

Curriculum Vitae

Mariah C. Yates
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Gordon Ford College of Business
Western Kentucky University
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EDUCATION

- Ph.D., Business Administration, Concentration in Management (Organizational Behavior)
University of Cincinnati 2018
- M.B.A., Emphasis in Sustainability, Western Kentucky University 2012
- B.A., Corporate Communication, Western Kentucky University 2007

ACADEMIC POSITIONS

- Director of Advancing Workplace Culture Initiative,
Gordon Ford College of Business, WKU 2021-Present
- Assistant Professor, Gordon Ford College of Business, WKU 2018-Present
- Instructor, Gordon Ford College of Business, WKU 2016-2018
- Executive in Residence, Gordon Ford College of Business, WKU 2015
- Instructor, Carl Lindner College of Business, UC 2013-2015
- Research Assistant,
Carl Lindner College of Business, University of Cincinnati (UC) 2012-2013
- Graduate Assistant,
Gordon Ford College of Business, Western Kentucky University (WKU) 2011-2012

AWARDS, GRANTS, & HONORS

- Vitale Award for Initiative, Innovation, and Leadership,
Gordon Ford College of Business 2023
- Faculty Advisor Award, Business Association for Development 2023
- National Best Practices Award, Small Business Institute 2022
- Matthew Sonfield Research Award, Small Business Institute 2022
- Gates Foundation Grant - AASCU Student Success Equity Intensive
Co-Recipient 2022
- Greek Week Faculty/Staff Appreciation Honoree 2022
- College Service Award Nominee, Gordon Ford College of Business 2022
- CITL Teaching Honors Nominee 2022
- QTAG Grant Co-Recipient, Gordon Ford College of Business 2021
- Over-the-Top Award Recipient, Gordon Ford College of Business 2021
- College Teaching Award Nominee, Gordon Ford College of Business 2021
- CITL Teaching Honors Nominee 2021
- Distinguished Paper Award, Small Business Institute 2020
- CITL Teaching Honors Nominee 2020
- CITL Teaching Honors Nominee 2019
- Best Paper Award, Academy of Business Research 2018
- Aim High Grant Recipient, Gordon Ford College of Business 2017
- Dean's List of Teaching Excellence at Carl H. Lindner College of Business
4 semesters 2013-2015
- Outstanding Graduate Student Award for Gordon Ford College of Business 2012
- Distinguished Peer Award for MBA Class 2012
- Spirited Peer Award for MBA Class 2012

RESEARCH

DISSERTATION

Dynamics and Effects of Corporate Social Responsibility Authenticity. *Defended March 2018.*

PEER REVIEWED JOURNAL PUBLICATIONS

- Daniels, A., **Yates, M.**, & Spiller, S. (2023). Six Ways that Small Firms Can Embrace Equity and Fairness. *Entrepreneurs & Innovation Exchange*.
- Daniels, A., **Yates, M.**, & Spiller, S. (2023). Equity Can Help Small Firms Survive the Labor Shortage. *Entrepreneurs & Innovation Exchange*.
- Rahim, A., **Yates, M.**, Katz., J., & Civelek, I., (2022). A structural equations model of emotional intelligence and responses to the COVID-19 pandemic. *Global Journal of Management and Marketing*.
- **Yates, M.** & Lensges, M., (2021). It's not easy going green: Employee reactions to a sustainability initiative. *Sage Business Cases*.
- **Yates, M.**, (2020). Motives matter: The development and consequences of corporate social responsibility authenticity. *Global Journal of Management and Marketing*.
- Peake, W., **Yates, M.**, Barber, D., & McMillan, A. (2020). Do Entrepreneurs Do Good Deeds to Maximize Wins or Avoid Losses? A Regulatory Focus Perspective. *Journal of Small Business Strategy*.
- **Yates, M.**, & Hollensbe, E., (2013). On the Positives of Peripheral CSR. *Industrial and Organizational Psychology: Perspectives on Science and Practice*, 6, 368-372.

INVITED PEER-REVIEWED BOOK CHAPTERS

- Peake, W. & **Yates, M.** (in-press). Enlightened Self-Interest. In: **Encyclopedia of Heroism Studies**. Springer Publications.
- **Matthews, C., Schenkel, M., & Yates, M.** (2015). Chapter 8: Opportunity Unchained. In: Scott Newbert. **Small Business in a Global Economy: Creating and Managing Successful Organizations**. Vol. 1, ABC-CLIO., Santa Barbara, CA.

