

CV - JOHN A. PARNELL, PH.D.

Office: Professor of Management & Alumni Eminent Scholar of Business

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EDUCATION

UNIVERSITY OF MEMPHIS. PH.D. IN BUSINESS ADMINISTRATION

Major: Business Strategy. Minor: Organizational Behavior/HRM. GPA=4.0/4.0.

Recipient of the Greater Memphis State Competitive Doctoral Fellowship.

CAMPBELL UNIVERSITY. DOCTOR OF EDUCATION

Concentration: Administration & Public Policy. GPA=3.9/4.0. I have two earned doctorates.

EAST CAROLINA UNIVERSITY. MASTER OF BUSINESS ADMINISTRATION

Concentration: Management, Quantitative Methods. GPA=3.6/4.0.

EAST CAROLINA UNIVERSITY. MASTER OF ARTS IN EDUCATION

Concentration: Adult Education. GPA=4.0/4.0.

EAST CAROLINA UNIVERSITY. B.S. IN BUSINESS ADMINISTRATION

GPA=3.5/4.0, Cum Laude distinction.

EXPERIENCE

UNIVERSITY OF NORTH ALABAMA, Florence, Alabama

2019--: *Professor of Management & Alumni Eminent Scholar of Business*, College of Business and Technology

1. Recipient, 2024 Jim Couch Award for Outstanding Research- DETAILS ON AWARD HERE:

https://www.una.edu/academics/faculty-information/docs/aa-scholarship_research_awards-criteria-2022----faculty.pdf

2. Chair of the Sanders College of Business Research Task Force- This group develops and evaluates proposals to increase the quality and quantity of research in the College.
3. Recipient, 2022 Sanders College of Business and Technology Faculty Research Award- this is the research award for the Sanders College of Business and Technology; the Couch Award is for the entire university.
4. Service on the UNA Institutional Review Board (IRB)- see end of this document for details about IRBs.
5. Service on the UNA Committee for AA Awards for Outstanding Scholarship and Research
6. Service on the Department of Management & Marketing Promotion & Tenure Committee
7. Service on the Sanders College of Business Research Award Committee
8. Service on the Executive Doctor of Business Administration (EDBA) Leadership Team- The EDBA is a practitioner-focused doctoral program, I teach 3 courses in the program each year. The EDBA leadership team oversees admissions, curriculum, dissertations, and other program issues. Additional details available her: <https://www.una.edu/business/graduate/executive-doctorate-business-administration/index.html>
9. Coordinator for the College of Business Faculty Research Seminars- I develop and promote 6-8 research seminars each year to promote research activity in the College.
10. Coordinator of the Business Faculty Research Alliance (<https://www.una.edu/business/research/>). The BFRA is a consortium of AACSB-accredited institutions. Scholars at member institutions share research virtually throughout the year.
11. Media appearance: WAAY-TV- Crisis Management and the Coronavirus
12. Video for UNA Community Engagement Page in response to COVID-19

UNIVERSITY OF NORTH CAROLINA-PEMBROKE, Pembroke, North Carolina

2002-2019: *William Henry Belk Endowed Chair in Management*, Thomas College of Business & Economics

2014-2015: *Interim Dean*, School of Business

1. Course Domain: Strategic Management (undergraduate/graduate), Ethics & Free Enterprise, International Business, International Strategy.
2. 2017: Visiting Professor, Anáhuac University, Mexico.
3. 2016-2019: Research Grant on Nonmarket Strategy, Charles Koch Foundation
4. 2015-17: University Athletic Committee
5. 2015-2016: Member, School of Business Building Committee
6. 2015: Chair, School of Business Dean Search Committee
7. 2014-2019; Founder & Coordinator, UNCP School of Business Distinguished Speaker Program

8. 2011: Recipient, *Spirit of Inquiry* award, James G. Martin Center for Academic Renewal. Details available here: <https://www.jamesgmartin.center/2011/12/intellectual-diversity/>
9. 2011: Leadership of Marketing Strategy & Economic Development project for the town of Rowland
10. 2008: Founding Editor, *International Journal of Sustainable Strategic Management*. Details here: <https://www.inderscience.com/jhome.php?icode=ijssm>
11. 2007: Graduate of FARR Associates *Intensive Executive Development Workshop* (see www.farr.net).
12. 2006-2018: *Distinguished Guest Professor* at China University of Geosciences-Beijing. I have lectured many times at CUGB. Details here: <https://en.cugb.edu.cn/>
13. 2006-2012, 2016-present: Service on Academic Affairs Committee & Faculty Senate
14. 2006-2013: Service as Faculty Associate to UNCP Men's Basketball Team
15. 2006, 2016: Recipient of the Peter Vaill Award for Service. Details here: <https://www.uncp.edu/sites/default/files/2017-08/2005-Present%20%20Peter%20B%20Vaill%20Facultyship%20Award.pdf>
16. 2006: Guest Lecturer at Guangdong University of Business Studies-Guangzhou. Details here: <https://www.at0086.com/GUBS/>
17. 2005: Recipient of the Adolph Dial Award for Scholarly & Creative Activity. This is the university's top honor for research. Details here: <https://www.uncp.edu/sites/default/files/2017-12/Dial%20Awards%20receptients,%201991-2015.pdf>
18. 2005: Guest Lecturer at Chung Yuan Christian University (CYCU) in Taiwan. Details here: <https://www.cycu.edu.tw/eng/>
19. 2004: Organized and led the UNCP Business Competitiveness Symposium

TEXAS A&M UNIVERSITY-COMMERCE, Commerce, Texas

1997-2002: *Professor & Head*, Dept. of Marketing & Management, College of Business & Technology.

