

Steve D. Ugbah, Ph.D.

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[October 2016]

EDUCATION

- Ph.D. Communication, Ohio University, Athens, Ohio, 1986.
Specialty Areas: Organizational Communication & Quantitative Research Methods
Dissertation: Computer Mediated Communication Systems: The Impact on Organizational Climate and Information Adequacy in Organizational Settings.
- M.A. International Affairs, Ohio University, Athens, Ohio, 1982.
Specialty Areas: Development Studies & International Economics
- M.A. Political Science, Ohio University, Athens, Ohio, 1982.
Specialty Area: Public Administration
- B.S. Microbiology, Ohio University, Athens, Ohio, 1978.
- B.A. Zoology, Ohio University, Athens, Ohio, 1978.

INSTRUCTIONAL EXPERIENCE

1996 - Present, Full Professor (with Tenure), Department of Marketing & Entrepreneurship, College of Business & Economics, California State University, East Bay, Hayward, California.

1991 – 1995, Associate Professor (with Tenure), Department of Marketing, School of Business & Economics, California State University, Hayward, Hayward, California.

1986-1991, Assistant Professor, Department of Marketing, School of Business & Economics, California State University, Hayward, Hayward, California.

2001, Visiting Professor, Academy of National Economy, Institute of Business & Economics, Moscow, Russia.

1996, Visiting Professor, Chiat/Day/Mojo Advertising Firm, San Francisco, California.

1984-1986, Instructor, School of Interpersonal Communication, Ohio University, Athens, Ohio.
1982-1983, Research Associate, School of Interpersonal Communication, Ohio University, Athens, Ohio.

1981, Research Associate, Institute for Mathematics & Medicine, Ohio University, Athens, Ohio.

COURSES TAUGHT

- Advanced Marketing Research (MBA)
- Managerial Communication (MBA)
- International Marketing (Undergraduate and MBA)
- Seminar in Marketing Research (Undergraduate)
- Business Communications (Undergraduate)
- Freshman Colloquium (Undergraduate)
- Public Speaking (Undergraduate)
- Interviewing Principles and Practices (Undergraduate)
- Organizational Communication (Undergraduate)
- Negotiation (Undergraduate)
- Establishing New Enterprises (Entrepreneurship—Undergraduate)
- Establishing and Managing a Small Business (Entrepreneurship—Undergraduate)

CURRICULUM DEVELOPMENT

- Seminar in Marketing Research (Undergraduate)
- Business Communication (Undergraduate)
- International Marketing (MBA & Undergraduate)
- Managerial Communication (MBA)
- Negotiation (MBA)

SCHOLARLY PUBLICATIONS

2016

Evuleocha, S. U., **Ugbah, S. D.** (2016). Using sustainable social marketing to respond to global climate change. *Proceedings of the Corporate Communication International (CCI) Conference on Corporate Communication at Baruch College/CUNY*, New York, pp. 238-250.

- **Impact: Best Applied Paper Award, CCI Conference 2016.**
- **Impact: Best Conference Paper Presentation, CCI Conference 2016**

2014

Evuleocha, S. U., & **Ugbah, S. D.** (2014). Good governance: Nigeria's roadmap to image repair. *International Journal of Advances in Management and Economics*, 3(4), 46-52.

2009

Evuleocha, S. U., & **Ugbah, S. D.**, & Law, S. (2009, September). Recruiter perceptions of information that employment references should provide to assist in making selection decisions. *Journal of Employment Counseling*, 46, 98-106.

2007

Lubwama, C. W. & **Ugbah, S. D.** (2007, Fall). Team building: A tool for reducing oral communication apprehension among Accounting students. *Journal of Business and Behavioral Sciences*, 16(2), 48-58.

McKenzie, B., **Ugbah, S. D.**, & Smothers, N. (2007). "Who is an entrepreneur?" Is it still the wrong question? *Academy of Entrepreneurship Journal*, 13(1), 23-43.

Evuleocha, S. U. & **Ugbah, S. D.** (2007, October). Podcasting business learning: Addressing the new learning styles for Generation Y. *2007 Proceedings of the 72nd Annual Convention of the Association of Business Communication*, Washington, DC., Catherine Nickerson.

Ugbah, S. D. & Evuleocha, S. U. (2007, April). Referral marketing networks: Description, utility, and managerial implications. *Proceedings of the Academy of Marketing Studies*, Allied Academies International Conference, Jacksonville, Florida, Volume 12, Number 1, pp. 51-56.

Ugbah, S. D., Lubwama, C. K., & Evuleocha, S. U. (2007, April). Examining differences between accounting and non-accounting students, and the differential impact of gender and ethnicity on oral communication apprehension: An exploratory study. *Proceedings of the Academy of Accounting and Financial Studies*, Allied Academies International Conference, Jacksonville, Florida, Volume 12, Number 1, p. 75.

