

Resume: Dr. Fred R. David

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Education:

UNIVERSITY OF SOUTH CAROLINA
Ph.D. in Business Administration
Ph.D Received August 15, 1981

Major in General Management with
primary interest in Strategic
Management. Minor in Marketing.

WAKE FOREST UNIVERSITY
The Babcock Graduate School of Mgt.
MBA Degree Received May 19, 1975

Completed this 60 hour MBA Program.
The Babcock School is AACSB International
accredited.

WAKE FOREST UNIVERSITY
Winston-Salem, North Carolina
BS Degree Received May 28, 1973

Major in Mathematics. Received a
North Carolina Teachers' Certificate.
Active in intramurals.

Teaching Experience:

FRANCIS MARION UNIVERSITY
School of Business

Employed as the TranSouth Professor of
Strategic Management. Member of Beta

Florence, South Carolina
August 1988 to present

Gamma Sigma. The FMU School of Business is AACSB International accredited at both the MBA and BBA levels. Consistently receive outstanding student/teacher evaluations.

AUBURN UNIVERSITY
Department of Management
Auburn, Alabama
July 1986 to July 1988

Associate Professor of Management

MISSISSIPPI STATE UNIVERSITY
Department of Management
Starkville, Mississippi
May 1983 to July 1986

Associate Professor of Management

EAST CAROLINA UNIVERSITY
Department of Management
Greenville, North Carolina
January 1981 to May 1983

Assistant Professor of Management

UNIVERSITY OF SOUTH CAROLINA
Department of Management
Columbia, South Carolina
August 1978 to December 1980

Instructor in Business Administration

UNIVERSITY OF NC AT PEMBROKE
School of Business Administration
Pembroke, North Carolina
August 1976 to August 1978

Instructor in Business Administration

Work Experience:

UNITED CAROLINA BANK
Whiteville, North Carolina
June 1975 to September 1976

Assistant Manager of United Carolina Bank
in Elizabethtown, North Carolina

Textbooks Published:

David, Fred R. and David, Forest R. 2017. *Strategic Management Concepts and Cases – A Competitive Advantage Approach*, 16th Edition. Pearson Education: Hoboken, N.J.

David, Fred R. and David, Forest R. 2017. *Strategic Management Concepts – A Competitive Advantage Approach*, 16th Edition. Pearson Education: Hoboken, N.J.

Note: This is a mainstream strategic management textbook consisting of 11 chapters, 45 experiential exercises, and 29 cases, totaling 651 pages. This text is globally available in many languages, including Chinese, Japanese, Farsi, Thai, Spanish, Indonesian, Malaysian, Vietnamese, and Arabic. The author website for this textbook is www.strategyclub.com This textbook leads the market in Japan, China, India, Malaysia, Mexico, Peru, Indonesia, Pakistan, Ireland, Singapore, and the Middle East, and is #3 in the USA.

Journal Articles Published:

David, Fred R., Meredith E. David, and Forest R. David, “The Integration of Marketing Concepts in Strategic Management Courses: An Empirical Analysis,” SAM Advanced Management Journal, (forthcoming).

David, Fred R., Meredith E. David, and Forest R. David, “How Important is Finance Coverage in Strategic Management? A Content Analysis of Textbooks,” International Journal of Business, Marketing, and Decision Sciences (IJBMDs), 4, no. 1, (Winter 2016), p. 21-32.

David, Fred R., Forest R. David, and Meredith E. David, “Benefits, Characteristics, Components, and Examples of Customer-Oriented Mission Statements,” International Journal of Business, Marketing, and Decision Sciences (IJBMDs), 9, no. 1, (Fall 2016), p. 1-14..

David, Meredith E., Fred R. David, and Forest R. David, "The Quantitative Strategic Planning Matrix: A New Marketing Tool," Journal of Strategic Marketing, 3, (April 2016), p. 1-11.

David, Meredith E. and Fred R. David, "Are Key Marketing Topics Adequately Covered in Strategic Management?" Journal of Strategic Marketing, 24, (March 2016), p. 1-13.

David, Meredith E., David, Forest R., and David, Fred R. "Mission Statement Theory and Practice: A Content Analysis and New Direction," International Journal of Business, Marketing, and Decision Sciences (IJBMDs), 7, 1, Summer 2014, p. 95-109.

David, Fred R. and David, Forest R. "Comparing Management Curricula with Management Practice." SAM Advanced Management Journal, 76, no. 3, Summer 2011, p. 48-55.

David, Fred R., David, Meredith E., and David, Forest R. "What Are Business Schools Doing For Business Today?" Business Horizons, February 2011, p. 51-62.

David, Meredith E., David, Forest R., and David, Fred R. "The Quantitative Strategic Planning Matrix (QSPM) Applied to a Retail Computer Store." Coastal Business Journal, Spring 2009.

David, Fred R. "Strategic Management: A Guide for the Classroom and the Field - An Interview with Fred David," Journal of Business Strategy, March 2005. www.journalofbusinessstrategy.com

Shah, Amit, David, Fred R., and Surawski, Z. "Strategic Planning Among Churches." Coastal Business Review. " November 2003, p. 21-30.

