

## VITA

### I. Name and Rank Information

Ardith E. Baker, Ph.D.

Associate Professor

Tenured

College of Business

1996

Teaching Experience:

- Oral Roberts University, 1996–present
  - Business Analytics (Graduate)
  - Leadership Decision Making (online Graduate)
  - Quantitative Analysis for Management (Undergraduate)
  - Quantitative Management (Graduate)
  - Microcomputer Applications in Business (Undergraduate)
  - Computer Applications (Graduate)
- Tulsa Community College, 1997
  - Introduction to Statistics
- Central Tech – Drumright, 1996
  - Introduction to the Internet
- Oklahoma State University, 1991
  - SAS

### II. Education Background

Ph.D. in Applied Management and Decision Sciences

Operations Research

Walden University

2011

Master of Science

Statistics

Oklahoma State University

1992

Bachelor of Science in Education  
Biology  
Pittsburg State University  
1980

### **III. Prior Experience not in Education**

*Research and Development Administrator*, 1995–1996

Plymouth Pharmaceuticals, Inc.

5801 E. 41<sup>st</sup>, Suite 200

Tulsa, Oklahoma, 74135

- Designed, organized and administered clinical trials for new medications
- Performed quality assurance checks of patient records
- Collected data and performed statistical analyses
- Wrote articles for publication in scientific journals
- Wrote technical medical insert for over-the-counter medication
- Researched reports for regulatory authorities, and marketing and sales literature
- Developed the original company web site

*Statistician and Technical Writer*, 1992–1995

StatSoft, Inc.

2300 E. 14<sup>th</sup> Street

Tulsa, Oklahoma 74101

- Wrote technical manuals for *STATISTICA* (statistical software package)
- Wrote on-line help for *STATISTICA*
- Supervised the editing and printing of manuscripts
- Beta-tested software and reported problems
- Maintained file archives
- Answered technical sales calls

*Graduate Student Assistant, 1990–1992*

Oklahoma State University

Department of Statistics

Stillwater, Oklahoma 74078

- Assistant to the Agricultural Experimental Station Statistician
- Supervised Statistical Computing Laboratory
- Taught SAS (Statistical Analysis System)

*Senior Research Chemist, 1981–1988*

American Institute of Baking

1213 Bakers Way

Manhattan, Kansas 66502

- Conducted a variety of scientific research projects
- Collected data and performed statistical analyses
- Wrote articles for publication in scientific journals
- Presented original research at national meetings
- Co-chaired a committee for the (national) American Association of Cereal Chemists
- Developed a standard method for measuring bread crumb firmness

**IV. Professional Memberships**

- INFORMS (Institute for Operations Research and the Management Sciences), 1997–present
- Association for Systems Management–Tulsa, 2003–2006
- American Association of Cereal Chemists, 1981–1988

**V. Professional Meetings Attended**

- Grant Writing Workshop, Grant Writing USA. July 17–18, 2014.
- Association of Collegiate Business Schools and Programs Region 6 conference on “Partnering with Business for Student Success” November 6, 2014, Stillwater, Oklahoma
- Association of Collegiate Business Schools and Programs Region 6 conference on Growth and Re-Growth and pre-conference workshop on Faculty Excellence. October 29-31, 2008, Tulsa, Oklahoma

- Walden University Conference on Social Change “Sustainability and Social Change.” July 19-20, 2007, Minneapolis, Minnesota.
- Walden University Conference on Social Change “Uncommon Vision for the Common Good.” October 20–21, 2006, Baltimore, Maryland
- CCCU International Forum on Christian Higher Education, March 31, 2006
- Scholarship of Teaching and Learning Institute, presented by the Carnegie Foundation for the Advancement of Teaching at Rockhurst University, May, 2004, Kansas City, Missouri.
- American Association of Cereal Chemists, 1982–1987

## VI. Papers Presented

- *The In's and Out's of Publishing*, CCCU International Forum on Christian Higher Education, March 31, 2006
- Presentations at the American Association of Cereal Chemists annual conventions, 1982–1987

