

## Scott C. Manley

Munir A. Lalani Distinguished Professor of Entrepreneurship  
Chair, Department of Management and Marketing  
Director, Lalani Center for Entrepreneurship & Free Enterprise  
Dillard College of Business Administration  
Midwestern State University (MSU Texas)  
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### EDUCATION

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Doctor of Business Administration, Management – July 2015  
Kennesaw State University, Kennesaw, GA

Master of Business Administration, Management – June 1997  
Valdosta State University, Valdosta, GA

Bachelor of Business Administration, Management – August 1990  
Valdosta State University, Valdosta, GA

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### ACADEMIC EXPERIENCE

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#### Faculty Positions

Dillard College of Business, Midwestern State University, Wichita Falls, TX  
Munir A. Lalani Distinguished Professor of Entrepreneurship: 2015 – present  
Associate Professor, Department of Management & Marketing (Tenured): 2020 – Present.  
Assistant Professor, Department of Management & Marketing: 2015 – 2020.

#### Courses Taught:

Entrepreneurship and Management of Small Enterprises  
Strategic Management  
Entrepreneurial Planning  
Graduate Seminar in Entrepreneurship

Langdale College of Business Administration, Valdosta State University, Valdosta, GA  
Lecturer of Management: August 2010 – May 2015

#### Courses Taught:

Introduction to Business (BUSA 2000)  
Entrepreneurship Skills (MGNT 3900)  
Survey of Entrepreneurship (PERS 2799)

## Administrative Appointments

Dillard College of Business Administration, Midwestern State University, Wichita Falls, TX  
Chair, Department of Management & Marketing: August 2023 – present  
Director, Lalani Center for Entrepreneurship & Free Enterprise: August 2015 – present

Langdale College of Business Administration, Valdosta State University, Valdosta, GA  
Director, Center for Business & Economic Research: August 2010 – July 2015

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## RESEARCH

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### Journal Articles

- Tarpey, R.J., Manley, S.C., Williams Jr., R.I., and Zeiser, A.J. (2023). Is paper stationery or agile? An investigation of dynamic capabilities in the printing paper supply chain. *Journal of Small Business Strategy (in press)*. (<https://doi.org/10.53703/001c.83934>)
- Manley, S.C., Williams, Jr., R.I., and Hair, Jr., J.F. (2022) Enhancing TQM's effect on small business performance: A PLS-SEM exploratory study of TQM applied with a comprehensive strategic approach. *The TQM Journal (in press)*. (<https://doi.org/10.1108/TQM-10-2021-0299>).
- Manley, S.C., Hair, Jr., J.F., Williams, Jr., R.I., & McDowell, W.C. (2021). Essential new PLS-SEM analysis methods for your entrepreneurship analytical toolbox. *International Entrepreneurship and Management Journal*, 17(4), 1805-1825. (<https://doi.org/10.1007/s11365-020-00687-6>).
- Williams, Jr., R.I., Matthews, L.M., & Manley, S.C. (2020). What goals do firms with religious owning families achieve: An exploratory study. *Journal of Ethics & Entrepreneurship* 10(1), 4-23.
- Pieper, T.M., Williams, Jr., R.I., Manley, S.C., & Matthews, L.M. (2020). "What time may tell: Exploring the relationship between religiosity, temporal orientation and goals in family business." *Journal of Business Ethics*, 163(4). (<https://doi.org/10.1007/s10551-019-04386-3>).
- Williams, Jr., R.I., Smith, A., Aaron, J.R., Manley, S.C., & McDowell, W.C. (2020). Small business strategic management practices and performance: A configurational approach. *Economic Research-Ekonomska Istraživanja*, 33(1), 2378-2396. (<https://doi.org/10.1080/1331677X.2019.1677488>).
- Hair, Jr., J.F., Manley, S.C., Williams, Jr. R.I., & Forrester, R.C. (2019). Entrepreneurial orientation and firm financial performance: The importance of considering intra-organization social capital. *American Journal of Entrepreneurship*, 12(2), 35-58.
- Forrester, R.C., Williams, Jr., R.I., Manley, S.C., Martinez, J.E., & Hair, Jr., J.F. (2019). Behavioral finance: Factors influencing angel investor decisions. *American Journal of Entrepreneurship*, 12(1), 6-30.

Williams, Jr., R. I., Manley, S.C, Aaron, J. R., & Daniel, F. (2018). The interactive effects of a comprehensive strategic approach and entrepreneurial orientation on small business performance. *American Journal of Entrepreneurship*, 11(2), 52-81.

Williams, Jr, R. I., Manley, S. C., Aaron, J. R., & Daniel, F. (2018). The relationships between a comprehensive strategic approach and small business performance. *Journal of Small Business Strategy*, 28(2), 33-48.

Patel, V. K., Manley, S. C., Hair, Jr., J. F., Ferrell, O. C., & Pieper, T. M. (2016). Is stakeholder orientation relevant for European firms? *European Management Journal*, 34(6), 650-660. (<http://dx.doi.org/10.1016/j.emj.2016.07.001>)

#### Works in Progress

Clark, W.R., Manley, S.C., Hair Jr., J.F., & Williams Jr., R.I. “Effectively managing your small business sales team: marketing planning’s mediating role on firm performance.” Status: Under review at *Journal of Research in Marketing and Management*.

