

FACULTY DATA SHEET

Richard C. Becherer

*Clarence E. Harris Chair of Excellence
Department of Entrepreneurship
University of Tennessee at Chattanooga
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EDUCATION

- Doctoral Degree: 1974; University of Kentucky: DBA
Marketing; Organizational Behavior
Dissertation: "An Investigation of the Adoption of an Innovative Dental Program".
- Masters Degree: 1968; University of Georgia: MBA
Marketing
- Bachelor's Degree: 1967; Michigan State University: BS
Packaging Engineering

PROFESSIONAL EXPERIENCE

- July 1995 to present The University of Tennessee at Chattanooga, Chattanooga, Tennessee
Position: Clarence E. Harris Chair of Excellence in Business and Entrepreneurship
- September 1991
to June 1995 Wayne State University, Detroit, Michigan
Position: Senior Lecturer, Department of Marketing
- August 1987
to August 1993 Director, Managing Partner, and Investor in several real estate and business ventures. These include a marine business with \$2,000,000 annual sales, a plastic injection molding business, industrial park development, and several industrial real estate partnerships.
- September 1978
to June 1987
(includes two-year
leave of absence) Wayne State University, Detroit, Michigan
Position: Associate Professor of Marketing
Primary courses taught included: Introductory Marketing, Marketing Management, Promotional Strategy, Marketing Research, and Business and Society.

August 1976 to December 1985	Independence Health Plan, Inc., Southfield, Michigan Position: Founder, Director, and Vice-President. One of seven original founders of the second for-profit Health Maintenance Organization in the United States. This organization grew to a \$70,000,000 organization in annual sales. The firm became a public company in 1984.
September 1974 to August 1978	Wayne State University, Detroit, Michigan Position: Assistant Professor of Marketing
July 1973 to June 1974	University of Kentucky, Lexington, Kentucky Position: Administrative Assistant to the Vice-President of Academic Affairs, University of Kentucky
August 1971 to May 1973	University of Kentucky, Lexington, Kentucky Position: Research Assistant (Fall 1971, 1972) Teaching Assistant (Spring 1971)
January 1969 to May 1971	Central Missouri State University, Warrensburg, Missouri Position: Instructor of Marketing Additional Duties: Coordinator of Marketing Department

TEACHING

- BMKT 540: Entrepreneurship and New Ventures
- BETR 430/BMKT 430: Entrepreneurship and Enterprise
- BETR 588: Entrepreneurship
- BUSA 581: Business Simulation
- EMBA Innovation and Entrepreneurship

INTELLECTUAL CONTRIBUTIONS/RESEARCH

“Auction Characteristics and Outcomes: An Empirical Examination of eBay,” Journal of Internet Commerce, Vol. 7, No. 3, in press. Diane Halstead. (Discipline Based Research)

“Separated at Birth: An Inquiry on the Conceptual Independence of the Leadership and Entrepreneurship Constructs,” New England Journal of Entrepreneurship, Vol. 11, No. 2, pp., 13-27. Mark E. Mendenhall and Karen Ford Eickhoff. (Discipline Based Research)

“Bluegrass Wedding Center,” Journal of International Academy of Case Studies, Vol. 13, No 3, 2007. J. Howard Finch and Marilyn Helms. (Learning and Pedagogical)

“Influences on Perceived Risk in New Venture Design Making,” The Academy of Entrepreneurship Journal, Vol. 12, No 2, 2006, pp. 107-126. Beverly Brockman and J. Howard Finch. (Discipline Based Research)

“Paths to Profitability in Owner Operated Firms: The Role of Entrepreneurial Marketing”, Journal of Business and Entrepreneurship, Vol. 18, No. 1, March 2006, pp 17-31. Paula Haynes and Linda Fletcher. (Discipline Based Research)

“The Influences of Entrepreneurial Motivation and New Business Acquisition on Strategic Decision-Making,” Journal of Small Business Strategy, vol. 16, No.2, (Fall/Winter, 2005/2006), pp. 1-13. J. Howard Finch and Marilyn Helms. (Discipline Based Research)

“The Influences of Entrepreneurial Motivation and New Business Acquisitions or Strategic Decision-Making”, accepted for publication in the Journal of Small Business Strategy, Vol. 16, No. 2, Fall/Winter, 2005. J. Howard Finch and Marilyn Helms. (Discipline Based Research)

“Characteristics and Internet Marketing Strategies of Online Auction Sellers,” International Journal of Internet and Enterprise Management, Vol. 1, No. 1, 2004. Diane Halstead. (Discipline Based Research)

“The Impact of Instruction Understanding on Satisfaction and Switching Intentions,” Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, Vol. 16, 2003. Michael Jones, Valerie Taylor, and Diane Halstead. (Discipline Based Research)

“Internet Auction Sellers: Does Size Really Matter?” Internet Research: Electronic Networking Applications and Policy, Vol. 13, No. 3, 2003, pp 183-194. Diane Halstead. (Discipline Based Research)

“Marketing Orientation in SMEs: Effects on the Internal Environment,” New England Journal of Entrepreneurship, Vol. 6, No. 1, Spring 2003, pp. 13-22. Diane Halstead and Paula Haynes. (Discipline Based Research)

