
Aleta Crawford, Ph.D.

Clinical Instructional Assistant Professor of Management

Academic Background

Ph.D. Mississippi State University, 2002.

M.B.A. Mississippi State University, 1996.

B.S.P.A. Mississippi State University, 1988.

Academic Experience

Instructional Assistant Professor of Management, The University of Mississippi, Tupelo Campus (July, 2015 - Present), Tupelo, Mississippi.

Clinical Assistant Professor of Management, The University of Mississippi, Tupelo Campus (2003 - June, 2015), Tupelo, Mississippi. Classes: Principles of Management, Human Resources Management, Organizational Behavior, Management of Strategic Planning, Compensation Management

Visiting Assistant Professor of Management, Mississippi State University, Meridian Campus (2003 - 2002), Meridian, Mississippi. Classes: Principles of Management and Production, Business Policy, Advanced Human Resources; Strategic Management and Strategy Field Study (both MBA classes)

Lecturer and Doctoral Candidate, Mississippi State University (2001 - 2002), Starkville, Mississippi. Taught two Business Policy classes per semester as a full-time doctoral student

Graduate Teaching Assistant and Doctoral Student, Mississippi State University (1997 - 2001), Starkville, Mississippi. Instructor for Business Policy (two classes per semester)

Non-Academic Experience

Graduate Assistant and Master's Student, Mississippi State University (1996 - 1997), Starkville, Mississippi. Worked in the Graduate Studies of Business Office while pursuing the MBA degree.

Accounting Assistant, Mississippi State University Television Center (1988 - 1996), Starkville, Mississippi. Provided 12-month financial forecasting, analyzed financial data and compiled financial reports, compiled data for budget preparation, deposited and expended funds from university accounts (E & G fund), income (revenue) accounts, and grant accounts, extensively trained with Banner (the university's newest accounting program), working knowledge of using Banner to enter data as well as produce accounting reports.

Professor's Assistant, Mississippi State University (1987 - 1988), Starkville, Mississippi. Worked in the School of Accountancy as an undergraduate assistant. Test grading, computerized reporting, audit report analyses of various colleges and universities in preparation of a professor's dissertation.

Professor's Assistant, Mississippi State University (1986 - 1987), Starkville, Mississippi. Worked in Office of Economics, Finance, and Applied Legal Studies as an undergraduate assistant.

Consulting

2012: Wiley Publisher, Reviewed an Organizational Behavior Textbook by Mitchell Neubert and Bruno Dyck, Reviewed an Organizational Textbook by Mitchell Neubert and Bruno Dyck, I was asked by Wiley Publishers via email to review a new Organizational Behavior textbook by Mitchell Neubert and Bruno Dyck.

2012: Wiley Publisher, Annie McKee's Book on Management, Reviewed Annie McKee's Management textbook, I was asked by Wiley Publishers via email to review a new Management textbook by Annie McKee.

2011: Pearson Publishing, Reviewed Effective Training Textbook by P. Nick Blanchard and James W. Thacker, Reviewed textbook: Effective Training by P. Nick Blanchard and James W. Thacker, I was asked by Pearson Publishing via email to review an updated version (5th Edition) of Effective Training by P. Nick Blanchard and James W. Thacker.

Paid Service

2013: Speaker/Teacher, Don't Miss Your Moment class/session, Taught for three days during an international leadership conference on how to use your individual core competencies to take advantage of opportunities that will benefit others, as well as, yourself.

2012: Speaker/Teacher, Restoring Others to Positions Once They Have Fallen, Taught for three days during an international leadership conference on the restoration process that must take place before restoring someone back into leadership.

2011: Speaker/Teacher, Benefits of Serving Your Leader, Taught for three days during an international leadership conference on being a servant leader.

Refereed Articles

Robinson, R. K., Nichols, D. L., Schafer, S., & Crawford, A. (2014). The Bursting Education Bubble: An Unwelcomed Message of the Coming Brave New World of Academe. *Southern Law Journal*.