Utsaha, A., **Ugbah, S. D.**, & Evuleocha, S. U. (2007, April). The dynamics of conflict management in West Africa: The case of violent conflicts among the Tiv People of the Middle Belt of Nigeria. *Proceedings of the Academy of Organizational Culture, Communications and Conflict*, Allied Academies International Conference, Jacksonville, Florida, Volume 12, Number 1, pp 9-13. [Featured paper in the Small Business Advancement National Center (SBANC) Newsletter, University of Central Arkansas, August 21, 2007, Issue 484-2007, www.sbaer.uca.edu/newsletter/2007/082107.htm]

Ugbah, S. D. (2007, March). The vital role of human capital development in a national outsourcing sector: Issues and suggested policy agenda. *2007 Proceedings of the Conference on Technology Outsourcing Opportunities in Nigeria*, San Jose, California. Waltan Corporation Website
[<http://waltannoc.com/resources/Issues+and+Suggested+Policy+Agenda+Outsourcing+Presentation+Dr.+ugbah.pdf>]

2005 - 2006

Evuleocha, S. U. & **Ugbah, S. D.** (2006). How was your weekend? Evaluating the effect of cultural context on employees as stakeholders. *2006 Proceedings of the Conference on Corporate Communication*, Fairleigh Dickinson University, Madison, NJ, pp. 75-88. (Christina M. Genest, Michael B. Goodman, eds.).

Ugbah, S. D. (2005). *Transgender communities: Cultural sensitivity and obstacles to care*. Paper presented at AMFar AIDS Research, 2005 National HIV/AIDS Conference, Oakland, CA.

2002 - 2003

Ugbah, S. D. (2003). *Hooking Up to Care! Minority AIDS Initiative (MAI) Ryan White Title II Outreach Project*. Evaluation Report for Office of AIDS Administration, Alameda County Public Health Department, Oakland, CA.

Ugbah, S. D. (2002 and 2003). *HIV/AIDS client satisfaction survey*. Sponsored Report prepared for Bay Area Consortium for Quality Health Care, Inc., Oakland, CA.

Ugbah, S. D. (2003). *HIV/AIDS prevention and education services client satisfaction survey*. Sponsored Report prepared for Office of AIDS Administration, Alameda County Public Health Department, Oakland, CA.

Ugbah, S. D. (2002). *HIV/AIDS primary care services client satisfaction survey*. Sponsored Report prepared for Office of AIDS Administration, Alameda County Public Health Department, Oakland, CA.

2001

Ugbah, S. D. (2001). Market research and marketability (pp. 17-23). In Mark Noe (ed.) *Go/No Go: A Hands-on Guide to Successful Real Estate Development, Building Construction and Renovation From Concept through Completion*. Third Edition, Remark Publishing.

1992-1996

Ray, R. G., **Ugbah, S. D.**, Brammer, C., & DeWine, S. (1996). Communication behaviors, innovation, and the maverick leader. *Journal of Leadership Studies*, 3 (3), 20-30.

Ugbah, S. D. & Redmond, S. P. (1994). The management change process in planned mentoring programs: Assessing pitfalls and opportunities. *1994 Diversity in Mentoring Conference Proceedings*, Atlanta, GA, pp. 321-328.

Ugbah, S. D., Lubwama, C. K., & Evuleocha, S. U. (1994). Planned mentoring programs in minority students' higher education: A strategic assessment and prescription for the future. *1994 Diversity in Mentoring Conference Proceedings*, Atlanta, GA, pp. 329-340.

Ugbah, S. D. & Umeh, O. J. (1993). Information management: An examination of individual and organizational attributes in government agencies. *Information Resources Management Journal*, 6(1), 5-13.

Ugbah, S. D. & Redmond, S. P. (1993). Managing transitions in planned mentoring programs. *Proceedings of International Mentoring Association Annual Conference*, Atlanta, GA, pp. 500-510.

Ugbah, S. D. & Umeh, O. J. (1993). Public managers' views about information technology management. *Proceedings of the International Business Schools Computer Users Association (IBSCA) Conference*, Denver, CO, pp. 513-522.

Ugbah, S. D. (1993). The marketing research Process. *In Neighborhood Marketing & Resource Guide*. Oakland Chamber of Commerce.

Ugbah, S. D. & Evuleocha, S. U. (1992). The importance of written, verbal, and nonverbal communication factors in employment interview decisions. *Journal of Employment Counseling*, 29(3),128-137.

Ugbah, S. D. & Majors, R. (1992). Influential communication factors in employment interviewing. *The Journal of Business Communication*, 29(2), 145-159.

Ugbah, S. D. (1992). Teaching report writing by linking student reports to the employment process. *The Bulletin of the Association of Business Communication*, LV(2), 23-24.

Ugbah, S. D. & Umeh, O. J. (1992). Information resource management: An examination of individual and organizational attributes in State government agencies. *Proceedings of Decisions Sciences Conference*, San Francisco, CA, pp. 402-412.

Ugbah, S. D. & Umeh, O. J. (1992). Public managers' views about information technology management. *Proceedings of the International Business Schools Computer Users Group Conference*, Columbus, Ohio.

