

Jessica M. Bailey, Ph.D.

Dr. Jessica Bailey, a native of Baltimore MD, serves as Fort Valley State University's Interim President. She is a former provost, professor, researcher and university business school dean, whose lengthy career includes receiving academic awards for teaching and service excellence, developing and implementing cutting-edge community outreach programs, and spearheading new online programs within higher education.

Dr. Bailey earned two master's degrees, MEd from Coppin State University in vocational rehabilitation counseling, and MBA from the University of Missouri-Columbia. She later earned a doctorate in marketing from the University of Missouri-Columbia's Department of Marketing in the College of Business and Public Administration.

She has experience in graduate and undergraduate teaching, scholarly research, university service and education. She was employed as Virginia Union University's dean of the Sydney Lewis School of Business and Winston-Salem State University's dean for the School of Business and Economics. Her primary responsibilities included administration of academic programs and school services; development and implementation of community outreach programs; and supervision of faculty and staff.

Dr. Bailey also initiated the academic reorganization of Winston-Salem State's School of Business and Economics and secured a \$1.25 million grant in support of the school. Prior to becoming FVSU's provost, she also successfully chaired Winston Salem State University School of Business and Economics' reaffirmation of AACSB (Association to Advance Collegiate Schools of Business) accreditation.

Since moving to Georgia to join the Fort Valley State University family, she has become an active part of the leadership team that is guiding the university to new heights of excellence.

Jessica M. Bailey

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OBJECTIVE

To utilize my extensive experience at executive levels of higher education, which will maximize the deployment of my skills in organizational management, community service/outreach, pedagogy, research development, and fundraising. To make use of my strengths in increasing synergy among various campus constituencies, accomplishing goals with special attention to details, advocating on behalf of students, and persevering in affecting change.

EDUCATION

University of Missouri-Columbia

Ph.D.

Doctor of Philosophy in Marketing, from the Department of Marketing, College of Business and Public Administration, Major: Consumer Behavior; Minor: Management, Sociology, 1983; Dissertation: The Persuasibility of Elderly Consumers: A Study of Locus of Control and Responsiveness to Fear Appeals

University of Missouri-Columbia

MBA

Master of Business Administration with a concentration in Marketing from the College of Business and Public Administration, 1979

Coppin State University

M.Ed.

Master of Education in Vocational Rehabilitation Counseling, 1975

ACADEMIC APPOINTMENTS

Fort Valley State University

Interim President

July 2015 – June 2016

Providing institutional leadership of the university under the new strategic plan, building a community of managed growth and enhanced values. Serving as the primary liaison with the University System of Georgia

Fort Valley State University

Acting President

April 2015 – June 2015

Providing transitional leadership to achieve short-term objectives of enrollment management, academic program adjustments, and reputation building.

Fort Valley State University

Provost and Vice President for Academic Affairs

July 2014 – April 2015

Primary responsibilities include administration of academic programs and student services for the university, supervision of all faculty and staff responsibilities in Academic Affairs, shared oversight of strategic finance and budgeting, strategic planning, and liaison with the University System of Georgia.

Winston-Salem State University, School of Business and Economics
Professor of Marketing

July 2006 – June 2014

Responsibilities included graduate and undergraduate teaching, scholarly research, and university service in the Department of Management and Marketing.

Winston-Salem State University, School of Business and Economics
Dean

July 2006 – September 2013

Primary responsibilities included administration of academic programs and student services for the School of Business and Economics (SBE), development and implementation of a variety of community outreach programs, supervision of faculty and staff development, fundraising on behalf of the SBE, integration of the school into the regional community, elevating the school to national prominence, and supporting the continued development of accredited business schools.

Specific activities included:

