

## **VITA**

- I.   **Name:**       David Arnold Dyson, Ph.D.  
     **Rank:**       Professor  
     **Tenure/ Non-tenure:**       Tenure  
     **Department or Division:** College of Business  
     **Year Joined the Institution:** 1978  
     **Teaching Experience:**

Professor	1995-Present	Oral Roberts University
Tenure	1994	
Associate Professor	1989-1995	
Assistant Professor	1985-1989	
Teaching Fellow (Graduate Student)	1983-1985	University of Arkansas Fayetteville, AR 72701
Adjunct Instructor	1979-1981	Oral Roberts University Tulsa, OK 74171 Tulsa, OK 74171
Instructor	1973-1976	Elgin I.S.D. Elgin, TX 78621

II.   **Education Background (include fields of specialization)**

Ph.D. 1988	University of Arkansas Fayetteville, AR 72701	Management/ Marketing
M.B.A. With Honors 1976 - 1978	Oral Roberts University Tulsa, OK 74171	Strategic Management
B.A. 1971 - 1973	Oral Roberts University Tulsa, OK 74171	Social Studies Education
1969 - 1971	Rice University Houston, TX 77001	Economics/ Religion

II.   **Prior Experience**

University Registrar, ORU	1978 - 1982
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Pastor, First Christian Church, Elgin, TX	1973 - 1974
Warehouseman, Big 3 Industries, Houston, TX (summers)	1970 - 1971

**IV. Professional memberships (include offices held)**

ACBSP University Champion (Articulation Chair, 13-16)	1998- Present
ACBSP Region 6, President	2008
ACBSP Region 6, President Elect	2007
ACBSP R 6, Planning and Teaching Excellence Committees	2005- 2011
Academy of Management	1985 -2017
Christian Business Faculty Association (Sporadic )	2000 -2005
Tulsa Christian Business Alliance (Vice Pres 02, CEO, 04)	2002 -2004
Southwest Academy of Management (Track Chair, Intl 96)	1985 - 1997
Okla. Council on Economic Education (Treas. 1993 - 95)	1989 - 1996
Christian Management Association (V.P., Tulsa)	1991 - 1993
American Marketing Association	1987 - 1991
Southern Management Association	1985 - 1990
Am. Assoc. of College Registrars & Admissions Officers	1978 - 1982

**V. Professional meetings attended (include dates)**

ACBSP Region 6 Conference  
(Hot Springs,16; Stillwater, 14; San Antonio, 13; Oklahoma City, 12; San Antonio, 10; Santa Fe, 09; Tulsa, 08; Little Rock, 07; Dallas, 06; Sequin, 05; Albuquerque, 04; Durant, 03; Enid, 02; Kansas City, 01)

ACBSP Annual Conference  
(Kansas City, 18; Anaheim, 17; Atlanta, 16; Philadelphia, 15; Chicago, 14; Salt Lake City, 13; Baltimore, 12; Indianapolis, 11; Los Angeles, 10; San Antonio, 09; New Orleans, 08; Orlando, 07; Chicago; 06; Washington, DC, 05; Fort Lauderdale, 03; New York, 02)

**VI. Papers presented (including dates)**

“Using big data to predict potential changes in Management Style: An Analysis of Germany, South Korea and the United States.”  
Cambridge Business and Economics Conference. Cambridge, UK: July 2018.

“Preparing Future Leaders: Teaching with Technology in the Global Village.”  
Cambridge Business and Economics Conference. Cambridge, UK: July 2018.

“The Future of AR/VR in Education,” Panel presentation, Augmented and Virtual Reality in Education Conference, Tulsa, OK. May 17, 2018

“AR, VR and AI in Education.” With Jesupelumi Wickliffe. Augmented and Virtual Reality in Education Conference, Tulsa, OK. May 17, 2018

“The 4 Rs of Career Success: Research, Rhetoric, Relationships, Reality.” ACBSP Meeting Anaheim, 2017

“Managing Articulation Issues”, with Brode, Eshra and Ricke, ACBSP Meeting Anaheim, 2017

“Accreditation Panel: Towards More Efficient and Effective Accreditation,” with Brode, Collins, Deem, and Myers ACBSP Annual Meeting, Atlanta, 2016

“Ethical Phases of American Corporations: Another Step?” *Southwest Academy of Management*. Oklahoma City: 2016

“Double Back Flip: Making a Splash in the Flipped Classroom,” with Ray Gregg, *Campus Technology 2015*, Boston Poster Presentation

“Team Approach to tackling ADA Compliance,” with Evan Culp, *Campus Technology 2015*, Boston Poster presentation

“Accreditation Panel: Towards More Efficient and Effective Accreditation,” with Brode, Collins, Deem, and Myers ACBSP Annual Meeting, Philadelphia, 2015 plenary session

“Servant Leadership & Marketplace Ministry” Panel presentation with Kurtz, Martinez and Shotten, Management Leadership Institute, Tulsa April 2015

“Play it again: Tweets, Repeats and Flips,” with Ray Gregg. ACBSP Annual Meeting, Chicago, IL, June 2014. Best of Region Competition.

