



CHUCK VIOSCA

Department of Marketing • College of Business • Florida State University
Tallahassee, FL 32306 • Phone: (850) 644-1480 • Email: cviosca@fsu.edu

EDUCATION

Ph.D. Marketing (Psychology and Statistics Minors) 2001 – *The University of Alabama, Tuscaloosa, AL*
Master of Business Administration 1995 – *Nicholls State University, Thibodaux, LA*
B.A. Communication (Advertising Major, Marketing Minor) 1993 – *Loyola University, New Orleans, LA*

ACADEMIC APPOINTMENTS

Teaching Faculty I, Florida State University, Fall 2017 – Present
Professor of Marketing, Nicholls State University, Fall 2015 – Summer 2017
Assistant Dean for Graduate Programs and Special Projects, Nicholls State University – College of Business Administration, Fall 2007 – Summer 2010
Associate Professor of Marketing, Nicholls State University, Fall 2007 – Summer 2015
Assistant Professor of Marketing, Nicholls State University, Fall 2001 – Summer 2007

RESEARCH

Articles in Refereed Journals

- Braun, R., M. Boldt, S. Mauldin and C. Viosca (2020), “Accounting Graduates with Both Online and Traditional Coursework: Impact on Hiring Decisions,” *Accounting Education*, 29 (4), 340-355.
- Mauldin S., R. Braun, C. Viosca and M. Boldt, (2018), “CPAs' Evaluations of Accounting Graduates: An Empirical Investigation of Face-to-Face and Online Degrees,” *The Accounting Educators' Journal*, 28 (1), 99-115.
- Ryker, R. and C. Viosca (2015), “Literature Mining for Common Statistical Errors,” *JOBIE*, 20 (1), 43-57.
- Viosca, C. and C. Cox (2014), “A Process-Focused Method to Accelerate Sales Skill Development,” *Atlantic Marketing Journal*, 3 (2), 22-37.
- Mauldin, S., R. Braun, C. Viosca and M. Chiasson (2013), “The Marketability of Options for Meeting the 150-Hour Requirement: An Empirical Analysis of Public Accounting Firm Recruiting Intentions,” *Issues In Accounting Education*, 28 (3), 537-553.
- Neese, B., J. Field and C. Viosca (2013), “Service-Learning Through Marketing Research Class Projects,” *Journal of Service-Learning in Higher Education*, 2 (1), 6-23.
- Ryker, R., C. Viosca, S. Lawrence, and B. Kleen (2011), “Texting and the Efficacy of Mnemonics: Is Too Much Texting Detrimental?” *Information Systems Education Journal*, 9 (2), 27-33.

- Field, J., B. Bergiel and C. Viosca (2008), "An Exploratory Study of Student Use and Perceived Accuracy of Faculty Evaluations on RateMyProfessor.Com," *Competition Forum*, 6 (2), 378-383.
- Viosca, C., B. Bergiel, and P. Balsmeier (2005), "Country Equity: South Africa, a Case in Point," *Journal of Promotion Management*, 12 (1), 85-95.
- Bergiel, E., B. Bergiel and C. Viosca (2004), "Multicultural Teams: A Conceptual Model of Effectiveness," *Journal of Contemporary Business Issues*, 12 (2), 90-96.
- Balsmeier, P., B. Bergiel and C. Viosca (2004), "Internet Fraud: A Global Perspective," *Journal of E-Business*, 4 (1), 28-39.
- Viosca, C., B. Bergiel and P. Balsmeier (2004), "Effects of the Electronic Nigerian Money Fraud on the Brand Equity of Nigeria and Africa," *Management Research News*, 27 (6), 11-20.
- Bergiel, B. and C. Viosca (2003), "AACSB Institutions Competing in an On-line Environment," *Journal of Contemporary Business Issues*, 11 (2), 79-84.
- Rodrigue, S., B. Bergiel and C. Viosca (2003), "Internet Fraud Goes International," *Competition Forum*, 1 (1), 159-166.

