

CURRICULUM VITAE

REGINALD L. BELL

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EDUCATIONAL BACKGROUND

- Ph.D. Business Education, University of Missouri-Columbia, 1997, Dissertation: "The Multiple Roles of the Business Educator as Perceived by Secondary School Administrators and Business Teachers"
- M.B.A. Management, Lincoln University of Missouri, 1991
- B.A. English Literature, Lincoln University of Missouri, 1990

ACADEMIC EXPERIENCE

- 2008- Prairie View A&M University, *Associate Professor* (Tenured)
- 2002-2008 Prairie View A&M University, *Assistant Professor*
- 2002- Prairie View A&M University, *Faculty Coordinator*, Center for Business Communication, located in 1D127A Hobart Taylor
- 2001-2002 Purdue University, *Visiting Scholar*
- 2001-2002 Purdue University, *Limited-term Lecturer* (Communications)
- 1997-1998 Columbia Area Evening and Adult Education Center, *Instructor*
- 1992-1997 University of Missouri-Columbia, *Gus T. Ridgel Fellow* and *Teaching Assistant*

TEACHING AREAS**Accounting, Finance, and MIS Department**

Business Communication

Managerial Communication (graduate)

Management and Marketing Department

Principles of Marketing

Principles of Management

Introduction to Business

Entrepreneurship & Small Business Management

Courses Taught at Other Institutions

Basic Communication (Purdue)

Speech Communication for Information Technology Majors (Purdue)

Human Relations in Organizations (Mizzou)

CUMULATIVE PEER REVIEWED JOURNAL ARTICLES PUBLISHED IN SIX YEARS

	2004(a)	2005(b)	2006(c)	2007(d)	2008(e)	2009(f)
	SBAJ	JBL	IJER	IJER	IJER	AELJ
	JCRGB		JDM	CF	AMSJ	AELJ
			JCTL	IJBPA	BRY	AELJ
				BCQ	IJBPA	BSJ
				JBL	SBAJ	IJBMDs
						JLAE
						CF
						IJER
						JBL
PRJ	2	1	3	5	5	9
CPRJ	2	3	6	11	16	25

2004 (a) = Southwestern Business Administration Journal and Journal of Current Research in Global Business

2005 (b) = Journal of Business and Leadership: Research, Practice, Teaching

2006 (c) = International Journal of Education Research, Journal of Diversity Management, and Journal of College Teaching and Learning

2007 (d) = International Journal of Education Research, Competition Forum, International Journal of Business and Public Administration, Business Communication Quarterly, and Journal of Business and Leadership: Research, Practice, Teaching

2008 (e) = International Journal of Education Research, Academy of Marketing Studies Journal, Business Research Yearbook, International Journal of Business and Public Administration, and Southwestern Business Administration Journal

2009 (f) = Academy of Educational Leadership Journal, Business Studies Journal, International Journal of Business, Marketing, and Decision Sciences, Journal of Leadership Accountability and Ethics, Competition Forum, International Journal of Education Research, and Journal of Business and Leadership: Research, Practice,