- Academic re-organization of the SBE
- Directing the activities of the SBE's four centers (Center for Economic Analysis, Center for Entrepreneurship, Center of Excellence in Financial Services, and the Professional Development Center)
- Instituting hallmarks and codes for the SBE
- Serving as Relationship Building coordinator for AACSB, affinity group for state college and university business schools
- Co-host of the Enhancing International Study Programs National Conference 2007, 2008
- Recipient of the 2007 NBMBAA Educational Institution of the Year Award
- Recipient of the 2012 SFEPD Academic Institution of the Year Award
- Recipient of the BB&T Ethical Values of Capitalism Grant for \$1,250,000.00
- Recipient of BB&T Scholarship Grant for \$60,000
- Securing Title III grants for building renovations for the RJ Reynolds Center of \$500,000
- Serving on boards of directors and/or advisory boards for Forsyth Futures, Senior Services, Leadership Winston-Salem, Samaritan Ministries, Small Business Technology Development Center, Center for Community Safety
- Serving as judge for the Better Business Bureau Torch Awards 2007-12
- Guiding the school through the AACSB re-affirmation of accreditation, 2010
- Development of the TEAM-UP program for youth aging out of foster care
- Reactivation and rejuvenation of SBE advisory boards (business, student, alumni)
- Construction of the SBE Finance Lab
- Development of the SBE Student Investment Fund, with \$100,000 of donated funds
- Recipient of the BIE Grant for globalization of the curriculum for \$285,000
- Institution of weekly SBE FOCUS newsletter
- Institution of Chomp-&-Chat sessions for direct interaction with students
- Activation of the SBE Retention Strategy
- Serving as President of the HBCU Business Deans' Roundtable 2011-2012
- Strengthening SBE admissions criteria
- Establishing the SBE's second graduate program: Masters in Healthcare Administration
- Certification of the undergraduate finance curriculum by the CFP Board
- Launching the annual SBE Business Plan Competition
- Launching the online Certificate in Non-Profit Leadership
- Participation in national case/business plan competitions
- Graduate of Leadership Winston-Salem, Class of 2008

Winston-Salem State University
Interim Provost

February 2009 – June 2009

Primary responsibilities included administration of academic programs and student services for the university, supervision of all faculty and staff responsibilities in Academic Affairs, shared oversight of strategic budgeting and expenditures, strategic planning, and liaison with General Administration. Specific activities included:

- Academic planning and program development
- Educational policy development as a member of the Academic Affairs Committee of the Board of Trustees
- Management of the budget of Academic Affairs, including personnel reduction
- Supervision of the Academic Affairs section of the Pandemic Flu Plan
- Program assessment as part of the SACS Leadership Team
- Academic Standards and Curriculum Committee
- Graduate Council
- Advisory Board of the Center for Design Innovation
- Advisory Board of the Center for Community Safety
- Advisory Board of the F.L. Atkins Community Development Corporation
- Hostess of the WSSU Honors Convocation
- Chair of the WSSU Space Committee
- Member of the Strategic Planning Team
- Handling of student issues
- Faculty evaluation and development

Virginia Union University, Sydney Lewis School of Business
Dean

August 2002 – July 2006

Professor

August 2003—July 2006

Associate Professor

August 2002 – July 2003

Primary responsibilities included administration of all academic programs and student services for the Sydney Lewis School of Business (SLSB), supervision of faculty and staff development, coordination of community outreach initiatives, integration of the Sydney Lewis School of Business into the Richmond metropolitan community. Specific activities included:

- Successfully securing re-affirmation of ACBSP accreditation
- Establishing The Franchise Center, which offered the semi-annual Franchise Management Certificate Program
- Re-designing the Academic Integrity Code
- Revitalizing the professional and student mentor programs
- Representing VUU in the HBCU Business Deans Roundtable
- Hosting delegations of the Black Executives Exchange Program
- Hosting Vietnamese and Russian trade missions
- Serving as judge for the annual Metropolitan Business League Banquet Awards
- Serving as judge for the annual Better Business Bureau Torch Award
- Serving on the Board of Directors of Richmond Symphony Orchestra, Local Initiatives Support Corporation, Hospital Hospitality House, and Metropolitan Business League.
- Graduate of Leadership Metro Richmond, Class of 2004
- Assisting with establishment of the VUU Clothes Closet through Career Placement and Planning.
- Chair of the Scott and Stringfellow Award Selection Committee, 2003-2006
- Designing new on- and off-campus recruiting strategies resulting in an 89% increase in SLSB freshman enrollment in fall 2003

- Launching the SLSB Speakers Series
- Instituting recognition ceremonies for Dean's List students and club officers
- Establishing Welcome Back Assemblies
- Developing intervention techniques to increase student retention
- Serving as a member of the City of Richmond Strategic Summit, May 2003
- Coordinating Pickford Hall renovations in summer 2003 and summer 2004

