

TIMOTHY B. PALMER

Department of Management / Haworth College of Business

Western Michigan University, Kalamazoo, MI 49008-5429

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timothy.palmer@wmich.edu

PROFESSIONAL EXPERIENCE

- 2012-present Director, Center for Sustainable Business Practices
Haworth College of Business, Western Michigan University
- 2008-present Professor, Western Michigan University, Kalamazoo, MI
Research and teaching interests in sustainability, strategic management, social entrepreneurship, decision making, and service learning in business education.
- 2020-2021 Chair, Department of Management
- 2017-2019 Valluzzo Faculty Fellow, Western Michigan University, Kalamazoo, MI
- 2002-2008 Associate Professor, Western Michigan University, Kalamazoo, MI
- 2000-2002 Assistant Professor, Western Michigan University, Kalamazoo, MI
- 1994-1999 Assistant Professor, Louisiana State University, Baton Rouge, LA
- 1988-1994 Research and Faculty Associate, Arizona State University, Tempe, AZ
- 1981-1988 Assistant Vice President, Pima Savings and Loan Association, Tucson, AZ

EDUCATION

- 1994 Ph.D., Arizona State University, Tempe, AZ
Major: Strategic Management; Minor: Research Methods
Dissertation: Determinants of Managerial and Organizational Risk: A Causal Model
- 1987 M.B.A., Northern Arizona University, Flagstaff, AZ
- 1979 B.S.F., University of New Hampshire, Durham, NH
Major: Forest Resource Management; Minor: Business Administration

REFEREED PUBLICATIONS

- Carey, T.A., Flanagan, D.J., & Palmer, T.B. (2011). An examination of university student entrepreneurial intentions by type of venture. Journal of Developmental Entrepreneurship, 15: 503-517.
- Brink, K.E., Palmer, T.B., & Costigan, R.D. (2014). Learning goals of AACSB-accredited undergraduate business programs: Predictors of conformity versus differentiation. Journal of Education for Business, 89: 425-432.

- Brink, K., Palmer, T., & Costigan, R. (2018). Business school learning goals: Alignment with evidence-based models and accreditation standards. Journal of Management & Organization, 24 (4): 474-491.
- Edmonds, T., Flanagan, D.J., & Palmer, T.B. (2013). An analysis of the law school intentions of students in an undergraduate business law course. Journal of Education for Business, 6: 279-290.
- Flanagan, D.J., O'Shaughnessy, K.C., & Palmer, T.B. (2011). Re-assessing the relationship between the Fortune reputation data and financial performance: Overwhelming influence or just part of the puzzle? Corporate Reputation Review, 14: 3-14.
- Flanagan, D.J. & Palmer, T.B. (2021). The intentions of undergraduate business students to someday be an organization's top executive: implications for business school leadership education. International Journal of Management Education, 19 (1). <https://doi.org/10.1016/j.ijme.2021.100455>.
- Harrison, J., & Palmer, T.B. (2019). Interprofessional study abroad: Enhancing social justice and sustainability through shared experiential learning. Journal of Teaching in International Business, 30, 125-146.
- Kargo, U., Biju, T., & Palmer, T.B. (2025). Redefining corporate social responsibility: The role of strategic communication practices. Sustainability, 17 (9), 4226: <https://doi.org/10.3390/su17094226>.
- Ketchen, D. J., & Palmer, T. B. (1999). Strategic responses to poor organizational performance: A test of competing perspectives. Journal of Management, 25: 683-706.
- Ketchen, D. J., Palmer, T. B., & Gamm, L. D. (2001). The role of performance referents in health service organizations. Health Care Management Review, 26(4): 19-26.
- Lohrke, F. T., Bedeian, A. G., & Palmer, T. B. (2004). The role of top management teams in formulating and implementing turnaround strategies: A review and research agenda. International Journal of Management Reviews, 5/6: 63-90.
- Maloni, M.J., Palmer, T.B., Cohen, M., Gligor, D.M., Grout, & J.R., Myers, R. (2021). Decoupling responsible management education: Do business schools walk their talk? International Journal of Management Education, 19 (1). <https://doi.org/10.1016/j.ijme.2021.100456>.
- Palmer, T. B., & Flanagan, D.J. (2016). The sustainable company: Looking at goals for people, planet and profits. Journal of Business Strategy, 37(6): 28-38.

