

BASIC VITA INFORMATION

PERSONAL INFORMATION

Name

W. Mark Hearn

Address

Management Department
College of Commerce and Business Administration
Jacksonville State University
Jacksonville, Alabama 36265
(256) 782-5756

Education

Ph.D. (Management) University of Arkansas, 1992
M.B.A. (Management) University of North Alabama, 1983
B.S. (Management) University of North Alabama, 1982

Ph.D. Thesis

The Impact of an Absence Control Policy on Absenteeism, Performance, and Satisfaction: A Replication of Baum and Youngblood (1975)

EMPLOYMENT

2005-Present

Professor of Management, College of Commerce and Business Administration, Jacksonville State University

1999-2005

Associate Professor of Management, College of Commerce and Business Administration, Jacksonville State University

1992-1999

Assistant Professor of Management, College of Commerce and Business Administration, Jacksonville State University

1989-1992

Instructor of Management, College of Commerce and Business Administration, Jacksonville State University

1984-1989

Part-time Instructor of Management, University of Arkansas, Fayetteville, Arkansas

INTELLECTUAL CONTRIBUTIONS

Refereed Journal Articles

Hearn, W. Mark, Turley, Falynn, & Rainwater, Lenn H. (2017). Virtual versus face to face peer evaluations: On the net, I may not know you, but I know your work. The International Journal of Management Education. Vol 15, p. 539-545.

Borstorff, Patricia, Hearn, W. Mark, & Turley, Falynn. (2013). Globalization and the Economy: What Students Think. American Journal of Business and Management. Vol 2, No 2, p. 84-90.

Hearn, W. Mark, Thomas, Jim, Cobb, R. (2012) University Outreach Programs: Service to the Surrounding Communities while Developing Faculty. Research in Higher Education Journal. Volume 16, July, p. 140-148.

Borstorff, Patricia & Hearn, W. Mark. (2009). Globalization: How We View it. A.T. Business management Review. Vol 5, no 1, p. 8-16. April.

Borstorff, P. C., Thomas, J. L., Hearn, W. Mark. (2007). Retirement Contributions and Gender: Why are Women Coming Up Short?. Journal of Applied Management and Entrepreneurship. Vol 12, no 3, p. 3-16.

Hearn, W. Mark, Patricia Borstorff, & James Thomas. (2005). Preparing for Retirement: The Roles of "How Soon" and "How Much". Journal of Applied Management and Entrepreneurship. Vol 10, no 1, p. 95-110.

Borstorff, Patricia & W. Mark Hearn. (2003). Knives for Trade: Bear Cutlery. Journal of the International Academy for Case Studies. Special Edition, Volume 9, Number 2: p. 79-88.

Borstorff, Patricia, Hearn, W. Mark, & Judith Harrison. (2002). Retirement Preparation: Is there a Gender Difference? Journal of Applied Management and Entrepreneurship. Vol 7, no 2, p. 27-41.

Borstorff, Patricia & Hearn, W. Mark. (2000). Going Abroad: Tyson Foods in Mexico. Journal of the International Academy for Case Studies. Vol 6, no 1, p. 87-94.

Borstorff, Patricia, & W. Mark Hearn. Rethinking the Communication of Employment-At-Will: What to Do? (1998). Academy of Managerial Communications Journal. Vol 2, no 1, p. 43-52.

Trivoli, George W., Hearn, W. Mark, & Graham, Robert G. 1998. Market Microstructure Factors Based on Bid-Offer Spreads on NYSE, AMEX and Nasdaq Markets. Journal of Contemporary Business Issues, Spring, Vol. 6, no 1, p. 35-49.

Borstorff, Patricia, Hearn, W. Mark, & McCormick, Michael B. 1998. What your Employment Application Communicates: Job Applicant Perceptions of Employment-At-Will Statements. Journal of Contemporary Business Issues, Spring, Vol. 6, no 1, p. 50-56.

Sullivan, Edward J., & Hearn, W. Mark. 1996. Modeling Turnover Levels: A Cost-Benefit Approach. Journal of Business and Economic Perspectives, Fall/Winter, p. 146-155.

Published Articles

Hearn, W. Mark. 1997. Employee Turnover: Cost or Benefit. JSU Economic Update, Volume 6, Issue 5, p. 1-3.