American University, Kogod School of Business

Associate Dean for Undergraduate Programs

February 1999-July 2000

Accomplishments included administration of academic programs and student services for undergraduate business students, development and implementation of community outreach programs, and development of recruiting strategies. Specific activities included:

- Oversaw a twenty-five-percentage point increase in student satisfaction with counseling and advising services
- Created and implemented the highly successful Business Interest Summer Institute and College Achievement Summer Institute for DC-area high school students
- Developed and delivered recruitment presentations to foreign and domestic high school students.
- Re-designed and implemented highly successful on-campus recruiting events.
- Developed the first operating budget for the Office of Undergraduate Programs.
- Developed successful assessment mechanisms for the undergraduate student body.
- Arranged for the first on-campus recruiting interviews by Goldman Sachs

American University, Kogod School of Business

Interim Associate Dean for Undergraduate Programs

October 1998-February 1999

Accomplishments included supervision of all undergraduate academic programs and student services for the undergraduate student body. Specific activities included:

- Guided the Undergraduate Programs Office during the transition to a new administration
- Re-structured the delivery of student services for 1100 undergraduate students

American University, Kogod School of Business

Assistant Professor

August 1983-August 2002

Responsibilities included graduate and undergraduate teaching, scholarly research, and university service in the Department of International Business and the Department of Marketing. Specific accomplishments included:

- Guiding curriculum modifications for initial AACSB accreditation as chair of the Educational Policy Committee
- Two-time recipient of the Outstanding Service Award for the school
- Outstanding Service Award recipient for American University
- Recipient of the Outstanding Faculty Award from the Graduate Student Council.
- Development of a new undergraduate course, *International Retailing*, for the Department of International Business.
- Serving as the Director of the Small Business Institute Program, supervising consulting projects for local-area businesses.
- Serving as a University Senator for ten years

American University, Kogod School of Business

Instructor

August 1981-August 1983

Responsibilities included graduate and undergraduate teaching, scholarly research, and university service in the Department of Marketing. Planned and supervised *Marketing 1983*, a program of events and activities designed to stimulate interest in the Department of Marketing.

Seattle University, Albers School of Business

Instructor

June 1980-August 1980

Responsibility included teaching graduate and undergraduate courses in the Department of Marketing of the Albers School of Business

University of Missouri-Columbia, College of Business and Public Administration

Instructor

August 1980 – December 1980

Responsibility included teaching undergraduate courses in the Department of Marketing of the College of Business and Public Administration

CONSULTING

AACSB Pre-Accreditation Consultant, Huntsville AL

May 2012

Advised the School of Business and Economics at Alabama State University in preparation for application for AACSB accreditation

United States Information Agency, Addis Ababa ETHIOPIA

Academic Consultant

December 1994-January 1995

Major accomplishment was the development of an undergraduate business administration curriculum for the Addis Ababa Commercial College consistent with AACSB criteria.

- Initiated an annual book drive in association with the Ethiopian Community Development Council to provide books for shipment to Ethiopia
- Assisted the Addis Ababa Commercial College in obtaining an affiliation with a U.S. institution

NASA Jet Propulsion Laboratory, Washington DC

Consultant

September 1994

Responsibility included evaluation of business and technical proposals for the AITP Proposal Competition

PUBLICATIONS

“Towards an Alternative Industrial and Trade Profile for Caribbean Economies: The Challenge of the Developmental State Approach,” with Nikolaos Karagiannis & Debbie Mohammed in *THE CARIBBEAN IN THE TWENTY-FIRST CENTURY* (To be published in 2015)

“Developmental Interventions in the Caribbean,” with N. Karagiannis in *PUBLIC ADMINISTRATION AND POLICY IN THE CARIBBEAN*, edited by E. Berman, Indianna Minto-Coy, Taylor & French Group. (To be published in 2015)

“An Alternative Policy Framework for the Sustainable Development of Caribbean Tourism,” with N. Karagiannis in *PUBLIC ADMINISTRATION AND POLICY IN THE CARIBBEAN*, edited by E. Berman, Indianna Minto-Coy, Taylor & French Group. (To be published in 2015)

“Boosting the Industrial Competency and Market Development of Caribbean Firms: The Challenge of the Developmental State Approach”, with N. Karagiannis in *SOCIAL AND ECONOMIC STUDIES*, Vol. 62: Nos. 1&2, March/June 2013.

