

RICHARD THOMAS CHRISTOPH, Ph.D.

Dakota State University

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EDUCATION

1981 - 1985 Awarded the **Doctor of Philosophy** degree in Industrial Management from Clemson University, Clemson, South Carolina, August, 1985. Area of research: Corporate divestiture as an operational strategy. Selected to attend the 1984 National Academy of Management Doctoral Consortium in Strategy and Policy.

Minor area of study: Mathematical Economics

Dissertation Title: "Modeling Corporate Divestiture Decisions to Test the Capital Asset Pricing Model."

1977 - 1978 Completed the **IBM Management Information Systems and Marketing** course sequence at the IBM instructional campus, Atlanta, Georgia. This 18 month, professional training program focused on all aspects of the successful marketing of advanced information systems in complex business situations. Specific emphasis was placed on effective marketing presentations, financial analysis and information technology.

1975 - 1977 **Master of Arts** degree in Economics, Clemson University, Clemson, South Carolina.

Thesis Title: Benefits of Peak Electric Storage Devices and Their Effect on Peak Load Pricing" (funded by the Lockheed Aircraft Corporation).

1970 - 1974 Awarded the **Bachelor of Science** degree from Clemson University in Recreation and Parks Administration.

ACADEMIC EXPERIENCE

2003- present **Professor of Business and Information Systems**, Dakota State University, Madison, South Dakota. Responsible for teaching Information Systems, Economics, and Strategic Management areas on both the undergraduate level. I also perform service and research projects as associated with the faculty position.

2001- 2003 &
1998 - 2000 **Dean, and Professor of Computer Information Systems**, College of Business and Information Systems, Dakota State University, Madison, South Dakota. Projects completed include the development and launch of a new Masters of Information Systems degree that began during the fall of 1999 and currently enrolls 100

students. The College has also experienced considerable growth in student numbers and in program offerings during the past 3 years. I currently teach in the Information Systems, and Strategic Management areas and enjoy focusing on the information strategy and networking areas.

(NOTE: I moved from the Dean's position in 2003 to that of a full-time faculty member as the result of a personal, long-term health issue.)

- 2000 – 2001 **Director of the Center of Excellence in Information Systems and Professor of Information Systems**, Dakota State University, Madison, South Dakota. Responsible for all operational and instructional components of the University Center of Excellence in IS. The Center provides special scholarship, academic and external opportunities to gifted students at DSU regardless of major. I also teach Information Systems, and Strategic Management areas on both the undergraduate and graduate level.
- 1996 - 1998 **Associate Professor, Director of Special Projects**, and founding faculty member of Computer Information Systems at Florida Gulf Coast University, Ft. Myers, Florida. Florida Gulf Coast University is a new University and the tenth institution of higher education in the State of Florida system. Responsibilities included assisting in the design and development of a new curriculum in Information Systems, Management, and the MBA programs. Florida Gulf Coast University is a new University and the tenth institution of higher education in the State of Florida system.
- 1993 - 1996 **Associate Professor of Management** (tenured), James Madison University, Harrisonburg, Virginia. Primary teaching responsibilities include *Management of Technology, Strategic Management, Total Quality Management, and Management*. Teaching evaluations have been consistently rated as "**Excellent**."
- 1985 - 1992 **Associate Professor of Information and Decision Sciences** (tenured, 1991), James Madison University. Primary teaching responsibility was in the Information Systems area with responsibility for classes in *Intermediate and Advanced Information Systems, Data Communications, Networking, and several hands-on courses utilizing a variety of software packages*. Teaching evaluations were consistently rated as "**Excellent**."
- 1990 - 1991 **Acting Department Head**, Department of Management and Associate Professor of Information and Decision Sciences, James Madison University. The Management Department consists of some 20 full time faculty members with a budget in excess of one million dollars.

- 1981 - 1985 **Instructor in the Department of Management**, Clemson University. Teaching responsibilities included general management courses, strategic management courses, marketing, and information systems courses.
- 1982 - 1985 **Part-time instructor**, Continuing Education Department, Furman University, Greenville, South Carolina. Teaching responsibilities included Micro-economics, Marketing and Business Statistics.

INFORMATION TECHNOLOGY EXPERTISE

- Technical skills:** I have developed and taught college level courses in management information systems, data communications, networking, management of information systems, and related areas of information technology utilization. Additionally, I am fully familiar with Inter- and Intranet applications including the use of the World Wide Web.
- Software skills:** I have extensive experience in IBM compatible and Apple Macintosh personal computers (25 years) and am proficient in the use of Windows based operating systems and applications.

