

VITA

JACQUELINE ROWLEY MAYFIELD

Texas A & M International University
Division of International Business and Technology Studies
PH 313 E
5201 University Blvd.
Laredo, TX 78041
(956) 326-2533 - Voice Mail
jmayfield@tamiu.edu

PO Drawer 1430
Cotulla, TX 78014

EDUCATION/TRAINING

- Ph.D. Business Administration, Major in Management, Minor in Communications, University of Alabama, Tuscaloosa; 1993.
- M.B.A. The George Washington University, Washington, D.C. Concentration in Marketing; 1979.
- M.A.T. The University of Chicago, Chicago, Major in French; 1975.
- B.A. The George Washington University, Washington, D.C. Major in French; 1974.
- International Course Work: Institut d'Ete, Bryn Mawr College in Avignon, France; 1973.

Languages

Fluent in French

Passed Italian Reading Competency Exam while at the University of Chicago

Additional Training

Seminars and training programs in Managed Health Care and Insurance Systems, 1983-1986 (Blue Cross/Blue Shield)

New Manager and Project Management Skills, 1983-1986 (American Management Association, Blue Cross/Blue Shield)

WORK EXPERIENCE

<i>Position</i>	<i>Employment Period and Achievements</i>
Associate Professor of Management, Texas A & M International University, Laredo, Texas.	Fall 1999 to present. Tenure granted in 2000.
Director of Professional Development, College of Business, Texas A&M International University, Laredo, TX.	Jan. 2002 to June 2003.
Co-Chair, Dept. of Management and Marketing, Texas A&M International University, Laredo, TX.	Jan. 2001 to Sept. 2002. Led the Department through successful AACSB accreditation process.
Assistant Professor of Management and Business Communications, Texas A & M International University, Laredo, Texas.	Fall 1995 to Fall 1999 (Promoted to Associate Professor in Fall 1999.)
Assistant Professor of Management, Radford University, Radford, Virginia.	Fall 1992 to Spring 1995.
Management Consultant, Self Employed.	May, 1994 to present. Responsibilities: Assess client needs and implement intervention strategies to improve group and individual performance. Clients include Rudolph Miles & Sons Inc. Customs Brokers, Sony, Texas Migrant Council, Pulaski, VA Community Hospital, and Virginia Polytechnical Institute's Student Services Administration. Services include leadership development, organizational design, seminar workshops, and training sessions with particular emphasis on organizational communication skills in health care and public administration settings.
Instructor of Managerial Communications, University of Alabama, Tuscaloosa, AL.	July, 1991 to August, 1991
Teaching/Research Assistant, University of Alabama, Tuscaloosa, AL.	February, 1988 to May, 1992
Project Manager/Product Development, Managed Care Programs and Traditional Health Insurance Packages. Designed and implemented benefits for a wide variety of target markets, Blue Cross and Blue Shield, Washington, D.C. and Jacksonville, FL.	July, 1980 to January, 1988

<i>Position</i>	<i>Employment Period and Achievements</i>
Marketing Instructor, Florida Community College in Jacksonville, FL.	November, 1983 to December, 1984
Market Research Analyst, Blue Cross and Blue Shield, Washington D.C.	November, 1979 to June, 1980
Market Research Consultant, Market Growth Inc., Washington, D.C.	February, 1979 to September, 1979
French Instructor, District of Columbia Public Schools.	October, 1975 to September, 1976

PUBLICATIONS

Journal Articles

Mayfield, M., Mayfield, J., & Stephens, D. (in press). The relationship of generic strategy typing and organizational longevity: A preliminary analysis in the comic book industry using the Miles and Snow typology. *Competitiveness Review*.

Mayfield, J., & Mayfield, M. (2007). The effects of leader communication on worker's intent to stay: An investigation using structural equation modeling. *Human Performance*, 20, 85-102.

Mayfield, J., & Mayfield, M. (2006). The benefits of leader communication on part-time worker outcomes: A comparison between part-time and full-time employees using motivating language. *Journal of Business Strategies*, 23, 131-153.

Kohl, J., Mayfield, M., Mayfield, J. (2005). Recent trends in pregnancy discrimination law. *Business Horizons*, 48, 421-429.