“Articulation Agreements” ACBSP Annual Meeting, Chicago, IL, June 2014

“Play it again: Tweets, Repeats and Flips,” with Ray Gregg. ACBSP Region 6 Meeting, San Antonio, TX, October 2013. Best of Region

“Assessing the General Education Foundation Supporting the Professional School Curriculum with an e-Portfolio System,” ACBSP Annual Meeting, July 2007: Orlando.

“Accreditation Workshop, Standard 4, Assessment,” ACBSP Annual Meeting, June 2007: Orlando.

"The Evolution of Assessment from Self-perception to Electronic Portfolio," (with James Russell) ACBSP Annual Conference Proceedings, Chicago: 2006.

"I Didn't Tell the Truth: An Analysis of Respondents Who Admitted Providing Incorrect Answers on a Questionnaire," National Social Science Association, Orlando, November, 1992.

"Who is Doing What? An Analysis of Substance Abuse in a Suburban Community in the Midwest," (with Joe Wilkerson). National Social Science Association, Orlando, November, 1992.

"The Other Side of the Bridge: Research Results of Oral Roberts University Bridge Program," (with Linda Gray). National Student Success Conference, Boston, August, 1990 and Reading and Study Skills Conference, Wichita, March, 1991.

"Intraorganizational Power: Determinants of the Level of Influence of Finance Departments in Large Organizations," National Social Science Conference, Washington, D.C., November, 1990.

"Examination of the Personal Planning Habits Among Inmates in a State Prison," (with Derek Lewis and Henry Migliore), National Social Science Conference, Washington, D.C., November, 1990.

"Power Among Departments: An Examination of Intra-Organizational Influence in Oklahoma-Based Corporations," National Social Science Association, San Antonio, October, 1988.

"One Step Beyond Naiveté: Laboratory Simulation of Strategic Management," (with Robert Edwards). Proceedings of Association of Business Simulation and Experiential Learning, February, 1985.

"General Management Policy Simulations: Which Games are Popular and Why Do Professors Stop Using Games?" (With Michael Keeffe and Carol Cozan). Proceedings of Association of Business Simulation and Experiential Learning, February, 1985.

"Corporate Socialization: Analysis of Mentor/Protégé Relationships in Mid-Size Companies," Mid-South Sociological Association, October, 1985.

"Social Class and Parental Values for Children: A Continued Examination," (with Philip Embry). Mid-South Sociological Association, October, 1985.

## **VII. Publications**

"Ethical Phases of American Corporations: Are we making progress?"  
*American Journal of Management* (Vol 17, No.4. 2017).

"A Comparison of Two Private University Faculties' Perceptions on Using Congeniality in Tenure and Promotion Decisions." *American Journal of Business and Management* (Vol 3, No 2. June 2014).

*Managing Articulation Issues*. Editor. ACBSP, Kansas City, 2009 and 2011.

"Making Workers More Effective: An Analysis of Employee Feedback," (with Henry Migliore). Southwest Academy of Management, St. Louis, MO., 2002.

"The Ps of Management - Past, Present and (Ph)uture," (with Dr. M. J. Xavier) Indian Management, August, 1998.

"Collaborative Issues in the Implementation of New Technology (with Randy Doyle, John Kidd and Satish Thomas) Portland International Conference on Management of Engineering Technology, Portland, July, 1997.

"Quality Index: Study Two," (with R. Henry Migliore and Sandra Peterson). Academy of Management, Vancouver, B.C., August, 1995.

"European Unification: An Assessment of U.S. Corporate Responses," (with Stefan Hofer and James Beard). Academy of International Business, Dallas, March, 1994.

"Strategic Management Simulation: A Current Assessment," Simulation and Gaming, Fall, 1993. (with Michael Keeffe and Robert Edwards).

"Compensation Preferences of College Seniors: An Analysis of Fringe Benefits," (with Robert Edwards and Michael Keeffe). Funded with an intramural grant from Oral Roberts University. The Southeast Institute of Management Studies, Myrtle Beach, October, 1992.

"Development and Study of a Quality Index," (with Henry Migliore, Rinne Martin, and Sandra Peterson). Production and Operations Management Society, Orlando, October, 1992.

"An Assessment of Teaching Methodologies in Business Policy Class," (with Robert Edwards and Michael Keeffe). Funded with an intramural grant from Oral Roberts University. Southwest Academy of Management, March, 1992.

"The Power of the Marketing Department as Perceived by Chief Executive Officers," Western Academy of Management, Salt Lake City, April, 1990.

