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EDUCATION

D.B.A., Doctor of Business Administration, 1993, University of Memphis

Major: Marketing

Minors: Communication and Management

Dissertation: *Socialization and Interpersonal Influences on the Ethical Decision Making Climate in Service Organizations*. 166 pages.

M.B.A., Master of Business Administration, 1977, Southeast Missouri State University,

Cape Girardeau, MO

Marketing Concentration, Honors Graduate

B.S.B.A., Bachelor of Science in Business Administration, 1976, Southeast Missouri State University,

Cape Girardeau, MO

Marketing Management Major, Cum Laude

PROFESSIONAL EXPERIENCE

Interim Dean, Harrison College of Business (HCB), Southeast Missouri State University, July 1, 2017 to present

Responsibilities

- Lead the college's strategic planning process; articulate a vision for the college
- Participate in the shared governance of the university as a dean of the business college in the unit of Academic Affairs
- Curriculum oversight for 3 graduate degree programs and 11 undergraduate majors
- Budget responsibilities for \$6.7 million plus additional Foundation funds for program development
- Manage personnel review process for chairpersons, faculty and staff within three academic departments, the college's international business programs director, the college's graduate program director, and Catapult Creative House
- Coordinate recruitment, retention and effective communication with students
- Maintain and enhance donor and alumni relations, collaborating with the university's advancement office
- Lead efforts to maintain AACSB accreditation
- Manage the college's role in the university's accreditation in terms of setting program goals and collection of data for continuous improvement
- Communicate with external constituencies such as the college's St. Louis Corporate Advisory Council, regional business people and area Chambers of Commerce
- Serve as a HCB representative to appropriate business and professional associations

Accomplishments/Key Initiatives

- Student Retention Initiative: Organized a committee to create a freshmen gateway course to the BSBA degree which will introduce freshmen to all business disciplines and emphasize career

opportunities for each major within the BSBA degree. (BA101 The Business Universe is in the process of being approved by Academic Council)

- Assurance of Learning Initiative: Organized a college committee to review how we should continue to address an AACSB standard related to ethical reasoning and this has led to the development of a new course under review by Academic Council
- Effective Use of Resources and Growth of Majors: Spearheaded a college restructuring process of the three academic departments in the college to create a more equitably balanced distribution of the workload and management of the majors in the college. The proposal involved numerous meetings, email communication and voting by the college faculty. The proposal will be presented to the appropriate university entities during the first week of the spring 2018 semester.
- Student Recruitment: Collaborated with the university's publications department to develop a marketing communication collateral piece for the college
- Faculty Recruitment: Participated in the American Marketing Association's Placement in August to recruit an assistant professor of entrepreneurship; Met on campus with faculty candidates for positions in accounting and entrepreneurship
- Entrepreneurship programming: recruited alumnus and Silicon Valley entrepreneur, Anders Tjernlund to participate and present during our Global Entrepreneurship Week activities, November 14-16, 2017; Organized a panel presentation and set of classes during Oct. 12-13, 2017 for presentations by entrepreneurs, Tom and Judy Hendrick (Texas) and Douglas Greene (Oregon).
- Donor Development: Met with major donors to the university and the St. Louis Corporate Advisory Council as coordinated by University Advancement
- Student Experienced-Based Learning and Engagement: Further refined a proposal to develop a series of experiential learning labs within the college: sales lab; focus group research lab; finance and data analytics lab; hotel management lab
- Graduate Programs Development: Collaborating with the college's graduate programs director and Southeast Online to further enrollment gains in the healthcare management degree program and to rebrand the MBA
- Academic Affairs Restructuring: Provided restructuring concepts to the Provost; coordinated meetings with the Provost, HCB department chairs and members of departments considering alignment with the HCB
- Strategic Growth: Challenged HCB leadership team to review current majors and minors and to consider best strategies for developing new undergraduate and graduate curriculum in business data analytics and digital marketing

Director, Douglas C. Greene Center for Innovation and Entrepreneurship, Southeast Missouri State University. Appointed 2015 to present; served as Interim Director 2014-15

Responsibilities

- To advance the philosophy of being entrepreneurial among Southeast students; to develop the curriculum in entrepreneurship across the university; to provide co-curricular activities in entrepreneurship
- To manage the programming at Catapult Creative House, the student incubator and creative labs which is in its fourth year of existence; supervision of Catapult's operations manager and coordination with the Faculty Operations Committee (about 17 faculty from throughout the university)
- To communicate information about the Greene CIE and Catapult Creative House to internal and external constituencies
- To manage funds specified for entrepreneurship initiatives and scholarships for students in the area of entrepreneurship

Accomplishments/Key Initiatives

- In 2016 Catapult Creative House received an award by AACSB, Innovations that Inspire (one of 35 innovation initiatives selected from over 300 submissions by AACSB programs)
- Started a Speaker Series in 2016 which provides speakers/entrepreneurs from a variety of disciplines on the topic of entrepreneurship and creativity; managed publicity and arrangements for many of the speakers
- Recruited and participated in a committee to develop and promote two major student competitions each year: Southeast Innovation Challenge (idea for improving student life at Southeast) and another competition for pitching a start-up business concept
- Reaching out to other disciplines to participate at Catapult; Computer Science students are exploring involvement; Agriculture faculty are considering ways to be involved