1985-1989

Ugbah, S. D. & DeWine, S. (1989). New communication technology: The impact on intra-organizational dynamics. *Information and Management Journal*, 17(3), 181-186.

Ugbah, S. D. & Williams, S. (1989). The mentor-protege relationship: Its impact on the successful matriculation and career development of blacks in predominantly white institutions. In Julia C. Elam (Ed.), *Blacks in Higher Education: Overcoming the Odds*. University Press of America, Inc., pp. 29-42.

Evuleocha, S. U. & **Ugbah, S. D.** (1989). Stereotypes, counter-stereotypes, and the Black television images in the 1990s. *The Western Journal of Black Studies*, 13(4), 197-205.

Ugbah, S. D. (1989). Market research for real estate projects. In Mark W. Noe (Ed.). *Real Estate Development*, University of California, Berkeley: Extension Division.

Ugbah, S. D. & DeWine, S. (1987). New communication technology: The impact on intra-organizational dynamics. In Essam Mahmoud, Gillian Rice, David Wright, Erdener Kaynak, & Naresh Malhotra (Eds.), *1987 North American Conference Proceedings*. Flint, Michigan: International Business Schools Users Group, pp. 168-172.

Ugbah, S. D. (1986). *Computer mediated communication systems: The impact on organizational climate, and information adequacy in organizational settings*. Unpublished doctoral dissertation, Ohio University, Athens, Ohio.

CONFERENCE PRESENTATIONS

2016

Evuleocha, S. U. & **Ugbah, S. D.** (2016) *Using Sustainable Social Marketing to Respond to Global Climate Change*. Paper presented at the 2016 Corporate Communication International Conference on Corporate Communication, New York, NY

2014

Evuleocha, S. U. & **Ugbah, S. D.** (2014) *Social Media Profiles as the New Screening Interview: A Plus or Minus for the Employer?* Paper presented at the 79th International Conference of the Association for Business Communication, Philadelphia, Pennsylvania.

2008

Evuleocha, S. U. & **Ugbah, S. D.** (2008, October/November). *Communicating standards in the global commerce in human experimentation: Pfizer and the meningitis experiment in Nigeria*. Paper presented at the 73rd Annual Convention of the Association of Business Communication, Incline, Reno-Tahoe.

2004

Wheatley, B., **Ugbah, S. D.**, & Evuleocha, S. U. (2004, July). *Every woman counts: A cancer detection program for women in six California counties using social marketing*. Paper presented at the 11th International Conference on Recent Advances in Retailing and Consumer Services Science EIRASS Conference, Prague, Czech Republic, July 10-13.

2000

Evuleocha, S. U. & **Ugbah, S. D.** (2000). *Time-centered comparisons in international business negotiations*. Paper presented at the 3rd Asia Pacific International Conference of the Association for Business Communication, Kyoto, Japan.

1990-1995

Ugbah, S. D. (1995). *U. S. security assistance programs: National security implications for sub-Saharan African countries*. Paper presented at the African Studies Coalition Annual Conference, Sacramento, CA.

Ugbah, S. D. & O. J. Umeh, O. J. (1995). *Military regimes in African politics: Implications for development in sub-Saharan African countries*. Paper presented at the African Studies Coalition Annual Conference, Sacramento, CA.

Ugbah, S. D. & Lubwama, C. K. (1995). *Toward national development: The effect of foreign capital penetration in the economic growth and political stability of sub-Saharan African countries*. Paper presented at the African Studies Coalition Annual Conference, Sacramento, CA.

Evuleocha, S. U. & **Ugbah, S. D.** (1999). *Faking attention? Impression management and watering down of listening skills*. Paper presented at the 64th Annual Convention of The Association of Business Communication, Los Angeles, CA.

Ugbah, S. D. (1998). *Social marketing and public health communication research*. Paper presented at the Strengthening Families Through Public/Private Partnerships: Connecting Fathers Conference, Oakland, CA.

Ugbah, S. D. & Lubwama, C. K. (1997). *Class apprehension about participation among business students: An exploratory study*. Paper presented at the International Conference of the American Society of Business and Behavioral Sciences, London, England.

Ugbah, S. D. & Umeh, O. J. (1991). Information management: Perceptions of public administrators in government agencies, *Proceedings of the Association of Management*, 2, 65-70.

Ugbah, S. D. (1991). *The impact of the U.S. foreign policy in Sub-Saharan Africa*. Paper presented during the inauguration of Norma Rees as President of California State University, Hayward, CA.

1985-1989

Ugbah, S. D. (1989). *Minority faculty recruiting in academia: Administrative issues and prospects for the future*. Paper presented at the annual convention of the Central States Speech Association, Kansas City, Missouri.

Evuleocha, S. U. & **Ugbah, S. D.** (1988). *Counter-stereotyping: The Cosby Show and the Black image in the 1990s*. Paper presented at the Seventeenth Annual Communications Conference and Job Fair, Howard University, Washington, D. C.

Ugbah, S. D. & Ratliff, C. (1988). *The mentoring dynamic in minority recruiting and retention: The California State University experience*. Paper presented at Mentoring Students: Creating Success Through Caring National Conference, Western Michigan University, Kalamazoo, Michigan.

