

# TC MIMS, PhD., IES®, GAC, ASB

## EDUCATION

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**PhD** University of North Texas, Marketing (AACSB) 2013

## PROFESSIONAL RESEARCH EXPERIENCE

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Certified Focus Group Moderator – RIVA Institute

2019-For the College of Education, University of North Texas, hired by department chair Dr. Misty Sailors to conduct 5 focus groups (1 test group) to identify the preferences and interests in new curriculum among K-6 teachers and principals.

Conducted over 120 focus groups across the U.S. for AT&T for the purpose of identifying human factors and preferences in pay-per-view selection & delivery.

Primary Research Experience- AT&T, Verizon, Trinity Industries

Identified the problem, designed the research plan, contracted with a research firms across the world, to manage several hundred research projects in business-to- business, and business to consumer channels. Identified ideal store locations for target and egress/ingress. Projects include testing new products and services, testing pricing and bundling, identifying target customers, forecasting sales in Taiwan, Brazil, Mexico, exploring branding, logo development, naming, positioning, imagery and customer satisfaction.

## TEACHING EXPERIENCE

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As a generalist in marketing, with entrepreneurship, management, communication, and I have a solid teaching record of providing outstanding student experience to achieve course objectives in challenging subjects. As a Quality Matter© (basic) certified course designer I provide a consistent experience for graduate and undergraduate students while including project-based learning experiences. Also, I was hired by the College of Business at the University of Texas, Permian Basis, for the express purpose of designing MRKT 4322 Social Media Marketing, MRKT 6310 Marketing Management, and MNGT 6317 Advanced Communication.

This current list of courses demonstrates my ability within business-related disciplines in higher education to fill instructional needs on a vast number of subjects, especially analytical intensive subjects:

**University of North Texas**

**Ryan College of Business – AACSB Accredited**

Fall 2017 to present

**Nominated by Marketing Department for Outstanding Instruction (2020)**

**University Level Nomination**

1. MKTG 5150- Marketing Management – the application of the marketing mix and tools used by marketing managers. I use a live project each semester to produce a marketing plan with sales forecasts.
2. MKTG 4890 – Applied Marketing -in a team setting students complete a marketing plan for a client company. I use a live project from a business producing a full-marketing plan with sales forecast and profit/loss projections.
3. MKTG 4630- Advanced Retailing II – advanced topics in retailing that include *inventory* management and analysis, logistics and operations.
4. MKTG 3710 – Marketing Research and Analytics - Market-research based marketing decision making skills practiced using qualitative and quantitative analysis techniques. Enhance knowledge and skills in data-based decision making, qualitative and quantitative analysis, statistics using IBM SPSS Statistic software
5. MKTG 3700- Marketing Metrics- Calculate, understand and interpret fundamental metrics or indicators of performance in marketing contexts. The pedagogical method is hands-on analysis of mini-cases, problems and exercises, using hand calculation as well as computer worksheets.
6. MKTG 3650 -Foundations of Marketing – the principles of marketing.

**University of North Texas**

**College of Health and Public Service- AUPHA Certified,** Spring 2019 to Summer 2019

7. HSLV 5820– Marketing Health Services- Reviews the legal, regulatory and economic forces that shape the marketing of health services in today’s environment. Students explore the evolution of healthcare marketing from strategies based on advertising and promotion to current strategies that incorporate research, education, and the responsibility to understand the market in which healthcare organizations operate, customers served and their needs, wants, behaviors and motivations. Taught 2019, 1 full semester with a live case producing a full marketing plan with sales projection.
8. HSLV 5740 – Financial Issues in Health Services Administration- a broad overview of healthcare finance and focuses on tasks that are essential to the operational management of healthcare services, including estimating costs and profits, planning and budgeting, analyzing new equipment purchases, using metrics to monitor operations, and working with financial statements. Taught 2019 for 2 summer semesters.
9. HSLV 5300- Information Systems in Healthcare Management - computer and data applications in clinical and integrated services. Examination of management and electronic information systems across long-term care and larger systems of care,

interface with complex regulatory and reimbursement systems. Primary issues include data security, storage and retrieval, management analysis, reporting, and transmission and interfacing. Taught 2019, 1 full semester.

