
DR. BRENT D. BEAL

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9/19/2019

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ACADEMIC POSITIONS

The University of Texas at Tyler
Soules College of Business
Management & Marketing

Professor of Management, August 2019 - present

Associate Professor of Management, August 2010 – August 2019

McNeese State University
College of Business
Management, Marketing & General Business

Visiting Assistant Professor, August 2009 – August 2010

Louisiana State University
E. J. Ourso College of Business Administration
William W. and Catherine Rucks Department of Management

Assistant Professor, August 2001 – May 2008

Instructor, August 2000 – August 2001

Texas A&M University
Lowry Mays College and Graduate School of Business
Department of Management

Research and Teaching Assistant, August 1995 – August 2000

PROFESSIONAL POSITIONS

BPM LLC
7354 Alberta Dr., Ste. E, Baton Rouge, LA 70808

Owner & President, May 2006 – May 2009; Full Time, May 2008 – August 2009

[2008 Gross Revenue: \$729k; Dissolved July 2009; Provided construction, consulting, graphic design, bookkeeping, and general management services]

EDUCATION

Texas A&M University
Lowry Mays College and Graduate School of Business

Ph.D. in Management, August 2001

Brigham Young University

B.A., English, 1994

B.A., Spanish Translation, 1994

RESEARCH INTERESTS

Value Creation, Market Failure, Collective Action
Income Inequality
Neoliberalism and Management Education
Corporate Social Responsibility
Business Case Writing

PUBLICATIONS

Refereed Journal Articles

- Naydanova, E., Beal, B. D., Doty, H. 2018. Internet use for school-mandated and self-initiated learning: Good, bad or both? *Cyberpsychology, Behavior, and Social Networking*, 21(7): 444-449.
- Bushardt, S. C, Young, M., & Beal, B. D. 2018. Understanding work passion: An important element for career success and improved quality of life. *Journal of Organizational Psychology*, 18(2): 23-29.
- Swimberghe, K., Darrat, M., Beal, B. D., Astakhova, M. 2018. Examining a psychological sense of brand community in elderly consumers. *Journal of Business Research*, 82: 171-178.
- Cater, J. J., Collins, L. A., & Beal, B. D. 2017. Ethics, faith, and profit: Exploring the motives of U.S. fair trade social entrepreneurs. *Journal of Business Ethics*, 146 (1): 185-201. doi: 10.1007/s10551-015-2934-4
- Astakhova, M. N., Beal, B. D., & Camp, K. M. 2017. A cross-cultural examination of the curvilinear relationship between perceived demands-abilities fit and risk-taking propensity. *Journal of Business Research*, 79: 41-51. doi: 10.1016/j.jbusres.2017.05.030
- Beal, B. D., & Astakhova, M. 2017. Management and income inequality: A review and conceptual framework. *Journal of Business Ethics*, 142(1): 1-23. doi:10.1007/s10551-015-2762-6
- Cater, J. J., Beal, B. D, & Collins, L. A. 2016. The changing paradigm of fair trade social entrepreneurship in the United States. *Management Decision*, 54(7): 1732-1756.
- Beal, B. D. & Neesham, C. 2016. Systemic corporate social responsibility: Micro-to-macro transitions, collective outcomes, and self-regulation. *Social Responsibility Journal*, 12(2): 209-227.
- Cragun, R. T., Merino, S. M., Stearmer, S. M., Nielsen, M., Beal, B. D., & Jones, B. 2016. Predictors of opposition to and support for the ordination of women: Insights from the LDS church. *Mental Health, Religion and Culture*, 19(2): 124-137.
- Naydanova, E., & Beal, B. D. 2016. Harmonious and obsessive passion, competence, and self-worth: A study of high school students in the U.S. and Russia. *Computers in Human Behavior*, 64 (2016): 88-93.
- Olson Beal, H. K., & Beal, B. D. 2016. Assessing the impact of school-based marketing efforts: A case study of a foreign language immersion program in a school choice environment. *Peabody Journal of Education*, 91(1): 81-99.

