**STEPHEN C. BETTS, Ph.D.**

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**Professional Experience - Academic**

**Full Professor** Sept 2011 to Present

**Associate Professor** Sept 2006 to Aug 2011

**Assistant Professor** Sept 2001 to Aug 2006

Department of Management, Marketing and Professional Sales

Department of Marketing and Management Sciences

**Master of Science in Applied Business Analytics Director** July 2020 to June 2021

**Master of Business Administration Director** Aug 2005 to June 2006

Christos M. Cotsakos College of Business

*William Paterson University, Wayne, N.J.*

**Special Lecturer** *(full time faculty appointment)* Sept 1986 to May 1989

Department of Industrial and Management Engineering

*New Jersey Institute of Technology, Newark, N.J.*

**Instructor** *(part time)*

Educational Leadership & Professional Studies, EdD Program, *WPUNJ* Jan 2023 to Present

Institute for Professional Development July 2015 to Present

School of Business, *Dedan Kimathi University of Technology* Dec 2010 to June 2016

Center for Continuing and Professional Education, *WPUNJ* Dec 2007 to Dec 2015

Howe School of Technology Mgt., *Stevens Institute of Technology* Sept 2008 to Dec 2010

Department of Business Administration, *Kenya Methodist University* Jan 2010 to May 2010

Organization Management Department, *Rutgers University* Sept 1994 to July 2001

School of Management, *NJIT* Jan 1999 to Aug 2001

Marketing Department, *Rutgers University* May 1999 to Aug 1999

Department of Marketing and Management Sciences, *WPUNJ* Jan 1991 to May 1998

Department of Business, *Passaic County Community College* Jan 1991 to Dec 1998

Department of Business, *Hudson County Community College* Jan 1994 to May 1994

Continuing and Community Education, *Essex County College,* Feb 1987 to July 1988

Department of Industrial and Management Engineering, *NJIT* Jan 1983 to Aug 1986

**Education**

**Doctor of Philosophy in Management** January 2002

*Graduate School Newark, Rutgers University, Newark, N.J.*

Dissertation: ‘An exploration of multiple jobholding (moonlighting) and an investigation into the relationship between multiple jobholding and work related commitment,’

Dissertation advisor, Dr. Mark Somers, *New Jersey Institute of Technology, Newark, N.J.*

**Master of Business Administration** January 2002

*Graduate School of Management, Rutgers University, Newark, N.J.*

**Master of Science in Management Engineering** October 1986

*Newark College of Engineering,* *New Jersey Institute of Technology, Newark, N.J.*

Thesis: ‘The effects of various administrative parameters on learning in a management simulation,’ Specialized in management systems, management of research, design and development, engineering management

Thesis advisor, James Rigassio, *New Jersey Institute of Technology, Newark, N.J.*

**Bachelor of Science in Industrial Engineering** December 1982

*Newark College of Engineering,* *New Jersey Institute of Technology, Newark, N.J.*

**Research**

**Refereed Journal Articles**

O’Brien, B., Moran, P., & Betts, S.C. (2020) ‘The Experience Gap in Hiring New Graduates: Expecting Too Much For Entry Level Positions’, *Journal of Academy of Business and Economics, 20(3),* pp 173 - 184.

Laud, R., Kretinin, A., & Betts, S.C. (2020) ‘An Integrated Model For Large Scale Social Entrepreneurship: Addressing Global Water Supply Problems’, *Global Journal of Entrepreneurship, 4(1),* pp 42-58. *Article won the ‘Bright Idea Award’, 2021, given by the Stillman School of Business*.

Taran, Z. & Betts, S.C. (2020) ‘E-Exchange, Social Responsibility and Virtual Organizations: From C&C Systems to Social Networks’, *Global Journal of Management and Marketing, 4(1),* pp 6-20

Betts, S.C., Laud, R. & Kretinin, A. (2018) ‘Social Entrepreneurship: A Contemporary Approach to Solving Social Problems.’, *Global of Journal Entrepreneurship, 2(1),* pp 31-40.

Kretinin, A., Samuel, J., & Betts, S. (2018) ‘They Are Not Mistaken! Why Passive Investments Matter?’, *Journal of Management Policy and Practice, 19(4),* pp. 56-73.

Samuel, J., Kashyap, R., & Betts, S., (2018) ‘Strategic Directions for Big Data Analytics in E-Commerce with Machine Learning and Tactical Synopses: Propositions for Intelligence Based Strategic Information Modeling (SIM)’ *Journal of Strategic Innovation and Sustainability, 13(1),* pp. 99-106.

Betts, S.C. & Healy, W. (2015) ‘Having a Ball Catching on to Teamwork: an Experiential Learning Approach to Teaching the Phases of Group Development’, *Academy of Educational Leadership Journal, 19(2),* pp. 1-9

Betts, S.C., Healy, W., Mir, R. & Vicari, V.J. (2015) ‘The Impact of Offshoring on Organizational Commitment: Recruiting, Training, Retention and Ethical Concerns’, *Journal of International Business Research, 14(2),* pp. 15-32

Betts, S.C., Laud, R., Mir, R. & Vicari, V.J. (2015) ‘Structure and the Multinational Corporation: Holding On, or Letting Go?’ *Journal of International Business Research, 14(2),* pp. 33-46

Laud, R., Betts, S.C. & Basu, S. (2015) ‘The ‘Business Concept’ Competition as A ‘Business Plan’ Alternative for New and Growing Entrepreneurship Programs: What’s the Big Idea?’ *Journal of Entrepreneurship Education, 18(2),* pp.53-58

Taran, Z. & Betts, S.C. (2015) ‘Corporate Social Responsibility and Conflicting Stakeholder Interests: Using Matching and Advocacy Approaches to Align Initiatives with Issues’ *Journal of Legal, Ethical and Regulatory Issues 18(2),* pp. 55-62

Healy, W., Knaus, E., Matthews, W., Mir, R. & Betts, S.C. (2015) ‘Strategy in an Era of Economic Uncertainty: Integrating External and Internal Antecedents of Firm Performance’, *Academy of Strategic Management Journal, 14(1),* pp. 92-108

Roberts, T.G., Betts, S.C. & Huzey, D. (2014) ‘Reasonable Accommodations and the ADA: The Impact of Technology’, *Journal of Management and Marketing Research, 15,* pp. 1-8

Huzey, D., Betts, S.C. & Vicari, V. (2014) ‘Learning the Hard Way Vs. Vicarious Learning: Post Crisis Learning for Small Business’ *Journal of Management and Marketing Research,15,* pp. 1-12

Betts, S.C. (2013) ‘Sharing Economic Rents With Intermediaries: A Strategy For Establishing Brands as Rent Generating Assets in International Markets’, *Journal of International Business and Economics, 13(4),* pp.123-134

Betts, S.C., Huzey, D. & Vicari, V. (2012) ‘Crisis Management For Small Business: Advice For Before During and after a Crisis’, *Journal of International Management Studies, 12(4),* pp. 27-35

Betts, S.C. & Taran, Z. (2012) ‘Extending the Forer Test beyond Face Validity: An Experiential Approach to Teaching Social Science Methodology’, *Academy of Educational Leadership Journal, 16*, pp. 35-40

Healy, W.J., Taran, Z. & Betts, S.C. (2011) ‘Sales Course Design Using Experiential Learning Principles and Bloom’s Taxonomy’, *Journal of Instructional Pedagogies, 6,* pp. 13-21

Betts, S.C. (2011) ‘Extending the Forer Test beyond Face Validity: An Experiential Approach to Teaching Social Science Methodology’, *Academy of Educational Leadership Journal, 15(Special Issue)*, pp. 143-149

Betts, S.C. (2011) ‘Lucky Rolls, Leaps of Faith and Hunches: Luck, Faith and Intuition in Decision Making’, *Business Studies Journal, 3(2)*, pp. 77-87

Betts, S.C. & Taran, Z. (2011) ‘Conflicting Issues and Corporate Social Responsibility: Aligning Organizational Efforts With Stakeholder Interests’, *Journal of International Management Studies*, 11(3), pp. 39-46

Betts, S.C. & Santoro, M.D. (2011) ‘Somewhere Between Markets & Hierarchies; Controlling Industry University Relationships for Success’, *Academy of Strategic Management Journal, 10(1),* pp. 19-44

Betts, S.C., Watad, M. & McCrea, E. (2011) ‘Aligning Program Offerings and Academic Research With Business Needs For Closely Held Business’, *Journal of Management and Marketing Research, 7,* pp. 36-39

Betts, S.C. & Huzey, D. (2009) ‘Building a Foundation Without Bricks and Mortar: Business Planning for Home Based and Cyber Businesses’, *International Journal of Business and Public Administration, 6(3),* pp. 50-60. *Article won the ‘Bright Idea in Management Award’, 2010, given by the New Jersey Policy Research Organization (NJPRO) and the Stillman School of Business.*

Betts, S.C. (2008) ‘Teaching and Assessing Basic Concepts to Advanced Applications: Using Bloom’s Taxonomy to Inform Graduate Course Design’, *Academy of Educational Leadership Journal*, *12(3),* pp. 99-106

McCrea, E. & Betts, S.C. (2008) ‘Failing to Learn from Failure: An Exploratory Study of Corporate Entrepreneurship Outcomes’, *Academy of Strategic Management Journal, 7,* pp. 111-132. *Article won the ‘Bright Idea in Innovation Award’, 2009, given by the New Jersey Policy Research Organization (NJPRO), New Jersey Business magazine, and the Stillman School of Business.*

Betts, S.C. & Santoro, M.D. (2007) ‘Integrating Leadership Theories and Team Research: A Conceptual Framework Based on Level of Analysis and Type of Control’, *Journal of Organizational Culture, Communications and Conflict, 11(1),* pp. 1-17

Betts, S.C. & Taran, Z. (2007) ‘Using Curvilinear Spline Regression To Empirically Test Relationships Predicted By Prospect Theory’, *Journal of Business & Economics Research, 5(1),* pp. 59-66

Betts, S.C. (2006) ‘The Decision to Moonlight or Quit: Incorporating Multiple Jobholding into a Model of Turnover’, *Journal of Organizational Culture, Communications and Conflict, 10(1),* pp. 63-78

Betts, S.C. & Pepe, L.J (2006) ‘The Perceived Value of Mentoring: Empirical Development of a Five Factor Framework’, *Journal of Organizational Culture, Communications and Conflict, 10(2),* pp. 105-115

Betts, S.C. & Taran, Z. (2006) ‘A Test of Prospect Theory in the Used Car Market: The Non-Linear Effects of Age and Reliability’, *Academy of Marketing Studies Journal, 10(2),* pp.57-75

Betts, S.C. & Taran, Z. (2006) ‘The Halo Effect of Age on Durable Goods Prices: Age, Reliability and the Used Car Market’, *Review of Business Research, 6(5),* pp. 99-105

Scarpati, L. & Betts, S.C. (2006) ‘The Fall of the Last Anglo-Saxon King: A Case of Leadership Failure During a Crisis’, *Journal of the International Academy for Case Studies, 12(5),* pp. 53-60

Scarpati, L. & Betts, S.C. (2006) ‘The Fall of the Last Anglo-Saxon King: A Case of Leadership Failure During a Crisis - Instructor’s notes’, *Journal of the International Academy for Case Studies Instructor’s Notes, 12(6),* pp. 79-90

Betts, S.C. & Taran, Z. (2005) ‘Is the Music Industry Crying Wolf? A Simulation of the Impact of Disk Copying on the Music Industry’, *Review of Business Research, 5(3),* pp. 34-38

Betts, S.C. & Taran, Z. (2005) ‘Brand as a Reference Point: A Test of Prospect Theory in the Used Car Market’, *Journal of Academy of Business and Economics, 5(1),* pp. 118-122

Betts, S.C. & Taran, Z. (2005) ‘The Myth of Lost Sales: Does Disk Copying Negatively Impact the Music Industry?’, *Journal of Business & Economics Research, 3(8),* pp. 29-34

Vicari, V. & Betts, S.C. (2005) ‘University Centers Programs: Creative Solutions For Serving Remote Populations’, *Journal of College Teaching & Learning, 2(7),* pp. 7-12

Betts, S.C. (2004) ‘Gender Differences in Multiple Jobholding: Moonlighting Among Teachers’, *Journal of Business & Economics Research, 2(8),* pp. 25-34

Betts, S.C. (2004) ‘Resolving a Paradox Between Mentoring, LMX and Charisma: A Process Approach to Leadership Development’, *Journal of Organizational Culture, Communications and Conflict,* *8(1),* pp. 111-125

Betts, S.C. & Stouder, M.D. (2004) ‘The Network Perspective in Organization Studies: Network Organizations or Network Analysis?’, *Academy of Strategic Management Journal, 3,* pp. 1-20

Betts, S.C. & Taran, Z. (2004) ‘The ‘Brand Halo’ Effect on Durable Goods Prices: Brand Reliability and the Used Car Market’, *Academy of Marketing Studies Journal, 8(1),* pp. 7-18

Betts, S.C. & Roberts, T. (2004) ‘Going Beyond the ADA: Moving From ‘Reasonable Accommodations’ to ‘Inclusive Accommodations’, *Review of Business Research, 3(1),* pp. 196-201

Betts, S.C. & Taylor, V. (2004) ‘Raising the Bar in Troubled Times: Business Goals of Our Future Leaders’, *Journal of Business & Economics Research, 2(8),* pp. 51-55

Li, F. & Betts, S.C (2004) ‘Between Expectation and Behavioral Intent: A Model of Trust’, *Journal of Organizational Culture, Communications and Conflict, 8(2),* pp. 1-11

Taran, Z., Vicari, V. & Betts, S.C. (2004) ‘C2C Business and High Tech Product: The Case of Iridium Satellite Phones’, *E-Business Review, 4,* pp. 149-152

Betts, S.C. (2003) ‘Strategy Literature vs. Strategy Coursework: A Framework for Bringing Strategy Research Into the Classroom’, *Review of Business Research, 1(2),* pp. 49-53

Betts, S.C. (2003) ‘Contingency Theory: Science or Technology?’, *Journal of Business and Economic Research, 1(8),* pp. 123-129

Betts, S.C. & Taran, Z., (2003) ‘Social Responsibility and E-Commerce: An Examination of C2C/P2P Systems’, *Review of Business Research, 1(1),* pp. 21-23

Betts, S.C. & Taran, Z. (2003) ‘Leveraging Brand Equity: A Life Cycle Approach to Sharing Economic Rents’, *International Business & Economics Research Journal, 2(7),* pp. 103-108

Betts, S.C. & Taran, Z. (2003) ‘Prospect Theory and Perceptions of Quality: Non-Linear Effects of Quality Comparisons on Price in the Used Car Market’, *Academy of Marketing Studies Journal, 7(1),* pp. 1-10

Li, F. & Betts, S.C. (2003) ‘Trust: What It Is and What It Is Not’, *International Business & Economics Research Journal, 2(7),* pp. 67-75

Betts, S.C. (2002) ‘Using Literature and Film in Organizational Behavior’, *Special Issue ‘The Teaching of Literature and Culture’, Academic Exchange Quarterly, 6(4),* pp. 94-97

Betts, S.C. (2002) ‘An Exploration of Multiple Jobholding (Moonlighting): A Multi-Level Perspective’, *Journal of Applied Management and Entrepreneurship*, *7(3),* pp. 72-90

Santoro, M.D. & Betts, S.C. (2002) ‘Making Industry-University Partnerships Work’, *Research-Technology Management*, *45(3),* pp. 42-46

**Refereed Book Chapters**

Betts, S.C. & Santoro, M.D. (2019) ‘The Engaged and Entrepreneurial University: A Model for Success for Smaller Programs’ *in Kesting, T., Plewa, C., Kliewe, T. & Baaken, T. (eds) ‘Developing Engaged and Entrepreneurial Universities’,Springer International,* pp. 113-125

Betts, S.C. (2018) ‘Gender Differences in Multiple Jobholding: Moonlighting Among Teachers’ *in Blair, E.J. (ed) ‘By the Light of the Silvery Moon: Teacher Moonlighting and the Dark Side of Teachers' Work’, Myers Education Press,* pp. 81-97.

