

Curriculum Vitae

Dr. DAVID BEJOU

CONTACT

17-204 Camden Drive
Scott Depot, WV 25560
Telephone: 804-467-9986
dbejou@msn.com

LinkedIn Posts - <https://www.linkedin.com/today/posts/davidbejou>
LinkedIn - <https://www.linkedin.com/in/davidbejou>
Twitter - <https://twitter.com/davidbejou>
College - <http://bit.ly/29h151m>
YouTube - <http://bit.ly/295Mq7d>

EDUCATION

- Ph.D. (1994), Major in Business Administration (Marketing), Minor in Psychology, University of Memphis, Memphis, TN
- MBA (1981), Major in Business Administration (Management), Minor in Aviation Management, Embry Riddle Aeronautical University, Daytona Beach, FL
- BA (1978), Major in Linguistics, Minor in English Literature, College of Literature & Foreign Languages, Tehran, IR

LEADERSHIP TRAINING

- Virginia Executive Institute, Center for Public Policy, Virginia Commonwealth University – 2001
- Higher Education Academic Administration Center, Department of Educational Administration Texas A&M University – 1998
- Developing Collective Leadership for Institutional Change in Higher Education, W.K. Kellogg Foundation and Texas A&M University Leadership Project – 1997-1999

OTHER APPOINTMENTS

- Vice Chairman – Southern Christian Leadership Foundation Board (2013 –)
- Vice Chair and VP for Advancement, Quantum Responsibility Board (2014 -)
- Founding Chair, WVSU Conference on International Human Rights (2014 -)
- Editor-in-Chief and Founding Editor – Journal of Relationship Marketing (1999 –)

**WEST VIRGINIA STATE UNIVERSITY
(2013 – Present)**

- **Dean – College of Business and Social Sciences**
- **Tenured Professor of Marketing**

This position reports to the Provost and Vice President for Academic Affairs. Dean is the chief academic and administrative officer of the College. College offers five undergraduate degrees in Business Administration, History, Psychology, Sociology, Political Science, and Economics and one graduate degree in Public Administration. Supervise over 50 faculty and staff with budget over \$10 million.

Selected Highlights in collaboration with Faculty Colleagues

- Led the business department to top 15 **most innovative** department in the U.S. among small business departments
- Led the business program to 3rd **Best Value** School among small schools
- Led the development of **online programs** – management and accounting (2016), Sociology and Psychology (2017), and MPA (2018)
- **International recruitment** – collaborate with Academic Affairs to recruit international students
- **Human Rights International Conference** – Founded the first international conference on human rights with collaboration of WVSU National Center for Human Relations. Brought together faculty of Business with faculty of social sciences and launched an international conference in 2014 and 2015 and 2016
- **Curriculum review** – led the realignment of the curriculum with collaboration of faculty of the college
- **ACBSP accreditation** – led the reaffirmation process with faculty colleagues
- **Energy Management** – led the development and approval of new concentrations and certificates in business administration such as energy management by working with faculty colleagues – the first in WV
- **New programs** – led the development of the MPA program with faculty colleagues
- **Founded** – Dean’s Student Advisory Board
- **2+2 transfer agreement** – led the development of several 2+2 agreements with three WV community and technical colleges working with faculty colleagues
- **Broad Band Economic Impact** – Conducted Economic Impact Study for WV Board Band Initiative for 2015 WV Legislators
- **Efficiency Summit** – Key participant in WVSU Efficiency Summit
- **HLC** – Provided support and leadership for the HLC teams member in the College
- **Online education** - 74 sections of online courses with 935 student enrollment
- **New curriculum** - 5 new courses and one new certificate in Asset Management
- **Student competition** - International recognition of students in Senior Business Seminar in a computer based simulation

**ELIZABETH CITY STATE UNIVERSITY
(2009-2013)**

- **Dean of School of Business and Economics**
- **Tenured Professor of Marketing**

This position reports to the Provost and Vice Chancellor for Academic Affairs. Dean is the chief academic and administrator officer of the School of Business and Economics. Supervise over 50 faculty and staff with budget over \$15 million.

Selected Highlights in collaboration with Faculty Colleagues

- **Accreditation** - Led the School to AACSB initial business accreditation in one year – January 2011
- **New Graduate Program** - Led the development of the first MBA program with Aviation Management Concentration
- **Learning Outcome Assessment** - Led the creation of Assessment Center
- **Student advisement** - Led the creation of first Student Advisement Center
- **Diversity** – Increased the number of minority faculty members by 20%
- **Collaboration and internationalization** - Initiated and led the CIBER international program collaboration with Michigan State University to internationalize the business curriculum
- **Student Advisory Board** - Led the creation of Dean’s Student Advisory Board
- **Student dress-code** - Established the Tie-a-Tie project and dress code for business students
- **Board member** – Served as board member for Albemarle United Way and worked with Food Bank and Red Cross
- **Faculty development** - Increased summer research funding from \$2000 to \$4000 per faculty member; increased the number of faculty members to receive funding from 4 to 10; increased total summer research fund from \$8000 to \$40,000 for each summers 2009-2012
- **Online education** - Led the development of the highest number of online classes, which led to the development of 2+2 online degree in Business Administration and region community colleges
- **Enrollment management** - Implemented my holistic student development model to increase retention, which resulted in the highest level of retention among all schools at the university
- **AACSB Reviewer** - University of Texas – Brownville - AACSB initial business accreditation
- **CONE** – led a collaboration effort with Chambers of Commerce for the 21 counties in North East of North Carolina in the areas of business development and marketing, internship, and consulting opportunities for faculty members

VIRGINIA STATE UNIVERSITY (1999-2009)

Concurrent Positions:

- **Vice Provost (1999-2006)**
- **Dean of School of Business (2003-2009)**
- **Tenured Professor of Marketing**

Virginia State University, America's first fully state-supported four-year institution of higher learning for African-Americans is a comprehensive university and one of two land-grant institutions in the Commonwealth of Virginia. VSU serves a student body of 4,340, a full-time teaching faculty of approximately 170 (33% female, 67% male, 62% African American, 25% White, 12% Asian, 1% Hispanic), a library containing 277,350 volumes and 683,929 microfilm and non-print items, a 236-acre campus and a 416-acre farm, more than 50 buildings (including 15 dormitories and 16 classroom buildings), and an annual budget of \$64,238,921 in operating appropriations exclusive of capital outlay. VSU awards 35 degree-programs at the bachelor's and master's levels. Faculty members generate about \$7.5 million in sponsored research and grants each year.

Vice Provost (1999 – 2006)

This position reports to Provost and Vice President for Academic Affairs. Vice Provost main responsibilities are to collaborate with Deans, Vice Presidents, Directors, and Faculty Senate in the areas of budget, policy review, faculty recruitment, and shared governance, works with Deans of School of Business, School of Agriculture, Science, and Technology, School of Liberal Arts and Education, Graduate School, Research, and Outreach, and Library. Works with directors of Library and Media Services, Honors Program, Orientation and Advisement, Sponsored Programs, Enrollment Management, Institutional Planning and Assessment, General Education, and Retention Programs. Managed budget for academic affairs in the amount of \$65 million.