Hearn, W. Mark. 1995. Employee Turnover: Hooray or Boo Hoo. OVERLOOK: A Quarterly Supplement to Northeast Alabama Magazine, May, p. 14-15.

Books

Schweizer, Tim P. & Hearn, W. Mark. 1986. Instructor's Manual for White and Bednar's Organizational Behavior: Understanding and Managing People at Work, Boston, Massachusetts, Allyn and Bacon.

Proceedings

Borstorff, Patricia & Hearn, W. Mark. 2008. Globalization of Trade: How We View It. Proceedings of the Tenth Annual Conference of the Academy of Business Disciplines. Ft. Myers Beach, FL, November 6-8, 2008.

Borstorff, Patricia, W. Mark Hearn, & Judith Harrison. 2001. Retirement Preparation: Is there a Gender Difference? Proceedings of the Southern Management Association. P. 191-195.

Borstorff, Patricia & Hearn, W. Mark. 2000. Going Abroad: Tyson Foods in Mexico. Proceedings of the International Academy for Case Studies, Volume 7, Number 1. p. 31-36.

Borstorff, Patricia, & Hearn, W. Mark. 1998. Rethinking the Communication of Employment-At-Will: What To Do? Proceeding of the Academy of Managerial Communications, Vol. 3, no 1, p. 17-25, Myrtle Beach.

Borstorff, Patricia, McCormick, & Hearn, W. Mark. 1998. What Your Employment Application Communicates: Job Applicant Perceptions of Employment-At-Will Statements. Association for Small Business and Entrepreneurship Conference Proceedings. p. 61-66. Dallas, TX.

Borstorff, Patricia, McCormick, & Hearn, W. Mark. 1998. Job Applicant Perceptions of Employment-At-Will Statements: What Your Employment Application Communicates. Proceedings of the Fortieth Annual Meeting of the Southwest Academy of Management. p. 183-187. Dallas, TX.

Borstorff, Patricia, McCormick, & Hearn, W. Mark. 1998. Employment-At-Will: A Communication Dilemma. Proceedings of the Association for Business Communication Southwestern United States Conference. p. 11-16. Dallas, TX.

Borstorff, Pat, Hearn, W. Mark, & Harper, Laura. 1997. Employment-At-Will: Communicate or Abandon? Association for Small Business Entrepreneurship Conference Proceedings, New Orleans, LA, p. 29-34.

Hearn, W. Mark, & Sullivan, Edward J. 1996. Turnover Levels: Too High? Too Low? Where's Just Right? Proceedings of the Thirty-Eighth Annual Meeting of the Southwest Academy of Management, San Antonio, Texas, p. 139-142.

Hearn, W. Mark. 1993. Absence Sanctions: Should We? When? and How? Proceedings of the Thirty-Fifth Annual Meeting of the Southwest Academy of Management, New Orleans, Louisiana, p. 92-96.

Hearn, W. Mark. 1988. Teleconferencing: The Good, The Bad, and The Loopholes. Proceedings of the Thirtieth Annual Meeting of the Southwest Academy of Management, San Antonio, Texas, p. 100-104.

Schweizer, T. P. & Hearn, W. Mark. 1987. Mindlessness in Organizations: Implications for the field of Organizational Behavior. Proceedings of the Twenty-Ninth Annual Meeting of the Southwest Academy of Management, Houston, Texas, p. 70-74.

Presentations

Hearn, W. Mark, Thomas, J. L. Calhoun County Chamber of Commerce Economic Summit, "Economic Analysis & Update," Calhoun County Chamber of Commerce, Anniston, AL. (February 23, 2018).

Hearn, W. Mark, Cobb, Richard. Choccolocco Economic Activity Zone, Talladega, AL, "CEAZ Forum", Non-Academic, Contributions to Practice. (August 2017).

Hearn, W. Mark. Jacksonville Exchange Club, Jacksonville, AL "Economic Update on Calhoun County". (March 23, 2017).

Hearn, W. Mark, Thomas, J. L. Calhoun County Chamber of Commerce Economic Summit, "Economic Analysis & Update," Calhoun County Chamber of Commerce, Anniston, AL. (February 24, 2017).

Hearn, W. Mark, Cobb, R. Northeast Economic Activity Zone Exposition, "Economic Analysis & Update," Little River Canyon JSU Center. (August 12, 2016).

