**Jeffrey S. Harper**

Texas Tech University

Jerry S. Rawls College of Business

Area of Marketing & International Business

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### Education

**Doctoral candidate, Hospitality Administration, A.B.D (anticipated graduation 2015)**

Texas Tech University

Lubbock, Texas

**Master of Business Administration, International Business, 1998**

Texas Tech University

Lubbock, Texas

**Bachelor of Business Administration, Management, 1994**

Texas Tech University

Lubbock, Texas

### Honors

Awarded, Faculty of the Month for outstanding professor, Delta Sigma Pi, March, 2012

Awarded, outstanding professor, Apple Polishing Mortar Board, October, 2011

Awarded, Best Management Professor, Sigma Iota Epsilon, Rawls College of Business, 2000

Awarded, Top Staff Award, Rawls College of Business, 1999

### Academic Experience

Instructor, Rawls College of Business, Texas Tech University, 1998-present

Guest Professor, Buskerud University College (Hønefoss, Norway), 2001-2005

### Business and Professional Experience

**Director of International Business Programs *(2003-2008)***

Rawls College of Business, Texas Tech University Lubbock, Texas

Assisted in the planning, identification and implementation of major project priorities

Recruited COBA students for foreign study programs

Expanded international faculty development programs

Created and implemented a fundraising campaign to generate scholarships

Supported the creation of new international degrees at the undergraduate and graduate level

Identify, maintain and develop relationships with current and new international partners

located throughout the world

**Associate Director of International Business Programs** **(2001-2003)**

Rawls College of Business, Texas Tech University Lubbock, Texas

Study abroad recruitment, advising, and logistics

Evaluated transcripts of international students

Expanded international faculty development programs

Development of international internship programs

Created and implemented scholarship program for Rawls College students

Training and management of student assistant team

Orientation, advising, registration, transcription of incoming exchange students

International partner relations management, program development

**Coordinator of International Business Programs** **(1997-1999**)

Rawls College of Business, Texas Tech University Lubbock, Texas

Study abroad recruitment, advising, and logistics

Special event programming, promotion, and implementation

Development of international internship programs

Training and management of student assistant team

Orientation, advising, registration, transcription of incoming exchange students

International partner relations management, program development

***Teaching Experience***

**Rawls College of Business Administration**

**Teaching Evaluations (effectiveness of instructor-5pt scale)**

Introduction to Marketing (Spring 2014) 124 4.76

Market Promotions (Spring 2014) 50 4.74

Consumer Behavior (Summer II 2014) 22 4.83

Market Promotions 12 4.57

Fundamentals of Marketing (Fall 2013) 47 4.64

Introduction to Marketing (Fall 2013) 105 4.75

Market Promotions (Fall 2013) 35 4.58

Fundamentals of Marketing (Spring 2013) 55 4.87

Fundamentals of Marketing (Spring 2013) 75 4.80

Market Promotions (Spring 2013) 50 4.90

Fundamentals of Marketing (Summer I 2013) 6 5.0

Market Promotions (Summer I 2013) 18 5.0

Consumer Behavior (Summer II 2013) 18 4.83

Market Promotions (Summer II 2013) 15 4.57

Fundamentals of Marketing (Fall 2012) 34 4.89

Fundamentals of Marketing (Fall 2012) 60 4.76

Market Promotions (Fall 2012) 62 4.95

Fundamentals of Marketing (Summer II 2012) 8 4.0

Market Promotions (Summer II 2012) 16 4.67

International Marketing (Summer I 2012) 22 4.67

Consumer Behavior (Summer I 2012) 35 4.83

Fundamentals of Marketing (Spring 2012) 34 4.76

Fundamentals of Marketing (Spring 2012) 58 4.58

Market Promotions (Spring 2012) 73 4.73

Fundamentals of Marketing (Fall 2011 ) 42 4.59

Fundamentals of Marketing (Fall 2011 ) 72 4.80

Market Promotions (Fall 2011) 48 4.84

Fundamentals of Marketing (Summer II 2011) 23 4.0

Market Promotions (Summer II 2011) 20 4.83

Fundamentals of Marketing (Summer I 2011) 21 4.60

Market Promotions (Summer I 2011) 9 5.0

Fundamentals of Marketing (Spring 2011) 39 4.59

Fundamentals of Marketing (Spring 2011) 58 4.80

Market Promotions (Spring 2011) 38 4.84

Fundamentals of Marketing (Fall 2010) 43 4.66

Fundamentals of Marketing (Fall 2010) 92 4.83

Market Promotions (Fall 2010) 64 4.81

Market Promotions (Summer II 2010 ) 21 not evaluated

Fundamentals of Marketing (Summer II 2010) 33 not evaluated

Consumer Behavior (Summer I 2010 ) 54 not evaluated

Fundamentals of Marketing (Summer I 2010) 21 not evaluated

Fundamentals of Marketing (Spring 2010) 57 4.63

Fundamentals of Marketing (Spring 2010) 88 4.73

Introduction to Marketing (Spring 2010) 90 4.90

**Other Courses Taught**

Cross-Cultural Skills Management (Fall 2007) 105 4.65

Introduction to Business Enterprise honors courses (1998-2001)

***International Teaching Experience***

Buskerud University College; Honefoss, Norway

International Marketing, (Summer I 2001-2005) not evaluated

***Service***

Advisor Tech Marketing Association (Fall 2013- present)

Co-Advisor Tech Marketing Association (Spring 2013)

Mentor Tech (Fall 2006-present)

Committee Member of Instructors Merit Committee ( Spring 2012-Present)

Rawls College of Business, Texas Tech University

Board Member, Handicapped Awareness Programs, Lubbock Texas(2004-2008)

Faculty Advisor, International Business Society (1997-2003)

Rawls College of Business, Texas Tech University

# *Book Reviews*

O.C. Ferell, and Geoffrey Hirt (2003), *Business a Changing World 4th Edition,* McGraw-Hill Irwin

Ronald J. Ebert, and Ricky W. Griffin (2003), Business Essentials 4th Edition, Prentice Hall

Michael Levy and Dhruv Grewal, (2003), Marketing 3rd Edition, McGraw-Hill Irwin

Michael Levy and Dhruv Grewal, (2013), Marketing 4th Edition, McGraw-Hill Irwin

# *Professional Affiliations*

National Association of Foreign Study Advisors (NAFSA)

Phi Beta Delta, Honor Society for International Scholarship