## VII. Publications

- Baker, A. (2014). Qualitätskontrolle von Schokoladestücken in Keksen. *Stochastik in der Schule*, 34(3). 25-27.
- Baker, A. (2014). Teaching quality control with chocolate chip cookies. *Teaching Statistics*, 36. 2-6. Highlighted in Fry, E. B. (2014) Teaching bits: Statistics education articles from 2013 and 2014. *Journal of Statistics Education*, 22(1). 1–5.
- Baker, A. (2014). Teaching quality control with chocolate chip cookies. *Teaching Statistics*, 36. 2-6. Doi;10.1111/test.12020
- Baker, Ardith E. (2011). *A data envelopment analysis of the efficiency of higher education institutions using America's Best Colleges ranking data*. (Doctoral dissertation). Retrieved from ProQuest Dissertations and Theses. (3479474).
- Baker, A., Bittner, T., Makrigeorgis, C., Johnson, G., & Haefner, J. (2010). Teaching prospect theory with the Deal or No Deal game show. *Teaching Statistics*, 32(3), 81–87. Highlighted in Bjornsdottir, A. & Garfield, J. (2010). Teaching bits: Statistics education articles from 2010. *Journal of Statistics Education*, 18(3). 1–6.
- Baker, A., Bittner, T., Makrigeorgis, C., Johnson, G., & Haefner, J. (2010). Teaching prospect theory with the Deal or No Deal game show. *Teaching Statistics*, 32(3), 81–87. doi:10.1111/j.1467-9639.2009.00390.x

- Balk, D., Walker, A., & Baker, A. (2010). Prevalence and severity of college student bereavement examined in a randomly selected sample. *Death Studies*, 34(5), 459–468. doi:10.1080/07481180903251810
- Baker, A., & Sobilo, L. (2008, December). Reviewing SoftChalk™ –An instructional aid. *Journal of the Scholarship of Teaching and Learning for Christians in Higher Education*, 3(1), 6–10. Retrieved from [http://www.sotl\\_ched.oru.edu/journals/vol3no1.pdf](http://www.sotl_ched.oru.edu/journals/vol3no1.pdf)
- Baker, A. (2008, December). Commitment. *Journal of the Scholarship of Teaching and Learning for Christians in Higher Education*, 3(1), 1. Retrieved from [http://www.sotl\\_ched.oru.edu/journals/vol3no1.pdf](http://www.sotl_ched.oru.edu/journals/vol3no1.pdf)
- Baker, A. & Whitlock, D. W. (Eds.). (2008). *Solomon Was a Businessman: Advice from the Wealthiest Man on Earth*. Eugene, OR: Resource Publications.
- Baker, A. (2007). Why teach? *Journal of the Scholarship of Teaching and Learning for Christians in Higher Education*, 2(1), 1–2. Retrieved from [http://www.sotl\\_ched.oru.edu/journals/vol2no1.pdf](http://www.sotl_ched.oru.edu/journals/vol2no1.pdf)
- Baker, A. (2006). The adventure continues. *Journal of the Scholarship of Teaching and Learning for Christians in Higher Education*, 1(1), 1. Retrieved from [http://www.sotl\\_ched.oru.edu/journals/vol1no1.pdf](http://www.sotl_ched.oru.edu/journals/vol1no1.pdf)
- Smith, S. A., Baker, A. E., & Williams, J. H. Jr. (2002). Effective treatment of seborrheic dermatitis using a low dose, oral homeopathic medication consisting of potassium bromide, sodium bromide, nickel sulfate, and sodium chloride in a double-blind, placebo-controlled study. *Alternative Medicine Review*, 7(1). Retrieved from <http://www.thorne.com/altmedrev-1.html>
- Andrews, B., Roller, R., & Baker, A. (1999, Fall). Marketing in the new millennium: Motivational differences between traditional and non-traditional Christian business students. *Journal of Biblical Integration in Business*, Dialog III.
- Smith, S. A., Young, T. R., Winsjansen, E., Baker, A. E., & Williams, J. H. Jr. (1997). Improvement of psoriasis vulgaris with oral nickel dibromide. *Archives of Dermatology*, 133, 661.
- Baker, A. E., Walker, C. E., & Kemp, K. (1988). An optimum compression depth for measuring bread crumb firmness. *Cereal Chemistry*, 65(4), 302.
- Kulp, K., Chung, H., Doerry, W., Baker, A., & Olewnik, M. (1988). Utilization of whey as a white pan bread ingredient. *Cereal Foods World*, 33(5), 440.
- Baker, A. E., Doerry, W. T., Kulp, K., & Kemp, K. (1988). A response surface analysis of the oxidative requirements of no-time doughs. *Cereal Chemistry*, 65(4), 367.
- Baker, A. E., Dibben, R. A., & Ponte, J. G., Jr. (1987). Comparison of bread firmness measurements by four instruments. *Cereal Foods World*, 32(7), 486.