David, F.R. "Strategic Management Case Writing: Suggestions After Twenty Years Experience." Advanced Management Journal, October 2003, p. 22-32.

David, Forest and David, F.R. "It's Time to Redraft Your Mission Statement." Journal of Business Strategy, February 2003, p. 22-32.

David, Forest, and David, F.R. and Kelley, D. "Small Business Owner Succession Planning: An Empirical Study," Management in Practice, Summer 2002, no. 1, p. 1-6.

Groom, J.R. and David, F.R. "Competitive Intelligence Activity Among Small Organizations," SAM Advanced Management Journal, 66, no. 1, Winter 2001, p. 12-29.

Fenton, J.W. Jr., Kinard, J.L., and David, F.R. "Negligent Hiring & Retention," Health Care Labor Manual, Release 107, February 21, 1992 (Gaithersburg, MD, Aspen Publishers).

Fenton, J.W. Jr., Kinard, J.L., and David, F.R. "Negligent Hiring & Retention: Some Evidence of Hospital Vulnerability," Human Resource Management in Health Care, June 1992 (Gaithersburg, MD, Aspen Publishers).

Fenton, J.W. Jr., Kinard, J.L., and David, F.R. "Negligent Hiring and Retention: Some Evidence of Hospital Vulnerability," Health Care Management Review, 16, 1, January 1991, p. 65-73.

Pearce, J.A. II, and David, F.R. "Corporate Mission Statements." Article from Academy of Management Executive reprinted in Strategic Planning by J.W. Pfeiffer, 1991, Pfeiffer & Company, p. 123-138.

David, F.R., Anderson, L.M., and Lawrimore, K.W. "Perspectives on Business Ethics in Management Education." SAM Advanced Management Journal, 55, no. 4, Autumn 1990, p. 28-32.

David, F.R. "The Big Store - A Book Review," Academy of Management Executive, III, no. 1, February, 1989, p. 74-76.

David, F.R., Pearce, J.A. II., and Randolph, A. "Linking Technology and Structure to Improve Group Performance." Journal of Applied Psychology, Vol. 74, April, 1989, p. 233-242.

David, F.R. "How Companies Define Their Mission." Long Range Planning, 22, no. 1, February, 1989, p. 90-97.

David, F.R., Robin, D. and Giallourakis, M. "The Nature of Codes of Business Ethics: A Strategic Perspective." Journal of Business Strategies, Vol. 6, No. 1, Spring 1989, p. 1-14.

Robin, D., Giallourakis, M., David, F.R., and Moritz, T.E. "A Different Look at Codes of Ethics." Business Horizons, 32, no. 1, January-February, 1989, p. 66-73.

David, F.R. and Cochran, D.S. "A Study of Corporate Mission Statements." Journal of Business Strategies, 4, no. 2, Fall, 1987, p. 59-67.

Pearce, J.A. II and David, F.R. "Corporate Mission Statements: The Bottom Line." Academy of Management Executive, 1, no. 2, May, 1987, p. 109-116.

David, F.R. and Cochran, D.S. "Characteristics of Boundary Spanning Communicators." Journal of Technical Writing and Communication, 17, no. 2, 1987, p. 165-178.

Cochran, D.S. and David, F.R. "Communication Effectiveness of Organizational Mission Statements." Journal of Applied Communication Research, 14, no. 2, Fall, 1986, p. 108-118.

David, F.R. "The Strategic Planning Matrix - A Quantitative Approach." Long Range Planning, 19, no. 5, October, 1986, p. 102-107.

David, F.R. "Steps Outlined for More Effective Strategic Management," Mississippi Business, June 23, 1986, p. 5.

David, F.R. "A Framework for Conducting an External Strategic Management Audit." Journal of Business Strategies, 3, no. 1, Spring, 1986, p. 22-33.

David, F.R. and Marlow, N. "The Cessna Aircraft Corporation." Journal of Management Case Studies, 2, no. 1, Spring, 1986, p. 33-44.

Cochran, D.S., David, F.R., and Gibson, C.K. "A Framework for Developing an Effective Mission Statement." Journal of Business Strategies, 2, no. 2, Fall, 1985, p. 4-17.

David, F.R. "Formulating Strategies Objectively: Analytical Tools." Chapter 21 in The Handbook of Business Strategy - 1985/1986 Yearbook. New York, N.Y.: Warren, Gorham & Lamont, Inc. November, 1985, p. 1-19.

Tomkiewicz, J. and David, F.R. "Young Versus Old in the Workplace: Who Outperforms Whom?" The Magazine of Bank Administration, October, 1985, p. 54.

David, F.R. "Computer Assisted Strategic Planning for Small Businesses." Journal of Systems Management. 36, no. 7, July, 1985, p. 24-34.

David, F.R. "How Do We Choose Among Alternative Growth Strategies?" Managerial Planning, 33, no. 4, January/February, 1985, p. 14-17 & 22.

Tomkiewicz, J., Brenner, O., and David, F.R. "Managerial Effectiveness: Why Validity Is So Important." Management Psychology, 7, no. 12, December, 1984, p. 3-4.

Pearce, J.A. II. and David, F.R. "A Social Network Approach to Organizational Design-Performance." Academy of Management Review, 8, no. 3, July, 1983, p. 436-444.