Duties and Responsibilities:

- Works closely with deans and chairpersons to establish and insure effective and efficient faculty and administrative searches
- Works closely with faculty and administrators to revise and update the *Faculty Handbook* and supervise the process
- Reviews and evaluates faculty research proposals for internal and external funding and provost's signature
- Chairs all faculty related awards committees
- Attends all SCHEV (State Council Higher Education in Virginia) meetings, acts as liaison between SCHEV and Virginia State University
- Monitors academic policies, procedures, and reporting requirements and insures the updating of all documents
- Works with deans and directors to insure annual academic reporting
- Develops and monitors the evaluation system for deans and directors
- Works with the personnel in the Finance and Administration Office and Space Utilization Committee to coordinate academic classrooms, space enhancements, and space utilization
- Works a liaison between Virginia State University Institutes and the Office of the Provost
- Coordinates graduation activities for the Office of the Provost

- Chairs the Academic Marketing Committee to include academic promotional materials to enhance the academic image of the University
- Works with the Office of Institutional Planning and Assessment to collect data for update and analysis for decision-making in the areas of: (1) Student Credit Hour Production, (2) Faculty Work Load, (3) Space Assignments and Utilization, (4) Faculty Vacancies, (5) Faculty/Student Ratios, and (6) Department Data/School Data.

Selected Highlights in collaboration with Faculty Colleagues

- **Merger** - Led (through collaboration with faculty senate, faculty, and deans) the mergers of several low-productive academic departments with small enrollments
- **Strategic Plan** - Led (through collaboration with faculty senate, vice presidents, and deans) the Academic Affairs in preparing a comprehensive six-year strategic plan responding to the 2000-2001 Secretary of the Education Task Force
- **Faculty Development** - Tripled the funding for faculty professional development and travel from \$800 to \$2400 per faculty
- **Shared Governance** - Provided leadership as Co-Chair of the Task Force on Shared Governance 2002-03. This was a collaborative effort of forty faculty, staff, students, and administrators for a year and a half
- **University Council** - Provided leadership as the Vice Chair of the newly constituted University Council - The highest elected office on campus chosen by Faculty and staff - 2002-05
- **Program Development in STEM** - Collaborated with faculty senate, deans, faculty, and chairpersons in development of six new degree programs in STEM and a Doctor of Education
- **Institutional Planning and Research** - Collaborated with the Office of Institutional Planning and Assessment to collect data for update and analysis for decision-making in the areas of: (1) Student Credit Hour Production, (2) Faculty Work Load, (3) Space Assignments and Utilization, (4) Faculty Vacancies, (5) Faculty/Student Ratios, and (6) Department Data/School Data
- **Fund Raising** - Served as Co-Chair – Progressive Financial Management Committee – VSU Vision 20/20 Long Term Strategic, resulted in raising \$20 million
- **First Year Experience** - Served as the member of SCHEV Policy Center First-Year Task force committee to study and recommend retention strategies for the first year college students
- **Online education** - Led the development of 40% of the courses online using Blackboard platform
- **Student development** - Implemented my holistic student development model, which resulted in significant student enrollment, retention, and graduation
- **Legislation and funding** - Led the Virginia State University academics in providing feedback to SCHEV and “Money” Committee about the new state funding policy which will be presented to the legislators – 2001
- **Race Relations** - Help to establish the center for race relations at Virginia State University

Dean of School of Business (2003-2009)

This position reports to the Provost and Vice President for Academic Affairs. Dean is the chief academic and administrator officer of the School of Business. Supervise over 50 faculty and staff with budget over \$15 million.

Selected Highlights in collaboration with Faculty Colleagues

- **Accreditation** - Led the school of business to AACSB accreditation in three years
- **DoD Grant** - Supported the development of Department of Defense Grant in the amount of \$2 million
- **Renovation** - Chaired - the renovation committee (School of Business) 20,000 square feet with budget of \$7 million
- **Advisory Board** - Created Dean's Student Advisory Board and Alumni & Business Advisory Board
- **Mentorship** - Instituted faculty mentorship program for new faculty members
- **Assessment Center** - Created Assessment Center. To serve as dedicated, secure archive for faculty and student accreditation and assessment related documents and materials
- **Student Development** - Created and Implemented Student Retention Program – Increased retention by 20% in four years
- **Diversity** - Increased diversity of faculty by over 50%

**TEXAS A&M UNIVERSITY – TEXARKANA
(1997-1999)**

Concurrent Positions

- **Interim Vice President for Academic Affairs (1998-1999)**
- **Interim Graduate Dean (1998-1999)**
- **Division Head - Behavioral Sciences & Business Administration (1997-1999)**

Located on the border of Texas and Arkansas, Texas A&M University-Texarkana is an upper level university serving junior, senior and graduate students. TAMU-T serves a student body of 1200, a full-time and part-time teaching faculty of approximately 75 (37% female, 63% male) and annual budget of \$12,000,000. TAMU-T awards 33 degree-programs at the bachelor's and master's levels. Programs are offered on the main campus and two centers in Jefferson and Marshal.

Interim Vice President for Academic Affairs

VPAA reported to President. VPAA is chief academic and administrative officer of university and was in charge of university when President was not on campus

- Develops and manages an operating budget of \$4,000,000.00
- Administers to a faculty (full time and part-time) and staff of 75 and an 1150 number student body
- Provides leadership for the following academic and support departments:
 - Graduate Dean Office
 - Library
 - Technology and Distance Education
 - Institutional Planning and Assessment
 - Media Services
 - Graduate and Undergraduate Curriculum Council
 - Division of Business Administration and Behavioral Sciences
 - Division of Arts/Sciences and Education
 - BAAS Program
 - CPDT Center
 - TPC Committee
 - Teaching Certifications and Endorsements:
 - Elementary Education Certificate
 - Educational Diagnostician Certificate
 - Reading Specialist Certificate
 - Supervisor Certificate
 - Secondary Education Certificate
 - Special Education Certificate
 - Professional Mid-Management Administrator
 - Early Childhood Endorsement
 - English as a Second Language Endorsement
- Collaborates with Provosts and VPAA of the Texas A&M System Universities in system-wide policy making

- Represents the University’s Academic Affairs at local, state, and national meetings.
- Coordinates curriculum development and review
- Coordinates and prepares the university for SACS fifth-year report due year 2000.
- Evaluates the division directors and the academic-support unit supervisors on an annual basis
- Coordinates job searches and interviews for all full-time faculty and division directors
- Initiated six new programs that led to the approval of Texas A&M university system, its Board of Regents, and Texas Higher Education Coordinating Board
- Assists and manages cooperative agreements with Texas Woman University and University of North Texas to offer joint Master of Library Science via distance education such as two-way interactive video and web-based classes
- Assists and manages cooperative agreements with Panola Community College and North East Texas Community College to offer classes and programs such as teacher preparation via distance education such as two-way interactive video and web-based classes
- Initiated business internship programs with local businesses
- Conducts strategic planning
- Negotiates transfer and articulation agreements with seven local colleges (Cassatot Technical College, Northeast Texas Community College, Panola College, Paris Junior College, Texarkana College, Rich Mountain Community College, and University of Arkansas Community College at Hope)
- Manages the development of comprehensive academic program assessment and review.
- Assists a new partnership called NETCEP – Partnership with CVA, Jefferson ISD, Panola College, Northeast Texas Community College, and Texas A&M University-Texarkana
- Attends the following workshops and training sessions:
 - New Hire Workshop conducted by HRM department
 - Attended training/Workshop: “Keeping Faith with Texas: A course on Ethic Policy and Laws for the employees of the Texas A&M University System”
 - Developing Effective Distance Learning Programs: SACS, Atlanta - 1998
 - Distance Education: Technology Perceptions and Realities: SACS, Atlanta - 1998
 - Teaching with Technology: Ensuring Quality in Instruction at a Distance: SACS, Atlanta - 1998

