

Laura Alderson

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Education

EdD 2017 (ABD) University of Memphis, Instructional Curriculum and Leadership; Major Concentration: Instructional Design and Technology

2002 – 2014 30 hours doctoral coursework in quantitative and qualitative research methods; 9 hours doctoral coursework in management, University of Memphis

MBA 1992 University of Mississippi, Marketing focus

BBA 1989 University of Mississippi, General Business

Academic Work Experience

2017 – present; 2001 – 2003 **Adjunct Instructor**, Department of Management, School of Business Administration, University of Mississippi

- Selection and Placement
- Organizational Behavior
- Business Communication

2001 – present **Instructor of Management**, Department of Management, Fogelman College of Business and Economics, University of Memphis

Taught traditional classroom, online, and hybrid undergraduate and graduate courses, including:

- Principles of Management (graduate- and undergraduate-level)
- Human Resource Management
- Compensation & Performance Management
- Project Management (graduate-level)
- International Business Communication
- International Management
- Business Communication
- Organizational Behavior
- Introduction to Business

2002 – present **Online Instructor**, Department of Management, Fogelman College of Business and Economics, University of Memphis, TBR, and University College

1999 – 2001 **Adjunct Instructor**, Department of Management, Fogelman College of Business and Economics, University of Memphis

1994 – 2000 **Adjunct Instructor**, Business Administration, Division of Business, Northwest Mississippi Community College

Honors and Awards

2016, **Teaching Award**, Management Department, Fogelman College of Business & Economics, University of Memphis

2015, **Service Award**, Management Department, Fogelman College of Business & Economics, University of Memphis

2014, **Service Award**, Management Department, Fogelman College of Business & Economics, University of Memphis

2013, **Teacher of the Year Award**, Honors College, Fogelman College of Business & Economics, University of Memphis

2013, **Teaching Award**, Management Department, Fogelman College of Business & Economics, University of Memphis

2006, **Distinguished Faculty Award**, University College, University of Memphis

2004, **Advising Award**, University College, University of Memphis

2003 Spring, **TBR Outstanding Online Instructor**, Tennessee Board of Regents

2000 Fall, **Distinguished Adjunct Faculty Award**, University of Memphis

Peer-Reviewed Publications and Proceedings

Royne, M., Theime, J., Levy, M., Oakley, J., & Alderson, L. (2016, May). From thinking green to buying green: Consumer motivation makes the difference. *Journal of Business Strategy* 37(3), 37-43.

Alderson, L., & Lowther, D. (2014, November). Factors that may influence instructors' choices of including social media when designing online courses. In M. Simonson (Ed.), *Thirty-Seventh Annual Proceedings, The Annual Convention of the Association for Educational Communications and Technology*, Jacksonville, FL, November 2013, 205-211, retrieved from <http://www.aect.org>

Alderson, L., Lowther, D., & Martindale, T. (2013, October). Laying the groundwork for an international online collaboration project between Indonesian and American Students in higher education. In M. Simonson (Ed.), *Thirty-Sixth Annual Proceedings, The Annual Convention of the Association for Educational Communications and Technology*, Anaheim, CA, October 2013, 337-341, retrieved from <http://www.aect.org>

Alderson, L., Lowther, D., & Martindale, T. (2012, October). Engaging employees in continuous learning and development with mobile devices: Current research and practice. In M. Simonson (Ed.), *Thirty-Fifth Annual Proceedings, The Annual Convention of the Association for Educational Communications and Technology* (pp. 205-208). Louisville, Kentucky. Association for Educational Communications and Technology. Retrieved from <http://www.aect.org>

Yelkur, R., Bailey-Hughes, B., & Alderson, L. Making the Most of an International Study Abroad Trip for Faculty Development, *2010 Marketing Management Association Fall Educator's Conference Proceedings*, (pp. 61-62). Indianapolis, IN, September 2010

Conference Presentations

Alderson, L., and Lowther, D. (2014) *Factors That May Influence Instructors' Choices of Including Social Media When Designing Online Courses*. 2014 Association for Educational Communications & Technology International Conference, November 4-8, 2014, Jacksonville, FL.

Alderson, L., and Yelkur, R. (2014) *Sustainable Singapore: A Role Model for Urban Communities*. 2014 Global Business Sustainability Conference, September 23-26, 2014 University Center, MI.

Alderson, L. (2013) *A U.S. Online International Management Class Exchanges Research with an Indonesian International Business Class*. Global Business and International Management Conference, August 10-12, 2013, Portland OR.

Alderson, L., Lowther, D., & Martindale, T. (2013). *Laying the Groundwork for An International Online Collaboration Project Between Indonesian and American Students in Higher Education*. 2013 Association for Educational Communications & Technology International Conference, October 29 – November 2, 2013, Anaheim, CA.

