

**Graduate Council**  
Agenda  
November 20, 2018  
Hermann Hall Boardroom

Approval of Minutes from 10-30-18

New Business:

Campbell School of Business

(a) MBA Curricular Changes

(b) MBA Catalog Changes

(c) Approval of faculty teaching graduate level courses:

- Clark
- Vredeveld
- Levin
- Monroe-White

*Next Meeting: Tuesday, December 18, 2018 (if needed)*  
*11 a.m. – Hermann Hall Boardroom*



**Graduate Council**  
**Minutes of October 30, 2018**

Dr. Boyd called the meeting to order. In attendance were: Mary Clement, Basil Englis, Bryce Durbin, Joyce Heames, Sherre Harrington, Jacqueline McDowell, Nancy Mercer, Monica Willingham.

The minutes of September 19, 2017 were approved.

**Old Business**

None.

**New Business**

Charter School

Dean McDowell introduced the following proposals for first reading:

- Proposal: ADD EDU 622 Concepts/Principles of Applied Behavior Analysis for Educators, 3-0-3.
- Proposal: ADD EDU 632 Introduction to Autism Spectrum Disorder and other Developmental Disorders for Educators, 3-0-3.
- Proposal: ADD EDU 652 Applied Practice in Behavior Analysis for Educators, 3-0-3.

These proposed courses allow for a graduate level autism endorsement for in-service teachers as part of Georgia's Autism Education Endorsement program.

It was moved and seconded to waive first reading. First reading was waived by voice vote.

Discussion: Dr. Durbin asked if, apart from the courses, there was any additional language necessary in the catalog for the endorsement. Dean McDowell responded that the necessary catalog language is contained in the proposed course descriptions.

The proposals were *approved by voice vote*.

Dean McDowell commented that the next step in the process will be to submit the courses to be approved by the Professional Standards commission, which should happen within the next few weeks.

- Proposal: Change Graduate Education catalog language as described.

Discussion: Dean McDowell commented that this proposal is comprised of catalog cleanup completed by Monica Willingham. The changes are essentially updates and clarifications of the catalog requirements for the graduate Education programs.

It was moved and seconded to waive first reading. First reading was waived by voice vote.

The proposed catalog edits were *approved by voice vote*.



Ms. Willingham inquired about whether a new withdrawal form for graduate students had been established. Dr. Boyd suggested that the new proposed form be submitted for the next meeting for consideration.

Dean McDowell submitted three new faculty to be approved to teach at the Graduate level in the Charter School.

- P. Raymond Joslyn, Ph.D., BCBA-D
- Thom Ratkos, Ph.D., BCBA-D
- Carolyn J. Stufft, Ed.D.

Discussion: Dean Heames asked if these are to support the new autism endorsement courses. Dean McDowell confirmed that they are the faculty who will teach that program.

It was moved and seconded to waive first reading. First reading was waived by voice vote.

The faculty were *approved by voice vote*.

#### Campbell School

Dr. Englis submitted one new faculty to be approved to teach at the Graduate level in the Campbell School.

- Eric R. Kushins, Ph.D.

It was moved and seconded to waive first reading. First reading was waived by voice vote.

The faculty was *approved by voice vote*.

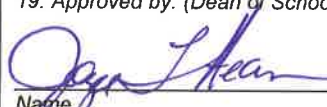
The Graduate Council will meet next on December 18.

Chair: Mary Boyd

Secretary: Bryce Durbin



## Berry College Curriculum Form for New Classes

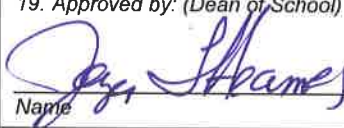
1. Action:  <b>ADD</b>	2. School  <b>BUS</b> (BUS, CSEHS, HASS, MNS, NUR, Nonschool)	3. Course Prefix - Number (contact Registrar's office for number)  <b>ACC 630</b>	4. Course Title (36 character/space maximum)  <b>Professional Accounting Research</b>		
5. Short Title (abbreviated text – 15 characters)  <b>ACC RES</b>		6. Designators (I, H, L)  	7. Instruction Type (LEC, SEM, LAB, DIR, INT)  <b>LEC</b>	8. Hours (lecture-lab-credit)  <b>3-0-3</b>	9. Faculty Load  <b>3</b>
10. Catalog Description This course is designed to provide in-depth understanding of the FASB conceptual framework, the codification system, and the necessary research techniques demanded by the accounting profession. Cases with various accounting scenarios are frequently used in this course.					
11. Prerequisites <b>ACC 302 or equivalent</b>		12. Co-requisites <b>N/A</b>		13. Exclusionary Courses <b>No</b>	
14. Degree Requirement  <b>MBA-Professional Accountancy track</b>		15. Comments (attach additional documentation if needed)			
16. Library Resources adequate   Approved: _____ Director, Memorial Library			17. Writing Intensive recommendation   _____ Writing Across the Curriculum Committee		
18. Submitted by: (please print or type)  <b>Xin Geng</b> Name _____ 08/28/2018 _____ Date			19. Approved by: (Dean of School)   11-14-18 Name _____ Date		
20. Date Submitted to Academic Council					

### Registrar's Use Only

Course Division	Inst. Division	CIP Code	1 <sup>st</sup> reading date:  Approved? Y/N Date:	Effective year/term:



## Berry College Curriculum Form for New Classes

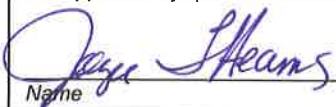
1. Action:  <div style="text-align: center;">ADD</div>	2. School  BUS (BUS, CSEHS, HASS, MNS, NUR, Nonschool)	3. Course Prefix - Number (contact Registrar's office for number)  ACC 631	4. Course Title (36 character/space maximum)  Federal Taxation of Businesses		
5. Short Title (abbreviated text – 15 characters)  ACC BUS TAX		6. Designators (I, H, L)  	7. Instruction Type (LEC, SEM, LAB, DIR, INT)  LEC	8. Hours (lecture-lab-credit)  3-0-3	9. Faculty Load  3
10. Catalog Description Study of the basic features of the federal income tax system focusing on property transactions, tax credits, and taxation of business entities. Consideration of the effect of the tax code on business making and society.					
11. Prerequisites ACC 331 or equivalent		12. Co-requisites N/A		13. Exclusionary Courses No	
14. Degree Requirement  MBA-Professional Accountancy track		15. Comments (attach additional documentation if needed)			
16. Library Resources adequate Thomson-Reuters Checkpoint research database is the primary resource needed for ACC 631, and this resource is now available through the Library and CSOB.   Approved: _____ Director, Memorial Library			17. Writing Intensive recommendation   _____ Writing Across the Curriculum Committee		
18. Submitted by: (please print or type)  Matthew H. Levin Name _____ Date 09/13/2018			19. Approved by: (Dean of School)   11-14-18 Name _____ Date		
20. Date Submitted to Academic Council					

