

DAVID W. PALMER

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College of Business
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EDUCATION

Doctor of Philosophy in Marketing, with an emphasis in Marketing Strategy, 2002
The University of Alabama, Tuscaloosa, Alabama

Master of Business Administration, 1991
The University of Alabama, Tuscaloosa, Alabama

Bachelor of Science with Concentration in Computer Science, 1981
Samford University, Birmingham, Alabama

WORK EXPERIENCE

Charleston Southern University, North Charleston, SC
College of Business

November 2017 to present
Dean and Associate Professor

June 2017 to October 2017
Interim Dean, Director of Graduate Programs, and Associate Professor

August 2016 to May 2017
Director of Graduate Programs and Associate Professor

Jacksonville State University, Jacksonville, Alabama
College of Commerce and Business Administration
October 2011 to July 2016
Associate Professor, Department of Management and Marketing

August 2005 to September 2011
Assistant Professor, Department of Management and Marketing

University of Alabama, Tuscaloosa, Alabama
Culverhouse College of Business Administration
August 2004 to May 2005
Instructor, Department of Management and Marketing

Southland National Insurance Corporation, Tuscaloosa, Alabama
November 1997 to June 2004

Vice President, Information Systems

Life and Health Insurance, Health Claims Administration, Technology Management,
Budgeting, Planning and Departmental oversight

University of Alabama, Tuscaloosa, Alabama
Culverhouse College of Business Administration
August 1994 to December 1997

Graduate Assistant, Department of Management and Marketing

Southland National Insurance Corporation, Tuscaloosa, Alabama
October 1987 to July 1994

Assistant Vice President, Information Systems

Life and Health Insurance, Health Claims Administration, Technology Management,
Budgeting, Planning and Departmental oversight

BellSouth Advanced Systems, Birmingham, Alabama
April 1987 to October 1987

Assistant Staff Manager, Management Information Systems
Sales and Product Systems Analysis

Liberty National Life Insurance Company, Birmingham, Alabama
June 1981 to April 1987

Senior Programmer Analyst and Director of Education
Information Systems Development
Life Insurance Products Systems Analysis

ACADEMIC AWARDS and RECOGNITIONS

Sigma Beta Delta, International Honor Society in Business, Management and Administration, Charleston
Southern University, 2017

Jacksonville State University, University Excellence in Research Award (2009, 2016)

Jacksonville State University, CCBA Dean's Faculty Award for Excellence in Service (2010, 2014)

Jacksonville State University, CCBA Dean's Faculty Award for Excellence in Teaching (2008, 2009)

Jacksonville State University, CCBA Excellence in Service Award
(2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014)

Jacksonville State University, CCBA Excellence in Research Award (2007, 2008, 2011, 2014)

Jacksonville State University, CCBA Excellence in Teaching Award
(2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014)

Dudley Ray Watson and Taylor E. Little Award for Academic Service, University of Alabama, 2003

Beta Gamma Sigma, International Business Honors Society, University of Alabama, 2003

Outstanding Doctoral Student in Logistics, University of Alabama, 1996 and 1997

Council of Logistics Management (CLM) Doctoral Consortium, 1996 and 1997

TEACHING ACTIVITIES

Course Preparations for:

Business Strategy and Policy (traditional and on-line)
Contemporary Issues in Management/Marketing (traditional and on-line)
Introduction to Electronic Commerce (traditional and on-line)
Marketing Management and Strategy (traditional and on-line)
Business Organization and Administration
International Business (traditional and on-line)
International Marketing
Principals of Marketing
New Product Development
Retail Management
Supply Chain Management
Measuring and Modeling Marketing Effectiveness

RESEARCH INTERESTS

Marketing Management and Strategy: including the use of models, spreadsheets, analytic tools and models to evaluate customer service and Internet-based tools. This includes e-commerce and network theory and the use of innovative e-commerce products and initiatives in facilitating customer service.

Sport Management and Economics: including strategic group formulation, movement and financial impacts based on revenues, expenses and conference realignment.

DISSERTATION

Organizational Adoption of a New E-Commerce Innovation: A Controlled Field Experiment within the Marketing Channel. Chairman: Arthur W. Allaway; Members: Giles D'Souza, Alexander E. Ellinger, Clyde J. Scott and J. Shane Sharpe.

PUBLICATIONS

With James M. Wilkerson and Janet C. Meyer, "Disintegrating Business Degree Curricula by Skipping Prerequisite Courses," *Journal for Excellence in Business & Education* (2019), Vol. 6, No. 1, 2-19.

With Arthur Allaway, Giles D'Souza, and Alexander E. Ellinger, "A Longitudinal Examination of Internet-based Customer Service System Usage in Small Companies," *Journal of Business and Industrial Marketing*, Spring 2012.

With Arthur Allaway Giles D'Souza, and Alexander E. Ellinger, "The SHCA Case: A Retrospective Look at a Net-Based Customer Service System Launch," *International Journal of the Academic Business World*, Spring 2011.