“The Role of Non Profit Organizations in the Good Society: The Case of Forsyth Futures, Forsyth County, North Carolina, USA” with D. Paez and M. Sadri, Chapter 9 in *TOWARD A GOOD SOCIETY IN THE TWENTY-FIRST CENTURY: PRINCIPLES AND POLICIES*, edited by N. Karagiannis and J. Marangos, New York & Basingstoke UK: Palgrave-Macmillan, May 2013.

“Mass Tourism and Endogenous Development: The Caribbean Experience,” with A. Clayton and N. Karagiannis, *REGIONAL DEVELOPMENT STUDIES (RDS)*, Vol. 14, 94-115, 2012, United Nations—Center for Regional Development.

“Experiences of an HBCU in Establishing International Linkages,” with P. Valentine and J. Sekhon in *DEVELOPING STRATEGIC INTERNATIONAL PARTNERSHIPS*, New York: Institute of International Education, Fall 2011.

Editor, with C. Chin-Loy, N. Karagiannis, and Z. Madjd-Sadjadi of *MODERN COMPETITIVENESS IN THE 21ST CENTURY: GLOBAL EXPERIENCES*, Northampton MA: Edward Elgar, Summer 2011.

“Improving the Competitiveness of the Caribbean Tourism Model,” with A. Clayton and N. Karagiannis in *MODERN COMPETITIVENESS IN THE 21ST CENTURY: GLOBAL EXPERIENCES*, edited by J. Bailey, C. Chin-Loy, N. Karagiannis, and Z. Madjd-Sadjadi. Northampton MA: Edward Elgar, Summer 2011, pp.63-80..

“Rifacimento of the Business School Curriculum: Increasing Competitiveness in the Twenty-First Century,” with M. Sadri in *MODERN COMPETITIVENESS IN THE 21ST CENTURY: GLOBAL EXPERIENCES*, edited by J. Bailey, C. Chin-Loy, N. Karagiannis, and Z. Madjd-Sadjadi. Northampton MA: Edward Elgar, Summer 2011.

"Achieving Global Growth through Acquisition: Tata's Takeover of Corus," with K. Freeman and S. Gopalan. JOURNAL OF CASE RESEARCH IN BUSINESS AND ECONOMICS, Spring 2009.

"Relationship Building," AASCUBS Newsletter, Winter 2007.

"Local Franchise Owners Benefit from Training at VUU Seminar," with L. Allen Connatser. THE COMMUNITY WEEKLY, November 22, 2005, p.1.

"Is Franchising Right for You?" MBL CIRCULAR, (Spring 2005), p. 9.

"Virginia Union Establishes Franchise Center," MBL CIRCULAR, (May/June 2004), p.1.

"What the Customs Broker Can Do For You," TRADE TRENDS, (Fall 1998), pp.5, 7.

"What Can a Freight Forwarder Do For You?" TRADE TRENDS, (Winter 1997), pp. 3, 8.

"Perceptions of Canadian and United States Freight Forwarders on the Impact of NAFTA," JOURNAL OF GLOBAL BUSINESS, Vol. 8, No. 14 (Spring 1997), pp. 51-65.

"African Notepad: Ethiopia," DRUMBEAT, Vol. 13, No. 1 (June, 1996), p. 18.

"A Checklist for Trade Show Success," EXPORT TODAY, Vol. 10, No. 6 (July/August 1994), pp. 65-66.

"The Effects of Religious Affiliation on Consumer Behavior: A Preliminary Investigation," with J. Sood. JOURNAL OF MANAGERIAL ISSUES, Vol. V, No. 3 (Fall 1993), pp. 328-352.

"The Global Quest for Opportunity in a Shrinking Market: The Case of Saudi Arabia," with F. Alsaaty. PROCEEDINGS OF THE ASSOCIATION FOR GLOBAL BUSINESS, Atlanta Georgia, November 1991.

"The Effects of Religious Beliefs on Consumer Buyer Behavior," with J. Sood. PROCEEDINGS OF THE 19TH ANNUAL WESTERN DECISION SCIENCES CONFERENCE, Vancouver, British Columbia, March 1990.

"The Effects of Religious Beliefs on Consumer Buying Behavior: A Preliminary Investigation," with J. Sood. MARKETING THOUGHT AND PRACTICE IN THE 1990's: PROCEEDINGS OF THE XVIII ANNUAL CONFERENCE OF THE EUROPEAN MARKETING ACADEMY, Athens GREECE, April 1989, pp. 1671-1676.

