

## CURRICULUM VITAE

### CAREER OBJECTIVE

To continue my career and professional development within a progressive higher education academic institution where I might serve as a valued colleague by fulfilling all or a requested combination of responsibilities, such as:

- Service in leadership capacities that are commensurate with my skills and interests.
- Consulting, economic development, and related outreach services to businesses and a growth oriented community at large.
- Presentations and workshops within a program, in coordination with an institution as a whole (e.g., through a continuing education division), and as an independent speaker addressing topics pertaining to my areas of expertise.
- Delivering teaching excellence based on “best practices” in undergraduate and/or graduate instruction.
- Contributions from the pursuit of a diverse research and dissemination agenda, which includes scholarly publishing, Web content development, creative projects, and contemporary business books.

### HIGHER EDUCATION TEACHING EXPERIENCE

**Western Carolina University – Cullowhee, NC**

**College of Business**

***Director, Master of Entrepreneurship (M.E.) Degree Program – January 2015 to Present.***

***Interim Director, M.E. Program – May 2013 to August 2013.***

***Professor of Entrepreneurship – August 2015 to Present.***

***Associate Professor of Entrepreneurship – August 2008 to July 2015 (Tenured, August 2013).***

Western Carolina University’s College of Business is fully accredited by AACSB and houses the Center for Entrepreneurship & Innovation as well as a regional office of The North Carolina Small Business and Technology Development Center (SBTDC). It offers an undergraduate minor and a major in entrepreneurship (B.S.B.A.).

The Master of Entrepreneurship Program (M.E.) was the first graduate level entrepreneurship program in the Nation, and has been recognized as one of the five best online entrepreneurship programs in the Nation by *Fortune Small Business* magazine.

As an entrepreneurship faculty member, responsibilities include the design, development, and delivery of cutting-edge instruction (distance and seated), research, consulting, and significant community interaction. Students and faculty are actively engaged in community and regional outreach through consulting, service learning and other projects. Teaching assignments have included graduate M.E. and MBA Program courses, undergraduate entrepreneurship courses, and team-teaching in Motion Picture and Television Production Program courses as indicated below:

<b>Course Number</b>	<b>Course Name</b>	<b>(WCU) Brief Description/Pedagogy</b>
<b>Undergraduate</b>		
ENT 195-SLC	Social Entrepreneurship.	Course introduces social entrepreneurship as a mechanism for individuals to develop innovative solutions to society's most pressing problems. This course has been recognized as a designated "Service Learning Course" (SLC).
ENT 201	Introduction to Entrepreneurship.	Principles of starting and operating a new business. ✓ Introduced student project involving creating and operating an eBay business.
ENT 301	Innovation Leadership.	Innovation leadership competencies.
ENT 350	New Venture Growth.	Installation of processes for expansion of a successful entrepreneurial venture. ✓ Introduced enhanced promotion and marketing component.
ENT 475	Entrepreneurial Consulting.	Supervise student engagements with clients; team projects designed to assess and address challenges by not-for-profit and for-profit clients, and including community economic development projects; joint projects with campus entities such as the SBTDC and the Kimmel School (e.g., engineering, technology).
ENT 482	Entrepreneurship – Independent Study.	Supervise student independent study projects; review and guide proposals through execution of indicated course deliverables.
ENT 483	Entrepreneurship – Internship.	Supervise internships that are specific to entrepreneurship and/or social entrepreneurship.
MKT 406	Social Media Marketing and Sales.	Team-taught course; course focuses on aligning organizational and communication strategies with current and emerging communication technologies, with emphasis on effective use of "social media" tools to meet sales and marketing objectives.

Course Number	Course Name	(WCU) Brief Description/Pedagogy
MPTP 365; MPTP 488/489	(Film) Producing; Senior Project I & II.	Team-taught courses; introduced topics on the “business side” of filmmaking including HR, contracts, organizational form, funding, marketing and risk management.
<b>Graduate</b>		
ENT 600 (620*)	Entrepreneurial Planning.	Tools for venture creation and management. ✓ Introduced a course project wherein students extensively interview entrepreneurs (and if given permission) journalistically share audio, video, and textual content on a blog.
ENT 601	Entrepreneurial Innovation.	Examination of invention, enhancement, originality, divergent thinking, and innovation in research, development, enhancement, and strategy in businesses and organizations.
ENT 610	Entrepreneurial Marketing Strategy.	As applicable to entrepreneurial firms: Market research, advertising strategy, historically significant promotional campaigns, media planning, engaging professional services.
ENT 630	Entrepreneurial Growth.	Venture expansion analysis, global competitiveness, development of distinctive competencies, and growth potential, including e-commerce and international operations. ✓ Introduced project wherein students develop and use their own blogs as a repository for essay/article assignments.
ENT 640	Entrepreneurial Funding.	Financial forecasting to include pro forma cash flows; reporting systems.
ENT 645 (693*)	Entrepreneurial Marketing.	Tools for marketing that are effective for entrepreneurial (e.g., start-up) businesses. ✓ Introduced this course to fill a need on the part of students to understand and develop guerrilla (bootstrap) marketing promotions. Based on positive feedback, course was adopted as part of the M.E. Program.

Course Number	Course Name	Brief Description/Pedagogy
<b>Graduate (Continued)</b>		
ENT 655	Starting a New Venture.	Team-taught course; creation (and presentation/vetting) of a business plan that is capable of supporting a case for financial investment.
ENT 682	Independent Study.	Supervise student independent study projects (with graduate level rigor expected); review and guide proposals through execution of indicated course deliverables.
MBA 602	Strategy and Marketing.	Team-taught course; including environmental survey, competitive analysis, buyer behavior, and strategic marketing plans. ✓ Supervised student teams in consulting engagements with clients (similar to ENT 475 but with graduate level performance expectations).
MBA 641	Marketing Management.	Team-taught course; managing marketing strategy, product positioning, product, channels, communications, pricing strategies, and marketing research. Developing innovative strategies to respond in the international marketplace.

\* Course renumbered.

### University, College of Business, and Department Service and Committees

- Western Carolina University Enrollment Planning Committee, “Recruit New Students” Subcommittee, 2016 to Present.
- Western Carolina University, Graduate Council, 2014-July 2017;
  - Graduate Curriculum Committee, 2016-July 2017.
  - Academic Policy and Graduate Faculty Review Committee, 2015 to 2016.
  - Graduate Council Planning Subcommittee, 2014 to 2015.

- Western Carolina University, Distance Learning Advisory Council, 2015 to Present.
- Western Carolina University, First Year Experience (FYE) Cabinet, September 2014-July 2015;
  - FYE Cabinet Freshmen Reading Subcommittee.
- Western Carolina University, “Dillsboro Project” Partnership Committee, August 2009.
- Western Carolina University, Student Community Ethics Committee, 2012-2014.
- College of Business, Dean’s Advisory Committee, August 2017-Present.
- College of Business, Assurance of Learning (AOL) Committee, January 2015-Present.
- College of Business, Graduate Curriculum Committee, January 2015-Present.
- College of Business, Collegial Review Document (CRD) Task Force, August 2013-October 2014.
- College of Business, Collegial Review Committee, August 2013-August 2014.
- School of MESH, Collegial Review Committee, August 2015-Present.
- College of Business, Technology and Instructional Resource Committee, January-August 2010. (Committee Reorganized).
- College of Business, Graduate Teaching Award Committee, August 2011-July 2012.
- College of Business, Marketing Committee, August 2009-Present.
- MBA Committee, August 2009-Present.
- Department of Entrepreneurship, Sales & Marketing, and Hospitality & Tourism, Collegial Review Committee, August 2013-August 2014.
- Center for Entrepreneurship & Innovation, Student Enrollment Committee, August 2010-April 2015.
- Center for Entrepreneurship & Innovation, Marketing and Outreach Committee Chair, August 2008- April 2015.
- Center for Entrepreneurship & Innovation, Global Entrepreneurship Week Committee Chair, August 2010-April 2015.
- 107 Productions (Student-run film business) — Faculty Advisor, January 2010-January 2012.
- Entrepreneurship Club — Faculty Advisor, August 2008-July 2015.

### **Middle Tennessee State University – Murfreesboro, TN**

#### **Jennings A. Jones College of Business**

#### ***Entrepreneurship Intern Program Coordinator and Assistant Professor of Entrepreneurship – August 2004 to June 2008.***

Located in the Nashville area, Middle Tennessee State University (MTSU) served (at the time of my appointment) approximately 23,000 students, and it continues to play a vital role in the community. As of a June 2017 [economic impact report](#), \$1.12 billion in total economic activity and 8400 jobs across the state can be attributed to MTSU’s activities and presence. The Jones College of Business is one of the nation’s largest AACSB International accredited colleges of business.

**Entrepreneurship Internship Program Coordinator** — Responsible for the design and development of communications materials (including a Website), presentations, and building relationships within the business community to create opportunities for entrepreneurial internship experiences. Also advised, placed and supervised internship students.

- The MTSU College of Business Entrepreneurship Internship Program enjoyed record enrollments.
- [Content](#) originally written by me (including guidance for students in finding internships) continues to be used by MTSU, presently.

### **Public, University, College of Business, and Department Service and Committees**

- Tennessee Small Business Development Centers (TSBDC), Web Development Committee Chair — Committee was charged with redesigning statewide TSBDC Website to enhance outreach and communications efforts, 2007-2008.
- University Relations Committee — Committee is charged with advising and assisting in the development of programs to enhance the image of the University. The committee also reviews and makes recommendations to assist departments in their public relations efforts, 2005-2007.
- [Entrepreneurship Week Committee Chair](#), National Entrepreneurship Week, 2007 and 2008.
- Jones College of Business, Undergraduate Curriculum Committee, 2007-2008.
- Jones College of Business, Assessment Committee — Committee is charged with ensuring that appropriate outcomes assessment measures are employed for continuous improvement and compliance with AACSB (AOL) standards, 2004-2007.
- Department of Business Communication and Entrepreneurship (BCEN), Undergraduate Curriculum Committee — Committee is charged with reviewing undergraduate curriculum proposals made by BCEN Department faculty, 2007-2008.
- BCEN Entrepreneurial Studies Committee Chair, [Destination Rutherford](#) (Chamber of Commerce) — Destination Rutherford is the result of a public/private initiative to promote the economic development of Rutherford County through the funding and implementation of a proposed four-year strategic action plan, 2004-2008.
- [Collegiate Entrepreneurs' Organization](#) (CEO), Executive Board — Faculty advisor for MTSU Chapter of “the premier global entrepreneurship network,” 2004-2008.
- Entrepreneurial Studies Advisory Board, 2004-2008.
- Entrepreneurial Studies Student Committee.
- Student Awards and Scholarships Committee.
- BCEN Web Communications — Responsible for maintenance of Entrepreneurial Studies, Internship Program, and Entrepreneurship Week websites (initially created and launched the latter two sites), 2004-2008.
- BCEN Publications Committee.
- BCEN Faculty Development and Performance Evaluation Committee.
- BCEN Outcomes Assessment Committee — Committee is charged with reviewing departmental assessment methods and making recommendations as necessary to meet both SACS and AACSB reporting standards.
- Business Systems Technology Occupational Advisory Committee, Tennessee Technology Center at Murfreesboro, 2005-2008.

