

Dr. Edward W. Wright
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College of Business; School of Economics, Management, & Project Management
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Education

Doctor of Management, Case Western Reserve University, 2007.
Dissertation Title: Research and Recommendations for Electronic Medical Records

MBA, Wake Forest University, 2002.
Thesis: The Impact of the EU on Business Practices
EU Study Program: St. James College, Oxford University, Fall 2002

BSBA, University of North Carolina at Chapel Hill, 1974.
Kenan Flagler Business School

Academic, Government, Military, and Professional Positions

Academic

Wesley R. Elingburg Distinguished Professor of Business Innovation, Western Carolina University (December 2018 - Present).

Professor of Management, Western Carolina University (August 2014 – December 2018).

Associate Professor of Management, Western Carolina University (August 2009 – August 2014).

Professional

Director, WCU Corporation for Entrepreneurship and Innovation (CEI). (August 2015 - Present).

President, Keller-Wright Consulting, LLC. (February 2009 - Present).

Vice President - Marketing and Business Development, SunTech Medical, Inc. Morrisville, NC. (March 2005 - February 2009)

Vice President and General Manager, Welch Allyn, Inc. Skaneateles, NY (2001 – 2005)

General Manager, Welch Allyn, Tycos Products. Arden, NC (1999 – 2001)

President, Kreative MicroDenistry Systems, Inc. San Diego, CA (1998 – 1999)

Geschäftsführer (Managing Director), Speidel+Keller, GMBH. Jungingen, Germany. (1997 – 1998)

Business Unit Manager, Diatek Instruments, San Diego, CA. (1994 – 1997)

Operations Manager, Welch Allyn, Tyco Products. Arden, NC (1986 – 1994)

Professional Memberships

Southern Management Association. (December 2014 - May 2016).

Academy of Management. (January 2005 - May 2016).

Past President - Asheville Chapter; Morganton Chapter, Association for Supply Chain Management, APICS. (January 2000 - December 2007).

Development Activities Attended (recent)

NC Idea, “NC Entrepreneurial Ecosystem Summit”, Raleigh, NC.(November 18-19, 2019)

UNC-CH "Chancellor's Faculty Entrepreneurship Workshop," UNC-CH, Chapel Hill, NC. (May 9, 2016 - May 12, 2016).

TEACHING

Teaching Experience (2009 – 2020)

Western Carolina University – 17 Different Courses

ENT 250, Innovation & Creativity, ENT 601, Entrepreneurial Innovation, MBA 601, Ldrshp, Ethic Soc Resp Teamwrk, MBA 604, Creating Bus Operations, MBA 605, Marketing Management, MBA 621, Leadership and Ethics, MBA 682, Independent Study Project, MBA 693, Special Topics in Business Adm, MBA 695, MBA Seminar, MGT 300, Intro to Management, MGT 306, Behavioral Sci in Orgniz, MGT 366, Org Ldrshp Theory & Dev, MGT 401, Small Business Mgt, MGT 404, Strategic Management, MGT 483, Internship in Management, MGT 484, Internship in Management, MGT 495, Smnr in International Mngmnt.

Awards and Honors

Elingburg Distinguished Professor of Business Innovation (December 2018).

Finalist - Curtis W. Wood Excellence in Graduate Mentoring Award, (May 2018).

Faculty Engagement Award, (April 2015).

Graduate Faculty Teaching Award, (April 2015).

Promotion to Full Professor, (March 2015).

Tenure, (March 2015).

Faculty Research and Scholarship Award, (February 2014).

Professor of Excellence - MBA Program. (April 2011).

Inducted into the Welch Allyn Company Patent Hall of Fame (2007).

RESEARCH

Published Intellectual Contributions

Books

1. Wright, E. W., Fowler, D. (2017). *A Guide to Strategic Planning*. Dubuque, IA: Kendall Hunt.

Journal Articles – Cabells Listed

1. Wright, E., Hillon, Y., Garrido-Lopez, M. C., Fowler, D. (2019). A new Scorecard for Strategic Planning. *Journal of Business Strategy*, 40(2), 50-58.
2. Garrido-Lopez, M., Hillon, Y. C., Cagle, W. R., Wright, E. W. (2018). Project-based Strategic Management Education: A Client Perspective. *Journal of Small Business Strategy*, 28(2), 68-79.
3. Wright, E. W., Marvel, J. H. (2018). Innovation in Hospital Revenues: Developing Retail Sales Channels. *The Health Care Manager*, 37(1), 47-54.
4. Wright, E. W., Marvel, J. H., Neubrandner, J. L., DesMarteau, K. (2014). Analysis and recommendations for reducing risks of patient cross contaminations via noncritical medical devices. *The Health Care Manager*, 33(3), 205-213.
5. Wright, E. W., Marvel, J. (2012). Electronic Health Records (EHR): Post Adoption Physician Satisfaction and Continued Use. *The Health Care Manager*, 31(3), 259-267.
6. Wright, E. W. (2012). An Employer's Guide to Controlling Health Care Costs. *The Health Care Manager*, 31(2), 112-120.
7. Wright, E. W. (2011). Layoffs at Hospitals: A Challenge for Healthcare Managers. *The Health Care Manager*, 30(2), 139-144.