Betts, S.C. & Santoro, M.D. (2014) ‘Champions and Trust as Drivers of Industry/University Collaborations: A Relationship Marketing Perspective’ *in Kliewe, T. & Kesting, T. (eds) ‘Moderne Konzepte des organisationalen Marketing (Modern Concepts of Organizational Marketing)’*, Springer Gabler, pp. 269-284.

Betts, S.C. (2005) ‘Organizational Behavior in Literature: Using “Romeo & Juliet”, “Moby Dick”, and “Hamlet” As Metaphors of Contemporary Reality’, *in Torres-Coronas, J., Hernández, M.G., & Coelho, A (eds.) ‘Changing the Way You Teach: Creativity Tools for Management Educators’, Septem Ediciones,* pp.107-122.

Betts, S.C., Taran, Z., & Nayak, P. (2004) ‘Brand Equity and Competitive Advantage: A ‘Resource-Based View’ Explanation of the Sharing of Economic Rents’, *in Boronico, J. (ed.) Competitive Advantage, Contemporary Perspectives',* pp. 24-39

Betts, S.C. & Santoro, M.D. (2003) ‘Industry and Academe Working Together: Factors That Give Life to Initial and Continuing Success’, *in Kocaoglu, D.F. & Anderson, T.R. (eds.) ‘Technology Management for Reshaping the World’, IEEE Publications, Piscataway, NJ,* pp. 165-171

**Refereed Conference Proceedings**

Laud, R.L., Betts, S.C. (presenter), Diamond, B. (2023) “College Students’ Attitudes Towards Materialism: The New “American Dream” *paper presented at the Institute for Global Business Research Conference, New Orleans, LA, April 2023.* Paper received the Distinguished Research Award. Paper published in the Institute for Global Business Research International Conference Proceedings 7(1), pp.66-71.

Betts, S.C. (presenter), Nyaanga, S. & Vicari, V. (2022) “Crisis Management and Small Business: Eight Mini-Cases.” *paper presented at the Institute for Global Business Research Conference, Las Vegas, NV, October 2022.* Paper published in the Institute for Global Business Research International Conference Proceedings 6(3), pp.6-10.

Naveo, L. & Betts, S.C. (presenter) (2022) “How Ideological Content in Marketing Affects Brand Perception.” *paper presented at the Institute for Global Business Research Conference, Las Vegas, NV, October 2022.* Paper received the Distinguished Research Award. Paper published in the Institute for Global Business Research International Conference Proceedings 4(3), pp.35-40.

Betts, S.C. (presenter), Laud, R., Kretinin, A. (2020) “A Diffusion of Technology Perspective on Social Entrepreneurs Role in Addressing the World Water Crisis.” *paper presented at the Institute for Global Business Research Conference, October 2020.* Paper published in the Institute for Global Business Research International Conference Proceedings 4(3), pp.5-6.

Kretinin, A., Betts, S.C. (presenter), Laud, R. (2020) “Exploring the Antecedents of Corporate Support of Social Entrepreneurship: A Dynamic Capablity Perspective.” *paper presented at the Institute for Global Business Research Conference, October 2020.* Paper published in the Institute for Global Business Research International Conference Proceedings 4(3), pp.29-31.

Betts, S.C. (2019) ‘Job Characteristics, Personality and Job Attitudes as Predictors of Ethical Behavior’ *paper presented at the Institute for Global Business Research Conference, New Orleans, LA, April 2019.* Paper published in the Institute for Global Business Research International Conference Proceedings 3(1), pp.95-99.

Laud, R., Kretinin, A. & Betts, S.C. (presenter) (2019) ‘An Integrated Model For Large Scale Social Entrepreneurship: Addressing Global Water Supply Problems’ *paper presented at the Institute for Global Business Research Conference, New Orleans, LA, April 2019.* Paper received the Distinguished Research Award. Paper published in the Institute for Global Business Research International Conference Proceedings 3(1), pp.121-125.

Betts, S.C. (2018) ‘Facilitating Employee Engagement Through Empowerment’ *paper presented at the Institute for Global Business Research Conference, Las Vegas, NV, October 2018*. Paper published in the Institute for Global Business Research Conference Proceedings 2(3), pp 124-126.

Betts, S.C. (presenter) & Taran, Z. (2018) ‘ Social Responsibility & E-Exchange: From C2C Systems to Social Networks.*’ paper presented at the Institute for Global Business Research Conference, Las Vegas, NV, October 2018*. Paper received the Distinguished Research Award. Paper published in the Institute for Global Business Research Conference Proceedings 2(3), pp 127-132.

Nyaanga, S.(co-presenter) & Betts, S.C.( co-presenter) (2018) ‘Personal Branding: A Brand Equity Approach’ *paper presented at the Institute for Global Business Research Conference, Las Vegas, NV, October 2018*. Paper published in the Institute for Global Business Research Conference Proceedings 2(3), pp 145-149.

Betts, S.C. (presenter), Laud, R. & Kretinin, A. (2018) ‘Social Entrepreneurship: A Contemporary Approach to Solving Social Problems’ *Paper presented at the Institute for Global Business Research Conference, New Orleans, LA, April 2018.* Paper received the Distinguished Research Award. Paper published in the Institute for Global Business Research International Conference Proceedings, 2(1), pp. 65-70.

Santoro, M. (co-presenter) & Betts, S.C. (co-presenter) (2018) ‘The Engaging and Entrepreneurial University: What Is It and How Do We Become One?’ *Paper presented at the Institute for Global Business Research Conference, New Orleans, LA, April 2018.* Paper published in the Institute for Global Business Research International Conference Proceedings, 2(1), pp. 88-93.

Betts, S.C. (presenter), Knaus, E. & Winberry, G. (2016) ‘Teaching Management as Art, Science and Craft: Aligning Perspective and Course Content Using Bloom’s Taxonomy’ *Paper presented at the Allied Academies International Meeting, Academy of Educational Leadership, Las Vegas, NV, October 2016.* Paper published in the proceedings of the Academy of Educational Leadership, 21(2), pp. 3-7.

Betts, S.C. (co-presenter), Roberts, T.G. & Huzey, D. (co-presenter) (2015) ‘The ADA and Small Business: Opportunities and Accommodations’ *Paper presented at the Allied Academies International Meeting, Academy of Legal, Ethical and Regulatory Issues, Las Vegas, NV, October 2015.* Paper published in Academy of Legal, Ethical and Regulatory Issues Proceedings19(2), pp 1-5

Betts, S.C. (presenter), Laud, R. & Yakubov, M (2015) ‘Developing a professional Identity, Career Goals and Problem Solving Skills: An MBA Capstone with a Career Preparedness Focus’ *Paper presented at the Allied Academies International Meeting, Academy of Educational Leadership, Las Vegas, NV, October 2015.* Paper published in Academy of Educational Leadership Proceedings 20(2), pp. 1-5.

Huzey, D. (co-presenter), Betts, S.C. (co-presenter) & Vicari, V. (2014) ‘Pre-Crisis Planning For Small Business: An Ounce Of Prevention’ *Paper presented at the International Academy of Business and Public Administration Disciplines Fall Conference, Las Vegas , NV, October 2014*. Paper received the Best Paper in Conference Research Award. Paper published in the conference proceedings, pp. 453-466.

Taran, Z. (presenter) & Betts, S.C. (2014) ‘Information Systems Approach to Making Corporate Social Responsibility Decisions under Uncertainty’ *Paper presented at the Northeastern Association of Business, Economics and Technology 37th Annual Meeting, State College, PA, October 2014.* Paper published in the conference proceedings, pp. 263 – 269.

Betts, S.C. (presenter), Huzey, D. & Vicari, V. (2012) ‘Crisis Management and Small Business: Six Mini-Cases’ *Paper presented at the Allied Academies International Meeting, Academy of Entrepreneurship, Las Vegas, NV, October 2012.* Paper published in the proceedings of the Academy of Entrepreneurship, 18(2), pp. 69-72.

Betts, S.C. (presenter) & Taran, Z. (2012) ‘Corporate Social Responsibility and Conflicting Stakeholder Interests: Using Matching and Advocacy Approaches to Align Initiatives With Issues’ *Paper presented at the Allied Academies International Meeting, Academy of Legal, Ethical and Regulatory Issues, Las Vegas, NV, October 2012.* Paper published in the proceedings of the Academy of Legal, Ethical and Regulatory Issues, 16(2), pp. 1-5.

Betts, S.C. (2012) ‘The Success of the ‘Big Five’ Personality Factors: The Fall and Rise of Personality Psychology in Organization Research’ *Paper presented at the Allied Academies International Meeting, Academy for Organizational Culture, Communications and Conflict, New Orleans, LA, April 2012.* Paper published in the proceedings of the Academy for Organizational Culture, Communications and Conflict, 17(1), pp. 45-49. Paper received the Academy of Organizational Culture, Communications and Conflict Distinguished Research Award

Betts, S.C. (presenter), Laud, R., Mir, R. & Vicari, V.J. (2012) ‘The Paradox of Structure and Control in the Multinational Corporation: Do We Hold Tight or Let Go?’ *Paper presented at the Allied Academies International Meeting, Academy for Studies in International Business, New Orleans, LA, April 2012.* Paper published in the proceedings of the Academy for Studies in International Business, 11(1), pp. 1-5.

Laud, R., Betts, S.C. (presenter) & Basu, S. (2012) ‘The ‘Business Concept’ Competition as A ‘Business Plan’ Alternative for New and Growing Entrepreneurship Programs: What’s the Big Idea?’ *Paper presented at the Allied Academies International Meeting, Academy for Entrepreneurship, New Orleans, LA, April 2012.* Paper published in the proceedings of the Academy for Entrepreneurship, 18(1), pp. 73-77.

McCarthy, A.J & Betts, S.C. (presenter) (2011) ‘Writing Support for Business Students: Efforts Across, Within and Outside of the Curriculum’ *Professional Development Workshop presented at the Eastern Academy of Management Annual Meeting, Managing Everyday Teaching Issues Session, Boston, MA, May 2011*. Materials published in conference proceedings, pp. 167-174.

Betts, S.C. (2010) ‘Having a Ball Learning About Teamwork: An Experiential Approach to Teaching Group Development’ *Paper presented at the Allied Academies International Meeting, Academy of Educational Leadership, Las Vegas, NV, October 2010.* Paper published in the proceedings of the Academy of Educational Leadership, pp. 12-15.

Betts, S.C. (presenter) & Taran, Z. (2010) ‘An Experiential Approach to teaching Social Science Methodology: Extending the Forer Test Beyond Face Validity’ *Paper presented at the Allied Academies International Meeting, Academy of Educational Leadership, Las Vegas, NV, October 2010.* Paper published in the proceedings of the Academy of Educational Leadership, pp. 16-20.

Healy, W., Knaus, E., Matthews, W., Mir, R. & Betts, S.C. (presenter) (2010) ‘Integrating External and Internal Antecedents of Firm Performance: Strategies in an Era of Economic Uncertainty’ *Paper presented at the Allied Academies International Meeting, Academy of Strategic Management, Las Vegas, NV, October 2010.* Paper published in the proceedings of the Academy of Strategic Management, pp. 10-15

McCarthy, A.J & Betts, S.C. (presenter) (2010) ‘Writing Support for Business Students: A Foundational Initiative’ *Professional Development Workshop conducted at the Eastern Academy of Management Annual Meeting, Instructional Focus: Education, Writing Improvem ent, and Team Dynamics Session, Portland, ME, May 2010*. Materials published in conference proceedings, pp. 1896-1900.

Betts, S.C. (presenter), Healy, W., Mir, R. & Vicari, V.J. (2010) ‘Assessing the Impact of Offshoring on Organizational Commitment’ *Paper presented at the Allied Academies International Meeting, Academy for Studies in International Business, New Orleans, LA,* *April 2010* Paper received the Academy for Studies in International Business Distinguished Research Award. Paper published in the proceedings of the Academy for Studies in International Business, 10(1), pp. 8-13.

Betts, S.C. (presenter) & McCarthy, A.J & (2010) ‘The Professional Writing Initiative: Providing Support for Business Students’ *Paper presented at the Allied Academies International Meeting, Academy of Educational Leadership, New Orleans, LA,* *April 2010.* Paper published in the proceedings of the Academy of Educational Leadership, 15(1), pp. 2-6.

Betts, S.C. (2009) ‘Lucky Rolls and Hunches: Luck and Intuitive Decision Making’, *Paper presented at the Allied Academies International Meeting, Las Vegas, NV, Academy of Organizational Culture, Communications and Conflict, October 2009.* Paper published in the proceedings of the Academy of Organizational Culture, Communications and Conflict, 14(2), pp. 6-10.

Betts, S.C. (2009) ‘Hunches and Leaps of Faith: Intuition and Faith in Decision Making’, *Paper presented at the Allied Academies International Meeting, Las Vegas, NV, Academy of Organizational Culture, Communications and Conflict, October 2009.* Paper published in the proceedings of the Academy of Organizational Culture, Communications and Conflict, 14(2), pp. 11-16.

Betts, S.C. (2009) ‘The Interdependence of Ethics and Sustainability and Why Sustainability is the Ethical Choice for Organizations’, *Paper presented at the Allied Academies International Meeting, New Orleans, LA, Academy of Legal, Ethical and Regulatory Issues, April 2009.* Paper published in the proceedings of the Academy of Legal, Ethical and Regulatory Issues, 13(1), pp. 15-20.

Betts, S.C. (2009) ‘Survive, Thrive and Drive: Small Business Strategies for the Economic Downturn’, *Paper presented at the Allied Academies International Meeting, New Orleans, LA, Academy of Entrepreneurship, April 2009.* Paper published in the proceedings of the Academy of Entrepreneurship, 15(1), pp. 1-5.

Betts, S.C. (presenter) & Santoro, M.D. (2009) ‘Controlling Industry-University Relationships for Initial and Continuing Success’, *Paper presented at the Allied Academies International Meeting, New Orleans, LA, Academy of Strategic Management, April 2009.* Paper received the Academy of Strategic Management Distinguished Research Award. Paper published in the proceedings of the Academy of Strategic Management, 8(1), pp. 12-17.

