

**ANTHONY F. JURKUS, JR.**  
Professor

Department of Management and Marketing  
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**EDUCATION & PROFESSIONAL CERTIFICATION**

Doctor of Philosophy in Business Administration, Georgia State University, 1974.

- Major: Management
- Minor: Economics, Quantitative Analysis, and International Business  
Dissertation title: "*Quasi-Experimental Design in the Evaluation of an External Management Development Training Program.*"

Master of Business Administration, Georgia State University, 1969.

- Major: Management

Bachelor of Arts, DePaul University, 1964.

- Major: Psychology

**TEACHING EXPERIENCE**

Louisiana Tech University – 25 years.  
Prior Institution – 2 years.

**PROFESSIONAL ACTIVITIES**

**Professional Experience**

Veterans Administration, 9/67-9/69, Adjudication Officer.

University of Chicago Industrial Relations Center, Research Staff member, psychometric laboratory supervisor, 7/66-8/67.

U.S. Army, 101st Airborne Division, Battalion Motor Officer, Weapons Platoon Leader, 7/64-7/66.

Consultation with the Ruston State Bank for the construction and use of an employee attitude instrument.

### **Public Service**

Member Board of Directors North Louisiana Military Museum 2003-2004

Case Reviewer-Business Case Journal, "U.K. Musical Instruments, Ltd.", November 2003

Case Reviewer-Business Case Journal, "Unocal and the RFG Controversy" January 2004

I have served in an unpaid, advisory capacity to the North Louisiana Military Museum as a member of its Governing Board - 1997-98.

I have continued to serve as a member of the Board of the Friends of the Library for the Lincoln Parish Library, replacing former Tech Vice-President, Virgil Orr - 1997-89.

I have served in an unpaid, advisory capacity to the North Louisiana Military Museum.

I have served in an advisory capacity and have volunteered my services to the Lincoln Parish Library.

I have recently accepted a position as member of the Board of the Friends of the Library for the Lincoln Parish Library, replacing former Tech Vice-President, Virgil Orr.

Provided unpaid professional services to Lincoln Parish Library.

Presently involved in unpaid professional services to Council on Aging.

### **Professional Service**

Conceive, developed, and implemented a SWOT analysis methodology for obtaining student assessment of the CAB in class to supplement/replace exit interview methodology (Winter Quarter 2004)

Serve as president of the local chapter of the American Association of University Professors, 1997-1998.

Member of KSD3 Team of the College of Engineering and Science (COES), attending meetings weekly to determine appropriate measurement techniques and other training/development issues. 1997-98.

Support and attend functions of the international Students Association at Tech - 1995-96, 1996-97, 1997-98

Chair the effort to review the internationalization of the curriculum and to apply for funding for assistance in this program area, 1996-97.

Served as a writer and grader for the doctoral comprehensive examinations for the major and minor field in management throughout 1996-97.

Have served as faculty resource person for athletic recruiting during 1996-97

Served as consultant regarding strategy issues for the Strategic Planning Committee, Louisiana Tech University.

Track Chair, International Business Cases, SWAFAD, Dallas, Texas, March, 1994.

Reviewer for Southern Management Association. Activity conducted May, 1992.  
ASPA meetings, senior and student chapter.

Faculty liaison official for a visiting Chinese scholar, Mr. Quanxi Wang of the Peoples Democratic Republic of China, for the academic year, 1987-88.

Chairman – all management comprehensive examinations 1987-1992.

Chairman Graduate Curriculum Committee for the CAB 1984-88.

Faculty Advisor - ASPA Student Chapter, 1979-84.

Faculty Advisor - Tech Model Aviation Club, 1983.

Served as reviewer of professional papers submitted to the Academy of Management (Med Division), 1979.

Director, Human Resources Center, Louisiana Tech University.

Faculty Advisor - Society for the Advancement of Management, Tech Chapter.

Originated Senior Chapter of ASPA in the Ruston area.

Board of Directors, ASPA Senior Chapter.

### **Organizations**

Academy of Management

Southern Management Association

American Society for Personnel Administration

Served as President and Vice-President of the Louisiana Tech University Chapter of the  
AAUP

### **Self-development activities**

Regional Workshop: AACSB Program to Internationalize Business School Curriculum, University of Texas, July, 1978.

Plenary: AACSB Program to Internationalize Business School Curriculum, George Washington University, May, 1978, Washington, D.C.

Business Case Method Workshop, Memphis State University, April, 1977, Memphis, TN.

Southeastern Meeting of the Society for General Systems Research, Atlanta, GA, April 29 & 30, 1976.

