

Marvin G. Lovett, Ed.D.
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Latest Revision: July 1, 2021

EDUCATION

- August 1997* **DOCTORATE OF HIGHER EDUCATION**, Administration and Supervision, University of Houston, Department of Educational Leadership and Cultural Studies, Houston, Texas
Dissertation Topic: "Curriculum Development for the Mass Distribution of Products via Consignment Auction Liquidation Outlets."
- August 1982* **MASTER OF BUSINESS ADMINISTRATION**, Northwest Missouri State University, Maryville, Missouri
Research Topics Included: Marketing Career Opportunities, Personal Selling, and the Subterranean Economy.
- May 1981* **BACHELOR OF SCIENCE**, Psychology and Sociology, Northwest Missouri State University, Maryville, Missouri
Research Topics Included: Perceptive Analysis of College Students Toward Financial Parental Dependency and Discriminatory Elements of Psychological Testing.
- January 1978* **ASSOCIATE OF ARTS**, Southwest Community College, Creston, Iowa
- December 1975* **ASSOCIATE OF ARTS** (first year course work), Indian Hills Community College, Centerville, Iowa

PROFESSIONAL EXPERIENCE

- Aug. 1988 – Present* **PROFESSOR**, Department of Marketing, Robert C. Vackar College of Business and Entrepreneurship, The University of Texas Rio Grande Valley, Brownsville, Texas (AQ for Marketing and Management)
Courses: (Including on-line courses) (*Service Learning Courses)
*Principles of Marketing, Sales & Sales Management, *Promotion Strategy, *Retail Management, *Consumer Behavior, *Marketing Strategy, *Principles of Management, Branding, and Topics in Marketing/Management. Prior courses include Human Resource Management and Small Business Management.
Ranks Held:
Full Professor: Fall 2007
Associate Professor: Fall 1998
Assistant Professor: Fall 1993
Lecturer: Fall 1988
Teaching:
Faculty Spotlight On Teaching, Nominee and Recipient, UTRGV Center for Teaching Excellence, Spring 2018.
Regents' Outstanding Teaching Award, \$30,000 Honorarium, Recipient, 2010
Chancellor's Council Teaching Award, \$5,000 Honorarium, Recipient, 2000

National Institute for Staff and Organizational Development Excellence Award Recipient, 2000
Excellent Student Evaluations (certified consistent and significantly higher student satisfaction/evaluations)

Research: Over 50 publications within the last 20 years including 6 publications in peer reviewed journals within the last 5 years.

Service: Active membership in more than 30 committees including University School and Departmental levels. Chaired 5 committees including Academic Standards, Personnel, Teaching Awards and AACSB committees. Spoke publicly for 25 engagements.

Jan. 1993 - Present

OWNER/GENERAL MANAGER, Marketing Concepts, Rancho Viejo, Texas

Merchant wholesale business provides general consumer goods on a wholesale basis for local, regional and national markets via the consignment auction liquidation marketing method. Profitable distribution outlets developed nationwide, as well as, through multiple outlets in Canada.

Aug. 1997 – May 2001

ACADEMIC RESOURCE COORDINATOR (partial course release basis), School of Business, The University of Texas at Brownsville and Texas Southmost College, Brownsville, Texas

Directly advised all undergraduate School of Business students including Certificate of Proficiency, Associate of Applied Science, Associate of Arts in Business Administration, Bachelor of Applied Arts & Sciences, and Bachelor of Business Administration majors, as well as, students minoring in Business Administration. Initiated student's entry into the School of Business by preparing each student's Program of Study, their Declaration of Major and other needs such as course substitutions. Coordinated advisement and related activities including semesterly group advising sessions. Acted as Liaison between Texas State Technical Institute and The University of Texas and Texas Southmost College in promoting the Bachelor of Applied Arts and Sciences degree. Provided training support and documentation to School of Business Faculty and Staff.

Aug. 1995- May 1996

DIRECTOR (partial course release basis), Small Business Institute, School of Business, The University of Texas at Brownsville and Texas Southmost College, Brownsville, Texas

Supervised teams of MBA students providing consulting services to local businesses. Secured approval and funding for all eight cases submitted to the United States Small Business Administration.

Aug. 1988 – July 1993

PROGRAM DIRECTOR/COLLEGE INSTRUCTOR (partial course release basis), Management Development Program, The University of Texas at Brownsville and Texas Southmost College, Brownsville, Texas

Supervised the Management Development Program. Provided input regarding scheduling, faculty hiring, staff hiring, curriculum planning, student recruitment and student placement. Coordinated Texas Higher Education Coordinating Board Site Visits, 1994 and 1999. Coordinated state required WECM program revisions. Assisted in new program development including Aviation Management, Hospitality Management, International Trade and Transportation, and International Business Management. Conducted initial needs analysis, developed curriculum, recruited instructors and promoted

programs. Courses taught included Supervision, Cooperative Education, Accounting, Financial Math and Human Resource Management.

- May 1986 - Dec. 1989 **EDUCATION CONSULTANT & INSTRUCTOR**, John Casablancas Career Center, McAllen, Texas
Developed business portion of fashion merchandising program. Courses developed and instructed.
- Aug. 1984 - Aug. 1988 **ASSISTANT CHAIRPERSON/COLLEGE INSTRUCTOR**, Texas State Technical Institute, McAllen, Texas
Instruction:
Developed instructional materials for courses instructed including lecture notes, research components and evaluative instruments.
Extra-Curricular/Recreational Activities Administration:
Originated and sponsored Student Congress and Student Newspaper. Spoke publicly regarding the Institute and business related topics.
Training Program Development & Administration:
Analyzed needs of trainees then developed and conducted various adult continuing education training programs including Industrial Supervision, Personal Selling, Marketing, and Retail Management.
Departmental Administration:
Completed various departmental projects and administrative assignments relating to budgeting, curriculum planning, scheduling, recruitment and placement. Initiated a departmental Policies and Procedures Manual.
- Feb. 1983 - Aug. 1988 **MARKETING CONSULTANT**, McAllen, Texas
Provided independent marketing consulting services for two firms: a computer hardware retailer and a Mexican food manufacturer.
- Aug. 1982 - Aug. 1984 **SALES ANALYST AND COORDINATOR/PRODUCTION AND INVENTORY MANAGER**, Texas Citrus Exchange, Mission, Texas
Responsibilities/Accomplishments:
Conducted customer demographic analysis, performed a 5-year broker sales performance study and established broker sales quotas. Responsible for following up on consumer complaints and problems. Managed \$28,000,000 inventory of perishable product with two shipping points and four storage locations. Ordered \$1,000,000 in supplies and raw materials annually. Accounted for inventory costs including procurement, handling, delivery, holding and logistical.
- Spring 1983 **COLLEGE INSTRUCTOR**, Texas Southmost College, Brownsville, Texas
Instructed introductory business courses on an adjunct basis.

