

Dr. Rex T. Moody

5-Year CV (June 1, 2016 – May 31, 2021)

(325) 486-6613

Email: rmoody1@angelo.edu

Education

PhD, University of Colorado - Boulder, 1997.

Major: Marketing

Supporting Areas of Emphasis: Social Psychology

MBA, University of New Mexico, 1990.

Major: Policy and Planning

BA, Colorado State University, 1984.

Major: Technical Journalism

Supporting Areas of Emphasis: Economics

Work History

Academic - Post-Secondary

Interim Department Chair, Department of Management & Marketing, Angelo State University.
(February 2021 – Present).

Associate Professor of Marketing, Angelo State University. (August 2018 - Present).

Assistant Professor of Marketing, Angelo State University. (August 2012 - July 2018).

TEACHING

Teaching Experience

Angelo State University

MGMT 2331, Applied Business Statistics, 1 course.

MGMT 3332, Data Analytics, 13 courses.

MGMT 6303, Advanced Data Analytics, 2 courses.

MKTG 3321, Marketing, 1 course.

MKTG 3325, Promotion Management, 2 courses.

MKTG 4325, Marketing Management, 6 courses.

MKTG 4381, Independent Study, 1 course.

MKTG 6301, Marketing Management, 2 courses.

Directed Student Learning

Supervision of Student Class Projects. (February 2018 - Present).

Advised: Angelo State University - IT Department San Angelo, TX

Graduate Oral Exam Committee, Outside Member. (March 25, 2019).

Advised: Christopher Chandler

Supervision of Student Class Projects. (November 2017 - May 2018).

Advised: Leo's Imports San Angelo, TX

Supervision of Student Class Projects. (November 2017 - May 2018).
Advised: Concho Valley Transit San Angelo, TX

Graduate Final Exam Committee, Outside Member. (November 8, 2017).
Advised: Everett Adams

Graduate Final Exam Committee, Outside Member. (July 18, 2016).
Advised: Michael Benton

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

Tiger, A. A., Kamalapur, R., Moody, R. T. (2020). Which Type of Golfers are Interested in Playing a Reversible Golf Course Design: A Survey Study. *Journal of Strategic Innovation and Sustainability*, 15(3), 78-102.
<https://search.proquest.com/openview/65f55f1fcd0313675e931d2f8ccb5c01/1?cbl=536313&pq-origsite=gscholar>

Conference Proceedings

Moody, R. T., Pate, S. K., Veltri, F. R. (2017). A Basic Course in Data Analytics. *The 41st Annual Marketing Educators' Association 2017 Annual Conference Proceedings: Enhancing Marketing Education Through Technology and New Methodologies* (pp. 60-64). San Diego, CA: The 41st Annual Marketing Educators' Association Conference 2017.

Presentations Given

Tiger, A. A., Kamalapur, R., Moody, R. T., AABRI International Conference Washington DC 2019, "Are Golfers Interested in Playing a Reversible Golf Course Design?," Academic and Business Research Institute, The University of the District of Columbia, District of Columbia, DC, United States. (October 18, 2019).

Moody, R. T., Marketing Educators' Association Annual Conference, "Teaching Data Visualization to get Marketing Students Excited About Marketing Analytics," Marketing Educators' Association, The Camby Hotel, Phoenix, AZ. (April 5, 2019).

Moody, R. T., Harvard Business Publishing Sales Meeting, "Presentation of Work in Progress Case for Harvard Business Publishing," Harvard Business Publishing, Harvard Business School, Boston, MA, United States. (January 4, 2018).

Contracts, Grants and Sponsored Research

Grant

Moody, R. (Principal), Fischbach, S. (Co-Principal), "ASU Faculty Learning Commons Mini-Grant for Instructional Innovation," Sponsored by Angelo State University, \$2,500.00. (September 1, 2019 - August 31, 2020).

