

Claudius B. Claiborne

Pearland, TX 77584 • (281) 684-3090 • cclaiborne1@mac.com



PROFESSOR OF MARKETING

Claudius "CB" Claiborne is an experienced marketing educator with a strong foundation in undergraduate and graduate education in both face-to-face and online environments. He has an acknowledged capacity for providing effective leadership and management for academic programs, that includes student mentoring and academic faculty development. He repeatedly demonstrated success building dynamic teams that work together to ensure programs, policies and practices align with overarching mission and vision. He has a keen aptitude for coordinating systematic and ongoing evaluation of strategies and identifying ways to enhance the student experience to boost academic performance.

Teaching competencies include:

- Marketing Innovation
- Digital Marketing
- Marketing Management
- Consumer Culture
- Qualitative Methods
- Marketing Communications
- Marketing and Art
- New Product Development

He has published in the *Journal of the Academy of Marketing Science*, *Journal of Business and Psychology*, *Social Indicators Research*, *Applied Research in Quality-of-Life Studies* and the *International Journal of Business Research*. He has chaired regional conferences (The Southwestern Business Administration Teaching Conference) and edited special editions of journals (The *International Journal of Business Research* (IJBR)).

He led a team that worked with the business community to completely revamp the junior year business school experience. The four foundation courses; finance, marketing, management and information systems were combined into one twelve hour, case-based, cross disciplinary course, co-taught by executives from the business community. The course followed the life cycle of the business from start-up to going international. He received multiple teaching innovation awards for this and other efforts.

As a Fulbright Scholar in Japan, he oversaw the development and delivery of an engaging curriculum including marketing innovation, consumer culture and qualitative methods. He has delivered instruction aligned to course goals and objectives, designed assessments to inform students' understanding and evaluated accordingly to provide timely feedback. He also has assisted and guided graduate student projects. He has been recognized as an Apple Distinguished Educator, Fulbright Scholar, Sasakawa Fellow, Coors Eminent Scholar and Presidential Scholar.

Educational Background

VIRGINIA POLYTECHNIC INSTITUTE, Doctor of Philosophy in Marketing
WASHINGTON UNIVERSITY, Master of Business Administration in Marketing & Management
DARTMOUTH COLLEGE, Master of Engineering in Biomedical Engineering
DUKE UNIVERSITY, Bachelor of Science in Mechanical Engineering

Professional Experience

FORD MOTOR COMPANY. Product Development Group
BOOZ ALLEN HAMILTON. Design and Development Group
DUKE ENERGY CORPORATION. Systems Design Group

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PROFESSOR OF MARKETING

Instructional Excellence / Student Centered Pedagogy / Academic Innovation

Professor of Marketing with immense capacity for providing effective pedagogy and innovation for academic programs and student development. Repeated success building dynamic teams that work together to ensure programs and practices align to overarching mission and vision. Keen aptitude for coordinating ongoing evaluation and ways to enhance the student experience and boost department culture and performance.

Core competencies include:

- Student Centered Pedagogy
- Innovative Program Development
- Student Mentoring
- Educational Program Assessment
- Community Outreach & Engagement
- Equity, Diversity, & Inclusion Programs

PROFESSIONAL EXPERIENCE SUMMARY

TEXAS SOUTHERN UNIVERSITY, Houston, TX

PROFESSOR OF MARKETING (2005 – Present)

Oversaw development and delivery of engaging curriculum regarding marketing innovation, culture and innovation, and qualitative methods. Delivered daily instruction aligned to course goals and objectives. Designed assessments to inform student understanding and evaluated accordingly to provide timely feedback. Assisted and guided graduate students projects.

Selected accomplishments:

- Proved highly efficient in serving as the Interim Dean from 2018 to 2019 and as Interim Associate Dean from 2016 to 2018.
- Led successful negotiations with EMBA Global Immersion Experience to secure a long-term contract enabling students to travel and study in Japan and China.
- Successfully oversaw the updating processes for various school and institutional assessments.
- Spearheaded collaborative discussions with area universities to develop community service activities.
- Pioneered implementation of an interactive and global classroom, employing the use of student iPads and iTunes University.
- Authored numerous grant proposals to advance opportunities for students.
- Chaired a team that developed an innovative integrated business communication course based on shaping the business narrative through various media formats.
- Initiated a faculty trip to Malawi to explore and develop business opportunities and partnerships.
- Secured funding for an Ivey School of Business Case Writing Workshop facilitated by world renowned faculty.
- Chaired a regional conference on *Mobile Technology in Education* featuring world renowned guest speakers.
- Served as Director of a Leadership Fellows Program and led a team that was one of 12 chosen by Apple to represent innovation in teaching.

- Recipient of a Fulbright Teaching Grant at Yokohama National University.
- Successfully hosted the Global Applied Economics Forum Exchange trip for Japanese students in 2017.
- Developed the university's current Quality Enhancement Plan as part of the Executive QEP Committee for SACSCOC Accreditation.