Refereed Articles in Published Proceedings

- Ryker, R. and C. Viosca (2015), "Text Mining for a Common Statistical Error: The Development of a Model," SOBIE.
- Neese, B., J. Haynie, J. Field and C. Viosca (2014), "How Advertising Content Can Stimulate Consumer Ethnocentrism," (52nd ed.) Society for Marketing Advances.
- Mauldin, S., R. Braun, M. Chiasson and C. Viosca (2012), "Options for Meeting the 150-Hour Requirement: An Empirical Analysis of Recruiter Intentions," Annual Meeting of the American Accounting Association.
- Mauldin, S., R. Braun, C. Viosca and M. Chiasson (2012), "The Marketability of Students for Entry-Level Public Accounting Positions: Recruiters' Valuation of Alternative Paths to Meet the 150-Hour Requirement," SWAAA – Southwest American Accounting Association.
- Ryker, R., C. Viosca and C. Cox (2012). "Smarter Escalation of Technical Support Calls," Annual Meeting of the Federation of Business Disciplines.
- Ryker, R., C. Viosca, S. Lawrence and B. Kleen (2010), "Texting and the Efficacy of Mnemonics: An Exploratory Study," ISECON – Information Systems Educators Conference.
- Bergiel, B., J. Field, C. Viosca and K. Bonvillain (2008), "Internal Marketing for External Results," Academic Business World International Conference.
- Chauff, C., C. Viosca and B. Bergiel (2005), "Direct-to-Consumer Advertising of Pharmaceuticals: Empowering or Endangering?" Conference on Emerging Issues in Business and Technology.

Valure, R., S. Mauldin, M. Chiasson and C. Viosca (2005), "Do Alternative 150-Hour Options Add Value to Entry-Level Accountants? CPA Firm Recruiters' Perceptions," American Accounting Association Annual Meeting.

Bergiel, E., B. Bergiel and C. Viosca (2004), "Multicultural Teams: A Conceptual Model of Effectiveness," Conference on Emerging Issues in Business and Technology.

Bergiel, B. and C. Viosca (2003), "AACSB Institutions Competing in an On-line Environment," Conference on Emerging Issues in Business and Technology.

Academic Conference Presentations

Ryker, R. and C. Viosca (2016), "Promoting Parallel Analysis in Marketing," Society of Business Industry and Economics, Destin, FL.

Ryker, R. and C. Viosca (2014), "Literature Mining for Common Statistical Errors," Society of Business Industry and Economics, Destin, FL.

Ryker, R. and C. Viosca (2014), "Text Mining Marketing Journals for a Common Statistical Error and the Identification of New Research Opportunities," Society of Business Industry and Economics, Destin, FL.

Mauldin, S., R. Braun and C. Viosca (2014), "Face-to-Face and Online Degrees from Traditional and Online Universities: An Empirical Investigation of CPAs' Recruiting Evaluations," American Accounting Association Annual Meeting, Atlanta, GA.

Ahsan, S., M. Chiasson, C. Viosca and S. Mauldin (2006), "Marketing a Small CPA Firm: Importance and Strategies," The Society of Business, Industry and Economics, Natchez, MS.

Bryant, T., C. Cox, J. Griffin, K. Chadwick, R. Fanguy, C. Viosca, G. Watt, M. Coats and R. Haut (2005), "Commercialization of Big Government Technology Created in Maryland, through SMEs in Louisiana: Design and Performance Metrics for the Shared Technology Transfer Program," 19th Annual UIC Research Symposium on Marketing and Entrepreneurship, San Francisco, CA.

Mothersbaugh, D., T. Heath, L. Feick and C. Viosca (2000), "Advertising Effects on Brand Consideration," Society for Consumer Psychology, San Antonio, TX.

Textbook Ancillary Materials

Viosca, C. (2006), PowerPoint slides to accompany Selling Today, 10th ed., by Gerald L. Manning and Barry L. Reece. Prentice Hall.

