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**Rick Baldwin, Ph.D.**  
**Associate Professor**  
**Management & Marketing**  
**College of Business**  
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## **Academic Background**

Ph.D. Nova Southeastern University, Fort Lauderdale, Florida, Business Management, 2000

## **Certifications**

Certified Community And Economic Developer, 2001-2006

## **Memberships**

American Marketing Association, 2009 to present

Texas Association of Community and Economic Development, 2008-2010

## **Work Experience**

### **Academic Experience**

Professor, Our Lady of the Lake University (January, 2011 - Present), Houston, Texas. Taught Management courses.

Adjunct Assistant Professor, College of Business, Prairie View A&M University (2007 - Present), Houston, Texas. Teach Management and Marketing courses.

Professor, LeTourneau University (January, 1998 - Present), Houston, Texas. Teach Management and Accounting Courses.

Professor, University of Phoenix (January, 2002 - January, 2012), Houston, Texas. Taught Management Courses

Director and Associate Professor, Community Development Graduate Program, School of Architecture (May, 2001 - March, 2009), Houston, Texas. Director of the Community Development Graduate Program. Performed both administrative, teaching, research, and service duties.

Professor, Long Star College (January, 2001 - January, 2002), Woodland, Texas. Taught Accounting Courses

Assistant Professor, School of Business, Concordia University (1996 - 1998), Austin, Texas. Taught accounting and management courses.

Professor, Austin Community College (January, 1996 - January, 1997), Austin, Texas. Taught Accounting Courses

Professor, Central Texas College (May, 1995 - August, 1995), Kellen, Texas. Taught Accounting Courses.

### **Non-Academic Experience**

#### **International**

Senior Consultant, Resource Development Group (2008 - Present), Houston, Texas. Consult nonprofit organization in ways to develop social and economic resources to support their operations. Contract with the US governmental agencies to perform reviews of grant proposals for funding.

Senior Management, SBC Corporation (AT&T) (1977 - 1996), Houston, Dallas, and Austin, Texas. During employment, responsible for the following organizations: Revenue Accounting, Marketing, Human Resource Management Assessment, Industry Analysis, and External Relations.

Funds Management, First City National Bank, Houston - Funds Management, 1975 - 1977. (1975 - 1977), Houston, Texas. Responsible for the flow of funds being collected between banks.

## Consulting

2013: Northside Community Development Corporation, Financing for Low Income Housing, Non profit organization seeking funds to build low income housing. Generated grant proposals.

2012: City of Montgomery, Texas, Community Development Project, Property held by the city required a master plan for economic development. A plan was developed and implemented.

2011: City of Conroe, Texas - Community and Economic Development, Development of an Abandon Building into a Community Service Facility, A plan was developed to support the city of Conroe in delivering community services to the underserved.

2010: Diamond D Development, Business Development Plan, Development of an entity to provide healthcare services to rural communities.

2010: City of Magnolia, Community Revitalization, Master Plan to promote economic activity in the Magnolia area.

## Courses Taught

**Courses from the Teaching Schedule:** Human Resource Management, Introduction to Business, Introduction to Organizational Behavior, Marketing Research, Principles of Management, Principles of Marketing, Retail Management

**Courses taught, but not in the Schedule:**

MRKT 3333	Sports, Entertainment, and Event Marketing
MGMT 3343	Small Business Management
MGMT 5353	Entrepreneurship and Innovation
MRKT 3313	Salesmanship
MRKT 3133	Sales Management

Courses Taught in the Construction Program (School of Architecture)

CONS 4603 Labor and Safety  
CONS 4633 Law and Ethics

Courses Taught in the Community Development Graduate Program

CODE 5013 Community Development Seminar  
CODE 5016 Community Development Studio I  
CODE 5023 Advanced Community Development Seminar  
CODE 5026 - Community Development Studio II  
CODE 5103 - Cultural Heritage Preservation  
CODE 5203 Introduction to Community Leadership  
CODE 5303 Community Political Structure  
CODE 5313 Community Management and Leadership  
CODE 5323 Community Analysis  
CODE 5343 Community Research  
CODE 5353 - Resource Development  
CODE 5363 Community Physical Structure  
CODE 5503 Capital Development  
CODE 5513 Grant Development  
CODE 5524 Fundraising Campaigns and Planned Gifts  
CODE 5543 Research and Capital and Grant Development  
CODE 5603 Land Development in Declining Communities  
CODE 5743 Global Community Development in the United States  
CODE 5406 Internship  
CODE 5043 Community Development Practicum I  
CODE 5973 Special Topics (Concepts and Theories)  
CODE 5976 Special Topics (Project Development)

## New Course Development

The following new courses were developed by the candidate to enhance the Community Development Graduate Program.