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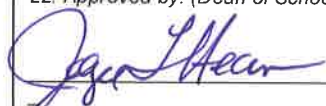
1. Action:  <div style="text-align: center;">ADD</div>	2. School  BUS (BUS, CSEHS, HASS, MNS, NUR, Nonschool)	3. Course Prefix - Number (contact Registrar's office for number)  ACC 640	4. Course Title (36 character/space maximum)  Governmental and Not-for-Profit Accounting		
5. Short Title (abbreviated text – 15 characters)  Gov & NFP ACC		6. Designators (I, H, L)	7. Instruction Type (LEC, SEM, LAB, DIR, INT)  LEC	8. Hours (lecture-lab-credit)  3-0-3	9. Faculty Load  3
10. Catalog Description Comprehensive study of all accounting and reporting guidelines for governmental and non-profit entities. Topics covered include GASB reporting guidelines for governmental entities, Yellow Book audits, FASB reporting guidelines for not-for-profit entities, and IRS guidelines for the not-for-profit tax return Form 990.					
11. Prerequisites ACC 302		12. Co-requisites		13. Exclusionary Courses	
14. Degree Requirement MBA-PA track		15. Comments (attach additional documentation if needed)			
16. Library Resources adequate   Approved: _____ Director, Memorial Library			17. Writing Intensive recommendation   _____ Writing Across the Curriculum Committee		
18. Submitted by: (please print or type)  Name _____ Date _____			19. Approved by: (Dean of School)   11-14-18 Name _____ Date _____		
20. Date Submitted to Academic Council					

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Course Division	Inst. Division	CIP Code	1 <sup>st</sup> reading date:  Approved? Y/N Date:	Effective year/term:
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## Berry College Curriculum Amendment Form

<b>1. Action:</b>  <b>A</b>  <i>(Add /Change/ Delete)</i>	<b>2. School</b>  <b>BUS</b>  <i>(BUS, EdHS, EHSS, MNS)</i>	<b>3. Course Prefix and Number (if known)</b>  <b>HCM 695</b>	<b>4. Course Title (catalog text)</b>  <b>Special Topics in Healthcare</b>		
<b>5. Label Title (abbreviated transcript text)</b>  <i>(15 characters)</i>	<b>6. Designators</b>  <i>(W/H/N/C)</i>	<b>7. Type of Instruction</b>  <b>Lecture</b>	<b>8. Hours (lecture-lab-credit )</b>  <b>3-0-3</b>	<b>9. Range of hours (if variable)</b>	
<b>10. Prerequisites</b>		<b>11. Co-requisites</b>		<b>12. Exclusionary Courses</b>	
<b>13. Catalog Description</b> Varied topics provide an opportunity for faculty and students to accommodate interests. Course may be repeated up to three times as topics vary.					
<b>14. Degree Requirement</b> <b>Major Elective</b>	<b>15. Off-Campus location</b>	<b>16. Comments (attach additional documentation if needed)</b>			
<b>17. Library Resources adequate</b>  Approved: <u>Sharrre L. Harrington</u> 10/2/2018 Director, Memorial Library			<b>18. Writing Intensive recommendation</b>  _____ Writing Across the Curriculum Committee		
<b>19. Term effective</b>  <b>SU19</b>			<b>20. Date Submitted to Academic Council</b>  <b>11/20/2018</b>		
<b>21. Submitted by: (please print or type)</b>  Paula Englis, 9/17/2018  Name _____ Date _____			<b>22. Approved by: (Dean of School)</b>   11-14-18  Name _____ Date _____		

**Registrar's Use Only**

<b>23. Course Division</b>	<b>24. Inst. Division</b>	<b>25. CIP Code</b>	<b>26. Approved? Y/N, Date</b>
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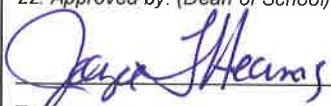
<b>1. Action:</b>  <b>A</b>  <i>(Add /Change/ Delete)</i>	<b>2. School</b>  <b>BUS</b>  <i>(BUS, EdHS, EHSS, MNS)</i>	<b>3. Course Prefix and Number (if known)</b>  <b>HCM 667</b>	<b>4. Course Title (catalog text)</b>  <b>Healthcare Quality Management</b>	
<b>5. Label Title (abbreviated transcript text)</b>  <i>(15 characters)</i>	<b>6. Designators</b>  <i>(W/H/N/C)</i>	<b>7. Type of Instruction</b>  <b>Lecture</b>	<b>8. Hours (lecture-lab-credit )</b>  <b>3-0-3</b>	<b>9. Range of hours (if variable)</b>
<b>10. Prerequisites</b>  <b>BUS 520 or equivalent</b>		<b>11. Co-requisites</b>		<b>12. Exclusionary Courses</b>
<b>13. Catalog Description</b> Quality management has emerged as an issue of strategic importance in health care organizations. This course provides a survey of topics relevant to health care quality management. The course will focus on applying theory to practice with a set of practical "how-to" quality management tools. Topics will include both a review of concepts from non-industry-specific quality management tools and those of specific interest to health care.				
<b>14. Degree Requirement</b> <b>Major Elective</b>	<b>15. Off-Campus location</b>	<b>16. Comments (attach additional documentation if needed)</b>		
<b>17. Library Resources adequate</b>  Approved: <u>Sherre L. Harrington</u> 10/2/2018 Director, Memorial Library		<b>18. Writing Intensive recommendation</b>  _____ Writing Across the Curriculum Committee		
<b>19. Term effective</b>  <b>SU19</b>		<b>20. Date Submitted to Academic Council</b>  <b>11/20/2018</b>		
<b>21. Submitted by: (please print or type)</b>  John Grout, 9/17/2018  _____ Name Date		<b>22. Approved by: (Dean of School)</b>  <u>[Signature]</u> 11/14/19  _____ Name Date		

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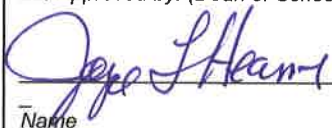
<b>1. Action:</b>  <b>A</b>  <i>(Add /Change/ Delete)</i>	<b>2. School</b>  <b>BUS</b>  <i>(BUS, EdHS, EHSS, MNS)</i>	<b>3. Course Prefix and Number (if known)</b>  <b>HCM 680</b>	<b>4. Course Title (catalog text)</b>  <b>Health Economics and Policy</b>		
<b>5. Label Title (abbreviated transcript text)</b>  <i>(15 characters)</i>	<b>6. Designators</b>  <i>(W/H/N/C)</i>	<b>7. Type of Instruction</b>  <b>Lecture</b>	<b>8. Hours (lecture-lab-credit )</b>  <b>3-0-3</b>	<b>9. Range of hours (if variable)</b>	
<b>10. Prerequisites</b>  <b>ECO 510 or equivalent</b>		<b>11. Co-requisites</b>		<b>12. Exclusionary Courses</b>	
<b>13. Catalog Description</b> Application of economic tools to the analysis of problems and public policy in health care, including the distinctive economic characteristics of health and health care. Particular emphasis is placed on issues faced by health care professionals and those engaged in health care administration. Examination of the production, costs, and technology associated with health and health care. Analysis of consumer choice and the demand for health insurance, asymmetric information and physician supply, and the organization of health care markets.					
<b>14. Degree Requirement</b> <b>Major Elective</b>	<b>15. Off-Campus location</b>	<b>16. Comments (attach additional documentation if needed)</b>			
<b>17. Library Resources adequate</b>  Approved: <u>Sherre L. Harrington</u> 10/2/2018 Director, Memorial Library			<b>18. Writing Intensive recommendation</b>  Writing Across the Curriculum Committee		
<b>19. Term effective</b>  <b>SU19</b>			<b>20. Date Submitted to Academic Council</b>  <b>11/20/2018</b>		
<b>21. Submitted by: (please print or type)</b>  Lauren Heller, 9/17/2018 Name _____ Date _____			<b>22. Approved by: (Dean of School)</b>  11-14-19 Name _____ Date _____		