**Dakota State University – Madison, SD*****Assistant Professor of Business Administration – Fall 2001 to Spring 2004***

Teaching responsibilities involved the delivery of undergraduate courses across a variety of management disciplines made possible through skills and knowledge from professional experiences; graduate education in a multidisciplinary policy program that differed from prior career pursuits; ongoing research; and numerous new course preparation efforts:

*Organization and Management*  
*Business Policy and Strategy*  
*Human Resource Management*  
*Personal Selling*  
*Business Communications*

*Entrepreneurship*  
*Small Business Management*  
*Small Business Consulting*  
*Business of Consulting*  
*Management of Technology and Innovation*

Gained experience in instructional delivery through state-of-the-art videoconferencing technology (using a statewide system known as DDN — Dakota Digital Network); also supported all courses with internet-based instructional resources on university as well as personally developed websites.

- ERP Committee — Participated in a College of Business feasibility evaluation for an Enterprise Resource Program academic major and/or courses (PeopleSoft is a major Dakota State supporter).
- Freshman Success Seminar (series) — Served as faculty co-advisor within a DSU orientation program for incoming freshmen.
- Phi Beta Lambda — Initiated a planning process to create and implement a variety of opportunities for students such as visits to businesses, speakers, special interest and discussion groups, and career workshops.

**Piedmont College – Demorest and Athens, GA*****Assistant Professor of Business Administration – Academic Year 2000-2001.***

Taught undergraduate courses in business communication, entrepreneurship, and human resource management; also assisted with the development of Piedmont's new MBA program and served on a committee charged with developing standards for scholarly research within Piedmont's School of Business.

**Keller Graduate School of Management – Atlanta, GA*****MBA Program Senior Faculty – February 1996 to June 2000.***

*(While concurrently enrolled in my own doctoral program.)*

Selected for this position after a former Georgia State University GRA faculty advisor left to join Keller Graduate School, and subsequently recruited me as an instructor. Delivered practitioner oriented instruction for MBA courses in change management, marketing management, channels of distribution, and advertising.

- Promoted to Senior Faculty based on teaching excellence, longevity, and service to the program.

## CONSULTING & ENTREPRENEURIAL EXPERIENCE

### MARKETING—STRATEGIC PLANNING—COMMUNICATIONS

**Marketing Executive** — Lahm & Associates, Inc., Birmingham, AL; Atlanta, GA.

*(Active as a full-time enterprise from 1988-1992; independently consult on projects as required, to Present.)*

Founded this entrepreneurial firm to service the strategic planning, research and marketing communications consulting needs of a broad-based clientele, including numerous other organizations, which were also entrepreneurial. The firm was started from scratch (no clients, capital, or portfolio) and leveraged into a multi-location business with subsidiary enterprises and/or interests, e.g., a graphic production business, a career service, and a promotional publishing company (City Prints, USA).

- Serviced numerous individual assignments for over 30 small, medium and large business and public sector clients in banking, real estate, retailing, publishing, technology, higher education and other markets (client list and sample work products are available for review); examples include:

Client	Line of Business	Nature of Service/Engagement(s)
American Home Services	Home remodeling services.	<ul style="list-style-type: none"> <li>• Direct marketing; identity; business start-up consulting (consumer).</li> </ul>
Babush, Nieman, Kornman & Johnson	Public accounting firm.	<ul style="list-style-type: none"> <li>• Creation and placement of association advertising.</li> </ul>
First Real Estate	Commercial Division; commercial real estate.	<ul style="list-style-type: none"> <li>• Advertising; identity, and collaterals.</li> </ul>
InteGroup, Inc.	Diversified management consulting services.	<ul style="list-style-type: none"> <li>• Joint venture consulting projects: aerospace, education; telecommunications.</li> </ul>
SouthTrust Bank	Trust Division; banking and financial services.	<ul style="list-style-type: none"> <li>• Strategic planning; collaterals; quarterly investor reports; proposal and sales processes.</li> </ul>
University of Alabama	School of Health Services; continuing education and graduate programs.	<ul style="list-style-type: none"> <li>• Degree program collaterals; symposia and seminars; alumni communications; advertising.</li> </ul>
W & H Investments	Oil and gas investments and energy management.	<ul style="list-style-type: none"> <li>• Business advertising.</li> </ul>



## SELECTED CONSULTING FIRM ACCOMPLISHMENTS IN HIGHER EDUCATION

### **The University of Alabama at Birmingham**

Consulted in the development of strategy and created promotional materials for:

#### *Center for Health Services Continuing Education*

- Health Services Administrators Development (HSAD) Program, a ten-month continuing education course for health services managers.
- The annual Health Care Employment Law & Labor Relations program.
- The 10th Annual Symposium for Healthcare Executives, a major four-day conference.

#### *Department of Health Services Administration, School of Health Related Professions*

- Promoted a new specialized graduate MSHA degree program.
- Provided creative services to completely revamp and subsequently publish a quarterly alumni newsletter, “FYI – For Your Information.”

### **Samford University, Endowment Fund Development**

#### *Cumberland School of Law*

- Developed strategies, identity, and collateral materials to establish a new scholarship endowment fund.

## SELECTED CONSULTING FIRM ACCOMPLISHMENTS, CORPORATE CLIENTS

- Provided planning assistance, collaterals, identity development, and PR to launch a new OCR storage and retrieval technology division (\$25,000+ systems) for a large computer systems integrator.
- Introduced 4 new business magazines and other publications from initial concept stage (e.g., utilizing advisory boards) to the development of media kits, internal AE training, and supporting promotions, thereby generating over \$1 million in new advertising revenue potential.
- Created advertising campaign to successfully differentiate the Commercial Division of a leading Realtor, repositioning the firm as #1 in recognizing quality of life issues among corporate site locators throughout the Southeastern U.S.
- Developed a 5-year strategic marketing plan for the Trust Division of SouthTrust Bank (\$13 billion in assets); overhauled RFP response process, creating a “breakthrough” for adding \$100,000,000+ employee pension and benefit accounts to the Division’s account load.

## CORPORATE MANAGEMENT & ADDITIONAL EXPERIENCE

### MARKETING RESEARCH AND ECONOMIC DEVELOPMENT

**Director, Market Research** — *The Birmingham News*, Birmingham, AL (A top-50 metro area newspaper)

Directed research addressing consumer preferences, demographics, shopping behaviors, and life-style choices of interest to local and national advertisers such as Circuit City, Wal-Mart, and Macy's.

- Delivered over 100 research-based presentations for associations, chamber and civic groups, banks, health care providers, department stores, supermarkets, and a variety of specialty retailers.
- Worked closely with chamber and business organizations, real estate developers and site locators, and other community leaders to aid the recruitment of businesses and support desirable economic growth.
- Wrote an award winning "Market Profile" publication, praised by community leaders as a tool to encourage economic development.

### ADDITIONAL ENTREPRENEURIAL AND CORPORATE EXPERIENCE

**Earlier Positions of Increasing Responsibility** — High technology advertising agency account management; a commercial photography business; GE Lexan products regional representative; and computer peripherals industry (start-up) marketing management.

## ACADEMIC CREDENTIALS

**Georgia State University, Atlanta, GA**

**Andrew Young School of Policy Studies**

***Ph.D. in Human Resource Development, August 1999 – 4.0 GPA.***

***M.S. in Human Resource Development, December 1994 – 4.0 GPA.***

Academic interests in the human resource development field draw upon numerous business, social science and policy disciplines, which are international in scope and include:

*Change Management*

*Organizational Work Cultures*

*HRM/Training and Development*

*Organizational Behavior, Theory, and Development*

*Needs Assessment and Management Development*

*Organizational Learning (e.g., Action Learning)*

## SPECIAL ACADEMIC PROGRAM ACHIEVEMENTS

- Honored as a recipient of the Georgia State University, Andrew Young School of Policy Studies, *2000 Award for Distinguished Contribution to HRD Research*, for original doctoral dissertation research on the role of interpersonal “chemistry” in hiring.
- As a graduate student project consultant (utilizing Action Learning), serviced the directory publishing subsidiary of a Regional Bell Operating Company (RBOC) and facilitated a process change to eliminate duplicate directory distribution, thereby saving in excess of \$1 million, annually.

### Kean University, Union, NJ

*B.S. in Management Science – Marketing, Cum Laude, June 1985.*

## CONCURRENT EXPERIENCE WHILE IN GRADUATE SCHOOL

### TEACHING

Keller Graduate School of Management (as detailed above).

### STRATEGY AND CHANGE MANAGEMENT

Georgia State University, Atlanta, GA  
(While concurrently a full-time graduate student, 1992-1999.)

#### **Project Consultant**

Project consulting to justify “*ROI from Training and Development*” in response to a major corporation’s RFP (valued at \$250K/year and involving a multi-year contract), 1999.

#### **Organizational Redesign/Change Agent Division of Continuing Education, Professional and Technical Training**

Following a graduate internship, was hired as an internal change agent and management consultant for unit to create a self-supporting operation (core business was in providing customized and programmed corporate training and development services), 1993-1994.

- Mission Planning** • Served as facilitator of staff meetings to establish mission, goals, objectives, budget, strategic, and tactical plans.
- Implementation** • Recruited trainers and consultants (including major speakers), and created strategic partnerships with corporations and business associations; redesigned programs and negotiated new program topics, terms, conditions, and fees.
- Created and implemented communications campaign, including identity, PR, direct marketing, developing standards for proposal processes, and internal training in consultative selling techniques.
- Results** • Identified undervalued programs and increased fees by an average of 350% and reversed operational losses.
- Increased registrations in several programs with a history of attracting 5 participants to as many as 50 participants.

- Assisted in the promotion of major speakers such as W. Edwards Deming and Tom Peters.

### **Strategic Planning Facilitator Human Resource Development Center**

Facilitation of strategic process to create Executive Master's Degree and related programs, including customized degree programs serving major corporations, seminars, and training, 1993-1997.

- Initiated and designed a feasibility study responsible for the identification of opportunities with an estimated revenue potential in excess of \$2 million; solicited corporate partnerships; developed strategic plan and identity program.

## **RESEARCH AND PUBLICATIONS**

### **EDITORIAL REVIEW AND BOARD ROLES**

[\*Institute for Global Business Research \(IGBR\)\*](#). Founding Member, Board of Directors, May 2017 to Present.

[\*American Journal of Entrepreneurship\*](#). (ISSN 2164-9685). Founding Member, Editorial Review Board. February 2012 to Present.

[\*Southern Journal of Entrepreneurship\*](#). (11<sup>th</sup> Edition of *Cabell's*). Founding Member, Editorial Review Board. February 2007 to February 2012. (Publication grew to become American Journal of Entrepreneurship, above.)

**Associate Editor – MERLOT  
Business Discipline Editorial Review Board**

The [MERLOT](#) project (Multimedia Educational Resources for Learning and Online Teaching) is supported by a consortium of institutions and university systems; its primary objective is to create one of the world's largest collections of online learning resources, 2002-2003.

As associate editor, worked with an editorial review team to evaluate posted submissions (e.g., instructional units and learning modules).

**EXPERT TESTIMONY**

Lahm, R. J., Jr. (2008). [Testimony](#) (concerning social entrepreneurship), for a hearing of the Tennessee Senate, Environment, Conservation and Tourism Committee, Tommy Kilby, Chair, a proposed, "Tennessee Bottle Bill." 12 Legislative Plaza, Nashville, TN, April 29, 2008.

