

Jack E. Tucci, Ph.D.  
William M. Lemley Endowed Chair  
Arkansas Tech University  
106 West "O" Street  
Russellville, Arkansas 72801

Search Committee  
c/o Renee Woodward  
UW-Casper  
125 College Drive  
Physical address: 435 Union/University Building  
Casper, WY 82601

Dear Dean Frye, Search Committee, Faculty, Staff, and Students

This letter is in response to your Associate Dean and Director for the Casper Campus search and serves as my application. I have reflected on my life and how to effectively combine my years of experience both as a manager in a Fortune 5 company, an entrepreneur, and twenty plus years experience in academia and make a significant difference with my life. Since beginning my educational career, I have engaged in a variety of activities that have strengthened my professional identity as an academic leader. My caring nature, administrative and leadership experience and dedication will allow me to make significant, positive contributions as your associate dean and director. I believe that what is contained in this letter, by my references, and what is found in my vitae, illustrate that I meet and can accomplish what you have outlined in your position description: *"We seek a dynamic leader who can enhance UW's long-standing, successful partnership with Casper College, working with faculty, students, and staff at both institutions. Minimum qualifications include: (1) university-level experience in teaching and academic administration, (2) experience with outreach programs and distance learning, (3) experience with university-community college partnerships, and (4) experience with nontraditional students. Preferred qualifications include: (1) an advanced degree or earned doctorate, especially in one of the disciplines offered at UWC, (2) a record of academic scholarship and/or creative work, (3) experience in fundraising and external community relations, and (4) experience in rural higher education settings. The successful candidate will be asked to accept an offer pending tenure in a university program or department."* I am that person.

Briefly:

*(1) university-level experience in teaching and academic administration:* I have both taught (~15 years) and have served from dept. chair to VPAA in administration (~10 years).

*(2) experience with outreach programs and distance learning:* I developed the National Guard MBA program as an outreach to returning veterans. This program morphed into our on-line MBA program ( I taught the first section of on-line Business Policy for Mississippi State in 2004).

*(3) experience with university-community college partnerships:* As Dean and Executive Director for the MSU-Meridian campus, 100% of all our students came from community

Colleges. The largest being Meridian Community College just across the street. All the degree programs that we enjoyed were created as partnerships with each of the four primary community colleges with which we worked directly.

*(4) experience in rural higher education settings:* Meridian, MS. had about 37,000 residents, similar in size and scope to Casper.

*(5) The successful candidate will be asked to accept an offer pending tenure in a university program or department:* I would be proud to be part of the University of Wyoming.

I have a balance of industry and academic experience as my vitae testifies. I believe this serves me well as a representative to the external community in that it allows me to talk easily with those who may feel disconnected from a university setting. This ability is paramount in helping others see the value in making contributions to further the cause of improving higher education and access to same. When I was at Mississippi State (2003-2010), we were donated the Newberry building as well as 6.5 million dollars for the renovation for the new home of our College of Business. As part of the gift, we also received \$300K for a matching scholarship for the Fall of 2010. We matched the entire amount plus raised an additional amount of \$150K. Considering that the prior 10 years to my arrival we averaged \$30K in scholarships annually. We created a new fund totaling \$780K for scholarships that offset budget cutbacks Fall 2010! In light of the 23% budget cutbacks (13% in 2010, +10% for 2011 from 2009 budget figures) we all experienced during this period in higher education, we moved forward. Entrepreneurial action is critical for survival and I have evidenced this by the moneys we (me and my development officer) have raised and the new programs I created to meet the needs of our communities. During my time at Faulkner University, we received a check for \$1,000,000 million from a donor who I have worked with over the last six years on other projects. This was one of the first significant gifts for Faulkner in recent memory. The monies were used for stadium completion (as found on their website).

I have worked with multiple accrediting agencies ie., SACS, ABA, NCATE, and AACSB, achieving the same or higher metrics than our peer schools. A dean must be, as I have been, entrepreneurial in generating funds through sustainability in education. We generated well over \$200K from our "new" Executive MBA at Mississippi State so that we could afford "new" and existing faculty opportunities for reduced loads during their first year so the faculty could get their research programs underway. By increasing our academic reputation within the community and working with our foundation representatives it was not long before many "friends" of the university saw that investing in education had great returns for society! During my tenure at MSU, I insisted that all of our classrooms be transformed to smart/fully capable classrooms. After completion, faculty caught the vision and accordingly our students skills and success in learning increased dramatically (documented by our NSSE and Noel-Levitz surveys combined with feedback from employers). During my time at Faulkner, I transformed a technology lagging institution to becoming the nation's first fully I-PAD compatible campus replacing all books with e-books. The initial investment for this project was over \$800,000 but had a payback in less than 1.5 years. The savings to students is at minimum \$500 per semester (plus after two years they keep their IPAD!).

