02/21/17

WILLIAM (BILL) F. CRITTENDEN

Northeastern University
D'Amore-McKim School of Business
304 Hayden Hall
Boston, Massachusetts 02115-5000 USA
(617) 373-4636 (o)
(617) 373-2056 (f)
w.crittenden@northeastern.edu
http://www.damore-mckim.northeastern.edu/faculty/c/critenden-william/
@WFCrittenden2
LinkedIn/In/BillCrittenden

KEY MANAGERIAL SKILLS

Demonstrated Expertise in Leadership, Vision Setting, Strategic Thinking, Policy Development, Fiscal Management, Written and Oral Communications, Coalition Building, Diplomacy, Time Management, Fund Raising, Personal Integrity

RESEARCH INTERESTS

Business Strategy, Planning & Implementation, Nonprofit Management, Global Corporate Citizenship *[Ranked in top 20 percent in articles published and in citations among world-wide management scholars, Erasmus University June 2010]*

TEACHING INTERESTS

Strategic Management, Decision Making, Managing Nonprofit Organizations, Social Entrepreneurship

EDUCATION

Ph.D. **University of Arkansas (1982)**
Major: Management (Strategy/Policy)
Support Areas: Data Processing/Quantitative Analysis and Marketing.

MBA **Auburn University (1977)**
Concentration in Operations Management

BA **University of Michigan (1976)**
Economics, minor in Business

AA **C.S. Mott Community College (1973)**
Liberal Arts

ACADEMIC FACULTY EXPERIENCE

Professor, D'Amore-McKim School of Business, Northeastern University
International Business & Strategy Group
September 1984 to present

Graduate Teaching:
Strategic Management
International Decision Making & Implementation
Seminar in Nonprofit Management
Quantitative Analysis

Undergraduate Teaching:
Strategy in Action,
Business Statistics
Fundamentals of Business (for non-business students)
Introduction to Business
Sustaining Business in the New Economy
Becoming a Global Manager.

Executive Education and Workshops:
Served as faculty lead for Executive MBA Washington, D.C. program
Have taught in executive education programs and led graduate workshops on such topics as Planning, Team Development, Case Analysis & Presentation and Written Case Analysis

Honors:
Voted one of *Favorite Professors at Northeastern* by Senior Class of 2014, Cauldron Yearbook
Winner, *Beta Gamma Sigma Teacher of the Year*, 2002
Finalist, *Beta Gamma Sigma Teacher of the Year*, 2001

Invited Lecturer, University of Ulster Developing Managers Program, Irish Institute
Chestnut Hill, MA
June & September 2011
Topic: Implementing Strategic Change

Visiting Professor, Instituto Panamericano de Alta Direccion de Empressa (IPADE)
Mexico City, Mexico
April & June 2001
Course: Entrepreneurship & Business Planning, Full-time & Executive MBA programs

Visiting Professor, University of Kent, Canterbury Business School
United Kingdom
Summer 1993
Course: Strategic Alliances, MBA students from UK, France, USA, & Australia

Invited Lecturer, International Marketing Institute

Chestnut Hill, MA
Summer 1991-1995
Topics: Case Analysis & Discussion Techniques, Introductory Quantitative & Financial Analysis, and Business Strategy

Visiting Professor, National Center for Industrial Science & Technology Management Development
Dalian, China
August 18 - September 1, 1989
Courses: Corporate & Business Strategy and Entrepreneurship

Assistant Professor, Florida State University
Department of Management
Tallahassee, FL
August 1981 - August 1984
Graduate Teaching:
Problems in Policy Formulation (capstone course)
Computer Concepts
Doctoral Seminar in Organizational Environment
Undergraduate Teaching:
Administrative Policies (capstone course)
Principles of Management

Graduate Associate, University of Arkansas
Departments of Management and of Data Processing/Quantitative Analysis
Research Assistant, Wal-Mart funded Food Distribution Project
Fayetteville, AR
August 1978 – May 1980
Undergraduate Teaching:
Administrative Theory and Practice
Data Processing

Instructor, Murray State University
Department of Management
Murray, KY
June 1977 – August 1978
Graduate Teaching:
Operations Research
Undergraduate Teaching:
Operations and Production Management
Statistics
Managerial Accounting

Graduate Teaching Assistant, Auburn University
Department of Management
Auburn, AL
March 1976 – June 1977

Assisted with all senior-level Business Policy sections, with emphasis on computer simulations

ACADEMIC ADMINISTRATIVE EXPERIENCE

Senior Associate Dean and Dean of Faculty, College of Business Administration
Northeastern University
January 2006 – June 2011

Key responsibilities included:

- College-wide academic administration
- Faculty recruitment, development & management
- Technology and facilities oversight with gross revenues exceeding $120 million and approximately 250 employees

The position required successfully working and communicating with various stakeholders including the dean, associate deans, group coordinators, faculty, directors of research & planning, budget, operations, and marketing and necessitated effective interaction and negotiation with various university administrators and staff to enhance service and responsiveness. The role required leadership in establishing and improving programs and policies to enhance faculty achievement. It was expected that the Dean of Faculty would maintain a research agenda to facilitate mentoring junior faculty and serve as role model with senior faculty.

Key achievements include:

- Led development of the Strategic Plan; basis for successful reaccreditation
- Motivated over 25 faculty needing intervention to achieve AQ status
- Ensured tenure and promotion, sabbatical, and research release guidelines and processes were correctly followed and changes made when appropriate
- Formed and worked with innovation roundtable, health care and corporate governance taskforces to pull together faculty around strategic thrusts resulting in numerous faculty publications
- Established bi-annual teaching workshops and teaching mentoring programs
- Developed communication to the faculty on media interaction and brand building assisting in record numbers of faculty sought out for interviews/quotes and thousands of media hits

Associate Dean, Graduate Business Programs, College of Business Administration
Northeastern University
July1995 – June 1997
Graduate Business Programs encompassed the Graduate School of Business Administration and the Graduate School of Professional Accounting. Responsibilities included strategic and operational management of MBA programs (five), MS/MBA in Accounting, MS in Taxation, and MS in Finance, with total annual gross revenues of approximately $16 million. Program delivery area included main campus, three satellite campuses in Greater Boston, and Summer International Program sites (France, Eastern Europe, and Southeast Asia). Specific duties

included curricula, staff, and faculty oversight, and budget. Staff provided all marketing, admissions, program administration, student servicing, and career development activities for over 1300 students, as well as liaisons with program alumni. Significant achievements included: 18% cost cutting, annual revenue growth of 8-11%, a new Part-time MBA curriculum and transitioning approximately 350 current students to the new program, new joint MS Nursing/MBA program, new graduate certificate programs in Information Resource Management (with College of Computer Science), Logistics, and HRM & Banking (with University College), enhancement of career center service offerings, systematic review of all program offerings and targeting High-Tech MBA program for revision and Coop & Full-time MBA programs for integration.

Faculty Coordinator Part Time-MBA, College of Business Administration
Northeastern University
September 1992 – June 1995
Worked with PT-MBA program manager and college staff to ensure quality of services, clients, teaching, and curriculum. Led development of new curriculum.

