

## **Curriculum Vitae**

**Mariah C. Yates**

**Department of Management**

**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**

Associate Professor, Gordon Ford College of Business, WKU	2024-Present
Director of Advancing Workplace Culture Initiative, Gordon Ford College of Business, WKU	2021-2025
Assistant Professor, Gordon Ford College of Business, WKU	2018-2024
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 •**

Artificial Intelligence Grant, Center for Innovative Teaching & Learning, WKU	2024
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**

Yates, M. (2018). *Dynamics and Effects of Corporate Social Responsibility Authenticity* (Doctoral dissertation, University of Cincinnati).

### **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.

#### AUTHORED TEXTBOOK

- Yates, M.** & Urick, M. Swift (March 2025) Leadership: A Taylor-made Approach to Influence and Decision Making. ***Emerald Publishing***.

#### INVITED PEER-REVIEWED BOOK CHAPTERS

- Peake, W., **Yates, M.** (2023). Enlightened Self-Interest and Heroism. In: Encyclopedia of Heroism Studies. Springer, Cham. [https://doi.org/10.1007/978-3-031-17125-3\\_231-1](https://doi.org/10.1007/978-3-031-17125-3_231-1)
- 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.

## WORKS IN PROGRESS

**Yates, M.** What Entrepreneurs Can Learn from Taylor Swift – *preparing manuscript to submit to **Entrepreneurs & Innovation Exchange** during Summer 2025.*

Daniels, A. & **Yates, M.** Economic Democracy: A More Equitable Curricular Approach for Business Schools– *Manuscript complete and preparing to submit to **Journal of Management Education**.*

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). – *Writing ongoing – target outlet of **Journal of Management Education**.*

## TEACHING

### COURSE DEVELOPMENT AND DELIVERY

Course	Institution
Honors 300: Taylor Swift & Leadership	Western Kentucky University
Business Administration 520: Critical Thinking & Business Ethics	Western Kentucky University
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

**Yates, M.** (2025). Fearless Leadership and Entrepreneurial Mindsets: Teaching Innovation through Taylor Swift's Influence. **Small Business Institute** conference. April 2025.

Kohn, P., Simha, A., Wildermuth, C., Wildermuth, M., & **Yates, M., (Ordered Alphabetically)** (2025). Pop Followership: Developing Effective Followership Practices Through Popular Culture. **International Leadership Association** conference. November 2024.

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

<i>Navigating News in the Age of AI: Misinformation and Media Bias</i>	2024
<i>Institute on AI, Pedagogy, and the Curriculum</i>	
American Association of Colleges & Universities	2024
<i>WKU Artificial Intelligence Conference</i>	2024
<i>ChatGPT and AI in the Classroom – (CITL)</i>	

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

## **ADVISING & MENTORSHIP**

*Faculty Advisor for the Business Association for Development (BAD) (2020 – 2024) –* 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.

*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 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, Management Teaching Review, July	2024
Reviewer, <i>SAGE Business Cases</i> , March	2022



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

## UNIVERSITY-LEVEL SERVICE ACTIVITIES

Honors Director Search Committee, Member	2025
University AI Institute Team, Member	2024 - 2025
WKU Neurodiversity Week, Presenter	2024
WKU Neurodiversity Week Planning Committee, Member	2023, 2024
New Faculty Orientation, Faculty Panel 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 - 2024

## **COLLEGE-LEVEL SERVICE ACTIVITIES**

Artificial Intelligence & Higher Education, Presenter	
GFCB Committee for Engagement & Wellbeing, Committee Chair	2023 - 2024
Faculty Liaison for GFCB DEI Student Committee	2023
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
Knically 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 - 2024
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 - 2024

## **DEPARTMENTAL-LEVEL SERVICE ACTIVITIES**

Entrepreneurship Instructor Search Committee, Chair	2025
Faculty Senate, Management Department Representative	2024 - 2025
Artificial Intelligence & Higher Education, Presented to Department Advisory Council	2024
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
GFCB Core Curriculum Committee, Dept Representative	2020 - 2021
GFCB Faculty Awards Committee, Dept Representative	2019 - 2023
GFCB Freshman Scholarship Committee, Dept Representative	2019 - 2023
GFCB Diversity Scholarship Committee, Dept Representative	2019 - 2023

GFCB Returning Student Scholarship Committee, Dept Representative	2019 - 2023
Faculty Senate, Management Department Representative	2019 - 2021
Executive-in-Residence Search Committee, Member	2020
Majors & Minors Fair, Dept Representative	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, &amp; Inclusion Certificate</i> , University of South Florida	2021
<i>Documenting COVID-19 in T&amp;P/Continuance Materials</i> , WKU	2020

<i>Can We Talk? – Discussions on Anti-racism, Self-awareness, White privilege, &amp; Creating a More Inclusive Campus, WKU</i>	2020
<i>Bringing CSR back into the Corporation: Paper Development Workshop,</i>	
Academy of Management, Chicago, IL	2018
<i>Intermediate Structural Equation Modeling, Center for Advanced Research Methods &amp; Analysis, Detroit, MI</i>	2017
<i>Introduction to Structural Equation Modeling, Center for Advanced Research Methods &amp; Analysis, Detroit, MI</i>	2017
<i>Authentic Sustainability: Pitfalls, Pathways, and Paradoxes in Conversations for a Better World PDW. Academy of Management, Philadelphia, PA.</i>	2014
<i>New Doctoral Student Consortium. Academy of Management. Orlando, FL.</i>	2013
<i>Writing for Publication Workshop. Carl H. Lindner College of Business, University of Cincinnati, Cincinnati, OH.</i>	2012
<i>NVivo 10 Training. University of Cincinnati, Cincinnati, OH.</i>	2012

## **AFFILIATIONS**

International Leadership Association	2024 - Present
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 <b>Quality Security &amp; Surveillance, LLC</b>	2007–2011
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