- Bushardt, S. C., Beal, B. D., Young, M., & Khosla, S. 2016. Professional nurses and the dark side of work passion. *Nursing Management*, 47(1): 48-52. [Reprinted in *Nursing Made Incredibly Easy*, July/August 2016, 14(4), 16-21]
- Cater, J. J., Beal, B. D., Tarter, J., & Swimberghe, K. 2015. Motor Trike: Building a brand community. *Case Research Journal*, 35(2): 73-94.
- Cater, J. J., & Beal, B. D. 2015. Servant leadership in multigenerational family firms. *Journal of Applied Management and Entrepreneurship*, 20(4): 25-48
- Cater, J. J., & Beal, B. D. 2014. Ripple effects on family firms from an externally induced crisis. *Journal of Family Business Management*, 4(1): 62-78.
- Heard, P. L., Hartman, S., Beal, B. D., & Bushardt, S. C. 2014. Nursing comfort. . . more than helpful hands. *Nursing Management*, 45(4): 30-35.
- Beal, B. D., & Olson Beal, H. K. 2013. Rethinking the market metaphor: School choice, the common good, and the National Football League. *Journal of School Choice*, 7(4): 471-497.
- Beal, B. D., & Tarter, J. 2013. Flat World Knowledge and the college textbook market: A revolution? *Journal of Case Studies*, 31(2): 98-113.
- Beal, B. D., & Tarter, J. 2013. Flat World Knowledge: How to pay authors to write free textbooks? *Journal of Critical Incidents*, 6: 67-70.
- Beal, B. D., & Tarter, J. 2013. The Mormon Stories podcast: Faith, disaffiliation and strategic vision. *Business Case Journal*, 20(2): 15-33.
- Tarter, J. & Beal, B. D. 2013. Implementing a “SWIF” program in an undergraduate strategy course: Processes, results and recommendations. *The Journal of Learning in Higher Education*, 9(1): 153-161.
- Beal, B. D. 2012. Competitive markets, collective action, and the Big Box Retailer problem. *Journal of Philosophical Economics*, 6(1): 2-29.
- Cater, J. J., Beal, B. D., Justis, R. T. 2007. Family business in Louisiana: The case of Rabenhorst Funeral Homes. *Annual Advances in Business Cases*, 27: 221-237.
- Gimeno, J., Hoskisson, R. E., Beal, B. D., & Wan, W. P. 2005. Explaining the clustering of international expansion moves: A critical test in the U.S. telecommunications industry. *Academy of Management Journal*, 48(2): 297-319.
- Beal, B. D., Thomas, D. E. 2004. Strategic options for managing intellectual asset flows in the information sector. *Journal of Managerial Issues*, 16(4): 442-459.
- Beal, B. D., & Marin, D. B. 2003. Confronting the information age: Strategy, copyright, and digital intellectual goods. *Business Horizons*, 46(4): 21-31.
- Beal, B. D. 2002. AllAdvantage.com: An internet infomediary. *Case Research Journal*, 22(3): 1-17. (Reprinted in Pearce & Robinson, 2004, Strategic Management, 9e, McGraw Hill)
- Dacin, M. T., Ventresca, M. J., & Beal, B. D. 1999. The embeddedness of organizations: Dialogue & directions. *Journal of Management*, 25(3): 317-356.

Guides & Books

- Beal, B. D. 2017. *The personal essay project guide*. Unpublished (used internally at UTTyler).

- Beal, B. D., MacMillan, K., Woodward, M., & Schnarr, K. 2016. *The case project guide: How to write a great business case as a class project*. London, ON (Canada): Ivey Publishing (<https://www.iveycases.com/ProductView.aspx?id=79115>).
- Beal, B. D., Nieberding, N., & Olson Beal, H. K. (Eds.). 2016. *As I see it: Personal essays about healthcare and healthcare reform in the United States*. Nacogdoches, TX: Stephen F. Austin State University Press (ISBN: 978-1622881239; distributed by Texas A&M University Press & the Texas Book Consortium, <http://www.tamupress.com>).
- Beal, B. D. 2014. *Corporate social responsibility: Definition, core issues, and recent developments*. Thousand Oaks, CA: SAGE Publications Inc. (ISBN: 978-1452291567; <http://www.sagepub.com/books/Book241166>)

Book Chapters

- Beal, B. D., Olson Beal, H. K., & Stearmer, S. M. 2015. *An insider account of the Mormon Gender Issues Survey: Why we did it and why a vocal minority hated it*. In G. Shepherd, L. F. Anderson, & G. Shepherd (Eds.), *Voice for equality: Ordain Women and the resurgent Mormon feminism*: 277-296. Salt Lake City, UT: Greg Kofford Books.
- Marks, L., & Beal, B. D. 2008. *Preserving peculiarity as a people: Mormon distinctiveness in lived values and internal structure*. In C. K. Jacobson, J. P. Hoffman & T. B. Heaton (Eds.), *Revisiting Thomas F. O'Dea's The Mormons: Contemporary Perspectives*: 258-285. Salt Lake City: The University of Utah Press.

Published Proceedings

- Beal, B. D., Laasch, O., Astakhova, M., & Conaway, R. N. 2017. Income inequality and management theory: Systemic considerations and causal paths. *Academy of Management Proceedings*, 2017, Atlanta, GA, <http://aom.org/proceedings/>, DOI:10.5465/AMBPP.2017.186.
- Beal, B. D., Conaway, R. N., Astakhova, M., & Laasch, O. 2016. Income inequality: Value flow analysis, market narratives, and organizational practice. *Academy of Management Proceedings*, 2016, Anaheim, CA, <http://aom.org/proceedings/>, DOI:10.5465/AMBPP.2016.92.
- Beal, B. D., & Astakhova, M. 2015. Management and income inequality: A Review and theoretical model. *Academy of Management Proceedings*, 2015, Vancouver, BC, Canada, <http://aom.org/proceedings/>, DOI: 10.5465/AMBPP.2015.29
- Beal, B. D., & Neesham, C. 2012. Systemic CSR: Insourcing the invisible hand. *Academy of Management Proceedings*, 2012, Boston, MA, <http://aom.org/proceedings/>, DOI: 10.5465/AMBPP.2012.82
- Cater, J. J., Beal, B. D., & Justis, R. T. 2007. The development of successors from followers to leaders in the family business: An exploratory study. *2007 Southern Management Association Conference Proceedings*, Nashville, TN.
- Cater, J. J., Beal, B. D., & Justis, R. T. 2007. Servant leadership in the family business: An exploratory study. *2007 USASBE/SBI Joint Conference Proceedings*, Orlando, FL.
- Cater, J. J., Beal, B. D., & Justis, R. T. 2007. Family business in Louisiana: The case of Rabenhorst Funeral Homes. *2007 USASBE/SBI Joint Conference Proceedings*, Orlando, FL.