Business Policy Area Coordinator, College of Business Administrator
Northeastern University
May1987 – June 1991
Responsible for development of the Business Policy/Strategic Management area within the matrix structure of the college. Duties included oversight of course curricula and student evaluation, supervision of teaching assistants working with the computer simulation for undergraduate course, and hiring adjunct faculty.

GRANT

Direct Selling Education Foundation. 2016. "Direct Selling in Emerging & Frontier Markets: An Understanding of Women Entrepreneurs and Social Media/Digital Marketing." ($15,000) Co-Principal Investigator

RESEARCH

Journals

1. Crittenden, Andrew B., Victoria L. Crittenden and William F. Crittenden. (forthcoming). "Industry Transformation via Channel Disruption," *Journal of Marketing Channels.*

2. Crittenden, Victoria L., William F. Crittenden, Joseph M. Giglio, and Andrew B. Crittenden (2017). "Surgery on the Board," *Business Horizons*, *60*, pp. 67-75.

3. Crittenden, Andrew B., Victoria L. Crittenden and William F. Crittenden (2016). "The Tough Job of Planning Your Liquidation: Before you walk away – whether

voluntarily or by force – know your businesses' value," *Industrial Management, 58(6),* pp. 15-20.

4. Ross, Casey J., William F. Crittenden, and Victoria L. Crittenden (2016). "3D Printing: Big Potential, Little Adoption," *Industrial Management*. 58(4), pp. 12-16.

5. Crittenden, Victoria and William F. Crittenden (2016). "Teaching and Learning Disrupted: Isomorphic Change," *Journal of Research in Interactive Marketing*, 10(2), pp. 112-123.

6. Crittenden, Victoria L., William F. Crittenden, Kimberly A. Eddleston, Franz W. Kellermanns, and Steven W. Floyd (2015). "Family Business: When you can't choose your Partners," *Industrial Management*, September/October, pp. 12-17.

7. Crittenden, Victoria L. and William F. Crittenden (2015). "Digital and Social Media Marketing in Business Education: Implications for Student Engagement," *Journal of Marketing Education*, 37(3), pp. 131-132.

8. Crittenden, William F., Victoria L. Crittenden, and Allison Pierpont (2015). "Trade Secrets: Managerial Guidance for Competitive Advantage," *Business Horizons*, 58, pp. 607-613.

9. Crittenden, Victoria L. and William F. Crittenden (2015). "Digital and Social Media Marketing in Business Education: Implications for the Marketing Curriculum," *Journal of Marketing Education*, 37(2), pp. 71-75.

10. Giglio, Joseph, William F. Crittenden, and Victoria L. Crittenden (2015). "Procurement Strategy: Iron Fist or Velvet Glove?" *Industrial Management*, January/February, pp. 16-21.

11. Crittenden II, Carl A. and William F Crittenden (2014). "The Accounting Profession's Role in Corporate Governance in Frontier Markets: A Research Agenda," *Organizations and Markets in Emerging Economies*, 5(2), pp. 7-22.

12. Crittenden, Victoria L., William F. Crittenden, and Andrew B. Crittenden (2014). "Relationship Building in the Financial Services Marketplace: The Importance of Personal Selling," *Journal of Financial Services Marketing*, 19(2), pp. 74-84.

13. Eddleston, Kimberly A., Franz W. Kellermanns, Steven W. Floyd, Victoria L. Crittenden, and William F. Crittenden (2013). "Planning for Growth: Life Stage Differences in Family Firms," *Entrepreneurship Theory & Practice*, 37(5), pp. 1177-1202.

14. Ferrell, O.C., Victoria L. Crittenden, Linda K. Ferrell, and William F. Crittenden (2013). "Theoretical Development in Ethical Marketing Decision Making," *AMS Review*, 3(2), pp. 51-60.

15. Hanna, Richard C., Victoria L. Crittenden, and William F. Crittenden (2013). "Social Learning Theory: A Multicultural Study of Influences on Ethical Behavior," *Journal of Marketing Education*, 35(1), pp. 18-25.

16. Robertson, Christopher J., David A. Ralston and William F. Crittenden (2012). "The Relationship Between Cultural Values and Moral Philosophy: A Generational Subculture Theory Approach." *AMS Review*, 2, 4, pp. 99-107

17. Crittenden, Victoria L. and William F. Crittenden (2012). "Corporate Governance in Emerging Economies: Understanding the Game," *Business Horizons*, 55(6), pp. 567-576. [Honorable Mention, Best Article Award 2012]

18. Crittenden, Victoria L. and William F. Crittenden (2012). "Strategic Marketing in a Changing World," *Business Horizons*, 55(3), pp. 215-217.

19. Buzzard, Christopher, Victoria L. Crittenden, William F. Crittenden, and Paulette McCarty (2011). "The Use of Digital Technologies in the Classroom: A Teaching and Learning Perspective," *Journal of Marketing Education*. 33(2), pp. 131-139.

20. Crittenden, Victoria L., William F. Crittenden, Christopher C. Pinney, and Leyland F. Pitt (2011). "Implementing Global Corporate Citizenship: An Integrated Business Framework," *Business Horizons*, 54(5), pp. 447-455.

21. Crittenden, Victoria L., William F. Crittenden, Linda K. Ferrell, O.C. Ferrell and Christopher C Pinney (2011). "Market Oriented Sustainability: A Conceptual Framework and Propositions," *Journal of the Academy of Marketing Science*, 39(1), pp. 71-85.

22. Crittenden, Victoria L. and William F. Crittenden (2010). "Strategic Management in Emerging Economies: A Research Agenda," *Organizations and Markets in Emerging Economies*, 1 (1), pp. 9-23.

23. Crittenden, Victoria L and William F. Crittenden (2008). "Building a Capable Organization: The Eight Levers of Strategy Implementation," *Business Horizons*, (July-August), pp. 301-309.

24. Robertson, Christopher J., K. Matthew Gilley, Victoria L. Crittenden, and William F. Crittenden (2008). "An Analysis of the Predictors of Software Piracy within Latin America," *Journal of Business Research* 61 (June), pp. 651-656.

25. Robertson, C., Crittenden, W., & K. Gilley (2008). "Trade Liberalization, Corruption, and Software Piracy," *Journal of Business Ethics*, 78, 4, pp. 623-634.

26. Crittenden, William F., Christopher J. Robertson, and Victoria L. Crittenden (2007). "Hard Facts about Software Piracy," *Business Strategy Review* 18 (Winter), pp. 30-33.

27. Crittenden, Victoria L. and William F. Crittenden (2006). "The Undergraduate Capstone Marketing Course: Objectives, Content, and Pedagogy," *Journal for Advancement of Marketing Educatio*n 8 (Summer, 2006), pp. 79-88.

28. Crittenden, William F. (2005). "A Social Learning Theory of Cross-Functional Case Education," *Journal of Business Research* 58, pp. 960-966.