CALIFORNIA STATE UNIVERSITY, CHANNEL ISLANDS, Camarillo, CA

PROFESSOR OF MARKETING (2003 – 2005)

Played an integral role in opening a new university, as a member of the initial startup team. Served as Chair of the University Faculty Manual Committee, EMBA Development Team and Business School Curriculum Committee.

Selected accomplishments:

- Developed curriculum for the eMBA program.
- Oversaw the development of undergraduate and graduate curricula within the business school.
- Co-Authored school's first faculty manual.

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Established reputation as Professor of Marketing at James Madison University and as Adjunct Assistant Professor at North Carolina A&T State University.

EDUCATION & CREDENTIALS

VIRGINIA POLYTECHNIC INSTITUTE — Blacksburg, VA

Doctor of Philosophy in Marketing

WASHINGTON UNIVERSITY — St. Louis, MO

Master of Business Administration in Marketing & Management

DARTMOUTH COLLEGE — Hanover, NH

Master of Engineering in Biomedical Engineering

DUKE UNIVERSITY — Durham, NC

Bachelor of Science in Mechanical Engineering

Research Publications

1. C. B. Claiborne and Richard Pitre (2021), "Corporate Ethical Training an Answer to White-Collar Crimes," *Journal of Values-Based Leadership (JVBL)*, (in press).
2. C. B. Claiborne and Mammo Woldie (2019), "Statistical Thinking and Future Thinking as Preparation for Engagement in Today's Decision Making," *Journal of International Business and Economics (JIBE)*, Vol. 19, No. 4, pp. 61-70.
3. C. B. Claiborne, Mayur Desai and Martin Lindenburg (2016), "Critical Thinking, Future Thinking and Ethical Judgment in Global Business and Marketing," *International Journal of Business Research (IJB)*, Vol. 17, No. 1, pp. 161-170.
4. Claiborne, C. B., (2014), "Future Thinking in Global Business and Marketing," *Journal of Strategic and International Studies (JSIS)*, Vol. 9, Num. 4.
5. M. Joseph Sirgy, Dong-Jin Lee, Stephan Grzeskowiak, Grace B. Yu, Dave Webb, Karma El-Hasan, Jose de Jesus, Garcia Vega, Ahmet Ekici, J. S. Johar, Anjala Krishen, Ayca Kangal, Bernhard Swoboda, C. B. Claiborne, Filomena Maggino, Don Rahtz, Alicia Canton, Ayse Kuruzum, (2010), "Quality of College Life (QCL) of Students: Further Validation of a Measure of Well-being," *Social Indicators Research*, Vol. 99, No.

