

# CURRICULUM VITA

**Martin S. Bressler**  
**Professor of Marketing & Management**  
**John Massey Endowed Chair in Entrepreneurship**  
**John Massey School of Business**  
**Southeastern Oklahoma State University**

## EDUCATION:

Doctor of Education, 1995 University of Sarasota	Higher Ed Administration Sarasota, FL
Graduate Certificate in Management, 2015 Johnson Graduate School, Cornell University	Business Strategy Ithaca, NY
Advanced Professional Certificate, 1986 Suffolk University	Business Administration Boston, MA
Master of Business Administration, 1983 Anna Maria College	Business Administration Paxton, MA
Bachelor of Arts, 1980 Worcester State University	History & Government Worcester, MA

Professional Certified Marketer (renewed 2012)  
Certified International Project Manager (2013)  
Master Management Consultant (2013)

## ACADEMIC EXPERIENCE:

08/10-present Professor of Marketing & Management  
John Massey Endowed Chair in Entrepreneurship  
Southeastern Oklahoma State University  
Durant, OK

Teaches undergraduate and graduate courses in Management and marketing including Entrepreneurship & New Venture Management, Small Business Management, Contemporary Issues in Management, Applied Business Projects, and Strategic Management. Advises students and serves on committees as needed.

09/01-08/10 Professor of Marketing & Entrepreneurship/Department Chair  
Houston Baptist University, Houston, TX

Served as Professor and Department Chair with responsibilities for Management and International Business major programs. Courses taught include Marketing

Principles, International Marketing, Entrepreneurship, Innovation, and Strategy, at undergraduate and graduate levels. Responsibility for accreditation standards and reporting, curriculum development, hiring and evaluating faculty, advising students, and program marketing. Faculty mentor to EAS Scholars. Led MBA *Washington Experience* program visit to Washington, DC.

09/86-09/01 Associate Vice-President for Academic Affairs and Professor of Marketing  
Thomas College, Waterville, ME

Served as Assistant Professor of Marketing from 1986-1988, promoted to Associate Professor and Dean of Faculty in 1988 and assumed responsibility for internship, study abroad, and Small Business Institute programs. In 1995, named Professor & Associate Dean responsible for business division and in 1998 named Associate Vice President for Academic Affairs. Member of Graduate Affairs, Academic Affairs, and Institutional Management Committee and member of the Council of Deans. Primary responsibility for curriculum development of new majors in Marketing Information Systems, Criminal Justice, International Business, and Entrepreneurship. Assumed responsibilities of Academic Vice President when necessary. Developed a student, faculty and commercial exchange program with L'Ecole de Gestion et de Commerce, a business college located in St. Nazaire, France.

01/01-05/01 Visiting Professor in Business Administration  
Colby College, Waterville, ME

01/83-08/86 Adjunct Instructor in Business Administration  
Bryant University 09/85-05/86  
Nichols College 08/84-05/86  
Quinsigamond College 01/83-05/86  
Thunderbird University AGSIM summer, 1995

#### **NON- ACADEMIC EXPERIENCE:**

03/95-04/98 Business Column Writer, *The Small Business Adviser*  
**Central Maine Newspapers** (won media award in 1997)  
Authored weekly business advice column providing area small businesses information and counsel on a variety of business topics.

03/71-09/85 Sales and Marketing Manager  
Merchandise Control Manager/Assistant Controller  
Sears, Roebuck & Company Merchandise Group

Served in a number of management/executive positions for 17<sup>th</sup> ranked Fortune 500 Corporation; including Department Manager, Division Manager, Sales Manager, and Merchandise Control Manager/Assistant Controller. P&L responsibility for +30 million dollars annually. Achieved nine promotions.

09/86-present Consultant to business and government

Provides consulting services to small and medium-size businesses, nonprofit and governmental agencies, and B2B service providers in the areas of marketing, strategic planning and management, and new business start-ups.

**PROFESSIONAL INTERESTS:**

Entrepreneurship, Marketing, International Marketing, Strategic Planning and Management, Teaching Business Subjects.

**SELECTED COMMITTEES AND SPECIAL ASSIGNMENTS:**

- 2013- AACSB Accreditation Oversight Committee, Chair
- 2012-14 Chair, JMSB Curriculum Committee
- 2011- Faculty Senate
  - Chair, University Affairs Committee 2014-2015
  - Chair, University Marketing Task Force (2014)
  - Committee on Committees 2012, 2015 (Chair, 2012)
- 2011/12 Chair, JMSB Student Recruitment
- 2011/12 JMSB Student retention
- 2012- Oklahoma Regents Course Equivalency Project, Management curriculum
- 2012- AACSB Assurance of Learning Committee
- 2010- JMSB curriculum development, Hospitality

**AWARDS AND HONORS:**

- 2017-*Best Case Nominee*, Southwest Case Research Association
- 2016-Academy of Legal, Ethical, and Regulatory Issues, *Distinguished Research Award*
- 2016-McGraw-Hill *Distinguished Research Award*, SWCRA
- 2016-Southeastern Faculty Senate Award for Research Scholarship-JMSB
- 2016-Southeastern Faculty Senate Award for Service-JMSB
- 2016-Oklahoma Medal of Excellence Nominee
- 2016-Larry Watts Service Award, Allied Academies
- 2015-Southeastern Faculty Senate Award for Research Scholarship-JMSB
- 2015-Southeastern Faculty Senate Award for Service-JMSB
- 2015- Oklahoma Medal of Excellence Nominee
- 2014-*Fellow and Dean of Fellows*, The Association for Small Business & Entrepreneurship
- 2014-Southeastern Faculty Senate Award for Scholarship-JMSB
- 2014-*Fellow*, Allied Academies International
- 2013- Southeastern Faculty Senate Award, *University Professor of the Year*
- 2013- Academy of Legal, Ethical, and Regulatory Issues, *Distinguished Research Award*
- 2012-Southeastern Faculty Senate Service Award-JMSB
- 2011-ASBE Service Award
- 2010-Academy of Entrepreneurship, *Distinguished Research Award*
- 2010-IABPAD Service Award
- 2010-ASBE Service Award
- 2009-Academy of Educational Leadership, *Outstanding Educator Award* for Creative & Innovative Teaching
- 2009-Academy of Educational Leadership, *Distinguished Research Award*
- 2009-ASBE Past President's Award