29. Crittenden, Victoria L. and William F. Crittenden (2004). "Developing the Sales Force and Growing the Business: The Direct Selling Industry Experience," *Business Horizons* (September- October), pp. 39-44. [Abstract printed in *Journal of Personal Selling and Sales Management* Fall 2005.]

30. Crittenden, William F., Victoria L. Crittenden, Melissa M. Stone, and Christopher J. Robertson (2004). "An Uneasy Alliance: Strategic Planning and Performance in Nonprofit Organizations," *International Journal of Organization Theory and Behavior*, 7(1), pp. 81-106.

31. Robertson, Christopher J. and William F. Crittenden (2003). "Mapping Moral Philosophies: Strategic Implications for Multinational Firms," *Strategic Management Journal*, 24 (April), pp. 385-392.

32. Robertson, Christopher J., William F. Crittenden, Michael K. Brady and James J. Hoffman (2002). Situational Ethics across Borders: A Multicultural Examination," *Journal of Business Ethics*, 38(4), pp. 327-338.

33. Athanassiou, Nicholas, William F. Crittenden, Louise M. Kelly and Pedro Marquez (2002). "Founder Centrality Effects on the Mexican Family Firm's Top Management Group: Firm Culture, Strategic Vision and Goals, and Firm Performance," *Journal of World Business*, 37, pp. 139-150.

34. Crittenden, Victoria L, William F. Crittenden and Daniel Muzyka (2002). "Segmenting the Business-to-Business Marketplace by Product Attributes and Decision Process," *Journal of Strategic Marketing*, 10(1), pp. 3-20.

35. Kelly, Louise M., Nicholas Athanassiou and William F. Crittenden (2000). "Founder Centrality and Strategic Behavior in the Family Owned Firm," *Entrepreneurship Theory and Practice*, 25(2), pp. 27-42.

36. Crittenden, William F. (2000). "Spinning Straw into Gold: The Tenuous Strategy, Funding, and Financial Performance Linkage," *Nonprofit & Voluntary Sector Quarterly*, 29(1), pp. 164-182.

37. Crittenden, William F. and Vicky L. Crittenden (2000). "Relationships between Organizational Characteristics and Strategic Planning Processes in Nonprofit Organizations," *Journal of Managerial Issues*, 12(2), pp. 150-168.

38. Crittenden, Victoria L, William F. Crittenden and Jon M. Hawes (1999). "The Facilitation and Use of Student Teams in the Case Analysis Process," *Marketing Education Review*, 9(3), pp. 15-23.

39. Stone, Melissa M., Barbara Bigelow, and William F. Crittenden (1999). "Research on Strategic Management in Nonprofit Organizations: Synthesis, Analysis, and Future Directions," *Administration & Society*, 31(3), pp. 378-423.

40. Crittenden, William F. and Vicky L. Crittenden (1997). "Strategic Planning in Third-Sector Organizations," *Journal of Managerial Issues*, 9(1), pp. 86-103.

41. Crittenden, Victoria L. and William F. Crittenden (1995). "Examining the Impact of Manufacturing & Marketing Capacity Decisions on Firm Profitability," *International Journal of Production Economics*, 40, pp. 57-72. [Abstract printed in Recent Advances in Manufacturing Bulletin (RAMB) March 1996.]

42. Stone, Melissa M. and William F. Crittenden (1993). "A Review of Literature on Strategic Management in Nonprofit Organizations, 1977-1992: Coverage, Methodologies, and Practical Relevance," *Nonprofit Management and Leadership*, 4(2), pp. 193-213.

43. Crittenden, William F. and Kathleen Kelly (1991). "Leaders in Selling and Sales Management: Lee A. Iacocca., *Journal of Personal Selling & Sales Management*, 11(3), pp. 67-70.

44. Hoffman, James J., Lester A. Digman, and William F. Crittenden (1991). "The Strategic Management Process in Nonprofit Organizations with Dynamic Environments," *Journal of Managerial Issues*, 3(3), pp. 357-371.

45. Giunipero, Larry, William F. Crittenden, and Vicky L. Crittenden (1990). "Industrial Marketing and Nonprofit Organizations," *Industrial Marketing Management*, 19(3), pp. 279-285.

46. Crittenden, William F., Victoria L. Crittenden, and Larry Giunipero (1990). "Organizational Buying Behavior in the Third Sector," *Journal of Public Budgeting and Financial Management*, 2(3), pp. 575-592.

47. Stair, Ralph M., William F. Crittenden, and Vicky L. Crittenden (1989). "The Use, Operation, and Control of the Small Business Computer," *Information and Management Journal*, 16(3), pp. 125-130.

48. Crittenden, William F., Vicky L. Crittenden and Larry Giunipero (1988). "Cost Effective Purchasing in Nonprofit Organizations," *Nonprofit World*, 6(4), pp. 29-33.

49. Crittenden, William F., Vicky L. Crittenden, and Tammy G. Hunt (1988). "Planning and Stakeholder Satisfaction in Religious Organizations," *Nonprofit and Voluntary Sector Quarterly*, 17(2), pp. 60-73.

50. Hawes, Jon M., Vicky L. Crittenden, and William F. Crittenden (1987). "Effects of Personalization, Source, and Offer on Mail Survey Response Rate and Speed," *Akron Business and Economic Review*, 18(2), pp. 54-63.

51. Crittenden, William F., Larry Giunipero and Vicky L. Crittenden (1986). "Effectively Controlling Purchasing in Third-Sector Organizations," *Akron Business and Economic Review*, 17(1), pp. 6-11.

52. Crittenden, William F., Vicky L. Crittenden, and Jon M. Hawes (1985). "Examining the Effects of Questionnaire Color and Print Font on Mail Survey Response Rates," *Akron Business and Economic Review*, 16(4), pp. 51-56.

53. Crittenden, William F. and Vicky L. Crittenden (1985). "Listening--A Skill Necessary for Supervisory Success," *Supervision*, 47(12), pp. 3-5.

54. Crittenden, William F. and Vicky L. Crittenden (1985). "What's a Bibliography?" *Journal of Business Education*, 60(4), pp. 150-152.

55. Newgren, Kenneth E. and William F. Crittenden (1984). "Environmental Assessment: The Key to a Proactive Strategic Planning Process," *Journal of Business Strategies*, 1(2), pp. 23-35.

56. Hawes, Jon M. and William F. Crittenden (1984). "A Taxonomy of Competitive Retailing Strategies," *Strategic Management Journal*, 5(3), pp. 275-287.

57. Crittenden, William F. and Vicky L. Crittenden (1983). "Improving Listening Skills - A Three Step Process," *Journal of Business Education*, 58(6), pp. 226-228.

58. Crittenden, Vicky L. and William F. Crittenden (1983). "Male and Female Students' Perceptions of Women in Management," *Collegiate News and Views*, 36(3), pp. 27-31.

59. Hawes, Jon M., Stephen P. Hutchens, and William F. Crittenden (1982). "Evaluating Corporate Sales Training Programs," *Training and Development Journal*, 36(11), pp. 44-48.