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## Berry College Curriculum Amendment Form


<b>1. Action:</b>  <b>C</b>  <i>(Add /Change/ Delete)</i>	<b>2. School</b>  <b>BUS</b>  <i>(BUS, EdHS, EHSS, MNS)</i>	<b>3. Course Prefix and Number (if known)</b>  <b>MGT655</b>	<b>4. Course Title (catalog text)</b>  <b>Leadership and Change Management</b>	
<b>5. Label Title (abbreviated transcript text)</b>  <i>(15 characters)</i>	<b>6. Designators</b>  <i>(W/H/N/C)</i>	<b>7. Type of Instruction</b>	<b>8. Hours (lecture-lab-credit )</b>	<b>9. Range of hours (if variable)</b>
<b>10. Prerequisites</b>  <b>None</b>		<b>11. Co-requisites</b>		<b>12. Exclusionary Courses</b>
<b>13. Catalog Description</b> Encourages competitive advantage through leadership or organizational change. Compares theoretical leadership processes developing effective, ethical, diversity/multicultural, global and local teams with personal development of practical leadership skills. Includes analysis of written cases as well as oral, written and virtual presentation of case studies.				
<b>14. Degree Requirement</b>	<b>15. Off-Campus location</b>	<b>16. Comments (attach additional documentation if needed)</b>		
<b>17. Library Resources adequate</b>  Approved: _____ _____ Director, Memorial Library		<b>18. Writing Intensive recommendation</b>  _____ Writing Across the Curriculum Committee		
<b>19. Term effective</b> SP19		<b>20. Date Submitted to Academic Council</b> 11/20/2018		
<b>21. Submitted by: (please print or type)</b>  <b>Nancy Mercer, 9/11/2018</b>  Name _____ Date _____		<b>22. Approved by: (Dean of School)</b>   11-14-19 Name _____ Date _____		

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## Berry College Curriculum Amendment Form

1. Action:  D  <i>(Add /Change/ Delete)</i>	2. School  BUS  <i>(BUS, EdHS, EHSS, MNS)</i>	3. Course Prefix and Number (if known)  MKT 610	4. Course Title (catalog text)  Strategic Career Management	
5. Label Title (abbreviated transcript text)  <i>(15 characters)</i>	6. Designators  <i>(W/H/N/C)</i>	7. Type of Instruction	8. Hours <i>(lecture-lab-credit )</i>	9. Range of hours (if variable)
10. Prerequisites		11. Co-requisites		12. Exclusionary Courses
13. Catalog Description				
14. Degree Requirement	15. Off-Campus location	16. Comments (attach additional documentation if needed)		
17. Library Resources adequate   Approved: _____ _____ Director, Memorial Library		18. Writing Intensive recommendation   _____ Writing Across the Curriculum Committee		
19. Term effective		20. Date Submitted to Academic Council 11/20/2018		
21. Submitted by: (please print or type)  Nancy Mercer, 9/11/2018  Name _____ Date _____		22. Approved by: (Dean of School)   11-14-18  Name _____ Date _____		

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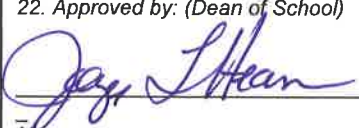
<b>1. Action:</b>  <b>D</b>  <i>(Add /Change/ Delete)</i>	<b>2. School</b>  <b>BUS</b>  <i>(BUS, EdHS, EHSS, MNS)</i>	<b>3. Course Prefix and Number (if known)</b>  <b>MGT 606</b>	<b>4. Course Title (catalog text)</b>  <b>Process Improvement Projects</b>	
<b>5. Label Title (abbreviated transcript text)</b>  <i>(15 characters)</i>	<b>6. Designators</b>  <i>(W/H/N/C)</i>	<b>7. Type of Instruction</b>	<b>8. Hours (lecture-lab-credit )</b>	<b>9. Range of hours (if variable)</b>
<b>10. Prerequisites</b>		<b>11. Co-requisites</b>		<b>12. Exclusionary Courses</b>
<b>13. Catalog Description</b>				
<b>14. Degree Requirement</b>	<b>15. Off-Campus location</b>	<b>16. Comments (attach additional documentation if needed)</b>		
<b>17. Library Resources adequate</b>  Approved: _____ <div style="text-align: right;"><i>Director, Memorial Library</i></div>		<b>18. Writing Intensive recommendation</b>  _____ <div style="text-align: right;"><i>Writing Across the Curriculum Committee</i></div>		
<b>19. Term effective</b>		<b>20. Date Submitted to Academic Council</b> 11/20/2018		
<b>21. Submitted by: (please print or type)</b>  <b>Nancy Mercer, 9/11/2018</b>  Name _____ Date _____		<b>22. Approved by: (Dean of School)</b>  <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: right;"> <b>11-14-18</b>                      Name _____ Date _____                 </div> </div>		

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<b>5. Label Title (abbreviated transcript text)</b>  <i>(15 characters)</i>	<b>6. Designators</b>  <i>(W/H/N/C)</i>	<b>7. Type of Instruction</b>	<b>8. Hours (lecture-lab-credit )</b>	<b>9. Range of hours (if variable)</b>
<b>10. Prerequisites</b>		<b>11. Co-requisites</b>		<b>12. Exclusionary Courses</b>
<b>13. Catalog Description</b>				
<b>14. Degree Requirement</b>	<b>15. Off-Campus location</b>	<b>16. Comments (attach additional documentation if needed)</b>		
<b>17. Library Resources adequate</b>  Approved: _____ _____ Director, Memorial Library			<b>18. Writing Intensive recommendation</b>  _____ _____ Writing Across the Curriculum Committee	
<b>19. Term effective</b>			<b>20. Date Submitted to Academic Council</b> 11/20/2018	
<b>21. Submitted by: (please print or type)</b>  Nancy Mercer, 9/11/2018  _____ Name Date			<b>22. Approved by: (Dean of School)</b>   11-14-19 _____ Name Date	

### Registrar's Use Only

<b>23. Course Division</b>  <div style="background-color: #f0f0f0; height: 30px;"></div>	<b>24. Inst. Division</b>  <div style="background-color: #f0f0f0; height: 30px;"></div>	<b>25. CIP Code</b>  <div style="background-color: #f0f0f0; height: 30px;"></div>	<b>26. Approved? Y/N, Date</b>  <div style="background-color: #f0f0f0; height: 30px;"></div>
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## Berry College Curriculum Amendment Form