Hearn, W. Mark, Thomas, J. L. Calhoun County Chamber of Commerce Economic Summit, "Economic Analysis & Update," Calhoun County Chamber of Commerce, Anniston, AL. (March 11, 2016).

Hearn, W. Mark, Cobb, Richard. Choccolocco Economic Activity Zone, Oxford, AL, "CEAZ Forum", Non-Academic, Contributions to Practice. (May 2015).

Hearn, W. Mark, Thomas, J. L. Calhoun County Chamber of Commerce Economic Summit, "Economic Analysis & Update," Calhoun County Chamber of Commerce, Anniston, AL. (March 11, 2015).

Hearn, W. Mark, Cobb, R. Northeast Economic Activity Zone Exposition, "Economic Analysis & Update," Cherokee County Chamber of Commerce, Centre, AL. (May 23, 2014).

Cobb, R., Hearn, W. Mark., Thomas, J. L., Calhoun County Chamber of Commerce Economic Summit, "Economic Analysis & Update," Calhoun County Chamber of Commerce, Anniston, AL. (March 5, 2014).

Hearn, W. Mark, Cobb, R., Northeast Economic Activity Zone Exposition, "Economic Analysis & Update," Etowah County Chamber of Commerce, Gadsden, AL. (May 3, 2013).

Cobb, R., Hearn, W. Mark, Thomas, J. L., Calhoun County Chamber of Commerce Economic Summit, "Economic Analysis & Update," Calhoun County Chamber of Commerce, Anniston, AL. (March 2013).

Hearn, W. Mark, Cartmill, Falynn. Academic Business World International Conference. Peer Evaluations in Group Projects: Propensity and Magnitude Differences for Face to Face versus Virtual Groups. (May 2012).

Hearn, W. Mark, Cobb, R. Calhoun County Chamber of Commerce Economic Forum, Calhoun County Chamber of Commerce, Anniston, AL, "Calhoun County Economic Forum", Non-Academic, Contributions to Practice. (January 26, 2012).

Hearn, W. Mark, Cobb, R. Northeast Economic Activity Zone, Etowah Chamber of Commerce, Gadsden, AL, "Analysis of the Northeast Economic Activity Zone", Non-Academic, Contributions to Practice. (July 14, 2011).

Hearn, W. Mark, Thomas, Jim, Cobb, R. Academic Business World International Conference. University Outreach Programs: Service to the Surrounding Communities while Developing Faculty. (May 2011).

Hearn, W. Mark, Cobb, R. Calhoun County Chamber of Commerce Economic Forum, Calhoun County Chamber of Commerce, Anniston, AL, "Calhoun County Economic Forum", Non-Academic, Contributions to Practice. (February 2011).

Hearn, W. Mark, Cobb, Richard. Choccolocco Economic Activity Zone, Oxford, AL, "CEAZ Forum", Non-Academic, Contributions to Practice. (May 2010).

Hearn, W. Mark, Cobb, R. Calhoun County Chamber of Commerce Economic Forum, Calhoun County Chamber of Commerce, Anniston, AL, "Calhoun County Economic Forum", Non-Academic, Contributions to Practice. (January 2010).

Hearn, W. Mark, Cobb, R. East Alabama Regional Planning and Development Commission Annual Meeting, Calhoun County Chamber of Commerce, Anniston, AL, "Economic Update on East Alabama Region", Non-Academic, Contributions to Practice. (April 22, 2009).

Hearn, W. Mark, Cobb, R. Calhoun County Chamber of Commerce Economic Forum, Calhoun County Chamber of Commerce, Anniston, AL, "Calhoun County Economic Forum", Non-Academic, Contributions to Practice. (January 29, 2009).

Borstorff, Patricia & Hearn, W. Mark. Academy of Business Disciplines Conference, Fort Myers, FL, "Globalization: How We View It". (November 7, 2008).

Hearn, W. Mark, Cobb, R. Calhoun County Chamber of Commerce Economic Forum, Calhoun County Chamber of Commerce, Anniston, AL, "Calhoun County Economic Forum", Non-Academic, Contributions to Practice. (January 2008).

Hearn, W. Mark, Cobb, R., Fielding, B. T., Scroggins, B. A., Northeast Economic Activity Zone, Etowah Chamber of Commerce, Gadsden, AL, "Analysis of the Northeast Economic Activity Zone", Non-Academic, Contributions to Practice. (April 15, 2007).

