

DAVID W. PALMER

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VOCATIONAL CALLING

As a Christian, I recognize the importance of Christian higher education and the need for the training of young people to further the cause of Christ throughout the world. I will use the varied academic, management, and leadership opportunities I have experienced to support and develop the university's mission while having a significant, positive impact on the students, faculty, alumni, and community leaders with whom I interact. In providing leadership, I see two important aspects of education: the internal validity of programs (excellence) and their external relevance in the academic community. Thus, my desire is to lead and foster a group of like-minded colleagues committed to a Christian worldview, excellence in teaching, and Christ-like service to multiple stakeholders across the university.

EDUCATION

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

Dissertation: Organizational Adoption of a New E-Commerce Innovation: A Controlled Field Experiment within the Marketing Channel.

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

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

CERTIFICATIONS

Leadership Tuscaloosa
Fellow, Life Management Institute (FLMI), Life Office Management Association, Inc.

ACADEMIC and WORK EXPERIENCE

Charleston Southern University, North Charleston, SC
Hans A. Nielsen College of Business

June 2020 to present, Dean and Professor

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

The Nielsen College of Business (NCOB) offers graduate and undergraduate degrees in online, hybrid, and traditional delivery formats. There are over 320 undergraduate students enrolled in the Bachelor of Business Administration (BBA) which includes ten majors. Over 125 graduate students are enrolled in three graduate degree programs which include the MBA, Master of Arts in Organizational Leadership, and Master of Science in Human Resource Management. The NCOB has sixteen full-time faculty members, fifteen of whom have terminal degrees in business or leadership.

Opportunities while Dean:

- Instrumental in development of a substantial gift from an alumnus leading to the naming of the Hans A. Nielsen College of Business in January 2022.
- Established the first scholarly chair for the NCOB as the Adams/Breland Chair in Business in December 2022 through an alumnus' gift.
- Created the Board of Advisors in 2019 to develop relationships and receive guidance from friends and alumni of the College.
- Launched the Center for Personal Financial Management (CPFM) in the fall of 2019 with over \$75,000 of initial gifts. This is the first self-supporting center within the university.
- Started the BBA in Personal Financial Management, a CFP® approved program, in 2022 to complement the success of the CPFM.
- Supported alignment of the BBA and MS in Human Resource Management with SHRM standards, and the subsequent pre-SHRM-CP certification coursework.
- Leading the 2022-23 reaccreditation self-study year that will include accreditation of the Master of Science in Human Resource Management (MSHRM). The MSHRM is aligned with and certified by the Society for Human Resource Management (SHRM). The College is accredited by the International Accreditation Council for Business Education (IACBE).
- Led the reaccreditation of the BBA and MBA, plus the accreditation of the MA in Organizational Leadership in 2017-18.
- Simplified the MBA program in 2021 from a 33-hour degree program with eight emphases to a 30-hour degree program with three emphases. This has improved the teaching effectiveness and efficiency of the program.
- Developed a process and systematic approach for evaluating retention of NCOB students year-over-year as a Wildly Important Goal to improve campus-wide retention.
- Developed a four course, year-by-year curriculum of one-hour courses to prepare students for their success in the NCOB and into the business world.
- Created the BBA in Global Marketplace Engagement in cooperation with the College of Christian Studies.
- Led nine hiring committees for faculty in accounting, economics, entrepreneurship, finance, management, and marketing. This included a commitment to diversify the faculty by gender and ethnicity while continuing to find faithful Christian faculty supporting the mission of the university.
- Used my background in information technology management to lead the NCOB's involvement in multiple campus-wide initiatives including strategic planning, leadership development, and innovation.
- Lead a faculty committed to the university, expressed by over 95% giving to the annual fund in 2022.

Jacksonville State University, Jacksonville, Alabama

College of Commerce and Business Administration

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

September 2011 to June 2016, Assistant Professor, Department of Management and Marketing

University of Alabama, Tuscaloosa, Alabama

Culverhouse College of Business Administration

Instructor, Department of Management and Marketing

Prior to academia, work experiences included:

Southland National Insurance Corporation, Tuscaloosa, Alabama

Vice President, Information Systems

Life and Health Insurance, Health Claims Administration, Technology Management,

Budgeting, Planning and Departmental oversight

BellSouth Advanced Systems

Systems Analyst

Liberty National Life Insurance Company, Birmingham, Alabama

Senior Programmer Analyst and Director of Education

Information Systems Development

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
Principles of Marketing
New Product Development
Retail Management
Introduction to 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.

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

“You’re Only as Good as Your Last Decision,” with Darin Gerdes and Kenneth Embry at Southeast Case Research Association (SECRA), Myrtle Beach, South Carolina, February 2022.

“Initiating a Ron Blue Institute Center on Your Campus,” panel discussion at Kingdom Advisors Annual Conference - University Track, Orlando, FL, February 2020

“The Ron Blue Institute and Ron Blue Centers for Financial Planning: Teaching Christian Students to Make Biblically Wise Financial Decisions (Panel),” with John Duncan, Larry Lindsey, and Dutch Kendall, Christian Business Faculty Association, Siloam Springs, AR, October 2019

“Introducing a New Process for Direct Measurement of Faith Integration and Learning,” with Mark Crawford, 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.

“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, approved for 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, Hilton Head 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:

- Hiring Committees
 - Accounting, 2022
 - Finance, 2022
 - Management, 2022
 - Economics, 2020
 - Human Resource Management, 2019
 - Economics, 2018
 - Marketing, 2018
 - Accounting, 2018
 - Strategic Management, 2017
- Dean Search Committee, College of Christian Studies, 2019
- University EPIC Innovation Committee, Chair, 2020 to present
- Whitfield Center for Christian Leadership Strategy Committee, 2019 to present
 - Marketplace Ministries subcommittee
- Leadership Across the Curriculum Committee, 2019 to 2020
- University Strategic Planning Committee, 2016 to present
- Deans Council, 2017 to present
- Academic Council, 2016 to present
- Graduate Council, 2016 to present (ex-officio)

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 (four): 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

God in the Workplace (2019), “The Generational Considerations of Hiring Millennial Students”

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/Lifeworks, Charleston, SC, 2018 to present (Board Member, Chairman)
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)
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)

References Available Upon Request