<b>1. Action:</b>  <b>D</b>  <i>(Add /Change/ Delete)</i>	<b>2. School</b>  <b>BUS</b>  <i>(BUS, EdHS, EHSS, MNS)</i>	<b>3. Course Prefix and Number (if known)</b>  <b>BUS 674</b>	<b>4. Course Title (catalog text)</b>  <b>Social Issues in Business</b>	
<b>5. Label Title (abbreviated transcript text)</b>  <i>(15 characters)</i>	<b>6. Designators</b>  <i>(W/H/N/C)</i>	<b>7. Type of Instruction</b>	<b>8. Hours (lecture-lab-credit )</b>	<b>9. Range of hours (if variable)</b>
<b>10. Prerequisites</b>		<b>11. Co-requisites</b>		<b>12. Exclusionary Courses</b>
<b>13. Catalog Description</b>				
<b>14. Degree Requirement</b>	<b>15. Off-Campus location</b>	<b>16. Comments (attach additional documentation if needed)</b>		
<b>17. Library Resources adequate</b>  Approved: _____ <div style="text-align: right;">Director, Memorial Library</div>		<b>18. Writing Intensive recommendation</b>  _____ <div style="text-align: right;">Writing Across the Curriculum Committee</div>		
<b>19. Term effective</b>		<b>20. Date Submitted to Academic Council</b> 11/20/2018		
<b>21. Submitted by: (please print or type)</b>  <b>Nancy Mercer 9/11/2018</b>  _____ <div style="display: flex; justify-content: space-between;"><i>Name</i><i>Date</i></div>		<b>22. Approved by: (Dean of School)</b>   _____ <div style="display: flex; justify-content: space-between;"><i>Name</i><i>Date</i></div>		

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<b>23. Course Division</b>	<b>24. Inst. Division</b>	<b>25. CIP Code</b>	<b>26. Approved? Y/N, Date</b>
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## **Master of Business Administration Catalog Changes**

1. Decrease joint-enrollment hours from 12 semester hours to 9 semester hours for seniors
2. Add IELTS (The International English Language Testing System) as a test option in addition to TOEFL.
3. Add 'and not on approved' to section on Leave of Absence
4. Change Academic Council to Graduate Council – Academic Appeals Process
5. Add Earned a major or minor GPA of 3.0 or greater in one of the business majors or the business minor from the Campbell School of Business – GMAT/GRE Waiver
6. Delete Tim Biggart and Saba Colakoglu, Add Melissa Clark, Anna Vredeveld, Eric Kushins, Matt Levin and Thema Monroe-White to Faculty



Melissa Clark  
Assistant Professor of Marketing  
Campbell School of Business  
Berry College  
Cell: 706.506.1834  
[MEClark@berry.edu](mailto:MEClark@berry.edu)

## EDUCATION

2015                      Doctoral Degree, Florida State University. Major: Marketing & Sales

2005                      MBA, Florida Gulf Coast University. Major: Marketing

2002                      Bachelors, Stetson University. Major: Business Administration

## PUBLISHED MANUSCRIPTS

Jeffrey P. Boichuk, Willy Bolander, Zachary R. Hall, Michael Ahearne, William J. Zahn, and Melissa (Nieves) Clark (2014), "Learned Helplessness among Newly Hired Salespeople and the Influence of Leadership," *Journal of Marketing* 78 (1), 95-111.

Hochstein, Bryan W., Leff Bonney, and Melissa Clark (2015), "Positive and Negative Social Reactions to Salesperson Deviance," *Journal of Marketing Theory and Practice* 23 (3), 303-320.

Bolander, Willy, William J. Zahn, Terry W. Loe, and Melissa Clark (2015), "Managing New Salespeople's Ethical Behaviors during Repetitive Failures: When Trying to Help Actually Hurts," *Journal of Business Ethics* (2015).

## PROFESSIONAL PRESENTATIONS AND CONFERENCE ACTIVITIES

Clark (Nieves), Melissa, "Fake It Until You Make It: "Negative Effects of Status Consumption in Personal Selling Roles," 2011 Global Sales Science Institute, Milan, Italy

Bacile, Todd J. and Melissa (Nieves) Clark, "What is the Meaning of "Like" on Company Facebook Pages?" 2011 Society for Marketing Advances Conference, Memphis, TN

## HONORS AND AWARDS

- Society for Marketing Advances Doctoral Consortium Fellow Orlando, FL, 2012
- Southeast Marketing Symposium Runner-up first annual Bill Bearden Research Award
- Outstanding Teaching award 2016-2017

## TEACHING

- Personal Selling
- Marketing Research



- Marketing Strategy
- International Marketing
- Marketing Communications (Community Engagement Course)

## SERVICE

### *Committee Membership and Ongoing Service Commitments:*

- Faculty Advisor for Berry Professional Selling Team. We built this from the ground up starting August 2015 and took over 10 students to compete in 2 different International Sales Competitions.
- Council on Student Scholarship
- The only first year, non-tenured faculty on the Dean search for the CSOB
- Panelist for the “Graduate School: Faculty Tell All” event, hosted by the Career Center.
- Faculty Host for Etiquette dinner January 25, 2016
- Organized professional headshots for CSOB students to use in LinkedIn and other forums for professional visibility and career search (organized Fall and Spring sessions).
- Created and hosted a workshop for student enterprises to assist in sales and marketing efforts November 17, 2015
- Hosted a “Point of Purchase” workshop for student enterprises to assist in retail display efforts March 29, 2016
- Represented the Business school in the Faculty Olympics team for Mountain day.
- Supported student athletes by attending numerous athletic events including softball, diving, soccer, and football. Always brought either a great sign or a loud cheering voice.
- Attended virtually all of the non-required CSOB events to support the school and students (e.g. Beta Gamma Sigma induction April 15, 2016)

Service to the discipline

Reviewer for 2017 NCSM conference

## INDUSTRY EXPERIENCE

- **Territory Sales Manager/Field Marketing Team**  
Bayer Pharmaceuticals, 2005-2010
- **Marketing Manager**  
PC Management, 2004-2005
- **Customer Relationship Manager**  
Premium Management Services, 2002-2004
- **Marketing Specialist**  
Practice Marketing Specialists, 2002
- **Account Sales and Customer Relations**  
First Union (Now Wells Fargo), 1999-2000



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## ANNA J. VREDEVELD

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Campbell School of Business  
Berry College  
PO Box 495024  
Mount Berry, GA 30149

Office: Green Hall 315  
Office Phone: (706) 290-2684  
Email: avredeveld@berry.edu

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### CURRENT POSITION

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**Assistant Professor of Marketing**, 2015 - present  
Campbell School of Business, Berry College

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### EDUCATION

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**Ph.D. Business Administration (Marketing)**, 2015  
University of Connecticut

