

Dr. Rex T. Moody
Angelo State University
Management and Marketing
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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

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

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

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

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).

"IBM Digital Marketing University," Austin, TX, United States. (May 2016).

Conference Attendance, "West Texas Assessment Conference," San Angelo, TX, United States. (September 2015).

Awards and Honors

Outstanding Faculty Member in Service, ASU College of Business. (2015).

TEACHING

Teaching Experience

Angelo State University

MGMT 2331, Applied Business Statistics, 1 course.

MGMT 3332, Data Analytics, 12 courses.

MGMT 6303, Advanced Data Analytics, 2 courses.

MKTG 3321, Marketing, 1 course.

MKTG 3325, Promotion Management, 2 courses.

MKTG 4325, Marketing Management, 5 courses.

MKTG 4381, Independent Study, 1 course.

Directed Student Learning

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

Advised: Christopher Chandler

Graduate Final Exam Committee, Outside Member. (November 8, 2017).

Advised: Everett Adams

Graduate Final Exam Committee, Outside Member. (July 18, 2016).

Advised: Michael Benton

Master's Thesis Committee Member, "Effects of Isoflavones on the Spermatogenesis of Prepuberal Bovine Bulls." (September 23, 2015).

Advised: Hilary Miller

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

Tiger, A. A., Kamalapur, R., Moody, R. T. (in press). Which Type of Golfers are Interested in Playing a Reversible Golf Course Design: A Survey Study. *Journal of Strategic Innovation and Sustainability*.

Pate, S. K., Moody, R. T. (2016). "Build a Leadership Greenhouse and Root Young Leaders in Learning Experiences". *American Journal of Management*, 16(1), 35-41.

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.

Pate, S. K., Moody, R. T. (2016). *Build a Leadership Greenhouse and Root Young Leaders in Learning Experiences* (pp. 225-230). Oklahoma City, OK: Southwest Academy of Management Annual Meeting.

Jones, C. T., Moody, R. T., Harrison, D. S., Ritchie, C. M. (2015). *Green Business Programs in AACSB Schools: Survey of Deans on Sustainability Programs and Courses*. Academy of Business Education/Financial Education Association.

Other

Moody, R. T. (2016). *Test Bank for Core Curriculum Reading: Digital Marketing*. Harvard Business School Publishing.

Moody, R. T. (2015). *Test Bank for Core Curriculum Reading: Marketing Intelligence*. Harvard Business Publishing.

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).

Moody, R. T., Veltri, F., Marketing Educators' Association Conference, "An Exploration of Where Social Media Marketing is Taught Across the University Campus,," Denver, CO, United States. (April 16, 2016).

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).

Research Activity

"Innovative Course Projects" (On-Going). (June 2019 - Present).
This project is a paper concerning an innovative class project.

SERVICE

University Service

- Committee Member, ASU Distance Education Council. (March 2020 - Present).
- Committee Member, ASU Select Committee on Tenure and Promotion. (February 2020 - Present).
- Member, Department Curriculum Committee. (2019 - Present).
- Committee Member, Norris-Vincent College of Business Tenure and Promotion Committee, Angelo State University. (October 20, 2018 - Present).
- Committee Member, ASU Academic Excellence Committee. (September 2018 - Present).
- Committee Member, ASU Instructional Technology Committee. (September 2018 - Present).
- Committee Member, Dept. of Management & Marketing Faculty Reviews and Tenure & Promotion Committee. (September 2018 - Present).
- Committee Member, ASU Faculty Research Enhancement Grants Committee. (January 2017 - Present).
- Assessment Committee, Norris-Vincent College of Business. (2015 - Present).
- Graduation Gonfalonier, Norris-Vincent College of Business. (August 2014 - Present).
- 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 31, 2019).
- Committee Member, ASU ADA Committee on Accessibility of Faculties and Services. (September 2015 - August 2018).
- Marketing Area Coordinator, Norris-Vincent College of Business. (August 2017 - July 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).
- Chair, Marketing Search Committee, Norris-Vincent College of Business. (2015 - 2016).

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' Conference, Seattle, WA. (April 2020).

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

Reviewer/Referee, MacMillian 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).

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

Reviewer/Referee, Harvard Business Publishing, Test Bank. (May 2016).

Reviewer/Referee, Southwest Academy of Management Annual Meeting, Oklahoma City, OK.
(March 9, 2016 - March 12, 2016).

Session Chair, Southwest Academy of Management Annual Meeting, Oklahoma City, OK. (March
9, 2016 - March 12, 2016).

Reviewer/Referee, Harvard Business Publishing, Test Bank. (December 2015).

Public Service

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

Participant, Helping Hands. (April 2018).

Consulting

Supervision of Class Research Projects, Angelo State University--IT Department, San Angelo.
(February 1, 2018 - Present).

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

Supervision of Class Projects, Concho Valley Transit, San Angelo. (November 1, 2017 - May 30, 2018).

Supervision of Class Projects, Leo's Imports, San Angelo. (November 1, 2017 - May 30, 2018).