Beal, B. D., & Gimeno, J. 2001. Geographic agglomeration, knowledge spillovers, and competitive evolution. *Best Paper Proceedings of the 2001 Academy of Management Meeting, Washington, DC*, <http://aom.org/proceedings/>.

Editor Reviewed, Non-Refereed & Miscellaneous

Olson Beal, H. K., Beal, B. D., & Sandul, P. 2018. Trump's travel ban and embodied activism. *Academe*, 104(1): 29-34. <https://www.aaup.org/article/trumps-travel-ban-and-embodied-activism>

Beal, B. D., Grandy, G., & Mossman, C. 2016. The Case Research Journal: Call for cases: Special issue on short cases. Retrieved from <http://www.nacra.net/crj>

Beal, B. D., & Olson Beal, H. K. 2013. Chasing rainbows: A comment on school choice and the National Football League. *Journal of School of School Choice*, 7(4): 520-531.

Cater, J. J., Beal, B. D., & Justis, R. T. 2007. Tugboats on the Mississippi: A conversation with Jack Jackson. *Journal of Applied Management and Entrepreneurship*, 12(1): 94-102.

Cater, J. J., Beal, B. D., & Justis, R. T. 2006. Fourth-generation success: A conversation with Karen Rabenhorst Kerr of Rabenhorst Funeral Homes. *Journal of Applied Management and Entrepreneurship*, 11(3): 78-89.

Cater, J. J., Beal, B. D., & Justis, R. T. 2006. Family success in the air conditioning business: The case of Mike Miller of Star Service, Inc. *Journal of Applied Management and Entrepreneurship*, 11(2): 90-102.

PRESENTATIONS

Woodward, M. J., Schnarr, K., & Beal, B. D. [2019]. *Going live! A step-by-step guide to live business cases*. 2019 annual conference of the North American Case Research Association (NACRA), Tempe, AZ, October 10-12, 2019.

Marilyn, Y., Cater, J. J., & Beal, B. D. 2019. *Emerging trends and challenges of women in family businesses: Millennials, Hispanics, and siblings*. Presented at the Academy of Management 2019 Annual Meeting, Showcase Symposium, Boston, MA, August 9-13, 2019.

Beal, B. D., MacMillan, K. T., Woodward, M. J., & Schnarr, K. 2019. *Case writing as a student project: A step-by-step method*. Presented at the Academy of Management 2019 Annual Meeting, Teaching & Learning Conference (one-day mini-conference, Sunday, August 11th), Boston, MA, August 9-13, 2019.

MacMillan, K. T., Woodward, M. J., Schnarr, K., & Beal, B. D. 2018. *Writing Educational and Engaging Cases*. Presented at the Academy of Management 2019 Annual Meeting, Teaching & Learning Conference (one-day mini-conference, Sunday, August 11th), Boston, MA, August 9-13, 2019.

Schnarr, K., Woodward, M. J., & Beal, B. D. 2019. *Leveraging the Many Benefits of Live Business Cases*. Presented at the Academy of Management 2019 Annual Meeting, Teaching & Learning Conference (one-day mini-conference, Sunday, August 11th), Boston, MA, August 9-13, 2019.