David, F.R. "Women Supervisors and Effective Delegation." Mid-South Business Journal, III, no. 2, April, 1983, p. 24-26.

Tomkiewicz, J., Brenner, O., and David, F. R. "Job Expectations of Minority Employees: More Now." Management Psychology, 6, no. 1, January, 1983, p. 4 & 5.

Pearce, J.A. II., Chapman, B.L., and David, F.R. "Environmental Scanning for Small and Growing Firms." Journal of Small Business Management, 20, no.3, July, 1982, p. 27-34.

Pearce, J.A. II, Schmidt, R.R., and David, F.R. "The Problems of Small Businesses in the South Carolina Travel and Tourism Industry." Business and Economic Review, 26, no. 5, April, 1980, p. 18-23.

Professional Meeting Presentations:

David, Fred R., Meredith E. David, & Forest R. David. "How Important is Finance in Strategic Management?" 2016 IABPAD Conference in New Orleans, Louisiana, October 22, 2016.

David, Meredith E., Fred R., David, & Forest R. David. "Should Strategic Management Be Interdisciplinary? A Content Analysis and Empirical Analysis," 2016 National Academy of Management Meeting in Anaheim, California, August 7, 2016.

David, Fred R., Forest R. David, & Meredith E. David. "Benefits, Characteristics, and Components of Customer-Oriented Mission Statements," 2016 IABPAD Conference in Dallas, Texas, April 2016.

David, Meredith E. & David, Fred R. "The Role of Interpersonal Attachment Styles in Consumer Tendencies to Engage in Social Projection," 2016 AMA Winter Marketing Academic Conference in Las Vegas, Nevada, February 2016.

David, Meredith E., David, Forest R. & David, Fred R. "The QSPM: A New Marketing Tool," 2015 International Academy of Business and Public Administration Disciplines (IABPAD) Meeting in Dallas, Texas, April 2015.

David, Meredith E. & David, Fred R. "Mission Statements as a Key Tool for Marketing Strategy," American Marketing Association (AMA) 2015 Winter Marketing Educators Conference in San Antonio, Texas, February 2015.

David, Fred. R. & David, Forest R. "Corporate Mission Statements: A Content Analysis," 2014 International Academy of Business and Public Administration Disciplines (IABPAD) Meeting in Dallas, Texas, April 2014.

David, Fred R. & David, Forest, R. "The Past, Present, and Future of SAM: A SWOT Analysis," 2012 Society for the Advancement of Management (SAM) Conference in Las Vegas, Nevada, April 2012.

Tomlin, Sharynn and David, Fred R. "Case Writing and Analysis Workshop," Presented at the 2011 SEINFORMS meeting in Myrtle Beach, South Carolina, October 2011.

David, Meredith E. and David, Fred R. "Are Business Students Learning What Businesses Need?" Presented at the 2010 Academy of Marketing Science (AMS) Meeting in Portland, Oregon on May 27, 2010.

Forest R. David and David, Fred R. "To Align Management Curricula With Managers' Needs," Presented at the 2010 Society for the Advancement of Management (SAM) Conference in Arlington, Virginia on April 8, 2010.

David, Forest R. and David, Fred R. "Re-Accreditation: Doing Strategic Planning in a School of Business," Presented at the 2009 Annual SAM Conference in Las Vegas, Nevada in March 2009.

David, Fred. R., David, Forest R., and David, Meredith E. "Applying the Quantitative Strategic Planning Matrix (QSPM) to a Retail Computer Store," Presented at the 2008 SAM International Conference in Washington, DC and published in the *Proceedings*.

Fred. R. David, Forest R. David, and Sharynn Tomlin, "Case Writing and Analysis Workshop," Presented at the 2007 SEINFORMS meeting in Myrtle Beach, SC, October 2007.

Fred R. David, Forest David, Meredith David, "Applying the Quantitative Strategic Planning Matrix (QSPM) to a Retail Computer Store," 2008 SAM Annual Meeting, April 3-6, 2008.

Fred. R. David, Forest R. David, and Sharynn Tomlin, "Strategic Management Cases and Teacher's Notes Workshop," Presented at the 2007 Southeast Decision Sciences Institute (SEDSI) meeting in Orlando, Florida, February 2008.

Forest R. David, Fred R. David, and Robert E. Pugh, "Is General Business Still a Viable Major in Schools of Business?" Presented at the 2007 SEDSI Meeting in Myrtle Beach, SC. February 2007.

Fred R. David and Forest R. David, "Case Writing and Teachers' Note Guidelines," Presented at the 2007 Southeast Case Writers Association (SECRA) Meeting in Myrtle Beach, SC, February 2007.

David, Fred and David, Forest, "An Empirical Study of College and University Mission Statements." Presented at the 2006 meeting in Las Vegas, Nevada of the American Society of Business and Behavioral Sciences (ASBBS).

David, Fred and Stokes, Carolyn and Lawrimore-Belanger, Kay. "Putting Objectivity into the Promotion Decision." Presented at the 2006 meeting in Wilmington, North Carolina of SEDSI.

David, Fred R. How to Analyze a Strategic Management Case. Proceedings of the 2005 SAM International Management Conference in Las Vegas, NV in April 2005.