- 3 pp. 375-390.
6. Claiborne, C. B., (2009), "Quality of Life in Seventeenth Century Ireland A Review," *Applied Research in Quality of Life*, Vol. 4, No. 4, pp. 387-389.
 7. Williams, John and C. B. Claiborne, (2009), "Closing the Gap Between the Ideal and the Real: Innovative Strategies for Effectively Using International Marketing Cases," *Review of Business Research*, Vol 9, No. 4, pp. 31-39.
 8. Claiborne, C. B., (2009), "An Individual Level Theory of Innovation Diffusion," *International Journal of Strategic Management*, Vol. 9, No. 1, pp. 71-74.
 9. Claiborne, C. B., (2008), "From Narrative/Storytelling Genres to Innovation," *European Journal of Management*, Vol. 8, No. 3, pp. 110-115.
 10. Claiborne, C. B., (2007), "Innovation: A Necessity of the New Global Business Paradigm," *Review of Business Research*, Vol. 2, No. 1, pp. 145 – 149.
 11. Stephan Grzeskowiak, M. Joseph Sirgy, Dong-Jin Lee, and C. B. Claiborne (2006), "Housing Well-being: Developing and Validating A Measure," *Social Indicators Research*, Vol. 79, pp 503-541.
 12. Al-Khatib, Jamal, Angela D'Auria Stanton, C.B. Claiborne and Ziad Swaidan (2005), "The Impact of Television Viewership on Consumers' Materialism and Quality of Life Perceptions in Developing Countries," *Journal of International Business Strategy* Vol. 2, No. 1, pp. 99-111.
 13. Benjamin, C. O., C. B. Claiborne, and Birdette Hughey (2005), "Assessing Risks in Business Plans via Scenario Planning," *Proceedings of the International Conference on Industry, Engineering, and Management Systems*, edited by Athinodoris Chronis, California State University, Stanislaus, March 14-16, 2005 Cocoa Beach, FLA.
 14. Claiborne, C. B., William Cordeiro and Rudolph Estrada (2004), "Using Scenarios to Develop Market Forecasts and New Business Plans," *Review of Business Research*, Vol. 2, No. 1, pp. 145 – 149.
 15. Kenneth D. Bahn, C. B. Claiborne, and Tom Bertsch (2000), "Customer Expectations and Achievements as Opportunities for Competitive Advantage," *Journal of Global Competitiveness*, American Society for Competitiveness.
 16. Thomas Bertsch, C. B. Claiborne, and John Palmer (1998), "Nurturing Inventive Initiative," *Proceedings of the 1998 American Society for Competitiveness Conference*, edited by Aleta Best, University of Massachusetts, Dartmouth, October 22-24, 1998, pp. 69-76.
 17. Mangleburg, Tamara. F., M. Joseph Sirgy, Dhruv Grewal, Danny Axsom, Maria Hatzios, C. B. Claiborne, and Trina Bogle (1998), "The Moderating Effect of Prior Experience in Consumers' Use of User-Image Based Versus Utilitarian Cues in Brand Attitude," *Journal of Business and Psychology*, Vol. 13, No. 1, pp. 101-113.
 18. William Wood, C. B. Claiborne, and Kenneth Williamson (1998), "Price Discrimination and One-Price Selling in the Market for New Automobiles," *Proceedings, Emerging Issues in Business Conference*, edited by Paul Thistlewaite, Dale Schofield, Mathias Schoelzel, and Ronald Bauerly, Myrtle Beach, SC: *Journal of Contemporary Business Issues and College of Business and Technology Western Illinois University*, November 12-14, 1998, pp. 332-337.
 19. Sirgy, M. Joseph, Dhruv Grewal, Tamara F. Mangleburg, Jae-ok Park, Kye-Sung Chong, C. B. Claiborne, J. S. Johar, and Harold Burkman (1997), "Assessing the Predictive Validity of Two Methods of Measuring Self-Image Congruence," *Journal of the Academy of Marketing Science*, Vol. 25, No. 3, pp. 229-241.
 20. C. B. Claiborne and Kenneth D. Bahn (1996), "The Role of Self-Image as an Ecological Advocate and Attitudes on the Recycling Phenomenon," in *Developments in Marketing Science*, Vol. 19, edited by Joseph Hair, Baton Rouge, LA: Academy of Marketing Science, pp. 14-20.
 21. Kenneth D. Bahn and C. B. Claiborne (1995), "Heavy vs. Light Recycling Behavior: The Influence of Political Concern, Knowledge, and Perceived Benefits," in *Developments in Marketing Science*, Vol. 18, edited by Roger Gomes, Clemson, SC: Academy of Marketing Science, pp. 64-69.
 22. Harold Teer, Clair Bolfig, and C. B. Claiborne (1994), "Self-Directed Work Teams: An Application for Higher

- Education," proceedings of The Fifth Symposium for the Marketing of Higher Education, Oct. 30-Nov. 1, 1994, New Orleans, La.
23. M. Joseph Sirgy, J. S. Johar, and C. B. Claiborne (1992), "Self-Concept Motivation as a Mediator Between Self-Image Congruence and Attitude/Intention," in *Developments in Marketing Science*, Vol. 15, edited by Victoria Crittenden, Boston, MA: Academy of Marketing Science, pp. 402-406.
 24. Efraty, David, M. Joseph Sirgy, and C. B. Claiborne (1991), "The Effects of Personal Alienation on Organizational Identification: A Quality-of-Work-Life Model," *Journal of Business and Psychology*, Vol. 6, No. 1, pp. 57-77.
 25. Sirgy, M. Joseph, J. S. Johar, A. C. Samli, and C. B. Claiborne (1991), "Self-Congruity Versus Functional Congruity: Predictors of Consumer Behavior," *Journal of the Academy of Marketing Science*, Vol. 19, No. 4, pp. 363-375.
 26. Wright, Newell, C. B. Claiborne and M. Joseph Sirgy (1991), "The Effects of Product Symbolism on Consumer Self-Concept," *Advances in Consumer Research*, Vol. 19, John F. Sherry, and Brian Sternthal (eds.), Chicago, IL: Association for Consumer Research, pp. 311-318.
 27. Claiborne, C. B. and M. Joseph Sirgy (1990), "Self-Image Congruence as a Model of Consumer Attitude Formation and Behavior: A Conceptual Review and Guide for Future Research," in *Developments in Marketing Science*, Vol. 13, edited by B. J. Dunlap, Cullowhee, NC: Academy of Marketing Science, pp. 1-7.
 28. Claiborne, C. B. and Julie Ozanne (1989), "The Meaning of Custom-Made Homes: Home as a Metaphor for Living," *Advances in Consumer Research*, Gerald Gorn, Richard Pollay, and Marvin Goldberg (eds.), New Orleans, LA: Association for Consumer Research, pp. 367-374.
 29. Samli, A. Coskun and C. B. Claiborne (1987), "Some Insights into International Retailing: A Theory of Balanced Markets and the Entrepreneurial Spirit", *Proceedings, World Marketing Conference*, Kenneth Bahn and M. Joseph Sirgy (eds.), Blacksburg, VA: Academy of Marketing Science, pp. 81-84.
 30. Samli, A. Coskun and C. B. Claiborne (1987), "Some Observations on Japanese Retailing Strategies: Lessons for Eastern Europe and North America", *Developments in Marketing Science*, Vol. 10, Naresh K. Malhotra (ed.), pp. 165-170.

