

Dr. Bethany A. Davidson

Western Carolina University
School of Marketing, Entrepreneurship, Sport Management, and Hospitality and Tourism Management
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Education

Ph D, Antioch College, 2018.

Ph D, Antioch University, 2018.

Major: Leadership and Change

Supporting Areas of Emphasis: Leadership and Organizational Innovation in Business Organizations

Dissertation Title: Open Innovation in Small and Medium-Sized Enterprises: Executive and Employee Perception of Processes and Receptiveness

MA, Antioch University, 2015.

Major: Leadership & Change

ABD, Antioch College, 2008.

ME, Western Carolina University, 2006.

Major: Entrepreneurship

MBA, Western Carolina University, 2004.

BS, University of Minnesota, 1995.

Major: Natural Resource and Environmental Studies

BS, University of Minnesota-Minneapolis, 1995.

Academic, Government, Military, and Professional Positions

Academic

Assistant Professor, Western Carolina University. (July 1, 2008 - Present).

Licensures and Certifications

Quality Matters Peer Reviewer, Quality Matters. (April 2014 - Present).

Quality Matters Rubric, Quality Matters. (March 2014 - Present).

Professional Memberships

Center for Creative Leadership, International. (2013 - Present).

International Leadership Association, International. (2012 - Present).

Academy of Management, International. (2010 - Present).

Product Development and Management Association, International. (2010 - 2017).

TEACHING

Teaching Experience

Western Carolina University

ENT 195, Soc Ent:Innovtve Sol Soc Prob, 1 course.
ENT 201, Introduction to Entrepreneurship, 6 courses.
ENT 250, Innovaiton and Creativity, 22 courses.
ENT 335, Intrapreneurship, 2 courses.
ENT 401, Entrepreneurial Funding, 4 courses.
ENT 450, New Venture Strategy, 6 courses.
ENT 482, Independent Study, 2 courses.
ENT 483, Internship, 8 courses.
ENT 630, Entrepreneurial Growth, 2 courses.
ENT 635, Intrapreneurship, 4 courses.

Awards and Honors

College of Business Professor of Excellence, College of Business, Teaching, College. (April 2016).

College of Business Professor of Excellence, College of Business, Teaching, College. (April 2015).

RESEARCH

Published Intellectual Contributions

Journal Articles

Lakatos, J. P., Davidson, B., & Sanney, K. (2017). Calling Wells Fargo's CEO: Transform the Financial Institution Through Implementation of the Dynamic Organization Model and Permeation of Servant Leadership (Topics: Business Ethics, Fraud Prevention, Leadership and Strategy). *Journal of International Management Studies*, 12(1), 9 pages.

Davidson, B., & Lakatos, J. P. (2016). Achieving Organizational Change Through Servant Leadership: Jack Rooney as Exemplar (Topics: Business Ethics, Fraud Prevention, Leadership and Strategy). *To appear in International Journal of Management Cases*, 18(4), 43-53. http://www.ijmc.org/IJMC/Vol_18.4.html

Lakatos, J. P., & Davidson, B. (2016). The Dynamic Organizational Model: Its Principles, Implementation Methods and Impact on Corporate Culture (Topics: Fraud Prevention, Leadership and Strategy). *To appear in Journal of Global Business Management*, 12(2).

Presentations Given

Davidson, B., 2015 North Carolina Honors Association Conference, "Creativity: Rare Talent or Essential 21st Century Skill?," North Carolina Honors Association, UNC-Asheville, Asheville, NC. (September 11, 2015).

SERVICE

University Service

Committee Member, MESH School Director Search Committee. (February 2020 - Present).

Committee Member, Assurance of Learning Committee. (January 2020 - Present).

Committee Member, College of Business Graduate Curriculum Committee. (January 2020 - Present).

Program Coordinator, Program Director Master of Entrepreneurship -- Innovation Leadership and Entrepreneurship. (January 2020 - Present).

Committee Member, One Book Selection Committee 2020-2021. (September 2019 - January 2020).

Committee Member, MESH School Director Search Committee. (March 2019 - May 2019).

Attendee, Graduation, Graduation. (December 2009 - May 2019).

Attendee, Orientation, Open House. (March 24, 2012 - 2017).

Committee Member, Distance Learning Advisory Committee. (August 2007 - 2017).

Mentor, Summer Undergraduate Research Program, Honors College. (May 2017 - July 2017).

WCU Honors College Program Review Team. (April 2017).

Mentor, WCU EPIC Student Entrepreneur Pitch Party Mentor. (November 2016).

Mentor, WCU Student Entrepreneur Pitch Party Mentor. (April 2016).

Program Coordinator, Program Coordinator Entrepreneurship Undergraduate Distance Program. (August 2007 - December 2015).

Reviewer, Quality Matters Course Reviewer. (March 2015 - April 2015).

Liaison to Admissions Department. (August 2007 - January 2015).