David, Forest and David, Fred. Family Business Succession: An RBV Approach to Sustained Competitive Advantage. Proceedings of the 2004 Allied Business Research Conference in San Juan, Puerto Rico in March 2004.

David, Fred R. Strategic Management Case Writing: Suggestions After 20 Years of Experience. Proceedings of the 2003 SAM International Management Conference.

David, Forest R., Melanie Galloway, and David, Fred R. How Firms Are Using The Internet: An Empirical Study. Proceedings of the 2002 International Business & Economic Research (IBER) Conference.

David, Forest R. and David, Fred R. Evaluating Mission Statements: An Exploratory Study. Proceedings of the 2002 Annual Meeting of the Southeast Institute for Operations Research and the Management Sciences (SE InfORMS).

Baker, Don and David, F.R. Management Education and the Natural Environment: An Empirical Study. Proceedings of the 2002 SAM International Management Conference.

Surawski, Z. III, David, F.R., and Shah, A. Strategic Planning Among Churches: An Empirical Analysis. Proceedings of the 2001 Institute of Behavioral and Applied Management (IBAM) Meeting.

Harrington, Dudley and David, F.R. Business Ethics and Compliance in Healthcare: An Empirical Study. Proceedings of the 2001 American Society of Business and Behavioral Sciences (ASBBS) Meeting.

Van Ness, Karen and Stokes, Carolyn and David, F.R. Predictability of Traditional Business Evaluation Models: An Empirical Analysis. Proceedings of the 2001 American Society of Business and Behavioral Sciences (ASBBS) Meeting.

Johnson, Donna and David, F.R. Strategic Planning Among Colleges and Universities: An Empirical Study. Proceedings of the 2001 SAM International Management Conference.

David, Forest, and Kelley, D., and David, F.R. Small Business Owner Succession Planning: An Empirical Study. Proceedings of the 2001 SAM International Management Conference.

Putnam, Hanna and David, F.R. The Nature and Role of Mission Statements in Strategic Management. Proceedings of the 2000 SAM International Management Conference.

Avent, Jim and David, F.R. Strategic Planning in Small Businesses – An Empirical Study. Proceedings of the 2000 SAM International Management Conference.

Groom, Jeremy and David, F.R. Application of Competition Intelligence Systems Among Small Businesses. Proceedings of the 2000 SAM International Management Conference.

David, F.R., Phipps, G., and Ward, M. Evaluating Business Policy Textbooks in Coverage of Global Issues. Proceedings of the 1999 SAM International Management Conference, p. 603-612.

David, F.R., Veno-Biering, C., Kenney, C., Byrd, A, Turhanoglu, U. Strategic Planning Resources on the Internet. Proceedings of the 1999 SAM International Management Conference p. 629-640.

David, F.R. The 26 Best Strategic Planning Web Sites. Proceedings of the 1998 SAM International Management Conference, p. 399-406.

David, F.R. The Strategy Formulation Analytical Framework. Proceedings of the 1997 SAM International Management Conference, p. 67-73.

David, F.R., Marcis, J., Kelley, D. and Deck, A. The Ethics Today of Managers Tomorrow. Proceedings of the 1997 Annual Conference of Region IV of the Small Business Directors Association Meeting, p. 124-129.

David, F.R., Fenton, J.W. Jr., and Lawrimore, K. Business Ethics Attitudes Among Small versus Large Firms. The 1991 Southern Management Association (SMA) Meeting. Proceedings, 1991, p. 91-93.

Fenton, J.W. Jr., Kinard, J.L., and David, F.R. Negligent Hiring and Retention: Some Evidence of Hospital Vulnerability. The 1990 Southern Management Association (SMA) Meeting. Proceedings, 1990, p. 103-105.

David, F.R. An Empirical Investigation of Codes of Business Ethics: A Strategic Perspective. The 1988 National Academy of Management Meeting. Best Papers Proceedings, 1988, p. 144-148.

David, F.R. and Giallourakis, D.M. Integrating Strategic Management and Organizational Culture. The 1987 Southern Management Association (SMA) Meeting. Proceedings, 1987, p. 223-225.

David, F.R. and Finch, B.J. The Link Between Strategic Management and the Operations Function: An Integrative Model. The 1987 Annual Meeting of the Decision Sciences Institute (DSI). Proceedings, 1987, p. 1153-1155.

David, F.R. and Pearce, J.A. II. Linking Technology and Structure to Enhance Group Performance. The 1987 Annual Meeting of the Decision Sciences Institute (DSI). Proceedings, 1987, p. 1124-1126.

David, F.R. Corporate Mission Statements and Organizational Performance. The 1987 National Academy of Management Meeting. Best Papers Proceedings. 1987, p. 371, (Abstract only).

David, F.R., Finch, B.J., and Zienert, L.A. Integrating the Production Function and Strategy Formulation. The 1987 National Academy of Management Meeting. Best Papers Proceedings. 1987, p. 429, (Abstract only).

David, F.R., Cochran, D.S., and Arnold, D.R. Corporate Mission Statements: The Impact of Size and User Sector Contingency Variables. The Southern Management Association Meeting. Proceedings, 1986, p. 296-298.