- Palmer, T.B., Phadke, S., Nair, M., & Flanagan, D.J. (2019). Examination of Sustainability Goals: A comparative study of US and Indian Companies. Journal of Management and Organization, 1-22. Doi: 10.1017/jmo.2019.9 [subsequently printed in 2022, Volume 28 (4): 827-848].
- Palmer, T. B. & Short, J. C. (2001). Why do Goliaths fall?: Performance referents in successful organizations. Corporate Reputation Review, 4: 210-222.
- Palmer, T.B. & Short, J.C. (2008). Mission statements in U.S. colleges of business: An empirical examination of their content with linkages to configurations and performance. Academy of Management Learning and Education, 7(4): 454-470.
- Palmer, T.B., & Short, J.C. (2010). Getting engaged: Factors influencing perceived student benefits from service-learning in business education. Journal on Excellence in College Teaching, 21 (2) 5-28.
- Palmer, T. B. & Wiseman, R. M. (1999). Decoupling risk taking from income stream uncertainty: A holistic model of risk. Strategic Management Journal, 20: 1037-1062.
- Palmer, T. B. & Pickett, G. M. (1999). The role of mental models in control theory: Understanding cognitive factors influencing the behaviors of salespeople. Journal of Marketing Theory and Practice, 7(1): 17-29.
- Reger, R. K. & Palmer, T. B. (1996). Managerial categorization of competitors: Using old maps to navigate new environments. Organization Science, 7: 22-39.
- Short, J. C., Ketchen, D. J., Jr. & Palmer, T. B. (2002). The role of sampling in strategic management research on performance: A two-study analysis. Journal of Management, 28: 363-385.
- Short, J. C., Ketchen, D.J., Palmer, T.B., & Hult, G.T.M. (2007). Firm, strategic group, and industry influences on performance. Strategic Management Journal, 28: 147-167.
- Short, J. C., & Palmer, T. B. (2003). Organizational performance referents: An empirical examination of their content and influences. Organizational Behavior and Human Decision Processes, 90: 209-224.
- Short, J.C., & Palmer, T.B. (2008). The application of DICTION to content analysis research in strategic management. Organizational Research Methods, 11(4): 727-752.
- Short, J. C., Palmer, T. B., & Ketchen, D. J., Jr. (2002). Resource-based and strategic group influences on hospital performance. Health Care Management Review, 27(4): 7-17.

Wang, X., Feng, M., & Palmer, T.B. (2016). Interactive effects of corporate social responsibility and other value-creating investments on corporate financial performance. International Journal of Sustainable Strategic Management, 5(2): 127-148.

PAPERS IN DEVELOPMENT OR UNDER REVIEW

Bott, J., Flanagan, D. J., & Palmer, T. B. (2026). Understanding enthusiasm to participate in service-learning. Manuscript accepted for publication at the Journal of Excellence in College Teaching.

Veena, P.S., Biju, T., Kargbo, U., & Palmer, T.B. (2026). Climate change and industry: A systematic literature review and bibliometric insights on mitigation and adaptation. Revise and resubmit at World an MDPI journal.

NON-REFEREED PUBLICATIONS

Short, J.C., & Palmer, T.B. (2008). Bridging the gap between service-learning and social entrepreneurship: An interview with the founders of p:ear. Journal of Applied Management and Entrepreneurship, 13(4): 121-128

BOOKS AND CHAPTERS IN BOOKS

Palmer, T. B. (Ed.) (1998). Insights: Readings in Strategic Management. Cincinnati: South-Western College Publishing Co. (Readings book to accompany Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. Strategic Management, 3rd Edition).