Congratulations to Bruce Richardson on his receiving Ellbogen Lifetime Teaching Award! I believe teaching and research go hand in hand and IS the primary driver in our mission as academic leaders to help students achieve success! Nevertheless, I understand the difficulties in hiring superior faculty created from a mission driven zeal for diversity of perspectives and thoughts. It took me more than two years to find our first African American business professor willing to move to Mississippi and choose us over a HBCU. Since hiring Dr. Natasha Randle, the diversity she has brought to MSU made a significant, positive impact on our campus. Once that seed of success was planted other efforts have met with much success. The Meridian campus, under my leadership took the initiative to start offering, via distance, our MBA program to veterans returning from Iraq and Afghanistan. In a matter of months, our distance "National Guard MBA" program evolved into a distance MBA program that enabled both the Starkville and Meridian campus to grow our online program to one of the largest programs compared to our SEC peers (200+ high quality students w/avg. GMAT 620+.) The monies from this program allowed me to buy out time for my professors to seek service and research opportunities. At Faulkner University, our initiatives to hybridize traditional classes connected our off campus students with the main campus in ways not possible before.

At Mississippi State University – Meridian, I spearheaded the effort to create and start our new "MBA – Accounting" degree that was done in combination with our existing Executive MBA, a new Technology Management degree and our Healthcare Administration degree that began Spring 2009. All of these aforementioned degrees require internships so that hands-on learning is a fundamental part of the curriculum. Strong ties to the community are essential as the aforementioned degrees are the direct result of working with our largest employers within our region. To enhance the university's influence within the community, I have made it a practice building school/public relations by offering (myself and with other faculty) public seminars in leadership, conflict resolution, diversity management, customer service, accounting for managers, and various other topics that opens doors to the public so that they may experience, in a general sense, what higher education is all about. It also does wonders for the public's perception of our academic reputation and our role in the community. At Faulkner, I initiated the hiring of 6 to 10 faculty per year to reinvigorate our curriculum and delivery methods to bring state of the art technology into the classroom to open doors of opportunity not previously available.

When evaluating new programs, one of the strengths that I bring to the forefront was my experience as curriculum representative for the university. The pains one must endure to come to an understanding of meeting of SACS, ABA, AACSB, NCATE, and our internal Gen –Ed / liberal arts requirements. Combined with the University's requirements, it quickly educates one to the difficulty of making changes and moving a college and university forward to meet the changing dynamics in our turbulent world. It should not be left unsaid about the years I served on the IRB committee for the university. It is essential to understand the costs and risks involved in our everyday business. As a provost at Faulkner University, I appreciated the factors that drive the internal clock of any university!

I have also served as the regional director for the Technology Resource Institute and the Small Business Development Center, and as such, have worked with local businesses, regional, and national manufacturers to provide the right resources to solve technical/business problems whether they are engineering, employee, or human factor issues. I firmly believe you have to

simultaneously use a push-pull strategy to gain the necessary momentum to be productive in your region from an institutional perspective. I believe this demonstrates I can work well with external stakeholders who may not have readily apparent direct-connections with the university. I also work well with our legislators, so much so, that I am/was on a first name basis with those in our region of eastern Mississippi. Those relationships allowed me to obtain critical start-up funding and project completion funds for several projects.

When asked about my management style, I like best to talk about the positive events in my academic career brought about by team work such as having a former student ask me to request a grant from his company that allowed the college of business to purchase new computers for the faculty. With the help of other faculty members I wrote the request and as a result of team work, the company funded the purchase! I have had the opportunity to literally meet hundreds of people to raise money for various scholarship campaigns, technology funding initiatives, and for endowed chairs. When I first arrived at Mississippi State University – Meridian we had to start from scratch where we went from zero publications to average 1.05 publications per year, per faculty member over the last six years. It takes a team of committed faculty to transition to this level of achievement and not lose the high touch, personal focus along the way! My commitment to applicable research has only been limited by the size of our faculty's opportunities, not the heart of our program. In prior years I also had the opportunity to help bring to fruition the AACSB accreditation of Abilene Christian's College of Business program under the new model of self assessment and in the development of rubrics that reflect the reality of what they were doing. By the very nature of academia, accreditation (whether SACS, ABA, AACSB, NCATE, or other,) teamwork is essential. At Arkansas Tech University, we were just reaccredited by AACSB where I served on the AOL committee.

Although not asked for specifically in your search, I want to include a brief statement that best sums up my view of what I do and what I believe a dean should accomplish.

### **Statement of Philosophy on Academic Leadership**

*I believe in continually encouraging faculty, staff, and students to achieve more in every facet of their life along the dimensions of learning, research, service. I would love to say "I did it all" but everyone really knows it takes sacrifice by a team of inspired and dedicated faculty and staff. All I can do is model the behaviors that will lead from a shared vision today to the reality of a best-in-class education tomorrow. In leadership, I believe what contributes to academic and personal success is first and foremost integrity, high energy, and dedication to the faculty, students, and staff. Whether at the University of Wyoming at Casper, or wherever fate leads me, strength of character and vision will take the people I work with to the next level. I lived this same philosophy at Shell Oil where I managed a diverse workforce located over a large geographic region in West Texas. I believe that if my character and behavior are consistent with a clearly articulated/shared vision, others will want to follow. There is evidence this has worked for me in the past and I can see no evidence why it will not work in the future.*

I am available to you and the committee at anytime to clarify or update you on anything you may need to learn about me. Please do not hesitate to call me at (479) 968-0608 (Arkansas Tech University), or at home in the evenings (479) 280-1836. As someone who has participated on many search committees, thank you for your hard work and consideration. After reviewing information about the University of Wyoming, Casper College, research about the city of Casper, and talking this opportunity over with my wife, I would love to join you on your journey to the future!