Manley, S.C., Eddleston, K.A., & Pieper, T.M. “The relationships between entrepreneurs’ gender, utilization of entrepreneurship centers, and firm performance.” Target – *Academy of Management Journal*. Status: Additional data needed.

Patel, V.K., Manley, S.C., Hair, Jr., J.F., Nichols, J. “Stakeholder orientation and Innovation Impact on Firm Performance: An Empirical Study: Proactive and responsive components and firm performance.” Target – *Journal of Business Strategy*. Status: Data collected.

#### Conference Presentations

Manley, S.C., Hair Jr., J.F., Williams Jr., R.I., & Clark, W.R. “Managing your small business sales force: The mediating role of marketing planning on firm performance.” Paper presented at the Academy of Business Research, New Orleans, LA, March 2023.

Patel, V.K. & Manley, S.C. “Entrepreneurial Leadership & Impact on Innovativeness and Firm Performance.” Paper presented at USASBE, Tallahassee, FL, January 2023.

Manley, S.C., Williams Jr., R.I., & Hair, Jr., J.F. “Enhancing TQM’s effect on Small Business Performance: A PLS-SEM Exploratory Study of TQM Applied with a Comprehensive Strategic Approach.” Paper presented at the Academy of Business Research, San Antonio, TX, October 2021.

Patel, V.K., & Manley, S.C. “Essential Frameworks for Entrepreneurs and Founding Teams.” Paper presented at United States Association for Small Business and Entrepreneurship (USASBE), New Orleans, LA, January 2020.

Ospina, S.M., Manley, S.C. & Clegg, G.M. “Economic Impact of SBDCs in the Northwest Texas SBDC Region.” Paper presented at Economics Scholars Program, Federal Reserve Bank, Dallas, TX, March, 2019.

Manley, S.C. & Forrester, R.C. "Why Do Some Entrepreneurs Seek Help, and Does It Matter?" Paper presented at Academy of Business Research Conference, New Orleans, LA, March, 2019.

Kethley, R.B., Williams, Jr., R.I., & Manley, S.C. "Total Quality Management Implementation and Financial Performance Implications." Paper presented at International Academy of Business & Public Administration Disciplines, Orlando, FL, January, 2019.

Patel, V.K., Manley, S.C., Hair, Jr., J.F., & Nichols, J. "Stakeholder Orientation and Innovation Impact on Firm Performance - An Empirical Study." Paper presented at Academy of Business Research Conference, Boca Raton, FL, November, 2018.

Aaron, J.R., Williams, Jr. R.I., Smith, A., Manley, S.C. "A Fuzzy-set Qualitative Comparative Analysis of Small Business Strategic Management Practices and Firm Performance." Paper presented at the Southern Finance Association Annual Meeting, Asheville, NC, November, 2018.

Manley, S.C. & Cullar, V.W. "Making Entrepreneur out of Lemonade." Paper presented at the Council of Public Liberal Arts Colleges Annual Meeting, Wichita Falls, TX, June 2018.

Manley, S.C., Williams, Jr., R.I., & Aaron, J.R. "The Effects of Entrepreneurial Orientation and a Comprehensive Strategic Approach on Small Business Firm Performance." Paper presented at Academy of Business Research Conference, New Orleans, LA, March, 2018.

Williams, Jr., R.I., Aaron, J.R., Manley, S.C., & Daniel, F.M. "The Relationship between a Comprehensive Strategic Approach and Small Business Performance." Paper presented at the Small Business Institute Annual Conference, San Diego, CA, February, 2017.

Manley, S.C., "The Relationship between Entrepreneurs' Gender, Attitudes toward Seeking Assistance from Centers, Utilization of Centers, and Entrepreneurial Success." Paper presented at Academy of Business Research Conference, New Orleans, LA, March, 2015.

Patel, V., Manley, S., & Hair, Jr., J.F. "Stakeholder orientation: Proactive and responsive components and firm performance." Presented at Academy of Management International Conference, Orlando, FL, August, 2013.

Patel, V.K., Manley, S.C., & Hair, Jr., J.F. "Empirical Measures of Core Stakeholder Orientation: A PLS-SEM approach." Paper presented at Academy of Business Research, New Orleans, LA, March, 2013.

Manley, S.C. "Temporal Shifts in Narcissism: Do Collegiate Schools of Business Play a Role?" Paper presented at the Academy of Business Research, New Orleans, LA, March, 2012.

Manley, S.C. "Going Global: Student Engagement, Host Institution Satisfaction, and a Fun Trip!" Juried presentation, National Association of Community College Educators, Orlando, FL, October, 2010.