Selected Highlights (IVPAA) in collaboration with Faculty Colleagues

- **Budget development and management** - Developed and managed an operating budget of \$4 million
- **System-wide collaboration** - Collaborated with Provosts and VPAA of the Texas A&M System Universities in system-wide policy making
- **SACS Reaffirmation** - Chaired SACS fifth-year report and reaffirmation
- **New Programs** - Collaborated with Faculty Senate, faculty, and Deans to lead the development of six new programs that led to the approval of Texas A&M university system, its Board of Regents, and Texas Higher Education Coordinating Board
- **Collaboration with universities**- Led the cooperative agreements with Texas Woman University and University of North Texas to offer joint Master of Library Science via distance education such as two-way interactive video and web-based classes
- **Collaboration with Community Colleges in engineering, nursing, and teacher education** - Led the cooperative agreements with Panola Community College and North East Texas

Community College to offer classes and programs such as teacher preparation and nursing via distance education such as two-way interactive video and web-based classes. Negotiated transfer and articulation agreements with seven local colleges (Cassatot Technical College, Northeast Texas Community College, Panola College, Paris Junior College, Texarkana College, Rich Mountain Community College, and University of Arkansas Community College at Hope)

- **Assessment** - Led the development of comprehensive academic program assessment and review
- **System wide and Statewide Leadership** - Appointed as one of the 55 senior administrators in Texas A&M University system for Statewide Collective Leadership Project funded by W.K. Kellogg Foundation, 1997 – 1999. A national leadership development dialogue was established between the W.K. Kellogg Foundation and the twelve states and land grant university consortiums throughout the United States. Each of these twelve consortiums is also involved in the W.K. Kellogg Food Systems Professions Education (FSPE) Initiative. The FSPE initiative seeks to catalyze change in state and land grant universities. This Leadership for Institutional Change (LINC) Initiative seeks to provide guidance and support for new leadership models in higher education. The W.K. Kellogg Foundation, as part of its commitment to higher education and the principles of the land grant university, awarded the Texas A&M University System a three-year \$790,000 grant to model and promote institutional change through collective leadership
- **K-12 partnership** - Active member of Council of School Executives, a partnership for Texas Public Schools in collaboration between Texas A&M University System and the Texas Education Agency. I worked on several projects such as: improving preparation of public school students for post-secondary education, improving the graduation rate of Texas Colleges and Universities, linking the public and Higher Education System to improve student improvements, increasing the number of students completing an advanced high school curriculum, and strengthening student proficiency in basic academic skills
- **Enrollment Management** - Initiated and led the development of first marketing and enrollment management task force. Brought together and led the faculty, staff, administrators, students, local industry & community leaders, and media to form partnerships, to conduct assessment, and to market the university. The end result was enhancing university's reputation, increase enrollment by 11.28%, and reduced the dropout rate to zero.
- **Grant** - Participated in a \$200,000 grant as one of the six state-wide project integrators to study, "Changing the Faculty Reward Structure Through a Self-Study Modal for Documentation of Teaching Effectiveness"
- **Access for Success** - Invited by Texas A&M University President to be a discussant and participant in a regional forum entitled, "Access for Success: A Texas-Style Response"
- **Collaboration with Community Colleges in Teacher Ed and Nursing** - Led the development of partnership between Jefferson High School, Panola Community College, Texas A&M University, and Cypress Valley Alliance to promote and deliver teacher education and nursing programs
- **Space utilization** - Led the university through collaboration with Faculty Senate, faculty, staff, Vice Presidents and students to create efficient and effective class scheduling through out the year, which resulted in the highest space utilization among all the campuses of Texas A&M University System.
- **Online education** - Led the development of first online courses with collaboration from Faculty Senate, faculty, staff, and students to address the needs of tradition and non-traditional students in particular teacher education and nursing students

- **Work-force Development** - Led the collaboration between local school system (Texarkana ISD), Chamber of Commerce, Vice Chancellor for Engineering at Texas A&M University System, and Texarkana Campus of Texas A&M to develop workforce development education and initiative to address the needs of local industries and engineering firms. One of the outcomes was dual degree engineering program with College Station
- **Faculty development** - Established highly successful faculty development program that provided opportunity for the faculty to enhance their distance education skills in the areas of web-based and two-way-interactive video instruction, which led to the development of 5 web-based courses with new enrollment of 150 students at Texas A&M University-Texarkana
- **Mobile recruitment van** - Developed the first “On-Wheel” off-Campus orientation, advising, and registration for distance education students at Jefferson and Mt. Pleasant sites
- **Legislations and funding** - Participated in presentation to the 76th Legislative Appropriations Request Hearings, Richardson, Texas. Briefing for the Legislative Budget Board and the Governor’s Office of Budget and Planning – 1998

Interim Graduate Dean

Graduate dean reported to President and was in charge of all graduate programs.

Selected Highlights (IGD) in collaboration with Faculty Colleagues

- Responsible for the following graduate programs:
 - Master of Business Administration
 - Master of Science in Business Administration
 - Master of Science in Counseling Psychology:
 - Licensed Professional Counselor
 - Psychological Associate
 - School Counseling
 - Master of Education and Science in Elementary Education
 - Master of Arts and Science in Interdisciplinary Studies
 - Master of Education and Science in Secondary Education
 - Master of Education and Science in Special Education
 - Master of Arts in Teaching English (Pending Approval from Texas Higher Education Coordinating Board)

Division Head – Behavioral Sciences and Business Administration

Division head is the chief academic and administrative officer of the Division. In 2008, Division Head was changed to Dean and Division was changed to College.

- Administers to a full time and part time faculty and staff of 30
- Develops and manages an operating budget of \$1,000,000.00
- Provides leadership for all the following academic departments:
 - Business Administration (Accounting, Business Administration, General Business, Human Resource Management, International Business, Management, Management Information System, Marketing)
 - Behavioral Sciences (Criminal Justice, Counseling Psychology, Psychology, Sociology)
- Collaborates with Deans of the Texas A&M System Universities in system-wide policy making
- Represents the Division at local, state, and national meetings

Selected Highlights (DH) in collaboration with Faculty Colleagues

- **New programs** - Collaborated with faculty and led the development of New Academic Programs
 - BS in Criminal Justice
 - BBA in International Business
 - BBA in Human Resource Management
 - BA in Business Administration with emphasis in Finance
 - MS in Accountancy
 - MA in Teaching English
- **Online education** - Collaborated with faculty and led the development of first distance education through web-based and two-way-interactive video

Chair – Marketing and Enrollment Management

This position reported to president. Chair was responsible for increasing enrollment, promoting the faculty, promoting new programs and services, and promoting the university as a whole.

