

C. Shane Hunt, Ph.D.
Dean of the College of Business and Michael C. Ruetters Professor of Marketing
Vice Provost for Entrepreneurship and Economic Innovation
Idaho State University

EDUCATION

Ph.D., Oklahoma State University, Stillwater, OK, 2007, *Major: Marketing,*
Minor: Management

M.B.A., University of Oklahoma, Norman, OK, 1999.

B.B.A., University of Oklahoma, Norman, OK, 1998, *Major: Marketing*
Minor: History

ACADEMIC EXPERIENCE

2020 – Present – Dean of the College of Business and Michael C. Ruetters Professor of Marketing and Vice Provost for Entrepreneurship and Economic Innovation, Idaho State University

2017-2020 - R.M. “Bob” Wood Endowed Professor in Sales Leadership and Professor of Marketing, Arkansas State University

2016-2020- Professor of Marketing, Arkansas State University

2014-2017 – Dean, College of Business, Arkansas State University

2011-2016 – Associate Professor of Marketing, Arkansas State University

2007-2011- Assistant Professor of Marketing, Arkansas State University

HONORS AND AWARDS

- 2023 Named Chamber Chief by Pocatello-Chubbuck Chamber of Commerce
- 2020 Community Above Self Award Presented by the United Way of Northeast Arkansas
- 2019 Sun Belt Conference Faculty Member of the Year Award
- 2019 Marketing Management Association Master Teacher Award Finalist
- 2019 National Teaching Innovation Award presented by the Association of Collegiate Marketing Educators
- 2018 Outstanding Faculty Partner for the Advancement of Learning presented by Arkansas State University
- 2015 Honors Professor of the Year for Arkansas State University
- 2015 Distinguished Teacher Award Finalist presented by the Society for Marketing Advances
- 2014 Excellence in Research Award presented by the Arkansas State University College of Business
- 2013 Bernard J. Lalonde Award for the Best Paper of the Year in the Journal of Business Logistics
- 2011 Excellence in Undergraduate Teaching presented by Arkansas State University College of Business
- 2010 National Society of Collegiate Scholars Inspire Integrity National Award Winner

- 2010 Association of Collegiate Marketing Educators Best Paper Award for Marketing Education
- 2010 ASU Lt. Colonel Barney Smith Professor of the Year Award
- 2009 Association of Collegiate Marketing Educators Best Paper Award for Marketing Education
- 2008 AMA Selling and Sales Management Doctoral Dissertation Award
- 2007 AMA / DSEF Outstanding Sales Dissertation Award.
- 2006 AMA Sheth Foundation Doctoral Consortium Fellow.
- 2005 National Conference in Sales Management Doctoral Fellow.
- 2005 Outstanding Graduate Teaching Assistant, Spears School of Business.

ACCOMPLISHMENTS AS DEAN AND VICE PROVOST – IDAHO STATE UNIVERSITY (June 2020 – Present)

- ***Successful AACSB Reaccreditation*** – The ISU College of Business had our regular five-year AACSB Peer Review Team Visit in March 2022 and had our accreditation extended for both Business and Accounting for another five years. The committee praised the ISU College of Business for our culture, student professional development program and active support of the business community throughout the region.
- ***Successful Student and Faculty Recruitment and Retention***– Thanks to our great professors, staff and advisers, the ISU College of Business was able to increase enrollment by more than 15% since the beginning of 2023. This represents the largest (2) year enrollment increase in the history of the ISU College of Business while also setting a record 88% first to second year retention rate. During my four years as Dean, the ISU College of Business has had (10) successful faculty searches hiring outstanding new Professors from leading Universities across the country who will benefit our students for years to come.
- ***More than Doubling the number of Permanently Endowed Scholarships in the history of the ISU College of Business*** – The ISU College of Business has more than doubled the number of permanently Endowed scholarships in our (65) year history during the past (4) years since I became Dean.
- ***Securing the largest single scholarship gift in the history of the ISU College of Business*** – This record setting seven figure gift will be dedicated to student scholarships and allow the ISU College of Business to increase our overall scholarship support for students by over 50% in 2024 and each year going forward.
- ***Increasing the Number of Endowed Professorships for Business Faculty by 1100%*** – The ISU College of Business added (11) new Endowed Professorships (minimum \$250,000) for its entire history during my first four years as Dean including the first Endowed Professorship in Management (ICCU Endowed Professor in Management), the first Endowed Professorship in Healthcare Administration (Portneuf Medical Center Endowed Professor in Healthcare Administration), and the first Endowed Professorship in Finance (Dr. Bill Phillips Endowed Professor in Finance). Before my arrival as Dean in 2020, the entire Idaho State University campus had only one Endowed Professorship in its 119-year history.
- ***Significant Facility Upgrades to our Business Building*** – Through fundraising and donations, we have been able to start the process of transforming our older building in the past two years including our new Orin C. Smith Global Finance Lab and Walter Brown Center for Sales Excellence which both opened in 2023.
- ***Launching the Bengal Financial Literacy Program*** – We launched this program in the Fall 2020 semester in an effort to improve the financial literacy of ISU students across campus and people throughout our community. We offer a new (9) hour Financial Literacy Certificate that is available without pre-requisites to any student across campus, the Bengal Financial Literacy Radio Show and Podcast which provides free monthly programming for our community, and