60. Hawes, Jon M. and William F. Crittenden (1979). "Generic Grocery Products and the Wheel of Retailing," *Mid-South Quarterly Business Review*, 17(3), pp. 8-10.

61. Crittenden, William F. and Jon M. Hawes (1979). "Who Buys `No Frills' Grocery Products?" *Journal of Food Distribution Research*, 10(June), pp. 20-24.

Books & Book Sections

1. Crittenden, Victoria L. and William F. Crittenden (2014). "Market Orientation in Commodity Marketing: The Necessary Link between Marketing and Production," in Commodity Marketing, 3rd edition, Eds., Margit Enke, Anja Geigenmüller, and Alexander Leischnig, Springer Fachmedien Wiesbaden GmbH.

2. Crittenden, Victoria L and William F. Crittenden. "Cross-Functional Connections" seven part-openers for Marketing, by C. Lamb, J. Hair & C. McDaniel, 8th edition, SouthWestern College Publishing, 2006.

3. Crittenden, Victoria L and William F. Crittenden. "Cross-Functional Connections" seven part-openers for Marketing, by C. Lamb, J. Hair & C. McDaniel, 7th edition, SouthWestern College Publishing, 2004.

4. Crittenden, Victoria L and William F. Crittenden. "Cross-Functional Connections" seven part-openers for Marketing, by C. Lamb, J. Hair & C. McDaniel, 6th edition, SouthWestern College Publishing, 2002.

5. Crittenden, Victoria L and William F. Crittenden. **"**Marketing in Action" boxes for Marketing Management by M. Czinkota and M. Kotabe, Southwestern Publishing, 2001.

6. Crittenden, Victoria L and William F. Crittenden. Seven Beginning of Part Sections plus questions and answers on Cross Functional Integration for Marketing by C. Lamb, J. Hair & C. McDaniel, 5th edition, SouthWestern, 1999.

7. Trahan, Emery A. and William F. Crittenden. How to Develop the Strategic Plan. Saranac Lake, NY: American Management Association, 1995

8. Crittenden, Vicky L. and William F. Crittenden. Solutions Manual to Accompany Basic Statistics - A Real World Approach, 3rd edition, by Vincent E. Cangelosi, Phillip H. Taylor and Philip F. Rice (St. Paul: West Publishing Co., 1983).

Book Reviews

1. Crittenden, William F. (2013). Book review: Mission Impact: Breakthrough Strategies for Nonprofits by Robert Sheehan, *Nonprofit & Voluntary Sector Quarterly*, 42(6), pp. 1288-1300.

2. Crittenden, William F. (2001). Book review: Nonprofit Organizations in an Age of Uncertainty: A Study of Organizational Change by Joseph Galaskiewicz and Wolfgang Bielefeld, *Nonprofit & Voluntary Sector Quarterly*, 30(2), pp. 403-407.

3. Crittenden, William F. (2000). Book review: Business Success: A Way of Thinking about Strategy, Critical Supply Chain Assets and Operational Best Practices by Andrew Cox, *Journal of the Academy of Marketing Science*, 28(3), pp. 446-447.

4. Crittenden, William F. (1995). Book review: Business Partnering for Continuous Improvement: How to Forge Enduring Alliances Among Employees, Suppliers & Customers by Charles C Poirier and William F. Houser, *Journal of the Academy of Marketing Science*, 23(1), pp. 73-75.

5. Crittenden, William F. (1985). Book review: The Greatest Management Principle in the World by Michael LeBoeuf, *Wisconsin Small Business Forum*, 4(1), pp. 36-39.

International/National Conferences

1. Peterson, R. A., Crittenden, W., Crittenden, V. L., Ross, C. S., Johns, L. K., AMS World Marketing Congress, "Creating Value for Public Entities through Marketing," Academy of Marketing Science, Christ Church, New Zealand. (Forthcoming, June 2017).

2. Crittenden, W., 2017 Winter AMA Conference, "Art & Science of Teaching for an Engaging Educational Environment," American Marketing Association, Orlando, FL. (February 2017).

3. Pierpont, Allison and William F. Crittenden. (2016). Leveraging the Sports Industry to Enhance Marketing Efficacy, International Business Conference (Vilnius College and Journal of Creativity & Business Innovation), Vilnius, Lithuania.

4. Crittenden, William F., Stacey Hills, Karen L Koza, Doreen Sams, and Hannah Walters. “Enriching the Educational Experience for Students through Faculty-Student Research Collaborations.” 2016 Marketing Management Association Fall Educator’s Conference, Providence, RI.

5. Crittenden, William F. “From Corporate to Classroom,” 2015 Marketing Management Association Fall Educator’s Conference, San Juan, Puerto Rico.

6. Crittenden, William F. and Victoria L. Crittenden. “Technology’s Transformative Impact: Exploring within Industries,” 2015 HICSS, Kauai, Hawaii.

7. Crittenden, William F., Victoria L. Crittenden, and Allison Pierpont. “Strategic Assets: Trade Secrets as a Competitive Advantage,” 2014 International Network of Business & Management (INBAM) Conference, Barcelona, Spain.

8. Crittenden, Victoria L., Kimberly Eddleston, and William F. Crittenden. “Business Models: Shaping the Future through Entrepreneurship,” 2013 Academy of Marketing Science, Monterey, California.

9. Crittenden, Victoria L. and William F. Crittenden. "Sustainability New Insight into an Emerging Market Orientation: Understanding Sustainability DNA," 2013 American Marketing Association Winter Educator's Conference, Las Vegas, Nevada.

10. Crittenden, Victoria L., William F. Crittenden, and Evan Campbell. "Understanding Sustainability DNA: An Exploration into the DNA of the Top 100 Sustainable Companies," 2012 AMS WMC~CPM Conference, Buckhead (Atlanta), Georgia.

11. Eddleston, Kimberly A., Franz W. Kellermanns, Steven W. Floyd, Victoria L. Crittenden, and William F. Crittenden. "Planning for Growth: Life Stage Differences in Family Firms," 2012 Family Enterprise Research Conference, Montréal, Canada.

12. Crittenden, Victoria, William F. Crittenden, Linda K. Ferrell, O.C. Ferrell, and Christopher Pinney. "Market-Oriented Sustainability: A Conceptual Framework and Propositions," Special Anniversary Session, 2011 Academy of Marketing Science, Coral Gables, Florida.

13. Crittenden, Victoria L., Richard C. Hanna, Robert A. Peterson, and William F. Crittenden. "The Next Generation of Business Leaders: Influences on Unethical Standards across Multiple Cultures," 2010 American Marketing Association Winter Educator's Conference, New Orleans, LA. **Award Winning Track Paper**

14. Crittenden, Victoria L., William F. Crittenden, Olga Kehagias, and Deanne Brocato. "OMED Medical Supplies: Driven by Implementation," 2009 World Marketing Congress, Oslo, Norway.

15. Crittenden, Victoria L., William F. Crittenden, and Olga Kehagias. "Strategy Implementation at OMED Medical Supplies: Building a Capable Organization," 2007 World Marketing Congress, Verona, Italy.