Betts, S.C. (2008) ‘An Examination of the Interdependence of Ethics and Sustainability: Why Sustainability is the Ethical Choice’, *Paper presented at the International Association of Business and Public Administration Disciplines Conference, Memphis, TN, October 2008,* Paper published in conference proceedings.

Huzey, D & Betts, S.C. (co-presenters) (2008) ‘Building a Foundation Without Brick and Mortar: Business Planning for Home Based and Cyber Businesses’, *Paper presented at the International Association of Business and Public Administration Disciplines Conference, Memphis, TN, October 2008,* Paper published in conference proceedings. Paper received Best Paper Award.

Betts, S.C. (2008) ‘Using Bloom’s Taxonomy to Inform Course Design: Teaching and Assessing Basic Concepts to Advanced Applications in an Online Environment’, *Paper presented at the American Institute of Higher Education Conference, Atlantic City, NJ, October 2008,* Paper published in conference proceedings.

Betts, S.C. (2008) ‘Teaching and Assessing Basic Concepts to Advanced Applications: Using Bloom’s Taxonomy to Inform Graduate Course Design’, *Paper presented at the Allied Academies International Meeting, Tunica, MS, Academy of Educational Leadership, April 2008,* Paper published in the proceedings of the Academy of Educational Leadership, 13(1), pp. 7-11.

Betts, S.C. (presenter), Morgan, W. & Castiglia, B. (2008) ‘Who's a Leader?: Students' Implicit Theories of Leadership’ *Paper presented at the Allied Academies International Meeting, Tunica, MS, Academy of Organizational Culture, Communications and Conflict, April 2008,* Paper published in Proceedings of the Academy of Organizational Culture, Communications and Conflict, 13(1), pp. 1-8. Paper received the Academy of Organizational Culture, Communications and Conflict Distinguished Research Award

Betts, S.C. (presenter) & Huzey, D. (2008) ‘Guerrillas in our Midst: When Entrepreneurs Should and Should Not Use Unconventional Marketing’, *Paper presented at the Allied Academies International Meeting, Tunica, MS, Academy of Entrepreneurship, April 2008,* Paper published in Proceedings of the Academy of Entrepreneurship, 14(1), pp. 13-16.

Betts, S.C. (co-presenter), Watad, M. (co-presenter), McCarthy, A.J. (co-presenter) & Tegzes, J. (2007) ‘Creating a Culture of Engagement In and Out of the Classroom: Changing Attitudes in the Class, Course and College’, *Professional Development Workshop presented at the Eastern Academy of Management Annual Meeting, 2007, New Brunswick, N.J., May 2007.* Materials published in meeting proceedings.

Betts, S.C. & Huzey, D. (co-presenters) 2007) ‘Designing an Experiential Entrepreneurship Camp’, *Paper presented at the Allied Academies International Meeting, Jacksonville, FL, Academy of Entrepreneurship, April 2007.* Paper published in Proceedings of the Academy of Entrepreneurship, 13(1), pp. 5-9.

McCrea, E. & Betts, S.C. (presenter) (2007) ‘Corporate Entrepreneurship Outcomes: A Study in Failing to Learn From Failure’, *Paper presented at the Allied Academies International Meeting, Jacksonville, FL, Academy of Entrepreneurship, April 2007.* Paper published in Proceedings of the Academy of Entrepreneurship, 13(1), pp. 35-39.Paper received the Academy of Strategic Management Distinguished Research Award

Watad, M. (presenter), Betts, S.C. & McCrea, E. (2007) ‘Developing an Agenda for Closely Held Business: Aligning Practitioner and Academic Interests’, *Paper presented at the Allied Academies International Meeting, Jacksonville, FL, Academy of Entrepreneurship, April 2007.* Paper published in Proceedings of the Academy of Entrepreneurship, 13(1), pp. 85-99.

Taran, Z. (presenter) & Betts, S.C. (2006) ‘Using Curvilinear Spline Regression To Empirically Test Relationships Predicted By Prospect Theory’, *Paper presented at the European Applied Business Research Conference, 2006, Siena, Italy, June 2006.* Paper published in meeting proceedings, # 195, pp. 1-7. Paper received the Best Paper Award

Betts, S.C. (2006) ‘From Shakespeare to Star Wars: Using Films as Metaphors of Contemporary Reality in Organization Studies’, *Professional Development Workshop presented at the Eastern Academy of Management Conference, 2006, Sarasota Springs, NY, May 2006.* Materials published in meeting proceedings, pp. 1-7

Betts, S.C. (presenter) & Santoro, M.D. (2006) ‘Leadership Theories and Team Research: An Integrative Framework Based on Level of Analysis and Type of Control’, *Paper presented at the Allied Academies International Meeting, New Orleans, LA, Academy of Organizational Culture, Communications and Conflict, April 2006.* Paper published in Proceedings of the Academy of Organizational Culture, Communications and Conflict, 11(1), pp. 1-5. Paper received the Academy of Organizational Culture, Communications and Conflict Distinguished Research Award

Betts, S.C. (presenter) & Knaus, E. (2006) ‘Student Perceptions of the Teaching Effectiveness of a Management Simulation in a Business Policy and Strategy Course’, *Paper presented at the Allied Academies International Meeting, New Orleans, LA, Academy of Educational Leadership, April 2006.* Paper published in Proceedings of the Academy of Educational Leadership, 11(1), pp. 3-7

Donnelly, R. & Betts, S.C. (presenter) (2006) ‘Gaining Access to Start-Up Capital: A Guide for the Nascent Entrepreneur’, *Paper presented at the Allied Academies International Meeting, New Orleans, LA, Academy of Entrepreneurship, April 2006.* Paper published in Proceedings of the Academy of Entrepreneurship, 11(1), pp. 15-18

Betts, S.C. & Taran, Z. (presenter) (2006) ‘Beyond the Forer Test: An Exercise in Social Science Methodology’, *Paper presented at the College Teaching & Learning Conference 2006, Orlando, Florida, January 2006.* Paper published in meeting proceedings, # 435 pp. 1-5

Betts, S.C. (2005) ‘Multiple Jobholding as an Alternative to Turnover: Examining the Decision to Moonlight or Quit’, *Paper presented at the Allied Academies International Meeting, Las Vegas, NV, Academy of Organizational Culture, Communications, October 2005,* Paper published in Proceedings of the Academy of Organizational Culture, Communications and Conflict, 10(2), pp. 7-11. Paper received the Academy of Organizational Culture, Communications and Conflict Distinguished Research Award

Betts, S.C. (2005) ‘Neuroticism and Effective Teamwork: The Moderating Role of Goal Ambiguity in Team Situations’, *Paper presented at the Allied Academies International Meeting, Las Vegas, NV, Academy of Organizational Culture, Communications, October 2005,* Paper published in Proceedings of the Academy of Organizational Culture, Communications and Conflict, 10(2), pp. 1-5

Betts, S.C. (presenter) & Roberts, T.G. (2005) ‘Just in Time in Our Time: A Look at Today’s Business Environment and the Viability of JIT Systems’, *Paper presented at the International Academy of Business and Economics 2005 Conference, Global Supply Chain Management Track, Las Vegas, NV, October 2005,* Paper published in Proceedings of the *International Academy of Business and Economics*, 1(1), pp. 15-19

Betts, S.C. (presenter) & Taran, Z. (2005) ‘The Effects of Reliability and Age on Price in the Used Car Market: A test of Prospect Theory and Multiple Reference Points’, *Paper presented at the Allied Academies International Meeting, Memphis, TN, Academy of Marketing Studies, April 2005.* Paper published in meeting proceedings, pp. 11-15

Betts, S.C. (presenter) & Taran, Z. (2005) ‘Establishing Brands as Rent Generating Assets in International Markets: When to Share the Rents with Local Intermediaries’, *Paper presented at the Allied Academies International Meeting, Memphis, TN, Academy for Studies in International Business, April 2005.* Paper published in meeting proceedings, pp. 7-11

Betts, S.C. (presenter) & Pepe, L. (2005) ‘The Value of Mentoring: A Five Factor Framework’, *Paper presented at the Allied Academies International Meeting, Memphis, TN, Academy of Organizational Culture, Communications and Conflict, April 2005.* Paper published in meeting proceedings, pp. 1-5

Betts, S.C. (presenter) & Taran, Z. (2005) ‘The Myth of Lost Sales: Does Disk Copying Negatively Impact the Music Industry?’, *Paper presented at the International Applied Business Research Conference, Puerto Vallarta, Mexico, March 2005.* Paper published in meeting proceedings, #194 pp. 1-6. Paper received the Best Paper Award

McCarthy, A.J. & Betts, S.C. (presenter) (2005) ‘Charismatic Leader Succession: Preventing a Lousy Legacy’, *Paper presented at the International Applied Business Research Conference, Puerto Vallarta, Mexico, March 2005.* Paper published in meeting proceedings, #241 pp. 1-5. Paper received the Best Paper Award

Vicari, V. (presenter) & Betts, S.C. (2005) ‘University Centers Programs: Creative Solutions For Serving Remote Populations’, *Paper presented at the College Teaching & Learning Conference, Puerto Vallarta, Mexico, March 2005.* Paper published in meeting proceedings, #230 pp. 1-6. Paper received the Best Paper Award

De Luca, R. (presenter) & Betts, S.C. (2005) ‘Why Do Good People Leave? Examining Strategies for Retaining Key Employees’, *Paper presented at the International Applied Business Research Conference 2005, Orlando, Florida, January 2005.* Paper published in meeting proceedings, # 264 pp. 1-8

Betts, S.C. (presenter) & Taran, Z (2004) ‘Getting Their Fair ‘Share’: The Impact of Disk Copying on the Music Industry’, *Paper presented at the Allied Academies International Meeting, New Orleans, LA, Academy of Legal, Ethical and Regulatory Issues, April 2004.* Paper published in meeting proceedings, pp. 35-40

Scarpati, L. & Betts, S.C. (presenter) (2004) ‘Thinking on Your Feet During a Crisis: The Failure of the Last Anglo-Saxon King’, *Paper presented at the Allied Academies International Meeting, New Orleans, LA, International Academy for Case Studies, April 2004.* Paper published in meeting proceedings, pp. 91-96

Betts, S.C. (2004) ‘Gender Differences in Multiple Jobholding: Moonlighting Among Teachers’, *Paper presented at the International Applied Business Research Conference 2004,San Juan, Puerto Rico, March 2004.* Paper published in meeting proceedings, # 185 pp. 1-9. Paper received the Best Paper Award

Betts, S.C. (presenter) & Taylor, V. (2004) ‘Raising the Bar in Troubled Times: Business Goals of Our Future Leaders’, *Paper presented at the International Applied Business Research Conference 2004, San Juan, Puerto Rico, March 2004.* Paper published in meeting proceedings, # 374, pp. 1-6

Betts, S.C. (presenter) & Stouder, M.D. (2003) ‘The Network Perspective in Organization Studies: Network Organizations or Network Analysis?’, *Paper presented at the Allied Academies International Meeting, Las Vegas, NV, Academy of Strategic Management, October 2003.* Paper published in meeting proceedings, pp. 1-6,Paper received the Academy of Strategic Management Distinguished Research Award

Taran, Z. (presenter) & Betts, S.C. (2003) ‘Global Social Responsibility and C2C/P2P Systems’, *Paper presented at the 12th Annual Conference. Global Awareness Society, Washington, DC, May 2003.* Paper published in meeting proceedings, pp. 25-33

Betts, S.C. (presenter) & Santoro, M.D. (2003) ‘Industry and Academe Working Together: Factors That Give Life to Initial and Continuing Success’, *Paper presented at PICMET ’03 (Portland International Conference on Management of Engineering and Technology), Portland OR, July 2003.* Paper published in electronic meeting proceedings, selected for inclusion in edited book

Betts, S.C. (2003) ‘”Romeo and Juliet”, “The Wizard of Oz” and Organizational Behavior: Looking to Literature and Film for Metaphors of Contemporary Reality’, *Session presented at the Organizational Behavior Teaching Conference, Springfield, MA, June 2003* Supplementary theme resource materials published in electronic meeting proceedings

Betts, S.C. (2003) ‘The Relationship Between Neuroticism and Performance in Team Situations: The Moderating Effect of Goal Ambiguity’, *Paper presented at the Eastern Academy of Management 2003 Meeting, Work In Process Track, Baltimore MD, May 2003.* Paper published in electronic meeting proceedings

Betts, S.C. (2003) ‘Charismatic Leadership Development Process: Resolving a Paradox Between Charisma and Mentoring’, *Paper presented at the Allied Academies International Meeting, Tunica, MS, Academy of Organizational Culture, Communications and Conflict, April 2003.* Paper published in meeting proceedings, pp. 1-5

Betts, S.C. (presenter) & Taran, Z. (2003) ‘Brands, Rents, and the BCG Matrix: A Portfolio Approach to Brand Maintenance’, *Paper presented at the Allied Academies International Meeting, Tunica, MS, Academy of Marketing Studies, April 2003.* Paper published in meeting proceedings, pp. 1-6

Li, F. & Betts, S.C. (presenter) (2003) ‘Between Expectation and Behavioral Intent: A Model of Trust’, *Paper presented at the Allied Academies International Meeting, Tunica, MS,, Academy of Organizational Culture, Communications and Conflict, April 2003.* Paper published in meeting proceedings, pp. 33-38. Paper received the Academy of Organizational Culture, Communications and Conflict Distinguished Research Award

Betts, S.C. (2003) ‘The Missing Link of Decision Making: Generation of Alternatives’, *Paper presented at the International Applied Business Research Conference, Acapulco, Mexico, March 2003.* Paper published in meeting proceedings, pp. 1-5

Betts, S.C. (presenter), & Taran, Z. (2003) ‘Leveraging Brand Equity: A Life Cycle Approach to Sharing Economic Rents’, *Paper presented at the International Applied Business Research Conference, Acapulco, Mexico, March 2003.* Paper published in meeting proceedings, pp. 1-7. Paper received the Best Paper Award

Li, F. (presenter) & Betts, S.C. (2003) ‘Trust: What It Is and What It Is Not’, *Paper presented at the International Applied Business Research Conference, Acapulco, Mexico, March 2003.* Paper published in meeting proceedings, pp. 1-8. Paper received the Best Paper Award

Betts, S.C. (presenter) & Taran, Z. (2002) ‘Quality Perceptions and Prospect Theory: Non-Linear Effects of Quality on Price in the Used Car Market’, *Paper presented at the* *Allied Academies International Meeting, Las Vegas, NV, Academy of Marketing Studies, October 2002.* Paper published in meeting proceedings, pp. 1-6. Paper received the Academy of Marketing Studies Distinguished Research Award

Betts, S.C. (2002) ‘"To Be or Not To Be?": Hamlet and Motivation Theory’, *Paper presented at the Allied Academies International Meeting, Las Vegas, NV, Academy of Organizational Culture, Communications and Conflict, October 2002.* Paper published in meeting proceedings, pp. 1-5

Taylor, V. & Betts, S.C. (presenter) (2002) ‘Pushing the Ethics Bar Higher: Business Goals of Management Students’, *Paper presented at the Allied Academies International Meeting, Las Vegas, NV, Academy of Legal, Ethical and Regulatory Issues, October 2002.* Paper published in meeting proceedings, pp. 49-54