Teaching

RESEARCH ACTIVITIES: REFEREED JOURNAL ARTICLES

1. Lee, B., Quddus, M., and Bell, R.L. (2009), "Doctoral Programs in Accounting and Intellectual Contributions of Accounting Faculty at Non-Doctoral Institutions," Academy of Educational Leadership Journal, forthcoming.
2. Bell, R.L. (2009), "The Relative Frequency of Faculty's Publications: A Content Analysis of Refereed Business Journals," Academy of Educational Leadership Journal, forthcoming.
3. Bell, R.L. (2009), "An Empirical Investigation of Communication Content in Popular Press Business Books," Business Studies Journal, forthcoming.
4. Chong, Hoc.G., Bodie, N.D., and Bell, R.L. (2009), "A Factor Analysis of Student Responses and Perceptions of Ethical Conduct in Business," International Journal of Education Research, 4 (4), summer, forthcoming.
5. Stark, J., Meier, J.H., Rumpel, J.H., and Bell, R.L. (2009), "The Perceived Importance of Cellular Telephone Features among Young Consumers across Three College Campuses," Journal of Business and Leadership: Research, Practice, Teaching, forthcoming.
6. Bell, R.L. (2009), "Dialing in to the Hidden Hierarchy: An Analysis of Culture as Content in Popular Press Business Books," Journal of Leadership, Accountability, and Ethics, Spring/Summer, forthcoming.
7. Stark, J., Rumpel, J.H., Meier, R.J., and Bell, R.L. (2009), "Cellular Telephone Bundled Features and the Young Consumer," Competition Forum, 7 (2), 382-392.
8. Bell, R.L., Engel, C.J., Meier, R.J., Martin, M., and Rumpel, J.H. (2009), "Predicting Young Consumers' Usage of Electronic Social Networking Devices," International Journal of Business, Marketing and Decision Sciences, 2 (2), 16-32.
9. Quddus, M., Bell, R.L., Bodie, N., Dyck, J., Rahman, S., Holloway, R., Desselle, B., and Till, A. (2009), "Faculty Perceptions and Encounters with Disrespectful Student Behavior," Academy of Educational Leadership Journal, 13 (1), 1-19.
10. Bell, R.L., Quazi, R., Guyot, W., Martin, P. and Meier, R.J. (2008), "Color as Predictor of the Perceived Effectiveness of a Supply and Demand Line-Graph," Southwestern Business Administration Journal, 8 (2), 57-85.
11. Stark, J., Rumpel, J.H., Meier, R.J., and Bell, R.L. (2008), "Rural and Ethnic Young Consumers' Perceptions of Bundled Cellular Telephone Features," Academy of Marketing Studies Journal, 12 (2), 1-18.
12. Bell, R.L. and Martin, J. (2008), "The Promise of Managerial Communication as a Field of Research," International Journal of Business and Public Administration, 5 (2), 125-142.

13. Bell, R.L. (2008), "Hardwiring in Students: A Deeper Understanding of the Communication Process," Business Research Yearbook, XV (1), 36-41.
14. Bell, R.L., Quazi, R.M., Meier, R.J., and Martin, P. (2008), "Comparing Business Students' Perceptions of Effective Visual Aid Usage on Two College Campuses," International Journal of Education Research, 3 (1), 14-32.
15. Baughman, P., Oatis, T., Williams, L., and Bell, R.L. (2007), "Effective Managerial Communications for the Technical Core," International Journal of Business and Public Administration, 4 (1), 1-16.
16. Bell, R.L., Guyot, W., Martin, P., and Meier, R.J. (2007), "An Integrative Analysis of Benjamin Bloom's Cognitive Domain and Bruce Tuckman's Developmental Model," Journal of Business and Leadership: Research, Practice, Teaching, 3 (1), 116-124.
17. Jolivet, B., Johnson, C., and Bell, R.L. (2007), "Communication Consultancy as Buffer in the Downsizing Environment," Competition Forum, 5, 87-96.
18. Bell, R.L., Martin, P., and Meier, R.J. (2007), "Detecting Mean Differences among Business Majors Regarding Their Perceptions of Effective Visual Aid Usage," International Journal of Education Research, 2 (1), 1-18.
19. Bell, R.L. (2007), "The Manager's Role in Financial Reporting: A Risk Consultant's Perspective," Business Communication Quarterly-Focus on Business Column, 70 (2), 222-226.
20. Bell, R.L. and Quaddus, M. (2006), "Helping Business Students Improve as Writers," International Journal of Education Research, 1 (1), 1-14.
21. Thibeaux, S., Tillotson, G., Falls, T., and Bell, R.L. (2006), "Imposition of Diversity: The Imposition of Diversity Training Through Top Down Management Communication," Journal of Diversity Management, 1 (2), 1-12.
22. Bell, R.L., Liang-Bell, L., and Desselle, B. (2006), "Business Communication Students Learn to Hear a Bad Speech Habit," Journal of College Teaching and Learning, 3 (2), 67-74.
23. Bell, R.L. and Quazi, R. (2005), "Student Perceptions of Effective Visual Aid Usage," Journal of Business and Leadership: Research, Practice, Teaching, 1 (1), 234-244.
24. Bell, R.L., Quazi, R., and Jasper, J. (2004), "Mixed Method Instruction across Business Disciplines," Southwestern Business Administration Journal, 4 (1), 35-47.
25. Opara, E., Soliman, M., and Bell, R.L. (2004), "Examining the Effects on Global Business of Women Using Information Technology," Journal of Current Research in Global Business, 6 (9), 1-9.

