

VITA

George Grady Gresham, Ph.D.
Professor and Chair, Marketing and International Business
Davis College of Business Jacksonville University
Jacksonville, FL 32211

EDUCATION

Ph.D. Marketing and International Business, Old Dominion University, Norfolk, VA (2005)
EMBA, International Marketing, University of Nebraska-Omaha, Omaha, NE (1993)
Executive Management Program, Penn State University, University Park, PA
B.S., Zoology, Southeast Missouri State University, Cape Girardeau, MO

RESEARCH AND TEACHING INTERESTS

My research empirically investigates applied marketing and management topics that impact cross-functional team performance and new product marketing success. Secondary research interests include pedagogical approaches to teaching hybrid and accelerated international business, marketing and strategy. My teaching interests include global business strategy and development, new product planning, international business and supply chain management.

ACADEMIC EXPERIENCE (1996-PRESENT)

Professor, Marketing

Jacksonville University – Jacksonville, FL (2016-present)

Associate/Assistant Professor, Marketing

Jacksonville University – Jacksonville, FL (2009-2016)

Assistant Professor, Management and Marketing

Texas A&M University – Kingsville, TX (2005-2009)

Visiting Assistant Professor, Marketing

University of Tampa, Tampa, FL (2003-2004)

Founding Director, Adult Education Programs and Assistant Professor, Business Administration

Mary Baldwin College of Northern Virginia, Sterling, VA (2002-2003)

Assistant Professor, International Business

American University, Washington, DC (1996-1998)

Lecturer, International Business Negotiations and Strategic Marketing Planning for Turkish Export Firms, *International Trade Institute*, Istanbul, Turkey (1998 to 2002).

Lecturer, Foreign Direct Investment and Global New Product Planning, Seminar(s) for University of Maastricht MBA students in conjunction with American University, Washington, DC. Spring 1996.

ACADEMIC AND PROFESSIONAL SERVICE

Current and Recent Committee and Professional Affiliations

Chair, Department of International Business and Marketing 2016-
Chair, DCOB Faculty Qualifications Committee 2015-
Member, DCOB Graduate Committee – 2016
Member, JU REAP (research grants) Committee 2018 -
Member, IACUC Committee 2017-
Member, University Council 2017-
Chair, JU Faculty Affairs Committee 2014-2015
Member, DCOB/Marketing Search Committee 2016-
Member, JU Provost Search Committee (2017)
Member, JU President's Search Committee (2012)
Member, JU Administrative Program Review Committee 2013-2015
Member, JU Technology Committee 2014-
Mentor, DCOB Faculty 2015-
Member, Institute for Behavioral and Applied Management 2005-2011
Ambassador, Blackboard 2013-2015
Member, Product Development and Management Association 2004-10

Editor, Journal of International Business and Cultural Studies (AABRI) 2018-

Past Affiliations (Texas A&M – Kingsville 2005-2009)

Faculty Senate and Executive Council
Executive Committee, Graduate Council
Faculty Advisor, Delta Mu Delta (International Business Honor Society)
Faculty Advisor, Delta Sigma Phi (National Business Fraternity)
Mentor, McNair (student) Scholars Program
Chair, Faculty Handbook Revision Committee
Member, International Programs Committee
Member, Graduate Program Review Committee
Member, Undergraduate Program Review Committee
Member, By-Laws and Resolution Committee
Member, Faculty Development Leave Committee
Member, Dean's Search Committee
Facilitator, CBA Strategic Planning Workgroup

AWARDS and HONORS

Lecturer and Case Study Advisor. Study Abroad Program at University of Highlands and Islands. (June 3-29, 2018)

Visiting Lecture, Czech Republic University of Life Sciences, Prague, Czech Republic. Topics: New Product Idea Portfolio Management and Strategic Implementation: The Real Strategy (April 9-13, 2018 and February 16-24, 2019)

Visiting Scholar, National Taiwan University Spring semester (February – June 2016)

Best Paper, The Institute of Behavioral and Applied Management (Organizational Behavior, Theory, and Development Tract) 2010 annual conference. San Diego.

Exceptional Teaching Candidate, Texas A&M University, all campuses (2007, 2008)

Student's Choice Award, Texas A&M University College of Business (2006)

Business Professional America of Corpus Christi, TX. Recognized for serving as judge for the organization's high school entrepreneurial project competition (2006-2009).