Humbly,

Jack E. Tucci, Ph.D.  
William M. Lemley Endowed Chair  
Arkansas Tech University

Attachments

Ps. Some may ask, why do you want to move to Wyoming? Short answer: I spent many summers visiting a family friend who taught at Wyoming's Laramie campus. I love the character and values of people in the west. I raised my children in Cortez, Colorado in the mid-eighties and miss the western environment.

Jack E. Tucci, Ph.D.  
Prof. of Mgmt. and William M. Lemley Endowed Chair  
Management and Marketing Dept.  
College of Business  
Rothwell 445  
Arkansas Tech University  
[jtucci@atu.edu](mailto:jtucci@atu.edu)

ATU: 479-968-0608  
Home: 479-280-1836



### Academic Background

Ph.D. University of North Texas, Denton, Texas, Strategic Management (Strategic Marketing minor), 1996  
M.B.A. The University of Texas of the Permian Basin, Odessa, Texas, Management (Marketing minor), 1990  
B.B.A. The University of Texas of the Permian Basin, Odessa, Texas, Management (Marketing minor), 1989

### Certifications

Electrical Contractor License (professional certification for state contracting), 2715, Oct. 12, 1982

### Academic Experience

William M. Lemley Professor of Management, Arkansas Tech University (2013 - Present).

- Teach Strategic Management and Management and Organizational Behavior
- Faculty Senate (appointed)
- University IRB committee
- Ph.D. Program Committee
- Steering Committee for G2C as part of the ATU "Quality Plan" required by the HLC and reaccreditation
- Freshman Success
- Assurance of Learning Committee
- Advise on technology initiatives.

Vice President Academic Affairs (and interim V.P. Student Affairs 2011-2012), Faulkner University (2011- 2013).

- Chief Academic Officer responsible for Academics and \$65mm budget for a four campus system.
- Established the I-Pad initiative incorporating an all-e-book campus and new learning initiatives such as flipping the classroom where appropriate (+\$1MM investment in technology upgrades)
- Revitalized IR-IE efforts to make the campus a data-driven decision making campus.
- Collaborated with the Alabama department of Revenue and the league of municipalities of economic development efforts and brown site reclamation.
- Established "reasonable" workload, work related pay-scale and Independent studies policies.
- Created "Faculty College" to enhance research and teaching expectations and skills.
- New Ph.D. in Literature approved by SACSCOC Fall 2012
- Created office of Student Success and increased retention by 113% for identified at-risk students. (+\$330,000 investment in people and software to integrate Advising, Registrar, and Financial Aid)
- Restructured University and created independent College of Education (formerly in A&S) to enhance growth opportunities. (experienced +100% increase in new education majors in next academic year)
- Initiated university wide "paperless" process and workflow efforts in Green initiative and sustainability efforts.
- Magister Examius Award
- Was gifted \$1mm as principle for stadium completion project

Dean and Executive Director, Mississippi State University- Meridian, (2003-2011)

- Chief Academic Officer and Executive Director for Commercial Operations.
- Responsibilities included the colleges of A&S, Education, and Business
- Commercial Operations include the Riley Center for the Performing Arts and the Riley Conference Center.
- Gifted the downtown Newberry Building (approx. value \$1.5mm)

- Gifted \$6.5MM for construction and restoration
- Gifted \$755K for scholarships from 2009/2010
- Implemented five new degrees in eight years (two grad and three undergrad.)
- Regional Director for the technology Resource Institute (funded by the Department of Labor)
- Increased faculty research by 200% in five years.
- Riley Scholar Award
- University Strategy and Policies Committee (executive committee)
- Implemented Writing Across the Curriculum to bolster students written and oral skills.

Associate Professor of Strategic Management, **Marshall University** (2002 - 2003).

- Responsibilities for teaching Strategic Management at both graduate and undergraduate levels
- Served on college teaching effectiveness committee

Associate Professor of Management, **Abilene Christian University** (2000 - 2002).

- Teacher of the Year 2001
- Teach Strategic management at both undergraduate and graduate level.
- Committee responsibilities included: Chapel, AACSB, AOL, and Curriculum.
- Developed the Montevideo, Uruguay campus to establish our South America business program.

Associate Professor, **Southeastern Louisiana University** (1994 - 2000).

- Outstanding Teaching Award 2000
- Outstanding Service to Student Award 2000
- Teach Strategic management and Entrepreneurship at both the graduate and undergraduate level.
- Raised \$70,000 for Management Dept. to purchase new computers.
- Was gifted \$15,000 for golf scholarships (majority of SELU golfers are business majors)
- University Curriculum Committee for six years,
- IRB for six years,
- College curriculum committee for three years.

