

# Curriculum Vitae

## Clifford G. Hurst, PhD

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### EDUCATION & CURRENT PROFESSIONAL CERTIFICATION

<i>Fielding Graduate University, Santa Barbara, CA</i> <b>Ph.D. in Human and Organizational Systems</b> Dissertation: <i>Discerning Entrepreneurial Judgment as Reflected in Entrepreneurs' Responses to Feedback</i>	<b>2012</b>
<i>Fielding Graduate University, Santa Barbara, CA</i> <b>Master of Arts in Human and Organizational Systems</b>	<b>2009</b>
<i>Muskie School of Public Policy, University of Southern Maine, Portland, ME</i> <b>Certificate of Graduate Study in Applied Research and Evaluation Methods</b>	<b>2008</b>
<i>University of Virginia, Charlottesville, VA</i> <b>Bachelor of Arts with Distinction</b>	<b>1975</b>

### A = SCHOLARSHIP OF TEACHING

#### Conference Presentations/Papers

- Hurst, C.G. (2013). *The other end of the pitch*. Workshop presentation and paper published in the Proceedings of the United States Association of Small Business and Entrepreneurship (USASBE), annual conference, January 2013. San Francisco, CA

### B = SCHOLARSHIP OF DISCOVERY

#### Conference Presentations/Papers

- Hurst, C.G. (2013, in press). *Formal axiology as a lens through which to investigate entrepreneurial cognition and metacognition*. Workshop presentation and paper published in the Proceedings of the Decision Sciences Institute, Southwest Division, annual conference, March 2013.
- *The non-mathematical logic of a science of values*. Presentation to the annual conference of the Robert S. Hartman Institute of Formal and Applied Axiology, Oct. 2011. Knoxville, TN
- *The value structure of children's literature*. Presentation to the annual conference of the Robert S. Hartman Institute of Formal and Applied Axiology, Oct. 2009. Knoxville, TN
- *Hartman v. Rokeach: A meaningful score*. Presentation to the annual conference of the Robert S. Hartman Institute of Formal and Applied Axiology, Oct. 2008, Cuernavaca, Mexico

#### Articles

- Hurst, C.G. (2011). The non-mathematical logic of a science of values. *Journal of Formal Axiology*, Vol. 4.
- Hurst, C.G. (2010). A review of Gary Gallop's *Beyond Perestroika: Axiology and the new Russian entrepreneurs*. *Journal of Formal Axiology*, vol. 3.
- Hurst, C.G. (2009). Hartman v. Rokeach: A meaningful score. *Journal of Formal Axiology*, Vol. 2.

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## C = SCHOLARSHIP OF INTEGRATION

### Articles

- Hurst, C.G. (2008). Sustainable telemarketing? A new theory of consumer behavior. *Direct Marketing: An International Journal*, Vol. 2, No. 2.

## D = SCHOLARSHIP OF APPLICATION

### Conference Presentations/Papers

- *Exercising your Good Judgment*, workshop presented to the National Telehealth Conference, Minneapolis, MN. Sep 2009 and repeated in 2010
- *Making Monitoring Meaningful*, and *Developing Frontline Leaders*, workshops presented to Quality Assurance and Training Conference, Nashville, TN. Sep 2010
- *Advances in Quality Monitoring*, workshop presented to the ASQ World Conference on Quality and Improvement, Minneapolis, MN. May 2009
- *What do Customers Want?* Plenary session delivered to Middle East Call Center Conference, Dubai, UAE, 2007.
- *Call Coaching Becomes a Way of Life*, workshop presented to Call Center Demo, Miami, FL, Feb 2009.
- *A New Model for Getting Quality Right*, workshop presented to ACCE Conference, San Diego, CA. Sep 2007

### Trade Books

- *A Career for the 21<sup>st</sup> Century: A Handbook for Call Center Agents*. ICMI Press. 2006. ISBN: 1-032558-07-1.
- *The Voice of Your Company: Conversational Skills for Customer Service Reps*. ICMI Press. 2006. ISBN: 1-932558-08-X
- *Your Pivotal Role: Frontline Leadership in the Call Center*. ICMI Press. 2007. ISBN: 1-932558-11-X
- *The Five Principles of Business Leadership* (CD-Rom training program). IPR Publishing, LTd. 2000.
- *The Business Success Series* (set of 4 CD-Rom training programs). IPR Publishing, Ltd. 2002.

### Trade Articles

Multiple articles in *Customer Management Insight*, *Connections*, *Employment Times*, *Journal of the ATA*, *Contact Center Pipeline*, and elsewhere.

## PROFESSIONAL ACTIVITIES

### Professional Related Service

#### A = Scholarship of Teaching

- Westminster College New Faculty Learning Community, 2012-2013.
- Gore School of Business Faculty Development Committee, 2012-2013
- Presenter, Westminster College Faculty Development Workshop on Applied Learning, Fall 2012.
- Chair Elect, GSB Faculty Committee, 2013-2014 term

#### B = Scholarship of Discovery

- Associate Editor, *Journal of Formal Axiology: Theory and Practice*, 2011 to present.
- Dissertation committee, student reader. Kott, Katherine (2012). *Application of Bowen Theory to Organizational Development*.
- Dissertation committee, student reader. Bergey, Phil, (2013, est.) *Feeding Sheep or*

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*Herding Cats: How Mennonite Pastors Describe their Role in Leading Planned Organizational Change.*

## **C = Scholarship of Integration**

- Directed Study of MBA students involved with market research and analysis of the market potential for newly developed dental technology. Conducted on behalf of SLC Angels. Spring 2013.
- Panelist, seminar on *Legal Ethics and Professional Identity*. Conducted at Mercer University School of Law, February 2013.

## **D = Scholarship of Application**

- Mentor, Wayne Brown Institute's Investors Choice Venture Capital Competition and Conference, 2013
- Mentor, Westminster College Opportunity Quest Business Plan Competition
- Seminar moderator, Westminster College, Delta Mu Delta Honor Society seminar on social entrepreneurship, Nov 2012
- Moderator, ACBSP Annual Conference, SLC, UT, June 21-24, 2013

## ***Professional Conferences/Workshops***

- Annual conferences of the Robert S. Hartman Institute, 2002-2011
- Annual conferences of the USASBE, 2012-2013
- Annual conference of the Southwest Decision Sciences Institute, 2013
- Annual conference of the ACBSP, 2013

## ***Professional Memberships***

- Robert S. Hartman Institute of Formal and Applied Axiology, member since 2002. Board of Directors since 2010.
- Academy of Management since 2011.
- United States Association of Small Business and Entrepreneurship (USASBE), member since 2011.
- Decision Sciences Institute, Southwest Division, member since 2012.