TEACHING EXPERIENCE

Florida State University

Undergraduate Professional Selling, MAR 3400: 2017 through 2021

Undergraduate Sales Management, MAR 4403: 2018

Undergraduate Advanced Sales Techniques, MAR 4415: 2019 through 2021

Nicholls State University

Undergraduate Marketing, MKTG 300: 2001, 2002, 2011 through 2017

Undergraduate Marketing Online, MKTG 300: 2015 through 2017

Undergraduate Professional Selling, MKTG 320: 2004 through 2017

Undergraduate Retailing, MKTG 350: 2002, 2003

Undergraduate Customer Behavior, MKTG 360: 2001 through 2007

Undergraduate Seminar in Advanced Professional Selling, MKTG 420: 2008 through 2016

Undergraduate Advertising, MKTG 450: 2004, 2005, 2006, 2007

Undergraduate Marketing Internship, MKTG 460: 2002 through 2017

Undergraduate Services Marketing, MKTG 470: 2002, 2003, 2004, 2007, 2010

Undergraduate Marketing Research, MKTG 485: 2001, 2002, 2003, 2006, 2007

Undergraduate Current Issues in Marketing (Taught as Principles of E-Commerce), MKTG 486: 2002

Undergraduate Operations Management, MNGT 368: 2004

Graduate Business Statistics, BSAD 501: 2003, 2004, 2005, 2006

Graduate Business Research, BSAD 503: 2006

Graduate Directed Study in Business, BSAD 505: 2005, 2009, 2010, 2013

Graduate Special Topics in Business (EMBA Persuasion/Negotiation Seminar), BSAD 520: 2008, 2012

Graduate Marketing Analysis, Planning and Control (EMBA), MKTG 501: 2007 through 2016

Graduate Marketing Analysis, Planning and Control (MBA), MKTG 501: 2005, 2006, 2010 through 2017

Graduate Advanced Seminar in Marketing, MKTG 505: 2007

The University of Alabama

Undergraduate Consumer Behavior, MKT 313: 1997, 1998, 1999, 2000, 2001

Undergraduate Retailing Management, MKT 321: 1998, 1999

AWARDS AND HONORS

The American Marketing Association Selling and Sales Management Special Interest Group
Excellence in Teaching Award, 2018

Beta Gamma Sigma, 1995-Present

Nicholls State University

The Candies 500 Endowed Professorship in Business, 2013-2017

The College of Business 2013 Faculty Excellence Award in Service

The College of Business 2012 Faculty Excellence Award in Teaching

The Presidential Award for Teaching Excellence, 2009, the highest teaching award presented annually
to one faculty member at the University recognizing dedication to sound, effective teaching

The Peltier Foundation Endowed Professorship in Business, 2008-2013

The College of Business 2008 Faculty Excellence Award in Teaching

The College of Business 2007 Faculty Excellence Award in Service

The Student Affairs 2004-2005 Apple Award for Significantly Contributing to the Academic Success
of Nicholls' Graduates, presented to one faculty member at the University annually who was most
often cited by graduates for meaningfully contributing to their academic and career success

The University of Alabama

Dudley Ray Watson and Taylor E. Little Award, Culverhouse College of Commerce and Business
Administration, The University of Alabama, 2002, in recognition of excellence demonstrated in
academic and service activities by a marketing graduate student

American Marketing Association, Birmingham Chapter, Outstanding Marketing Graduate Student Award, 2001

GRANTS

Zhang, Y., C. Viosca and E. Mao (2016), Instructional Technology Support grant. This grant requested funding for hardware and software that provided comprehensive learning experiences and improved student achievement. (Investigator) – Awarded: **\$30,280**

Viosca, C., M. Coats, S. Mauldin and S. Rodrigue (2015), Board of Regents Undergraduate Enhancement Grant, “Leveraging Online Teaching in Economics with Tablets.” This grant requested funds for iPads and apps which allowed for more effective teaching of economics principles. (Co-Principal Investigator) – Awarded: **\$5,213**

