| **Full-time Faculty** | | | | |
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| **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 |
| 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  Performance Measurement | Accounting and Reporting Matters (Public/Private/nonprofit)  Government Budgeting  Policy Analysis  Organization Change/Development  Ethics |  | Ph.D. Florida State University  M.S. University of Central Florida  M.B.A. Dowling College  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 |
| 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. |

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| **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 |
| 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 |