SELECTED REFEREED PUBLICATIONS AND PROCEEDINGS

"Gamification: The Use of Instagram Posts – Education and Business" accepted for publication to the Journal on Efficiency and Responsibility in Education and Science with Pilar Ladislav, Jana Polocova, et al., volume 12, pages 26-33, 2019

"Teaching Idea Portfolio Management in higher education: a case study" AABRI International Conference April 1-3, 2019

"The Experience of Female Saudi Workers with Children: Factors That Shape Their Ability to Balance Motherhood and Their Careers" with Waleed Alsuhaibani, AABRI International Conference April 1-3, 2019

"Saudi Arabia, Globalization, Economic and Societal Reform" with Roba Algustani, AABRI International Conference April 1-3, 2019

"Hybrid, Program-based Courses: Taiwan Experience" by Gresham, George. September 2016. AABRI International Conference. Albuquerque, New Mexico.

"Tracking the Evolution of a Hybrid Graduate Course in New Product Planning and Development", by George Gresham. January 2016. AABRI International Conference. Orlando, Florida.

“Organizational Execution of Market Orientation,” by George Gresham. *Journal of Management and Marketing Research*. Manuscript in process. Expected submission February 2017.

“Hybrid, Program-based Teaching in Taiwan; A Case Study,” by George Gresham, *Journal of Case Studies in Education*. Manuscript in process. Expected submission December 2016.

“The Value of a Non-Traditional Approach to Marketing Education” by Gresham, George, Mattia, Angela and Rhymes, Rebecca. 2015. *Journal of Management and Marketing Research* 19 July 2015.

“The Impact of Taxes and HOA Fees on Single-Family Home Prices” by Angjellari-Dajci, Fiortina, Cebula, Richard J., Boylan, Robert, Izard, C. Douglas and Gresham, George. 2015. *International Advances in Economic Research* 21 (1): March 2015.

“The Value of a Non-Traditional Approach to Marketing Education” Institute of Behavioral and Applied Management, Orlando, Florida. Presented October 9, 2015 annual meeting.

“An Empirical Investigation of U.S. Employees’ Perceptions and Attitudes about Frequency and Types of Employee-Perpetrated Information Sabotage” Proceedings of the Institute of Behavioral and Applied Management annual conference, IBAM 21. San Diego, CA October 3-5, 2013.

“Managers’ and Senior Executives’ Perceptions of Frequency and Type of Employee-Perpetrated Information Sabotage and Their Attitudes Toward it – The Results of a Pilot Study” by Hafer, John C. and Gresham, George. 2013. *Journal of Behavioral and Applied Management* 13 (3): 151-167.

“Managers’ and Senior Executives’ Perceptions of Frequency and Type of Employee-Perpetrated Information Sabotage and Their Attitudes Towards It.” Presented and included in the Proceedings of the Institute of Behavioral and Applied Management Conference, Orlando, FL October, 13, 2011.

“Generation Y in the Workforce: What We know and Need to Know.” Presented and in the Proceedings of the Institute of Behavioral and Applied Management Conference with JU MBA student, Jennifer Keith, Orlando, FL October 13, 2011.

“Social Responsibility Perceptions of Leaders of Small and Medium-sized Enterprises.” Presented at the Institute of Behavioral and Applied Management Conference, with Ashley Bennington, Orlando, FL October 13, 2011.

“Corporate Social Responsibility: Dilemma for U.S. Small Businesses?” Presented and in the proceedings of the 10th International Conference on Corporate Social Responsibility with Ashley Bennington, New Orleans, LA June 22, 2011.

“Market and Technical Turbulence Effects on Inter-functional Market Orientation and New Product Program Success.” Proceedings of the Institute of Behavioral and Applied Management, October, 2010. [Best Paper]

“Possible Explanations for Informational Sabotage: Potential Research Models,” with John Hafer, *Journal of Management, Spirituality & Religion*, September, 2009.

“Luck’s Role in Business Success: Why It’s Too Important to Leave to Chance,” with John Hafer. *Journal of Behavioral and Applied Management*, Accepted for publication. May, 2008.

“Organizational Climate Antecedents to Market Orientation,” with John Hafer. 2008. *Journal of Behavioral and Applied Management*, January, 2008.

“Organizational Climate Antecedents to Market Orientation.” *Proceedings of the Institute of Behavioral and Applied Management*, October, 2006.

“Inter-functional Market Orientation Between Marketing Departments and Technical Departments in the Management of the New Product Development Process (Co-authored with John Hafer and Edward Markowski). 2006. *Journal of Behavioral and Applied Management*, 8 (1): 43-65.

“Inter-functional Market Orientation Between Marketing Departments and Technical Departments in the Management of the New Product Development Process.” *Proceedings of the Institute of Behavioral and Applied Management*, October, 2005.

“Culture, Innovation, and New Product Diffusion: An Integrated Perspective.” *Proceedings of the Eastern Academy of Management*, June 2003.

“The Relationship between an Entrepreneur’s Personal Network and Perceived Environmental Uncertainty: An Examination of the Moderating Role of Internationalization.” (Co-authored with Jeffrey McGee and Christopher Shook). *Proceedings of the Eastern Academy of Management*, June 2003.