Palmer, T. B. (Ed.) (1996). Insights: Readings in Strategic Management. Minneapolis: West Publishing Co. (Readings book to accompany Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. Strategic Management, 2nd Edition).

Palmer, T. B. (Ed.) (1995). Insights: Readings in Strategic Management. Minneapolis: West Publishing Co. (Readings book to accompany Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. Strategic Management, 1st Edition).

Palmer, T. B. & Reger, R. K. (1991). MeraBank: From turnaround to decline. In Hill, C.W.L. & Jones, G.R. Strategic Management (2nd Ed). Boston: Houghton Mifflin.

Short, J. C., Palmer, T. B., & Ketchen, D. J., Jr. (2003). Multi-level influences on firm performance: Insights from the resource-based view and strategic groups research. In Yammarino, F. J., & Densereau, F (Eds.), Multi-Level Issues in Organizational Behavior and Strategy, 2, 155-187: JAI Press.

Short, J. C., Palmer, T. B., & Stimpert, J. L. (1998). Getting back on track: Performance referents affecting the turnaround process. In D. J. Ketchen (Ed.), Advances in Applied Business Strategies, JAI Press.

REFEREED CONFERENCE PROCEEDINGS

Palmer, T. B, and Flanagan, D. J. (2024) An analysis of the service-learning Intentions of undergraduate students. Proceedings of the International Conference on Multidisciplinary Approaches to SDGs & International Partners Meet, Bangalore, India.

Fontenot, R. J., Gruben, K. H., & Palmer, T. B. (1998). The role of proctorship for independent sales representatives: Influencing effective inter-organizational relationships. In J. B. Ford and E. D. Honeycutt, Jr. (Eds.), Best Paper Proceedings of the 21st Annual Conference of the Academy of Marketing Science, Norfolk, VA.

Fontenot, R. J., & Palmer, T. B. (1997). Proctorship: A new role for managers of sales representatives in heterogeneous sales environments. Best Paper Proceedings of the 27th Annual Summer Conference of the American Marketing Association, Chicago, IL.

Palmer, T. B., Danforth, G. W., & Clark, S. M. (1995). Responses to poor performance in the health care industry: A test of competing predictions. In D. P. Moore (Ed.), Best Paper Proceedings of the 55th Annual Academy of Management Meetings. Vancouver, BC, Canada.

RESEARCH SYMPOSIA AND WORKSHOP PRESENTATIONS

Palmer, T.B. (2024). Contemporary issues in business sustainability. Keynote address presented at the International Conference on Multidisciplinary Approaches to SDGs & International Partners Meet, New Paradigms in Management. Kochi, India. 12 January, 2024.

Palmer, T.B. (2019). The integration of service-learning into a required sustainability course. Paper presented at The Ohio State University Workshop on Sustainability Education, Columbus, OH. 31 October, 2019.

Harrison J.E., Criswell, P., Bierlein Palmer, L., Palmer, T.B. (2019). Interprofessional study abroad in South Asia: Development, execution, and evaluation. Workshop presented at the 5th Annual Asia Forum, Western Michigan University, Kalamazoo, MI. 27 September, 2019.

Palmer, T.B. (2017). Corporate Social Responsibility: Opportunities and Challenges. Keynote speaker at International Conference on Ethics and Sustainable Business Practices, Rajagiri Centre for Business Studies, Cochin, India. 21 February, 2017.

Palmer, T.B. (2016). Leadership in an Uncertain World: Strategic Decision Making. Workshop

presented for the Conference on Dynamics of Innovative Engineering, Management, Leadership and Business Strategies, Global Business Center, Haworth College of Business. Kalamazoo, MI.

Palmer, T.B. (2016). Business Sustainability Challenges and Opportunities. Workshop presented for the Conference on Dynamics of Innovative Engineering, Management, Leadership and Business Strategies, Global Business Center, Haworth College of Business. Kalamazoo, MI.

