

# CURRICULUM VITAE

## RICHARD J. MURPHY, DBA

## CURRENT ACADEMIC EMPLOYMENT

**Rank:** Assistant Professor of Marketing, August 2007 to Present  
Jacksonville University, Jacksonville, FL

**Duties:** MBA Adjunct Faculty member  
Doctoral Programs Regional Development Manager

## ACADEMIC ACHIEVEMENTS

- |                |  |                                  |
|----------------|--|----------------------------------|
| • <b>DBA,</b>  | Nova Southeastern University, Ft. Lauderdale, FL<br>Dissertation: <i>A Study of CEO Compensation and Firm Performance Across Companies with High, Medium and Low Managerial Discretion</i><br>Chairman: Gareth Gardner<br>(First Specialty - Management)<br>(Second specialty – Marketing) | 1999<br><br><br><br>1999<br>2002 |
| • <b>MBA,</b>  | Fordham University, New Your City, NY<br>Curriculum: Quantitative Management   | 1974                             |
| • <b>B.S.,</b> | St. Peters College, Jersey City, NJ<br>Curriculum: Business Management   | 1971                             |

## PREVIOUS ACADEMIC EXPERIENCE

<b>1999 – 2005</b>	<b>Baker College, Flint Michigan</b>	(Management – Marketing) <u><b>online</b></u>
<b>1999 – 1999</b>	<b>Florida CC Jacksonville, Jacksonville, FL</b>	(Management)
<b>2006 – Pres.</b>	<b>Jacksonville University, Jacksonville, FL</b>	(Marketing Strategy)
<b>1999 – 2004.</b>	<b>University of North Florida, Jacksonville, FL</b>	(Marketing), (Strategy)
<b>2000 – 2005</b>	<b>Central Michigan University, Mt. Pleasant, MI.</b>	(Org Behavior), (Financial Mgt.)
		(Quantitative Analysis)
<b>1999 – Pres.</b>	<b>Nova Southeastern University, Ft. Lauderdale, FL</b>	(Marketing), (Entrepreneurship)*
<b>2004 – 2006</b>	<b>Embry-Riddle, Daytona, FL</b>	(Org Behavior) – <u><b>video</b></u>
		<u><b>conferencing</b></u> (Operations
		Management)
<b>2006 – 2009</b>	<b>Capella University, Minneapolis, MN</b>	(Research) (Marketing) <u><b>online</b></u>
		(Leadership)

**\*Includes development of new courses**

## CURRENT ACADEMIC EMPLOYMENT

**1999 – 2017 Nova Southeastern University**, Ft. Lauderdale, FL (Marketing), (Entrepreneurship)\*  
**2006 – 2009 Capella University**, Minneapolis, MN (Research) (Marketing)  
(Leadership)  
**2006 – Pres. Jacksonville University**, Jacksonville, FL (Marketing Strategy)  
(Tenure Track)

## Teaching Evaluations

Teaching evaluations received by school:

Nova	Excellent	4.9/5.0 scale	2000-2017
University of North Florida	Excellent	4.87/5.0 scale	2001-2006
Jacksonville University	Excellent	4.9/5.0 scale	2006-Present

## TEACHING

**Interests:** Strategy, Leadership, Consumer Behavior, **Marketing, Entrepreneurship**, Supply Chain Management, Value Driven Management, Organizational Structure

**Courses Taught:** Strategy, Leadership, Managerial Marketing I, Principles of Marketing, Delivering Superior Customer Value, Small Business Management, Principles of Management, Supply Chain Management, Entrepreneurship, Operations Management, Organizational Structure and Finance. Courses have been taught at the undergraduate and MBA levels. Delivery formats have included traditional classroom, **online**, distance and team teaching. International locations have included Nassau, Bahamas (2000), Ocho Rios, Jamaica (2001),

## RESEARCH

**Interests:** Consumer behavior and its relationship to organizational behavior, E-Marketing, Value conception of the consumer