Annual meeting of the Southern Management Association, November, 1975, New Orleans, Louisiana.

Annual meeting of the Academy of Management, 1974, Atlanta, GA.

Annual meeting of the Southern Management Association, 1974, Atlanta, GA.

### **PROFESSIONAL PROGRAM PRESENTATIONS**

#### **Professional Development Programs**

Participated in the supervisory management program developed by Georgia State University for business and industry - 1974.

#### **Professional programs**

"Comovements Among National Equity Markets: Evidence from Unit Root and Cointegration Analysis", paper submitted to the Southwest Business Symposium, Edmond, OK, Dec. 2000.

"The Ethical Issue of Bribery in International Business," paper submitted to the Association for Global Business annual meeting, Las Vegas, NV, November 1994, with M. Dwairi.

"Southwest Flooring," business case accepted at the International Academy for Case Studies, Myrtle Beach, SC, October, 1994, with Mike Boyd and Sid Glandon.

"Accounting Education: Responding to the Dynamic Changes in the Business World," *Proceedings of the Southwest Business Symposium*, Edmond, OK, April, 1994, with S. and M. Glandon.

- "Accounting Education: Responding to the Dynamic Changes in the Business World," paper accepted at the Southwest Symposium, Edmond, OK, April, 1994, with S. and M. Glandon.
- "Organizational Imbalance and Consequences of Female Sales Managers: Managerial Caveats," paper accepted at the International Academy of Business Disciplines, New Orleans, April 8-11, 1993, with H. Harmon.
- "Management Education Technology," paper accepted at the International Management Conference, Brussels, Belgium, April 7-14, 1993, with J. Szendi.
- "International Management Education and Its Role as a Facilitator of Management Technology," paper accepted at the Eighth International Congress of the North American Economic and Finance Association Meeting, Montego Bay, Jamaica, West Indies, August 6-8, 1993, with Z. Rezaee, J. Szendi, and C. Little.
- "Faculty Decision-making," paper presented at the Midsouth Academy of Economics and Finance, February, 1992, with S. Hazen.
- "Ethical Dimensions of Retail Management," paper presented at the International Academy of Marketing Management, Dallas, March 1990.
- "Students' Perceptions of Internal Auditing," paper accepted at the Southeast Regional Meeting of the American Accounting Association, April, 1990, Tampa, FL.
- "An Analysis of Multinational Business Management Instruction," with Dr. Joseph Szendi, paper presented at the annual International Business Forum sponsored by Bloomsburg State University, PA, October 1989.
- "Development and Application of a Generalized Scale of Attitudes Toward Management Training," W.S. Blumenfeld and A.F. Jurkus. Paper presented at the meeting of the Rocky Mountain Psychological Association, Albuquerque, New Mexico, May, 1977.
- Chairman, Panel on Management Education and Development, Southern Management Association Meeting, Atlanta, GA, November, 1976.
- "Development and Application of a Standardized Method to Evaluate Student Attitudes Toward Textbooks," by Warren S. Blumenfeld and Anthony F. Jurkus. Paper presented at the meeting of the Georgia Psychological Association, Savannah, February, 1976.
- Presented paper on training evaluation at the Annual Meeting of the Southern Management Association, November, 1975, New Orleans, Louisiana.

## HONORS AND RECOGNITION

Gamma Beta Phi Teaching Award 1987 (student recognition)

## REFEREED JOURNAL PUBLICATIONS

Book Review of The Leap to Globalization: Creating New Value from Business Without Borders by Harry Korine and Pierre-Yves Gomez, Jossey-Bass, in *The Journal of Business & Entrepreneurship*, Volume 15, No.1, 2003.

“Product Development: An Essential Ingredient in Time-Based Competition”, Review of Business, St. John’s University, Spring/Summer 2001, with T. Hilman Willis.

“Product Development: An Essential Ingredient in Time-Based Competition”, *Review of Business* accepted March, 1999, with T. Hillman Willis, forthcoming.

“Changes in Financial Instruments Used for Risk Management After Disclosure Requirements of SFAS 105,” with Ted Hammett, et al., accepted for presentation at the Fourth Annual Meeting of the *American Society of Business and Behavioral Sciences*, Las Vegas, February, 1997. Submitted for publication and accepted, forthcoming.

"Healthcare Professionals and the Ethics of Healthcare Marketing," *Healthcare Marketing Quarterly*, with Kevin Hammond, forthcoming.

"An International Study of Management Education Curricula," manuscript accepted by the *Louisiana Education Research Journal*, forthcoming.

“Professional Liability: Perceived Auditor Capability”, submitted to the *Journal of Accounting Auditing and Finance*, Stern School of Business, New York University, December 2000, forthcoming.