"Remote Sensing Application in Marketing: The Use of Satellite Imagery and Aerial Photography for Site Selection of Retail Centers in International Environments", with M. Sadri. 1988 ACSM-ASPRS FALL CONVENTION ASPRS TECHNICAL PAPERS: LANDMARKS OF THE PAST, BEACONS OF THE FUTURE, Virginia Beach, Virginia, September 1988, pp. 536-545.

"An Export Strategy for Banana Producing Countries," with J. Sood. THE INTERNATIONAL TRADE JOURNAL, Vol. II, No. 2 (Winter 1987), pp. 193-206.

"The Persuasibility of Elderly Consumers: A Study of Locus of Control and Responsiveness to Fear Appeals", CURRENT ISSUES AND RESEARCH IN ADVERTISING 1987, Vol. 10, Nos. 1 & 2, pp. 213-247.

"Progress in the Changing Alcohol Scene", THE AMERICAN SENATOR, Vol. 4, No. 3 (April 1987), pp. 3, 4.

"The Marketing Opportunity Study: An SBI Service to Spur the Development of Black-Owned Businesses", SMALL BUSINESS INSTITUTE DIRECTORS' ASSOCIATION CONFERENCE PROCEEDINGS: NEW DIRECTIONS AND NEW DIMENSIONS, San Antonio, Texas: 1987, pp. 282-285.

"Family Life Cycle", in BEACHAM'S MARKETING REFERENCE, W. Beacham, R. Hise, and G. Tongren, eds. Washington, D.C.: Research Publishing, 1986, pp. 329-334.

"Marketing Mix", in BEACHAM'S MARKETING REFERENCE, W. Beacham, R. Hise, and G. Tongren, eds. Washington, DC: Research Publishing, 1986, pp. 524-529.

"Penetration Pricing", in BEACHAM'S MARKETING REFERENCE, W. Beacham, R. Hise, and G. Tongren, eds. Washington, D.C.: Research Publishing, 1986, pp. 627-631.

"Alcohol Use on AU Campus", THE AMERICAN SENATOR, Vol. 3, No. 1 (February 1986), pp. 1, 2.

"The Business Definition: A Frequently Overlooked Key to Understanding Small Business Problems", SMALL BUSINESS INSTITUTE DIRECTORS' ASSOCIATION CONFERENCE PROCEEDINGS: THE IMPACT OF THE EIGHTIES ON SMALL BUSINESS: TRENDS AND ISSUES, Washington, D.C., 1986, pp. 327-333.

"Banana Pricing Strategies for Exporting Countries", with J. Sood. INTER-AMERICAN ECONOMIC AFFAIRS, Vol. 39, No. 2 (Autumn 1985), pp. 45-62.

"Small Business and the Elderly", SMALL BUSINESS INSTITUTE DIRECTORS' ASSOCIATION CONFERENCE PROCEEDINGS: THE CHALLENGE OF SMALL BUSINESS MANAGEMENT ASSISTANCE UNIFICATION, San Diego, California, 1985, pp. 325-329.

"Project Effect Seminar", THE AMERICAN SENATOR, Vol. 1, No. 4 (October 1984), p. 3.

PRESENTATIONS

Featured Speaker: "The School of Business and Economics at Winston-Salem State University," Fifth Annual Camp Snowball, Wake Forest University, Winston-Salem NC, July 2013

Moderator: "Refining the Strategic Plan," Tenth Annual HBCU Business Deans' Summit, Washington DC, June 2012

Program Coordinator: "Increasing Competitiveness in an Age of Change," Ninth Annual HBCU Business Deans' Summit, Orlando FL, June 2011.

Panelist: "Internationalizing the Curriculum," HBCU Business Deans' Summit, Houston TX, June 2010.

Moderator: "The Challenge of the Millennial Generation," HBCU Business Deans' Summit, Savannah GA, June 2007.

Featured Speaker: "The Importance of Relationship Building," AASCU Annual Meeting, Tampa FL, April 2007.

Featured Speaker: The Franchise Management Certificate Program, Richmond VA, September 2005.

Featured Speaker: The Franchise Management Certificate Program, Richmond VA, October 2004.