Lahm, R. J., Jr. (2008). [Testimony](#) for a hearing of the U.S. House of Representatives, Committee on Small Business, Nydia M. Velázquez, Chairwoman, entitled, "[The Role of Credit Cards in Small Business Financing](#)." 1539 Longworth House Office Building, Washington, DC, April 3, 2008.

**ACADEMIC RESEARCH**

**Under Development, Submitted, and Accepted Items**

Lahm, R. J., Jr. (2018). Small Business Impacts from the Repeal of Individual Mandate Penalties under the ACA. Manuscript submitted for peer review and possible publication in the *Journal of Finance and Accountancy*.

Lahm, R. J., Jr., Lockwood, F.S. (2018). The small business health care access and affordability problem: Can innovation in health distribution systems be the cure? Manuscript accepted for publication in the *Journal of Management and Marketing Research*.

Lahm, R. J., Jr., Schauer, A. (2016-2017). A guide to online tools for entrepreneurs (grant funded project on behalf of the SBTDC – Small Business and Technology Development Center). [Electronic] manuscript and deployment assets undergoing peer review.

**Published Manuscripts in Refereed Journals**

Lahm, R. J., Jr., Schauer, A. (2018). Small business and Obamacare: A continuous story of uncertainty. *Journal of Management and Marketing Research*, 21, 77-96.

Perry, L., Lahm, R. J., Jr., Schauer, A. & Rumble, Z. (2016, December). The crossroads of social entrepreneurship, community engagement, and learning communities. *American Journal of Entrepreneurship* [Special Issue: Entrepreneurship Education], 9(2), 1-22.

Lahm, R. J., Jr. & Stowe, C.R.B. (2016). The small business promotional mix: Complex choices abound between traditional and social media. *Journal of Management and Marketing Research*, 18, 110-126.

Lahm, R.J., Jr. (2015). Small business and Obamacare: Ripple effects when the cost is “too high.” *Academy of Entrepreneurship Journal*, 21(2), 25-40.

Lahm, R. J., Jr., Lockwood, F.S. & Stowe, C.R.B. (2015). Small business and Obamacare: It’s just “way too complicated.” *Research in Business and Economics Journal*, 10, 138-156.

Lahm, R. J., Jr. & Rader, C. S. (2014). Technology and distance education entrepreneurship programs: An eight-point framework for best practice. *Journal of Entrepreneurship Education*, 17(2), 101-117.

Lahm, R. J., Jr. (2014). Obamacare and small business: Delays and “glitches” exacerbate uncertainty and economic consequences. *Journal of Management and Marketing Research*, 16, 45-58.

Lahm, R. J., Jr. (2014). Small business and Obamacare: The new law’s rules *do apply* “to the vast majority of all businesses.” *Entrepreneurial Executive (EE)*, 19, 131-147.

Lahm, R. J., Jr. (2013). Obamacare and small business: “Wait and see.” *Journal of International Business Management & Research (JIBMR)*, 4(14), 44-60.

Lahm, R. J., Jr. & Heriot, K. C. (2013, April). Creating an entrepreneurship internship program: A case study. *Journal of Entrepreneurship Education*, 16, 73-98.

Lahm, R.J., Jr., Stowe, C.R.B., Carton, R.B. & Buck, L.E., Jr. (2011). Small businesses and credit cards: New rules for plastic in an economic recession. *Journal of Marketing Development and Competitiveness*, 5(5), 101-109.

Lahm, R.J., Jr., Stowe, C.R.B. & Geho, P.R. (2011). Commercial Real Estate (CRE) market—next meltdown or recovery on the way? *Research in Business and Economics Journal*, 4, 80-93.

Lahm, R.J., Jr. & Stowe, C.R.B. (Summer, 2011). A framework for installing innovation into a small enterprise. *Southern Business Review*, 36(2), 25-40.

Lahm, R.J., Jr. (2011). State of the Entrepreneurial Blogosphere 2011. *Entrepreneurial Executive*, 16, 25-34.

Lahm, R.J., Jr. & Stowe, C.R.B. (2011). “Infopreneurship”: Roots, evolution, and revolution. *Entrepreneurial Executive*, 16, 107-119.

Lahm, R.J., Jr. (2008). More trouble than it is worth? Detecting and prosecuting plagiarism in business plans. *The Journal of Academic Administration in Higher Education*, 4(1), 13-18.

Lahm, R. J., Jr. & Geho, P.R. (2007). Holes in the corporate veil: Confronting the “myth” of reduced liability for small businesses and entrepreneurs under corporate forms. *Entrepreneurial Executive*, 12, 65-81.

Lahm, R. J., Jr. (2007). Plagiarism and business plans: A growing challenge for entrepreneurship education? *Journal of Entrepreneurship Education*, 10, 73-84.

Lahm, R.J., Jr. (2007). The Development and use of a business plan grading rubric. *Georgia Business Education Journal*, 25(1).

Lahm, R. J., Jr. (2006). State of the entrepreneurial blogosphere. *Entrepreneurial Executive*, Volume 11, pp. 27-37.

Lahm, R. J., Jr. (2006). Movie making as a metaphor for teaching the business planning process. *Georgia Business Education Journal*, 24(1), 10-13.

Lahm, R. J., Jr. (2005). Let’s “do” a business plan. *Georgia Business Education Journal*, 23(1), 13-15.

Lahm, R. J., Jr. & Little, H.T., Jr. (2005). Bootstrapping business start-ups: Entrepreneurship literature, textbooks, and teaching practices versus current business practices? *Journal of Entrepreneurship Education*, 8, 61-73.

Lahm, R. J., Jr. (1995). [Review of the book *The end of work: The decline of the global labor force and the dawn of the post-market era*]. *Journal of Vocational Education Research*, 20(4), 75-82.

### **Published Manuscripts in Refereed Proceedings**

Lahm, R. J., Jr. (2018). Small Business Impacts from the Repeal of Individual Mandate Penalties under the ACA. *Proceedings of the Academic and Business Research Institute International Conference (AABRI)*, Orlando, FL, October 25-27, 2018.

Lahm, R. J., Jr., Lockwood, F.S. (2018). Innovations to come could help address the small business health care access and affordability problem. *Proceedings of the Institute for Global Business Research (IGBR) International Conference*, New Orleans, LA, April 4-6, 2018.

Lahm, R. J., Jr., Lockwood, F.S. (2018). The small business health care access and affordability problem: Can innovation in health distribution systems be the cure? *Proceedings of the Academic and Business Research Institute International Conference (AABRI)*, St. Augustine, FL, January 4-6, 2018.

Lahm, R. J., Jr., Lockwood, F.S. (2017). [Abstract] Injecting entrepreneurial innovation into the national health care conversation. *Academic Business World International Conference & International Conference on Learning and Administration in Higher Education*, Nashville, TN, May 24-26, 2017.

Lahm, R. J., Jr. (2017). Small business and Obamacare: Health care is, “up in the air”. *Proceedings of the Allied Academies International Conference*, New Orleans, LA, April 12-14, 2017.

Lahm, R. J., Jr., Schauer, A. (2017). A guide to online tools for entrepreneurs. *Proceedings of the Appalachian Research in Business Symposium (ARBS)*, sponsored by Appalachian State University, Boone, NC, March 30-31, 2017.

Lahm, R. J., Jr., Schauer, A. (2017). Small business and Obamacare: A continuous story of uncertainty. *Proceedings of the Academic and Business Research Institute International (AABRI)*, Asheville, NC, March 23-25, 2017.

Perry, L., Lahm, R. J., Jr. & Rumble, Z. (2016). The Ripple Effect Learning Community (RELC): An interdisciplinary model for instructional delivery. *Proceedings of the Academic Business World International Conference & International Conference on Learning and Administration in Higher Education*, Nashville, TN, May 25-27, 2016.

Lahm, R.J., Jr. (2016). Small business and Obamacare: Cost projections and the longer-term view. *Proceedings of the Allied Academies International Conference*, New Orleans, LA, March 30 – April 1, 2016.

Lahm, R. J., Jr. (2015). [Abstract] Small business and Obamacare: Any cure for rising rates? *Proceedings of the Academy of Business Research Conference*, Indianapolis, IN, September 23-25, 2015.

Lahm, R. J., Jr. (2015). Small business and Obamacare: New portal, new costs, same old shell game. *Proceedings of the Academic Business World International Conference & International Conference on Learning and Administration in Higher Education*, Nashville, TN, May 20-22, 2015.

Lahm, R. J., Jr. (2015). Small business and Obamacare: A temporary reprieve. *Proceedings of the Allied Academies International Conference*, New Orleans, LA, April 8-10, 2015.

Lahm, R. J., Jr. (2015). Small business and Obamacare: The cost is just “too high.” *Proceedings of the Academic and Business Research Institute International (AABRI)*, Savannah, GA, March 26-28, 2015.

Lahm, R.J., Jr. & Stowe, C.R.B. (2015). The small business promotional mix: Complex choices abound between traditional and social media. *Proceedings of the Academic and Business Research Institute International (AABRI) Conference*, Orlando, FL, January 1-3, 2015.



Lahm, R. J., Jr., Lockwood, F.S. & Stowe, C.R.B. (2014). Small business and Obamacare: The burden of compliance. *Proceedings of the Allied Academies International Conference*, December 15-19, 2014.

Lahm, R. J., Jr. (2014). Small business and Obamacare: What about the “headache factor”? *Proceedings of the Society of Business Research International Conference, Nashville, TN*, October 23-25, 2014.

Lahm, R. J., Jr. (2014). Small business and Obamacare postponements and rule changes: “Another day, another delay.” *Proceedings of the Allied Academies International Conference, Nashville, TN*, March 26-28, 2014.

Lahm, R.J., Jr. (2014). Obamacare and small business: “Glitches” may only be the beginning if employer plans relinquish grandfathered status. *Proceedings of the Academic and Business Research Institute International (AABRI) Conference, Orlando, FL*, January 1-4, 2014.

Lahm, R. J., Jr. (2013). Small business and Obamacare: Gut-wrenching choices. *Proceedings of the Allied Academies International Conference*, December 16-20, 2013.

Lahm, R. J., Jr. (2013). Obamacare and small business: “Wait and see.” *Proceedings of the Intellectbase International Consortium Academic Conference, Atlanta, GA*, October 17-19, 2013.

Lahm, R. J., Jr. (2013). Technology, curriculum, pedagogy, and marketing implications for distance education entrepreneurship programs. *Proceedings of the Allied Academies International Conference*, July 24-31, 2013.

Lahm, R. J., Jr. & Nicholas, K. (2012). Conflicting measures of innovation activity: What else is new? *Proceedings of the Allied Academies International Conference, New Orleans, LA*, April 4-6, 2012.

Lahm, R. J., Jr. & Heriot, K. C. (2011). Issues and opportunities associated with operating an entrepreneurship internship program: A case study. *Proceedings of the Academic Business World International Conference & International Conference on Learning and Administration in Higher Education, Nashville, TN*, May 25-27, 2011.

Lahm, R.J., Jr. (2011). the entrepreneurial blogosphere: Still the place to be for small business marketing success. *Proceedings of the Allied Academies Spring 2011 International Conference*, Orlando, FL, April 6-9, 2011.