Ugbah, S. D. (1988). *Peace communication: A Nigerian perspective*. Paper presented at the Annual Convention of the International Communication Association, New Orleans, Louisiana.

Ugbah, S. D. & DeWine, S. (1987). *Computer -mediated communication systems: The impact on organizational climate, and information adequacy in organizational settings.* Paper presented at the Annual Convention of the International Communication Association, Montreal, Canada.

Ugbah, S. D. & Compton, C. (1986). *Information adequacy and relational satisfaction: Is more information better?* Paper presented at the Annual Convention of the Eastern Communication Association, Atlantic City, New Jersey. ERIC Document.

Ugbah, S. D. (et al.). (1986). *New technology: The domino effect on information adequacy and availability.* Paper presented at the Annual Convention of the International Communication Association, Chicago, Illinois.

Ugbah, S. D. (et al.). (1986). *Techno-sense: Interpretive methods of studying technological impacts on organizational communication.* Paper presented at the Annual Convention of the International Communication Association, Chicago, Illinois.

Ugbah, S. D. & DeWine, S. (1986). *Conflict management and relational disengagement: Are the communication strategies the same?* Paper presented at the Speech Communication Association Convention, Chicago, Illinois.

Ugbah, S. D., Compton, C., Imahori, T., & Daniels, T. (1986). *Information adequacy: An adequate construct?* Paper presented at the Speech Communication Association Convention, Chicago, Illinois.

Ugbah, S. D. & Williams, S. (1986). *The mentor-protege relationship: Its impact on the successful matriculation and career development of blacks in predominantly white institutions.* Paper presented at the Speech Communication Association Convention, Chicago, Illinois.

Ugbah, S. D., et al. (1985). *Organizational mavericks and innovation: A triangulation study of culture.* Paper presented at the annual convention of Speech Communication Association, Denver, CO. ERIC Document #ED 265 599.

EXTERNALLY-FUNDED GRANTS AND CONTRACTS EXPERIENCE

- OAKLAND POLICE DEPARTMENT, County of Alameda, State of California Probation Department, 2000. Youth Violence/Drug Prevention Program for Service Organizations, City of Oakland Police Department, County of Alameda, State of California Probation Department.
- COUNTY OF ALAMEDA, State of California Probation Department, 2000. Funded grant to implement Probation Services for Incarcerated Females, County of Alameda, State of California Probation Department.

- STATE OF CALIFORNIA OFFICE OF AIDS, 1999. Funded grant to implement HIV/AIDS Home Health Care Services in Oakland, State of California Office of AIDS.
- CENTERS FOR DISEASE CONTROL AND PREVENTION, Atlanta, GA, 1999. Funded grant to implement a Community-Based HIV Prevention Project for African Americans.
- CITY OF FREMONT, Fremont, CA., 1999. Funded grant to conduct survey a follow-up survey of Community Perceptions of the Fremont Police Department's Cultural Sensitivity.
- CALIFORNIA DEPARTMENT OF HEALTH, Sacramento, CA., 1999. Oakland Family Empowerment Project—funded grant to implement teenage pregnancy and fatherlessness prevention for 3 years.
- SHELTER AGAINST VIOLENT ENVIRONMENTS, Fremont, CA., 1998. Funded grant to evaluate a federally-funded domestic violence prevention and community oriented policing program.
- CALIFORNIA DEPARTMENT OF HEALTH, Sacramento, CA., 1998. Funded grant to implement *Alameda County Male Action Network*, a curriculum-based teenage pregnancy prevention program, in Alameda County schools.
- BRINK'S INC., Oakland, CA., 1997. Funded grant to conduct a value-added electronics components' international marketing research study.
- CITY OF CONCORD REDEVELOPMENT AGENCY, Concord, CA., 1997. Funded contract to conduct a downtown redevelopment marketing research study.
- ALAMEDA COUNTY PUBLIC HEALTH DEPARTMENT, Oakland, CA., 1996. Funded contract to coordinate and evaluate the Alameda County Male Action Network, Male Involvement Program.
- OFFICE OF FAMILY PLANNING, CALIFORNIA DEPARTMENT OF HEALTH, Sacramento, CA., 1995. Funded grant to implement Alameda County Male Action Network, to prevent teenage pregnancy for 4 years.
- CITY OF FREMONT, Fremont, CA., 1994. Funded contract to conduct survey of Community Perceptions of the Fremont Police Department's Cultural Sensitivity.
- CITY OF HAYWARD, Hayward, CA., 1993. Funded contract to conduct a Resident Assessment Survey of the City of Hayward (follow-up survey).
- CITY OF HAYWARD, Hayward, CA., 1991. Funded contract to conduct a Resident Assessment Survey of the City of Hayward.
- THE NATIONAL COMMUNICATIONS FORUM, National Engineering Consortium, Chicago, IL., 1990, 1989. Awarded a grant through the Information Industry University Faculty Program, sponsored by corporations, foundations, and the National Engineering

Consortium, a nonprofit organization of telecommunications educators and industry committed to advancing the field of engineering and contributing to the development and dissemination of knowledge. This grant was offered on a competitive basis to faculty members nationwide.

