



JON CARL STUART

CURRICULUM VITAE

EDUCATION

- 1973-1975 Doctorate of Business Administration [DBA] program
Mississippi State University, Starkville, Mississippi
Major: Management Minors: Marketing and Economic
Completed all program phases except for written dissertation (ABD).
Total course hours: 42
- 1972-1973 Masters of Business Administration [MBA]
Indiana State University, Terra Haute, Indiana
Emphasis: Management Degree Date: May, 1973
- 1960-1965 Bachelor of Science Degree in Business Administration
Indiana University, Bloomington, Indiana
Major: General Business Degree Date: June, 1965

TEACHING EXPERIENCE

- Fall 2008 Adjunct Instructor, Ringling College of Art & Design, Sarasota, FL
Fall 2007 • Entrepreneurship
 • Introduction to the Business of Art & Design Course
- 2006-2007 Adjunct Instructor, University of South Florida-Sarasota
 • International Marketing • Promotion Management
 • Principles of Management
- 1975-2005 Assistant Professor of Management and Marketing (Retired)
School of Business, Norfolk State University, Norfolk, Virginia, 23504
American Assembly of Collegiate Schools of Business Accredited (AACSB)
- Courses taught in School of Business:
- Career/Interview Preparation
 - Principles of Marketing
 - Consumer Behavior
 - Principles of Retailing
 - Risk and Insurance
 - Introduction to Business
 - Principles of Advertising
- Principles of Management
 - Marketing Management
 - International Marketing
 - Personnel Management
 - Principles of Real Estate
 - Introduction to Entrepreneurship
 - Internet Marketing
- 1989-1999 Career Placement/Internship Director for School of Business
- Taught Career/Internship Preparation course for Seniors.
 - Developed and implemented Internships program for School of Business.
 - Coordinate Internship program with students, firms and governmental entities.
 - Selected as Internship program of year, Kauffman Foundation, 1999

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- 1997-1998 Continuing Education Program Liaison & Instructor
1987-1988 Sponsor: Ford Motor Corporation, United Automobile Workers of America,
and the Continuing Education Department, Norfolk State University,
Ford Motor Norfolk Assembly Plant, Norfolk, VA
• Course taught: Principles of Real Estate
- 1978-1979 Coordinator: Personal and Industrial Degree Program
• Established new degree program for Norfolk State University
- 1980 Adjunct Professor, Golden Gate University, U.S. Naval Base, Norfolk, Virginia

PROFESSIONAL AFFILIATIONS

- 2006-Present • SCORE liaison Economic Development Corporation (EDC) Sarasota County FL
serve as member of Diversity Committee
- 2006-Present • SCORE liaison Manatee Chamber of Commerce
- 2005-Present • Counselor, SCORE Suncoast Chapter 116, Manatee-Sarasota, FL
Chair of the SCORE Workshop Committee 2005-2006
- SCORE Counselor of Year 2006
- 1992-2005 • Member, Southeastern Chapter of the Institute of Management Science (SE
INFORMS)
- 1993-2005 • Member, Hampton Roads Internet Association
- 1993-2005 • Member, Global Internet Network
- 1980-1997 • Member, Hampton Roads Chapter of the American Marketing Association
- 1985-1997 • Educational Liaison, MacIntosh User Group of Tidewater
- 1989 • Board of Advisors, Small Business Investment Corporation
Hampton Road Chapter of the Chamber of Commerce, Norfolk, VA

COMPUTER EXPERIENCE:

- Internet and World Wide Web (WWW):
-Beta tester Inffinet Internet Service Provider. (1993-2003)
- MacIntosh Experience:
 - Appleworks
 - Filemaker
 - PowerPoint
 - ClairsImpact
 - Blackboard
 - Wordperfect
 - KPT Bryce
 - Keynote
 - Pagemaker
 - Microsoft Office
 - Vectorworks
 - Adobe Photoshop
 - Aldus Freehand
 - Quark
 - Statview
 - Appleworks
- Other Computer (Windows) Experience:
 - Window Office
 - Experience with Geographic Information Systems (GIS).
 - Blackboard

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COMMUNITY
SERVICE:

- 1995-1999 Instructor, NationsBank small business startup program
- 1994-1995 Housing Analysis and Publication Director, East Little Creek Revitalization Study,
City of Norfolk, Virginia, April 18,1995
- 1985-2001 Block Captain, American Heart Association
1990-2001 Neighborhood Coordinator-Diabetes Association