Teaching Publications

31. [Transcultural Literacy and Mobility](https://itunes.apple.com/us/book/transcultural-literacy-and-mobility/id958347477?mt=13), C.B.Claiborne and Wilfred Raussert, Apple iBook, Apple Computer, Austin Texas. <https://itunes.apple.com/us/book/transcultural-literacy-and-mobility/id958347477?mt=13>. 2014.
32. *Transcultural Literacy: Best Practices In Teaching*, C. B. Claiborne, Apple Computer (Digital Chapter). 2013.
33. [Trans-Cultural Mobility: Traveling Ideas, Images, Sounds, and Texts in the Americas](#) (Exhibition Catalog), Wilfried Raussert and C. B. Claiborne, Universitat Bielefeld. 2013.
34. *Faces of Haiti: Resolute in Reform, Resistance and Recovery*. Edited by C.B. Claiborne, Kiran Jarayam, Brian Rosenblum, and Maryemma Graham, University of Kansas, Lawrence, KS. 2011.
35. [Business and Development in Africa, Special Edition of the International Journal of Business Research](#), Edited by C. B. Claiborne, Aihie Osarenkhoe, Gabriel Awuah, and Sid Howard Credle, Academy of International Business and Economics, Houston, TX. 2009.
36. "Between Worlds," collaboration with Barry Jacobs in [Across the Line, Profiles in Courage: Tales of the First Black Players in the ACC and SEC](#), The Lyons Press, Guilford, CT. 2008.
37. [Strategic Planning for Global Competitiveness Symposium Working Papers](#), Edited by C. B. Claiborne, JHU School of Business, Houston, TX. 2007.
38. [The Making of an African American Village: The Historic Furious Flower Conference](#), Edited by Joanne Gabbin with Photographs by C. B. Claiborne, University of Virginia Press, Charlottesville,VA. 2004.
39. "Photo Elicitation of the Heuristic Meaning of Multiculturalism," by C. B. Claiborne in [Affirming Diversity Through Democratic Conversations](#), Victoria Fu and Andy Stremmel, Editors, Prentice Hall, Upper Saddle

- River, NJ. 1999.
40. The Furious Flowering of African American Poetry, Edited by Joanne Gabbin with Photographs by C. B. Claiborne, University of Virginia Press. 1999.
 41. Marketing: A Handbook for Minority Entrepreneurs (for Miller Brewing Company) by C. B. Claiborne, North Carolina A & T State University. 1896.
 42. UMTA Summer Faculty Workshop for Minority Institution Faculty (Final Report of Department of Transportation Project), North Carolina A & T State University. 1985.
 43. A Transportation Systems Institute for Historically Black Colleges in North Carolina, South Carolina, and Florida, (Final Report of Department of Transportation Project), North Carolina A & T State University. 1983.

Presentations

1. "Statistical Thinking and Future Thinking as Preparation for Engagement in Today's Decision Making," C. B. Claiborne and Mammo Woldie, Texas Southern University, presented at the International Association of Business and Economics Conference, Houston, Texas, Dec. 12-14, 2019.
2. "Statistical Thinking and Future Thinking as Preparation for Engagement in the Global Community," C. B. Claiborne and Mammo Woldie, Texas Southern University, presented at the International Association of Business and Economics Conference, New York, New York, Oct. 12-14, 2017.
3. "Critical Thinking, Future Thinking and Ethical Judgment in Global Business and Marketing," C. B. Claiborne, Mayur Desai and Martin Lindenburg, Texas Southern University, presented at the International Association of Business and Economics Conference, San Francisco, California, Dec. 20-21, 2015.
4. "Facilitating Future Thinking, Critical Thinking, And Ethical Decision Making Using Hybrid Learning Multi-Touch Tablet Technology," Claudius Claiborne and Mayur Desai, Texas Southern University, presented at the Decision Sciences Institute Annual Meeting, Seattle Washington, Nov. 21-24, 2015.
5. "Across the Line and Between Worlds: Integrating College Sports in the South," C. B. Claiborne, Texas Southern University, Tsuru University, Tsuru City, Japan, July 14, 2015.
6. "Future Thinking in Global Business and Marketing," C. B. Claiborne, Texas Southern University, Institute for Strategic International Studies, Paris, May 11-13, 2014.
7. "Innovation and Culture: The Role of French Culture in the Birth of Cool Jazz," C. B. Claiborne, Texas Southern University, Indian Institute of Technology, Mumbai, August 14, 2013.
8. "The Photo - Elicitation of the Meaning of Transcultural Mobility," C. B. Claiborne, Texas Southern University, Exhibition and Gallery Talk, presented at the (Trans)Cultural Mobility: Traveling Ideas, Images, Sounds, and Texts in the Americas Conference, Universitat Bielefeld, Germany, May 6-8, 2013.
9. "Bridging the Gap: Speaking to Digital Natives," C. B. Claiborne, Texas Southern University, Keynote Address at the Democratization of CyberLearning Summit, Jackson State University, April 25-26, 2013.
10. "The Marketing of Neo - Slave Narrative Films from Miss Jane Pitman to Django," C. B. Claiborne, Texas Southern University, Natchez High School, Natchez Literary Festival, Natchez, MS, Feb. 21, 2013
11. "Marketing Techniques for Neo-Slave Narrative Films," C. B. Claiborne, Texas Southern University, Copiah-Lincoln Community College, Natchez literary Festival, Natchez, MS, Feb. 21, 2013.
12. "Reading/Seeing Between the Lines: Fact and Fiction in Miss Jane Pittman and Subsequent Slave Narratives," C. B. Claiborne, Texas Southern University, Maryemma Graham, University of Kansas, Natchez literary Festival, v Natchez, MS, Feb. 22, 2013.
13. "Marketing the Modern Girl Around the World: Modernity, Self-Image and Quality-of-Life," C.B.Claiborne and Preeya Birjah, Texas Southern University, Tani Barlow, Rice University, presented at International Association of Business and Economics, Las Vegas, Oct. 16, 2012
14. "Patterns of Performance in Virtual and Face-to-Face Groups," by C. B. Claiborne, M. Cathy Claiborne,

