

Curriculum Vitae

CHRISTOPHER M. CASSIDY

current as of 10 July, 2018

Contact Information

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Sam Houston State University
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EDUCATION

Ph.D. Management, Texas A & M University, Graduation: Aug 2002
Major: Strategic Management
1st Minor: Economics
2nd Minor: Research Methods
Dissertation Title: Executive Stock Option Repricing: A Symptom of Managerial
Opportunism or a Value Enhancing Strategy; Chair: Asghar Zardkoohi
M.B.A. Gonzaga University, 1992
B.S. The United States Air Force Academy, 1985
Major: Chemistry

PUBLICATIONS (Peer Reviewed Journals)

Cassidy, Christopher M., Renée Gravois, Stanislaus Simon-Solomon, 2016. Outsourcing To China: The Benefits and Consequences of Foxconn's Strategy. *Forthcoming in the Southeast Case Research Journal*.

Capps, Charles J. and **Christopher M. Cassidy**, 2016. Expanding the Competitive Profile Matrix (CPM): Introducing the Financial Competitive Profile Matrix (FCPM). *Academy of Strategic Management Journal*, 15(2): 9-14.

Cassidy, Christopher M., 2015. Navigating the Rapids: Teaching around Inconsistencies in the Resource Based View of the Firm. . *Journal of Economics and Economic Education Research*, 16(special Issue): 17-30.

Capps, Charles J. and **Christopher M. Cassidy**, 2015. Differences Mapping an Internal-External (I-E) Matrix Using Traditional and Extended Concepts. *Business Studies Journal*. 7(special Issue): 1-6

Cassidy, Christopher M., & Dallas Brozik. It's Puzzling: Communications, Competition, And Cooperation. *Forthcoming in Simulations and Gaming*.

Bellah, Jeremy, James R. Burns, & **Christopher M. Cassidy**, 2013. Offshore Information System Development in India: How Practitioners Respond to Challenges in the Process. *Journal of Information Technology Case and Applications Research (JITCAR)*, 15(2): 30-53.

Cassidy, Christopher M., Glissmeyer, Michael D., & Capps, Charles J., 2013. Mapping an Internal-External (I-E) Matrix Using Traditional and Extended Matrix Concepts. *Journal of Applied Business Research*, 29(5): 1523-1527.

- Brozik, Dallas, & **Christopher M. Cassidy**, 2013. Flipping the Business College on its Side. *American Journal of Business Education*, 6(1): 103-112.
- Sargent, Rachel & **Christopher M. Cassidy**. Hospice of Huntington in 2012: New Problems in a New Century? *Southeast Case Research Association Journal*, 8(1): 107-132.
- Cassidy, Christopher M.**, & Ahmed Azturk, 2010. The Cabell Huntington Regional Pain Management Center Case. *Southeast Case Research Association Journal*, 7(1): 61-86
- Cornwell, Emily R., Lan D. Nguyen, Tam T. Tran, & **Christopher M. Cassidy**, 2009. Chocolate Covered Cherries.Com. *Southeast Case Research Association Journal*, 6(2): 27-42
- Cassidy, Christopher M.**, & Wei Guo, 2007. Is Wind Energy Good Business? *Southeast Case Research Journal* 3(1): 30-46.
- Cassidy, Christopher M.** & Bongsug Chae, 2006. Consumer information use and misuse in electronic business: an alternative to privacy regulation. *Journal of Information System Management* 23(3): 75-87.
- Bolling, W. Blaker, **Christopher M. Cassidy**, and Lee Ann Jordan, 2005. The Hospital Hospitality House of Huntington. *Southeast Case Research Journal* 2(1): 1-21.
- Cassidy, Christopher M.**, Dallas Brozik & Doris Brozik, 2005. Problem Discovery and Problem Solving in Unstructured Situations: Using the Pan-Pacific Enterprises Simulation with University Students. *Journal of Business Case Studies*, 1(2): 1-10.
- Brozik, Dallas, Alina Zapalska, & **Christopher Cassidy**, 2005. PAN-Pacific Enterprises: Strategic decision making in action. *Journal of Business Case Studies*, 1(2): 39-47.

BOOK CHAPTERS (Peer Reviewed)

- Cassidy, Christopher M.**, Bongsug Chae, & James F. Courtney, 2005. Ethical Management of consumer information: Solving the problem of information externality using the Coasian approach. In L. Freeman & A. G. Peace (eds.), *Information Ethics: Privacy and Intellectual Property*: 120-142: Information Science Publishing.
- Cassidy, Christopher M.** & David Loree, 2001. Dynamics of knowledge transfer among multimarket competitors. In J.A.C. Baum and H.R. Greve (eds.), *Multiunit Organization and Multimarket Strategy; Advances in Strategic Management*, 18: 141-174. Oxford, UK: JAI Press.

UNDER REVIEW (Peer Reviewed Journals)

EDITORIAL CONTRIBUTIONS (Peer Reviewed Journals and Proceedings)

- Peters, S., (Ed.) and **C. Cassidy** (Assoc. Ed.), the *Southeast Case Research Journal*, 2015-2017.
- Smith, J. A. (Ed.), K. Long, and **C. Cassidy**, P. Hendrickson, M. Zelihic (Assoc. Eds.), 2017, *Developments in Business Simulation and Experiential Learning*, 44th Annual Meeting.
- Cassidy, Christopher M.** (Ed.), Kimberly G. Frazier (Assoc. Ed.), 2013. *Proceedings of the Southeast Case Research Association*, 21st Annual Meeting.
- Stephanie Foote (Ed.), **Christopher M. Cassidy** & Rebecca J. Oatsvall (Assoc. Eds.), 2012. *Proceedings of the Southeast Case Research Association*, 20th Annual Meeting.
- Cassidy, Christopher M.** (Ed.), Stephanie Foote & Rebecca J. Oatsvall (Assoc. Ed.), 2011. *Proceedings of the Southeast Case Research Association*, 19th Annual Meeting.
- Smith, J. A. (Ed.), M. Fekula, E. Murff, and **C. Cassidy** (Assoc. Eds.), 2010, *Developments in Business Simulation and Experiential Learning*, 37th Annual Meeting.

- Cassidy, Christopher M.** (Ed.) & Rebecca J. Oatsvall (Assoc. Ed.), 2010. *Proceedings of the Southeast Case Research Association*, 18th Annual Meeting.
- Oatsvall, Rebecca J. (Ed.) & **Christopher M. Cassidy** (Assoc. Ed.), 2009. *Proceedings of the Southeast Case Research Association*, 17th Annual Meeting.

CONFERENCE PROCEEDINGS AND SYMPOSIA (Peer Reviewed)