2008-IABPAD Research Award  
2008-Academy of Entrepreneurship, *Distinguished Research-Honorable Mention*  
2008-Houston Baptist University *Outstanding Advisor* nominee  
2007- Houston Baptist University *Outstanding Advisor* nominee  
2006-AIS Educator's Conference *Distinguished Research Award*  
2006-Academy of Educational Leadership *Distinguished Research Award*  
2006-Master Professor Designation, Global Business Strategy  
2006-Piper Foundation Teaching Award College Nominee  
2005-2010-*Entrepreneurial Excellence Award*, Houston Business Crossroads  
2006-2009-ASBE Officer's Service Award  
2006-*Who's Who Among Executives & Professionals*  
2003-ASBE *Outstanding Paper* runner-up, FBD Conference  
1999-Carnegie Foundation CASE Professor of the Year Nominee  
1999-Fulbright Scholar to Germany  
1997-U.S. Small Business Administration Media Advocate of the Year  
1996-Sigma Beta Delta National Honor Society  
1995-*Who's Who in American Education*  
1992-Harvard University Press *Profiles in Business & Management*  
1991-Small Business Institute District Award (also 1988, 1989)  
1991-U.S. Small Business Administration Advocate of the Year

#### **PROFESSIONAL MEMBERSHIPS:**

Association for Small Business & Entrepreneurship  
American Marketing Association  
Academy of Entrepreneurship  
Southwest Case Research Association  
Association for Legal, Ethical, and Regulatory Issues

#### **EFFECTIVE TEACHING:**

**New Courses or Programs Initiated**-Developed new majors in Entrepreneurship and International Business; assisted in development of Sports Management, Marketing Information Systems, and Criminal Justice majors. Courses developed include Direct Marketing, Innovation & Creativity, International Marketing, Business Consulting Field Experience, Entrepreneurship and New Venture Management, Family Business, Social Entrepreneurship.

**Teaching Innovations**-Certified online instructor, also utilizes IETV, various computer software programs and simulations.

**Participation in Honors Program**-At previous university, served as a mentor to Endowed Academic Scholars. Chaired the University Research Symposium for 2 years. Served as Faculty of Record for *The Washington Experience* graduate seminar in Washington, D.C.

**Teaching awards:** Academy of Educational Leadership *Outstanding Educator Award* for Creative & Innovative Teaching; *Master Professor Designation*, Global Business Strategy; Carnegie Foundation CASE Professor of the Year Nominee; Minnie Stephens Piper Foundation Teaching Award College Nominee (most prestigious teaching award in Texas), Professor of the Year-Southeastern Oklahoma State University (2013).

## **PUBLICATIONS:**

### **Refereed journal articles**

Bressler, M., (February, 2017). How olderpreneurs are turning silver into gold. *International Journal of Current Research*, 9(2), 46448-46450. ISSN: 0975-833X .

Von Bergen, C., Bressler, M. (2017) Academe's unspoken ethical dilemma: author inflation in higher education, *Research in Higher Education Journal*, 32, 1-17

Bressler, M., Campbell, K., & Elliott, B. (February, 2017). Are small businesses using social media effectively? A study of social media use in small business. *International Journal of Development Research*, 7(2), 11604-11607. ISSN: 2230-9926

Von Bergen, C. W., & Bressler, M. S. (2016). "Ban the Box" Gives Ex-Offenders a Fresh Start in Securing Employment. *Labor Law Journal*, 67(2), 383-395.

Von Bergen, C.W., Kernek, C., Bressler, M., & Silver, L. (2016). Cueing the customer using nudges and negative option marketing. *Atlantic Marketing Journal*, 5(2), 150-168.

Stevens, R., Bressler, M., & Silver, L.(2016). Challenges in Marketing Academic Conferences: A Pilot Study. *Services Marketing Quarterly*, 37(3), 200-207.

Von Bergen, C.W., & Bressler, M.S. (2016). Ban the Box: Protecting Employer Rights While Improving Opportunities for Ex-Offender Job Seekers. *Employee Relations Law Journal*, 42(1), 26-50.

Bressler, M. & VonBergen, C.W. (2016). When running second wins the race: examining the benefits of second-mover advantage, *Journal of Management and Marketing Research*, 20(1), 27-36.

McMahon, R., Bressler, M., Bressler, L., (2016). New Global Cyber-crime calls for high-tech cyber-cops. *Journal of the Academy of Legal, Ethics, and Regulatory Issues*, 19(1), 26-37.

McMahon, R., Pence, D., Bressler, L., and Bressler, M. (2016). New tactics in fighting financial crimes: moving beyond the fraud triangle. *The Journal of Legal, Ethical, and Regulatory Issues*, 19(1), 16-25.

Von Bergen, C.W. & Bressler, M. (2016). Animals in the Workplace: Employer Rights and Responsibilities. *Employee Relations Law Journal*, publication forthcoming.