Hearn, W. Mark, Cobb, R. Calhoun County Chamber of Commerce Economic Forum, Calhoun County Chamber of Commerce, Anniston, AL, "Calhoun County Economic Forum", Non-Academic, Contributions to Practice. (January 23, 2007).

Hearn, W. Mark, Calhoun County Chamber of Commerce Economic Forum, Calhoun County Chamber of Commerce, Anniston, AL, "Calhoun County Economic Forum", Non-Academic, Contributions to Practice. (January, 2006).

Hearn, W. Mark, Cobb, R., Fielding, B. T., Scroggins, B. A., Choccolocco Economic Activity Zone Exposition, Anniston City Meeting Center, Anniston Alabama, "Analysis of the Choccolocco Economic Activity Zone", Non-Academic, Contributions to Practice. (September 22, 2005).

Hearn, W. Mark, Calhoun County Chamber of Commerce Economic Forum, Calhoun County Chamber of Commerce, Anniston, AL, "Calhoun County Economic Forum", Non-Academic, Contributions to Practice. (January, 2005).

Hearn, W. Mark, Calhoun County Chamber of Commerce Economic Forum, Calhoun County Chamber of Commerce, Anniston, AL, "Calhoun County Economic Forum", Non-Academic, Contributions to Practice. (January, 2004).

Hearn, W. Mark, Calhoun County Chamber of Commerce Economic Forum, Calhoun County Chamber of Commerce, Anniston, AL, "Calhoun County Economic Forum", Non-Academic, Contributions to Practice. (January, 2003).

Borstorff, Patricia, W. Mark Hearn, & Judith Harrison. 2001. Retirement Preparation: Is there a Gender Difference? 2001 Annual Meeting of the Southern Management Association. November 7-10, 2001. New Orleans, LA.

Borstorff, Patricia, Hearn, W. Mark. 2000. Going Abroad: Tyson Foods in Mexico. Allied Academies 2000 Spring International Conference. Myrtle Beach, SC. April 5-8, 2000.

Borstorff, Patricia, Hearn, W. Mark. 2001. Retirement Preparation: Is there a Gender Difference? November 2001. Southern Management Association. New Orleans, LA.

Borstorff, Pat, McCormick, Michael, Hearn, W. Mark. 1998. Employment-At-Will: A Communication Dilemma. March 1998. Association for Business Communication Southwestern United States Conference. Dallas, TX.

Borstorff, Pat, Hearn, W. Mark, Harper, Laura. 1997. Employment-At-Will: Communicate or Abandon? March 1997. Annual Meeting of the Association for Small Business Entrepreneurship, New Orleans, LA.

Trivoli, George, Graham, Robert, Hearn, W. Mark. 1997. Measurement of the Relative Liquidity of the NYSE, AMEX, & Nasdaq. April 1997. Eastern Finance Association Annual Meeting, Key West, FL.

Trivoli, George, Hearn, W. Mark, Graham, Robert. 1996. The Decision to List on the NYSE, AMEX, or Nasdaq Based Upon Relative Liquidity. November 1996. Southern Finance Association Annual Meeting. Panama City Beach, FL.

Hearn, W. Mark, Sullivan, Edward J. 1996. Turnover Levels: Too High? Too Low? Where's Just Right? March 1996. Thirty-Eighth Annual Meeting of the Southwest Academy of Management, San Antonio, TX.

Hearn, W. Mark. 1993. Absence Sanctions: Should We? When? and How? Thirty-Fifth Annual Meeting of the Southwest Division of the Academy of Management, New Orleans, Louisiana.

Hearn, W. Mark., & Roberds, Robert. 1991. Leader Impact on Organizational Effectiveness: A Customized Comparison. Sixty-Eighth Annual Meeting of the Alabama Academy of Science, Jacksonville, Alabama.

Jenkins, G. Douglas., Jr., Gupta, Nina, & Hearn, W. Mark. 1989. Career Stages and Productivity. Forty-Ninth Annual Meeting of the Academy of Management, Washington, D.C.

Hearn, W. Mark. 1988. Teleconferencing: The Good, The Bad, and The Loopholes. Thirtieth Annual Meeting of the Southwest Academy of Management, San Antonio, Texas.