Palmer, T.B. (2015). Leadership in an Uncertain World: Strategic Decision Making. Workshop presented for the Conference on Leadership, Professional Development Series, Global Business Center, Haworth College of Business. Cleveland, OH.

Palmer, T.B. (2015). Leading an Ethical Organization. Workshop presented for the Conference on Leadership, Professional Development Series, Global Business Center, Haworth College of Business. Cleveland, OH.

Palmer, T.B. (2014). Sustainability: What is the Role of Business in Society? Workshop presented to Masters of Social Work Students at Christ University, Bangalore, India and Bachelors of Social Work Students at Griffith University, Brisbane, Australia. Bangalore, India.

Palmer, T.B. (2014). Business Sustainability: Challenges and Opportunities.” Workshop presented for the Professional Development Series, Global Business Center, Haworth College of Business. Nashville, TN.

Palmer, T.B. (2014): Corporate and Business Strategy. Workshop presented for the Professional Development Series, Global Business Center, Haworth College of Business. Nashville, TN.

Stamper, C.L., & Palmer, T.B. (2012). Driving culture change through a college-wide assessment retreat. Workshop presented at the AACSB Assessment Conference, Houston, TX.

Palmer, T.B., & Slosberg, C.S. (2009). Business and Liberal Arts students engage through urban plunge. Workshop presented at Michigan Campus Compact’s 13th Annual Institute: Service-Learning and Civic Engagement, Grand Rapids, MI.

Palmer, T.B. (2003). Extending research on identity and reputation. Symposium panelist for the Organization Theory Track of the Administrative Sciences Association of Canada, Halifax, Nova Scotia, Canada. Other panelists include D. L. Deephouse (University of Alberta), K. Lamertz & N. K. Boyd (Concordia University, Montreal), and M. Mauws (University of Alberta).

Deephouse, D. L., & Palmer, T.B. (1998). Reflections in the funhouse mirrors: The interdependence of reputation, image and identity. All-Academy symposium panelist, 58th annual meeting of the Academy of Management, San Diego, CA. Other panelists

included S. M. Carter (University of Notre Dame), J. M. Dukerich (University of Texas at Austin), K. D. Elsbach (University of California, Davis), C. Fombrun (New York University), D. A. Gioia (Pennsylvania State University), V. Rindova (New York University), and Majken Schultz (Copenhagen Business School).

Palmer, T. B. (1998). A categorical approach to buyer-seller relations. Invited panelist, 1998 Academy of Marketing Science Annual Conference, Norfolk, VA. Other panelists included J. L. Stimpert (Colorado College) and A. G. Woodside (Tulane University).

Palmer, T. B. (1996). Using the repertory grid technique: Cognitive methods practicum. Panelist, 56th annual meeting of the Academy of Management, Cincinnati, OH. Other panelists included P. S. Barr (Emory University), L. T. Gustafson (Seattle Pacific University), R. K. Reger (University of Maryland), and J. L. Stimpert (Michigan State University).

Reger, R. K., & Palmer, T. B. (1996). Executive influence and strategic renewal: Challenges for innovation and speed. Panelist, 16th Annual Strategic Management Society Conference, Phoenix, AZ. Other panelists included K. M. Eisenhardt (Stanford University), B. Tyler (Indiana University) and S. Wally (University of Maryland).

PAPER PRESENTATIONS

Veena, P.S., Terrence, B., Kargbo, U, & Palmer, T.B. (2025). Climate Change and Industry: A Systematic Literature Review and Bibliometric Insights on Mitigation and Adaptation. Paper presented at the 11th World Sustainability Forum, Barcelona, Spain.

Palmer, T.B., & Flanagan, D.J. (2023). An Analysis of the Service-Learning Intentions of Undergraduate Students. Paper accepted for presentation at the International Conference on Multidisciplinary Approaches to the SDGs. Rajagiri Business School, Kochi, India.