WORK EXPERIENCE

- May-June
2000 ACDI/VOCA Marketing Consultant, Entrepreneurial
Business Services Project, Siberian Professional Pedagogic
College Business Center, Omsk, (Siberia) Russia
- Provided consulting in the development of marketing
plans for Maybe Newspapers and Globus Travel

 - Presented two seminars for Small and Medium size businesses
on using marketing research data for decision making
- 1989-2005 Owner, theNMB Agency, Virginia Beach, Virginia 23451
- Artist Agent/Marketing Consultant
 - MacIntosh Consultant
- 1997-2001 Vice President of Marketing, Cat-tel, Inc, Avon, IN 46168
- Provides temporary telecommunications systems for catastrophes
- 1993-2000 Associate, Jam Graphics, Virginia Beach, Virginia 23451
- MacIntosh Graphics House, and Internet Web Page Consultants
- 1993-1994 Associate, The Resource Group, Virginia Beach, Virginia 23451
- Small business consultants
- 1981-1989 Partner, JMJ Associates, Virginia Beach, Virginia 23451
- Marketing, Finance and Business Location Consultants
- 1982-1986 Associate Consultant, Consultant Capacity Group
Virginia Beach, Virginia 23451
- Business Consultant
- 1969-1971 Xerox Corporation, Branch Sales and Service Office
Indianapolis, Indiana
- Branch Assitant. Administrative Manager

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MILITARY EXPERIENCE

1965–1968 LT [jg] United States Naval Reserve Honorable Discharge, 1976
• Second Division and Gunnery Officer, USS William Wood [DD715]
• Naval Gunfire Liaison Officer, Second Marine Division, Camp Lejeune, NC

ADDITIONAL INFORMATION

1978–1990 Faculty Advisor, Norfolk State Chapter of the American Marketing Association

1995–2005 Reunion Committee, USS William M. Wood (DD 715)

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PUBLICATIONS & PRESENTATIONS

PUBLICATIONS:

Unseth, Allan, Jon Stuart, Raymond Laverdiere, Michael Chester, "Student Perceptions of the Most Useful Computer Accounting and Productivity Software at a Historically Black College/University", Proceedings of the American Society of Business and Behavioral Sciences", Vol 8, No 1, 2001

Ede, Fred O., Bhadaban Panagrahi, Jon Stuart and Stephen Calcich, "Ethics in Small Minority Business", Journal of Business Ethics, Vol. 26, No 2, July 11, 2000

Unseth, Alan, Michael Chester, Raymond Laverdiere and Jon C. Stuart, "The Relationship Between Race, Sex, and Business Size in the Utilization of Computer Accounting and Productivity Software by Small Businesses in Southeastern Virginia, Proceedings of the American Society of Business and Behavioral Sciences", Vol 7, No 1, 2000

Friedman, Marshall and Jon C. Stuart, "Comparison and analysis of Realty Internet Sites", Proceedings of the 35th Annual Meeting, Southeastern Chapter of the Institute for Operations Research and the Management Science (INFORMS), 1999

Unseth, Alan, Michael Chester, Raymond Laverdiere and Jon C. Stuart, "A Survey of the Utilization of Computer Accounting Software by Small Business in Southeastern Virginia", Proceedings of the 35th Annual Meeting, Southeastern Chapter of the Institute for Operations Research and the Management Science (INFORMS), 1999

Abassi, Sami, Michael Chester, and Jon C. Stuart, "What are the Effects of Financial Performance for Corporations Which Pursue Strategies of Inclusion for Minorities and Women", Proceedings of the 34th Annual Meeting, Southeastern Chapter of the Institute for Operations Research and the Management Science (INFORMS), 1998

Dondeti, V. Reddy, Bidhu B. Mohanty, and Jon C. Stuart, "Is Price-Earnings Ratio No Longer a Relevant Investment Tool in Today's Stock Market," Proceedings, Southeast Decision Science Institute, 1998

Youssef, Mohamed A., Jon C. Stuart, and Bassam Al-Ahmady, "Differences in Quality Management Aspects Among Users and Non-Users of Flexible Manufacturing Systems", Proceedings of the 33rd Annual Meeting, Southeastern Chapter of the Institute for Operations Research and the Management Science (INFORMS), 1997

Chester, Michael and Jon C. Stuart, "Does Fostering Diversity Make Financial Sense for Corporations: A Further Examination", Proceedings of the 32st Annual Meeting, Southeastern Chapter of the Institute for Operations Research and the Management Science (INFORMS), 1996

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PUBLICATIONS (con't):