Lahm, R.J., Jr., Stowe, C.R.B. & Geho, P.R. (2011). Commercial Real Estate (CRE) market stresses continue in an economic recession. *Proceedings of the Academic and Business Research Institute International (AABRI) Conference, Nashville, TN*, March 24-26, 2011.

Lahm, R.J., Jr., Stowe, C.R.B., Carton, R.B. & Buck, L.E., Jr. (2011). Small businesses and credit cards: New rules for plastic in an economic recession. *Proceedings of the United States Association for Small Business (USASBE) Annual Conference*, Hilton Head, SC, January 13-16, 2011.

Geho, P.R., Lahm, R. J., Jr. & Stowe, C.R.B. (2010). The commercial lease: Impact on nascent business tenants through restrictions on use of premises and limitations on assignment and sublease rights. *Proceedings of the Allied Academies International Conference, Las Vegas, NV*, October 13-15, 2010.

Lahm, R.J., Jr. & Stowe, C.R.B. (2010). An exploration of information entrepreneurship. *Proceedings of the Allied Academies International Internet Conference*, July 19 through July 30, 2010.

Lahm, R. J., Jr. & Buck, L.E., Jr. (2009). Small businesses and credit cards: New stresses in an economic recession. *Proceedings of the Southern Academy of Entrepreneurship Annual Conference, Columbus, GA*, October 12-13, 2009.

Lahm, R. J., Jr. & Heriot, K. C. Entrepreneurship internships differ from traditional business and management internships: A framework for implementation. *Proceedings of the Small Business Institute (SBI) Annual Conference, St. Petersburg, FL*, February 11-15, 2009.

Stowe, C.R.B. & Lahm, R. J., Jr. (2007). A framework for installing innovation into a small enterprise. *Proceedings of the 15th Annual Conference of American Society of Business and Behavioral Sciences (ASBBS), Las Vegas, NV*, February 21 to 24, 2008.

Stowe, C.R.B. & Lahm, R. J., Jr. (2007). Needed: More research on marketing through Internet strategies for small entrepreneurial firms. *Proceedings of the Small Business Institute (SBI) Annual Conference, San Diego, CA*, February 14-16, 2008.

Lahm, R. J., Jr. (2007) Bootstrap marketing: an analysis of constructs and implications. *Proceedings of the Association for Small Business and Entrepreneurship (ASBE) 2007 Annual Conference, Austin, Texas, October 10-13, 2007*.

Lahm, R. J., Jr. & Geho, P.R. (2007). What entrepreneurship educators need to know about the limitations of corporate forms and the “nitty-gritty” of veil piercing. *Proceedings of the Allied Academies International Conference, Reno, NV*, October 3-6, 2007.

Lahm, R. J., Jr. (2007) Entrepreneurial startups and the importance of bootstrap marketing. *Proceedings of the Allied Academies International Internet Conference*, July 17 through July 31, 2007.

Lahm, R.J., Jr. (2007). More trouble than it is worth? Detecting and prosecuting plagiarism in business plans. *Proceedings of the Academic Business World International Conference (ABWIC), Nashville, TN*, May 28-30, 2007.

Clouse, W., Nickerson, I., Stowe, C., Aniello, J., Helbig, J. Roberts, J. & Lahm, R.J., Jr. (2007). Cases that Develop the Entrepreneurial Spirit. *Proceedings of the United States Association for Small Business (USASBE) Annual Conference*, Orlando, FL, January 10-14, 2007.

Lahm, R. J., Jr. (2006) Are we on the lookout for plagiarism in business plans? *Proceedings of the Allied Academies International Conference*, Reno, NV, October 19-21, 2006.

Lahm, R. J., Jr. (2006). Decreasing duplicate directory distribution: A case study in action learning within the telecommunications industry. *Proceedings of the Allied Academies International Conference*, Reno, NV, October 19-21, 2006.

Lahm, R. J., Jr. (2006). State of the entrepreneurial blogosphere. *Proceedings of the Allied Academies International Conference*, New Orleans, LA, April 12-15, 2006.

Lahm, R. J., Jr. (2006). Growing an undergraduate entrepreneurship internship program: Some lessons learned. *Proceedings of the United States Association for Small Business and Entrepreneurship (USASBE) Annual Conference*, Tucson, AZ, January 12-15, 2006.

Lahm, R. J., Jr. (2005). Just say “charge it”: The use of credit cards in entrepreneurial start-ups. *Proceedings of the Association for Small Business and Entrepreneurship (ASBE) Conference*, Albuquerque, NM, October 7, 2005.

Lahm, R. J., Jr. (2005). Bootstrapping: Methods entrepreneurs really use to start a business; A holistic view. *Proceedings of the Annual Eastern Small Business Institute (SBI) Conference*, Pittsburgh, PA, September 16, 2005.

Cole, J.D., Lahm, R.J., Jr., Little, H.T., Jr. & Siepel, S. (2005) Credit cards as a source of start-up capital and ongoing capital management. *Proceedings of the International Council for Small Business (ICSB) 2005 50th World Conference*, Washington, DC, June 17, 2005.

## **Dissertation and Thesis**

Lahm, R. J., Jr. (1999). The phenomenon of interpersonal chemistry in the hiring process: Toward the development of a theory. Doctoral dissertation, Georgia State University, Atlanta.

Lahm, R. J., Jr. (1994). “Service-focused education”: An investigation of education policies and practices, and their effect on public perceptions about the “quality” of the United States education system. Master’s thesis, Georgia State University, Atlanta.

## Monographs/Chapters

Lahm, R. J., Jr. (1996). HRD in a land down under: Australia. In *Readings in International Human Resource Development*. Atlanta, GA: HRD Center.

## PRESENTATIONS AND EVENTS

### CONFERENCE AND WORKSHOP PRESENTATIONS

Research published in conference proceedings (detailed above) has also been presented and is not duplicated here:

Lahm, R. J., Jr. (2018). “How to reach across the campus with entrepreneurship”: The order is taller than that. “Rocket Presentation.” 2nd Annual North Carolina Entrepreneurship Educators Conference (NCEEC) *sponsored by the University of North Carolina Wilmington, Wilmington, NC*, November 2, 2018.

Lahm, R. J., Jr. (Ongoing: 2013 to 2018). The “Business Side of Filmmaking.” Multiple session workshop for Motion Picture and Television Program Students. *Western Carolina University, Cullowhee, NC*.

Lahm, R. J., Jr. (Ongoing: 2013 to 2015). Finding career success in any economy: Through internships and beyond. *Western Carolina University, Cullowhee, NC*.

Lahm, R. J., Jr. (2015). [Peer reviewed presentation] Obamacare and small business: The reprieve is over, pay up. *Appalachian Research in Business Symposium (ARBS) sponsored by Western Carolina University, Asheville, NC*, March 19-20, 2015.

Rader, C. S. & Lahm, R. J., Jr. (2014). [Plenary Presentation: Delivery by C.S. Rader]. Technology and distance education entrepreneurship programs: An eight-point framework for best practice. *United Nations Educational, Scientific and Cultural Organization (UNESCO) ICT Conference 2014, De La Salle University, Manila, Philippines*, November 21, 2014.

Lahm, R. J., Jr. (2014). [Peer reviewed presentation] Obamacare and small business: “Houston, we've had a problem.” *Appalachian Research in Business Symposium (ARBS) sponsored by East Tennessee State University, Johnson City, TN*, March 21, 2014.

Stowe, C.R.B. & Lahm, R.J., Jr. (2011). Workshop: Entrepreneurship education—Economic development and recovery through innovation. *Proceedings of the United States Association for Small Business (USASBE) Annual Conference*, Hilton Head, SC, January 13-16, 2011.

Stowe, C.R.B. & Lahm, R. J., Jr. (2008). A workshop on business plans, detecting plagiarism and academic integrity. *United States Association for Small Business and Entrepreneurship (USASBE) Annual Conference, San Antonio, TX, January 10-13, 2008.*

Clouse, W., Nickerson, I., Stowe, C., Aniello, J., Helbig, J. Roberts, J. & Lahm, R.J., Jr. (2007). Cases that develop the entrepreneurial spirit. *United States Association for Small Business and Entrepreneurship (USASBE) Annual Conference, San Antonio, TX, January 10-13, 2008.*

Lahm, R. J., Jr. (2007). A plagiarism pandemic. *Southern Business Education Association (SBEA) Conference, Little Rock, AR, October 24-27, 2007.*

Lahm, R. J., Jr. (2007). Marketing Session. *State Farm Summer Business Camp, Murfreesboro, TN, July 13, 2007.*

Lahm, R. J., Jr. (2007). How to find an entrepreneurship internship. Entrepreneurship Week USA at MTSU. *Murfreesboro, TN, February 28, 2007.*

Lahm, R.J., Jr. (2006). Entrepreneurship awareness. *Collegiate Entrepreneurs' Organization (CEO) 2006 National Conference, Chicago, IL, November 2-4, 2006.*

Minor, D., Lahm, R.J., Jr., Spencer, J.A., & Mattison, J. (2006). Just learn it!: Entrepreneurship intern for the day. *Collegiate Entrepreneurs' Organization (CEO) 2006 National Conference, Chicago, IL, November 2-4, 2006.*

Lahm, R. J., Jr. (2006). Entrepreneurial bootstrapping: How businesses are really started most of the time (and how to help students prepare). *Tennessee Business Education Association (TBEA), Manchester, TN, September 22-23, 2006.*

Lahm, R. J., Jr. (2006). Marketing Session. *State Farm Summer Business Camp, Murfreesboro, TN, July 14, 2006.*

Lahm, R. J., Jr. (2006). Education Careers. *Scales Elementary School Career Day, Murfreesboro, TN, May 12, 2006.*

Lahm, R. J., Jr. (2006). Designing a faculty course Website from scratch: Some lessons learned. *Faculty Showcase, Middle Tennessee State University, Murfreesboro, TN, April 6, 2006.*

Lahm, R. J., Jr. (2006). Proper interviewing etiquette. *Tennessee Technology Center Job Preparation Workshop, Murfreesboro, TN, March 27, 2006.*

Lahm, R. J., Jr. (2006). Preparing and conducting oral presentations. *Tennessee Technology Center, Murfreesboro, TN, February 2, 2006.*

Lahm, R. J., Jr. (2005). Lights, camera, action: Taking a director's view in the business plan development process. *Southern Business Education Association (SBEA) Conference, Franklin, TN, October 28, 2005.*

Lahm, R. J., Jr. (2005). The fine art of attracting employers. *Tennessee Vocational Education Conference, Murfreesboro, TN*, July 20, 2005.

Lahm, R. J., Jr. (2005). Career skills for students: From survival to success. *Tennessee Vocational Education Conference, Murfreesboro, TN*, July 20, 2005.

Lahm, R. J., Jr. (2005). Marketing Session. *State Farm Summer Business Camp, Murfreesboro, TN*, July 15, 2005.

Lahm, R. J., Jr. (2002). Lead Presenter. *2002 MERLOT International Conference, Atlanta, GA*, September, 2002.

## REVIEWER ROLES

Reviewer. (2011-Present). [American Journal of Entrepreneurship](#).