**Texas Woman's University**

**College of Business ACBSP Accredited**

**2006-2018**

**Awarded Outstanding Graduate Faculty (2011)**

10. BUS 5903-Entrepreneurship-graduate course for students to practice creating a business plan for their business interests that includes determining their target, estimating the size of the market, forecasting sales, producing a P&L forecast. Taught every semester and summers between 2010 to 2014.
11. BUS (MGT) 5663- Decision Analysis for Managers (formerly known as Management Decision Making)-Advanced topics in statistical inference relating to decision-making and research in business and economics. Taught between 2013 to 2015.
12. BUS (MKT) 5113-Marketing Management- Application of analytical concepts and principles to marketing strategy. Application of marketing concepts such as target marketing, positioning, customer satisfaction, product development, pricing, distribution, and promotion to issues from a manager's point of view. Taught between 2013-2018 using a live cast in Houston, Plano and Denton campuses.
13. BUS (MKT) 4503- Internet Marketing (Social Media Marketing) Specifically taught how the internet is used to enhance marketing functions. Topics include internet-based communications, direct marketing over the internet, and database applications and social media market planning. Changed the textbook from internet marketing to social media marketing in 2010. Taught 9 years, from 2006 to 2015 including analysis of digital marketing effectiveness.
14. BUS (MGT) 4443-Small Business Management- Designed to provide theory and practical experience in the analysis of various small business operations. The integration and application of knowledge across functional areas are stressed by creating a competitive paper among teams for student competitions. Client companies used. Taught 2009.
15. BUS (MKT) 4213- Consumer Behavior- A study of consumer buying behavior in a marketing context. Analysis of factors affecting consumer motivation, behavior, and buying decisions. Taught 2010 to 2014.
16. BUS (MKT) 4153-Services Marketing- Solving marketing problems unique to the service firm. Topics include understanding service strategic issues, tools for service marketing, service intangibles, simultaneous production and consumption and internal marketing, and not-for-profit issues. Taught 2006 to 2009.
17. BUS (MKT) 4063-Retailing- Principles and methods of modern retail merchandising; operating statement analysis, pricing, control, stock turnover, inventory methods, promotion, fashion, and salesmanship. Taught 10 years, 2006 to 2016.
18. BUS (MGT) 3243-Entrepreneurship- An introduction to the planning of a small business enterprise and the decisions which must be made. Special attention is given to ethical decision areas, obstacles common to small business enterprises, small business solutions, and women/minority owned businesses. A full business plan is produced that includes all disciplines in business including legal risks, sales forecast, profit/loss and cash flow projections. Taught 9 years from 2009 to 2018.

19. BUS (MKT) 3113: Principles of Marketing- Fundamental knowledge of the nature, structure, institutions, and functions of marketing; problems involved in the exchange of goods and services from producers to intermediaries to consumers. Taught 2010 to 2018.

**University of Texas-Permian Basin**

**College of Business AACSB Accredited**

**2013-2014**

20. MNGT 6317- Advanced Professional Communication for Business- Students enhance their professional effectiveness by applying theories and techniques of persuasion, logic, and reasoning to solve problems, make recommendations, and manage information flow. Emphasis is given to organizational communication strategies and knowledge; skills in effective project planning and time management; and the development of reports, letters, and analyses that synthesize research and exhibit good design and mechanics.
21. MRKT 6310- Marketing Management- An analysis of the customer/market relationships with the company in an open market system characterized by the presence of strong competition within a very fluid business environment. Managerial decision making with a decision matrix is stressed.
22. MRKT 6316-Marketing Research- Overview of methods for conducting marketing research. Use research information in marketing decision making. Student design and execute their own research projects.
23. MRKT 4322-Social Media Marketing- This course is an in-depth study of the social media as marketing tools. It will provide students with a basic understanding of social media networking and its marketing applications. The course will address the needs of the new age economy.
24. MRKT 3304-Small Business Marketing- Created the course for this university. Survey of marketing functions for small business owners. A focus is given to unique issues of product, price promotion and distribution within the context of small business ownership. A marketing plan with sales forecast is produced.