**Publications and Proceedings (Refereed):**

- The Correlation Between Florida's Blood Alcohol Concentration Testing Laws in Motor Vehicle Traffic Accidents Resulting in Fatalities From 2000 – 2015. Academy of Business, Cambridge The Journal of American Academy of Business Volume 24 Number 1 June 2018
- Treatise on the Importance of "Delivering Superior Customer Value" In Today's Market Economy; Proceedings of the AABRI Conference St. Augustine, Florida; January, 2018 Richard Murphy, George H. G. Hall
- Cash for Your Inconvenience-An Ethical Question Journal of Business Cases and Applications Volume 15, December, 2015 George H. G. Hall, Richard Murphy
- "Is Emotional Intelligence the Key to Medical Sales Success? The Relationship Between EI and Sales Performance" Review of Management Innovation and Creativity Vol 5, Issue 16 2012 Richard Murphy
- "An Evaluation of Consumer Buying Criteria and its Impact on the Purchase of Commoditized Laptops" Journal of International Business Management & Research Vol 3 Issue 9 2012 Richard Murphy
- "Are Price, Quality, and Value Mutually Exclusive" The Journal of Global Business Management Vol. 8 No. 2, August 2012 Richard Murphy
- "Is Market Orientation an Advantage for Business Performance" The Journal of American Academy of Business, Cambridge Vol. 17 No.2, 2012 Richard Murphy
- "An Examination of the Extent of Influence of the Post 2007 Global Economy on the Determination of Global Marketing Strategy" The Business Review, Cambridge Vol. 18 No. 2, 2011
- "Global Marketing Strategy"  
The Journal of American Academy of Business, December, 2011
- "Arrogance at the Top"  
The Journal of American Academy of Business, December, 2011
- "Electronic Commerce and the Value Proposition". The Journal of Human Resource and Adult Learning Vol. 6 No.1, June 2010
- "Green Marketing: A study of the Impact of Green Marketing on Consumer Behavior in a Period of Recession." The Business Review, Cambridge Vol.16, No.1 December 2010
- "An Examination of the Evolution and Development of Direct Marketing that Implicates the Appropriate Use of Direct Marketing as Part of the Marketing Strategy Used to Market Products". The Business Review, Cambridge Vol.16, No.1 December 2010
- "Executive Compensation and Its Effects on Consumer Behavior and Brand Loyalty", Journal of International Management Studies Vol.4, Num.2, August 2009
- "When is the Line Crossed", The Business Review, Cambridge, vol. 11 December, 2008
- "The Marketing Concept Implementation, Does it Affect Organizational Culture.", The Journal of American Academy of Business, June, 2008
- "On-Line Business: Is There Loyalty?", The Journal of American Academy of Business, December, 2007
- "Decision Making in the International Market: Is Discretion Theory Applicable?" The Journal of Global Business Management, October 2007, Vol. 3 Number 2
- "Florida Universities: How Challenging?", 16th International Conference on College Teaching and Learning, March 2005
- "Distance Learning for Business: Is Perception Reality?", 15th International Conference on College Teaching and Learning, March 2004 (**Best Paper – Conference**)

- “Gutman’s Means-End Chain in Application to Quality Theory”, International Conference on Productivity & Quality Research, February 2004
- “Discretionary Theory and it’s Effects on Profitability”, Association on Employment Practices and Principles, October 2003
- “The Interdependence between Value, Price And Quality”, The Academy of Business Education, September 2003
- “The Correlative Relationship between Value, Price & Cost”, The Journal of American Academy of Business, August 2002
- “Does The Federal Deficit Really Matter”, The Journal of American Academy of Business, September 2001
- “Web Page Development and Its Intrinsic Value to Small Business”, University of Georgia – Terry College of Business, June 1999

### DISSERTATIONS SERVED

- Rebecca Melesky DBA 2017 Jacksonville University  
Committee Member: **Dr. James Mirabella** Mentor: **Dr. Richard Murphy**  
Committee Member: **Dr. George Gresham**
  - Dr. Kenneth Grandberry DIBA 2005 Nova Southeastern  
“INFLUENCES OF DISCRETION IN CHIEF EXECUTIVE OFFICER  
COMPENSATION IN INTERNATIONAL CORPORATIONS”  
Committee Member: **Dr. Richard Murphy** Mentor: **Dr. James Mirabella**
  - Michelle Eichorn PhD 2006 Capella University  
Committee Member: **Dr. Richard Murphy** Mentor: **Dr. Jean Gordon**
  - David Lease PhD 2005 Capella University  
Committee Member: **Dr. Richard Murphy** Mentor: **Dr. Jean Gordon**
  - Jeff Kennedy DBA 2006 Nova Southeastern  
Committee Member: **Dr. Richard Murphy** Mentor:
  - Brian Shaw PhD 2006 Capella University  
Committee Member: **Dr. Richard Murphy** Mentor:
  - Linda Metta PhD 2006 Capella University  
Committee Member: **Dr. Richard Murphy** Mentor:
  - Ben-Gourion Mestman PhD 2006 Capella University  
Mentor: **Dr. Richard Murphy**
- MASTERS THESIS SERVER**
- Ashley Werdann MPP 2016 Jacksonville University

