Steven R. Ash

Office Address:
Department of Management
The University of Akron
Akron, OH 44325-4801
330.972.6429
ash@uakron.edu

ACADEMIC EXPERIENCE

Associate Department Chair The University of Akron, Department of Management, Akron OH (July 2009 – present)

Associate Professor The University of Akron, Department of Management, Akron OH (2007 – present)

Assistant Professor, The University of Akron, Department of Management, Akron OH (2001 – 2007)

Adjunct Professor, The Ohio State University, Department of Management and Human Resources, Columbus, OH (2001).

Professor and Department Chair, Franklin University, Department of Management and Human Resources, Columbus, OH (1997 – 2001).

Assistant Professor, Sul Ross State University, Uvalde, TX (1994 – 1997).

Adjunct Professor, Troy State University, White Sands, NM (1993 – 1994).

Graduate Student Instructor, New Mexico State University, Las Cruces, NM (1990 – 1994).

EDUCATION

Ph.D., Business Administration
Concentration: Human Resource Management and Organizational Behavior
New Mexico State University, Awarded: **December, 1996**

M.B.A., Concentration: Management
New Mexico State University, Awarded: **May 1993**

B.A., Experimental Psychology
Area of Concentration: Cognitive Psychology
New Mexico State University, Awarded: **December 1986**

COURSES TAUGHT

At the University of Akron

Undergraduate Courses

- Management Principles and Concepts (6500:301)
- Human Resource Management (6500:341)
- Labor Relations (6500:342)
- Selection and Staffing (6500: 443)
- Organizational Behavior & Leadership Skills (6500:302)
- Compensation Management (6500:442)
- Business Policy (6500:490)
- Management Project (6500:471)
- Special Topics: European Management (6500:460)

Graduate Courses

- Human Resource Management Systems for Managers (6500:650)
- Leadership Concepts (6700:696)
- Strategic Compensation (6500:655)
- Management and Organizational Behavior (6500:600)
- Employment Staffing and Regulation (6500:660)
- Strategic Human Resource Management (6500:658)
- Business Strategy (6500:695)

At Other Universities

Undergraduate Courses

- Introduction to Psychology – Lab (New Mexico State University)
- Human Relations Management (New Mexico State Univ.)
- Managerial Communication (New Mexico State Univ.)
- Principles of Management (New Mexico State, Sul Ross State U.)
- Human Resource Management (Sul Ross, Troy State U., Franklin U.)
- International Management (Sul Ross State)
- Production and Operations Management (Sul Ross State)
- Quantitative Management Methods (Sul Ross State)
- Marketing Management (Sul Ross State)
- Sales Management (Sul Ross State)
- Marketing Research (Sul Ross State)
- Consumer Behavior (Sul Ross State)
- Small Business Management (Sul Ross State)
- Human Resource Development and Training (Sul Ross, Troy State U.)
- Organizational Behavior (Sul Ross State, Troy State, Franklin U.)
- Organizational Change and Development (Sul Ross State, Franklin U.)
- Strategic Management (Franklin U.)
- Cultural Diversity Management (Franklin U.)

Graduate Courses

- International Business (Sul Ross State U.)
- Seminar in Latin-American Management and Trade (Sul Ross State)
- Compensation Management (Sul Ross State U.)
- Seminar in Quality Management (Sul Ross State U.)
- Research Methods and Applications (Franklin U.)
- Organizational Behavior (Franklin U.)
- Change Management (Franklin U.)
- Seminar in Leadership (Franklin U.)
- Strategic Management (Franklin U., Ohio State U.)

REFEREED PUBLICATIONS (Journals)

Elicker, J. D., Lord, R. G., Ash, S. R., Kohari, K. E. Hruska, B. J., McConnell, N. L., and Medvedeff, M. E. (2009). Velocity as a Predictor of Performance Satisfaction, Mental Focus, and Goal Revision. ***Applied Psychology: An International Review***. In Press.