CHAIRPERSON, Department of Management and Marketing, Southeast Missouri State University, July 1, 2005 to June 30, 2017

Responsibilities

- Lead the department through any strategic change initiatives; proactively seek growth opportunities
- Budget oversight of \$2.6 million
- Supervision of 20-21 full-time continuing faculty and staff and a number of part-time faculty
- Hire new faculty, including part-time; facilitate personnel reviews; provide recommendations in the promotion and tenure review process
- Manage curriculum and scheduling of classes for seven majors, two masters and a number of minors
- Monitor faculty advising of students
- Participate in the AACSB accreditation process, including data gathering and interpretation of the data
- Professional development of faculty: developing plans to help tenure-track faculty maintain scholarly academic status
- Represent department's interests to appropriate internal and external constituencies

Accomplishments/Key Initiatives

- Undergraduate enrollment doubled over 10 years (Fall 2007-Fall 2016) from 487 to 991 students; the total of 991 represented 62.8% of HCB undergraduates; largest department on campus in terms of majors
- Hired 11 tenure-track faculty over 12 year period as chairperson; 10 are still at the university
- Elected Moderator of the Chairpersons' Forum by academic department chairpersons and served in this leadership role for the university 2014-2016; served as Vice-Moderator 2012-2014
- Managed the move and effective transition of the Hospitality Management program from the Human Environmental Studies Department; involved two faculty and 100 majors in 2015
- Led the department's emphasis on "real-world" learning by embedding a requirement for majors in marketing and management to complete either an internship or study abroad experience; collaborated with a number of businesses to sponsor client-based projects in courses such as MK443 Integrated Marketing Communications Practicum, MK341 Public Relations and MK345 Introduction to Business Research; Served as department internship coordinator for at least 10 years and each year had 40-50 students placed in internships
- Coordinated a major change to the business administration major (name change and course requirements) to make it more flexible, cross-disciplinary within the college, ideally fitted for

transfer students and online students. This has resulted in making it the largest major in the college (448 majors in Fall 2017)

- Collaborated with the university's Academic Visioning Committee to develop majors in healthcare management: BS in Healthcare Management; BSBA in Healthcare Administration; MS in Healthcare Management. This outreach to a new student population has been highly successful with Fall 2017 enrollments of 111 undergraduate majors and 22 graduate majors since inception three years ago
- Chaired a proposal to add an Entrepreneurship major which was approved by the state (effective Fall 2018)
- Created a sales management option under the marketing major
- One of two chairpersons selected to serve on the committee developing the student creative lab and incubator which is now known as Catapult Creative House

FACULTY POSITIONS, Department of Management and Marketing, Southeast Missouri State University: PROFESSOR of Marketing, Fall 2003 to present; ASSOCIATE PROFESSOR, Fall 1997 – 2003; ASSISTANT PROFESSOR, 1992 – Summer 1997; INSTRUCTOR, 1984 – 1992.

Courses taught in most recent period (including online delivery methods for many): BA551 Managing and Growing New Ventures; MK343 Advertising and Promotion; MK447 Sales Management; MK341 Public Relations; UI400 Business and Ethics; MK443 Integrated Marketing Communication Practicum; BA600 Management Communication and Leadership; MK345 Introduction to Business Research; BA620 Quantitative and Qualitative Research Methods; MK473 Marketing Internship; MG473 Internship in Management

University Service has included multiple years of service on the University Studies Council (2003–2006 and 2010–2013), University Marketing Council, University Strategic Planning Committee, College Council, Program Review Committee, Academic Council, Administrative Council and service as chair of a number of search committees. Currently serving on the Deans' Council.

FACULTY INTERN/VISITING PROFESSOR, Fall 1998, Maritz Marketing Research, Inc., Fenton, MO.

GRADUATE TEACHING ASSISTANT. September 1987 – August 1988, Marketing Department, University of Memphis, Memphis TN. Granted leave of absence from Southeast Missouri State University to work on Doctorate in Business Administration.

MANAGER AND CO-OWNER. September 1978 – July 1987, September 1988–December 1989. MARCON, Cape Girardeau, MO. Developed a small marketing consulting firm into a regional advertising agency and marketing consulting business. Responsibilities included: consulting businesses on marketing and public relations needs and opportunities; planning advertising and public relations campaigns; writing ad copy for all media; designing ad layouts for all media; developing media budgets.

MANAGING PARTNER. November 1981 – July 1987, September 1988 – December 1989. MARCON Enterprises, Cape Girardeau, MO. Started an advertising specialty/business gift sales business. Contacted and acquired suppliers of advertising specialties and business gifts. Organized company's system of ordering, purchasing, billing, credit policy, and pricing. Trained sales staff. Created an established clientele for the firm.