Novicevic, M. M., Williams, L., Abraham, D. Reed, Gibson, M. C., Smothers, J., Aleta L. Crawford (in press, 2011). Principles of Outstanding Leadership: Dale Carnegie's Fok Epistemology. *Journal of Applied Management and Entrepreneurship*.

Robinson, R. K., Schafer, S. E., & Crawford, A. L. (2010). Gross V. FBL Financial Services: A Major Sea Change in Age Discrimination or Merely Maintaining The Status Quo. *Southern Law Journal*.

Long, R., Crawford, A., White, M., & Davis, K. (in press, 2008). Determinants of Faculty Productivity in Information Systems: An Empirical Analysis of the Impact of Academic Origin and Academic Affiliation. *Scientometrics*.

Papers Under Review

Long, R. , Alli, A., & Barnett, T. (2004). "The Effects of Academic Origin and Academic Affiliation on Research Productivity: An Empirical Investigation of Information Systems Faculty," Initial submission.

Non-Refereed Proceedings

Full Paper

Crawford, A., Gaylor, K., Wilkins, N., Smith, M., Tucci, J., Jacqueline Chestnut (2007). A Pledge of Allegiance: Corporate America and Universities Enhance the Classroom Experience. *Academy of Management Conference*.

Working Papers

Davison, H. K., Roedder III, W. C., Hamilton, B., & Crawford, A. L. (2010). "How Obsession with Money

Affects Perceptions and Attitudes Regarding Pay," targeted for Journal of Business Inquiry.

Alli, A., Gaylor, K., Rodriguez, L., & Whitfield, G. (2005). "The Impact of Minority Faculty at Majority Institutions."

Alli, A. & Harrell-Cook, G. (2004). "Strategic Hiring Practices: The Impact of Status."

Alli, A., White, M., & Long, R. (2004). "Productivity Differences Between Management and Information Systems Faculty."

Alli, A. & White, M. (2004). "A Literature Review on Research Productivity and Status."

Presentation of Refereed Papers

International

Robinson, R. K., Schafer, S. E., & Crawford, A. L. (2010, March). *Gross v. FBL Financial Services: A Major Sea Change in Age Discrimination or Merely Maintaining the Status Quo*. Southern Academy of Legal Studies in Business, San Antonio, Texas.

National

Novicevic, M. M., Morf, D., O'Neal, S., Dorn, F., & Crawford, A. (2009). *How to Integrate HR and Internal Controls in Post-Enron Era: The Role of e-HRM*. North American Management Society, Chicago, Illinois.

Presentation of Non-Refereed Papers

International

Crawford, A., Gaylor, K., Wilkins, N., Smith, M., Tucci, J., Jacqueline Chestnut (2007, August). *A Pledge of Allegiance: Corporate America and Universities Enhance the Classroom Experience*. Invited presentation at Academy of Management Conference, Philadelphia, Pennsylvania.

Crawford, A. (2006, August). *Diversity in Action*. Invited presentation at Academy of Management Meeting, Atlanta, Georgia.

Crawford, A., Gaylor, K., Rodriguez, L., & Whitfield, G. (2005, August). *Impact of Diverse Faculty at IHL*. Invited presentation at Academy of Management Meeting, Honolulu, Hawaii.

Regional

Robinson, R. K., Schafer, S. E., & Crawford, A. L. (2010). *Gross m. FBL Financial Services: A Major Sea Change in Age Discrimination or Merely Maintaining the Status Quo*. Invited presentation at Association of Legal Studies in Business, Southern Region, San Antonio, Texas.

Research Reports

2010: Robinson, R. K., Schafer, S.E., & Crawford, A.L., Gross V. FBL Financial Services: A Major Sea Change in Age Discrimination or Merely Maintaining the Status Quo., submitted to .