RESEARCH, PUBLICATIONS & CONFERENCE PROCEEDINGS

(*Works co-authored with students.)

Works in Progress:

“Exploring the Awareness of the Brand Name: “The GOP”, Submitted Summer 2021

“Wholesale vs. Retail Consignment Auctions: A Field Study”, Submission Projected for Spring 2022

“The C.A.L.M. Method: The Consignment Auction Liquidation Marketing Method of Mass Product Distribution: A Summative Evaluation”, Submission Projected for Spring 2023

Refereed-Peer Reviewed Journal Publications:

“Sustainability Development and Broiler Chickens in The United States”
Journal of Business and Behavioral Sciences, Vol. 32, Number 2, Fall 2020
Yeong N. Chi and **Marvin G. Lovett**

“The Development of a Curriculum For: Introduction To Trade Show Buying”
Journal of Consumer Behaviour, Vol. 19, Number 2, Summer 2020.
Marvin G. Lovett, Yeong N. Chi, and Donna L. Little

“Scenario Economic Impact Analysis and Marketing Implications for South Texas Saltwater Fishing Tournaments ”
Journal of Management and Marketing Research, Vol. 23, Spring 2019.
Yeong N. Chi and **Marvin G. Lovett**

“Analysis of Saltwater Anglers’ Preferences toward Recreational Fisheries Management Strategies”
Journal of Applied Quantitative Methods, Vol. 13, Number 3, Fall 2018.
Yeong N. Chi and **Marvin G. Lovett**

“Macro Economic Impacts on Tradeshow Goals”
Journal of Business and Industrial Marketing, Vol. 32, Number 5, Summer 2017.
Russell Adams, Tom Coyle, Clara Downey-Adams and **Marvin G. Lovett**

“Gaming Motivations Among American College Students”
The Journal of Business and Management, Vol. 12, Number 6, Spring 2017.
Yeong N. Chi, **Marvin G. Lovett** and Orson Chi

“Consignment Auction Liquidation in Canada: A Field Study”
The Journal of International Business and Cultural Studies, Vol. 10, Fall 2016.
Marvin G. Lovett

“Consignment Auctions: A Proposed Optional Channel for Reverse Logistics”
The Journal of Management and Marketing Research, Vol. 20, Spring 2016.
Marvin G. Lovett

“Place Attachment Among College Students Related to Community Engagement Through Service Learning”
The International Journal of Education Research, Volume 10, Number 12, Fall 2015.
Marvin G. Lovett and Yeong N. Chi

*”Who Killed John Wanamaker”
The Journal of Management and Marketing Research, Volume 16, Fall 2014
Marvin G. Lovett and Gerardo Miranda

*“Gender Differences in Consumer Decision-Making Styles of Hispanic American College Business Students”
The International Journal of Arts and Sciences, Vol. 5, Number 7, Fall 2012
Yeong N. Chi, **Marvin G. Lovett** and Orson Chi

“Consumer Decision-Making Styles of Young Hispanic American Adults”

The Southern Business and Economic Journal, Fall 2012
Yeong N. Chi and **Marvin G. Lovett**

“Closing The Service-Learning Loop: Enhancement of Student Resumes Through the Integration of Service Learning Projects”

C3 Texas: Campus To Community Coalition Journal, Vol. 1, Spring 2012

Marvin G. Lovett, Irma S. Jones, Shamina Davis and Yeong Chi

“Assessing Undergraduate Business Students’ Sensitivity to Diversity Issues Within A Minority Serving Institution: Implications for Continuous Curriculum Improvement”

Journal of International Business and Cultural Studies, Vol. 4, Number 1, Spring 2011

Irma S. Jones, **Marvin G. Lovett**, Dianna Blankenship and Gerald Hollier

“Consumer Decision-Making Styles of Hispanic American College Students: A Consumer Styles Inventory Approach”

American Journal of Business Research, Vol. 3, Number 2, Fall 2010

Yeong N. Chi and **Marvin G. Lovett**

“Diversity Awareness Among a Diverse Business Student Population: Insights and Curriculum Implications From An Hispanic-American Serving University”

Research in Higher Education Journal, Vol. 8, Number 1, Fall 2010

Irma S. Jones, **Marvin G. Lovett**, Dianna Blankenship and Gerald Hollier

*“Quickulum: Quick Response Curriculum Verification”

Journal of Case Studies in Accreditation and Assessment, Vol. 1, Number 1, Fall 2010

Marvin G. Lovett, Irma S. Jones and Paul Stingley

“A Survey of Grant Writing Courses within Business Administration Curriculum”

Journal of Instructional Pedagogies, Vol. 2, Number 1, Spring 2010

Irma S. Jones, Dianna Blankenship and **Marvin G. Lovett**

“Profiling Consumer Decision-Making Styles of Hispanic American College Students Majoring in Business Administration”

International Journal of Business, Marketing and Decision Sciences, Vol. 2, Number 2, Fall 2009

Yeong N. Chi and **Marvin G. Lovett**

“Revaluating Mission Statements on Fortune 500 Websites: Accessibility, Readability and Purpose”

Journal of the Society of Business & Accounting, Vol. 1, Number 1, Fall 2008

Irma S. Jones, **Marvin G. Lovett** and Dianna Blankenship

“Social/Interpersonal Skills in Business: In Field, Curriculum and Student Perspectives”

Journal of Management and Marketing Research, Vol. 1, Number 1, Fall 2008

Irma S. Jones and **Marvin G. Lovett**

“Comparing Effectiveness of Classroom & Web-Based Delivery Methods: A *Quasi-Experimental Pilot Study*”, The Journal of Learning in Higher Education, Vol. 3, Number 2, Fall 2007

Kenneth Wm. Kury, Janna B. Arney, Irma S. Jones and **Marvin G. Lovett**

“The C.A.L.M. Method: The Consignment Auction Liquidation Marketing Method of Mass Product Distribution: The First Ten Years”

Journal of Marketing Channels, Vol. 14, Number 3, 2007

Marvin G. Lovett and Irma S. Jones

“Mission Statements on Fortune 500 Web sites: A Descriptive Analysis”
Journal of the American Society of Business & Behavioral Sciences, Vol. 14, Number 2, Fall 2006
Irma S. Jones and **Marvin G. Lovett**

“The Pulse of E-Commerce: A National and Local Perspective”
Journal of the American Society of Business and Behavioral Sciences, Vol. 14, Number 1, Fall 2006
Marvin G. Lovett and Irma S. Jones

OTHER PUBLICATIONS & CONFERENCE PROCEEDINGS

(*Works co-authored with students.)