Liu, L., Grandon, E. E. and Ash, S. R. (2009). Trainee Reactions and Task Performance: A Study of Open Training in Object-Oriented Systems Development. ***Information Systems and E-Business Management***, 7(1), 21-37.

Ash, S. R. (2008). Hispanics and Anglos: The role of group composition on satisfaction. ***Public Personnel Management***, 37(1), 15 – 26.

Figler, R.A., and Ash, S.R. (2007). Derived Demand and Human Resource Management: An Important Linkage in Organizational Strategy. ***European Journal of Social Sciences***, 5(3), 88 – 95.

Ash, S. R. (2007). Why Should Small Businesses Care About Diversity? Five Areas of Research that Influence Organizational Results. ***Small Enterprise Research***, 15(9), 77-89.

Dineen, B. R., Ling, J., Ash, S. R. and DelVecchio, D. (2007). Aesthetic Properties and Message Customization: Navigating the Dark Side of Web Recruitment. ***Journal of Applied Psychology,*** 92(2), 356 – 372.

Ash, S. and Liu, L. (2006). Trainee Reactions: What Do We Really Know? ***Training & Management Development Methods***, 20(5), 213 – 217.

Ash, S. Weber, P., Vora, J. and Faggiani, A. (2004). Hands of Uruguay. ***Journal of the International Academy for Case Studies***, 10(1), 52 – 68.

Ash, S. Weber, P., Vora, J. and Faggiani, A. (2004). Manos Del Uruguay. ***Journal of the International Academy for Case Studie*s**, 10(2), 11 – 22.

Ash, S. and Ross, D. (2004). Crisis management through the lens of epidemiology. ***Business Horizons***, 47(3), 49 – 57.

Dineen, B., Ash, S., and Noe, R. (2002). A Web of Applicant Attraction: Person-Organization Fit in the Context of Web-Based Recruitment, ***Journal of Applied Psychology***, 87(4), 723 – 734.

Weber, J., Weber, P., and Ash, S. (2000). The Merchant Prince [Saudi Arabia]. ***Thunderbird International Business Review***, 42(6), 755 - 772.

Weber, P., Weber, J., and Ash, S. (1999). ACE Technology, ***Case Research Journal***, 19(3), 1 - 18.

Weber, J., Ash, S., and Weber, P. (1998). Side Effects of Incidental Computer Uses: Increased Confidence. ***Psychological Reports***, August, 83, 211-214.

Dailey, B., Whatley, A., Ash, S., and Steiner, R. (1996). The Effects of a Group Decision Support System on Culturally Diverse and Culturally Homogeneous Group Decision Making. ***Information & Management***, 30(6), 281-289.

REFEREED PUBLICATIONS (Proceedings)

Ash, S.R., Divoky, J.J. and Rothermel, M.A. (2006). ABCs of IEMBAs. Journal of the Academy of Business Education, Vol. 7, Academy of Business Education. *http://www.abe.villanova.edu/proc2006/proceed2006.html*.

Ash, S. (2001). Diversity in Teams: The Role of Group Satisfaction Under Various Ethnic Compositions. *Electronic Proceedings: The Midwest Academy of Management Conference*, Toledo, OH.

Ash, S., Weber, P. and Weber, J. (1999). Juice Tree of Ohio (The Impact of External Environmental Forces on Strategy Formulation). *North American Case Research Association*, Santa Rosa, CA.

Ash, S., Ross, D., and Bingham, H. (1998). The Organic Organization: The Juxtaposition of Epidemiology and Crisis Management, *Proceedings: The Mountain Plains Management Conference*, Denver, CO.

Ross, D., Ash, S., Hanna, J., and Smith, B. (1997). Attitudes Toward Marketing by Marketing Students, *Proceedings: Midwest Association of Business*, Chicago, IL.

Weber, P., Weber, J. and Ash, S. (1997). ACE Technology, *Proceedings: North American Case Writers Association*, Cincinnati, OH.