16. Robertson, Christopher J., K. Matthew Gilley, William F. Crittenden, and Victoria L. Crittenden. "Corruption as a Market Entry Barrier: An Analysis of Patterns of Corruption within Latin America," The Second International Conference on Strategic Management in Latin America, Escuela de Adminstración de la Pontificia Universidad Católica de Chile (January 2007).

17. Crittenden, Victoria L., William F. Crittenden, and Kevin Galligan. "The Undergraduate Capstone Marketing Course: Objectives, Content, and Pedagogy," 2006 Academy of Marketing Science, San Antonio, Texas.

18. Robertson, C., William F. Crittenden, and K. Matthew Gilley. "The Impact of Trade Liberalization Policies on National Patterns of Corruption and Software Piracy," 2005 Academy of Management Annual Meeting, Hawaii.

19. Crittenden, W, R. Brower, R. Myrtle, V. Crittenden and C. Robertson (2005). "Developing and Using Cases in Teaching and Research: An Experimental Workshop,"

2005 Academy of Management Professional Development Workshop, Hawaii.

20. Robertson, Chris, William F. Crittenden, and Gadi Shavit. "A Global Assessment of Software Piracy Trends," 2003 Academy of Management Annual Meeting, Seattle, WA.

21. Robertson, Christopher J. and William F. Crittenden. "Mapping Moral Philosophies in the Global Economy." 2002 Academy of Management Annual Conference, Denver, CO.

22. Athanassiou, Nicholas, William F. Crittenden, Louise Kelly and Pedro Marquez. "Founder Centrality Effects on the Mexican Family Firm's Top Management Group: Firm Culture, Strategic Vision and Goals, and Firm Performance," 2001 Academy of Management Annual Conference, Washington D.C.

23. Crittenden, Victoria L., William F. Crittenden, Michael K. Brady, and Ken Grant. "The Importance of the Service Encounter in Direct Selling: Examples from the Australian Marketplace," The 10th Biennial World Marketing Congress, Cardiff, Wales, UK (Summer 2001).

24. Marquez, Pedro, Louise Kelly, William Crittenden and Nicholas Athanassiou. "Founder Centrality, Vision, Culture, and Performance in Mexican Family Business," Academy of International Business meeting, Phoenix, AZ, November 2000.

25. Marquez, Pedro G., Louise M. Kelly, William F. Crittenden and Nicholas Athanassiou. "Centralidaddel Fundador, Visión, Cultura, y Desempeno en Negocios Familiares Mexicanos," ForoNacional de Investigacion en las Disciplinas Financiero Administrativas (Fifth National Forum for Research in Administrative and Financial Disciplines) UNAM, Mexico National University (October 2000).

26. Brady, Michael K., Victoria L. Crittenden, William F. Crittenden, and Ken Grant. "Issues Related to Direct Selling in the International Marketplace," 2000 American Marketing Association International Marketing Educators Conference, Buenos Aires, Argentina.

27. Robertson, Christopher, William F. Crittenden, Michael Brady, and James Hoffman. "A Multicultural Test of Personal versus Firm Ethics." American Marketing Association International Marketing Educator's Conference, Buenos Aires, Argentina (June 2000).

28. Kelly, Louise, Nicholas Athanassiou and William F. Crittenden. "Founder Centrality and the Strategic Posture of the Family Owned Firm," Academy of Management Annual Conference, Chicago, IL (August 1999).

29. Brady, Michael, Vicky Crittenden, William Crittenden, and Ken Grant. "The Importance of the Service Encounter in International Marketing Strategy," 1999 Academy of Marketing Science Conference, Coral Gables, FL.

30. Crittenden, Victoria L., William F. Crittenden, and Jon M. Hawes. "The Facilitation and Use of Student Teams in the Case Analysis Process," 1999 Academy of Marketing Science, Coral Gables, FL.

31. Crittenden, Victoria L. and William F. Crittenden. "Issues and Strategies for International Service Marketing," 1998 Society for Marketing Advances, New Orleans, LA.

32. Brady, Michael K., Victoria L. Crittenden, William F. Crittenden, and Ken Grant. "Direct Selling as a Market Entry Strategy," 1998 Australian New Zealand Marketing Academy Conference, Dunedin, NZ.

33. Crittenden, William F. "Spinning Straw into Gold: The Tenuous Strategy, Funding, Performance Linkage," HBS: Social Enterprise Research Forum on Nonprofit Strategy, Boston, MA (November 1998).

34. Crittenden, William F. and Victoria L. Crittenden. "Services Strategy: Key to Market Entry," American Marketing Association's International Exchange Conference, Vienna, Austria (July 1998).

35. Crittenden, William F., Victoria L. Crittenden, and Melissa M. Stone. "Uneasy Alliance: Planning and Performance in Nonprofit Organizations." 1994 Academy of Management Annual Conference, Dallas TX.

36. Crittenden, William F. "Strategy Making in Complex Environments: The Case of Nonprofit Organizations," 1993 Academy of Management, Atlanta, GA.

37. Stone, Melissa M. and William F. Crittenden. "Strategic Management in Nonprofit Organizations: A Critical Appraisal of Past Work and Future Directions," 1992 Association for Research on Nonprofit Organizations and Voluntary Action, New Haven, CT.

38. Lai, Jennifer L., Victoria L. Crittenden, and William F. Crittenden. "The Relationship between Industry Structure and Communication Productivity," *Proceedings* 1991 American Marketing Association Winter Educator's Conference, Orlando, FL, pp. 370-377.

39. Stair, Jr., Ralph M., William F. Crittenden, and Victoria L. Crittenden. "The Strategic Use of Microcomputers: A Survey of Small Business Owners and Managers." *Proceedings* 1990 Decision Sciences Institute, San Diego, CA, pp. 1227-1229.

40. Crittenden, Victoria L. and William F. Crittenden. "Facilitating Interaction between Marketing and Manufacturing Functional Strategies." *Proceedings* 1990 Strategic Management Society, Stockholm, Sweden.

41. Crittenden, Vicky L., William F. Crittenden, and Daniel F. Muzyka. "Segmenting the Transit Bus Market: Traditional vs. Product Attributes/Decision Process Segments," *Proceedings* 1989 Academy of Marketing Science, Orlando, FL, pp. 293-297.

42. Crittenden, William F. "'Business' Case Writing in the Nonprofit Setting," *Proceedings* 1988 North American Case Research Association Development Symposium, Anaheim, CA, pp. 77-88.

43. Crittenden, William F., Vicky L. Crittenden, and Sudha Venkataramana. "A Model of Strategic Planning in Voluntary, Nonprofit Organizations," 1988 Academy of Management meeting, Anaheim, CA, August 7-10, 1988.

44. Crittenden, William F., Daniel F. Muzyka, and Vicky L. Crittenden. "Organizational Strategy and the U-Curve: Propositions for Low Market Share Firms." *Proceedings* 1986 Academy of Management, Chicago, IL, p. 348.