“Teaching During COVID-19: Lessons Learned”
Presented and Published in Conference Proceedings, 28th Annual Conference, American Association of Business and Behavioral Sciences, Spring 2021.
Marvin G. Lovett

“The Guided Lecture Process and Other”
Presented, UTRGV 2020 Excellence in Online Learning Conference, Spring 2020
Marvin G. Lovett

“Introduction To Trade Show Buying Hearing From the Experts”
Presented and Published in Conference Proceedings, 23rd Annual Western Hemispheric Trade Conference, Texas A&M International University A.R. Sanchez, Jr. School of Business, Center for the Study of Western Hemispheric Trade, Spring 2019.
Marvin G. Lovett and Yeong N. Chi

“Introduction To Trade Show Buying”
Presented and Published in Conference Proceedings, 22nd Annual Western Hemispheric Trade Conference, Texas A&M International University A.R. Sanchez, Jr. School of Business, Center for the Study of Western Hemispheric Trade, Spring 2018.
Marvin G. Lovett and Yeong N. Chi

“Consignment Auction Liquidation: Exploring Further International Opportunities”
Presented and Published in Conference Proceedings, 21st Annual Western Hemispheric Trade Conference, Texas A&M International University A.R. Sanchez, Jr. School of Business, Center for the Study of Western Hemispheric Trade, Spring 2017.
Marvin G. Lovett

*“Social Network Analysis of Business Students’ Interaction in Collaborative Learning Environments”
Presented at the 15th Annual UT-B Research Symposium, Spring 2013
Yeong N. Chi, Heidi Lucielle Collis and **Marvin G. Lovett**

“Mass Product Distribution: A Formative Evaluation Update and Comparative Analysis on e-Bay and Consignment Auction Marketing”
Presented and Published in Conference Proceedings, The American Society of Business and Behavioral Sciences Annual Conference, Spring 2011
Marvin G. Lovett and Irma S. Jones

“A Quantitative Analysis of Consumer Decision-Making Styles of Young Hispanic Americans”
Presented and Published in Conference Proceedings, The International Academy of Business and Public Administration Disciplines Annual Conference, Spring 2010
Yeong N. Chi and **Marvin G. Lovett**

“Diversity Awareness Among a Diverse Business Student Population: Insights and Curriculum Implications From An Hispanic-American Serving University”
Presented and Published in Conference Proceedings, Academic and Business Research Institute Annual Conference, Spring 2010
Irma S. Jones, **Marvin G. Lovett**, Dianna Blankenship and Gerald Hollier

“Assessing Undergraduate Business Students’ Sensitivity to Diversity Issues Within A Minority Serving Institution: Implications for Continuous Curriculum Improvement”
Presented and Published in Conference Proceedings, American Association of Business and Behavioral Sciences Annual Conference, Spring 2010
Irma S. Jones, **Marvin G. Lovett**, Dianna Blankenship and Gerald Hollier

“Profiling Consumer Decision-Making Styles of Hispanic American College Students Majoring in Business Administration”
Presented and Published in Conference Proceedings, The International Academy of Business and Public Administration Disciplines Annual Conference, Spring 2009
Irma S. Jones, **Marvin G. Lovett**, Dianna Blankenship and Gerald Hollier

“Consumer Decision-Making Styles of Hispanic American College Students Business Majoring in Business Administration: A Consumer Styles Inventory Approach”
Presented and Published in Conference Proceedings, Huntsville General Business Administration Annual Conference, Spring 2009
Yeong N. Chi and **Marvin G. Lovett**

“Consumer Decision-Making Styles of Hispanic American College Business-Major Students”
Presented at the semi-annual UT-B School of Business Colloquium, Spring 2009
Yeong N. Chi and **Marvin G. Lovett**

*“Understanding Consumer Decision-Making Styles of Hispanic American College Students Majoring in Business Administration”
Presented at the 11th Annual UT-B Research Symposium, Spring 2009
Yeong N. Chi, **Marvin G. Lovett** and Luz Quezada

“Auction Pricing: A Case Study Assessing the Price Elasticity of Demand Based on Supply and the Revenue Equivalence Theorem”
Presented and Published in Conference Proceedings, American Association of Business and Behavioral Sciences Conference Annual Conference, Spring 2009
Marvin G. Lovett and Irma S. Jones

“A Survey of Grant Writing Courses within Business Administration Curriculum”
Presented and Published in Conference Proceedings, American Association of Business and Behavioral Sciences Annual Conference, Spring 2009
Irma S. Jones, Dianna Blankenship and **Marvin G. Lovett**

*“Strategic Planning Related to Business Management and Competitive Collegiate Chess: A Comparative Analysis and Business Administration Extra-Curricular Implications”
Presented and Published in Conference Proceedings, American Association of Business and Behavioral Sciences Annual Conference, Spring 2009
Marvin G. Lovett and Daniel Fernandez

*“The Formative Evaluation of Free Trade Agreements: Assessing the Consequences of the North American Free Trade Agreement Upon Mexico”

Presented and Published in Conference Proceedings, American Association of Business and Behavioral Sciences Annual Conference, Spring 2009

Marvin G. Lovett and David Gonzalez

“Quickulum: Quick Response Curriculum Development: Revisited”

Presented and Published in Conference Proceedings, Academic Business World International Annual Conference, 2008

Marvin G. Lovett, Irma S. Jones and Paul Stingley

“Revaluating Mission Statements on Fortune 500 Websites: Accessibility, Readability and Purpose”

Presented and Published in Conference Proceedings, American Association of Business and Behavioral Sciences Annual Conference, 2008

Irma S. Jones, **Marvin G. Lovett** and Dianna Blankenship

“Comparing Effectiveness of Classroom & Web-Based Delivery Methods: *A Quasi-Experimental Pilot Study*”

Presented and Published in Conference Proceedings, Received a Best Paper Award, The Academic Business World International Annual Conference, 2007

Kenneth Wm. Kury, Janna B. Arney, Irma S. Jones and **Marvin G. Lovett**

“Social/Interpersonal Skills in Business: In Field, Curriculum and Student Perspective”

Presented and Published in Conference Proceedings, American Society of Business and Behavioral Sciences Annual Conference, 2007

Irma S. Jones and **Marvin G. Lovett**

“Mission Statements on Fortune 500 Web Sites: A Descriptive Analysis”

Presented and Published in Conference Proceedings, American Society of Business and Behavioral Sciences Annual Conference 2006

Irma S. Jones and **Marvin G. Lovett**

“The C.A.L.M. Method: The Consignment Auction Liquidation Marketing Method of Mass Product Distribution: The First Ten Years”

Presented and Published in Conference Proceedings, American Society of Business & Behavioral Sciences, Annual Conference, 2006

Marvin G. Lovett and Irma S. Jones

“The Pulse of E-Commerce: A National and Local Perspective”

Presented and Published in Conference Proceedings, American Society of Business and Behavioral Sciences Annual Conference, 2005