Reviewer. (2007-2011). [Southern Journal of Entrepreneurship](#). (This journal grew to become the American Journal of Entrepreneurship.)

Reviewer. (2006). SBI Papers: Global Business Issues Track. United States Association for Small Business and Entrepreneurship (USASBE) Annual Conference, Orlando, FL, January 11-14, 2007.

Reviewer. (2005). Small Business Institute-SBI. Eastern Annual Conference, Pittsburgh, PA, September 16-17, 2005.

## Dissertation Committee Service

Narciso, P. (2015 - 2016). [Completed, December 12, 2016] Behavioral characteristics and leadership styles of success double bottom line entrepreneurs: An exploratory mixed methods study. Omaha, NE: Creighton University.

## ONLINE PUBLICATIONS

Articles appear on multiple Internet sites as syndicated content (the following are examples):

Lahm, R. J., Jr. (2006, September 5). [Public speaking for “scaredy cats”](#). *SpeakingExcellence.com*.

Lahm, R. J., Jr. (2006, September 4). [Writing your business plan? Don't forget your own professional development](#). *EzineArticles.com*.

Lahm, R. J., Jr. (2006, January 22). [Starting a business? Reasons why you may need to recruit an advisory board](#). *EzineArticles.com*.

Lahm, R. J., Jr. (2005, October 26). [Entrepreneurs \(or anybody else\): If you must use credit cards, practice 'safe swiping'](#). *WomensArticles.com*.

Lahm, R. J., Jr. (2005, October 26). [Starting your entrepreneurial business: Climb a different career ladder](#). *ArticleAlley.com*.

Lahm, R. J., Jr. (2005, October 24). [Marketing your business: Make your promotional tools work smarter](#). *EntrepreneurshipClearinghouse.com*.

Lahm, R. J., Jr. (2005, October 24). [Starting your business: Avoiding the "me incorporated" syndrome](#). *IdeaMarketers.com*.

Lahm, R. J., Jr. (2005, October 19). [Starting your business: It all boils down to making money and saving money](#). *ZeroMillion.com*.

Lahm, R. J., Jr. (2005, October 10). [Before you take the entrepreneurial plunge, consider various business models](#). *EntrepreneurshipClearinghouse.com*.

Lahm, R. J., Jr. (2005, October 10). [Starting your business: 3 tips for bootstrapping your way to the top](#). *Sole Proprietor Magazine*.

Lahm, R. J., Jr. (2005, October 5). ["Tiny" entrepreneurship: Most entrepreneurial businesses are very small -- We might accurately call them "tiny."](#) *GoArticles.com*.

Lahm, R. J., Jr. (2005, October 5). [More entrepreneurs say 'charge it' when starting their businesses](#). *OnlineOrganizing.com*.

## CONTENT AND WEB DEVELOPMENT

Utilizing (self-taught) software skills in Adobe GoLive, Macromedia Fireworks, and additional applications, have created websites such as:

### Academic Website Projects

Development of site for the new [American Journal of Entrepreneurship](#) (ISSN 2164-9685). December 2011 to Present. Also responsible for the graphic design of the printed journal.

Development and administration of the website, [EntrepreneurshipInterviews.org](http://EntrepreneurshipInterviews.org). January 2010 to Present.

Development and administration of the website, [Southern Journal of Entrepreneurship](http://SouthernJournalofEntrepreneurship.com), (11<sup>th</sup> Edition of *Cabell's*). February 2007 to December 2011. Also responsible for the graphic design of the printed journal; this journal grew to become the *American Journal of Entrepreneurship*.

Worked with the editor and launched the initial site for an established journal, [Business Education Digest](http://BusinessEducationDigest.com). July 2007 to 2008.

## GRANTS AND PROPOSALS

Lahm, R. J., Jr. (2017). The Center for the Study of Free Enterprise (CSFE), Conference presentation support for *A Guide to Online Tools for Entrepreneurs*, at the *Appalachian Research in Business Symposium (ARBS)*, sponsored by Appalachian State University, Boone, NC, March 30-31, 2017.

Lahm, R. J., Jr. (2016). Summer Research Grant (\$5000) for the development of *A Guide to Online Tools for Entrepreneurs* (on behalf of the SBTDC – Small Business and Technology Development Center). *College of Business, Western Carolina University, Cullowhee, NC*.

Lahm, R. J., Jr. (2014) BB&T Faculty Research Grant [Award] for the Study of Leadership, Ethics, and Capitalism. *Western Carolina University, Cullowhee, NC*, April 26, 2014.

Lahm, R. J., Jr. (2013). Summer Research Grant (\$5000). *College of Business, Western Carolina University, Cullowhee, NC*.

Stowe, C.R.B. & Lahm, R. J., Jr. (2011). Immersive Technology Enhanced Instruction Development Award (ITEIDA) proposal (\$5,000). *University Center of Greenville's SIMHUB* (in association with Clemson University), *Greenville, SC*.

Lawrie, J., Lahm, R. J., Jr. & Davidson, B. (2010-2011). Realizing the Potential of the WNC Natural Products Industry. Grant (\$235,000 of which \$50,200 was earmarked for the Center for Entrepreneurship & Innovation, Western Carolina University). *Golden Leaf Foundation, Rocky Mount, NC*.

Lahm, R. J., Jr. & Buck, L.E., Jr. (2010, February 4). Public Policy Institute Affiliated Faculty Appointment. Grant proposal (\$2500). *Public Policy Institute, Western Carolina University, Cullowhee, NC*.

Lockwood, F, Carton, C. & Lahm, R. J., Jr. (2008-2009). Technology Entrepreneurship Grant (\$31,000). *University of North Carolina (System), Chapel Hill, NC*.



Lahm, R. J., Jr. (2007). National Entrepreneurship Week 2008: Public Service Grant proposal. *College of Continuing Education and Distance Learning, Middle Tennessee State University, Murfreesboro, TN.*

Lucks, J. & Lahm, R. J., Jr. (2007). Research on bootstrap marketing proposal: Undergraduate Research, Scholarship, and Creative Activity (URSCA) Research Assistant Award. *Undergraduate Research Center, Middle Tennessee State University, Murfreesboro, TN, October 31, 2007.*

Talley, et al. (2001). Bush Grant proposal. Participated in an evaluation of “best practices” at other campuses (e.g., wireless, laptop enabled) in support of a \$300,000 (approved for FY 2002-2005). *Dakota State University Madison, SD.*

## INVITED PROFESSIONAL ORGANIZATION PRESENTATIONS

Lahm, R. J., Jr. (2016). Networking with personal calling cards (a.k.a., business cards). *Western Carolina University, Society for Professional Communications, Cullowhee, NC, September 29, 2016.*

Lahm, R. J., Jr. (2010). Consumers now have “power tools” for communication (too!): A new landscape for PR professionals. *Western Carolina University Chapter of the Public Relations Student Society of America (PRSSA), Cullowhee, NC, March 15, 2010.*

Lahm, R. J., Jr. (2007). How to market the most important person in the world: You! Tips, tools, and techniques to impress others with your knowledge, skills, ideas, and attitude. *International Association of Administrative Professionals (IAAP), Murfreesboro, TN, April 4, 2007.*

What a former advertising executive can tell you about the fine art of persuasion and your career. *Society for Technical Communication, December 4, 2002.*

How to make at least 52 new friends per year, drink all you want [bottled water], and get the job of your dreams (even in a tough market), *Dakota State University, October 17, 2002.*

Roundtable Expert. *Human Resource Executive Forum, Atlanta, GA, October, 2002.*

The role of interpersonal “chemistry” in hiring. *Society for Technical Communication, February 13, 2002.*

The TOP SECRET lives of the people you work with (workshop), *Career Service Association, Mundt Foundation, January 28, 2002.*

The role of “interpersonal ‘chemistry’ in hiring.” *Exec-U-Net, Atlanta, GA, December, 2000 (invited for encore performance) and December, 1999.*

Prior to my academic career, I frequently served as a guest speaker in college classrooms; as a roundtable discussant; on various business advisory boards; as a judge of academic work (as a business community representative); and in like capacities (especially while with *The Birmingham News*). I have addressed numerous business, chamber, and civic organizations.

## FACILITATION AND DISCUSSANT ROLES

Session Chair. (2018). *Institute for Global Business Research (IGBR) International Conference*, New Orleans, LA, April 4-6, 2018.

Facilitator. How to Cite in APA Student Workshop (presentation by Writing and Learning Commons, WaLC). *AOL Workshop Series, Western Carolina University, Cullowhee, NC*, September 19, 2017.

Session Chair. (2017). *Academic and Business Research Institute International (AABRI) Conference*, Asheville, NC, March 23-25, 2017.

Session Chair. (2016). *Academic Business World International Conference & International Conference on Learning and Administration in Higher Education*, Nashville, TN, May 25-27, 2016.

Facilitator. Algebra Refresher Student Workshop (presentation by Ben Kearns, Director, Math Tutoring Center). *AOL Workshop Series, Western Carolina University, Cullowhee, NC*, February 3, 2016.

Facilitator. Excel Basics Student Workshop (presentation by Dr. David Tyler). *AOL Workshop Series, Western Carolina University, Cullowhee, NC*, October 7, 2015.

Session Chair. (2015). *Academic Business World International Conference & International Conference on Learning and Administration in Higher Education*, Nashville, TN, May 20-22, 2015.

Session Chair. (2015). *Academic and Business Research Institute International (AABRI) Conference*, Savannah, GA, March 26-28, 2015.

Session Chair. (2014). *Society of Business Research International Conference*, Nashville, TN, October 23-25, 2014.

Session Chair. (2011). *Allied Academies Spring 2011 International Conference: Interdisciplinary Session*, Orlando, FL, April 6-9, 2011.

McMahan, R.K., Zanglein, J., Lahm, R. J., Jr. & Smith, M.. (2010). Toyota: Tumult? Turmoil? Tragedy? Program Panel Discussion. *Insights & Reflections, College of Business Speaker Series, Western Carolina University, Cullowhee, NC*, April 13, 2010.

Lahm, R. J., Jr., Pirtle, M., Murphee, M., Klika, B., & Young, D. (2008). Entrepreneurship Program Panel Discussion. *Rutherford County Chamber of Commerce Business Education Partnership, Counselor Leadership Institute, Murfreesboro, TN*, April 24, 2008.

Session Chair. (2007). *Allied Academies Fall 2007 International Conference: Interdisciplinary Session, Reno, NV*, October 3-6, 2007.

Wildman, P. (2007). Adapting Action Learning for Constant Change! Participant/Invited Discussant. *Second Enlightenment Conference, Columbia, SC*, March 4-6, 2007.

Session Chair. (2006). *Allied Academies Fall 2006 International Conference: Interdisciplinary Session, Reno, NV*, October 19-21, 2006.

Clouse, W., et al. (2006). "Think Tank" Participant/Discussant. *Entrepreneurs in Action! Conference, Vanderbilt University, Nashville, TN*, August 7-8, 2006.

Johnson, V. (2005). Accounting firms' preferences for resumes received from accounting graduates. Session Coordinator. *Southern Business Education Association Annual Conference, Franklin, TN*, October 26-29, 2005.

Lahm, R. J., Jr. & Selladurai, R.S. (2006). A new, digitally enabled, small business frontier. Facilitator and Lead Panel Discussant. *United States Association for Small Business and Entrepreneurship Annual Conference, Tucson, AZ*, January 13, 2006.