**Invited to Guest Lecturer:**

University of North Texas, Denton Campus

HMGT 2800: Hospitality management – “Marketing a Travel Experience”, 2021  
MKTG 5400: Product Management, “Life cycle at Reinvention” 2009

Texas Woman’s University, Ft. Worth Campus

BUS 5133: Marketing & Strategy, "Pricing: Buyer/Seller Methods", 2006  
BUS 5133: Marketing & Strategy, "Product: Targeting & Innovation", 2006

Texas Woman’s University, Plano Campus

BUS 5923: Global Business, “Contract & Contradictions of Global Marketing”, 2005

Texas Woman’s University, Denton Campus

BUS 4113: "Qualitative Research Techniques, Groups to Hypergroups:  
Experimental Design", 2005

University of Texas, Arlington Campus

BUS 4325: Leadership in Organizations, Lecture on “Crisis Management”, 2011  
MKT 4320: New Product Development, Lecture of “Business of Innovation”, 2009  
MKT 3650: Principles of Marketing, Lecture on “Promotional skills of a Marketer”, 2008

### **Masters Students Advised**

Pamela Teagarden, “Managing Gender Equities”, M.S., Graduated Spring 2014, Penn State

### **Honors Students Advised**

Mary Maguire, “The Impact of Marketing Research in the 21st Century”, Graduated Spring 2021, UNT

Sierra Veitenheimer, “How to increase funding for local animal shelter”, Graduated Spring 2016, TWU

At least 3 other honors students at TWU in addition to these.

## **PUBLICATIONS**

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### ***Books or Book Chapters***

Textbook in development: Real Applications of Marketing Research. Open Textbook award by University of North Texas Libraries in the amount of \$5000 to Tina Mims and Seth Ketron.

In Draft: Chapter 0, *Operation Rules of Mathematics*, a precursor to students enrolled in Marketing Metrics / Marketing Analytics courses.

### ***Scholarly Work:***

#### *Statutory- Government Reports:*

1. Deison, S., Mims, T., Bouvier, M., Guyson, M., Heaney, C., Jain, U., Zeidman, J. “Office of Small Business Advisory Task Force – 2019 Recommendation to Governor, Lt. Governor, Speaker of the House” [www.TexasWideOpenForBusiness.com](http://www.TexasWideOpenForBusiness.com) 31, December, 2018.
2. Deison, S., Mims, T., Bouvier, M., Garza, J., Guyson, M., Heaney, C., Zeidman, J. “Office of Small Business Advisory Task Force – 2017 Recommendation to Governor, Lt. Governor, Speaker of the House” [www.TexasWideOpenForBusiness.com](http://www.TexasWideOpenForBusiness.com) 31, December, 2016.

#### *Refereed Publications:*

3. Thompson, K. N., Strutton, D., Mims, T., Bergestuen, T. The impact of sales controls on manufacturers’ agents’ tactical decisions: The mediating role of inter-organizational climate. *Journal of Business and Industrial Marketing*. October 2021.

4. Thompson, K. N., Conde, R., Gade, M., Mims, T. An Immersion Approach to Client-Sponsored Projects: Preparing Students with Soft Skills Required for Hiring – Face to Face & Virtual Methods. *International Journal of Higher Education*. November 2020. Vol. 10 n2 p42-61.
5. Singh, S., Rylander, D., Mims, T.C., “Understanding credit card payment behavior among college students”. *Journal of Financial Services Marketing*. March 2018, Vol. 23, Issue 1, pp 38–49.
6. Singh, S., Rylander, D., Mims, T.C., College Students and Credit Card Companies: Implications of Attitudes”. *Journal of Financial Services Marketing*. September 2016, Vol. 21, Issue 3, pp 182–193.
7. Daspit, J.D., Mims, T.C., Zavarato, S., “The Role of Positive Psychological States in Online Learning: Integrating Psychological Capital into the Community of Inquiry Framework”. *Journal of Management Education*. January 2015.
8. McLaughlin, E., Mims, T. C., (2014) “Horror Stories: Qualitative Analysis of Short Stories through the Eyes and Ears of College Students”. *Journal of Entrepreneurial Education*. January 2014.
9. Singh, Rylander, and Mims (2012), “Efficiency of Online vs. Offline Learning: A Comparison of Inputs and Outcomes,” *International Journal of Business, Humanities and Technology*, January 2012, Vol. 2, pp 93-98.