PROFESSIONAL SERVICE

National/International

MBAA International, President 2011–2012, President-Elect and Program Chair, 2010–2011, Board Member, 2007–2016. MBAA International is an association of twelve organizations covering the business disciplines, including MMA (see below). The organization has presented an annual conference in Chicago for nearly 50 years with a focus on providing professional development in scholarship and pedagogy for business professors (attendance ranging from 750-825 with hundreds of universities represented).

Chair, Marketing Committee, Optimist International, 2010–2011. Appointment was by the OI President, 2010–11, Danny Rogers of Fort Worth, Texas. The committee is comprised of 3 individuals and they bring strategic marketing recommendations to the Board and coordinate the integration of marketing efforts across all OI committees.

Appointed to the Marketing Committee, Optimist International, 2014-2015 and 2008–2009.

Appointed to the Research and Development Committee, Optimist International by OI President Theo Golding from Kingston, Jamaica. Developed a research agenda for the service organization and was directly involved in implementing the research projects, 2007–2008.

Marketing Management Association (MMA), President 2005–2006, President-Elect 2004–2005, Vice-President 2003–2004, Secretary 2002–2003, Treasurer 2001–2002; Fall Educators' Conference Program Chair and Proceedings Editor 2000, 2001; Publications Council, 1999–2001, 2006, Board of Directors, 1996–1999. The Marketing Management Association is an international association dedicated to developing more effective marketing educators and scholars. Founded in 1977 as a mid-west area higher education group, the association has grown to include 400 academic members from across the nation and around the world. The MMA meets twice each year, including a spring conference in Chicago to discuss groundbreaking scholarly research in business and a fall conference (rotating location) to share ideas for professional development and teaching effectiveness. Our membership represents a diversity of higher education institutions, public and private. Members are primarily teachers of marketing courses with some members representing other business disciplines—management, accounting, finance, economics. Our membership also includes authors of popular textbooks in business.

Conference Facilities and Sponsors' Chair of the Fall Educators' Conference, Marketing Management Association, 2000, 2001, 2002, 2003, 2005, 2006. This role includes selecting and negotiating a contract with a hotel for conference facilities and guest rooms, assisting the program chair in promoting the conference, selecting social and meal activities, recruiting paid sponsors (textbook publishers), recruiting business speakers, managing the registration process, managing the budget and supervising all on-site activities for conference attendees and their guests. Approximately 125–150 members attend the conference each year.

Spring Conference Program Chair, Marketing Management Association, held in Chicago, IL, March 16–18, 2005 in conjunction with the MBAA conference. Duties included designing and mailing a call for papers and panel proposals. Fifteen track chairs were recruited for helping with the solicitation and review process (double-blind review process). Over 160 individuals are listed in the Program which was completed in November, 2004. As program chair, I also recruited business executives to participate as speakers at the conference.

Co-Editor, *Journal for Advancement of Marketing Education*, 2006 to 2008.

Member, Advisory Board, Online Business Ethics Certificate Program, Colorado State University, 2003–2005.

Member, Postsecondary Program Advisory Council, Delta Epsilon Chi, a college division of DECA, 2001–2003.

Optimist International, St. Louis, Missouri. Coordinated mail surveys of general membership and club presidents. Analyzed and interpreted survey results, 1989 and 2000.

Regional

Co-Chair, Marketing and Small Business Conference, Oct. 25, 2016. Developed a half-day conference for area business people and co-coordinated the Triumph Award Luncheon. The 2016 recipient was Crader Distributing Company/Blue Mountain Equipment STIHL. President Stan Crader accepted the award. This was a collaboration with the Tri-State Advertising and Marketing Professionals, the Douglas C. Greene Center for Innovation and Entrepreneurship and the Department of Management and Marketing. Attendance = 160

Co-Chair, Marketing and Small Business Conference, Sept. 22, 2015. Developed a half-day conference for area business people and co-coordinated the Triumph Award Luncheon. The 2015 recipient was Auto Tire & Parts. President Greg Stroup accepted the award. This was a collaboration between the Tri-State Advertising and Marketing Professionals, the Douglas C. Greene Center for Innovation and Entrepreneurship and the Department of Management and Marketing. Attendance = 150

Dalhousie Real Estate, 2004 to 2008: Marketing consulting; special event promotion and planning; advertising consulting; social club promotion; coordination with real estate agencies. (This is a real estate development in Cape Girardeau of approximately 1000 acres adjacent to the Dalhousie Golf Course, the number one course in the state of Missouri, *Golf Digest*, 2007-8, 2009-10).

Vice President, ADDY Chair, Tri-State Advertising and Marketing Professionals, 2003 to 2007. Coordinated the ADDY competition for the region (a competition for creativity in advertising, affiliated with the American Advertising Federation). This organization is comprised of practitioners in advertising, marketing and public relations and is affiliated with the American Advertising Federation. The chair is involved in coordinating the judging process (out-of-market) and coordinating an awards banquet with multi-media presentation of the entries and awards. The organization regularly has 150 entries and 125 to 150 individuals attend the awards banquet. The ADDY competition is a world-recognized competition in which winners at the national level must first start the recognition at the local club competition.