David, F.R. and Cochran, D.S. An Empirical Investigation of University Mission Statements. The 1986 National Academy of Management Meeting. Best Papers Proceedings, 1986, p. 370, (Abstract only).

David, F.R. A Strategy Evaluation Framework. Southwest Division Academy of Management Meeting. Proceedings, 1986, p. 9-13.

David, F.R. and Cochran, D.S. Communication Effectiveness of Organizational Mission Statements. The 1985 International Convention of the Association for Business Communication. Proceedings, 1985, p. 53-62.

David, F.R., Cochran, D.S., Pearce, J.A. II, and Gibson, K.C. An Empirical Investigation of Mission Statements. Southern Management Association Meeting. Proceedings, 1985, p. 28-30.

David, F.R. A Framework for Formulating Strategies Objectively. Southern Management Association Meeting. Proceedings, 1985, p. 31-33.

David, F.R. Towards an Integration of Strategic Management Models. Southern Management Association Meeting. Proceedings, 1984, p. 195-197.

David, F.R. and Hill, J.A. Organizational Structure and Various Elements of Leadership; A Possible Extension of Fiedler's Contingency Approach and House's Path Goal Theory. The Southeast Meeting of The Institute of Management Sciences (TIMS). Proceedings, 1983.

Pearce, J.A. II, Robinson, R.B., McDougall, P.P., and David, F.R. The Power of Presidents in Managing Strategic Activities. The 1983 National Academy of Management Meeting. Proceedings, 1983, p. 426, (Abstract only).

David, F.R. A Field Study of the Relationship Between Managers' Age and Performance in Functional Versus Divisional Structures. Southern Management Association Meeting. Proceedings, 1983, p. 202-203.

David, F.R. and Pearce, J.A. II. Personal Characteristics of Strategic Boundary Spanners. Southern Management Association Meeting. Proceedings, 1983, p. 219-221.

David, F.R. The Impact of Boundary Spanning Roles on Both Individual and Group Performance. Southern Management Association Meeting. Proceedings, 1983, p. 246-248.

David, F.R. QSPM: A Quantitative Approach to Strategy Formulation. Southern Management Association Meeting. Proceedings, 1983, p. 16-18.

David, F.R., Pearce, J.A. II, and Elliott, T.C. The Characteristics and Internal Orientations of Boundary Spanning Individuals. The 1982 National Academy of Management Meeting. Proceedings, 1982, p. 191-195.

David, F.R. and Pearce, J.A. II. The Relationship Between Organizational Design, Perceived Design Characteristics, and Group Structural Properties: An Exploratory Field Study. Southeast American Institute for Decision Sciences Meeting. Proceedings, 1982, p. 28-30.

David, F.R. The Moderating Effects of Boundary Role Differentiation on Coalition Membership and Individual Performance. Southwest American Institute for Decision Sciences Meeting. Proceedings, 1982, p. 64-66.

David, F.R. and David, J.H. Racial Differences in the Performance Evaluation of Managers. Northeast American Institute for Decision Sciences Meeting. Proceedings, 1982, p. 75-77.

David, F.R., Tomkiewicz, J., and Brenner, O.C. Explaining Sexual Differences in Performance Evaluation. Southern Management Association Meeting. Proceedings, 1982, p. 317-319.

David, F.R. and Hill, J.A. The Differential Impact of Organizational Structure on Male Versus Female Managers. Southern Management Association Meeting. Proceedings, 1982, p. 265-267.

David, F.R. A Review of Social Network Research on the Design-Performance Relationship in Organizations. Southern Management Association Meeting. Proceedings, 1982, p. 164-166.

David, F.R. Job Characteristics Associated with Women Managers in Functional Versus Divisional Structures. Southern Management Association Meeting. Proceedings, 1982, p. 268-270.

David, F.R., Randolph, A.W., and Pearce, J.A. II. Unit Performance and Its Relationship to Technology and Structure. Southern Management Association Meeting. Proceedings, 1982, p. 100-102.

David, F.R. Organizational Structure and the Effectiveness of Operations Managers. Southeast Meeting of the Institute of Management Scientists. Proceedings, 1982, p. 351-355.

David, F.R. and Longhill, J.D. A Comparison of the Effectiveness and Style of Male Versus Female Operations Managers. Southeast Meeting of the Institute of Management Scientists. Proceedings, 1982, p. 361-367.

David, F.R. Organizational Design and Group Structural Relationships. The 1982 National American Institute for Decision Sciences Meeting. Proceedings, 1982, p. 429, (Abstract only).

DeNisi, A.D., David, F.R., and Pearce, J.A. II. The Impact of Group Structural Properties on Individual and Group Performance. The 1982 National American Institute for Decision Sciences Meeting. Proceedings, 1982, p. 399, (Abstract only).

Strategic Management Cases Published:

David, Fred. “Tesla Motors Inc.” In the 16th ed. of David & David’s Strategic Management Concepts and Cases: A Competitive Advantage Approach, (2017).

David, Fred. “JetBlue Airways Corporation.” In the 16th ed. of David & David’s Strategic Management Concepts and Cases: A Competitive Advantage Approach, (2017).

David, Fred. “PepsiCo – 2013.” In the 15th ed. of David & David’s Strategic Management Concepts and Cases: A Competitive Advantage Approach, (2015), 36-48.