PROGRAM EVALUATION EXPERIENCE

- Ugbah, S. D. *HIV/AIDS Care and Treatment Services in Alameda County: Consumer Survey*, HIRE Center Research Brief (R08-02-04), December 2007
- Ugbah, S. D. *HIV Prevention Services in Alameda County: An Assessment of Consumer Needs*, HIRE Center Research Brief (R07-12-17), December 2007.
- Ugbah, S. D., Nan L. Maxwell, and Alvan Quamina. *HIV/AIDS Prevention in Alameda Country: A Gap Analysis*, 2006
- Ugbah, S. D., Nan L. Maxwell, and Alvan Quamina. *HIV/AIDS Prevention and Education for African American men Who have Sex with Men*, 2006.
- Ugbah, S. D., Nan L. Maxwell and Lynn Paringer. *Alameda County Service Needs of Individuals at Risk of Transmitting or Contracting HIV/AIDS*, 2006
- Ugbah, S. D. and Nan L. Maxwell. *A Call to Action: Viewpoints from Alameda Country African American men on HIV/AIDS*, 2006
- Ugbah, S. D., Nan L. Maxwell and Lynn Paringer: *HIV/AIDS Prevention and Education Among African American Men who Have Sex with Men: Literature Review*, 2006
- Ugbah, S. D. (2003). *Hooking Up to Care! Minority AIDS Initiative (MAI) Ryan White Title II Outreach Project*, Office of AIDS Administration, Alameda County Public Health Department, 2003.
- Ugbah, S. D. *HIV/AIDS Client Satisfaction Survey*, Bay Area Consortium for Quality Health Care, Inc., Oakland, CA, 2002, 2003.
- Ugbah, S. D. *HIV/AIDS Prevention and Education Services Client Satisfaction Survey*, Office of AIDS Administration, Alameda County Public Health Department, 2003.
- Ugbah, S. D. *HIV/AIDS Primary Care Services Client Satisfaction Survey*, Office of AIDS Administration, Alameda County Public Health Department, 2002.
- Ugbah, S. D. *Domestic Violence Training with a Community Oriented Policing Philosophy*, Shelter Against Violent Environments (SAVE), 1997.

- Ugbah, S. D. and J. Umeh. *Community Health Improvement Project (CHIP)*, East Oakland Youth Development Center (EOYDC), 1990-1993.
- Ugbah, S. D. *Hooking Up to Care Project!* Minority AIDS Initiative Ryan White Title II Outreach Program, Office of AIDS Administration, Oakland, CA., 2004.
- Ugbah, S. D. *Next Steps Program: HIV/AIDS Prevention for Recently Incarcerated African Americans*. Minority AIDS Initiative (MAI), AIDS Project East Bay, 2005 & 2006.
- Ugbah, S. D. *Call to Action: I'm Worth It!* AIDS Project East Bay (APEB), Oakland, CA., 2006.
- Ugbah, S. D. *Early Detection Programs: Every Woman Counts*. Breast Cancer Education Program, Alameda County Medical Center Breast & Cervical Health Collaborative, Oakland, CA. 2005 & 2006.

PROFESSIONAL DEVELOPMENT SEMINAR PARTICIPATION

- **ADVANCED MARKETING RESEARCH TECHNIQUES FORUM**, American Marketing Association, Beaver Creek, Colorado, 1991. Advances in preference and choice modeling; advances in survey-based strategic category research; advances in survey-based pricing research; new frontiers in the analysis of marketing research; and consumer choice models and the design and analysis of choice experiments.
- **MULTIVARIATE STATISTICS IN MARKETING RESEARCH**, American Marketing Association, San Francisco, California, 1991. Conjoint analysis; factor analysis; cluster analysis; multiple regression analysis; correspondence analysis; discriminant function analysis; and brand mapping as a marketing tool.
- **MANAGING RETENTION THROUGH EARLY INTERVENTION**, Noel/Levitz Centers for Institutional Effectiveness and Innovation, Oakland, California, 1990.
- **NATIONAL COMMUNICATIONS FORUM**, National Engineering Consortium, Chicago, Illinois, 1990. Marketing for high technology organizations; turning customer needs into product reality; competitive benchmarking; selling technology to management; strategic planning; and managing quality in the workplace.
- **NATIONAL COMMUNICATIONS FORUM**, National Engineering Consortium, Chicago, Illinois, 1989. Customer and end-user needs; satisfying the customer; markets and the demands for services; and other important issues.
- **EASTERN COMMUNICATIONS FORUM**, National Engineering Consortium, Chicago, Illinois, 1988. Information services: critical information and issues; business market for information services; and residence markets for information services.