Selected Highlights (MKT) in collaboration with Faculty Colleagues

- **Image and branding** - Created a positive image of the university in the community
- **Partnership with community colleges** - Developed partnerships with area community colleges and universities
- **Partnership with local industry** - Developed partnerships with local industries
- **Media relations** - Received positive Editorials from local newspaper - Texarkana Gazette
- **Increased enrollment:** Enrollment increased by 12%

GRIFFITH UNIVERSITY – AUSTRALIA (1996-1997)

Positioned in Queensland's Brisbane-Gold Coast Corridor, Griffith is a doctoral extensive institution with five campuses, 45 schools, 48 centers, 40000 students, and faculty of 1211. A well-established international reputation and student and staff exchange agreements with more than 100 overseas institutions have resulted in a culturally diverse university serving a global community. 9000 students from over 119 countries travel to Griffith to complete one of the 270 undergraduate degree programs or one of 382 graduate degree programs. GU campuses house a wide range of schools and colleges such as (Medicine, Pharmacy, Dentistry, Engineering, Law, and Business). Breakthroughs in a number of areas including nanotechnology, molecular biology, and psychology studies have allowed it to gain the necessary critical mass to attract major funding from both national and international interests. Griffith University has several collective bargaining units. www.griffith.edu.au

Head of Retailing Program

This position reported to the Executive Dean of the Faculty of Business and Hotel Management. Position responsibilities included serving as the Head of the Retailing Program offering undergraduate and graduate programs in Retailing; recruiting students and faculty; seeking partnership agreements with industry and other educational institutions. Other responsibilities included all budgetary, personnel, academic administration, in the department.

Selected Highlights - in collaboration with Faculty Colleagues

- **Collective bargaining** - key member of administration collective bargaining unit
- **Enrollment management** - 10% student enrollment increase in one year
- **Industry partnership** - Established partnership between the Griffith University Retailing Program and Robina Town Center to create “Robina School of Retail Management,” offering undergraduate and graduate courses in Retail Management via distance education and onsite programs in a major retail center in Gold Coast, Australia
- **2+2 with TAFE** - Established partnership between the Griffith University Retailing Program and TAFE community college system of Australia to offer a joint Degree in Retail Management in Queensland, Australia
- **Active Member** - Chancellor’s university-wide Strategic Planning Group
- **Diversity** - Increased faculty diversity by 15% in one year
- **International Students** - Led a new venture to recruit international students from Pacific Rim countries to Griffith University MBA program. As the result of the recruitment activities, 350 students enrolled in the program
- **Community service** - Participated in projects of the Department of Immigration and Multicultural Affairs such as Gold Coast Migrant Services Network
- **External Examiner** – supervised several thesis from the University of Western Australia and Edith Cowan University
- **Internal Examiner** – supervised several student thesis
- **Robina Project** – led the establishment of Robina Project, which brought university, businesses and community together. University faculty and students benefited from this collaboration by participating in the project

**UNIVERSITY OF NORTH CAROLIA-WILLIMINGTON
(1992-1996)**

Assistant Professor of Marketing

Full time tenure-track faculty member responsible for teaching, research, and service in marketing area

Selected Highlights

- **Impact Professor** - Identified by UNCW graduates as “Impact Professor” – a faculty who had significant positive impact on students at the university, May 1994 and December 1994
- **Co-Chair** - Economic Impact Study of UNCW
- **Chair** - Faculty Senate Research Committee
- **Chair** - Total Quality University Committee
- **UNCW Chancellor’s Project:** Played a major role in making Chancellor Leutze’s four-year projects a reality – bridging the gap between UNCW and the Greater Wilmington Art Community. The nature of collaboration was to bring the university and the community together. This was a turnaround situation, which had failed in previous attempts. My role was the Chairman of Marketing Committee. We established, “Celebrate Wilmington” - an annual event, celebrating the joint programs between the university and the art community. The goals were: (1) to create an awareness in the community about the diversity of the arts, (2) to encourage and support those involved in the arts to excel in their endeavors, (3) to educate and expand our audiences to support the work of various artists, and (4) to entice people to visit Wilmington and discover its sense of community and cultural diversity.
- **Board membership** - Member of Board of Directors of Coastline Convention Management, Inc., Board of Directors of Thaliam Association, Bond Committee for Cape Fear Community College, Wilmington, NC, 1993-1994
- **Cape Fear Community College and STEM** - Participated as a key and active member of Cape Fear Community College Bond Committee to raise fund for building new science building for STEM related programs
- **Faculty Senate** – UNCW Faculty Senate Research Committee - 95-96, UNCW Faculty Senate Academic Standards Committee – 96, and UNCW Faculty Senate Undergraduate Curriculum Committee - 95
- **Reaching out to Communities with Need** - Chair, Marketing and Need Assessment, (UNCW Chancellor’s Project) – Brought UNCW to the People in the Inner City. As the Chair of Marketing and Need Assessment as well as a member of the steering committee, I helped the chancellor and the university to respond to a very difficult Economic Development Challenge – to build a cooperative supermarket in Wilmington’s North-side and adjacent downtown neighborhoods, which have been without convenient access to their most essential retail services. Through the division of Public Service and continuing education, we mobilized the university resources and secured a grant support from the Z. Smith Reynolds Foundation to fund the start-up phase of the project.

PUBLICATIONS AND SCHOLARLY ACTIVITIES

Research Indicators

Citation count = 2237

Cited by = 640 authors

Number of books = 6

Number of refereed articles = 27

Years = 9

Average citation per publication = 78

Average citation per year = 236

h-index = 14

i10 index = 19

Dissertation

“Relationship-Selling Trajectories: A Conceptual Model and Empirical Investigation” (1994) -
Awarded RICHARD D. IRWIN Doctoral Dissertation Fellowship, 1992-93

Books

Aksoy, Lerzan, Timothy L. Keiningham, and David Bejou (2007) Profit Maximization Through Customer Relationship Marketing: Measurement, Prediction and Implementation, Edited, Haworth Press Inc., New York.

Bejou, David, Timothy L. Keiningham, and Lerzan Aksoy (2007) Customer Lifetime Value: Reshaping the Way We Manage to Maximize Profits, Edited, Haworth Press Inc., New York.

Bejou, David, and Gopal Iyer, (2006) Capturing Customer Equity: Moving from Products To Customers, Edited, Haworth Press Inc., New York

Bejou, David, and Adrian Palmer (2006) The Future of Relationship Marketing, Edited, Haworth Press Inc., New York.

Michael D. Hartline, and David Bejou, (2004) Internal Relationship Management: Linking Human Resources to Marketing Performance, Edited, Haworth Press Inc., New York

Iyer, Gopal, and David Bejou, (2004) Customer Relationship Management In Electronic Markets, Edited, Haworth Press Inc., New York.