SERVICE

University Service

- Committee Member, ASU Distance Education Council. (March 2020 - Present).
- Member, Department Curriculum Committee. (September 2019 - Present).
- Committee Member, ASU Academic Excellence Committee. (September 2018 - Present).
- Committee Member, ASU Instructional Technology Committee. (September 2018 - Present).
- Committee Member, Norris-Vincent College of Business Tenure and Promotion Committee, Angelo State University. (September 2018 - Present).
- Committee Member, ASU Faculty Research Enhancement Grants Committee. (January 2017 - Present).
- Assessment Committee, Norris-Vincent College of Business. (September 2015 - Present).
- Graduation Gonfalonier, Norris-Vincent College of Business. (September 2014 - Present).
- Chair, Dept. of Management & Marketing Faculty Reviews and Tenure & Promotion Committee. (September 2020 - February 2021).
- Committee Member, Dept. of Management & Marketing Faculty Reviews and Tenure & Promotion Committee. (September 2020 - February 2021).
- Committee Member, ASU Select Committee on Tenure and Promotion. (February 2020 - November 2020).
- Section 9 Chair, ASU SACSCOC Reaffirmation Committee. (September 2019 - December 2019).
- Chair, Dept. of Management & Marketing Faculty Reviews and Tenure & Promotion Committee. (September 2018 - August 2019).
- Committee Member, Dept. of Management & Marketing Faculty Reviews and Tenure & Promotion Committee. (September 2018 - May 2019).
- Marketing Area Coordinator, Norris-Vincent College of Business. (September 2017 - August 2018).
- Committee Member, ASU ADA Committee on Accessibility of Faculties and Services. (September 2015 - August 2018).
- Non-Tenure Track Faculty Performance Review Standards Committee, Norris-Vincent College of Business. (September 2017 - January 2018).
- Community Engaged Faculty Fellow, ASU CONNECT! Program. (September 2014 - December 2017).
- Service Award Selection Committee Member, Norris-Vincent College of Business. (April 2017).

Professional Service

- Board of Directors, Marketing Educators' Association. (April 2018 - Present).

Co-Secretary / Treasurer, Marketing Educators' Association. (April 2019 - April 2022).

Reviewer/Referee, Marketing Educators' Association Virtual Conference 2021. (February 2021 - March 2021).

Reviewer/Referee, MacMillan Education (Publisher), London. (October 2020 - November 2020).

Reviewer/Referee, Marketing Educators' Conference, Seattle, WA. (April 2020).

Digital Faculty Consultant, McGraw-Hill Publishing. (October 2016 - December 2019).

Reviewer/Referee, MacMillan International Higher Education, Hampshire. (October 2019).

Reviewer/Referee, Marketing Educators Association Conference, Phoenix, AZ. (April 2019).

Prepare/Grade Certification Exams, The College Board / CLEP Examinations, New York, NY. (March 2019 - April 2019).

Reviewer/Referee, Marketing Educators Association Conference, Santa Fe, NM. (January 2018).

Reviewer/Referee, Harvard Business Publishing, Case and Teaching Note. (July 2017).

Reviewer/Referee, Harvard Business Publishing, Case and Teaching Note. (April 2017).

Reviewer/Referee, Marketing Educators Association Conference, San Diego, CA. (April 6, 2017 - April 8, 2017).

Reviewer/Referee, Harvard Business Publishing, Case and Teaching Note. (March 2017).

Reviewer/Referee, Harvard Business Publishing, Teaching Note. (January 2017).

Reviewer/Referee, Harvard Business Publishing, Teaching Note. (January 2017).

Reviewer/Referee, Harvard Business Publishing, Teaching Note. (August 2016).

Reviewer/Referee, Harvard Business Publishing, Teaching Note. (July 2016).

Public Service

Board Member, Concho Valley Beekeepers Association. (January 2015 - Present).

Participant, Helping Hands. (April 2018).

Consulting

For Profit Organization, MPS North America for Cengage Publishing. (November 2020 - April 2021).