1. Recipient of H.M. Lafferty Distinguished Faculty Award, 2001-2002. This is the university's top honor for research.
2. Administrative responsibility for three undergraduate and three graduate programs in Management & Marketing.
3. Management of an academic department consisting of six full-time faculty members, one Associate Dean (1/2 time), one distinguished lecturer, and various adjunct professors. Responsibilities include recruiting and evaluating full- and part-time faculty
4. Support for MBA program on campus, in Dallas, and via distance learning
5. Leadership role in developing an exchange relationship with Instituto Tecnológico Y De Estudios Superiores De Monterrey (ITESM) in Mexico, including the instruction of multiple seminars through the EGADE

Business School. I have lectured extensively at both institutions. Details here: <https://tec.mx/es/estado-de-mexico> & <https://egade.tec.mx/en/home>

6. Leadership role in developing and implementing a student/faculty exchange relationship with China University of Geosciences-Beijing. Taught the first exchange course in the partnership with Texas A&M University-Commerce in October 2001 in Beijing.
7. Development and implementation of M.S. programs in management, marketing, and e-commerce
8. Active participation on the Teaching, Learning, and Technology Roundtable (TLTR), a university team organized to provide leadership and direction regarding the adoption and implementation of teaching-related technology and distance education to the university
1. Delivered an international business strategy workshop in 1998 on behalf of the Free-Market Business Development Institute (FMBDI) in Lima, Peru. Details here: <https://www.facebook.com/FMBDI/>
2. Chair of the College of Business & Technology Instructional Resources & Responsibilities team responsible for analyzing college instruction in support of AACSB re-accreditation efforts. The AACSB is the most widely recognized accreditors of business schools in the world. Details here: <https://www.aacsb.edu/>
3. Co-chair of the university strategic planning committee. I led the effort to write a strategic plan for the university.
4. 2001-2002 SACS reaffirmation steering committee
5. Preparation and online delivery of undergraduate and graduate strategic management courses
6. Service on the state employee incentive program committee and the university research committee

NORTH CAROLINA CENTRAL UNIVERSITY, Durham, North Carolina

1994-97: *Associate & Lead Professor of Management, School of Business*

7. Administrative responsibilities in curriculum, evaluation, student affairs
8. *Primary Instructional Domain:* Strategic Management/Business Policy & Human Resource Management at the undergraduate and graduate levels
9. Service: AACSB Intellectual Contributions Committee, Undergraduate Programs Committee (Secretary), International Programs Committee, Graduate Programs Committee
10. ***Fulbright Research Award (1995):*** I spent five months conducting management research and consulting with international executives in Cairo, Egypt. Major issues included differences between US and Egyptian management styles and opportunities for American and European expansion into the Middle East. The Fulbright Program is the most prestigious international faculty exchange program in the world. Details here: <https://us.fulbrightonline.org/>.
11. Various consulting and community service projects, including the North Carolina Department of Transportation and the St. Joseph's Historical Foundation

MIDDLE TENNESSEE STATE UNIVERSITY (AACSB), Murfreesboro, Tennessee

1992-94: *Assistant Professor of Management, College of Business*

1. *Primary Instructional Domain: Strategic Management/Business Policy at UG & graduate levels*
2. Director, 24th & 25th Annual College of Business *Supervisory Management Seminars* for lower- and middle-level managers (business participation more than doubled during this time)
3. Service on the Basic Studies Committee, Curriculum & Instruction Committee, Management Faculty and Chair Recruitment Committees, SACS Accreditation Committee, Student Basic Studies Committee. Outstanding Student Evaluations & Chair Evaluation
4. Advisor, Alpha Kappa Psi Professional Business Fraternity

UNIVERSITY OF NORTH CAROLINA-PEMBROKE, Pembroke, North Carolina

1987-90: *Lecturer, Department of Business Administration*

MCKENDREE UNIVERSITY, Lebanon, Illinois

1986-87: *Instructor in Marketing & Management. Day, Evening & Weekend Programs*

PITT COMMUNITY COLLEGE, Greenville, North Carolina

1985-86: *Instructor- Department of Business*

SPOTLIGHT COMMUNICATIONS & ENTERPRISES, Greenville, North Carolina

1982-85: *President/Owner of a direct-mail consumer electronics business*

GLOBAL AFFILIATIONS

BUCHAREST UNIVERSITY OF ECONOMIC STUDIES, Romania.

2023-present: Affiliated Professor

ANÁHUAC UNIVERSITY, Mexico. Details here: <https://www.anahuac.mx/en>

2017-2021: Guest Professor (*delivered summer graduate seminar to engineering students*)

CENTRUM CATÓLICA GRADUATE BUSINESS SCHOOL, Peru. Details here: <https://centrum.pucp.edu.pe/>

2009-2013: Affiliated Professor of Management (*select research projects and visiting lectures*)

CHINA UNIVERSITY OF GEOSCIENCES-BEIJING, China

2002-present: Distinguished Guest Professor of Management (*occasional short courses*)

EGADE GRADUATE BUSINESS SCHOOL & INSTITUTO TECNOLÓGICO Y DE ESTUDIOS SUPERIORES DE MONTERREY (ITESM)-CAMPUS ESTADO DE MÉXICO (ITESM-CEM), Mexico

1998-2016: Visiting Professor of Management (*occasional post-graduate weekend seminars*)

DATE

15/08/2025

SIGNATURE

John Parnell