Taran, Z. (presenter), Vicari, V. & Betts, S.C.(2002) ‘C2C Marketplace and Fraudulent Activities: An Example of Vigilante Justice’, *Paper presented at the Allied Academies International Meeting, Las Vegas, NV, Academy of Strategic e-Commerce, October 2002.* Paper published in meeting proceedings, pp. 17-21

Betts, S.C. (2002) ‘Contingency Theory: Science or Technology?’, *Paper presented at the International Business & Economics Research Conference 2002, Las Vegas, NV, October 2002.* Paper published in meeting proceedings, pp. 1-7. Paper received the Best Paper Award

Betts, S.C. (2002) ‘If 'Strategy' is the Answer, What's the Question?’, *Paper presented at the 2002 Allied Academies International Meeting, Nashville, TN, Academy of Strategic and Organizational Leadership, April 2002.* Paper published in meeting proceedings, pp. 3-8

Betts, S.C. (presenter), & Taran, Z. (2002) ‘The ‘Brand Halo’ Effect: Brand Reliability Influence on Used Car Prices’ *Paper presented at the 2002 Allied Academies International Meeting, Nashville, TN, Academy of Marketing Studies, April 2002.* Paper published in meeting proceedings, pp. 19-24

Bailey, J.R., Betts, S.C. (presenter), Grevesen, C., Santoro, M.D. & Martin, B. (1997) ‘Dispositional Explanations for Performance Review Discrepancies’, *Paper presented at the 1997 Association of Management/ International Association of Management Conference, Montreal, Canada, August 1997.* Paper published in meeting proceedings, pp. 169-174

Betts, S.C. (presenter) & Santoro, M.D. (1997) ‘Building Bridges for the Future: Spanning the Gap Between Leadership and Team Research’, *Paper presented at the 34th Annual Eastern Academy of Management Conference, New Brunswick, New Jersey, May 1997.* Paper published in meeting proceedings, pp. 202-205

Ford, C.M. (presenter), Betts, S.C., Dean, J.W. Jr. & Sharfman, M.P. (1996) ‘Creative Strategic Decisions: An Empirical Assessment of a Multi-Domain Theory of Creative Strategic Choice’, *Paper Presented at the 1996 Academy of Management Meeting, Cincinnati, OH, Business Policy and Strategy Division.* Paper published in electronic meeting proceedings

**Refereed Conference Presentations** *(not listed above)*

Betts, S.C. (presenter) & Grimes, N. (2024) “Making Sense of Multiple Literacies: Commonalities and Differences” *paper presented at the Institute for Global Business Research Conference, New Orleans, LA, April 2024.* Abstract published in the Institute for Global Business Research International Conference Proceedings 8(1), p. 17.

Betts, S.C. (presenter), Laud, R. & Diamond, B. (2024) “Improving Quality of Life by examining Values: The role of Values and Materialism on Affective States” *paper presented at the Institute for Global Business Research Conference, New Orleans, LA, April 2024.* Abstract published in the Institute for Global Business Research International Conference Proceedings 8(1), p. 18.

Betts, S.C. (presenter) & Grimes, N. (2023) “Addressing the US Literacy Problem: How Higher Education Can Help” *paper presented at the Institute for Global Business Research Conference, San Antonio, TX, October 2023.* Abstract published in the Institute for Global Business Research International Conference Proceedings 7(3), p. 4.

Betts, S.C. (presenter), Laud, R. & Diamond, B. (2023) “Materialism as a Mediator Between Values and Affect” *paper presented at the Institute for Global Business Research Conference, San Antonio, TX, October 2023.* Abstract published in the Institute for Global Business Research International Conference Proceedings 7(3), p. 3.

Betts, S.C. (presenter), Nyaanga, S.,Huzey, D. & Vicari, V. (2023) “Using Mini-Cases to Teach Small Business Crisis Management” *paper presented at the Institute for Global Business Research Conference, New Orleans, LA, April 2023.* Abstract published in the Institute for Global Business Research International Conference Proceedings 7(1), p. 4.

Kashyap, R., Mir, R. & Betts, S.C. (presenter) (2023) “An Exploration of the Microfoundations of Strategy Under Conditions of Environmental Uncertainty” *paper presented at the Institute for Global Business Research Conference, New Orleans, LA, April 2023.* Abstract published in the Institute for Global Business Research International Conference Proceedings 7(1), p. 42.

Betts, S.C. (presenter) & Nyaanga, S. (2022) “Using a ‘Brand Equity’ Approach to Setting Goals and Developing Plans at Different Career Stages.” *paper presented at the Institute for Global Business Research Conference, Las Vegas, NV, October 2022.* Abstract published in the Institute for Global Business Research International Conference Proceedings 6(3), pp.5.

Betts, S.C. & Nyaanga, S. (2022) ‘Building Your Career Through Personal Branding: Using A ‘Brand Equity’ Approach To Setting Goals And Developing Plans’ *Paper presented at the Institute for Global Business Research Conference, New Orleans, LA, April 2022.* Abstract published in conference proceedings, 6(1), p. 8.

Vicari, V. & Betts, S.C. (2022) ‘Leveraging Resources for Rapid Deployment During Crisis: Helping Small Businesses Survive COVID’ *Paper presented at the Institute for Global Business Research Conference, New Orleans, LA, April 2022*. Abstract published in conference proceedings, 6(1), p. 9.

Vicari, V. & Betts, S.C. (2021) ‘Actions Taken and Lessons Learned by the Small Business Development Network (SBDC) Economic Recovery Task Force Initiative During the COVID 19 Global Pandemic’, *Paper presented at the Academy of Business Research Fall International Conference, Finance/Education Track, Boca Raton, FL, November 2021.* Abstract published in the conference proceedings.

Betts, S.C. & Vicari, V. (2021) ‘Training Entrepreneurs using Perspectives of Art, Science and Craft’ *Paper presented at the Academy of Business Research Fall International Conference, Education/Management/Marketing Track, Boca Raton, FL, November 2021.* Abstract published in the conference proceedings.

Betts, S.C. (presenter) & Nyaanga, S. (2021) ‘Developing Your Personal Brand For Career Planning’, *Paper presented at the Academy of Business Research Fall International Conference, Education/Management/Marketing Track, Boca Raton, FL, November 2021.* Abstract published in the conference proceedings.

Betts, S.C., Laud, R. & Kretinin, A. (2021) ‘Social Entrepreneurs Role in Addressing the World Water Crisis: A Diffusion of Technology Perspective’, *Paper presented at “Financial Economics and Technology” session at the 17th International Conference on Applied Business and Economics, Wayne NJ, November 2021.* Abstract published in the conference proceedings.

Betts, S.C. (2021) ‘Taking Social Power Into Consideration While Building Your Professional Network’, *Paper presented at the Institute for Global Business Research Conference, Las Vegas, NV, October, 2021.* Abstract published in conference proceedings, 5(3), p. 6.

Vicari, V. & Betts, S.C. (presenter) (2021) ‘Small Business Development Center (SBDC) Use of Interns to Help Clients During COVID’, *Paper presented at the Institute for Global Business Research Conference, Las Vegas, NV, October, 2021.* Abstract published in conference proceedings, 5(3), p. 61

Betts, S.C. (2021) ‘Using Personal Branding to Frame Personal Strategic Plans in an MBA Capstone Course’, *Paper presented at the Institute for Global Business Research Conference, New Orleans, April, 2021.* Abstract published in conference proceedings, 5(1), p. 6.

Betts, S.C. (2021) ‘Academic Integrity in Online Courses’, *Paper presented at the Institute for Global Business Research Conference, New Orleans, April, 2021.* Abstract published in conference proceedings, 5(1), p. 7.

O’Brien, B. (presenter), Moran, P. & Betts, S.C. (2020) ‘The Experience Gap in Hiring New Graduates: Expecting Too Much For Entry Level Positions’, *Paper presented at the International Academy of Business and Economics Conference, New York, October 2020.* Abstract published in conference proceedings, 20(3), p.55.

Betts, S.C. (presenter) & Vicari, V. (2020) ‘Teaching Entrepreneurship as Art, Science and Craft: Using Bloom’s Taxonomy to Align Perspective and Course Content’ *Paper presented at the Institute for Global Business Research Conference, New Orleans, April 2020*. Paper received the Global Journal of Entrerpreneurship Best Paper Award. Abstract published in conference proceedings, 4(1), p.27.

Betts, S.C. (presenter) & Erdogan, E. (2020) ‘Mindfulness in Management and Marketing’ *Paper presented at the Institute for Global Business Research Conference, April 2020.* Abstract published in conference proceedings, 4(1), p.26.

Betts, S.C. (2019) ‘Disposition and Ethics: An Exploration of Jungian Types and Justice, Utilitarian and Rights Views of Ethics’ *Paper presented at the Institute for Global Business Research Conference, Las Vegas, NV, October 2019*. Abstract published in the conference proceedings, 3(3), p. 91.

Betts, S.C. (presenter) & Vicari, V. (2019) ‘Crisis Management For Small Business: Apologies and Explanations During and After a Crisis’ *Paper presented at the Institute for Global Business Research Conference, Las Vegas, NV, October 2019*. Abstract published in the conference proceedings, 3(3), p. 86.

Betts, S.C. (co-presenter) & Jimenez, R. (co-presenter) (2019) ‘Active Learning: Online and In-class Strategies and Demonstration’ *Breakout Session presented at the NJEdge Teachiing with Technology Showcase: Excellence in Action, Wayne, NJ, February 2019.* Abstract published on NJEdge website.

Betts, S.C. (2018) ‘The Emerging Field of Positive Organizational Behavior: Organization Studies Response to the Positive Psychology Movement’ *Paper presented at the Academy of Business Research Fall International Conference, Education/Management Track, Boca Raton, FL, November 2018.* Paper received the Best Paper Award. Abstract published in the conference proceedings, p 237.

Betts, S.C. (2018) ‘Job Characteristics and Personality as Predictors of Ethical Behavior’ *Paper presented at the Academy of Business Research Fall International Conference, Education/Management Track, Boca Raton, FL, November 2018.* Abstract published in the conference proceedings, p 236.

Betts, S.C. (2018) ‘Empowerment as an Antecedent of Employee Engagement’ *Paper presented at the Academy of Business Research Fall International Conference, Management Track, Boca Raton, FL, November 2018.* Abstract published in the conference proceedings, p 224.

Betts, S.C. (2018) ‘Integrating Positive Psychology into Organization Studies: The Developing Field of Positive Organizational Behavior’ *Paper presented at the Institute for Global Business Research Conference, New Orleans, LA, April 2018.* Abstract published in the conference proceedings, 2(1), p. 97.

Betts, S.C. (2017) ‘A Look At Positive Organizational Behavior: How Positive Psychology Is And Should Be Influencing Organizational Behavior’, *Paper presented at the Institute for Global Business Research Conference , Las Vegas, NV, October 2017.* Abstract Published in the conference proceedings, p.219.

Betts, S.C. (presenter), Laud, R. & Ketinin, A. (2017) ‘Social Entrepreneurship: An Emerging Alternative To Governmental and Non-Profit Approaches To Social Problem’ *Paper presented at the Institute for Global Business Research Conference , Las Vegas, NV, October 2017.*  Abstract published in the conference proceedings, p.84.

Huzey, D. (presenter), Betts, S.C. & Roberts, T. (2017) ‘Small Business And The ADA: Using Accomodations To Create Strategic Advantage’ *Paper presented at the International Academy of Business and Economics Fall Conference, New York, NY, October 2017.* Abstract published in the conference proceedings.

Betts, S.C. (co-presenter), Huzey, D. (co-presenter), Roberts, T. & Vicari, V. (2016) ‘Evidence Based Management and Small Business: The Business Plan’ *Paper presented at the Allied Academies International Meeting, Academy of Entrepreneurship, Las Vegas, NV, October 2016.* Abstract published in the proceedings of the Academy of Entrepreneurship, 21(2), p. 2.

Laud, R. (co-presenter), Betts, S.C. (co-presenter) & Yakubov, M. (2015) ‘Embedding a ‘Career Preparedness’ Theme Into a Modern MBA Program Through Experiential Learning and Skill Set Development’ *Professional Development Workshop presented at the Business Practitioner Teaching Summit, Drexel University, Philadelphia, PA, May 2015*.

Betts, S.C. (presenter), Knaus, E. & Winberry, G. (2015) ‘Teaching Management as Art, Science and Craft Using An Evidence Based Perspective’ *Paper presented at the Allied Academies International Meeting, Academy of Educational Leadership, New Orleans, LA, April 2015.* Abstract published in the proceedings of the Academy of Educational Leadership, 20(1), p. 2

Betts, S.C. (presenter), Matthews, W., & Leahy, M. (2015) ‘The Poker and the Ivey: What Is An Advantage And What Is Cheating?’ *Paper presented at the Allied Academies International Meeting, Academy of Legal, Ethical and Regulatory Issues, New Orleans, LA, April 2015.* Abstract published in the proceedings of the Academy of Legal, Ethical and Regulatory Issues, 19(1), p. 2

Betts, S.C. (presenter) & Knaus, E. (2014) ‘Teaching Management as Art, Science and Craft: An Approach Using Bloom’s Taxonomy’ *Paper presented at the International Academy of Business and Public Administration Disciplines Fall Conference, Las Vegas , NV, October 2014*. Abstract and introduction published in the conference proceedings, p. 452.

Taran, Z. & Betts, S.C. (presenter) (2013) ‘Sharing Economic Rents With Intermediaries: A Strategy For Establishing Brands as Rent Generating Assets in International Markets’ *Paper presented at the International Academy of Business and Economics Conference, Marketing Track, Las Vegas, NV, October 2013.* Paper published in the Journal of International Business and Economics, 13(4), pp.123-134

McCarthy, A.J. & Betts, S.C. (co-presenters) (2013) ‘Developing A Professional Writing/Communication Initiative: Moving Towards Online Resources And A Virtual Presence’ *Professional Development Workshop presented at the Business Professor Teaching Summit, Drexel University, Philadelphia, PA, May 2013.*

McCarthy, A.J. & Betts, S.C. (presenter) (2013) ‘Developing A Professional Writing/Communication Initiative’ *Professional Development Workshop conducted at the Eastern Academy of Management Annual Meeting, Baltimore, MD, May 2013*. Abstract published in conference proceedings.