- Medcalfe, S., Jones, M., Beal, B. D., & Kavanaugh, J. 2018. *Improving students' critical thinking skills with cases*. 2018 annual conference of the North American Case Research Association (NACRA), Orlando, FL, October 4-6, 2018.
- Beal, B. D., MacMillan, K. T., Schnarr, K., & Woodward, M. J. 2018. *How to help your students to write a great case*. Presented at the Academy of Management 2018 Annual Meeting, Teaching & Learning Conference (one-day mini-conference, Sunday, August 12th), Chicago, IL, August 10-14, 2018.
- MacMillan, K. T., Woodward, M. J., Schnarr, K., & Beal, B. D. 2018. *Writing and publishing instructive and popular business cases*. Presented at the Academy of Management 2018 Annual Meeting, Teaching & Learning Conference (one-day mini-conference, Sunday, August 12th), Chicago, IL, August 10-14, 2018.
- Schnarr, K., Woodward, M. J., & Beal, B. D. 2018. *Creating and teaching with live business cases*. Presented at the Academy of Management 2018 Annual Meeting, Teaching & Learning Conference (one-day mini-conference, Sunday, August 12th), Chicago, IL, August 10-14, 2018.
- Olson Beal, H. K., Cox, S., & Beal, B. D. 2018. *A case study of rural school choice: A view from the byway*. Roundtable presented at the annual meeting of the American Educational Research Association (AERA), New York City, NY, April 13-17, 2018.
- Beal, B. D. 2018. *Management scholars, income inequality and public policy: A case of academic irrelevance or (unwitting) complicity?* Public lecture given at Swinburne University of Technology, supported by the Swinburne Visiting Fellowships Scheme, Faculty of Business and Law, and the Department of Management and Marketing, Melbourne, Australia, February 9, 2018.
- Grandy, G., Beal, B. D., Ingols, C., & Lawrence, J. 2017. *Special "rules" for special issues? Guest editing and writing for CRJ special issues*. 2017 annual conference of the North American Case Research Association (NACRA), Chicago, IL, October 19-21, 2017.
- Kavanaugh, J., Beal, B. D., & Cassidy, C. M. 2017. *Critical incident cases: What a snap. . . or so I thought?* 2017 annual conference of the North American Case Research Association (NACRA), Chicago, IL, October 19-21, 2017.
- Beal, B. D., Laasch, O., Astakhova, M., & Conaway, R. N. 2017. *Income inequality and management theory: Systemic considerations and causal paths*. Presented at the Academy of Management 2017 Annual Meeting, Social Issues in Management division, Atlanta, GA, August 4-8, 2017.
- Beal, B. D., MacMillan, K. T., Schnarr, K., & Woodward, M. J. 2017. *Case writing as a class project: How to manage the student case-writing process*. Presented at the Academy of Management 2017 Annual Meeting, Teaching & Learning Conference (one-day mini-conference, Sunday, August 6th), Atlanta, GA, August 4-8, 2017.
- MacMillan, K. T., Beal, B. D., Woodward, M. J., & Schnarr, K. 2017. *Writing and publishing instructive and popular business cases*. Presented at the Academy of Management 2017 Annual Meeting, Teaching & Learning Conference (one-day mini-conference, Sunday, August 6th), Atlanta, GA, August 4-8, 2017.

- Olson Beal, H. K., Beal, B. D., & Cox, S. 2017. Teachers' perceptions of school choice and its impact on their professional lives: A qualitative study. Presented at the annual meeting of the American Educational Research Association (AERA), San Antonio, TX, April 27 – May 1, 2017.
- Beal, B. D., Hart, K., MacMillan, K. T., Schnarr, K., & Woodward, M. J. 2016. *How to get your students to write great business cases*. Presented at the 2016 annual conference of the North American Case Research Association (NACRA), Las Vegas, NV, October 6-8, 2016.
- Grandy, G., Beal, B. D., & Lawrence, J. 2016. *Small but mighty: Strategies for writing (and reviewing) excellent short cases*. Presented at the 2016 annual conference of the North American Case Research Association (NACRA), Las Vegas, NV, October 6-8, 2016.
- Beal, B. D., Conaway, R. N., Astakhova, M., & Laasch, O. 2016. *Income inequality: Value flow analysis, market narratives, and organizational practice*. Presented at the Academy of Management 2016 Annual Meeting, Social Issues in Management division, Anaheim, CA, August 5-9, 2016.
- Beal, B. D., Schnarr, K., Woodward, M. J., & MacMillan, K. T. 2016. *Case writing as a student assignment: The student-written, instructor-facilitated (SWIF) approach*. Presented at the Academy of Management 2016 Annual Meeting, Teaching & Learning Conference (one-day mini-conference, Sunday, August 7th), Anaheim, CA, August 5-9, 2016.
- MacMillan, K. T., Woodward, M. J., Schnarr, K., & Beal, B. D. 2016. *Writing and publishing instructive and popular business cases*. Presented at the Academy of Management 2016 Annual Meeting, Teaching & Learning Conference (one-day mini-conference, Sunday, August 7th), Anaheim, CA, August 5-9, 2016.
- Beal, B. D., Hart, K., & Schnarr, K. 2016. *Using student case writing as a pedagogical tool to increase engagement and learning*. Presented at the ASAC 2016 Conference, Edmonton, Alberta, Canada, June 4-6, 2016.
- Cater, J. J., Collins, L. A., & Beal, B. D. 2016. *The changing paradigm of fair trade social entrepreneurs and conscious capitalism*. Presented at the USASBE (United States Association for Small Business and Entrepreneurship) 2016 Annual Conference, Competitive Papers / Social Entrepreneurship track, San Diego, CA, January 8-12, 2016.
- Beal, B. D., Cater, J. J., & Tarter, J. 2015. *The United States Postal Service: Profit, value creation, and financial services*. Presented in a case roundtable (Strategy and Policy) at the 2015 annual conference of the North American Case Research Association (NACRA), Orlando, FL, October 8-10, 2015.
- Beal, B. D., & Astakhova, M. 2015. *Management and income inequality: A review and theoretical model*. Presented at the Academy of Management 2015 Annual Meeting, Social Issues in Management division, Vancouver, British Columbia, Canada, August 7-11, 2015.
- Astakhova, M., Beal, B. D., Schriesheim, C. A., & Camp, K. M. 2015. *The dark side of job fit: A cross-cultural examination of the curvilinear relationship between perceived demands-abilities fit and risk-taking propensity*. Presented at the Academy of Management 2015 Annual Meeting, Organizational Behavior division, Vancouver, British Columbia, Canada, August 7-11, 2015.