Featured Speaker: "The Concept of Unity," Alpha Kappa Psi Business Fraternity Unity Banquet, Washington DC, April 2003.

Panelist: Corporate Ethics Seminar, Better Business Bureau Torch Awards, Richmond VA, April 2003.

Featured Speaker: Owens and Minor University Ribbon-Cutting Ceremony, Richmond VA, April 2003.

Panelist: "The Talented Tenth," American University, November 2001.

Panelist: "How to Achieve Success as a Minority on Campus," American University, October 2001.

Panelist: APEL Faculty Forum, American University, Fall 1998 – Fall 2001.

Panelist: Alpha Kappa Psi Career Information Session, February 1999.

Moderator: "Money, Marketing and Management," Career Quest Panel Discussion. American University, March 1998.

Discussant: "Are Tabloids a Viable International Advertising Medium? A Comparison of American and British Tabloid Advertising," The International Academy of Business Disciplines, Eighth Annual Meeting, Washington DC; April 1996.

Session Chair: International Marketing Track, The International Academy of Business Disciplines, Eighth Annual Meeting, Washington DC; April 1996.

Guest Speaker: "Guidelines for a Successful Organization." The American Business Women's Association (Capital City Chapter); Washington DC; July, 1992.

Guest Speaker: "Love, Appreciation and Commitment." Family Appreciation-Business Associate Night, The American Business Women's Association (Inner Harbor Chapter); Baltimore, Maryland; March 1990.

Paper: "The Effects of Religious Beliefs on Consumer Buying Behavior," with James Sood. XIX Annual Western Decision Sciences Conference; Vancouver, British Columbia, March 1990.

Paper: "The Effects of Religious Beliefs on Consumer Buying Behavior: A Preliminary Investigation," with James Sood. XVII Annual Conference of the European Marketing Academy; Athens, Greece; April 1989.

Discussant: "Global Marketing Standardization Strategies: The Role of Attitudinal Research," Atlantic Marketing Association Annual Conference; Williamsburg, Virginia; October 1988.

Session Chair: International Marketing, Atlantic Marketing Association Annual Conference; Williamsburg, Virginia; October 1988.

Paper: "A Taxonomy of Cross-Cultural Marketing Research," with B. Holleran, D. Mitchell, J. Sood, and P. Choudhury. Atlantic Marketing Association Annual Conference; Williamsburg, Virginia; October 1988.

Paper: "Remote Sensing Applications in Marketing: The Use of Satellite Imagery and Aerial Photography for Site Selection of Retail Centers in International Environments", with Morteza Sadri. Landmarks of the Past, Beacons of the Future: 1988 ACSM-ASPRS Fall Convention; Virginia Beach, Virginia; September 1988.

Paper: "Banana Pricing Strategies for Exporting Countries", with James H. Sood. 1987 Business Association for Latin American Studies Conference, Washington, D.C.; September 1987.

Moderator: Women and Business Panel Discussion, The American University, Women's Week, March 1987.

Paper: "The Market Opportunity Study: An SBI Service to Spur the Development of Black-Owned Businesses", Small Business Institute Directors' Association: New Directions and New Dimensions, San Antonio, Texas; February 1987.

Paper: "The Global Quest for Opportunity in A Shrinking Market: The Case of Saudi Arabia, 1991 Annual Meeting of the Association for Global Business: Atlanta, Georgia, November 1991.

Paper: "The Business Definition: A Frequently Overlooked Key to Understanding Small Business Problems", Small Business Institute Directors' Association Conference: The Impact of the Eighties on Small Business: Trends and Issues, Washington, D.C.; February 1986.

Moderator: "Expanding Management Resources for the Small Business Owner: Development Executives, Performance Grids, Start-Up Business Review Panels, and Advisory Boards", Small Business Directors' Association Conference: The Impact of the Eighties on Small Business: Trends and Issues, Washington, D.C.; February 1986.

Session Chair: "Twelve Profiles of Small Business Institutes", Small Business Institute Directors' Association: The Impact of the Eighties on Small Business: Trends and Issues, Washington, D.C.; February, 1986.

Paper: "An Export Tax as a Pricing Strategy for Banana Producing Countries", with James H. Sood. Business Association for Latin American Studies Conference, Washington, D.C.; September 1985.

Moderator: "What Do You Do After the Song is Over?--How to Form and Effectively Utilize Advisory Boards", Small Business Institute Directors' Association Conference: The Challenge of Small Business Management Assistance Unification, San Diego, California; February 1985.

