

**R. DEAN LEWIS Ph.D**

*College of Business Administration*

*Sam Houston State University*

*Huntsville, Texas 77341*

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R. Dean Lewis was highly involved in the initial accreditation process for the College of Business Administration and has served as Dean of the College since 1996. He progressed through the academic ranks from instructor to professor of marketing during his academic career. He has been an active business case writer, held executive positions in many community service organizations, and currently serves on the board of directors of a global oil services corporation and a regional petroleum distribution and convenience store company. During the 1980's, Dr. Lewis took a leave from academia and worked in the commercial banking industry.

In addition to his current administrative duties, Dr. Lewis is active in numerous professional organizations, consults with deans of business programs regarding AACSB preparation, and serves on peer review teams.

**RANDAL DEAN LEWIS**  
Curriculum Vita

*Business:*

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Huntsville, Texas 77340  
(409) 295-3844

**EDUCATION**

- University of Arkansas: Ph.D. in Business Administration  
May, 1972  
Major field – Marketing  
Minor fields – Management, Finance, and Economics
- Sam Houston State University: Master of Business Administration  
May, 1967  
Major field – Marketing  
Minor field – Economics
- Texas A&M University: Bachelor of Business Administration  
May, 1965  
Major field – Marketing

**ACADEMIC EXPERIENCE**

- Dean, Sam Houston State University, October, 1996 to present.
- Associate Dean, Graduate Coordinator, and Professor of Marketing, Sam Houston State University, June 1987 to October 1996.
- Professor of Marketing and Director of the Small Business Institute, Sam Houston State University, September 1980 to 1983.
- Professor of Marketing and Director of the Small Business Institute, East Texas State University, September 1979 to 1980.
- Associate Professor of Marketing and Director of the Small Business Institute, East Texas State University, September 1975 to August 1979.
- Associate Professor of Marketing, University of Arkansas at Little Rock from September 1973 to September 1975.

Associate Professor of Marketing, University of Arkansas, European Master of Science Program in Management, January 1974 through July 1974. Completed terms in England, Turkey, and Spain.

Assistant Professor of Marketing, East Texas State University, from September 1969 through August 1973.

Instructor of Business Administration, teaching on half-time basis, University of Arkansas, September 1967 through May 1969.

### **NON-ACADEMIC EXPERIENCE**

Director, McStar, 2002 to present

Director, Mitcham Industries, 1994 to present.

Vice President for Marketing, First Huntsville Corporation, 1983 to 1987.

Retail Sales Representative, Exxon Oil Company, 1965.

### **JOURNAL ARTICLE**

Seven Surefire Ways to Bolster Marketing, *Bank Marketing*, Volume 33, Number 3, April 2001, page 24-29.

### **PUBLISHED CASES**

"Bates Motel and Casino," *Multiple Perspectives of Entrepreneurship: Text, Readings, and Cases*, by Daniel F. Jennings, South-Western Publishing Co., 1994, page 336, co-authored with Paul R. Reed and Scott M. Bruce. [ID, 1994]

"The Coastal Blind Company," *Multiple Perspectives of Entrepreneurship: Text, Readings, and Cases*, by Daniel F. Jennings, South-Western Publishing Co., 1994, page 390, co-authored with Paul R. Reed and Keith A. Crow. [ID, 1994]

"E. T. Blueberry Production, Inc.," *Multiple Perspectives of Entrepreneurship: Text Readings, and Cases*, by Daniel F. Jennings, South-Western Publishing Co., 1994, page 413, co-authored with Paul R. Reed and J. Barry Teare. [ID, 1994]

"Property Management," *Multiple Perspectives of Entrepreneurship: Text, Readings, and Cases*, by Daniel F. Jennings, South-Western Publishing Co., 1994, page 452, co-authored with Paul R. Reed and James Prichard. [ID, 1994]

"Walnut Creek Baptist Church," *Strategic Management*, 4<sup>th</sup> ed., by Fred R. David, McMillan, 1992, page 341, co-authored with Paul R. Reed and Ted Legatski. [ID, 1992]

## REPORTS AND PROCEEDINGS

"Elkins Lake Baptist Church – 1995," *Proceedings, North American Case Research Association*, co-authored with Ronald L. Earl, Paul R. Reed, and Sharese A. Whitecotton. [ID, 1995]

"Shuckers – A Seafood Restaurant," *Proceedings, North American Case Research Association*, page 88, New Orleans, Louisiana, November, 1994, co-authored with Brenda Riley and Diane Green. [ID, 1994]

"The Woodlands Cleaning," *Proceedings, North American Case Research Association*, page 96, Atlanta, Georgia, November, 1993, co-authored with Joni Norby and Paul Reed. [ID, 1993]

"Countrytime Restaurant," *Proceedings, Southwest Case Research Association*, page 65, New Orleans, Louisiana, March, 1993, co-authored with Paul R. Reed and Donna Jordan. [ID, 1993]

"The Bugle, A Rural Weekly Newspaper," *Proceedings, Southwest Case Research Association*, San Antonio, Texas, 1992, co-authored with Paul R. Reed. [ID, 1992]

## MEMBERSHIPS

Council of Texas Business Deans, member since 1996.