new permanently endowed scholarships for students completing the Financial Literacy Certificate.

- ***Launching the Walter Brown Center for Sales Excellence*** – Thanks to donor support we have created the Walter Brown Center for Sales Excellence which provides a laboratory environment for students and area professionals to perfect their sales and presentation skills, state-of-the-art video training software along with a classroom, software, and a sales focused radio show and podcast.
- ***Successful strategic planning***– I led the Idaho State University College of Business through a full strategic planning process in 2021 which has led to record enrollment growth and fundraising success.
- ***Founded University-wide Entrepreneurship and Small Business Management Council*** – As Vice Provost, I founded the University-wide council which dramatically increased the number of students across campus utilizing Entrepreneurship and Small Business resources leading the creation of numerous new businesses and jobs in the community.
- ***Created ISU Leadership Center*** – This new Center matched the skills of ISU Professors with the training, development, innovation needs across the state. The ISU Leadership Center has helped numerous organizations across industries succeed and expand while also generating significant positive revenue for the University.
- ***Built positive culture through shared governance and community engagement*** -My passion for shared governance and for building a positive environment for all of our faculty, staff and students has led the ISU College of Business to have the highest score of any College on campus for our culture and has led to a dramatic decrease in employee turnover from the years before I arrived.

ACCOMPLISHMENTS AS DEAN – ARKANSAS STATE UNIVESITY

- ***Record Fundraising*** –The A-State College of Business achieved its greatest (3) years of fundraising up to that point in history during my tenure as Dean. The money raised between 2014 and 2017 was more than the previous 10 years of fundraising combined.
- ***Successful AACSB Reaccreditation*** – The A-State College of Business had our regular five-year AACSB Peer Review Team Visit in October 2016 and had our accreditation extended for another five years. The committee praised the A-State College of Business for our culture, commitment to assessment and our innovative programs that benefit students.
- ***More than Doubling the Number of Scholarships for Business Students*** – The A-State College of Business became the first College in the Arkansas State University system to reach the level of 60 permanently endowed scholarships.
- ***Tripling the Number of Endowed Professorships for Business Faculty*** – The A-State College of Business tripled the number of Endowed Professorships (minimum \$250,000) for its entire history during my three years as Dean including the first Endowed Professorship in Accounting (Jones and Co./Louis and Ann Schaaf Professorship in Accounting) and the first Endowed Professorship in Sales Leadership (R.M. “Bob” Wood” Endowed Professorship in Sales Leadership).
- ***Significant Facility Upgrades to our Business Building*** – Through fundraising, donations, and Online MBA revenues, we were able to pay to transform our older building in those three years including the new Women’s Business Leadership Center, new R.M. “Bob” Wood Sales Center, new Lobby, new Accounting and CIT Department office, multiple new classrooms and new restrooms.
- ***Launching the A-State Women’s Business Leadership Center*** – We raised over \$500,000 in less than a year (June 2016-June 2017) for the center since which is dedicated to promoting leadership and achievement among the young women of Arkansas. The “Step up and Reach Back” leadership initiative is at the core of numerous programs that will be offered through the center and across the state. It houses an incredible assortment of programs, including female

business leaders mentoring female students, summer leadership academies in locations across the state to inspire and engage high school girls, and collaboration with STEM programs and other initiatives.

