

DAVID J. SMITH
954-654-0013

EDUCATION

Nova Southeastern University, Florida - AACSB
Doctor of Business Administration, 1999

Saint Martin's University, Washington - ACBSP
Master of Business Administration, 1994

University of Alaska - Anchorage, Alaska - AACSB
Bachelor of Business Administration, 1988

TEACHING

PALM BEACH ATLANTIC UNIVERSITY - AACSB

West Palm Beach, Florida 1/07 – Present

Rinker School of Business,

Professor, Associate Dean

Former Interim Dean and Chair-Undergraduate/MBA Programs

Recipient – Excellence in Research Award 2021

LAKEHEAD UNIVERSITY - AACSB

Thunder Bay, Ontario 8/00 – 1/07

Faculty of Business Administration,

Associate Professor, Chair-Undergraduate Program, Tenured

Recipient – Outstanding Teaching Award 2005

COGSWELL POLYTECHNICAL COLLEGE (HCC)

Everett, Washington 3/97 – 8/00

School of Business,

Associate Professor, Dean

Other Teaching Institutions

Zhejiang University, Visiting Professor, 2013

Shaoxing University, Visiting Professor, 2006

York University, Adjunct Professor, 2005

Central Michigan University, Graduate Lecturer, 2000

Central Washington University, Adjunct Professor, 1999

University of Washington, Adjunct Professor, 1999

Saint Martin's University, Adjunct Professor, 1998 – 2000

RESEARCH

Refereed Journals

John Hayes, David Smith and Mary Kay Copeland, *Determinants Impacting Resale Premium Disparity When Selling a Small Business: A Predictive Non-Linear Approach*, Journal of Business and Economic Studies, 26(1), 2022: (pp. 1-22).

Mary Kay Copeland and David Smith, *A Predictive Classification Approach to Examining Components of Ethical and Transformational Leadership Contributing to Leader Effectiveness in the Accounting Profession*, Research on Professional Responsibility and Ethics in Accounting, 24, 2021: (pp. 147-169).

- Ciprian Stan and David Smith, *Aging CEOs Legacy: Strategic CSR or Empire Building? Celebrity Status and Board Independence Contingencies*, Journal of International Management, 12(1), 2021: (pp. 1523-1535).
- David Smith, Ciprian Stan and Lawrence Burgee, *Examining Marketing Budget Allocations and Net Marketing Contribution Across Countries: A Predictive Classification for Japan, Saudi Arabia, and the United States*, Journal of International Marketing and Exporting, 22(1) 2020: (pp. 1-18).
- Velma Lee, David Smith and Yuh-Jia Chen, *An Integrated Perspective: Applying Team Learning and Knowledge Creation through Team Learner Styles*, International Journal of Business and Economics, 5(2), 2020: (pp. 83-116).
- David Smith, *Exploring Determinants of the Marketing Budget Allocation Process Across Countries Using Artificial Neural Network Classification: Japan, Germany, United States*, Academy of Marketing Studies Journal, 24(2), 2020: (pp. 1-16).
- David Smith and Viviane Vandebroek, *An Investigation of American Pharmaceutical Trade Policy and the Implications on Global Product Management*, Journal of Global Business Management, 15(2), 2019: (pp. 137-146).
- David Smith, *Exploring the Innovation of Service Technology in A Globalized Market Context*, Global Business and International Management Conference Journal, 7(1), 2014: (pp. 34-44).
- David Smith, *Global Expansion Strategies for Variations in Innovative Service Technology Adoption*, Journal of Strategic Innovation and Sustainability, 9(1-2), 2014: (pp. 76-86).
- David Smith, Edgar Langlois, and Marius Lazau, *An Empirical Investigation of the Adoption Behavior of Technological Service Innovation*, Journal of Management and Marketing Research, 3(1), 2010: (pp.135-153).
- David Smith, *An Investigation of Leadership Determinants for Technological Service Adopters using Discriminant Analysis*, Journal of Leadership Accountability and Ethics, Spring 2009: (pp.29-40).
- David Smith, *An Inquiry of Business Service Innovation and the Managerial Determinants of Adopting Firms*, Journal of Management Policy and Practice, Winter 2008: (pp.82-100).
- David Smith, Nikola Gradojevic and Sean Irwin, *An Analysis of Brand Equity Determinants: Gross Profit, Advertising, Research and Development*, Journal of Business and Economic Research, 5(11), 2007: (pp.103-116).
- David Smith, *A Cross-Cultural Classification of Service Export Performance Using Artificial Neural Networks: Japan, Germany, United States*, Journal of Global Marketing, 20(1), 2007: (pp.5-19).
- David Smith and Matthew Bellew, *Do Government Export Promotion Expenditures Really Impact Country Level Export Performance?* Journal of Applied Business and Economics, 6(5), 2006: (pp 84-107).
- David Smith, Philippe Gregoire and Mandy Lu, *Managers' Perceptions of Export Barriers: A Cross-Cultural Perspective of Service Firms*, Journal of Transnational Management, 12(1), 2006: (pp.51-68).
- David Smith, *A Neural Network Classification of Export Success in Japanese Service Firms: Performance Predictability and Determinant Impact*, in Services Marketing Quarterly, 26(4), 2004: (pp.95-108).
- David Smith and M.E. Aggoune, *A Neural Network Classification of Export Success in American Service Firms: Performance Predictability and Determinant Impact*, in Journal of Global Business, Spring, 2003: (pp.5-12).