RESEARCH ACTIVITIES: REFEREED CONFERENCE PROCEEDINGS

1. Chong, G.H., Bodie, N.D., and Bell, R.L. (2009), "A Factor Analysis of Student Responses and Perceptions of Ethical Conduct in Business," International Academy of Business and Public Administration Disciplines Proceedings; Dallas, Texas, April 23-26.
2. Bell, R. L., Engel, C. J., Meier, R. J, Martin, M. J., and Rumpel, J. H. (2009), "Predicting Young Consumers' Usage of Electronic Social Networking Devices," International Academy of Business and Public Administration Disciplines Proceedings; Dallas, Texas, April 23-26.
3. Bell, R.L. (2009), "An Empirical Investigation of Communication Content in Popular Press Business Books," First Annual General Business Administration Conference Proceedings; hosted by Sam Houston State University in Huntsville, Texas, April 17-18, pp. 177-192.
4. Bell, R.L., Rahman, S., Sutanto, P., Till, A., Desselle, B. and Quddus, M. (2009), "Determining Mean Differences Between HBCU and AACSB Faculty Concerning Disrespectful Student Behavior," First Annual General Business Administration Conference Proceedings; hosted by Sam Houston State University in Huntsville, Texas, April 17-18, pp. 363-378.
5. Bell, R.L. and Martin, J. (2008), "The Disciplining Of Managerial Communication: Toward Defining and Classifying Managerial Communication as a Business Field," International Academy of Business and Public Administration Disciplines Proceedings; Dallas, Texas, April 24-27.
6. Bell, R. L., Quazi, R., Meier, R., and Martin, P. (2007), "Comparing Business Students' Perceptions of Effective Visual Aid Usage on Two College Campuses," International Academy of Business and Public Administration Disciplines Proceedings; Dallas, Texas, May 5, pp. 510-529.
7. Bell, R.L. and Quazi, R. (2007), "A Two-Country Study of Business Student's Sensitivity to Colorized Line-Graphs," International Academy of Business and Public Administration Disciplines Proceedings; Dallas, Texas, May 5, pp. 502-509.
8. Baughman, P., Oatis, T., Williams, L., and Bell, R.L. (2007), "Effective Management Communications for the Technical Core," International Academy of Business and Public Administration Disciplines Proceedings; Orlando, Florida, January 4, pp. 594-609.
9. Bell, R. L., Martin, P., and Meier, R. (2007), "Detecting mean differences among business majors regarding their perception of effective visual aid usage," International Academy of Business and Public Administration Disciplines Proceedings; Orlando, Florida, January 4, pp. 315-331.
10. Bell, R.L. and Quddus, M. (2006), "Helping Business Students Improve as Writers," International Academy of Business and Public Administration Disciplines Proceedings; Dallas, Texas, April 22, pp. 540-555.
11. Bell, R. L., Martin, P., and Meier, R. (2006), "Reexamining student perceptions of effective visual aid usage," University of Central Oklahoma (23 Annual) Southwest Business Symposium Proceedings; Edmond, Oklahoma, March 30, pp. 306-307.

