

Letter of Introduction

President
Northwestern State University

9/23/2021

Dear Search Committee:

I am eager to discuss the opportunity to serve as Provost and Executive President at Northwestern State University. The culmination of my experiences and skill set are an excellent match for the opportunities at Northwestern State. I would sincerely enjoy adding value to a rigorous and caring educational environment. I have led strong programs and understand the importance of focusing on student success. I believe in caring about the entire student and their lives both during and after they graduate. I grew up in a very small rural community, and the position at Northwestern Louisiana would be like returning home for me.

About me

I have a strong background as a student-focused administrator at both research-oriented and teaching-oriented institutions. I have worked at great universities for 30 years, and at some of the largest and most diverse universities in Houston (University of Houston Downtown), New York City (Baruch College, City University of New York) and in New Jersey (Rutgers University). At Baruch I recruited top faculty and supported them to bring my department to one of the top-ranked research programs in the country. I have always excelled at recruiting and inspiring teams of great achievers around me. Even in high school I recruited talented individuals around me in my freshman year and challenged them to the point we grew into being the state-champions a few years later, establishing a culture of success at the school that lasted many years. The key to success was easy—find and recruit people better than me and empower them to do the same.

Currently, I lead a large college of over 4000 students with 3000+ undergraduate and 1100+ graduate students at a university of 15,000 where I am proud to oversee one of the largest MBA programs in the state. Here, I have implemented research award programs and provided resources to double the annual production of A-ranked journals in the college. Simultaneously, we have used EAB to manage our at-risk students and increase our graduation rates by 10% in the last three years. The efforts to maintain that enrollment are large and require extensive insights into enrollment management. While the face of enrollment management is constantly changing with new tools and an evolving environment, a focus on delivering value to our students is always a steadfast guide that will deliver strong enrollment. This last year I lead my college to 18% year-over-year growth in undergraduate enrollment and 4.2% growth in graduate enrollment in Fall of 2020, and a 20% year-over-year increase in student contact hours in Spring of 2021.

I am very experienced in generating student success at some of the most diverse colleges in the country, and my current University was recently ranked by the Wall Street Journal as the most diverse University in the southern region, and 18th nationwide. Prior to my current position, I spent twenty years at CUNY campuses where promoting success for diverse students was



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simply the norm. Having put myself through college as a first-generation college student, I understand many of the struggles students face and the cultural aspects they need support on to become successful professionals. I am an experienced fundraiser and have excellent financial acumen in maintaining a balanced budget while investing in quality and growth.

Through outreach efforts in my current role, I have brought in large scholarships and over one million dollars a year in non-scholarship donations. In my prior roles I brought in over \$3 million dollars in donations in my career at City University of New York. Currently, I am proud to promote diversity with fifty full-tuition scholarships I brought in for the Marilyn Davies College of Business. I have created seven research awards for faculty and found funding to purchase new databases for the college. Our faculty are 50% more diverse in all underrepresented minority categories than the overall AACSB faculty population figures.

Our college is extremely successful because we listen, anticipate, and respond to the needs of our stakeholders. This is reflected in the design of our programs. For example, last year we developed a Master in Professional Accountancy and this year we are designing a cybersecurity track to include in our MBA program. This focus on delivering stakeholder value is the clearest path to stability and growth for our college. We are following up on our new Masters in Professional Accountancy last year by reaching out to businesses and ensuring good opportunities for all our graduates. By delivering talent that employers need we create employment opportunities for our students and improve the economic standing of our community.

I lead through communication, trust and empowerment. The faculty I work with are motivated because I hold and support strong ethical standards and make sure they have the resources to achieve their goals. The faculty are all professionals of highest caliber, and I do not need to micromanage them or the department chairs. I find that setting goals, uniting behind them and trusting your faculty and department chairs to achieve those goals is the best leadership style when dealing with highly skilled professionals. Only then do we get the best creativity and enthusiasm from our faculty. We are united behind a common purpose of bettering the lives of our students. Many of our students are first-generation college students and we take great pride in the fact that we are not just providing upward mobility for them, but also changing the lives for their family and their community. Our source of pride is not merely the quality of our faculty, but the quality and success of our alumni. I firmly believe that, in the long term, you can only judge the quality of a university by the success of its alumni.