Research Honors and Awards

Honor

2005: , Academy of Management Conference. My part of the professional development workshop focuses on how culturally-diversified management professors enhance classroom learning by drawing from our experiences, encouraging students to embrace diversity (race, gender, religious affiliation, etc.), and promoting creativity and innovation by thinking outside of the box..

Other Research Activities

Applied or Integrative/application Scholarship

2022: Crawford, A., & Kirkwood, K., *A Personality-Based Similar-to-Me Effect in the Workplace: Identifying, Understanding, and Mitigating Negative Biases*. The similar-to-me effect represents a possible cause of bias when it comes to evaluating other people. "In fact, research has shown that when superiors rate their subordinates, the more similar the parties are, the higher the rating the superior tends to give" (Greenberg, 2010).

2022: Crawford, A., & Kirkwood, K., *Employment Engagement Among the Millennial Workforce*. Analysis of the positive relationship between employee engagement and performance. "Engaged employees invest their emotional, cognitive, and physical energies in their work to achieve superior performance" (Demerouti et al., 2010; Rich et al., 2010).

2022: Crawford, A., & Johnson, A., *Employee Engagement and the U. S. Federal Government Workforce*. Retaining an engaged and competent workforce is essential for federal agencies to fulfill their missions. "The federal government lags behind the private sector in employee engagement" (Partnership for Public Service, 2019; Federal Employee Viewpoint Survey data, 2022).

Basic or Discovery Scholarship

2011: , , . Submitted to: Journal of Applied Management and Entrepreneurship, January 2011

Article: Principles of Outstanding Leadership: Dale Carnegie's Folk Epistemology

Authors: Milorad M. Novicevic; Laura Williams; D. Reed Abraham, Michael C. Gibson, Jack Smothers, Aleta Crawford

Waiting to hear if accepted

Abstract: The purpose of this paper is to examine how Carnegie's principles can be used to describe three types of outstanding leadership: charismatic, ideological, and pragmatic. We explain Dale Carnegie's principles, assess which of these principles underlie particular types of outstanding leadership, and illustrate how the exemplary outstanding leadership of Henry Ford, Andrew Carnegie, and John Rockefeller, Jr. can be explained in terms of Carnegie's folk theory of leadership and Mumford's comprehensive research on charismatic, ideological, and pragmatic leadership.

2011: , , . Reviewer for Journal of Applied Management and Entrepreneurship, February 2011

Article: Rhona Rapoport: A Critical Biography of a Pioneering Work-Family Researcher

Summary: This research provided a historical account of the origins of the work-family research stream and the social issues that influenced the writings that were instrumental in the establishment of work-family issues as a research field.

Service to the University

School Assignments

Faculty Advisor:

2004-2005: Phi Beta Lambda - Business Fraternity

Member:

2004-2005: Selection Committee, Clinical Professor of Management (Southaven Campus)

University Assignments

Committee Member:

- 2006-2007: Recruiting and Retention Committee, Tupelo Campus
- 2006-2007: Selection Committee, Coordinator of Non-Credit Programs
- 2006-2007: Selection Committee, Regional Admissions Counselor (Tupelo)
- 2006-2007: Selection Committee, Clinical Professor of Management (Oxford)
- 2004-2005: Selection Committee, Academic Advisor (Tupelo and Southaven Campuses)

Other Institutional Service Activities:

- 2004-2005: The University of Mississippi, School of Business Administration, Recruitment

The University of Mississippi, Tupelo Campus**University Assignments****Committee Member:**

- 2014-2015: Selection Committee for Academic Counselor for the Business School
- 2013-2014: Search Committee for Dean, Tupelo Campus

University of Mississippi**School Assignments****Member:**

- 2009-2010: Clinical Assistant Professor of Management 10046988
- 2007-2008: Management Faculty Search Committee II
- 2006-2007: Visiting Clin Instructor of MGMT Search
- 2006-2007: Clinical Asst Prof of Management Search
- 2005-2006: B-Comm Search Committee