- MacMillan, K. T., Woodwark, M. J., Schnarr, K., & Beal, B. D. 2015. *A practical guide to writing effective business cases*. Presented at the Academy of Management 2015 Annual Meeting, Teaching & Learning Conference (one-day mini-conference, Sunday, August 9th), Vancouver, British Columbia, Canada, August 7-11, 2015.
- Cater, J. J., Collins, L. A., & Beal, B. D. 2015. *Family firm engagement in fair trade business models*. Presented at the USASBE (United States Association for Small Business and Entrepreneurship) 2015 Annual Conference, Competitive Papers / Small and Family Business, Tampa, FL, January 22-25, 2015.
- Olson Beal, H. K., & Beal, B. D. 2015. *Marketing K-12 education in a school choice environment: A qualitative study*. Presented as part of a symposium entitled "The Role of Marketing in Public Education: Comparisons and Implications" at the 4th International Conference on School Choice & Reform, January 16-19, 2015, Ft. Lauderdale, FL.
- Beal, B. D. 2014. *Going against the grain: How strategic management textbooks undermine CSR impact and assessment*, panel organized by Andre Martinuzzi, Vienna University of Economics and Business, Corporate impact assessment and management (CIAM): Approaches, challenges and tools. Presented at the 2014 Society for Business Ethics Annual Meeting, Philadelphia, PA, August 1-3.
- Cater, J. J., Beal, B. D., Tarter, J., & Swimberghe, K. 2014. *Motor Trike, Inc.: Building a brand community*. Presented at the Academy of Management 2014 Annual Meeting, Management Consulting Division, Philadelphia, PA, August 1-5, 2014.
- Tarter, J., Beal, B. D., Cater, J. J., & George, D. V. 2014. *The United States Postal Service: Should it offer financial services?* Presented at the Society for Case Research 36th Annual Summer Case Writer's Workshop, Winthrop University, Rock Hill, South Carolina, July 10-12, 2014.
- Beal, B. D., & Olson Beal, H. K. 2014. *Beyond the market metaphor: Linking choice to desired outcomes*. Symposium. Presented at the 3rd Annual International School Choice & Reform Academic Conference, January 17-20, 2014, Ft. Lauderdale, FL.
- Cater, J. J., & Beal, B. D. 2014. *Servant leadership in multigenerational family firms*. Presented at the USASBE (United States Association for Small Business and Entrepreneurship) 2014 Annual Conference, Competitive Papers / Small and Family Business, Fort Worth, Texas, January 9-12, 2014.
- Neesham, C., & Beal, B. D. 2013. *Managing systemic problems: An implicit approach to teaching ethics in business schools*. 500 word summary. Presented at the 3rd Annual Australasian Business Ethics Network (ABEN) Conference, Hobart, Tasmania, Australia, December 2-3, 2013.
- Beal, B. D., & Olson Beal, H. K. 2013. *Rethinking the market metaphor: School choice, the common good, and the National Football League*. Presented at the Academy of Management 2013 Annual Meeting, Public and Non-Profit (PNP) division, Orlando, FL, August 9-13, 2013.
- Cater, J. J., & Beal, B. D. 2013. *Oil spill in the gulf: Ripple effects on small family business owners in south Louisiana*. Presented at the Academy of Management 2013 Annual Meeting, Entrepreneurship Division, Orlando, FL, August 9-13, 2013.