### Supervision of Undergraduate Research

- Ospina, S.M., Manley, S.C., & Clegg, G.M. (2019) “Economic Impact of SBDCs in the Northwest Texas SBDC Region.” Presented at the Undergraduate Research and Creative Activity Forum, Midwestern State University, Wichita Falls, TX, April, 2019.
- Polius, G.A. & Manley, S.C. (2017) “Gender Constraints in Small Business and Entrepreneurship.” Presented at the Undergraduate Research and Creative Activity Forum, Midwestern State University, Wichita Falls, TX, November, 2017.
- Desantis-Shewmake, D. & Manley, S.C. (2016). “Difficulties and challenges when starting and operating a business in today’s economy.” Report prepared for the Wichita Falls Chamber of Commerce & Industry, Wichita Falls, TX, April, 2016.

### Invited Presentations

- Hair, Jr., J.F. Sabol, M., & Manley, S.C. “SmartPLS 4.0.” Presented to Academy of Business Research, New Orleans, LA, March, 2023.
- Hair, Jr., J.F. & Manley, S.C. “PLS-SEM Path Modeling.” Presented to Academy of Business Research, New Orleans, LA, March, 2019.
- Hair, Jr., J.F. & Manley, S.C. “PLS-SEM Path Modeling.” Presented to Academy of Business Research, New Orleans, LA, March, 2018.
- Hair, Jr., J.F. & Manley, S.C. “PLS-SEM Path Modeling.” Presented to Academy of Business Research, New Orleans, LA, March, 2015.
- Hair, Jr., J.F. & Manley, S.C. “PLS-SEM Path Modeling.” Presented to Association of Marketing Theory and Practice, Charleston, SC, March, 2013.

### Research Reports

- Williams, Jr., R.I., Manley, S.C., Aaron, J.R., & Daniel, F.M. (2022). “Connecting a “comprehensive strategic approach” to printing firm performance: execution tips from the October 2022 PIPI study.” *Printing & Graphics Association MidAtlantic*.  
<https://pgama.com/news/168-printing-industry-performance-surveys-april>
- Williams, Jr., R.I., Manley, S.C., Clark, W.R., & Hair, J.F. (2022). “What’s vital to printing business performance? – Planning!! (More knowledge from our April 2022 PIPI study).” *Graphics Journal*, 7(5), 14-15.
- Williams, Jr., R.I., Clark, W.R., and Manley, S.C. (2022). “The April 2022 PIPI Study: Actionable knowledge about marketing planning, sales team management, and social media use.” Jones College of Business, Middle Tennessee State University.

Williams, Jr., R.I., Davis, R.H., Wilaj, D., and Manley, S.C. (2020). "Effective management toolkit for smaller entrepreneurial printers." NPOA (National Print Owners Association) Management Report.

Williams, Jr., R.I., Davis, R.H., Wilaj, D., and Manley, S.C. (2019). "Finding synergy: Winning combination in printers' management tool kit." Printing Industries of America – Print Management Alert.

Williams, Jr, R. I., Davis, R.H., McNaughton, T., and Manley, S.C., (2016) "Printing Industry Management Survey: Effective Management Practices in the Printing Industry." Printing Industries of America.

Cseh, A., Manley, S.C., and Tori, C.R. (2014). "Lowndes County by the Numbers: How do we Compare to Peer and Aspirant Communities?" Valdosta-Lowndes County Chamber of Commerce.

Cseh, A., Manley, S.C., and Tori, C.R. (2013). "Lowndes County by the Numbers: How do we Compare to Peer and Aspirant Communities?" Valdosta-Lowndes County Chamber of Commerce.

Manley, S.C. and McGreevey, M.M. (2013). "Commercial and Residential Real Estate Market Analysis for Valdosta and Lowndes County." First State Bank and Trust Company, Valdosta, GA.

Cseh, A., Manley, S.C., and Tori, C.R. (2012). "Lowndes County by the Numbers: How do we Compare to Peer and Aspirant Communities?" Valdosta-Lowndes County Chamber of Commerce.

Manley, S.C. and McGreevey, M.M. (2012). "Commercial and Residential Real Estate Market Analysis for Valdosta and Lowndes County." First State Bank and Trust Company, Valdosta, GA.

Cseh, A., Manley, S.C., and Tori, C.R. (2011). "Lowndes County by the Numbers: How do we Compare to Peer and Aspirant Communities?" Valdosta-Lowndes County Chamber of Commerce.

Manley, S.C. and McGreevey, M.M. (2011). "Commercial and Residential Real Estate Market Analysis for Valdosta and Lowndes County." First State Bank and Trust Company, Valdosta, GA.

#### Media Publications

MSU Texas: The little engine that could. Martinez, J.E. & Manley, S.C., *Wichita Falls Times-Record News*, November 5, 2022.

Dillard College Could be Catalyst for Economic Recovery. Manley, S.C. & Martinez, J.E. *Wichita Falls Times-Record News*, May 29, 2020.

Is the Entrepreneurial Spirit Alive in the City that Faith Built? Martinez, J.E. & Manley, S.C.  
*Wichita Falls Times-Record News*, May 17, 2020.

“You Can Observe a Lot by Watching,” *Georgia Trend 2010/2011 Small Business Guide*.