Flanagan, D.J., & Palmer, T.B. (2020). The intentions of undergraduate business students to someday be an organization's CEO. Paper presented at the 80th annual meeting of the Academy of Management, Vancouver, BC, Canada.

Palmer, T.B. (2019). Motivations for transforming business through sustainability: "Doing the right things" and "Getting the right things." Paper presented at the International Conference on Transformational Strategies for Business Sustainability, Bangalore, India.

Palmer, T.B. (2017). Corporate social responsibility: Opportunities and challenges. Keynote address presented at the International Conference on Ethics and Sustainable Business Practices, Cochin, India.

- Palmer, T.B., & Flanagan, D. J. (2016). An examination of corporate social sustainability goals. Paper presentation at the Transforming Emerging Economies through Sustainability and Innovations in Businesses Conference, Bangalore, India. Winner of the best paper award.
- Wang, X., Feng, M., & Palmer, T.B. (2016). Interactive effects of social responsibility and other value-creating investments on corporate financial performance. Paper presented at the 2016 meeting of the Academy of Management, Anaheim, CA.
- Palmer, T.B., & Bierlein Palmer, L. (2016). The India Gateway Program: An interdisciplinary study abroad experience. Paper presented at the International Conference for Business and Economics, Malta.
- Palmer, T.B., & O'Shaughnessy, K.C. (2011). Social entrepreneurship – Asia: Challenges and opportunities of promoting global civic engagement. Paper presented at the 5th annual Facing East/Facing West conference, Kalamazoo, MI.
- Robinson, R., Short, J.C., Hansen, H., Payne, G.T., Palmer, T.B. (2010). Examining multiple organizational identity alignment: A comparison of university and College of Business mission statements. Paper presented at the 2010 meeting of the Southern Management Association, St. Pete Beach, FL.
- Flanagan, D.J., O'Shaughnessy, K.C., & Palmer, T.B. (2009). Financial performance and the Fortune reputation data: A replication and extension of Brown and Perry. Paper presented at the 69th annual meeting of the Academy of Management, Chicago, IL.
- Flanagan, D.J., O'Shaughnessy, K.C., & Palmer, T.B. (2008). Re-examining the financial performance halo in the Fortune reputation survey. Paper presented at the annual meeting of the Midwest Academy of Management, St. Louis, MO.
- Short, J.C., & Palmer, T.B. (2006). The application of DICTION to content analysis research in strategic management. Paper presented at the fifth annual meeting of the Asia Academy of Management, Tokyo, Japan.
- Palmer, T.B. & Short, J.C. (2006). Getting engaged: Antecedents of service learning within and across disciplinary boundaries. Paper presented at the 2006 annual meeting of the Southern Management Association, Clearwater Beach, FL.
- Palmer, T.B., & Short, J.C. (2005). Are we practicing what we're preaching? The content and performance implications of mission statements in U.S. colleges of business. Paper presented at the 2005 annual meeting of the Southern Management Association, Charleston, SC.