- Beal, B. D., Martinuzzi, A., & Neesham, C. 2013. *Systems thinking for corporate social responsibility: A state-of-the-art review*. Presented at the Academy of Management 2013 Annual Meeting, Speaker Presentation, Participant Development Workshop (PDW), Orlando, FL, August 9-13, 2013.
- Beal, B. D., & Tarter, J. 2013. *Flat World Knowledge: How to pay authors to write free textbooks?* Presented at the 2013 Annual Meeting of the Society for Case Research, Chicago, IL, February 27 – March 1, 2013.
- Beal, B. D., & Olson Beal, H. K. 2013. *School choice and the market: Lessons from the National Football League*. Presented at the 2nd Annual International School Choice & Reform Academic Conference, Ft. Lauderdale, FL, January 18-21, 2013.
- Beal, B. D. & Neesham, C. 2012. *CSR and public trust in market-based economic systems*. 1000 word summary; Presented at the 25th European Business Ethics Network (EBEN) Annual Conference, Barcelona, Spain, September 19-22, 2012.
- Beal, B. D. & Neesham, C. 2012. *Systemic CSR: Insourcing and the invisible hand*. Presented at the Academy of Management 2012 Annual Meeting, Social Issues in Management (SIM) division, Boston, MA, August 3-7, 2012.
- Beal, B. D., & Tarter, J. 2012. *Flat World Knowledge: A revolution?* Presented at the Society for Case Research 34th Annual Summer Case Writer's Workshop, Springfield, Missouri, July 19-21, 2012.
- Tarter, J. & Beal B. D. 2012. *Implementing a "SWIF" program in an undergraduate strategy course: Processes, results and recommendations*. Presented at the 2012 Joint Meeting of the Academic Business World International Conference and International Conference on Learning and Administration in Higher Education, Nashville, TN, May 23-35, 2012.
- Beal, B. D. & Tarter, J. 2011. *What's wrong with the college textbook market?* Presented in an embryo workshop at the 2011 Program of the North American Case Research Association (NACRA), San Antonio, TX, October 13-15, 2011.
- Tarter, J. & Beal, B. D. 2011. *Flat World Knowledge, 2012: What's next?* Presented in an embryo workshop at the 2011 Program of the North American Case Research Association (NACRA), San Antonio, TX, October 13-15, 2011.
- Beal, B. D., 2011. *Economic markets, collective action and the big box retailer problem*. Presented at the Academy of Management 2011 Annual Meeting, Social Issues in Management (SIM) division, San Antonio, TX, August 12-16, 2011.
- Cater, J. J. Beal, B. D., & Justis, R. T. 2007. *The development of successors from followers to leaders in the family business: An exploratory study*. Presented at the Southern Management Association 2007 Conference, Nashville, TN.
- Cater, J. J., Beal, B. D., & Justis, R. T. 2007. *Family business in Louisiana: The case of Rabenhorst Funeral Homes*. Presented at the USASBE/SBI 2007 Joint Conference, Orlando, FL.
- Cater, J. J., Beal, B. D., & Justis, R. T. 2007. *Servant leadership in the family business: An exploratory study*. Presented at the USASBE/SBI 2007 Joint Conference, Orlando, FL.

- Cater, J. J., Beal, B. D., & Justis, R. T. 2006. *Stepping out of the shadow: the leadership qualities of successors in the family business*. Poster presentation at the Family Firm Institute 2006 Conference, San Francisco, CA.
- Beal, B. D., Damoiseau, Y., & Thomas, D. E. 2005. *Corporate social responsibility: Definition and the aggregation problem*. Presented at Academy of Management 2005 Annual Meeting, Social Issues in Management (SIM) division, Honolulu, HI.
- Beal, B. D. & Marin, D. B. 2003. *Confronting the information age: Digital intellectual goods, copyright and firm strategy*. Presented at the Academy of Management 2003 Annual Meeting, Technology & Innovation Management (TIM) division, Seattle, WA.
- Beal, B. D. & Thomas, D. E. 2003. *You say you want a revolution? Strategic options for managing intellectual asset flows in the information age*. Presented at the Academy of Management 2003 Annual Meeting, Business Policy and Strategy (BPS) division, Seattle, WA.
- Beal, B. D., & Gimeno, J. 2001. *Geographic agglomeration, knowledge spillovers, and competitive evolution*. Presented at the Academy of Management 2001 Annual Meeting, Business Policy and Strategy (BPS) division, Washington, D.C.
- Gimeno, J., Loree, D., & Beal, B. D. 1999. *Global competitive dynamics*. Presented at the Academy of Management 1999 Annual Meeting, Business Policy and Strategy (BPS) division, Chicago, IL.
- Poole, M. S., Alston, L, Beal, B. D., Wunsch, J., Villamaria, F., Vedlitz, A., Dacin, T., & Pignatiello, J. 1999. *Implementation of quality improvement in work groups: A comparison of structural and communication process explanations in a managed care setting*. Presented at the International Communication Association (ICA) 1999 Convention in a theme session, Communication in the Age of Managed Care: Coping with Contradictions, San Francisco, CA.
- Gimeno, J., Hoskisson, R. E., Beal, B. D., & Wan, W. P. 1998. *Antecedents of "follow-the-leader" behavior in international equity alliances in Canada and Latin-America*. Presented at the Academy of Management 1998 Annual Meeting, International Management (IM) division, San Diego, CA.
- Gimeno, J., Hoskisson, R. E., Beal, B. D., & Wan, W. P. 1998. *Antecedents of "follow-the-leader" behavior in US-Latin American equity linkages*. Paper presented at Southwestern Federation of Administrative Disciplines (SWFAD) 1998 Annual Conference, Academy of International Business (AIB), U.S. Southwest Chapter, Dallas, TX.
- Beal, B. D. 1997. *Institutionalization in broad relational networks*. Paper presented at the Academy of Management 1997 Annual Meeting, Organization and Management Theory (OMT) division, Boston, MA.

UNDER REVIEW, IN-PROGRESS AND UNPUBLISHED WORK

- Beal, B. D. *Income inequality: Value flow analysis, market narratives, and organizational practice*. Working paper.
- Beal, B. D. *Income inequality and management theory: Systemic considerations and causal paths*. Working paper.

Beal, B. D., & Tarter, J. *The United States Postal Service: Profit, value creation, and financial services*. Working case.

Beal, B. D. *Generating knowledge for sustainable development: The case against the corporate objective function*. Working book chapter.