Marketing Ethics Track Chair for manuscripts submitted to the Marketing Management Association's Spring 2000 Conference.

Director-at-Large for 9th District (Missouri, Iowa, Nebraska, Kansas) of the American Advertising Federation, 1993–1994, 1996–1997.

Business Ethics Track Chair for manuscripts submitted to the Southwestern Marketing Association Annual Conference Proceedings, Fall 1997.

Promotion Management Track Chair for manuscripts submitted to the Midwest Marketing Association Annual Conference Proceedings, Fall 1995.

Coordinated a telephone survey research project for KBSI-TV, Fox 23, Spring and Summer 1995.

Coordinated the development of a mail questionnaire to troop leaders and analyzed the results, Otahki Council, Girl Scouts of America, Spring 1994.

Local

Initiated the formation of a Collegiate Optimist Club with a focus on social entrepreneurship, recruited Dr. Scott Johnson to assist with the formation of the club, meetings began in November, 2006. Co-Coordinator of the first College Forum at the Optimist International Convention in Montreal, Canada, July 5–6, 2007.

Member of Board of Directors, 1996–1999, Cape Girardeau County, American Cancer Society, Publicity Chairman for their major fund-raiser, the Gala, 1996–1998; Individual/Corporate Sponsor Committee, 1992–1994.

Élan Day Spa and Esthetics Centre, New business development, grand opening publicity campaign and corporate image brochure development, 1998.

President, 1995–1996, Founder of local chapter, 1992–1993, Member of Board of Directors 1993–1997 of Tri-State Advertising and Marketing Professionals (formerly the Advertising Federation of Southeast Missouri).

Board of Directors, 1996–1999, 1979–1983, Cape River Heritage Museum.

Small Business Institute Case for Panache, Ltd., Cape Girardeau, Missouri. Summer 1987. Conducted focus group sessions and telephone surveys to ascertain customer attitudes. Gave suggestions for advertising strategy.

Member, 2003 to present, 1979–1987, Cape Girardeau Chamber of Commerce, former member of Tourism Council and Publicity Committee. Initiated the idea of a festival on the river, called the “Riverfest” which lasted for about 20 years, drawing 20,000 its first year. Started the Action newsletter to members.

Charter Member, Excelsior Optimist Club, 1987–2005.

Co-Chairman, 1986, Great American Smoke-out Campaign for local American Cancer Society.

President, 1985–1986, Local Chapter of the National Federation of Business and Professional Women.

Member, Employee Contributions Committee, Cape Girardeau United Way, 1985 and 1986.

Service Chairman, 1984–1985, local chapter of Zonta International.

Developed several integrated marketing communications plans and public relations plans for businesses and organizations which have included the Cape Girardeau Community Concert Association, University Student Activities Council, and the American Cancer Society.

Supervised several marketing research projects, including those for Coca-Cola USA Fountain and Rhodes Convenience Stores, KFVS-TV, and Credit Bureau Services.

AWARDS

“Executive of the Year Award for 2012,” Girardot Chapter, International Association of Administrative Professionals.

“2010 Article of the Year” presented at the 2011 MMA Fall Educator’s Conference: Cherry, John and Judy A. Wiles (2010), “Revisiting Professional Development: Reconciling the Needs and Responsibilities of Faculty, Researchers and Administrators with the New Realities in Higher Education,” *Journal for Advancement of Marketing Education*, 16 (Summer), 43–51.

MMA Fellow Award, a distinguishing award to recognize long-time contributions by a member to the Marketing Management Association, presented at its annual meeting in Chicago, March 19, 2009.

Silver Medal Award, 2008, Tri-State Advertising and Marketing Professionals. This organization is comprised of practitioners in advertising, marketing and public relations and is affiliated with the American Advertising Federation. The award is given annually to someone who has 1) made a significant contribution to his/her employer or business, 2) demonstrated creative ability in their field, 3) contributed to the general advancement of advertising in our community and 4) given back to the community with a passion.

Marketing Excellence Award, 2008, Presented by the Marketing Management Association in recognition to the contributions to the association and the field of marketing.

Collaborated with The Wright Group, a leading graphic design company in the development of printed literature for Dalhousie Real Estate. I wrote most of the copy for the integrated marketing communication pieces. The 4-color brochure won an ADDY of Distinction and Best of Show-Print in the 2005 Tri-State Advertising and Marketing Professional’s ADDY Awards Competition.

Advisor of the Year Awards by National Delta Epsilon Chi and Missouri Delta Epsilon Chi, 2001.

