary. Presentation to the ISOM faculty, Greensboro, North Carolina. [Status: Presented] [Non-Refereed] [Basic or Discovery Scholarship]

Description: This exploratory research examines the penetration of knowledge management vocabulary words into general business parlance. The authors constructed counts of the relative frequency of knowledge management words in 10k reports of 40 randomly chosen publicly traded U. S. companies. Results indicated that many of the vital knowledge management concept words were never used at all in more than 665,000 words. Those words that did have significant frequency were those that had more general meaning than just KM. Using 32 words that did have a significant frequency of occurrence, the sample was split into two halves: 20 high knowledge management companies and 20 low knowledge management companies. Results indicate that 14 KM words did occur significantly more often in high knowledge management companies.

National

Tullar, W. L. (2006, February). Aging and Business Case Studies. Association for Gerontology in Higher Education, Indianapolis, Indiana. [Status: Accepted] [Non-Refereed] [Applied or Integrative/application Scholarship]

Description: A paper, guidelines, and presentation on how to infuse gerontological knowledge into business cases.

Other Research Activities

Basic or Discovery Scholarship

2007: , , . Polyphone. This is a commercial type test developed over this past year designed to predict success in learning a foreign language. It is unusual because I developed an artificial language which the test taker must learn and display knowledge of. I have an undergraduate research assistant who is giving a version of this test to UNCG students for the construct validation phase of this project. [Basic or Discovery Scholarship]

2007: , , . This research follows on Wingler's and my paper Knowledge Management Language and Common Business Terms. We are using an extreme case method to see if KM terms discriminate between firms that spend a substantial portion of their income on R & D versus those who spend a very small proportion on R & D. [Basic or Discovery Scholarship]

Service

Service to the University

Department Assignments

Chair:

2004-2005: MBA Program Committee: The MBA program committee meets monthly with the program director to plan and coordinate various aspects of the program. I am chair of the Curriculum Committee.

Department Assignments

Chair:

2006-2007: Search Committee for Health Care Administration Position

Member:

2013-2014: Annual Review Committee

Department Assignments

Member:

2010-2011: Curriculum Committee

2009-2010: Annual Review Committee: Performs reviews of faculty in discipline.

Department Assignments

Member:

2007-2008: Curriculum Committee

Department Assignments

Member:

2009-2010: Curriculum Committee: The committee evaluates new course proposals and new programs. This year it has been working on the entrepreneurship program.

Department Assignments

Member:

2005-2006 – 2007-2008: Departmental P&T Committee

2003-2004: Departmental P&T Committee

Department Assignments

Member:

2010-2011: Gerontology Program Advisory Board

2009-2010: Departmental Promotion and Tenure Committee: The committee reviews the portfolios of candidates for promotion and tenure.

2001-2002 – 2003-2004: MBA Program Committee: The MBA program committee meets monthly with the program director to plan and coordinate various aspects of the program.

Department Assignments

Member:

2013-2014: Promotion and Tenure Committee

2006-2007 – 2007-2008: Management Annual Review Committee

2005-2006: Management(b) Annual Review Committee

2004-2005: Promotion and Tenure Committee

2003-2004: Management(b) Annual Review Committee

Other Institutional Service Activities:

2013-2014: Interim Department Head: I was Head of the Management Department until June 30, 2013.

School Assignments

Chair:

2007-2008: Committee on Faculty Development

Member:

2003-2004 – 2007-2008: MBA Program Committee

2006-2007: Committee on Faculty Development

2003-2004 – 2006-2007: Graduate Programs Committee

2005-2006: Committee on Faculty Development

2003-2004 – 2004-2005: Committee on Faculty Development

2003-2004: Information Technology Committee

School Assignments

Chair:

2008-2009: Committee on Faculty Development: Committee on Faculty Development determines teaching excellence award recipients.

School Assignments

Member:

2015-2016: Faculty Executive Committee: I was chair of the Faculty Qualifications Criteria committee and authored the final report.

2013-2014: Graduate Programs Committee

School Assignments

Member:

2009-2010: MBA Program Committee: MBA Program Committee is advisory to the MBA Program Director

2002-2003 – 2004-2005: Graduate Programs Committee: The graduate programs committee is a Bryan School committee that handles School graduate study issues

School Assignments

Member:

2013-2014: Promotion and Tenure Committee

2013-2014: Special Committee to Assess BAE Faculty Annual Review: This committee was charged with

the responsibility of recommending improvements in the Annual Review process.

University Assignments

Chair:

2010-2011: Academic Programs and Regulations

2009-2010: Academic Policies and Regulations: This committee discusses and advises changes in academic policies and regulations.