*Conference Papers*

**Of note: Non-tenure support for travel stopped after 2015 at my institution.**

10. Mims, T.C., Daspit, J.D., “Development of a Measure for Metacognition in Online and Blended-Learning Environments”, *Society for Marketing Advances Educator’s Conference*, Nov. 2015
11. Mims, T. C. “Toward a Standardized Measure of Metacognition in Online & Blended Learning Environments: A Review & Pilot Scale”, *Marketing Management Fall Educator’s Conference*, San Juan, Puerto Rico: Sept. 2015
12. Mims, T.C. “Flipped Classroom: Tools and Techniques”, *Marketing Managements Association Fall Educator’s Conference*, San Juan, Puerto Rico: Sept. 2015
13. Mims, T. C. “Building Healthy Interactions by Using Primary Research in Undergraduate Curriculum”, *Marketing Management Association-Educator’s Conference*, San Antonio, TX: Sept. 2014
14. Mims, T.C., McLaughlin, E., & Reynolds, S. “Reality of Ownership: The Role of Human Resources in our Entrepreneurship Curriculum”, *Southwest Academy of Management*, Dallas, TX: Mar. 2014.

15. Daspit, J.D., Zavattaro, S., & Mims, T.C. The Role of Positive Psychological States in Online Learning: Integrating Psychological Capital into the Community of Inquiry Framework”, Southwest Academy of Management, Dallas, TX: Mar. 2014.
16. Mims, T., McLaughlin, E., “Entrepreneur Horror Stories: Qualitative Analysis of Short Stories through the Eyes and Ears of College Students”, Association for Small Business and Entrepreneurship, San Antonio TX: Oct. 2012.
17. Mims, T., “Marketing Team Climate Impact on New Product Success or Failure: A Study using Team Climate Inventory”, The 12th International Conference on Knowledge, Culture and Change in Organisation, Chicago IL: July 2012.
18. Singh, S., Rylander, D., Mims, T., “Credit Card Usage Among College Students, Society for Advancement in Management, International Conference-Las Vegas, NV: Mar 2012.
19. Bryant, B., Mims, T. “Use of Electronic Textbooks in Online Courses”, Society for Advancement in Management, International Conference-Las Vegas, NV: Mar 2012.
20. Mims, T., “If America is Post-racial, is America also Post-gender: an Investigation with Millennials”, International Journal of Knowledge, Culture and Change Management Conference – Madrid, Spain: Jun, 2011.
21. Singh, S., Rylander, D. and Mims, T., "Efficiency of Online vs. Offline Learning: A Comparison of Inputs and Outcomes", Society for Advancement in Management, International Conference-Orlando, FL: Mar 2011.
22. Boomer, G. (Technology Applications Group) and Mims, T (SBC. Corp), “Assessing Demand for Multimedia Services on a Fiber-Optic Network: Experimental Design & Choice Models”, American Marketing Association-Advanced Research Techniques Conference Monterey, CA; May 1995.

***Works in Progress & Target***

23. Brand Experience Scale – Journal of Marketing
24. Bullying Customers into Loyalty – Journal of Retailing
25. Community of Inquiry – Journal of Management Education

***Peer Reviewer for:***

2016 Marketing Management Association (MMA) Fall Conference “Capturing the Quality of Online Higher Education using E-S-Qual”; June 2016.

2016 Marketing Education Review (MER) Special Issue “Innovation through Collaborative Course Development: Theory and Practice”; June 2015.

“Employing Numerical Appeals to Generate Affective Response in Nonprofit Advertising” in Conference Proceedings for Society for Marketing Advances Annual Conference – Hilton Head, SC: Oct/Nov 2013.

“The Role of Product Sustainability Disclosures in Promoting More Socially Desirable Choices” in Conference Proceedings for Society for Marketing Advances Annual Conference- Hilton Head, SC: Oct/Nov 2013.