"Academic Salary Compression and Inversion: An Inquiry into University Pay Administration," manuscript submitted to the *Journal of Business and Economic Studies*, forthcoming.

“A Gender Blind System for Promotion in the Salesforce,” with Harry Harmon, et al, in *Marketing Intelligence & Planning*, Volume 15, Number 1, 1997, which is indexed and abstracted in Cabell’s Directory and other references. Submitted for publication and accepted.

“An Assessment of Insurance Salesmen and Psychological Types,” in *Journal of Psychological Type*, accepted, pending publication 1996, with Lewis, et al.

- "A Comparative Analysis of Business Administration Education Requirements Across Nations," *Atlantic Economic Society*, Best Papers Proceedings, J.M. Virgo and K.S. Virgo, editors, Economic Conference, Brussels, Belgium, Volume 3, Number 2, July, 1993, with J. Szendi and Z. Rezaee.
- "Evolution of American Business Ethics, Social Responsibility, and Moral Maturity," *National Social Science Journal*, Spring 1992, Volume 4, Number 2, with Robert L. Webster.
- "Requiem for a Lightweight: The Northrop F-20 Program Failure," *The Strategic Management Journal*, (Purdue University), January, 1990.
- Anthony F. Jurkus and Lyndon Dawson, "The Office of Operations," in *Issues in Academia*, Steven L. Payne and Bruce Charnov, eds. (Jossey Bass: San Francisco, 1986).
- Anthony F. Jurkus, update of "Professionalism in Management," in the *Encyclopedia of Professional Management*, 1985.
- "The Uncertainty Factors in Human Resources Accounting," *Personnel*, Nov-Dec, 1979.
- Anthony F. Jurkus, "Professionalism in Management," in the *Encyclopedia of Professional Management*, edited by Lester Bittel, McGraw-Hill Publishing Company, 1978.
- Anthony F. Jurkus, "The Multiple Executive Office: Panacea or Selective Cure," *Michigan Business Review*, July 1978.
- Anthony F. Jurkus, "The Dilemma of HRA," *The Louisiana Economy*, (Vol. XI), No. 4, May 1978.
- Anthony F. Jurkus, et al., "Why Training Doesn't Get Evaluated," *Review of Industrial Management and Textile Science*, (Vol. XVI), No. 1, Spring 1977.
- Anthony F. Jurkus, Donald R. Hudson and Waino W. Suojanen, "Technology Assessment: Applications," *Atlanta Economic Review*, March 1972.
- Anthony F. Jurkus, Donald R. Hudson and Waino W. Suojanen, "Technology Assessment: An Evolving Process," *Atlanta Economic Review*, February 1972.

## CASES

- "Grant Memorial Hospital," business case published in a text entitled, *Management of Medical Technology: Theory, Practice and Cases*, by Eliezer Geisler and Ori Heller (Kluwer: 1998, Boston), case coauthored with Kenneth Chadwick and John Chrisman.

"The Avanti Saga," Pinnacle, Primis, 1994, McGraw-Hill Inc., McGraw-Hill case database, with B. Soper and D. Grider.

"Nintendo," business case accepted by the Southwest Case Research Association Workshop, San Antonio, March 1992, with Rick Lewis.

"Avanti," business case accepted by the Southwestern Case Writers' Association, San Antonio, March 1992, with Barlow Soper and Douglas Grider.

"Arianespace: The European Space Initiative," business case accepted for publication in *Strategic Management*, 5th Edition, by Higgins and Vincze, 1992.

McDonnell-Douglas F-18 Case in *Strategic Management*, W. Palmer Sineath, (West Publishing, 1986).

General Dynamics F-16 Case in *Strategic Management*, W. Palmer Sineath, (West Publishing, 1986).

F-18 Business Case Through ICCH, 1983.

F-16 Business Case published, Harvard, ICCH, 1981.

## **PROCEEDINGS**

"Comovements Among National Equity Markets: Evidence from Unit Root and Cointegration Analysis", paper presented at the Southwest Business Symposium, Edmond, OK, April 2001, with Zianzhou Zhu.

"Do the Best and Brightest Students Choose Accounting," paper accepted at the Global Finance Conference, May 15-17, 1998, Montreal, Canada, with Mary R. Scott and Maurice F. Tassin, Jr.

"Accounting Education: Responding to the Dynamic Changes in the Business World," *Proceedings* of the Southwest Business Symposium, Edmond, OK, April, 1994, with S. and M. Glandon.

"Management Education Technology," paper accepted for the *Proceedings* of the International Management Conference, Brussels, Belgium, 1993, with J. Szendi.