### Required Courses:

CODE 5043 Community Development Practicum I  
CODE 5063 Community Development Practicum II  
CODE 5073 Community Development Finance  
CODE 5083 Demography & GIS in Community Planning

### Historic Preservation Certification:

CODE 5103 Cultural Heritage Preservation  
CODE 5113 Historic Preservation Material Conservation  
CODE 5123 Historic Preservation Marker Programs  
CODE 5143 Preservation Law and Economics

### Fundraising Certification:

CODE 5503 Capital Development  
CODE 5513 Grant Development  
CODE 5523 Fundraising Campaigns and Planned Gifts  
CODE 5543 Research for Grants

### Community Planning Certification:

CODE 5603 Land Development in Declining Communities  
CODE 5613 Land Development and Use Control Strategies  
CODE 5363 Community Leadership in Developing Communities

### International Community Development Certification:

CODE 5753 International Community Development Policies and Practices  
CODE 5743 Global Community Development  
CODE 5303 Community Political and Social Structures in War/Disaster Torn Communities.

### Real Estate Development Certification:

CODE 5973009 Special Topic: Real Estate I  
5973010 - Special Topic: Real Estate II  
5973011 - Special Topic: Law of Agency  
5973012 - Special Topic: Law of Contracts

## Other Teaching Activities

### Innovations in Course Content / Presentation

2014 - Innovations in Course Content / Presentation. MBA students in the Entrepreneurship and Innovation class enhances their learning by participating in international competition with other university students.

## Intellectual Contributions:

### Refereed Articles

Bell, R., Sutanto, W., Baldwin, R., & Holloway, R. (in press, 2013). THE GENDER INEQUITY MISCONCEPTION: HOW TEXAS FEMALE BUSINESS SCHOOL FACULTY ARE SMASHING THE GLASS CEILING. Journal of Management Policy and Practice.

### Presentation of Non-Refereed Papers

#### Regional

Baldwin, R. (2012). IUE Marketing Plan. SAIC Grant Proposal, Hawaii, Hawaii.

#### State

Baldwin, R. (2012, March). Study Cloud. Houston Technology Center, Houston, Texas.

## Research Grants

### Funded

2013: Baldwin, R. Lowe's Community Improvement Project Partnership, Principal Investigator, Lowe's. The Residential Safety Environment **Audit** for At-Risk Population will involve members of ENACTUS visiting at-risk citizens, identified by the City of Prairie View, to conduct safety environment inspection using technology developed by Variable Technologies, NODE. This technology is based on a smart-phone platform. Using this technology students can measure the presence of certain gas present in the house, temperature in each room in regards to poor insulation, barometric pressure, motion mapping for physical therapy and the humidity level.

The targeted audience will be made aware of the importance of insulation and proper ventilation of a home from both a health and safety perspective, and from an economic perspective. Prairie View A&M University's Enactus chapter will visit homes of elderly and/or disabled people located in economically distressed neighborhoods (identified by the City). The City will inform the targeted audience on the purpose of this visit and how it will be administered. During this visit students will use the noted technology to test homes for the presence of harmful gases emitted from heating units, excessive radiation emitted from electrical appliances and outlets, poor ventilation caused by poor insulation. This task will take no more than one hour per house, along with verbal feedback followed by a written report to the City and the residents occupying the homes. This information will allow the resident the opportunity to take the necessary steps to correct the situation, such as better insulation, and adjusting or replacing heating units and appliances.

This project will be promoted by the City of Prairie View through their media channels, the University's newspaper and community radio station, and the local surrounding areas newspapers.

The outcomes from this project will be the new awareness for safety in the homes and support from the city to assist their citizens in improving their quality of life.

## Research Reports

2013: Bell, R., Sutanto, P., & Baldwin, R., THE GENDER INEQUITY MISCONCEPTION: HOW TEXAS FEMALE BUSINESS SCHOOL FACULTY ARE SMASHING THE GLASS CEILING., submitted to Academy of Management.

2012: Baldwin, R., Marketing Plan for IUE., submitted to SAIC and IUE.

2002: Baldwin, R., A Study of Community Development Efforts, the Houston, Texas Minority Neighborhoods., submitted to .