“Understanding the Relationship Between Loyalty Program Rewards and Loyalty Among Premium Customers” in Conference Proceedings for Winter Marketing Educators’ Conference – St. Petersburg, FL: Feb 2012.

“The Effects of Online Reviews on Consumers' Response: The Moderating Roles of Regulatory Focus and Gender” in Conference Proceedings for Winter Marketing Educators’ Conference – St. Petersburg, FL: Feb 2012.

“Social Networking Sites vs. Traditional Advertising” in Conference Proceedings for Winter Marketing Educators’ Conference – St. Petersburg, FL: Feb 2012.

“The Quality of Electronic Customer-to-Customer Interaction” in Conference Proceedings for Winter Marketing Educators’ Conference – St. Petersburg, FL: Feb 2012.

***Non-referred Contributions (News, Media, Speaking Engagements)***

Raman, P., Mims, T. (for TWU) “Big returns for entrepreneurs who plan for Small Business Saturday” Denton Record Chronicle, Small Business Assistance Series, 16, November 2016; Denton, Texas

Mims, T. (for TWU) “Women innovate to help cancer survivors” Denton Record Chronicle, Small Business Assistance Series, 19 October 2016; Denton, Texas

Mims, T. (for TWU) “Startup mentor can offer valuable tips” Denton Record Chronicle, Small Business Assistance Series, 21 September 2016; Denton, Texas

Mims, T. (for TWU) “Learning from others leads to success” Denton Record Chronicle, Small Business Assistance Series, 17 August 2016; Denton, Texas

Mims, T. (for TWU), “Traits of Successful Women Business Owners- a workshop on solving business problems”, Association of Businesswomen Enterprises, Dallas Chapter, 11, November, 2016; Richardson, Texas

Mims, T. (for TWU), “Marketing & Social Media for Small Business”, Open Public Forum Denton Community Market, 24, October, 2016; Denton, Texas

Mims, T. (for TWU), “Business Plan Basics for Small Business Owners”, Open Public Forum Denton Community Market, 17, October, 2016; Denton, Texas

Mims, T. (for TWU), “At the front of my Mother’s Cookbook-1955” Governors’ 1st Business Forum for Women, 28, September, 2016; San Antonio, Texas.



Mims, T. (for TWU), “Activity Basis versus Cost Basis Accounting to Determine Profitability and Pricing”, Open Public Forum Denton Community Market, 12, September, 2016; Denton

Mims, T. (for TWU), “Basic Questions on Business Start-up”, Open Public Forum Denton Community Market, 12, September, 2016; Denton, Texas.

Mims, T. (for TWU), “Traits of Successful Women Business Owners- a workshop on solving business problems”, National Small Business Week, 4, May, 2016; Denton, Texas.

Mims, T. (AT&T) Expert Panel member with Pacific Bell, U.S. West, Ameritech “Forecast of Voice Mail: Profiling & Overcoming Objections”, National Telephone Association Annual Conference, San Diego, CA 1991.

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Mims, Tina C. “INNOVATION TEAMS: AN EMPIRICAL EXAMINATION OF THE RELATIONSHIP OF TEAM CLIMATE AND DEVELOPMENT STRATEGIES IN CONSUMER-PACKAGED GOODS INDUSTRIES” Copyright # TXu001872058, 2013.

## **PROFESSIONAL TRAINING**

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Cyber Safety & Security – 2022

Equality Standards & Practices – 2022

Hiring Committee Standards & Practices --2022

FERPA Training -2021

Protecting Human Subjects - 2020

Google Analytics Certification, 2018

Accounting for Small Business, 2017

Innovation Engineering Systems ®, March 2016

SPSS-AMOS (Hair & Black Training- Society for Marketing Advances, Oct. 2015)

Quality Matters (QM) Certificate-QM.org-Applying the QM Rubric (APPQMR) June, 2015

Quality Matters (QM) Certificate-TWU/TLT-Introduction to QM Standards May, 2015

Quality Matters (QM) Audit by Academic Partnerships Sept. 2013

MOOC Badge Training “Making Sense of MOOC’s” by Academic Partnerships- Oct. 2012

IBM Business Analytics – May 2013

Mortgage Broker License #FL- MB0438102 (2003-2005)

Real Estate Sales Associate License #FL- SL3045372 (2003-2004)

## UNIVERSITY SERVICE

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*Current Service Hiring Committee (2022) – Assistant Professor – Logistics & Operations*  
@UNT Ryan College of Business

*Current Service (includes both stipend and non-stipend service roles)*  
@UNT New College -Marketing Communication for Recruiting/Enrollment – New College  
– Summer/Fall 2021, and Summer 2019. Presently creating and managing a Banner ad  
campaign and Connected TV campaign.