- McCullough, Devin, and **Christopher M. Cassidy**, 2015. World Wrestling Entertainment's Change in Business Model. *Proceedings of the Southeast Case Research Association*, 23:9.
- Cassidy, Christopher M.** 2014. Gundy's. *Proceedings of the Southeast Case Research Association*, 22:6.
- Cassidy, Christopher M.**, Jennie Powers, & Dallas Brozik, 2013. Converting Simulations for the Online Environment: The New Ginseng Game. In J. A. Smith (Ed.), C. Jaramillo, D. Rahn, L. Reed, and R. Teach, (Assoc. Eds.), *Developments in Business Simulation and Experiential Learning*, 40: 203-206.
- Cassidy, Christopher M.**, Jennie Powers, Dallas Brozik, & Ivan Muslin, 2013. Leadership Dilemmas at Middlestate University: What Would You Do? *Proceedings of the Southeast Case Research Association*, 21:9.
- Brozik, Dallas, & **Christopher M. Cassidy**, 2012. Flipping the Business College on its Side. In Richard A. L. Caldarola (Ed), *The Academic Forum Conference Proceedings*, ISSN 2164-8832 (CD)
- Cassidy, Christopher M.**, Dallas Brozik, & Ivan Muslin, 2012. The American Legion. *Proceedings of the Southeast Case Research Association*, 20:6
- Brozik, Dallas & **Christopher M. Cassidy**. Middlestate University – A Crisis in Education, 2011. In J. A. Smith (Ed.), M. Fekula, D Hutchinson, E. Murff, C. Scherpereel, R. Teach, and W. Wellington (Assoc. Eds.), *Developments in Business Simulation and Experiential Learning*, 38: 243-254.
- Roush, Lee M., Jenna Workman, & **Christopher M. Cassidy**, 2011. River City Youth Ballet Ensemble. *Proceedings of the Southeast Case Research Association*, 19: 32.
- Brozik, Dallas, & **Christopher M. Cassidy**, 2010. Introducing Experiential Exercises To Inexperienced Faculty Members. In J. A. Smith (Ed.), M. Fekula, E. Murff, R. Teach, and C. Cassidy (Assoc. Eds.), *Developments in Business Simulation and Experiential Learning*, 37: 267-273.
- Cassidy, Christopher M.** & Dallas Brozik, 2010. Encouraging “Established” Faculty to Adopt a “New” Games and Simulations Pedagogy? In J. A. Smith (Ed.), M. Fekula, E. Murff, R. Teach, and C. Cassidy (Assoc. Eds.), *Developments in Business Simulation and Experiential Learning*, 37: 301-305.
- Sargent, Rachel, & **Christopher M. Cassidy**, 2010. Hospice of Huntington in 2009: New Problems in a New Century. *Proceedings of the Southeast Case Research Association*, 18: 31.
- Alexander, Elizabeth, John Roppel, John Erenrich, & **Christopher M. Cassidy**, 2010. The United States Postal Service: Looking Forward Into The New Millennium. *Proceedings of the Southeast Case Research Association*, 18: 2.
- Lynch, Sarah, Margie McInerney, Deanna Mader, Fred Mader, & **Christopher M. Cassidy**, 2010. The Yellow Brick Road. *Proceedings of the Southeast Case Research Association*, 18: 15.

- Meshcheryakov, Artem & **Christopher M. Cassidy**, 2009. Go Green Mart and More: Growing More Green Online? *Proceedings of the North American Case Research Association* (NACRA) 23(1): 23.
- Brozik, Dallas & **Christopher M Cassidy**, 2009. The Ginseng Game. In J. A. Smith (Ed.), J. M. Duck, E. Murff, and C Scherpereel (Assoc. Eds.), *Developments in Business Simulation and Experiential Learning*, 36: 312-319.
- Cassidy, Christopher M.** & Dallas Brozik, 2009. The Case of the North American Ginseng Industry: An Opportunity for Business in West Virginia? *Proceedings of the Southeast Case Research Association*, 17:8.
- Brozik, Dallas, **Christopher M. Cassidy**, & Doris Brozik, 2008. IndoAmerican Enterprises. In J. A. Smith (Ed.), J. M. Duck, M. Fekula, and B. Wellington (Assoc. Eds.), *Developments in Business Simulation and Experiential Learning*, 35: 15-27.
- Cassidy, Christopher M.**, Dallas Brozik, & Doris Brozik, 2008. Class Size and Game Design. In J. A. Smith (Ed.), J. M. Duck, M. Fekula, and B. Wellington (Assoc. Eds.), *Developments in Business Simulation and Experiential Learning*, 35: 28-33.
- Alexander, Elizabeth, **Christopher M. Cassidy**, Phuong Trung Dao, & Madou Sylla, 2007. Michael Thomas Enterprises. *Proceedings of the Southeast Case Research Association*, 15:2.
- Bohache, Heather, Melissa Flowers, Jennifer Mak, & **Christopher M. Cassidy**, 2007. Case Study of WV Power. *Proceedings of the Southeast Case Research Association*, 15: 4.
- Cassidy, Christopher M.** & Brozik, Dallas, 2006. It's Puzzling: Communications, Competition and Cooperation. In J. A. Smith (Ed.), *Developments in Business Simulation and Experiential Learning*, 33: 191-196.
- Alexander, Elizabeth, & **Christopher M. Cassidy**, 2006. Consumer Knowledge and Perception of Radio Frequency Identification (RFID). *Annual Conference Proceedings of MMA*, 53.
- Brozik, Dallas, **Christopher M. Cassidy**, Elaine Baker, 2005. The game of sticks: The 3Cs communications, competition, cooperation. *Proceedings of the International Simulation and Gaming Association Conference*.

PUBLICATIONS, CASEBOOKS, BOOK CHAPTERS, AND PAPERS (Not Peer Reviewed)

- Cassidy, Christopher M.**, and W. Blaker Bolling (Eds), Fall 2006. *Strategic Management and Business Policy: MGT460 & MGT699*, 3e. McGraw Hill – Primus, ISBN: 0-390-72849-7.
- Cassidy, Christopher M.**, Ahmed Azturk & W. Blaker Bolling. The Cabell Huntington Regional Pain Management Center Case. In Christopher M. Cassidy & W. Blaker Bolling (Eds.), *Strategic Management and Business Policy: MGT460 & MGT699*, 3e, McGraw Hill/Primis.
- Cassidy, Christopher M.**, & Suneel Maheshwari, 2005. A Proposal for an Assurance of Learning (AoL) Program for LCOB Graduate Programs. White paper for the LCOB Graduate Curriculum Committee, Marshall University, Huntington, WV.
- Bolling, W. Blaker, **Christopher M. Cassidy**, and Lee Ann Jordan, 2005. The Hospital Hospitality House of Huntington. In Christopher M. Cassidy & W. Blaker Bolling (Eds.), *Strategic Management and Business Policy: MGT460 & MGT699*, 2e, 97-118: McGraw Hill/Primis.
- Cassidy, Christopher M.**, and W. Blaker Bolling (Eds), Spring 2004. *Strategic Management and Business Policy: MGT460 & MGT699*, 2e. McGraw Hill – Primus, ISBN: 0-390-53947-3.

Cassidy, Christopher M., W. Blaker Bolling, and Juett Cooper, 2004. Introduction to Case Analysis. In C. M. Cassidy & W. B. Bolling (Eds.), *Strategic Management and Business Policy: MGT460 & MGT699*, 1e, 1-3: McGraw Hill/Primis.

Cassidy, Christopher M., and W. Blaker Bolling (Eds), Fall 2004. *Strategic Management and Business Policy: MGT460 & MGT699*, 1e. McGraw Hill – Primus, ISBN: 0-390-51227-3.

CONFERENCE PRESENTATIONS AND PAPERS

Cassidy, Christopher M. Building Experience ‘Experientially’: The ABSEL Way. Accepted for presentation at the Annual Meetings of Association of Business Simulation and Experiential Learning (ABSEL), Mar 2017, Myrtle Beach, SC.

Cassidy, Christopher M., Renée Gravois, Stanislaus Simon-Solomon. Outsourcing To China: The Benefits And Consequences Of Foxconn’s Strategy. Accepted for presentation at the Annual Meetings of the Southeast Case Research Association (SECRA) Feb 2017, Myrtle Beach, SC.

Capps, Charles J. and **Christopher M. Cassidy**. Expanding the Competitive Profile Matrix (CPM): Introducing the Financial Competitive Profile Matrix (FCPM). Presented at the General Business Conference (GB Conference), Huntsville, TX, 15-16 April 2016.

Cassidy, Christopher M., Dallas Brozik, Devin McCullough, and Eduardo de Luna-Solis. The Timber Game: Teaching Sustainability Concepts Using the Prisoners Dilemma. Presented at the Annual Meetings of the Association of Business Simulation and Experiential Learning (ABSEL), New Orleans, LA, 23-25 March 2016.

de Luna-Solis, Eduardo, Devin McCullough, **Christopher M. Cassidy**, and Dallas Brozik. The Timber Game. Presented at the Annual Meetings of the Association of Business Simulation and Experiential Learning (ABSEL), New Orleans, LA, 23-25 March 2016.

McCullough, Devin and **Christopher M. Cassidy**. The DoubleClick-Abacus Merger Case: Consumer Value or Consumer Privacy? Presented at the Annual Meetings of the Southeast Case Research Association (SECRA), Myrtle Beach, SC, 25-27 February 2016.

New Views Panel: “The Process of Getting Your Case Published in a PRJ: The Editors’ Perspectives.”