“When Wal-Mart Comes to Town: A Look at the Retailing Giant’s Impact on Rural Communities,” (Co-authored with Jeffrey McGee). In W.D. Bygrave et al (Eds.) *Frontiers of Entrepreneurship Research*, Babson College – Kauffman Foundation Entrepreneurship Research Conference, 60-70, 1995.

CONFERENCE PRESENTATIONS AND PROCEEDINGS

2019

“Study Abroad Programs: A Unique Model in the Scottish Highlands”, AABRI International Conference, Washington, DC October -18-19, 2019.

“Taking the “Adventure” out of Corporate Venturing: s Pedagogical Model.” AABRI International Conference, Washington, DC October 18-19, 2019

“Bottom-of-the-Pyramid Consumers Perspective of Service Innovations: the case for Nigeria” Academy of Marketing Science World Congress, Edinburgh, Scotland July 12, 2009

“Teaching Idea Portfolio Management in higher education: a case study” AABRI International Conference April 1-3, 2019

“The Experience of Female Saudi Workers with Children: Factors That Shape Their Ability to Balance Motherhood and Their Careers” with Waleed Alsuhaibani, AABRI International Conference April 1-3, 2019

“Saudi Arabia, Globalization, Economic and Societal Reform” with Roba Algustani, AABRI International Conference April 1-3, 2019

2018

“Defuzzing the Front End of New Product Development. Presented by Gresham, George. January 2018. AABRI International Conference, St. Augustine, Florida

2016

“Hybrid, Program-based Courses: Taiwan Experience” Presented by Gresham, George. September 2016. AABRI International Conference. Albuquerque, New Mexico.

“Tracking the Evolution of a Hybrid Graduate Course in New Product Planning and Development, “Presented by George Gresham. January 2016. AABRI International Conference. Orlando, Florida.

2014

“The Value of a Non-Traditional Approach to Marketing Education” Institute of Behavioral and Applied Management, Orlando, Florida. Presented October 9, 2015 annual meeting.

“Engagement in Undergraduate Research at Jacksonville University” at the 7th Annual Florida Statewide Symposium. Orlando, Florida. October 10-11, 2014.

2013

“An Empirical Investigation of U.S. Employees’ Perceptions and Attitudes about Frequency and Types of Employee-Perpetrated Information Sabotage” Institute of Behavioral and Applied Management annual conference, IBAM 21. San Diego, CA October 3-5, 2013.

2011

“Generation Y in the Workplace: What we know and need to know.” Institute of Behavioral and Applied Management, Orlando, FL Presented October 13, 2011, 2011 annual meeting.

“Managers’ and Senior Management Executives’ Perceptions of Frequency and Type of Employee-Perpetuated Information Sabotage and Their Attitudes Toward It.” Institute of Behavioral and Applied Management, Orlando FL. Presented October 13, 2011 annual meeting.

“Social Responsibility Perceptions of Leaders of Small and Medium-sized Enterprises.” Presented at the Institute of Behavioral and Applied Management Conference, with Ashley Bennington, Orlando, FL, October 13, 2011.

“Corporate Social Responsibility: Dilemma for U.S. Small Business,” with A.J. Bennington, *10th International Conference on Corporate Social Responsibility*, May 19, 2011, New Orleans, LA.

2010

“Business Informational Sabotage: An Exploration into Incidence Rates and Causes.” *INFORMS Conference*, Austin, Texas. Presented on November 10, 2010 annual conference.

“Market and Technical Turbulence Effects on Inter-functional Market Orientation and New Product Program Success.” Presented at the annual conference of the Institute of Behavioral and Applied Management Conference, October 8, 2010, San Diego, California.

“Development of Hybrid Style University Marketing Course in a Traditional Environment, Academic and Business Research Institute, Orlando, Florida. Presented at annual conference, September 25, 2010.

2008-2009

“Social Responsibility and U.S. Small Business.” Bennington, A. and Gresham, G. G. Association for Global Business International Conference, Orlando, Florida, November 20, 2009

“Workplace Spirituality and Informational Sabotage.” Institute of Behavioral and Applied Management Conference, Orlando, Florida, October, 2008.

1998-2007

“Organizational Climate Antecedents to Market Orientation.” Institute of Behavioral and Applied Management Conference, October, 2006.

“The Role of Inter-functional Market Orientation in New Product Program Success: An Exploratory Empirical Analysis.” Mid-South Association of Business Disciplines Conference, October 2005.

“Inter-functional Market Orientation Between Marketing Departments and Technical Departments in the Management of the New Product Development Process.” Institute of Behavioral and Applied Management Conference, October, 2005.