Weber, J., Ash, S., and Weber, P. (1997). Making a Difference in Education with Technology: The benefits of cross-disciplinary instruction, *Proceedings: International Association of Management*, 231 – 236.

Ross, D., Ash, S., and Loudenback, L. (1994). Ethnocentrism in Travel Research: Why Would You Want to Go There? *Proceedings: Association of Marketing Theory and Practice*.

Ash, S., and Weber, J. (1993). Recent Developments in Cognitive Psychology and their Application to Personnel Selection and Training, *Proceedings: The Institute for Behavioral and Applied Management*, 160 - 164 [Award Winning Paper].

Ash, S. and Sautter, E. (1993). Consumer Perception of Risk in the Face of Organizational Crisis, *Proceedings: Southern Marketing Association*.

Weber, J., and Ash, S. (1993). Effects of the Interview on Handicapped Applicants' Prospects for Securing Employment. Proceedings: *The Institute for Behavioral and Applied Management*, 191 – 196.

Ash, S. (1988). An Evaluation of Scroll Symbols and Their Role in Navigation on the AS/400. *Proceedings: IBM Human Factors International Technical Conference*.

OTHER PRESENTATIONS

Ash, S. (2008). Why can't we all just get along? Perceptions as sources of conflict. Invited presentation to National Association of Purchasing Managers, Akron Chapter, Akron, OH.

Kohari, N., Lord, R., Elicker, J., Ash, S., Hruska, B. (2008). *Antecedents of Learners' Mental Models*. Society for Industrial and Organizational Psychology conference, San Francisco, CA.

Ash, S. and Diefendorf, J. (2008). International opportunities for faculty. Invited presentation, I/O doctoral student association, Akron, OH.

Tomlinson, E. C., Ash, S. R., Hall, R. J. (2006). *When We Don't See Eye-to-Eye: The Moderating Effect of Behavioral Integrity on Organizational Identity*. Academy of Management, Atlanta, GA.

Ash, S. R., and Tomlinson, E. C. (2006). *Personality Testing in Organizations: The Good, the Bad, and the Ugly*. The Organization Behavior Teaching Conference, Rochester, NY.

Ash, S. R. (2005). *Benefits Benefits*. Society for Human Resource Management, Akron OH.

Dineen, B., Ling, J. and Ash, S. (2005). *Substance Versus Style: Customization and Aesthetic Effects on Recruiting Outcomes.* Society for Industrial and Organizational Psychology conference, Los Angeles, CA.

Ash, S. (2003). *Future Trends in Human Resource Management. Invited Presentation.* IO/OB Graduate Student Conference, Akron Ohio.

Dineen, B., Ash, S. and Noe, R. (2001) *Web-Based Recruitment – Does Interactive Person-Organization Fit Feedback Matter?* Society for Industrial and Organizational Psychology conference, San Diego, CA.

OTHER PUBLICATIONS

Weber, P. S., Weber, J. E. & Ash, S. R. (2001). ACE Technical. Case appearing in *Business Marketing Management: A Strategic View of Industrial and Organizational Markets*. 677-691. Hutt, M. D. & Speh, T. W. Harcourt College Publishers.

PROFESSIONAL ACTIVITIES

Editorial Activities

- Reviewer for *Journal of Applied Psychology*
- Reviewer for *Journal of Managerial Issues*
- Editorial Board for *International Journal of Organizational Analysis*
- Reviewer for *Human Resource Management Journal*
- Reviewer for *Industrial Relations: A Journal of Economy & Society*
- Reviewer for *Journal of Management Studies*
- Reviewer for Academy of Management Conference (HR and OB Tracks)

SERVICE CONTRIBUTIONS

- Director of Fitzgerald Institute for Entrepreneurial Studies (2007-2008)
- Facilitator for Scholarship of Entrepreneurial Engagement Science and Technology Forum for high school students, 2007 and 2008.
- Asked to serve on a cross-college pedagogy research team by Dr. David Baker (Director of Institute of Teaching and Learning, 2005) Currently conducting research on student learning in regards to goal orientation and mental models with Drs. Lord and Elicker in College of Arts and Sciences.
- Led a cohort of International Executive MBA students on a trip through Europe with activities in London, Paris, Luxembourg, and Amsterdam, spring-summer 2006.
- Led a cohort of UA students to Greece for five weeks in summer 2007.