“Is it a Good Time to Start a Business? Yes, if...,” *Georgia Trend 2009/2010 Small Business Guide*.

“Living in Uncertain Times?” *Georgia Trend 2008/2009 Small Business Guide*.

“It’s Really Not About You,” *Georgia Trend 2007/2008 Small Business Guide*.

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## HONORS & AWARDS

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Dillard College of Business Administration Outstanding Researcher (2022)  
Selected by the Dillard faculty as the outstanding researcher in the College of Business Administration at Midwestern State University.

Dillard College of Business Administration Piper Professor Nominee (2021)  
Selected by the Dillard faculty as the college nominee for the Minnie Stevens Piper Foundation Professor of the Year.

AACSB International “Innovations that Inspire” (2021)  
This recognition showcases business schools who are creating a positive social impact such as that which occurs when at-risk youth become entrepreneurs for a day. In the Lemonade Day partnership, at-risk youth entrepreneurs are mentored by college entrepreneurship students to set goals, develop and implement their plan, and then spend, save, and share some of their profits.

Best Paper in Management/Education Track, Academy of Business Research (2021). Manley, S.C., Williams, Jr., R.I., & Hair, Jr., J.F., “Enhancing TQM’s effect on Small Business Performance: A PLS-SEM Exploratory Study of TQM Applied with a Comprehensive Strategic Approach.”

Best Paper in Management Track, Academy of Business Research (2019). Manley, S.C. & Forrester, R.C. “Why Do Some Entrepreneurs Seek Help, and Does It Matter?”

Best Paper in Strategy Track, Academy of Business Research (2018). Patel, V.K., Manley, S.C., Hair, Jr., J.F., & Nichols, J. “Stakeholder Orientation and Innovation Impact on Firm Performance - An Empirical Study.”

Best Paper in Strategy Track, Academy of Business Research (2018). Manley, S.C., Williams, Jr., R.I., & Aaron, J.R. “The Effects of Entrepreneurial Orientation and a Comprehensive Strategic Approach on Small Business Firm Performance.”

Matthew Sonfield Distinguished Research Award, given by the Small Business Institute to the best paper published each year in the *Journal of Small Business Strategy* (2018).

Best Paper in Strategy Track, Academy of Business Research (2013). Patel, V.K., Manley, S.C., & Hair, Jr., J.F. “Empirical Measures of Core Stakeholder Orientation: A PLS-SEM approach.”

Member, Golden Key International Honour Society (2012). Golden Key is the world's largest collegiate honor society. Membership is available only to the top 15% of college and university sophomores, juniors and seniors, as well as top-performing graduate students in all fields of study, based solely on their academic achievements. Golden Key is committed to a high standard of scholastic achievement, and an ethos of integrity, innovation, respect, collaboration and diversity.

Best Continuing Education Program, University of Georgia Small Business Development Center (2010). This award was shared with Kyle Hensel & Suzanne Barnett for developing and delivering the best continuing education program in 2009, “Marketing with Social Media.”

America’s Small Business Development Centers, “State Star” (2009). This national recognition is given annually to each state’s most outstanding consultant’s contributions to the fields of business consulting, business research, business continuing education, public service, and economic development.

Consultant of the Year, University of Georgia Small Business Development Center (2008). This annual statewide award recognizes Georgia’s most outstanding small business consultant’s contributions to small business and entrepreneurship.

Distinguished Service Award, America’s Small Business Development Centers (2006). This national service award was given in recognition and grateful appreciation of distinguished volunteer service to small business owners on the United States Gulf Coast in the aftermath of Hurricane Katrina.

Extra Mile Award, Georgia Small Business Development Center (2005). This statewide award was given in recognition of dedication of eighteen days’ volunteer service in SBA’s disaster recovery center in Bay St. Louis, Mississippi during October, 2005.

Member, Beta Gamma Sigma (1997, 2015). Beta Gamma Sigma is the international business honor society for AACSB-accredited business schools. To be eligible, students must be in the top 10% of undergraduate students or top 20% of graduate students.

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## GRANTS

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i.d.e.a.WF, Wichita Falls Economic Development Corporation (EDC), \$50,000 (2023). The Lalani Center for Entrepreneurship & Free Enterprise at the Dillard College of Business Administration has been awarded \$50,000 in cash to administer the i.d.e.a.WF business plan competition. Cash prizes will be awarded to winners of the competition based upon demonstrated need and funds raised from donors.