Joe Kavanaugh, Past Editor, *Journal of Applied Case Research*

Armand Gilinsky, Editor, *Wine Business Case Research Journal*

John Lawrence, Editor, *Case Research Journal*

Christopher M Cassidy, Associate Editor, *Southeast Case Research Journal*

Gina Vega, Editor-in-chief, *The CASE Journal*

Presented at the Annual Meetings of the North American Case Research Association (NACRA), Oct 2015, Orlando, FL.

Capps, Charles J. and **Christopher M. Cassidy**. Difference Mapping an Internal External (I-E) Matrix Using Traditional and Extended Concepts. Presented at the General Business Conference (GB Conference), Huntsville, TX, 17-18 April 2015.

Cassidy, Christopher M. Navigating the Rapids: Teaching around Inconsistencies in the Resource Based View of the Firm. . Presented at the General Business Conference (GB Conference), Huntsville, TX, 17-18 April 2015.

McCullough, Devin and **Christopher M. Cassidy**. World Wrestling Entertainment’s Change in Business Model. Presented at the Annual Meetings of the Southeast Case Research Association (SECRA), Myrtle Beach, SC, 19-21 February 2015.

- Cassidy, Christopher M.** & Dallas Brozik. Active Learning and Online Education. Presented at the Annual Meetings of the Association of Business Simulation and Experiential Learning (ABSEL), Orlando, FL, 19-21 March 2014.
- Cassidy, Christopher M.** Core Competencies and Core Rigidities: Some Concerns with the Current Use of the RBV Model. Presented at the Annual Meeting of the Southwest Academy of Management (FBD/SWAM), Dallas, TX, 12-15 March 2014.
- Cassidy, Christopher M.** 2014. Gundy's. Presented at the Annual Meetings of the Southeast Case Research Association (SECRA), Myrtle Beach, SC, 20-22 February 2014.
- Brozik, Dallas, & **Christopher M. Cassidy.** Defining Ethics. Presented at the Annual Meetings of the Academy of Business Administration (ABA), St. Thomas USVI, 19-21 December 2013.
- Cassidy, Christopher M.** Elizabeth Florer's Next Project: Pita Pit. Presented at the Annual Meetings of the North American Case Research Association (NACRA), Oct 2013, Victoria, BC, Canada.
- Cassidy, Christopher M.,** Jennie Powers, & Dallas Brozik. Converting Simulations for the Online Environment: The New Ginseng Game. Presented at the Annual Meetings of the Association of Business Simulation and Experiential Learning (ABSEL) Mar 2013, Oklahoma City, OK.
- Cassidy, Christopher M.,** Jennie Powers, Dallas Brozik, & Ivan Muslin. Leadership Dilemmas at Middlestate University: What Would You Do? Presented at the Annual Meetings of the Southeast Case Research Association (SECRA) Feb 2013, Myrtle Beach, SC.
- Cassidy, Christopher M.** Bobbie's Bubbles. Presented at the Annual Meetings of the North American Case Research Association (NACRA), Oct 2012, Boston, MA.
- Cassidy, Christopher M.** & Dallas Brozik. Business Simulations and ADA Compliance. Presented at the Annual Meetings of the Association of Business Simulation and Experiential Learning (ABSEL) Mar 2012, San Diego, CA.
- Cassidy, Christopher M.,** Dallas Brozik & Ivan Muslin. The American Legion. Presented at the Annual Meetings of the Southeast Case Research Association (SECRA) Feb 2012, Myrtle Beach, SC.
- Brozik, Dallas & **Christopher M. Cassidy.** Middlestate University – A Crisis in Education. Presented at the Annual Meetings of the Association of Business Simulation and Experiential Learning (ABSEL) Mar 2011, Pensacola, FL.
- Cassidy, Christopher M.** Implementing Critical Thinking in the Classroom. Presented at the Annual Meetings of the Association of Business Simulation and Experiential Learning (ABSEL) Mar 2011, Pensacola, FL.
- Roush, Lee M., Jenna Workman, & **Christopher M. Cassidy.** River City Youth Ballet Ensemble. Presented at the Annual Meetings of the Southeast Case Research Association (SECRA) Feb 2011, Myrtle Beach, SC.
- Brozik, Dallas & **Christopher M. Cassidy.** Introducing Experiential Exercises to Inexperienced Faculty Members. Presented at the Annual Meetings of the Association of Business Simulation and Experiential Learning (ABSEL) Mar 2010, Little Rock, AR.
- Cassidy, Christopher M.** & Dallas Brozik. Encouraging Faculty to Adopt a Games and Simulations Pedagogy. Presented at the Annual Meetings of the Association of Business Simulation and Experiential Learning (ABSEL) Mar 2010, Little Rock, AR.

Sullivan, Mary Kay and **Christopher M. Cassidy**. Student Learning Through Case Writing: A Hands on Approach. Presented at the Annual Meetings of the Southeast Case Research Association (SECRA) Feb 2010, Myrtle Beach, SC.

Alexander, Elizabeth, John Roppel, John Erenrich & **Christopher M. Cassidy**, 2010. The United States Postal Service: Looking Forward into the New Millennium. Presented at the Annual Meetings of the Southeast Case Research Association (SECRA) Feb 2010, Myrtle Beach, SC.

Sargent, Rachel & **Christopher M. Cassidy**. Hospice of Huntington in 2009: New Problems in a New Century? Presented at the Annual Meetings of the Southeast Case Research Association (SECRA) Feb 2010, Myrtle Beach, SC. **Winner best student paper award!**

Lynch, Sarah, Margie McInerney, Deanna Mader, Fred Mader, & **Christopher M. Cassidy**. The Yellow Brick Road. Presented at the Annual Meetings of the Southeast Case Research Association (SECRA) Feb 2010, Myrtle Beach, SC.

Meshcheryakov, Artem & **Christopher M. Cassidy**. Go Green Mart and More: Growing More Green Online? Presented at the Annual meetings of the North American Case Research association (NACRA) Oct 2009, Santa Cruz, CA

Brozik, Dallas & **Christopher M. Cassidy**. Simulations and Games. Presented at the Marshall University Fall Teaching Conference, Aug 2009, Huntington, WV

Brozik, Dallas & **Christopher M. Cassidy**. Techniques for Case Method Teaching. Presented at the Marshall University Fall Teaching Conference, Aug 2009, Huntington, WV

Brozik, Dallas & **Christopher M. Cassidy**. The Ginseng Game. Presented at the Annual Meetings of the Association of Business Simulation and Experiential Learning (ABSEL) Mar 2009, Seattle, WA.

Cassidy, Christopher M. & Dallas Brozik. The Case of the North American Ginseng Industry: An Opportunity for Business in West Virginia? Presented at the Annual Meetings of the Southeast Case Research Association (SECRA) Feb 2009, Myrtle Beach, SC.

Cornwell, Emily R., Lan D. Nguyen, Tam T. Tran, & **Christopher M. Cassidy**. Chocolate Covered Cherries.Com. Presented at the Annual Meetings of the Southeast Case Research Association (SECRA), Feb 2008, Myrtle Beach, SC.

Brozik, Dallas, & **Christopher M. Cassidy**. IndoAmerican Enterprises. Presented at the Annual Meetings of the Association of Business Simulation and Experiential Learning (ABSEL), Mar 2008, Charleston, SC.

Cassidy, Christopher M., & Dallas Brozik. Class Size and Game Design. Presented at the Annual Meetings of the Association of Business Simulation and Experiential Learning (ABSEL), Mar 2008, Charleston, SC, 2008.

Brozik, Dallas, & **Christopher M. Cassidy**. Business Students and the Passage of Time. Presented at the Annual Meetings of the Association of Business Administration (ABA) Global Trends Conference 2007, San Juan, Puerto Rico.

Alexander, Elizabeth, **Christopher M. Cassidy**, Phuong Trung Dao, & Madou Sylla. Michael Thomas Enterprises. Presented at the Annual Meetings of the Southeast Case Research Association (SECRA), Feb 2007, Myrtle Beach, SC.

Cassidy, Christopher M., & Wei Guo. Is Wind Energy Good Business? Presented at the Annual Meetings of the Southeast Case Research Association (SECRA), Feb 2007, Myrtle Beach, SC.