**Master of Business Administration**, 2008  
University of North Carolina at Greensboro

**Master of Science in Business and Economics**, 2006  
Lund University

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### RESEARCH INTERESTS

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- ***Consumption of experiences:***
  - Instrumental and goal-directed use of brands in experience construction
  - Experiential motives and the identity relevance of bucket-lists
  - The influence of interpersonal relationships on shared consumption experiences
- ***Brand consumption:***
  - Consequences of shared brand use as part of romantic relationships
  - Consumer-brand relationships
  - Assessment of sociocultural brand authenticity
  - Consequences of semiotic brand cues on brand evaluations

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### TEACHING INTERESTS

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- Brand Management
- Principles of Marketing
- Qualitative Research Methods
- Experiential Marketing and Sports Marketing
- Consumer Behavior



## RESEARCH

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### ***Working Papers and Research in Progress***

1. "We Share, We Connect: How Consumers Form Relational Connections with Brands," with Selcan Kara and William T. Ross, Jr. *Under review*.
2. "Emotional Intelligence and Consumer-Brand Relationships: The Mediating Role of External Emotional Connections." *Under review*.
3. "The Role of Emotion and Public Disclosure in Influencing Public Trust in Charities, with Caroline Lee and Melissa Clark.\*
4. "Attaining Legitimacy by Shaming the Scapegoat: Collective Shaming of Counterfeit Consumers by Luxury Brand Consumers," with Robin A. Coulter and William T. Ross, Jr.
5. "How Relationship Styles Influence Shared Brand Consumption" with Selcan Kara.
6. "Consumers Reliance on Semiotic Cues in Assessment of Experiential Brand Authenticity," with Robin A. Coulter.
7. "The Bucket List: How Consumers Customize Temporal Perspectives to Guide and Shape Their Life Story," with Jeffrey R. Carlson.
8. "Goals as Identity Signals: The Self-Expressive Nature of Experiential Bucket-Lists," with Jeffrey R. Carlson.

\* *Berry College undergraduate student.*

### ***Conference Proceedings (Extended Abstracts)***

1. Kara, Selcan & Anna J. Vredeveld (2015), "Shared Brand Consumption and Relational Brand Connections," in *Advances of Consumer Research: Volume 43*, Eds. Kristin Diehl & Carolyn Yoon, Duluth, MN: Association for Consumer Research, p. 584-585.
2. Vredeveld, Anna J. & Robin A. Coulter (2014), "Cultural Brand Engagement: The Roles of Brands in the Construction of Cultural Experiences," in *Advances of Consumer Research: Volume 42*, Eds. June Cotte & Stacy Wood, Duluth, MN: Association for Consumer Research, p. 522-523.
3. Vredeveld, Anna J., William T. Ross, Jr., & Robin A. Coulter (2013), "Collective Moral Identity Projects: Authentic Brand Users' Anti-Counterfeit Framework," in *Advances of Consumer Research: Volume 41*, Eds. Simona Botti & Aparna A. Labroo, Duluth, MN: Association for Consumer Research, p. 572-573.



## ***Conference Presentations***

1. Kara, Selcan & Anna J. Vredevelde (2015), "Shared Brand Consumption and Relational Brand Connections," Association for Consumer Research (ACR) North American Conference, New Orleans, LA.
2. Kara, Selcan & Anna J. Vredevelde (2015), "Shared Brand Consumption and Interpersonal Experiences: How Consumers Form Relational Connections with Brands," Brands and Brand Relationships (BBR) Accelerator Conference, Boston, MA.
3. Vredevelde, Anna J. & Robin A. Coulter (2014), "Cultural Brand Engagement: The Roles of Brands in the Construction of Cultural Experiences," Association for Consumer Research (ACR) Annual North America Conference, Baltimore, MD.
4. Vredevelde, Anna J., Robin A. Coulter, & William T. Ross, Jr. (2014), "Protecting the Brand in the Face of Counterfeits: Genuine-Item Consumers' Anti-Counterfeit Framework," Brands and Brand Relationships (BBR) Conference, Boston, MA.
5. Vredevelde, Anna J., William T. Ross, Jr., & Robin A. Coulter (2013), "Collective Moral Identity Projects: Authentic Brand Users Anti-Counterfeit Framework," Association for Consumer Research (ACR) Annual North America Conference, Chicago, IL.
6. Carlson, Jeffrey R. & Anna J. Vredevelde (2013), "The Bucket List: How Consumers Customize Temporal Perspective to Guide and Shape Their Life-Story," Association for Consumer Research (ACR) Annual North America Conference, Chicago, IL.
7. Vredevelde, Anna J. & Robin A. Coulter (2013), "Gendered Cultural Identity Projects: Negotiating Brand Meanings across Cultural Contexts," American Marketing Association (AMA) Winter Marketing Educators Conference, Las Vegas, NV.
8. Vredevelde, Anna J. & Robin A. Coulter (2012), "Cultural Identity and Brand Relationships: Negotiating Brand Meanings in a New Cultural Context," Association for Consumer Research (ACR) Annual North America Conference, Vancouver, Canada.
9. Vredevelde, Anna J. & Robin A. Coulter (2012), "Cultural Identity and Brand Relationships: Negotiating Brand Meanings in a New Cultural Context," Consumer-Brand Relationships (CBR) Conference, Boston, MA.

## **TEACHING EXPERIENCE**

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### ***Berry College***

- Principles of Marketing (Fall 2015-Spring 2017)
- Experiential Marketing: Marketing Sports/Arts (Fall 2015, Spring 2017)
- Qualitative Research Methods (Spring 2016)
- Brand and Product Management (Fall 2016)
- Marketing Academic Internship Advisor (Summer 2016, Summer 2017)
- Honors Thesis Advisor (Fall 2016, Spring 2017)



### ***University of Connecticut***

- Introduction to Marketing Management (Fall 2012, Fall 2013)
- Strategic Brand Management (Spring 2013)

## **HONORS AND AWARDS**

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### ***Berry College***

- Beta Gamma Sigma Professor of the Year Award (2017)

### ***University of Connecticut***

- UCONN School of Business, School-Wide Outstanding Ph.D. Teaching Award (2015)
- Marketing Department Outstanding Ph.D. Teaching Award (2015)
- UCONN School of Business, Hall-of-Fame Nominee (2015)
- Beta Gamma Sigma Honor Student – Second Recognition (2015)
- AMA Sheth Foundation Doctoral Consortium Fellow (2014)
- VOYA Financial Ph.D. Fellow with Graduate Assistantship (2014-2015)
- UCONN School of Business, Dean's Pre-Doctoral Fellowship (2014)
- Marketing Department Outstanding Ph.D. Student Scholar Award (2013, 2014)
- University of Connecticut Competitive Doctoral Dissertation Fellowship (2014)
- ING Global Ph.D. Research Summer Fellowship (2012)
- University of Connecticut Pre-Doctoral Summer Fellowship (2011, 2012, 2013, 2014)

### ***University of North Carolina at Greensboro***

- Academic Excellence Medal (2008)
- MBA Excellence Scholarship (2006, 2007)
- Bryan School MBA Fellowship (2006-2007, 2007-2008)
- Beta Gamma Sigma Honor Student (2008)