- Baker, A. E., & Ponte, J. G., Jr. (1987). Measurement of bread firmness with the Universal Testing Machine. *Cereal Foods World*, 32(7), 491.
- Baker, A. E., Doerry, W. T., & Kemp, K., (1986). Graphical presentation of Instron factors on crumb firmness. *Cereal Foods World*, 31(3), 262.
- Baker, A. E., Doerry, W. T., & Kemp, K. (1986). Instron factors involved in measuring crumb firmness. *Cereal Foods World*, 31(2), 193.

### VIII. Other Research Activity

- Developed curriculum for LMBA 585 Leadership Decision Making online course, May 2015.
- Presented internal ORU study *Globalization in the Classroom: A Survey* to Oral Roberts University Deans and Provost, May, 2014.
- Reviewed a research paper submission for the journal *Scholarship of Teaching and Learning for Christians in Higher Education*, 2014.
- Reviewed a research paper submission for the journal *Teaching Statistics*, 2013.
- In 2012, reviewed the text Evans, J. R. (2013). *Statistics, Data Analysis, and Decision Modeling*, 5e. Upper Saddle River, N.J.: Pearson.
- Currently collaborating with Walden University professors Dr. Christos Makrigeorgis and Dr. Terri Bittner on several research articles concerning data envelopment analysis and teaching correlation methods to students.
- Currently collaborating with ORU professor Dr. Mary Lou Miller on a research article on the statistics of Scholarship of Teaching and Learning.
- Created PowerPoint slides in 2011/2012 to accompany Jaggia, S. & Alison, K. (2013) *Business Statistics: Communicating with Numbers* (1<sup>st</sup> ed.). New York: McGraw-Hill Irwin.
- In fulfillment of a requirement for doctoral studies with Walden University, researched and wrote a 151 page Knowledge Area Module entitled “Mixed Methods Research and Ranking of Higher Education Institutions” with an applied case study analyzing the *U.S. News & World Report America’s Best Colleges* rankings of higher education institutions.
- In fulfillment of a requirement for doctoral studies with Walden University, researched and wrote a 156 page Knowledge Area Module entitled “Stochastic Operations Research Techniques—Stochastic Data Envelopment Analysis” with an applied case study analyzing IPEDS national education data using stochastic data envelopment analysis technique.
- In fulfillment of a requirement for doctoral studies with Walden University, researched and wrote a 160 page Knowledge Area Module entitled “Deterministic Operations Research Technique – Data Envelopment Analysis” with an applied

case study analyzing IPEDS national education data using data envelopment analysis.