- Bohache, Heather, Melissa Flowers, Jennifer Mak, & **Christopher M. Cassidy**. Case Study of WV Power. Presented at the Annual Meetings of the Southeast Case Research Association (SECRA) Feb 2007, Myrtle Beach, SC.
- Cassidy, Christopher M.**, & Dallas Brozik. It's Puzzling: Communications, Competition, And Cooperation. Presented at the Annual Meetings of the Association for Business Simulation and Experiential Learning (ABSEL), Mar 2006, San Francisco, CA.
- Cassidy, Christopher M.**, Ahmed Azturk & W. Blaker Bolling. The Cabell Huntington Regional Pain Management Center Case. Presented at the Annual Meetings of the Southeast Case Research Association (SECRA) Feb 2006, Myrtle Beach, SC.
- Alexander, Elizabeth, & **Christopher M. Cassidy**. Consumer Knowledge and Perception of Radio Frequency Identification (RFID). Presented at the Annual Meeting of MBAA International 2006, 15-17 March, Chicago, IL.
- Cassidy, Christopher M.** Resolving ethics and economics: Entitlement claims for scarce resources. Presented at the annual meeting of the International Association of Business and Society (IABS) 2005, Sonoma Valley, CA.
- Cassidy, Christopher M.**, Dallas Brozik & Doris Brozik. Problem Discovery and Problem Solving in Unstructured Situations: Using the Pan-Pacific Enterprises Simulation with University Students. Presented at the College Teaching and Learning Conference (TLC), Jan 2005, Orlando, FL. **Winner best paper award!**.
- Brozik, Dallas, **Christopher M. Cassidy**, & Elaine Baker. The game of sticks: The 3Cs communications/competition/cooperation. Presented at the Annual Meeting of the International Simulation and Gaming Association Conference, 2005, Atlanta, GA.
- Bolling, W. Blaker, **Christopher M. Cassidy**, and Lee Ann Jordan. The Hospital Hospitality House of Huntington. Presented at the Annual Meetings of the Southeast Case Research Association (SECRA) Feb 2005, Myrtle Beach, SC.
- Cassidy, Christopher M.**, & Asghar Zardkoohi. Corporate Governance Reform: The Cost of Ethically Desirable Outcomes. Annual Meetings of the Academy of Management, BPS Division, Aug 2003, Seattle, WA.
- Cassidy, Christopher M.**, Asghar Zardkoohi, & Michael Pustay. Mintzbergian "Ploy": Viable Use and Problems with Deceptive Strategies. Annual Meetings of the Academy of Management, BPS Division, Aug 2003, Seattle, WA.
- Cassidy, Christopher M.**, & Michael Pustay. Economic justification of stakeholder theory: limits and implications. Annual Meetings of the International Association of Business and Society (IABS), Jun 2003, Rotterdam, The Netherlands.
- Pustay, Michael, & **Christopher M. Cassidy**. Efficiency and Equity in the Shareholder and Stakeholder models in a Globalized Economy. Annual Meetings of the International Association of Business and Society (IABS), Jun 2003, Rotterdam, The Netherlands.
- Tuggle, Chris, Len Bierman, & **Christopher M. Cassidy**. Network Capital: Institutional investor networks as a source of competitive advantage. Annual Meetings of the Academy of Management, BPS Division, Aug 2002, Denver, CO.
- Cassidy, Christopher M.**, & Asghar Zardkoohi. Executive stock option repricing: a symptom of managerial opportunism or a value enhancing strategy? Annual Meetings of the Academy of Management, BPS Division, Aug 2000, Toronto, Canada.
- Cassidy, Christopher M.** Time in Economics. Presented at the Texas Conference on Organizations, April 20th 1999, in or near Fredericksburg, TX.

WORKING PAPERS

Capps, Charles J., **Christopher M. Cassidy**, Renée Gravois, and Janis Warner. Expanding the Competitive Profile Matrix (CPM): Introducing the Production/Operations Management, Marketing, Human Resource Management, Finance/Accounting, Research and Development, and Information Systems Competitive Profile (CPM) Matrices.

UNIVERSITY EMPLOYMENT

Sam Houston State University, College of Business Administration, Department of Management and Marketing, Huntsville, TX, 77341. Fall 2011 – Present
(Assistant Professor: Fall 2011; Tenure Granted and Promoted Associate Professor: Fall 2016)

Marshall University, Lewis College of Business, Management, Marketing & MIS Division, Huntington, WV, 25755. Fall 2004 – Spring 2011
(Assistant Professor: Fall 2004; Promoted Associate Professor: Fall 2008; Tenure Granted: Fall 2009)

Kansas State University, College of Business, Department of Management, Manhattan, KS, 66506. Fall 2001 – Spring 2004
(Assistant Professor: Fall 2001)

UNIVERSITY TEACHING EXPERIENCE

Sam Houston State University, Huntsville, TX – Courses Taught Fall 2011 – Present
Strategic Management and Policy (MGMT 4390) – Required BBA capstone course, enrollment restricted to BBA students
Principles of Management (MGMT 3310) – Required course in BBA curriculum
The Social Responsibility of business (MGMT 4345) – Required for Management Major, undergraduate elective
Seminar in Team leadership (MGMT 5345) – Required for the MS in Program Management, graduate elective

Marshall University, Huntington, WV, Courses Taught Fall 2004 – Spring 2011:
Health Care Policy, Strategy, and Entrepreneurship (MPNA796) – Doctoral level BPS course taught to students in the Doctorate of Management Practice Nurse Anesthesia Degree Program
Business Policy and Strategy (MGT 699) – Executive MBA Capstone Course, taught in Charleston, WV.
Business Policy and Strategy (MGT 699) – MBA Capstone Course for the Marshall-Bharatiya Vidya Bahvan Joint MBA Program taught in Bangalore, India.
Business Policy and Strategy (MGT 699) – Graduate Degree Capstone Course for three Masters Degree programs: Masters of Science in Health Care Administration (HCA), Masters of Science in Human Resource Management (HRM), Masters of Business Administration (MBA).
Strategic Management (MGT 460) – Undergraduate Degree Capstone Course.
International Management (MGT 445) – Management elective.
Organizational Development (MGT423) – Management Major (taught as Capstone) Course.
Business and Society (MGT419) – Management Course. Substituted for primary instructor during medical leave.
Introduction to Honors (HON 101) – First course in Honors Sequence.
New Student Seminar (UNI 101) – Required Freshman Orientation Course.
Kansas State University, Manhattan, KS, Courses Taught Fall 2001 – Spring 2004:
Business, Government & Society (MGMT 596) – Undergraduate Degree Capstone Course.
Strategic Management (MGMT 595) – Undergraduate Degree Capstone Course.

Texas A & M University, College Station, TX, Courses Taught Summer 1999-Summer 2001:
Business & Government (MGT 464) – Undergraduate Management Course.
Political Environment of Business (MGT 464) – Undergraduate Management Course.
Strategic Management (MGT 466) – Undergraduate Degree Capstone Course.

PROFESSIONAL SERVICE – INTERNAL

MS in Project Management Faculty Advisor, Spring 2012 – Present.

Coordinator for MS in Project Management Program Accreditation, Fall 2014-Fall 2015.

Service to the COBA Center for Innovation and Technology, Spring 2015-Present.

University Library Committee, Fall 2012 – Summer 2015.

MGT/MKT Department, Teaching Effectiveness Committee Member, Fall 2011 – present.

COBA Tailgating Committee, Fall 2012 - Present

Provided advice and assistance to COBA Assessment GAT Coordinator, Spring 2015

Provided advice and assistance to students in MGMT 5320, Management of Innovation and Technology class, Spring 2015

MGT/MKT Department, Search Committee Member for BPS position. Spring 2013.

Management Representative to College Assessment Committee, Fall 2012 – Fall 2014.

MGT/MKT Department, Library Liaison, Fall 2011 – Fall 2014.

Marshall University (MU) Marshal, Fall 2009 – Spring 2011.

MU UNI 101 Executive Board, Summer 2006 – Spring 2011.

Lewis College of Business (LCOB) Assurance of Learning Committee.

Member. Fall 2004 – Spring 2011.

Coordinator for Undergraduate Capstone course, Fall 2004 – Spring 2011.

Coordinator for Integrated Themes Exam. Fall 2006 – Spring 2011.