45. Crittenden, Vicky L., William F. Crittenden, and Larry Giunipero. "Organizational Buying Behavior in the Third-Sector: An Examination of Current Practices," *Proceedings* 1986 Academy of Management, Chicago, IL, p. 405.

46. Muzyka, Daniel F., Vicky L. Crittenden, and William F. Crittenden. "Segmentation in an Industrial Market: A Key to Strategic Marketing," *Proceedings* 1986 American Marketing Association, Chicago, IL, pp. 315-320.

47. Crittenden, Vicky L., William F. Crittenden, and Jon M. Hawes. "Ethical Standards of Marketing Students," 1986 Academy of Marketing Science, Anaheim, CA. **Award Winning Track Paper**

48. Muzyka, Daniel F. and William F. Crittenden. "Growth Options of Low Market Share Companies," *Proceedings* 1985 Strategic Management Society, Barcelona, Spain, pp. 19/3-19/4.

49. Crittenden, William F., Vicky L. Crittenden, and Larry Giunipero. "Third-Sector Purchasing Practices and the Influence of Organizational Characteristics," *Proceedings* 1985 Academy of Management, San Diego, CA, p. 409.

50. Crittenden, William F. and Vicky L. Crittenden. "Interrelationships among Planning Elements and Resource Acquisition in the Third-Sector," *Proceedings* 1984 Academy of Management, Boston, MA, p. 418.

51. Crittenden, William F. and Donald D. White. "An Examination of Interrelationships among Organizational Characteristics, Strategic Planning Elements and Performance Measures in the Third-Sector," 1983 American Institute for Decision Sciences.

52. Crittenden, William F. "An Analysis of Interrelationships between Organizational Characteristics and Planning Elements in Third-Sector Organizations," *Proceedings* 1983 Academy of Management, p. 462.

Regional Conferences

1. Robertson, Christopher, William Crittenden, Gilbert Nyaga, and Ravi Ramamurti. "Corporate Citizenship in Emerging Markets," 2011 South East – Association for International Business, Orlando, FL.

2. Crittenden, Vicky L. and William F. Crittenden. "Linking Teaching Technique and Student Achievement," *Proceedings* 1990 Northeast Decision Sciences Institute, pp. 47-49.

3. Stair, Ralph M., William F. Crittenden, and Vicky L. Crittenden. "Information and Decision Support Systems: Development, Design, and Information for the Small Business," *Proceedings* 1989 Southwest Decision Sciences Institute, pp. 143-145.

4. Venkataramana, Sudha M. and William F. Crittenden. "Strategic Planning in Voluntary, Nonprofit Organizations," *Proceedings* 1988 Northeast Decision Sciences Institute, pp. 169-171.

5. Muzyka, Daniel F. and William F. Crittenden. "An Exploratory Study of Growth Options: The Case of Low Market Share Companies," *Proceedings* 1985 Southern Management Association, pp. 324-326.

6. Crittenden, Vicky L. and William F. Crittenden. "An Exploratory Study of Porter's Competitive Dimensions Applied to Grocery Retailing," *Proceedings* 1985 Southeast American Institute for Decision Sciences, pp. 34-36.

7. Crittenden, William F., Vicky L. Crittenden, and Martha R. Szabo. "Empathetic Listening: Is There a Gender Gap?" *Proceedings* 1985 Southeast American Institute for Decision Sciences, pp. 196-198.

8. Crittenden, William F., Tammy G. Hunt, and Vicky L. Crittenden. "Planning and Stakeholder Satisfaction: A Study of Religious Organizations," *Proceedings* 1984 Southern Management Association, pp. 183-185.

9. Newgren, Kenneth E., William F. Crittenden, and Tammy G. Hunt. "Strategic Planning Posture and Organizational Characteristics: A Profile," *Proceedings* 1984 Southern Management Association, pp. 216-218.

10. Crittenden, William F., Larry Giunipero, and Vicky L. Crittenden. "Purchasing Policies in the Third-Sector," *Proceedings* 1984 Southeast American Institute for Decision Sciences, pp. 20-22.

11. Newgren, Kenneth E. and William F. Crittenden. "Operationalizing the Strategic Planning Process in Field Research," *Proceedings* 1983 Southern Management Association, pp. 13-15.

12. Crittenden, William F., Donald D. White, and Peter M. Ginter. "An Examination of Organizational Characteristics in Third-Sector Organizations," *Proceedings* 1983 Southeast American Institute for Decision Sciences, pp. 64-66. **Award Winning Track Paper**

13. Crittenden, William F. and Donald D. White. "An Examination of Strategic Planning Characteristics in Voluntary Nonprofit Organizations," *Proceedings* 1982 Southern Management Association, pp. 140-142.

14. Crittenden, William F. "The Use of Decision Support Systems in Scenario Building and Policy Intervention in the Development of Policy Guidelines for the State of Florida for the 1980s," 1982 Southern Management Association meeting, New Orleans LA.

15. Ginter, Peter M. and William F. Crittenden. "Business Policy Course/ Discipline Objectives - Key to Classroom/Management Performance," *Proceedings* 1980 Southern Management Association, pp. 172-174.

Cases

Critical Thinking Cases for Marketing, by C. Lamb, J. Hair & C. McDaniel, 6th edition, SouthWestern College Publishing, 2002. w/Victoria L. Crittenden.

- Starbucks Corp.
- Priceline.com
- The Coca-Cola Company
- Disney Consumer Products
- The U.S. Military
- 2000 Olympics
- Staples.com

Entrepreneurial Cases for Marketing, by C. Lamb, J. Hair & C. McDaniel, 6th edition, SouthWestern College Publishing, 2002. w/Victoria L. Crittenden.

- PlanetFeedback.com
- Inner City Computer Stars Foundation
- Maps a la Carte, Inc.
- Napster
- NetTV Inc.
- NexTag.com

Reprinted in Strategic Marketing Management Cases, 7th edition, edited by D. Cravens, et al, Irwin Publishing, 2002 [w/ teaching notes].

- Floral Farms (w/Victoria Crittenden)
- San Miguel Corporation [previously published under the name: Ambrosia Corporation - San August (w/ Victoria Crittenden and Erin Quinn)]
- Shorin-Ryu Karate Academy (w/Victoria Crittenden)

- Southern Home Developers (w/Victoria Crittenden)
- Powrtron Corporation (w/Victoria Crittenden)
- Cutco International (w/Victoria Crittenden)

Published in Strategic Marketing, 6th edition, by David Cravens, Irwin McGraw-Hill Publishing, 2000 and in Strategic Marketing Management Cases, 6th edition, edited by D. Cravens, et al, Irwin Publishing, 1999 [w/ teaching notes]

- Powrtron Corporation (w/Victoria Crittenden)
- Cutco International (w/Victoria Crittenden)

Published in Strategic Marketing Management Cases, 6th edition, edited by D. Cravens, et al, Irwin Publishing, 1999 [w/teaching notes]

- Floral Farms (w/Victoria Crittenden)
- Shorin-Ryu Karate Academy (w/Victoria Crittenden)
- Southern Home Developers (w/Victoria Crittenden)

Reprinted in Strategic Marketing Management Cases, 6th edition, edited by D. Cravens, et al, Irwin Publishing, 1999 [w/ teaching notes]. Each also published in 5th edition.