- Mayfield, J., Mayfield, M., & Kohl, J. (2005). Useful web sites for international business communication education: New information sources for an expanding field. *Journal of Teaching in International Business, 16*, 27-44.
- Mayfield, M., Mayfield, J., & Kohl, J. (2005). Industrial Relations Web Sites: Innovative Media for Labor Relations Education. *Central Business Review, 24*, 38-45.
- Kohl, J., Mayfield, M., & Mayfield, J. (2004). Human resource regulation and legal issues: Web sites for instructional and training development. *Journal of Education for Business, 79*, 339-343.
- Mayfield, M., & Mayfield, J. (2004). The effects of leader communication on worker innovation. *American Business Review, 22*, 46-51.
- Mayfield, M., Mayfield, J., & Lunce, S. (2003) Human resource information systems: A review and model development. *Advances in Competitiveness Research, 11*, 139-151.
- Mayfield, J., & Mayfield, M. (2002). Leader communication strategies: Critical paths to improving employee commitment. *American Business Review, 20*, 89-94.
- Mayfield, M., Mayfield, J., & Genestre, A. (2001). Strategic insights from the international comic book industry: A comparison of France, Italy, Japan, Mexico, and the U.S.A. *American Business Review, 19*, 82-91.
- Mayfield, M., Mayfield, J., Genestre, A., & Marcu, M. (2000). Manga and the pirates: unlikely allies for strategic growth. *SAM: Advanced Management Journal, 65*, 35-40.
- Mayfield, M., & Mayfield, J. (1999). NLRB election delays: Do they make a difference? *Labor Law Journal, 50*, 53-57.
- Mayfield, J., Mayfield, M., & Kopf, J. (1998). The effects of leader motivating language on subordinate performance and satisfaction. *Human Resource Management, 37*, 235-248.

- Mayfield, J., Mayfield, M., Martin, D., & Herbig, P. (1998). How locations impact international business negotiations. *Review of Business*, 19, 21-24.
- Mayfield, J., & Mayfield, M. (1998). Increasing worker outcomes by improving leader-follower relations. *The Journal of Leadership Studies*, 5, 72-81.
- Mayfield, M., Mayfield, J., Martin, D., & Herbig, P. (1997). Time perspectives of the cross-cultural negotiations process. *American Business Review*, 15, 78-85.
- Mayfield, J., Mayfield, M., Martin, D., & Herbig, P. (1996). The nonverbal dimension in cross-cultural negotiations. *Journal of Business and Management*, 30-50.
- Bures, A., Henderson, D., Mayfield, J., Mayfield, M., & Worley, J. (1995/1996) The effects of spousal support and gender on workers' stress and job satisfaction: A cross national investigation of dual career couples. *Journal of Applied Business Research*, 12, 52-58.
- Mayfield, J., Mayfield, M., & Kopf, J. (1995). Motivating language: Exploring theory with scale development. *Journal of Business Communication*, 32, 329-344.
- Mayfield, J., & Mayfield, M. (1995). Learning the Language of Leadership: A Proposed Agenda for Leader Training. *Journal of Leadership Studies*, 2, 132-136.
- Mayfield, J, Bain, T., & Mayfield, M. (1993). Learning about health care cost containment: The CWA-BellSouth case. *Labor Studies Journal*, 18, 50-61.

Books

Study Guide and Casebook: Principles of Business Communication. (Special Contributor)
Macmillan. 1990.

Proceedings, Conference Presentations, and Professional Workshops

- Collins, F., Mayfield, J., & Mayfield, M. (2007). The Moderating Effect of Gender on Unethical Financial Behavior: A Study Using Partial Least Squares Latent Factor Path Analysis. *American Accounting Association, Southwest.*
- Mayfield, M., & Mayfield, J. (2006). The Creative Environment's Effects on Worker Innovation: Findings and Implications for Today's Organizations. *Decision Sciences Institute, 24531-24536.*
- Mayfield, J., & Mayfield, M. (2006). The Effects of Leader Communication and Worker's Intent to Stay: An Investigation Using Structural Equation Modeling. *Decision Sciences Institute, 24541-24546.*
- Mayfield, M., & Mayfield, J. (2006). *A Comparative Practices Assignment for Production and Operations Management Courses: An Exercise Using Kolb's Experiential Learning Model. Decision Sciences Institute, 26321-26326.*
- Mayfield, J., & Mayfield, M. (2005). The Effects of Leader Motivating Language Use on Worker Perceptions of the Creative Environment. *Decision Sciences Institute.*
- Mayfield, M., & Mayfield, J. (2005). Strategy in Czeck breweries: Examining the Miles and Snow typology and firm productivity. Abstract *Decision Sciences Institute.*
- Mayfield, M., & Mayfield, J. (2005). Hobgoblins and April Fools: An Exercise for Fostering Learning and Creativity in Decision Science Classes. Abstract *Decision Sciences Institute.*