With Jeffrey A. Parker and Burt F. Arthur, "Building Blocks of Nonprofit Health Care Success," *Academy of Health Care Management Journal*, Spring 2008.

With Patricia C. Borstorff and Florencia Moran, “Changing the Sources of Sustainable Competitive Advantage: An Exploratory Analysis of the Relationship between Organizational Culture, Regional Culture and Causal Ambiguity,” *Journal of International Business Research*, Fall 2007.

CONFERENCE PROCEEDINGS and PRESENTATIONS

“Introducing a New Process for Direct Measurement of Faith Integration and Learning,” with Mark Crawford, JD, presented at the *2019 IACBE Annual Conference*, Las Vegas, NV, April 2019.

“Does Money Buy Wins? A Longitudinal Analysis of Finance and Performance in College Football,” with Ronnie Clayton and Christopher Wesley, for presentation at *Proceedings of the Southern Finance Association*, Destin, FL, November 2016.

David W. Palmer, “Using a Pull-Technology Model to Enhance Student Engagement in a Graduate MBA Class,” with Michael Featherstone (JSU), presented at the *Proceedings of the Academy of Business Education Annual Conference*, Savannah, GA, September 2016.

“A Cultural Change in the Ladies Professional Golf Association Tour: The Korean Influence,” with Elizabeth B. Palmer, presentation at Society of Business, Industry and Economics Conference, Destin, FL, April 2016.

“Preliminary Data Analysis of NCAA Division I Women’s Softball Programs Acting as Strategic Groups,” with Elizabeth B. Palmer, presented at Society of Business, Industry and Economics Conference, Destin, FL, April 2015.

“The Financial Determinants of NCAA Football Championship Series Power Ratings,” with Ronnie Clayton and Christopher Wesley, major revision and data update, presented at *Proceedings of the Eastern Finance Association*, New Orleans, LA, March 2015.

“Requiring Proctors for On-line Classes - The Good, the Bad and the Ugly,” presented at *Proceedings of the Society for Marketing Advances Conference*, Hilton Head, SC, November 2013.

“The Financial Determinants of NCAA Football Championship Series Power Ratings,” with Ronnie Clayton and Christopher Wesley, presented at *Proceedings of the Southern Finance Association*, Fajardo, PR, November 2013.

“Operating Strategies and Economic Factors in the Airline Industry: The Southwest Effect Extended,” with Richard Cobb and Christopher A. Westley, presented at the *Proceedings of the 2011 Southeast Decision Science Institute Conference*, Savannah, GA., February 2011.

“A Retrospective Look at a Net-Based Customer Service System Launch,” with Giles D’Souza, Arthur W. Allaway and Alexander E. Ellinger, presented at the *Proceedings of the Academic Business World International Conference*, Nashville, TN, June 2010. Received Best Paper Award.

“Time and Security Devices Effects on Scores in Supplemental On-line Testing,” with Richard Cobb, presented at the *Proceedings of the Academic Business World International* Conference, Nashville, TN, June 2010.

“Launching a Customer Service Web Page: Lessons Learned from the Review of a Longitudinal Experiment,” with Alexander E. Ellinger, case presented at the *Proceedings of the Society for Marketing Advances Conference*, New Orleans, LA, October 2009.

“Sarrell Regional Dental Center: Health Care Success in an Unattractive Market,” case presented at the *Proceedings of the Society for Marketing Advances Conference*, St. Petersburg Beach, FL, November 2008.

“Adoption of Net-based Customer Service Systems (NCSS): Analysis of a Longitudinal Field Experiment,” with Arthur W. Allaway, presented at the *Proceedings of the Society for Marketing Advances Conference*, San Antonio, TX, November 2007.

“Changing the Sources of Sustainable Competitive Advantage: An Exploratory Analysis of the Relationship between Organizational Culture, Regional Culture and Causal Ambiguity,” with Dr. Patricia C. Borstorff and Florencia Moran, presented at the *Proceedings of the Allied Academies International Conference*, Jacksonville, FL, April 2007. Received Distinguished Research Award.

“A Model for Private-Public Health Care Success,” with Jeffrey A. Parker and Burt F. Arthur, presented at the *Case Study Proceedings of the Allied Academies International Conference*, Reno, NV, October 2006.

MANUSCRIPTS AND RESEARCH IN PROGRESS

“Critical Thinking, Learning and Direct Measurement of Faith Integration,” with Mark A. Crawford and James M. Wilkerson, journal undecided.