Paper: "Small Business and the Elderly", Small Business Institute Directors' Association Conference: The Challenge of Small Business Management Assistance Unification, San Diego, California; February 1985.

SERVICE

Professional

AACSB Maintenance of Accreditation Team, South Carolina State University, Fall 2013.

AACSB Maintenance of Accreditation Team, Tuskegee University, Spring 2013.

AACSB Maintenance of Accreditation Team, Virginia State University, 2012

AACSB Maintenance of Accreditation Team, Delaware State University, 2011

Chair, Finance Committee, Senior Services, 2011-present

Advisory Board, The Samaritans Ministries, 2012-present

President, HBCU Business Deans' Roundtable, 2011-2012

President-Elect and Program Coordinator, HBCU Business Deans' Roundtable, 2010-2011

Executive Committee, HBCU Business Deans' Roundtable, 2010-present

Co-Chair, Education Day, Leadership Winston-Salem, 2009-2010

Advisory Board, Leadership Winston-Salem, 2009-2010

Board of Directors, Forsyth Futures, 2008-2012

Board of Directors, Senior Services, 2009-present

CO-Chair, International Intercultural Communications Conference, Atlanta GA, February 2008

Advisory Board, AASCU Affinity Group, AACSB, 2007-2009

Member, Leadership Winston-Salem, Class of 2007-2008

Secretary, HBCU Deans Roundtable, 2007-2009

Advisory Board, Small Business Technology and Development Center, 2007-present

Co-Chair, Enhancing International Study Programs National Conference, Atlanta GA, January 2007

Board of Directors, Hospital Hospitality House, 2005-2006

Associate Member, Virginia Council of CEO's, 2004-2006

Advisory Council, Asian-American Business Assistance Council, 2004-2006

Board of Directors, Richmond Symphony Orchestra, 2004-2006

Board of Directors, Local Initiatives Support Corporation, 2004-2006

Member, HBCU Deans Roundtable, 2003-present

Southern Business Administration Association, 2003-2006

Leadership Metro Richmond, Class of 2003-2004

Board of Directors, Metropolitan Business League, 2003-2006

Alpha Kappa Psi Faculty Service Award, April 2001

Member, American Association of University Professors, 2000-2004

Senator, American University Faculty Senate, 1988-1998
Member, Small Business Institute Directors' Association, 1985-1987
Member, American Association of University Women, 1991-1992, 2013
Chair, Board of Directors, The Samaritans of Washington, 1990-1992
Samaritan of the Year Award, 1991-1992
American Business Women's Association, Citation of Appreciation, 1990
Member, Academy of Management Philosophy, 1989-1990
Member, Association of Global Business, 1991-1992
Member, Business Association of Latin America Studies, 1987-1988
Member, European Marketing Academy, 1988-1989
Association of Consumer Research, 1984-5
Member, American Marketing Association, 1984-5
Member, Alpha Kappa Psi Business Fraternity, 1985-present
American Marketing Association Consortium Fellow, 1979
Member, Alpha Kappa Mu Honor Society, 1968-1969

University

WSSU Service and Achievement Award, Spring 2012
Chancellor Installation Committee Recognition, April 2008
VUU Spirit of the Panthers Recognition, Spring 2006
AU's Professor of the Year Nominee, 2000-2001
Conduct Council Citation of Merit, 1996-1997
Kogod Award for Outstanding Service to the College, 1993-1994
American University Award for Outstanding Service to the University, 1988-1989
Kogod Award for Outstanding Service to the College, 1988-1989
Graduate Council Award, Outstanding Service, American University, 1986-1987
Award for Teaching Excellence, University of Missouri-Columbia, 1979
MBA Scholarship Award, University of Missouri-Columbia, 1976-1978
Who's Who in American College and Universities, 1969
Delta Sigma Theta Citizenship Award, Coppin State College, 1968
Miles Washington Connor Memorial Award, Coppin State College, 1967
Delta Sigma Theta Scholarship Award, Coppin State College, 1965 & 1968

PROFESSIONAL REFERENCES

Mr. Nicholas Daves
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Winston-Salem State University
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North Carolina A&T University
Greensboro NC 27411
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Dr. Merdis McCarter, Senior Associate Provost (retired)
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