Mentor: Dr. Richard Murphy

- Benjamin Felder                      MPP                      2017                      Jacksonville University  
Mentor: Dr. Richard Murphy
- Timothy Marcus                      MPP                      2017                      Jacksonville University  
Mentor: Dr. Richard Murphy
- Sean Matheny                      MPP                      2018                      Jacksonville University  
Mentor: Dr. Richard Murphy

#### **PROFESSIONAL TEXTBOOK REVIEWS**

- Entrepreneurship Simulation Software                      Houghton Mifflin                      August 2000
- Small Business Enterprise                      Houghton Mifflin                      November 1999

#### **ACADEMIC REVIEWS**

- Northeast Decision Sciences Institute
- Academy of Management – Management Consulting (MC) Division
- Journal of Applied Management and Entrepreneurship
- Journal of American Academy of Business
- Journal of Global Business Management

#### **PROFESSIONAL LECTURES**

- Customer Service                      American Express                      March 2002
- Operations Management                      Webster University                      July 2000
- Operations Management                      Webster University                      April 2000
- Operations Management                      Webster University                      February 2000
- Operations Management                      Webster University                      November 1999

### **COLLEGE-LEVEL COURSES TAUGHT:**

<b><u>COURSE NAME</u></b>	<b><u>SCHOOL</u></b>	<b><u># TIMES TAUGHT</u></b>
Managerial Marketing I (Grad)	Nova Southeastern University	37
Delivering Superior Cust. Value (Grad)		45
International Marketing (Grad)		6
International Supply Chain Mgt (Grad)		6
Entrepreneurship/Management (Grad)		25
Principles of Marketing	University of North Florida	5
Foundations, Management/Marketing (Grad)		15
Strategy		10
Conflict Management	Baker College ( <b>on-line</b> )	1
Advertising		10
Marketing Research		8
Organizational Behavior		1
Managerial Finance (Grad)	Central Michigan University	2
Marketing (Grad)		1
Operations Management (Grad)	Embry Riddle University	8
	Keller University ( <b>on-line</b> )	2
Organizational Theory (Grad)		2
Finance (Grad)	Grand Canyon University	3
Principles of Management	FCCJ	1
Small Business Management (Int'l)	FCCJ	1

### **PROFESSIONAL AFFILIATIONS**

The Academy of Management  
 The International Assoc. of Independent Businesses  
 The American Marketing Association  
 The Direct Marketing Association

### **PROFESSIONAL HONORS**

**BEST PAPER AWARD** The Journal Of American Academy of Business – March 2017  
**PHI KAPPA PHI National Honor Society** – April 2016

**BEST PRESENTER AWARD** The Journal Of American Academy of Business – December 2014

**BEST PRESENTER AWARD** The Journal Of American Academy of Business – December 2013

**Beta Sigma Delta INTERNATIONAL HONOR SOCIETY FOR BUSINESS, MANAGEMENT AND ADMINISTRATION**

**BEST PRESENTER AWARD** The Journal Of American Academy of Business – December 2007

**BEST PAPER AWARD** The Fifteenth International Conference on College Teaching and Learning – March 2004

**AREA CHAIR FOR GRADUATE OPERATIONS AND PROJECT MANAGEMENT** University of Phoenix

**EDITORIAL ADVISORY BOARD COUNSEL** The Journal of American Academy of Business, Cambridge – June 2001

**BOARD OF DIRECTORS AND EDITORIAL ADVISORY BOARD COUNSEL** The Journal of Global Business Management

**BEST AUTHOR AWARD** The Journal Of American Academy of Business – December 2001

### **PROFESSIONAL EXPERIENCE**

Central Marketing System	Sole Proprietor	1989 to 2008
Jetway Express (LandStar)	President	1988 to 1989
Roberts Express (FedEx Custom Critical)	Vice President Sales	1986 to 1988
Purolator Courier	Group Director of Transportation	1976 to 1986
United Parcel Service	Metro Region Manager	1965 to 1976

### **PERSONAL**

Military – U.S. Marine Corps  
Married, two children

### **REFERENCES**

Available upon position offer