Viosca, C., S. Rodrigue and R. Fanguy (2015), Instructional Technology Support grant. This grant requested funding to upgrade 43 computers for a computer lab. The grant also included replacing wireless mice and projector bulbs for various classrooms. (Principal Investigator) – Awarded: **\$34,400**

Viosca, C., K. Breaux, L. Cashen, K. Chadwick, M. Coats, J. Lajaunie, E. Mao, S. Mauldin and S. Rodrigue (2013), Board of Regents Undergraduate Enhancement Grant, “Enhancing Online and Distance Learning Environments Using Interactive Technologies: Addressing the Demands and Mandates for Web-Based and Computer-Mediated Course Delivery.” This grant sought funding to create course materials and content for the online programs under development in the College of Business Administration at Nicholls State University. The primary goal of the equipment requested was to provide faculty with the hardware and software needed for the creation and development of engaging online course content for sales, marketing, management, finance, economics, CIS and accounting courses to enhance student learning and success. (Principal Investigator) – Awarded: **\$100,000**

Viosca, C., S. Rodrigue, L. Cashen and S. Mauldin (2013), Instructional Technology Support grant. This grant assisted the College of Business in developing and delivering high quality instruction for technology-mediated (hybrid/blended and online) classes and programs in all disciplines, complementing a Board of Regents grant at the state level. Specifically, the request was for software and equipment: a Dell server, Fusion Lecture Capture Software for classrooms and a recording studio, SMART podiums equipped with digital ink to capture instructors’ digital notes for students, an iMac for editing content and preparing it for publication, Final Cut Pro X Software plus Motion 5 and Compressor 4 for editing on the iMac, and a lab pack license for Quickbooks. (Principal Investigator) – Awarded: **\$34,235**

Viosca, C., M. Coats and S. Rodrigue (2012), Instructional Technology Support grant. Requested funding to replace 20 more laptops in the College of Business Mobile Laptop Lab, to upgrade the College classrooms with the current version of Microsoft Office and to replace a failing projector. (Principal Investigator) – Awarded: **\$32,343**

Viosca, C., S. Rodrigue, L. Cashen and S. Mauldin (2011), Instructional Technology Support grant. Requested funding to supplement renovation of Powell auditorium (moved instructional equipment, to replace the single screen with dual screens to increase visibility and instructional

flexibility), to furnish video cameras for student assessment and student use. (Principal Investigator) – Awarded: **\$38,022**

Viosca, C. and J. Lajaunie (2010), Board of Regents Undergraduate Enhancement Grant, “The Sales and Interactive Training Lab Upgrade.” Requested funding to replace the original Sales and Interactive Training Lab equipment with web-enabled technology. (Principal Investigator) – Awarded: **\$29,390**

Coats, M. and C. Viosca (2010) Board of Regents Undergraduate Enhancement Grant, “Upgrading and Updating a Mobile Laptop Lab for Business Administration Courses.” Requested funding to replace 20 laptops in the College of Business Mobile Laptop Lab. (Co-Principal Investigator) – Awarded: **\$21,580**

Viosca, C. (2010), Instructional Technology Support grant. Requested funding to upgrade the network technology infrastructure in the College of Business complex, including a new network switch to increase bandwidth and port capacity. (Principal Investigator) – Awarded: **\$64,928**

Viosca, C., E. Mao and K. Chadwick, (2009), Instructional Technology Support grant. To serve the computer literacy requirement for all Nicholls students, requested funding to purchase 43 computers for a newly renovated computer lab. (Principal Investigator) – Awarded: **\$42,925**

Viosca, C., J. Lajaunie, E. Mao, S. Lawrence and O. Varela, (2008), Instructional Technology Support grant. Requested funding to purchase simulation software for the College of Business, a survey form design system with accompanying scanner, a NetAdvantage license (web-based service from Standard and Poor’s) and new chairs for the computer labs. (Principal Investigator) – Awarded: **\$22,287**