Marvin G. Lovett and Irma S. Jones

“Mexican-American Consumer Behavior: Current Descriptive Categories and Beyond”

Presented and Published in Conference Proceedings, American Society of Business and Behavioral Sciences Annual Conference, 2004

Marvin G. Lovett

“I’ve Never Met A Box I Didn’t Like: Assessing the Revenue Enhancement Effectiveness of Packaging”

Presented and Published in Conference Proceedings, American Society of Business and Behavioral Sciences, 2003

Marvin G. Lovett

“Project Rubrics: Links Between Academic Freedom and Assessment”

Presented and Published in Conference Proceedings, American Society of Business and Behavioral Sciences Annual Conference, 2003

Marvin G. Lovett and Donna L. Little

“Give It Away So They’ll Try It...Provide an Incentive So They’ll Buy It”

Rio Grande Business Review, 2002

Marvin G. Lovett

*“Quickulum: Quick Response Curriculum Development”

Presented and Published in Conference Proceedings, American Society of Business and Behavioral Sciences, Annual Conference, 2002

Marvin G. Lovett, Irma S. Jones and Paul Stingley

“The C.A.L.M. Method”

Presented at the semi-annual UT-B/TSC School of Business Colloquium, 2001

Marvin G. Lovett

“The C.A.L.M. Method: The Consignment Auction Liquidation Marketing Method”

Featured in Rhapsody Magazine, October 2000

Marvin G. Lovett

“C.A.L.M. vs. E-C.A.L.M., Consignment Auction Liquidation Marketing vs. Electronic-Consignment Auction Liquidation Marketing Methods: A Comparative Analysis”

Presented and Published in Conference Proceedings, American Society of Business and Behavioral Sciences Annual Conference, 2000

Marvin G. Lovett and Irma S. Jones

“Get Real: Realizing, Experiencing, Applying and Localizing Generalized Business Course Content: A Descriptive Analysis”

Presented and Published in Conference Proceedings, American Society of Business and Behavioral Sciences Annual Conference, 2000

Marvin G. Lovett

“The Development of a Curriculum for the Mass Distribution of Products via Consignment Auction Liquidation Outlets”

Presented and Published in Conference Proceedings, American Society of Business and Behavioral Sciences Annual Conference, 1999

Marvin G. Lovett

“Project Y.E.S.: Young Entrepreneurs Succeed”

Presented and Published in Conference Proceedings, American Society of Business and Behavioral Sciences Annual Conference, 1999

Marvin G. Lovett and Ann M. Lovett

“The C.A.L.M. Method”

Featured in the Regional Rio Grande Valley Business Review, 1998

Marvin G. Lovett

INTELLECTUAL CONTRIBUTIONS

Textbook Review of *Advertising Creative Strategy, Copy and Design*, 3rd Edition, Sage Publications, Inc., 2011

Textbook Review and Acknowledged within, *The Power of Selling*, Flat World Knowledge Publishing Company, 2010

Textbook Review of, *Foundations of Marketing Online*, 3rd Edition, Houghton Mifflin Harcourt Publishing Company, 2008

Textbook Review of *Marketing: An Introduction*, 9th Edition, Prentice Hall, 2007.
Principles of Marketing, 1st Edition, Advisory Board Member, Houghton Mifflin Company, 2006.

Textbook Review of *International Management from an International Perspective*, Thompson Publications, 2006.

Textbook Review of *Introduction To Business*, Pearson Education, 2003.

Contribution to the Third Edition of *Marketing: Real People, Real Choices* by Michael Solomon and Elnora Stuart, Prentice Hall Business Publishing, 2002

Textbook Review of *Global Business Management* for John Wiley & Sons, Inc., 2001

PROFESSIONAL DEVELOPMENT

Assessment Reviewer Training, UTRGV, Fall 2020

Teaching Academy, Attendee, UTRGV, Fall 2020.

Service Learning Course Designation Certification Renewal, MARK 3300, Fall 2019

Technology Tools The Facilitate Formative Assessment, Attendee, Spring 2020

Blackboard Basics, Attendee, Spring 2020

Five Virtual Strategies for Bricks and Mortar Stores, Attendee, ASD, Spring 2020

Search Committee Training, Fall 2019

Microsoft Excel Basics Workshop, Attendee, Spring 2019

Sustainability Faculty Development Webinars #1, #2, and #3, Fall Semester, 2018

The American Customer Satisfaction Index: Methods and Finding, Attendee, Fall 2018

Sales Tax Workshop, State of Texas Comptrollers and Brownsville Chamber of Commerce, Spring 2018

Faculty Learning Community: Community Engaged Scholarship, Community Member, Spring Semester, 2018

Understanding Facebook Business Pages, Attendee, UTRGV Entrepreneurship and Commercialization Center, Spring 2018

QM Rubric Update Sixth Edition (RU), Certificate of Completion, Quality Matters, 2018

Service Learning Course Designation Certification, MARK 3300, Spring 2018

Creating a Strong Teaching Philosophy, Attendee, UTRGV Center for Teaching Excellence, Fall 2018

Introduction to Trade Show Buying, Attendee, ASD Tradeshow and Marketing Exhibition Educational Program, Fall 2018

Take Control of Your Retail Business, Attendee, ASD Tradeshow and Marketing Exhibition Educational Program, Fall 2017

Summer Course Workshop, UTRGV Center for Teaching Excellence, Spring 2017

Peer Observation from Seth M. Colwell, Senior Lecturer, MARK 3300, Spring 2017

Faculty Search Committee Training, UTRGV, 2016

IRBNet Training, Attendee, UTRGV, 2016

Faculty Portfolio Tool Training, Attendee, 2015

Independent Applying the QM Rubric (APPQMR) Certification, 2015

ASD Tradeshow and Marketing Exhibition, Attendee, 1994 - 2019

Beginning Level Service Learning Certification, The Center for Civic Engagement/Online Learning, Recipient, Fall 2011

Tele-Conferencing Course Training and Implementation, UT-B/TSC Distance Education Department, Spring 2011

Blackboard Online Teaching Format Training and Implementation, UT-B/TSC Distance Education Department, Spring 2011

Integrity Lecture Recording Training and Implementation, UT-B/TSC Distance Education Department, Spring 2011

Education Specialist Trained By e-Bay Certification, Fall 2010

Development Leave, Recipient, Fall 2010

Microsoft Workshops: Review and Advanced, University of Texas at Brownsville and Texas Southmost College, Fall 2009

Pricing and Profits Track, Session Chair, the American Society of Business and Behavioral Sciences, 16th Annual Conference of the American Society of Business and Behavioral Sciences, 2009

Marketing Track, Session Chair, the American Society of Business and Behavioral Sciences, 14th Annual Conference of the American Society of Business and Behavioral Sciences, 2007