GLOBAL ACADEMIC SERVICE ACTIVITIES

Society for Marketing Advances (SMA), member, 2004 to 2013

Reviewer for *Proceedings of the Society for Marketing Advances*,

- Supply Chain Management and Logistics Track (2013, Kiawah Island, SC)
- Supply Chain Management and Logistics Track (2010, Atlanta, GA)
- Dissertation Proposal Competition (2010, Atlanta, GA)
- Supply Chain Management and Logistics Track (2009, New Orleans, LA)
- Case Studies Track (2008, St. Petersburg Beach, FL)
- Marketing Strategy (2008, St. Petersburg Beach, FL)
- Services Marketing Track (2007, San Antonio, TX)

Session Discussion Leader for *Proceedings of the Society for Marketing Advances*

- Industrial Distribution Track (2009, New Orleans, LA)
- Marketing Strategy Track (2008, St. Petersburg Beach, FL)
- Services Marketing Track (2007, San Antonio, TX)

Reviewer for *Journal of Business and Industrial Marketing* (2011 to present)

Reviewer for *Journal of Sport Economics* (2015 to present)

Reviewer for *Frontiers in Management Research* (2016 to present)

UNIVERSITY SERVICE ACTIVITIES

Charleston Southern University:

- Graduate Council, 2016 to present (ex-officio)
- Academic Council, 2016 to present
- University Strategic Planning Committee, 2016 to present
- Deans Council, 2017 to present
- Dean Search Committee, College of Christian Studies, 2018 to 2019
- Whitfield Center for Christian Leadership Strategy Committee, 2019
- Leadership across the Curriculum Committee, 2019

Jacksonville State University:

- University Athletic Council, 2009 to 2015
- University Educational Technology and Support Advisory Council, 2008 to 2015
- University Professional Development and Self-Improvement (Travel Grant) Committee, 2008 to 2012, Chairman (2011-12)
- University Football Program Strategic Planning Committee, Department of Intercollegiate Athletics, 2006 to 2011
- Management and Marketing Faculty Hiring Committees: Operations management, International Business, General Management, General Marketing (2014)
- Master of Business Administration Admissions Committee, College of Commerce and Business Administration, 2009 to 2016
- Undergraduate Programs Assurance of Learning Committee, College of Commerce and Business Administration, 2005 to 2016
- Student Advisor, 40-plus Marketing Students, College of Commerce and Business Administration, 2006 to 2016
- Faculty Advisor, Beta Gamma Sigma Honorary Business Fraternity, College of Commerce and Business Administration, 2006 to 2012
 - BGS Exemplary Chapter (2007, 2008, 2010, 2012)
 - BGS Premier Chapter (2009, 2011)

PRESENTATIONS and CONSULTING PROJECTS

National Center for Sports Safety (2015), Industry Analysis and Strategic Plan.

Jacksonville, AL City Council (2013), “Economic Impact Study for AHSAA Regional Basketball Championships at JSU Spring 2013” requested by Councilman Mark Jones (with Allen Gilbert).

Rotary Club of Guntersville, AL (2011), “Introduction to JSU Undergraduate and Graduate Business Programs, On-line Classes and Other Activities,” presentation.

JSU Center for Business and Economic Development (2011), “CSEPP Alabama Public Outreach Survey,” contribution, editing and presentation (with Benjamin A. Boozer and Jane Kushma).

JSU Center for Business and Economic Development (2008), “Economic Impact Study for Etowah County,” contribution, editing and presentation.

JSU Center for Business and Economic Development (2008), “Northeast Alabama Occupational Projections through 2014,” survey, contribution, editing and presentation (with Christopher A. Westley).

JSU Center for Business and Economic Development (2008), “Where will the Workers Go?,” survey, contribution, editing and presentation (with Christopher A. Westley).

JSU Center for Business and Economic Development (2008), “ANCDF - Beyond the Mission Employee Needs Analysis,” survey, contribution, editing and presentation (with Christopher A. Westley).

JSU Center for Business and Economic Development (2008), “Value Study of the 4-H Programs at Coosa Valley Youth Services for the Alabama Cooperative Extension System of Calhoun County,” research and presentation.

Anniston Army Depot, Anniston, AL (2006, 2007, 2008, 2009, 2010, 2011), Executive education training for management employees on Business Strategy and Supply Chain Management.

Guest Speaker, Calhoun County Chamber of Commerce (2005), “Acquiring and Retaining Customers Using the Internet.”

Collateral Mortgage Limited, Inc. (2002), Presentation on the Integration of Information Systems Technologies in Strategic Planning.

ASSOCIATIONS and ACCREDITATIONS (Past and Present)

God in the Workplace, Charleston, SC, 2018 to present (Board Member, Finance Chair)

Faith Christian School, Anniston, Alabama, Athletics Committee, 2010 to 2014

Donoho School, Anniston, Alabama, Athletics Committee, 2007 to 2009

South Carolina Football Officials Association, 2016

Mid-East Alabama Football Officials Association, 2013 to 2015 (AHSAA Super7 3A Finals, 2014)

East Alabama Football Officials Association, 2005, 2009 to 2011

Tuscaloosa Fast Pitch Association, 2001 to 2005 (Founding Director)
Metro-Tuscaloosa Football Officials Association, 1993 to 2004 (Board of Directors)
Leadership Tuscaloosa, 1993
Tuscaloosa Postal Customer Council, 1992 to 1994 (President)
Rotary Club of Tuscaloosa, 1990 to 1992
Rotary Club of Tuscaloosa-Morning, 1992 to 1994 (Founding Member)
Fellow, Life Management Institute (FLMI), 1987

References Available Upon Request