- Quality Plastics International S.A. de C.V.
- BancoNacional de Comercio Exterior, SNC (w/Victoria Crittenden)
- Angostura Bitters, Inc (w/Victoria Crittenden)
- Ambrosia Corporation - San August (w/Victoria Crittenden and Erin Quinn)
- Apache Power, Inc. (w/Sharon Doherty)

Published in Instructor's Manual for Strategic Marketing Management Cases, 6th edition, edited by D. Cravens, et al, Irwin Publishing, 1999.

- Case Analysis for the Beginner
- Pyramid Pizza
- Systemsoft Corporation teaching note (w/Victoria Crittenden)
- Dunkin' Donuts Bagel Blitz teaching note (w/Victoria Crittenden)

Published in Strategic Marketing Management Cases, 5th edition, edited by D. Cravens, et al, Irwin Publishing, 1996 [w/teaching notes]

- MRBS Corporation (supervised MBA students Marc Beubien, Ron Glaz, Susan Meckel, and Bonnie Scoppa)

Published in Marketing Research - Text, Cases and Readings by Robert Hartley, George Prough and Alan Flaschner (Tulsa: PennWell Publishing Co., 1983. [1992 Revision w/James T. Strong, distributed by Nonprofit Case Study Collection.]

- Mike Kelly, Market Researcher (or Not?) (w/Jon M. Hawes)

Published in Basic Statistics - A Real World Approach, 3rd edition, by Vincent E. Cangelosi, Phillip H. Taylor and Philip F. Rice (St. Paul: West Publishing Co., 1983)

- The Vance Corporation (w/Victoria Crittenden)
- Voluntary Nonprofit Survey (w/Victoria Crittenden)

Presented at 1985 Case Research Association meeting, Orlando, FL.
- Statistical and Economic Network, Inc. (w/Sangit Chatterjee)

Unpublished
- Robertson, Christopher J., William F. Crittenden, and David Wesley. "Note on the Global Beer Industry" Available through Ivey case series
- Robertson, Christopher J., William F. Crittenden, and David Wesley. "Boston Beer Company: Sam Adams International"
- Crittenden, William F. "Correy Denim Company: Reflections on Starting-Up"
- Crittenden, William F. "Correy Denim Company: The First Ten Years"
- Crittenden, William F. "Correy Denim Company: What Now?"

PROFESSIONAL SERVICE

Professional Associations

Academy of Management, Public & Nonprofit Division
- Best Book Award Chair, 2002
- Best Book Award Committee, 1997 & 1998
- Elections Committee Chair, 1995-1996
- Division Chair, 1994-1995
- Program Chair, 1992-1993
- Membership Subcommittee, 1989-1992
- Newsletter Editor, 1986-1989

Academy of Marketing Science
- World Marketing Congress, Not-for-Profit Track Co-Chair, 2003
- Cross-Functional Education Track Chair, 1999

American Marketing Association
- Blue-Ribbon Committee of the Akron/Canton Chapter, 1984

Association for Research on Nonprofit Organizations and Voluntary Action
- Emerging Scholar Award Committee, Fall 1999

Northeast Decision Sciences Institute
- Management Policy Track Chair, 1988

Nonprofit Management Association
- Bylaws Task Force, 1983

Southern Management Association
- Program Committee Member, Policy and Entrepreneurship, 1982

Editorial/Reviewer

Editorships:

- *Business Horizons*, Special Issue Co-Editor, 2012
- *Citizen Participation and Voluntary Action Abstracts*, Associate Editor, 1990-1996
- *Journal of Marketing Education*, Special Issues Co-Editor, 2015
- *Nonprofit Management & Leadership,* Associate Editor, 2000-2010
- *POLAC International Journal of Economics & Management Science*, Associate Editor, 2015-Present

Advisory:

- *Nonprofit Management & Leadership,* Advisory Board, 2010-Present

Editorial Review Board:

- *AMS Review*, 2012-2014
- *Arkansas Business and Economic Review*, 1986-1998
- *Business Horizons*, 2014-Present
- *Journal of Managerial Issues,* 1988-Present
- *Southern Business Review,* 1989-1994

Ad Hoc Reviewing:

- *Academy of Management Executive*
- *Academy of Management Review*
- *Administrative Science Quarterly*
- *African Journal of Business Management*
- *AMS Review*
- *Entrepreneurship Theory & Practice*
- *European Journal of International Management*
- *European Management Journal*
- *IEEE Transactions*
- *International Marketing Review*
- *Journal of Academy of Business Education*
- *Journal of Marketing Channels*
- *Journal of Politics*
- *Management Science*
- *Nonprofit and Voluntary Sector Quarterly*
- *Nonprofit Management & Leadership*
- *Strategic Management Journal*

Conference Reviewer:

- Academy of Management, Public & Nonprofit Sector track, 1986-2001
- Academy of Management, Business Policy & Strategy track, 1998, 2002
- Academy of Marketing Science (various tracks) 1983-1986, 1998-1999
- American Institute for Decision Sciences, Organizational Theory and Behavior track, 1985

- Eastern Academy of Management (various tracks), 1989, 1999
- Eastern Academy of Management International Conference, 2002
- Southeast American Institute for Decision Sciences, Academic Affairs and Nonprofit/Public Administration track, 1984-1986
- Southern Management Association, 1984-1986
- U.S. Association of Small Business and Entrepreneurship meeting, 1991

Publisher Book Reviews:

- Leyh Publishing, Strategy Formulation & Implementation, 2001
- Jossey-Bass Publishers, Business Planning for Nonprofit Organizations, 1999
- Houghton-Mifflin, Untitled manuscript in Strategic Management, 1994
- Richard D. Irwin, Inc., Strategic Management (A. Thompson and A. Strickland), 1990, 1993
- Richard D. Irwin, Inc., Strategic Management (J. Pearce II and R. Robinson, Jr.), 1988
- Addison-Wesley, Strategic Management (T. Wheelen and J. Hunger), 1983, 1986, 1989
- Merrill Publishing Company, Fundamentals of Strategic Management (F. David), 1986

Conference Session Chair

- Academy of Management Public & Nonprofit Division, 1986, 1987, 1997, 1998
- Academy of Marketing Science, 1999
- American Institute for Decision Sciences, 1983
- American Marketing Association Summer Educators' Conference, 2010
- Northeast Decision Sciences Institute Management Policy, 1988
- Southern Management Association, 1985

Conference Discussant

- Academy of Management Public Sector, 1989
- Southern Management Association, 1980, 1981, 1984
- Southeast American Institute for Decision Sciences, 1984

PROFESSIONAL ASSOCIATIONS
(Current and Past)