and Kokila Vasu presented at the International Academy of Business and Economics Conference, Las Vegas, NV, October 16-18, 2011

15. "I wouldn't have known you until I saw your vision. . . .," Commencement Address, George Washington High School, Danville, Virginia, June 18, 2011.
16. "Impact of Individual Attitude and Interaction on Group Functioning," Research Week Presentation, Texas Southern University, April 7, 2011.
17. "Son of A Beloved Community: Revisiting Dr. King's Vision of Post Integration Society" King Day Commemorative Address, Danville Virginia, January 17, 2011.
18. "Applying Marketing Concepts of Customer Service to Education," by C. B. Claiborne, presented at the Opening Faculty Symposium, Texas Southern University, Houston Texas, August 18, 2010.
19. "Using Student Peer Reviews in a Team-Based Marketing Class," by C. B. Claiborne and Mammo Woldie, presented at the Southeastern Teaching Conference, Houston Texas, October 23-24, 2009.
20. "Closing the Gap Between the Ideal and the Real: Innovative Strategies for Effectively Using International Marketing Cases," by John Williams and C. B. Claiborne, presented at the International Academy of Business and Economics Conference, Las Vegas, NV, October 18-21, 2009.
21. "From Narrative Storytelling Genres to Innovation," by C. B. Claiborne, presented at the International Academy of Business and Economics Conference, Stockholm, Sweden., June 6-9, 2008.
22. "Innovation a Necessity of the New Global Business Paradigm," by C. B. Claiborne, presented at the International Academy of Business and Economics Conference, Las Vegas, NV., October 10-14, 2007.
23. "Academic Innovation," by C. B. Claiborne, presented at the Southwestern Deans Conference, Houston, Texas, March 2, 2007.
24. "Marketing Planning and Implementation," By C. B. Claiborne, presented for the Economic Development Center, Texas Southern University, Oct. 6, 2005.
25. "Hope, Subjective Well-Being and Housing Satisfaction," by Adams, Vigil and C. B. Claiborne, presented at the International Society for Quality of Life Studies Conference, Philadelphia, PA., November 10-14, 2004.
26. "Scenario Planning and Community Quality-of-Life" by C. B. Claiborne, presented at the International Society for Quality-of-Life Studies Conference, Williamsburg, Va., November 13-16, 2002
27. "A Costing Model of Housing Well-Being" by C. B. Claiborne, presented at the Macromarketing Society Annual Conference, Williamsburg, Va., August 7 – 12, 2001
28. "The Impact of Television Viewership on Consumer Materialism and Quality of Life Perceptions: An Examination in the Islamic Culture" by C. B. Claiborne, Jamal Al-Khatib and Angela Stanton, presented at the International Society for Quality-of-Life Studies Conference, Washington, D.C., November 29 – December 1, 2001
29. "Educating Innovative Learners: The Role of Real World Problems," by C. B. Claiborne, presented at the Annual Meeting of the Association of American Colleges and Universities, January 20-22, 2000, Washington, D. C.
30. "A Facilitated Look into the Future of Management Certification," by C. B. Claiborne, presented at the Strategic Planning Meeting of the Institute of Certified Professional Managers, September 25, 1999, Harrisonburg, VA.
31. "Teaching Innovation," by C. B. Claiborne, presented at the Annual Meeting of the National Collegiate Inventors and Innovators Alliance, March 15-17, 1998, Washington, D. C.
32. "One-Price Dealers and Minority Auto Purchases," by C. B. Claiborne, presented at the Emerging Issues in Business Conference, Myrtle Beach, SC, November 12-14, 1998.
33. "Assessing Market Potential For Student E-Teams" by C. B. Claiborne, presented at the Annual Conference

of the National Collegiate Inventors and Innovators Alliance, March 7-9, 1997, Washington, D. C.