David, Fred. “Bank America – 2012.” In the 14th ed. of Strategic Management: A Competitive Advantage Approach - Concepts and Cases, (2013), 143-148.

David, Fred and David, Forest. “The United States Postal Service (USPS).” In the 13th ed. of Strategic Management: Concepts and Cases (2011), 138-149.

David, Fred. “Hershey Foods – 2005.” In the 11th ed. of Strategic Management: Concepts and Cases (2007), 46-55.

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Birch, Melissa and David, F.R. Verizon Communications. – In Strategic Management: Concepts and Cases, 10th ed., by F.R. David, 2005: 1-14.

David, F.R. American Airlines – 2002 – In Strategic Management: Concepts and Cases, 9th ed., by F.R. David, 2003: 32-49.

David, F.R. Wachovia – 2002, In Strategic Management: Concepts and Cases, 9th ed., by F.R. David, 2003: 143-150.

David, F.R. Hewlett-Packard – 2002, In Strategic Management: Concepts and Cases, 9th ed., by F.R. David, 2003: 358-363.

Bartlett, P. and David, F.R. Amazon.com, Inc.. In Strategic Management: Concepts and Cases, 8th ed., by F.R. David, 2001: 21-27.

Lawrimore, K. and David, F.R. Playboy Enterprises, Inc.. In Strategic Management: Concepts and Cases, 8th ed., by F.R. David, 2001: 382-391.

Helms, M. and David, F.R. UST, Inc. In Strategic Management: Concepts and Cases, 8th ed., by F.R. David, 2001: 422-432.

David, F.R. Citicorp. In Strategic Management: Concepts and Cases, 7th ed., by F.R. David, 1999: 105-116.

David, F.R. Harrahs Entertainment. In Strategic Management: Concepts and Cases, 7th ed., by F.R. David, 1999: 74-84.

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Shah, A. and David, F.R. Campbell Soup. In Strategic Management: Concepts and Cases, 7th ed., by F.R. David, 1999: 360-371.

David, F.R. Wal-Mart Stores, Inc. - 1997. In Strategic Management: Concepts and Cases, 6th ed., by F.R. David, 1997: 127-139.

David, F.R., Shrader, Charles, and Twenter, Joan. Harley-Davidson - 1996. In Strategic Management: Concepts and Cases, 6th ed., by F.R. David, 1997: 360-377.

Marcis, John and David, F.R. Winnebago Industries - 1996. In Strategic Management: Concepts and Cases, 6th ed., by F.R. David, 1997: 378-388.

McFayden, Jim and David, F.R. Georgia-Pacific - 1996. In Strategic Management: Concepts and Cases, 6th ed., by F.R. David, 1997: 452-463.

Lawrimore, Kay and David, F.R. Playboy Enterprises - 1997. In Strategic Management: Concepts and Cases, 6th ed., by F.R. David, 1997: 516-528.

David, F.R. and Helms, M. UST, Inc. - 1996. In Strategic Management: Concepts and Cases, 6th ed., by F.R. David, 1997: 590-602.

David, F.R. Campbell Soup - 1996. In Strategic Management: Concepts and Cases, 6th ed., by F.R. David, 1997: 615-629.

David, F.R. and White, R. Citicorp - 1994. In Strategic Management: Concepts and Cases, 5th ed., by F.R. David, 1995: 31-48.

David, F.R. Promus Companies, Inc. - 1993. In Strategic Management Concepts and Cases, 5th ed., by F.R. David, 1995: 227-243.

David, F.R. and Shrader, Charles. Harley-Davidson - 1994. In Strategic Management: Concepts and Cases, 5th ed., by F.R. David, 1995: 281-301.

David, F.R. Winnebago Industries - 1994. In Strategic Management: Concepts and Cases, 5th ed., by F.R. David, 1995: 302-318.

David, F.R. McDonnell Douglas - 1994. In Strategic Management: Concepts and Cases, 5th ed., by F.R. David, 1995: 340-351.

David, F.R. Boeing - 1994. In Strategic Management: Concepts and Cases, 5th ed., by F.R. David, 1995: 352-363.

Greene, M.R. and David, F.R. Weyerhaeuser - 1994. In Strategic Management: Concepts and Cases, 5th ed., by F.R. David, 1995: 387-402.

Greene, M.R. and David, F.R. WTD Industries - 1994. In Strategic Management: Concepts and Cases, 5th ed., by F.R. David, 1995: 403-415.

Greene, M.R. and David, F.R. Georgia-Pacific Corporation - 1994. In Strategic Management: Concepts and Cases, 5th ed., by F.R. David, 1995: 416-436.

David, F.R. IBM Corporation - 1994. In Strategic Management: Concepts and Cases, 5th ed., by F.R. David, 1995: 538-550.

David, F.R. Playboy Enterprises - 1994. In Strategic Management: Concepts and Cases, 5th ed., by F.R. David, 1995: 559-577.

David, F.R. Campbell Soup - 1994. In Strategic Management: Concepts and Cases, 5th ed., by F.R. David, 1995: 638-655.

David, F.R. Borden 1994. In Strategic Management: Concepts and Cases, 5th ed., by F.R. David, 1995: 655-675.