**Development:                    \$9,835,000 Career to date**

- 2012: Tucci, J. E. & Baker, W., Billy Hilyer Stadium (\$1,000,000.00), Blackwarrior Industries.
- 2010 [Year 2 of 2]: Tucci, J. E. & Thompson, J., Newberry Construction Completion (\$2,000,000.00), Riley Foundation. This money was requested to cover cost overruns and additional design changes to make the building suitable for a college of business.
- 2010 [Year 1 of 2]: Tucci, J. E. & Thompson, J., Newberry Restoration Project (\$4,500,000.00), Riley Foundation.
- 2010: Tucci, J. E. Hol-Mac Matching Scholarship Gift (\$50,000.00), Hol-Mac Industries Corporation. 2010 [Year 1 of 5]: Tucci, J. E. & Thompson, J., Gipson Steel Matching Scholarship (\$50,000.00), Gipson Steel Corp.
- 2010: Tucci, J. E. & Thompson, J., Hall Forest Management Matching Grant (\$100,000.00), Hall Forest Prod.
- 2010: Tucci, J. E. & Thompson, J., Vanzuverden Corporation Matching gift (\$100,000.00), Vanzuverden Corp..
- 2010: Tucci, J. E. & Thompson, J., Mitchell Distributing Matching Scholarship (\$100,000.00), Mitchell Distributing.
- 2010: Tucci, J. E. & Thompson, J., Coca-Cola Bottling Matching Scholarship (\$50,000.00), Meridian Coca-Cola
- 2010: Tucci, J. E. & Thompson, J., Riley Next Step Scholarship (\$300,000.00), Riley Foundation. This was a \$300,000 matching gift that was matched and exceeded by \$150,000 for a total gift impact of \$750,000 which provided full scholarships for 24 students with a 28 or better ACT score.
- 2009: Tucci, J. E. & Thompson, J., Newberry Building (\$1,500,000.00), Riley Foundation. The Newberry building which is adjacent to the MSU-Riley Center was gifted to Mississippi State University to enable it to move its College of Business downtown as part of the downtown economic renewal project.
- 2000: Tucci, J. E. Enterprise Technology Gift (\$70,000.00), Enterprise Rental.
- 1999: Tucci, J. E. Golf Scholarships (\$15,000.00), Various donors during scholarship campaign and annual golf tournament for athletic scholarships for business majors raised through cold calls in Tangipahoa Parish.

## Professional Experience

Goldsmith Area Operations Manager, **Shell Pipeline Corporation** (1984 - 1991). Responsible for pipeline operations and all feedstock into and refined products shipped out of the Shell Odessa Refinery including maintenance of each system.

Electrical Specialist, **Gulf Oil Corporation** (1983 - 1984). Responsible for installation, operations, and maintenance of pipeline control systems using programmable controllers as well as introduction of new technologies in measuring high pressure CO2 gasses for offshore operations in Louisiana

President and CEO, **American Electric** (1980 - 1983). Responsible for managing and contracting of electrical work and daily operations of an electrical business.

Senior Technician, **Gulf Oil Corporation** (1978 - 1980). Responsible for installation of high-tech electronics for control and measurement of pipeline operations for all of West and Central Texas.

## Consulting

2007: **Tower Industries** (Cerebus Corp.), Start-Up of Steel Stamping Plant, This was a new start-up facility engaged in staffing up, training, learning, and growth issues as a tier-one supplier to the Nissan Assembly Plant in Canton, Mississippi. Other issues also addressed quality control and planned expansion into the phase 2 part of the project as a second stamping line came into production.

2006: **Mitchell Industries**, Product Market testing of several new products to expand current business line-up, One product was a substitute for Gatorade.

The second product was an academic/athletic proprietary product test.

2005: **E.F. Young Manufacturing**, Branding Unification, E.F. Young (2nd largest African American skin and hair product company) had 14-17 different brands under their label but lacked a uniformed image to help them reach immediate logo and brand recognition status.

2000: **Motiva** (jv between Shell Oil and Texaco), Refinery Audit of all inputs and outputs to reduce losses and to implement loss control parameters., Intense representational faithfulness accounting methods were installed to insure that accurate accounting was done for all inputs, through puts and outputs to the Motiva Refinery.

1999: **Motiva** (jv between Shell Oil and Texaco), Y@K readiness, Intense audit of all operational computers was performed to eliminate any liability for lock-up or shut down of the refinery. 35 computers were either updated or replaced with modern equivalent.

1998: **Weyerhaeuser**, Economic Impact Analysis Study, Employment, spin-off jobs, direct and in-direct financial impact

1997: **Cavenham Forest Industries**, Social Responsibility, Include all primary and secondary benefactors to social responsibility through direct or indirect support.

1994-1995: **ARCO Oil and Gas**, Implementation of PVS System within the ARCO Oil and Gas account receivables/payables systems., Working with the Dallas IMS managers in resolving problems in implementing new product volume system (PVS) (MIS). Reviewed the layoff policies for 2700+ employees and timing of implementation of new MIS (PVS) system automating all external business transactions for the receipt and delivery of crude and refined products.