Stuart, Jon C. and V. Reddy Dondeti, "Rates of Return of Mutual Funds: A Comparative Study of Indexed and Non-Index Funds", Proceedings of the 32st Annual Meeting, Southeastern Chapter of the Institute for Operations Research and the Management Science (INFORMS), 1996

Stuart, Jon C. and V. Reddy Dondeti, "Combining Statistical Techniques and Fuzzy Logic for Making Yes-No Decisions Involving Multiple Factors," Proceedings of the 31st Annual Meeting, Southeastern Chapter of The Institute of Management Science (S E TIMS), 1995

Calcich, Steve, Mike Chester and Jon Stuart, "Does Fostering Corporate Diversity Make Financial Sense for Corporations," Proceedings of the 31st Annual Meeting, Southeastern Chapter of The Institute of Management Science (S E TIMS), 1995

Dondeti, V. Reddy, and Jon C. Stuart, "An Integrated Systems Approach to Curriculum Design and Student Advisement," Proceedings of the 30th Annual Meeting, Southeastern Chapter of The Institute of Management Science (S E TIMS), 1994

Friedman, Marshall M., Sami Abbasi and Jon C. Stuart, "The Effect of Entrepreneurship Education on the Desire to be an Entrepreneur", Proceedings of the 30th Annual Meeting, Southeastern Chapter of The Institute of Management Science (S E TIMS), 1994

Panigrahi, Bhagaban and Jon C. Stuart, "Ethics in Small Minority Business: An Exploratory Study", Third Urban Business Association Conference, Annual Proceedings, Baltimore, Maryland, April 24, 1993

Panigrahi, Bhagaban and Jon C. Stuart, "Ethical Perceptions of Minority Owned Small Business", Spectrum, National Association of Black Accountants, Spring/Summer, 1992

Panigrahi, Bhagaban and Jon C. Stuart, "Test Marketing Attitudes and Practices Among Domestic and Foreign Manufacturing Firms", Association for Global Business, Annual Proceedings, New Orleans, LA, November 1989

Panigrahi, Bhagaban and Jon C. Stuart, "Perceptions and Behavior of Minorities Toward Generic Consumer Products", Academy of Marketing Science, Minority Marketing Proceedings, Greensboro NC, 1987

PRESENTATIONS:

- 2005- Present SCORE Small Business Workshop, Sarasota FL
- Starting a Business in Florida
 - Developing a Business Plan for Small Business
 - Marketing Your Small Business.
- 2006- 2007 Manatee Chamber of Commerce Entrepreneurial Bootcamp
- SCORE as a small Business Resource
- February 2004 Panigrahi, Bhagaban, and Jon Stuart, "Minority Business Organizations' Perception Towards Formal Market Research", Am. Society of Business and Behavioral Sciences, 11th Annual Meeting, Las Vegas, NV
- February 2000 Unseth, Alan, Michael Chester, Raymond Laverdiere and Jon C. Stuart, "The Relationship Between Race, Sex, and Business Size in the Utilization of Computer Accounting and Productivity Software by Small Businesses in Southeastern Virginia, Am. Society of Business and Behavioral Sciences, 7th Annual Meeting, Las Vegas, NV
- October 1999 Friedman, Marshall and Jon C. Stuart, "Comparison and analysis of Realty Internet Sites", Southeastern Chapter of the Institute for Operations Research and the Management Science (INFORMS), 35th Annual Meeting, Myrtle Beach, SC
- October 1999 Unseth, Alan, Michael Chester, Raymond Laverdiere and Jon C. Stuart, "A Survey of the Utilization of Computer Accounting Software by Small Business in Southeastern Virginia", Southeastern Chapter of the Institute for Operations Research and the Management Science, 35th Annual Meeting, Myrtle Beach, SC
- October 1998 Abassi, Sami, Michael Chester, and Jon C. Stuart, "What are the effects of Financial Performance for Corporations Which Pursue Strategies of Inclusion for Minorities and Women," Southeastern Chapter of the Institute for Operations Research and the Management Science (INFORMS), 34th Annual Meeting, Myrtle Beach, SC
- February 1998 Dondeti, Reddy, Bidhu Mohanty, and Jon C. Stuart, "Is Price-Earnings Ratio No Longer a Relevant Investment Tool in Today's Stock Market", Southeastern Decision Science Institute, 28th Annual Meeting, Roanoke, VA
- October 1997 Youssef, Mohamed A., Jon C. Stuart, and Bassam Al-Ahmady, "Differences in Quality Management Aspects Among Users and Non-Users of Flexible Manufacturing Systems", Southeastern Chapter of the Institute for Operations Research and the Management Science (INFORMS) 33rd Annual Meeting, Myrtle Beach, SC
- October 1996 Chester, Michael and Jon C. Stuart, "Does Fostering Diversity Make Financial Sense for Corporations: A Further Examination", paper presented at Southeast Chapter of The Institute of Management Science, Myrtle Beach, South Carolina