Coordinator for Critical Thinking Exam. Fall 2009 – Spring 2011.

MGT/MKT/MIS Division, Strategy Faculty Search Cmte. Member. Fall 2010 - Spring 2011.

Committee Chair, Fall 2010 – Spring 2011.

MGT/MKT/MIS Division, Strategy Faculty Search Committee Member. Spring 2010.

Committee Chair, Spring 2010.

MU Core Foundations Committee Member, Summer 2007 – Fall 2009.

Committee secretary, Fall 2008 – Fall 2009.

MGT/MKT Division, Strategy Faculty Search Committee Member. Spring 2008 - Fall 2008.

Committee Chair, Summer 2008 - Fall 2008.

MGT/MKT Division, Entrepreneurship Faculty Search Committee Member. Fall 2007 - Fall 2008.

Committee Chair, Summer 2008 - Fall 2008.

LCOB, Assurance of Learning and Assessment Center Director, Fall 2007 – Summer 2008.

LCOB, Executive Committee Ex Officio Member, Fall 2007 – Summer 2008.

LCOB, Graduate Curriculum Committee Ex Officio Member, Fall 2007 – Summer 2008.

LCOB, Undergraduate Curriculum and Standards Committee Ex Officio Member, Fall 2007 – Summer 2008.

MU University Assessment Committee Member, Fall 2006 – Spring 2008.

Assessment Day Subcommittee Member, Fall 2006 – Spring 2007.

MGT/MKT Division, Graduate Assistant Coordinator, Spring 2006 – Summer 2007.

LCOB, Strategic Planning Committee. Fall 2005 - Summer 2008.

LCOB, Assurance of Learning (AOL) Committee Member.

Member of subcommittee to design and implement the undergraduate AoL Integrative Themes exams. Spring 2005 - Spring 2006.
 LCOB Faculty Coordinator, Graduate Assessment Scoring, March 2008.
 LCOB Faculty Coordinator, Undergraduate Assessment Scoring, August 2007.
 LCOB Faculty Representative, Undergraduate Assessment Scoring, August 2007.
 LCOB Faculty Representative, Graduate Assessment Scoring, August 2006.
 LCOB, Graduate Committee member and Recorder. Fall 2004 – Spring 2006.
 Head of subcommittee to design Graduate level program assurance of learning program. Fall 2005 - Spring 2006.
 MGT/MKT Division, Search Committee Member for Entrepreneurship position. Fall 2004 - Spring 2005.
 MGT/MKT Division, Social Committee Member. Fall 2004 - Spring 2005.

Kansas State University (KSU), Departmental Search Committee for OM position Member. Fall 2003 - Spring 2004.
 KSU, Dean's Ethics Lecture Series Committee Co-Chair. Fall 2003 - Spring 2004.

PROFESSIONAL SERVICE EXTERNAL

Appointed Program Chair for NACRA, in October 2016 for the 2017 Meeting
 Served as a ABSEL Fellow, 2017
 Track Chair for Simulations Track, ABSEL, Spring 2017 Meeting.
 Served as a SECRA Fellow, 2017
 Elected Vice President of Programs-Elect (Program Chair-Elect), NACRA, August 2016
 Track Chair for Small Business, Family Business, and Entrepreneurship Track, for the North American Case Research Association (NACRA) Annual Meetings, Oct 2016.
 Assistant Track Chair and Mentor for Start Up Case Workshop Track, for the North American Case Research Association (NACRA) Annual Meetings, Oct 2016.
 Inducted as a ABSEL Fellow, 2016
 Reviewer for ABSEL Conference, 2016
 Served as Associate Editor for the *Southeast Case Research Journal*, Feb 2016 – Feb 2017
 Served as a SECRA Fellow, 2016
 Reviewer for SECRA Conference, 2016
 Mentor for Start Up Case Workshop Track, for the North American Case Research Association (NACRA) Annual Meetings, Oct 2015.
 Associate Track Chair for Small Business, Family Business, and Entrepreneurship Track, for the North American Case Research Association (NACRA) Annual Meetings, Oct 2015.
 Served as Associate Editor for the *Southeast Case Research Journal*, Feb 2015 – Feb 2016
 Ad hoc Reviewer for *Case Research Journal*, 2015
 Served as a SECRA Fellow, 2015
 Discussant, Reviewer for SECRA Conference, 2015
 Past President ABSEL, March 2014 – March 2015
 Ad hoc Reviewer for *Simulation & Gaming Journal*, 2015
 Track Chair for Small Business, Family Business, and Entrepreneurship Track, for the North American Case Research Association (NACRA) Annual Meetings, Oct 2014.
 Session Chair, Reviewer for ABSEL Conference, 2014
 Discussant, Reviewer for SWAM Conference, 2014
 Served as a SECRA Fellow, 2014

Discussant, Reviewer for SECRA Conference, 2014
 Track Chair for Small Business, Family Business, and Entrepreneurship Track, for the North American Case Research Association (NACRA) Annual Meetings, Oct 2013.
 Ad hoc Reviewer for Case Research Journal, 2013
 President ABSEL, March 2013 – March 2014
 Editor for 2013 *Proceedings of the Southeast Case Research Association* (SECRA).
 Served as a SECRA Fellow, 2013
 SECRA Representative to NACRA, Spring 2013 – Spring 2014
 Reviewer for SECRA, Spring 2013 Meeting.
 Track Chair for Small Business, Family Business, and Entrepreneurship Track, for the North American Case Research Association (NACRA) Annual Meetings, Oct 2012 – Present.
 Discussant and Reviewer for NACRA, 2012.
 President Elect for ABSEL, March 2012 – March 2013
 Assistant Editor for 2012 *Proceedings of the Southeast Case Research Association* (SECRA).
 Served as a SECRA Fellow, 2012
 SECRA Representative to NACRA, Spring 2012 – Spring 2013
 Reviewer for SECRA, Spring 2012 Meeting.
 Ad Hoc Reviewer for the *Case Research Journal*, Dec 2011
 Served as a SECRA Fellow, 2011
 SECRA Representative to NACRA, Spring 2011 – Spring 2012
 Program Chair for ABSEL, Spring 2011 Meeting.
 Editor for 2011 *Proceedings of the Southeast Case Research Association* (SECRA).
 Assistant Editor for the 2010 *Proceedings of the Association for Business Simulation and Experiential Learning* (ABSEL).
 Track Chair for Simulations, ABSEL, Spring 2010 Meeting.
 Inducted as a SECRA Fellow, February 2010
 Editor for 2010 *Proceedings of the Southeast Case Research Association* (SECRA).
 Track Chair for Strategy and Organizational Theory, Session Chair, and Reviewer, SECRA, Spring 2010 Meeting.
 Reviewer for the BPS & SIM Divisions of AOM Annual Meetings, 2009.
 Session Chair for ABSEL, Spring 2009 Meeting.
 Associate Editor for 2009 *Proceedings of the Southeast Case Research Association* (SECRA).
 Track Chair for Strategy and Organizational Theory, Session Chair, and Reviewer, SECRA, Spring 2009 Meeting.
 Ad Hoc Reviewer for *Journal of Leadership and Organizational Studies*, Fall 2008.
 Session Chair for ABSEL, Spring 2008 Meeting.
 Track Chair for Strategy and Organizational Theory, Session Chair, and Reviewer, Southeast Case Research Association Annual Meeting, SECRA, Spring 2008 Meeting.
 Ad Hoc Reviewer for *Journal of Leadership and Organizational Studies*, Fall 2007.
 Evaluator/Reviewer, WV Student Business Plan Competition, sponsored by the WVU Entrepreneurship Center, 2007-2008.
 Track Chair for Strategy and Organizational Theory, Session Chair, and Reviewer, SECRA, Spring 2007 Meeting.
 External Reviewer for P&T Application by Deosaran Bachoo, Assistant Professor of Management, St Johns University, Queens, NY.
 Ad Hoc Reviewer for *Journal of Leadership and Organizational Studies*, Fall 2006.