Service to the Profession**Presentation**

- 2022: Live Full International Conference, Atlanta, Georgia. PROPEL 2022 Conference on Fortifying Leaders for Formidable Times
- 2022: Monroe North Carolina Community Service, Monroe, North Carolina. Engaged in a dialogue concerning the findings of "Mindfulness and Leadership: Communication as a Behavioral Correlate of Leader Mindfulness and Its Effect on Follower Satisfaction", Arent, J., Verdorfer, A., & Kugler, K. (article in Frontiers in Psychology).
- 2022: Live Full International Conference, New Orleans, Louisiana. Presented statistical evidence on "The Effectiveness of Multi-Generational Pedagogy in a Post-Pandemic Era"

Reviewer: Conference Paper

- 2001: Academy of Management, Southern Region, New Orleans, Louisiana.

2000: Academy of Management, Annual Southern Conference, Orlando, Florida.

1999: Academy of Management, Western Region, Maui, Hawaii.

Service to the Community

Member of a Committee

2004: Phi Beta Lambda, March of Dimes Fund-raiser

Other Community Service Activities

2021: Legacy Consulting and Counseling Services, Worked with Mrs. Kenya Walker, Owner, on her strategic goals and business plan.

2021: Mary Kay Sales Meeting, Worked with Mrs. Tamara Tippet, Mary Kay Consultant, on expanding their customer base during a pandemic.

2020: Mary Kay Sales Meeting, Conducted a Seminar of How to Prepare Business Plans which was hosted by Mrs. Tamara Tippet of Columbus, MS.

2020: Legacy Consulting and Counseling Services, Provided consulting services in strategic management planning for Kenya Walker, Owner of Legacy Consulting and Counseling Services.

1999: Noxubee County Board of Education, Macon, MS, Consultant on professional business skills for employees of Noxubee County School District

1998: City of Starkville, MS, Consultant on diversity training for the city of Starkville's mayor, policemen, firemen, sanitation workers, and other city employees.

Speech / Presentation at a Community Meeting

2021: Unique Design Facial Masks Company, Worked with Mrs. Yolanda Moore, Owner, in setting strategic goals for her company.

2020: Unique Design Facial Masks Company, Presented a Seminar on The Importance of Mission Statements and Strategic Vision and Goals for the Unique Design Facial Masks Company, Mrs. Yolanda Moore, Owner and Seamstress.

2014: Mississippi District Conference, Spoke on Pursuing Excellence to Achieve Desired Results

2014: Live Full International Conference, Spoke on being Pursuing Excellence to Achieve Desired Results

2013: Live Full International Conference, Spoke on Strategic Planning Skills for Individual Success

2012: Live Full International Conference, Spoke on Being Disciplined and Prepared for Opportunities When They Come

2010: Live Full International Conference, Taught Leadership Skills and Presented Servant-Leader Qualities

2009: Live Full International Conference, Taught a class on Recession-Proof Living using Biblical and practical business principles

2009: State Wide Leadership Conference, Taught a class on Effective Teaching Techniques

2008: State-Wide Leadership Conference, Taught a class on Ladder Holders; Focused on building effective teams for organizational decision-making

2007: Teaching Skills Class, Taught attendees the principles of being effective teachers at a state-wide conference at the BancorpSouth Center in Tupelo, MS.

2007: Leadership Meeting, Taught attendees the principles of supporting leadership. Used instructional materials from the one of our nation's top leadership gurus, John Maxwell.

2006: How to Interview, Get the Job and Keep the Job Seminar, Instruct attendees on how to dress business professional, how to interview, and how to exhibit good organizational citizenship (i.e., workplace behavior)

Faculty Development

DS: Research-Related Conference/Seminar

2010 – 2012: Southern Management Association Annual Meeting. Attended research sessions and professional development workshops in the areas of teaching and research.

