| **Full-time Faculty** |
| --- |
| **Name** | **Research Expertise** | **Non-Research Expertise** | **Languages** | **Degrees** |
| Bunch, Cortnee |  | Social Media Best Practices (Facebook and Instagram)Social Media Advertising (Facebook and Instagram)Basic Graphic DesignRetail Marketing |  | M.B.A. King UniversityB.A. King University |
| Connors, Jamie | Tax AccountingBurnout in CPAs | Taxes – Individual and BusinessBookkeepingForensic Accounting |  | A.B.D. UTCM.B.A. University of Central FloridaB.S. Merchant Marine Academy |
| Culp, Robert | Environmental Issues in EconomicsHealth Care EconomicsReal Estate FinancePublic Policy | Macroeconomics |  | Ph.D. University of Tennessee KnoxvilleM.S. Texas A & MB.S. Texas A & M |
| D’itri, Mike | Optimization and applied math modelingData envelopment analysisProduction schedulingDecision theory Ethical assurance | Higher education and the role of accreditationStudent advising and retention issuesWright School of Business degree programsEthical assuranceContinuous improvement in higher education |  | Ph.D. Michigan State UniversityM.B.A. Michigan State UniversityB.S. Michigan State University |
| Gabrini, Carl | Local Government AdministrationRevenue and Spending PolicyAuditingWater PolicyPerformance Measurement | Accounting and Reporting Matters (Public/Private/nonprofit)Government BudgetingPolicy AnalysisOrganization Change/DevelopmentEthics |  | Ph.D. Florida State UniversityM.S. University of Central FloridaM.B.A. Dowling CollegeB.A. Stony Brook University |
| Garcia, Fernando | Ambidexterity (exploration and exploitation)Psychological empowermentPsychological ownershipSWOT analysis EntrepreneurshipInnovation/adaptation International business - Multilatinas | Project managementMS Project software & PERT/CPMConstruction & remodeling managementEstimating & time-phased budgetingInternational education & study abroad |  | D.B.A. Kennesaw State UniversityM.B.A. Kennesaw State UniversityB.S. Dalton State CollegeB.S. Universidad Nacional de Ingenieria |
| Gardiner, Lorraine | Assurance of learningMultiple criteria decision making Simulation modeling applicationsExperiential learning with software systems and models | SAP Enterprise Resource Management SoftwareFinTech majors and careersDatabasesAnalyticsOptimization models Agile developmentWeb application development | French – spoken, written and read | Ph.D. University of GeorgiaB.A. Hollins College |
| Helms, Marilyn | Business Clusters EntrepreneurshipCircular EconomyReverse Supply Chain LogisticsInterim CEOs | Supply Chain ManagementStrategic ManagementLogistics / TransportationLocal EconomyCarpet IndustryNorthwest GeorgiaProfessional Business CertificationsEmploymentGeneral Higher EducationHealthCareBusiness School Topics – Accreditation, Majors/Minors |  | D.B.A. University of MemphisM.B.A. University of MemphisB.B.A. University of Memphis |
| Hyatt, Katherine | ManagementLeadershipEthicsStrategic ManagementFinancial Topics | CoachingFinancial LiteracyStrategic Planning |  | D.B.A. Nova Southeastern UniversityM.B.A. Nova Southeastern UniversityB.B.A. University of GeorgiaGraduate Certificate in Executive and Professional Coaching |
| Kim, Dong-Gook (DK) | Human decision makingProcess simulationAssessmentPedagogyMethodology  | Data miningData visualization and communicationData modelingProcess improvementR programmingPower BI, Power Query, M | Korean – speak, read, and write | Ph.D. Georgia State UniversityM.S. University of NebraskaB.S. Dongguk University |
| Littlefield, Jon | Consumer SocializationGender Justice in MarketingBrand Related BullyingStigma in Mobile House Parks |  |  | Ph.D. Virginia TechM.B.A. Virginia TechB.S. Mars Hill College |