TEACHING EXPERIENCE

University of Texas at Tyler

MANA 5395, Formulating and Implementing Strategy, MBA Program

2018-2019, Fall (4, 2 of 4 online, 1 executive), Spring (3, online), Summer (3, online)

2017-2018, Fall (3, online), Spring (3, online), Summer (3, online)

2016-2017, Fall (3, online), Spring (3, 2 of 3 online), Summer (2, online)

2015-2016, Fall (3, online), Spring (3, online), Summer (3, online)

2014-2015, Fall (3, online), Spring (3: 2 of 3 online, 1 hybrid), Summer (3, online)

2013-2014, Fall (3, online), Spring (2, online), Summer (2, online)

2012-2013, Fall (independent study, 1 student, online), Spring (1, online), Summer (2, online)

2011-2012, Spring (1, online), Summer I (2, online)

2010-2011, Spring (1, online), Summer II (1, hybrid)

MANA 5375, Assessing Healthcare Systems, MBA Program (Special Topics Course)

2013-2014, Summer (1, online)

MANA 5370, Special Topics Course

2016-2017, Summer (1, online): *Business & Public Policy*

2012-2013, Fall (1, online): *Economic Value & Corporate Social Responsibility*

MANA 5370,

MANA 4395, Strategic Management, Undergraduate

2013-2014, Spring (1)

2012-2013, Fall (2, online), Spring (2: 1 of 2 online)

2011-2012, Fall (2: 1 of 2 online), Spring (2: 1 of 2 online)

2010-2011, Fall (2), Spring (2)

MANA 3325, Entrepreneurship, Undergraduate

2011-2012, Fall (1, distance learning), Summer (1, online)

MANA 1300, Introduction to Business, Undergraduate

2010-2011, Fall (1)

Courses Taught at Other Institutions (listed alphabetically)

Business & Government (undergraduate), Texas A&M University

Business Policy (undergraduate), McNeese State University

Entrepreneurship & New Ventures (undergraduate), Texas A&M University

Entrepreneurship (undergraduate), McNeese State University

Franchising, (undergraduate), Louisiana State University

International Business (MBA), Louisiana State University

Qualitative Research in Management (PhD seminar), Louisiana State University

Readings in Philosophy of Science and Research Methodology (PhD seminar), Louisiana State University

Readings in Strategic Management (PhD seminar), Louisiana State University
Sources of Competitive Advantage (MBA), Louisiana State University
Strategic Management (undergraduate), Texas A&M University
Strategically Managing Organizations (undergraduate), Louisiana State University
Topics in Contemporary Business (undergraduate), McNeese State University

UNIVERSITY SERVICE

University of Texas at Tyler

College Governance Committee (2018-present), Chair (2019-present)
Graduate Curriculum and Assessment Committee (2019-present)
Department Tenure Committee (2016-present)
Department Promotion Committee (2010-present)
Graduate Curriculum and Standards Committee (2017-2018)
Department Job Search Committee, Strategic Management (2018)
University Student Appeals Committee (2014-2017)
Department Job Search Committee, International Business (2016)
EMBA Steering Committee (2016)
College Graduate Curriculum Committee (2010-2015)
Department Website Coordinator (2010-2014)
University CBT Dean Search Committee (2013-2014)
Department Journal List Committee (2010-2014), Chair (2010-2013)
University Honors Program Advisory Committee (2010-2013)
Chair, Department Job Search Committee, Management (2013)
College Ad Hoc Committee to Revise Ethics Statement (2011-2012)
Department Job Search Committee, Small Business / Entrepreneurship (2011-2012)

McNeese State University

Department Student Writing Committee (2009-2010)
Department Funding and Internal Grants Committee (2009-2010)
Department Community Outreach Committee (2009-2010)
Cost Savings Committee (2009-2010)
Special Assignment(s):
Developed rough draft of proposal to add entrepreneurship minor [proposal approved, entrepreneurship minor added in 2010-2011 catalog]

Louisiana State University

Co-Chair Dissertation, Jim Cater, August 2006 Graduation
Department Ph.D. Co-Advisor (2005-2007)
Department Ph.D. Admissions/Policy Committee (2003-2008)
Department Strategy Curriculum Committee (2003-2008)
College Instructional Resource Committee (2000-2003, 2006-2008)
Chair, College MBA Curriculum Committee (2005-2006)
College MBA Curriculum Committee (2004-2006)
Department Recruiting Committee (2000-2005)
College Building Committee (2003-2004)

Department Web Site Coordinator (2001-2003)

PROFESSIONAL SERVICE

Journal of Business Ethics (JBE), editorial board, 2017-present

Case Research Journal (CRJ), editorial board, 2016-present; self-publishing coordinator, 2017-2019; guest editor of short cases special issue, 37(3), Summer 2017

North American Case Research Association (NACRA), VP of Case Marketing (and member of the executive committee), 2018-present; VP of Membership (and member of the executive committee), 2015 (Interim), 2015-2018

Reviewing

Journal of Business Ethics

Case Research Journal

Business & Society

Conferences Regularly Attended

Academy of Management (AOM) Annual Conference

Social Issues in Management (SIM) Division

Critical Management Studies Division

North American Case Research Association (NACRA) Annual Meeting

Strategy and Policy Case Track

Other Recent Service

Track Co-Chair, Strategy and Policy Cases, 2019 annual conference of the North American Case Research Association (NACRA), Tempe, AZ, October 10-12, 2019.