Viosca, C., S. Lawrence, M. Coats, B. Kleen and S. Rodrigue (2007), Louisiana Education Quality Support Fund, “Enhanced Learning Environments Using Flexible Learning Technologies in Support of a Master Plan in the College of Business Administration at Nicholls State University: Phase III.” Requested funding to upgrade classroom technology (computers and projectors), add additional Sympodiums, purchase SynchronEyes for the labs and Adobe Captivate for faculty to create online content. (Principal Investigator) – Awarded: **\$71,955**

Coats, M., C. Viosca, S. Lawrence, B. Kleen and S. Rodrigue (2007), Louisiana Education Quality Support Fund, “Assurance of Learning through Computer-Assisted Instruction: Enhancing Learning Outcomes in the Business Foundation Courses.” Requested funding to increase mobile laptop lab by 10 units to facilitate use of MyEconLab in the introductory economics courses. (Co-Principal Investigator) – Awarded: **\$18,211**

Fanguy, R., K. Williams, C. Viosca, K. Chadwick and M. Chiasson (2007), Instructional Technology Support grant. Requested funding to upgrade a teaching computer laboratory and corresponding upgrades in several classrooms enabling the College of Business Administration. (Co-Principal Investigator) – Awarded: **\$38,794**

Cox, C., C. Viosca and M. Coats (2006), Instructional Technology Support grant. Requested funding to enable the creation of Web-based classes through the purchase of a media rich recorder and accompanying server/software, improve the quality of instruction with the addition of Hitachi StarBoard interactive electronic ink presentation monitors and software upgrades, and increase

the network speed through upgrading switch modules. (Co-Principal Investigator) – Awarded: **\$44,133**

Viosca, C. and K. Williams (2005), Instructional Technology Support grant. Requested funding to replace existing workstations, upgrade printers, and upgrade a hub to provide faster Internet access. (Principal Investigator) – Awarded: **\$31,182**

Cox, C., J. Lajaunie, C. Viosca, M. Coats, L. Cashen, K. Chadwick and S. Mauldin (2004), Louisiana Education Quality Support Fund, “Enhanced Learning Outside the Classroom: The Collaborative Learning and Resource Center (CLRC).” Requested funding to provide students with an environment to work productively together, in formal teams or informal networks, supported by state-of-the-art technology (collaborative work stations, an electronic information wall including a digital stock ticker and closed-circuit information system, and individual workstations) and other information resources. (Co-Principal Investigator) – Awarded: \$65,600.00, plus cash match of \$40,000.00, plus \$50,000.00 gift, Total: **\$155,600**

Ryker, R., C. Cox, C. Viosca, J. Lajaunie and S. Rodrigue (2004), Louisiana Education Quality Support Fund, “The Survey and Experimental Research Lab (SERL).” Requested funding to create a versatile facility that will serve both as a CIS networking classroom and a survey/experimental research laboratory with nine CATI telephone stations. (Principal Investigator) – Awarded: **\$33,600**

Bryant, T., K. Chadwick, M. Chiasson, C. Cox, J. Stroud and C. Viosca (2004), Louisiana Education Quality Support Fund, “ENTRE Lab: Development of a Student Laboratory for the Incubation and Acceleration of New Business Ventures.” Requested funding to create a business incubator where students can have access to a fully-equipped office, presentation technology and other resources allowing for the development and initial execution of their business plan. (Investigator) – Awarded: **\$75,000**

Viosca, C., C. Cox and S. Mauldin (2004), Instructional Technology Support grant. Requested funding to create a mobile laptop computer lab for use in any classroom (including 30 laptops and a secure storage/charging station), furnish one classroom with tables and chairs suited for laptop use, and replacement of a failing projector. (Principal Investigator) – Awarded: **\$67,449**

Viosca, C., S. Mauldin, C. Cox, J. Lajaunie and E. LaFleur (2003), Instructional Technology Support grant. Equipped several classrooms with instructional technology and provided one mobile multi-media presentation workstation (including laptop, portable projector and carry case). (Principal Investigator) – Awarded: **\$46,787**