Alderson, L., Lowther, D., & Martindale, T. (2012). *Engaging Employees in Continuous Learning and Development With Mobile Devices: Current Research and Practice*. 2012 Association for Educational Communications & Technology International Conference, October 29-November 3, 2012, Louisville, KY.

Alderson, L. (2010). *Incorporating the Use of More Collaborative Communication Technologies in Business Communication Courses*. 75th Annual Convention, Association of Business Communication, October 26-30, 2010, Chicago, IL.

Alderson, L. (2010). *Best Practices Assignment*. 75th Annual Convention, Association of Business Communication, October 26-30, 2010, Chicago, IL.

Yelkur, R., Bailey-Hughes, B., and Alderson, L. (2010). *Making the Most of an International Study Trip for Faculty Development*. Marketing Management Association Fall Educator's Conference, September 30, 2010, Indianapolis, IN.

Chaney, L., Green, C., and Alderson, L. (2003, October). *A Comparison of Students' and Employees' Knowledge of Electronic Resumes*. Association for Business Communication Annual Proceedings, Albuquerque, NM.

Academic Service

Reviewer, Southern Management Association, 2014; 2008; 2007

Chair and discussant for Academy of Management; Work, Family, and Gender Cross Divisional Paper Committee, August 2011

Discussant for Southern Management Association, Fall Conferences 2009; 2008

University of Memphis Service

2014 – present: Principles of Management Coordinator, overseeing all sections

2013 – present: Library Aide (obtaining resources for department)

2012 – present: Department Online Learning Standards Committee

2010 – present: Tennessee Board of Regents Academic Audit Team leader

2006, 2011, 2016: AACSB Audit Committee Member

2009 – present: Management Department, Department Aide (Aid with our D2L courses)

2009 – present: FCBE eLearn Committee

2008 – present: MILE program participant

2006 – present: FCBE Assurance of Learning Participant (meeting SACS requirements)

2015 – 2016: Undergraduate BBA Curriculum Committee Member

2015: Department of Management Faculty Search Committee

2010: Online Course Developer for MGMT 3110, 3510, & 4810

2009 – 2010 Four Cs Committee Member

2009 – 2010: Management Department Online BA committee

2009 – 2010: Fogelman Promise Committee (Dining; Etiquette; Professional Code; Toastmasters)

2009: Audit Team for online programs University College

2007: Discover Your Major Day, set up booth and presented PowerPoint Presentation to students and their parents

2005 – 2006: MBA Task Force

2006: Fogelman College of Business Committee on Management Ph.D. Website

2006: Marshal for Graduation

2004: Fogelman College of Business Scholarship Committee

2002 – 2004: Faculty Senate

Consulting

Authored: Course Outcomes, Learning Outcomes, and Learning Objectives for Principles of Management, April 2017, for major higher education textbook publisher.

Authored: CLEP Human Resources Testbank, May 2016.

Editor: July 2014, Edited Test Bank for textbook: Dessler, G., (2016), *Fundamentals of Human Resources Management* (4th ed.), Pearson Publishers.

Authored: PowerPoint slides, 2014, September, Dessler, G. (2016), *Fundamentals of Human Resources Management* (4th ed.). Pearson Publishers.

Authored: PowerPoint slides, 2014, September, Gomez-Mejia, L., Balkin, D., and Cardy, R. (2016), *Managing Human Resources* (8th ed.). Pearson Publishers.

Researcher (team member): *Continuous Learning Research Coalition* that was partnered with FedEx Express. Researched in the areas of burnout, change management, employee engagement as it pertains to high performance and retention outcomes, 2012-2014.

Review Editor: *Management, Leading, & Collaborating in a Competitive World* (10th ed.) 2012, by Bateman, T. and Snell, S., McGraw Hill

Review Editor: *Management* (5th ed.) 2010, by Angelo Kinicki and Brian Williams, McGraw Hill

Reviewed Editor: *M: Business Communication*, 1ed (2010), by Flatley, M., Rentz, K., Lentz, M. Work, McGraw Hill

Review Editor: *Management: Leading and collaborating in a competitive world*, 9ed (2009) by Bateman, T. and Snell, S., McGraw Hill

Editor: Fall 2009 and 2010, Test questions for online tools for book: *Management* by Bateman, T. and Snell, S., McGraw Hill

Review Editor: *M: Business Communication* (2009) by Rentz, K., Lesikar, R., and Flatley, M., McGraw Hill

Review Editor: *Business Communication* by K. Rentz, R. Lesikar, and M. Flatley McGraw Hill 2009

Review Editor: *Business Communication: Building Critical Skills* by K. Locker and S. Kaczmarek, McGraw Hill 2008

Review Editor: *Management* (10th edition) by Stephen Robbins and Mary Coulter, Prentice Hall 2008

Review Editor: *Human Resources Management* (5th edition) by John Bernardin, McGraw-Hill 2008

Review Editor: *Management*, (2008) by Kinicki, A., and Williams, B., McGraw Hill

Speaker: "Business Etiquette" for Keep Tennessee Beautiful Organization, February Retreat 2008.