- In fulfillment of a requirement for doctoral studies with Walden University, researched and wrote a 131 page Knowledge Area Module entitled “Principles of Human Development - Decision Theory” with an applied component based on the television game show “Deal or No Deal.”
- As Editor, edited and reviewed the online Journal of the Scholarship of Teaching and Learning for Christians in Higher Education ([http://sotl\\_ched.oru.edu](http://sotl_ched.oru.edu)).
  - Volume 1 No. 1 published September, 2006
  - Volume 2 No. 1 published December, 2007
  - Volume 3 No. 1 published December, 2008
- Conducted a survey to document globalization in the classroom at ORU in partial fulfillment of “Knowledge Area Module I: Societal Development from Industrialization to Globalization” for Walden University’s doctoral program. This was submitted as an internal report to ORU’s Institutional Research Department, Fall, 2007 as well as to Walden University. The survey results were given to the office of Institutional Research at ORU.
- Wrote the pre-publication editorial “A New Adventure” for the *Journal of the Scholarship of Teaching and Learning for Christians in Higher Education*, [http://www.sotl\\_ched.oru.edu/let\\_Ed1.htm](http://www.sotl_ched.oru.edu/let_Ed1.htm) (2006).
- Created PowerPoint slides in 2006 to accompany Doan, D.P., & Seward, L.E. (2007) *Applied Statistics in Business and Economics* (1<sup>st</sup> ed.). New York: McGraw-Hill Irwin.
- Reviewed and conducted an accuracy check in 2005–2006 of Doan, D.P., & Seward, L.E. (2007) *Applied Statistics in Business and Economics* (1<sup>st</sup> ed.). New York: McGraw-Hill Irwin.
- Wrote and conducted a survey of ORU faculty concerning their opinions on grade inflation. An internal report, *Grade Inflation Survey Final Report*, was presented to the ORU University Faculty Association, 2006.
- Chaired an ORU committee to create an on-line journal, the *Journal of the Scholarship of Teaching and Learning for Christians in Higher Education*, (SoTL-CHEd, [http://www.sotl\\_ched.oru.edu](http://www.sotl_ched.oru.edu)). Named founding editor of SoTL-CHEd, 2005, first issue published Fall, 2006.
- Created PowerPoint slides in 2001 to accompany Moore, J. H., and L. R. Weatherford, *Decision Modeling with Microsoft® Excel*, 6<sup>th</sup> ed., Prentice Hall, 2001 (<http://vig.prenhall.com/catalog/academic/product/1,4096,013017789X,00.html>)
- Profile of Oral Roberts University Students with Federally Subsidized Student Loans: Default versus No Default (an unpublished, confidential, internal report), 1998.

- Placebo-controlled, Double-blind, Study of the Efficacy of Loma Eczema, Protocol 9603 (an unpublished internal clinical trial protocol), 1996.
- Placebo-controlled, Double-blind, Study of the Efficacy of Loma Acne, Protocol 9604 (an unpublished internal clinical trial protocol), 1996.
- Pxorizide™ (a medical insert for a prescription homeopathic product), 1996.
- Randomized, Double-Blinded, Placebo-Controlled Study of the Safety and Efficacy of Nickel Dibromide in the Treatment of Psoriasis Vulgaris at Three Dose Levels. A (confidential) study report for Protocol 9302. Submitted to the U.S. Food and Drug Administration, 1995.
- Bread Firming by Universal Testing Machine (First Approval 10-8-86), AACC Method 74-09 (a standardized method).
- Manuals to accompany *STATISTICA*™ statistical software package.

## IX. Consulting

- Dr. Christos Makrigeorgis, Business Analytics/Metrics Manager, Microsoft and Ph.D. and DBA Faculty and University Research Reviewer at Walden University. Consulted on Data Envelopment Analysis project.
- Koldwater Software, Stan Kaltwasser, Owner, 1999.  
Beta tested software and proof-read the text and on-line manual.
- Impressions on Hold, John “Bengy” Bersin, CEO and President, 1998.  
Evaluation of the company for the purposes of improving and streamlining the processes.