34. "Price Discrimination and One-Price Selling in the Market for New Automobiles," by C. B. Claiborne and William Wood, Presented at the Annual Conference of the Southern Economic Association, November 23-25, 1996, Washington, D.C.
35. "Sports, Masculine Subculture and Quality-of-Life," by C. B. Claiborne, presented at The Third Multicultural Marketing Conference, October 16-19, 1996, Virginia Beach, VA.
36. "Children and Quality-of-Life: An Ecological and Environmental Perspective," by Kenneth Bahn and C. B. Claiborne, presented at The Fifth Quality-of-Life/Marketing Conference, November 30-December 2, 1995, Williamsburg, VA.
37. "Technology, Teaching and the Quality of Work Life in Higher Education," by C. B. Claiborne, presented at The Fifth Quality-of-Life/Marketing Conference, November 30-December 2, 1995, Williamsburg, VA.
38. "Self-Directed Work Teams: An Application for Higher Education," by Claire Bolfig, C. B. Claiborne and Harold Teer, presented at the Fifth Symposium for the Marketing of Higher Education, Oct. 30-Nov. 1, 1994, New Orleans, La.
39. "Children, Green Products, and Social Responsibility in Shopping and Consumption," by C. B. Claiborne, presented at the Fourth Triennial National Retailing Conference, October 22-24, 1994, Richmond, VA.
40. "The Self-Concept as a Moderator of Attitude-Behavior Consistency: An Interactionist Perspective, by C. B. Claiborne, presented at the Annual Conference of the Academy of Marketing Science, June 1-4, 1994, Nashville, TN.
41. "Total Quality Promotions," by C. B. Claiborne, presented at the Annual Meeting of the Academy of Marketing Science, May 26-29, 1993, Miami, FL.
42. "Necessities and Comforts: The Functional and Psychosocial Dimensions of Materialism and Human Satisfaction", by C. B. Claiborne, presented at the 1992 Quality-of-Life Conference, November 19-22, Washington, D.C.

Grants and Honors

2019	HBCU's Can Code Study Grant, Tennessee State University
2019	Apple Certified Teacher Recognition
2018	Global Applied Economics Forum (GAEF) Study Abroad Grant
2016	Apple Distinguished Educator Award
2015	Apple Distinguished Educator Award
2015	Texas Southern University Faculty Research Grant, Facilitating Future Thinking, Critical Thinking and Ethical Decision Making Using Hybrid Learning Multi-touch Tablet Technology
2014	Japan-United States Education Commission Fulbright Grant
2014	Apple Distinguished Educator Award
2014	JHJ Teaching Conference Seed Grant, Context Content and Collaboration: Facilitating Pedagogy Using Hybrid Learning Multi-touch Tablet Technology
2013	Exhibition Grant, 'The Photo-Elicitation of the Meaning of Transcultural Mobility,' for the (Trans)Cultural Mobility: Traveling Ideas, Images, Sounds, and Texts in the Americas Conference, Universitat Bielefeld, Germany, May 6-30, 2013.
2013	Texas Southern University Faculty Excellence Award

2013	Apple Distinguished Educator Award
2012	Exhibition Contributor, Among Poets: Maryland's Poet Laureate Lucille Clifton, Reginal F. Lewis Museum, Baltimore, MD., June 15 to Dec. 30, 2012
2011	Commencement Address, George Washington High School, Danville, Virginia, <i>I Wouldn't Have Known You, Until I Saw Your Vision</i> , June 18, 2011.
2011	University of Kansas Haiti Educational Research Grant,
2011	Martin Luther King Day Commemorative Speaker, <i>Son of A Beloved Community: Revisiting Dr. King's Vision of A Post Integration Society</i> , Danville, Va. January 15, 2011.
2011	Key to the City Award, Danville, Virginia.
2010	Texas Southern University Faculty Research Grant, Using Simulations To Teach Business Risk Analysis.
2010	Richard Wright Centennial Celebration Documentation Award, Japan, History of Black Writing Project, June 10 - 20, 2010.
2009	Teacher of the Year Award, Jesse H. Jones School of Business, Texas Southern University.
2008	Toni Morrison/Language Matters Documentation Award, Paris, France, History of Black Writing Project, November 3 - 8, 2010.
2006	International Business Education Grant, Blantyre, Malawi, FCA Corporation
2005	Texas Southern University Faculty Research Grant, Implementing Digital Media.
2005	Ivey School of Business Case Writing Workshop Grant
2005	Artist-in-Residence Channel Islands National Park
2004	Faculty Development Seminar in International Marketing Grant, University of South Carolina
2001	Master Teacher Training Program Grant, Georgia State University
2000	Sasakawa Foundation Japanese Studies Faculty Development Fellowship, San Diego State University
2000	College of Business Marriott Faculty-Student Research Grant
1999	James Madison University Service-Learning Faculty Development Grant
1998	James Madison University Service-Learning Faculty Development Fellowship
1997	James Madison University College of Business Executive Advisory Council Teaching Innovation Award
1997	James Madison University Faculty Leave Grant
1996	Lemelson Foundation Grant for "The Development of a Digital Anthology of Out-of-Print Texts of African American Literature"
1996	James Madison University College of Business Executive Advisory Council Teaching Innovation Award
1996	James Madison University College of Business Executive Advisory Council Service Award
1996-2000	Coors Foundation Eminent Scholar, James Madison University
1995	Lemelson Foundation Grant for "Teaching Innovation in New Products Marketing Classes"
1994	Winterim Faculty Development Grant, Thunderbird School of International Marketing