My credentials are included in the accompanying C.V. I look forward to discussing the value I can contribute to Northwestern State. Thank you for your time.

Sincerely,



Charles Gengler, Ph.D.

Dean, Marilyn Davies College of Business

Letter of Introduction


University of Houston-Downtown



Curriculum Vitae

Charles Edward Gengler

Marilyn Davies College of Business, University of Houston Downtown
Houston, TX 77002



PROFESSIONAL PROFILE

First-generation college graduate who has a longstanding record of commitment to push the needle on social equity and mobility beyond race, class and stereotyped preconception. Embracer, borne of experience, for the vision that diversity in student bodies, faculties, and staff is imperative to serve the needs of a democratic society and of the national competency. Focused and resourceful fundraiser who has established partnerships and co-ventures with domestic and international businesses in both Houston and New York City.

Collaborative developer of compelling vision, mission, and delivery strategies with internal and external partners to achieve student success, faculty and staff excellence. Servant leader of culturing a collegial, caring, supportive and effective campus climate rich of practical and innovative solutions and communal successes. Intuitively interested in an individual's in and out of the classroom, disseminating good will, transparency and accessibility by communicating informally with students and colleagues. Think and lead by undertaking sophisticated data and analytics for obtaining consensus and decision making. Skillfully adroit at modifying strategy to seize time sensitive opportunities when working internally and externally.

Highly engaged, with proven acumen in marketing and brand building, experienced in building enrollment, obtaining state appropriations, innovating unique academic programs, and standing up with the combination of fortitude and resilience in difficult times.

EDUCATION

- Ph.D.** **Naveen Jindal School of Management, University of Texas - Dallas, 1990**
Major: Management Science (Marketing)
- M.S.** **Naveen Jindal School of Management, University of Texas - Dallas, 1988**
Major: Management Science (Marketing)
- B.S.** **University of Illinois – Urbana Champaign, 1980**
Major: Mathematics and Computer Science

ACADEMIC APPOINTMENTS

Dean, Marilyn Davies College of Business, University of Houston Downtown, Houston, Tx
2018 – Present

Dean, School of Business and Information Systems, City University of New York (CUNY)
York College, New York, NY

2016 - 2018

Department Chair, Marketing and International Business, City University of New York (CUNY), Baruch College, New York, NY

2012 – 2014

2-year leave for American University of Sharjah, UAE

2014 - 2016

Full Professor of Marketing and International Business, City University of New York (CUNY), Baruch College, New York, NY

2002 - 2018

Associate Professor of Marketing and International Business, City University of New York (CUNY), Baruch College, New York, NY

1998 - 2002

Assistant Professor of Marketing, Rutgers University, Camden, NY

1993 – 1998

Adjunct faculty, the Wharton School of Business, University of Pennsylvania, Philadelphia, PA

1996-2000

Assistant Professor of Marketing & Information Systems, Clarkson University, Potsdam, NY

1990 - 1993

ADMINISTRATIVE AND LEADERSHIP ACTIVITIES

Dean, Marilyn Davies College of Business, University of Houston Downtown

The college employs 100 full-time faculty members and 60 full-time staff members, with an annual operating budget of \$20,000,000 under the direct responsibility of the Dean. Serving 1,200 graduate students and 3,000 undergraduate students, the Dean is responsible for advancing the vision, mission and core values of the school and university through collaborative and innovative efforts. He leverages internal and external partnerships and resources to push through setbacks caused by pandemic and identifies new ways to rebuild the image and enrollment of the school. The Dean is responsible to promote diversity, inclusiveness, affirmative action, equity, and equal opportunity for all people who are interested in access to higher education. In addition, the Dean is responsible for maintaining the excellence of the academic programs within the school and ensuring all initiatives related to retention, graduation, student access, student success, the professional development and research activities of faculty, and the career advancement of staff. The Dean oversees the process of Association to Advance Collegiate Schools of Business (AACSB) accreditation as well as the process of Southern Association of Colleges and Schools (SACS).