| Ryle, Patrick | Accounting & Public PolicyLaw & Public PolicyTaxationAccounting & Financial ReportingSustainability & Sustainability ReportingAccounting Information Systems, Privacy and Security | Government & Municipal LawGeneral Business LawLicensing Law |  | J.D. Northeastern UniversityM.B.A. University of Rhode IslandB.S. University of Massachusetts at Boston |
| Smith, Ray |  | Fulbright ProgramInternationalizationHealthCare EthicsBaltic CountriesEastern/Central EuropeLeadership Training & Development |  | Ph.D. Regent UniversityMaster University of South CarolinaB.A. University of Tennessee Chattanooga |
| Watkins, Caleb | Labor EconomicsDefense Economics | Industrial Organization |  | Ph.D. Middle Tennessee State UniversityM.A. Middle Tennessee State UniversityB.S.  |

|  |
| --- |
| **Part-Time Faculty** |
| **Name** | **Research Expertise** | **Non-Research Expertise** | **Languages** | **Degrees** |
| Brown, David |  |  |  | M.S. Georgia Southern UniversityM.S. University of Tennessee |
| Gonzalez, Tom | Continuum Theory | Computer Programming |  | Ph.D. Auburn UniversityM.S. Columbus State UniversityM.S. Auburn UniversityB.A. University of West Florida |
| Gordon, Jim |  | EngineeringMalcolm BaldrigeSkilled nursing operations |  | M.B.A. University of GeorgiaB.S. North Carolina State University |
| Haverland, Bob | SAP in Introduction Accounting Courses | Managerial AccountingAccounting for Private For- Profit Small BusinessesSage (Peachtree) AccountingSage Payroll QuickBooksCares Act, Paycheck Protection PlanFinancial PresentationsSmall Business Valuation  |  | M.B.A. New Mexico Highlands UniversityB.B.A. Southern Oregon State College |
| Hayes, Travis |  |  |  | M.B.A University of Tennessee at Chattanooga |
| Herrera, Brooklyn  | Asset-Based Learning StrategiesLatinx Student SuccessPeer Academic Support  | College Student Financial LiteracyPeer Tutoring Peer Financial MentoringCertified Financial Education Instructor (higher ed) |  | Ed.D. (2023) University of North Georgia M.M. Shorter University B.A. Dalton State College |
| Holverson, Lauren |  | Market ResearchSocial MediaEntrepreneurshipNonprofits Business AnalyticsCommunications  |  | M.B.A, University of West GeorgiaB.B.A., Marketing, University of Montevallo |
| Hoy, Edward |  |  |  | D.B.A., International Business, Argosy UniversityM.Ed., University of Tennessee ChattanoogaM.S.M., Saint Thomas UniversityB.A., Saint Thomas University |
| Maddox, Ann |  | Human Resources ManagementPsychologyNon-Profit ManagementDiversity and Inclusion |  | M.B.A., Bryan CollegeB.S., Human Services Management – Nonprofit Management and Psychology, University of Tennessee Chattanooga |
| Minor, John |  | Trusts and Estates - legal issuesTaxation, particularly with regard to trusts and the estate and gift taxCorporate entities and structuresContractsReal Property law |  | J.D. Mercer UniversityB. Mus. Vanderbilt University |
| Safley, Mallory |  | Professional DevelopmentCareer ReadinessGraduate School Preparation  |  | M.Ed. Higher Education Administration and Leadership - Kaplan UniversityB.A. Deaf Education - University of Southern Mississippi |
| Sasser, Mary Ann | Diversity and InclusionHuman Resources | Human ResourcesStaffing and Talent DevelopmentShaw Industries, Inc.Floorcovering Industry |  | M.S. Troy UniversityB.S. Auburn University |
| Taylor, Bill |  | HealthcareMedicareHealth InsuranceAccounting for Healthcare EnterprisesMedical Practice Valuation |  | M.B.A., Loyola University of ChicagoB.B.A., Accounting and Management, Southern Adventist University |
| Yu, Lirong | Data Analysis | R Programming | Chinese – Read, Speak, and write | Ph.D., The University of Georgia |