REVIEWS, WORKSHOP PRESENTATIONS, AND FACILITATION EXPERIENCE

- Paper Reviewer. *Dynamic Perspective on Entrepreneurial Orientation: Evidence from the Chinese Manufacturing Sector*, 2009 Academy of Management Annual Meeting, Business Policy & Strategy Division.
- Paper Reviewer. *Antecedents of performance: comprehensiveness, extensiveness and slack*. 2009 Academy of Management Annual Meeting, Business Policy & Strategy Division.
- Symposium Reviewer. *Triple Bottom Line: Senior Leadership and Directors' Roles in Creating Strategic Issue Momentum*. 2009 Academy of Management Annual Meeting, Business Policy & Strategy Division.
- Paper Reviewer. *More or less? How closure collaboration and networks impact on new venture performance*. 2009 Academy of Management Annual Meeting Entrepreneurship Division.
- Facilitator, Human Development and Relationships, 20th Annual Statewide Black Health Conference, Oakland, CA. 1999.
- Presenter, Market Analysis Seminar, Lawrence Livermore National Laboratory, Livermore, CA (with Prof. Norman Smothers & Prof. Ricardo Singson). 1994.
- Presenter, Marketing Resources at California State University, Hayward, to merchants in the Dimond District, Oakland, CA. Program sponsored by the Neighborhood Merchants Council Subcommittee, Oakland Chamber of Commerce, Oakland, CA. 1993.
- Presenter, Interpersonal Communication Workshop. Kaiser Permanente Management Development Program (co-sponsored by the Institute of Research and Business Development, California State University, Hayward). 1990.
- Guest Speaker, Marketing /Feasibility Studies for Real Estate Projects. Lectured delivered at the University of California, Berkeley. 1989-1990.
- Presenter, Effective Interviewing Techniques. Workshop conducted for the Asian Business League, California State University, Hayward. 1990.
- Presenter, Techniques of Effective Resume Writing. Workshop conducted for the Accounting Association, California State University, Hayward. 1989.

- Co-Presenter, Developing the Administrative Communication Course: Writing, Interviewing, and Speaking in Business. Workshop conducted at the Western Speech Association Annual Convention, Salt Lake City, Utah. 1987.
- Facilitator, Professional Grant Writing Workshop, Yosemite National Park, CA. Conducted workshop on writing funded proposals for 10 California State University, Hayward, staff, 1987.
- Presenter, The Secret of Marketing Portfolios. Conducted workshop on how to organize a marketing portfolio for the American Marketing Association, California State University, Hayward. 1987.

SELECTED NEEDS ASSESSMENT AND MARKETING RESEARCH PROJECTS

[Abridged Listing]

- HIV/AIDS Prevention and Education for African Americans in Alameda County: A Gap Analysis (with Nan L. Maxwell & Alvan Quamina), August 2006.
- HIV/AIDS Prevention and Education for African American Men Who Have Sex with Men: A Gap Analysis (with Nan L. Maxwell & Alvan Quamina), August 2006.
- Alameda County Service Needs of Individuals At Risk of Transmitting or Contracting HIV/AIDS (with Nan L. Maxwell & Lynn Paringer), April 2006.
- Alameda County Services for Persons at Risk of Contracting HIV/AIDS (with Nan L. Maxwell & Lynn Paringer), April 2006.
- A Call to Action: Viewpoints from Alameda County African American Men on HIV/AIDS (with Nan L. Maxwell), February 2006.
- HIV/AIDS Prevention and Education Among African American Men who have Sex with Men: Literature Review (with Nan L. Maxwell & Lynn Paringer), January 2006.
- Community College Students' Needs Assessment Survey, California State University, Hayward Contra Costa Campus (now Concord Campus), 1999.
- Customer Perceptions of Monitoronsale.com, Monitoronsale.com, Hayward, CA, 1999.
- On-line Agricultural Services Survey, Stockton Livestock Exchange, Stockton, CA., 1994.
- Needs Assessment Survey of Coronary Disease Prevention Program, Fremont Heart Institute, Fremont, CA., 1994.

- Juvenile Safety Products User Survey, Smiles & Smirks, Fremont, CA., 1993.
- Market Analysis for Juvenile Safety Products, Smiles & Smirks, Fremont, CA., 1994.
- Needs Assessment for a Travel Agency, International Travel Exchange, Hayward, CA., 1994.
- Assessment of Consumer Use of Hands-free Telephone Product, ARM Communications, Los Gatos, CA., 1994.
- U. S. Census Bureau Marketing Strategy Case--1990 Census: A Critical Count, The American Marketing Association, California State University, Hayward. 1989.
- American Red Cross Marketing Strategy Case--The American Red Cross: Revenue Generation in a Turbulent Environment, The American Marketing Association, California State University, Hayward, 1988.
- U. S. Special Olympics, Marketing Strategy Case, The American Marketing Association, California State University, Hayward, 1987.
- Consumer Survey of Opto-electronic Bean Sorting Machine, Sortex-Scancore, Union City, CA., 1989.
- Plastic Media Market Survey, Smith Industrial, San Leandro, CA., 1988.
- Assessment of Market Potential for Marble Products, Tri-City Marble, Fremont, CA., 1987.
- Survey of Business Graphics Users, Colossal Graphics, Mountain View, CA., 1987.
- Customer Survey for Tax Services, David Volkar & Associates, Martinez, CA., 1987.
- Asbestos Abatement Service Survey, Forensic Analytical Specialties, Inc., Hayward, CA., 1988.
- Pre-Employment Testing Service Survey, Precis Corporation, Alameda, CA., 1990.
- Salesforce Survey , Discovery Toys, Martinez, CA., 1989.
- Indoor Facilities Needs Assessment Survey, YMCA, Hayward, CA., 1995.
- Consumer Usage and Attitudes Survey, Positive Communications, Pleasanton, CA., 1995.
- Consumer Satisfaction Survey, Dance Visions, Cubberley Community Center, Palo Alto, CA., 1993.

