

Ms. Wendy R. Cagle

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

MBA, Western Carolina University, 1995.

BSBA, Western Carolina University, 1986.

Academic, Government, Military, and Professional Positions

Academic

Assistant Professor, Entrepreneurship, Western Carolina University. (July 13, 1987 - Present).

Development Activities Attended

Conference, "Interactive Marketing Summit", Southwestern Community College, Sylva, NC, US. (May 22, 2018).

Conference, "Lead Tourism Conference", WCU Hospitality and Tourism, Cherokee, NC. (February 28, 2017).

Continuing Education Program, "Presenting With Impact", WCU Continuing Education at Biltmore Park, Asheville, NC, 5.5 credit hours. (December 2, 2016).

Conference, "LEAD WNC", WCU, Cullowhee, NC. (October 7, 2016).

TEACHING

Teaching Experience

Western Carolina University

BA 133, Introduction to Business, 6 courses.
ENT 201, Intro Entrepreneurship, 13 courses.
ENT 325, New Venture Creation, 1 course.
ENT 335, Intrapreneurship, 6 courses.
ENT 350, New Venture Execution, 2 courses.
ENT 475, Entrepreneurial Experience, 2 courses.
ENT 483, Internship, 9 courses.
MGT 300, Intro to Management, 1 course.
MKT 201, Principles of Marketing, 8 courses.

Non-Credit Instruction

Workshop, WRESA, 10 participants. (December 4, 2019).

Workshop, AB Tech Small Business Center, 12 participants. (August 28, 2019).

Workshop, WRESA, 25 participants. (August 5, 2019).

Seminar, Southwestern Community College Small Bus. Center, 45 participants. (March 2019).

Seminar, Southwestern Community College Small Business Center, 40 participants. (March 7, 2019).

Guest Lecture, 20 participants. (February 4, 2019).

Workshop, Southwestern Community College, 10 participants. (January 9, 2019).

Workshop, Jackson County School of Alternatives, 10 participants. (November 7, 2016).

Workshop, Southwestern Commission WRESA, 20 participants. (September 30, 2016).

Directed Student Learning

Undergraduate Honors Project or Thesis, "Research Project on the Entrepreneur: Elon Musk," College of Business. (February 1, 2018 - April 27, 2018).
Advised: Anthony Hawkins

Undergraduate Honors Project or Thesis, "Research Project on the Entrepreneur: Elon Musk," College of Business. (February 1, 2018 - April 12, 2018).
Advised: Mackenna Omer

Undergraduate Honors Project or Thesis, "Research Project on the Entrepreneur: Elon Musk," College of Business. (February 1, 2018 - April 9, 2018).
Advised: Mikayla Beatty

Undergraduate Honors Project or Thesis, "Company Research Project on a Marketing Current Event and outcomes," College of Business. (February 1, 2018 - April 2, 2018).
Advised: Bethany Knecht

Undergraduate Honors Project or Thesis, "Company Research Project on a Marketing Current Event and outcomes," College of Business. (February 1, 2018 - April 2, 2018).
Advised: Brooke Kelly

Undergraduate Honors Project or Thesis, "Company Research Project on a Marketing Current Event and outcomes," College of Business. (February 1, 2018 - April 2, 2018).
Advised: Logan Marshall

Undergraduate Honors Project or Thesis, College of Business. (September 1, 2017 - November 17, 2017).
Advised: Elissa Hurley

Undergraduate Honors Project or Thesis, College of Business. (September 1, 2017 - November 17, 2017).
Advised: Jamie Speth

Undergraduate Honors Project or Thesis, College of Business. (September 1, 2017 - November 17, 2017).
Advised: Mackenna Omer

Awards and Honors

Outstanding Achievement for Teaching Award, WCU Center for Service Learning, Teaching, University. (April 19, 2018).

RESEARCH

Published Intellectual Contributions

Journal Articles

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. <http://jsbs.org>

Other

Hillon, Y. C., Pierce, A., Madonna, C., & Cagle, W. R. (2018). *Narrative Interplay in the Discovery of SME Fundamental Constraints to Growth*. The 78th Annual Meeting of the Academy of Management.

Hillon, Y. C., Pierce, A., Madonna, C., & Cagle, W. R. (2018). *A Grounded Theory Approach to Discovering SMEs' Fundamental Constraints*. The 7th International Conference and Doctoral Consortium, ISEOR – Academy of Management ODC.

Cagle, W. R. (2015). *SBTDC-Western Region 2014 Impact Report*.

Presentations Given

Hillon, Y. (Presenter & Author), Pierce, A. (Presenter & Author), Madonna, C. (Presenter & Author), Cagle, W. (Author Only), Appalachian Research in Business Symposium, "Narratives & Antenarratives in the Discovery of SMEs Fundamental Constraints to Growth," Western Carolina University, Cullowhee, NC. (March 29, 2019).