- Mayfield, J., & Mayfield, M. (2005). The Benefits of Leader Communication on Part Time Worker Outcomes: A Comparison Between Part-Time and Full-Time Employees Using Motivating Language. *South West Academy of Management Meeting*.
- Mayfield, M., & Mayfield, J. (2005). Market Entry Timing Effects on Organizational Mortality in the Comic Book Industry: A Comparison of the Relative Effects of Timing, Market Crowding, and Company Characteristics. *South West Academy of Management Meeting*.
- Law, S., Mayfield, M., Mayfield, J. (2005). The Effects of Sexual Harassment E-Training on Worker Attitude and Behavior. *Association for Business Communication Southwest United States Conference*.
- Kohl, J., Mayfield, M., & Mayfield, J. (2004). Cases and filings with the EEOC under the pregnancy discrimination act: An analysis of trends and a review of court rulings. *Decision Sciences Institute*.
- Mayfield, J., Kohl, J., & Mayfield, M. (2004). Innovative media for labor relations education. Abstract presented at *Decision Sciences Institute*.
- Kohl, J., Mayfield, J., & Mayfield, M. (2004). The Pregnancy Discrimination Act: Recent Rulings from the Supreme Court. Abstract presented at *Decision Sciences Institute*.
- “Academic Dual Careers.” Workshop for the annual Academy of Management Meeting, 2002. With Milton Mayfield.
- Mayfield, M., & Mayfield, J. (2001) The effects of leader loyalty on performance: An analysis at two levels. *South West Academy of Management*.
- Mayfield, J. (2000). Leader communication strategies: Critical paths to Improving Employee Commitment. *Leadership in a Global Community*.

- Mayfield, M., Mayfield, J., & Lunce, S. (2000) Human resource information systems: A review and model development. *South Western Decision Sciences Institute Conference*.
- Mayfield, M., & Mayfield, J. (2000). The effects of strategic choice on comic book company longevity: A preliminary analysis using the Miles and Snow typology. *South West Academy of Management Meeting*.
- Mayfield, J., & Mayfield, M. (1998). Dysfunctional organizational systems: The role of organizational communication in diagnosis and recovery. *Association for Business Communication 63rd Annual Convention*.
- Genestre, A., Mayfield, M., Mayfield, J., & Marcu, M. (1998). Manga and the pirates: unlikely allies for strategic growth. *Society for Advancement of Management International Management Conference*.
- Genestre, A., Mayfield, M., Mayfield, J. (1997). Comparing different marketing strategies in the comic book industries of France, Japan, and the U.S.A. *Conference of Ecole Suprieure de Commerce de Montpellier (Graduate School of Management)*.
- Mayfield, M., & Mayfield, J. (1997). A meta-analytic evaluation of international profit sharing effectiveness. *Proceedings for the Academy of International Business - U.S. Southwest Chapter*.
- Mayfield, M., & Mayfield, J. (1996). A test of the moderating effects of job autonomy on lmx outcomes: A meta-analysis with performance and job satisfaction. *Proceedings for the South West Academy of Management Meeting*.
- Mayfield, J., Mayfield, M., Kopf, J. (1994). The effects of leader motivating language on subordinate performance and satisfaction. *Proceedings for The Institute of Behavioral and Applied Management*.

Mayfield, J., Mayfield, M., & Kopf, J. (1994). Motivating language: Exploring theory with scale development. *Academy of Management National Meeting*.

Mayfield, M., Mayfield, J. (1991). NLRB election delays: Do they make a difference? *The Twelfth Annual Southern Regional Industrial Relations Academic Seminar Proceedings*.