## **SERVICE**

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### ***Berry College***

- QEP Committee (Fall 2016-Fall 2017)
- Faculty Assembly Ad Hoc Committee on Course Evaluations (Spring 2016- Fall 2017)
- Undergraduate Assessment and Policy Committee, CSOB (2015-2016, 2016-2017)
- Faculty Development Committee (2016-2017, 2017-2018)
- Senior exit exam proctoring, CSOB (Fall 2015)
- Faculty advisor, Berry Association of Marketers (2016-2017)
- Discover Berry (Spring 2016, Fall 2016, Spring 2017)
- President's Scholar Interviewer (Spring 2017)
- Beta Gamma Sigma Induction Ceremony Reader, CSOB (Spring 2016, Spring 2017)

### ***Conference Reviewer***

- ACR North America Conference (2013, 2014, 2015, 2016, 2017)
- Brands and Brand Relationships (BBR) Conference (2014)
- Academy of Marketing Science (AMS) Conference (2014)
- Consumer-Brand Relationships (CBR) Conference (2012)



## **PROFESSIONAL AFFILIATIONS**

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- American Marketing Association (AMA)
- Association for Consumer Research (ACR)



**MATTHEW HARRISON LEVIN, Ph.D., CPA**  
**CURRICULUM VITAE**

Clinical Associate Professor of Accounting  
Campbell School of Business  
Berry College  
Department of Accounting, Finance, and Economics  
P.O. Box 495024  
Green Hall 202  
Mount Berry, GA 30149-5024

Office telephone: 706.368.4070  
Cellular telephone: 404.307.8345  
[mlevin@berry.edu](mailto:mlevin@berry.edu)

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**EDUCATION**

**CASE WESTERN RESERVE UNIVERSITY**

**CLEVELAND, OH**

**Ph.D. in Management: Designing Sustainable Systems**

Weatherhead School of Management

Graduation date: August 2017

GPA: 4.00

Awarded a DM Fellowship, Fowler Center for Business as an Agent of World Benefit

Research Interests: Growth of the sustainability movement, corporate social responsibility, and how accounting performance measurements and tax incentives can contribute to this effort.

Dissertation Title:

*“The Role of an Ethos of Sustainability: The Hidden Value of Intangible Resources”* (April 2017).

Ph.D. Committee:

- Chris Laszlo, Ph.D., (Committee Chair) Char and Chuck Fowler Professor of Business as an Agent of World Benefit; Weatherhead School of Management, Case Western Reserve University, Cleveland, OH.
- Richard J. Boland, Ph.D., Professor – Design & Innovation; Weatherhead School of Management, Case Western Reserve University, Cleveland, OH; Senior Research Fellow, Judge Business School, University of Cambridge, Cambridge, UK.
- Marc J. Epstein, Ph.D., Distinguished Research Professor of Management; Jesse H. Jones Graduate School of Business, Rice University, Houston, TX.
- Aron Lindberg, Ph.D., Assistant Professor – Information Systems; Stevens Institute of Technology, Hoboken, NJ.
- Roger B. Saillant, Ph.D., Adjunct Professor – Design and Innovation; Weatherhead School of Management, Case Western Reserve University, Cleveland, OH.



Unpublished Research Papers in the Weatherhead School of Management:

- Mixed Methods Research Paper: *“Beyond the Bottom Line: An Examination of the Relationships between a Corporate Sustainability Ethos and Intangible Resources”*. Advisors: Chris Laszlo, Ph.D. and Aron Lindberg, Ph.D. (March 2017).
- Quantitative Research Paper: *“Looking beyond the Bottom Line: Connecting the Dots between a Business Enterprise’s Sustainability Initiatives and Financial Performance”*. Advisors: Chris Laszlo, Ph.D., Marc J. Epstein, Ph.D., and Aron Lindberg, Ph.D. (October 2016).
- Qualitative Research Paper: *“Looking beyond the Bottom Line: Connecting the Dots between a Business Enterprise’s Sustainability Initiatives and Growth in Financial Value”*. Advisors: Richard J. Boland, Jr., Ph.D., Karen W. Braun, CPA, Ph.D., and Chris Laszlo, Ph.D. (July 2015).

Conferences Attended:

- Academy of Management Annual Conference, Atlanta, GA (2017).
- American Accounting Association Annual Conference, New York, NY (2016).
- Southern Federal Tax Institute, Atlanta, GA (2015).
- Academy of Management Annual Conference, Philadelphia, PA (2014).
- Heckerling Institute on Estate Planning, University of Miami School of Law, Miami, FL (1997, 1998, 1999, 2000, 2001, 2002).

Conference Research Paper Reviewer:

- Academy of Management Annual Conference (2016).

Other Research in Progress:

- Mixed Methods Research Paper: *Currently Untitled*, and extending the work of my Ph.D. Dissertation. Co-Author: Aron Lindberg, Ph.D., Assistant Professor, Stevens Institute of Technology.

**GEORGIA STATE UNIVERSITY****ATLANTA, GA****Executive MBA, 2012**

J. Mack Robinson College of Business

Curriculum included courses in accounting, finance, strategy, global business and executive leadership.

GPA: 4.04

**Master of Taxation, 1982**

Curriculum included courses in taxation of corporations, partnerships, estates and trusts, corporate mergers &amp; acquisitions, IRS practice and procedure.

GPA: 3.75

Inducted to Tau Alpha Chi



**FLORIDA STATE UNIVERSITY****TALLAHASSEE, FL****Bachelor of Science, Accounting and Finance (Double Major), 1978**

GPA: 3.55, Cum Laude

Inducted to Beta Gamma Sigma

Inducted to Beta Alpha Psi

**OTHER PROFESSIONAL EDUCATION****Chartered Mergers & Acquisitions Professional (CMAP)**

National Association of Chartered Valuators and Analysts (NACVA) (2012)

A 4-day curriculum in Washington, D.C. that focused on numerous M&A topics and issues. A comprehensive final examination was required in order to obtain the CMAP certification.

**Values Based Leadership**

Georgia State University Center for Ethics and Corporate Responsibility/United States Marine Corps; The Basic School, USMC, Quantico, VA (2012)

A physically rigorous and mentally intensive 3-day leadership course, taught by GSU and the USMC. The curriculum included essential military procedures, equipment and techniques, ethical and strategic decision-making in "the fog of war," nighttime and daytime field evolutions, and briefings with senior officers at The Basic School.

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**UNIVERSITY TEACHING EXPERIENCE****GEORGIA STATE UNIVERSITY****ATLANTA, GA****J. Mack Robinson College of Business****Adjunct Instructor****Courses Taught in the Master of Professional Accounting Program:**

ACCT 8005 – “Current Issues in Accounting”

- Spring Semester 2017
- Fall Semester 2016
- Spring Semester 2016
- Fall Semester 2015
- Spring Semester 2015

ACCT 8120 – “Advanced Federal Income Taxation”

- Spring Semester 2017
- Spring Semester 2016

**Guest Speaker for various graduate business courses at GSU:**

- Master of Taxation Program (2017)
- Master of Professional Accounting Program (2014)
- Executive MBA Program (2012)
- Professional MBA Program (2012)



**Honors Mentor Program:** In 2014 I was asked to serve as a professional mentor for an undergraduate honors accounting major in the Robinson College of Business at GSU. I mentored one accounting student during the 2014-2015 academic year and another accounting student during the 2015-2016 academic year.

