

GURINDERJIT B. MEHTA, Ph.D.

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WORK ★ Sam Houston State University ★ Department of General Business and Finance ★ Huntsville, Texas 77341-2056

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EDUCATION

- 1993-1995** **University of North Texas, Denton, TX**
Graduate in May of 1995 with a Master of Science (M.S.) degree in Computer Education and Cognitive Systems. *Maintained a 4.0 GPA on a 4.0 scale.*
- 1989-1993** **Panjab University, Chandigarh, India**
Graduated in August of 1993 with a Doctorate of Philosophy (Ph.D.) degree in Education Technology.
Dissertation: The Effectiveness of Audio-Visual Instructions in Terms of Students Attitudes towards Mode of Instruction and Acquisition of Concepts in Relation to Cognitive Style at Piagetian Concrete and Formal Operation Stages.
- 1987-1988** Graduated in April of 1988 with a Masters of Education (M.Ed.) degree majoring in Teacher Education and minor in Education Technology.
Thesis: Effect of Organizational Climate and Professional Attitude of Teachers on the Vocational Interests of the handicapped Children.
- 1986-1987** Graduated in April of 1987 with a Bachelor of Education (B.Ed.) degree with minors in English, History, and Geography.
- 1984-1986** Graduated in April of 1986 with a Masters of Arts (M.A.) degree majoring in English Literature with a minor in Linguistics.
- 1981-1984** Graduated in July of 1984 with a Bachelors of Arts (B.A.) degree majoring in English and History with a minor in Physical Education.

CONTINUING EDUCATION

- 2017** Attended the McGraw-Hill Education Computer Information Technology Symposium, La Jolla, CA, February 23 – 25, 2017
- 2015** Attended Course Technology's 2015 Prentice-Hall Information Technology Workshop, March 2015, San Antonio, Texas
- 2013** Attended the Office 2013 Training, *The Woodlands Center*, August 1, 2013
- 2013** Focus group participant, MyITLab for Office 2013, May 15, 2013.
- 2010** Attended the Office 2010 Training, Prentice-Hall's *Information Technology Conference*, Houston TX, July 10, 2010.

- 2007** Attended *Blackboard Day*, presented by the SHSU Blackboard Team, August 13 2007.
- 2007** Attended the 2007 Prentice-Hall's *Information Technology Conference*, Houston TX, March 23, 2007.
- 2004** Attended Course Technology's *2004 National Conference*, March 24 – 26, 2004, San Antonio, Texas

TEACHING EXPERIENCE

- 2002-present Sam Houston State University, Huntsville, TX**
Lecturer of Electronic Communications in the Department of General Business Administration (Fall 2005 to present)
Lecturer of Management Information Systems in the Department of Management and Marketing (Fall 2002 – Spring 2005).
- Summer 1995 University of Texas of the Permian Basin, Odessa, TX**
Adjunct Lecturer in the Department of Mathematics and Computer Science. Taught undergraduate computer literacy course.
- 1993-1994 University of North Texas, Denton, TX**
Computer Lab Consultant/Monitor for the Department of Education. Duties included helping students with various education software.
- 1992-1993 Government Secondary School, Chandigarh, India**
Lecturer in English for the Department of Education; Chandigarh Administration. Taught English in grades 11 and 12.
- 1991-1992 Panjab University, Chandigarh, India**
Department of Education Lecturer. Duties included teaching courses in Teacher Education, Methodologies in Educational Research, and Adult Education.
- 1988-1991 Shishu Niketan School, Nainital, India**
Taught full-time (1988-1989) and part-time as a substitute teacher (1989-1991) for grades K-12. Subjects taught included English, History, Geography, Hindi, and Physical Education.

PUBLICATIONS

Journals

Austin, Traci L., Lucia S. Sigmar, Gurinderjit B. Mehta, and Jennifer L. Shirk (2018), "The impact of web-assisted instruction on student writing outcomes in business communication." *Journal of Instructional Pedagogies*, Volume 20

Hill, Kathy L., Gurinderjit B. Mehta, and Geraldine E. Hynes (2013), "Do They Think They Can Communicate? Graduate Students' Perceptions of Their Communication Competencies," *Journal of Academy of Organizational Culture, Communications & Conflict*.

Mehta, Gurinderjit B. and Sanjay S. Mehta (2013), "An Observational Field Study of Consumer Behavior at McDonald's", *Business Studies Journal*, Vol. 1, No. 1, 19-27.

Mehta, Sanjay and Gurinderjit B. Mehta (2013), "Uniform Assessment of Community Engagement: A Preliminary Analysis in the Development of the Benefits of Academic Community Engagement

(BACE) Scale,” *E-Leader International Journal*, Vol. 8, No. 2, <http://www.g-casa.com/journal.htm>.

Pass, Michael, Sanjay S. Mehta, and Gurinderjit B. Mehta (2012), “Course Selection: Student Preferences for Instructor Practices,” *Academy of Educational Leadership Journal*, Vol. 16, No. 1, 31-38.

Mehta, Sanjay S., Mark R. Leipnik, and Gurinderjit B. Mehta (2011), “American Community Survey: An Emerging Paradigm for Marketing Research,” *International Journal of Management Research*, Vol. 2, No. 1, 16-30.

Mehta, Sanjay S., and Gurinderjit B. Mehta (1997), “The Development and Growth of the Business Class: Strategic Implications for the Airline Industry,” *Journal of Customer Service in Marketing & Management*, Vol. 3 No. 1, 59-78.