Bressler, M., Campbell, K., & Elliott, B. (2015). Marketing effectiveness of social media: A study of social media use in small businesses. *Entrepreneurial Executive*, forthcoming.

Bressler, M. & Bressler, L. (2015). Protecting your company's intellectual property assets from cyber-espionage. *Journal of Legal, Ethical, and Regulatory Issues*, 18(1), 21-34.

Von Bergen, C.W. & Bressler, M. (2015). Animals in the Workplace: Employer Rights

and Responsibilities. *Journal of Legal, Ethical, and Regulatory Issues*, publication forthcoming.

Von Bergen, C.W. & Bressler, M. (2015). Active Waiting as Business Strategy: Learning from the Serengeti Plains. *Journal of Business Strategies*, 32(1), 21-40.

Von Bergen, C.W. & Bressler, M. (2015). Employees' Best Friends and Other Animals in the Workplace. *Employee Relations Law Journal*, 41(1), 4-34.

McMahon, R., Pence, D., Bressler, L. & Bressler, M. (2015). Fighting Cybercrime Calls for Effective Strategy. *Journal of Technology Research*, Volume 6, ISSN: 1941-3394.

McMahon, R., Serrato, D., Bressler, L., & Bressler, M. (2015). Fighting cybercrime calls for developing effective strategy. *Journal of Technology Research*, Volume 6, ISSN: 1941-3416.

Bressler, M., Campbell, K., & Elliott, B. (2014). A Study of Native American small business ownership: opportunities for entrepreneurs. *Research in Business and Economics Journal*, Volume 10, ISSN: 1941-3424.

Von Bergen, C.W. & Bressler, M. (2014). The Sandwich Feedback Method: not very tasty. *Journal of Behavioral Studies in Business*, Volume 7, ISSN: 1941-5508.

Bressler, M. (2014). Tip of the Spear Strategy: Building the Winning Organization through High-impact Hiring. *Journal of Management & Marketing Research*, Volume 15, 30-41, ISSN: 1941-3408.

Bressler, L. & Bressler, M. (2014). The criminals guide to stealing a business. *Journal of Legal, Ethical, and Regulatory Issues*, 17(2), 1-16.

Bressler, M., Campbell, K., & Elliott, B. (2014). The Reverse Family Business: An Emerging Trend in Entrepreneurship? *Academy of Entrepreneurship Journal*, 20(2), 137-151.

Von Bergen, C.W. & Bressler, M. (2014). Laissez-Faire Leadership: Doing Nothing and Its Destructive Effects. *European Journal of Management*, Volume 14(1), 83-94, ISSN: 1555-4015.

Von Bergen, C.W. & Bressler, M. (2014). Active Waiting Revisited: Learning from Lions. *International Journal of Strategic Management*, Volume 14(1), 89-102, ISSN: 1555-2411.

Von Bergen, C.W. & Bressler, M. (2014). Never Underestimate the Power of a Backhoe: Integrating Single Points of Failure into Strategic Planning. *American Journal of Management Studies*, Volume 1(1), 1-22.

Bressler, M. & Bressler, L. (2014). Protecting your company's intellectual property assets from cyber-espionage. *Journal of Legal, Ethical, and Regulatory Issues*, Volume 17(2), 1-16.

Bressler, M., Bressler, L., & Bressler, M. (2012). A study of veteran-owned small businesses and the impact of military reserve call-ups since 9/11. *Academy of Entrepreneurship Journal*, Volume 19 (2), 1-22. ISSN: 1087-9595.

Bressler, M. (2012). How small businesses master the art of competition through superior competitive advantage. *Journal of Management & Marketing Research*, Volume 11, 30-41, ISSN: 1941-3408.

Bressler, M., Bressler, L., & Serrato, D. (2012). Tax reform and small business: the potential impact of flat tax legislation. *Research in Business and Economics Journal*, Volume 5, 156-170. ISSN: 1941-3424.

Von Bergen, C.W., Bressler, M. & Collier, G. (2011). Creating a culture and climate of civility in a sea of intolerance. *Journal of Organizational Culture, Communications and Conflict*. Volume 16 (2), 95-114.

Bressler, M. & Wiseman, M. (2011). Understanding Asian-American businesses and their role in economic growth and development. *Research in Business and Economics Journal*, Volume 4, 130-137. ISSN: 1941-3424.

Bressler, M., Bressler, L., & Bressler, M. (2011). A Study of Small Business Technology Adoption and Utilization. *Academy of Entrepreneurship Journal*, Volume 17 (2), 49-60. ISSN: 1087-9595.

Von Bergen, C.W. & Bressler, M. (2011). Too Much Positive Thinking Hinders Entrepreneur Success. *Journal of Business and Entrepreneurship*, Volume 23, Number 1, 30-52. ISSN: 1042-6337.

Von Bergen, C.W. & Bressler, M. (2011). A matter of conscience: do conflicting beliefs and workplace demands constitute religious discrimination? *Journal of Behavioral Studies in Business*, Volume 3, 113-126. ISSN: 1941-5508.

Bressler, M. (2011). The Enemy Within: A Study of Criminal Activity and its Impact on Business. *The Entrepreneurial Executive*, Volume 16, 49-62. ISSN: 1939-4667.

Bressler, M., Bressler, L., & Bressler, M. (2010). Demographic and Psychographic Variables and the Effect on Online Student Success. *Journal of Technology Research*, Volume 3, ISSN: 1941-3394.

Bressler, M., Bressler, L., & Bressler, M. (2010). The Role and Relationship of Hope, Optimism, and Goal Setting in Achieving Academic Success: A Study of Students Enrolled in Online Accounting Courses. *Academy of Educational Leadership Journal*, Volume 14, Number 4, 37-51.