Marketing Track, Session Chair, the American Society of Business and Behavioral Sciences, 13th Annual Conference of the American Society of Business and Behavioral Sciences, 2006

Marketing Track, Session Chair, American Society of Business and Behavioral Sciences, 11th Annual Conference of the American Society of Business & Behavioral Sciences, 2004

Blackboard Learning System 6.0, Training, UT TeleCampus, May 2003

Employee Training Courses, UTB/TSC, March 2003

Data Extractions, Integrate Training, Human Resources, UTB/TSC, November 2002

Completed a graduate course at UT-Pan American: MARK 6374.01 E-Commerce; Doing Business in a Digital World, Spring 2001

The International Association for Management Education (AACSB) Undergraduate Program Conference, February 10-13, 2001

Title V Teaching Institute, two-week training on Cooperative Learning, Learning Styles and Web Page Design, May 2000

FrontPage WebPage Software Workshop, UTB/TSC, 1999

Beginning Spanish Course for Faculty and Staff, UTB/TSC, 1999

Licensed Auctioneer, State of Texas, 1996 to 2006

Educational Technology Conference, Tamaulipas, Mexico, UTB/TSC Representative, 1998

DATATEL Course, Participant, UTB/TSC, 1997

Accounting for Small Businesses Seminar, UTPA-B, 1993

Leadership Development Seminar, Governor's Task Force On Management Development, South Padre Island, Texas, 1993

Word Perfect and Lotus 1-2-3 Software Workshops, UTB/TSC, 1991

Basic Supervision Seminar, McAllen, Texas, 1991

Cooperative Education National Convention, San Antonio, Texas, 1989

Personnel Law Update Workshop, San Antonio, Texas, 1989

PROFESSIONAL MEMBERSHIPS

Texas Faculty Association, 2011 to present

American Marketing Association, 2009

eMarketing Association Network Group, 2009

American Association of University Professors, Member, 2003-2013

National Center for Science Education, 2008-2012

National Auctioneers Foundation, Member, 2005-2007

National Auctioneers Association, Member, 1996-2007

Association of Texas Professional Educators, Member, 1999-2003

The University of Houston/UTB/TSC Graduate and Current Student Organization, Vice-President then Member, 1996 to present

Association for Supervision and Curriculum Development, Member, 2001

Texas Junior College Teachers Association, Member, 1990-93

Texas Junior College Management Educators Association, Member, 1990-93

Cooperative Education Association, Inc., Member, 1990-93

Texas Cooperative Education Association, Member, 1990-93

American Consultant's League, Member, 1984-93

SERVICE

University Service

Initiated a relationship between the UTRGV Athletics and MARK 4385: Integrated Marketing Communications Course to increase Brownsville campus and community UTRGV Athletic event engagement. Submitted student report entitled: "Engaging Brownsville" to the Vice-President and Director of Athletics, Spring 2020.

Interviewed and Quoted for "Employee Clinics Open" Article, The Rider, UTRGV Student Newspaper, Vol. 4 Issue 6, October 1, 2018.

Interviewed and Quoted for "I Graduated, Now What? Getting a Job" Article, The Rider, UTRGV Student Newspaper, Vol. 2 Issue 15, January 16, 2017.

Marketing Basics, Developed and Presented Curriculum, Arcibo Remote Command Center, UTRGV Physics Department, 2016

Regent's Teaching Award Selection Committee, Member, Spring 2014

Minnie Steven Piper Professor Award Selection Committee, Chair, Fall 2011
Project 100% Committee, Member, Fall 2011

Distance Education Project Team, Member, 2011-12
UT-B Mission Statement Development Committee, Teaching Section, Spring 2011

UT Regent's Outstanding Teaching Award Selection Committee, Member, Spring 2011

UT-B/TSC Student Media, (Campus Newspaper, Radio Station and Webcast) Provided Marketing Advisement, Spring, 2011 and 2015

Pitaya (Dragon Fruit) Grant Application Provided Marketing Information, International Innovation Center, Spring 2011

Scorpion Scholar Mentor, 2010 to 2015

Certificate in Grant Evaluation Development Committee, Member, Spring 2011

Faculty Community Engagement Research Award Committee, Member, Spring 2010

Ethics Leadership Workshop, Speaker/Moderator following showing of film, Glengarry Glen Ross, Office of Student Life and The School of Business, Fall 2009

Scorpion Leadership Ring Selection Committee, Member, 2009

Artopia Arts Event, Provided Marketing Advisement, Fall 2009

Collegian, Campus Newspaper, Provided Marketing Advisement, Fall, 2009

Vice-President for Marketing and Communications Search Committee, Member, 2008

Administered External Affairs Division's, Economic Impact Study/Survey, Principles of Marketing Students, 2008

UT Chancellor's Innovations in Education Award Selection Committee, Member, 2007
Honors Program Committee, Member, 2007

SACS-COC Institutional Accreditation Compliance Team, Member, 2007

Addressed Texas Southmost College Board of Trustees regarding curriculum implications of "The Pulse of E-Commerce: A National and Local Perspective," co-authored with Irma S. Jones, 2006

Ad Agency/Marketing Firm Contract Selection Committee, 2005

Chancellor's and C.A.S.E. Teaching Awards Selection Committee, Member, 2003-2004

Shop and Learn Committee, Member, Center for Civic Engagement, 2004

Grievance Committee, Member, 2001/2002 and 2008/2009 and 2010/2011

Scholarship Selection Committee for both new freshman and returning students,
August 2000

Search Committee Member, for Dean of Students Position, 2000

Keynote Speaker, Scholastic Excellence Awards Ceremony, April 2000
Academic Advising Council, UTB/TSC, 1999 to May 2001

Briefed Division of Student Affairs on Student Advising Activities, UTB/TSC, 1999

Student Development Specialist Search Committee Member, Division of Student Affairs, UTB/TSC,
1999

Provided Curriculum Development Input for Manufacturing Supervision Development Program, Center for Business and Economic Development UTB/TSC, 1999

Conducted a Tele-marketing Follow-up Campaign on non-returning students then summarized and reported results, Academic Affairs Division, UTB/TSC, 1996 and 1999

Student Services and Athletics, Self-Study Committee, UTB/TSC, 1997

Academic Expectations Focus Group Member, Strategic Planning Committee, UTB/TSC, 1997

Hosted a Televised Campus Visit by San Benito High School students, UTB/TSC, 1995

Served on and sponsored a number of student organizations including The Student Government Association, The Management Development Association and Students in Free Enterprise (1994 Regional Champions) 1989-97

Interviewer and Research Analyst, "Engineering Technology Needs Analysis", Academic Affairs Division, UTB/TSC, 1994

Occupational-Technical Marketing Task Force, Member, UTB/TSC, 1993

Partnership Implementation Advisory Council Project Team Member, Instructional Publications, UTB/TSC, 1991-92

Faculty Development Committee, Member, TSC, 1990-92

Library Advisory Committee, Chairperson, TSC, 1989-91

Self-Study Subcommittee #13: Organization and Administration, Member, TSC, 1990

College of Business and Entrepreneurship Service

SLO Assessment Reviewer for the BBA, Management, Fall 2020

SLO Assessment Reviewer for the BA, Economics, Fall 2020

Peer Observation of Dr. Xiaojing Sheng, Associate Professor, Spring 2020

Faculty Development Leave Committee, Chairperson, Spring 2020.