2001: Baldwin, R., Study of Nonprofit Institution Accounting Internal Controls, 2000 - 2001., submitted to .

2001: Baldwin, R., A Study of Land Grant Institutions Impact on their Immediate Communities' Economic., submitted to .

## Working Papers

Baldwin, R. (2014). "A Study on the Impact of Mobile Technology on Business Performance and Customer Relationships," targeted for Journal Of Retailing.

## Other Research Activities

### Learning & Pedagogical Scholarship

2007: , , . Documenting the existence of burial site in historic cemetery for Historic Recognition. Research was done in collaboration with Rice University and Texas A&M University. Students assisted in the research as a service learning project

## Service:

## Service to the University

### Department Assignments

#### **Faculty Advisor:**

2013-2014: SIFE - Enactus

2013-2014: AMA

**Member:**

2013-2014: Expected to attend/vote in Dept. and COB Meetings

**College Assignments****Chair:**

2012-2013: SIFE

2010-2011: AMA

**Member:**

2013-2014: Curriculum Content and Evaluation

2013-2014: Student Development

2012-2013: COB Community Outreach & External Relations

2012-2013: Student Recruitment and Retention Taskforce

2012-2013: Student Development

2010-2011: Curriculum Content and Evaluation

2010-2011: Student Development

2010-2011: SIFE

**University Assignments****Other Institutional Service Activities:**

2014-2015: National Collegiate Inventors & Innovators Alliance: Selective universities participate in a national collaboration to increase innovation and entrepreneurship across disciplines to build an innovation ecosystem among institutions, the federal government, and private industry.

**Service to the Profession****Academic Conference: Discussant**

2013: Federal Reserve Bank of Dallas, Houston, Texas. Presentation on the economic development of communities affected by Hurricane Rita.

**Board of Directors: Substantial Involvement**

2006: Greater Houston Community Development Association, Houston, Texas. Serve a board member representing all the community economic development corporations in the City of Houston.

**Reviewer - Grant Proposal Related to Expertise**

2009 – 2010: U.S. Department of Health and Human Services, Houston, Texas. Member of a nation-wide committee to review grant proposals for funding by the U.S. government.

2008: HUD Grants, HBCUs and Minority Institutions Proposals, Washington, District of Columbia. Reviewed grant proposals for funding by the US Department of Housing and Urban Planning

2007: HUD Grants, HBCUs and Minority Institutions Proposals, Washington, District of Columbia. Reviewed grant proposal for funding by US Department of Housing and Urban Development

2005: HUD Grants, HBCUs and Minority Institutions Proposals, Washington, District of Columbia. Reviewed grant proposal for US Department of Housing and Urban Development.

**Keynote Address**

2001: City of Prairie View, Prairie View, Texas. Guest Speaker, addressing the future of Prairie View.

**Presentation**

2003: Waller County Economic Development, Waller, Texas. Presentation on the purpose and development of a comprehensive economic development plan for Waller County.

2003: Prairie View A&M University First Service Learning Workshop, Prairie View, Texas. Presentation on Servicing Learning in Community and Economic Development.

2002: City of Houston, Houston, Texas. Presentation on Community and Economic Development.

2002: Waller Chamber of Commerce, Waller, Texas. Presentation on economic development efforts in the State of Texas.

## **Service to the Community**

### **Other Community Service Activities**

2014: National Black MBA Leaders of Tomorrow Business Case Competition Judging, 12th Annual Leaders of Tomorrow Case Competition.

## **Faculty Development**

### **Instructional-Related Conference**

2011: Entrepreneurship and Innovation Programs in Higher Education, Dallas, Texas. Attended conference on best practices in developing entrepreneurship programs..

### **Research-Related Conference/Seminar**

2007: Federal Reserve Bank of Dallas, Dallas, Texas. Conference on the use of State data in analyze and supporting research..

### **Professional Seminars / Workshops**

2012: Houston Technology Center, Houston, Texas. Workshop in developing entrepreneurs..

2006: HUD Grants, HBCUs and Minority Institutions Proposals, Washington, District of Columbia. Conference on HUD Grant Administration.

2005: Advanced Grant Proposal Writing, Houston, Texas. Grant Writing Conference at the University of Houston.

### **Technology-Related Training**

2013: SAP Conference, Milwaukee, Illinois. Attended SAP Training.

## **Other Activities**

2013 - HBCU Business Plan Competition

2013 - Students' Business Simulation and Business Plan Competitions : Prepare students to compete locally, regionally, and internationally in business strategy competitions and business plan competitions.