

FOREST R. DAVID

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EDUCATION

MISSISSIPPI STATE UNIVERSITY STARKVILLE, MS
College of Business, Department of Management
Completed Two Years of Coursework for a Doctor of Philosophy (Ph.D.) in Business
Administration Degree (Major: Strategic Management, Minor: Quantitative Methods, 2001-2003
GPA: 3.44/4.0 (no degree)

FRANCIS MARION UNIVERSITY FLORENCE, SC
School of Business, Department of Management
Master of Business Administration (MBA) Degree received in May 2001
FMU is AACSB accredited at both the undergraduate and MBA levels.

AUBURN UNIVERSITY AUBURN, AL
Raymond J. Harbert College of Business, Department of Management
Bachelor of Business Administration (BBA) Degree received in May 1999
Major: Management

TEACHING EXPERIENCE

FRANCIS MARION UNIVERSITY FLORENCE, SC
School of Business 2014-2016
Team Teaching Strategic Management Classes
Spring 2015 and Fall 2014 Average Student Evaluation Scores based on "Overall Quality of
Instruction" 1.26/5.0 and 1.31/5.0 with 1.0 being "Excellent."

FRANCIS MARION UNIVERSITY FLORENCE, SC
School of Business 2008-2010
Assistant to the Dean for Accreditation Research and Instructor of Management
Taught: Strategic Management, Principles of Management, Organizational Behavior, Intro to
Business, and Management Internship. Worked with the Associate Dean on AACSB 5th year
review.

FRANCIS MARION UNIVERSITY FLORENCE, SC
School of Business 2004-2008
Adjunct Instructor of Management
Taught: Principles of Management and Intro to Business. Employed during the dates listed
above but not continuously.

CAMPBELL UNIVERSITY
College of Business

Adjunct Professor of Management

Taught: Principles of Management and Human Resource Management

BUIES CREEK, NC
August 2003 – December 2003

MISSISSIPPI STATE UNIVERSITY
College of Business, Department of Management

Instructor of Management

Taught: Strategic Management

STARKVILLE, MS
2002 – 2003

PUBLICATIONS

STRATEGIC MANAGEMENT TEXTBOOKS

David, Fred R., **David, Forest R.** and David, Meredith E. 2020. *Strategic Management Concepts and Cases – A Competitive Advantage Approach*, 17th Edition. Pearson Education: Hoboken, N.J. (forthcoming 1-2-19).

David, Fred R., **David, Forest R.** and David, Meredith E. 2020. *Strategic Management Concepts – A Competitive Advantage Approach*, 17th Edition. Pearson Education: Hoboken, N.J. (forthcoming 1-2-19).

Note: This is a mainstream strategic management textbook consisting of 11 chapters, 64 assurance of learning exercises, and 30 cases, totaling 691 pages. This text is globally available in many languages, including Chinese, Japanese, Farsi, Thai, Spanish, Indonesian, Malaysian, Vietnamese, and Arabic. This textbook is used in Japan, China, India, Malaysia, Mexico, Peru, Indonesia, Pakistan, Ireland, Singapore, and the Middle East, and the USA. See www.strategyclub.com

David, Fred R. and **David, Forest R.** 2017. *Strategic Management Concepts and Cases – A Competitive Advantage Approach*, 16th Edition. Pearson Education: Hoboken, N.J.

David, Fred R. and **David, Forest R.** 2017. *Strategic Management Concepts – A Competitive Advantage Approach*, 16th Edition. Pearson Education: Hoboken, N.J.

David, Fred R. and **David, Forest R.** 2015. *Strategic Management Concepts – A Competitive Advantage Approach*, 15th Edition. Prentice Hall Publishing Company: Upper Saddle River, N.J.

David, Fred R. and **David, Forest R.** 2015. *Strategic Management Concepts and Cases – A Competitive Advantage Approach*, 15th Edition. Prentice Hall Publishing Company: Upper Saddle River, N.J.

