

VITA

I. Name: Rebecca M. Gunn, M.B.A., D.B.A

Rank: Assistant Professor, non-tenured

Department: College of Business

Year Joined Institution: 2011

Teaching Experience:

- Undergraduate
 - Principles of Marketing
 - Promotional Management
 - Consumer Behavior
 - Marketing Research
- Graduate
 - Marketing Management
 - Research Methodology
 - Business Communications

II. Education Background

- Anderson University, D.B.A., in Marketing, 2015
- Oral Roberts University, M.B.A., in Management, 2011
- Oral Roberts University, B.A., in Organizational / Interpersonal Communication, 2005
- Oxford University, in conjunction with bachelor's degree, 2004

III. Prior Experience not in Education

- Graduate Business Representative / Recruiter, Oral Roberts University, 2008-2011
 - Advised graduate students on scheduling, alleviating time constraints for professors
 - Conducted over 25 presentations in classes on a yearly basis regarding the Graduate School of Business
 - Effectively communicated with prospective students, increasing the total amount of enrolled students by 50% within 18 months while also saving 33% of the allotted budget
 - Traveled to nearby colleges to recruit students to the program
 - Monitored undergraduate and graduate business website content
 - Tracked financial aid awards of graduate business students
 - Implemented and organized a new annual event for prospective students that brought in 25% of newly enrolled students each year
- Executive Personal Assistant, Open Bible Fellowship, 2007-2008

- Coordinated all aspects of special events, including planning, communication, advertising, organizing of volunteers, hosting guests, fundraisings, and managing all fiscal activities.
- Produced, proofread, and monitored all weekly publications, websites, and PowerPoint presentations, as well as assisted with the publications of books and media.
- Supervised staffing schedules, employee leave, departmental events, and coordinated a comprehensive range of communication with members, visitors, and external constituents.
- Admissions Counselor / Recruiter, Oral Roberts University, 2005-2007
 - Oversaw and managed the recruitment of all prospective students within the Midwest region to include travel for numerous college fairs, civic events, and church conferences resulting in a 23% average annual increase in regional student enrollment for two consecutive years;
 - Managed and motivated ten student workers through weekly meetings and formal training sessions in addition to assisting with the coordination of campus-wide events such as College Weekends and various ministry conferences;
 - Effectively communicated with prospective students and parents through multiple venues and assisted with detailed questions about the admissions and financial aid processes and organized the selection criteria for high profile academic awards and scholarships; and
 - Utilized University software resources for Customer Relationship Management and monitored marketing efforts to ensure operation within budgetary constraints.

IV. Professional memberships

- Alpha Lambda Delta
- Gamma Beta Phi
- Society of Human Resource Management
- Who's Who Among American Colleges and Universities
- American Marketing Association

V. Professional meetings attended

- Mustang International Academic Conference, Dallas, Texas, 2013
- Pan-Pacific Business Association, Bali, Indonesia, 2010

VI. Papers presented

- "Empowerment in Management: Past, Present, & Future Implications," Mustang International Academic Conference, Dallas, Texas, 2013
- "What will South American countries learn from Chile's success?" Pan-Pacific Business Association, Bali, Indonesia, 2010

VII. Publications

- Dulaney, E., Bates, M.O., Berg, P.E., Forbes, B., Gunn, R., Koontz, R., Mathern, A.M., Mullen, K.C., Strifler, J.E., & Thomas, B.J. (2015). Faith integration in the classroom: A plural view. *Christian Business Academy Review*, 55-62.
- Gunn, R. (2013). Empowerment in management: Past, present, & future implications. *Mustang Journal of Marketing & Management*, 3, 129-137.
- Gunn, R. (2013). A historical perspective on managerial empowerment. *Mustang Journal of Marketing & Management Conference Proceedings*, 3, 45-49.

VIII. Other Research activity

- Marketing Research Projects
 - Sweet T's Product Launch (2015) (professor-led with students)
 - ORU Ph.D. Program in Global Christian Studies program (2015) (professor-led with students)
 - ORU Online Studies (2010)
 - ORU Degree Completion Program (2010)
 - ORU Athletics (2009)
- Recruitment Plans & Reports
 - ORU Graduate College of Business (2009)
 - ORU Graduate College of Business (2008)
 - ORU International Recruitment (2008)
- In fulfillment of a requirement for doctoral studies with Anderson University, researched and wrote the following papers:
 - "Factors that motivate and barriers that hinder the contribution of electronic word of mouth (eWOM) communication on user-generated content (UGC) sites relating travel, tourism, and hospitality experiences by United States travelers" (2014)
 - "Learning Through the Use of Social Media within the College Classroom" (written after conducting research over two semesters within my classroom using the social platform of Edmodo) (2014)
 - "Motivational Factors Among Young U.S. Consumers to Contribute Written eWOM in User-Generated Websites Relating Their Travel and Hospitality Experiences" (2013)
 - "Factors that Motivate Young U.S. Consumers to Contribute Written Electronic Word of Mouth (eWOM) Communication in User-Generated (UG) Contexts Relating Their Travel and Hospitality Experiences" (2013)
 - "Considering Cultural Comparisons of Contributing & Consuming WOM & eWOM" (2013)
 - "Faith Integration in the Marketing Classroom" (2013)
 - "Facebook's Aggregation of User Generated Content" (2012)
 - "Marketing Analysis of the 'Degree in Three' Program at Oral Roberts University" (2012)