Bressler, M. (2009, May). The Impact of Crime on Business: A Model for Prevention, Detection & Remedy. *Journal of Management & Marketing Research*, Volume 2, 85-96. ISSN: 1941-3408.

Bressler, M., Bressler, L., & Bressler, M. (Fall, 2008). A Study of the Psychological Variables Affecting Students Enrolled in Online Accounting Information Systems Courses. *International Journal of Educational Research*, 3(3).

Bressler, M. & Bressler, L. (Fall, 2007). A Model for Prevention and Detection of Criminal Activity Impacting Small Business. *The Entrepreneurial Executive*, 12, (1) 23-36.

Bressler, M., Bressler, L. (2007). Teaching Methodologies in the Classroom: A Study of Student Preferences. *Academy of Educational Leadership Journal*, 11(1) 69-77.

Bressler, L., Bressler, M. & Manrique, J. (2006). An Econometric Analysis of the Socio-economic Factors Affecting Online Education Success: The case of AIS/EDP Auditing Online Courses. *Accounting Information Systems Educator's Journal of the American Accounting Association*, 1(1), 57-66.

Bressler, L., Bressler, M. & Manrique, J. (2006). An Econometric Analysis of the Socio-Economic Factors Affecting the Adoption and Success of Accounting Information Systems in Small Businesses. *International Journal of Ecology & Development*, 5, No. F06, 63-75.

Bressler, L. & Bressler, M. (2006). How Entrepreneurs Choose and Use Accounting Information Systems. *Strategic Finance*, June, 87(12), 57-60.

## **Teaching Cases**

Stevens, R., Loudon, D., Silver, L., Bressler, M., & Metts, S. (2016). *Unique Display Cases* [Teaching Case]. Proceedings of the Southwest Case Research Association/FBD Conference, Little Rock, AR.

Campbell, K., Bressler, M., & Leird, R. (2016). *The University of Southern Oklahoma Therapeutic Riding Program*. [Teaching Case]. Proceedings of the Southwest Case Research Association/FBD Conference, Oklahoma City, OK.

Bressler, M., Loudon, D., Silver, L., & Stevens, R. (2016). *Surefooting Foundations* [Teaching Case]. Proceedings of the Southwest Case Research Association/FBD Conference, Oklahoma City, OK.

Stevens, R., Silver, L., Kernek, C., Bressler, M., & O'Brien, K. (2016). *The Case Method and the Marketing Research Class*. [Teaching Case]. Proceedings of the Southwest Case Research Association/FBD Conference, Oklahoma City, OK.

## **Invited articles**

Von Bergen, C.W., Bressler, M., (2015, September/October). Emotional Support Animals,



Service Animals, and Pets on Campus, *ACUI Bulletin*, 83(5).

Von Bergen, C.W., Bressler, M., & Collier, G., (2014, April). Tolerance Can Bring Unity to the Multicultural Community, *ACUI Bulletin*, 82(2).

Bressler, M. (2005, July). Exchange Program Links Two Complementary Institutions. *Academic Leader*, 21(7), 5-7.

### **Editor-reviewed articles**

Bressler, M. (2006). Tips enable employees to better reflect firm. *Marketing News*, May1, 40(8), 26-27.

Bressler, M. (2001, October 22). Internet CRM Must Have Human Touch. *Marketing News*, 35(22), 42.

Bressler, M. (1996, November 4). The Ten Commandments of Sales Management. *Marketing News*, 30(23), 4.

Bressler, M. (1996, July 29). Mainstream Companies Find Direct Mail Profitable. *Marketing News*, 30(16), 7.

### **Published abstracts/conference proceedings**

Bressler, M. & Bressler, L. (2017). *Beware the unfriendly skies: how drones are being used as the latest weapon in cybercrime*. Academic and Business Research Institute Conference, Asheville, NC.

Stevens, R., Bressler, M., Silver, L., Loudon, R., & Metts, S. (2017). *Unique Design Cases*, Teaching Case. Proceedings of the Southwest Case Research Association, Federation of Business Disciplines Conference, Little Rock, AR.

Bressler, M. (2016). Some old dogs already know new tricks: How older-preneurs turn silver into gold. Proceedings of the Association for Small Business and Entrepreneurship Conference, New Orleans, LA.

Silver, L., Campbell, K., and Bressler, M. (2016). Entrepreneurial Sex: The rise and fall of quasi-legal prostitution in New Orleans. Proceedings of the Association for Small Business and Entrepreneurship Conference, New Orleans, LA.

Bressler, L., Bressler, M., & McMahon, R. (2016). New Global Cyber-crime calls for high-tech cyber-cops. Proceedings of the Academy of Legal, Ethics, and Regulatory Issues, Allied Academies Conference, New Orleans, LA.

Campbell, K., Bressler, M., & Leird, R. (2016). The University of Southern Oklahoma Therapeutic Riding Program. [Teaching Case]. Proceedings of the Southwest Case Research Association/FBD Conference, Oklahoma City, OK.

Bressler, M., Loudon, D., Silver, L., & Stevens, R. (2016). Surefooting Foundations [Teaching Case]. Proceedings of the Southwest Case Research Association/FBD Conference, Oklahoma City, OK.

Stevens, R., Silver, L., Kernek, C., Bressler, M., & O'Brien, K. (2016). The Case Method and the Marketing Research Class. [Teaching Case]. Proceedings of the Southwest Case Research Association/FBD Conference, Oklahoma City, OK.

Bressler, M. (2015). Declining entrepreneurship damages our economic foundation. [ABSTRACT]. Proceedings of the Association for Small Business & Entrepreneurship annual conference, Orlando, Florida.