- i.d.e.a.WF, Wichita Falls Economic Development Corporation (EDC), \$300,000 (2021).  
The Lalani Center for Entrepreneurship & Free Enterprise at the Dillard College of Business was awarded \$250,000 in cash from the EDC for prizes for the community business plan competition wherein contestants are encouraged to imagine, design, engage, and act upon their business ideas in the Wichita Falls metropolitan statistical area. These funds will be awarded to winners of the competition. In addition, the grant request includes \$50,000 to administer the competition.
- e-Fest (Schulze Entrepreneurship Challenge), \$2,500 (2020).  
The Lalani Center for Entrepreneurship & Free Enterprise at the Dillard College of Business Administration was awarded \$2,500 as a first-time participant in e-Fest, a program of EIX (Entrepreneur Innovation Exchange) and the Richard M. Schulze Family Foundation. e-Fest is a 3-day event in Minneapolis, Minnesota at the Schulze School of Entrepreneurship. Unfortunately, due to the emergent COVID-19 pandemic, the competition was cancelled (although the award was received).
- i.d.e.a.WF, Wichita Falls Economic Development Corporation (EDC), \$300,000 (2020).  
The Lalani Center for Entrepreneurship & Free Enterprise at the Dillard College of Business was awarded \$250,000 in cash from the EDC for prizes for the community business plan competition wherein contestants are encouraged to imagine, design, engage, and act upon their business ideas in the Wichita Falls metropolitan statistical area. These funds will be awarded to winners of the competition. In addition, the grant request includes \$50,000 to administer the competition. These funds will pass through the Lalani Center to America's Small Business Development Center at MSU Texas; \$30,000 will be used to fund a ½-time position, \$15,000 will be used to administer and market the competition, and \$5,000 will be used to establish a student entrepreneurship organization such as Enactus or Sigma Nu Tau (ΣNT). Unfortunately, due to the COVID-19 pandemic, the program was placed on hold for 2020.
- i.d.e.a.WF, Wichita Falls Economic Development Corporation (EDC) & others, \$80,000 (2019).  
The Lalani Center for Entrepreneurship & Free Enterprise at the Dillard College of Business applied for and received \$30,000 in cash from the EDC. i.d.e.a.WF is a community business plan competition wherein contestants are encouraged to imagine, design, engage, and act upon their business ideas in the Wichita Falls metropolitan statistical area. On October 2, 2019, these funds were awarded to three winners of the competition. In addition, winners shared \$50,000 of in-kind services that were provided by media partners, accounting practices, legal firms, advertising agencies, human resource practitioners, and information technology consultants.
- i.d.e.a.WF, Wichita Falls Economic Development Corporation (EDC) & others, \$80,000 (2018).  
Same as above, except that prizes were awarded on October 3, 2018.
- i.d.e.a.WF, Wichita Falls Economic Development Corporation (EDC) & others, \$70,000 (2017).  
Same as above, except the prize package included \$40,000 of in-kind services and was awarded on October 4, 2017.
- i.d.e.a.WF, Wichita Falls Economic Development Corporation (EDC) & others, \$70,000 (2016).  
Same as above, except that prizes were awarded on April 13, 2016.

Steele Summer Research Grant, Valdosta State University Foundation, \$6,500 (2013). This research grant was awarded during the 2012-2013 academic year. Proceeds were used to fund the pilot study of my dissertation research.

Innovative Designs for Enhancing the Academy, Valdosta State University, \$3,000 (2013). This grant was awarded during the 2012-2013 academic year to redesign an academic course from face-to-face to hybrid format.

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## SERVICE

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### Service to the Department, College, and University

Department Chair, Department of Management & Marketing: 2023 – present

Beginning with the 2023-2024 academic year, will serve as the chair of the department of management and marketing at the Dillard College of Business Administration.

Chair, Search Committee: 2023

Served as chair to hire Dr. DeAndrea Davis as new assistant professor of management.

Member, University Tenure & Promotion Committee: 2022 – 2023

Served as Dillard College faculty representative on Midwestern State University tenure and promotion committee, review dossiers of evidence and make recommendation to the Provost.

Member, Faculty Intercultural Development Circle: 2021 – 2022

Serve as Dillard College faculty representative on Midwestern State University's faculty intercultural development circle, part of the diversity, equity, and inclusion initiative.

Member, Dillard College Faculty Qualifications & Tenure and Promotion Review Committee:

2021 – present. Currently serve as a member of committee charged with reviewing and updating the Dillard College faculty qualifications & tenure and promotion policies to align with the new Midwestern State University tenure and promotion policies.

Member, College Tenure & Promotion Committee: 2020 – 2022

Review dossiers of Dillard College candidates for tenure and/or promotion and make recommendations to the Dean.

Chair, Dillard College Online/Virtual Degree Completion/Major Committee: 2020-2021

Served as chair of committee charged with assessing the feasibility and viability of adding virtual course work and/or online classes to accommodate those students desiring to obtain of complete their BBA degree online.

Member, Search Committee: 2019 – 2020

Served on committee to hire Dr. Selina Wang as a new assistant professor of accounting for the Dillard College of Business at Midwestern State University

Chair, Search Committee: 2018 – 2019

Chaired committee to hire Dr. Sarah Quintinar as a new associate professor of economics and director of the Bureau of Business & Government Research (BBGR) at Midwestern State University.

Member, Graduate Program Committee: 2017 – Present

Member of the graduate program committee at the Dillard College of Business Administration at Midwestern State University. Advise graduate coordinator regarding conditional admissions as well as dismissals from the program; ensure that curriculum is consistent with the needs of the dynamic economy.

Member, First-Year Council Committee: 2017 - 2018

Member of the first-year council committee at Midwestern State University, charged with assessment of the efficacy of first-year retention efforts.