“Culture, Innovation, and New Product Diffusion: An Integrated Perspective.” Presented at the Eastern Academy of Management Conference, Porto, Portugal. June 2003.

“Market Entry Strategies in the Global Animal Health Industry,” Special session. Academy of Marketing Science Conference, Norfolk, VA. May 1998.

SELECTED WORKS IN PROGRESS

“Grocery Shopping Habits Redefined: Unplanned Shopping and Gender Effect” (IJRDM-07-2017-0157.R2) International Journal of Retail & Distribution Management - Manuscript ID IJRDM-07-2017-0157.R2 with Vikash Agrawal and Dale Cake. **In review (2nd). Submitted March 2017, Resubmitted 2019**

"Organic food at the Instagram Network: Healthy, Vegan and Clean food," with L. Pilar, J. Polokova and S. Rojik. *Emirates Journal of Food and Agriculture*.
In review. Submitted April 2017.

"What does safe food mean for young customers," with L. Pilar, J. Polokova and S. Rojik. *Agrarian Perspectives XXVII (International Scientific Conference)*.
Accepted for publication September 19-20, 2018

"Questionnaire Versus Social Media Analysis – Case Study in Organic Food," with L. Pilar, K. Stanislavska, J. Polokova, S. Rojik and R. Petkov. *AGRIS online Papers in Economics and Informatics*. Accepted January, 2019

"The Value of Using a "Hybrid" Delivery Approach in Accelerated Graduate Business Education Programs," by Kathy Ingram, Ph.D. and George Gresham. *Journal of Instructional Pedagogies*.
Expected submission date: December 2020.

"Global Market Orientation: "An Antecedent for Successful Global New Product Success?" Manuscript in preparation. Targeted conference: *ABRI International Conference*. **Expected submission 2020**

"New Product Idea Portfolio Management: Marketing's Role in New Product Planning and Development." Manuscript in preparation. Target publication: TBA
Expected submission date: 2019

SELECTED INDUSTRY EXPERIENCE (1974-2015)

***President/CEO Gresham Associates and Executive Information Services
P.O. Box 9080 Reston, VA (1996-2016)***

Business: Consultants to the Veterinary bio-pharmaceutical industry. Specialize in early development to market launch transition for biotechnology firms in the veterinary field, including development of market needs reports, execution of focus groups and development of product innovation charters.

***Executive Vice President, Officer, and Director, Business Development
Professional Veterinary Products, Ltd., Omaha, NE (1990 to 1995)***

Business: Sales and distribution of biological/pharmaceutical/hospital supply products to U.S. licensed veterinarians, veterinary teaching institutions and international markets.

Responsibilities: Development and implementation of company's strategic and annual business plans, monthly performance review with board of directors and annual contract negotiations with major pharmaceutical and vaccine manufacturers.

Major accomplishments:

- 1) Reorganized and expanded firm to national veterinary products distributor
- 2) Achieved revenue growth from \$13M in 1989 to over \$100M in 1994.
- 3) Initiated and successfully completed the firm's first acquisition.
- 4) Created and edited the PVP newsletter, *The Reporter*, the first U.S. veterinary distributor newsletter targeted exclusively to veterinarians.

***Director, New Products, U.S. Operations & International Division
American Cyanamid Company, Wayne, NJ (1984 to 1990)***

Business: Global R&D, manufacturing and marketing of pharmaceuticals/biologics.

Responsibilities: Global new product business development; responsible for \$40M commercial development program; supervised twelve international new product managers; coordinated commercial and technical new product requirements within country and regional operations; served as corporate licensing and acquisition liaison and for international division.

Major accomplishments:

- 1) Formation and commercial development of U.S. biological business
- 2) Orchestrated pharmaceutical and vaccine new product launches in Spain, France, Germany, England, Belgium, Italy, Denmark, Australia, Taiwan, Canada
- 3) Member of executive team for planning sales and distribution of firm's antibiotic and parasitological products for meat production in U.S.S.R.
- 4) Created and implemented Cyanamid's U.S. Veterinary Merchandising Program, the first U.S. manufacturer-retailer merchandising program developed for veterinarians.
- 5) Received Cyanamid Innovation Award, awarded in 1990.

***Global Project Manager and European Marketing Manager, Central Marketing Group
Merck & Company, Rahway, NJ (1979 to 1984)***

Business: Global manufacturing/marketing of bio-pharmaceuticals for veterinarians

Responsibilities: Business development and implementation of global marketing plans for new products. Assisted in development, review and implementation of annual country business plans and new product launches for target European countries, Japan, Taiwan, Canada and the United States.

Major accomplishments

Successful launch of major therapeutic compounds in U.S., Canada and Western European countries for IvomecTM and Heartguard

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