#### **OTHER TEACHING AND PUBLIC SPEAKING EXPERIENCE**

I am a student of effective public speaking and, over the years, I have sought to continually improve my skills. When dealing with a complex subject, my goal is to communicate it in a manner that is easily understandable and interesting.

- Taught Global Webinar for the Conscious Business Initiative; topic: “Business Integrity and Financial Transparency” June 2016 and November 2016.  
<http://www.humanitysteam.org/cb-training>.
- Numerous project presentations as a student in the Ph.D. in Management and Executive MBA Programs (2013-2017 and 2010-2012).
- Guest Speaker at Rotary Club of South Gwinnett and Rotary Club of Griffin (2012).
- Taught various internal training courses throughout my professional career at Windham Brannon and Coopers & Lybrand.
- Guest Speaker for Georgia Society of CPAs and Texas Society of CPAs financial institutions CPE courses (1985 and 1984).
- Graduate of Speakeasy professional speaking program (1982).

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#### **PROFESSIONAL EXPERIENCE**

**WINDHAM BRANNON, P.C., CERTIFIED PUBLIC ACCOUNTANTS      ATLANTA, GA**  
July 1988-Present

- Principal and Shareholder (1989-2016; retired from the Firm as of January 1, 2017)
- Principal (1988)

**Synopsis:** Joined Windham Brannon as a non-owner Principal in 1988, and elected a Shareholder in 1989. At that time, Windham Brannon employed approximately 40 personnel. Today, Windham Brannon employs 170 professional and administrative staff, and the Firm is one of the largest non-national CPA firms in Georgia.

**Client Service:** Served clients in the following industries: Manufacturing, Professional and Other Services, Real Estate, Family Partnerships, Technology, and Private Equity. Business clients included S-corporations, Partnerships, LLCs and C-corporations. Considerable work with High Net Worth Individuals (primarily income tax and advisory services). Advised clients and legal counsel in structuring a number of mergers & acquisitions, both buy-side and sell-side.

Served as a member of the Firm’s Litigation Services Team, which included providing financial analysis and giving sworn testimony in county, state and federal courts and before the U.S. Department of Justice.



**Business Development:** A significant area of focus was in new business development. Many of the Firm's most significant clients were obtained by my business development efforts during the past 28 years. I enjoy meeting people and building new, long-lasting relationships.

**DAYS INNS OF AMERICA, INC.****ATLANTA, GA**

April 1985-July 1988

- Vice President of Corporate Tax; Assistant Treasurer (1987-1988)
- Vice President of Accounting and Tax (1986)
- Director of Corporate Tax (1985)

**Synopsis:** Recruited by an executive search firm, Spencer Stuart & Associates, to join Days Inns as Director of Corporate Tax; promoted to Vice President the following year. Days Inns recently (1984) had been purchased by Reliance Capital Group, a Private Equity Group headquartered in New York, in a 'friendly' junk bond-financed leveraged buyout from the Day family. Days Inns had multiple operating subsidiaries engaged in hotel franchising, construction, ownership, management, and real estate development. Responsible for building and leading an internal tax department of seven individuals; we handled all corporate and partnership tax planning and tax return preparation matters, many of which were complex due to the corporate acquisition structure together with the continual rounds of public debt and equity financing. In the span of four years Days Inns transitioned from being purchased in the LBO, to going public in an IPO, to going private again. Once Days Inns went private, I decided to re-enter public accounting in a smaller and more entrepreneurial environment. Ultimately, I joined Windham Brannon.

**COOPERS & LYBRAND, CERTIFIED PUBLIC ACCOUNTANTS****ATLANTA, GA****(merged with Price Waterhouse in 1998 to form PricewaterhouseCoopers)**

June 1978-March 1985

- Tax Manager (1982-1985)
- Tax Supervisor (1981)
- Tax Staff (1980)
- Audit Staff (1978-1979)

**Synopsis:** Commenced public accounting career in the Audit Department; after 15 months I transferred into the Tax Department and began working on my Master of Taxation studies at Georgia State University. At C&L I worked primarily in the areas of business and individual taxation. My business client focus areas included Manufacturing/Distribution, Real Estate, Insurance, Pharmaceuticals, Financial Institutions, and Business Services.

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**PROFESSIONAL CERTIFICATIONS****Chartered Mergers and Acquisitions Professional (CMAP)**

National Association of Chartered Valuators and Analysts (NACVA); Certificate awarded October 2012

**Certified Public Accountant**

State of Georgia

Certificate # 5079 awarded July 22, 1980

Passed the CPA examination in first attempt, November 1978

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**PROFESSIONAL ORGANIZATIONS**

- American Institute of Certified Public Accountants
  - Georgia Society of CPAs
  - American Accounting Association
  - Academy of Management
  - Atlanta Estate Planning Council, Atlanta, GA, a Georgia professional organization dedicated to providing education and fellowship for CPAs, attorneys, and financial advisors in all areas of estate planning.
  - Atlanta Tax Forum, Atlanta, GA, a Georgia professional organization dedicated to furthering the education of CPAs and attorneys in all areas of federal and state taxation.
  - The Explorers Club, New York, NY, an international professional organization dedicated to exploration and field science.
  - Green Chamber of the South, Atlanta, GA, a Georgia professional organization dedicated to the philosophy that developing a sustainable business strategy makes good sense for the corporate bottom line and the community at large.
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**COMMUNITY SERVICE AND LEADERSHIP**

- Rotary International, Rotary Club of Buckhead—Member of International Service and New Member Recruitment Committees (2012-2017).
  - Star\*C Corporation, Atlanta, GA, whose mission is to assist economically disadvantaged residents in overcoming problems associated with community decline—Member of the Board of Directors (2013-present).
  - The Urban League of Greater Atlanta—Chairman of Audit Committee; Member of Executive Committee and Board; Member of Nominating Committee (2011-2014).
  - High Museum of Art, Atlanta, GA—Chairman of Finance Committee; Treasurer; Member of Executive Committee and Board of Directors (1991-1997; 1998-2004; 2005-2011).
  - Woodruff Arts Center, Atlanta, GA—Member of Finance Committee (1992-1997; 2007-2009).
  - Park Place Homeowner's Association, Atlanta, GA—Member of Executive Committee and Board of Directors; Treasurer; Chairman of Finance Committee (1996-2001); President of the Association (2002-2004).
  - Georgia Shakespeare Festival, Atlanta, GA—Member of Board of Directors; Treasurer; Chairman of Finance Committee (1996-1998).
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## THEMA MONROE-WHITE