1993: **Tetra Pak**, Tetra Pak Unionization Campaign, Working with non-union employees during unionizing campaign resulting in one peer reviewed article



### **Intellectual Contributions: Refereed Articles**

- SeungJae, S. S. & Tucci, J. E. (2014). Wal-Mart's Dilemma in the 21st Century: Sales Growth Vs. Inventory Growth. *Journal of Applied Business Research*, 31(1) 32-41.
- SeungJae, S. S. & Tucci, J. E. (2014). Wal-Mart's Leadership in Retail Supply Chain. *Journal of Management Systems (JMS)* 24 (3) 23-31.
- Tucci, J. E. & Ennis, K. L. (2011). Attention Entrepreneurial Small Business Owner (ESBO): Be Your own Internal Auditor. *Entrepreneurial Executive (The)*, 16, 97-106.
- SeungJae, S. S. & Tucci, J. E. (2009). A Study of E-Government Infrastructure Through WIFI Implementation: Strategic Pricing to Recover Costs. *Electronic Government: An International Journal*, 6 (3), 282-294.
- Shin, S. S., Ryoo, J. O., Cunningham, J. C., & Tucci, J. E. (2009). Authentication and Protection for E-Finance Consumers: The Dichotomy of Cost Versus Ease of Use. *International Journal of Electronic Finance*, 3 (1), 31-45.
- Shin, S. S. & Tucci, J. E. (2007). Internet Industry Competition Dynamics: Peering Limitations, Exposure, and Counter Strategies. *Journal of International technology and Information Management*, 16 (4), 61-74.
- Shin, S. S., Weiss, M., & Tucci, J. E. (2007). Rural Internet Access: Over-Subscription Strategies, Regulation and Equilibrium. *Managerial and Decision Economics*, 28 (1), 1-12.
- Shin, S. S., Tucci, J. E., & Glaser-segura, D. (2006). A Study of Internet Industry Structural Determinants With Interconnection Strategies. *INFO: the Journal of Policy, Regulation, and Strategy for Telecommunications, Information, and Media*, 8 (1), 29-41.
- Glaser-Segura, D. A., Tucci, J. E., & Laurentiu, D. A. (2006). Supply Chain Management and the Romanian Transition. *Amfiteatru Economic*, 8 (19), 17-28.
- Shin, S. S., Tucci, J. E., Weiss, M., & Correa, H. (2006). 2+2 Banded Frameworks of Interconnectedness: Industry Structure Determinants. *Academy for Information and Management Science Journal*, 9 (1), 1-15.
- Shin, S. S.,
- Cope, R. F., Cope, R. F., & Tucci, J. E. (2006). Internet Pricing: Best Effort Versus Quality of service. *Academy for Information and Management Science Journal*, 9 (2), 1-9.
- Sparkman, A. M., Kim, D., & Tucci, J. E. (2005). Dagwood Doesn't Work Here Anymore. *Economics and Economic Education Research Journal*, 6 (2), 23-31.
- Droege, S. E., White, H., & Tucci, J. E. (2004). Hardee's Restaurants: Stuck in the Middle or Creating a Competitive Advantage. *Journal of International Academy for Case Studies*, 10 (1), 33-42.
- Tucci, J. E. & Cappel, S. D. (2003). AACSB - International Learning Assessment: An Integrated Approach. *Academy of Educational Leadership*, 7 (2), 7-15.
- Tucci, J. E., Cappel, S. D., Burton, O., & Skaggs, S. (2003). Learning Transfer: An Educators Dilemma. *Journal of Business Industry and Economics*, 3 (1), 18-26.
- Tucci, J. E., Owen III, R. E., & Cappel, S. D. (2003). Illiterate Fraternity: Future Perspectives. *Economics and Economic Education Research Journal*, 4 (1), 17-28.
- Tucci, J. E., Pothier, K., & Cappel, S. D. (2002). Meatballs.Com: Intrepreneurship for Survival. *Journal of International Academy for Case Studies*, 7 (2), 23-37.
- Tucci, J. E. & Cappel, S. D. (2001). Representational Faithfulness: An Auditor's Nightmare. *Journal of Business Disciplines*, 9 (1), 27-40.
- Tucci, J. E., Cappel, S. D., & Carruth, P. J. (2000). Y2K Readiness, Compliance, and Vulnerability. *Journal of Business Disciplines*, 8 (2), 34-42.
- Wyld, D., Tucci, J. E., & Cappel, S. D. (1998). But Can I Eat Taco Bell in Tunisia?: The Big Country Survey -Ca Cross Cultural Survey for Student Usage in Intneational Curricula. *International Journal of Educational Leadership*, 2 (1), 16-33.
- Carruth, P. J. & Tucci, J. E. (1998). Is Time Running Out on Tenure? *Journal of Accounting and Finance Theory*, 6 (2), 19-27.
- Wyld, D. C., Cappel, S. D., McLaurin, J. R., & Tucci, J. E. (1998). Brother Can You Spare an Hour on the Compuserve? *Academy of Managerial Communications Journal (The)*, 2 (1), 3-11.
- Tucci, J. E., Cappel, S. D., & Wyld, D. C. (1998). Cadbury-Schweppes and the World Marketplace. *Journal of International Academy for Case Studies*, 4 (1), 19-26.
- Tucci, J. E., Phillips, A., & Phillips, C. (1998). The Role of Anti-Union Employees in Unionizing Campaigns. *Academy of Strategic and Organizational Leadership Journal (The)*, 2 (1), 27-34.