## X. Professional Growth Activities

- Member, Oral Roberts University Institutional Review Board, 2015-Present.
- Certificate of Completion (1703938) from the National Institutes of Health (NIH) Office of Extramural Research for completing the training course “Protecting Human Research Participants” on 3/5/2015.
- Grant Writing USA, Grant Writing Workshop (14 CE hours), 2014.
- Research Editor, *Journal of the Scholarship of Teaching and Learning for Christians in Higher Education* ([http://www.sotl\\_ched.oru.edu](http://www.sotl_ched.oru.edu)), 2008–present.
- Editor, *Journal of the Scholarship of Teaching and Learning for Christians in Higher Education* ([http://www.sotl\\_ched.oru.edu](http://www.sotl_ched.oru.edu)), 2005–2008.
- ORU Teaching Excellence Committee member and mentor for Nursing faculty member, 2005–2007.
- ORU Faculty Mentor, 2002–2003



- Courses and Knowledge Area Modules (KAM) completed at Walden University
  - SBSF 7100 Research Forum, 2006–2011.
  - SBSF8005 Foundations for Doctoral Studies, 2006
  - AMDS 8417 Foundation Research Seminar I: Human Inquiry and Science, 2006
  - AMDS 8427 Foundation Research Seminar I: Research Methods
  - AMDS 8437 Foundation Research Seminar III: Data Analysis in AMDS, 2007
  - KAM I Principles of Societal Development–Globalization, 2007
  - KAM II Principles of Human Development–Decision Theory, 2008.
  - KAM III General Systems Theory–Globalization, 2008.
  - KAM V Deterministic Operations Research Techniques–Data Envelopment Analysis, 2009.
  - KAM VI Stochastic Operations Research Techniques—Stochastic Data Envelopment Analysis, 2010.
  - KAM VII Mixed Methods Research and Ranking of Higher Education Institutions, 2010.
- MOOCs (Massively Open Online Courses)
  - Programming for Everybody (Python), University of Michigan, 2014
  - The Data Scientist’s Toolbox, Johns Hopkins University, 2014
- Webinars
  - How to be a Better Analyst (Chandoo.org), 7/16/2015
  - Gartner for Technical Professionals: Building a Successful Business Analytics Strategy, 1/28/2015
  - Visualizing Big Data, 2013
  - Trends in Teaching Project Management, 2013
  - What is Social Media Marketing? 2012
  - How to Walk the Path from BI to Data Intelligence, Michael Driscoll, 2012
  - World Innovation Forum – World of Business Ideas, 2012
    - Social Innovation, Clay Shirky
    - The Power of Thinking Differently, Andy Cohen
  - Everything We Know is Wrong, Pat Leach, Society of Decision Professionals, 2012
  - Data Mining: Failure to Launch, The Modeling Agency, 2010

- Introduction to SoftChalk,(SoftChalk Lesson Builder), 2008
- Images and Sidebars in LessonBuilder, SoftChalk, 2008
- Hyperlinks and Embedded Media, SoftChalk, 2008
- SoftChalk SytleBuilder, SoftChalk, 2008
- Classes attended through the Eighth Floor (a technology and learning consortium for educators <http://www.eighthfloor.org/>)
  - Online Learning Series (48 CE hours), 2014
  - Open World Conference (7 CE hours), 2014
  - Infographics, 2014
  - IPads & Mobile Devices Workshop, The Eighth Floor, August 8, 2011
  - New Features for MS Office 2007: Word, PowerPoint, and Excel, 2008
  - Podcasting: Hype of Help, 2006
  - Grant Writing: Show Me the Money, 2006
  - Intel Teach to the Future with support from Microsoft, (audit) 2002
  - Access: An Introduction, 2001
  - Bernajean Porter: Evaluating Computer Based Student Projects, 2001
  - Web Authoring Sampler: GoLive, 2001
  - Web Authoring Sampler: Dreamweaver, 2001
  - Tweening: Online Instruction, 2001
  - Flash 5: Web Animation, 2001
  - Front Page 2000: Advanced Web Page Development, 2001
  - Level 3 Academy, 2001
  - Introduction to PhotoShop, 2000
  - Lead Teacher Training, 1999
  - Troubleshooting: Windows systems, 1999
  - Introduction to Networking, 1999
- Courses taken through New Horizons
  - Beginning CorelDraw 9 – Windows 95, 2000
  - Netware 5 Administration, 2000
  - Advanced Excel 97 – Windows 95, 1999
  - IntranetWare: Netware 4.11 Administration, 1998
  - Microcomputer Concepts for Network Users, 1998