McMahon, R., Pence, D., Bressler, L. & Bressler, M. (2015). New Tactics in Fighting Cyber-crime: Moving beyond the Fraud Triangle [ABSTRACT]. Proceedings of the Allied Academies International Conference, New Orleans, LA.

Bressler, M & VonBergen, C.W. (2015). When Running Second Wins the Race. [ABSTRACT] Proceedings of the Academic and Business Research Institute Conference, Savannah, GA.

VonBergen, C.W. & Bressler, M. (2015). Animals in the Workplace. [ABSTRACT] Proceedings of the Academic and Business Research Institute Conference, Savannah, GA.

McMahon, R., Serrato, D., Bressler, L. & Bressler, M. (2015). Fighting Cybercrime Calls for Effective Strategy. [ABSTRACT] Proceedings of the Academic and Business Research Institute Conference,, Savannah, GA.

Bressler, M., Campbell, K., & Elliott, B. (2014). A Study of Social Media Use by Small Business Owners. [ABSTRACT] Proceedings of the Association for Small Business & Entrepreneurship Conference, Memphis, TN.

Bressler, L. & Bressler, M. (2014). The Criminals Guide to Stealing a Business. [ABSTRACT] Proceedings of the Allied Academies International Conference, Nashville, TN.

Bressler, M. (2014). Tip of the Spear Strategy: Building the Winning Organization through High-impact Hiring. [Abstract] Proceedings of the Academic and Business Research Institute Conference, Orlando, FL.

Bressler, M., Campbell, K., & Elliott, B. (2013). Can entrepreneurship help Native Americans progress from poverty to self-sufficiency? [Abstract] Proceedings of the Association for Small Business & Entrepreneurship Conference, New Orleans, LA.

Bressler, M. & Bressler, L. (2013). Spy vs. Spy: protecting your company's intellectual property assets. [Abstract] Proceedings of the Allied Academies International Conference, New Orleans, LA.

Bressler, M. & Campbell, K. (2012). "Freaky Friday" Entrepreneurs – When parents work for their kids. [Abstract] Proceedings of the Association for Small Business and Entrepreneurship Conference, San Antonio, TX.

Bressler, M. & Bressler, L., & Bressler, M. (2012). A study of military reserve call-ups since 9/11 and their impact on small business. [Abstract] Proceedings of the Academy of Entrepreneurship conference, New Orleans.

Bressler, M., Bressler, L., & Serrato, D., (2011). The potential impact of tax reform on small business: How might the Fair Tax impact small business and the economy? [Abstract] Proceedings of the Association for Small Business & Entrepreneurship Conference, Savannah, GA.

Bressler, M., Bressler, L., & Bressler, M. (2011). A Study of Small Business Technology Adoption and Utilization. [Abstract] Proceedings of the Academy of Entrepreneurship conference, New Orleans.

Bressler, M. & Wiseman, M. (2011). Asian-American Business Financing: A look at Vietnamese Businesses and their role in Economic Development. [Abstract] Proceedings of the IABPAD conference, Dallas, TX.

Bressler, M. (2010). Small Business & Technology. [Abstract] Proceedings of the annual Association for Small Business & Entrepreneurship Conference, Ft. Worth, TX.

Bressler, M. (2010). The Enemy Within: A Study of Criminal Activity and its Impact on Business. [Abstract] Proceedings of the Academy of Entrepreneurship conference, New Orleans.

Bressler, M. & Bressler, L., & Bressler, M. (2010). Relevant Factors in Online Student Success: the Impact of Age and Self-efficacy. [Abstract] Proceedings of the International Academy of Business & Public Administrative Disciplines conference, Orlando, FL.

Bressler, M. (2009). The New Robber Barons. [Abstract] Proceedings of the 35<sup>th</sup> annual Association for Small Business & Entrepreneurship Conference, San Antonio, TX.

Bressler, M. & Bressler, L., & Bressler, M. (2009). The Role of Hope, Optimism, and Goal Setting in Achieving Academic Success: A Study of Students Enrolled in Online Accounting Courses. [Abstract] Proceedings of the Academy of Educational Leadership Conference, New Orleans, LA.

Bressler, M. & Ruddell, L. (2009). Marketing the Bible: Spreading the Word or Business as Usual. [Abstract] Proceedings Association for Business Conference, New Orleans, LA.

Bressler, M. & Ruddell, L. (2008). The Business of the Bible. [Abstract] Proceedings of the 34<sup>th</sup> annual Association for Small Business & Entrepreneurship Conference, Albuquerque, New Mexico.

Bressler, M. & Bressler, L. (2008). A Survey of Small Manufacturing Firms and their Views on the Current State of the Economy. [Abstract] Proceedings of the Academy of Entrepreneurship Conference, Mississippi, Tunica.

Bressler, M., Bressler, L., & Bressler, M. (2008). A Study of the Psychological Variables Affecting Students Enrolled in Online Accounting Information Systems Courses. [Abstract] Proceedings of the International Academy of Business & Public Administration Conference, Florida, Orlando.

Bressler, M. (2007). Does Ethical Behavior Guarantee Small Business Success? [Abstract] Proceedings of the 33<sup>rd</sup> annual Association for Small Business & Entrepreneurship Conference, Texas, Austin.

Bressler, M. & Bressler, L. (2007). A Model for Prevention and Detection of Criminal Activity Impacting Small Business. [Abstract] Proceedings of the 2007 Academy of Entrepreneurship Conference, Florida, Jacksonville.

Bressler, M. (2006). Social Entrepreneurship as a Means to Benefit Society. [Abstract] Proceedings of the 2006 Association for Small Business & Entrepreneurship Conference, Texas, Corpus Christi.

