

Full-time Faculty				
Name	Research Expertise	Non-Research Expertise	Languages	Degrees
Bunch, Cortnee		Social Media Best Practices (Facebook and Instagram) Social Media Advertising (Facebook and Instagram) Basic Graphic Design Retail Marketing		M.B.A. King University B.A. King University
Carruthers, Keith	Global Sourcing Trade Protectionism International Trade	Lean / Continuous Improvement Frontline Leadership Supply Chain Management Business Strategy Operations Management (Mfg) Entrepreneurship		Ph.D. University of Hull M.B.A. University of Moncton B.A. University of Waterloo B.B.A. Acadia University
Connors, Jamie	Tax Accounting Burnout in CPAs	Taxes – Individual and Business Bookkeeping Forensic Accounting		A.B.D. UTC M.B.A. University of Central Florida B.S. Merchant Marine Academy
Culp, Robert	Environmental Issues in Economics Health Care Economics Real Estate Finance Public Policy	Macroeconomics		Ph.D. University of Tennessee Knoxville M.S. Texas A & M B.S. Texas A & M
D'itri, Mike	Optimization and applied math modeling Data envelopment analysis Production scheduling Decision theory Ethical assurance	Higher education and the role of accreditation Student advising and retention issues Wright School of Business degree programs Ethical assurance Continuous improvement in higher education		Ph.D. Michigan State University M.B.A. Michigan State University B.S. Michigan State University
Gabrini, Carl	Local Government Administration Revenue and Spending Policy Auditing Water Policy	Accounting and Reporting Matters (Public/Private/nonprofit) Government Budgeting Policy Analysis Organization Change/Development		Ph.D. Florida State University M.S. University of Central Florida M.B.A. Dowling College

Full-time Faculty				
Name	Research Expertise	Non-Research Expertise	Languages	Degrees
	Performance Measurement	Ethics		B.A. Stony Brook University
Garcia, Fernando	Ambidexterity (exploration and exploitation) Psychological empowerment Psychological ownership SWOT analysis Entrepreneurship Innovation/adaptation International business - Multilatinas	Project management MS Project software & PERT/CPM Construction & remodeling management Estimating & time-phased budgeting International education & study abroad		D.B.A. Kennesaw State University M.B.A. Kennesaw State University B.S. Dalton State College B.S. Universidad Nacional de Ingenieria
Gardiner, Lorraine	Assurance of learning Multiple criteria decision making Simulation modeling applications Experiential learning with software systems and models	SAP Enterprise Resource Management Software FinTech majors and careers Databases Analytics Optimization models Agile development Web application development	French – spoken, written and read	Ph.D. University of Georgia B.A. Hollins College
Helms, Marilyn	Business Clusters entrepreneurship Circular Economy Reverse Supply Chain Logistics	Supply Chain Management Strategic Management Logistics / Transportation Local Economy Carpet Industry North West Georgia Professional Business Certifications Employment General Higher Education HealthCare Business School Topics – Accreditation, Majors/Minors		D.B.A. University of Memphis M.B.A. University of Memphis B.B.A. University of Memphis
Kim, Dong-Gook (DK)	Human decision making Process simulation Assessment Pedagogy Methodology	Data mining Data visualization and communication Data modeling Process improvement R programming Power BI, Power Query, M	Korean – speak, read, and write	Ph.D. Georgia State University M.S. University of Nebraska B.S. Dongguk University

Full-time Faculty				
Name	Research Expertise	Non-Research Expertise	Languages	Degrees
Koch, Christian	financial literacy investment management Warren Buffett Value Investing			DBA, University of South Florida AMP, Harvard Business School MBA, Jacksonville University BBA, Stetson University
Littlefield, Jon	Consumer Socialization Gender Justice in Marketing Brand Related Bullying Stigma in Mobile House Parks			Ph.D. Virginia Tech M.B.A. Virginia Tech B.S. Mars Hill College
Ryle, Patrick	Accounting & Public Policy Law & Public Policy Taxation Accounting & Financial Reporting Sustainability & Sustainability Reporting Accounting Information Systems, Privacy and Security	Government & Municipal Law General Business Law Licensing Law		J.D. Northeastern University M.B.A. University of Rhode Island B.S. University of Massachusetts at Boston
Smith, Ray		Fulbright Program Internationalization HealthCare Ethics Baltic Countries Eastern/Central Europe Leadership Training & Development		Ph.D. Regent University Master University of South Carolina B.A. University of Tennessee Chattanooga
Watkins, Caleb	Labor Economics Defense Economics	Industrial Organization		Ph.D. Middle Tennessee State University M.A. Middle Tennessee State University B.S.
Yan, Kevin	Fintech (SME Lending)	Data visualization and modeling	Chinese Mandarin and	Ph.D. Baylor University