David Smith and Bahram Dadgostar, *A Behavioral Investigation of Export Performance: Internal Determinants in a Manufacturing Industry*, in Journal of Current Research in Global Business, 4(6), 2002: (pp.81-92).

David Smith, *The Export Propensity of American Service Firms: An Examination of Internal Determinants and Expansion Decisions*, in Journal of International Marketing and Exporting, 7(1), 2002: (pp.54-68).

Bahram Dadgostar and David Smith, *Canadian Productivity: A Global Context*, in Journal of Current Research in Global Business, 3(4), 2001: (pp. 40-52).

David Smith, *Factors Influencing Export Success in Engineering Firms*, Journal of Applied Management and Entrepreneurship, 6(2), 2001: (pp. 14-26).

David Smith, *An Examination of Export Performance using Internal Determinants of United Kingdom Service Firms*, in Journal of Global Competitiveness, 6(2). 1998: (pp. 13-28).

Books

David Smith and Barbara VanderWerf, *Marketing Research for Small Business*, 2018
ISBN 978-1-53614-042-2, Nova Science

David Smith, *Contemporary Strategic Management, First/Second Edition*, 2011/2015.
ISBN 978-0-98284-344-4/978-0-99160-710-5, NABP

David Smith and Jeffrey Kennedy *A Functional Approach to Marketing Research*, 2011.
ISBN 978-0-98284-341-3, NABP

Refereed Proceedings

David Smith, *Determinants of the Marketing Budget Allocation Process Across Countries Using Artificial Neural Network Classification: Abstract*, in Developments in Marketing Science, ISBN 9783030425449, Springer, 2020: Academy of Marketing Science, World Marketing Congress, 2019: (pp. 247-248).

David Smith and M.E. Aggoune, *An Examination of Export Success Determinants Between Manufacturing and Service Firms Using Artificial Neural Networks*, in Developments in Marketing Science, 23 ISBN 0931268222, Springer, 2000: Academy of Marketing Science Conference 2000: (pp. 99-108).

David Smith, *The Performance Classification of Exporting Service Firms using Managerial Determinants*, in Developments in Marketing Science, 22 ISBN 0931268214, Springer, 1999: Academy of Marketing Science Conference 1999: (pp. 115-122).

David Smith, *A Study of Firm and Managerial Determinants of Exporting Performance among Indian Service Firms*, in Managing Economic Liberalization in South Asia ISBN 0333931858, Macmillan 1998: International Conference for South Asia Expansion 1998: (pp. 510-521).

Refereed Conference Presentations

Presenter, American Marketing Association, Annual Academic Conference 2023, *The Impact of National Culture on Technological Service Innovation Adoption: Predictive Classification using Blockchain Implementation*, San Francisco, CA

Presenter, Annual PBA Interdisciplinary Research Conference 2022, *A Predictive Classification Approach to Examining Components of Ethical and Transformational Leadership Contributing to Leader Effectiveness in the Accounting Profession*, Florida

Presenter, Annual PBA Interdisciplinary Research Conference 2020, *Do Existing Franchises Sell At A Higher Premium Than Non-Franchises*, Florida

Presenter, Annual Global Business and International Management Conference 2019, *Exploring Pharmaceutical Trade Policy and the Implications on Management*, Nevada

Presenter, Academy of Marketing Science, World Marketing Congress 2019. *Determinants of the Marketing Budget Allocation Process Across Countries Using Artificial Neural Network Classification*, Edinburgh

Presenter, Annual World Business Institute Conference 2018, *A Cross Sector Classification of Marketing and Firm Metrics with Sales Performance using Artificial Neural Network Modeling*, Tokyo

Presenter, Annual World Business Institute Conference 2015, *A Cross Cultural Analysis of Service Innovation Adoption Determinants: Mexico, China and the United State*, Toronto

Presenter, Annual Global Business and International Management Conference 2014 *A Summary of the Innovation of Service Technology in A Globalized Market Context*, Washington