McCarthy, A.J. & Betts, S.C. (co-presenters) (2012) ‘The Professional Writing/Communication Initiative: Enhancing Student Performance’ *Breakout Session presented at the NJEDge.Net Annual Conference, ‘Conference 9.0 on Humanizing Technology’, Assessment Track, Plainsboro, NJ, November 2012*

Betts, S.C. (co-presenter), Huzey, D. (co-presenter) & Vicari, V. (2012) ‘Crisis Management For Small Business: Advice For Before During and after a Crisis’ *Paper presented at the International Academy of Business and Economics Conference, Las Vegas, NV, October 2012.* Paper published in the Journal of International Management Studies, 12(4), pp. 27-35

Betts, S.C. (presenter) & Roberts, T. (2012) ‘Evidence Based Management: A Practical Approach’ *Paper presented at the Allied Academies International Meeting, Business Studies Academy, Las Vegas, NV, October 2012* Abstract published in the proceedings of the Business Studies Academy, 4(2), p. 1

Huzey, D. (co-presenter), Betts, S.C. (co-presenter) & Vicari, V. (2012) ‘Pre-Crisis Planning: An Ounce of Prevention For Small Business’ *Paper presented at the Academy of Business Research Conference, Strategy/Public Administration Track, Atlantic City, NJ, September 2012.* Paper received the Best Paper Award. Abstract published in meeting proceedings p. 117

Ofmani, A., Thoelen, D. & Betts, S.C. (presenter) (2012) ‘Mary Parker Follett and Participative Management: An Examination Of Managers’ Willingness To Delegate Power’ *Paper presented at the Academy of Business Research Conference, Strategy/Public Administration Track, Atlantic City, NJ, September 2012.* Abstract published in meeting proceedings p. 129

McCarthy, A.J. & Betts, S.C. (co-presenters) (2012) ‘The Professional Writing Initiative: Enhancing Student Performance’ *Professional Development Workshop presented at the Business Professor Teaching Summit, Drexel University, Philadelphia, PA, May 2012.*

Laud, R., Betts, S.C. (co-presenter) & Basu, S. (co-presenter) (2012) ‘The Business Concept Competition - a Business Alternative for New and Growing Programs’ *Professional Development Workshop presented at the Business Professor Teaching Summit, Drexel University, Philadelphia, PA, May 2012.*

Betts, S.C. & McCarthy, A.J. (co-presenters) (2011) ‘Designing the Ideal Professional Writing Program for Business Students’ *Professional Development Workshop presented at the Business Professor Teaching Summit, Drexel University, Philadelphia, PA, May 2011.*

Betts, S.C. (2011) ‘Corporate Social Responsibility: Aligning Organizational Efforts with Conflicting Stakeholder Interests’, *Paper presented at the Allied Academies International Meeting, Academy of Legal, Ethical and Regulatory Issues, Las Vegas, NV, October 2011*

Betts, S.C., Huzey, D. & Vicari, V. (2011) ‘Crisis Management for Small Business: Before, During and After a Crisis’, *Paper presented at the Allied Academies International Meeting, Academy of Entrepreneurship, Las Vegas, NV, October 2011*

Betts, S.C. & Taran, Z. (2011)‘Conflicting Issues and Corporate Social Responsibility: Aligning Organizational Efforts With Stakeholder Interests’, *Paper presented at the International Academy of Business and Economics 2011 Annual Conference, Management – Emerging Trends Track, Las Vegas, NV, October 2011*. Paper published in the Journal of International Management Studies, 11(3), pp. 39-46

Betts, S.C. (2011) ‘Sustainable What? An Examination of the Conceptual Underpinnings and Contextual Interpretations of Sustainability’, *Presentation, part of special panel discussion ‘The Past, Present and Future of Sustainability: Theoretical and Empirical Perspectives’, at the* PRME (*Principles for Responsible Management Education) 2011 Annual Conference, Glassboro, NJ, April 2011.*

Matthews, W., McCrea, E. (co-presenter) & Betts, S.C.(co-presenter) (2007) ‘Making Team Assignments A More Effective Element of the Education Process: Designing a Faculty Training Module’, *Paper presented at the Eastern Academy of Management Annual Meeting, Works in Process Track, 2007, New Brunswick, N.J., May 2007.* Abstract published in meeting proceedings

Betts, S.C. & Taran, Z. (presenter) (2006) ‘The Halo Effect of Age on Durable Goods Prices: Age, Reliability and the Used Car Market’, *Paper presented at the International Academy of Business and Economics 2006 Conference, Consumer Behavior Track, Las Vegas, NV, October 2006.* Paper published in the Review of Business Research, 6(5), pp. 99-105

Betts, S.C. (presenter) & Taran, Z. (2005) ‘Is the Music Industry Crying Wolf? A Simulation of the Impact of Disk Copying on the Music Industry’, *Paper presented at the International Academy of Business and Economics 2005 Conference, Organizational Behavior Track, Las Vegas, NV, October 2005,* Paper published in the Review of Business Research, 5(3), pp. 34-38

Betts, S.C. (presenter) & Taran, Z. (2005) ‘Brand as a Reference Point: A Test of Prospect Theory in the Used Car Market’, *Paper presented at the International Academy of Business and Economics 2005 Conference, Consumer Behavior Track, Las Vegas, NV, October 2005,* Paper published in the Journal of Academy of Business and Economics, 5(1), pp. 118-122

Betts, S.C. (presenter), McCarthy, A.J. & DeFrancesco, F. (2005) ‘Leaps of Faith & Lucky Rolls: Capturing These Enablers of Successful Decision Making’, *Paper presented at the International Applied Business Research Conference, Puerto Vallarta, Mexico, March 2005.* Abstract published in meeting proceedings, #242. Paper received the Best Paper Award

Betts, S.C (presenter) & Roberts, T.G. (2004) ‘Going Beyond the ADA: Moving From ‘Reasonable Accommodations’ to ‘Inclusive Accommodations’, *Paper presented at the International Academy of Business and Economics 2004 Conference, Human Resource Management Track, Las Vegas, NV, October 2004.* Paper published in the Review of Business Research, 3(1), pp. 196-201

Taran, Z. (presenter), Vicari, V. & Betts, S.C. (2004) ‘C2C Business and High Tech Product: The Case of Iridium Satellite Phones’, *Paper presented at the International Academy of E-Business 4th Annual Conference, Atlantic City, NJ, March 2004.* Paper published in the E-Business Review, 4, pp. 149-152

Betts, S.C. (presenter) & Taylor, V. (2003) ‘Business Goals and 9/11: The Effect on Our Future Leaders’, *Paper presented at the Allied Academies International Meeting, Las Vegas, NV, Academy of Legal, Ethical and Regulatory Issues, October 2003* Abstract published in meeting proceedings, pp. 45

Betts, S.C. (2003) ‘Strategy Literature vs. Strategy Coursework: A Framework for Bringing Strategy Research Into the Classroom’, *Paper presented at the International Academy of Business and Economics 2003 Conference, Strategic Management Track, Las Vegas, NV, October 2003* Paper published in the Review of Business Research, 1(2), pp. 49-53

Betts, S.C. (presenter) & Taran, Z. (2003) ‘Social Responsibility and E-Commerce: An Examination of C2C/P2P Systems’, *Paper presented at the International Academy of Business and Economics 2003 Conference, E-Commerce Track, Las Vegas, NV, October 2003* Paper published in the Review of Business Research, 1(1), pp. 21-23

Betts, S.C. & Taran, Z. (presenter) (2003) ‘C2C and P2P: Are They R2S (Responsible to Society)?’, *Presentation, part of special session ‘Corporate Social Responsibility: Who is responsible for Society, Diversity or the Environment?’ at the 2003 Academy of Marketing Sciences Annual Conference, Washington, DC, May 2003.*

Betts, S.C. (2002) ‘Multiple Jobholding and Organization Research: Models of Turnover and the Decision to Moonlight’, *Paper presented at the Academy of Management Denver CO 2002 Conference, Organizational Behavior Division, August 2002.*

Betts, S.C. (2001) ‘An Exploration of Multiple Jobholding (Moonlighting): A Multi-Level Perspective’, *Paper presented at the Academy of Management Washington D.C. 2001 Conference, Human Resources Division, August 2001*.

Betts, S.C. (presenter), & Santoro, M.D. (2001) ‘Key Factors for the Initial and Continuing Success of Collaborative Ventures Between Industry and Academe’, *Paper presented at the Academy of Management Washington D.C. 2001 Conference, Technology & Innovation Management Division, August 2001.*

Betts, S.C. (2001) ‘An Exploration of Multiple Jobholding (Moonlighting) and an Investigation Into the Relationship Between Multiple Jobholding and Work Related Commitment’, *Paper presented at the 2001 IOOB Conference, State College Pennsylvania, March 2001.*

Betts, S.C. (1999) ‘Towards an Integration of LMX, Charismatic Leadership and Mentoring: Resolving a Paradox’, *Paper presented at the 1999 IOOB Conference, Fairfax Virginia, March 1999*

**Other** **Presentations, Publications**

‘An Exploration of Materialism, Affect and Values in College Students’ (2024) Betts, S.C., Laud, R. & Diamond, B. *Presentation given at the Cotsakos College of Business Faculty Summer Research Presentations, April 2024*

Facilitator/Moderator (2023) *Cotsakos College of Business Best Practices in Teaching Workshop, WPUNJ, Wayne NJ, April 2023*

‘Insights gained from developing remote courses and how they can be adapted across modes (WPOnline, ITV, synchronous online, traditional in-person, hybrid and others).’ (2023) Betts, S.C. *Presentation given at the Cotsakos College of Business Best Practices in Teaching” workshop, January 2023.*

‘MBA Action Learning Projects in the Online Environment’ (2022) Betts, S.C., Vicari, V. & Laud, R. (panelists) *Panel discussion at the What Works Conference 2022: Repurposing, Rethinking and Reaffirming Equity and Access, WPUNJ, Wayne NJ, December* 2022.

‘Managerial Communications in the 21st Century’ (2022) *Seminar given at the Governmental Purchasing Association of New Jersey (GPANJ) Eigth Annual Educational Symposium, Atlantic City, NJ. September 2022*

‘Publications of New Jersey’s Business Faculty, 20th Annual Volume’ (2021) Gibson, A.(ed.) Sponsored by the Stillman School of Business at Seton Hall University, abstracts O’Brien, B., Moran, P. & Betts, S.C. (2020), Laud, R., Kretinin, A. & Betts, S.C. (2020) (article received the Bright Idea Award, 2021), Taran, Z. & Betts, S.C. (2020).

‘How Small Business Leads Economic Recovery: Lessons From COVID and Other Disruptions’ (2021) Betts, S.C. (chair/moderator), Muldoon, K., Siqueira, A. & Vicari, V. (panelists) *Panel discussion at the 17th International Conference on Applied Business and Economics, Wayne NJ, November 2021.*

‘Research Summary’ (2021) *Presentation at WPUNJ Pre-Doctoral Fellows Research Forum, April 2021.*

‘Academic Integrity in Online Courses’ (2021) Betts, S., Weaver, C., Xing, Y. (Panelists) *Center for Teaching Excellence Pedagogy Workshop, March 2021.*

‘Belonging/Marginalized Identities & Classroom Management’ (2019) Ellis, M., Ferris, S., Fuentes, D., Marshall, I., Betts, S., Brown, E., Rosenthal, J. (Panelists) *Senate Forum, March 2019*

Laud, R., Kretinin, A. & Betts, S.C. (presenter) (2019) ‘An Integrated Model For Large Scale Social Entrepreneurship: Addressing Global Water Supply Problems’ *Presentation at Cotsakos College of Business Research Forum, part of William Paterson University ‘Explorations’, Wayne, NJ., April 2019.* Abstract published in ‘Explorations’ program.

Betts, S.C. (presenter), Laud, R. & Kretinin, A. (2018) ‘Social Entrepreneurship: A Contemporary Approach to Solving Social Problems.’ *Presentation at Cotsakos College of Business Research Forum, part of William Paterson University ‘Explorations’, Wayne, NJ., April 2018.* Abstract published in ‘Explorations’ program.

Betts, S.C., Laud, R. & Kretinin, A. (2018) ‘Social Entrepreneurship: A Contemporary Approach to Solving Social Problems.’ *Paper resulting from 2017 Business Policy and Practice Research Forum grant and included in Cotsakos College of Business White Paper Series, Spring 2018.*

‘How to Get Students to Read & Prepare for Class’ (2016) Betts, S., Gilley, D., Victor, L. (panelists) *Pedagogy Workshop sponsored by the Center for Teaching Excellence, October 2016.*

Betts, S.C. (facuty facilitator) & Vicari,V. (industry expert) *Roundtable Discussions at the ‘Bridging Practice & Theory Summit’, Drexel University, Philadelphia, PA, May 2016*.

Betts, S.C. (co-presenter), Huzey, D. (co-presenter) &Vicari, V. (2015) ‘Crisis Management for Home and Cyber Businesses: Mitigation, Preparedness, Response and Recovery’ *Paper presented at the Academic and Business Research Institute International Conference, Management Track, Las Vegas , NV, October 2015.*

Betts, S.C. (presenter), Knaus, E. & Winberry G. (2015) ‘Teaching management as Art, Science and Craft: Aligning Course Content With Management Perspective’ *Paper presented at the Academic and Business Research Institute International Conference, Education Track, Las Vegas , NV, October 2015.*

‘Writers on Writing Roundtable’ (2015) Betts, S., Ekeocha, J., Moore, N., Swanson, K, Weisberg, D. (panelists), Williams, M. (moderator), *Workshop sponsored by The William Paterson University, University Core Curricullum Committee, William Paterson University, Wayne, NJ, April 2015.*

‘Exchanges on the Economic, Social, Educational, Environmental, and Global Terrorism Shock Waves Confronting Business’ (2015) Basu, S., Betts, S.C., Chao, C., Krishnan, M. & Nagaraj, P. (Panelists) Kashyap, R. & Arevalo, J. (moderators). *Presentation at William Paterson University Research & Scholarship Day 2015, William Paterson University, Wayne, NJ, April 2015*

‘Publications of New Jersey’s Business Faculty, 13th Annual Volume’ (2014) Puliti, M.(ed.) *Sponsored by the New Jersey Policy Research Organization Foundation (NJPRO) affiliated with the New Jersey Business and Industry Association and The Stillman School of Business at Seton Hall University,* abstracts Betts, S.C. (2013) p. 17.

Betts, S. C. (2014) ‘Crisis Management for Small Business: Before, During and After a Crisis’, *Presentation at William Paterson University Research & Scholarship Day 2014, William Paterson University, Wayne, NJ, April 2014*

‘Publications of New Jersey’s Business Faculty, 12th Annual Volume’ (2013) Puliti, M.(ed.) *Sponsored by the New Jersey Policy Research Organization Foundation (NJPRO) affiliated with the New Jersey Business and Industry Association and The Stillman School of Business at Seton Hall University,* abstracts Betts, S.C., Huzey, D. & Vicari, V. (2012) p. 20, 148.

