

VITAE

Name: Barbara A. VanderWerf

Rank: Assistant Professor

Department: Rinker School of Business

Year Joined: 2006-Staff, 2014 Adjunct, 2015-present Faculty

Education Background

MBA, Palm Beach Atlantic University, 2013

B.S. Organizational Management, Palm Beach Atlantic University, 2010

Christian Education Major, Moody Bible Institute, 1979

Teaching Experience

Assistant Professor, 2019 to present

Instructor, 2015 to 2019

Adjunct Instructor, 2014 to 2015

Areas of Assigned Teaching Responsibility

BUI3633 Global Business (2022- 2023)

BUS2363 Financial Literacy - Online (2021 to present)

BUSV4713 Internship in Business (2018 to 2021)

BUM4053 Leadership and Ethics – Online and On-ground (2015 to present)

BUM2183 Principles of Management – Online and On-ground (2014 to present)

FYE1001 First Year Experience (2014 to 2021)

Assigned Responsibilities in Department

Online Course Development - MBA (2023 - present)

Super Advisor (2022 to 2023)

Chair of BSBA Program (2021 to 2022)

Director of Undergraduate Advising (2015 to 2020)

Online Content SME and Online Course Development (2014 - present)

Prior Experience Not in Education

Executive Assistant to the Provost, Palm Beach Atlantic University (2006-2015)

Marketing Associate, IBM Corporation, Boca Raton, Florida (1981-1988)

Professional Memberships

American Marketing Association (2019 to 2020)

Christian Business Faculty Association (2018 to present)

National Academic Advising Association (2015 to 2020)

Professional Meetings Attended

Conference, "AACSB International Conference and Annual Meeting," Chicago, IL (remote) (April 2021)

Conference, "AMA International Collegiate Conference," New Orleans, LA (March 2020) *attended as virtual judge of chapter competition (remote due to Covid19)

Conference, "AACSB Global Accreditation Conference," San Antonio, TX (2019)

Conference, "NACADA Regional Conference," Orlando, FL. (February 2016).

Research and Scholarly Work

VanderWerf, Barbara, (2018) Academy of Business Research Conference, November 14-16, 2018, Boca Raton, FL: *Examining the Evolution of Management in Higher Education*. Presentation.

Smith, D. and VanderWerf, B. (2018) World Business Institute: Global Business Research Conference, April 5-6, 2018, Tokyo, Japan. *A Cross sector Classification of Marketing and Firm Metrics with Sales Performance using Artificial Neural Network Modeling*. Contributor.

Books

Smith, D. and VanderWerf, B. (2018), *Marketing research for small business: An efficient and effective functional approach*, Nova Science Publishers, Hauppauge, NY

Faculty Development/Teaching Seminars Attended

Online Course Development II eLearning Certification (2021)

Online Course Development I eLearning Certification (2021)

Online Teaching 1 eLearning Certification (2021)

eLearning Hybrid Course Training (2018)

Interpreting IDEA Evaluations and Updates for Faculty (2016)

Effective Student Advising (2016)

Technology in the Classroom – Electronic Attendance APP (2016)

Guiding Students to Discover Their Calling (2015)

Engaging Students in Faith (2015)

Service Learning Integration in the Classroom (2015)

Optimal Outcome Teaching – Flipping the Classroom (2014)

Institutional Service Performed

Rinker School of Business

RSB Leadership Team (2021 - present)

RSB Strategic Plan Committee (2021 - 2022)

Program Chair - BSBA (2021 to 2022)

AACSB Report Writing Team (2019 - 2021)

Faculty Advisor – American Marketing Association (2019 to 2020)

Scholarship Committee (2015 to present)

Palm Beach Atlantic University

Director of the Center for Financial Literacy (2023 - present)

Faculty Advisor - PBA Life Club (2022 - present)

QEP Service Learning First Round Faculty Implementer Team (2018 -present)

eLearning Task Force (2018-2019)

Search Committee – Athletics – Tennis Coach (2019)

Search Committee – Athletics – Women’s Basketball Coach (2018)

Member of Coordinating Council for SACSCOC (2016)

Faculty Mentor - Center for Teaching Excellence (2017 - 2020)

Sub-Committee of FDC: Sabbaticals (2017-2018)

Faculty Development Committee (2016-2020)

Technology Improvement and Strategic Plan Task Force (2016-2017)

Network for Vocation in Undergraduate Education (NetVUE) Grant Committee (2014-2015)

Student Mentor Program (2013 - 2021)

Industry Activities

VP of Finance and Administration at Mint Eco Wash - Consultant (2021)

Certified Master Financial Coach, Ramsey Solutions (2019 - present)

A division of E2 Management, E2 Financial Coaching (E2MC) offers individual, couples, and family financial coaching to achieve debt free living and financial freedom.

E2 Management Consultants, Principal (2017 – present)

“Providing management solutions to increase organizational performance.”

Media Appearances and Professional Public Speaking

Available upon request