Member, Strategic Planning Task Force: 2016-2017

Served on the Dillard College strategic planning task force to 1) review engagement, innovation, and impact activities and 2) to assess and select peer and aspirant AACSB accredited institutions.

Member, Search Committee: 2016 – 2017

Served on committee to hire Dr. Agim Kukeli as a new assistant or associate professor of economics for the Dillard College of Business at Midwestern State University.

Member, Search Committee: 2016 – 2017

Served on committee to hire Dr. Shih Chou as a new associate professor of management and chair of management and marketing department for the Dillard College of Business at Midwestern State University.

Member, Student Success Committee: 2016 – 2017

Member of the student success committee at Midwestern State University, charged with assessment of the efficacy of freshman learning communities.

Member, Strategic Planning Task Force: 2016 - present

Member of the strategic planning task force for the Dillard College of Business Administration at Midwestern State University. Ensure that the strategic plan of the Dillard College is consistent with the mission, vision, and values of the college as well as those of the University and the Council of Public Liberal Arts Colleges (COPLAC).

Coordinator, Entrepreneurship Minor: 2015 – present

Coordinator of the entrepreneurship minor for the Dillard College of Business Administration at Midwestern State University.

Coordinator, Entrepreneurship Minor: 2013 – 2015

Coordinator of the entrepreneurship minor for the Langdale College of Business Administration at Valdosta State University.

Member, Assurance of Learning Communications Team: 2010 – 2015

Served on the team responsible for assessing skills and management-specific goals, as well as obtaining feedback input from the college's constituents regarding students' abilities to communicate verbally and in writing.

Board Member, Enactus (formerly known as Students in Free Enterprise): 2005 -2015

Advisory board member for Valdosta State University's Enactus (formerly known as Students in Free Enterprise). Led student groups on international consulting trips to El Remate, Guatemala in 2009 & 2010. From 2002 through 2015, VSU's chapter finished in the nation's top four five times.

Search Committee(s) Member: 2012 – 2013

Served on two search committees to hire two new assistant professor of management (strategy and entrepreneurship) for the Department of Management and International Business at Valdosta State University.

Search Committee Chair: 2011

Chaired committee to hire new director for the Small Business Development Center at Valdosta State University.

Strategic Planning Committee Member: 2011

Served on strategic planning task force, as a member of the subcommittee on regional economic drivers for Valdosta State University.

#### Service to the Profession

Director, i.d.e.a.WF: August 2015 - present

Serve as the director of a community-wide business plan competition that awards up to \$250,000 cash and in-kind prizes to three winners annually. Duties include: securing grant funding each year to provide prize money for the winners; solicitation of sponsorship funding to promote the competition and entrepreneurship in general; securing volunteer judges from the business community; teaching multiple workshops on a variety of topics each year for the contestants; promoting the competition on regional media including television and radio stations as well as newspaper; securing corporate executive-level guest speakers; and coordinating annual awards banquet with more than 200 business and professional attendees.

Director, i.d.e.a.MSU: August 2015 – present

i.d.e.a.MSU promotes entrepreneurship throughout the university, and awards \$3,750 in cash each year to four winners from any of the MSU Texas' six colleges. Duties include securing funding to provide prize money, solicitation of sponsorship funding, securing volunteer judges, conducting orientations for prospective entrants, promoting the competition through university media, and coordinating the awards event.

Vice Chair, Northwest Texas Small Business Development Center: 2022 – present

Board Member: 2016 – present

Serve on the advisory and advocacy board of the Northwest Texas Small Business Development Center, which is comprised of six centers: Lubbock, Abilene, Midland,

Amarillo, Granbury, and Wichita Falls. Duties include attending semi-annual meetings to provide input and oversight of the ongoing operations of the SBDC, as well as to advocate for and promote the small business development center to various stakeholders.

Director, Texoma Angel Investor Network: August 2015 – November 2019

Duties include arranging six angel investor meetings each year, securing angel-ready entrepreneurs with deals to pitch at the investor events, facilitating communication between angel investors and entrepreneurs to coordinate follow-on investments. The Angel Investor network is presently on hold due to the continued COVID-19 pandemic.

Associate Editor, *American Journal of Entrepreneurship*: 2020 – 2022

Served as associate editor and regular reviewer for the journal, assisting in the transition from an independent journal to a Scholastica-based platform.

Editorial Board Member, *Journal of Ethics & Entrepreneurship*: 2020 – present

Serve on the editorial board and as a regular reviewer for the journal.

Ad-hoc Reviewer, *Journal of Marketing Theory & Practice*: 2022

Reviewed article on an as-needed basis for the journal.

Ad-hoc Reviewer, *The TQM Journal*: 2021 – present

Reviewed articles on an as-needed basis for the journal.

Ad-Hoc Reviewer, *Human Resource Development Quarterly*: 2021

Reviewed articles on an as-needed basis for the journal.

Ad-Hoc Reviewer, *Journal of Business Research*: 2019

Reviewed articles on an as-needed basis for the journal.