Presenter, Annual Conference on International Business Anthropology 2013, *Management's Perspective for Taking a Business Anthropology Approach*, Shanghai

Presenter, National Business and Economics Society, 2010, Annual Conference, *Understanding the Managerial Determinants of Service Innovation Adoption: How Do Marketers Approach These Firms*, Hawaii (Session Chair)

Presenter, International Assembly for Collegiate Business Education, 2010 Annual Conference, *Operationalizing the C4 Model of Student Transformation*, Rhode Island

Presenter, National Business and Economics Society 2009, *Measuring Market and Technological Uncertainty for Innovation Adoption Analysis*, St. Kitts (Session Chair)

Presenter, National Business and Economics Society 2008, *Mitigation Innovation Uncertainty in a Global Context*, Hawaii (Session Chair)

Presenter, Academy of International Business Conference, Northeast Chapter, 2005, *Comparing Managers' Perceptions of Export Barriers in Economically Diverse Countries: United States and India*, Ohio

Presenter, National Business and Economics Society 2005, *The Classification of Export Performance using Neural Networks*, Florida (Session Chair)

Presenter, National Business and Economics Society 2004, *The Applicability of a Neural Network Approach to Social Science Research*, Hawaii (Session Chair)

Presenter, Academy of Global Business 2002, *A Behavioral Investigation of Export Performance: Internal Determinants in a Manufacturing Industry*, Nevada (Session Chair)

Co-Presenter with Bahram Dadgostar, Academy of Global Business 2001, *Canadian Productivity*, Cancun

Presenter, 2001 Academy of Business Administration International Conference, *A Cross-Cultural Examination of Export Determinants in Service Firms*, Portugal (Session Chair)

Presenter, 2000 Academy of Marketing Science Annual Conference, *An Examination of Export Success Determinants Between Manufacturing and Service Firms Using Artificial Neural Networks*, Montreal

Presenter, American Society for Competitiveness Conference 2000, *An Empirical Model of Export Competitiveness*, Georgia

Presenter, Second Annual International Business and Economics Conference 1999, *Factors Influencing Export Success in Canadian Engineering Firms*, Wisconsin

Presenter, 1999 Academy of Marketing Science Annual Conference, *The Performance Classification of Exporting Service Firms using Managerial Determinants*, Florida

Presenter, 1998 Managing Economic Liberalization in South Asia Conference, *A Study of Firm and Managerial Determinants of Exporting Performance among Indian Service Firms*, Chennai

Keynote Presentations

Assessment and Learning Outcomes During COVID-19, IMAM Abdulrahman Bin Faisal University, Dammam, Saudi Arabia, January, 2021

The Cost-Benefit of Accreditation, Is It Worthwhile? NCAAA Annual Accreditation Meeting, Riyadh, Saudi Arabia, October, 2019

Formal Book and Manuscript Reviews

McGraw-Hill, Basic Marketing, 12th.ed., Shapiro and McCarthy

Prentice-Hall, Marketing Management 12th ed., Kotler and Cunningham

McGraw-Hill, A Preface to Marketing Management, 9th., Peter and Donnelly

Prentice-Hall, Marketing Management 11th ed., Kotler and Cunningham

Haworth Press, Market Management: Text and Cases, Loudon, Stevens and Wrenn

PROFESSIONAL SERVICE

- Program Reviewer, Northwest Association of Schools and Colleges (NASC)
- Program Reviewer, International Assembly for Collegiate Business Education (IACBE)
- Program Reviewer, National Commission for Academic Assessment and Accreditation (NCAAA)
- Member/Reviewer, American Marketing Association
- Member/Reviewer, Academy of Marketing Science
- Member/Reviewer, Academy of International Business
- Ad Hoc Peer Reviewer, 65 manuscripts, Management, Marketing & International Business

INSTITUTIONAL SERVICE

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|---------------------------|----------------------|---------------------------------|
| -Faculty Senate | -New Faculty Mentor | -Promotion and Tenure |
| -Undergraduate Curriculum | -New Hire Committee | -Graduate Curriculum |
| -Technology Development | -Ethics Enforcement | -Dean's Council |
| -Student Discipline | -AACSB Committee | -Faculty Hiring Committee |
| -Faculty Research | -Faculty Development | -University Marketing Committee |

INDUSTRY EXPERIENCE

MACKENZIE, FRASER AND SMITH

ASSOCIATION FOR EXPORT DEVELOPMENT

RELIANCE SURETY COMPANY

ARTHUR ANDERSEN

UNITED STATES AIR FORCE

- Principal Consultant
- Senior Consultant,
- Financial Surety Analyst II,
- Management Consultant,
- Paramedic, SpecOps