- Led Crisis Management of College through COVID-19, Tropical Storm Imelda, and 2021 Texas winter storm.

- Successfully attracted a new commitment for a recurring \$540,000 annual scholarship donation from C.T. Bauer Foundation. Working with the donor to increase the amount in future years. [UHD News Release](#)
- Instrumental in maintaining the stewardship of a \$10,000,000 endowment fund donated by Ms. Marilyn Davies.
- Doubled the local business support to students in Insurance and Risk Management program, thereby doubling number of scholarships and achieving record enrolment in the program.
- Brought in additional new commitments for annual scholarships for undergraduate and graduate accounting students, totaling \$30,000 annually.
- Part of a successful team to gain \$15,000,000 state appropriation for a student center.
- Built the first business advisory board at the school and secured donations for the college's Business Excellence fund.
- Strategized with campus leaders at twelve regional community colleges to strengthen transfer relationships.
- Built strong relationships with Houston Hispanic Chamber of Commerce, Asian Chamber of Commerce, Australian American Chamber of Commerce, and several others to enhance MBA recruiting and placement.
- Established partnerships with businesses in greater Houston area to create both internship and permanent employment opportunities for students.
- Explored partnerships of international joint ventures in China, Taiwan, Mexico, Vietnam and the UAE.
- Supported about 1,000 federal tax returns through the students' participation in Voluntary Income Tax Assistance program.
- Sponsored 1400 students per year to volunteer at the Houston Food bank.
- Invited speaker at the Houston Hispanic Chamber of Commerce luncheon and on the affiliated radio and TV shows on topics of diversity and equal access to higher education.
- Oversaw digital marketing to promote the school's undergraduate and graduate programs.
- Increased fall 2020 undergraduate enrollment by 18% during COVID-19 pandemic.
- Turned the college budget around from \$500,000 deficit into positive in one year.
- Grew enrollment of the largest MBA program in Texas (1,100 MBA students witness life-changing experience in the school) against a downward nationwide trend of graduate enrollment.
- Successfully piloted the Marilyn Davies College of Business through AACSB accreditation review process and reaffirmed with another five-year accreditation status.
- Led faculty to design a new strategic plan for the school.
- Supervised the development new policies that incentivize maintaining scholarly qualifications.
- Built enrollment through outreach programs with community colleges, redesign of curricula, and enhanced advising efforts.
- Established a Master of Professional Accountancy program and successfully launched it fall 2020, achieving first-year target enrollment of 40 in spite of pandemic restrictions and delayed start of recruiting and doubled in fall 2021.

- Established a new online MBA program.
- Led the creation of a mentoring program for students with supportive local executives in the Insurance and Risk Management Program.
- Significantly increased research standards and incentives to improve scholarly activities.
- Created seven recurring annual research awards to encourage faculty productivity.
- Increased funding for travel, research and training for faculty and staff.
- modernized annual review process using Activity Insight as a base.
- Streamlined and reduced committee loads for faculty.
- Established internal learning assessment process and automated the system through online testing.
- Continuously adjusted curricula to meet industry needs and to improve graduate rates.
- Loaned support to other colleges to share learnings on student recruitment.
- Engaged with student organizations and created a suite of office space to house student officers and activities
- Directed career fairs, speed interviews and internship mixers to promote student success.
- Assigned analytic staff to monitor student progress and provide necessary early intervention.
- Created an assistant dean position to improve service to growing undergraduate population.