- Short, J.C., Palmer, T.B., & Ketchen, D.J., Jr. (2003). Testing resource-based and strategic group influences on firm performance: A comparison of empirical approaches. Paper presented at the 63rd annual meeting of the Academy of Management, Seattle, WA.
- Flanagan, D. J. & Palmer, T. B. (2002). Large M&A's and the reputation of acquiring firm management: The impacts of relatedness and stock financing. Paper presented at the Mergers & Acquisitions Summit, Calgary, Alberta, Canada.
- Short, J. C., Palmer, T. B., & Ketchen, D. J., Jr. (2001) Resource-based and strategic group influences on hospital performance. Paper presented at the 2001 meeting of the Southern Management Association, New Orleans, LA.
- Short, J. C., Palmer, T. B., & Ketchen, D. J., Jr. (2001) Determinants of firm performance: Coupling strategic group & resource-based views. Paper presented at the 2001 meeting of the Institute of Operations Research and the Management Sciences (INFORMS), Maui, HI.
- Lorhke, F., Bedeian, A. G., & Palmer, T. B. (2001). Top management's role in firm turnaround: A review agenda. Paper presented at the 2001 meeting of the Southern Management Association, New Orleans, LA.
- Short, J. C., Palmer, T. B., & Ketchen, D. J. (2000). An examination of resource-based, strategic group, and industry influences on firm performance using hierarchical linear modeling. Paper presented at the 60th annual meeting of the Academy of Management, Toronto, Ontario, Canada.
- Short, J. C., Palmer, T. B., & Ketchen, D. J. (2000). An investigation of resource-based and strategic group influences on hospital performance using hierarchical linear modeling. Paper presented at the 60th annual meeting of the Academy of Management, Toronto, Ontario, Canada.
- Fontenot, R. J., Gruben, K. H., & Palmer, T. B. (1998). The role of proctorship for independent sales representatives: Influencing effective inter-organizational relationships. Paper presented at the 21st Annual Academy of Marketing Science Conference, Norfolk, VA.
- Shook, C. L, Palmer, T. B., & Ketchen, D. J. (1998). Hospital managers' choice of performance referents pre and post turnaround. Paper presented at the 58th annual meeting of the Academy of Management, San Diego, CA.
- Short, J. C., & Palmer, T. B. (1998). An empirical examination of referent source. Paper presented at the 58th annual meeting of the Academy of Management, San Diego, CA.

Short, J. C., & Palmer, T. B. (1997). Performance referents in leading organizations: Their content, stability, and implications for firm performance. Paper presented at the 57th annual meeting of the Academy of Management, Boston, MA.

Palmer, T. B., & Ketchen, D. J. (1996). In the eye of the beholder: Performance referents in organizations. Paper presented at the 56th annual meeting of the Academy of Management, Cincinnati, OH.

Palmer, T. B., Ketchen, D. J., & Shook, C. L. (1996). Beyond industry averages: The choice of performance referents in declining organizations. Paper presented at the 16th annual Strategic Management Society conference, Phoenix, AZ.

Palmer, T. B., Danforth, G. W., & Clark, S. M. (1995). Responses to poor performance in the health care industry: A test of competing predictions. Paper presented at the 55th annual meeting of the Academy of Management, Vancouver, BC, Canada.

Ketchen, D. J., Palmer, T. B., & Fekula, M. J. (1995). Who is on the top management team?: An empirical comparison of teams defined by researchers' heuristics with chief executive officer's interpretations. Paper presented at the 1995 annual meeting of the Institute for Operations Research and the Management Sciences, New Orleans, LA.

Palmer, T. B. (1991). An expansion of control theory: The role of scripts, schema, and expertise. Paper presented at the 52nd annual meeting of the Academy of Management, Miami Beach, FL.

Gooding, R. Z., Reger, R. K., & Palmer, T. B. (1991). Risk preferences: The role of past performance and future goals. Paper presented at the 52nd annual meeting of the Academy of Management, Miami Beach, FL.

Reger, R. K. & Palmer, T. B. (1990). Cognitive schemas of competition: Understandings of strategy in a turbulent industry. Paper presented at the 51st annual meeting of the Academy of Management, San Francisco, CA.

Reger, R. K., Palmer, T. B., & Rathburn, J. A. (1990). What is competitive strategy? Let's ask strategic managers. Paper presented at the 10th annual Strategic Management Society Conference, Stockholm, Sweden.

Rathburn, J. A. & Palmer, T. B. (1990). Distinctive threat and opportunity characteristics: An assessment of construct validity. Paper presented at the 21st annual meeting of the Decision Sciences Institute, San Diego, CA.

Reger, R. K. & Palmer, T. B. (1989). Cognitive frameworks of competitive positioning in a turbulent environment. Paper presented at the Working Conference on Managerial Thought and Cognition. Washington, D.C.