Other Peer Reviewed Publications

8. Aho, O. W., Wright, E. W., Marvel, J. H. (2020). Evaluating the Influence of Venue on Experiential, Project-Based Learning. *International Journal of Business Education*, 18(25). Emerald Publishing peer review process documented.
9. Wright, E. W., Aho, O. W., Aho, O. H. (2020). A Comparison of Learning Effectiveness in On-Line and Face-To-Face Project-Based Pedagogy. *Journal for Global Business Education*, 19(24). Peer review process documented.
10. Wright, E. W. (2014). Millennials: A Surprising Inconsistency in the Moral Frameworks Employed for Ethical Decision Making. *Journal of Academic and Business Ethics*, 9, 1-14. Peer review process documented.
11. Wright, E. W., Moss, H. (2012). Introducing Operations and Materials Management Concepts with a Classroom Production Activity. *International Journal of Business, Humanities, and Technology*, 2(5), 49-53. Peer review process documented.
12. Wright, E. W., Domagalski, T. (2011). Improving Employee Selection with a Revised Resume Format. *Business Communication Quarterly/SAGE*, 74(3), 272-286. Peer review process documented.

Trade and Practitioner Journal Articles

1. Wright, E. W., Moss, H. (2016). The One Page Strategic Plan. *Supervision*, 2(77).
2. Wright, E. W., Domagalski, T. Common Sense Hiring. *Supervision*, 5(71).
3. Wright, E. W. (2014). Common Sense Employee Terminations. *Supervision*, 75(6).
4. Wright, E. W., Domagalski, T., Marvel, J. (2013). Common Sense Performance Appraisals. *Supervision*, 74(5).

Other Intellectual Property Contributions

1. Wright, EW (2010). *US Patent 7,699,787 - Modular Blood Pressure Apparatus.*
2. Wright, EW (2008). *US Patent 7,427,267 - Blood Pressure Determination Method.*
3. Wright, EW (2001). *US Patent 6,234,972 – Mechanism for Measuring Device*
4. Wright, EW (2000). *US Patent 6,082,170 – Mechanism for Measuring Device*
5. Wright, EW (1999). *US Patent 5,966,829– Mechanism for Measuring Device*
6. Wright, E.W. (1999). *European Patent 0 953 145 B1 – Mechanism for Measuring Device*

Presentations Given

1. Wright, E. W, Aho, O. W, Marvel, J. H. (Author Only), Appalachian Research in Business Symposium, "A Comparison of Learning Effectiveness in On-Line and Face-To-Face Project-Based Pedagogy," Western Carolina University, Blue Ridge Conference Center, Cullowhee, NC. (March 28, 2019 - March 29, 2019).
2. Wright, E. W., Appalachian Research in Business Symposium, "Cultural Differences Associated with Cherokee Students - Instructor Awareness for Effective Teaching," Johnson City. (March 22, 2018 - March 23, 2018).
3. Wright, E. W., 2016 North Carolina PMI State Conference, "A Guide to Strategic Planning," NCPMI, Regional Conference, Raleigh, NC. (August 22, 2016).
4. Wright, E. W., Student Technology Advisory Council Conference, "How to Start a Business," Cherokee Central Schools, Cherokee, NC. (September 16, 2015).
5. Wright, E. W., Chamber Talks - Entrepreneurship Education, "How to Start a Business," Haywood County Chamber of Commerce, Waynesville, NC. (March 10, 2015).
6. Wright, E. W., WCU Community Scholarship Retreat, "How to Commercialize Your Research," WCU, Fontana Village. (February 28, 2015).
7. Wright, E. W., Haywood County Economic Development Council, "WCU's Center for Entrepreneurship and Innovation," Waynesville, NC. (November 8, 2014).
8. Wright, E. W., NCEDA Fall Conference, "WCU Leadership in Regional Business Engagement," NC Economic Developers Association, Asheville, NC. (October 22, 2013).

9. Wright, E. W., Highlands Chamber of Commerce, "Leadership Concepts and Best Practices," Leadership Highlands, Highlands, NC. (November 3, 2010).

Contracts, Grants and Sponsored Research

Contract

Wright, E. W. (Investigator), "Anti-microbial stethoscope project," Sponsored by ibiliti - NC Medical Devices Organization, State, \$3,500.00. (May 2012 - August 2012).