Mayfield, J. (1991). The impact of organizational recruitment patterns on employment outcomes. *The 1991 Southern Management Association Meeting Proceedings*.

Mayfield, J., & Mayfield, M. (1991). Occupational stress management interventions: A meta-analytic review." *The 1991 Southern Management Association Meeting Proceedings*.

Software

Software package script for *Principles of Business Communication*. Macmillan. 1990.

Test Bank

Test Bank for Principles of Business Communication. Macmillan. 1990.

Other

Mayfield, J., & Mayfield, M. (2000, October 9). Older workers an asset to today's businesses. *Laredo Morning Times*.

Mayfield, J. & Mayfield, M. (1998, January 20). Performance perspective: Human resource orientation is the key to top performance. *Laredo Morning Times*.

Mayfield, J., & Mayfield, M. (1996, November 12). New job strategy: Go the extra mile early in the game. *Laredos*.

Works in Review and Progress

Mayfield, M., & Mayfield, J. (under review). Market entry timing effects on organizational mortality in the comic book industry: A comparison of the relative effects of timing, market crowding, and company characteristics. *American Business Review*.

Mayfield, J., & Mayfield, M. (under review). The effects of leader motivating language use on worker perceptions of the creative environment. *Central Business Review*.

Mayfield, J., & Mayfield, M. (under review). The role of leader motivating language in employee absenteeism. *Employee Relations*.

Mayfield, M., & Mayfield, J. (under review). Strategy in Czeck breweries: Examining the Miles and Snow typology and firm productivity. *International Business Review*.

Mayfield, M., & Mayfield, J. (under review). The Effects of leader motivating language use on worker decision making. *Competitiveness Review*.

Mayfield, M., & Mayfield, J. (under review) The effects of leader loyalty on performance: An analysis at two levels. *Journal of Business and Management*.

Mayfield, M., & Mayfield, J. (under review). The effects of organizational age and product line diversity on performance: Evidence from Czech breweries. *SAM: Advanced Management Journal*.

Mayfield, M., & Mayfield, J. (under review). The Effects of Market Entry Timing on Organizational Mortality in a Global Context: Evidence from the Motorcycle Industry. *The Journal of Business and Management*.

Mayfield, M., & Mayfield, J. (under review). The effect of the creative environment on worker absenteeism: A study with garden variety creativity workers. *Group & Organization Management*.

Mayfield, M., & Mayfield, J. (in preparation for submission). The effects of an employee buy-out on wage, employment level and productivity: A case study.

Courses Taught

Administrative Communications (ADSY 361)	Management Internships (ADSY, INSY, MGT 490)
Contemporary Management Thought (MGT 4399)	Organizational Behavior (MGT 322)
Human Resource Development (MGT 5315) *	Organizational Behavior (MGT 3320)
Human Resources Management (MGT 3370)	Organizational Behavior (Graduate Level, MGT 5300) *
Introduction to Organizational Behavior Laboratory (MGT 300)	Organizational Theory (MGT 4380)
Introduction to Management (MGT 321)	Principles of Management and Organizational Behavior (formerly Introduction to Management) (MGT 3310)
Introduction to Marketing (MKT 1011)	Special Topics - Organizational Theory (MGT 5399) *
Leadership (MGT 320)	Professional Written Communications (BA 2310)
Leadership (MGT 4399)	Strategic Management (Graduate Level, BA 5390) *
Leadership & Comparative Management (MGT 6325)**	
Leadership & Decision Making (MGT 5317) *	
Management Communications Strategy (MGT 395)	
Management Concepts (MGT 5310) *	

* Denotes masters level course
** Denotes doctoral level course

TEACHING INNOVATIONS

Five Year Median Teaching Evaluations: 4.6 (out of 5.0) on instructor's effectiveness item MGT 6325, Developed and implemented a doctoral level course in leadership. Spring 2006.

MGT 4399, Developed and launched a critical thinking class for Management students. The course evaluated current management literature using in-class debates. Fall 2002.

MGT 5317 and 4399, Developed and successfully implemented a leadership class that focused on skills training. Adopted several experiential techniques including videos, role plays, and a team based class model. Class participants interact with business/community leaders as part of learning objectives. 1998 to 2003.