Session Chair for ABSEL, Spring 2006 Meeting.
 Reviewer and Session Chair for SECRA, Spring 2006 Meeting.
 Reviewer for International Association of Business and Society (IABS), Annual Meeting, Spring 2006 Meeting.
 Ad Hoc Reviewer for *Journal of Business Research*, July 2005.
 Ad Hoc Reviewer for *Journal of Leadership and Organizational Studies*, June 2005.
 Reviewer and Session Chair for IABS, Annual Meeting, 2005.
 Ad Hoc Reviewer for *Journal of Business Research*, June 2004.
 Reviewer for IABS, Annual Meeting, fall 2004.
 Ad Hoc Reviewer for *Journal of Business Venturing*, May 2003.
 Reviewer and Session Chair for IABS, Annual Meeting, 2003.
 Reviewer for the BPS & SIM Divisions of AoM Annual Meetings, 2003.
 Ad Hoc Reviewer for *Journal of Business Research*, Oct 2002.
 Reviewer for the OMT Division of Academy of Management (AoM) Annual Meetings, 2002.
 Ad Hoc Reviewer for *Academy of Management Review*, Governance Special Issue, fall 2002.
 Reviewer for the BPS & SIM Divisions of AoM Annual Meetings, 2001.
 Department Representative Graduate Student Council, Texas A&M University, 2000 – 2001.
 Reviewer for the BPS Division of AoM Annual Meetings, 2000.
 Reviewer for Texas Conference on Organizations (TCO), 1999.
 Reviewer for Texas Conference on Organizations (TCO), 1998.

FACULTY DEVELOPMENT INTERNAL

SHSU Online (Blackboard) Training: BB First Week, Proctor Free, Fall 2016.
 SHSU Fall 2016 Teaching Conference
 SHSU Fall 2015 Teaching Conference
 SHSU Online (Blackboard) Training: BB First Week, Bootstrap, Proctor Free, Kaltura, Fall 2015.
 SHSU, PACE, The Art of Teaching, Lectures 1-16, Spring and Summer 2015
 SHSU sponsored faculty training, completed “ERPsim Level 1”, Jan 2015
 SHSU Fall 2014 Teaching Conference
 SHSU Online (Blackboard) Training: Rubrics, Gradebook, Fall 2013.
 SHSU Fall 2013 Teaching Conference
 SHSU Online (Blackboard) Training: Blackboard 101, Fall 2012.
 SHSU Fall 2012 Teaching Conference
 SHSU sponsored faculty training “Introduction to SAP”, Jan 2012
 SHSU Academic Community Engagement (ACE) Training, Fall 2011
 SHSU Online (eCollege) Training: Basic, Intermediate, Advanced, Best Practices, Tegrity, Fall 2011.
 SHSU Fall 2011 Teaching Conference
 SHSU New Faculty Orientation, Fall 2011

FACULTY DEVELOPMENT EXTERNAL

Attended the Annual Meetings of the North American Case Research Association (NACRA), to serve as Track Chair, Oct 2016, Las Vegas, NV.
 Attended the Annual Meetings of the North American Case Research Association (NACRA), to serve as Track Chair, Oct 2014, Austin, TX.
 Attended the PMI-GAC Academic Forum on Accreditation, 26 July 2014, Portland, OR.

Attended the Annual Meetings of the North American Case Research Association (NACRA), Oct 2011, San Antonio, TX.
Attended the 28th International Conference on Critical Thinking, Berkeley California, July 2008.
Attended the WV Great Teachers Seminar, Great Bend State Park, June 2008.
Attended the AACSB Graduate Programs, Undergraduate Programs, & Emerging Curricula Conference, Nov 2007, Baltimore, MD.
Attended the AACSB Continuous Improvement Conference, Sep 2007, St Louis, MO.
Attended the AACSB Applied Assessment Seminar, Oct 2006, Tampa, FL. Seminar Coordinators: Douglas J. Eder and Karen Tarnoff.
Attended the AACSB Assessment Seminar, Sep 2006, Montclair, NJ. Seminar Coordinator: Kathryn Martell.
Attended the 2006 University of Charleston Assessment Conference, 5-6 June 2006, Charleston, WV.

PROFESSIONAL MEMBERSHIPS

Academy of Management, AOM, 1997-Present
Association for Business Simulation and Experiential Learning, ABSEL, 2005-Present
North American Case Research Association, NACRA, 2005-Present
Southeast Case Research Association, SECRA, 2004-Present
Strategic Management Society, SMS, 2000-2012

AWARDS AND HONORS

Recipient of Marshall University Quinlan Grant, \$500. Received Spring 2011 to attend ABSEL meeting in Pensacola Beach, FL.
Recipient of Marshall University Inco Grant, \$500. Received Spring 2011 to attend ABSEL meeting in Pensacola Beach, FL.
Recipient of Marshall University Quinlan Grant, \$500. Received Spring 2010 to attend ABSEL meeting in Little Rock, AR.
Recipient of Marshall University Quinlan Grant, \$500. Received Fall 2009 to attend NACRA meeting in Santa Cruz, CA.
Recipient of Marshall University INCO Grant, \$500. Received Spring 2009 to attend ABSEL meeting in Seattle, WA.
Recipient of Marshall University Quinlan Grant, \$500. Received Spring 2008 to attend ABSEL meeting in Charleston, SC.
Authored two Prichard Grants, totaling \$6000, to fund the LCOB Audio/Visual Lab.
Nominated for the Pickens Queen Teaching Award, 2007-2008.
Selected as a finalist for the Pickens Queen Teaching Award, 2006-2007.
Nominated for the Pickens Queen Teaching Award, 2006-2007.
Awarded the Lewis College of Business Outstanding Non-Tenured Faculty Award, May 2006.
Recipient of Marshall University Quinlan Grant, \$500. Received Spring 2005 to attend IABS meeting in Santa Rosa, CA.
Recipient of Marshall University INCO Grant, \$500. Received Spring 2005 to attend the TLC conference in Orlando, CA.
Recipient of Kansas State University President's Faculty Development Award, \$1500. June 2003.
Recipient of Kansas State University Small Research Grant, \$1500. January 2002.

Recipient of Lowry Mays College of Business Mini-Grant for Doctoral Student Research, \$1000.
January 2001.

2nd Annual International Doctoral Education in Business Workshop, Ohio State University, Aug
2000.

Academy of Management 2000, Social Issues in Management Doctoral Consortia.

Academy of Management 1999, New Doctoral Student Consortia.

Awarded the Regents Scholarship, \$3000, 1999, Texas A&M University.

Awarded the Regents Scholarship, \$3000, 1998, Texas A&M University.

Awarded the Regents Scholarship, \$3000, 1997, Texas A&M University.

Company Grade Officer of the Quarter, fall 1993. Fairchild AFB, WA.

PROFESSIONAL TEACHING & TRAINING EXPERIENCE

1994 - 1997 USAF Barksdale AFB, LA

Title: Chief of Operations - Weapon System Trainer

Duties: DOD representative responsible for scheduling and coordinating with contractor.

Developed instructor and student instructional materials for use in the B-52 simulator.

Range of courses covered: basic aircraft operations, advanced techniques,
communications, and combat tactics.

Title: Formal Training Unit Instructor Radar Navigator / Navigator

Duties: Formal Training Unit classroom, simulator and aircraft instruction of navigator
and bombardier procedures and techniques for crew members on B-52 bomber aircraft.

Upgraded/developed 6 week technical training course to cross-train navigators as radar
navigators. Developed all new lecture, simulator, and evaluation materials associated
with relocation from Castle AFB to Barksdale AFB. Created new material required for
new worldwide bombing missions. Eliminated obsolete instructional material not
applicable to inventory downsizing.

1989 - 1994 USAF Fairchild AFB, WA

Titles: Evaluator and Instructor Radar Navigator / Instructor Navigator

Duties: Combat unit classroom, simulator, and aircraft instructor and evaluator of
navigator and bombardier procedures and techniques for crewmembers on B-52 aircraft.

PROFESSIONAL EXPERIENCE

1985 - 1997 Captain, USAF

Positions Held: Navigator; Instructor Navigator; Radar Navigator; Instructor Radar
Navigator; Evaluator Radar Navigator; Assistant Flight Commander, Formal Training
Unit Instructor Radar Navigator; Chief of Operations – B-52 Weapon System Trainer.