1987-1989	Graduate Dean's Fellowship, Virginia Polytechnic Institute
1981	U. S. Department of Transportation Summer Faculty Fellow
1971-1973	Consortium for Graduate Study in Business for Blacks Fellow, Washington University
1965-1969	Athletic Grant-in-Aid, Duke University
1965-1969	National Achievement Scholar, Duke University
1965	Presidential Scholar, State of Virginia

Administrative Experience

October 2018
to
August 2019

TEXAS SOUTHERN UNIVERSITY
Interim Dean School of Business

Key Accomplishments: Negotiated long term contract for the EMBA global Immersion Experience. Began planning for subsequent study abroad trips to Japan and Italy.

Oversaw the updating of AACSB Continuous Improvement Program Review assessments and developed a plan for assessments going forward.

Oversaw the updating of overdue SACS program assessments and developed a plan for assessments going forward.

Initiated discussions with UH Downtown regarding joint projects to benefit the Third ward.

Developed prospectuses for possible Ford and Bauer Foundation funding.

Developed initial plans for Youth Summer Institute for the Business of Sports.

Developed grant proposal for an Experiential Financial Education lab featuring Bloomberg terminals and ticker tapes.

Developed and implemented a plan for faculty development including summer analytics trainings and case teaching and writing.

February 2016
to

TEXAS SOUTHERN UNIVERSITY
Interim Associate Dean School of Business

October 2018

Key Accomplishments: Developed grant proposals focusing on advancing the information systems curriculum through the use of experiential, self-paced app development tools.

Worked collaboratively with the Director of Development to secure funding for a financial trading laboratory.

Promoted partnerships with business leaders to develop mentorship and internship programs.

Oversaw the development of an interactive and global classroom featuring shared iPads and iTunes U class material.

Chaired the 24th Annual Conference of the Southwestern Business Administration Teaching Conference.

Co-edited a Special edition of the **Southwestern Business Administration Teaching Journal (SBAJ)**. Moved the journal to an online format hosted by the **Digital Scholarship** platform.

Facilitated the **Global Applied Economics Forum** visit of students from **Yokohama National University** and a reciprocal visit to Japan of **TSU** students in 2017.

September 2015
to
October 2018

TEXAS SOUTHERN UNIVERSITY
Interim Department Chair Business Administration

Activities Include: Managing departmental operations: effective and efficient scheduling of classes, providing vision and leadership in acquiring the latest technology and equipment, addressing operational issues and facilitating curriculum improvement.

Key Accomplishments:

Developed a flipped classroom laboratory featuring iPads and interactive monitors for global streaming. The digital learning laboratory is capable of simultaneous online and face to face classes.

Conceptualized and recruited faculty to teach the Social Media Marketing Class now the most popular in the curriculum.

Facilitated the addition of analytics to the core and MIS curriculum, including testing different software platforms and coordinating efforts in different levels of classes in accordance with AACSB standards.

September 2009
to
June 2010

TEXAS SOUTHERN UNIVERSITY
Curriculum Coordinator eMBA Program
Professor

Activities Include: Program evaluation using post-semester customer service interviews with students about their experiences and expectations. The planning, coordination, and implementation of team building during initial face-to face sessions. Support for the study abroad trip including the development of industry related cases to coordinate with the business visits and travel with the cohorts to conduct debriefing sessions during visits. Promotion of advanced pedagogy using individual team "live classrooms" to track individual performance and online case presentations. Communication with others about pedagogy and technology related to online teaching. Development of standards for online classes.

Key Accomplishments:

Made course and delivery improvements based on student comments.

Developed an energy focus in non-finance courses.

Developed a case study perspective among the first year cohort.

September 2007
to
June 2009

TEXAS SOUTHERN UNIVERSITY
Marketing Department Coordinator

Professor

Activities Included: Instructing MBA and undergraduate courses, including marketing principles, entrepreneurial marketing, and marketing management.

Developing an online eMBA. Developing a business communications course focused on written, oral, and visual communications. Developing a personal selling course. Developing international curriculum and research within the school of business. Instructing the simulation-based capstone course.