RESEARCH ACTIVITIES: CONFERENCE PRESENTATIONS

1. Bell, R.L. (2009, November). The relative frequency of faculty's publications: A content analysis of refereed business journals. Presented at the Association for Business Communication 75th Annual Conference; Portsmouth, Virginia.
2. Stark, J., Rumpel, J., Meier, R. J., and Bell, R.L. (2009, September). The perceived importance of cellular telephone features among young consumers across three college campuses. Presented at the Fort Hays State University College of Business and Leadership Symposium; Hays, Kansas.
3. Bell, R. L., Engel, C. J., Meier, R. J, Martin, M. J., and Rumpel, J. H. (2009, April). Predicting young consumers' usage of electronic social networking devices. Presented at the International Academy of Business and Public Administration Disciplines Conference; Dallas, Texas.
4. Stark, J., Rumpel, J., Meier, R. J., and Bell, R.L. (2008, November). Cellular telephone bundled features and the young consumer. Presented at the American Society for Competitiveness International Conference; Orlando, Florida.
5. Bell, R.L. (2008, October). Managing student teams in the business communication classroom. Presented at the Southwestern Business Administration Teaching Conference; Houston, Texas.
6. Bell, R.L.and Martin, J. (2008, April). The disciplining of managerial communication: Toward defining and classifying managerial communication as a business field. Presented at the International Academy of Business and Public Administration Disciplines Conference; Dallas, Texas.
7. Quddus, M. U., Bell, R. L., Bodie, N., Dyck, J., Rahman, S., Holloway, R., Desselle, B., and Till, A. (2008, April). Faculty perceptions and encounters with disrespectful student behavior. Presented at the International Academy of Business and Public Administration Disciplines Conference; Dallas, Texas.
8. Bell, R.L. (2008, April). Hardwiring in business students: A deeper understanding of the communication process. Presented at the International Academy of Business Disciplines Conference; Houston, Texas.
9. Bell, R.L., Quazi, R., Meier, R. J., and Martin, P. (2007, May). Comparing business students' perceptions of effective visual aid usage on two college campuses. Presented at International Academy of Business and Public Administration Disciplines Conference; Dallas, Texas.
10. Bell, R.L. and Quazi, R. (2007, May). A two-country study of business student's sensitivity to colorized line-graphs. Presented at International Academy of Business and Public Administration Disciplines Conference; Dallas, Texas.
11. Baughman, P., Oatis, T., Williams, L., and Bell, R.L.(2007, January). Effective management communications for the technical core. Presented at International Academy of Business and Public Administration Disciplines Conference; Orlando, Florida.

12. Bell, R.L., Martin, P., and Meier, R. (2007, January). Detecting mean differences among business majors regarding their perceptions of effective visual aid usage. Presented at International Academy of Business and Public Administration Disciplines Conference; Orlando, Florida.
13. Jolivet, B., Johnson, C., and Bell, R. (2007, November). Communication consultancy as buffer in the downsizing environment. Presented at American Society for Competitiveness International Conference; Tulsa, Oklahoma.
14. Bell, R.L., Guyot, W., Martin, P. and Meier, R. (2007, September). An integrative analysis of Benjamin Bloom's cognitive domain and Bruce Tuckman's developmental model. Presented at the Fort Hays State University College of Business and Leadership Symposium; Hays, Kansas.
15. Bell, R.L. and Quddus, M. (2006, April). Helping business students improve as writers. Presented at International Academy of Business and Public Administration Disciplines; Dallas, Texas.
16. Kryder, L., McPherson B., Bell, R., Johansen, J., and Nealy, C. (2006, October). Mentoring: A must for professionals. Presented at the Association for Business Communication International Conference; San Antonio, Texas.
17. Allen, B., Johnson, C., and Bell, R. (2006, October). Countering perceptions of employer betrayal during restructuring with strategic usage of communication consultants. Presented at Association for Business Communication International Conference; San Antonio, Texas.
18. Baughman, P., Williams, L., Oatis, T., and Bell, R. (2006, October). Effective managerial communications for the technical core. Presented at Association for Business Communication International Conference; San Antonio, Texas.
19. Tillotson, G., Thibeaux, S., and Bell, R. (2006, October). The imposition of diversity training through top down management communication. Presented at Association for Business Communication International Conference; San Antonio, Texas.
20. Bell, R.L., Martin, P., and Meier, R. (2006, March). Reexamining student perceptions of effective visual aid usage. Presented at University of Central Oklahoma Southwest Business Symposium; Edmond, Oklahoma.
21. Bell, R.L., Liang-Bell, L., and Desselle, B. (2005, October). Business communication students learn to hear a bad speech habit. Presented at Association for Business Communication National Conference; Irvine, California.
22. Bell, R.L. and Quazi, R. (2005, September). Student perceptions of effective visual aid usage. Presented at The Fort Hays State University College of Business and Leadership Symposium; Hays, Kansas.
23. Bell, R.L. and Quddus, M. (2005, April). Impact of a Center for Business Communication. Presented at Association for Business Communication Regional Conference; Greensboro, North Carolina.