Dean, School of Business and Information Systems, City University of New York (CUNY), York College

- Lead the school toward initial accreditation with focus on program development, enrollment management and focused fundraising.
- Established a new Master's program for an Aviation Management degree as well as several undergraduate majors and non-degree certificate programs.
- Oversaw revision of the undergraduate curriculum to be aligned with middle-state standards.
- Arranged partnerships with several colleges in China for joint programs with the guidance and assistance of the American Association of State Colleges and Universities (AASCU), the China Education Association for International Exchange (CEAIE), and the China Center for International Economic Exchanges (CCIEE).
- Established and implemented alumni outreach programs.
- Created a plan and process for achieving Business School accreditation.
- Raised funds from private and public sources for several projects in Accounting, Aviation Management, and general funds, including \$350,000+ for a flight simulation room.
- Active in local community with C-TIPS Jamaica, NY Community Outreach. Reached out to Republic of the Congo and brought in high-ranking officer to speak at graduation event.

Department Chair, Marketing and International Business, City University of New York

(CUNY), Baruch College

- Led a department of approximately 60+ research and teaching faculty at largest AACSB business school in the United States. Advanced from Associate Professor to Full Professor and eventually Department Chair.
- Led extensive recruiting efforts, course scheduling, defining of course descriptions, specifying objectives for the marketing major, assessment procedures for AACSB.
- Recruited top faculty to build a well-respected doctoral program.
- Consultant to senior leadership and other campuses on student recruitment. assembled advisory committees of local executives.
- Developed opportunities for student employment and internships.
- Brought in various donations for the department.
- Served on and led tenure committees.
- Performed evaluations for faculty and staff.
- Taught a broad variety of courses at the undergraduate, MBA, and doctoral levels.
- Oversaw and strategically funded a strong doctoral program.
- Attended AACSB Accreditation training and supervised related committees.
- Worked with Alan Aaronson on stewardship of his \$3 million donation naming the department.
- Successfully solicited large donations to fund a new digital marketing major and several smaller donations totaling over \$400,000.
- Spent two years on leave in the UAE and taught several 3-week classes in Taiwan and Singapore for the Executive MBA program.

Assistant Professor of Marketing, Rutgers University

- Managed business school alumni fundraiser telecom initiatives and increased donations by over fifty percent in two years.
- Served on Distance Learning Committee, investigating methods for delivering interactive courses to remote areas.
- Conceived and implemented a program to recycle University PCs to local high schools in low-income areas with specialized software to aid students studying for SAT exams. This program was extended to twenty local high schools.
- Taught courses at the undergraduate and MBA levels.

Assistant Professor of Marketing & Information Systems, Clarkson University

- Served on the Business Strategy Committee for the St. Lawrence County Association of Retarded Children/Seaway Industries (1992-1993).
- Taught undergraduate and MBA courses and supervised three Masters projects. Three students went on to prominent Ph.D. programs.

Adjunct faculty, the Wharton School of Business, University of Pennsylvania

- Taught classes in Sales Management and Promotional Strategy

SELECTED NON-ACADEMIC EXPERIENCE

Management Consultant, 2004-2014

- Consulted to major U.S. firms on Brand Positioning, Advertising Message Structure, Qualitative Research and advanced analytics.

NiceLife, LLC, 2005-2019

- Founded an LLC partnership to invent, patent, manufacture and sell small consumer products. Products sold at several large retailers, including Walmart and Lowes as some of the largest.

Granite Research Consultants, 2000 – 2004

- Founded and built a Market Research company (sold my interest in 2004). Company had over three million dollars in billings.

GPS Consultants, 1982- 1987

- Founded and operated a software consulting and engineering recruiting firm with 5 employees.

OTHER

1978-1982—progressive series of jobs in systems analysis, programming and consulting.

RESEARCH & PUBLICATIONS

Gengler, Charles E. and Michael S. Mulvey, (2017), "Planning pre-launch positioning: Segmentation via willingness-to-pay and Means-End brand differentiators," *Journal of Brand Management* 24 (3), 230-249.