Full-time Faculty				
Name	Research Expertise	Non-Research Expertise	Languages	Degrees
	Online User Innovation Communities IT Consumerization	VB programming in Excel Stata & R Weka machine learning Cisco Packet Tracer Partial least squares path modeling	Shanghainese – Speak, read, and write	M.S. Baylor University M.S. Shanghai University B.A. Shanghai University
Yu, Han	Economics of Education, Health Economics, Labor Economics, Applied Econometrics, Subjective Well-Being		Chinese Mandarin – Speak, Read and Write	Ph.D. Louisiana State University M.S. Louisiana State University M.S. Central University of Finance and Economics B.S. Suzhou University of Science and Technology

Part-Time Faculty				
Name	Research Expertise	Non-Research Expertise	Languages	Degrees
Brown, David				M.S. Georgia Southern University M.S. University of Tennessee
Gordon, Jim		Engineering Malcolm Baldrige Skilled nursing operations		M.B.A. University of Georgia B.S. North Carolina State University
Haverland, Bob	SAP in Introduction Accounting Courses	Managerial Accounting Accounting for Private For- Profit Small Businesses Sage (Peachtree) Accounting Sage Payroll QuickBooks Cares Act, Paycheck Protection Plan Financial Presentations Small Business Valuation		M.B.A. New Mexico Highlands University B.B.A. Southern Oregon State College
Herrera, Brooklyn	Asset-Based Learning Strategies Latinx Student Success Peer Academic Support	College Student Financial Literacy Peer Tutoring Peer Financial Mentoring Certified Financial Education Instructor (higher ed)		Ed.D. (2023) University of North Georgia M.M. Shorter University B.A. Dalton State College
Holverson, Lauren		Market Research Social Media Entrepreneurship Nonprofits Business Analytics Communications		M.B.A, University of West Georgia B.B.A., Marketing, University of Montevallo
Hoy, Edward				D.B.A., International

				Business, Argosy University M.Ed., University of Tennessee Chattanooga M.S.M., Saint Thomas University B.A., Saint Thomas University
Hullender, Michael		Lean Manufacturing Six Sigma (Green Belt certified)		M.S., Southern Polytechnic State University B.B.A., Dalton State College
Lust, Kent		Emotional Intelligence in the workplace (EQ) Coaching & Development in the workplace International Sales Leadership Supply Chain		M.B.A., Kennesaw State University BS, Kennesaw State University
Maddox, Ann		Human Resources Management Psychology Non-Profit Management Diversity and Inclusion		M.B.A., Bryan College B.S., Human Services Management – Nonprofit Management and Psychology, University of Tennessee Chattanooga
Minor, John		Trusts and Estates - legal issues Taxation, particularly with regard to trusts and the estate and gift tax Corporate entities and structures Contracts Real Property law		J.D. Mercer University B. Mus. Vanderbilt University

Sanders, Wesley	Health Care Policy	Ethics Statutory Accounting Health Insurance Game Theory Behavioral Economics Data Analysis SQL	Biblical Hebrew Koine Greek (read and translates)	M.B.A., Georgia Institute of Technology M.Div., Emory University B.A., Binghamton University
Sasser, Mary Ann	Diversity and Inclusion Human Resources	Human Resources Staffing and Talent Development Shaw Industries, Inc. Floorcovering Industry		M.S. Troy University B.S. Auburn University
Taylor, Bill		Healthcare Medicare Health Insurance Accounting for Healthcare Enterprises Medical Practice Valuation		M.B.A., Loyola University of Chicago B.B.A., Accounting and Management, Southern Adventist University
Trivino, Jessica		Non-Profit Marketing and Fundraising		Masters, Auburn University BBA, Dalton State College
Ward, Allen "Tripp"		Real Estate Entrepreneurship		Masters Auburn University B.S. Clemson University