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REFLECTIONS ON RESEARCH

I believe my scholarship is distinctive in its depth and breadth.

I have remained active in academic scholarship while also vigorously developing a large portfolio of professional research.

I have always held the belief that good teaching and good scholarship go hand-in-hand. I truly believe that the research and scholarly activities I pursue should relate to and enhance my innovative teaching activities and thus, ultimately benefit my students.

Based on this philosophy, my current research streams emerge from five sources:

- The desire to improve classroom experiences; such is the case with my work on team development, team selection, and first-year business experience courses.
- The gaps I sometimes see with the skills of my students; such is the case with MyCollegeSuccessStory.com, EmpoweringAdvice.com, Quintessential Careers, *Dynamic Cover Letters*, and my two *Complete Idiot's Guide* books.
- Research or scholarly work conducted in other fields that I want to apply to the marketing or business discipline; such is the case with my Writing-to-Learn stream of research.
- The desire to develop and use cutting-edge techniques in teaching; such is the case with my development and use of Speed Teaming.
- Participation and attendance at professional conferences or workshops to continue learning, sharing, and becoming a better teacher.

Evidence of Research and Creative Activity

The result of this scholarly activity is evidence of my ongoing development of noteworthy intellectual contributions to the field and my continued expectation of the same. I have an established record of publications -- in all types of publications, from refereed journals and proceedings to books to electronic newsletters and websites:

- major refereed journals;
- refereed conference proceedings (and presentations);
- chapters within collections of resources (some peer-reviewed);
- nationally-published books (one in a second edition);
- magazine and newsletter articles;
- presentations as an invited "outside the discipline" speaker;
- invited panel member at an academic conferences;
- web-based articles and blog posts.