Bressler, M., Bressler, L., & Manrique, J. (2006). An Econometric Analysis of the Socio-economic Factors Affecting Online Education Success: The case of AIS/EDP Auditing Online Courses. [Abstract] Proceedings of the AIS Educators Conference, Colorado, Estes Park.

Bressler, M., Bressler, L. (2006). Teaching Methodologies in the Classroom: A Study of Student Preferences. [Abstract] Proceedings of the Academy of Educational Leadership/Allied Academies Conference. Louisiana, New Orleans.

Bressler, M. (2005). Pedagogy in the Entrepreneurship Class: A Study of Student Preferences and Perceptions. [Abstract] Proceedings of the Association for Small Business & Entrepreneurship Conference. New Mexico, Albuquerque.

Bressler, M. (2005). An Empirical Model for Development and Implementation of International Student Exchange Programs for Business Majors. [Abstract] Proceedings of the Allied Academies/Academy for Studies in International Business Conference. Tennessee, Memphis.

Bressler, M. (2004). Small Business Imperative: Identifying & Developing Competitive Advantage. [Abstract] Proceedings of the Southern Management Association/Association for Small Business and Entrepreneurship Conference, Texas, San Antonio.

Bressler, M. (2004). The Relationship between Democracy & Economic Freedom and its impact on Entrepreneurship. [Abstract] Proceedings of the Association for Small Business & Entrepreneurship, New Mexico, Albuquerque.

Bressler, M. (2003). Adoption of Modern Accounting Practices by Entrepreneurs. [Abstract] Proceedings of the Federation of Business Disciplines/Association for Small Business and Entrepreneurship Conference, Texas, Houston.

Bressler, M. (2002). A Study of Minority Small Business Ownership in the United States. [Abstract] Proceedings of the Federation of Business Disciplines/Association for Small Business and Entrepreneurship Conference, Missouri, St. Louis.

Bressler, M. (2001). A Study of Accounting Practices in New Business Ventures. [Abstract] Proceedings of the Federation of Business Disciplines/Southwest Society of Economics Conference, Missouri, St. Louis.

Bressler, M. (2000). Is Free Trade Really Free? [Abstract] Proceedings of the Northeast Business & Economics Association Conference, Connecticut, Hartford.

Bressler, M. (2000). Effectiveness of the Capstone MBA Course: A Study of Teaching Method Effectiveness. [Abstract] Proceedings Northeast Business & Economics Association Conference, New York, New York.

Bressler, M. (1999). International Trade Skills: Are Maine Manufacturers Ready for Increased Global Trade? [Abstract] Proceedings of the Northeast Business & Economics Association Conference, Connecticut, New Haven.

Bressler, M. (1998). Direct Marketing Goes Up, Up, Upscale! [Abstract] Proceedings of the Northeast Business & Economics Association Conference, Rhode Island, Newport.

Bressler, M. (1997). A Model for Identifying Emerging Market Opportunities. [Abstract] Proceedings of the Northeast Business & Economics Association Conference, Pennsylvania, Philadelphia.

Bressler, M., Bressler, L. (1996). A Study of New England CPA Firms' International Accounting Activities. [Abstract] Proceedings of the Northeast Business & Economics Association, New York, Long Island.

Bressler, M. (1996). Outcomes Assessment of Cooperative Education & Internship Programs: A Survey of Maine Employers. [Abstract] Proceedings of the Northeast Business & Economics Association Conference, New York, Long Island.

Bressler, M. (1995). Are We Holding Back International Business? [Abstract] Proceedings of the Northeast Business & Economics Association Conference, Massachusetts, Falmouth.

Bressler, M., (1994). Intra-Regional Economic Development within Trading Blocs: Comparing the New England Maritime Region with the L'Arc D'Atlantique. [Abstract] Proceedings of the Northeast Business & Economics Association Conference, Maine, Bar Harbor.

Bressler, M. & Joseph, J. (1994). Regional Global Partnerships. [Abstract] Proceedings of the Northeast Business & Economics Association Conference, Maine, Bar Harbor.

Bressler, M. (1993). Development of Ethical Standards for the Global Marketplace. [Abstract] Proceedings of the Northeast Business & Economics Association Conference, New Hampshire, Portsmouth.

Bressler, M. (1993). Regional Trading Blocs: Free Trade or Protectionism? [Abstract] Proceedings of the International Academy of Business Disciplines, Louisiana, New Orleans.

Bressler, M. (1992). Small Business Exporting: Key Success Factors for the Global Market. [Abstract] Proceedings of the Northeast Business & Economics Association Conference, Rhode Island, Newport.

Bressler, M. (1992) The North American Free Trade Agreement: Regional Trading Bloc for Managed Trade. Proceedings of the World Business Congress of the International Management Development Association, Canada, Halifax, N.S.

Bressler, M. (1991). Bridging the Gap from Theory to Practice: The Small Business Institute Helps Students Develop Problem Solving Skills. [Abstract] Proceedings of the Association of Management Conference, New Jersey, Atlantic City.

Bressler, M. (1991). The U.S.-Mexico Free Trade Agreement: Opportunity for a North American Geomarket. [Abstract] Proceedings of the Atlantic Marketing Association Conference, Florida, Orlando.

Bressler, M. (1991). A Survey of the Small Business Climate in Central Maine. [Abstract] Proceedings of the Region I Small Business Institute Director's Association Conference, Massachusetts, Boston.

Bressler, M. (1990). Reverse Trade Missions: Bringing the Market to You. [Abstract] Proceedings of the Northeast Business & Economics Association Conference, Rhode Island, Newport.