Track Co-Chair, Strategy and Policy Cases, 2018 annual conference of the North American Case Research Association (NACRA), Orlando, FL, October 4-6, 2018.

Featured SIM Scholar, SIM Speed Networking, Academy of Management 2016 Meeting, Social Issues in Management division, Anaheim, CA, August 5-9, 2016.

Scholar/Mentor, SIM Manuscript Development Workshop, Academy of Management 2017 Meeting, Social Issues in Management division, Atlanta, GA, August 4-8, 2017.

Scholar/Mentor, SIM Manuscript Development Workshop, Academy of Management 2016 Meeting, Social Issues in Management division, Anaheim, CA, August 5-9, 2016.

Scholar/Mentor, SIM Manuscript Development Workshop, Academy of Management 2015 Meeting, Social Issues in Management division, Vancouver, British Columbia, Canada, August 7-11, 2015.

Professional Memberships

Academy of Management

North American Case Research Association

AWARDS, HONORS & MISC

2018 Democratic Primary Candidate in Texas's First Congressional District (TX CD-1):
<https://apps.texastribune.org/elections/2018/primary-election-results/>

Outstanding Editorial Board Reviewer for 2017, the Case Research Journal, John Lawrence, editor, announced at the 2017 annual conference of the North American Case Research Association (NACRA), Chicago, IL, October 19-21, 2017.

Finalist for Best Paper, Social Issues in Management (SIM) division, Academy of Management 2017 Annual Meeting: Beal, B. D., Laasch, O., Astakhova, M., & Conaway, R. N. 2017. Income inequality and management theory: Systemic considerations and causal paths. Atlanta, GA, August 4-8, 2017.

Best Paper, Social Issues in Management (SIM) division, Academy of Management 2016 Annual Meeting [\$1000]: Beal, B. D., Conaway, R. N., Astakhova, M., & Laasch, O. 2016. Income inequality: Value flow analysis, market narratives, and organizational practice, Anaheim, CA, August 5-9, 2016.

Best Paper, Social Entrepreneurship track [\$500], USASBE 2016 Conference: Cater, J. J., Collins, L. A., & Beal, B. D. 2016. The changing paradigm of fair trade social entrepreneurs and conscious capitalism, San Diego, CA, January 8-12, 2016.

Wiley EdTech Focus Group for Strategic Management, March 19-21, 2015, Wiley Global Headquarters in Hoboken, NJ.

PATSS Summer Academy, 2014 [\$6000 grant], The University of Texas at Tyler, Summer, 2014

Hybrid Course Development Workshop [\$2500 grant], The University of Texas at Tyler, Office of Instructional Design, Summer, 2011.

George W. and Robert Pirtle Professorship (for 2010-2011 academic year), Department of Management & Marketing, College of Business & Technology, University of Texas at Tyler

Entrepreneurship Case Competition Award [\$500], USASBE/SBI 2007 Joint Conference: Cater, J. J., Beal, B. D., & Justis, R. T. Family Business in Louisiana: The Case of Rabenhorst Funeral Homes, Orlando, FL, January 18-21, 2007.

Coleman Award Scholarship Winner, USASBE/SBI 2007 Joint Conference: Cater, J. J., Beal, B. D., & Justis, R. T. Servant leadership in the family business: An exploratory study, Orlando, FL, January 18-21, 2007.

Working paper reviewed in MIT Sloan Management Review, How location clusters affect innovation, Larry Yu, 2002, Vol. 44, Issue 1 (review of *Geographic agglomeration, knowledge spillovers, and competitive evolution*, Beal, B. D. & Gimeno, J., 2001)

Doctoral Consortium attendee, Academy of Management 1999 Annual Meeting, International Business Division, Chicago, IL

Doctoral Consortium attendee, Academy of Management 1998 Annual Meeting, Social Issues in Management Division, Boston, MA

Annual Regent's Graduate Fellowship, Texas A&M University, 1995-1997

Presidential Scholarship, Brigham Young University, 1987, 1990-1992

REFERENCES

Dr. Stephen Bushardt

Professor of Management
Department of Management and Marketing, former chair
Soules College of Business
The University of Texas at Tyler
903-330-5570
sbushardt@uttyler.edu

Dr. Cristina Neesham

Senior Lecturer, Management
Department of Management and Marketing
Swinburne Business School
Swinburne University of Technology
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cneesham@swin.edu.au

Dr. Marina Astakhova

Associate Professor of Management
Department of Management and Marketing
Soules College of Business
The University of Texas at Tyler
330-931-5414
mastakhova@uttyler.edu

Dr. Susie Cox

Professor of Management
Department of Management, chair
College of Business
University of Arkansas at Little Rock
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