INDUSTRIAL EXPERIENCE

- 1996 Multimedia creator for Irwin Press in the Management instructional area utilizing Astound 2.0 and PowerPoint multimedia software.
- 1985 - present Professional consulting with a number of businesses in the areas of Competitive Marketing Concepts, Strategic Management, Total Quality Management, Information Systems utilization, and Productivity Management.
- 1977 - 1981 International Business Machines (IBM) Corporation, Greenville, South Carolina. Employed by the General Systems Division as a Marketing Representative for some 150 commercial data processing accounts. Responsible for the coordination of all IBM activity in an account situation including: Systems Engineering resources, technical support, financial analysis, systems planning, design, and implementation.

PROFESSIONAL ASSOCIATIONS

Association for Computing Machinery
Beta Gamma Sigma National Scholastic Honor Society in Business
Decision Sciences

PUBLICATIONS

Books and Refereed Journal Articles

“*Corporate Divestiture*”, a 2000 word chapter in Encyclopedia of Health Care Management, Sage Publications, 2004.

Microsoft Works 2000 for Windows Millennium, by Richard T. Christoph and Glenn T. Smith. Prentice Hall Publishing, 500 pages, 2001.

Instructor’s Manual for Using Microsoft Works 2000 for Windows ME with G. Smith. Prentice Hall Publishing, 200 pages, in press.

“Overcoming Barriers to Training Utilizing Technology: The Influence of Self-Efficacy Factors on Multimedia-Based Training Receptiveness”, Christoph, R.T., Tansky, J. and Schoenfeld, G., Human Resource Development Quarterly, Jossey-Bass Publishers, Spring 1998, #1, pp. 25-38

Personal Skills for Supervisory Managers, by Richard T. Christoph and Ronald S. Burke. Institute for Certified Professional Managers, 1998.

Microsoft Works 4.5 for Windows, by Richard T. Christoph and Glenn T. Smith. Prentice Hall Publishing, 495 pages, 1998

Instructor’s Manual for Microsoft Works 4.5 for Windows, with G. Smith. Prentice Hall Publishing, 190 pages, 1999.

“Using Computer Simulations to Understand the Management of Technology: Applications for Theory Development”, Christoph, R. T. Invited, refereed commentary Technology Studies, Walter de Gruyter Press, 1995, #2, pp. 209-212

Microsoft Works for Windows 95, by Richard T. Christoph and Glenn T. Smith. Prentice Hall Publishing, 485 pages, April, 1996.

Instructor’s Manual for Microsoft Works for Windows 95, with G. Smith. Prentice Hall Publishing, 175 pages, 1996.

Microsoft Works for Windows, Version 3.0, by Richard T. Christoph and Glenn T. Smith. Prentice Hall Publishing, 1994.

Instructor's Manual for Microsoft Works for Windows, Version 3.0, with G. Smith. Prentice Hall Publishing, 165 pages, 1995.

Using Microsoft Works 3.0 (DOS), by Richard T. Christoph and Glenn T. Smith. Prentice Hall Publishing, 1993.

Instructor's Manual for Using Microsoft Works 3.0 (DOS), with G. Smith. Prentice Hall Publishing, 165 pages, 1993.

Microsoft Works for Windows, by Richard T. Christoph and Glenn T. Smith. Prentice Hall Publishing, 1993.

Instructor's Manual for Microsoft Works for Windows, Version 2, with G. Smith. Prentice Hall Publishing, 185 pages, 1993.

"Automatic Data Collection Systems: Observed Benefits and Problems," with Stevens, Scott P. and Christoph, Orinda B. International Journal of Operations & Production Management, vol. 12 (1992), No. 5 pp. 57-68.

Computer Literacy, by Richard T. Christoph and Glenn T. Smith, Regents Division, Prentice Hall Publishing, 1992.

Using Microsoft Works, Version 2, by Glenn T. Smith and Richard T. Christoph Prentice Hall Publishing, October 1990.

Using Microsoft Works, by Glenn T. Smith and Richard. T. Christoph. Prentice Hall Publishing, October 1989.

"Divestiture and the Capital Asset Pricing Model," by R. Christoph and M. Stahl. Book chapter in Modeling Executive's Strategic Decisions: Differences Among Practice, Theory and Self Reports, M. Stahl, Greenwood Press, 1989.