24. Bell, R.L., Quazi, R., and Jasper, J. (2003, August). Mixed method instruction across business disciplines. Presented at Southwestern Business Administration Teaching Conference; Houston, Texas.
25. Bell, R.L. and Quazi, R. (2004). Student perceptions of effective visual aid usage. Invited by the Intellectual Contributions Committee to present this paper to the Prairie View A&M University College of Business, Houston, Texas.

RESEARCH GRANTS

Funded-Internal Research Summer Grants

- 2007: "Prairie View A&M University College of Business," A study titled A Two-Country Study of Business Student's Sensitivity to Colorized Line-Graphs was funded by the COB. A spring 2008 presentation is required, Prairie View A&M University, (\$5,000), with co-author Dr. Rahim Quazi.
- 2006: "Prairie View A&M University College of Business," A study titled, An Integrative Analysis of Benjamin Bloom's Cognitive Domain and Bruce Tuckman's Developmental Model was funded by the COB. Presented results spring 2007 Prairie View A&M University, (\$5,000).

External Grant Funded Workshops

- 2009: "Center for International Business Education," led a team teaching fall workshop for a fourth year for business education secondary school teachers seeking continuous professional education credits (CPE), along with Dr. Rahim Quazi; received strong evaluations from participants, (\$4,000 stipend).
- 2008: "Center for International Business Education," led a team teaching summer workshop for a third year for business education secondary school teachers seeking continuous professional education credits (CPE), along with Dr. Rahim Quazi; received strong evaluations from participants, (\$5,000 stipend).
- 2007: "Center for International Business Education," led a team teaching summer workshop for a second year for business education secondary school teachers seeking continuous professional education credits (CPE), along with Dr. Rahim Quazi; received strong evaluations from participants, (\$5,000 stipend).
- 2006: "Center for International Business Education," led a team teaching summer workshop for business education secondary school teachers seeking continuous professional education credits (CPE), along with Dr. Rahim Quazi; received strong evaluations from participants, (\$2,500 stipend).

SERVICE ACTIVITIES

Service to the College of Business

Advising and Chair of a Committee

- 2006-pres: Beta Gamma Sigma, Faculty Co-Advisor
- 2005-2006: Delta Mu Delta, Faculty Advisor
- 2003-2005: Instructional Resources and Responsibilities Committee; chaired the IRRC for two years. Developed program objectives for all three COB programs; served as a liaison with university library, and more.

Member of a Committee or Taskforce

- 2005-2008: Faculty Advisement Coordinator (FAC): Liaison with the University College and the College of Business.
- 2007: Served fall 2007 semester as a replacement member to the University Academic Council, at the pleasure of the COB Dean and Associate Provost and Vice President for Academic Affairs.
- 2004-2005: Self-Evaluation Report Taskforce: helped write and revise the College of Business *Self-Evaluation Report* (SER) submitted to the AACSB-International in August 2005.
- 2005: Pres-Business Major Taskforce; created proposal submitted to the University Academic Council requesting a policy change for all students seeking degrees in business to have at least a 2.3 GPA in 45 hours of coursework prior to being admitted officially into the COB.
- 2003-2005: Title III Educator Preparation Committee; helped the College of Education assist education majors who graduate pass state teacher certification examinations.