North American Case Research Association (NACRA), member since 1980.

Southwest Case Research Association, Charter Member, March 4, 1992.

Academy of Business Administration, member since 1990.

Arkansas Business Association, member 1967 to the present time. I served as Vice-President 1977-78 and as President 1978-79 of this organization.

Southwestern Small Business Institute Director's Association, member from 1975 to the present time. I served as Secretary-Treasurer 1978-79, as Vice-President in charge of membership 1979-80, as Vice-President in charge of programs 1980-81, and President for 1981-82.

National Association of Small Business Institute Directors, member from 1975 to present. Served as Secretary-Treasurer 1981-82, Vice-President for programs and President Elect 1982-83.

Association of Graduate Business Directors, member since 1987.

Southwestern Business Dean's Association, member since 1996.

Southwestern Federation of Administrative Disciplines, member since 1987.

The Southern Business Administration Association, member since 1996.

## **PARTICIPATION AT MEETINGS**

Session Chairman, The Southern Business Administration Association, "Preparation for AACSB Accreditation," Huntsville, Alabama, August, 1996.

Session Chairman, "Graduate Student Cases," Southwest Case Research Association, Houston, Texas, April, 1995.

Dean's Panel, "Faculty Development Programs, Funding Challenges for Business Schools, and Contemporary Issues for Business Schools," Academy of Business Administration, Reno, Nevada, March, 1995.

Session Chairman, "Graduate Student Cases," Southwest Case Research Association, Dallas, Texas, March 1994.

Session Chairman, "Small Business Institute Director Analyses," Southwestern Small Business Institute Directors Association, March, 1994.

Dean's Panel, "Faculty Development Programs," Academy of Business Administration, Las Vegas, Nevada, February, 1994.

Discussant, North American Case Research Association, Atlanta, Georgia, November, 1993.

Discussant, Southwest Case Research Association, New Orleans, Louisiana, March, 1993. Also, presented a case and discussed a paper at this conference.

Dean's Panel, "Internationalization of Business Administration," Academy of Business Administration, Las Vegas, Nevada, February, 1993. Also discussed a paper and served on a second Dean's Panel at this conference.

Session Discussant, Academy of Management, Business Strategies, March 1991, Houston, Texas.

## **UNIVERSITY COMMUNITY SERVICE**

### **University Committees:**

- University Academic Policy Council, 1995-Present
- University Recruitment and Retention Committee, 1994-Present
- University Curriculum Committee, 1992-1995
- University Graduate Council, 1987-1995
- Texas Academic Skills Program (TASP) Committee, 1989-1995
- Academic Affairs Council, 1987-Present
- Strategic Planning Committee, 1990-1992
- Faculty Grievance Committee, 1989-1995

Search Committees for:

Executive Director of University Advancement, Chair - 2002  
President of Sam Houston State University, Chair - 2001  
Director of University Development – 1992  
Director of Physical Plant – 1993  
Director of Career Planning and Services

College Committees:

Strategic Planning Committee, 1994-Present  
Graduate Advisory Committee, Chair, 1987-1995  
Curriculum Committee, 1987-1995  
AACSB Self-Evaluation Committee, Chair, 1987-1995  
AACSB Steering Committee, Ex officio, 1994-1995  
Academic Appeals Panel, Ex officio, 1994-1995  
COBA Newsletter Committee, Chair, 1987-1995  
Department Committees (Management/Marketing):  
Curriculum Committee, 1987-1995  
Tenure Review Committee, 1987-1995

### **PUBLIC COMMUNITY SERVICE**

Member, Board of Directors, Huntsville Education Foundation, Treasurer, 1994-Present.

Member, Huntsville/Walker County Chamber of Commerce, Board of Directors, January 1993 to present. Public relations chairman in charge of monthly "Business After Hours," and bimonthly chamber breakfast community programs, 1993-94; Business Education Chairman, 1994-95.

Member, Huntsville/Walker County Chamber of Commerce, Board of Directors, 1984-87. Assignments included Education Committee Chairman, Membership Chairman, 1984-86, Public Relations Chairman, 1987. Received the Key Man Award for the 1984-85 year.

United Way of Walker County, member Board of Directors, 1984 to present. Served as Vice-President, 1985 and President, 1986.

American Heart Association, member Board of Directors, 1984 to present. Served as Vice President, 1985 and President, 1986.

Walker County Economic Development Corporation, member of Directors, 1985-87.

Walker County Economic Development Task Force, member, 1987-89.

Walker County Economic Development Long Range Planning Task Force, member 1988.

Member of the Mayor's Economic Advisory Council for the City of Huntsville, September, 1988 through February, 1994.