Professional Development and Specialty Courses:

Classroom Instructor Course, Barksdale AFB, 1994

Bomb-Nav Air Operations Course, Dyess AFB, 1994

Bomber Aircraft Special Weapons Course, Sandia National Laboratories, NM, 1994

Joint Employment Tactics Training, Ellsworth, AFB, 1993

Instructor Navigator Course, Castle AFB, 1993

Radar Navigator Training Course, Castle AFB, 1991

Squadron Officer School, correspondence, 1989

Combat Crew Training School, Castle AFB, 1987

Advanced Navigator Training, Mather AFB, 1987

Undergraduate Navigator Training, Mather AFB, 1987
USAF Water Survival School, Homestead AFB, 1986
US Army Jungle Warfare school, Fort Sherman, Panama, 1984
USAF Parachute School, USAF Academy, CO, 1984
USAF Survival School, USAF Academy, CO, 1982

PRIMARY REFERENCES

Dallas Brozik. Marshall University, Phone: 304-696-2663, E-mail: brozik@marshall.edu.

Relationship: Co-author and colleague at Marshall University.

Michael J. “Mick” Fekula, University of South Carolina-Aiken, Phone: 803-641-3340, Email: mickf@usca.edu. Relationship: Served together on the executive boards of the SECRA, and ABSEL.

Gerald Kohers, Sam Houston State University, Phone: [936-294-1256](tel:936-294-1256). Email: Kohers@shsu.edu. Relationship: Management and Marketing Department Head, Sam Houston State University.

Deanna Mader. Marshall University, Phone: 304-696-2687. Email: maderd@marshall.edu. Relationship: Colleague and Associate Dean of the Lewis College of Business at Marshall University.

Pam Zelbst. Sam Houston State University, Phone: [936-294-3840](tel:936-294-3840). Email: zelbst@shsu.edu. Relationship: Director of the Center for Innovation and Technology at Sam Houston State University.

Sam Houston State University Courses taught, Fall 2011-Present
Includes Course Information, Grade Distribution, and Summary Data from Student Course Evaluations

Year	Semester	Course # - Section #	Course Title	Credit Hours	Students Enrolled (respond ed)	Course GPA	Adj. Summary Eval.	Adj. Disciplinary Average	Semester Disciplinary Average
2016	Fall	MGMT 4390-01	Strategic Management and Policy	3	14(10)	2.92	4.3	53	44.27
2016	Fall	MGMT 4390-02	Strategic Management and Policy	3	20 (18)	2.57	3.7	45	
2016	Fall	MGMT 3310-22	Principles of Management	3	40 (16)	2.54	3.6	n.a. (38 for entire DB)	
2016	Spring	MGMT 4390-01	Strategic Management and Policy	3	29	2.93	4.6	61	50.37
2016	Spring	MGMT 4390-02	Strategic Management and Policy	3	31	2.90	3.8	45	
2016	Spring	MGMT 4345-01	The Social Responsibility of Business	3	42	3.31	3.8	47	
2015	Fall	MGMT 4390-01	Strategic Management and Policy	3	19	3.11	4.1	51	54.04
2015	Fall	MGMT 4390-02	Strategic Management and Policy	3	28	3.00	4.5	60	
2015	Fall	MGMT 4345-01	The Social Responsibility of Business	3	45	3.31	4.1	51	
2015	Spring	MGMT 4390-05	Strategic Management and Policy	3	29	3.07	4.5	59	57.15
2015	Spring	MGMT 4390-06	Strategic Management and Policy	3	31	3.23	4.4	57	
2015	Spring	MGMT 4345-01	The Social Responsibility of Business	3	43	2.98	4.4	56	
2014	Fall	MGMT 4390-01	Strategic Management and Policy	3	27	2.93	3.7	44	45.85
2014	Fall	MGMT 4390-04	Strategic Management and Policy	3	27	3.17	4.3	55	
2014	Fall	MGMT 4345-01	The Social Responsibility of Business	3	43	3.02	3.6	42	
2014	Spring	MGMT 4390-01	Strategic Management and Policy	3	27	3.04	4.2	55	49.35
2014	Spring	MGMT 4390-02	Strategic Management and Policy	3	28	3.08	3.7	43	
2014	Spring	MGMT 4390-04	Strategic Management and Policy	3	28	2.89	4.1	50	
2013	Fall	MGMT 4390-01	Strategic Management and Policy	3	22	3.05	3.0	32	31.76
2013	Fall	MGMT 4390-02	Strategic Management and Policy	3	26	2.96	3.4	40	
2013	Fall	MGMT 4390-03	Strategic Management and Policy	3	25	2.84	2.3	23	
2013	Spring	MGMT 4390-01	Strategic Management and Policy	3	23	2.68	3.6	44	47.08
2013	Spring	MGMT 4390-02	Strategic Management and Policy	3	25	3.04	4.0	50	
2013	Spring	MGMT 4390-04	Strategic Management and Policy	3	24	2.78	3.8	47	
2012	Fall	MGMT 4390-01	Strategic Management and Policy	3	19	2.68	3.9	48	38.54
2012	Fall	MGMT 4390-02	Strategic Management and Policy	3	21	2.95	3.6	41	
2012	Fall	MGMT 5345-01	Seminar in Team Leadership (Online)	3	14	4.00	2.6	22	
2012	Summer	MGMT 5345-01	Seminar in Team Leadership	3	14	4.00	n.a.	n.a.	n.a.
2012	Summer	MGMT 5345-02	Seminar in Team Leadership (Online)	3	19	4.00	n.a.	n.a.	
2012	Spring	MGMT 4390-01	Strategic Management and Policy	3	26	2.81	2.8	27	33.26
2012	Spring	MGMT 4390-02	Strategic Management and Policy	3	27	2.44	2.9	37	

Year	Semester	Course # - Section #	Course Title	Credit Hours	Students Enrolled (respond ed)	Course GPA	Adj. Summary Eval.	Adj. Disciplinary Average	Semester Disciplinary Average
2012	Spring	MGMT 5345-01	Seminar in Team Leadership	3	13	4.00	3.3	38	50.28
2011	Fall	MGMT 4390-01	Strategic Management and Policy	3	23	2.50	3.8	47	
2011	Fall	MGMT 4390-02	Strategic Management and Policy	3	22	2.48	4.1	53	
2011	Fall	MGMT 4390-12	Strategic Management and Policy	3	19	2.26	4.1	52	

Marshall University Courses taught, Fall 2004-Spring 2011

Includes Course Information, Grade Distribution, and Summary Data from Student Course Evaluations¹

Year	Semester	Course # - Section #	Course Title	Credit Hours	# Students	Course GPA	Course Eval. Avg. ²	Semester Eval. Avg.
2011	Summer	MPNA796-301	Administrative Policy, Strategy and Entrepreneurship ³	3	27	4.00	N/A	N/A
2011	Spring	MGT445-201	International Management (IM)	3	22	3.20	1.51	1.63
2011	Spring	MGT460-202	Strategic Management (SM) ^{4 5}	3	22	2.55	1.91	
2011	Spring	MGT460-203	SM	3	24	2.88	1.50	
2010	Fall	MGT460-101	SM	3	17	2.72	1.43	1.66
2010	Fall	MGT460-102	SM	3	20	3.05	1.95	
2010	Fall	MGT460-103	SM	3	16	2.81	1.52	
2010	Spring	MGT699-231	Business Policy and Strategy (BPS) ⁶	3	28	3.61	1.59	1.81
2010	Spring	MGT460-202	SM	3	23	3.00	2.05	
2010	Spring	MGT460-203	SM	3	22	3.04	1.91	
2009	Fall	MGT699-101	BPS	3	14	3.17	1.49	1.70
2009	Fall	MGT699-132	BPS-EMBA ⁷	3	28	3.33	1.92	
2009	Fall	MGT460-103	SM	3	21	3.00	1.71	
2009	Fall	MGT460-104	SM	3	17	3.04	1.69	N/A
2009	Fall	HON101-111	Introduction to Honors	1	13	Pass / Fail	N/A ⁸	
2009	Summer	MGT460-301	SM	3	24	2.86	1.49	
2009	Spring	MGT699-201	BPS	3	19	4.00	1.32	1.45
2009	Spring	MGT460-203	SM	3	27	3.00	1.42	
2009	Spring	MGT460-204	SM	3	24	3.04	1.63	
2008	Fall	MGT460-104	SM	3	21	3.00	1.41	1.72
2008	Fall	MGT460-105	SM	3	16	3.00	1.93	
2008	Fall	MGT699-101	BPS	3	8	4.00	1.63	

¹ Original student course evaluation data available on request

² **Marshall University uses a reverse coded 1-5 scale for course evaluations** where 1 is the best score and 5 is the worst score.