DOCTORAL DISSERTATION COMMITTEES

Jeremy Short (chair), Management (University of Oklahoma)
Janet Runge (chair), Management (University of Nevada, Las Vegas)
Franz Lohrke, Management (University of Alabama)
Chris Shook, Management (Auburn University)

HONORS THESES (Western Michigan University)

David J. Beckering (member), 2002, "Business Process of Beckering Advisor Incorporated."
Julie Godfrey (member), 2002, "Freedom to Choose a High Risk Investment at Stake."
John Clark (chair), 2003, "Improving Truck Processing Productivity through Project Teamwork."
Stephanie Supp (member), 2004, "Bistro Bavarde: A conceptual restaurant proposal."
Megan E. Savage (chair), 2008, "Business Plans and their Use."
Benjamin A. Brown (member), 2009, "Private-Public Partnerships to Improve Communities."
Amy S. Pietrzak (chair), 2010, "Theories of Leadership, Followership, and Motivation"
Robert Sharp (chair), 2010, "African water: An experiment with project management in Bulima, Tanzania"
Amani Gaillard (member), 2012, "WMU Car-Sharing Feasibility Study"
McKayla Marcola (chair), 2018, "Stakeholder Theory in Ethical Business Decisions: The Case of Nestle."
Novena Sutiono (chair), 2020, "Board Gender Diversity, ESG and Corporate Financial Performance."
Gavin Doyle (chair), 2022, "Do College Baseball Players Want to See the Implementation of the Electronic Strike Zone?"
Devon Kelly, 2023, "A GIS and Economic Analysis into Solar Electricity Generation Siting within the Greater Kalamazoo Area."
Yodit Fitsum (chair), 2024, "Green Solutions: A Smart Strategy for Recycling Electronics in Ghana."
William Roosien, 2024, "Affording Higher Education in the United States."

TEACHING EXPERIENCE

Date	University	Courses Taught
2000-present	Western Michigan University	Organizational Behavior Project Leadership Strategic Business Solutions (undergraduate) Strategic Management (MBA)

		Business Strategy (MBA, Singapore) Strategic Management (MBA, Taiwan) Airline Strategy Social Entrepreneurship Business and Society Business Ethics and Sustainability Study Abroad, India Virtual Study Abroad, India (BBA and MBA) Sustainable Business Strategy (MBA)
2020-present	Rajagiri Business School Visiting Faculty	Sustainable Development and Corporate Sustainability
1994-1999	Louisiana State University	Strategic Management (undergraduate) Strategic Management (MBA) Strategic Management (Executive MBA)
1988-1994	Arizona State University	Organizational Behavior Strategic Management Managerial Decision Making

INDEPENDENT STUDIES and INTERNSHIPS (Western Michigan University)

<i>Student</i>	<i>Course</i>	<i>Semester, Year</i>	<i>Description</i>
Michael J. Valliere	MGMT 4950	Spring, 2005	A Strategic Analysis of the Hunting Industry.
Scott M. Vincent	MGMT 4120	Summer 1, 2006	Interned with Castle Rock Builders.
Kimberly S. DeFouw	MGMT 4120	Summer 1, 2006	Interned with Mike Dunlap, Interior Lighting Store
Vidya S. Rai	MGMT 4950	Spring, 2007	Strategic Analysis of Adlabs Pvt. Ltd., Bangalore, India
Roxanne K. Shiflet	MGMT 4950	Summer, 2008	A Study on the State of the Hospitality Industry: Events Planning
Sarah McDonough	MGMT 4950	Fall, 2009	Service Leadership
Jack W. Ruty	MGMT 4950	Spring, 2010	Dysfunctions of Teams
Steven Petros	BUS 6990	Fall, 2012	Social Entrepreneurship in Education
John Kyle Krull	MGMT 4950	Fall, 2015	Service-Learning Student Scholars Corps

Kennedy Cockrel	MGMT 4950	Fall, 2015	Service-Learning Student Scholars Corps
Holly Zummo	MGMT 4120	Spring, 2019	Interned with Sharon Yoder, Northwestern Mutual
Shane Aigner	MGMT 4950	Summer, 2022	Business Sustainability at Evoqua Water
Benjamin Cranny	MGMT 4950	Fall 2022	Business Sustainability at Tesla
Geano Royle	MKTG 5790	Summer 2024	Internship with Aruza Marketing

PROFESSIONAL ACTIVITIES

Editorial Board, *Journal of Management*, 2000-2003

Editorial Board, *Journal of Management & Organization*. 2019-2021

Reviewer for the Academy of Management meetings, Managerial and Organizational Cognition division.