ADSY, INSY, and MGT 490, Management Internships: Developed and successfully implemented a structured experiential course for all types of management majors, including information systems. Contacted and gained support of local business leaders to actively participate in this program. Course structure included mentor/intern partnerships and training, periodic evaluations, papers, job descriptions, and on-site visits. Career positions also resulted for student participants. 1993 to 1995.

ADSY 361, Administrative Communications: Combined training in written and oral communication skills to focus on organizational settings. Team taught with a speech communications professor via the Radford University Oral Communication Across the Curriculum Program. Emphasis also placed on effective communication strategies within an identifiable organizational culture. 1992 to 1995.

MGT 395, Management Communications Strategy: Introduced peer writing evaluations, software tutorials, and outside speakers while focusing on business applications from the course. 1991.

MGT 320, Leadership: Developed an experiential course with a simulated organizational environment. Used multi-media techniques, role plays, and peer evaluations to create a curriculum that was structured on an open systems model. 1990-1991.

MGT 300, Introduction to Organizational Behavior: Developed and implemented a management coordinating system for 12 laboratory sections. 1989.

MKT 1011, Introduction to Marketing: Developed and implemented a contract learning system, including projects in the local business community. 1983 to 1984.

GRANTS, HONORS, AWARDS, & RECOGNITION

Who's Who Among America's Teachers, 2005.

Summer Research grant for study of managerial communication and its effects on worker absenteeism, 2005.

Summer Research grant for study of managerial communication and its effects on the job satisfaction and performance of part-time workers, 2004.

Who's Who of American Women, 2004.

Who's Who in America, 2003.

Citation of Excellence award from Anbar Publishing for the article "The Effects of Leader Motivating Language on Subordinate Performance and Satisfaction." (Fall/Winter 1998) *Human Resource Management*, 1999.

Faculty Scholar of the Year, College of Business, Texas A&M International University, 1998-1999.

Co-wrote and completed internally funded research project on the international comic book industry, 1998.

Co-wrote and completed internally funded research project on international profit sharing effectiveness, 1996.

Co-wrote grant for faculty development workshop. Guest speaker was Dr. Jerry Harvey. 1995.

Beta Gamma Sigma, National Honors Society of Schools of Business, 1994 to present.

Best Paper Award for Organizational Behavior, Theory, and Organizational Development Division, The Institute for Behavioral and Applied Management national conference, 1994.

Phi Kappa Phi, Academic Honors Society, 1989.

Member of Southern Management Association Doctoral and New Faculty Consortium, 1991.

Outstanding Young Woman of America, 1983.

Fulbright Scholarship Nomination, 1973.

National French Honor Society, 1972.

UNIVERSITY, COLLEGE, AND DEPARTMENTAL SERVICE

PhD Program Chair – Eli Gonzalez (Spring 2005 to present)

Developed PhD course descriptions (as adopted by the Dept. of MGT, MKT, & IB) for the following courses (Spring 2005):

- MGT 6312 – Organizational Behavior (with Dr. Milton Mayfield)
- MGT 6315 – Organization Theory and Change (with Dr. Milton Mayfield)
- MGT 6320 – Human Resource Management (with Dr. Milton Mayfield)
- MGT 6325 – Leadership and Comparative Management (with Dr. Milton Mayfield)
- MGT 6330 – Seminar in Strategic Management (with Dr. Milton Mayfield)
- BA 6398 – Special Research Issues: Structural Equation Modeling (with Drs. Milton Mayfield and Pedro Hurtado)
- BA 6398 – Special Research Issues: Advanced Regression Models (with Dr. Milton Mayfield)

Developed SACS Syllabi for the following PhD courses (Spring 2005):

- MGT 6315 – Organization Theory and Change

MGT 6325 – Leadership and Comparative Management

Member University Curriculum committee, 1998-1999, 2003-2005.

Developed and analyzed a sexual harassment training evaluation for University employees, 2004.

AACSB-SACS Committee, 2003-2004.

Designed and conducted organizational development workshops for community, faculty, administration, and students. TAMIU faculty were invited to lead selected seminars, 1994 to present.

Co-Chair, Dept. of Management and Marketing, 2001-2002.