Ad-Hoc Reviewer, *American Journal of Entrepreneurship*: 2018

Reviewed multiple articles on an as-needed basis for the journal.

Editorial Board Member, *Midwestern Business and Economic Review*: 2017 – present

Serve on the editorial board and as a regular reviewer for the journal.

Ad-Hoc Reviewer, *Journal of Ethics and Entrepreneurship*: 2016 – 2020.

Reviewed multiple articles on an as-needed basis for the journal.

Ad-Hoc Reviewer, *Industrial Management and Data Systems*: 2016

Reviewed articles on an as-needed basis for the journal.

#### Service to the Community

Member, Makerspace Subcommittee of the Economic Development Taskforce,  
Wichita Falls Chamber of Commerce & Industry: 2017 – 2018

Surveyed 624 small businesses in the Wichita-Archer-Clay Metropolitan Statistical Area to assess the need for a makerspace (hub) in the area. Because two private sector businesses were already engaging in efforts to develop a makerspace, the results were

compiled and provided to those businesses rather than to the Chamber of Commerce as part of their economic development strategy. The two businesses, Dexter Learning & CrashWorks Steam Studio, have used the results of the research to shape their product and service offerings.

Disaster Assistance Committee Member, America's Small Business Development Centers National Task Force: 2006 – 2008

Following the catastrophic hurricanes of 2005, served as a committee member charged with helping the national association of SBDCs develop a rapid response plan to better enable the provision of assistance to those affected by natural or man-made disasters.

On site volunteer, ASBDC Rapid Response Disaster Team: October 2005

Served as an on-site business consultant, providing SBA disaster loan assistance and post-disaster recovery planning to victims of Hurricane Katrina.

Co-founder, Guardian Bank Business Plan Competition: 2005

In conjunction with the Lowndes-Valdosta (Georgia) Chamber of Commerce, the Langdale College of Business Administration, the University of Georgia Small Business Development Center, and Guardian Bank, worked to found and develop the policies and procedures for the Guardian Bank Business Plan Competition. Taught continuing education classes for prospective participants, and provided consulting and research assistance to contestants.

Guest speaker to the following businesses, organizations, and groups:

Boots to Business Reboot (United States Small Business Administration)

Faith Mission

Delta Sigma Pi professional business fraternity

TLRC at MSU Texas

Wichita Falls Rotary

Young Professionals of Wichita Falls

America's Small Business Development Center at MSU Texas

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## PROFESSIONAL EXPERIENCE

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### Employment

Assistant Director & Business Consultant, University of Georgia Small Business Development Center at Valdosta State University, Valdosta, GA: 1998 – 2010.

Delivered programs to individuals, businesses, communities, organizations, and other public agencies. Duties include consulting services and instruction to entrepreneurs, presentation of business training, and direction of clients to appropriate resources.

Business Manager, Travel Country RV Center, Inc., Lake Park, GA: 1997 – 1998

Assistant Manager, All Service Financial of GA, Inc., Valdosta, GA: 1994 – 1997

Fleet Manager & Safety Director, Heilig-Meyers, Inc., Thomasville, GA: 1992 – 1994

Warehouse, Shipping, & Fleet Supervisor, Gold Kist, Inc., Gaston, SC: 1989 – 1992

Co-founder & Partner, Manley Hardware and Farm Supply, Pavo, GA: 1986 – 1989

#### Paid Consultancies

Old Salts RV Resort, Mexico Beach, FL: 2018 – 2019

Owner Andrea Williams now has “full house” of guests, and accurate financial records to manage her RV resort. This is particularly impressive in light of Hurricane Michael’s devastating impact on the Florida Panhandle last October, just five months after the park’s grand opening. After the category 4 hurricane destroyed Mexico Beach, I worked with Andrea on how to best structure a short-term rental agreement with Duke Energy (Florida Power). Duke leased the whole park for two months at double Old Salts’ normal monthly rate, and their workers voluntarily helped rebuild the park’s destroyed water, sewer, and electrical infrastructure during their off-duty hours.

Line-X of South Georgia, Inc., Valdosta, GA: 2011 – 2015

Assisted owner Lance Laskey with general marketing, management, cost control, quality management, QuickBooks®, and financial management.

Mode, LLC, Thomasville, GA: 2010 – 2013

Assisted owner Andrea Williams with general marketing, inventory management, QuickBooks®, and financial management. When Andrea decided to return to Mexico Beach, Florida following the economic recovery from the great recession, I assisted her with the sale of the business by convincing her to sell the business as an ongoing concern rather than to liquidate the inventory and fixed assets.

Trio Therapy, LLC, Thomasville, GA: 2011 – 2013

Assisted owner Billie Jo Beverly with general marketing, management, human resource compliance, QuickBooks®, and financial management.

SmithBarnas & Associates, Inc., Valdosta, GA: 2011 – 2012

Assisted owners Anne Barnas and Megan Smith with business planning, marketing, management, and QuickBooks® issues. Clients won \$10,000 in the inaugural Southwest Georgia Bank Business Plan Competition.