"International Management Education and Its Role as a Facilitator of Management Technology," paper accepted for the *Proceedings* of the Eighth International Congress of the North American Economic and Finance Association meeting, Montego Bay, Jamaica, West Indies, August 6-8, 1993, with Z. Rezaee, J. Szendi, and C. Little.

"Faculty Decision-making," *Proceedings* of the Midsouth Academy of Economics and Finance, Mobile, February 1992, with Samuel Hazen.

"Students' Perceptions of Internal Auditing," *Proceedings* of the Southeast Regional Meeting of the American Accounting Association, Tampa, FL, April 1990.

"The Changing International Environment of Aerospace," paper accepted at the Second International Conference on Comparative Management, *Proceedings*, Kaohsiung, Taiwan, June 1989.

Anthony F. Jurkus, "An Application of Quasi-Experimental Design in the Evaluation of a University-Sponsored Management Development Program," *Proceedings* of the Annual Meeting of the Southern Management Association, November 1975.

### UNPUBLISHED PAPERS AND RESEARCH INTERESTS

"Differences in Ethical Evaluations," manuscript submitted to the *Journal of Education for Business*.

"The Effect of Warranty Information on the Perceived Risk of Innovative Products," submitted to the *Journal of Consumer Affairs*.

"A Note on the Effect of Price Information on the Reduction of Perceived Risk in the Purchase of Innovative Products," submitted to the *Journal of Business Research*.

"Ethics in Small Business: Attitudes and Perceptions," with Medlin, et al, considering outlets.

"Differences in Ethical Evaluations," manuscript submitted to the *Journal of Education for Business*.

"The Avanti Saga," business case submitted to Pinnacle, Primis, McGraw-Hill Inc., McGraw-Hill case database, with B. Soper and D. Grider.

"The New Marketing Environment of Aerospace," submitted to the *Journal of International Management*.

Business case entitled, "Avanti 1989 under review with the *Case Research Journal*.

"Multinational Management Education and its Role in the Transfer of Management Technology," manuscript submitted to the *Journal of International Business Studies*, with Joseph Szendi.

"An Analysis of Multinational Business Management Instruction," paper submitted to the Annual International Business Forum sponsored by Bloomsburg State University, PA.

"Avanti and the Custom Segment of the Auto Industry," business case submitted for review for *Strategic Management*, Higgins and Vincze, 5th edition.

"Range of Managerial Ethics," pending placement.

"Stages of Ethical Development of the Manager," pending placement.

"A Generalized Scale of Attitudes Toward Foreign Countries and Products," pending placement.

"Attitudes Toward International Products and Foreign Countries,"; university grant received, pending placement.

"State of Development of Management: An International Prospective," pending placement.

"Managerial Ethics,"; prospectus for readings, book under review by a major publisher.

"State of Development of Managerial Ethics,"; manuscript being developed.

"The Ethics of Two-Tier Compensation Structures,"; developing manuscript, graduate paper assigned.

Northrop F-20 Business Case, manuscript being developed.

Research project involving the evaluation of middle management training efforts, 1974.

Engaged in field research with the Chicago Police Department while on the research staff of the Industrial Relations Center of the University of Chicago in the late 1960's regarding a LEAA-funded project subsequently published with the title "Psychological Assessment of Patrolmen Qualifications in Relation to Field Performance," which study continued into the 1970's.

Wrote a program history of the McDonnell-Douglas Navy/ Marine aircraft, the F-18.

Managerial Ethics: Readings and Cases - prospectus to be submitted by May 1, 1988.

## **ACADEMIC COMMITTEES/ ASSIGNMENTS**

### **Current Dissertation Activity**

Committee member, 5.

Chairman, 6.

### **Committees**

Instructional Policies Committee of the University 2000-2001

CAB Task Force Committee- The Student 2000-2001

CAB Academic Awards Committee- 1999-2000, 2000-2001

CAB Mgt & Mktg. Dept. Promotion and Tenure Committee, capacity: chair, 1996-97.

University Food Service Committee Member for the year 1996-97, 1997-98.

Vice-President of the local chapter of the American Association of University Professors.

Graduate Curriculum Committee, 1984-88

Treasurer - Faculty Senate, 1986-87

Member - Faculty Senate, 1987-88

Chairman - Faculty Senate ad hoc Merit Pay Committee, 1984

CAB Representative to Graduate Council, 1975-78

Chairman, Graduate Curricula Committee, 1975-78

Member, Graduate Studies Committee, 1975-77.

Member, Library Committee

Member, Principal Committee, Library, SACS study