³ Capstone Management course for Doctorate of Management Practice Nurse Anesthesiologist degree.

⁴ Capstone Course for the BBA degree.

⁵ Writing Intensive Course (WAC designated).

⁶ Capstone Course for the MBA, India MBA, MS-HRM, and MS-HCA degrees.

⁷ The MGT 699: Business Policy and Strategy for the Executive MBA is a capstone course primarily containing integrative content determined by program director and minimal content from field of Strategic Management.

⁸ N/A = not applicable: Information is either not collected by institution or it is not reported to faculty

Year	Semester	Course # - Section #	Course Title	Credit Hours	# Students	Course GPA	Course Eval. Avg. ²	Semester Eval. Avg.
2008	Fall	HON101-113	Introduction to Honors	1	15	Pass / Fail	N/A	N/A
2008	Spring	MGT460-201	SM	3	21	2.70	2.09	1.87
2008	Spring	MGT460-202	SM	3	26	2.60	1.85	
2008	Spring	MGT460-205	SM	3	30	3.07	1.71	
2007	Fall	MGT423-102	Organizational Development (OD)	3	25	3.12	1.48	1.50
2007	Fall	MGT460-101	SM	3	18	3.00	1.54	
2007	Fall	MGT699-101	BPS	3	3	4.00	1.36	
2007	Summer	MGT699-301	BPS Marshall-Bharatiya Vidya Bahvan Joint MBA Program, Bangalore, India	3	53	3.10		
2007	Spring	MGT460-201	SM	3	29	3.02	1.35	1.73
2007	Spring	MGT460-202	SM	3	25		2.03	
2007	Spring	MGT460-205	SM	3	28		1.81	
2006	Fall	MGT 460-101	SM	3	17	3.08	1.89	1.93
2006	Fall	MGT 460-102	SM	3	16		1.90	
2006	Fall	MGT 699-101	BPS	3	16		2.01	
2006	Fall	UNI 101-1BC	New Student Seminar	1	15	Pass / Fail	N/A	N/A
2006	Spring	MGT 460-201	SM	3	22	3.15	1.77	1.82
2006	Spring	MGT 460-202	SM	3	16		1.81	
2006	Spring	MGT 699-201	BPS	3	28		1.89	
2005	Fall	MGT 460-101	SM	3	22	2.81	1.76	1.54
2005	Fall	MGT 460-102	SM	3	18		1.88	
2005	Fall	MGT 699-101	BPS	3	14		1.52	
2005	Fall	MGT 699-104	BPS	3	1	3.73	1.00	
2005	Summer	MGT460 (Mgmt 204)	SM Faculty Exchange Program with Kyungpook National University, Daegu, South Korea	3	21	3.48 ⁹	N/A	N/A
2005	Summer	MGT 460-301	SM	3	26	2.88	N/A	N/A
2005	Spring	MGT 460-201	SM	3	26	3.00	1.45	1.54
2005	Spring	MGT 460-202	SM	3	22		1.44	
2005	Spring	MGT 699-101	BPS	3	20		1.73	
2004	Fall	MGT 460-101	SM	3	21	2.64	2.02	1.85
2004	Fall	MGT 460-102	SM	3	25		2.22	
2004	Fall	MGT 699-101	BPS	3	13		1.30	

⁹ Course grade distribution imposed by institutional policy

Statement of Teaching Philosophy and Interests

Christopher M. Cassidy

Overall: I view teaching and research as inseparable and interrelated components of academic scholarship. Research informs teaching and teaching disseminates research. As a university teacher and researcher I have three important goals with regards to my students: 1) to prepare them to compete in the workplace with graduates from other top national and international universities; 2) to give them the ability to think critically about the discipline, as it stands today, with the realization that they have a responsibility to be lifelong learners so that what they know today won't become outdated tomorrow; and 3) to help them generalize their education to all aspects of life so that they can readily adapt to a changing society and work environment. These goals require me to teach them to think critically in the discipline: to distinguish symptoms from problems in business situations, to consider a wide range of solutions to problems, to analyze the potential consequences of each solution, and to select a course of action that conforms to their objectives and goals. I want them to be able to think about, analyze, experiment with, and adapt the academic content I provide. These skills should ensure that they can learn from and adapt to the dynamic business world. To accomplish these goals, I strive to be an active and current researcher, an innovative teacher, and serve the greater academic community.

Content: My teaching philosophy is that I am a guide to many varied theoretical perspectives. It is my job to describe, explain, and demonstrate the various theoretical ideas and empirical observations from the current research. Part of this task is to help students perceive and understand the hidden assumptions and implications of our discipline. It is their job to learn the material, understand why it works, and how to apply it in new situations. While, I place a large portion the burden of learning on the student, it is my responsibility to find alternative methods for communicating our science that engage the student's imagination and passion.

Method and Evaluation: I generally teach senior level and capstone courses with a combination of short lectures, in-class discussions, experiential exercises, cases, and real world problem solving. I design written, verbal, and research assignments to assess problem solving and critical thinking through both case and real world situations. In the context of Bloom's taxonomy, I predominantly evaluate students at the analysis, synthesis, and evaluation levels of learning. My goal is to get the student to think proactively. I also try to challenge my students with perspectives that they have not considered. I want them to be able to identify and appreciate the conflicting perspectives on controversial issues. I want them to know and appreciate the many controversial issues that may not have quick and easy solutions. My end-of-course capstone projects generally involve projects consulting for actual organizations in the local community, or the analysis of firms and organizational problems from archival sources. I evaluated these projects based on group dynamics and processes, the quality of the results, and the effectiveness of their oral and written communications skills. When available, I bring in local business owners to evaluate the quality of student projects performed for their businesses. These projects involve the integration of their entire college education and generalizable skills similar to those they will need after graduation.

I believe that students learn best when they are engaged. Students are more engaged when they are active participants and discussants than when they listen passively. For this reason, use a mix of interactive games and simulations, case discussions, and lectures featuring Socratic questioning throughout the semester.

Teaching Interests: I am interested in all aspects of Business Policy and Strategy with emphasis on strategy implementation and other macro-management topics. Specific areas in interest include: organizational performance evaluation, organizational control systems; corporate governance; business ethics; the environment of business; entrepreneurship and wealth creation in organizations; international business, and the management of knowledge creation and the process of innovation. I have experience teaching the following courses at the graduate and undergraduate levels:

- 1) strategic management,
- 2) the political environment of business,
- 3) business and government,
- 4) business government and society,
- 5) international management,
- 6) teamwork and leadership, and
- 7) organizational development.

With my background, I am confident I could teach additional classes in 1) business ethics, and 2) entrepreneurship,. I have extensive background teaching and training more mature students in the US Air Force, international students in exchange programs overseas, and students in graduate executive, and doctoral programs. I could leverage this experience to teach students in corporate academic and training programs.

Assessment and the Assurance of Student Learning (AOL): As a strategy scholar, I believe that student learning serves as the best indicator of organizational performance for colleges and universities. I have spearheaded efforts to use assessment methods to improve my course and encourage my colleagues to do the same throughout the college with the objective of effecting continuous improvement.

I spearheaded the self-evaluation for SHSU's request for accreditation for the MS in Project Management from the Project Management Institute's Global Accreditation Committee (PMI-GAC). As part of that effort, I helped design the assessment program for the MS in Project Management.

I have extensive experience with AACSB's AOL Program. I served from 2004-2011 on college level AOL programs and have supported AOL efforts ever since. I served from 2007-2008 as my college's AOL director. I integrated the AOL efforts at the graduate and undergraduate levels, integrated the AOL efforts at the college and university levels, spearheaded the critical thinking cycle of AOL in the college, successfully lead the initial accreditation effort for our accounting program, and began efforts to institute a culture of AOL among college faculty.