

John S. Stovall

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EDUCATION

University of Illinois, Chicago, Illinois

Doctor of Philosophy in Business Administration (Marketing & Entrepreneurial Studies)
December, 2004

Master of Business Administration (Concentration in Marketing), 1993

Bachelor of Science in Marketing, 1990

RESEARCH INTERESTS

New Product Development

Opportunity Recognition

Global Management & Marketing

Marketing Strategy

Marketing Channels & Business Partnerships

Services Marketing

REFEREED JOURNAL PUBLICATION:

Stovall, John S. and Craig Knight, "Opportunity Recognition and New Product Development Research Differences," *Academy of Entrepreneurship Journal*, accepted for future issue as winner of the "Distinguished Researcher Award" at the Spring, 2009 Conference.

Stovall, John S., "A Systematic Approach for Entrepreneurial Innovation," *Journal of Business and Economics Research*, July, 2009, (Volume 7, Number 7), p 47 – 54.

Knight, Craig and John S. Stovall, "Inventory Allocation of Used Goods for Revenue Maximization," *Leadership and Organizational Management Journal*, March, 2009, (Volume 2009, Issue 1), p 53-62.

CONFERENCE PRESENTATION AND PROCEEDINGS:

Stovall, John S. and Craig Knight, "Opportunity Recognition and New Product Development Research Differences," *Allied Academies Spring 2009 International Conference*, April, 2009, winner of a distinguished research award.

Stovall, John S., "The Effects of Consistency When Developing New Products in Entrepreneurial Organizations," *International Business & Economics Research (IBER) Conference*, September, 2008

Stovall, John S., "Engaging Online Students," *College Teaching and Learning Conference*, October, 2008

Stovall, John and Robert Ledman, "Comparing On-line Learning to In-class Learning", Lilly-East Conference on College and University Teaching, April 2007

Stovall, John S., "Developing a New Services Model," 1995 Product Development & Management Association Proceedings, Minneapolis, MN. (November 1995)

Page, Albert L. and John S. Stovall, "Importance of the Early Stages of the New Product Development Process," 1994 Product Development & Management Association Proceedings, Boston, MA. (November 1994)

WORK EXPERIENCE

Georgia Southwestern State University

Assistant Professor of Marketing, , Fall 2005 to Present

MBA Director, Fall 2005 to Spring 2007

Results as MBA Director for Georgia Southwestern State University:

- Raised total enrollment 28% from Fall 2005 to Fall 2006
- Raised Fall Class numbers 50% from Summer/Fall 2005 to Summer/Fall 2006

College of Business Administration, University of Illinois at Chicago

Computer Consultant, Fall 1994 – Spring 1995 & Spring 1998 – Spring 2002

Diversity & Education Training, Live-in Position, Fall 1994 – Spring 1999

Teaching Assistant, Fall 1992 – Spring 1998; Spring 2002 – Spring 2004

Instructor, Fall 2004 – Spring 2005

Variety of jobs from beginning with an offer of scholarship and stipend for tuition, fees and living expenses when beginning as an MBA student. In addition to teaching, research, and computer work, I also:

- Participated as the marketing representative in new student orientation
- Worked on the admissions committee for the MBA Department
- Marketed the MBA Consortium when it was in Chicago and UIC was host school
- Developed contacts with local corporations to interview Marketing Club Members. (Abbott Labs begun hiring through these contacts and eventually hired 25 UIC marketing students during the academic school year 2004/5.)
- Assisted both the top researcher and consultant on the business faculty with various management and marketing tasks
- Assisted in tasks for successful AACSB review

Consultant, Applied Telecom, Lisle, IL, and Various Chicago Firms
1995 – 1999

Variety of tasks including:

- Development of Marketing and Business Plans
- Development of New Product Development Strategies
- Sales Force Strategy
- Channels Strategy
- Product Mix Strategy

United Cotton Goods Company, Inc., Griffin, GA.