Ernst, G. & Lahm, R.J., Jr. (2004). Challenges faculty face to be a great advisor. Session co-chair. *Collegiate Entrepreneurs' Organization (CEO) 2004 National Conference, Chicago, IL*, November 2004.

## NEWSPAPER PUBLICATIONS

Lahm, R. J., Jr. (2011, February 13). [Review of the book, *It's a jungle in there: Inspiring lessons, hard-won insights, and other acts of entrepreneurial daring*]. *Asheville Citizen-Times*, p. E3.

Lahm, R. J., Jr. (2009, September 27). [Review of the book, *A nation on wheels: The automobile culture in America since 1945*]. *Asheville Citizen-Times*, p. E3.

Lahm, R. J., Jr. (2009, April 19). [Review of the book, *Wondrous contrivances: Technology at the threshold*]. *Asheville Citizen-Times*, p. E3.

## COMPETITIVE EVENTS JUDGING AND EVALUATION

“Pitch Party” (business idea competition) Mentor. *Western Carolina University, Cullowhee, NC*, November 9, 2017.

“Pitch Party” (business idea competition) Mentor. *Western Carolina University, Cullowhee, NC*, November 9, 2016.

“Pitch Party” (business idea competition) Mentor. *Western Carolina University, Cullowhee, NC*, April 21, 2016.

Competitive Business Simulations (entrepreneurship program capstone) Judge. *Western Carolina University, Cullowhee, NC*, December 10, 2015.

Improvisational Sales Pitch Competition Judge. *Western Carolina University Global Entrepreneurship Week Celebration, Cullowhee, NC*, November 16, 2011.

Role Play Evaluation Judge (for Western Carolina University finalist selection). *National Collegiate Sales Competition, Cullowhee, NC*, February 12, 2010.

Competitive Events Judge. *Region III DECA Conference, Murfreesboro, TN*, February 5, 2008.

Competitive Events Judge. *Region III DECA Conference, Murfreesboro, TN*, February 7, 2007.

Competitive Events Judge. *Business Professionals of America: BPA South Middle Regional Conference, Murfreesboro, TN*, January 24, 2007.

Competitive Events Judge. *DECA Conference, Murfreesboro, TN*, November 28, 2006.

Competitive Events Judge. *Business Professionals of America: BPA South Middle Regional Conference, Murfreesboro, TN*, January 25, 2006.

Competitive Events Judge. *Region III DECA Conference, Murfreesboro, TN*, January 24, 2006.

Competitive Events Evaluator. *2005 Blackman High School “Virtual Enterprise” Competition, Murfreesboro, TN*, January 27, 2005.

Competitive Events Judge. *Business Professionals of America: BPA South Middle Regional Conference, Murfreesboro, TN*, January 27, 2005.

Competitive Events Judge. *Region III DECA Conference, Murfreesboro, TN*, January 26, 2005.

## **CORPORATE COMMUNICATIONS**

- Have written, created, designed and/or directed numerous corporate communications projects including brochures and other collaterals, corporate and public service advertising, newsletters, and media releases.

## **SPECIALTY PUBLISHING (AS CREATOR AND PUBLISHER)**

- “*Birmingham: The Poster*” (24” x 36” 4 color process plus PMS spot color and varnish).

## **MAGAZINE PUBLISHING (CREATIVE CONSULTANT)**

Aided by input from assembled groups of industry and subject matter experts (Advisory Boards) and additional research, served as creative consultant for the development and publication of the following:

*Business First* (monthly magazine)

*Birmingham Commercial Real Estate Review and Forecast*

*Birmingham’s Best* (city guide book)

*Alabama Banking and Finance Review and Forecast*

## **CREATIVE WORKS**

Have previously received formal training in 16mm motion picture production (lighting, sound, filmmaking; the Film School, Half Moon Bay, CA). Background also includes creating additional artistic works utilizing large format (4 x 5), medium format, and 35mm studio and field photography skills; and other works rendered through traditional mediums such as paint on canvas, drawings, and the like.

- Creative works have been displayed in gallery exhibitions.

## PROFESSIONAL DEVELOPMENT

### TRAINING AND DEVELOPMENT (ATTENDEE)

A fireside chat with Home Depot co-founder, Ken Langone. *Center for the Study of Free Enterprise, Distinguished Speaker Series, Western Carolina University, Cullowhee, NC, October 22, 2018.*

Campus Security Authority Training on the Clery Act. *Western Carolina University, October 22, 2018.*

Graduate Program Director's Workshop. *Western Carolina University, September 4, 2018.*

Graduate Research Symposium. *Graduate School and Research, Western Carolina University, Cullowhee, NC, March 22, 2018.*

Graduate Program Director's Workshop. *Western Carolina University, January 30, 2018.*

Campus Security Authority Training on the Clery Act. *Western Carolina University, October 1, 2017.*

Graduate Program Director's Workshop. *Western Carolina University, September 7, 2017.*

Campus Security Authority Training on the Clery Act. *Western Carolina University, November 10, 2016.*

CRC (Collegial Review Committee) Trainings: Department and College, *Western Carolina University, September 16, 2016.*

Graduate Program Director's Workshop. *Western Carolina University, September 8, 2016.*

Conducting Post-Tenure Review (PTR) at UNC Institutions, *University of North Carolina General Administration, June 3, 2016.*

Title IX: Sexual Harassment Prevention and Reporting. *Western Carolina University, April 23, 2016.*

Socially conscious reinvestment in the international business community. Keynote: Hannah Davis, Founder, BANGS Shoes. *Center for Service Learning and College of Business, Western Carolina University, A.K. Hinds University Center theater, Cullowhee, NC, March 16, 2016. [R.J. Lahm, Jr., Organizer].*

Graduate Education Summit. *Graduate School and Research, Western Carolina University, Cullowhee, NC, February 4, 2016.*

Graduate Program Director's Workshop. *Western Carolina University*, January 28, 2016.

Campus Security Authority Training on the Clery Act. *Western Carolina University*, November 3, 2015.

Graduate Program Director Marketing Workshop. *Western Carolina University*, September 30, 2015.

Graduate Program Director's Workshop. *Western Carolina University*, September 2, 2015.

"Erin for Haiti." *Center for Service Learning, Western Carolina University, A.K. Hinds University Center theater, Cullowhee, NC, Cullowhee, NC*, March 4, 2015. [R.J. Lahm, Jr., Organizer].

Community Scholarship Incubator: A Retreat for Engaged Scholars and Partners (CSI). *Center for Service Learning and the Coulter Faculty Commons, Western Carolina University, (at) Fontana Village Resort, NC*, February 27 & 28, 2015.

Graduate Education Summit. *Graduate School and Research, Western Carolina University, Cullowhee, NC*, February 12, 2015.

Apply Yourself Connect Workshop. Facilitator: Don Strickland. *Graduate School and Research, Western Carolina University, Cullowhee, NC*, January 22, 2015.

Information Security Training II. Securing the Human: SANS Institute. *Western Carolina University*, January 21, 2015.

Where to START: Making a Difference. Keynote: David Lilly, Co-Founder, Autotrader.com. *Center for Service Learning and Center for Entrepreneurship & Innovation, sponsors, Western Carolina University, A.K. Hinds University Center theater, Cullowhee, NC, Cullowhee, NC*, March 3, 2014. [R.J. Lahm, Jr., Organizer].

Information Security Training I. Securing the Human: SANS Institute. *Western Carolina University*, December 5, 2013.

A fireside chat with Autotrader.com co-founder, David Lilly. *Center for Entrepreneurship & Innovation Speaker Series, Western Carolina University, Cullowhee, NC*, November 7, 2013.

The BANGS story. Keynote: Hannah Davis, Founder, BANGS Shoes. *Center for Service Learning and Center for Entrepreneurship & Innovation, Western Carolina University, A.K. Hinds University Center theater, Cullowhee, NC, Cullowhee, NC*, October 16, 2013. [R.J. Lahm, Jr., Organizer].

WNC Economic Roundtable. Moderator: Peter Anderson, Special Projects Editor, *Business North Carolina* magazine. *College of Business, Western Carolina University, Cullowhee, NC*, April 17, 2013.

Radio: an affordable connection for life-changing information. Keynote: Thomas Witherspoon, Founder, Ears to Our World *Insights & Reflections, College of Business Speaker Series, Western Carolina University, Cullowhee, NC, February 12, 2013.*

First Year Experience Faculty Workshop. Facilitator: Glenda Hensley. *North Carolina Center for the Advancement of Teaching and Learning, Western Carolina University, Cullowhee, NC, August 13, 2012.*

Effective Career Development Strategies for the 21st Century. Keynote: Bill Donovan, President, OckhamSource. *Insights & Reflections, College of Business Speaker Series, Western Carolina University, Cullowhee, NC, November 8, 2011.*

Professional Development Workshop on Sexual Harassment Prevention. *Western Carolina University, Cullowhee, NC, October 19, 2011.*

Critical Factors of Successful Business Professionals. Keynote: Scott Whatley, Vice President of Sales, E\*TRADE Financial Corporate Services, Inc. *College of Business, Western Carolina University, Cullowhee, NC, October 6, 2011.*

Fall Kick-Off. Keynote: Phil Drake, CEO of Drake Software, Inc. *College of Business, Western Carolina University, Cullowhee, NC, September 8, 2011.*

Crafting education for our state's future. Keynote: Janet Cowell, State Treasurer of North Carolina. *Insights & Reflections, College of Business Speaker Series, Western Carolina University, Cullowhee, NC, April 26, 2011.*

The Importance of Continuing to Pursue Higher Education for Women: Adding a degree and a new network. Keynote: Sheila Robinson, Founder, Publisher and CEO of Diversity Woman, LLC. *College of Business, Western Carolina University, Cullowhee, NC, March 23, 2011.*

Careers in Finance and How to be Successful. Keynote: John C. Wille, Treasurer, Corporate Financial Services, General Electric Capital Corporation. *Insights & Reflections, College of Business Speaker Series, Western Carolina University, Cullowhee, NC, March 8, 2011.*

A constructivist approach to thinking ethics. Keynote: Lorrie Willey. *Faculty Professional Development Series, Western Carolina University, Cullowhee, NC, November 30, 2010.*

Boyer and the scholarship of engagement: Does it count? Does it matter? Do you care? Keynote: Bill Richmond. *Faculty Professional Development Series, Western Carolina University, Cullowhee, NC, November 2, 2010.*

Arclight Films. Keynote: Mark Lindsay, President of Sales and Acquisitions. *Insights & Reflections, College of Business Speaker Series, Western Carolina University, Cullowhee, NC, October 5, 2010.*



Return to Greatness: Driving the American Dream. Keynote: Clifton Lambreth, Retail Marketing Manager, Ford Motor Company. *Insights & Reflections, College of Business Speaker Series, Western Carolina University, Cullowhee, NC, September 8, 2010.*

Toyota: Tumult? Turmoil? Tragedy? Program Panel Discussion. *Insights & Reflections, College of Business Speaker Series, Western Carolina University, Cullowhee, NC, April 13, 2010.*

Causes of the nation's current economic troubles, including the role played by derivative and securitization products and markets. Keynote: Dennis Oakley, Retired Managing Director of J.P. Morgan. *Insights & Reflections, College of Business Speaker Series, Western Carolina University, Cullowhee, NC, January 26, 2010.*

The Three Simple, Yet Difficult Rules of Success. Keynote: Bob Crumley. *Insights & Reflections, College of Business Speaker Series, Western Carolina University, Cullowhee, NC, September 22, 2009.*

Online Graduation Application (College of Business faculty training) Western Carolina University, Cullowhee, NC, September 10, 2009.