Mehta, Sanjay S., and Gurinderjit B. Mehta (1995), “Marketing of Churches: An Empirical Study of Important Attributes,” *Journal of Professional Services Marketing*, Vol. 13 No. 1, 53-64.

Mehta, Sanjay S., and Gurinderjit B. Mehta (1995), “Pricing of Software Development Projects: A Systematic Approach,” *Journal of Customer Service in Marketing & Management*, Vol. 1 No. 3, 119-133.

Proceedings/Extended Abstracts/Presentations

Mehta, Sanjay S. and Gurinderjit B. Mehta (2017), “A Holistic Approach to Education: Teaching “Life Skills” to Students,” 14th Annual SHSU Teaching & Learning Conference, Huntsville, TX, August 17.

Mehta, Sanjay S. and Gurinderjit B. Mehta (2015), “An Integrative Framework for Academic Community Engagement (ACE) Designated Courses, Marketing Management Association (MMA) Spring Conference, Chicago, IL, March 25-27.

Mehta, Gurinderjit B., and Sanjay S. Mehta (2013), “An Observational Field Study of Consumer Behavior at McDonalds,” *General Business Conference*, Huntsville, TX, April 19-20.

Hill, K.L., Mehta, G., and Hynes, G.E. “Do They Think They Can Communicate? Graduate Students’ Perceptions of Their Communication Competencies.” Paper presented at the *Association for Business Communication-Southwestern U.S. Regional Conference*, Albuquerque, NM, March 13-16, 2013.

Mehta, Sanjay and Gurinderjit B. Mehta (2013), “Uniform Assessment of Community Engagement: A Preliminary Analysis in the Development of the Benefits of Academic Community Engagement (BACE) Scale,” *E-Leader Conference*, Singapore, January 2-4.

Mehta, Sanjay S. and Gurinderjit B. Mehta (2012), “Academic Community Engagement (ACE): A Legitimate Pedagogy for Business Education, *XVI Annual International Conference of the Society of Operations Management*, New Delhi, India, December 21-23.

Hill, Kathy I., Gurinderjit B. Mehta, and Geraldine E. Hynes (2012), “Graduate Student’s Self-Assessments of Their Communication Competencies,” *General Business Conference*, Huntsville, TX, April 13-14.

Leipnik, Mark R., Sanjay S. Mehta, Gurinderjit B. Mehta (2011), "Interactive Web-based Mapping in the Tourism Industry, *International Conference on Travel and Tourism*, New Delhi, India, July 8-10.

Pass, Michael, Sanjay S. Mehta, and Gurinderjit B. Mehta (2011), "Course Selection: Student Preferences for Instructor Practices," *Academy of Educational Leadership International Conference*, Orlando, FL, April 6-8

Forbus, Patricia, Gurinderjit B. Mehta, and Sanjay S. Mehta (2010), "The Selection Process: How Students Decide and Chose their Courses," *Association of Collegiate Marketing Educators (ACME) Annual Conference*, Dallas, TX, March 2- 6.

Mehta, Sanjay S. Tay Wei Ching, and Gurinderjit B. Mehta (2009), "A Comprehensive Service Quality Measure for Stock Brokering Industry," *2009 International Conference on Service Management*, Orlando FL, May 21-24.

Leipnik, Mark R. Gurinderjit B. Mehta, and Virginia Wilder (2002), "Importance of the Internet University Curriculums: A Case Study at Sam Houston State University," *The Second International Conference on Electronic Business (ICEB)*, Taipei, Taiwan, December 10-13.

Maniam, Balasundram, Hadley Leavell, and Gurinderjit B. Mehta (2002), "Blackboard versus Power-point presentation: What Works Best For Basic Business Courses?" *Southwestern Business Administration Teaching Conference*, Houston TX, October 11-12.

Mehta, Gurinderjit B. and Gopika Mehta (1995), "Effectiveness of Multimedia Instructions in Terms of Students Retention of Concepts at the Piagetian Concrete Operation Stage", *SERA Conference*, Dallas-TX, January 28.

Honors	Placed on the Merit List of Panjab University (1983-84). Won the National Inter-College History Quiz (1984). Won the National Inter-College "Skills In Teaching" Competition (1986-87).
Interests	Research and teaching interests include Instructional Technology, Instructional Systems Design, Electronic Business Communications, and Tutoring Systems.
Activities	Member of the Panjab State Women Cricket Team (1980-81). Captain of Panjab University Women Cricket Team (1982-87). Captain of the Panjab University Women Softball team (1985-86). Member of the Panjab State Women Softball Team (1986). Received merit certificate as joint-secretary of National Social Service (1986-87). Awarded best women athlete of the year at Panjab University (1987).
Service	Softball Assistant Coach, Under-6 league (2004) of the Huntsville Girls Softball Association. Soccer Coach, Under-6 league (2002-2004) of the Huntsville Youth Soccer Association (HVYSA). Advisory Board Member (2001), Gibbs Elementary School, Huntsville Independent School District, Huntsville, TX.
Personal	Born in India on June 15, 1964. Received education at a private primary and secondary school in Nainital (India). Married to Dr. Sanjay S. Mehta, Professor of Marketing at SHSU.

We have a son (Vir S. Mehta) who was born on October 13, 1995 and a daughter (Tara Mehta) who was born February 15, 1998. Can read, speak, and write English, Hindi, and Punjabi fluently. Interests include cooking, music, reading, traveling, and all sports.

References Available upon request