Key Accomplishments:

Led a team to develop an integrated business communication course based on written, oral and visual forms of the business narrative.

Led a faculty development team trip to Malawi to explore possibilities of working with African businesses.

Developed and lead faculty teams in creating and presenting managerial training seminars for African Managers.

May 2003
to
June 2005

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

Part of the initial team responsible for the planning and startup of a new university, California State University at Channel Islands (the 23rd school in the California State System).

Key Accomplishments:

Chaired the committee responsible for developing all policies and procedures for the new university.

Developed graduate face-to-face and distance learning MBA programs with an emphasis on innovation, international immersion and case study.

Developed the undergraduate business curriculum for freshman through senior levels.

Co-edited a the first editions of journals sponsored by CSUCI, the **International Journal of Business Research (IJBR)** and the **Journal of International Business Strategy (JIBS)**.

Identified and hired key marketing faculty.

Professional Experience

September 2005
to
August 2015

TEXAS SOUTHERN UNIVERSITY

Professor, Fulbright Scholar, Apple Distinguished Educator

Activities Included: the Development and start up of the JHJ Fellows Leadership Program, a program designed to give students opportunities for professional development, community involvement and international experience.

Key Accomplishments:

Initiated, developed and implemented programming for the JHJ Fellows Leadership program.

Developed scenarios videos to document student learning journeys.

Developed and taught courses on American culture and innovation at Yokohama National University in Japan.

Presented the Innovation Project "Peace, Power, Respect, Dignity, Love: The Making of A Black Arts Exhibition," (One of twelve schools chosen in the US) at the Apple Worldwide Sales and Marketing Annual Meeting.

College of Business Teacher of the Year Award.

September 2003
to
August 2005

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

Business Program

Professor

Activities Included: Instructing online MBA Foundations courses. Developing entrepreneurially focused MBA and undergraduate courses. Instructing interdisciplinary Business and Art courses. Developing marketing based capstone course. Participating in university start up, including the matriculation of the first freshman class.

Key Accomplishments:

Developed graduate and Executive MBA programs with an emphasis on innovation, international immersion and case study.

Developed the undergraduate business curriculum for freshman through senior classes.

Chaired the faculty committee responsible for writing the first university Faculty Manual.

Initiated school sponsorship and co-edited the International Journal of Business Research (IJBR) and the Journal of International Business Strategy (JIBS).

September 1990
to
June 2003

JAMES MADISON UNIVERSITY

Department of Marketing

Assistant Professor to Professor, Coors Eminent Scholar

Activities Included: Developing and Instructing online MBA courses. Instructing marketing courses including a simulation-based capstone, and consumer behavior. Developing a new product development and management undergraduate course.

Key Accomplishments:

Part of team that developed the business school's initial online MBA program.

Developed a 12 credit hour applied introductory business curriculum based on the life cycle of the business.

Received multiple Teaching Innovation Awards.

Part of team, selected by the President, that developed the University's Centennial Strategic Plan.

Developed and implemented service-learning courses working with local area businesses.

Led Alternative Spring Break trips to Navajo country and underprivileged urban areas.

Led a two year effort to rewrite the College of Business Faculty Manual and secure faculty buy-in.

Received multiple service awards.

Coors Eminent Scholar Award.

Teaching Innovation Award.

Service Award.

Summer 1987
to 1990

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY
Department of Marketing
Part-time Instructor

September 1980
to
June 1987

NORTH CAROLINA A & T STATE UNIVERSITY-GREENSBORO
School of Business and Economics
Adjunct Assistant Professor

Activities Included: Instructing marketing principles, marketing communications, marketing research, and business environment classes; Participation in proposal development and research in transportation; and Small business development.

Key Accomplishments: Directed Department of Transportation (DOT) project to assess the capabilities of Historically Black Colleges in North Carolina, South Carolina, and Florida to do transportation research (1983);

Developed a marketing curriculum for a minority entrepreneur seminar series for Miller Brewing (1985); Wrote the handbook and delivered seminars.

Director of the first on campus Small Business and Technology Development Office sponsored by the state of North Carolina (1986-87);

Produced a video to market the business administration department to prospective students (1987).

Developed a marketing plan for the university's athletic programs (1982);

PHOTOGRAPHIC EXHIBITIONS

A Personal Gallery, Greensboro, NC.

Staunton Fine Art Museum, Va.

Augusta Medical Center, Va.

James Madison University, Harrisonburg, Va.

Co-Art Gallery, Staunton, Va.

Fine Art Gallery, Cal State Channel Islands, Camarillo, Ca.
Reginald F. Lewis Museum of African-American History and Culture, Baltimore Md.
Enoch Pratt Free Library, Baltimore Md.
University of Kansas, Lawrence, Ks.
Bielefeld University, Bielefeld, Germany
Spencer Museum, University of Kansas, Lawrence Ks

REFERENCES

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