SCHOLARLY ACCOMPLISHMENTS

National/International Refereed Journal Publications

Holt, Sarah J. and Judy A. Wiles (2011), “The Hippocratic Oath on Trial,” *Journal of the International Academy for Case Studies*, 17 (5), 135–40. Instructor Notes for “The Hippocratic Oath on Trial,” *Journal of the International Academy for Case Studies, Instructors’ Notes* Vol. 17 (6), 113–19. Also appeared in the *Proceedings of the International Academy for Case Studies*, Conference in New Orleans, LA, April 15–18, 2010.

Cherry, John and Judy A. Wiles (2010), “Revisiting Professional Development: Reconciling the Needs and Responsibilities of Faculty, Researchers and Administrators with the New Realities in Higher Education,” *Journal for Advancement of Marketing Education*, 16 (Summer), 43–51.

Easter, B.A., Judy A. Wiles, and E. Leoni (2008), “A Collegiate Athletic Brand Transformation: Rebranding a Native American Brand Identity,” *International Journal of Sport Management and Marketing*, 3, (1, 2), 100–18.

Wiles, Judy A. and Charles R. Wiles, (2003), "On the Fast Track to Increasing Fountain Drink Sales at C-Stores," *Journal of the International Academy for Case Studies*, 9 (3) 5 and *Journal of the International Academy for Case Studies–Instructors Notes*, 9 (4), 1–4.

Wiles, Judy (2003), "New Vision: Fund-Raising, Tax Credits and Marketing Strategy," *Journal of the International Academy for Case Studies*, 9 (1), 19–26 and *Journal of the International Academy for Case Studies–Instructors' Notes*, 9 (2), 21–26.

Wiles, Judy A. (2002), "Derived Importance-Performance Analysis: A Diagnostic Tool for "Main Street Planners," *Academy of Marketing Studies Journal*, 6 (2), 141–49.

Wiles, Charles and Judy Wiles (1998), "Using Hofstede's Masculinity Scale for Cross-Cultural Advertising Research," *Journal of Business and Behavioral Sciences*, 4 (3), (Fall), 52–60.

Holt, Dennis, Kenneth Heischmidt, Hamner Hill, Bambi Robinson, and Judith Wiles (1998), "When Philosophy and Business Professors Talk: Assessment of Ethical Reasoning in a Cross Disciplinary Business Ethics Course," *Teaching Business Ethics*, 1, 253–68.

Wiles, Charles R., Judy A. Wiles, and Anders Tjernlund (1996), "The Ideology of Advertising: The United States and Sweden," *Journal of Advertising Research*, 36 (3), 57–66.

Wiles, Judy, Charles Wiles, and Anders Tjernlund (1995), "A Comparison of Gender Role Portrayals in Magazine Advertising: The Netherlands, Sweden, and the USA," *European Journal of Marketing*, 29 (11), 35–49.

Wiles, Charles and Judy Wiles (1995), "Cordia Head Support: A Medical Innovation," *Journal of the International Academy for Case Studies*, Winter, Volume II, Number 2, Instructor's notes and the case appeared in the *Proceedings for the International Academy for Case Studies*, (Fall), 169–71.

Wiles, Judy and Bettina Cornwell (1990), "A Review of Methodologies Utilized in Measuring Affect, Feelings and Emotion in Advertising," *Current Issues and Research in Advertising*, 241–75.

Wiles, Judy A., Charles R. Wiles, and Peter J. Gordon (1989), "Ethical Attitudes of Marketing Managers: A Comparison of Small Businesses and Fortune 500 Companies," *Business Insights*, (Fall/Winter), 34–38.

Chapters in Scholarly Books

Easter, B.A., D. Kaverman, E. Leoni, and J. Wiles (2007), "Metamorphosis of a Collegiate Athletic Brand: Creating a Viable Alternative from the Native American Nickname/Mascot Dilemma," *Sport Marketing in the New Millennium: Selected Papers from the Third Annual Conference of the Sport Marketing Association* (November 2005), Brenda Pitts, Editor, pp. 237–47.

Applied Research Reports

Cherry, John, Bruce Domazlicky, Judy Wiles, and students in the Fall 2011 Introduction to Business Research Class (2012), *The Economic Impact of Southeast Missouri State University On the Cape Girardeau Area and Its Service Region*. Research project was commissioned by the President of Southeast Missouri State University. The release of the monograph (45 pages) occurred at a Cape Girardeau Chamber of Commerce event where the President and the authors presented the research results

(approximately 175 attended). A brochure was developed for dissemination at the event in addition to the research monograph. Press releases were also distributed by the university's News Bureau.

Article entitled, "Optimists: Who and What Are We?" in *The Optimist*, published by Optimist International, Spring 2009, pp. 20–21, (circulation 113,000 members) is comprised of the research results reported by Judy Wiles and Charles Wiles, "A Three Decade Analysis of Optimist Clubs, Members, Presidents (1989–2008), and Insights Into the Service Club World."