CONFERENCES & PRESENTATIONS

- Potter, P., **Yates, M.**, & Peake, W. (2023). Sham, Satisfaction, and Organizational Commitment in Small Businesses. – Accepted for presentation at **Small Business Institute** conference.
- Lucas, C., **Yates, M.** & Peake, W. (2023). Do Generational Differences Impact Corporate Social Responsibility in Small Businesses? – Accepted for presentation at **Small Business Institute** conference.
- **Yates, M.**, Potter, P., & Peake, W. (2022). Do Small Businesses Suffer More When Sham Occurs? An Examination of LMX, Voice, Sham, and Employee Commitment - Presented at **Small Business Institute** conference.
- Sugiyama, K., Tong, N., Chui, C., & **Yates, M.** (2022). Collaborative Theorizing in Qualitative Research. Accepted for presentation at the **Qualitative Research Methods** conference for 2020, which was

canceled and rescheduled to April 2022. Presentation made by co-authors.

- Peake, W., **Yates, M.**, Barber, D., & McMillan, A. (2020). Do Entrepreneurs Do Good Deeds to Maximize Wins or Avoid Losses? A Regulatory Focus Perspective. – *Presented and Received Distinguished Paper Award at the Small Business Institute conference*.
- Tong, N., & **Yates, M.**, (2020). Pet peeves in the workplace. *Accepted for presentation at the National Business & Economics Society conference*.
- **Yates, M.**, (2018). Can Authentic CSR Improve Employee-Organization Relations? How Authentic CSR Perceptions Trigger Social Exchange Feelings and Behaviors in Employees. – *Presented and Received Best Paper Award at the Academy of Business Research conference*.
- Chui, C., Schinoff, B., Sugiyama, K., Tong, N., **Yates, M.**, (*Ordered Alphabetically*) (2017). INSIDE/OUT: How authors and editors collaborate on theoretical contribution in qualitative and conceptual work *Accepted to be presented at Academy of Management*. August 2017.
- **Yates, M.**, (2017). Perceived CSR authenticity and organizational motives: A gendered perspective. *Presented at International Conference on Advances in Management*, July 2017.
- Peake, W., Coder, L., & **Yates, M.**, (2016). Do Family Businesses See CSR as a 'Win' More than Nonfamily Businesses? An Exploration of Self-Regulation in Promoting Small Business CSR. *Co-authors presented at Small Business Institute Conference*. February 2016.
- **Yates, M.**, (2015). Why do employees 'go green'? Driving and constraining forces affecting employee acceptance of corporate sustainability. *Accepted for presentation at Corporate Responsibility Research Conference*. September 2015.
- Chui, C., Sugiyama, K., Tong, N., & **Yates, M.**, (*Ordered Alphabetically*) (2015). Navigating Qualitative Dissertations: Advice from the Experts. *PDW Organizer, to be held at Annual Academy of Management Meeting*. August 2015.
- **Yates, M.** & Hollensbe, E., (2014). Corporate Sustainability: A Case Study of Challenges and Strategies for Employee Acceptance. *Showcase Symposium paper presented at Annual Academy of Management Meeting*. August 2014.
- Matthews, C., Schenkel, M., & **Yates, M.**, (2013). Opportunity Recognition: Searching for the Next Big Idea. *Research in Entrepreneurship & Small Business XXVII Conference*. November 2013.

UNDER REVIEW

- Daniels, A. & **Yates, M.**. Economic Democracy: A More Equitable Curricular Approach for Business Schools– *Revised manuscript submitted for 2nd round of reviews. Awaiting decision. Academy of Management Learning & Education*.
- **Yates, M.** & Urick, M. Swift Leadership: A Taylor-made Approach to Influence and Decision Making. – *Book Proposal under Final Review with Emerald Publishing. Proposal approved, targeted full draft delivery of August 2024*.

WORKS IN PROGRESS

- Peake, W., Daniels, A., & **Yates, M.**, Qualitative Inquiry of POP-UP Participant Success & Social Capital – *IRB approved, beginning initial interviews.*
- **Yates, M.**, Daniels, A., & Peake, W., Infusing Inclusion throughout the Student Consulting Project Process (and beyond). – *Preparing manuscript for Journal of Management Education.*
- Lucas, C., **Yates, M.** & Peake, W., Do Generational Differences Impact Corporate Social Responsibility in Small Businesses? – *Preparing manuscript for Journal of Small Business Strategy.*
- **Yates, M.** & Daniels, A., Bringing DEI Micro-credentialing to a Business College. *Outlining for special issue of Academy of Management Learning & Education.*
- **Yates, M.**, Potter, P., & Peake, W., Voice, sham, and organizational commitment. *Writing ongoing – Target outlet of Journal of Organizational Behavior.*
- **Yates, M.** Imagining a Communal Approach to Business & Society: A Qualitative Conversation via TikTok. – *preparing semi-structured interview questions for IRB approval.*