#### Unpaid Consultancies

Falls Metal Fabrication: 2021

Assisted owners Lee Birk & Johnny McClane with preparing investor-ready presentation. Client won \$12,000 from i.d.e.a.WF and \$16,000 cash from the Wichita Falls Economic Development Corporation.

Artodigy: 2021

Assisted owner Lara Freeman with preparing investor-ready presentation. Client won \$10,000 from i.d.e.a.WF.

Molina Montessori: 2021

Assisted owner Breann Molina with preparing investor-ready presentation. Client won \$10,000 from i.d.e.a.WF.

Horseshoe Bend Cellars: 2019

Assisted owner Scott Poenitzsch with preparing investor-ready presentation. Client won \$12,000 cash and \$19,500 in professional services from i.d.e.a.WF.

Endunamoo Strength & Conditioning: 2019

Assisted owner Drew Hill with preparing investor-ready presentation. Client won \$6,000 cash and \$11,000 in professional services from i.d.e.a.WF.

Wichita Valley Pet Cremation: 2019

Assisted owners Beth & Barry Tate with preparing investor-ready presentation. Client won \$12,000 cash and \$19,500 in professional services from i.d.e.a.WF.

Xylo Bats, LLC: 2018

Assisted owners Leland Wetzel & Ross Harrison with preparing investor-ready presentation. Client won \$12,000 cash and \$19,500 in professional services from i.d.e.a.WF. Clients also won \$25,000 cash in the “ChipStarter” competition sponsored by Chip and Joanna Gaines of HGTV’s hit television show *Fixer Upper*. Xylo Bats are currently being tested by numerous major league baseball players, and have been used in major league games by athletes such as future hall-of-famer Joe Mauer of the Minnesota Twins.

The Burn Shop: 2018

Assisted owners Keith & Ivonne Wineinger with preparing investor-ready presentation. Clients won \$12,000 cash and \$19,500 in professional services from i.d.e.a.WF. The Burn Shop has shipped products to every state in the US except Hawaii. In addition, they have shipped their products to every continent on earth except Antarctica.

Aunt Pam’s Fabric Mecca: 2017

Assisted owner Pam Schenk with preparing investor-ready presentation. Client won \$12,000 cash and \$15,500 in professional services from i.d.e.a.WF.

Wichita Falls Brewing: 2017

Assisted owners Matt Bitsche & Russ Reynolds with preparing investor-ready presentations. Clients won \$12,000 cash and \$15,500 in professional services in i.d.e.a.WF. They now have ten employees, and distribution of their craft brews throughout the North Texas region. With more than fifty locations, new taps are being added every week.

Tempfilter.com: 2016

Assisted owner Dennis Stewart with preparing investor-ready presentation. Client won \$12,000 cash and \$15,500 in professional services from i.d.e.a.WF.

Dear Heart Designs: 2016 – present

Client won \$12,000 cash and \$15,500 in professional services in i.d.e.a.WF. Owner Nichole Kirk has turned her \$38 initial investment into more than \$1 million in sales



annually. She now has two retail store fronts, and her products have been featured at Chip & Joanna Gaines' "Magnolia Marketplace" events. Joanna regularly wears Nichole's "valley necklace" on the hit HGTV television show "Fixer Upper."

#### Selected / Representative Professional Development Conference Presentations

Manley, S.C. (2010). *Using social media to promote your business*, VSU SIFE Goes Global, International Consulting Project, El Remate, Peten, Guatemala.

Manley, S.C. (2007). *Climbing the rankings: Six easy steps to search engine success*, Association of Small Business Development Centers National Conference, Denver, CO.

Manley, S.C. (2006). *Marketing and Web Site Management*, Georgia Municipal Association Downtown Development Authority Statewide Conference, Valdosta, GA.

Manley, S.C. (2005). *Business Bites: An experiential learning program for Students in Free Enterprise*, The Consortium for Entrepreneurship Education National Conference, Orlando, FL.

Manley, S.C. and Miller, S. (2003). *You want to do what? Helping clients prioritize and focus through the new product development process*, Association of Small Business Development Centers National Conference, San Diego, CA.

#### Selected / Representative Other Educational Experiences / Professional Development

Master Teacher Workshop, (2011). Georgia State University, Atlanta, GA.

Annual Consultant Training, (1998 – 2010). University of Georgia Small Business Development Center. Athens, GA (20 hours annually).

Association of Small Business Development Centers Annual Conference, (2000, 2003, 2006, 2007, 2008, 2009, and 2010). Various locations (20 hours annually).

Introduction to QuickBooks® Point of Sale, (2006). Intuit & Innovative Merchant Solutions, Orlando, Florida.

QuickBooks Consultant's Update (2004). The Sleeter Group, Atlanta, GA.

The Consortium for Entrepreneurship Education, (2005). National Association for Community College Entrepreneurship, Orlando, FL.

#### Memberships and Professional Affiliations

Rotary Club of Wichita Falls (2023 – present)

Academy of Management (2011 – present)

United States Association for Small Business and Entrepreneurship (2016 – present)

Academy of Business Research (2012 – present)

Alliance of Texas Angel Networks (2015 – 2020)