Refereed Journal Articles

Bejou, David and Azam Bejou (2012), “Shared Governance and Punctuated Equilibrium in Higher Education: the Case for Student Recruitment, Retention, and Graduation”, Journal of Relationship Marketing, 11:21-28

Greenberg, Byron and David Bejou (2012), “A Call to Corporate Compassion”, Journal of Relationship Marketing, 11:1–6

- Kanjilal, Debjani, Azam Bejou, and David Bejou (2012), "Compassion: The Missing Link in Economics and Management", Journal of Relationship Marketing, 11:15–20
- Sharma, Narendra, Azam Bejou, and David Bejou, (2012), "Performance Indicators of Compassionate Companies", Journal of Relationship Marketing, 11:7–14
- Keiningham Timothy L., Lerzan Aksoy, and David Bejou (2007), "How Customer Lifetime Value is Changing How Business is managed?" Journal of Relationship Marketing
- Keiningham Timothy L., Lerzan Aksoy, and David Bejou (2007), "Approaches to the Measurement and Management of Customer Value," Journal of Relationship Marketing
- Keiningham Timothy L., Lerzan Aksoy, and David Bejou (2007), "The Future of Managing Customers as Assets" Journal of Relationship Marketing
- Ramaseshan, B., David Bejou, Christopher Ertel, Subhash Jain, Charlotte Mason, Joseph Pancras, (2006), "Issues and Perspectives in Global Customer Relationship Management," Journal of Service Research.
- Iyer, Gopal, Arun Sharma, and David Bejou, (2006), "Developing Relationship Equity in International Markets," Journal of Relationship Marketing.
- Palmer, Adrian, and David Bejou, (2005) "The Future of Relationship Marketing," Journal of Relationship Marketing."
- Iyer, Gopal, Arun Sharma, and David Bejou (2005), "Une Analyse Du Processus Relationnel Sur Les Marches Internationaux," Revue Francaise Du Marketing, 2(5), 99 -112.
- Michael D. Hartline, and David Bejou, (2004), "Internal Relationship Management: Linking Human Resources to Marketing Performance," Journal of Relationship Marketing, 3(2/3), 1-4
- Iyer, Gopal and David Bejou (2003), "Customer Relationship Management in Electronic Markets," Journal of Relationship Marketing, 2(3/4), 1-13
- Bejou, David, Christine Ennew, and Adrian Palmer (1998), "Trust, Ethics, and Relationship Satisfaction," The International Journal of Bank Marketing, 16(4), 170-175.
- Bejou, David, and Adrian Palmer (1998), "Service Failure and Loyalty: an Exploratory Empirical Study of Airline Customers," Journal of Services Marketing, 12(1), 7-22.
- **This article was awarded 1999 'Three Star Quality Rating' by MCB University Press, England.**
 - **This article was awarded 1999 'Highest Quality Rating' by ANBAR Electronic Intelligence, England**

- Bejou, David, and Christine Ennew (1997), "Does Organizational Excellence Predict Performance: The Case of Retail Banking," Journal of Financial Services Marketing, 2(1), 55-64.
- Bejou, David, (1997), "Relationship Marketing: Evolution, Present State, and Future," Psychology & Marketing, 14 (December), 727-735.
- Bejou, David, Bo Edvardsson, and James Rakowski (1996), "A Critical Incident Approach to Examining the Effects of Service Failure on Customer Relationships: The Case of Swedish and U.S. Airlines," Journal of Travel Research, 35 (Summer), 35-40.
- Bejou, David, Barry Wray, and Thomas N. Ingram (1996), "A Re-examination of Relationship Quality: An Artificial Neural Network Analysis," Journal of Business Research, 36 (June), 137-143.
- **This article received the Best Paper Award in marketing research, models and theory track at 1993 Southern Marketing Association.**
 - **This article received the Best Overall Paper Award in the conference - winner of Steven J. Shaw "distinguished paper award" by Richard D. Irwin at the 1993 Southern Marketing Association.**
- Palmer, Adrian and David Bejou, (1995), "The Effect of Gender on the Development on Relationships between Clients and Financial Advisors," The International Journal of Bank Marketing, 13(3), 18-27
- Palmer, Adrian and David Bejou, (1995), "Tourism Destination Marketing Alliances: An International Comparison," Annals of Tourism Research: A Social Science Journal, 22(3), 616-629.
- Wray, Barry, Adrian Palmer, and David Bejou, (1994), "Using Neural Network Analysis to Evaluate Buyer-Seller Relationships," European Journal of Marketing, 28(10), 32-48
- Palmer, Adrian and David Bejou, (1994), "Buyer-Seller Relationships: A Conceptual Model and Empirical Investigation," Journal of Marketing Management, 10 (August), 495-512.
- Tat, Peter and David Bejou, (1994) "Examining Black Consumer Motives for Coupon Usage", Journal of Advertising Research, 34 (March/April), 29-35
- **This article received the Best Article Award, First Place in Theoretical Category, the University of Memphis, 1995.**
- Suchard, Hazel, Michael Polonsky, David Bejou, and Emin Babakus, (1994), "Payment as a Proxy for Greenness: the USA, Australia, and Hong Kong," Greener Management International: The Journal of Corporate Environmental Strategy and Practice, 7 (July), 52-61.
- Rakowski, James P. and David Bejou, (1992), "Structural Change and the Nature of Competition the Deregulated U.S. Airline Industry," Transportation Practitioners Journal, 59 (Spring), 241-262

Rakowski, James P. and David Bejou, (1992), "Birth, Marriage, Life and Death: A Life-cycle Approach for Examining the Deregulated U.S. Airline Industry," Transportation Journal, 32 (Fall), 15-29.

- **This article was used in preparation of the following reports submitted to United States Senate - Report by Dr. Mark N. Cooper, Director of Research Consumer Federation of America on the topic of Aviation Competition Restoration Act on behalf of Consumer Federation of America Consumers Union submitted to the U.S. Senate Committee on Commerce, Science and Transportation, 2000.**
- **This article was used in preparation of the following reports submitted to United States House of Representatives - Report by Dr. Mark N. Cooper, Director of Research Consumer Federation of America on the topic of Mergers Between Major Airlines: The Anti-Competitive and Anti-Consumer Effects of the Creation of a Private Cartel submitted to Subcommittee on Commerce, Trade, and Consumer Protection; Committee of Energy and Commerce of the United State House of Representative, 2001.**
- **This article was used in preparation of the following presentation to the American Bar Association, Forum on Air and Space Law: The Year in Aviation, Session on Domestic Aviation Policy I: Does Competition Need More Policing?, 1999.**

Refereed International Proceedings

Bejou, David, and Christine T. Ennew, (2000), "Linking Relationship Excellence (Rex) to Financial Performance," the 9th International Colloquium in Relationship Marketing, Stockholm University, Stockholm, Sweden

Bejou, David, and Christine T. Ennew, (1996), "Can Consumer Perceptions of Organizational Excellence Predict Performance: The Case of Retail Banking," Marketing Education Group (MEG), the University of Strathclyde, Glasgow, United Kingdom.

Bejou, David, Bo Edvardsson, and James Rakowski (1996), "Airline Passenger Complaint Behavior: A Comparison of Sweden and the United States," Forty-First International Atlantic Economic Conference, Paris, France.

Smith, Brock, and David Bejou, (1995), "Sex Differences in Relationship Management: An Exploratory Analysis," Proceedings of the Seventh Bi-Annual International Conference of the Academy of Marketing Science, Melbourne, Australia.

Canel, Cem, David Bejou, and Basheer Khumawala, (1993), "International Facility Locations: A Competition Marketing Strategy for Multinational Enterprises," Proceedings of the Sixth Bi-Annual International Conference of the Academy of Marketing Science, Istanbul, Turkey.

Canel, Cem, David Bejou, and Basheer Khumawala, (1993), "An Application of Global Marketing via International Locations," Proceedings of the Sixth Bi-Annual International Conference of the Academy of Marketing Science, Istanbul, Turkey

Suchard, Hazel, Michael Jay Polonsky, R. Chan, David Bejou, and Emin Babakus (1992), "Environmental Consumers in the US and Hong Kong: Payment as a Proxy for Greenness," Proceedings of the 21st Australia and New Zealand Academy of Management, Sydney, Australia.