- Consumer Needs and Satisfaction Survey, Fremont Chamber of Commerce, Fremont, CA., 1993, 1994, 1995.
- Needs Assessment for On-line Liquor Purchasing, Efficient Marketing Concepts, San Mateo, CA., 1993.
- Consumer Satisfaction Survey, Dorothy's Boutique, Oakland, CA., 1993.
- Consumer Usage and Attitudes Towards VASPAK Survey, Classical Boutiques, Aptos, CA., 1992.
- Consumer Perceptions of Chiropractic Service, Dr. Katherine Page, Pleasanton, CA., 1992.
- Consumer Awareness Survey, Peninsula Ballet Theater, San Mateo, CA., 1991.
- Consumer Demand for Electronic Traffic Monitoring Device, Way-To-Go Corporation, Berkeley, CA., 1991.
- Consumer Satisfaction Survey, Golden State Warriors, Oakland Coliseum, CA., 1990.
- Consumer Usage and Attitudes Survey, University Union, California State University, Hayward, CA., 1991 & 1993.
- Community Perceptions of Nacelle Shapes Concept, U.S. Windpower, Livermore, CA., 1991.
- Consumer Perceptions of Flea Control Fogger, Chevron Chemical Company, San Ramon, CA., 1990.
- Potential Customer Survey, Impact Designs, Hayward, CA., 1990.
- Customer Needs and Attitudes Survey, Data-Port, Berkeley, CA., 1991.
- Needs and Requirements of Funding Sources, Marine Sciences Institute, Redwood City, CA., 1991.
- Consumer Usage and Attitudes Survey, Pioneer Bookstore, California State University, Hayward, CA., 1990, 1992, 1995.
- Consumer Usage and Attitudes Survey, Advanced Power Systems, Hayward, CA., 1990.
- Consumer Usage and Attitudes towards Non-Alcoholic Wines Survey, Ariel Vineyards, Napa, CA., 1991.

- Patient Satisfaction Survey, Washington Hospital Development Corporation, Fremont, CA., 1991.
- Needs Assessment for On-Campus Housing, Facilities Planning and Operations, California State University, Hayward, CA 1990.

HONORS AND AWARDS

- **PERFORMANCE SALARY STEP INCREASE**, School of Business & Economics, California State University, Hayward, Hayward, CA., 1997. Received this performance-based merit award based on peer evaluation.
- **ALPHA AWARD**, Alpha Chapter, Delta Pi Epsilon, New York University, 1993. Award presented for the article, “INFLUENTIAL COMMUNICATION FACTORS IN EMPLOYMENT INTERVIEWS” published in the Spring 1992 *Journal of Business Communication* as “**the best scholarly written article to appear in a business education-related journal.**”
- **WHO’S WHO IN CALIFORNIA**, The Who’s Who Historical Society. 1989.
- **VISITING PROFESSOR**, Chiat/Day/ Mojo Advertising Agency, San Francisco, CA., 1989. One of 22 professors chosen throughout the United States by the Advertising Council to participate in the Visiting Professor program. Worked on various projects including a consumer analysis of side dishes produced by Golden Grain Company; and target market analysis of laptop computers.
- **MERITORIOUS PERFORMANCE AND PROFESSIONAL PROMISE AWARD**, School of Business & Economics, Hayward, CA., 1988. Received the MPPPA award from the School of Business & Economics for professional achievements and overall contributions to both the university and the community.
- **THE CHARLES REDDING DISSERTATION AWARD** (Honorable Mention), International Communication Association, 1987. Received one of two annual awards presented to the “**Best Dissertation in the Area of Organizational Communication**” by The International Communication by The International Communication Association, Division 4, Organizational Communication, Montreal, Canada.
- **BEST PAPER AWARD**, International Business Schools Computer Users’ Group, 1987. Received award for the paper: New communication technologies: Their impact on intra-organizational dynamics, at the Annual Conference of the International Business Schools Computer Users’ Group Conference, Flint, Michigan. 1987.
- **THE HUGH G. WALES AWARD**, American Marketing Association, 1987. Honored as **The Best Advisor in the West** and Honorable Mention, **Top 10 Most Outstanding**

Collegiate Advisors in the Nation by the American Marketing Association, New Orleans, Louisiana.