Wiles, Judy and Charles Wiles, "A Three Decade Analysis of Optimist Clubs, Members, Presidents (1989–2008), and Insights Into the Service Club World," presented to the Optimist International Board of Directors on Dec. 5, 2008, St. Louis, MO. Optimist International, the fourth largest service club organization in the world sponsored the survey research of club members and club presidents that I coordinated in the summer of 2008. The 2007–2008 President of the organization, Theo Golding of Jamaica requested my supervision of the research project. Data were compiled and then compared to a series of past surveys and information available from other service club organizations. I conducted the data analysis and was the primary writer of the report. (62 pages).

Wiles, Judy, "Campus Life Focus Groups Report," a report on a series of focus groups conducted for Student Government of Southeast Missouri State University and later presented at the Board of Regents meeting on April 19, 2005. I served as moderator for the focus groups and reported the research results to the Student Government President, the University President and the Board of Regents. The Board agreed to raise student credit hour fees as a result of the reports presented by and for Student Government.

Wiles, Judy, Michele Elder, Anna Tripp, Ed Leoni and Charles Wiles, "Southeast Missouri State University Mascot/Nickname Survey Research Report," June 15, 2004. The survey research was conducted at the request of the Board of Regents for the purpose of assessing opinions of important stakeholder groups (alumni and students) regarding the continued use of the Indian/Otahkian mascot and nicknames for the institution. I was involved in designing the methodology, was the primary writer of the report and presented the results to the Board of Regents on June 30, 2004. The Board unanimously voted to retire the use of the Indian/Otahkian nicknames at this meeting.

Wiles, Judy and MK345 students, Spring 2003, "Southeast Missouri State University Student Expenditures in the Cape Girardeau Area," August 5, 2003. The project was sponsored by the University President's Office. The report was 33 pages plus appendices. Although students were integrally involved in the data collection, I did an extensive amount of work formulating the methodologies, supervising the data collection, reviewing and editing the data and served as primary author of the report. The data was part of a broader understanding of the university's economic impact. The University Relations Dept. created a brochure highlighting the results of the study for use in disseminating the survey results. The report was presented at a press conference on August 22, 2003, resulting in some news articles in local media. Presentations to the membership of the Cape Girardeau Chamber of Commerce on Sept. 5, 2003 and the Noon Lion's Club on Nov. 5, 2003 followed.

Wiles, Judy, (2002), "Riverside Regional Library: Citizen Survey 2002," 87 pages plus appendices. Served as the Project Director for a federally-funded survey research project for the library. My vita was submitted to the Institute of Museum and Library Services, Washington D.C. for approval to supervise the survey research. The project involved the development of survey research instruments for four target groups, the distribution of the surveys, the data analysis and reporting of the results. The Riverside Regional Library has six public libraries in three counties: Cape Girardeau, Perry, and Scott. Report submitted to Missouri Public Library and the Institute of Museum and Library Services, Wash. D.C. Report available in the six library branches and disseminated in a condensed form to the region.

“An Analysis of Consumers’ Attitudes and Preferences of Shopping Districts in Cape Girardeau,” May 13, 1999, 89 pages plus appendices, prepared for the Downtown Revitalization Committee of the Cape Girardeau Pride Coalition and the “Main Street” Steering Committee, and distributed to managers of West Park Mall and Town Plaza, Cape Girardeau, Missouri. I provided most of the data analysis as well as edited, revised, and reformatted MK345 students’ reports of the results of survey research and focus group research.

National/International Proceedings

Holt, Sarah, Heather McMillan and Judith Wiles (2018), “Optimizing Growth: Retention Strategies in Healthcare Administration Programs,” *Proceedings of the Business and Health Administration Association*. (forthcoming)

Wiles, Judy (2005), “Southeast Missouri State University’s Athletic Identity is More Than a Nickname: The Birth of a Brand and a Tradition,” an abstract in *2005 Proceedings of the International Academy for Case Studies*, 12 (1), 95.

Wiles, Judy (2004), “Implementing the Seven Principles for Good Practice in Undergraduate Education: Leveraging Technology to Emphasize Time on Task,” *2004 Marketing Management Association Fall Educators’ Conference Proceedings*, September 15–18, 2004.

Wiles, Judy and Yves Damoiseau (2004), “The Ethics of P & G’s Spy Tactics Against Unilever,” an abstract in *2004 Proceedings of the International Academy for Case Studies*, 11 (1), 121–22.

Wiles, Judy (2003), “The Slogan Development Process,” an abstract in *2003 Proceedings of the Academy of Marketing Studies*, 8 (1), 87.

Wiles, Judy A. and Charles R. Wiles (2001), “Increasing Fountain Drink Sales at C-Stores,” *Proceedings of the International Academy for Case Studies*, April 4–7, 8 (1), 55–56.

Wiles, Judy and Steven Hoffman (2000), “The Main Street Program and its Impact on Downtown Retailing,” *Proceedings of the American Society of Business and Behavioral Sciences*, February, 407–14.