“Gender Based Differences in Entrepreneurial Characteristics: A Model of Behavior,” Business Journal for Entrepreneurs, Vol. 2003, Issue 2, 2003, pp. 61-80. Donna T. Mayo, Marilyn Helms, and J. Howard Finch. (Discipline Based Research)

“Influences on Entrepreneurial Awareness: Internal vs. External Motivations,” Academy of Entrepreneurship Journal, Vol. 8, No. 2, (January, 2003) pp. 79-94. Donna Mayo, Marilyn Helms, and J. Howard Finch. (Discipline Based Research)

SERVICE

UTC Service

- Member of the University Strategic Planning Driving Forces/Environmental Scanning Task Force.
- Held the annual Clarence E. Harris Entrepreneurial Forum bringing students, faculty, and entrepreneurs together for a half-day program.
- Established the UTC College of Business Administration Entrepreneurship Hall of Fame and hosted the annual induction dinner.
- Chair of the Entrepreneurship Hall of Fame selection Committee.
- Co-Chaired the Strategic Plan Committee.
- Served on the COBA Development Committee.
- Chaired the COBA Entrepreneurship Interest Group.
- Chaired the EMBA Task Force.
- Faculty advisor for the College of Business “Negotiation Forum”.
- Served on the UTC College of Business Mission Committee.
- Served on the Provost Committee on Recruitment and Retention.
- Served on the Search Committee for the Vice-Provost.
- Served on the Selection Committee for the College of Business Administration Professorships.
- Participated in the University Mission Statement Symposium with other Chairs of Excellence.
- Co-wrote a proposal to the Provost to create an advising office in COBA.
- Served on the Ad-Hoc Task Force on Facilities Planning to approve the movement of departments and units on campus due to renovation and new facilities becoming available.
- Chair the Chair of Excellence Group which was charged with defining the role and contribution of a Chair of Excellence.

- Chair the COBA Faculty Senate.
- Serve on the Graduate Curriculum Committee.
- Served on the MBA Graduate Curriculum Committee.
- Served on the University Facilities Task Force.
- Served on the Provost Committee on Recruitment and Retention.
- Served as advisor to the campus CEO chapter.
- Served on the COBA Recruiting committee.
- Attended the national CEO Conference in Washington DC with a group of eleven COBA students.
- Served on the COBA Student Affairs Committee

Professional Service

2005 to 2007	Taught two sessions of the Entrepreneurship and Technology Certificate Program with Riverbend Technology Institute each semester.
2004 to 2007	Part of a team of three UTC faculty that conducted several research studies for EPB.
2002 to 2007	Appeared as a guest several times on Dean Casavant's "Business at the Cutting Edge" television and "The UTC Report" hosted by Chuck Cantrell.
1995 to 2007	Editorial Review Board for the <u>Journal of Marketing Theory and Practice</u> .
2006	Part of a team of four faculty that prepared a marketing plan for a local law firm.
2006	Part of a team of three faculty that conducted research for Covista Communications.
2002 to 2005	Participant in the Chattanooga Executive Exchange, a networking organization for high growth entrepreneurial firms.

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| 2002 to 2005 | Served on the “Small Business and Entrepreneurship” committee of the Chattanooga Area Chamber of Commerce. |
| 2004 | Participated in the 2004 AMA.UIC Symposium on Marketing and Entrepreneurship. |
| 2003 and 2004 | Review papers for the AMA.UIC Symposium on marketing and Entrepreneurship. |
| 2004 | Part of a team of four UTC faculty that conducted research for the Chattanooga Convention and Visitors Bureau. |
| 2003 and 2004 | Participated in the Babson REFLECT Conference. |
| 2003 | Served on the Chattanooga Chamber of Commerce Innovation Award selection committee. |
| 2003 to 2008 | Editorial Review Board for the <u>Journal of Small Business Management</u> . |

PROFESSIONAL MEMBERSHIPS

United States Association for Small Business and Entrepreneurship

HONORS AND AWARDS

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| 2007-8 | Awarded the Fulbright – Kathryn and Craig Hall Distinguished Chair for Entrepreneurship in Central Europe 2007-2008 |
| 2006 | Inducted into the UTC College of Business Entrepreneurship Hall of Fame |
| 2000 | Inducted into the Alpha Society Honorary at the University of Tennessee at Chattanooga |
| 1999 | Received the “Outstanding Reviewer Award” presented by the <u>Journal of Marketing Theory and Practice</u> . |
| 1998 | Received the Edwin M. Appel Prize presented each year at the Price/Babson College Fellows Program, an award signifying contribution to entrepreneurship education. |
| 1998 | Inducted into the Beta Gamma Sigma honorary at the University of Tennessee at Chattanooga. |
| 1995 | Received the “Excellence in Undergraduate Teaching Award,” one of two annual awards presented by the School of Business at Wayne State University. |

- 1993 Co-winner of the “Best Entrepreneurship Research Paper” awarded by the Coleman Foundation for the 1992 UIC/AMA Research Symposium on Marketing and Entrepreneurship.
- 1983 Awarded “Presidents Award for Excellence in Teaching,” one of six such awards at Wayne State University.
- 1977 Awarded “Outstanding Business School Faculty” by the Association of Black Business Students at Wayne State University.
- 1972 American Marketing Association Doctoral Consortium Fellow.