Cox, C., J. Lajaunie, C. Viosca, E. LaFleur, K. Chadwick and S. Mauldin (2002), Louisiana Education Quality Support Fund, “Learning Environment and Outcomes Enhancement Plan: The Sales and Interactive Training Laboratory.” Requested funding to create a professional, corporate-style training facility including role-play rooms that are used to enhance the sales and behavioral skills of students in the program as well as host the annual Bayou Sales Challenge, an intercollegiate sales role-play competition hosted by the College of Business at Nicholls. (Co-Principal Investigator) – Awarded: \$45,449, plus cash match of \$23,500, plus \$16,000 gift, Total: **\$84,949**

SERVICE ACTIVITIES

Florida State University: College Service

Assistant Director of the Florida State University Sales Institute, Florida State University – College of Business, Fall 2017 – Present

University Host, International Collegiate Sales Competition, 2017 – Present

Attended Seminole Futures to Work with Employers on Student Placement Opportunities, 2017, 2018, 2019

Met with Representatives of Corporations to Establish Relationships with FSU College of Business, 2017 – Present

Coordinated Sales Team Students to Provide Feedback for ACG 5458 Student Presentations, 2018, 2019

Florida State University: Department Service

Member, Undergraduate Policy Committee, Fall 2018 – Present

Member, Sales Committee, Fall 2017 – Present

Committee Member, Specialized Faculty Recruiting Committee, 2017

Met with Faculty Candidates for Tenure-Track Search, 2017

Online Guest Presenter, Michael Brady's Online MAR 3023 Course, Fall 2017, 2018, 2019

Presenter, Hail and Farewell, 2017 – Present

Nicholls State University: University Service

Faculty Welfare Committee, 2016

Commencement Committee (plan and facilitate events, lead fall processions), 2002-2017

Chair, Presidential Award for Teaching Excellence Selection Committee, 2013

University Graduate Council, 2007-2010

Website Strategic Committee, 2007-2010

Chair, Presidential Award for Teaching Excellence Selection Committee, 2010

Search Committee for the Assistant Director of Alumni Relations, 2008

Strategic Communication Planning Committee (Sub-Committee of Branding), 2005-2010

Faculty Senate, 2002-2003; 2005-2007

Ad Hoc Bulletin (Catalog) Review Committee, 2005

Ad Hoc Branding Committee, 2004-2010

Ad Hoc Institutional Marketing Committee, 2002-2008

Recruitment and Retention Committee, 2002-2008

Chair, Website Strategic Committee, 2002-2007

Bookstore Advisory Committee, 2002-2004

Library Committee, 2002-2004

Search Committee for the Director of Ellender Memorial Library, 2002-2003

Advisor for Nicholls Karate Club, 2016

Advisor for Nicholls Students for Life, 2014-2017

Advisor for Kappa Sigma Fraternity, 2007-2017

Participant in annual Nicholls Scholars' Nights: created and delivered College of Business presentation to scholars and parents, 2003-2016

Participant in annual Multicultural Day luncheons: represented College of Business to Diversity Leadership scholarship prospects, 2008-2010

Participant in orientation for Graduate Students in Ellender Memorial Library, 2007-2010

Represented Nicholls State University Graduate Programs at Southeastern career fairs in Hammond, LA, 2008-2009

Represented College of Business at the College of Education's Accrediting Review Team meeting for the NCATE Review, October 2008

Coordinated student and faculty exchanges, presented College of Business presentation to Didier Chabaud, Dean of École de Management de Normandie, Armel Esnol, Director of International Relations for École de Management de Normandie, and Bradley O'Hara, Associate Provost and Vice President for Student Affairs in the University of Louisiana System, 2008

Participated in various Mascot focus groups and concept design sessions to help develop new Nicholls mascot, 2008

Represented College of Business in meetings to coordinate a Bachelor of Interdisciplinary Studies in Computer Gaming, 2008

Helped to film (and featured in) Nicholls Scholars' Banquet promotional videos, 2008-2009