TEACHING

COURSE DEVELOPMENT AND DELIVERY

Course	Institution
• Management 305: Critical Thinking in Management (F2F & Online)	Western Kentucky University
• Management 417: Organizational Behavior (F2F, Online, & HEEC)	Western Kentucky University
• Management 361: Business Communication Fundamentals (F2F & Online)	Western Kentucky University
• Management 210: Organization & Management	Western Kentucky University
• Management 5080: Business Strategy	University of Cincinnati
• Management 3080: Organizational Behavior	University of Cincinnati
• Management 7000: Organizations (Online Facilitator)	University of Cincinnati

PEER-REVIEWED PEDAGOGICAL PRESENTATIONS

- Peat, D., Urick, M., Lensges, M., Puranik, H., **Yates, M.** (2022). The New Normal Management: Teaching Lessons from Covid to Circle Back to In-person. - *Professional Development Workshop presentation at the Annual Academy of Management Meeting. Presentation made by co-authors.*
- **Yates, M.**, Daniels, A., & Peake, W. (2022). Infusing Inclusion throughout the Student Consulting Project Process – *Presented and received National Best Practices Award at Small Business Institute conference.*
- **Yates, M.**, (2021). Where do we begin? Starting honest DEI conversations at work. – *Presented at Kentucky Council for Postsecondary Education Higher EDquity Symposium*
- *Hatfield, R., Spiller, S., Sullivan, B., & Yates, M., (Ordered Alphabetically)* (2015). Sustainability in Human Resources, Legal Environment, Business Ethics, and Business Sustainability Courses: Teaching Perspectives. *Panel discussant at MBAA International Conference. March 2015.*

- *Hatfield, R., Sullivan, B., & Yates, M., (Ordered Alphabetically)* (2014). A New Online Certificate for Business Sustainability: Issues of Demand, Curriculum, and Delivery. *Panel discussant at MBAA International Conference*. March 2014.
- *Cosby, D., Hatfield, R., Sullivan, B., & Yates, M. (Ordered Alphabetically)* (2013). CSR; How New Social Reporting Metrics Are Affecting Business Curriculum. *Panel discussant at MBAA International Conference*. March 2013.

TEACHING DEVELOPMENT

- *ChatGPT and AI in the Classroom – (CITL)* 2023
WKU Center for Faculty Development
- *Attendance & Participation – Motivational Syllabus Series (CITL)* 2023
WKU Center for Faculty Development
- *Momentum Virtual Summit, Women in Business Education* 2021
- *Revising Course Policies for Equity-Minded and Trauma-Informed, (CITL)* 2021
WKU Center for Faculty Development
- *Inclusive Course Design with Every Learner in Mind, (CITL)* 2021
WKU Center for Faculty Development
- *Hypothesis Demo, (CITL)* – 2021
WKU Center for Faculty Development
- *A New Approach to Online Discussion, (CITL)* 2020
WKU Center for Faculty Development
- *Creating an Online Class You'll Love to Teach (CITL)* 2020
WKU Center for Faculty Development
- *Online Tools for Assessments (CITL)* 2020
WKU Center for Faculty Development
- *Planning your Hybrid Course – Summer Workshop* 2020
WKU Center for Faculty Development
- *Center for Innovative Teaching & Learning (CITL) – Winter Workshop* 2019
WKU Center for Faculty Development
- *Teaching & Learning Conference*, Academy of Management, Atlanta, GA. 2017
- *New Faculty Professional Learning Community*, WKU Center for Faculty Development 2017
- *Implementing and Assessing High Impact Practices (HIPS) w/ Inclusive Excellence & Fidelity*. WKU Center for Faculty Development. 2016
- *Is It Worth a Thousand Words? Effective Use of Visuals in the Classroom PDW.* 2014
Academy of Management. Philadelphia, PA.

ADVISING & MENTORSHIP

- *Gatton Student Advisor, Caden Lucas (2023)* – Assisting Gatton Student on research project in the areas of generational differences, small businesses, and corporate social responsibility. Prepared student for presentation at Posters at the Capitol, Small Business Institute Conference, and will submit manuscript to Journal of Small Business Strategy.
- *Faculty Advisor for the Business Association for Development (BAD) (2020 – Present)* – Assisted students in establishing a new student organization from the ground up. BAD focuses on developing business students' professional skills through guest speakers, workshops, and peer-to-peer mentoring.
- *Faculty Mentor to Yeongsu (Anthony) Kim (2019 – 2020)* – Advised new faculty member through first-year transition into academic life.
- *Faculty Advisor for Student Center for Public Trust (CPT) chapter (2018-2020)* – Served as faculty advisor for a new student organization, the Student CPT, which focuses on developing students' ethical

leadership skills and ethical decision-making abilities.