Academy of Management
Academy of Marketing Science
Alpha Iota Delta – Honor Society in Information & Decision Sciences
American Marketing Association
Association for Research on Nonprofit Organizations and Voluntary Action
Beta Gamma Sigma – Business Honor Society

Direct Selling Education Foundation, Fellow, 2016
Marketing Management Association
Sigma Iota Epsilon – Management Honor Society
Southern Management Association
Strategic Management Society, Charter Member

UNIVERSITY SERVICE

- Faculty Senate Member, 2014-present
- Committee Chair, Administrative Evaluation Oversight Committee 2016-present
- Guest Speaker, DMSB Recognition Ceremony for January Graduates, December 2016
- Administrative Evaluation Oversight Committee, 2015-2016
- Chairperson, DMSB Learning & Assessment 2014-present
- Committee of Inquiry (regarding request to dismiss tenured faculty), Chair - Faculty Senate, 2014-2015
- Northeastern University Ambassadors (Development Office), 2011-present
- Mentor, Torch Opportunity Scholarships & Outreach Programs, 2010-present
- Ad Hoc Faculty Handbook Review Committee, 2001-2005
- Patent Committee, 2000-2002
- Semester Conversion Communication Committee, 2000-2003
- Diversity in the CBA Workshop attendee, Spring 2001
- Administrative Evaluation Oversight Subcommittee to evaluate Chair of Chemical Engineering, 1998
- Graduate Council, 1985, 1988-1990, 1995-1997
- New Program Review Subcommittee, 1985
- Program Review Subcommittee, 1989-1990
- English Language Center, Guest Speaker at Business Language Skills Course, Summer, 1995-96
- Freshman Friends Program, 1991-1992
- Campus Campaign Committee, Library Fundraising, 1987-1988
- Representative to Boston Management Consortium, 1988, 1991
- Consortium Planning Committee, 1988
- Chair, Program Evaluation and Needs Assessment Subcommittee, 1989-1991
- Reviewer, Research & Scholarship Development Fund, 1986, 1989
- Academic Representative to Middle Management Excellence Committee, City of Boston, 1985-1986

COLLEGE SERVICE

- Learning & Assessment, 2014-present
- Development Office, cultivation of former student, 2016-present
- Case Competition Practice, Practice Judge, 2016

- Sabbatical Committee, 2014-2016
- Empower Campaign, video presentation, 2014
- Teaching Mentor (for Teaching & Learning Committee), 2014-present
- Classroom Teaching Peer Visits, 2003, 2004, 2015, 2016
- Faculty Representative for University "Meet the Majors" & "What's in a Major?" events, 2/9/2016, 9/23/2014, 11/28/2012, Guest Speaker 10/12/2016, 2/9/2016
- Strategic Planning Committee, 2005-2011
- Beta Gamma Sigma chapter advisor, 2006-2011
- Research Committee, 2006-2011
- Sabbatical Committee, 2006-2011
- Faculty Policy Committee, 2004-2005
- Graduate Programs Committee, 2002-2003.
- Advisor, Business Plan competition finalist, 2003
- MBA Case Competition practice judge, 1996-2002
- Tenure & Promotion Subcommittee, Internal Secretary, 1999-2001
- MBA Information Session, 3/14/2001
- Represented CBA at North Andover High School Spring Career Day, 2000
- Teaching & Research Committee ,1997-1998
- Diffenbach Award Committee, 1995-2000
- Beanpot Case Competition practice judge, 1996
- Coordinator and Coach, MBA Case Competitions
    - Dalhousie 1993-95
    - Concordia 1994-95
    - Black MBAA 1993-95
- General Management Recruiting Subcommittee, Summer-Fall, 1994
- PT-MBA Ad Hoc Task Force, Chair, October 1994
- Chair Computer Advisory Committee, September 1993-October 1994
- MBA Curriculum Review Committee, September 1992-Spring 1994
- General Management Representative at Undergraduate Recruiting Program, 10/15/1994
- Teaching Excellence Committee, September 1992-Spring 1994
- General Management Group Teaching Evaluation subcommittee, Winter 1992
- MBA Admissions Telephone Program, Winter 1991, Summer 1992
- MBA Residency Task Force, January-June 1990
- Supervisor for Secretary in 325 Hayden, April 1985-August 1988
- General Management Group Faculty Recruitment, 1985-1990
- Speaker, Strategic Management Teaching Roundtable
- Enhancing Shareholder Value, 1988
- Global Content of Strategic Management, 1990
- Representative to Tansinnova Mission (met with representatives of ten French companies to speak on joint ventures), 1988
- General Management representative, CBA open house for prospective freshmen and parents, 1988-89
- General Management representative to "Explore the Concentration" seminar for new freshmen and transfer students, 1987, 1991

- Task Force on University College BSBA program, 1985-1986
- Graduation Marshall, 1985, 1988, 2002
- Freshman Honors Advisor, 1990-1992
- Freshman Advisor, 1984-1987, 1992-1993

COMMUNITY SERVICE

- Board of Advisors, Orphans for Futures Alliance, 2010-present

CONSULTING/EXECUTIVE ENGAGEMENTS

BAE Systems, *Strategy Metrics*, October 2002
Boston Beer Company, *International Strategy*, Summer-Fall 2001
Funducion CANE Buenos Aires, Argentina, *Strategic Planning for Small and Medium Size Businesses*, September 2000.
Nazareth Board of Trustees, *Strategic Planning and Decision-Making*, January 1996
International Marketing Institute, Russian Bank Executives Development Program, *Strategy and Financial Issues*, Spring 1995
Lotus Software, FreeLance Graphics SmartMasters Product Development Advisor, 1994-1995
BancoNacional de Comercio Exterior (BANCOMEXT-Monterrey, Mexico), Fall 1992, Summer-Fall 1993
Chinese Executive Training (CET), 1993
EG&G, Spring 1992, Fall 1992, Winter 1994
NERSA, The New England Association of Quality Clubs, *Quality as Strategy in a Service Organization*, 1991
International Marketing Institute, Russian Wood and Lumber Executive Development, *Doing Business in the U.S.: Motives, Mistakes, & Methods*, 1991
Northeastern University Management Workshop, *Managing across Functions*, Fall 1990
Intronics, Management Development Seminars, 1988, 1990
The Professional Council, *Strategic Planning*, 1988
Florida Department of Education, developed, reviewed, and edited tests for PBL and FBLA state competitive exams, 1982
Arkansas Tech University Supervisors' Training Seminar, *Planning/Control*, Spring 1981
EOA Head Start Supervisors' Workshop, *Planning/Control & Delegation*, 1980
Wal-Mart Stores, *Product Development*, Summer 1979
Jefferson Hospital of Pine Bluff, Arkansas, Nominal Group Seminar for Administrators, 1979

BUSINESS EXPERIENCE

PRO-ONE ALLSPORTS, Flint, MI
Manager, Distribution Center, 1975-1976

MULLINS SPORTING GOODS, Flint, MI
Field Sales Representative, 1973-1975

HIGGINS RESTAURANT, Flint, MI
Assistant Maitre d'hôtel, 1969-1972