JOURNAL ARTICLES

David, Fred R., Meredith E. David, and Forest R. David. 2017. The integration of marketing concepts in strategic management courses: An empirical analysis. *SAM Advanced Management Journal*, 82, (1), Winter 2017, p. 26-36.

David, Fred R., Meredith E. David, and Forest R. David, "How important is finance coverage in strategic management? A content analysis of textbooks," *International Journal of Management and Human Resources (IJMHR)*, 4, no. 1, (Winter 2016), p. 64-78.

David, Fred R., Forest R. David, and Meredith E. David. 2016. Benefits, characteristics, components, and examples of customer-oriented mission statements. *International Journal of Business, Marketing, and Decision Sciences (IJBMDs)*, 9(1): 19-32.

David, Meredith E., Fred R. David, and Forest R. David. 2016. The quantitative strategic planning matrix: A new marketing tool. *Journal of Strategic Marketing*, 3 (April 2016), 1-11.

David, Meredith E, David, Forest R, and David, Fred R. 2014. Mission statement theory and practice: A content analysis and new direction. *International Journal of Business, Marketing, and Decision Sciences (IJBMDs)*, 7(1): 95-109.

David, Fred R. and David, Forest R. 2011. Comparing management curricula with management practice. *SAM Advanced Management, Journal* 76(3): 48-55.

David, Fred R, David, Meredith E, and David, Forest R. 2011. What are business schools doing for businesses today? *Business Horizons*, 54(1): 51-62.

David, Meredith E, David, Forest R, and David, Fred R. 2009. The Quantitative Strategic Planning Matrix (QSPM) applied to a retail computer store. *Coastal Business Journal*.

Musa, Mario and David, Forest R. 2007. Krispy-Kreme Doughnuts *University of Mostar Journal (Bosnia)*, 26 (5): 75-89.

Peyrefitte, Joe and David, Forest R. 2006. A content analysis of the mission statements of United States firms in four industries. *International Journal of Management*, 23 (2): 296-301.

David, Forest R. and David, Fred R. 2003. It's time to redraft your mission statement. *Journal of Business Strategy*. 24 (1): 22-32.

David, Forest R., Kelley, Don, and David, Fred R. 2002 Small business owner succession: An empirical study. *Management and Practice Journal*, 1: 1-6.

PAPERS PRESENTED AT MEETINGS

David, Fred R., Meredith E. David, & Forest R. David. "How Important is Finance in Strategic Management?" 2016 IABPAD Conference in New Orleans, Louisiana, October 22, 2016.

David, Meredith E., Fred R., David, & Forest R. David. "Should Strategic Management Be Interdisciplinary? A Content Analysis and Empirical Analysis," 2016 National Academy of Management Meeting in Anaheim, California, August 7, 2016.

David, Fred R., Forest R. David, & Meredith E. David. "Benefits, Characteristics, and Components of Customer-Oriented Mission Statements," 2016 IABPAD Conference in Dallas, Texas, April 2016.

David, Meredith E., Forest R. David, and Fred R. David. 2015. The QSPM: A new marketing tool. Paper presented at the annual meeting of the International Academy of Business and Public Administration Disciplines (IABPAD), Dallas, Texas, April 2015.

David, Fred. R. and Forest R. David. 2014. Corporate mission statements: A content analysis. Paper presented at the annual meeting of the International Academy of Business and Public Administration Disciplines (IABPAD), Dallas, Texas, April 2014.

David, Fred R. and David, Forest, R. 2012. The Past, Present, and Future of SAM: A SWOT Analysis. Paper presented at the annual meeting for the Society for the Advancement of Management (SAM), Las Vegas, NV.

David, Forest R. and David, Fred R. 2010. To align management curricula with managers' needs. A paper presented at the annual meeting for the Society for the Advancement of Management (SAM) in Arlington, VA.