2008: Academy of Management Conference. Attended professional development sessions in the areas of teaching and research

Other Professional Development

2021: AACSB Global Diversity and Inclusion Conference.

Hosted by: Georgia Tech Hotel and Conference Center: Topics; Best Practices: Recruiting, Hiring, Retaining, and Supporting a Diverse Faculty Body and Diverse Student Body

2021: Center for Excellence in Teaching and Learning.

Taking a Scientific Approach to Teaching Science (and Most Other Subjects); Dr. Wieman, Nobel Laureate and Full Professor of Physics at Stanford University

2021: University of Mississippi Training and Development Seminar.

Academic Outreach eLearning Community; Webinar: Increasing Instructor Presence and Student Engagement

2021: The PhD Project and The Equity Equation.

Chief Diversity Officers Have a Seat At the Table ... But Which Table; Dr. Oscar Holmes IV, Rutgers University; Adrienne Trimble, VP & CDO of Sysco Corporation

2021: University of Mississippi Training and Development Seminar.

Academic Outreach eLearning Community; Webinar: Using Panopto to Assess Student Understanding and Learning

2021: The PhD Project and The Equity Equation.

The PhD Project Management Doctoral Studies and Faculty Alumni Conference

2021: The Connected Faculty Summit.

Hosted by Arizona State University; identify and promote the best possible pedagogy, techniques, and tools for online and blended learning and help educators design the most engaging experience for learners

2021: OpenStax.

Webinar: Academic Integrity: Where We Go From Here: Shift to Online-Only and Hybrid Courses

2021: The PhD Project and The Equity Equation. Webinar: We Are Not the Same: Exploring Cultural Differences; Speakers: Dr. Jose Antonio Rosa, Iowa State University; Kathleen Navarro, Sr VP and Head of Talent Management & Chief Diversity Officer at New York Life; Ronald J. Adams, VP of Field Diversity and Inclusion, Northwestern Mutual

2021: Cengage Publishing Company.

Empowered Educator: Reclaim the Joy of Teaching: Optimism Amid Adversity; Speaker: Michelle Gielan

2021: Center for Excellence in Teaching and Learning.

Academic Outreach eLearning Community; Inclusive Teaching Practices Workshop; Speakers: Professors Kelly Hogan and Viji Sathy, University of North Carolina

2021: Sage Publishing.

Coffee and Conversation with Colleagues: Today's Higher Education Environment / Evolving Teaching Challenges

2021: The PhD Project and The Equity Equation.

The PhD Project: The Impact of Faculty Diversity on Your Campus; Speaker: Blaine Ruschak, KPMG U.S. Foundation and PhD Project President

2021: SEC Business School Diversity Conference.

2021 SEC Business School Diversity Conference; The Journey: We're in This Together; Speaker: Dr. Barbara A. Lofton, Assistant Dean of Diversity and Inclusion in the Sam M. Walton College of Business at the University of Arkansas

2021: Cengage Publishing Company.

Cengage Publishing Seminar: Diversity and Community Engagement: Stronger Together

2021: The PhD Project and The Equity Equation.

Webinar Sponsored by: The PhD Project and The Equity Equation; Examining Diversity in the C-Suite and Boardroom; Speakers: Ariel Investments, KPMG, and the Wharton School of the University of Pennsylvania

2021: Perusall Learning Platform.

Webinar: Transform Your Teaching with Perusall; Speaker: Eric Mazur, Professor of Physics, Harvard University

2021: University of Mississippi Training and Development Seminar.

The University of Mississippi Resilient Meeting: School of Business Administration Discussion: New Classroom Techniques I Learned Because of Covid-19

2021: Cengage Publishing Company.

Tech Ethics & Online Learning Seminar; Speaker: David Ryan Polger, Tech Ethics

2021: University of Mississippi Training and Development Seminar.