Accreditation Committee, Member, 2020-21

Faculty Promotion and Tenure Committee, Member, 2019-20

Peer Observation of Dr. Sylvia Robles, Lecturer, Summer 2019

SLO Assessment Reviewer, Spring 2019

Grade Appeal Panel Hearing, Chairperson, Spring 2019

Peer Observation of Dr. Chiquan Guo, Associate Professor, Spring 2019

Small Venture Creation/Senior Design I Business Plan Competition, Judge, Spring 2018, 2019, 2020.

UT-RGV Graduate Fair, Created Recruiting Materials and Represented the Robert C. Vackar College of Business & Entrepreneurship Graduate Program in Marketing, Spring 2018

Peer Observation of Dr. Dan King, Assistant Professor, Summer 2018

Peer Observation of Dr. Deniz Atik, Assistant Professor, MARK 3340, Spring 2018

Peer Observation of Martha Lovett, Lecturer, MGMT 1301, Spring 2018

Robert C. Vackar College of Business & Entrepreneurship AACSB Accreditation Committee, Member, 2016-2018

Robert C. Vackar College of Business & Entrepreneurship 2017-2021 Comprehensive Assessment Plan for the BBA in Economics, Reviewer, Summer 2017

Peer Observation of Seth M. Colwell, Senior Lecturer, ACCT 3323.02, Spring 2017

Peer Observation of Rafael Otero, Senior Lecturer, ECON 2301, Spring 2017

College of Business and Entrepreneurship By Laws Standing Committee for Accreditation, Member, 2016

College of Business and Entrepreneurship By Laws Creation Committee, Member, 2015-2016

School of Business Personnel Committee for Full Professor Candidate, Chairperson, Fall 2014

UT-RGV School of Business Undergraduate & Graduate Degree Plan Creation Committee, Member, 2014

School of Business/Departmental Personnel Committee, Chairperson, 2011-12

School of Business/Departmental Personnel Committee, Member, 1995 to 2010

AACSB Students Committee, 2012

AACSB Assurance of Learning Committee, Member, 2009 to 2010

Scholastic Excellence Awards Ceremony, School of Business Award Presenter, 2009

On-Line Proctored Exam Taskforce, Chair, 2009

Curriculum Committee, Marketing Representative, Member, 2004 to present

AACSB Participants Committee, Member, 2008

Search Committee Member, Dean of the School of Business Position, 2007

AACSB Students Committee, Member, 2007

Program Coordinator Search Committee, Member, 2006

AACSB Steering Committee, Member, 2006

Marketing Faculty Search Committee, Member, 2006

School of Business Scholarship Selection Committee, Member, 2006 to present

Academic Standards Committee, Chairperson, 2002 to 2005

School of Business/Departmental Personnel Committee, Chairperson/Member, 1995 to 2005

AACSB Mission Team, Member, 2004

AACSB, Academic Standards Committee, Chairperson, 2002

AACSB, Participants Committee, Chairperson, 2002

E-Commerce Curriculum Taskforce Committee, Member, 2004

AACSB Faculty Composition & Development Team Member, 2001 to 2002

AACSB Core Course Objective/Skills Demonstration: MARK 3371, 2001 to 2002

AACSB Undergraduate Program Conference, Attendee, 2001

AACSB Student Team Leader, Fall 2000.

Represented the School of Business at the TACRO Annual College Day/Night program,
Los Fresnos, September 2000

Speak to various High School student groups on campus or at high schools related to Careers in Business,
1988 to present

AACSB Candidacy Team Member for Student Issues and Curriculum Issues, School of Business,
UTB/TSC, 1999

AACSB Candidacy Team Leader for Student Issues and Team Member For Curriculum Issues, 1998

Mock Interviewer, Student Career Preparation, UTB/TSC, 1998

Assessment Planning Committees, School of Business, Undergraduate Programs, 1997 to present

Campus Coordinator, Internal Revenue Service VITA Site #740704, 1998

Assisted in the redesign of Adult Education Program and developed adult education course: "How To
Start A Small Business And Stay Retired", 1996

Department Service

SLO Assessment Coordinator, Marketing Department, 2020-21

Marketing Faculty Search Committee, Member, 2020-21

Marketing Faculty Promotion and Tenure Review Committee, Chairperson, 2020-2021

Developed New Marketing Topics (MARK 4370) Course Entitled: Trade Show Buying, Summer 2020

Created Short Introductory Trade Show Marketing Video, Summer 2020

Marketing Faculty Annual Evaluation Review Committee, Chairperson, 2019-20

Marketing Faculty Full Professor Promotion and Tenure Review Committee, Chairperson, 2019-2020

SLO Assessment Coordinator, Marketing Department, 2019-20

Marketing Faculty Search Committee, Member, 2019-20

Marketing Faculty Post-Tenure Review Committee, Chairperson, 2018

Marketing Faculty Annual Evaluation Review Committee, Chairperson, 2018

Marketing Department Graduate Program Development Committee, Member, Fall 2018

Marketing Faculty Post-Tenure Review Committee, Chairperson, 2017

Marketing Department Faculty Evaluation Committee, Member, 2015 to present

Marketing Faculty Search Committee, Member, 2016

Business Administration Department Scholarship Award Committee, Member, 2006 to 2012

Business Administration Department Personnel Committee, Chairperson/Member, 1995 to 2014

Business Technology Department Personnel Committee, Member, 2005 to 2012

Business Administration Department Curriculum Committee, Member 2006 to 2012

Accounting Department Personnel Committee, Member, 2006

E-commerce Task Force, Curriculum Sub-Committee, Member, 2006

Initiated and coordinated Student Internships, 2004 to present

International Business Curriculum Committee, Member, 2001-2002

Business Administration Department Faculty Search Committee Member, 1993 to 2012

Hosted Multiple Management Development Advisory Committee meetings, 1990-98

Student Service

Facilitated Honors Course Completion for Student, Ana Covarrubias: MARK 4385.90L, Spring 2021.

Created Short Video To Advise First Year Students, UTRGV Student Success Program, Fall 2020.