AACSB Accreditation Team. Responsible for the College of Business Mission chapter for AACSB report, 1999 to 2002. (College earned accreditation on first visit.)

Incoming student orientation, 2001-2002.

Member of COBA Research and Teaching Enhancement Committee, 1999 to 2001.

Guest speaker, COBA faculty research forum, 1997, 2001.

Founding sponsor for the Texas A&M International University Student Society for Human Resources Management, 1999.

Member University Institutional Review Board, 1998.

Member of College Curriculum Committee – 1998.

Supervised three groups of students who helped TAMIU with HR policies and procedures, the service quality survey, and the employee exit clearance process, 1997.

Chair/Advisor, International Business Association, Texas A&M International University, 1996 - 1997.

Chair, Faculty Recruitment Committee (College of Business Administration) Texas A&M International University, 1996 to 1997.

Guest speaker for TAMIU lunchtime speaker series, “Using Oral Communication to Achieve Results”, April, 1996.

Departmental Coordinator for undergraduate advising, 1995 to 1997.

Departmental Coordinator for SACS accreditation, 1995 to 1996.

Member of College Graduate Curriculum committee, responsible for course revision and development, 1995 to 1996.

Member of Departmental Curriculum committee, charged with meeting AACSB guidelines, 1994 to 1995.

Chair, Intern Committee, Department of Management, Radford University, 1993 to 1995.

Supervised Independent Study Correspondence Course for Leadership (MGT 320), the University of Alabama, 1988 to 1991.

Prepared and conducted Ph.D. seminar on discourse analysis in organizational settings, the University of Alabama, 1991.

COMMUNITY SERVICE

Developed a flood warning communication evaluation survey in conjunction with the National Weather Service Office in San Antonio/Austin. Future implementation is planned with selected National Weather Service offices. 2004.

Doctor's Hospital Seminars. Designed and implemented a six month leadership training program for managers at Doctor's Hospital. 2002-2003.

Professional Development Seminars. Designed and implemented a series of management seminars that were targeted for the Laredo Business Community and TAMIU, faculty, staff, and students. Expert guest speakers and TAMIU faculty were invited to lead these seminars which covered the topics of Causal Modeling for Statistical analysis, Strategic goal setting (City of Laredo), Human Resource Management Issues for Health Care, Data Analysis Techniques for NAFTA markets, Medical Practice Management, Legal Trends in Human Resource Management, and Leadership in Academic Settings. 2001-2003.

Coordinated class activities with the Laredo Association of Human Resource Management (LAHRM). Speakers visited classes and students participated in monthly organizational lunches. 1998-2001.

Developed and implemented speakers forum at TAMIU for Human Resources month in Laredo. 1999.

Developed and conducted seminars for the Laredo, TX chapter of the Society for Human Resources Management with Milton Mayfield, 1996 and 1999.

Assisted Texas Migrant Council with reorganization plan. 1997.

PROFESSIONAL SERVICE & MEMBERSHIPS

Review board member for Journal of Business Communication, 2005.

Academy of Management, 1992 to present.

Decision Science Institute, 2004 to present.

Session Chair for *Decision Sciences Institute* 2004 and 2005 meeting.

Reviewer for *Decision Sciences Institute* 2004 meeting.

Reviewer for the Journal of Managerial Psychology, 2004.

Reviewer (ad hoc) for Prentice Hall, 1998-2003.

Reviewer for the 2001 Association of Business Communication Annual Meeting.

Association for Business Communication, 1995 to 2002.

Southwestern Management Association, 1995 to 2002.

Discussant for the *2000 South West Academy of Management Meeting*.

Reviewer for the *2000 South West Academy of Management Meeting*.

Reviewer for the *Journal of Applied Business Research*, 1993 to 2000.

Reviewer for the *South West Academy of Management Meeting*, 1997.

Discussant for two sessions at the Academy of International Business, Southwest U.S. Region Conference, March 1996.

Reviewer for *Journal of Business Communication*, Special Issue: Diversity in the Workplace, 1995.

The Institute for Behavioral and Applied Management, 1994.

Session Chair, National Conference for the Institute of Behavioral and Applied Management, 1994.

Southern Management Association, 1991 to 1992.