Huzey, D. (co-presenter), Betts, S.C. (co-presenter), & Vicari, V. (2013) ‘Learning the Hard Way vs. Vicarious Learning: Post Crisis Learning For Small Business’ *Paper presented at the Academic and Business Research Institute International Conference, Management Track, Las Vegas , NV, October 2013. Paper published in the conference proceedings (online).*

Roberts, T.G. (presenter), Betts, S.C. & Huzey, D. (2013) ‘Reasonable Accommodations and the ADA: The Impact of Technology’ *Paper presented at the Academic and Business Research Institute International Conference, Management Track, Las Vegas , NV, October 2013. Paper published in the conference proceedings (online).*

Betts, S.C. (2013) ‘Evidence Based Management’, *One of two presentations that composed the Third Edna Cadmus ’76 Lecture Series ‘Clinical Applications of Evidence Based Management in Nursing Models of Care’, William Paterson University, Wayne, NJ, April 2013*

Betts, S. C. (2013) ‘Lucky Rolls, Leaps of Faith and Hunches: Luck, Faith and Intuition in Decision Making’, *Presentation at William Paterson University Research & Scholarship Day 2013, William Paterson University, Wayne, NJ, April 2013*

‘Publications of New Jersey’s Business Faculty, 11th Annual Volume’ (2012) Puliti, M.(ed.) *Sponsored by the New Jersey Policy Research Organization Foundation (NJPRO) affiliated with the New Jersey Business and Industry Association and The Stillman School of Business at Seton Hall University,* abstracts Betts, S.C. & Taran, Z. (2011) p. 15, Betts, S.C (2011) p. 16, Betts, S.C (2011) p. 17, Betts, S.C & Santoro, M.D. (2011) p. 18, Betts, S.C, Watad, M. & McCrea, E.A. (2011) p. 19, Healy, W.J., Taran, Z. & Betts, S.C (2011) p. 38.

‘The Paradox of Structure and Control in the Multinational Corporation: Do We Hold Tight or Let Go?’ (2012) Deller, T., Mir, R., Vicari, V. (panelists)Laud, R.,(panelist, presenter) *&* Betts, S.C. (panelist, presenter, moderator), *Presentations and panel discussion part of the Christos M. Cotsakos College of Business Professional Enrichment Program, William Paterson University, Wayne, NJ, April 2012*

‘Retention and Tenure Workshop’ (2011) Williams, C., & Betts, S.C. (facilitators) *Sponsored by AFT Local 1796, William Paterson University, Wayne, NJ, Nov 2011*

Betts, S.C. (2011) ‘Building a Foundation Without Bricks and Mortar: Business Planning for Home Based and Cyber Businesses’, *Presentation at William Paterson University Research & Scholarship Day 2011, William Paterson University, Wayne, NJ, April 2011*

‘Publications of New Jersey’s Business Faculty, 9th Annual Volume’ (2010) Gibson, A.(ed.) *Sponsored by the New Jersey Policy Research Organization Foundation (NJPRO) and The Stillman School of Business at Seton Hall University,* abstracts Betts, S.C. & Huzey, D. (2009) p. 7 (article received the Bright Idea in Management Award, 2010)

‘Retention and Tenure Workshop’ (2010) Fengya, D., Williams, C., & Betts, S.C. (facilitators) *Sponsored by AFT Local 1796, William Paterson University, Wayne, NJ, Nov 2010*

‘Surviving in Turbulent Times’ (2010) Perez, C., Vicari, V. (panelists/presenters) Betts, S.C., (panelist/presenter/moderator) ‘Small Business Strategies for the Economic Downturn: Survive, Thrive and Drive’ *Panel and presentation at William Paterson University Research & Scholarship Day 2010, William Paterson University, Wayne, NJ, April 2010*

Betts, S.C. (2010) ‘A Primer on Research Design, Philosophy, Approaches and Methods’, ‘Contemporary Issues in Management and Marketing’, ‘The Modern MBA Degree: Various Perspectives’ *Three presentations at Kenya Methodist University, Nairobi, Kenya, January 2010*

‘Publications of New Jersey’s Business Faculty, 8th Annual Volume’ (2009) Gibson, A.(ed.) *Sponsored by the New Jersey Policy Research Organization Foundation (NJPRO), New Jersey Business Magazine and The Stillman School of Business at Seton Hall University,* abstracts Betts, S.C. (2008) p. 12, McCrea, E. & Betts, S.C. (2008) p. 51. (article received the Bright Idea in Innovation Award, 2009)

‘Contemporary Small Business Issues’ (2009), Foster, C.K., Betts, S.C., & Vicari, V. (presenters/ panelists), *Presentations and panel discussion part of the Christos M. Cotsakos College of Business Professional Enrichment Program, William Paterson University, Wayne, NJ, April 2009*

Betts, S.C. (2009) ‘Why Sustainability is the Ethical Choice’, *Presentation at William Paterson University Research & Scholarship Day 2009, William Paterson University, Wayne, NJ, April 2009*

‘WPU Institutional Review Board Policy and Procedures Update and Information Session’ (2009) Lawrence, S., Betts, S.C. & Reicher, T (co-presenters) *Presentation at William Paterson University Research & Scholarship Day 2009, William Paterson University, Wayne, NJ, April 2009*

‘Publications of New Jersey’s Business Faculty, 7th Annual Volume’ (2008) Gibson, A.(ed.) *Sponsored by the New Jersey Policy Research Organization Foundation and The Stillman School of Business at Seton Hall University,* abstracts Betts, S.C. & Santoro, M.D. (2007) p. 11, Betts, S.C. & Taran, Z. (2007) p. 103.

Betts, S.C. (2008) ‘New Life for Your Business’, *Presentation at William Paterson University Center for Continuing and Professional Education ‘TGIF’ Monthly Series, William Paterson University, Wayne, NJ, April 2008*

Betts, S.C. (2008) ‘The Myth of Lost Sales: The Impact of Disk Copying on The Music Industry’, *Presentation at William Paterson University Research & Scholarship Day 2008, William Paterson University, Wayne, NJ, April 2008*

‘Publications of New Jersey’s Business Faculty, 6th Annual Volume’ (2007) Gibson, A.(ed.) *Sponsored by the New Jersey Policy Research Organization Foundation and The Stillman School of Business at Seton Hall University,* abstracts Betts, S.C. (2006) P.16, Betts, S.C. & Pepe, L.J. (2006) p. 17, Betts, S.C. & Taran, Z. (2006) p. 18, Betts, S.C. & Taran, Z. (2006) p. 18, Scarpati, L. & Betts, S.C. (2006) p109, Scarpati, L. & Betts, S.C. (2006) p109.

‘The Road to Sustainability – (How) Can We Assure the Future?’ (2007) Ferris, S, Kaur, R., Liu, T, Mir, A., Mir, R., Pavese, F., Uhlein, T., Wahrman, M. (panelists) Kashyap, R., Betts, S.C., (moderators) *Presentation at William Paterson University Research & Scholarship Day 2007, William Paterson University, Wayne, NJ, April 2007*

Betts, S.C. (2007) ‘Bringing Our Research to the Classroom’, *Presentation at the Cotsakos College of Business Research Forum, William Paterson University, Wayne, NJ, March 2007*

Watad, M. & Betts, S.C. (2007) ‘Center for Closely Held Business: The Alignment of Practice & Theory’, *Presentation at the Cotsakos College of Business Research Forum, William Paterson University, Wayne, NJ, March 2007*

Betts, S.C. (2006) ‘Integrating Leadership Theories into Team Research: Aligning Multiple Perspectives Using Level of Analysis and Type of Managerial Control’, *Presentation at William Paterson University Research & Scholarship Day 2006, William Paterson University, Wayne, NJ, April 2006*

‘Closing the Loop Between Assessment and Program Improvement’ (2006) Betts, S.C. (panelist) *WPUNJ Faculty Senate Assessment Committee Workshop, William Paterson University, Wayne, NJ, April 2006*

‘Leadership Over Time and Culture’ (2005) Marks, P., McCarthy, A.J., Scarpati, L., Zaranski, M. (presenters), Betts, S.C., Watad, M. (moderators, discussants) *Presentation part of the Christos M. Cotsakos College of Business Professional Enrichment Program, William Paterson University, Wayne, NJ, November 2005*

‘Assessing Program Outcomes: Focus on Information Literacy: Collecting and Using Evidence for Continuous Improvement’ (2005) Betts, S.C. (moderator, panelist) *WPUNJ Faculty Senate Assessment Committee Workshop, William Paterson University, Wayne, NJ, April 2005*

Betts, S.C. (2005) ‘Charismatic Leadership and Mentoring: Three Related Projects’, *Presentation at the Cotsakos College of Business Research Forum, William Paterson University, Wayne, NJ, March 2005*

Betts, S.C. (2004) ‘A Paradox Involving Charismatic Leadership, ‘In-Group’ Membership, and Mentoring’, *Statement B19 Online posting 10 October 2004. Management Decision - Leadership Debate Forum, Management First Discussion Forums, <http://www.managementfirst.com/forums/viewtopic.php?t=65>*

‘Publications of New Jersey’s Business Faculty, 3rd Annual Volume’ (2004) Gibson, A.(ed.) *Sponsored by the New Jersey Policy Research Organization Foundation and The Stillman School of Business at Seton Hall University,* abstracts Betts, S.C. (2003) p. 11, Betts, S.C. & Taran, Z. (2003) pp. 13, 14, Betts, S.C. & Santoro, M.D. (2003) p. 12, Li, F. & Betts, S.C. (2003) p. 53.

‘Organizational Change and Development for the 21st Century’ (2004) Heidt, T., McCarthy, A.J., Pepe, L.J (presenters), Betts, S.C. (facilitator, moderator) *Presentation part of the Christos M. Cotsakos College of Business Professional Enrichment Program, William Paterson University, Wayne, NJ, November 2004*

Betts, S.C. (2004) ‘Brand Equity and Competitive Advantage: A ‘Resource-Based View’ Explanation of the Sharing of Economic Rents’, *Presentation for Seminar on Competitive Advantage for the Cotsakos College of Business MBA Program, William Paterson University, Wayne, NJ, September 2004*

‘Faculty Writing: Perhaps a Dark Task, Enlightened by a Group of Colleagues’ (2004) Stroppel, E., Betts, S.C. (co-presenters) *Presentation at the New Jersey Faculty Development Network Fifteenth Annual Spring Conference, Bloomfield College, Bloomfield NJ, April 2004*

Betts, S.C. (2004) ‘The Effects of Reliability and Brand and Used Car Prices: Perceptual Distortions and Risk Propensity’,*Presentation at William Paterson University Research & Scholarship Day 2004, William Paterson University, Wayne, NJ, April 2004*

‘Lost in Translation? Course Outline to Syllabus’ (2004) Betts, S.C. (panelist) *WPUNJ Faculty Senate Assessment Committee Workshop, William Paterson University, Wayne, NJ, March 2004*

Betts, S.C. (2003) ‘Between Markets and Hierarchies: Controlling Industry-University Relationships for Success’, *Presentation at the Cotsakos College of Business Research Forum,* *William Paterson University, Wayne, NJ, November 2003*

‘Corporate Crisis Management Workshop’ (2003) DeFrancesco, F., Basile, J., Scarpati, L. & Zolot, M.J. (presenters), Betts, S.C. (facilitator, moderator) *Presentation part of the Christos M. Cotsakos College of Business Professional Enrichment Program, William Paterson University, Wayne, NJ, November 2003*

Betts, S.C. (2003) ‘‘To Be or Not To Be’: Hamlet and Motivation Theory’,*Presentation at William Paterson University Research & Scholarship Day 2003, William Paterson University, Wayne, NJ, April 2003*

Betts, S.C. (2003) Review of ‘Battling Big Business’, edited by Eveline Lubbers (2002), Common Courage Press, Monroe, ME, *Shy Librarian Magazine,* p. 35

Betts, S.C. (2002) ‘‘Brand Halo’, Prospect Theory and Reliability: The Effects of Perceptual Distortions and Risk Propensity on Used Car Prices’, *Presentation at the Cotsakos College of Business Research Forum, William Paterson University, Wayne, NJ, October 2002*

Betts, S.C. (2002) ‘Using Literature and Film in the Social Sciences: “Romeo & Juliet” and Organizational Behavior’, *Presentation at the Thirteenth Annual (2002) Spring Conference of the New Jersey Faculty Development Network, William Paterson University, Wayne, NJ, April 2002*

Betts, S.C. (2002) ‘Moonlighting Among Teachers: Gender Differences in Multiple Jobholding’, *Presentation at William Paterson University Research & Scholarship Day 2002, William Paterson University, Wayne, NJ, April 2002*

Betts, S.C. (2002) ‘Multiple Jobholding: Some Basic Concepts, Findings and Implications About Moonlighting’, *Presentation at the Cotsakos College of Business Research Forum, William Paterson University, Wayne, NJ, April 2002*

Betts, S.C. (2001) ‘An Exploration of Multiple Jobholding (Moonlighting): A Multi-Level Perspective’, *Presentation at the Organization Management Seminar Series, Rutgers University, Newark NJ, May 2001*

**Service**

**William Paterson University**

**Ongoing/Prior Responsibilities**

WPUNJ WPOnline UG Faculty Liaison for Professional Sales Concentration 2021 - present

WPUNJ WPOnline UG Faculty Liaison for Management Concentration 2021 - present

WPUNJ Learning Spaces Committee 2015 - present

WPUNJ ‘FAST’ Faculty Athletic Support Team,

Executive Committee 2013 - present

WPUNJ Exploring Alternate Credentials and Certificates

Operationalization Team 2022 - 2024

WPUNJ Strategic Planning & Branding and Identity Steering Group 2022 - 2024

WPUNJ Core Curriculum Review Panel for (Convener) 2013 - 2024

Writing Intensive Courses (Member) 2010 - 2024

WPUNJ Alternate Credentials Working Group (Co-Chair) 2021 - 2022

WPUNJ Office of Sponsored Programs Advisory Council 2013 - 2019

WPUNJ Faculty Senate Research Council ‘06 -‘07, ‘08 -‘11, 2017 - 2019

WPUNJ Faculty Senate Research Council Open Access Working Group 2018 - 2019

WPUNJ Faculty Senate Research Council Web Interface Working Group 2018 - 2019

WPUNJ Faculty Sabbatical Committee 2017 - 2018

WPUNJ Strategic Plan Implementation Committee

Goal V, Section D Professional Development Sub-group 2012 - 2013

WPUNJ Provost Search Committee 2012 - 2013

WPUNJ Faculty Range Adjustment Committee 2007 - 2008, 2011 - 2012

WPUNJ Assigned Release Time (ART) Committee 2010 - 2011

WPUNJ Middle States Planning, Resource Allocation,

and Renewal Working Group 2009 - 2011

WPUNJ Middle States Self-Study Steering Committee 2009 - 2010

WPUNJ IRB for Human Subject Research, Member 2003 - 2009

WPUNJ IRB for Human Subject Research, Chair 2003 - 2006

WPUNJ Enrollment Management Steering Committee 2006 - 2008

WPUNJ Faculty Senate Graduate Council 2005 - 2006

WPUNJ Marketing Committee (invited member) 2005 - 2006

WPUNJ Commuter Services Advisory Board 2004 - 2005

WPUNJ Faculty Senate Assessment Committee 2002 - 2005

CCOB Graduate Programs Task Force 2021 - present

CCOB Undergraduate Applied Business Analytics Task Force 2021 - 2022

CCOB WPOnline Task Force 2019 - 2021

CCOB Outcomes Assessment Committee 2001 - 2012, 2016 - 2017

CCOB MS in Business Analytics Task Force 2016 - 2017

CCOB Graduate Curriculum Task Force 2013 - 2016

CCOB MBA Director Search Committee 2013 - 2014

CCOB Instructional Technology Task Force 2011 - 2012

CCOB Student Quality Task Force 2009 - 2011

CCOB Entrepreneurship Center Exploratory Committee 2007 - 2009

CCOB MBA MOLI Cohort Coordinator 2006 - 2009

CCOB Professional Enrichment Committee 2002 - 2007

CCOB MBA Faculty Advisor \* 2005 - 2006

CCOB MBA Steering Committee, Chair 2005 - 2006

CCOB Enterprise Resource Planning Committee 2002 - 2006

CCOB Outcomes Assessment Coordinator 2002 - 2005

CCOB AACSB Student Committee 2003 - 2005

CCOB Russ Berrie Sales Institute Advisory Committee 2002 - 2004

School of Continuing and Professional Education Assistant Director for 2022

Professional Certifications Search Committee

Continuing Education and Distance Learning Community Assistant Director 2012

For Continuing Education Certification Programs Search Committee

Kinesiology Department Faculty Search Committee 2015 - 2016

Professional Sales Department Promotion and Tenure Committee 2011 - 2016, 2018 - 2020