David, Forest R. and David, Fred R. 2009. Re-accreditation: Doing strategic planning in a school of business. A paper presented at the annual meeting for the Society for the Advancement of Management (SAM) in Las Vegas, NV.

David, Forest R. and Musa, Mario. 2007. Krispy-Kreme Doughnuts. A paper presented at the Southeast Case Research Association (SECRA).

David, Forest R, David, Fred R, and David, Meredith E. 2008. Applying the Quantitative Strategic Planning Matrix in a retail computer store setting. A paper presented at the Society for the Advancement of Management (SAM). Washington DC.

David, Forest R, David, Fred R, and Pugh, Robert. 2007. Is general business still a viable major in schools of business? A paper presented at the Southeast Decision Sciences. Myrtle Beach, SC.

David, Fred R and David, Forest R. 2007. Case writing and teachers' note guidelines. A paper presented at the Southeast Case Writers Association (SECRA). Myrtle Beach, SC.

David, Forest R, David, Fred R, and Tomlin, Sharyn. 2007. Writing and analyzing strategic management cases. A paper presented at the SEINFORMS. Myrtle Beach, SC.

David, Fred R. and David, Forest R. An empirical study of college and university mission statements. 2006. A paper presented at the American Society of Business and Behavioral Sciences (ASBBS). Las Vegas, NV.

David, Forest R. and David, Fred R. 2004. Family Business Succession: An RBV Approach to Sustained Competitive Advantage. A paper presented at the Allied Business Research Conference. San Juan, Puerto Rico.

David, Forest R. 2003. Integrative analysis of the resource based view (RBV): An industry perspective. A paper presented at the Southern Management Association (SMA) Conference. Clearwater, FL.

David, Forest R. and Peyrefitte, Joe. 2003. Variation in mission statement content across three industries: An empirical examination. A paper presented at the National Academy of Management. Seattle, WA.

David, Forest R. 2002. Institutionalization of the natural environment: An empirical study. A paper presented at the 2002 Southern Management Association (SMA). Atlanta, GA.

David, Forest R. and David, Fred R. 2002. Evaluating mission statements: An exploratory study. A paper presented at the Southeast Institute for Operations Research and the Management Sciences (SE InfORMS).

David, Forest R. and Valentine, R. 2002. Study attributes of business administration students: An empirical examination. A paper presented at the MidSouth Association of Business Disciplines. Jackson, MS.

Valentine, R. and David, Forest R., Beauchamp C. 2002. Cheaters never win: Or do they graduate with honors? A paper presented at the Society for Business, Industry & Economics.

David, Forest R. and Galloway, M. and David, Fred R. 2002. How firms are using the Internet: An empirical study. A paper presented International Business & Economic Research (IBER).

David, Forest R. and Stokes, Carolyn. 2001. Accounting applications in small businesses. A paper presented at the Annual Conference of the Institute of Management Accountants (IMA). New Orleans, LA.

David, Forest R., Kelley, Don, and David, Fred R. 2001. Small business owner succession: An empirical study. A paper presented at the Society for the Advancement of Management (SAM) Conference. Las Vegas, NV.

INSTRUCTOR'S MANUALS

David, Forest R. 2020. Chapter Instructor's Manual for *Strategic Management Concepts and Cases – A Competitive Advantage Approach* textbook by Fred R. David, Forest R. David, and Meredith E. David, Pearson Education, Hoboken, NJ. (forthcoming 1-2-19)

David, Forest R. 2020. Case Instructor's Manual for *Strategic Management Concepts and Cases – A Competitive Advantage Approach* textbook by Fred R. David, Forest R. David, and Meredith E. David, Pearson Education, Hoboken, NJ. (forthcoming 1-2-19)

David, Forest R. 2017. Chapter Instructor's Manual for *Strategic Management Concepts and Cases – A Competitive Advantage Approach* textbook by Fred R. David and Forest R. David, Pearson Education, Hoboken, NJ.