Grant

Wright, E. W. (Principal), "College of Business' EPIC Student Group," Sponsored by NC Idea, State, \$5,000.00. (December 19, 2019).

Wright, E. W., "Research Grant for the Study of Leadership and Ethics," Sponsored by BB&T, Private, \$1,000. (April 25, 2014).

Wright, E. W. (Principal), "MBA Faculty Liaison, International Marketing Project," Sponsored by US Small Business Administration (SBA)/SBTDC, Federal, \$1,500.00. (March 1, 2013 - December 31, 2013).

Sponsored Research

Wright, E. W., "Development of a vital signs diagnostic device for tele-health applications," Sponsored by College of Business, Western Carolina University, \$2,500.00. (August 2014 - May 2015).

Wright, E. W., "College of Business Research Grant," Sponsored by Center for the Study of Free Enterprise, Western Carolina University, \$5,000.00. (May 2017 - April 2018).

Wright, E. W., Livsey, K., Neubrandner, J. L., "Provost's Internal Funding Support Grant," Sponsored by WCU Provost's Office, Western Carolina University, \$14,452.00. (March 2016 - June 2017).

Wright, E. W., "Improved Cervical Collar for EDS Patients," Sponsored by WCU College of Business / CEI, Western Carolina University, \$2,500.00. (August 2016 - May 2017).

Wright, E. W., "Induction Charging Roadway," Sponsored by WCU College of Business / CEI, Western Carolina University, \$2,500.00. (August 2016 - May 2017).

Wright, E. W., "Product Development - Disinfectant dispenser," Sponsored by Rapid Prototype Center, Western Carolina University. (January 2014 - December 2015).

SERVICE

University Service

Staff Liaison, WCU Board of Visitors. (March 2016 - Present).

Guest Speaker, COB Hospitality & Tourism. (September 13, 2019).

Committee Member, College Tenure and Promotion. (August 2017 - May 2018).

Committee Member, Outdoor Gear Conference. (September 2017 - February 2018).

Search Committee - WCU Legal Counsel. (January 9, 2017 - March 2017).

Search Committee - SBTDC Director. (October 2016 - March 2017).

Committee Chair, WCU Problem Pitch with Mission Hospital. (April 4, 2016 - January 2017).

Committee Member, Statewide NC University Innovation Council. (December 5, 2015 - December 2016).

Committee Member, Chancellor's Committee - West Campus Millennial Initiative. (December 2013 - May 2016).

Committee Member, College Strategic Planning Committee. (April 2014 - April 2016).

Committee Chair, MBA Advisory Board. (May 2011 - December 2015).

Chairperson, LEAD Innovation Conference. (March 2015).

Grant Proposal Reviewer, Internal, Western Carolina Regional Health Care Alliance. (March 2013 - February 2014).

Committee Member, Coach & Mentor - UNC-NCSU Biomedical Engineering Students. (August 2011 - May 2013).

Committee Member, NCSU BME Undergraduate Academic Programs Advisory Board Meeting. (September 2010 - May 2013).

Professional Service

Board of Directors, Pinnacle Enterprise Fund. (October 2015 - Present).

Consultant, Haywood Community College, Waynesville, NC. (January 2018 - April 2018).

Consultant, Meridian Behavioral Health, Sylva. (October 2017 - January 2018).

Consultant, North Carolina Arboretum, Asheville. (April 2017 - September 2017).

Consultant, Cherokee Indian Hospital, Cherokee. (January 2017 - May 2017).

Consultant, Face2Face MD, Asheville, NC. (January 2015 - May 2016).

Consultant, Webster Enterprises, Webster, NC. (January 13, 2015 - May 13, 2016).

Consultant, Biltmore Farms, Asheville, NC. (December 2015).

Consultant, The Tab Group, Asheville, NC. (November 2015).

Board of Directors, Webster Enterprises, Sylva, NC. (February 2013 - May 2015).

Consultant, ZeroScope, Asheville, NC. (January 2015 - March 2015).

Consultant, LocalFlavor, Asheville, NC. (December 2014 - March 2015).

Board of Directors, Asheville Community Theater, Asheville, NC. (January 2013 - December 2014).

Consultant, Twistek, Maggie Valley, NC. (October 2014 - December 22, 2014).

Board of Advisors, Medical Innovation and Commercialization Alliance for WNC. (August 2011 - December 2013).

Coach and Mentor, New Generations Ventures - NC Rural Center, Raleigh, NC. (February 2012 - May 2013).

Board of Directors, MP Analytics, Inc., Chapel Hill, NC. (November 2008 - December 2012).

Consultant, SunTech Medical, Raleigh, NC. (February 2009 - February 2010).