MMPS Program/Course Integration Task Force (coordinator) 2023 - present

MMPS Alternate Certification Task Force (chair) 2022 - present

MMPS (MMS) Promotion and Tenure Committee 2006 - 2009, 2013 - present

MMS DFRAC Committee 2006 - 2010, 2022 - present

MMPS (MMS) AFT Union Representative 2002 - present

MMPS (MMS) Faculty Advisor Undergraduate 2001 – 2005, 2006 - present

MMPS DFW Task Force 2022 - 2024

MMPS WPOnline Course Developer

MGT 4150 Applied Human Resource Management 2024

MGT 3060 Organizational Behavior (co-developed) 2023

MGT 3060 Organizational Behavior (co-developed) 2023

MGT 3150 Human Resource Management (co-developed) 2022

MBA 6700 Integrated Learning Capstone 2021

MGT 7041 Applied Human Resource Planning and Development 2021

ENT 7120 Crisis Management for Organizations 2020

MGT 7040 Human Resource Management 2020

MMPS Pre-Doctoral Fellow Mentor 2021 - 2022

MMPS Honor Student Thesis Supervisor

Lauren Naveo How Political MarketingAffects Brand Perception 2022

Graduate MSABS 2020 - 2021

Graduate MBA 2005 - 2006

MMPS (MMS) Internship Sponsor, 41 Internships 2002 - 2022

MMPS (MMS) Assessment Committee 2010 - 2013, 2018

MMPS Pre-Doctoral Fellow Search Committee 2020 - 2021

MMPS (MMS) Faculty Search Committee, Chair 2004, ‘05, ‘09, ‘10, ‘11, ’15, ‘20

MMS Faculty Search Committee, Member 2002, ‘07, ‘08, ‘18

MMS Management Curriculum Task Force 2013 - 2017

MMS Curriculum Committee 2001 - 2013

MMS Chair Election Committee 2003, 2012

MMS Teamwork Training Committee 2005 - 2006

MMS Scheduling Committee 2005 - 2006

MMS Top Journal Ranking Committee 2004 - 2005

MMS MBA Independent Study Sponsor

Brittney O'Brien Bridging the Gap Between Employer Requirements 2020

and Graduate Qualifications

Megan Pepe An Evidence-Based Management Approach 2014

to School Business Administration

Renee OjoOhikuare Crisis Management in International 2013

Intergovernmental Organizations

Ryan Cooper Bottom of the Pyramid 2009

Raymond Sourial Leaders of Leaders 2008

Andrew McCarthy SBDC Management - Marketing the SBDC 2006

Ryan Donnelly SBDC Management - Small Business Finance 2005

Louis Pepe Mentoring 2004

Lance Bartletta Decision Making 2003

AFT Local 1976 Scholarship Committee 2009 - 2012, 2014 – 2022, 2024

AFT Local 1976 Mobilization Committee 2016 - 2017, 2019

Society for Human Resource Management (SHRM) Student Chapter Advisor 2003 - 2010

**Regular Participation/ Attendance**

First Year Convocation Faculty Research Forums

(CCOB Banner Carrier 2009, 2013, 2015) Candidate Presentations

Business Concept Competition Community Advisement

(Coach 2012, 2013, 1st round judge 2015) Stakeholder Conference

Center For Closely Held Business Events Presidential Investiture

Alpha Kappa Psi - Yellow Rose Event Club Sponsored Events

Commencement (Faculty Marshall) Legislative Breakfast

Professional Enrichment Activities Honors Convocation

Research and Scholarship Day Student Orientation

Beta Gamma Sigma Induction Major-Minor Day

WPUNJ Scholarship Brunch CCOB Retreats

Graduate Commencement University Day

New-Student Registration AFT Meetings

University Athletic Events Open House

Faculty Author Reception CTE Events

**Professional**

**Boards**

Board of Directors, Institute for Global Business Research 2017 - present

Scientific Board, University Industry Innovation Network 2014 - present

**Reviewer - Journals, Books**

Editorial Advisory Boards

American Business Review 2020 - present

Global Journal of Business Pedagogy 2017 - present

Management Research Review 2010 - present

Journal of Organizational Culture, Communications and Conflict 2005 - present

Journal of the International Academy for Case Studies 2005 - 2017

Academy of Marketing Studies Journal 2005 - 2017

Entrepreneurial Executive 2005 - 2017

Management Decision 2004 - 2005

Journal of Hospital Marketing and Public Relations 2003 - 2005

McGraw-Hill, Management text 2013

Prentice Hall, Organizational Behavior text 2011

Sage, ‘Crisis Management in the New Strategy Landscape’ 2010

Organization Management Journal, Emerging Conceptual Scholarship 2009

Prentice Hall, Organizational Behavior text 2005

International Journal of Technology Management 2005, ‘04

Organization Management Journal, Linking Theory and Practice section 2005, ‘04, ‘03

Journal of Managerial Issues 2004

Journal of High Technology Research 2004

McGraw-Hill/Irwin, Organizational Behavior text 2003

McGraw-Hill/Irwin, contents for two Essentials of Management texts 2002

IEEE Transactions on Engineering Management 2001

Journal of Management Inquiry, essay section 2000

Irwin Publishing, Organization Design textbook 1997

**Reviewer - Conferences**

IGBR Distiguished Research Award 2018 - 2024

AOM Teaching & Learning Conference 2019, 2020

AOM Entrepreneurship Division 2008 - ’09, ’11 - ‘15, ’18 - ’20, ’22, ‘24

AOM Organizational Behavior Division 2003 - 2015, ’18, ’20, ’22, ‘24

AOM Social Issues in Management Division 2019

AOM Human Resource Management Division 2009 - 2012, ’05, ’04, ’03

AOM Management Education & Development Division 2010, ’08, ’07, ’05, ’04

AOM Managerial & Organizational Cognition Division 2007, ’06

AOM Technology and Innovation Management Division 2004, ’03, ’02, ’00, ’97

IABE Management - Emerging Trends Track 2010

EAM Entrepreneurship, Innovation, Information Technology Track

(formerly Entrepreneurship Track 2012, ’13, ’22, ‘24

EAM Ethics, Corporate Responsibility & Sustainability Track 2022

EAM Idea Incubator Angel Reviewer 2022

EAM Human Resource Management & Careers & Leadership Track 2014

EAM Organizational Behavior & Theory Track (formerly OBTDC -

Organizational Behavior, Theory, Development, and Communication) 2010 - 2015, ’07, ’04, ’03

EAM Leadership Track (formerly Leadership Division) 2011, 1997

EAM Management Education and Development Track 2010, ’03

EAM Work in Progress Track 2007, ’06, ’03

EAM Potpourri Track/ Edge Research Track (formerly Potpourri) 2007, ’04, ’03

EAM Technology & Information Systems Track 2004

EAM All-Conference Session Track 2004

EAM Human Resource Management Track 2003

Organizational Behavior Teaching Conference 2003

EAM Experiential Learning Division 1997

**Conference Session Chair/Facilitator/Discussant**

Institute for Global Business Research, Spring Conf., Interdisciplinary session 2024

Institute for Global Business Research, Fall Conf., Interdisciplinary session 2023

Institute for Global Business Research, Spring Conf., Interdisciplinary session 2023

Institute for Global Business Research, Fall Conf., Interdisciplinary session 2022

17th International Conference on Applied Business and Economics

chair/moderator of panel discussion ‘How Small Business Leads Economic

Recovery: Lessons From COVID and Other Disruptions’ 2021

Institute for Global Business Research, Fall Conf., Interdisciplinary session 2021

Institute for Global Business Research, Spring Conf., Interdisciplinary session 2021

Institute for Global Business Research, Fall Conf., Interdisciplinary session 2020

Institute for Global Business Research, Fall Conf., Interdisciplinary session 2019

Institute for Global Business Research, Spring Conf., Interdisciplinary session 2019

Eastern Academy of Management, Organizational Behavior and Theory Track

paper session entitled ‘B&T: Institutional Concerns in Non-Profit and

Higher Ed: Stakeholder Engagement and Environmental Pressures’ 2015

Eastern Academy of Management, Management Education and Development

Track paper session entitled ‘Core Issues in Modern Teaching’ 2015

Allied Academies Spring International Meeting, 2 Interdisciplinary sessions 2015

International Association of Business and Public Administration Disciplines 2014

Management/Case Management session (session chair)

Eastern Academy of Management’s Annual Meeting, Organizational 2013

Behavior & Theory Track paper session entitled ‘Communication’

Allied Academies Fall International Meeting, Interdisciplinary session 2012

Academy of Business Research Conference, Strategy/Public Admin. session 2012

Allied Academies Spring International Meeting, Interdisciplinary session 2012

Allied Academies Fall International Meeting, Interdisciplinary session 2011

Eastern Academy of Management, Management Education & Development

Track paper session entitled ‘Online Learning Isn't Going Away--

New Rules for Effectiveness’ 2011

Allied Academies Fall International Meeting, Interdisciplinary session 2010

Eastern Academy of Management’s Annual Meeting, Organizational 2010

Behavior & Theory Track paper session entitled ‘Radical Change’

Allied Academies Spring International Meeting, Interdisciplinary session 2010

Allied Academies Fall International Meeting, 2 Interdisciplinary sessions 2009

Allied Academies Spring International Meeting, Interdisciplinary session 2009

International Association of Business and Public Administration Disciplines 2008

Conference, Legal, Social and Ethical Issues in Business session,

Management session (discussant), Health Care Mgt session (discussant)

American Institute of Higher Education Conference, Interdisciplinary session 2008

Allied Academies Spring International Meeting, 2 Interdisciplinary sessions 2008

Academy of Management's Annual Meeting, Organizational Behavior Division 2007

paper session entitled ‘Leadership: Nature Versus Nurture’

Allied Academies Spring International Meeting, 2 Interdisciplinary sessions 2006

Allied Academies Fall International Meeting, Interdisciplinary session 2005

Allied Academies Spring International Meeting, Interdisciplinary session 2005

International Applied Business Research Conference, Marketing session 2005

International Applied Business Research Conference, Interdisciplinary session 2004

Allied Academies International Meeting, Interdisciplinary session 2003

International Academy of Business and Economics Conference 2003

Strategic management track session

Eastern Academy of Management’s Annual Meeting Organizational 2003

Behavior, Theory, Development, and Communication (OBTDC)

Track paper session entitled ‘The knowledge of team behavior’

International Applied Business Research Conf., 2 Interdisciplinary sessions 2003

Academy of Management's Annual Meeting, TIM Division 1997

paper session entitled ‘Individuals, teams and leadership

in the innovation process’

**Other Service Activities**

SBDC Economic Recovery Task Force Member 2020 - 2022

SBDC Summer Internship Facilitator (w/ Economic Recovery Task Force) 2020

DNP Dissertation Committee Member for Norman Pangilinan “A Study on the 2019 - 2021

Predictors of Engagement Among Registered Nurses in New Jersey”

Co-Chair 17th International Conference on Applied Business and Economics

Organizing Committee 2021

Ph.D. Advisor Kimathi University College of Technology 2010 - 2012

Ph.D. Advisor Kenya Methodist University (4 students) 2009 - 2010

Invited Lecturer Kenya Methodist University (3 lectures) 2010

Outside reader Ph.D. Comprehensive Examination Kenya Methodist University 2009, 2010

(2009 Spring 6 questions, Fall 2 questions, 2010 Spring 5 questions)

Advised and assisted in developing and running SHRM Northeast Region 2009

Student Conference and HR Games, hosted by CCOB and WPUNJ

SHRM Chapter # 5544

Accompanied SHRM team to HR Games for the Northeast Region 2004 - 2008

Eastern Academy of Management Faculty Liaison to WPUNJ 2006 - 2007

Local Arrangements Committee member Eastern Academy of Management

2007 Annual Meeting, New Brunswick, NJ 2006 - 2007

Advised and assisted in developing and running NJ Student SHRM 2005

Conference, hosted by WPUNJ SHRM Chapter # 5544

Arranged for MBA teams to work with SBDC and clients, 2006, ’05, ’04

in conjunction with elective course and practicum

Participant in the New Jersey Faculty Development Network, 2004

Seventh Annual Fall Roundtable

Assisted in developing TIM Division programs for the Academy of 1999, ’97

Management's Annual Meetings

Co-host/ guest periodically on 'Juxtures' and ‘Sessions’ radio shows 1989 - 2001

WDVR-FM (public) radio, speaking about organization research,

multiple jobholding, academia, and related topics

**Honors and Awards**

**Research Awards**

Distinguished Research Award, 2023, Institute for Global Business Research International Meeting, New Orleans, LA

Martin S. Bressler Distinguished Researcher Award, 2022, Institute for Global Business Research International Meeting, Las Vegas

Distinguished Research Award, 2022, Institute for Global Business Research International Meeting, Las Vegas

Best Paper Award, 2021, Academy of Business Research, Boca Raton, FL

Bright Idea Award, 2021, given by the Stillman School of Business, South Orange, NJ

Distinguished Research Award, 2020, Institute for Global Business Research International Meeting, Online

Distinguished Research Award, 2019, Institute for Global Business Research International Meeting, New Orleans, LA

Best Paper Award, 2018, Academy of Business Research, Boca Raton, FL

Distinguished Research Award, 2018, Institute for Global Business Research International Meeting, Las Vegas, NV

Distinguished Research Award, 2018, Institute for Global Business Research International Meeting, New Orleans, LA

Best Paper in Conference Research Award, 2014, International Academy of Business and Public Administration Disciplines Fall Conference, Las Vegas , NV

Best Paper Award, 2012, Academy of Business Research, Atlantic City, NJ

Academy of Organizational Culture, Communications and Conflict Distinguished Research Award, 2012, Allied Academies International Meeting, New Orleans, LA

Bright Idea in Management Award, 2010, given by the New Jersey Policy Research Organization (NJPRO) and the Stillman School of Business

Academy of Studies in International Business Distinguished Research Award, 2010, Allied Academies International Meeting, New Orleans, LA

Bright Idea in Innovation Award, 2009, given by the New Jersey Policy Research Organization (NJPRO), New Jersey Business Magazine and the Stillman School of Business

Academy of Strategic Management Distinguished Research Award, 2009, Allied Academies International Meeting, New Orleans, LA