- **Launching the R.M. ‘Bob’ Wood Sales Leadership Center** – We raised over \$1,000,000 in less than two years (September 2015-June 2017) for the R.M. “Bob” Wood Sales Leadership Center which provides a laboratory environment for students and area professionals to perfect their sales and presentation skills and includes state-of-the-art video training software along with two practice environments – a boardroom and individual sales-presentation settings.

SELECTED PEER-REVIEWED PUBLICATIONS

- Nonis, Sarath, Gail Hudson and C. Shane Hunt (2024), “Mental health among college students: Relationships with Actively Open-Minded Thinking, Spirituality, and Psychological Wellbeing,” *Journal of Education for Business*. (February) 223-236.
- Nonis, Sarath, Clint Relyea and C. Shane Hunt (2020), “Developing Students Global Mindset: An Event-Based Approach,” *Journal of Teaching in International Business*. 31 (2) 130-153.
- Mello, John, C. Shane Hunt and Abby Mello (2018), “Driver Control Practices: The Voice of the Driver,” *Transportations Journal*. 57 (1) 53-82.
- Saldanha, John P, Jason W. Miller, C. Shane Hunt, and John Mello (2014), “Linking Formal Controls to Motor Carrier Performance: Curvilinear and Interaction Effects,” *Transportation Research Part E*. (64) April, pp. 28-47.
- Miller, Jason W. John P. Saldanha, C. Shane Hunt, and John Mello (2013), “Combining Formal Controls to Improve Firm Performance,” *Journal of Business Logistics*, 34 (4), 301-318. (**Awarded Best Paper of the Year in the Journal of Business Logistics**)
- Saldanha, John P., C. Shane Hunt, and John Mello (2013), “The Key to Managing Truck Drivers: Using Formal and Informal Controls to Improve Motor Carrier Performance” *Journal of Business Logistics*, 34 (1), 15-32.
- Mello, John and C. Shane Hunt (2009), “Developing a Theoretical Framework for Research Into Driver Control Practices in the Trucking Industry,” *Transportation Journal*, 48 (4), 20-39.
- Pappas, James M., Flaherty, Karen E., and C. Shane Hunt (2007), “The Joint Influence of Control Strategies and Market Turbulence on Strategic Performance in Sales-Driven Organizations,” *Journal of Behavioral and Applied Management*, 8, 141-164.
- Flaherty, Karen E., Todd J. Arnold and C. Shane Hunt (2007), “The Influence of an Ideal Control System on Salesperson Performance and Championing,” *Journal of Personal Selling and Sales Management*, 27, 221-233.

TEXTBOOKS AUTHORED

- Hunt, C. Shane Hunt, George Deitz, and John D. Hansen (2024). *Professional Selling*. 262 pgs. New York, NY: McGraw-Hill.
- Hunt, C. Shane Hunt, John E. Mello, and George Deitz (2023). *Marketing*. 616 pgs. New York, NY: McGraw-Hill.

- Hunt, C. Shane Hunt, George Deitz, and John D. Hansen (2021). *Professional Selling*. 260 pgs. New York, NY: McGraw-Hill.
- Hunt, C. Shane Hunt, John E. Mello, and George Deitz (2020). *Marketing*. 634 pgs. New York, NY: McGraw-Hill.
- Hunt, C. Shane Hunt, John E. Mello, and George Deitz (2017). *Marketing*. 601 pgs. New York, NY: McGraw-Hill.
- Hunt, C. Shane and John E. Mello (2014). *Marketing*. 454 pgs. New York, NY: McGraw-Hill.