Hosted Guest Speaker from UTRGV Graduate College to promote graduate programs in business administration and annual Graduate Fair, Spring 2018

Hosted Guest Speaker from CASA, Court Appointed Special Advocate Program to Recruit Volunteers and Employees, Spring 2017

Hosted Guest Speaker from All In, Internship Program to Recruit Internship Applicants, Spring 2017

Implemented “Service Learning” Projects in courses taught, The University of Texas at Brownsville, 2011 to present

Scorpion Scholar Mentor, Scorpion Scholars program, The University of Texas, 2011 to 2015

Implementation of the “Summarization” note-taking technique for all on campus courses taught, 2004 to present

Yellow Pages Student Creative Competition, Sponsor, 2007, 2008 and 2010

Production of course-related publications created from individual student contributions required for selected upper division course taught 1996 to 2006

Creation & implementation of student internships with Valley International Airport, Industrial Community Newspaper, Courtyard by Marriott, Brownsville Public Utilities Board, UTB/TSC International Innovation Center, The Center for Business & Economic Development, Go-Green Center, Brownsville Children’s Museum, The South Texas Contracting Opportunities Conference, etc., 2004 to 2009

Community and Professional Service

Reviewer for Paper Entitled: “How B2B Platform Improves Buyers’ Performance: An Empirical Study Based on Trust and Transaction Cost Theory”, Journal of Business Research, Spring 2021

Reviewer for Paper Entitled: “Economic Regulation of Energy Costs When Integrated into Distribution Networks of Industrial Enterprises”, Journal of Business and Industrial Marketing, Spring 2021

Reviewer for Paper Entitled: “Sales Force Responsive Roles in Turbulent Times: Case Studies in Agility Selling”, Journal of Business and Industrial Marketing, Fall 2020

Reviewer for Paper Entitled: “Consumer Behavior in Times of the COVID-19 Pandemic: Evidence from Consumption in the US Hospitality and Tourism Industry”, Journal of Hospitality Marketing and Management, Fall 2020

Reviewer for Paper Entitled: “The Moderating Role of Cultural Orientation in Humorous Advertisements: Empirical Evidence from Brazil, China, and the United States”, International Journal of Consumer Studies, Fall 2020

Reviewer for Paper Entitled: “Human Capital Management, Organizational Culture, Job Satisfaction, and Gender”, Journal of Business and Industrial Marketing, Summer 2020

Session Chair, Trade, Economic Development, and Health, 27th Annual Conference, American Association of Business and Behavioral Sciences, Spring 2020

Reviewer for Paper Entitled: “The Cycle of Success in Social Media Platform Design and Community Interaction”, Journal of Business and Industrial Marketing, Spring 2020

Mary G. Moad Ethics Awards, Judge, Better Business Bureau, Spring 2020

Reviewer for Paper (and revised paper) Entitled: “A Rough Set-based Competitive Intelligence Approach for Anticipating Competitor’s Action”, Journal of Business and Industrial Marketing, Fall 2019

Reviewer for Paper (and revised paper) Entitled: “Preference for Action: Regulatory Mode in B2B Positioning Decision Making”, Journal of Business and Industrial Marketing, Fall 2019

Reviewer for Paper (and revised paper) Entitled: “Algorithm Applied: Attracting MSEs To Business Associations”, Journal of Business and Industrial Marketing, Spring 2019

Reviewer for Paper (and revised paper) Entitled: “Eclecticism of Marketing: Strength or Weakness?”, Management and Economics Research Journal, Spring 2019

Mary G. Moad Ethics Awards, Judge, Better Business Bureau, Spring 2019

Cameron County Regional Mobility Authority (CCRMA), Student Logo Contest, Coordinator, Spring 2018

Reviewer for Paper (and revised paper) Entitled: “A Game Theoretic Analysis of Dual-channel Supply Chain with Nash Bargaining Fairness Concern”, Journal of Business and Industrial Marketing, Fall 2018

Reviewer for Paper Entitled: “Development Model of Seaweed Jelly Industry Value Chain to Increase Sustainable Value Added”, Journal of Business and Industrial Marketing, Spring 2018

Reviewer for Paper Entitled: “An Analytical Approach for Analysis of Activity of Industrial Enterprises”, Journal of Business and Industrial Marketing, Spring 2018

Reviewer for Paper (and revised paper) Entitled: “How Guanxi Networking Matters in the Relationship Between Market Orientation and Innovation in Asian Emerging Economies: The Case of Markor Scale”, Journal of Business and Industrial Marketing, Spring 2018

Reviewer for Paper Entitled: “The Ambiguity Dilemma in the Procurement Process”, Journal of Business and Industrial Marketing, Spring 2018

Reviewer for Paper Entitled: “Impact of Referrals on Buying Decisions and Customer Value among Aging Consumers”, Society of Marketing Advances Annual Conference, Summer 2018

Reviewer for Paper Entitled: “Too Girly To Order: Gender Stereotypes of Alcoholic Beverages”, Society of Marketing Advances Annual Conference, Summer 2018

Reviewer for Paper Entitled: “Economic Transformation and the Impact of Cultural Values on the Future of the Former Communist World”, Journal of Business and Cultural Studies, Fall 2017

Reviewer for Paper Entitled: “Thinking Globally and Acting Locally About Education: A Case Study of Integrating Business and Education in an Educational Leadership Graduate Program”, International Academy of Business & Public Administration Disciplines, Spring 2016

Created and Taught “Trade Shows: 101” Seminar, UT-B Business Incubator, International Innovation Center, 2014

City of Brownsville Farmer’s Market Planning Committee Member, 2008

Port Isabel Farmer's Market Planning Committee, Member, 2007 and 2008

META (Mexico Exports to America) Planning Committee, Member, 2006 to 2008

La Fuente, Small Business Development Committee, Member, 2005 and 2006

Created the UTB/TSC Marketing "Knock-Out" Award program recognizing outstanding marketers nominated by marketing students, 2004 to 2010

Coordinated students assisting UT-Pan-American Marketing Professors in administering the Winter Texan Survey for Brownsville, 2003

Developed multiple mystery shopping surveys & supervised students providing service to a number of local retailers, 2000 to present

Advised Lecours & Consultants regarding marketing plans for the Museum of International Celebrities, 2000

Acted as Liaison for the Wilbur Smith Associates Marketing Research Firm and The South Padre Island Economic Development Council, 1999

Citrus/Victoria Gardens and Citrus Gardens Annex Resident Association, Advisory Committee Member, 1996-98

Professional Development Planning Committee, Member, Tech Prep of the Lower Rio Grande Valley, Inc., 1995-96

Home Economics Cooperative Education Program Advisory Committee, Member, Brownsville Independent School District, 1992-94

Integration of Basic Skills in Vocational/Technical Curricula Project Team, Member, Northeast Texas Community College, 1989-90

Public Speaking

Workshop Presenter/Speaker, "Sales Tactics for Micro-entrepreneurs", Women's Business Center Small Business Tools Series, Brownsville Chamber of Commerce, Fall 2018

Speaker, "Introduction to Selling", Big Heros, Brownsville, Fall 2018.