College/University/School Assignments:

University Services:

- 2008: Appointed by the Provost to Chair a Pre-termination Hearing Committee.
- 2007-pres: College of Business Liaison to the Prairie View A&M University Coleman Library
- 2007-pres: Member of the Prairie View A&M University Faculty Senate: Senator

Service to the Profession

Chair of the Association for Business Communication's Undergraduate Studies Committee and Track Chair

- 2009: Chair of the Association for Business Communication (ABC) Undergraduate Studies Committee (USC). Charge: seeking new ways to improve the growth and retention of new members to our profession, San Antonio, Texas

- (National). Committee sponsored, organized, and launched an ABC Mentoring Program.
- 2009-pres: Track Chair for business communication research for the First Annual General Business Administration Conference, hosted at Sam Houston State University, Huntsville, Texas.
- 2006-2008: Member of the ABC and the USC: seeking new ways to improve the growth and retention of new members to our profession, San Antonio, Texas (National). Committee sponsored, organized, and launched an ABC Mentoring Program.

Speech / Presentation at a Community Meeting

- 2005: American Marketing Association (AMA) Workshop; conducted workshops on resume writing for the College of Business undergraduate organization: AMA.
- 2005: Delta Mu Delta Induction Ceremony; spoke on the topic of "A Proposition of Greatness."
- 2003: Delta Mu Delta Induction Ceremony; spoke on the topic of "Clean Hands and a Pure Heart," a phrase borrowed from Mark Van Doren's book, "Liberal Education."

Organizational Memberships

- 2008-pres: Beta Gamma Sigma—Lifetime Membership
- 2007-pres: Academy of Educational Leadership; Academy of Marketing Studies; Academy of Business Studies—Allied Academies
- 2003-pres: Active member of the Association for Business Communication
- 1993-pres: Life-time member of Delta Pi Epsilon
- 1993-pres: Life-time member of Phi Delta Kappa, GAMMA Chapter
- 1990-pres: Life-time member of Delta Mu Delta

RESEARCH AND TEACHING AWARDS

- 2009: **Received Best Paper Award:** for “Predicting young consumers’ usage of electronic social networking devices” presented at the IABPAD conference in Dallas, Texas in April.
- 2009: **Received Best Paper Award:** for “A factor analysis of student responses and perceptions of ethical conduct in business” presented at the IABPAD conference in Dallas, Texas in April.
- 2009: **Received the Outstanding Research Award for “Best Paper”:** “An Empirical Investigation of Communication Content in Popular Press Business Books” presented at the Sam Houston State University College of Business’s First Annual Business Administration Conference in Huntsville, Texas in April.
- 2009: **Received the Dean's Excellence in Mentoring Award:** the prestigious recognition is also associated with a \$250 cash award from the Prairie View A&M University College of Business.
- 2009: **Received the Dean's Excellence in Research Award:** the prestigious recognition is also associated with a \$500 cash award from the Prairie View A&M University College of Business.
- 2008: **Received the Dean's Excellence in Teaching Award:** the prestigious recognition is also associated with a \$1,000 cash award from the Prairie View A&M University College of Business.
- 2008: **Received Best Paper Award:** for “The Promise of Managerial Communication as a Field of Research” presented at the IABPAD conference in Dallas, Texas in April.
- 2007: **Received Best Paper Award:** for “Comparing Business Students' Perceptions of Effective Visual Aid Usage on Two College Campuses” presented at the IABPAD conference in Dallas, Texas in May.
- 2007: **Received Best Paper Award:** for “Effective Managerial Communications for the Technical Core” presented at the IABPAD conference in Orlando, Florida in January.
- 2007: **Received Best Paper Award:** for “Detecting Mean Differences among Business Majors Regarding Their Perceptions of Effective Visual Aid Usage” presented at the IABPAD conference in Orlando, Florida in January.
- 2006: **Received Best Paper Award:** for “Helping Business Students Improve as Writers” presented at the IABPAD conference in Dallas, Texas in April.
- 2004: **Received the Dean's Excellence in Teaching Award:** the prestigious recognition is also associated with a \$1,000 cash award from the Prairie View A&M University College of Business.

REFERENCES

Mr. Philip Martin, Instructor of Information Systems
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Dr. Wally Guyot, Professor of Business Communication:
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