Refereed National Proceedings

Bejou, David, Richard Mathieu, and Wray Barry (1996), "Determining the Important Relationships among Determinants of Customer Loyalty: A Rule Induction Approach," Proceedings of Decision Science Institute National Conference, 304-306.

Palmer, Adrian and David Bejou (1996), "The Effects of Service Failure on Buyer-Seller Relationship Deterioration," Proceedings of the Academy of Marketing Science Annual Meeting

Bejou, David, Christine Ennew, and Adrian Palmer (1995), "Trust, Ethics, and Relationship Satisfaction," Proceedings of the Academy of Marketing Science Annual Meeting, 226

Bejou, David and Adrian Palmer (1994), "An Exploratory Analysis of The Role of Gender In the Development of Buyer-Seller Relationships," Proceedings of The Academy of Marketing Science Annual Meeting, 165

Bejou, David, Adrian Palmer, and Peter Tat (1994), "Empirical Investigation of the Contingency Framework for Understanding Ethical Decision Making in Marketing: A Structural Equation Approach," (topic table) Proceedings of Decision Science Institute National Conference, 484.

Wray, Barry and David Bejou (1994), "Application of Artificial Neural Network in Marketing: Determinants of Customer Loyalty in Buyer-Seller Relationships," Proceedings of Decision Science Institute National Conference, 463-465.

Bejou, David, (1993), "Relationship-Selling Quality," Fourth Annual Meeting of The Production and Operations Management Society, (Abstract), 2

Bejou, David, and Cem Canel (1993), "Relationship-Marketing Encounter: Missing Link Between Production and Consumption of Services," Fourth Annual Meeting of the Production and Operations Management Society, (Abstract), 17.

Canel, Cem, and David Bejou, (1993), "International Locations: the Link Between International Marketing and Manufacturing," Proceedings of Decision Science Institute National Conference, Vol. 1, 438-440.

Suchard, Hazel, Michael Jay Polonsky, David Bejou, and Emin Babakus, (1992) "A Cross-Cultural Analysis of Environmental Buyer Behavior," Proceedings of the AMA Summer Educators Conference, 459-461

Bejou, David and Peter Tat, (1992) "The Effects of Motivation, Belief, and Personal Control on Attitude and Intention to Recycle: A Structural Equation Approach," Proceedings of Decision Science Institute National Conference, Vol. 1, 361-363.

Refereed Regional Proceedings

Bejou, David, Barry Wray, and Thomas N. Ingram (1993), "Determinants of Relationship Quality: An Artificial Neural Network Analysis," Proceedings of Southern Marketing Association, 174-177.

Palmer, Adrian and David Bejou (1994), "Measuring Buyer-Seller Relationship Quality: A Re-examination of the SOCO Scale," Proceedings of Southern Marketing Association.

Bejou, David and Adrian Palmer (1993), "The Evolution of Relationship Marketing: Empirical Evidence From the Financial Services Sector," Proceedings of Southern Marketing Association, 201-204.

Bejou, David and Debbie Thorne (1991), "Exploring the Differences Between Recyclers and Non-recyclers: The Roles of Demographic and Personal Factors," Proceedings of Southern Marketing Association, 110-115.

Allen, Jeff and David Bejou (1989), "On the Use of Diverters in Channels of Distribution: The Case of the 'Wholesale Warehouse Club'," Proceedings of the Atlantic Marketing Association.

SCHOLARY ACTIVITIES

Founding Editor

- Journal of Relationship Marketing, Haworth Press Inc., 2000-2006

Senior Editor

- Relationship Marketing Book Series, Haworth Press Inc., 2000-2006

Guest Editor

- Psychology and Marketing (1997), Special Issue on **Relationship Marketing**

Editorial Review Board

- Ad Hoc Reviewer, International Journal of Bank Marketing, 1996-2005.
- Special Issue Reviewer, Decision Sciences Journal, 2003.
- Editorial Review Board, Consulting Editor, Psychology and Marketing (1995-99)
- Ad Hoc Reviewer, Journal of Academy of Marketing Science (1995-96)
- Reviewed for Special Issue on **Service Excellence**, Journal of Retailing (1996)
- Reviewed for Journal of Business Research, **Relationship Marketing area**, (1998)

Conference Track Chairman

- Relationship Marketing and Strategic Alliances Track, Academy of Marketing Science, 1998
- Special Sessions Track, Multi-Cultural Marketing Conference, Montreal, 1998

Conference Session Chair

- 1998 Society for Marketing Advances, **Revising Salesperson Traits and Behaviors**
- 1996 Academy of Marketing Science, **Consumer Shopping Styles**
- 1995 Summer AMA, **Delivering Customer Value**
- 1994 National DECISION SCIENCE INSTITUTE, **Services Marketing**

Conference Discussion Leader

- Developing Measurement Tools For Global Marketing, Academy of Marketing Science, 1998
- Southern Marketing Association, Channels, Retail and Services Marketing Sys., 1996
- Academy of Marketing Science, Decision Making in the Retail Marketplace, 1996
- Emory University Research Conference on **Relationship Marketing**, 1994

Conference Reviewer

- Association of Collegiate Marketing Educators Conference, Retail/Service Track, 2001
- 5th Research Conference on **Relationship Marketing**, 2000
- Southern Marketing Association Annual Conference, 1993, 1994, 1996, 1999
- Academy of Marketing Science Annual Conference, 1998, 1999
- American Marketing Association Winter Annual Conference, 1997
- American Marketing Association Summer Annual Conference, 1995
- Seventh Bi-Annual World Marketing Conference - AMS, Australia, 1995
- Research Conference on **Relationship Marketing**, Emory University, 1994
- Sixth Bi-Annual World Marketing Conference - AMS, Turkey, 1993

Book Review

- **Service Marketing** - Textbook for MacMillan College Publishing Company, Inc., 1993
- **Sales Management** - Textbook for Harper Collins Publishing Company, Inc., 1996

GRANTS

- Changing the Faculty Reward Structure Through a “Self-Study” Model for Documentation of teaching effectiveness, Kellogg’s Foundation, Texas A&M University System – \$219,206.00, 1998, one of the six project integrators
- Texas A&M University System Inter-Institutional Collaborative Research and Scholarship Program, Kellogg’s Foundation, Texas A&M University, \$100,000.00, 1998, one of the twelve project integrators
- Building Collective Leadership for the 21st Century: Engaging the Community, Kellogg Foundation, Texas A&M University, \$209,904.00, 1999, one of the eight project integrators
- Community Outreach Partnership Initiatives to (1) create an urban institute at University of North Carolina at Wilmington, (2) provide staff support for the Wilmington Community Coalition, and (3) subsidize the operation of the consolidated economic development commission being formed, D.A.R.E, the North Fourth Street Partnership, and the Castle Street Association, \$380,000 HUD Grant proposal, \$3,000,000 Federal “Enterprise Community” Grant proposal, University of North Carolina at Wilmington, 1995, one of the several project integrators

- CAHILL Grant for faculty research and development, The University of North Carolina at Wilmington, \$3000, 1995.
- Cameron School of Business Summer Research Grant, The University of North Carolina at Wilmington, \$2500, 1994.
- CAHILL Grant for faculty research and development, The University of North Carolina at Wilmington, \$3500, 1993.
- Supported the development of Department of Defense Grant in the amount of \$2 million

FUNDRAISING

- Cape Fear Academy. I was a member of **fundraising** committee for Parent School Association. The campaign goal was \$70,000.00
- University of North Carolina at Wilmington. I was involved with the Kenan Auditorium adopt-a-seat **Marketing Campaign and fundraising**. The Campaign goal was \$150,000.00
- Cape Fear Community College, Wilmington, North Carolina. I was a member of the bond **Marketing Campaign and fundraising** committee member. The goal was to increase awareness so residents of New Hanover County vote “YES” for construction of two new buildings for Cape Fear Community College Campus – Health Sciences and Work Force Training Center buildings. The **Marketing Campaign** included, newspaper inserts, slide presentations, phone-call campaign, senior citizen leafleting, brochures, buttons, bumper stickers, special events, advertising in newspapers, radios, posters. Budget of \$25,000.00 had to first be raised and spent on promotion.

