

Resume

Stephen T. Barnett

Professor of Marketing Emeritus, Stetson University
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I. Education

A.B. Psychology, University of Georgia

MBA Marketing, Georgia State University

Ph.D. Georgia State University

Dissertation: *Marketing Knowledge and Operating Efficiency in a Nonprofit Organization: Goodwill of America*

II. Academic Experience

2016 – 2017: Management Center Innsbruck

- Adjunct Professor International Marketing June 2016
- Fulbright Visiting Professor March-June 2017 term

2015 – 2016: Florida International University, Temporary Executive and Adjunct Professor

- Directed FIU's Executive MBA program, assisted the new Associate Dean of the Chapman Graduate School, and taught the Masters of International Business Projects course.

2011 – 2015: Florida International University, Executive Faculty Director of MBA Programs

- In addition to managing the day to day academic issues I also developed and implemented strategic curricula initiatives for the Executive MBA, the Professional MBA, and the International MBA programs; my portfolio expanded in 2013 to include the Corporate MBA and the Healthcare MBA programs for a total of 7 MBA programs with total enrolment of 1,005 students.
- Chaired and served on the College of Business (COB) committees to fill the vacated positions of Executive Operations Director for MBA programs and Executive Marketing Director in 2011 to facilitate the creation of a strategic operations team.
- Chaired the COB committee and worked with a broad range of campus and business community stakeholders to successfully redesign and implement an innovative interdisciplinary EMBA curriculum.
- In collaboration with the Healthcare MBA director designed and implemented the Chapman Write2Lean program.
- Charter Director of the EMBA Consortium for Global Business Innovation <
<http://embaconsortium.org/>>.

2010 – 2015: Florida International University, Visiting Professor of Marketing

- Graduate Courses: MAR6816 Corporate Simulation, MAR6158 International Marketing, MAN6697 Masters Project in International Business

2010 – Spring Semester: Zhengzhou University (Henan Province, China), Visiting Professor of Marketing

- Undergraduate Course: Introduction to Marketing

2007- 2010: Arizona State University

- Director of Student International Advancement, Office of the Vice President for Global Engagement
 - Developed the idea of a Global Village Network & Service Platform to support the spirit and process of creative risk-taking of entrepreneurial faculty as they seek to create and/or implement innovative degree and non-degree educational programs for international students.
 - Organized and implemented the International Alumni Ambassador program the purpose of which is to create mutually beneficial relationships with outstanding alumni and increase international undergraduate enrollment.
 - Developed, implemented and reported on a survey of ASU faculty perception of Global Engagement Services.
 - Developed, implemented and reported on a study of the School of Management and Leadership alumni perceptions' of their curriculum and related international issues.
- Associate member, Arizona State University Emeritus College

1987-2007: Stetson University, DeLand, FL.

- Professor of Marketing, Emeritus 2007
- Dennis C. McNamara, Sr. Chair in Marketing
- Courses: Principles of Marketing, Marketing Management (case course), Retail Management, Sales Management, Consumer Behavior, Advertising, Marketing Decision-Making (MBA, JD/MBA & EMBA case courses), Global Marketing, Business Communications, Principles of Management
- Directorships:
 - European Business Seminar (Winter-Term course taught in Europe 1988-1995).
 - Summer Innsbruck Program, Innsbruck Austria 1987-2006
 - Latin America, Outcomes Assessment Program ADEN University 2002-2006
 - China Exchange 2001-2006
 - Renaissance Business Program, Bolzano Italy 2000-2006
- Tenured, 1992
- Promoted to Professor, 2000;
- Chair, Marketing Department 1996–1999; 2003-2007

1986-1987: Visiting Assistant Professor, The Citadel, Charleston, SC.

Courses taught: Marketing Introduction, Marketing Management (MBA), and Advertising.

1975-1979: Director of Management Programs, Emory University, School of Business Administration, Atlanta, GA.

Responsibilities included development and implementation of a marketing strategy for the Management Programs (Executive MBA was originally included in this program); also, taught Advertising and Retailing at MBA and undergraduate levels.

1970-1972: Assistant Professor, West Georgia College.

Courses taught include: Retailing, Principles of Marketing, Marketing Management, and Principles of Accounting at undergraduate and graduate levels.

1969-1970: Graduate Teaching Assistantship, Georgia State University.

Course taught: Introduction to Marketing.

III. Business Experience

1995-PRESENT: Associate, Linda Glover & Associates (LGA), College Admissions Marketing Consultants. Developed a portfolio of simulation and forecast models that help manage college enrollments. LGA has worked with 23 colleges and universities.

1979-1986 Principal, Furniture Brokers Inc., a marketing firm specializing in strategic studies and projects including the financing, management and sale of retail companies. Clients included: Colonial Audio Visuals, Atlanta, GA.; U.S. Federal Court/Greenville Galleries, Newnan, GA; Clemmons & Wheeler Furniture, Chattanooga, TN; Russel Furniture, Mableton, GA; Palmer Furniture, McRae, GA; Bryant /Sales, Vidalia, GA; DuBose & Davis Furniture, Savannah, GA.; Lovett Furniture, Savannah, GA.

1972-1975 President and CEO, Henson Furniture Inc. Hired as turnaround management for this eighteen-store retail chain. Developed and implemented strategy to release company from \$25 million in contingent liabilities, to have company at break-even within twelve months, and to sell company. All three objectives were accomplished.

1967-1969 Advertising Manager and Store Manager, Henson Furniture Company.

Responsible for developing a coordinated promotion strategy for the 13-store retail chain. Also managed the Newnan, Georgia, retail store. This store became the highest profit center in the chain during this period.

1963-1967 Industrial sales, Standard Oil Company of California. Responsible for all industrial petroleum and petrochemical sales for large metro territory.