- Faculty Advisor for The University of Akron SHRM student chapter since 2002.
    - Students regularly win the National Merit Award from the Society for Human Resource Management each year that I have advised them.
    - The UA team took second place in the Ohio HR games, 2006.
    - The UA team took first and second place in the Ohio HR games, 2007
- Akron Area SHRM Board member
    - Conducted a survey of benefits offerings and perceptions for Akron metro area. Presented findings at SHRM meeting.
- Parks Board member, appointed by Hudson City Council 2004, resigned 2006.

The University of Akron Committee Work

- University task force on safety
- Graduate curriculum committee for department of management
- College of Business search committees
    - Finance department search (business law)
    - Director of undergraduate programs
- New faculty search and recruitment committee for department of management
    - Chair of one search, member of two other searches
- University search committee for VP of Human Resources
- University search committee for Director of Wellness and Recreation Center.
- Member of University Senate, representing College of Business
- University Student Hearing Board
- Graduate faculty membership committee of university graduate council

- Other Committee Work
    - Personnel committee (Franklin University)
    - General Education committee (Franklin University)
    - Professional Core Curriculum committee (Franklin Univ.)
    - Student Retention committee (Franklin Univ.)
    - Faculty Development committee (Sul Ross State Univ.)
    - Faculty Diversification committee (Sul Ross State Univ.)
    - Undergraduate Admissions and Retention committee (Sul Ross State)
    - Faculty Research and Funding committee (Sul Ross State Univ.)

Dissertation Committees

- Have served on over twenty doctoral dissertation committees:
    1. Richard Cober (finished spring 2003)
    2. Kevin Mahoney (finished fall 2004)
    3. Amie Lawrence (finished spring 2004)
    4. Jarrett Shalhoop (finished fall 2003)

5. Linda Brown (finished spring 2004)
6. Diane Monaghan (finished summer 2006)
7. Chris Selenta (finished spring 2005)
8. Carrie Schlauch (finished summer 2004)
9. Alf Illingworth (finished summer 2004)
10. Jennifer Bott (finished summer 2004)
11. Carrie Pogson (finished spring 2006)
12. Loren Naidoo (finished summer 2005)
13. Mano Ramakrishnan (finished summer 2005)
14. Tacy Byham (finished 2006)
15. Chris Rosen (finished summer 2006)
16. Venette Koumbis (finished 2007)
17. Jeff Briks (finished 2009)
18. Nathan Sestak (finished 2008)
19. Hsien-Yao Swee (finished 2009)
20. Adam Tolli (finished 2009)
21. Alison O'Malley (finished 2009)
22. Jane (Brodie) Gregory (finished 2009)
23. Lei Qin

OTHER BUSINESS EXPERIENCE

May 1989 – September 1991 (partial years)
Human Factors Engineer, Usability Team
IBM Bethesda
Bethesda, Maryland

- Designed experiments to test customer mental models, error sources, and work process stereotypes
- Conducted qualitative research on customers to understand attitudes, perceptions, needs and requirements
- Interfaced between programmers, engineers and end customers to better determine requirements and needs
- Worked with marketing department to design survey instruments and qualitative techniques for understanding attitudes and opinions of users

May 1988 – May 1989
Experimental Psychologist, Usability Center
IBM Rochester (Malcolm Baldrige Winner)
Rochester, Minnesota

- Designed quantitative and qualitative experiments to identify task requirements of customers and their interactions with computers
- Helped design and implement an observation laboratory that utilized video cameras, microphones, and data capture tools to conduct experiments on end users
- Found ways of content analyzing information and observations
- Presented findings, and made recommendations to upper management

EXAMPLES OF CONSULTING AND TRAINING

Allan & Gallagher LLP, Attorneys at Law (Cleveland, OH). Expert witness in employment discrimination lawsuits

Leadership Hudson (Hudson, OH). Develop and conduct a special half-day leadership workshop for future community leaders (annually).