Ford and the American Dream: Founded On Right Decisions. Keynote: Clifton Lambreth, Retail Marketing Manager, Ford Motor Company. *Insights & Reflections, College of Business Speaker Series, Western Carolina University, Cullowhee, NC, September 2, 2009.*

"Principled Leadership." Keynote: John Allison, Chairman and CEO of BB&T Corporation. *Insights & Reflections, College of Business Speaker Series, Western Carolina University, Cullowhee, NC, November 17, 2008.*

The US Economic Crisis: Financial Crisis symposium. Program Panel Discussion. *Insights & Reflections, College of Business Speaker Series, Western Carolina University, Cullowhee, NC, October 7, 2008.*

Seven strategies for success. Keynote: Dr. Bernard A. Harris, Jr, CEO and Managing Partner of Vesalius Ventures, Inc. *Insights & Reflections, College of Business Speaker Series, Western Carolina University, Cullowhee, NC, August 21, 2008.*

Received training from the web development company that recently created a new content management system-based site for the [Small Business Institute®](#) (SBI), November 16, 2007.

Desire2Learn system: "Web-based platform for the delivery of online teaching and learning." Middle Tennessee State University, Murfreesboro, TN, November, 2007.

Preventing sexual harassment. Mastery Test Certificate score of 100% (MTSU employees – annually online). Middle Tennessee State University, Murfreesboro, TN, Recertified October, 2007.

Success starts now! Seminar for executives and managers. Southwestern Corporation Conference, Nashville Convention Center, Nashville, TN, April 17, 2007.

Developing and writing cases in entrepreneurship (UASBE Pre-conference Workshop). United States Association for Small Business and Entrepreneurship (USASBE), 21st Annual Conference, Orlando, FL, January 10-15, 2007.

Faculty Development – Dreamweaver. Middle Tennessee State University, Murfreesboro, TN, October 31, 2006.

Faculty Leadership Academy (orientation to administrative roles and responsibilities for future campus leaders). Middle Tennessee State University, Murfreesboro, TN, Consecutive Fridays in February 2006.

News and public affairs seminar. Middle Tennessee State University, Murfreesboro, TN, February 23, 2006.

Preventing sexual harassment. Mastery Test Certificate score of 100% (MTSU employees – annually online). Middle Tennessee State University, Murfreesboro, TN, Recertified on February 23, 2006.

Foundation and corporate funding. Middle Tennessee State University, Murfreesboro, TN, January 31, 2006.

Advising training-A development approach to faculty advising. Middle Tennessee State University, Murfreesboro, TN, October 24, 2005.

Opportunities for research in instructional activities. Middle Tennessee State University, Murfreesboro, TN, October 21, 2005.

Grants 101. Middle Tennessee State University, Murfreesboro, TN, September 23, 2005.

External funding 1010. Middle Tennessee State University, Murfreesboro, TN, April 20, 2005.

February 2005 assessment seminar. AACSB International, Tampa, FL, February 21-23, 2005.

Faculty development: Advising seminar. Middle Tennessee State University, Murfreesboro, TN, October 11, 2004.

Faculty training and support workshop: Business Computer Lab. Middle Tennessee State University, Murfreesboro, TN, September 10, 2004.

Preventing sexual harassment. Mastery Test Certificate score of 100% (MTSU employees – annually online). Middle Tennessee State University, Murfreesboro, TN (Certified on August 31, 2004).

**ACADEMIC CONFERENCES AND WORKSHOPS (ATTENDEE)**

2nd Annual North Carolina Entrepreneurship Educators Conference (NCEEC). Sponsored by the University of North Carolina Wilmington, Wilmington, NC, November 2, 2018.

Academic and Business Research Institute International Conference (AABRI), Orlando, FL, October 25-27, 2018.

Institute for Global Business Research (IGBR) International Conference, New Orleans, LA, April 4-6, 2018.

Academic and Business Research Institute International Conference (AABRI), St. Augustine, FL, January 4-6, 2018.

Academic Business World International Conference & International Conference on Learning and Administration in Higher Education, Nashville, TN, May 24-26, 2017.

Allied Academies Spring 2017 International Conference, New Orleans, LA, April 12-14, 2017.

Appalachian Research in Business Symposium (ARBS) sponsored by Appalachian State University, Boone, NC, March 30-31, 2017.

Academic and Business Research Institute International (AABRI) Conference, Asheville, NC, March 23-25, 2017.

Academic Business World International Conference & International Conference on Learning and Administration in Higher Education, Nashville, TN, May 25-27, 2016.

Allied Academies Spring 2016 International Conference, New Orleans, LA, March 30 - April 1, 2016.

The Global Consortium of Entrepreneurship Centers (GCEC), Gainesville, FL, October 29-31, 2015.

Academy of Business Research (ABR) Conference, Indianapolis, IN, September 23-25, 2015.

Academic Business World International Conference & International Conference on Learning and Administration in Higher Education, Nashville, TN, May 20-22, 2015.

Allied Academies Spring 2015 International Conference, New Orleans, LA, April 8-10, 2015.

Academic and Business Research Institute International (AABRI) Conference, Savannah, GA, March 26-28, 2015.

Appalachian Research in Business Symposium (ARBS), sponsored by Western Carolina University, Asheville (Biltmore Park), NC, March 21, 2014.

Academic and Business Research Institute International (AABRI) Conference, Orlando, FL, January 1-3, 2015.

Society of Business Research International Conference, Nashville, TN, October 23-25, 2014.

Allied Academies Spring 2014 International Conference, Nashville, TN, March 26-28, 2014.

Appalachian Research in Business Symposium (ARBS), sponsored by East Tennessee State University, Johnson City, TN, March 21, 2014.

Academic and Business Research Institute International (AABRI) Conference, Orlando, FL, January 1-4, 2014.

Intellectbase International Consortium Academic Conference, Atlanta, GA, October 17-19, 2013.

North Carolina Entrepreneurship Summit, Asheville, NC, September 24-25, 2012.

Lahm, R. J., Jr. & Nicholas, K. (2012). Allied Academies Spring 2012 International Conference, New Orleans, LA, April 4-6, 2012.

Collegiate Entrepreneurs' Organization 2011 National Conference (CEO), San Antonio, TX, October 27-29, 2011.

Academic Business World International Conference & International Conference on Learning and Administration in Higher Education, Nashville, TN, May 25-27, 2011.

Allied Academies Spring 2011 International Conference: Interdisciplinary Session, Orlando, FL, April 6-9, 2011.

Academic and Business Research Institute International (AABRI) Conference, Nashville, TN, March 24-26, 2011.

United States Association for Small Business (USASBE) Annual Conference, Hilton Head, SC, January 13-16, 2011.

Southern Academy of Entrepreneurship Annual Conference, Columbus, GA, October 12-13, 2009.

Small Business Institute (SBI) Annual Conference, St. Petersburg, FL, February 11-15, 2009.

American Society of Business and Behavioral Sciences (ASBBS) 15th Annual Conference, Las Vegas, NV, February 21 to 24, 2008.

Small Business Institute (SBI) Annual Conference, San Diego, CA, February 14-16, 2008.

United States Association for Small Business and Entrepreneurship (USASBE) Annual Conference, San Antonio, TX, January 10-13, 2008.

Southern Business Education Association (SBEA) Annual Conference, Little Rock, AR, October 24-27, 2007.

Association for Small Business and Entrepreneurship (ASBE) Conference, Austin, TX, October 10-13, 2007.

Allied Academies Fall 2007 International Conference, Reno, NV, October 3-6, 2007.

State Farm Summer Business Camp, Murfreesboro, TN, July 5 and July 13, 2007.

Academic Business World International Conference, Nashville, TN, May 28-30, 2007.

Second Enlightenment Conference, Columbia, SC, March 4-6, 2007.

“The Wide World of Entrepreneurship.” United States Association for Small Business and Entrepreneurship (USASBE), 21st Annual Conference, Orlando, FL, January 10-15, 2007.

Collegiate Entrepreneurs’ Organization 2006 National Conference (CEO), Chicago, IL, November 4-6, 2006.

Allied Academies Fall 2006 International Conference, Reno, NV, October 19-21, 2006.

MTSU Regional Economic Outlook Conference, Middle Tennessee State University, Murfreesboro, TN, September 29, 2006.

Tennessee Business Education Association (TBEA), Manchester, TN, September 22-23, 2006.

Entrepreneurs in Action! Conference, Vanderbilt University, Nashville, TN, August 7-8, 2006.

State Farm Summer Business Camp, Murfreesboro, TN, July 14, 2006.

Allied Academies Spring 2006 International Conference, New Orleans, LA, April 12-15, 2006.

“The Changing Entrepreneurial Landscape.” United States Association for Small Business and Entrepreneurship (USASBE), 20th Annual Conference, Tucson, AZ, January 12-15, 2006.

Southern Business Education Association (SBEA) Annual Conference, Franklin, TN, October 26-29, 2005.

Association for Small Business and Entrepreneurship (ASBE) Conference, Albuquerque, NM, October 7, 2005.

Annual Eastern Small Business Institute (SBI) Conference, Pittsburgh, PA, September 16, 2005.

Tennessee Vocational Education Conference, Murfreesboro, TN, July 20, 2005.

State Farm Summer Business Camp, Murfreesboro, TN, July 15, 2005.

International Council for Small Business (ICSB) 2005 50th World Conference, Washington, DC, June 17, 2005.

“Entrepreneurship in a Diverse World.” United States Association for Small Business and Entrepreneurship (USASBE), 19th Annual Conference, Indian Wells, CA, January 13-16, 2005.

CEO “Electing to be an Entrepreneur.” Collegiate Entrepreneurs’ Organization 2004 National Conference, Chicago, IL, November 4-6, 2004.

“Linking Business and Technology in the Bluff City.” Tennessee Business Education Association Conference, Memphis, TN, September 24-25, 2004.

MTSU 2004 Regional Economic Outlook Conference. Middle Tennessee State University, Murfreesboro, TN, September 24, 2004.

2002 MERLOT International Conference, Atlanta, GA, September, 2002.

## **BUSINESS (TRADE) PUBLISHING**

Have attended several book marketing and development workshops in support of business trade publishing objectives (self-funding these initiatives), e.g., the 2003 and 2006 [BookExpo America](#) Events (publishing industry annual convention) in Los Angeles, CA, May 28-June 1, 2003, and May 15-21, 2006 in Washington, DC. Programs have included:

- [A Day with Dan Poynter](#). Writing & Publishing Nonfiction. Books 101: The Full New Book Model Program, Atlanta, GA, October 10, 2006.
- Publishers Marketing University (PMA), Washington, DC, May 16-18, 2006.
- 12<sup>th</sup> Annual Harriet Austin Writer’s Conference, Athens, GA, July 15-16, 2005.
- Jumpstart your PR, MX-The Matrix Workshop, Marketability, Inc. (book publicity firm), Arvada, CO, July 11-13, 2003.
- Meet the media 2003. Radio-TV Interview Report (RTIR): Bradley Communications, BEA, Los Angeles, CA, June 1, 2003.