David, F.R. Hershey Foods - 1994. In Strategic Management: Concepts and Cases, 5th ed., by F.R. David, 1995: 693-713.

Fenton, J. and David, F.R. Playboy Enterprises - 1992. In Strategic Management: Concepts and Cases, 4th ed., by F.R. David, New York, N.Y.: Macmillan Publishing Co., 1993: 870-881.

Greene, M. and David, F.R. TranSouth Financial Corp. - 1991. In Strategic Management: Concepts and Cases, 4th ed., by F.R. David, New York, N.Y.: Macmillan Publishing Co., 1993: 431-44.

Fenton, J. and David, F.R. Promus Corp. - 1992. In Strategic Management, 4th ed., by F.R. David, New York, N.Y.: Macmillan Publishing Co., 1993: 623-642.

Fenton, J. and David, F.R. Winnebago Industries - 1992. In Strategic Management, 4th ed., by F.R. David, New York, N.Y.: Macmillan Publishing Co., 1993: 671-688.

Fenton, J. and David, F.R. Hershey Foods - 1991. In Strategic Management, 4th ed., by F.R. David, New York, N.Y.: Macmillan Publishing Co., 1993: 32-49.

Greene, M. and David, F.R. Holiday Corp. - 1989. In Strategic Management, 3rd ed., by F.R. David, New York, N.Y.: Macmillan Publishing Co., 1991: 625-639.

David, F.R. Hershey Foods Corp. - 1990. In Strategic Management, 3rd ed., by F.R. David, New York, N.Y.: Macmillan Publishing Co., 1991: 32-48.

David, F.R., Fenton, J., and Kinard, J. Winnebago Industries - 1990. In Strategic Management, 3rd ed., by F.R. David, New York, N.Y.: Macmillan Publishing Co., 1991: 681-698.

David, F.R. Playboy Enterprises - 1990. In Strategic Management, 3rd ed. by F.R. David, New York, N.Y.: Macmillan Publishing Co., 1991: 863-877.

David, F.R. Ponderosa, Inc. - 1988. In Strategic Management, 3rd ed., by F.R. David, New York, N.Y.: Macmillan Publishing Co., 1991: 472-490.

Lindsay, P. and David, F.R. Holiday Corp. - 1987. In Strategic Management, 2nd ed., by F.R. David, Columbus, Ohio: Merrill Publishing Co., 1989: 536-552.

David, F.R. Playboy Enterprises - 1988. In Strategic Management, 2nd ed., by F.R. David, Columbus, Ohio: Merrill Publishing Co., 1989: 776-790.

David, F.R. Hershey Foods Corp. - 1987. In Strategic Management, 2nd ed., by F.R. David, Columbus, Ohio: Merrill Publishing Co., 1989: 703-722.

David, F.R. Winnebago Industries - 1987. In Strategic Management, 2nd ed., by F.R. David, Columbus, Ohio: Merrill Publishing Co., 1989: 803-819.

David, F.R. and Lindsay, P. Chrysler Corp. - 1987. In Strategic Management, 2nd ed., by F.R. David, Columbus, Ohio: Merrill Publishing Co., 1989: 820-841.

Austin, J. and David, F.R. The Limited - 1987. In Strategic Management, 2nd ed., by F.R. David, Columbus, Ohio: Merrill Publishing Co., 1989: 410-420.

David, F.R., Davidson, T., and McBride, D. East Alabama Medical Center - 1987. In Strategic Management, 2nd ed., by F.R. David, Columbus, Ohio: Merrill Publishing Co., 1989: 666-684.

Wood, S. and David, F.R. Winn-Dixie - 1987. In Strategic Management, 2nd ed., by F.R. David, Columbus, Ohio: Merrill Publishing Co., 1989: 492-505.

David, F.R. and Kemp, K. Mary Kay Cosmetics, Inc. In Fundamentals of Strategic Management by F.R. David, Columbus, Ohio: Merrill Publishing Co., 1986: 831-847.

Marlow, N. and David, F.R. Cessna Aircraft Corp. In Fundamentals of Strategic Management by F.R. David, Columbus, Ohio: Merrill Publishing Co., 1986: 809-821.

David, F.R. and Dolan, J. Winnebago Industries, Inc. In Fundamentals of Strategic Management by F.R. David, Columbus, Ohio: Merrill Publishing Co., 1986: 848-858.

David, F.R. and Moss, J. Lomas & Nettleton Financial Corp. In Fundamentals of Strategic Management by F.R. David, Columbus, Ohio: Merrill Publishing Co., 1986: 797-808.

David, F.R., Maier, M., and Ahuja, B. Bristol-Myers. In Fundamentals of Strategic Management by F.R. David, Columbus, Ohio: Merrill Publishing Co., 1986: 783-796.

David, F.R. Ponderosa, Inc. In Fundamentals of Strategic Management by F.R. David, Columbus, Ohio: Merrill Publishing Co., 1986: 32-45.

Awards and Honors:

September 2015. Invited to be keynote speaker (with Forest David) at the 2015 Congreso Industrial, the largest Congress of Industrial Engineering in Latin America, organized by the student society of Industrial and Systems Engineering from Instituto Tecnológico de Monterrey, Campus Monterrey, Mexico, spoke to 700 students and their professors.