"The Development of Information Systems Ethics," by R. T. Christoph, K. Forcht and C. Bilbrey. Winter 1987/88 issue of the Journal of Computer Information Systems.

"Comparison of Decision-Making Behavior Between Prospective Recreation and Management Personnel," by R. Christoph, R.W. McLellan and M.J. Stahl. Published in the Journal of Park and Recreation Administration, Vol. 5, No. 2, Summer 1987.

"Management Expert Systems (M.E.S.): A Framework for Development and Implementation," by J. Moser and R. T. Christoph. Information Processing & Management, Vol. 23, No. 1, 1987.

"Optimization of Microcomputer and Mainframe System Abilities: An Example," Published in the 1986 Meeting Edition of The Journal of Computer Information Systems.

Case Studies - Executive Development for Resource Managers, R.T. Christoph, editor. Compiled in conjunction with the U.S. Army Corps of Engineers and Clemson University, Fall 1984.

Proceedings Publications and Presentations

With Moran, M, Puetz, R and Walters, J, “Computer Self-Efficacy As An Indicator of Tablet PC Effectiveness In The Classroom”, presented and published in the refereed Proceedings for the 2007 Academy of Management meeting.

With Puetz, R and Walters, J, “A Longitudinal Study Using Self-Efficacy Precepts To Evaluate Instructional Effectiveness Of Tablet PC Systems In The Classroom” presented and published in the refereed Proceedings for the 2007 South Western Decision Sciences meeting.

With Puetz, R and Walters, J, “Does Familiarity Breed Contempt? Comparing Instructional Effectiveness of Tablet PC Systems between Freshman and Upper Class Business Majors” presented and published in the refereed Proceedings of the 2007 South West Academy of Management meeting.

With Moran, M, Puetz, R and Walters, J, “The Distraction Factor – Does The Use Of Student Computers In The Classroom Lead To Educational Distraction?” presented and published in the refereed Proceedings of the 2007 Western Decision Sciences meeting.

With Puetz, R and Walters, J, “Using Self-Efficacy Precepts to Evaluate the Instructional Effectiveness of the Use of Tablet PC Systems in the Classroom”, Presented in a regular session at the 2006 meeting of the Western Decision Sciences and included in the refereed Proceedings of the meeting.

With Wittmayer, C. “The Design, Development, and Implantation of a New Master’s Degree in Information Systems at Dakota State University”. Presented as a special session to the 2001 meeting of the Western Decision Sciences and included in the refereed Proceedings of the meeting.

With Christoph, O. and Dennis, T. “Using Self-Efficacy Precepts to Study Distance Education Effectiveness”. Presented at the 2001 South Dakota Regental Collaborative Changes Conference at the University of South Dakota, 2001

With Christoph, O. and Dennis, T. “An Exploratory Study to Compare Self-efficacy Issues and Distance Education,” presented at the 2000 annual meeting of the Decision Sciences Institute in Orlando, FL and published in the refereed Proceedings.

Invited text review of Business Data Communications and Networking, Raymond Panko, Third edition, Prentice Hall Publishing, 2001.

With Christoph, O. and Dennis, T. "Using Self-Efficacy Precepts to Study Distance Education Effectiveness". Presented at the 2001 meeting of the Western Decision Sciences and included in the refereed Proceedings of the meeting.

With Schoenfeld, G. "Comparing Student Self-Efficacy Manifestations in Multimedia-Based Instruction Over Time," presented at the 2000 annual meeting of the Western Decision Sciences Institute held in Maui, Hawaii in April 2000 and published in the refereed Proceedings.

With Christoph, O., and Schoenfeld, G "Student Self-Efficacy Manifestations When Participating In Multimedia-Based Instruction" Presented at the 1999 National meeting of the Decision Sciences Institute and included in the refereed Proceedings of the meeting

With Schoenfeld, G, "The Effectiveness of Multimedia-based Instructional Systems: Comparing Expectations with Reality", Presented at the 1998 National Meeting of the Decision Sciences Institute and for inclusion in the refereed Proceedings of the meeting.

With Schoenfeld, G, "Faculty Self-Efficacy Manifestations when Deciding to Utilize a New Multimedia-Based Instructional Technology", Presented at the 1998 Southern Management Association meeting and published in the refereed Proceedings.

With Tansky, J. and Schoenfeld, G, "A Determination of Self Efficacy Factors Impacting Multimedia-based Training", Presented at the 1996 National Meeting of the Decision Sciences Institute and included in the refereed Proceedings of the meeting.