Campbell School of Business  
Berry College  
P.O. Box 495024  
Mount Berry, GA

Green Hall Room 409  
O: 706-238-7961  
tmonroewhite@berry.edu

### CURRENT POSITION

**Assistant Professor of Management Information Systems** 2018 to present  
Campbell School of Business, Berry College

### EDUCATION

Georgia Institute of Technology, Atlanta, GA  
**PhD in Science, Technology and Innovation Policy** 2014  
*Dissertation: A Cross Country Investigation of Social Enterprise Innovation: A Multilevel Modeling Approach*

### RESEARCH INTERESTS

Institutional drivers of social enterprise & innovation  
Nonprofit capacity building through business intelligence & program evaluation  
Equity and equality in STEM education  
Methods and approaches for assessing productivity in multi-site, collaborative networks and teams

### CERTIFICATES & AWARDS

Business Intelligence Certificate, Emory University Continuing Education Course	2017	
ENT Division Best Paper Award, <i>American Society of Engineering Education</i>	2016	
Co-PI, Connecting and Coordinating a National Innovation Network (# 1305035), <i>National Science Foundation</i>	2016 – 2018	
CGS/ProQuest Distinguished Dissertation Award Nominee, <i>Georgia Institute of Technology</i>	2014	
Southern Regional Education Board Pre-Doctoral Fellowship	2009 – 2013	
American Psychological Association Pre-Doctoral Fellowship in Neuroscience	2001 – 2003	

### RELATED WORK EXPERIENCE

VentureWell, Hadley, MA	
Senior Research and Evaluation Analyst (Atlanta, GA)	2017– 2018
Director of Research and Evaluation	2016 – 2017

### PUBLICATIONS

**Monroe-White, T., & Zook, S.** (2018) "Social Enterprise Innovation: A Quantitative Analysis of Global Patterns." *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, 1-15.

Matthew, V., **Monroe-White, T., & Engelman, S.** (2017). "Fostering Institutional Change in Innovation and Entrepreneurship: A Social Network Analysis Approach." *Journal of Engineering Entrepreneurship*

Matthew, V., **Monroe-White, T., Miller, M.** (2017). "Integrating Entrepreneurship into Capstone Design: An Exploration of Faculty Perceptions and Practices." *International Journal of Engineering Education*, 33(5).

Thompson, R., **Monroe-White, T., Xavier, J., Howell, C., Moore, M., & Haynes, JK.** (2016). African-American male persistence in STEM: A study of the John H. Hopps Jr. Program at Morehouse College. *CBE-Life Sciences Education*, 15(3), ar40.  
*doi:10.1187/cbe.15-12-0263*

**Monroe-White, T., and Woodson, T.** (2016). "Inequalities in Scholarly Knowledge: Public Value Failures and their Impact on Global Science." *Journal of African Science, Technology, Innovation and Development*, 8(2) 178-186.



**Monroe-White, T.,** Kerlin, J. A., & Zook, S. (2015). A quantitative critique of Kerlin's macro-institutional social enterprise framework. *Social Enterprise Journal*, 11(2), 178-201.

Bodnar, C.A., Tranquillo, J., Matthew, V., Britos Cavagnaro, L., **Monroe-White, T.** Turrentine, A. (2015) "Iteration by Design: Development of a Game-Based Workshop for Teaching Innovation and Entrepreneurship Concepts." *Experiential Entrepreneurship Exercises Journal*. 1(4), 28-33.

#### BOOK CHAPTERS

**Monroe-White, T.,** and Coskun, M. (2017). "An Updated Quantitative Assessment of Kerlin's Macro-Institutional Social Enterprise Framework." *Book Chapter in In Shaping Social Enterprise: Understanding Institutional Context and Influence* (pp. 27-48). Ed. Janelle Kerlin, Emerald Group Publishing.

**Monroe-White, T.,** and Lecy, J. (2016) "Social Innovation in the Zoo" *Book Chapter in The Social Enterprise Zoo: Implications for Future Policy and Practice*. Eds. Dennis Young and Cassady Brewer, Edward Elgar Publishing.

Kerlin, J., **Monroe-White, T.,** and Zook, S. (2016) "Habitats in the Zoo" Book Chapter in *The Social Enterprise Zoo: Implications for Future Policy and Practice*. Eds. Dennis Young and Cassady Brewer, Edward Elgar Publishing.

Monroe-White, T. (2014). Creating Public Value: An Examination of Technological Social Enterprise. In *Emerging Research Directions in Social Entrepreneurship* (pp. 85-109). Springer Netherlands.

#### CONFERENCE PRESENTATIONS

**Monroe-White, T.,** and Zook, S. (2015). "Social Enterprise Innovation: A Quantitative Analysis of Global Patterns." *ARNOVA Conference* (November 17-19, 2015), Chicago, IL.

Nilsen, L., Matthew, V., Besterfield-Sacre, M., **Monroe-White, T.** "Landscape Analysis as a Tool in the Curricular Change Process" *Frontiers in Education (FIE) Conference* (October 21-24, 2015), El Paso, TX.

Nilsen, L., Matthew, V., Shartrand, A., **Monroe-White, T.** "Stimulating and Supporting Change in Entrepreneurship Education: Lessons from Institutions on the Front Lines" *American Society for Engineering Education (ASEE) Conference Proceedings* (June 14-17, 2015), Seattle, WA.

**Monroe-White, T.,** Kerlin, J. and Zook, S. (2014). "A Macro-Institutional Framework for Understanding Social Enterprise Country Models: A Quantitative Critique." *ARNOVA Conference* (November 20-22, 2014), Denver, CO.

**Monroe-White, T.,** "Surviving the Zoo: Towards an International Comparative Investigation of Innovation in the Social Enterprise Context". *4th EMES International Research Conference on Social Enterprise*. Liege, Belgium, July 1-4, 2013.

#### INVITED TALKS & PANELS

**Monroe-White, T.** Evaluating Collective Impact Initiatives. Keynote Panelist at NSF INCLUDES PI Meeting. Arlington, VA, January 6th, 2017

**Monroe-White, T.,** and Turrentine, A. Driving Innovation through Leadership Diversity. Panel at Epicenter: Pathways to Innovation All Team Member Retreat, Phoenix, AZ, February 18, 2015.

**Monroe-White, T.,** Social Enterprise, Innovation and Diversity. Invited Speaker at Art Center College of Design, Los Angeles, CA, October 7, 2014.

Kerlin, J., **Monroe-White, T.,** Searing, E., Young, D., "Where the Wild Things Are: Social Enterprise as a Zoo." 4th EMES International Research Conference on Social Enterprise. Liege, Belgium, July 1-4, 2013.



## SERVICE

- PhD Thesis External Examiner - University of the Witwatersrand (Wits) Business School 2016 to present
- Humbulani Seth Mukwevho, PhD Thesis "Framework for Linking the Informal Savings Sub-Sector with the Formal Stock Investment Market" (2017)
  - F. Akinyemi, PhD Thesis "Sustainability Factors for Entrepreneurship Phases in Emerging Economies: Nigeria and South Africa" (2016)
- Panelist & Ad-hoc Reviewer - NSF Proposal Reviewer 2015 to present

## LANGUAGES

- English – native language
- Spanish – speak, read and write with intermediate proficiency

## MEMBERSHIPS

- Academy of Management
- American Evaluation Association