Selected by an FMU athlete (Luka Zivkovic) as his/her best professor during their college career and recognized during halftime of an FMU basketball game, Spring 2014.

Spring 2012. Invited to be a keynote speaker at the Pearson International Forum in Monterrey, Mexico; delivered a one hour presentation (with Forest David) to 80 Spanish-speaking, management professors. Topic: How to Best Teach Strategic Management and Utilize Strategic Management Cases

April 2011 – Elected to the Board of Directors of SAM (www.samnational.org). This organization was started by Frederick Taylor in 1912 and is internationally well known.

Faculty sponsor and trainer for the FMU teams (two) of students who placed 2nd and 3rd among 38 universities at the 2010 SAM Case Competition in Washington, DC in April 2010. This case competition is one of the top intercollegiate programs for strategic management students.

Faculty sponsor and trainer (with Forest David) for the FMU team of students who placed 3rd among 41 universities at the 2009 SAM Case Competition in Las Vegas in March 2009.

Faculty sponsor and trainer (with Forest David) for the FMU team of students who placed 2nd among 38 universities at the 2008 SAM Case Competition in Washington, DC in April 2008.

Keynote speaker on Case Writing and Analysis at the 2007 Southeast Case Writers Association (SECRA) Meeting in Myrtle Beach, SC, February 2007.

Deliver the Commencement Address at Troy University in Sumter, South Carolina in June 2007.

Deliver the Commencement Address at Troy University in Sumter, South Carolina in June 2006.

Keynote speaker to over 200 business faculty and students at the University of Mostar in Bosnia on December 16, 2006.

Keynote speaker at the XVI Latin American Congress on Strategy held in Lima, Peru during May 2003. Congress hosted by Centrum (www.centrum.pucp.edu.pe)

Gave an 8-hour Strategic Planning Workshop at Pontificia Universidad Catolica Del Peru in May 2003. Delivered the Workshop. Sixty faculty and students attended.

Received a Lifetime Honorary Professorship Award from the Universidad Ricardo Palma in Lima, Peru in May 2003. (www.urp.edu.pe)

Delivered an eight-hour Strategic Management Case Writing/Analyzing/Teaching Workshop to all sixty faculty in the School of Business at Utah Valley State College in Orem, Utah. This college has over 25,000 students. Delivered the Workshop on November 22, 2002. Fifty faculty attended.

Received the 2002 Francis Marion University Board of Trustees Research Fellow Award.

Received the 2001-2002 Award for Excellence in Research at Francis Marion University. This Award is given annually to be best faculty researcher on campus for the year. I was the first recipient of the award.

Faculty sponsor and trainer for the FMU team of students who placed 3rd among 34 universities at the 2002 SAM Case Competition in Washington, DC in April 2002.

Honored as an FMU Book Author at President Carter's home, Spring 2002.

Co-authored a case on Amazon.com that was selected for the 2001 International Case Competition at the annual SAM Meeting.

Received the Phil Carroll Advancement of Management Award on April 1, 2000. Given annually by SAM to a management scholar for international recognition of outstanding recent contributions in management research.

Selected by an FMU athlete as his/her best professor during their college career and recognized during halftime of an FMU basketball game Spring 2000.

Appointed to the Editorial Review Board of the SAM Advanced Management Journal in November 1999. I continue in 2011 to review papers for SAM.

Received a sabbatical from FMU for the Fall 1998 semester to study and do research in England and France.

Selected for membership in Beta Gamma Sigma on April 3, 1996.

Delivered an eight-hour Strategic Management Case Writing/Analyzing/Teaching Workshop to all School of Business faculty at Savannah State University.

Elected to and served on the Board of Governors of the Southern Management Association for three years, 1990-1992.

Served as the Business Policy and Planning Track Chairperson for the 1989 Southern Management Association Meeting. Organized and coordinated the business policy program that consisted of 36 papers and 2 symposia presented.

Faculty sponsor and trainer for the Auburn University team of MBA students who won the 1988 Mid-South Case Competition at Ole Miss University in April 1988. Teams from eleven universities competed, including Baylor, Florida, Georgia, Memphis State, Missouri, Ole Miss, Southern Methodist, Texas A & M, Virginia Tech, and Wake Forest. This case competition is one of the top intercollegiate programs for MBA students.

Received recognition at the 1984 Southern Management Association Meeting for submitting the best business policy paper that year. The paper, titled "Towards an Integration of Strategic Management Models," was published in the Proceedings to the meeting (p. 195-197).

Received a Best Competitive Paper Award at the 1982 National Academy of Management Meeting in New York, N.Y. This award was for the best paper submitted that year to the Organizational Communication Division. The paper, titled "Characteristics and Internal Orientations of Boundary Spanning Individuals," was published in the Proceedings to the meeting (p. 191-195).

Dissertation

David, F.R. An Assessment of Individual Performance and Group Structure Associated with the Functional and Divisional Organizational Design. Doctoral Dissertation, University of South Carolina, August 1981. (Committee Chairperson: Dr. John A. Pearce II; other dissertation committee members were Dr. Alan Randolph, Dr. Angelo DeNisi, Dr. Greg Dess, and Dr. Rudy Milton).