Customer Service Manager, 1984 – 1985

Product Manager, 1985 – 1987

Sales Manager for Midwest Territory 1987 – 1990

Rapid rise before company was sold in 1990 for their assets and customer list. Because of the decline in the textile industry, I decided to return to school and change industries. Some accomplishments:

- 1st successful sales representative in the Chicago/Milwaukee area in the history of the company.
- Managed a territory without any direct supervision
- Increased sales at double or triple digit percentages every quarter
- Managed 12 Customer Service personnel
- Improved inventory control that increased profits
- Introduced a unique “data mining” process using company’s own secondary data

Purchasing Agent for Local Purchases, *United States Intelligence and Security Command, US Army, Arlington, VA., 1982 – 1985*

Served as both an enlisted soldier and a civilian. Some highlights:

- Winner of the Army Commendation Medal
- Headed department that went from failing financial audits to one that never received any negative comments from auditors

TEACHING EXPERIENCE

Assistant Professor, Marketing, Georgia Southwestern State University, Americus, GA

Small Business Management (MBA)
Marketing Management (MBA & BBA)
Principals of Marketing (BBA)
Strategic Management (BBA)
Personal Selling (BBA)

International Business (MBA & BBA)
Marketing Channels (BBA)
Business to Business Marketing (BBA)
Sales Force Management (BBA)
NFP Marketing (MBA)

Teaching/Service Highlights:

Leader, WebCT Teaching Circle
Designer, Georgia ONLINE WebCT Course
Adviser, Sigma Chi Fraternity

Chairman, Scholarship Committee (2006/7)
Adviser, Marketing Club
Teaching Award from Athletic Department

University of Illinois, Chicago, Illinois

Primary Instructor:

Principals of Marketing (8 Semesters)
Marketing Management (4 Semesters)
Marketing Channels (1 Semester)
New Venture Development (4 Semesters)
Strategic Management (2 Semesters)
Marketing Research (1 Semester)

Consumer Behavior (9 Semesters)
Personal Selling (1 Semester)
Services Marketing (1 Semester)
Global Environment of Business (5 Semesters)
Managing Diversity (1 Semester)
MBA Marketing Online (1 Semester)

Secondary Instructor:

Principals of Marketing (4 semesters)

Marketing Management (4 semesters)

Teaching Highlights:

Winner of Dean's Commendation for Teaching Excellence (Summer, 1997 & Fall 2002)
1st PhD student to teach lecture section of Principals of Marketing (250+ students)
1st PhD student to teach Marketing Management (Capstone course)
Advisor, Marketing Club
Advisor, MBA Club

KAIST Graduate School of Management, Seoul, Korea,

Instructor, Executive MBA Program, San Francisco Immersion Program, 1999 – 2002
(Continuing Consultant Relationship)

Georgia European Council, Valdosta, Ga,

Instructor, Summer Abroad Program, London, England, Summer, 2006.

SERVICE HIGHLIGHTS

Current Board Member, Sumter Historic Trust, Americus, GA
Current Member, Sumter County Revolving Fund, Americus, GA
Current Member, Americus Rotary Club, Americus, GA
Current Member, American Marketing Association, Chicago, IL
Current Member, The Archway Partnership Project, Americus, GA
Current Member, USABE (United States Association for Small Business and Entrepreneurship)
Current Member, Alumni Committee
Former Leader and Current Member, GSW WebCT Teaching Circle
Volunteer, Better Plains Jimmy Carter Auction, 2008
Participated, GSW New Recruitment Marketing Committee, Summer 2007
Former Director, GSW MBA, 2005 – 2007
Former Chairman and Member, GSW Scholarship Committee, 2005 – 2007
Former Member, IRB Committee, 2007 – 2008
Faculty Advisor, GSW Sigma Chi Fraternity, 2005 – Present
Faculty Advisor, GSW Marketing Club
Former President and Board Member, Computers for Kids, 1994 – 1999
Former President, University of Illinois at Chicago MBA Alumni, 1994 – 1998
Former President, University of Illinois at Chicago MBA Association, 1992 – 1993
Various Sales and Sales Management Awards, United Cotton Goods, 1985 – 1989

References:

Gerald E. Hills, PhD
Director, Institute for Entrepreneurial Studies & Professor of Marketing
University of Illinois at Chicago
Department of Managerial Studies (M/C 244)
601 South Morgan Street
Chicago, IL 60607-7123
Phone: 312-996-9130; Fax: 312-413-1265
Email: gehills@uic.edu

Charles W. King, PhD
Professor of Marketing
University of Illinois at Chicago
1995 Spring Green Dr
Wheaton, IL 60187
Ph: (630) 668-1251; Fax: 312-413-1265
Email: thekings1976@yahoo.com

Roger Gale
Former: Principal, Applied Telecom (Bought by Conexant)
Current: Consultant
848 Boyd Ct.
Batavia, IL 60510
Phone: 630-799-9309
Email: roger.gale@gmail.com

Brian Heshizer, PhD
Associate Professor of Marketing
Georgia Southwestern State University
800 GSW State University Dr.
Americus, GA 31709-4376
Email: bph@canes.gsw.edu