"The Effect and Usage of Strategic Planning in Inter-collegiate Athletic Departments of American Colleges and Universities," (with Mark Manning, R. Henry Migliore and William Sutton). Proceedings of North American Society of Sports Management, Calgary, Alberta, CANADA, June, 1989.

#### VIII. Other research and professional activity

Site Team Evaluator ACBSP	2015, 2017
Mentor and Evaluator Training ACBSP	2015
Editor: ACBSP <i>Articulation Issues</i>	2009-13
Accreditation Mentor ACBSP	2010-17
Best practices in Microfinance (seminar in Kurnool, AP, India)	2009
Vice Chairman of ORU Tenured Faculty	2008
Mentor/Coach, Peak Performance Conference, International Leadership Institute, Ghana, West Africa: September 2007.	
“ <u>Leave a Legacy</u> ,” One submission in a book of Christian Devotions, Snapdragon Group, 2006.	
Reviewer – The Haworth Press - <u>Marketing Opportunity Analysis</u>	2006
- <u>The Marketing Research Guide</u>	2005
McGraw-Hill, Irwin- Business Ethics, Ghillyer	2012
<u>Solomon was a Businessman</u> . Wipf and Stock. Baker and Whitlock, editors. Contribution of 5 devotionals.	2008
Board of Examiners:	
Anna University, Chennai, Tamil Nadu, India	
Dissertation Reviewed	R. Sathyanarayanan 2017
Bharathiar University, Coimbatore Tamil Nadu, India	
Dissertations Reviewed	Binu Moses 2006
	T.S. Kumar 2004
	R.R.G. Priyadarshini 2002
New Perspectives :Online Fundraising and Marketing for Non-Profits	2008
Green Country Church Business Administrators, August 2006.	
Editorial Advisory Committee, <u>Journal of Ministry Marketing and Management</u> . Haworth Press: 1995-2002.	

**IX. Consulting**

*Dyson and Associates*, Specializing in Strategic Plans, Market Research and Statistical Analysis (Partial list of Clients: Tulsa County Sheriff's Office, Air Power Systems, Union Schools, Snapdragon Group Publishing, Awakening, The ARK).

Articulation Project ACBSP May-June 2007-2012

**X. Professional growth activities**

Sabbatical Leave, Research,	2015-2016
Sabbatical Leave, Micro-finance (Honduras) & University Governance	Spring 2008
Sabbatical Leave, Albania	Spring 2000
Intramural Development: ORU: Millennials	August 2006
Oklahoma Leadership Development Institute	July 2006
Service Learning	March 2006
Successful Grant Proposals	March 2006
ORU Honors Program	February 2006.
Ministry of Reconciliation	December 2005
Getting Published: Make it happen.	November 2005
Grade Inflation	October 2005
Student Learning Styles	September 2005
E Portfolio	October 2004
Copyright Law	February 2004
Leadership Assessment	January 2004
Leadership at a Christian University	September 2003
Spiritual Responsibility of Leadership	January 2002
Oklahoma Leadership Development Institute	July 2001

Eighth Floor, Computer training, instructional design varied  
Numerous other meetings including Chamber of Commerce, Christian Management Association, Center for Interactive Technology, American Marketing Association, Church Business Administrators, etc.

**XI. Seminars, training programs, etc., conducted for business and industry**

"Christian Entrepreneurship," Seminar offered in Association with Richard Roberts Crusade, Cote d'Ivoire and Benin, West Africa: February 2004. Also included several radio and TV programs.

"Quality Assurance and Re-engineering in Industry," Seminar offered by Karunya Institute of Technology, Coimbatore, T.N., India, March, 1995.

"Leadership, Motivation and Human Resource Development," Seminar offered by Karunya Institute of Technology, Coimbatore, T.N., India, March, 1995.

"Education for Business in a Democracy," TE LIRE PER MESUAR SEMINARET. Tirana, Albania, September 1992, June, 1993.

"Organizing for Education in Business," TE LIRE PER MESUAR SEMINARET. Shkoder, Albania, September, 1992.

## **XII. Professional presentations, speeches, etc.**

"It is a Small World" Rotary Youth Leadership Awards, Camp Heart of the Hills, April 2006, 2007. Global perspective training.

"A New Generation of Workers," Service Providers, Tulsa: March 2004 Summit Club.

"Strategic Planning for Churches and Ministries," Christian Management Association, Colorado Springs (Broadmoor Hotel): March, 2003.

"Strategic Planning for Ministries," Tulsa: April 2003 and 2004.