- “Electronic Word of Mouth and its Uses on Social Networking sites by College Students in Concordance with the Service-Oriented Industry” (2012)
 - “Empowerment in Management: Past, Present, and Future Implications” (2011)
 - “Analysis of Oral Roberts University” (considers the Christian perspective woven within the history of the university) (2011)
- In fulfillment of a requirement for doctoral studies with Anderson University, researched and conducted the following presentations:
 - “Factors that Motivate & Barriers that Hinder eWOM on UGC Sites Relating Travel Experiences” (2015)
 - “What factors motivate and what factors hinder the contribution of electronic word of mouth communication (eWOM) on user-generated content (UGC) sites relating travel and hospitality experiences?” (2014)
 - “Learning Using Social Media in the College Classroom” (2014)
 - “Research Methodology: Causality” (2013)
 - “Global Business Practices: Ethics” (2013)
 - “Ethics in Marketing: Marketing & Advertising” (2013)
 - “Ethics in Marketing: Retailing” (2013)
 - “Marketing & Christianity” (2013)
 - “Technology & Privacy” (2013)
 - “Global Business Practices: Federal Republic of Nigeria” (2013)
 - “Global Business Practices: Albert ‘Jack’ Stanley in Nigeria” (2013)
 - “Best Practices Education Workshop: Testing & Grading” (2013)
 - “Is it ethical for Facebook to aggregate user generated content for third-party targeted advertising purposes?” (2012)
 - “Principal Component Analysis” (2012)
 - “Customer-centric Marketing & Radical Innovation” (2012)
 - “Faculty Time Allocations & Research vs. Teaching” (2012)
 - “Finance: Options” (2012)
 - “Financial Statement Analysis: Ratios” (2012)
 - “Using recommendations and referrals (as a form of word of mouth) within the context of social networking sites (SNSs)” (2012)
 - “Management Guru: Chester Barnard” (2011)
 - “Management Guru: Henry Mintzberg” (2011)
 - “Economics: Obesity Rates & Potential Causes” (2011)
- Successfully defended dissertation in April 2015
- Reviewed *Under New Management* (Burkus, 2016) and made recommendations (2015)
- Reviewed several chapters in *The Myth of Creativity* (Burkus, 2013) and made recommendations which were implemented. Jossey-Bass: San Francisco, CA.

- Reviewed text of Grewal & Levy (2015). *Marketing*. McGraw-Hill: New York, NY (in 2013)

IX. Consulting

Marketing and branding consultant for Miss Oklahoma contestant, 2012

X. Professional growth activities

- Courses completed at Anderson University
 - BSNS 7050 – Conceptual Foundations of Management (2011)
 - BSNS 7070 – Conceptual Foundations of Economics (2011)
 - BSNS 7010 – Development and Role of Christian Higher Education (2011)
 - BSNS 7100 – Foundations of Applied Ethics (2012)
 - BSNS 7700 – Applied Statistics (2012)
 - BSNS 7060 – Conceptual Foundations in Marketing (2012)
 - BSNS 7080 – Conceptual Foundations in Accounting and Finance (2012)
 - BSNS 7902 – Seminar in Marketing (2012)
 - BSNS 7922 – Advanced Topics in Marketing (2013)
 - BSNS 7710 – Research Methods (2013)
 - BSNS 7912 – Advanced Application of Ethical Reasoning in Marketing (2013)
 - BSNS 7112 – Global Business Practices in Marketing (2013)
 - BSNS 7090 – Best Practices in College Teaching (2013)
 - BSNS 7852 – Teaching Practicum in Marketing (2014)
 - BSNS 7720 – Advanced Research Methods (2014)
- Classes attended through the Eighth Floor (a technology and learning consortium for educators)
 - Photoshop (2011)
- Seminars/Meetings Attended
 - Anderson University Residencies
 - Anderson, Indiana, May 2011
 - Anderson, Indiana, August 2011
 - Anderson, Indiana, January 2012
 - Anderson, Indiana, May 2012
 - Anderson, Indiana, August 2012
 - Anderson, Indiana, January 2013
 - Anderson, Indiana, May 2013
 - Anderson, Indiana, August 2013
 - Anderson, Indiana, January 2014
 - Bob Harrison Increase Event (seminars include Christian ministry and business concepts and the implementation of them together)
 - Kapalua, Maui, Hawaii, March 2014
 - American Marketing Association local chapter meeting, Tulsa, 2015
- Moderator, Mustang International Academic Conference, Dallas, Texas, 2013

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

XII. Professional presentations, speeches, etc.

XIII. Institutional services performed

University Planning Committee, 2015-2016

Presidential appointed Multi-disciplinary subcommittee, 2015-2016

College Policy Committee, 2014-ongoing

College of Business Dean Search committee, 2013

Curriculum Committee, 2011-current

Task Force Committee, 2011

Editor of several training manuals and reports, 2007-2011

XIV. Recognition and honors

- Writing Across the Curriculum Award, 2015
- ORU College of Business Faculty Member of the Year, 2014
- Utica Square Photography Award, 2013
- ACBSP Leadership Award, 2011
- Utica Square Photography Award, 2010
- ORU Employee of the Year, 2009

XV. Professionally related community activities

- Volunteer: The Assembly at Broken Arrow, Tulsa, 2013-present