Non-Governmental Organization (NGO), Educational Testing Service (ETS). (March 2019 - April 2019).

Licensures and Certifications

Certificate in Teaching & Learning in Hispanic Serving Institutions, ESCALA Educational Services. (February 20, 2020 - Present).

Online Teaching Certificate, Online Learning Consortium. (October 30, 2019 - Present).

Professional Memberships

Marketing Educators' Association. (April 2016 - Present).

American Marketing Association. (April 2015 - March 2017).

Development Activities Attended

Workshop, "ASU Digital Accessibility Training (Pilot Course)," ASU. (October 2020 - December 2020).

Faculty Certification Program, "ESCALA HSI Faculty Certification Program," ESCALA / ASU (Federal HSI Grant), San Angelo. (August 12, 2019 - February 20, 2020).

Conference Attendance, "SACS-COC Annual Conference," SACS-COC, Houston, TX. (December 2019).

Conference Attendance, "Tableau Conference 2019," Tableau Software, Las Vegas. (November 12, 2019 - November 15, 2019).

Workshop, "Fundamentals: Increasing Interaction & Engagement," Online Learning Consortium. (September 23, 2019 - September 29, 2019).

Workshop, "Creating an Interactive Syllabus," Online Learning Consortium. (September 11, 2019 - September 13, 2019).

Workshop, "ESCALA HSI Faculty Summer Institute 2018," ESCALA / ASU (Federal HSI Grant). (August 12, 2019 - August 14, 2019).

Workshop, "Giving Effective Feedback," Online Learning Consortium. (April 22, 2019 - April 28, 2019).

Conference Attendance, "X4 Experience Summit," Qualtrics Software, Salt Lake City, UT, United States. (March 5, 2019 - March 8, 2019).

Training Program, "Online Learning Consortium Teaching Online Foundation Course," Online Learning Consortium. (October 2018 - December 2018).

Conference Attendance, "Tableau Conference 2018," Tableau Software, New Orleans, LA. (October 22, 2018 - October 25, 2018).

Conference Attendance, "A New Day for Data Event," Tableau Software, Dallas, TX, United States. (September 11, 2018).

Workshop, "Baylor Business School Case Writing and Teaching Workshop," Hankamer School of Business, Baylor University, Waco, TX, United States. (September 7, 2018).

Conference Attendance, "BbX: Blackboard Excellence in Teaching and Learning Conference," Angelo State University, San Angelo. (August 20, 2018 - August 21, 2018).

Professional Association Mini-Conference, "Marketing Jam," Austin (TX) Area American Marketing Association, Austin, TX, United States. (June 21, 2018).

Workshop, "Digital Measures Roll-Out Workshop," NVCOB, San Angelo, TX, United States. (June 15, 2018).

Training Program, "CITI Human Subjects Course," Angelo State University, San Angelo. (April 25, 2018).

Conference Attendance, "The Enchanted Land of Marketing Education (MEA Annual Conference)," Marketing Educators' Association, Santa Fe, NM, United States. (April 19, 2018 - April 21, 2018).

Workshop, "Tableau Software training: Desktop Fundamentals I," Houston, TX, United States. (August 2017).

Conference Attendance, "ESRI (geographical information systems software) Education Conference," San Diego, CA, United States. (July 2017).

"Turnitin—More Than Just Plagiarism," Angelo State University, San Angelo, TX, United States. (April 2017).

Workshop, "Exploring the Possibilities in Online Learning," Angelo State University, San Angelo, TX, United States. (April 2017).

Self-Study Program, "FERPA Training," Angelo State University, San Angelo, TX, United States. (March 2017).

Self-Study Program, "Information Technology Security Awareness Training," Angelo State University, San Angelo, TX, United States. (February 2017).

Conference Attendance, "New Frontiers and Opportunities in Customer Analytics," Wharton School Customer Analytics Initiative, Seattle, WA, United States. (October 2016).