Reviewer for Southern Academy of Management meetings, Strategic Management Track.

Session Chair or Discussant for Southern Academy of Management meetings, 1995, 1996, 1998, 2003

Ad-hoc Reviewer for *Journal of Business Research*

Ad-hoc Reviewer for *Journal of Management and Organization*

Ad-hoc Reviewer for *Organization Science*

Ad-hoc Reviewer for *Strategic Management Journal*

Ad-hoc Reviewer for *Academy of Management Review*

Ad-hoc Reviewer for *Health Care Management Review*

Ad-hoc Reviewer for *Mid-American Journal of Business*

Ad-hoc Reviewer for *Journal of Management Studies*

Academy of Management, Southwest Regional Representative, Business, Policy and Strategy Division. 1996-1999

Best Paper Award Selection Committee: Strategic Management Track, 1998 Southern Management Association Meetings

HONORS AND AWARDS

Western Michigan University

Faculty Advisor of the Year Nominee, 2025

Western Michigan University

Distinguished Teaching Award, 2024

Delta Sigma Pi

Advisor of the Year for the Huron region, 2022, 2023

WMU Athletics

Faculty Member of the Game Designation (October 1), as chosen by student athletes, 2022

U.S. Department of State

Fulbright Specialist Award, 2021

New York Times

New York Times Inaugural inEducation Award for Innovation in Education Abroad, 2018

Western Michigan University	Haworth College of Business Faculty Service Award, 2015
Carnegie Foundation	Professor of the Year Award Nominee, 2014
Presidents Council, State Universities of Michigan	Distinguished Professor of the Year Award Nominee, 2014
Western Michigan University	Distinguished Service Award Nominee, 2013
Western Michigan University	Office of Service-Learning Excellence in Service-Learning Award 2012
Western Michigan University	Haworth College of Business Teaching Award 2012
Western Michigan University	Faculty Fellow, Lee Honors College
Western Michigan University	Haworth College of Business Teaching Award Nominee 2011
Western Michigan University	Michigan Campus Compact Faculty/Staff Community Service-Learning Award, 2009
Western Michigan University	Distinguished Teaching Award Nominee, 2009
Western Michigan University	Distinguished Teaching Award Nominee, 2007
Southern Management Association	Best Paper in Health Care Track Award, 2001
College of Business Administration, LSU	1998 Excellence in Teaching Award
College of Business Administration, LSU	1998, 1997, 1996 MBA Outstanding Teacher
Louisiana State University	1998 Nominee: LSU Foundation Distinguished Graduate Faculty Teaching Award
Phi Kappa Phi	National Interdisciplinary Honor Society
Beta Gamma Sigma	Honor Society of Collegiate Schools of Business
Doctoral Student Consortium	Invited participant, Academy of Management's Business Policy and Planning Division, 1991

CURRENT SERVICE (2023-2025)

Western Michigan University

WMU Professional Concerns Committee, Faculty Senate, Secretary
 WMU Strategic Planning, Sustainability Working Group
 Haenicke Institute Global Engagement Programs Advisory Council
 Service-Learning Advisory Council, Faculty Senate
 Faculty Advisor, WMU Tennis Club
 WeVote
 Tenure and Promotion Committee, Richmond Institute for Design and Innovation

Haworth College of Business

Director, Center for Sustainable Business Practices

Faculty Advisor, Delta Sigma Pi

College Scholarship Committee

College Promotion Committee

Department of Management

Department Scholarship Committee

Curriculum Committee