- *Advised Undergraduate Student Seeking Doctoral Program Admission, Shelby French (2018)* – Advised undergraduate student, Shelby French, on application process to doctoral programs. Provided Shelby with detailed feedback regarding her CV and Statement of Purpose letter.
- *Advised Graduate Student Seeking Doctoral Program Admission, Amanda Seng (2018)* – Advised MBA graduate assistant, Amanda Seng, on application process to doctoral programs. Provided Amanda with detailed feedback regarding her CV and Statement of Purpose letter.
- *Honors Augmentation (2018)* – Worked with three students to honors contract MGT 417 during the Fall 2018 semester. All three completed the augmentation agreements successfully.
- *Honors Embedded Section (2017)* – Two students enrolled in and completed the additional course requirements for the honors embedded section of MGT 417 during the Fall 2017 semester.
- *Honors Augmentation (2016)* – Worked with three students to honors contract MGT 417 during the Fall 2016 semester. All three completed the augmentation agreements successfully.

SERVICE

PROFESSIONAL SERVICE

- Reviewer, *SAGE Business Cases*, March 2022
- Session Chair, Small Business Institute Conference 2021
- Reviewer, *SAGE Business Cases*, March 2021
- Reviewer, *SAGE Business Cases*, September 2020
- Reviewer, *Global Journal of Management & Marketing*, May 2020
- Reviewer, *Journal of Small Business Strategy*, April 2020
- Editorial Review Board, *Global Journal of Management & Marketing* 2020 - Present
- Editorial Review Board, *Journal of Small Business Strategy* 2019 - Present
- Reviewer, *Academy of Management Meeting*, SIM Division 2019
- Book Reviewer for *Essential Principles for Managers: Innovative Approaches to Examining Foundational Theories of Management*, November 2018
- Friendly Reviewer of conference paper for Pedro de Oliveira, October 2018
- Reviewer, *Journal of Small Business Strategy*, September 2017
- Reviewer, *Academy of Management Meeting*, SIM Division 2017
- Review Editor, *Organizational Psychology of Frontiers in Psychology* 2015
- Reviewer, *Academy of Management Meeting*, ONE Division 2015
- Reviewer, *Academy of Management Meeting*, SIM Division 2014

UNIVERSITY-LEVEL SERVICE ACTIVITIES

- WKU Neurodiversity Week Planning Committee, Member 2023
- Student Success Equity Intensive, Member 2022 - 2023
- Dissertation Committee Member for Ed.D. Candidate Shap Abdul-Malek 2022 - Present
- What is DEI? Co-presenter with Dr. Daniels
Presentation made to WKU Phi Delta Chapter 2022
- WKU Micro-credentialing Development Committee, Member 2021 - 2022
- Rhodes Scholar Ad-Hoc Scholarship Committee, Member 2021
- University Curriculum Committee, Member 2019 - 2021
- MASTER Plan Move-in, August 2018
- Sustainability Living Learning Community Planning Committee, Member 2017 & 2018
- Convocation Attendee 2016 - 2023

COLLEGE-LEVEL SERVICE ACTIVITIES

- GFCB Diversity, Equity, and Inclusion Committee, Committee Chair 2023 - Present
- Faculty Liaison for GFCB DEI Student Committee 2023 - Present
- Black History Month Networking Event, GFCB DEI Committee, Event Leader 2023
- GFCB Director of Advancing Workplace Culture Initiative 2021 - Present
- GFCB DEI Committee, Member 2021 - 2023
- GFCB Core Curriculum Committee, Member 2020 - 2021
- Knicely Faculty Fellow in Leadership 2019 - 2020
- Ethical Leadership Speaker Event, Organizer 2019
- Faculty and Staff Action Team, Committee Member 2019
- International Education Week, Session Chair, November 2018
- Women in Entrepreneurship Week Panel & Workshop Event, Co-Organizer, October 2018
- International Education Week Panel Participant, September 2018
- Strategic Planning Council, Member 2018 - 2020
- Facilities Action Team, Committee Member 2017 - 2020
- International Education Week, Session Chair, November 2017
- Faculty Participant, Smile, Greet, & Engage Day, Fall 2016
- Graduation Attendee 2016 - 2023