Bressler, M. (1989). The Need for Developing International Trade Programs: The Maine Example. [Abstract] Proceedings of the Northeast Business & Economics Association Conference, Rhode Island, Providence.

Bressler, M. (1988). The Marketing of Tourism in New England: Markets & Strategies. [Abstract] Proceedings of the Northeast Business & Economics Association Conference, Connecticut, Hartford.

Bressler, M., Garsombke, T., Garsombke, D. (1987). The Strategic Trend of Globalization In Retail Technology: The Effect of Economic, Socio-Cultural, Educational, and Political Factors. Proceedings of the Second International Business Conference, Kansas, Emporia.

## **OTHER PROFESSIONAL ACTIVITIES:**

### **Other Publications**

Bressler, M. & Bressler, L. (Summer, 2009). A Model for Prevention and Detection of Criminal Activity Impacting Small Business, summary reproduced in *“Bridge over the Bayou: Connecting Theory to Practice”*, College of Business, the University of Houston-Downtown.

Proceedings (Editor) of the 33<sup>rd</sup> annual Association for Small Business & Entrepreneurship Conference, Austin, Texas, October 10-12, 2007.

Proceedings (Editor) of the 32<sup>nd</sup> annual Association for Small Business & Entrepreneurship Conference, Corpus Christi, Texas, November 1-3, 2006.

Instructor’s Manual and Test Bank to accompany *“Internet Marketing”* by Ward Hanson, Southwestern/International Thomson Publishing, Cincinnati, Ohio, 2000.

*“How to make Waterville the Friendliest Place to Shop”* Local Voices, Summer/Fall 2000, p.1.

“A Comparison of Enrollment Manager’s Marketing Tactics and Student Response in Higher Education Recruitment: A Case Study” Doctoral dissertation presented to the faculty of the University of Sarasota, 1995.

“The Certification Process: A Study of Maine School Administrators” submitted to the Joint Standing Committee on Education of the Maine State Legislature. September, 1990.

### **Professional Presentations**

“When Running Second Wins the Race: Examining the Benefits of Second-mover Advantage” presented at 2015 Oklahoma research Day.

“Animals on Campus” presented at the 2015 Southeastern BrainStorm Research Symposium.

“The 2015 Economic Forecast” presented at St. Dominic’s Regional High School via SKYPE, December 10, 2014.

“A New Trend in Family Business: Parents Working for their Kids” presented at the 2014 Southeastern BrainStorm Research Symposium.

“The 2014 Economic Forecast” presented at St. Dominic’s Regional High School via SKYPE, December 08, 2013.

“Protecting Intellectual Property from Cyber Espionage” presented at the 2013 Southeastern BrainStorm Research Symposium.

“Business Plan Development” Women’s Business Center at REI Workshop, Durant, OK May 10, 2012.

“Managing Small Business Risk” 21st annual Houston Entrepreneur Workshop & Breakfast, Houston, TX July 5, 2010.

“The 2010 Economic Forecast” Services Cooperative Association 25<sup>th</sup> Annual Economic Forecast & Business Building Breakfast, Houston, TX December 31, 2009.

“The Economy in Transition; Challenges and Opportunities in 2009” presentation to the 26<sup>th</sup> annual Economic Forecast and Business Building Breakfast, December 31, 2008. Followed by Fox 26 television news interview.

“Business Opportunities and Challenges for Business Owners in the Year Ahead” presentation at the Houston International Trade Center sponsored by the Vietnamese American Chamber of Commerce. December 11, 2008.

“The Role of Entrepreneurship Education” 19<sup>th</sup> Annual Entrepreneurship Conference, Houston, TX July 2, 2008.

“The 2008 Economic Forecast” Services Cooperative Association 25<sup>th</sup> Annual Economic Forecast & Business Building Breakfast, Houston, TX January 3, 2008.

“Don’t Lose Your Business to Crime!” 18<sup>th</sup> annual Houston Entrepreneur Workshop & Breakfast, Houston, TX July 5, 2007.

“The 2007 Economic Forecast” Services Cooperative Association 24<sup>th</sup> Annual Economic Forecast & Business Building Breakfast, Houston, TX January 3, 2007.

“Will 2006 be a Boom or Bust for Houston Businesses?” Services Cooperative Association 23<sup>rd</sup> Annual Economic Forecast & Business Building Breakfast, Houston, TX January 4, 2006.

“What it takes to be a successful Entrepreneur”, 16<sup>th</sup> Annual Entrepreneurship Conference, Houston, TX July, 2005.

“Why become an Entrepreneur?” Area V Future Business Leaders of America Conference, Houston, TX November, 2004.

“Entrepreneurship in a challenging economic environment”, 13<sup>th</sup> Annual Entrepreneurship Workshop, Houston, TX July, 2002.

“Projections for the 2002 Houston economy and how they impact small business”, Services Cooperative Association 19<sup>th</sup> annual New Year’s Eve Houston Business Breakfast and 2002 Economic Forecast, Houston, TX December, 2001.



“How to Make Waterville the Friendliest Place to Shop” Waterville Chamber of Commerce annual breakfast, Waterville, ME July, 2000.

“You *Can* be an Entrepreneur”, Entrepreneur Education Conference, Maine Vocational Association, April 1989.

### **Interviews**

“Berkshire Business Outlook: Security reigns in digital age”. By Dobrowolski, Tony. The Berkshire Eagle, 03/24/2013.