University Assignments

Chair:

2005-2006: Graduate Studies

University Assignments

Chair:

2004-2005: Graduate Studies Committee: This year I am chairing the curriculum committee

University Assignments

Interdisciplinary Service Activities:

2013-2014: Appointment in Gerontology Program

University Assignments

Member:

2009-2010: Gerontology Program Advisory Board: This committee is advisory to the gerontology program. I am on it to help advise students who wish to participate in the MS/MBA program

2007-2008: Dissertation committee of Pius Nyadzor: Service on a dissertation committee in CARS

2006-2007 – 2007-2008: Gerontology Program Advisory Committee: this committee is advisory to the gerontology program. I am on it to help advise students who wish to participate in the MS/MBA program

2006-2007: Academic Appeals: Academic appeals handles the requests of undergraduate students to be reinstated after they have become academically ineligible to continue.

2001-2002 – 2004-2005: Academic Appeals: Academic appeals handles the requests of undergraduate students to be reinstated after they have become academically ineligible to continue.

University Assignments

Member:

2013-2014: Gerontology Strategic Direction Committee, Chair of Subcommittee on Ties to National Associations: This task force is charged with a restructuring and repurposing of the Gerontology Program at UNCG

University Assignments

Member:

2010-2011: Graduate Studies Committee (Curriculum Committee)

2003-2004: Graduate Studies Committee: This year I served on the curriculum committee of the GSC.

2002-2003: Graduate Studies Committee: This year I served on the curriculum committee of the GSC

University Assignments

Member:

2013-2014: Human Resource Advisory Group: This committee was charged with designing the metrics to

be gathered with the Jobsearch upgrade

2013-2014: University Advising Task Force: This committee is charged with the task of improving/overhauling the University's advising system.

University Assignments

Other Institutional Service Activities:

2007-2008: Innovations Commercialization Program: Presenter along with Jerry McGuire of ideas to help faculty members develop ideas that have commercial potential.

Dissertation Assignments

Member:

2013-2014: Michelle Childs: Prepared and graded her comps in August.

2013-2014: Chawanuan Kananukul: Doctoral Committe member for Chawanuan Kananukul, PhD candidate in CARS. She defended her dissertation 1/28/14, but took her comps last year.

Service to the Profession

Reviewer - Article / Manuscript

2003 – 2004: Journal of Computer-Mediated Communication.

Editorial Review Board for PRJ Journal

2011: International Journal of Information Security and PrivacyInternational Journal of Information Securi.

2011: International Journal of Information Security and PrivacyInternational Journal of Information Securi.

Journal Editor

2009: International Journal of Information Security and PrivacyInternational Journal of Information Securi.

Member: Committee/Task Force

2011: Greensboro Pregnancy Care Center. Member of the Board of Directors of GPCC

Service to the Community

Board Member

2013: Greensboro Pregnancy Care Center, I am secretary of the board of GPCC.

Other Community Service Activities

2008: Present program for Wesleyan Academy Juniors & Seniors, Presented a program for Wesleyan Juniors and Seniors on adapting to life in college/university.

Speech / Presentation at a Community Meeting

2013: Mocksville Senior Center, Peresented Senior Scambusters to Senior Citizens' Center.

2013: Kiwanis, Presented a program on "Senior Scambusters"

2013: Leadership North Carolina, Presented my 'Whole Brain Workout' for this group.

2008: Triad Retirement Living Assocation Monthly Meeting, Made a presentation to TRLA on CNA selection.

2008: In service training for volunteer Center of Greensboro, Presented a stress reduction workshop for staff of various nonprofit agencies in Greensboro.

Faculty Development

Academic/Professional Development Activities

Instructional-Related Conference

2009: 2009 Academy for Teaching and Learning Summer Teaching Institute, Greensboro, North Carolina. The Institute was a two day conference lead by Dr. Barbara J. Millis. It focused on Cooperative Learning and Syllabus Construction.

Professional Conference/Seminar/Workshops

2014: Academy of Management Annual Meeting, Philadelphia, Pennsylvania. Academy of Management meetings to find out latest research on Leadership.

Honors-Awards-Grants

Award/Honor/Grant

Award

2010: , Dean's Research Scholars Program. This was a seed grant for a program of Research that Prof. Terrie Reeves and I are undertaking in the area of CNA Misbehavior..

Honor

2011: , Bryan School of Business and Economics. Won Tenured Faculty Teaching Excellence Award.

Last updated by member on 01-Feb-18 (10:29 AM)