Yue, H. (Presenter & Author), Pierce, A. (Presenter & Author), Madonna, C. (Presenter & Author), Cagle, W. R. (Author Only), 78th Annual Meeting of the Academy of Management, "Narrative Interplay In the Discovery of SME Fundamental Constraints to Growth," Chicago, IL. (August 10, 2018 - August 14, 2018).

Hillon, Y. C. (Presenter & Author), Pierce, A. (Presenter & Author), Madonna, C. (Presenter & Author), Cagle, W. R. (Author Only), 11th International Conference and Doctoral Consortium, ISEOR-Academy of Management, "Grounded Theory Approach to Understanding SMEs Growth Constraints," Lyon, France. (June 7, 2018 - June 8, 2018).

Hillon, Y. (Presenter & Author), Cagle, W. R. (Author Only), 7th Annual Quantum Storytelling Conference, "Living Story Webs of Art and Energy," Albuquerque, NM. (December 2017).

Cagle, W. R., Southwestern Community College Marketing Summit, "Branding Your Business," Southwestern Community College, Sylva, NC. (March 7, 2017).

Cagle, W. R., Southwestern Community College Marketing Summit, "Networking Naturally," Southwestern Community College, Sylva, NC. (March 7, 2017).

Hillon, Y. C. (Presenter & Author), Cagle, W. R. (Presenter & Author), America's SBDC 2016 Annual Conference, "Gauging Hidden Barriers to Business Growth," Orlando, FL. (September 2016).

Media Contributions

Internet

Stars Creative, LLC. (October 10, 2016).

Contracts, Grants and Sponsored Research

Grant

Yanik, P. M. (Principal), Ferguson, C. W. (Co-Principal), Stone, W. L. (Co-Principal), Cagle, W. R. (Co-Principal), Grant, "FLiTE: Fostering Leaders in Technology Entrepreneurship", National Science Foundation, Federal, Under Review. (expsub: April 2020, sub: April 2020, start: April 2020).

Cagle, W. R. (Co-Principal), Gardner, P. J. (Principal), Grant, "Growth through Commercialization in Western North Carolina", Department of Commerce, Federal, \$118,000.00, Funded. (start: July 1, 2017, end: June 30, 2022).

Yanik, P. M. (Principal), Ferguson, C. W. (Co-Principal), Stone, W. L. (Co-Principal), Ha, O. T. (Co-Principal), Cagle, W. R. (Co-Principal), Grant, "FLiTE: Fostering Leaders in Technology Entrepreneurship", National Science Foundation, Federal, Not Funded. (expsub: March 18, 2018, sub: March 2018, start: November 2017, end: October 2018).

Cagle, W. R. (Co-Principal), Cai-Hillon, Y. (Principal), Salido, A. L. (Co-Principal), Grant, "Western North Carolina Natural Products Industry Analysis", Region A Southwestern Commission, \$3,500.00, Funded. (start: November 1, 2017, end: June 30, 2018).

Cagle, W. R. (Principal), Grant, "The Duke Energy Undergraduate summer internship program.", NC Small Business and Technology Development Center, State, \$58,652.00, Funded. (start: May 1, 2015, end: December 31, 2017).

Cagle, W. R. (Principal), Grant, "Defense Logistics Agency DLA 2016-2017", NC Small Business and Technology Development Center, \$11,178.00, Funded. (start: July 1, 2016, end: June 30, 2017).

Cagle, W. R. (Principal), Grant, "Funding for the regional Small Business and Technology Development Center at Western Carolina University.", SBA-NC Small Business and Technology Development Center, State, \$4,000.00, Funded. (start: January 1, 2016, end: December 31, 2016).

Cagle, W. R. (Principal), Grant, "Funding for the regional Small Business and Technology Development Center at Western Carolina University.", SBA-NC Small Business and Technology Development Center, State, \$228,019.00, Funded. (start: January 1, 2016, end: December 31, 2016).

Awards and Honors

Academy of Management's Benedictine University Award, Scholarship/Research, National. (August 14, 2018).

SERVICE

University Service

Committee Member, Search Committed for Entrepreneurship Assistant Professor. (April 23, 2020 - Present).

Committee Member, Provost advisory committee on WCU's Internship policies. (October 24, 2018 - Present).

Program Organizer, Co-organizer of EPIC Innovate. (January 5, 2016 - Present).

Board of Directors, Board of Directors for Forest Stewards. (January 2011 - Present).

Committee Member, College of Business Curriculum Committee. (August 1, 2018 - May 31, 2020).

Co-organizer of EPIC Innovation 2020 Creative Challenges. (January 20, 2020 - April 16, 2020).

Chairperson, Jackson County Economic Development Advisory Committee. (January 2013 - December 31, 2019).

Attendee, Graduation, Western Carolina Graduation. (December 14, 2019).

Committee Member, College of Business Future Taskforce Engagement Committee. (November 19, 2019).

Program Organizer, Co-organizer of EPIC Innovate 2019 Pitch Party. (August 15, 2019 - October 7, 2019).