Wiles, Charles R. and Judy A. Wiles (1999), “The Use of TQM in Reviewing a Marketing Department: A Cynical View,” panel chair and presenter, a paper presented at the Marketing Management Association Fall Educators’ Conference, September 10, 1999, St. Louis, MO, *Marketing Management Association 1999 Educators’ Conference Proceedings*, 89–90.

Wiles, Charles R. and Judy A. Wiles (1998), “A Cross-Cultural Comparison of Female Role Portrayals in Magazine Advertising in Brazil, Denmark, Japan, Turkey, and the United States Using Hofstede’s Masculinity Scale,” *1998 Proceedings of the American Society of Business and Behavioral Sciences*, (Spring), 176–81.

Wiles, Judy A. and Charles R. Wiles (1998), “Developing Effective Student Teams,” *Marketing Management Association 1998 Educators’ Conference Proceedings*, (Fall), 8–9.

Wiles, Judy A. (1997), “Student Career Placements – A Partnership Between Faculty and Students,” *Marketing Management Association 1997 Educators’ Conference Proceedings*, (Fall), 38–39.

Wiles, Judy A. (1997), “Marketing Department Internships at Southeast Missouri State University,” *Marketing Management Association 1997 Educators’ Conference Proceedings*, (Fall), 61–62.

Buckenmyer, James, Charles R. Wiles, and Judy A. Wiles (1997), "The Zenith Foundation I: A Not-For-Profit Organization," *Society for Case Research, 1997 Proceedings*, (Spring), 28–33.

Buckenmyer, James, Charles R. Wiles, and Judy A. Wiles (1997), "Zenith Foundation II," *Society for Case Research, 1997 Proceedings*, (Spring), 34–35.

Wiles, Judy A. (1996), "Business Ethics in the General Education Curriculum," *Marketing Management Association 1996 Educators' Conference Proceedings*, (Fall), 43–44.

Wiles, Judy A. and Charles R. Wiles (1995), "Marketing a Low Fat Doughnut," *Proceedings of the International Academy for Case Studies*, (Fall), 181–184.

Wiles, Judy A. and Charles R. Wiles (1995), "Marketing Strategy for the Changing Service Club Environment," *Trends in Modern Business, Proceedings of the 1995 National Conference of the Academy of Business Administration*, 809–16.

Wiles, Charles R., Judy A. Wiles, and Fadi Al-Wahaidi (1994), "A Cross-Cultural Comparison of Male and Female Role Portrayals in Magazine Advertising in the US and Kuwait," *World Business Trends- Proceedings of the 1994 International Conference of the Academy of Business Administration*, 605–12.

Wiles, Charles R., Peter J. Gordon, Judy A. Wiles, and Jack L. Sterrett (1993), "Focus Groups: Alternative Market Research Tool For Health Care Providers," *Business Topics, New Directions- Proceedings of the 1993 International Conference of the Academy of Business Administration*, 457–62.

Wiles, Judy A. and Charles R. Wiles (1991), "The Teaching of Business Ethics By Schools of Business: Past, Present and Future," *Proceedings of the National Conference on Ethics in America*, (January), 292–300.

Wiles, Judy A., Charles R. Wiles, and Peter J. Gordon (1990), "Attitudes Toward Business Ethics: A Comparison of Small Business Managers and Executives of Large Corporations," *Proceedings of the National Conference on Ethics in America*, (January), 31–41.

Gordon, Peter J., Charles R. Wiles, and Judy A. Wiles (1990), "The Perception of Business Ethics in the U. S. and Britain," *Proceedings of the International Academy of Management and Marketing*, (March), 191–196.

Gordon, Peter J., Charles R. Wiles, and Judy A. Wiles (1990), "The Development of Culturally Congruent Ethical Standards for Multinational Corporations," *Proceedings of the Third World Conference*, (Spring).

Wiles, Judy A. and Emin Babakus (1988), "Comparative Advertising with Direct Mail: Some Insights and a Descriptive Model for Marketing Financial Services," *Proceedings of the 1988 Annual Meeting of the Decision Sciences Institute*, (November), 697–99.

Hekmat, Firooz, Charles R. Wiles, and Judy A. Wiles (1987), "An Assessment of Potential Business Incubator Services: A Pilot Study of Existing Small Business Managers," *New Directions and New Dimensions*, Proceedings of the 1987 Small Business Institute Directors' Association National Conference, (February), 176–84.

Gordon, Peter J., Charles R. Wiles, and Judy A. Wiles (1986), "A Study of the Ethics of Small Business Managers," *The Impact of the Eighties on Small Business Trends and Issues*, Proceedings of the 1986 Small Business Institute Director's Association National Conference, (February), 454–60.

Regional Refereed Proceedings

Wiles, Judy A. and Bettina Cornwell (1990), "Innovative Techniques Utilized in the Measurement of Affect, Feelings and Emotion in Advertising," *Advances in Marketing*, Proceedings of the Southwestern Marketing Association Conference, (March), 253–56.