- Tucci, J. E., Cappel, S. D., & Wyld, D. C. (1997). Federal Express: Is Imitation Flattery? *Journal of International Academy for Case Studies*, 3 (1), 27-41.
- Wyld, D. C., Cappel, S. D., & Tucci, J. E. (1997). It's Not Just the Big Boys Who Pay the Big Bucks!: Environmental, Civil, and Criminal Liability for Small Businesses Under the Federal Environmental Laws. *Entrepreneurial Executive (The)*, 2 (1), 13-19.
- Wyld, D. C., Cappel, S. D., & Tucci, J. E. (1997). Marketing Using the other Teams Playbook?: The Case of the William Redmond and the New Age Cola Wars. *Journal of the Academy of Marketing Studies*, 1 (2), 28-35.
- Wyld, D. C. & Tucci, J. E. (1997). The Digital Dance: How Companies and Individuals Are Reinventing the Employment Marketplace via the Internet. *Journal of Contemporary Business Issues*, 5 (1), 8-14.
- Tucci, J. E. & Sweo, R. (1996). Strategic Groups: Firm Structure, Industry Diversification, and Financial performance Determinants. *American Business Review*, 13 (1), 37-44.

## Book

- Schaefer, T. E. & Tucci, J. E. (1992). *Strategy and Policy*. 160 Gould Street, Needham Heights, Massachusetts 02194: Allyn and Bacon.

## Presentation of Refereed Papers

- Shin, S. & Tucci, J. E. (2009, August). Lesson form WiFi Municipal Wireless network. The 15th Americas Conference on Information Systems, San Francisco, California.
- Shin, S. & Tucci, J. E. (2009, February). What's Wrong with City Wireless Infrastructure. Southwest Decision Sciences Institute, Oklahoma City, Oklahoma.
- Tucci, J. E. & Shin, S. (2009, February). Competition and Strategy in the U.S. Broadband Industry. Southeast Decision Science Institute, Charleston, South Carolina.
- Shin, S., Cunningham, J., Ryoo, J., & Tucci, J. E. (2008, November). A Study of Two-Factor Authentication Against On-Line Identity Theft. 39th Decision Science Insititute Annual Conference, Baltimore, Maryland.
- Shin, S., Cunningham, J., & Tucci, J. E. (2008, February). Mobile TV Adoption Strategy in U.S. Wireless Market. Southeast Decision Science Institute Conference, Orlando, Florida.
- Shin, S. & Tucci, J. E. (2007, November). Municipal Wireless: Pricing Strategy Review. 38th Decision Science Institutue Annual Conference, Phoenix, Arizona.
- Shin, S., Glaser-Segura, D., & Tucci, J. E. (2006, April). Mobile Broadcasting to Your Cellular Phone. The Allied Academies 2006 International Conference, New Orleans, Louisiana.
- Allen, P. E. & Tucci, J. E. (2005, April). Matrixing Your Way to Higher Salesforce Performance: Diagnostic modeling of Performance Assessment. Allied Academies - Academy of Marketing Studies, Memphis, Tennessee.
- Glaser-Segura, D., Tucci, J. E., & Valcea, S. (2005, November). Semanatoarea Harvester Combines: What to do in a Clutch. International Academy for Case Studies, Memphis, Tennessee.
- Shin, S., Glaser-Segura, D., & Tucci, J. E. (2005, November). A Game Theoretic Analysis of Competing Strategies in the Internet Industry: Will Regulation Be Necessary. 36th Decision Science Institute Annual Conference, San Francisco, California.
- Shin, S., Cope, R. F., Cope, R. F., Weiss, M. B., & Tucci, J. E. (2005, April). A QoS Statgic Pricing Methodology for Internet Service providers. Allied Academies International Conference, Memphis, Tennessee.
- Shin, S., Tucci, J. E., Weiss, M. B., & Correa, H. (2005, April). 2+2 Tier banded Frameworks of Interconnectedness: Industry Structure Determinants. Allied Academies International Conference, Memphis, Tennessee.
- Smith, I. & Tucci, J. E. (2005, April). University of Iowa, Appalachian School of Law, Concordia, Monash: Who's Next? and Can it be Prevented? Allied Academies International Conference, Memphis, Tennessee.
- Ennis, K., Kim, D., & Tucci, J. E. (2004, November). Every Good Manager is a Good Auditor. Allied Academies International Conference, New Orleans, Louisiana.
- Sparkman, A. M., Kim, D., & Tucci, J. E. (2004, November). Dagwood Doesn't Work here Anymore?: The Denominator, Unemployment, and War. Allied Academies International Conference, New Orleans, Louisiana.
- Cappel, S. D., Tucci, J. E., Waiker, A., & Pearson (deceased), T. (2002, March). A New Strategy: Could it Spell Relief for Employers Facing Increased Health Benefit Expenses. Allied Academies International Conference, Nashville, Tennessee.