Academic Outreach eLearning Community: Creating Interactive Content with Panopto

2021: University of Mississippi Training and Development Seminar. The University of Mississippi Resilient Meeting: School of Business Administration YellowDig (Online Learning Platform for Student Engagement) and PackBack (Inquiry-Driven Online Discussion Pedagogy and Platform) with Dr. Kristin Cullen-Lester

2020: Center for Excellence in Teaching and Learning. A "Threat in the Air": How Stereotypes Affect Our Students' Learning and What We Can Do About It with Dr. Robin Paige, Rice University in Houston, TX.

2020: University of Mississippi Training and Development Seminar. Implicit Bias in the Classroom with Dr. Joel Amidon, Associate Professor of Secondary Education with The University of Mississippi.

2020: Center for Excellence in Teaching and Learning. Asset-Minded Overview of Student Diversity at UM, Oxford

2020: Community Engagement Faculty Lunch and Learn. Dr. Jeremy Meuser, LeadershipServ's Excellence in Servant Leadership Program: Power of Community Engagement in Advancing Faculty Research and Teaching, The University of Mississippi, Oxford

2020: University of Mississippi. Dr. Robert Cummings, Chair, Teaching for Inclusion Workshop Breakout Session, The University of Mississippi, Oxford

2020: University of Mississippi. Dr. Gregory Vincent, Executive Director of the Civil Rights and Education Initiative, University of Kentucky, Lexington

2020: SOBA Learning Community. Dr. Danielle Ammeter, Creating Community Alont (and with) Students, Resilient Pedagogy Virtual Workshop at Ole Miss

2020: SOBA Learning Community. Dr. Tony Ammeter: Teaching and Managing Large Sections, Resilient Pedagogy Virtual Workshop at Ole Miss

2020: National Teaching Workshop in a Virtual Space. Dr. Scott Watson, Sound Teaching: Strategies to Keep Us Moving Forward Virtual Conference, Allentown, PA

2020: University of Mississippi Training and Development Seminar. Dr. Joshua Eyler, The Call is Coming from Inside the House: How Grades Can Undermine Learning and Jeopardize Our Students' Wellbeing, Center of Excellence in Teaching and Learning

2020: University of Mississippi Training and Development Seminar. Dr. Kevin Gannon, Creating Communities of Hope, Center for Excellence in Teaching and Learning

2020: University of Mississippi Training and Development Seminar. Dr. Sarah Cavanaugh, Be the Spark: Energizing and Motivating Students in Uncertain Times, Center for Excellence in Teaching and Learning

2019: Work & Stress. Excellence in Teaching Instructor for Mississippi teachers in the Golden Triangle Regional Area of MS.

2017: Southwest Academy of Management. Attended the 44th Annual Conference for the Southwest Academy of Management

2013: Work & Stress. Attended sessions on the 21st Century Leader

Professional Seminars / Workshops

2022: University of Mississippi Training and Development Seminar. TED Talk: The Value of Kindness at Work

2022: University of Mississippi Training and Development Seminar. **"Tame Your Calendar Beast Using Calendly (online scheduling app) to Make Scheduling Meetings Easy" workshop**; learn how to set up, integrate, and utilize Zoom

2022: University of Mississippi Training and Development Seminar. "UM Proctoring Options - Respondus and DETL (Distance Education Testing Lab)" workshop

2022: University of Mississippi Training and Development Seminar. **"Respondus Test Proctoring for Web-based Courses" workshop**

2022: University of Mississippi Training and Development Seminar. **"Got Media? Creating & Captioning Course Video & Audio" workshop**

2022: Kritik Education. "Collaborative Learning with Tech-Enabled Peer Assessment" workshop

2022: Kritik Education. "Getting the Most Out of Group-based Activities with Peer Assessment" workshop

Memberships

Academy of Management, 1997-Now, Divisions: Strategic Management, Gender and Diversity

Southern Academy of Management, 1997-Now

References

Dr. Tasha M. Brown
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Technology
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