Numerous TV presentations as business expert on Channels 5,6, 8, 47 and on radio stations KRMG and KAKC, (Gas prices, Airline Industry [American, Southwest, Boeing], Bass Pro Shop) 2002-2005

"Competition in the 21<sup>st</sup> Century," Coimbatore Management Association. Coimbatore, T.N., India: March 1998

## **XIII. Institutional services performed**

Academic Awards Committee	2016-18
Academic Policies (Chair, 1980 - 83)	1978 - 83
Accreditation/Self Study (section chair, 1987, 92, 97, 07) 1982; 87; 92; 97.07	
Associate Dean's Council	1989; 91 - 92
Athletics	1980 - 83
Bridge: Student Development	1989 - 91
Chairman's Council	1978 - 83
Computer Network Committee (Chair, 1998 - 2000)	1997 - 2002
Copyright and Patent (Chair, 1990 - 92)	1989 - 92
Curriculum	1978 - 83
Deans Council	1996 - 2004
Faculty Life Committee	2015 - 2016
Fifty Year Celebration Committee	2012



General Education	1991 - 92
Honors Council (Chair, Honors Convocation)	1989 - 2006
Institutional Improvement and Review	2003 - 2015
Life Long Education Advisory	1991 – 2004
Marketing Committee	2013 - 2014
Research	1988 - 89
Strategic Planning (Co-Chair)	1997- 2010
Standards and Evaluations Committee	2005- 2014
Ten Year Planning	1990 - 91
Twenty-Fifth Anniversary	1990 - 91
School of Business committees including multiple promotion & search.	

#### **XIV. Recognition and honors**

Oklahoma Regents: Higher Edu. Excellence in Technology Award	2018
Region 6 ACBSP Teaching Excellence Award	2018
ORU Faith and Learning Alumni Award	2018
Albert Nelson Marquis Who's Who Lifetime Achievement Award	2018
Campus Technology Impact Award, <i>Campus Technologies</i> , August 2017 with Dr. Wilson, Dr. Reid-Martinez, Mike Mathews, and Dr. Ranahan <a href="https://digital.1105media.com/CampusTech/2017/CAM_1710/SY_1710Q1_701921146.html#p=22">https://digital.1105media.com/CampusTech/2017/CAM_1710/SY_1710Q1_701921146.html#p=22</a>	
Professor of Year, ORU College of Business	2017
Finalist, ORU Innovation in Online Teaching	2016
Best Professor in Management (World Education Congress, India)	2013
Who's Who in America (65-70 <sup>th</sup> editions)	2011-2018
Leading Educators of the World (England)	2008
Who's Who in American Education	2007
ORU School of Business Service Award	2005, 2009, 2012, 2014, 2018
United Who's Who	2004
ORU Faculty Scholar of the Year, Finalist	1996
Outstanding Faculty Member, ORU Graduate Business	1994
Tenure, Oral Roberts University	1994
Who's Who Among America's Teachers	1994
Who's Who in American Education	1993
Dictionary of International Biography	1993
Who's Who in South and Southwest	1992
Outstanding Faculty Member, ORU Graduate Business	1992
Who's Who in Finance and Industry	1991
Beta Gamma Sigma, Business Honor Society	1989
H. G. Wales Faculty Advisor Award (Am. Mkt. Assoc.)	1988
Outstanding Young Men in America	1987
Christian Service Award, ORU	1986, 1987, 1991
Sigma Iota Epsilon, Business Honor Fraternity	1984
Outstanding M.B.A., Academic Achievement, ORU	1978
Who's Who in Texas Education	1976

**Professionally related community activities**

ACBSP Articulation Committee (Chair, 14-16, Vice Chair, 2013) 2012-2017  
ACBSP International Best of Regions Excellence Award Selection Committee  
(2012-2018 except for 2014 when I was competing for the Award).  
Member, Finance Committee, First United Methodist Church, Tulsa 2005-  
2014 (\$5 million budget) Vice Chair in 2010, Chair 2012, Treasurer, 2013  
Member, Missions Council, First United Methodist Church, Tulsa 2005-15  
Screening and Appropriation, 2006-7, Vice Chair of Council 2008-9  
Chair of Council 2010-2012  
Member of Finance Committee, Gateway Foundation 2002-06  
(Treasurer 2004)  
Conducted Strategic Planning Sessions Gateway Foundation 2001, 02, 04  
Voice of the Martyrs 2009  
Rotary International, International Director for Sunrise Tulsa Club, 2005-7, 10  
Shoes For Orphan Souls, Director, District 6110 2006-8  
Voice of the Martyrs, Board of Directors 2008-Present  
Technology Committee, Finance/Audit Committee, Strategic Planning  
Committee, Chair  
  
Author of Presidential Opportunity- Institutional Audit (with Nathan Meleen)  
for presidential search at Oral Roberts University. 2008

**XV: Grants:**

Presidential Research Grant, 2017-18 World Value Studies, promoting  
student research and scholarship.

Presidential research Grant, 2017-18 Mursion: Avatars and Artificial  
Intelligence in Corporate Training.