IV. Recent Professional Meetings Attended

- 2013 EMBA Council, Houston TX, fall
- 2012 AACSB International Conference, San Diego CA
- 2012 Academy of Business Education Annual Meeting, Charleston, South Carolina, fall
- 2009 International Academy of E-Business Conference, Honolulu Hawaii, spring
- 2008 Academy of Business Education, Hilton Head, SC, fall
- 2008 IAEB Conference, San Francisco CA, spring

V. Recent Conference Papers

- 2013 “Rethinking the EMBA” EMBA Council, Houston TX, with Angel Burgos
- 2012 “Do German and USA Business Schools Agree on the Role the Academy Should Play in Promoting Corporate Social Responsibility and Socially Responsible Investing?” Academy of Business/financial Education Association Annual Meeting, Charleston SC, with Iris Uhlmann and Walfried Lassar
- 2010 “Does the Academy Need a New Mission?” World Universities Forum, Davos Switzerland, with D. Sparks
- 2010 “The Informal Sector in sub-Saharan Africa: Out of the Shadows to Foster Sustainable Employment and Equity” Accepted for the African Union's Second Congress of African Economists with D. Sparks
- 2009 “The Challenge of Assessing Faculty Intellectual Contributions” IAEB Conference, Hawaii, spring with D. Sparks.
- 2008 “The Challenge of Meeting AACSB’s ‘Ethical understanding and reasoning abilities’ Assurance of Learning Standard” Academy of Business Disciplines 2008 Conference, fall 2008, Ft Myers FL, with Vince Brenner and Michelle Laws
- 2008 “The Challenge of Assessing Faculty Intellectual Contributions: Results from a Preliminary Exploration” Academy of Business Education & Financial Education Association Conference, Hilton Head SC, fall, with Don Sparks and Gary Waissi
- 2008 “E-Business in Business School Curricula: Changes in Alumni Perceptions,” IAEB Conference, San Francisco CA spring, with Michelle DeMoss

VI. Publications

Recent Referred Journals

- 2010 “Does the Academy Need a New Mission?” *World Universities Forum Journal*, with D. Sparks and Lee Vickers
- 2010 “The Informal Sector in Sub-Saharan Africa: Out of the Shadows to Foster Sustainable Employment and Equity?” *International Business & Economics Research Journal*, With D. Sparks
- 2009 “The Challenge of Assessing Faculty Intellectual Contributions” *E-Business Review*, with D Sparks

2008 “E-Business in Business School Curricula: Changes in Alumni Perceptions” *E-Business Review*, with Michelle DeMoss

VII. Recent Proceedings

2008 “The Challenge of Assessing Faculty Intellectual Contributions: Results from a Preliminary Exploration” Academy of Business Education & Financial Education Association Conference, Hilton Head SC, fall, with Don Sparks and Gary Waissi

2008 “The Challenge of Meeting AACSB’s ‘Ethical understanding and reasoning abilities’ Assurance of Learning Standard” Academy of Business Disciplines 2008 Conference, fall 2008, Ft Myers FL, with Vince Brenner and Michelle Law

VIII. Research in Progress

- Variations in Project Based Learning (PBL) Pedagogy and Assessment, 2016-17 Fulbright U.S. Scholar Program
- Revision of Dave Nylén’s *The Marketing Decision-Making Handbook*, objectives set and copyright release obtained, electronic copies completed; literature search to update citations completed; update and revision of new chapters (1 – 4) completed; electronic publication scheduled for 2017

IX. Recent Grants and Proposals

2016 Fulbright U.S. Scholar Program for the 2016-2017, awarded by the Austrian-American Educational Commission (AAEC) and the Management Center Innsbruck (MCI)

2011 Kauffman Professor Grant, Florida International University

X. Recent Other Scholarly Activities

2010 Associate Editor *World Universities Forum Journal*

2008 Reviewer, the Academy of Business Education fall conference

XI. Recent Professional Development

2013 Harvey Brightman’s Master Teacher Workshop for Blended Curricula,

2011 Harvey Brightman’s Master Teacher Workshop

XII. Recent Service: Speeches, Seminars, and Interviews

2015 Member, Board of Directors, the EMBA Consortium for Global Business Innovation

- 2010 Tempe Sister Cities Board member
- 2009 Tempe Sister Cities Board member
- 2008 Selected as delegate for the Tempe Sister Cities visit to Trollhattan, Sweden to explore a twinning agreement

XIII. Recent Service: Committees, Programs, and Advisor

- 2015 Member, Board of Directors, the EMBA Consortium for Global Business Innovation
- 2012-15 Coach, FIU Case Competition Team, Florida Intercollegiate Case Completion, Tampa, FL
- 2011 Chair, Search Committee for Executive Director Operations MBA Programs

XIV. Recognition and Honors

- Director 2009-2010, Tempe Sister Cities
- Owner/Captain: 2005 Transatlantic voyage from Lagos Portugal to Daytona Beach Florida
- Stetson University School of Business Administration, Professor of the Year – 2004
- Owner/Captain: 2002 transatlantic voyage from Daytona Beach Florida to Lagos Portugal
- Promoted to Professor, 2000
- Appointed to the Dennis C. McNamara, Sr. Chair in Marketing, 2000
- First in Class: TransAt Daytona to Bermuda Open Ocean Race, record time 239:25 hours, June 1999
- Beta Gamma Sigma, Honor Society for Collegiate Schools of Business, selected for membership 1998
- Stetson Order of Omega, Outstanding Sorority Faculty Advisor of the Year, 1997 and 1999
- Omicron Delta Kappa (ODK), National Leadership Fraternity, Elected 1991
- Who's Who In Advertising, first listed 1990