Wiles, Charles R. and Judy A. Wiles (1987), "A Model for Promoting Checking Accounts: The Repositioning of Savings and Loans in a Deregulated Environment," *Marketing Issues and Trends*, Proceedings of the Atlantic Marketing Association Annual Conference, (October), 612–19.

Published Book Reviews

Wiles, Judy, Book Review of *Integrity Management: A Guide to Managing Legal and Ethical Issues in the Workplace*, by Debbie Thorne LeClaire, O.C. Ferrell and John P. Fraedrich. Tampa FL: University of Tampa Press, 1998, 181 pp., in the *International Journal of Organizational Analysis*, Vol. 7, No. 2 (April 1999), pp. 190–193.

PROGRAM APPEARANCES (which are in addition to presentations of papers published in conference proceedings)

National

Panelist: Holt, S. and Wiles, J. "Case Study: HIPPA Compliance and Friendship at Odds," Allied Business Academies, New Orleans, LA, March 30, 2016.

Invited Presentation: "Revisiting Professional Development: Reconciling the Needs and Responsibilities of Faculty, Researchers and Administrators with the New Realities in Higher Education," 2011 Marketing Management Association's Fall Educators' Conference, St. Louis, MO, September 23, 2011.

Invited Presentation: Two sessions of "21st Century Marketing at the Club Level," 93rd Annual Optimist International Convention, July 3–5, 2011.

Panelist: "The Role of MMA in Career Development," 2010 Marketing Management Association's Fall Educators' Conference, Indianapolis, IN, Sept. 29, 2010.

Panelist, "Managing Client-based Projects," at the 12th Annual Marketing Management Association Fall Educators' Conference, St. Louis, MO Sept. 28, 2007.

Panelist, "Network and Relationship Building," at the 11th Annual Marketing Management Association Fall Educators' Conference, Nashville, TN, Sept. 22, 2006.

Session presentation, "Online Ethics Debates" in a session, "Teaching Ethics in a Changing World," for the Marketing Management Association Spring Conference, March 18, 2004, Chicago, IL.

Session Presentation, "How to Build Students' Skills in Marketing, Management, and Communications: The Delta Epsilon Chi Approach," MMA Fall Educators' Conference, September 26, 2002, Memphis, TN.

Session presentation, "Split Personality at Beta Foundation," for the International Academy for Case Studies Conference, April 8, 2000, co-presented with Charles R. Wiles.

Session presentation, “The Case of the Inferior Questionnaire,” for the International Academy for Case Studies Conference, April 8, 2000.

Session presentation, “The Values Conveyed by Magazine Advertisers: U.S. and Germany,” for the American Society of Business and Behavioral Sciences Conference, February 20, 2000, Las Vegas, NV, co-presented with Charles R. Wiles.

Session presentation, “Use of Baldrige Criteria for Self-Assessment of a College of Business,” for the American Society of Business and Behavioral Sciences Conference, February 19, 2000, Las Vegas, NV, co-presented with Charles R. Wiles.

Session presentation, “Customer Satisfaction Measures Used in a Downtown Redevelopment Survey,” for the Marketing Management Association Spring Conference, March 2, 2000, Chicago, IL.

Presented a paper entitled, “Attitudes and Intentions Regarding Ecological Aspects of Packaging: Subcultural Variations,” by T.B. Cornwell and C. Schwegler, Annual Meeting of the American Academy of Advertising, March 1992.

“Achieving Teaching/Learning Goals While Serving a Community Organization or Business,” panel chairperson and presenter, Annual Conference of the Marketing Management Association, March 14, 1997, Chicago, IL.

Regional

Panel presentation, “Commitment to Our Community,” for a professional organization, Southeast Missouri Chapter of MGMA, November 6, 2017, Southeast Missouri State University campus, attended by healthcare professionals and students.

Served as a panel presenter for the session, “Strategies to Enhance Student Communication Skills” for the 5th Annual Community College Curriculum & Student Learning Conference, November 9, 2001, Southeast Missouri State University.

Served as a panel presenter for the session, “Bringing the Real World into the Classroom” for the 3rd Annual Curriculum & Student Learning Conference (a conference for business faculty of Southeast Missouri State and area community college faculty), October 22, 1999, Southeast Missouri State University.

Workshop Presenter, “The Magic is Within You!” Leadership workshop created and presented to the Professional Secretaries International District Conference, May 16, 1998, co-presented with Charles R. Wiles.

GRANTS

“An Analysis of Political Opinion Leadership Among 18–25 Year Old College Students,” a survey research project funded by the Grants and Research Funding Committee, Southeast Missouri State University, 1996, with Peter Bergerson (Political Science Dept.), Tom Harte (Speech Communication and Theatre Dept.) and Charles R. Wiles (Marketing Dept.). Amount funded: \$2402.00.

National Mail Survey entitled, “Attitudes Toward Business Ethics: A Comparison of Small Business Managers, Executives of Large Corporations, and the General Public,” Grants and Research Funding Committee, Southeast Missouri State University, 1986, with Charles R. Wiles and Peter J. Gordon. Amount funded: \$3500.00.