- Tucci, J. E. & Cappel, S. D. (2002, March). American Assembly of Collegiate Schools of Business International Learning Assessment: An Integrated Approach. Allied Academies International Conference, Nashville, Tennessee.
- Tucci, J. E., Cappel, S. D., & Waiker, A. (2002, March). Environmental Manufacturing: Reconciling Lean Manufacturing and Enterprise Resource Planning. Allied Academies International Conference, Nashville, Tennessee.
- Tucci, J. E., Owen III, R., & Cappel, S. D. (2002, March). Illiterate Fraternity: Future Perspectives. Allied Academies International Conference, Nashville, Tennessee.
- Cappel, S. D., Pearson (deceased), T., & Tucci, J. E. (2001, October). Does a Low Cost Strategy Equal Success for Commercial Airlines: A Conceptual Question Revisited. Society of Business, Industry, and Economics (SOBIE), Natchez, Mississippi.
- Cappel, S. D., Pearson (deceased), T., & Tucci, J. E. (2001, March). Crescent City Security Services. Allied Academies International Conference, Nashville, Tennessee.
- Tucci, J. E., Burton, O., Cappel, S. D., & Skaggs, S. (2001, October). Learning Transfer: An Educator's Dilemma. Society of Business, Industry, and Economics (SOBIE), Natchez, Mississippi.
- Tucci, J. E., Pothier, K., & Cappel, S. D. (2001, March). Meatballs.com: Entrepreneurship for Survival. Allied Academies International Conference, Nashville, Tennessee.
- Tucci, J. E. & Cappel, S. D. (1999, November). Representational Faithfulness: An Auditor's Nightmare. Midsouth Association of Business Disciplines, Jackson, Mississippi.
- Tucci, J. E., Cappel, S. D., & Carruth, P. (1999, March). Y2K Readiness, Compliance, and Vulnerability. Midsouth Association of Business Disciplines, Jackson, Mississippi.
- Cappel, S. D., Tucci, J. E., Wyld, D., & Carruth, P. (1998, March). Interface of Values and the Systematic Process of Organizational Strategy Development. Allied Academies International Conference, Myrtle Beach, South Carolina.
- Carruth, P., Carruth, A., Cappel, S. D., & Tucci, J. E. (1998, March). Evaluating Differing Expectations Concerning Effective Teaching: Different Strokes for Different Folks. Allied Academies International Conference, Myrtle Beach, South Carolina.
- Tucci, J. E., Barbara, F., Cappel, S. D., & Wyld, D. C. (1998, March). The Clash of Titans: A Case Study of the Earth Moving Industry. Allied Academies International Conference, Myrtle Beach, South Carolina.
- Tucci, J. E. & Sweo, R. E. (1998, March). Ethics of the Entrepreneur: The Case of the Biker Ad Wars. Midwest Division of the Academy of Management, Chicago, Illinois.
- Cappel, S. D. & Tucci, J. E. (1996, October). The Value of Pricing Policies and Practices in Determining Business Strategy in the Commercial Airline Industry. Allied Academies International Conference, Maui, Hawaii.
- Tucci, J. E., Cappel, S. D., & Wyld, D. (1996, October). A Study of the Relationship Between Downsizing, Industry Diversification, and Financial Performance. Allied Academies International Conference, Maui, Hawaii.
- Tucci, J. E., Cappel, S. D., & Wyld, D. (1996, October). Tunnel Vision in Strategic Research: The Argument for Expanding the Field Through Theory Development. Allied Academies International Conference, Maui, Hawaii.
- Tucci, J. E., Cappel, S. D., & Wyld, D. (1996, October). Federal Express: Is Imitation Flattery? Allied Academies International Conference, Maui, Hawaii.
- Tucci, J. E., Cappel, S. D., & Wyld, D. (1996, October). Cadbury-Schweppes and the World Marketplace. Allied Academies International Conference, Maui, Hawaii.
- Wyld, D. C., Cappel, S. D., & Tucci, J. E. (1996, October). Marketing Using the Other Team's Playbook? Allied Academies International Conference, Maui, Hawaii.
- Wyld, D., Cappel, S. D., & Tucci, J. E. (1996, October). Organizational Theory in Cyberspace: The Impact of the Internet and Intranets on Structure and Communication Patterns in Organizations. Allied Academies International Conference, Maui, Hawaii.
- Tucci, J. E., Phillips, A., & Phillips, C. (1996, November). May the Workforce Be With You: Anti-Union Employees and Unionizing Campaigns. Southwest Academy of Management, San Antonio, Texas.
- Wyld, D. C., Cappel, S. D., & Tucci, J. E. (1996, October). Brother Can You Spare an Hour on Compuserve: How the Internet Will Reinvent Corporate Recruiting. Allied Academies International Conference, Maui, Hawaii.
- Tucci, J. E. & Shaefer, T. (1995, November). 21st Century Business Curriculum: Challenges and Opportunities. Decision Science Institute, Boston, Massachusetts. Tucci, J. E. (1993, May). Qualitative Research: Technology Applications. Qualitative Research Conference (QUIG) University of North Texas, Denton, Texas.