Mulvey, Michael S., Charles E. Gengler, and Michael Lever (2017), "Perspective-Taking for Policy-Making: An Analysis of Canadian Cross-border Shopping," *Journal of Economic and Public Policy*, 54-70.

Michael Mulvey and Charles Gengler (2013), "Understanding Innovation-Values Fit from the Consumer Perspective: A New Mixed-Model Approach," *NMIMS Management Review* 23(October) (2013): 18-46.

Harold Cassab, Tuure Tuunanen, Ken Peffers, Charles E. Gengler, Wendy Hui, Ville Virtanen (2010) "Discovery of New Service Concepts for Diverse Markets," *Service Science*, 2(3), 178-196.

Ken Peffers, Charles Gengler and Tuure Tuunanen (2003), "Extending CSF to Facilitate Broad Participation in Strategic IS Planning," under revision, *Journal of Management Information Systems*. 20 (1), Summer 2003, 51 – 85.

Ken Peffers and Charles E. Gengler (2003), "Identifying High-Impact IS Projects," *Communications of the Association for Computing Machinery*, Vol. 46, No. 1, 83-

88.

Daniel J. Howard and Charles Gengler (2001) "Emotional Contagion Effects on Product Attitudes," *Journal of Consumer Research*, Vol. 28, No. 2, 189-201.

Daniel J. Howard, Roger Kerin, and Charles Gengler (2001) "The Effects of Brand Name Similarity on Brand Source Confusion: Implications for Trademark Infringement," *Journal of Public Policy and Marketing*, Vol. 19, No. 2, 250-264.

Charles Gengler, Michael Mulvey and Janet Oglethorpe, (1999) "A Means-End Analysis of Infant Feeding Behavior," *Journal of Public Policy and Marketing*; Vol. 18, No. 2, 172-188.

David B. Klenosky, Eric Frauman and Charles Gengler, (1998) "Nature-Based Tourists' Use of Interpretive Services: A Means-End Investigation," *Journal of Tourism Studies*, Vol. 9, No. 2, 26-36.

Daniel J. Howard, Thomas E. Barry and Charles Gengler, (1998) "Distance Evaluation Effects in Advertising," *Journal of Business and Psychology*, Vol. 13, No. 1, 85-100.

Charles Gengler and Peter T. L. Popkowski Leszczyc, (1997) "Using Customer Satisfaction Research for Relationship Marketing: A Direct Marketing Approach," *Journal of Interactive Marketing*, Vol. 11, No.1, Winter, 36-51.

Charles Gengler, David B. Klenosky and Michael S. Mulvey, (1995) "Improving the Graphic Representation of Means-End Results," *International Journal of Research in Marketing*, Vol. 12, No. 3, October, 245-256.

Daniel J. Howard, Charles Gengler and Ambuj Jain, (1995) "What's in a Name? A Complimentary Means of Persuasion," *Journal of Consumer Research*, Vol. 22, No. 2, September, 200-211.

Charles Gengler and Thomas J. Reynolds, (1995) "Consumer Understanding and Advertising Strategy: Analysis and Translation of Laddering Data," *Journal of Advertising Research*, Vol. 35, Number 4, July/August, 19-33.

The article above is reprinted in: *Understanding Consumer Decision-Making: Applications of the Means-End Perspective to Marketing and Advertising Strategy*, Thomas J. Reynolds and Jerry C. Olson (eds.) from Lawrence Erlbaum Associates.

Daniel J. Howard and Charles Gengler, (1995) "Motivating Compliance with a Request by Remembering Someone's Name," *Psychological Reports*, Vol. 77, July, 123-129.

Charles Gengler, Daniel J. Howard and Kyle Zolner, (1995) "A Personal Construct Analysis of Adaptive Selling and Sales Experience," *Psychology and Marketing*, Vol. 12, Number 4, July, 287-304.