BOARD MEMBERSHIP

- Vice Chair and VP for Advancement and Marketing – Quantum Leadership Board, 2014-present
- Vice Chair – Southern Christian Leadership Foundation Board – 2014-present
- Member of Board – Albemarle United Way, 2011-2013
- Member of Board of Directors of Coastline Convention Management, Inc., 1993-1995
- Member of Board of Directors of Thalian Association, 1994-1995
- Member of Bond Committee for Cape Fear Community College, Wilmington, NC, 1993-1994
- Member of Board of Directors of Lower Cape Fear Art Council, Wilmington, NC, 1996

LEADERSHIP DEVELOPMENT

W. K. Kellogg Foundation & Texas A&M University System Agriculture Program - (1997): Texas A&M University System, College Station, Texas, 1997 – 1999. Chosen by the President as one of the top leaders in the Texas A&M University System to participate in W.K. Kellogg Foundation Project which was awarded to Texas A&M University System Agriculture Program. This was a three-year grant for \$790,000.00 entitled “Developing Collective Leadership for Institutional Change in Higher Education.” The goals of the project were to (1) improve the knowledge and application of collective leadership process and (2) provide institutional and matching financial support for 12 to 18 multi-institutional projects, which strengthen ties, cooperation and coordination among System universities,

other institutions of higher education and communities throughout the state. The collective leadership working conferences included the following:

- (1) Collective Leadership for Higher Education: The Theory
- (2) Transactional and Transformational Leadership: Building University an Integration Team
- (3) Collective Leadership: The Foundation of the Integration Teams
- (4) Collective Leadership and the Learning Organization
- (5) National Kellogg Leadership for Institutional Change
Workshop #2 - Collective Leadership In Higher Education
- (6) Higher Education in a New Century: What Texas Teachers, Counselors, and Administrators Must Know
- (7) Defining Local Issues and Needs for the 21st Century Texas Community Future Forum Planning

Kellogg Leadership Integrator for The Following Three Statewide Change Projects in Higher Education – (1997): Texas A&M University System Agriculture Program, College Station, TX, 1997 – 1999: (1) Changing the Faculty Reward Structure Through a “Self-Study” Model for Documentation of teaching effectiveness, (2) Texas A&M University System Inter-Institutional Collaborative Research and Scholarship Program, and (3) Building Collective Leadership for the 21st Century: Engaging the Community.

TEACHING ACTIVITIES

I have twenty-five years of graduate and undergraduate teaching experience at Virginia State University, Texas A&M University-Texarkana, Griffith University - Gold Coast, Australia, University of North Carolina at Wilmington, Christian Brothers University, The University of Memphis, Stetson University, and Embry-Riddle Aeronautical University.

Courses taught

- Marketing research
- Relationship marketing
- Branding
- Services marketing
- Non-profit marketing
- Social media in marketing
- Sports marketing
- Consumer behavior
- Sales management
- International marketing

Average teaching rating

- 4.91/5.00 (Griffith University MBA)
- 4.89/5.00 (UNCW, Marketing Research)

Teaching Awards

- Nominated for the 1996 University of North Carolina at Wilmington
“**Chancellor Teaching Excellence Award**”

- Was Identified by UNCW graduates as “**Impact Professor**” – a faculty who had significant positive impact on students at the university, May 1994 and December 1994

Dissertation Committee

Internal examiner – MBA thesis, Griffith University, 1997

Internal examiner – Honor dissertation, Griffith University, 1997

External Examiner - Edith Cowan University, Australia – PhD Thesis, 2001

External Examiner - The University of Western Australia – PhD Thesis, 2002

External Examiner - The University of Western Australia – PhD Thesis, 2014-2015

SERVICE TO STUDENTS

Founded Dean’s student advisory boards, Virginia State University, Elizabeth City State University, West Virginia State University

Founding Advisor, American Marketing Association, TAMU-Texarkana 1997-1999

Co-Advisor, American Marketing Association, UNCW 1993-94; 1995-96

Advisor, American Marketing Association, UNCW 1994-95

Awarded, Best Chapter Performance by American Marketing Association, UNCW, 1995

Governor’s Fellows Program Coordinator, Virginia State University, 2000

Participant, Regional Forum on, “Access for Success: A Texas-Style Response,” based on Kellogg Commission’s Report on “Student Access”

Member, Council of School Executives on Partnership for Texas Public Schools representing The Texas A&M University System and The Texas Education Agency

Representative, Virginia State University Campus Compact to increase student retention and build better community relationships by creating “Engaged Campus”

Nominated, for the 1996 University of North Carolina at Wilmington “Chancellor Teaching Excellence Award”

Honored, as “Impact Professor” at UNCW – a faculty who had significant positive impact on students, May & December 1994

Honored, for the all-time highest pair of aggregate student evaluation scores in the MBA program, Griffith University – Gold Coast, Australia, 1996

INDUSTRY, CORPORATIE, AND BUSINESS EXPEREINCE

Florida Food Industries (1982-1986)

Position: multi-unit supervisor and auditor

Duties: responsible for the operation, marketing, and promotion of 22 restaurants, 418 staff, and \$24 million in sale

Accomplishments:

- Turned around the operation of Daytona Beach Unit
- Notice of Excellence – Superior business plan, Sept. 1984
- Notice of Excellence – Superior Service, June 1984
- Most profitable unit, Daytona Beach Unit, March 1985
- Superior Operation Rating from Popeye’s home office (“A” – 94.32%), 1985
- Superior Concept Integrity from Popeye’s home office (“A” – 100%), 1985
- Superior Service Evaluation from Popeye’s home office (Outstanding), 1986

Indian River Mexican Foods (1986-1987)

Position: Multi-unit Supervisor – \$4 million sales, 110 employees, & 6 locations

Duties: responsible for complete operation and marking

Accomplishments: 15% growth in sales in one year

Aviation Experience

Advanced Academic Coursework in Aviation Management

- Aircraft Maintenance Management
- Airline Marketing Management
- Airport Management
- Airline Operation Management
- Commuter Airline Management
- Corporate Aviation Management
- Fixed Base Operator (FBO) Management
- Communicating for Safety

F5 Northrop training

- Basic Engine and Airflow, Engine Fuel System General Electric Engine J85-13
- Engine Electrical & Lubrication Systems General Electric Engine J85-13
- Engine Introduction Course General Electric Engine J85-13

F4 Phantom training

- Basic Engine and Air flow General Electric Engine GEI 84209-I-B, J79
- Afterburner Fuel System and Variable Nozzle System General Electric Engine GEI 84209-II-B, J79
- Power Control Introduction & Main Fuel System General Electric Engine GEI 84209-II-A, J79
- Engine Introduction General Electric Engine GEI 84209-I-A, J79

Technical Training

- Defense Spectrometric Oil Analysis Operator/Evaluator Training (SOAP-A/E), United States Army, Quartermaster School, Fort Lee, Virginia, 1974

Consultant - Embry Riddle Aeronautical University, Daytona Beach, FL., 1981

- Developed a venture analysis including marketing, cost, geographical areas, potential clients, method of operating outside of the ERAU non-profit umbrella and developed specific packaging and correspondence for the process. A business plan was developed and implemented for the above venture.