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PRESENTATIONS (con't):

- October 1996 Stuart, Jon C. and V. Reddy Dondeti, "Rates of Return of Mutual Funds: A Comparative Study of Indexed and Non-Index Funds", paper presented at Southeast Chapter of The Institute of Management Science, Myrtle Beach, South Carolina
- February 1995 Stuart, Jon, Marshal Friedman, and Enrique Zapatero, "Netscape and the World Wide Web", Faculty Forum, School of Business and Entrepreneurship, Norfolk State University.
- October 1995 Calcich, Steve, Mike Chester and Jon Stuart, "Does Fostering Corporate Diversity Make Financial Sense for Corporations," paper presented at Southeast Chapter of The Institute of Management Science, Myrtle Beach, South Carolina
- October 1995 Stuart, Jon C. and V. Reddy Dondeti, "Combining Statistical Techniques and Fuzzy Logic for Making Yes-No Decisions Involving Multiple Factors," paper presented at Southeast Chapter of The Institute of Management Science, Myrtle Beach, South Carolina
- October 1994 Friedman, Marshall M., Sami Abbasi and Jon C. Stuart, "Entrepreneurial Education and the Creation of Entrepreneurial Attitudes in First Year Students at a HBCU", paper presented at the Atlantic Economic Society Conference, Montreal, Canada
- October 1994 Dondeti, V. Reddy, and Jon C. Stuart, "An Integrated Systems Approach to Curriculum Design and Student Advisement", Southeastern Chapter of The Institute of Management Science (S E TIMS), Myrtle Beach, South Carolina
- October 1994 Friedman, Marshall M., Sami Abbasi and Jon C. Stuart, "The Effect of Entrepreneurship Education on the Desire to be an Entrepreneur", Southeastern Chapter of The Institute of Management Science (S E TIMS), Myrtle Beach, South Carolina
- October 1993 Abassi, Sammi, Marshal Friedman and Jon C. Stuart, "Total Quality Management of Consumer Services", Thirty-Sixth International Atlantic Economic Conference, Philadelphia, Pennsylvania
- October 1993 Panigrahi, Bhagaban and Jon C. Stuart, "Attitudes Toward Ethics: A Comparison, The Institute of Management Science", Southeastern Chapter of The Institute of Management Science (S E TIMS), Myrtle Beach, South Carolina
- April 1993 Panigrahi, Bhagaban and Jon C. Stuart, "Ethics in Small Minority Business: An Exploratory Study", Third Urban Business Association Conference, Baltimore, Maryland
- October 1991 Panigrahi, Bhagaban and Jon C. Stuart "A Comparison of Ethical Perceptions of Afro-American Owned Small Businesses and African-American Business Students", paper presented at the Atlantic Economic Society Conference, Washington, DC
- October 1990 Stuart, Jon C. and Bahgahan Panigrahi. "Ethical Perceptions of Minority Owned Small Business", paper presented at the Atlantic Economic Society Conference, Williamsburg, VA

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PRESENTATIONS (con't):

- Nov. 1989 Stuart, Jon C. and Bahgahan Panigrahi, "Test Marketing Attitudes and Practices Among Domestic and Foreign Manufacturing Firms," Association for Global Business Conference, New Orleans, LA.
- 1987 Stuart, Jon C. and Bahgahan Panigrahi "Perceptions and Behavior of Minorities Toward Generic Consumer Products", Academy of Marketing Science, Minority Marketing Conference, Greensboro NC

OTHER RESEARCH EXPERIENCE:

- 1995 Marketing Research Principal and Publication Director, East Little Creek Road Revitalization Study, a joint study conducted by School of Business and Entrepreneurship, Norfolk State University, the City of Norfolk, Virginia, Little Creek Business Association and the U. S. Navy.
- Resulted in \$500,000 Grant from City of Norfolk
- 1973-1975 Research Assistant
Division of Business Research, School of Business, Mississippi State University
Co-Authored: Mississippi Statistical Abstract for 1974 and 1975
- 1972-1973 Research Assistant , Bureau of Business Research
School of Business, Indiana State University, Terra Haute, Indiana
- Field Research: Food Purchasing Procedures of Small Food Service Operators