Hendrickson Trailer Suspension Systems (Canton, OH). Consulted with the organization on best methods to implement structural changes, and taught a half-day workshop to executives and managers on change and innovation processes at company retreat.

Myers Industries (Akron, OH). Developed and presented a full day workshop on advanced managerial communication skills for managers and supervisors (with Ken Aupperle).

Bank One (Columbus, OH). Conducted competitive analysis of current strategic human resource issues within the financial industry. Developed guidelines and targets for future internal HR developments and recommended alternatives for outsourcing.

Holzer Medical Clinic System (Southern OH and Northern WV). Developed questionnaires and conducted multi-state surveys to understand customers, industry trends and competition. Analyzed data and provided written reports and presentations to upper management and board of directors

Nestlé Research and Development Center (Marysville, Ohio), Conducted job and task analyses for multiple company positions. Developed procedures for selection methods compliant with the ADA. Assisted in employee satisfaction survey analysis, and in overall change efforts.

NASA-Johnson Space Center (Houston, Texas, and White Sands Test Facility, New Mexico). Research and consulting. Devised and implemented new team training programs. Derived principles of teamwork for NASA control rooms from cockpit resource management and situation awareness. (Two-year project)

Sandia National Laboratory (Albuquerque, New Mexico). Worked as part of a group implementing total quality management principles and teams as the D.O.E. National Laboratories moved toward privatization and commercial applications. Established first major conference in quality management principles and techniques for New Mexico small businesses (along with staff from Senator Bingaman's office)

Val Verde Memorial Hospital (Del Rio, Texas). Instructed executives and mid-level management on the concepts and principles of quality management, included activities and exercises illustrating the implementation the advantages of high quality systems. Conducted series of team-building workshops utilizing simulations and activities in indoor and outdoor settings.

Southwest Texas Junior College (Uvalde, Texas). Designed a system for tracking student placement, work-level accomplishments, and attitudes toward factors of success.

New Mexico State University Physical Plant (Las Cruces, New Mexico).
Designed and conducted a one-year-long training program (with weekly sessions) for upper management. The second year the project was extended to lower management and the third year for supervisors. Full ranges of management skills were taught in non-traditional format.

FOREIGN LANGUAGES AND EXPERIENCE

- Led Executive MBA students on business tour of Europe (Great Britain, France, Luxembourg, Netherlands), four weeks, spring/summer 2006
- Led undergraduate students in Greece study abroad program, summer 2007
- Fluent in Spanish, functional in Portuguese and German (I have lived 2 years in South America, 2 years in Europe, and 4 years in Asia)

HONORS, SOCIETIES, AWARDS, ETC.

- Voted most influential faculty member by the graduate students of Franklin University for 1999-2000 academic year.
- Voted Outstanding Teacher of the Year at Sul Ross State University for the 1994-1995 academic year
- Selected Outstanding Graduate Student Teacher of the Year, New Mexico State University 1991
- Student Paper award for "Recent Developments in Cognitive Psychology and their Application to Personnel Selection and Training," *Proceedings: The Institute for Behavioral and Applied Management*
- President, Doctoral Business Association, 1992-1993
- Faculty Advisor, Student Chapter, Society for Human Resource Management (SHRM), The University of Akron; and Franklin University
- Member: Academy of Management, Society for Human Resource Management, Society for Industrial and Organizational Psychology, American Psychological Association.
- Received first place in the College of Business Chili cooking competition