David B. Klenosky, Charles Gengler and Michael S. Mulvey, (1993) "Understanding the Factors Influencing Ski Destination Choice: A Means-End Analytic Approach," *Journal of Leisure Research*, Vol. 25, Number 4, Fall, 362-379.

The article above is reprinted in: Consumer Behavior in Tourism and Hospitality, Abe Pizam and Yoel Mansfeld (eds.) 1999.

Mark Parry and Charles Gengler, (1991) "A Maximum Likelihood Estimator of the Zero-Order Switching Matrix," International Journal of Research in Marketing, Vol. 8, Number 3, September 259-272.

Thomas J. Reynolds and Charles Gengler, (1991)"The Strategic Assessment of Advertising: The Animatic vs. Finished Issue," Journal of Advertising Research, Vol. 31, Number 5, Sept./Oct., 61-71.

The article above is reprinted in: Understanding Consumer Decision-Making: Applications of the Means-End Perspective to Marketing and Advertising Strategy, Thomas J. Reynolds and Jerry C. Olson (eds.) from Lawrence Erlbaum Associates.

SOFTWARE

LADDERMAP, Software for analyzing Means-End Data. Reviewed in Journal of Marketing Research, Fall, 1995. Copies are in use by academic researchers in the U.S., Canada, Hong Kong, South Africa, several countries in Europe and for at least two European Union studies, and in Australia.

BOOK CHAPTERS & PRESENTATIONS, ETC.

Mulvey, M.S., Gengler, C.E., (2019) "Profiling the Emotional Peaks and Valleys in Stories of Cross-border Shopping" Proceedings, Travel and Tourism Research Association Canada – Annual Conference, Saskatoon

Michael Mulvey and Charles Gengler, "Using text analytics to detect peak experiences in cross-border shopping" AMA/ACRA 3rd Triennial Conference (June 2018) Toronto.

Gengler, C.E., Howard, D.J., and He, L. "A Model of Source Similarity Impact on Purchase Intention for Online Reviews (2014). Association for Consumer Research Conference, Baltimore, MD.

Michael Mulvey and Charles Gengler (2008). "Money Meets Motivation: Segmentation via Reservation Prices and Perceived Value Tradeoffs" 5th Annual Behavioral Pricing Conference, September, Drexel University, Philadelphia, PA.

Michael Mulvey and Charles Gengler (2007). "Relationship Segmentation: Analyzing Donor Behavior for a Public Good," in European Advances in Consumer Research, Volume 8 (poster session, abstract). Presented at 2007 ACR European Conference, July, Milan, Italy.

Peffer, K., Tuunanen, T., Gengler, C., Rossi, M., Hui, W., Virtanen, V., Bragge, J. (2006), "The Design Science Research Process: A Model for Producing and Presenting Information Systems Research," 1st International Conference on Design Science Research, Claremont, California, February 2006.

Tuure Tuunanen, Ken Peffer, Charles Gengler, Wendy Hui, Ville Virtanen, "Developing Culturally Segmented Feature Sets for Mobile Applications Employing User Presence and

Location Information,” Proceedings of Workshop on E-Business (WEB 2005), Las Vegas, December 2005.

Ken Peffers, Tuure Tuunanen, Charles Gengler, Matti Rossi, Wendy Hui, Ville Virtanen, and Johanna Bragge, “A Conceptual Process Model for Design Science Research in Information Systems and Demonstration,” OASIS Workshop, December 2005, Las Vegas.

Tuunanen, T., Peffers, K., and Gengler, C. (2004) "Wide Audience Requirements Engineering (WARE): a Practical Method and Case Study," W-378, Helsinki School of Economics, Helsinki, p. 52.

"Understanding Internal IS Customer models of Firm Performance To Identify Potential High-Impact Projects," 33rd Hawaii International Conference on System Sciences, Maui, Hawaii, January, 2000, with Ken Peffers.

"Uncovering 'Critical Success Factors' for IT Planning using Personal Construct Theory," with Ken Peffers, The 10th Workshop on Information Systems and Economics (WISE), December 1998, New York.