SELECTED REFEREED CONFERENCE PROCEEDINGS

- Hunt, C. Shane (2018), "Right Up Their Alley: Enhancing Student Learning Through an Experiential Sales Project for a Professional Bowling Event." *2018 Marketing Management Association pp. 104-105*. Kansas City, MO: Marketing Management Association.
- Okechukwu, Obinna and C. Shane Hunt (2017), "'Does Context Matter? An investigation of the Contextual Interpretation of Predictive Analytics on Consumer Marketing Effectiveness.'" 2017 American Marketing Association Winter Conference.
- Hunt, C. Shane (2012), "Selling For a Cause: Using Experiential Learning To Teach Professional Selling, Price Negotiation, and Social Responsibility," *2012 Marketing Management Association pp. 108-110*. Minneapolis, MN: Marketing Management Association.
- Hunt, C. Shane (2010), "Give them what they Want: The Influence of Compensation Plan Choice on Salesperson Organizational Identification and Perceived Organizational Support," *2010 National Conference in Sales Management*, pp 37-39.
- Nonis, Sarath A., C. Shane Hunt, and Gail Hudson (2009), "Role of Instructor and Comparison of Student Experiences in Traditional Versus Online Classroom Learning Environments," *2009 Association of Collegiate Marketing Educators*, Oklahoma City, OK. (**Awarded Best Paper in Marketing Education Track**)
- Hunt, C. Shane (2008), "The Impact of Perceived Organizational Support on Formal Sales Management Controls and Salesperson Performance," *2008 Society for Marketing Advances*, pp.278-279, St. Petersburg, FL.
- Hunt, C. Shane, Gary L. Frankwick, and Cindy Claycombe (2004), "Information Sources Used by Buyers During Relationship Development in Business Markets," *2004 AMA Summer Educator's Proceedings*, Volume 15, pp. 159-160, Chicago, IL: American Marketing Association.

TEACHING EXPERIENCE

Courses Taught

- Professional Selling/Sales Management (13 sections)
 - *Class Evaluation (average): 4.89/5.00*
- Marketing Management (15 sections)
 - *Class Evaluation (average): 4.92/5.00*
- Principles of Marketing (42 sections)
 - *Class Evaluation (average): 4.87/5.00*
- Strategic Marketing (MBA) (19 sections)
 - *Class Evaluation (average): 4.84/5.00*

OTHER ACADEMIC PROFESSIONAL INVOLVEMENT

- Vice Chair, American Marketing Association Sales Special Interest Group (2010 – 2014)
- Track Chair, Society for Marketing Advances Conference
- Track Chair, Association of Collegiate Marketing Educators Conference
- AACSB Peer Review Team Member 2016-Present
- Reviewer, Journal of Services Marketing
- Reviewer, National Conference on Sales Management Conference
- Reviewer, American Marketing Association Educators Conference
- Reviewer, Society for Marketing Advances Conference
- Reviewer, Global Sales Science Institute
- Reviewer, European Journal of Marketing
- Reviewer, Journal of Marketing Channels
- Presenter at Society for Marketing Advances Doctoral Consortium
- Presenter at Marketing Management Association Doctoral Teaching Consortium
- Participant at the National Security Seminar at the United States Army War College in 2018

PROFESSIONAL EXPERIENCE

Manager, Business Development, Citynet Fiber Network, Tulsa, Oklahoma (2005-2007)

- Responsible for structuring large capital deals and working closely with the sales team to meet the needs of major clients including SBC, Verizon, AT&T and the U.S. Government.
- Combined marketing expertise with advanced quantitative skills to provide creative and effective solutions for the Marketing and Sales organization.
- Directed Mergers and Acquisitions initiatives for the company throughout North America.

Senior Analyst, Network Pricing, WilTel Communications, Tulsa, Oklahoma (2003-2005)

- Responsible for the development and pricing of the company's products and services.
- Coordinated development, pricing, financial modeling, and promotion of products and services for company with \$1.7 billion dollars in annual revenue.
- Responsible for leading a team of pricing professionals to achieve company goals.

Product Manager, AFN Communications, Tulsa, Oklahoma (2001-2003)

- Responsible for the development and marketing of the company's new products.
- Managed promotional activities for company products and services.
- Developed pricing matrix for new product offerings.

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Society for Marketing Advances
- Association of Collegiate Marketing Educators
- The Association to Advance Collegiate Schools of Business (AACSB)

SERVICE

- Board Member and Board President, United Way of Southeastern Idaho (2020-Present)
- Board Member, Pocatello-Chubbuck Chamber of Commerce (2022-Present)
- Board Member, Friends of Idaho Public Television (2022-Present)
- Board Member, Zoo Idaho Zoological Society (2020- 2024)
- Board Member, Girl Scouts of Silver Sage (2021- 2024)
- Board Member and Board President, United Way of Northeast Arkansas (2014-2020)
- Board Member, Girl Scout Diamonds of Arkansas, Oklahoma, and Texas (2017-2020)
- Board Member, Crowley's Ridge Development Council (2017-2020)
- Guided 19 educational trips for students throughout the United States