**Jeffrey S. Harper**

Texas Tech University

Jerry S. Rawls College of Business

Area of Marketing & International Business

Lubbock, Texas 79409-2101

(806) 834-3028

E-mail: Jeffrey.Harper@ttu.edu

### Education

**Doctor of Philosophy, Hospitality Administration, 2016**

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, Mortar Board & Omnicron Delta Kappa Faculty Recognition Award

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, 2008-present

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

# Adjunct Instructor, CIMBA (Paderno, Italy), Summer 2016 & 2017

### 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)**

Courses Taught Enrollment Student Evaluation

Introduction to Marketing (Fall 2016) 245 4.85

Market Promotions (Fall 2016) 65 4.96

Market Promotions (Fall 2016) 65 4.79

Introduction to Marketing (Spring 2016) 245 4.84

Market Promotions (Spring 2016) 60 4.62

Market Promotions (Spring 2016) 60 4.65

Introduction to Marketing (Fall 2015) 245 4.68

Market Promotions (Fall 2015) 65 4.64

Market Promotions (Fall 2015) 65 4.64

Introduction to Marketing (Spring 2015) 245 4.63

Market Promotions (Spring 2015) 60 4.72

Market Promotions (Spring 2015) 60 4.76

Fundamentals of Marketing (Fall 2014) 74 4.74

Introduction to Marketing (Fall 2014) 247 4.56

Introduction to Marketing honors (Fall 2014) 25 4.85

Market Promotions (Fall 2014) 47 4.87

Introduction to Marketing (Spring 2014) 243 4.76

Market Promotions (Spring 2014) 50 4.74

Introduction to Marketing (Summer II 2014) 34 4.83

Consumer Behavior 25 4.57

Fundamentals of Marketing (Fall 2013) 80 4.64

Introduction to Marketing (Fall 2013) 243 4.75

Market Promotions (Fall 2013) 47 4.58

Fundamentals of Marketing (Spring 2013) 43 4.87

Fundamentals of Marketing (Spring 2013) 60 4.80

Market Promotions (Spring 2013) 46 4.90

Fundamentals of Marketing (Summer I 2013) 14 5.0

Market Promotions (Summer I 2013) 11 5.0

Consumer Behavior (Summer II 2013) 25 4.83

Market Promotions (Summer II 2013) 23 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

Consumer Behavior (Summer II 2012) 21 4.0

Market Promotions (Summer II 2012) 16 4.67

International Marketing (Summer I 2012) 22 4.67

Fundamentals of Marketing (Summer I 2012) 8 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) 48 4.59

Fundamentals of Marketing (Spring 2011) 79 4.80

Market Promotions (Spring 2011) 86 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***

CIMBA- Paderno Italy Summer I 2016

Introduction to Marketing

Rawls College of Business- Faculty led program Dublin, Ireland Summer II 2016

Co-created and taught on Dublin Ireland faculty led program

University College of Southeast Norway; Honefoss, Norway Summer I 2001-2005

International Marketing, (Summer I 2001-2005)

***Service***

Faculty Advisor for Marketing & International Business Internships (Summer 2017-present)

Rawls College of Business, Texas Tech University

Chair, Rawls Undergraduate Program’s Advisory Committee (Fall 2017-present)

Rawls College of Business, Texas Tech University

Advisor Tech Marketing Association (Fall 2013- Summer 2016)

Rawls College of Business, Texas Tech University

Co-Advisor Tech Marketing Association (Spring 2013)

Rawls College of Business, Texas Tech University

Mentor Tech (Fall 2006-present)

Texas Tech University

Committee Member of Instructors Merit Committee (Spring 2012)

Rawls College of Business, Texas Tech University

Chair, Instructors Merit Committee (Spring 2013-Spring 2014)

Rawls College of Business, Texas Tech University

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

Texas Tech University

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

# *Grant Activity*

***Government Grants Purpose Amount***

US DoED Language Grant (1997) Development of IB degree & IB classes $172,542

US DoED BIE Proposal (1998-2000) Study abroad faculty & program development $179,668

US DoED BIE Proposal (2000-2002) Study abroad faculty & program development $187,256

US DoED BIE Proposal (2002-2004) Study abroad faculty & program development $198,083

Texas Excellence Grant (2002-20003) Support & match for outside funding $100,000

***Private Foundations***

Halliburton Foundation (1999) Study Abroad Scholarships $7,500

Halliburton Foundation (2000) Study Abroad Scholarships $7,500

Valley Foundation (2000-20002) Study Abroad Scholarships, office renovation, $154,440

and program development

CH Foundation (2003) Study Abroad Scholarships $15,000

S.G. Roberts Foundation (2005) IMBA & Graduate Scholarships $90,000

# *Degree Programs*

International Business Degree BBA (2001)- help create, build curriculum and administer international business degree

Masters of International Business Administration (2003)- help, create, build curriculum and administer Masters of International Business Degree

# *Professional Affiliations*

National Association of Foreign Study Advisors (NAFSA)

Phi Beta Delta, Honor Society for International Scholarship

***Conferences Attended***

National Association of Foreign Study Advisors, 1999-2001, 2006-2010

3rd International Wine Business & Marketing Conference, Montpellier, France (July, 2006)

CIMBA- International Education Advisors Conference- 2003 Paderno, Italy delivered lecture entitled “Integrated Marketing Programs for International Education Programs”

Texas Consortium for Study Abroad, 1997

Texas Consortium for Study Abroad, 1998

Texas Consortium for Study Abroad, 1999