David, Forest R. 2017. Case Instructor's Manual for *Strategic Management Concepts and Cases – A Competitive Advantage Approach* textbook by Fred R. and Forest R. David, Pearson Education, Hoboken, NJ.

David, Forest R. 2015. Chapter Instructor's Manual for *Strategic Management Concepts and Cases – A Competitive Advantage Approach* textbook by Fred R. and Forest R. David, Prentice Hall, Upper Saddle River, NJ.

David, Forest R. 2015. Case Instructor's Manual for *Strategic Management Concepts and Cases – A Competitive Advantage Approach* textbook by Fred R. and Forest R. David, Prentice Hall, Upper Saddle River, NJ.

David, Forest R. 2013. Case Instructor's Manual for *Strategic Management*, 14th ed. textbook by Fred R. David, Prentice Hall, Upper Saddle River, NJ.

David, Forest R. 2011, Case Instructor's Manual for *Strategic Management*, 13th ed. textbook by Fred R. David, Prentice Hall, Upper Saddle River, NJ.

David, Forest R. 2009, Case Instructor's Manual for *Strategic Management*, 12th ed. textbook by Fred R. David, Prentice Hall, Upper Saddle River, NJ.

David, Forest R. 2007, Case Instructor's Manual for *Strategic Management*, 11th ed. textbook by Fred R. David, Prentice Hall, Upper Saddle River, NJ.

David, Forest R. 2005, Case Instructor's Manual for *Strategic Management*, 10th ed. textbook by Fred R. David, Prentice Hall, Upper Saddle River, NJ.

David, Forest R. 2003, Case Instructor's Manual for *Strategic Management*, 9th ed. textbook by Fred R. David, Prentice Hall, Upper Saddle River, NJ.

David, Forest R. 2001, Case Instructor's Manual for *Strategic Management*, 8th ed. textbook by Fred R. David, Prentice Hall, Upper Saddle River, NJ.

STRATEGIC MANAGEMENT CASES

SOLE AUTHOR OF 20 CASES TO BE PUBLISHED IN THE 17TH EDITION OF THE STRATEGIC MANAGEMENT TEXTBOOK CITED ABOVE AND FORTHCOMING 1-2-19.

David, Forest R. and Meredith E. David, Nestle S.A. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16th Global Edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 54-65.

David, Forest R. Marriott International, Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16th edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 385-395.

David, Forest R. Wynn Resorts Limited, Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16th edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 396-403.

David, Forest R. Cinemark Holdings, Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16th edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 404-411.

David, Forest R. Citigroup Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16th edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 455-463.

David, Forest R. FedEx Corporation. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16th edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 472-480.

David, Forest R. Tyson Foods, Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16th edition),

copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 481-490.

David, Forest R. Constellation Brands Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16th edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 491-499.

David, Forest R. Krispy Kreme Doughnuts Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16th edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 378-384.

David, Forest R. GoPro, Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16th edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 500-507.

David, Forest R. Artic Cat Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16th edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 508-515.

David, Forest R. Ford Motor Company. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16th edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 522-531.

David, Forest R. Apple, Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16th edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 540-548.

David, Forest R. International Business Machines Corporation. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16th edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 549-557.

David, Forest R. Taser International, Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16th edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 558-565.

David, Meredith, E. and David, Forest R. Revlon Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16th edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 566-573.

David, Forest R. SABMiller plc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16th edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 599-608.

David, Forest R. Gruma S.A.B. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16th edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 609-616.

David, Forest R. and Meredith E. David. Hershey Company. The Cohesion Case in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16th edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 26-34.

David, Forest R. 2015. Adidas Group. 2015. Strategic Management Cohesion Case, published by Prentice Hall in the Global 15th ed. of *Strategic Management: Concepts and Cases International Version* by David & David.