Best Paper Award, 2008, International Academy of Business and Public Administration Disciplines Conference, Memphis, TN

Academy of Organizational Culture, Communications and Conflict Distinguished Research Award, 2008, Allied Academies International Meeting, Tunica, MS

Academy of Strategic Management Distinguished Research Award, 2007, Allied Academies International Meeting, Jacksonville, FL

Best Paper Award, 2006, European Applied Business Research Conference, Siena, Italy

Academy of Organizational Culture, Communications and Conflict Distinguished Research Award, 2006, Allied Academies International Meeting, New Orleans, LA

Academy of Organizational Culture, Communications and Conflict Distinguished Research Award, 2005, Allied Academies International Meeting, Las Vegas, NV

Best Paper Awards (3), 2005, International Applied Business Research Conference, Puerto Vallarta, Mexico

Best Paper Award, 2005, Teaching and Learning Conference, Puerto Vallarta, Mexico

Best Paper Award, 2004, International Applied Business Research Conference, San Juan, Puerto Rico

Academy of Strategic Management Distinguished Research Award, 2003, Allied Academies International Meeting, Las Vegas, NV

Excellence in Scholarship Award, 2003, Cotsakos College of Business, William Paterson University, Wayne, NJ

Academy of Organizational Culture, Communications and Conflict Distinguished Research Award, 2003, Allied Academies International Meeting, Tunica, MS

Best Paper Awards (2), 2003, International Applied Business Research Conference, Acapulco, Mexico

Academy of Marketing Studies Distinguished Research Award, 2002, Allied Academies International Meeting, Las Vegas, NV

Best Paper Award, 2002, International Business & Economics Research Conference, Las Vegas, NV

Dissertation Research Grant, 2001, Center for Entrepreneurial Management, Rutgers University, Newark, NJ

**Teaching and Service Awards**

JoAnn C. Carland Distinguished Service Award, awarded April 2020, Institute For Global Business Research Conference

Fellow of the Institute For Global Business Research, awarded October 2019, Institute For Global Business Research Conference, Las Vegas, NV

Fellow of the Allied Academies, awarded October 2010, Allied Academies International Meeting, Las Vegas, NV

Excellence in Service Award, 2005, Cotsakos College of Business, William Paterson University, Wayne, NJ

Academy of Educational Leadership's Award for Innovative and Creative Teaching, Spring 2003, Allied Academies International Meeting, Tunica, MS

PhD in Management Tae-Won Sohn Outstanding Teaching Portfolio Award, 1999

PhD in Management Program, Rutgers University

**Research Release Time/Grants**

Faculty Summer Research Forum grant 2021, 2022, 2023

Business Policy and Practice Research Forum grant, CCOB, WPUNJ, Wayne, NJ 2017, 2018, 2019, 2020

Assigned Release Time (ART) for Research, Office of the Provost, WPUNJ, Wayne, NJ 2019-2020, 2018-2019, 2017-2018, 2016-2017, 2015-2016, 2014-2015, 2013-2014, 2012-2013, 2011-2012, 2010-2011, 2009-2010, 2008-2009, 2007-2008, 2006-2007

Release Time for Research Office of the Dean, CCOB, WPUNJ, Wayne, NJ

2007-2008, 2006-2007, 2004-2005, 2003-2004, 2002-2003, 2001-2002

**Honor Societies**

Beta Gamma Sigma - National Business Honor Society

Alpha Pi Mu - National Industrial Engineering Honor Society (Chapter President, Secretary, National Convention Delegate, National Chapter Activities Committee Chair)

Alpha Iota Delta - National Decision Sciences Honor Society

Omicron Delta Kappa - National Leadership Honor Society

MENSA

International High IQ Society

United Who’s Who, 2004

Who's Who Among American Teachers, 1996

Who's Who Among Young American Professionals, 1989

**Professional Development Activities**

WPUNJ Professional Writing Group 10/02 to present

CITI Human Research, Sociol-Behavioral Faculty Investigators and

Educators Refreshed Course 4/5/2022

Academic Integrity in Online Courses Workshop (Panelist) WPUNJ, CTE 3/26/21

Speed of Trust Foundations workshop, WPUNJ 5/4-5/20

7 Habits of Highly Effective People workshop, WPUNJ 4/30/20

AOM OB division Webinar – Leadership in Times of Crisis 3/31/20

Mid-Atlantic Organizational Behavior Teaching Confernce 3/28/20

Unconscious Bias Workshop, WPUNJ 2/10/20

Inclusion and Diversity in Recuiting 1/29/20

CITI Course in the Protection of Human Research Subjects – Refresher 6/27/19

Rutgers Active Learning Symposium 5/22/19

WPUNJ Senate Forum: Belonging/Marginalized Identities &

Classroom Management (Panelist) 3/21/19

NJEdge Teaching with Technology Showcase: Excellence in Action 2/22/19

CCOB Workshop - Exploratory Analytics & Machine Learning with R. 4/20/18

Case Writing Workshop, Institute for Global Business Research Meeting 4/4/18

Cotsakos College of Business Strategic Faculty Retreat 3/02/18

Bridging Practice and Theory Summit, Business Analytics, Drexel U. 5/18/17

WPUNJ Retreat on Research, Scholarship, and Creative Expression 4/07/17

Cotsakos College of Business Retreat 3/23/17

WPUNJ Support for R., S. & C.E. Forum III (moderator) 2/02/17

WPUNJ Support for Research, Scholarship and Creative Expression Forum I 12/02/16

CITI Course in the Protection of Human Research Subjects 2/21-22/05, 9/25/16

WPUNJ Active Learning Institute 9/23/16

WPUNJ Quality Matters Training – Applying the QM Rubric 3/6/15

McGraw-Hill Flipped-Classroom Testing Program 3/2-15/15

WPUNJ Blended Learning Boot Camp 1/6-10/14

WPUNJ UCC University Core Curricilum Retreat 5/13/13

WPUNJ Online Institute 7/9-27/12

McGraw-Hill/Irwin Changing Face of Management Symposium 3/1-3/12

University Core Curriculum Summer Institute, Technology Intensive Track 5/23,24/11

NJEDge.Net Annual Faculty Best Practices Showcase 3/11/11

WAC Pedagogy Workshop ‘Writing and Critical Thinking in the Disciplines’5/19-21/10

New Jersey State Ethics Commission Ethics Training Program 11/2/09

McGraw-Hill/Irwin Accountability and Assessment Regional Workshop 10/31/09

CITI Refresher Course in The Protection of Human Research Subjects 3/16/09

McGraw-Hill/Irwin Principles of Management Symposium 2/15-18/07

Web Development Workshop 11/29/06

Faculty Senate Assessment Committee Workshops 4/06, 4/05, 3/04, 3/03

AACSB Graduate Programs Conference 11/18-20/05

Information Literacy Workshop 10/06/05

SAP Workshop 2/10-11/05

New Jersey Faculty Development Network Fall Roundtable 10/04

SAP Overview Workshop 6/23-25/04

New Jersey Faculty Development Network Conference 4/16/04

ETS Higher Education Assessment Forum 4/14/04

NJ-RC SHRM Professional Meetings 5,4,2,1/04, 6,5/03

Writing Across the Curriculum Workshop 1/12-14/04

Institutional Review Board for Human Subject Research Training 10/13/03

Human Participants Protection Education for Research Teams Course 10/13/03

Organizational Behavior Teaching Conference 6/11-14/03

Mid-Atlantic Organizational Behavior Teaching Conference 3/21-22/03

Race and Gender Project Faculty Development Workshop 5/22-23/03

University Centers Administrative/ Advisement Sessions 4/17,29/03

Blackboard Institute 1/13-15/03

Census Workshop 3/08/02

Financial Symposium 12/08/01

**Professional Experience - Corporate/Consulting**

**Staff Associate** May 1988

*Katz and Associates, Inc., New Providence, N.J.* to July 1999

*Sutton & Associates, Plainfield, N.J.*

*Strategic Human Resources, Plainfield, N.J*.

Participated in live industrial sociodramas and facilitated group exercises. These sociodramas were part of seminars in such subject areas as Building Strength Through Diversity, Work/ Home Family Balance, Burnout, The Maturing Worker, Sexism in the Workplace, Racism in the Workplace, Managerial Coaching, Organizational Transition, Teambuilding, Downsizing/ Outplacement, Sexual Harassment, Managed Health Care, Gender Communication. Awarded 1990 Quiet Hero Award.

**Engineering Assistant** May 1979

Manufacturing and Methods Engineering Department to September 1980

*Bendix Corporation, Test Systems Division, Teterboro, N.J.*

Coordinated cost control program, evaluated suggestions, prepared cable harness boards and manuals, programmed automatic and semi-automatic circuit board assembly machines, participated in special projects requiring successful interaction with several departments and various levels of management.

**Professional and Other Affiliations**

**Current**

AHEPA - American Hellenic Educational Progressive Association

AOM - Academy of Management

IGBR - Institute of Global Business Research (on Board of Directors)

UIIN - University Industry Innovation Network (on Scientific Board)

**Former**

Academic & Business Research Institute

Academy for Studies in International Business

Academy of Business Research

Academy of Educational Leadership

Academy of Entrepreneurship

Academy of Legal, Ethical & Regulatory Issues

Academy of Marketing Studies

Academy of Organizational Culture, Communications & Conflict

Academy of Strategic & Organizational Leadership

Academy of Strategic Management

American Institute of Industrial Engineers

Business Studies Academy

Eastern Academy of Management

International Academy of Business & Economics

International Academy of Business & Public Administration Disciplines

Mid-Atlantic Organizational Behavior Teaching Society

Organizational Behavior Teaching Society

SHRM (Society for Human Resource Management)

**Courses Taught**  Spring 1983 to Spring II 2024

**William Paterson University**

MBA 6700 Integrated Learning Capstone Experience 31 section(s) *a*

MBA 6160 Organizational Behavior and Communication 34 *b*

LEAD 7510 Elements of the Human Resource Functions of Leadership 2

MGT 7990 Evidence Based Management 9 *c*

MGT 7990 Leadership Across Time and Culture 1

MGT 7990 Global Corporate Crisis Management 1

MGT/ENT 7120 Crisis Management for Organizations/Small Business 23 *d*

MGT 7040 Human Resource Management 11 *e*

MGT 7041 Applied Human Resource Planning and Development 8 *f*

MGT 7070 Organizational Change and Development 2

MGT 7010 Entrepreneurship 1 *g*

MGT 7000 Independent Study 9

MGT 6040 Management Process and Organizational Theory 8 *h*

MGT 4510 Management Planning and Control 2

MGT 4310 Production and Operations Management 1

MGT 4150 Applied Human Resource Management 1

MGT 3150 Human Resource Management 9 *i*

MGT 3080 Organizational Theory 6 *j*

MGT 3080 Organizational Theory (team-taught) 1

MGT 3060 Organizational Behavior 86 *k*

MGT 3050 Management Information Systems 7

MGT 3000 Principles of Management 3

MGT 2000 Principles of Management (on-line) 2

MGT 2020 Introduction to Business 2

MKT 4750 Business Logistics 1

MKT 3100 Marketing 1

MGT/MKT 4900,4901, MBA 6900 Internship in Management/ Marketing, MBA 41

*a including four hybrid sections, three online synchronous sections and nineteen WPOnline sections*

*b including one online/ in- person hybrid cohort in Florida, two cohorts off campus, four online, and two hybrid*

*c including four online and four hybrid sections*

*d including three hybrid and ten online sections including twelve WPOnline sections*

*e including two hybrid, six online sections including four WPOnline sections*

*f including one online synchronous and four WPOnline*

*g includes one online section*

*h including one cohort in Florida taught as online/ in- person hybrid and one hybrid section*

*i including one online and three WPOnline sections*

*j includes three online sections*

*k including two ITV sections, twenty two online asynchronous, one online synchronous, one hybrid and one off campus*

**Dedan Kimathi University of Technology**

PCMC 7101/DBA 5202 Organization Theory and Behavior\* 4\*

PCMC 7102 Macroeconomics Theory & Policy Analysis\* 1\*

*\* on-line/internet conference hybrid*

**Kenya Methodist University**

PCMC 7101 Organization Theory and Behavior\* 1\*

*\* on-line/internet conference hybrid*

**Stevens Institute of Technology**

MGT 690 Org Theory and Design (alt title - Designing Complex Orgs) 3\*

MGT 680 Organizational Behavior and Theory 1\*

MKT 641 Marketing Management 1

*\* sections off campus, including one ITV and one on-line section MGT 690*

**Rutgers University**

29:620:418 Business Policy and Strategy 1

29:620:418 Business Policy and Strategy (team-taught) 4

29:620:318 Management Fundamentals 5

29:620:318 Management Fundamentals (team-taught) 5

29:620:300 Principles of Management 3

22:630:586 Marketing Management 1

MGT 385 Statistical Methods in Business (team-taught) 2

MGT 370 Management Information Systems (team-taught) 2

**New Jersey Institute of Technology**

MGMT 390 Principles of Management 3

MGMT 216 Business Statistics (team-taught) 1

IM 448 Financial Simulation Seminar 1

IM 445 Managerial Economics 1

IM 442 Finance of a Business Enterprise 2

IM 339 Computerized Management Control 1

IM 305 Business Statistics 2

IM 230 Cost Analysis and Control 3

IM 112 Administrative Systems 6

IM 111 Industrial Accounting and Budgeting II 2

IE 497 Enterprise Management 2

IE 490 Operations Management 1

IE 465 Patent Law (case studies) 1

IE 446 Law (case studies) 2

IE 443 Systems Analysis (ran business simulation) 4

IE 221 Introduction to Industrial Engineering 1

IET 414 Industrial Cost Analysis 3

IET 315 Industrial Statistics 1

EM 715 Design of an Enterprise (ran simulation) 4

**Passaic County Community College**

BU 206 Business Statistics 9

**Hudson County Community College**

BUS 201 Intro to Statistics and Probability 1

**Non-Credit and Special Programs**

**William Paterson University**

**Center for Continuing and Professional Education**

Haier America – Organizational Behavior 2

MBA Essentials For Business Series: Organizational Behavior and Design 1

Certificate for First-Level Supervision: Managing Org. Change (Core Class) 2

Certificate in Leadership: Strategic Planning for Leaders (Elective Class) 3

‘TGIF’ Monthly Series: New Life for Your Business 1

**Essex County College**

**Community and Continuing Education**

Computerized Accounting Program 2

Developmental Mathematics, Computerized Accounting, Business Mathematics, Accounting Simulation

**Institute for Professional Development**

The Highly Effective Manager as Coach, Counselor, and Motivator

Managing the Difficult Employee

The Management Challenge: Supervision Workshop

Managing Individuals and Teams

Problem Solving & Decision Making

Leadership vs Management

What’s New in Management: Managing in the 21st Century

What’s New in Management: Corporate: Government Social Responsibility

What's New in Management: Managerial Communications in the 21st Century

What’s New in Management: Conflict and The Difficult Employee

What’s New in Management: The Positive Organization

What’s New in Management: Creating Engaged and Empowered Employees

What’s New in Management: Motivating Employees in the 21st Century

What’s New in Management: Leaders and Managers: Are They Different?