DEPARTMENTAL-LEVEL SERVICE ACTIVITIES

- Assistant Professor of Supply Chain Management Search Committee, Member 2023
- Executive-in-Residence Search Committee, Member 2023
- GFCB Research Award Committee, Dept Representative 2021 - Present
- Majors & Minors Fair, Dept Representative 2021
- GFCB Core Curriculum Committee, Dept Representative 2020 - 2021
- Executive-in-Residence Search Committee, Member 2020
- GFCB Faculty Awards Committee, Dept Representative 2019 - Present
- GFCB Freshman Scholarship Committee, Dept Representative 2019 - Present
- GFCB Diversity Scholarship Committee, Dept Representative 2019 - Present
- GFCB Returning Student Scholarship Committee, Dept Representative 2019 - Present
- Faculty Senate, Management Department Representative 2019 - 2021
- Assistant Professor of Operations Management Search Committee, Member 2019
- Visiting Assistant Professor of Entrepreneurship Search Committee, Member 2019
- Visiting Assistant Professor of Entrepreneurship Search Committee, Member 2018
- Library Representative for Management Department 2018 - Present
- Faculty Representative for MASTER Plan College Kickoff, August 2017 - 2018
- Green Squirrel of Approval Certification for Management Department 2017
- Guest Lecturer for large section of MGT 210 course , 4 semesters 2016 - 2018
- Head for the Hill Recruitment Fair, Dept Representative 2016
- Majors & Minors Fair, Dept Representative 2016
- Head for the Hill Recruitment Event, November 2016 & 2018

COMMUNITY SERVICE ACTIVITIES

- Judge for Regional DECA competition 2023
- Event Organizer, Phoenix Rising Community Awareness Night 2022
- Event Organizer, Phoenix Rising 5-year Anniversary Event 2021
- Key Presenter, Student Center for Public Trust Virtual Leadership

National Conference	2021
• Event Organizer, Phoenix Rising Care Kits for Kids	2020 - Present
• Board Member, Phoenix Rising Inc.	2020 - Present
• Judge for Regional DECA competition	2017
• Judge for Lt. Governor's Entrepreneurship Challenge	2017
• Board Member. Board of Directors for Team Baker Inc., Nonprofit group	2010 - 2012
• Vice President. Business Networking International. Secret Wealth Chapter	2009 – 2010

PROFESSIONAL DEVELOPMENT

• <i>DEI Conference</i> , Business School DEI Collaborative, Knoxville, TN	2023
• <i>DEI Summit</i> , Kentucky Chamber of Commerce, Louisville, KY	2022
• <i>Diversity, Equity, & Inclusion Certificate</i> , University of South Florida	2021
• <i>Documenting COVID-19 in T&P/Continuance Materials</i> , WKU	2020
• <i>Can We Talk? – Discussions on Anti-racism, Self-awareness, White privilege, & Creating a More Inclusive Campus</i> , WKU	2020
• <i>Bringing CSR back into the Corporation: Paper Development Workshop</i> , Academy of Management, Chicago, IL	2018
• <i>Intermediate Structural Equation Modeling</i> , Center for Advanced Research Methods & Analysis, Detroit, MI	2017
• <i>Introduction to Structural Equation Modeling</i> , Center for Advanced Research Methods & Analysis, Detroit, MI	2017
• <i>Authentic Sustainability: Pitfalls, Pathways, and Paradoxes in Conversations for a Better World PDW</i> . Academy of Management, Philadelphia, PA.	2014
• <i>New Doctoral Student Consortium</i> . Academy of Management. Orlando, FL.	2013
• <i>Writing for Publication Workshop</i> . Carl H. Lindner College of Business, University of Cincinnati, Cincinnati, OH.	2012
• <i>NVivo 10 Training</i> . University of Cincinnati, Cincinnati, OH.	2012

AFFILIATIONS

• International Association for Applied Management	2017 - 2019
• Academy of Management	2012 - Present
• Society for Industrial and Organizational Psychology	2013 - Present

GRADUATE SCHOOL SERVICE

• Graduate Student Member of Faculty Search Committee for Management Department, Carl H. Lindner College of Business	2013
• Student Volunteer. Teach Me to Teach Workshop. Graduate Association for Teaching Enhancement. University of Cincinnati	2013
• Round Table Representative. PhD Informational Night. Carl H. Lindner College of Business	2012
• President. MBA Student Association. Western Kentucky University	2011-2012
• Council Member. Dean's Advisory Council. Western Kentucky University	2011-2012

PROFESSIONAL WORK HISTORY

Co-Owner/Business Manager Quality Security & Surveillance, LLC	2007–2011
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