## **Presentation of Non-Refereed Papers**

Tucci, J. E. & Moawad, R. (1991, September). Committed to Quality: People Bringing Quality to Life. President's Council on Management Improvement, Dallas, Texas.

## **Faculty Development**

### Instructional-Related Conference

2013: Arkansas Tech University Certification for on-line professors., Russellville, Arkansas. This is an eight week certification course to insure quality in all the on-line courses taught by this professor. A broad variety of skills and techniques as well as technologies are used to demonstrate how to maximize the educational/learning experience for Arkansas Tech students.

2002: Writing Across the Curriculum Certification, Hammond, West Virginia. This certification course is to insure that all participants meet and/or exceed the WAC (Writing Across the Curriculum) guidelines insuring that communication skills of all students in this instructors course have enhanced learning in written communication skills..

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development presentation entitled "Reading, Writing, and Accounting" presented by Dr. Pam Carr (Professor of Accounting). This presentation addressed the problem accounting employers have with the writing skills of new hires. Using a "readability" test, student writing was examined and compared to the level of readability that is required in the accounting profession. The objective of the this research is to help faculty to better prepare accounting students with the ability to deliver technical content in a clear, concise, understandable way..

2013: Arkansas Tech College of Business Faculty Development Workshop, Russellville, Arkansas. Attended a College of Business Faculty Development Workshop on using Tegrity for lecture capture and student presentations. Instruction for this workshop was given by Dr. Becky Callaway and Mr. Ken Teutsch (Academic Affairs e-Tech Specialist).

2002: Marshall University, Writing Across the Curriculum Certification (WAC) as certified by Ohio State University, to insure that students increased their writing skill levels as a key component of the learning process. Huntington, West Virginia.

## **Awards - Honors**

### **Awards**

- 2011: Outstanding Achievement Award. Mississippi State University.
- 2008: Campus Commitment Award. Mississippi State University.
- 2005: Research Award for 2+2 Tier banded Frameworks of Interconnectedness. International Allied Academies for Research.
- 2005: The Distinguished Education Program Award. Mississippi State University.
- 2003: Research Award for Hardee's Restaurant: Stuck in the Middle?. Allied Academies International Conference.
- 2001: Research Award for Meatballs.Com (Case Study). Allied Academies International Conference.
- 2001: Teacher of the Year. Abilene Christian University - COBA.
- 2000: Outstanding Service to Students Award. Southeastern Louisiana University.
- 2000: Outstanding Teacher Award. Southeastern Louisiana University.
- 1998: Research Award: But Can I Eat Taco Bell in Tunisia. Allied Academies International Conference.
- 1990: SRA - Special Recognition Award. \$3,000 Shell Oil Company.

### **Honors**

- 2012: Initiator ~ Magister Examius. Faulkner University.
- 2010: Riley Scholar - Creator. Mississippi State University.
- 2007: Who's Who Among America's Teachers. Mississippi State University.
- 2006: Who's Who Among America's Teachers. Mississippi State University.
- 2005: International Creative and Innovative Distinguished Teaching Award. Allied Academies.
- 2005: Who's Who Among America's Teachers. Mississippi State University.
- 2004: Who's Who Among America's Teachers. Mississippi State University.
- 2000: Who's Who Among America's Teachers. Abilene Christian.
- 1998: Who's Who Among America's Teachers. Southeastern Louisiana University.
- 1996: Beta Gamma Sigma - Outstanding Graduate Student. Reward based on performance in grades and activities in graduate school Beta Gamma Sigma.
- 1996: Who's Who Among America's Teachers. Southeastern Louisiana University.
- 1994: Ph.D. Student Teaching Award. Highest overall SOT's for College of Business for all Ph.D. students. Awarded gift certificate in recognition. University of North Texas.

## References for Jack E. Tucci, Ph.D.

### *Academic References*

**Faulkner University**  
Scott Gleaves, Ph.D.  
Dean, College of Biblical Studies  
5345 Atlanta Hwy  
Montgomery AL 36109  
[sgleaves@faulkner.edu](mailto:sgleaves@faulkner.edu)  
334-386-7670

**Mississippi State University**  
William Hill, Ph.D.  
Assoc. Dean, College of Business  
1000 Hwy 19 North  
Meridian, MS 39301  
[whill@msstate.edu](mailto:whill@msstate.edu)  
601-484-0163

**University of Mary Washington**  
Dean Lynne Richardson, Ph.D.  
1301 College Avenue  
duPont Hall 210  
Fredericksburg, VA 22401  
[lynne.richardson@umw.edu](mailto:lynne.richardson@umw.edu)  
765-702-9252 540-654-2470

### *Development References*

Joshua Thompson  
Director of Development  
Mississippi State University  
Meridian, MS 39307  
[jthompson@foundation.msstate.edu](mailto:jthompson@foundation.msstate.edu)  
601-484-0493