Consultant - Embry Riddle Aeronautical University, Daytona Beach, FL., 1981

- Responsible for curriculum and academic program development for an Independent Study Program designed for Embry Riddle Aeronautical International Adult Students. University, Bunnell, Florida

HONORS AND AWARDS

- Selected as a Marketing Thought Leader sponsored by American Marketing Association, Marketing Science Institute, and University of Connecticut, 2005
- Vice-Chair and Chair of the Executive Committee, University Council, the highest elected position on campus – 2002-2005
- At-Large Member of the University Council, elected by Virginia State University Faculty, staff, and administrators – 2002-2005
- Co-Chair, Task Force on Shared Governance, Virginia State University – 2001-2002
- This following article was used in preparation of the following three reports and presentations submitted to The United States Senate, The United State House of Representatives, and American Bar Association by Dr. Mark N. Cooper, Director of Research Consumer Federation of America on the topics of:
Rakowski, James P. and David Bejou, (1992), "Birth, Marriage, Life and Death: A Life-cycle Approach for Examining the Deregulated U.S. Airline Industry," Transportation Journal, 32 (Fall), 15-29.
- Nominated for the 1996 University of North Carolina at Wilmington "Chancellor Teaching Excellence Award"
- Honored as "Impact Professor" at UNCW – a faculty who had significant positive impact on students, May & December 1994
- Nominated for the 1995 & 1996 University of North Carolina at Wilmington "Faculty Scholarship Award"
- Awarded the RICHARD D. IRWIN Doctoral Dissertation Fellowship, 1992-1993
- Awarded 1999 'Three Star Quality Rating' by MCB University Press in the U.K. and 1999 'Highest Quality Rating' by ANBAR Electronic Intelligence in the U.K. for "Best Article" in the Journal of Services Marketing
- Awarded the "Best Paper," in marketing research, models and theory track and The Steven J. Shaw "Distinguished Paper Award" - "Overall Best Paper" in the Conference by Richard D. Irwin at the 1993 Southern Marketing Association
- Awarded the "Best Article," in Theoretical Category, Fogelman College of Business and Economics, The University of Memphis, 1995
- Founding Editor, *Journal of Relationship Marketing*, Haworth Press Inc.
- Senior Editor, Relationship Marketing Book Series, Haworth Press Inc.
- *Guest Editor*, Psychology and Marketing (1997), *Special Issue on Psychological Underpinning of Relationship Marketing: an International Perspective.*
- Nominated VP for Academic Affairs, The Academy of Marketing Science, 1996
- Awarded "HUMKO Doctoral Fellow", In Recognition of Excellence in Marketing Doctoral Studies, The University of Memphis, 1992
- Awarded Alpha Mu Alpha, National Marketing Honor Society, 1992
- Awarded the Decision Science Institute Doctoral Consortium Fellow, 1991
- Marquis Who's Who in America, 2000, 2004
- Empire Who's Who, 2005
- Who's Who Among America's Teachers, 2006

Bio – David Bejou

Education - He received a BA in English Literature and Linguistics, an MBA in Aviation Management, and a PhD in Marketing with a minor in Psychology.

Faculty appointment - David has over 30 years of experience in higher education and has moved up the faculty ranks: adjunct faculty, instructor, assistant professor, associate professor, and professor.

Teaching excellence - David was nominated for the University of North Carolina-Wilmington “Chancellor Teaching Excellence Award” and was identified by UNCW graduates as an “Impact Professor” – a faculty member who had significant positive impact on students.

Faculty senate experience - David was very active with the University of North Carolina Wilmington’s Faculty Senate in several capacities – the Chair of Research Committee, a member of Academic Standards Committee, and a member of Undergraduate Curriculum Committee. 1000 faculty

Higher education administration - David has 20 years of executive and senior level administration experience and has progressively moved up the administration ranks. He served as Program Chair, Dean of School of Business, Division Head of Behavioral Sciences and Business, Dean of College of Business and Social Sciences, Graduate Dean, Vice Provost, and Vice President for Academic Affairs. David’s executive level administrative experience and accomplishments range from shared governance; diversity planning; holistic student development, enrollment management, retention & graduation; strategic planning; fiscal management; online education; institutional & specialized accreditation; student outcome assessment; and new academic program development. The Office of Civil Rights of the U.S. Department of Education, Virginia Attorney General's Office, and Virginia Secretary of Education have all praised David for his leadership at VSU for achieving the last item (accreditation of school of business) in a 30-year accord between the Commonwealth of Virginia and the US Department of Education.

Articulations – David has been instrumental in creating 15 articulation agreements with 15 colleges in the U.S., Australia, and China in the areas of nursing, engineering, education, accounting, finance, retailing, aviation management, and criminal justice.

Diversity and human rights - David has promoted diversity and race relations for over two decades. He served as the steering committee member of the Institute for Studying of Race Relations (ISRR) at Virginia State University. He is the founding Chair of

International Human Rights Conference. He has promoted the rights of women, the rights of children, the rights of minorities, and the rights of LGBT among others. David has demonstrated his commitment to the mission of minority institutions and has served three minority institutions during the past 17 years - Virginia State University (1890 land grant), Elizabeth City State University, and West Virginia State University (1890 land grant).

Multi-campus institutions and higher education boards - David has also served the mission of small and large and multi-campus universities - Griffith University in Australia (5 campuses with 44,500 students), Texas A&M University System (11 campuses with 143,000 students), and the University of North Carolina System (17 campuses with 222,000 students). He worked with the Texas Higher Education Coordinating Board (THECB), the State Council of Higher Education for Virginia (SCHEV), and the Higher Education Policy Commission in WV (HEPC).

Research and publication - He has published over 50 academic articles and 6 books. He is known internationally in such areas as human rights, business compassion, CRM, and relationship marketing. His research and views on student holistic development and enrollment management have been published in the *New York Times*. His aviation-related publication has been used in reports for the U.S. Senate, the U.S. House of Representatives, and the American Bar Association. He is the founding Editor of the Journal of Relationship Marketing.

Industry experience - Before joining higher education, David spent ten years in several industries – aviation, hospitality, and financial services.

Passion to serve - David has repeatedly demonstrated his passion for being a transformative servant leader advocating for the rights of faculty, staff, students, alumni, and business and community at large. His colleagues refer to him as “a Remarkable Mediator, the Collaborator, and the Bridge Builder”. His core values are compassion, human rights, diversity, collaboration, and integrity. He is a board member of the Southern Christian Leadership Foundation and served on the United Way Board.