Attendee, Convocation, Western Carolina Graduation. (May 10, 2019).

Attendee, Meeting, Outdoor Gear and Manufacturing Summit. (February 21, 2019).

Committee Member, Committee for Certificate in Outdoor Gear Design. (February 7, 2019).

Committee Member, Search committee for the Entrepreneurship Assistant Professor. (October 3, 2018 - December 7, 2018).

Committee Member, Search committee for the Wesley Elingburg Distinguished Professor. (September 24, 2018 - November 16, 2018).

Interaction with Industry, Hatch This Weekend. (November 2, 2018 - November 4, 2018).

Committee Member, Regional Outdoor Economy Conference Committee. (July 11, 2018 - October 5, 2018).

Program Organizer, Co-organizer of EPIC Innovate 2018 Pitch Party. (August 15, 2018 - October 4, 2018).

Attendee, Convocation, Western Carolina Graduation. (May 12, 2018).

Attendee, Award Ceremony, Annual College of Business Award Ceremony. (April 2018).

Attendee, Award Ceremony, Annual Service Learning Award Ceremony. (April 2018).

Program Organizer, 2018 Spring Student Trade Show. (April 10, 2018).

Attendee, Orientation, WCU Open House. (February 2018).

Program Organizer, 2017 Fall EPIC Student Pitch Party. (November 6, 2017).

Committee Member, Search committee for the Economic Extension and Outreach Director.
(January 5, 2017 - April 15, 2017).

Committee Member, LEAD Annual Conference Committee. (January 2014 - October 2016).

Professional Service

Committee Member, Empowering Mountain Food Systems Advisory Committee for Jackson County, Sylva. (December 18, 2019 - Present).

Consultant, Western North Carolina Business Community. (August 15, 2017 - Present).

Board of Directors, Webster Enterprises, Sylva, NC. (July 2010 - Present).

Board of Directors, Forest Stewards, Cullowhee, NC. (July 1, 2008 - Present).

Adjudicator, Regional Business Plan Competition, Sylva. (April 5, 2020 - April 20, 2020).

Consultant, Marketing Association for Rehabilitation Centers, Inc (MARC, Inc), Asheville, NC.
(August 1, 2017 - August 30, 2017).

Consultant, Jackson County, Sylva, NC. (May 4, 2017 - August 15, 2017).

Member of the Board of Advisors, Corporation for Entrepreneurship and Innovation, Cullowhee, NC. (June 2014 - August 1, 2016).

School Service

"Judging regional high school business competition", 1 services, No, Western Region of NC.
(March 2, 2020).

"Spring 2019 STEM-E Conference for High School", 2 services, Yes, Western Region of NC.
(April 26, 2019).

"Spring 2019 STEM-E Conference for Junior High School", 2 services, Yes, Western Region of NC. (April 25, 2019).

"Fall 2018 STEM-E WRESA regional conference for high school", 2 services, Yes, Western Region of NC, 15 B-12 students served, 2 teachers served. (September 21, 2018).

"2018 Spring STEM-E conference for WRESA", 2 services, Yes, Western Region of NC, Clay (220), Cherokee (200), Cherokee Central (Federal) (209), Haywood (440), Macon (560), Jackson (500), Swain (870), Graham (380), 18 B-12 students served, 2 teachers served, 1 administrators served. (April 26, 2018 - April 27, 2018).

"Graduating Senior Communication Presentation", 1 services, No, Individual District(s), Jackson (500) (Alternative High School), 18 B-12 students served, 2 teachers served, 1 administrators served. (March 15, 2018).

"2017 Fall STEM-E conference for WRESA", 4 services, Yes, Western Region of NC, Cherokee (200), Cherokee Central (Federal) (209), Clay (220), Graham (380), Haywood (440), Jackson (500), Macon (560), Swain (870), 50 B-12 students served, 12 teachers served. (September

14, 2017 - September 21, 2017).

"2017 Spring STEM-E conference for high school", 3 services, Yes, Western Region of NC, 25 B-12 students served, 2 parents served, 4 teachers served. (April 21, 2017).

"2017 Spring STEM-E conference for middle school", 3 services, Yes, Western Region of NC, 30 B-12 students served. (March 30, 2017).

"Graduating Senior Communication Presentation", 1 services, No, Individual District(s), Jackson (500) (Jackson County School of Alternatives-High School), 18 B-12 students served, 2 teachers served. (November 7, 2016).

"2016 Fall STEM-E High School conference", 2 services, Yes, Western Region of NC, 30 B-12 students served. (September 30, 2016).

Awards and Honors

Service, Community

Engagement Award, College of Business, Service, Community, University. (April 26, 2020).

Meritorious Service Award, WCU Center for Service Learning, Service, Community, University. (April 19, 2018).

Engagement Award, WCU College of Business, Service, Community, University. (April 21, 2017).

Service, University

Million Dollar Circle, Western Carolina University, Service, University, University. (April 2015).