- **MEMBER, PHI KAPPA PHI HONORS SOCIETY**, Ohio University Chapter, Athens, Ohio, 1987. Initiated into this academic honors society for outstanding academic achievements as a graduate student.

INTERNAL UNIVERSITY CONTRIBUTIONS

2016

- Member, Academic Senate (Fall Quarter, 2016), CSUEB
- Member, Scholarship Review Committee, College of Business & Economics (CBE)
- Member, CSUEB Recruitment Committee, Associate Vice President Enrollment Management Services

2014-2015

- Member, RTP Committee, College of Business & Economics, CSUEB (**2014-2015**).
- Member, RTP Committee, Department of Marketing & Entrepreneurship, CSUEB (**2014-2015**).
- Member, Task Force on Entrepreneurship Option, College of Business & Economics, CSUEB (**2014-2015**).

2008-2009

- Member, Faculty Affairs Committee, College of Business & Economics, CSUEB (2008-2009).
- Member, PTR Committee, College of Business & Economics, CSUEB (2008-2009).
- Member, Committee on Budget and Resource Allocation (COBRA), CSUEB (2006-2009).
- President & Advisor, Beta Gamma Sigma (BGS) Honors Society, California State University East Bay Chapter (2005-2009)
- Member, Search Committee for CSUEB VP Planning & Enrollment Management.
- Member, Search Committee for CSUEB Director, Career Development Center
- Member, Library PTR Committee, CSUEB.
- Member, Member, University Advancement Committee, California State University East Bay.
- Co-Chair, Campus Climate COT, WASC Accreditation Team, California State University East Bay.
- Member, Faculty Diversity Equity Committee (FDEC), California State University East Bay.
- Vice Chair & Board Member, California State University Foundation Board, California State University, East Bay, Hayward, California.
- Board Member, California State University Foundation Board, California State University, East Bay, Hayward, California.

- Vice Chair, Executive Committee, Academic Senate, California State University, East Bay, Hayward, California.
- Member, Undergraduate Curriculum Committee, College of Business & Economics, California State University East Bay.
- Member, Academic Senate, California State University, East Bay, Hayward.
- Faculty Liaison, California State University, Hayward Library, California State University, Hayward.
- Member, Contra Costa Campus (now Concord Campus) Faculty Advisory Committee, California State University, Hayward, 1994 – 1995
- President, California Faculty Association (CFA), California State University, Hayward Chapter, 1994 - 1995.
- Member, California State University, Hayward Community Service Advisory Board, 1994 – Present
- Vice President, California Faculty Association (CFA), California State University, Hayward Chapter, 1993-1994.
- Co-Founding Director, University Advisement Center, California State University, Hayward, Hayward, 1992 - 1994.
- Faculty Marshall, Annual Convocation, California State University, Hayward, 1993.
- Member, Committee on Academic Planning and Resources (CAPR), California State University, Hayward, 1991-1993
- Director, Faculty/Student Mentoring Program, California State University, Hayward, 1992.
- Member, Faculty Affairs Committee, California State University, Hayward, 1990-1992
- Member, Working Papers Committee, College of Business & Economics, California State University, Hayward, 1992 - 1995.
- Member, Computer and Telecommunications Committee, College of Business & Economics, California State University, Hayward, 1992-1995.
- Member, Institutional Review Board, California State University, Hayward, 1990 – 1995
- Member, Writing Skills and Math Appeals Committee, California State University, Hayward, 1989 - 1995
- College of Business and Economics Liaison, CSUH Faculty/Student Mentoring Program, California State University, Hayward, 1989-1990.
- Member, Educational Equity Committee, California State University, Hayward, 1989-90
- Chair, Retention/Graduation Subcommittee, California State University, Hayward, 1989-1990.
- Advisor, American Marketing Association, California State University, East Bay Chapter, Hayward, CA. 1986-1990.
- Advisor, Black Business Majors Association, California State University, Hayward, Hayward, CA. 1986-1990.
- Member, Instructional Media Resources Subcommittee, California State University, Hayward, CA, 1986-87.
- Marshall, Founder's Day Convocation, California State University, Hayward, CA. 1987.
- Advisor, Asian Business League of Silicon Valley, California State University, Hayward, Hayward, CA. 1986-1987.

EXTERNAL UNIVERSITY CONTRIBUTIONS

2015

Member, Transition Team of Governor-elect, Dr. Samuel Ortom, Benue State, Nigeria.

Director General, Dr. Samuel Ortom and Engineer Benson Abounu Gubernatorial Campaign Organization, Benue State, Nigeria.

Member, Intelligence and Security Committee, General Muhammad Buhari Presidential Campaign Organization, All Progressives Congress (APC), Nigeria.

Guest Speaker, 2015 Tiv Day Celebration and 100 million Naira Appeal Fund for the Building of its State Secretariat, Tiv Development Association (TIDA), Nassarawa State, Nigeria.

2011

Candidate, Executive Governor, Action Congress of Nigeria (ACN), Benue State, Nigeria.