- [Mark Victor Hansen's](#) "*How to Create a Best Selling Book*" (*Chicken Soup for the Soul* co-author), BEA, Los Angeles, CA, May 30, 2003.
- Writer's Conference. Writer's Digest Books, BEA, Los Angeles, CA, May 28, 2003.
- John Kremer's Book Marketing Blast-Off Seminar, Fairfield, IA, August 9-11, 2002.

## PROFESSIONAL MEMBERSHIPS

(Present and previous) professional membership organizations:

- AAF – American Advertising Federation.
- AECT – Association for Educational Communications & Technology.
- AHRD – Academy of Human Resource Development.
- Allied Academies.
- AMA – American Marketing Association – Chapter Treasurer two terms.
- ASBE – Association for Small Business and Entrepreneurship.
- ASTD – American Society for Training and Development.
- CEO – Collegiate Entrepreneurs' Organization – Faculty Advisor, 2004-2008.
- DPE – Delta Pi Epsilon National Honorary Professional Graduate Society – Gamma Eta Chapter. President, (November 2007 to 2008); Vice President, 2006-2007; Member, November 2004 to 2008.
- ICSB – International Council for Small Business.
- IGBR – Institute for Global Business Research. Member of the Board of Directors, 2017 to Present.
- Intellectbase International Consortium.
- IICS – International Interactive Communications Society.
- MERLOT – Multimedia Educational Resource for Learning and Online Teaching – Associate Editor, Business Discipline Editorial Review Board.
- MRAL – Murfreesboro-Rutherford Art League.
- NAITA – North Alabama International Trade Association.
- NBEA – National Business Education Association.
- NSPI – National Society for Performance and Instruction.
- PMA – Publishers Marketing Association.
- SBEA – Southern Business Education Association.
- SBI – Small Business Institute.
- SHRM – Society for Human Resource Management.
- TBEA – Tennessee Business Education Association.
- USASBE – United States Association for Small Business and Entrepreneurship. Vice President of Electronic Publications and Member of the Board of Directors, 2008.

## RECOGNITION & HONORS

### DISTINGUISHED RESEARCH AND COMPETITIVE AWARDS

Lahm, R. J., Jr. (2018). Small Business Impacts from the Repeal of Individual Mandate Penalties under the ACA. **Best Paper of Track Award (Accounting, Finance, Economics)**. *Academic and Business Research Institute International Conference (AABRI)*, Orlando, FL, October 25-27, 2018.

Lahm, R. J., Jr. (2018). **Graduate Faculty Teaching Award**. *Western Carolina University, Cullowhee, NC*, April 27, 2018.

Lahm, R. J., Jr. (2018). **Engagement Award**. Finalist. *Western Carolina University, Cullowhee, NC*, April 27, 2018.

Lahm, R. J., Jr. (2018). **Student Nominated Faculty of the Year Award**. Nominee. Faculty and Staff Excellence Awards. *Western Carolina University, Cullowhee, NC*, April 27, 2018.

Lahm, R. J., Jr., Perry, L., Schauer, A. & Rumble, Z. (2018). **Outstanding Contribution to Research on Service-Learning and Community Engagement**. Center for Service Learning, *Western Carolina University, Cullowhee, NC*, April 19, 2018.

Lahm, R. J., Jr. (2018). **Curtis W. Wood Award for Excellence in Mentoring Graduate Students**. Nominee. *Western Carolina University, Cullowhee, NC*, March 22, 2018.

Lahm, R. J., Jr. (2017). **Innovative Scholarship Award**. Finalist. *Western Carolina University, Cullowhee, NC*, April 21, 2017.

Lahm, R. J., Jr. (2017). Certificate of Recognition for **Outstanding Achievement: Research**. Notable research on, or related to, service learning. *Western Carolina University, Cullowhee, NC*, April 20, 2017.

Lahm, R. J., Jr., Schauer, A. (2017). Small business and Obamacare: A Continuous Story of Uncertainty. **Best Paper of Track Award (Management, Marketing, MIS, International)**. *Academic and Business Research Institute International (AABRI) Conference*, Asheville, NC, March 21, 2017.

Lahm, R. J., Jr. (2016). Certificate of Recognition for **Outstanding Achievement: Service in Teaching**. Demonstrated Excellence in using Service Learning as a Teaching and Learning Strategy. *Western Carolina University, Cullowhee, NC*, April 21, 2016.



Entrepreneurship Program [Significant Contributions as a Faculty Member]. (2016). Certificate of Recognition for **Leading Light**. To an academic department or program for exemplary integration of service learning into the curriculum. Service Learning as a Teaching and Learning Strategy. *Western Carolina University, Cullowhee, NC*, April 21, 2016.

Lahm, R. J., Jr. (2016). **Innovative Scholarship Award**. Finalist. *Western Carolina University, Cullowhee, NC*, April 22, 2016.

Lahm, R. J., Jr. (2016). **Excellence in Research Award**. *Western Carolina University, Cullowhee, NC*, April 16, 2016.

Lahm, R. J., Jr. (2016). **Board of Governors Creative and Innovative Teaching Award**. Finalist. *Western Carolina University, Cullowhee, NC*, April 16, 2016.

Lahm, R. J., Jr. (2016). **Curtis W. Wood Award for Excellence in Mentoring Graduate Students**. Nominee (34 nominees among 493 graduate faculty). *Western Carolina University, Cullowhee, NC*, March 31, 2016.

Lahm, R. J., Jr. (2015). Certificate of Recognition for **Outstanding Achievement: Service in Teaching**. Demonstrated Excellence in Using Service Learning as a Teaching and Learning Strategy. *Western Carolina University, Cullowhee, NC*, April 23, 2015.

Entrepreneurship Program [Significant Contributions as a Faculty Member]. (2015). Certificate of Recognition for **Leading Light**. To an academic department or program for exemplary integration of service learning into the curriculum. Service Learning as a Teaching and Learning Strategy. *Western Carolina University, Cullowhee, NC*, April 23, 2015.

Lahm, R. J., Jr. (2015). Small business and Obamacare: Ripple effects when the cost is “too high.” **Distinguished Research Award**. *Allied Academies, Academy of Entrepreneurship*.

Lahm, R. J., Jr. (2015). **First Year Advocate**. Members of the Class of 2018 named faculty and staff from across the campus as exemplary advocates for students during the 2014-2015 academic year. *Western Carolina University, Cullowhee, NC*, April 9, 2015.

Lahm, R. J., Jr. (2014). **Board of Governors Creative and Innovative Teaching Award**. *Western Carolina University, Cullowhee, NC*, April 26, 2014.

Lahm, R. J., Jr. (2014). **BB&T Faculty Research Grant [Award] for the Study of Leadership, Ethics, and Capitalism**. *Western Carolina University, Cullowhee, NC*, April 26, 2014.

Lahm, R. J., Jr. (2014). **First Year Advocate**. Members of the Class of 2017 named faculty and staff from across the campus as exemplary advocates for students during the 2013-2014 academic year. *Western Carolina University, Cullowhee, NC*, April 8, 2014.

Lahm, R. J., Jr. (2013). **First Year Advocate**. Members of the Class of 2016 named faculty and staff from across the campus as exemplary advocates for students during the 2012-2013 academic year. *Western Carolina University, Cullowhee, NC*, April 3, 2013.

Lahm, R. J., Jr. (2012). Online Collaborative Learning Beyond Course Registration. **Creative Use of Technology Award**. *Association for Continuing Higher Education*. (First conceived of Master of Entrepreneurship (M.E.) Program “Entrepreneurship Community”; collaborated with Western Carolina University’s Coulter Faculty Commons Learning Management staff for development of a collaborative learning community). *Austin, TX*, November 13, 2012.

Lahm, R. J., Jr. (2012). **Board of Governors Creative and Innovative Teaching Award**. *Western Carolina University, Cullowhee, NC*, April 14, 2012.

Lahm, R. J., Jr. (2011). **Graduate Faculty Teaching Award**. *Western Carolina University, Cullowhee, NC*, April 16, 2011.

Lahm, R. J., Jr. (2011). **Creative and Innovative Teaching Award, “Distinguished Teacher.”** *Academy of Educational Leadership, Orlando, FL*, April 7, 2011.

Lahm, R. J., Jr. (2009). **Board of Governors Creative and Innovative Teaching Award**. *Western Carolina University, Cullowhee, NC*, April 24, 2009.

Lahm, R. J., Jr. & Geho, P.R. (2007). Holes in the corporate veil: Confronting the “myth” of reduced liability for small businesses and entrepreneurs under corporate forms. **Distinguished Research Award**. *Allied Academies, Academy of Entrepreneurship Education*.

Lahm, R.J., Jr. (2007). More trouble than it is worth? Detecting and prosecuting plagiarism in business plans. **Best Paper Award**. *Academic Business World International Conference, Nashville, TN*, May 28-30, 2007.

Lahm, R. J., Jr. (2006). Plagiarism and business plans: A growing challenge for entrepreneurship education? **Distinguished Research Award**. *Allied Academies, Academy of Entrepreneurship Education*.

Lahm, R. J., Jr. (2006). State of the entrepreneurial blogosphere. **Distinguished Research Award**. *Allied Academies, Academy of Entrepreneurship Education*.

Lahm, R. J., Jr. (2006). Designing a faculty course Website from scratch: Some lessons learned. **Faculty Showcase Award**. *Middle Tennessee State University, Murfreesboro, TN*, April 6, 2006.

Lahm, R. J., Jr. & Little, H.T., Jr. (2005). Bootstrapping business start-ups: Entrepreneurship literature, textbooks, and teaching practices versus current business practices? **Distinguished Research Award**. *Allied Academies, Academy of Entrepreneurship Education*.

Lahm, R. J., Jr. (2000). Honored as a recipient of the **2000 Award for Distinguished Contribution to HRD Research**, for original doctoral dissertation research on: The role of interpersonal “chemistry” in hiring. *Georgia State University, Andrew Young School of Policy Studies*.

## ADDITIONAL RECOGNITION

- The following media have included the [ChangeInTerms.com](http://ChangeInTerms.com) website (or me, as the site’s founder) in their coverage of credit card issues:

*The Wall Street Journal, The Wallet, Business Week, The New York Times, Barron’s, All Business, Columbia Journalism Review* (and others).

- Middle Tennessee State University’s Business Communication and Entrepreneurship Department Recognized as a Kauffman Platinum Award Recipient (following Entrepreneurship Week, 2007, as Committee Chair).
- Honorary Lt. Colonel Aide-de-Camp, Alabama State Militia.
- Prior businesses featured in *The Birmingham News, Birmingham Magazine*, and WCEO Radio.

Recognized in several *Who’s Who* publications, including:

- *Who’s Who Among America’s Teachers & Educators* (11th edition)
- *Who’s Who in Business Higher Education*
- *Who’s Who Worldwide*
- *Who’s Who in the South and Southwest*
- *Who’s Who Among Young American Professionals*
- *Who’s Who in Advertising*

## REFERENCES, EXHIBITS & WORK SAMPLES

References, exhibits and professional work samples from various businesses and career positions are available for review.