Presented results of MBA student service learning project from the Business Research course: "Summer School Scheduling: Would A Multi-term Summer Semester Be Beneficial to Nicholls?" to the University Academic Council and Faculty Senate, January 2007, (Result: two-term summer schedule adopted in 2008)

Conducted focus groups to improve NSU Website, 2003, 2006

Helped to coordinate content and film Nicholls cable television advertisements, 2005-2006

Speaker for "You Made a Difference" luncheon: presented College of Business activities and academic programs to high school teachers, principals and guidance counselors, November 2006

Server for Mid-Term Breakfasts, 2002-2007

Attended seminar in New Orleans to facilitate the adoption of the Retention Management System, 2004

Group leader for Quality Enhancement Plan focus groups at fall faculty institute, 2004

Attended two-day University Recruitment and Retention retreat, 2003

Attended Noel-Levitz Retention Workshop in Baton Rouge as Campus Marketing Coordinator, 2002

Fulfilled Clery Act requirement as a Mandatory Reporter

Completed University Emergency Training Sessions

Nicholls State University: College Service

College of Business Peer Review Committee, 2011-2017

Assurance of Learning Committee, 2008-2011, 2016-2017

Faculty Search Committee (Management Position), 2016

Search Committee for the Dean of the College of Business, 2016

Faculty Search Committee (Marketing Position), 2015-2016

College of Business Strategic Planning Committee, 2007-2014

Graduate Program/Instruction Committee, 2009-2017

Faculty Search Committee (Marketing Position), 2011

Faculty Search Committee (Marketing Position), 2010

Faculty Search Committee (Marketing Position), 2008
Chair, Graduate Program/Instruction Committee, 2007-2009
Faculty Search Committee (Marketing Position), 2006-2007
Chair, External Relations Committee, 2006-2007
Ad hoc committee to reorganize MATH 106/QBA 282-285 sequence, 2006
Faculty Search Committee (Marketing Position), 2005-2006
Participants – Faculty Committee, 2005-2006
College of Business Scholarship Committee, 2004-2005
Faculty Search Committee (Economics Position), 2004-2005
Faculty Search Committee (Marketing Position), 2003-2004
Faculty Search Committee (Accounting Position), 2003-2004
Faculty Search Committee (Information Systems Department Head Position), 2003-2004
College of Business Mission Revisit Committee, 2002-2006
Faculty Search Committee (Economics Position), 2002-2003
Faculty Search Committee (Marketing Position), 2002-2003
Faculty/Staff Expectations and Development Committee, 2001-2005
Successfully launched the initial cohort of the EMBA program: organized College and University efforts and processes, recruited professionals, managed budgeting and purchasing, evaluated courses and made improvements for the next cohort, 2007
Completed a major curriculum revision for the MBA and EMBA programs: held subsequent graduate curriculum integration meetings to execute the new program, developed MBA course sequencing schemes for the evening program, successfully transitioned all students into the new sequences, 2009-2010
Developed MBA and EMBA promotions: brochures, newspaper inserts, radio advertising and information sessions, 2007-2010
Advisor for NSPIRE (Nicholls Students Promoting Industry and Real-world Experience), 2014-2017
Participant/Presenter in annual College of Business Honors Banquets, 2002-2016
Attended Beta Gamma Sigma/Beta Alpha Psi induction ceremonies annually, 2002-2016
Coordinate idea/focus meetings for Instructional Technology Grant requests, 2007-2017
Facilitate PSE Mock Interview workshops, 2010-2013
Advisor for Pi Sigma Epsilon Business Fraternity, 2008-2014
Successfully re-established Alpha Psi chapter of Pi Sigma Epsilon at Nicholls: recruited students, offered administrative guidance, conducted interviews, designed materials, Fall 2008
Delivered College of Business presentation to Nicholls Orientation Leaders to educate them about the College before they give tours to prospective students, 2008-2009
Advisor for all MBA students in the College of Business, 2007-2010
Conducted MBA Five-Year Program Review, 2007
Maintain the E-Signal Stock Ticker and Digital Displays for students in the Ponder Collaborative Learning and Resource Center, 2007-2017
Attended College of Business strategic planning retreats, 2006, 2011, 2016
Entrepreneur Lab Management Board, 2006-2007