- Intermediate Excel 7.0 – Windows 95, 1998
- Certified Netware Administrator, NetWare 4.11, 1998
- Certified Netware Administrator, NetWare 5, 2000
- Courses taken at Oral Roberts University
  - Introduction to Computing (C++), 2001
  - Advanced Business Microcomputer Applications, 1998
  - Principles of Accounting II, 1998
  - Principles of Accounting I, 1997
- Seminars/Meetings Attended
  - Disney Institute – Disney’s Approach to Quality Service seminar, March 25, 2015.
  - Walden University Residencies
    - Milestone 1, Baltimore, Maryland, October, 2006
    - Milestone 2, Minneapolis, Minnesota, July, 2007
    - Milestone 3, Denver, Colorado, June 2008
    - Milestone 4, Honolulu, Hawaii, October 2009
  - ORU Leadership Development Institute (OLDI) Reunion Workshop, Dr. Don Page, 2006
  - Association for Systems Management Spring Seminar on Emerging Technologies, Feb. 25, 2005, Tulsa, Oklahoma
  - ORU Leadership Development Institute, 2002–2003
  - Creating a Leadership Culture, Dr. Tim Elmore, 2003
  - The Scholarship of Teaching and Learning, Raye and Paul Lakey, 2003
  - Best Practices: Mentoring Communities that Develop Leaders, Dr. Tim Elmore, 2003

#### **XI. Seminars, Training Programs, etc., Conducted for Business and Industry**

- Registrar and development committee member, Association for Systems Management Spring Seminar on Emerging Technologies, Feb. 25, 2005, Tulsa, Oklahoma.
- Introduction to the Internet, presented to Mannford High School faculty, 1997

#### **XII. Professional Presentations, Speeches, etc.**

- *Publish, Don’t Perish*, a panel presentation made by the editors of the *Journal of the Scholarship of Teaching and Learning for Christians in Higher Education* at the Oral Roberts University Faculty Connection, August 6, 2012.

- *The In's and Out's of Publishing*, CCCU International Forum on Christian Higher Education, March 31, 2006, Dallas, Texas
- *Getting Published – Making it Happen*, part of an ORU Brown Bag Luncheon series, November 7, 2005

#### **XIV. Recognition and Honors**

- ORU College of Business Scholar of the Year, 2014-2015.
- Peter Holmes Prize for the best classroom idea published in *Teaching Statistics* in 2014.
- ORU Writing Across the Curriculum Excellence Award, 2011-2012.
- ORU College of Business Scholar of the Year, 2010-2011 and 2011-2012.
- Nominated for an ORU Faculty Alumni Award, 2009
- University Faculty Association Faculty Recognition Award from the ORU Alumni Association, 2<sup>nd</sup> Place, 2006.
- Honorable Mention, Dean's Award for Technology Integration from the ORU Alumni Program for Faculty Recognition, 2006.
- ORU College of Business Faculty Member of the Year, 2002
- Professionalism in the Classroom award from ORU, 2001
- Robert D. Morrison award for the outstanding M.S. graduate student from Oklahoma State University, 1992
- Certificate of Recognition for Outstanding Services rendered to the Approved Methods Program of the American Association of Cereal Chemists, 1988

#### **XV. Professionally Related Community Activities**

- Volunteer: Susan G. Komen Race for the Cure, Tulsa affiliate, 2012–present.
- Volunteer: Susan G. Komen Chef's for the Cure, Tulsa affiliate, 2013.
- Volunteer: The Little Black Dress Event, 2011–present.
- Volunteer: Feeding Families on the Fourth, 2011–present
- Volunteer: Oklahoma Aquarium, 2003–2006.
- St. Francis Hospital Corporate Challenge committee member, 1999–2000.

**XVI. Grants Awarded**

- ORU University Faculty Association Seed Grant, \$2,150, awarded for the development of the *Journal of the Scholarship of Teaching and Learning for Christians in Higher Education*, 2005–2006.