@UNT – University Undergraduate Curriculum Committee – University 2-year voting  
member position representing the Ryan College of Business and New College

@UNT – Co-Chair Faculty-Senate Sub-committee for Women – 2-year committee  
membership.

*Previous Service:*

@UNT – Bachelor of Applied Arts and Sciences – Curriculum Committee

@UNT Search Committee Member (twice) – Lecturer- Department of Marketing-Ryan  
College of Business

@UNT Search Committee Member – Assistant Professor of Logistics and Operations  
Management, Ryan College of Business

@UNT Judge and Lead-Judge – Capstone – Department of Management – Ryan College of  
Business

@UNT Department Committee to separate Marketing as a separate department from  
Logistics and Operations Management – we explored benefits and concerns-report to the  
Chair and Dean.

@UNT for an Alumna- Research Advising by Start-up CaliCurl, New College at Frisco.

@UNT College of Business – Completed a Comparative analysis of Advising for  
UNT/RCOB versus eight direct alternatives with AACSB accreditation. Report for the  
Associate Dean Academic Advising– Ryan College of Business.

@TWU College of Business – Standard 15 draft for AACSB – to Dr. Dewayna Horn

@TWU School of Management – SACS report- data gathering and drafting

@TWU – Guest Speaker – Breast Cancer Awareness – Walk for a Cure

@TWU - Graduate Enrollment Recruitment Events

@TWU – Girls Scouts Events- workshops 2007, 2008, 2009, 2010, 2012, 2013, 2016

## COMMUNITY SERVICE

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Former Co-chair – Office of Small Business Advisory Task Force – Gubernatorial Appointment State of Texas: May, 2015 – June, 2017, re-appointed through June, 2019

Current Board Trustee – North Texas Regional Women’s Chamber of Commerce

Former Chair- Women’s Issues – Daughters of American Revolution, Preston Ridge Texas Chapter, 2016 – 2017

Executive Board Member, Dallas Ft. Worth Chapter- American Marketing Association – 2008-2009

## LANGUAGES

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**English:** Native Language

**Spanish:** Novice Reader

## COMPUTER SKILLS

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**Applications:** MAXQDA, IBM SPSS Statistics and AMOS, LISREL, MSOffice Suite- Advanced skills using MS Excel, Google Analytics, Google Ads, and Google Studio. Novice user of Business Insights (BI).

**University Software Systems:** Advanced user/designer – CANVAS (learning management system), Salesforce, Novice user/designer – COURSERA, Novice user SAS Insights 2.0. Cisco Client Management remote software and Virtual Private Network Management Software (VMWare).

## HONORS, AWARDS, or GRANTS

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\$5,000 UNT Libraries Open textbook Award 2020

\$2,000,000 Special Funding Award, State of Texas 2015 – 2017

\$10,000 Grant Award to National Association of Women Business Owners - 2018

\$1,000 Graduate Scholarship Award, University of North Texas 2013

\$1,000 Graduate Scholarship Award, University of North Texas 2012

\$1,500 Dissertation Scholarship, University of North Texas 2010

\$15,000 JLA Foundation Grant 2008

National Association of Women Business Owners – DFW Award for Outstanding Service 2016

Finalist- Cengage Pride/Ferrell Innovations in Teaching Competition, Society for Marketing Advances, San Antonio, TX: Nov., 2015

Volleyball Team Faculty Recognition, Texas Woman’s University, 2014

Soccer Team Faculty Recognition, Texas Woman’s University, 2012

Outstanding Adjunct Faculty award for Excellence in Graduate Education- Texas Woman’s University, 2011

Outstanding Faculty Nominations by Seniors-Texas Woman’s University- 2008, 2007, 2006, 2015