Workshop Presenter/Speaker, "Using Guided Lecture and Service Learning To Increase Learning", UTRGV Center for Teaching Excellence, 2018

Guest Speaker, Arecibo Remote Command Center, UTRGV Physics Department, 2016

Guest Speaker, Good Morning Downtown Coffee Mixer, Jackson Street Merchants Association, Harlingen, 2014

Guest Entrepreneur/Speaker, Kauffman Entrepreneurial Training Program, University of Texas at Brownsville, University Center, Harlingen, 2013

Guest Entrepreneur/Speaker, Kauffman Entrepreneurial Training Program, University of Texas at Brownsville, ITECC Campus, 2012

Session Presenter/Speaker, “Business Marketing and How It Relates To Economic Development”, Rebuild, Restore and Regionalize Post-Disaster and Economic Recovery Conference, The Lower Rio Grande Valley Development Council and Small Cities Coalition, South Padre Island, 2011

Guest Speaker, “Going, Going ! Gone on Navigating Live and Online Auctions”, UTB/TSC Island Lecture Series, South Padre Island, 2011

Guest Speaker on Marketing and Customer Service, Sharyland Plantation/Hunt Valley Development, Mission, 2011

Guest Speaker on Services Marketing, International Bank of Commerce, Brownsville, 2009

Guest Speaker, Business Gear Up Event, UTB/TSC, 2008

Conducted Marketing Planning Seminar for UTB/TSC Continuing Education Program, South Padre Island, 2007

Conducted General Marketing Seminar for the International Innovation Center at ITEC, 2005

Conducted “Becoming a Marketing Guru for More Business” Seminar, Brownsville Chamber Business Development Center and UTB/TSC Center for Economic and Enterprise Development, 2004

Guest Speaker, United Way Executive Director’s Meeting, “Marketing, Media and Public Relations,” 2003

Guest Speaker, Buena Vida Business Association, “Marketing Basics,” 2003

Guest Speaker, South Padre Island Chamber Brown Bag Breakfast at the South Padre Island Visitors Center, Topic: Five Tips for Increasing Sales, 2003

Developed and Conducted a Nominal Group Technique For Group Decision-Making Seminar for 50 Amfels Corporation Supervisors thru CBED, 2002

Spoke to Business Technology Students participating in our “Job Shadowing” Program regarding business majors, 2001

Speak to various high school student groups on campus or at high schools related to careers in business, 1988 to present

Spoke to Accounting Careers Program Participants, Moises Gomez, C.P.A., 1996-99

Spoke to Port Isabel Sixth Graders regarding their participation in Project Y.E.S.: Young Entrepreneurs Succeed, 1995-98

Spoke to local chapter of the Society of Human Resource Managers regarding UTB/TSC School of Business, Cooperative Education and Graduate Placements, 1998

Spoke to our local chapter of the Alpha Kappa Psi organization regarding opportunities for success, 1997

Keynote Speaker, Amigoland Mall Merchant's Association Annual Meeting & Breakfast, "Meeting Today's Local Retail Challenges", 1996

Spoke to elementary students about careers in business, Vermillion Elementary, Brownsville, 1995.

Addressed the Miguel Aleman, Mexico, Chamber of Commerce regarding trade between Mexico and the United States, 1995

Conducted an on-site Marketing Seminar for the Bargain Fiesta Mall, Mission, 1995

Conducted an on campus Retail Management Seminar for the Small Business Administration, 1994

Conducted a Small Business Success Seminar for The Rio Grande Valley Glass Association, Harlingen, 1993

Conducted an on-site Marketing Seminar, SCORE/ACE Small Business Series, Brownsville, 1990

HONORS & ACTIVITIES

Faculty Spotlight On Teaching, Nominee and Recipient, UTRGV Center For Teaching Excellence, Spring 2018.

Faculty Marshal, School of Business Graduation, Spring 2014

Service Learning Faculty Certificate Award, Recipient, UT-B/TSC Center for Civic Engagement, 2012

Community Engagement Certificate Award, Recipient, UT-B/TSC Center For Civic Engagement, 2010 and 2011

University of Texas Regents' Outstanding Teaching Award Recipient, \$30,000 Honorarium, 2010

Community Engagement Certificate Award for Faculty Community Engagement Research Award for Committee Work, UT-B/TSC Center For Civic Engagement, 2010

Community Engagement/Service Learning Teaching Award Finalist, 2010

University of Texas Regents' Outstanding Teaching Award Nominee and Finalist, 2009

Ferguson Memorial 5K Run, Bronze Medal, 2009

Virtual Guest Participant/Marketing Consultant, "Buying Land In 2nd Life", Boise State University Master of Educational Technology Student Seminar, 2009

Best Paper Award, Comparing Effectiveness of Classroom & Web-Based Delivery Methods: *A Quasi-Experimental Pilot Study*, co-authored with Janna B. Arney, Irma S. Jones, and Kenneth Wm. Kury., The Academic Business World International Conference Proceedings, Nashville, 2007

Faculty Marshal, School of Business Graduation, 2007, 2009 and 2014

Exceptional Merit, UTB/TSC, 2002 and 2006

Harlingen Runners Club Annual 5K Run, 2nd Place, 2006

South Padre Island Jingle Bell Run, Bronze Medal, 2004

New You Program Member, UTB/TSC, 2004

Master Teacher Award, Nominee, Hormel Foods Corporation, 2004

Who's Who Among America's Teachers Recipient 2003, 2004 & 2005

6th Annual Faculty Appreciation Award, Nominee, UTB Student Support Services/ASPIRE Students, 2003

Who's Who (Higher Education), Nominee, 2003

Presidents Circle Fund Supporter, 2003-2006

State Farm Foundation Fellowship, Recipient, 2001

The International Who's Who of Professionals, 2001

The National Institute for Staff & Organizational Development Excellence Award, 2000

Chancellor's Council Teaching Excellence Award Recipient, \$5,000 Honorarium, 2000

Recognized by Internal Revenue Service for VITA Site Success, 1998

White House Intern Sponsor, 1998

Wellness Program Participant, UTB/TSC, 1993 to 2000

Certified Senior Arbitrator, Better Business Bureau, 1988-98

Scorpion Scamper 5K Run, Bronze Medalist, UTB/TSC, 1996

Harlingen Running Club, Member, 1990-93

Free Enterprise Fellowship Recipient, (Regional Champions, 1994) Students In Free Enterprise, 1991-94

Windsurfing/Boardsailing Certification, Adult Continuing Education, TSC, 1991

Who's Who Award, Recipient, 1989 and 1999

Outstanding Young Men of America Award, 1985

Northwest Missouri State University Dean's List, 1980-82

PI GAMMA MU National Honor Society, Social Sciences, Secretary/Treasurer, 1980-81