Editor: *One Hour Martin-izing* by Frank Saitta, Authorhouse Publishers, 2008.

Writing Coach: Executive Coordinator-Strategic Partnerships for Hilton Hotels Corporation, 2007

Review Editor: *Management* by Charles Hill and Steven McShane. McGraw-Hill 2007.

Authored: "chapter learning summaries" for *Management* by Charles Hill and Steven McShane, McGraw Hill 2007.

Writing Coach: for a Senior Sales Executive for Hilton Hotels Corporation, 2004.

Professional Certification

April 1998 – 2013, **Professional Human Resources** Certification, Human Resources Certification Institute, *Applying for recertification for 2014 – 2017

2010, Management Department Aide Certification

2009, eCourseware (Desire to Learn) Certification

Professional Memberships

2005 – present	Academy of Management
2010 – present	Association for Educational Communications & Technology
2010 – present	Educause
1998 – present	Society for Human Resources Management
2002 – present	Southern Management Association
Past:	
2009 – 2011	American Marketing Association
2010 – 2015	American Society for Training & Development
2010 – 2015	Association of Business Communication
2010 – 2012	Marketing Management Association
2009 – 2014	Toastmasters International

Professional Skills

Copy Editing; SPSS; Document Accessibility; Camtasia; iSpring; Screencast-o-Matic; Ensemble; Brightspace: Desire to Learn; Blackboard; WebCT; Respondus; Knowledge of Employment Law; Microsoft Office

International Travel

England (2002); France (2002); Greece (2010); Monaco (2002);
For CIBER FDIB: Canada (2008); Indonesia (2013); Malaysia (2011); Singapore (2011);
 Turkey (2010)

Corporate Work Experience

Autozone, Inc., Memphis, TN, **Employee Relations Specialist**, April 1999 - September 2000
 Provided sound guidance to operations and human resource managers in investigative matters, employee relations, disciplinary, and legal matters; Researched and wrote defense responses to Department of Labor (DOL) and EEOC charges; Effectively communicated with DOL, EEOC, and attorneys; Prepared EEOC and litigation reports; Compiled EEO-1 report representing 40,000+ employees; Strong knowledge of employment law.

Centralized Marketing Company (CMC,) Memphis, TN, **Human Resources Supervisor**, August 1998 - January 1999
 Managed sourcing and recruitment of 150+ corporate exempt and non-exempt positions; EEO tracking and reporting; EEO-1 report for 500+ employees; Administered company-wide benefits; Provided internal statistical reporting; Managed and maintained company policies; Facilitated new-hire orientation and exit interviewing; Coordinated company award presentation ceremony and community volunteer programs sponsored by company; Managed HRIS database.

Bank of America (formerly NationsBank), Memphis, TN Human Resources Generalist, Bank Officer, August 1997 - August 1998

Consultant to managers and 100+ employees; Provided research to internal legal department on EEOC claims and coordinated Workers Compensation; Coached supervisory staff to implement disciplinary policy and resolve personnel issues; Ensured compliance with federal regulations; Selected as Communications Coach for NationsBank MAPS training program; Created and presented employee benefits presentations; Facilitated new-hire orientation; Managed FMLA.

Entergy, Memphis, TN, Human Resources Specialist/Corporate Recruiter, April 1996 - July 1997

Provided employee relations support to 100+ corporate staff of exempt management/professional and non-exempt level employees; Monitored EEO compliance, applicant tracking, employee exit interviews; Managed sourcing and interviewing of qualified candidate pool of 200+ employees for Marketing, Sales, MIS, Engineering, Accounting, Finance, Operations, and Customer Service departments for a Fortune 200 corporation; Administered internal posting system and external ad placement; Presented company opportunities at colleges; Coordinated relocation needs for all employees; Consulted and counseled with hiring managers on effective recruitment and hiring decisions; Analyzed sales productivity and suggested recruiting tactics; Appointed by CEO in facilitating company-wide employee communication sessions; Co-authored company policies and procedures; Coordinated and implemented outplacement service to employees.

Executive Assistant to Vice President of Sales, November 1994 – April 1996

Analyzed and tracked sales data against projected sales plan by sales representative, district, region, and company total; Assisted management process of 200+ sales teams; Created formal sales presentations including speeches, charts, graphics and spreadsheets; Organized, developed, and facilitated training procedures for sales administrative assistants located in 28 states; Assisted in marketing research project for Texas Utility Project for Western Region; Promoted to Corporate Recruiter.

Systems Analyst, November 1993 – November 1994

Provided full technical support to 24 sales districts of system designs; Examined problems of system design and directed solutions; Promptly communicated changes in policies and procedures to sales districts; Increased district productivity by quick response time and accurate surveys to sales districts.