With Stevens, Scott P. and Christoph, O. "Automatic Data Collection Systems: Observed Benefits and Problems," Production and Operations Management Society National Meeting, October 3-5, 1993; in Boston, MA.

"The Interactive Case Study: Using Data Communications to bring Business Decisions to the Information Systems Class". Presented at the 1990 National Decision Sciences Institute Meeting and published in the refereed Proceedings.

With Christoph, O. "The Implementation of Automatic Data Collection Systems: An Examination of Potential Benefits and Problems," Presented at the 1989 South East Decision Science Institute Meeting in Charleston, SC and published in the refereed meeting Proceedings.

With Teer, H. and Moser, J. "Expert Systems and New Product Screening" Invited paper presentation to the 1988 National ORSA/TIMS Conference in Denver, CO

With Teer, H. and Moser, J. "Expert Systems and New Product Screening," Presented at the 1988 National Academy of Marketing Meeting and published in the referred Proceedings of the meeting.

"Instructional Uses of Remote Bulletin Board Systems for the Data Communications Class," Presented at the 1988 SE Decision Sciences Institute Annual Meeting and included in the refereed Proceedings of the meeting.

With Moser, J. "The Development of Management Expert Systems for Ill-structured Problems: Corporate Divestiture As an Example," Invited paper presentation to the 1987 National ORSA/TIMS Conference in St. Louis, MO.

With Moser, J. "The Development and Use of a Management Expert System (M.E.S.) for Divestiture Decision Making," Paper presented at the 1987 SE Decision Sciences Institute Meeting and published in the refereed meeting Proceedings

With Moser, J. "Management Expert Systems: A Workshop on Artificial Intelligence Based Decision Support Systems," Invited workshop presented at the 1987 SE Decision Sciences Institute Meeting and published in the refereed Proceedings of the meeting.

With F. Forcht and C. Bilbrey. "Information Systems Ethics: An Analysis," Presented at the 1987 National Decision Sciences Institute Meeting. Abstract published in refereed Proceedings of the meeting.

"Divestment Decision Making Outlook Based on Manager Specific Demographic Criteria," Presented at the 1986 SE American Institute for Decision Sciences and published in the refereed Proceedings of the meeting.

"Optimization of Microcomputer and Mainframe System Abilities: An Example" Presented at the 1986 National Meeting of the Society for Data Education.

With M.J. Stahl. "Modeling Corporate Divestiture Decisions to Test the Capital Asset Pricing Model," Presented at the 1985 National American Institute for Decision Sciences meeting and published in the refereed Proceedings of the meeting.

"Managerial Need Profiles As a Function of Management Level and Number of Subordinates: An Application of Achievement, Power, and Affiliation to Management" Presented at the 1983 Southeast AIDS Meeting and published in the refereed Proceedings of the meeting.

With M.J. Stahl, and A.M. Harrell. "Identifying High and Low Managerial Motivation: Applying McClelland's Theory and the Job Choice Exercise" by Presented at the 1982 Southern Management Association and published in the refereed Proceedings.

"An Analysis: Benefits of Peak Electric Storage Devices and Their Effect on Peak Load Pricing," (Masters thesis funded by the Lockheed Aircraft Corporation). Presented to the 1977 South Carolina Academy of Science Meeting.

CURRENT COMMITTEE ASSIGNMENTS

South Dakota Board Of Regents Assignments

Business Discipline Council. The Council represents all state Universities in matters dealing with business education.

Current Dakota State University Assignments:

Freshman Success Seminars charged with the coordination of new, incoming freshman students.

Long Range Strategic Planning Committee charged with the development of a new, inclusive strategic plan for the University

DSU Marketing Committee which is evaluating student recruitment procedures.

I also serve on several College of Business faculty committees.

GRANTS AND AWARDS

I have written a variety of grant requests to support innovative teaching and research. Individually funded proposals include awards in excess of \$200,000 while projects funded as a result of team activities exceed \$1,600,000.

AREAS OF RESEARCH INTEREST

I am now involved in an ongoing research stream designed to evaluate the effectiveness of multimedia and computer-based instructional systems and the impact of such systems on faculty productivity. I continue to work in several areas in the management and management information systems field including the use of expert systems, strategic management tools, and the evaluation of decision support systems.

ACTIVITIES

I serve in a leading capacity in a number of civic organizations including Rotary International. I enjoy traveling with my family, fishing, and participating in outdoor activities. I am also an avid woodworker and enjoy restoring vintage automobiles.

PROFESSIONAL REFERENCES

Available on request