Numerous appearances in regional media to launch and promote EMBA program, including KTIB, KCIL, KXOR and HTV, 2007

Coordinated photos and content for development of the College of Business brochure, 2006

Toured prospective faculty candidates for all College of Business departments, 2005-2017

Annual Free Enterprise Week Etiquette Dinner Speaker/Presenter, 2005-2008

Judge for Free Enterprise Week projects, 2004, 2006, 2008, 2010, 2011

Panel Speaker for Free Enterprise Week, 2004

Attended and filmed SHRM Etiquette Dinners, 2003-2005

Active in Beta Gamma Sigma meetings, 2002-2017

Wrote articles for various College of Business newsletters

Participated in various College of Business Alumni Homecoming Socials

Attended various MBA Association socials

Nicholls State University: Department Service

Advisor for Marketing and Professional Sales Concentration undergraduate students, 2001-2017

Supervisor for internships in marketing, 2002-2017

Director and Host of 14 annual Bayou Sales Challenges at Nicholls: coordinate events, communicate with business professionals volunteering as participants/judges, facilitate other universities' participation, create role-play materials and event promotion materials, 2003-2017

Helped design billboards to recruit students to the Maritime Management Program, 2013, 2015

Coached Nicholls student teams to the annual International Collegiate Sales Competition hosted by Florida State University, 2011-2016

Coached Nicholls student teams to the annual National Sales Competition in Wayne, NJ, 2011-2016

Coached Nicholls student teams to the annual National Collegiate Sales Competition in Kennesaw, GA, 2005-2017

Attend NSU Career Days annually to network with prospective employers, 2004-2017

Coordinated Marketing Five-Year Program Reviews, 2005, 2010, 2015

Athletic advisor for student athletes in Marketing and Professional Sales, 2006-2009

Spoke to and advised department's students at orientation sessions, 2003-2017

Department Web-Site Manager, 2002-2006

Assisted with Student Résumé Workshops, 2002-2003

Continually conduct several impromptu meetings/tours with prospective Nicholls students as requested by department head, dean or University admissions, 2001-2017

Professional Service

Judge for National Collegiate Sales Competition in Kennesaw, GA, 2005-2020

Judge for International Collegiate Sales Competition in Orlando, FL, 2014 & 2016

Reviewer: Journal of Marketing Education, 2013

Wrote the First Round and Wild Card Round customer profiles for the National Collegiate Sales Competition in Kennesaw, GA, 2012

Judge: Society for Marketing Advances Dissertation Proposal Competition, 2010

Reviewer: Society for Marketing Advances conference, 2008

Coordinated Society of Financial Service Professionals meeting in College of Business for local area financial service professionals, November 2008

Reviewer: Houghton Mifflin Company, Interactive Services Marketing, 2/e, 2004

Reviewer: Society for Marketing Advances conference, 2001

Reviewer: Society for Marketing Advances conference, 1998

Public Service

Member of the Board of Directors, Bayou Country Children's Museum (opened in 2013), Thibodaux, Louisiana, 2004-2013

St. Thomas Aquinas Finance Council Chair: participate in meetings to guide the financial decisions of the parish, overseeing current capital campaign, 2011-2017

St. Thomas Aquinas Pastoral Council Member: participate in planning and execution of parish goals and direction setting for the parish, 2007-2015

Soccer coach for U8 Boys recreational team, Spring 2010, Fall 2010, Spring 2011

Served on the New Orleans Teens Encounter Christ retreat and participated in reunion/subsequent events, retreats held: November 2006, July 2013, January 2014, January 2015

Coordinated service learning project for the Children's Coalition for the Bayou Region through MKTG 450-Advertising course, 2006

Conducted Bayouland YMCA Membership Study (to assess membership needs/suggest future courses of action and improvements) and presented to YMCA Board of Directors at Terrebonne General Hospital, Houma, Louisiana, 2002-2003