David, Forest R. 2015. Dominos Pizza, Inc. 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. Spirit Airlines, Inc. 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. Buffalo Wild Wings, Inc. 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015 Rite Aid Corporation 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015 Best Buy Co. Inc. 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015 Publix Super Markets 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015, JP Morgan Chase & Co. 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. The Walt Disney Company 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. Lowe's Companies Inc. 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015 United Parcel Service Inc. 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. United States Postal Service 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. Crocs, Inc. 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. Snyder's-Lance Inc. 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. Netgear Inc. 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. Polaris Industries Inc. 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. Under Armour Inc. 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. Avon Products Inc. 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. ExxonMobil Corporation 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. Microsoft Corporation 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. The Emirates Group 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. Royal Bank of Canada 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. Embraer SA 2013. Strategic Management Case published by Prentice Hall in Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. BMW AG 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. Campari Group S.p.A 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. L'Oreal Group SA 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. Nikon Corporation 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. Grupo Modelo, S.A.B. 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. 2015. Pearson plc 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

David, Forest R. Lenovo Group. Pearson plc 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by Fred R. David.

David, Forest R. 2013. Adidas Group 2012. Strategic Management Cohesion Case, Published by Prentice Hall in the Global 14th ed. of *Strategic Management: Concepts and Cases* International Version by Fred R. David.

David, Forest R. 2012. Adidas Group 2010. Strategic Management Cohesion Case, Published by Prentice Hall in the Global 13th ed. of *Strategic Management: Concepts and Cases* International Version by Fred R. David.

David, Fred R. and David, Forest R. 2011. The United States Postal Service (USPS) 2010. Strategic Management Case published by Prentice Hall in the 13th ed. of *Strategic Management: Concepts and Cases*.

Bube, M. and David, Forest R. 2005. Calloway Golf Company 2003. Strategic Management Case published by Prentice Hall in *Strategic Management: Cases and Concepts* 10th ed. textbook by Fred R. David, Prentice Hall, Upper Saddle River, NJ.

David, Forest R. 2003. Hershey Foods, Inc. 2001. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* 9th ed. textbook by Fred R. David, Prentice Hall, Upper Saddle River, NJ.

David, Forest R. 2001 Hershey Foods, Inc. 1999. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* 8th ed. textbook by Fred R. David, Prentice Hall, Upper Saddle River, NJ.

HONORS AND ACTIVITIES

September 2015. Invited to be keynote speaker (with Fred David) at the 2015 Congreso Industrial, the largest Congress of Industrial Engineering in Latin America, organized by the student society of

Industrial and Systems Engineering from Instituto Tecnológico de Monterrey, Campus Monterrey, Mexico, spoke to 700 students and their professors.

Pearson International Forum Spring 2012 Monterrey, Mexico

Invited Keynote Speaker

- Topic: How to Best Teach Strategic Management and Utilize Strategic Management Cases
- Delivered a one-hour presentation (with Fred David) to 80 Spanish-speaking, management professors.

Assistant to the Dean for Accreditation 2008-2010

- Assisted with AACSB Accreditation Review for the College of Business at Francis Marion University

SAM Case Competition, Las Vegas, NV Spring 2010

- Trained and sponsored (with Fred David) a team of six undergraduate business students from Francis Marion University
- My team of students placed 3rd among 41 participating universities

SAM Case Competition, Washington, DC Spring 2009

- Trained and sponsored (with Fred David) a team of six undergraduate business students from Francis Marion University
- My team of students placed 2nd among 38 participating universities

Secretary Ph.D. Association (in all business fields), Mississippi State University, 2002-2003

Vice President Ph.D. Association (in all business fields), Mississippi State University, 2001-2002

College of Business Ph.D. Student Representative for the Graduate Student Association, Mississippi State University, 2001-2002

REFERENCES

Dr. David Franck, Professor of Economics

College of Business

Francis Marion University, Florence, South Carolina 29501

Dfranck@fmaion.edu; 843-661-1650

Dr. Joseph Peyrefitte, Professor Management

Department of Management and International Business

University of Southern Mississippi

Hattiesburg, Mississippi 39406

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