“Banking Made Easy”. By: Wuorio, Jeff, *Money*, 01494953, Dec99, Vol. 28, Issue 12. Database: Business Source Premier

“Why forecasting is critical to small business success”. By: Weinmann, Karlee, *American Express Open Forum*. January 30, 2012.  
<http://www.openforum.com/articles/business-forecasting-2012-why-forecasting-is-critical-to-small-business-success>

### **GRANTS and CONTRACTS:**

Southeastern Organized Research Grant, 2017  
Southeastern Organized Research Grant, 2016  
Southeastern Organized Research Grant, 2015  
Southeastern Organized Research Grant, 2014  
Southeastern Organized Research Grant, 2013  
Southeastern Organized Research Grant, 2012  
Southeastern Organized Research Grant, 2011  
Southeastern Organized Research Grant, 2010  
Fulbright Senior Scholar to Germany, 1999  
Coleman Foundation Fellowship in Entrepreneurship, 2003  
Price-Babson Fellow in Entrepreneurship, 1999  
Hedberg Foundation National Professor’s Fellowship, 1997  
DMEF Professor’s Institute Fellowship, 1992

### **PROFESSIONAL SERVICE:**

#### **Service as a Journal Reviewer**

Editor, *Academy of Entrepreneurship Journal*, Whitney Press, 2014-present

Editor, *Entrepreneur Executive*, Whitney Press, 2014-present

Editorial Board, *International Business*, Dushkin Publishing, 1995-present

Editorial Board, *Entrepreneurship*, Dushkin Publishing, 1995-present

Reviewer, *Academy of Marketing Studies Journal*, 2005-present

Reviewer, *Academy of Entrepreneurship Journal*, 2005-present

Reviewer, *International Journal of Entrepreneurship*, 2005-present

Reviewer, *Academy of Strategic Management Journal*, 2005-present  
Reviewer, *Academy of Educational Leadership Journal*, 2006-present  
Reviewer, *Academy of Information Management Science Journal*, 2006-present  
Reviewer, *Journal of Entrepreneurship Education*, 2006-present  
Reviewer, *Entrepreneurial Executive*, 2007-present  
Associate Editor-Marketing, *Journal of Business & Economic Studies*, 1998-01  
Journal Advisory Board, *Journal of Business & Entrepreneurship*, 2007-

### **Service to a Professional Society or Organization**

President-elect, Southwest Case Research Association, 2017  
Vice President-Programs, Southwest Case Research Association, 2016  
Dean of Fellows, the Association for Small Business & Entrepreneurship  
Fellow, Allied Academies International  
President 2012, Association for Small Business & Entrepreneurship  
President-elect, 2011, Association for Small Business & Entrepreneurship  
President-2008, Association for Small Business & Entrepreneurship  
Vice President-elect 2007, Association for Small Business & Entrepreneurship  
Vice President-Programs 2006, Association for Small Business & Entrepreneurship  
Northeast Business & Economics Association 1986-2001  
(Executive Board Member 1994-2001)  
Small Business Institute Director's Association 1986-1995 (Region I VP, 1991)  
Conference Paper Reviewer/Track Chair, ASBE Conference 2012, 2013, 2014  
Conference Paper Reviewer, 2012 USASBE Conference  
Conference Session Chair, Academy of Entrepreneurship 2010, 2012  
Board Member, International Management Consultants Board

### **Other Professional Service**

Resource Panel Expert-*The 1995 White House Conference on Small Business*  
*The Business Roundtable*, Expert Witness Program  
Advisory Board Member, the Global Entrepreneurship Institute 1995-present  
Regents College Test Developer, Entrepreneurship ACT Exam, 1996  
Discussant, Reviewer, and Session Chair to numerous academic conferences  
Conference Program Chair & Proceedings Editor, 32<sup>nd</sup> ASBE Conference  
Conference Program Chair & Proceedings Editor, 33<sup>rd</sup> ASBE Conference  
Accreditation Visitation Team member, ACBSP, and Maine Higher Education Commission  
Students in Free Enterprise faculty advisor & Sam Walton Fellow  
SCORE/ACE small business counselor, 1986-2001

### **Academic Reviews**

#### **Texts**

Anderson & Vincze, *Strategic Marketing Management*, Houghton-Mifflin  
Timmons, *New Venture Creation*, 4e, McGraw-Hill Irwin.  
Kuratko & Hodgetts, *Entrepreneurship-theory, process, practice*  
7<sup>th</sup> edition, Thomson/SouthWestern  
Longenecker, Moore, & Petty *Small Business Management, An Entrepreneurial*  
*Emphasis* 12<sup>th</sup> edition, Thomson/SouthWestern  
Barringer & Ireland, *Entrepreneurship: Successfully Launching New Ventures*, 1st  
edition, Prentice Hall Publishing

Jeannet & Hennessey, *Global Marketing Strategies*, 5e, Houghton Mifflin Publishing

**Service on Departmental/School/ University Committees**

Southeastern:

- Faculty Senate, 2011-present
- President's Advisory Committee on Academics
- University Visioning Committee presenter
- Chair, University Affairs Committee (2014-)
- Chair, University Marketing Task Force (2014)
- Chair, Committee on Committees (2011/12)
- Chair, JMSB Recruitment Committee
- Chair, JMSB Curriculum Committee
- AACSB Accreditation Coordinator
- JMSB Student Affairs Committee (2011/12)
- Editor, *The Executive Summary*, JMSB newsletter

Previously: University Research Council, Celebration of Scholarship Symposium (Chair), International Studies, Students in Free Enterprise, Enrollment Management, Faculty & Staff Benefits, University Admissions, Professional Growth, College Curriculum, Accreditation (Chair), Honors and Awards (Co-Chair), Academic Affairs, Graduate Affairs, Council of Deans, Institutional Management Committee, Assurance of Learning Committee.