Hearn, W. Mark. 1987. A Process Model of Training: An Integration of Transfer, Evaluation, and Institutionalization Research. Forty-Seventh Annual Meeting of the Academy of Management, New Orleans, Louisiana.

Schweizer, Tim. P. & Hearn, W. Mark. 1987. Mindlessness in Organizations: Implications for the field of Organizational Behavior. Twenty-Ninth Annual Meeting of the Southwest Academy of Management, Houston, Texas.

Brown Bag Luncheon Presentations (CCBA):

Hearn, W. Mark, & Sullivan, Edward J. 1996. Turnover Levels: Too High? Too Low? Where's Just Right?

Hearn, W. Mark. 1993. Absence Sanctions: Should We? When? and How?

Other Activities:

Reviewer, BQuest Journal 1995-present.

Honor Societies:

The Honor Society of Phi Kappa Pi: University of Arkansas Chapter 1989

Sigma Delta Chapter, Sigma Iota Epsilon Honorary Management Fraternity 1984, President 1986, Vice President 1987

HONORS & AWARDS

JSU Research Award 1992, 1993, 1995, 1996, 1997, 1998, 1999, 2000, 2002, 2003, 2004, 2005, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017

CCBA Excellence in Research Award 1994, 1997, 1998, 1999, 2000, 2001, 2001, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2016, 2017

CCBA Excellence in Teaching Award 1993, 1994, 1997, 1998, 1999, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017

CCBA Excellence in Service Award 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017

Dean's Award for Excellence in Teaching 2007

Dean's Award for Excellence in Service 2000, 2002

Dean's Award for Excellence in Research 1998

University of South Carolina Faculty Development in International Business Academic Achievement Award 1994

Allied Signal's Total Quality Leadership Workshop Certificate 1994

Calhoun County Chamber of Commerce Quality Team Facilitator Training 1993

UNIVERSITY SERVICE

Department

Chair, Department of Management and Marketing Social Committee (1996-present)

Member, Management Undergraduate Curriculum Committee (2000-present)

Member, Information Management/ECommerce Undergraduate Curriculum Committee (1996-2004)

College

Web Page Coordinator, CCBA. (1995-present)

Member, Curriculum Committee, CCBA (1998-present)

Member, CCBA Promotion and Tenure Committee (2007, 2008, 2009, 2010)

Member, Jeff Parker Scholarship Committee, CCBA (2005-2008)

Member, Visiting Professor Jiang Chun Liaison Committee, CCBA (2005)

Day Chair. Leadership Calhoun County Chamber of Commerce (2001, 2002)

Day Chair. Youth Leadership Calhoun County Chamber of Commerce (2001, 2002)

University

Member, Faculty Senate (May 2009-2014)

Chair, Safety and Environmental Health Committee (2012-2015)

Member, Safety and Environmental Health Committee (2005-2015)

Member, University Computer Advisory Committee (2005-2014)

Coordinated CCBA sponsorship of Business After Hours through Calhoun County Chamber of Commerce (2000 - present)

Member, Teacher Education Program Candidate Interview Committee. Candidate: Michael Owens (02/04/09).

Guest Speaker, Joint Powers Authority (2004), Subject: Calhoun County Economy

Participated in IM/EC proposal to ACHE (2002)

Guest Speaker, JSU Recruiting Trips. “Georgia Nights” Carrolton and Rome, GA (09/05/00 & 09/14/01)

Guest Speaker, Leadership Calhoun County Chamber Commerce. 02/05/01. Subject: Consensus Building.

Guest Speaker, Anniston Army Depot. 03/13/01. Subject: Leaders in a Changing Environment.

Guest Speaker, Northeast Alabama Entrepreneurial Center, Anniston, AL. 10/24/00. Subject: ECommerce

Member, Faculty Advisory Council for the International House and Program (2005-2008)

Day Chair, First Annual Emerging Leaders Day. 11/10/00

Participant, JSU Faculty Exchange visit to UADY, Merida, Mexico. 05/25/00-06/02/00.

Member, Enrollment Management Committee (2005)

COURSES TAUGHT

Business Information Management

E-Commerce

Organizational Behavior

Business Communications

Organizational Communications

International Business

International Management

PUBLIC SERVICE

Anniston Planning Commission (Chair – January 2012-2016), (Member, May 2001-2016)

McClellan Development Authority (Dec 2008-Dec 2014)