"Using Price Gap Analysis to Assess Perceived Value," with Mike Mulvey and Daniel Howard, Presented at the American Marketing Association Summer Conference, 1998.

“A Qualitative Analysis of Infant Feeding Decisions,” with Janet Oglethorpe and Michael Mulvey, presented at Marketing and Public Policy Conference, Volume 5, 1995.

"A Structural Model of Advertising Effects," (1993) with Thomas J. Reynolds, in Advertising Exposure, Memory, and Choice, Andrew A. Mitchell, ed., Hillsdale, NJ: Lawrence Erlbaum.

"Exploring Cultural Differences Using Laddering: An Analysis of French and English Canadians' Ski Destination Choices," with Mike Mulvey, presented at the Fourth Symposium on Cross-Cultural Consumer and Business Studies, Honolulu, Hawaii, December, 1993.

"Advertising Strategy for Freshman Admissions: A Means-End Approach," presented at the 1991 Symposium for the Marketing of Higher Education, Cincinnati, Ohio, November 1991.

"STRATA: A Cognitive Model Reflecting a Strategic Perspective to Advertising Assessment," with Tom Reynolds, presented at the EIASM Workshop on Consumer Behavior: Extending the Cognitive Structure Perspective, Brussels, Belgium, November 1989.

"Means-End Structural Analysis: Computer Generated Hierarchical Value Maps," with Tom Reynolds, presented at the EIASM Workshop on Consumer Behavior: Extending the Cognitive Structure Perspective, Brussels, Belgium, November 1989.

"A Maximum Likelihood Estimator of the Zero-Order Switching Matrix," with Mark Parry, presented at the ORSA/TIMS Conference, New York City, New York, October, 1989.

"A Structural Model of Advertising Effects," with Tom Reynolds, presented at The Advertising and Consumer Psychology Conference, Toronto, Canada, May 1989.

"A Strategic Assessment Model of Advertising Communications," with Tom Reynolds, presented at the 1989 Texas Marketing Faculty Research Colloquium, Houston, Texas, February, 1989.

"Market Structures and Latent Structure Analysis: Accounting For Household Purchase Frequency," with Mark Parry, ORSA/TIMS Conference, Seattle, Washington, March, 1988.

INVITED SPEECHES

Panel Speaker on Affordable International Higher Education for the World Affairs Council of Greater Houston, November 14, 2020.

Keynote speaker at the Houston International JayCee Gala on Synergies in Serving Society through Education, January 18, 2020.

Speaker on Educational Opportunity at the Hispanic Chamber of Commerce annual luncheon, Houston, Texas, 2019.

Guest Speaker at China Education Association for International Exchange (CEAIE) on Educational Content for Applied Degrees in Beijing, China, 2017.

Speaker at GE Power and Water Division meeting in Abu Dhabi on Customer Centricity, February, 2014.

Guest Speaker at Aarhus University, Denmark, on Current Issues and Future Research Directions for the Analysis of Means-End Laddering Data, June, 1995.

Presented a day-long seminar on Applications of Means-End Theory to Organizational Behavior at the California School of Professional Psychology- Fresno (March 1992).

Invited speaker to present on Means-End Theory and Laddering Methodology for MBA students at The Darden School, University of Virginia (1992; 1995; 1996).

Speaker on Marketing in the USA at the Ottawa-Carlton Board of Trade (Canada).

OTHER

Advisory board member of the Daniel Morgan Graduate School of National Security, now closed and the location is taken over by Texas A&M in Washington, D.C.

World Affairs Council, board member 2021

Asian American Chamber of Commerce, member

Australian American Chamber of Commerce, member

Houston Hispanic Chamber of Commerce, member

Co-chair, 2022 American Collegiate Retailing Association conference in New Orleans

LANGUAGES

English (first), Spanish (Intermediate), Mandarin (beginner)