

CURRICULUM VITAE

CAREER OBJECTIVE

To continue my career and professional development within a progressive higher education academic institution where I might serve as a valued colleague by fulfilling all or a requested combination of responsibilities, such as:

- ! Service in leadership capacities that are commensurate with my skills and interests.
- ! Consulting, economic development, and related outreach services to businesses and a growth oriented community at large.
- ! Presentations and workshops within a program, in coordination with an institution as a whole (e.g., through a continuing education division), and as an independent speaker addressing topics pertaining to my

Course Number	Course Name	(WCU) Brief Description/Pedagogy
MPTP 365; MPTP 488/489	(Film) Producing; Senior Project I & II.	Team-taught courses; introduced topics on the “business side” of filmmaking including HR, contracts, organizational form, funding, marketing and risk management.
Graduate		
ENT 600 (620*)	Entrepreneurial Planning.	Tools for venture creation and management. " Introduced a course project wherein students extensively interview entrepreneurs (and if given permission) journalistically share audio, video, and textual content on a blog.
ENT 601	Entrepreneurial Innovation.	Examination of invention, enhancement, originality, divergent thinking, and innovation in research, development, enhancement, and strategy in businesses and organizations.
ENT 610	Entrepreneurial Marketing Strategy.	As applicable to entrepreneurial firms: Market research, advertising strategy, historically significant promotional campaigns, media planning, engaging professional services.
ENT 630	Entrepreneurial Growth.	Venture expansion analysis, global competitiveness, development of distinctive competencies, and growth potential, including e-commerce and international operations. " Introduced project wherein students develop and use their own blogs as a repository for essay/article assignments.
ENT 640	Entrepreneurial Funding.	Financial forecasting to include pro forma cash flows; reporting systems.
ENT 645 (693*)	Entrepreneurial Marketing.	Tools for marketing that are effective for entrepreneurial (e.g., start-up) businesses. " Introduced this course to fill a need on the part of students to understand and develop guerrilla (bootstrap) marketing promotions. Based on positive feedback, course was adopted as part of the M.E. Program.

Course Number	Course Name	Brief Description/Pedagogy
Graduate (Continued)		
ENT 655	Starting a New Venture.	Team-taught course; creation (and presentation/vetting) of a business plan that is capable of supporting a case for financial investment.
ENT 682	Independent Study.	Supervise student independent study projects (with graduate level rigor expected); review and guide proposals through execution of indicated course deliverables.
MBA 602	Strategy and Marketing.	Team-taught course; including environmental survey, competitive analysis, buyer behavior, and strategic marketing plans. " Supervised student teams in consulting engagements with clients (similar to ENT 475 but with graduate level performance expectations).
MBA 641	Marketing Management.	Team-taught course; managing marketing strategy, product positioning, product, channels, communications, pricing strategies, and marketing research. Developing innovative strategies to respond in the international marketplace.

* Course renumbered.

University, College of Business, and Department Service and Committees

- ! Western Carolina University
Subcommittee, 2016 to Present.
- ! Western Carolina University, Graduate Council, 2014-July 2017;
 - o Graduate Curriculum Committee, 2016-July 2017.
 - o Academic Policy and Graduate Faculty Review Committee, 2015 to 2016.
 - o Graduate Council Planning Subcommittee, 2014 to 2015.

! Western Carolina University,

- ! The MTSU College of Business Entrepreneurship Internship Program enjoyed record enrollments.
- ! [Content](#) originally written by me (including guidance for students in finding internships) continues to be used by MTSU, presently.

Dakota State University – Madison, SD***Assistant Professor of Business Administration – Fall 2001 to Spring 2004***

Teaching responsibilities involved the delivery of undergraduate courses across a variety of management disciplines made possible through skills and knowledge from professional experiences; graduate education in a multidisciplinary policy program that differed from prior career pursuits; ongoing research; and numerous new course preparation efforts:

SELECTED CONSULTING FIRM ACCOMPLISHMENTS IN HIGHER EDUCATION

The University of Alabama at Birmingham

Consulted in the development of strategy and created promotional materials for:

- ! Health Services Administrators Development (HSAD) Program, a ten-month continuing education course for health services managers.
- ! The annual Health Care Employment Law & Labor Relations program.
- ! The 10th Annual Symposium for Healthcare Executives, a major four

CORPORATE MANAGEMENT & ADDITIONAL EXPERIENCE

SPECIAL ACADEMIC PROGRAM ACHIEVEMENTS

- ! Honored as a recipient of the Georgia State University, Andrew Young School of Policy Studies,

Mission Planning •

Associate Editor – MERLOT
Business Discipline Editorial Review Board
The [MERLOT](#)

Lahm, R. J., Jr. & Rader, C. S. (2019). Immigrant entrepreneurs: Challenges and achievements using bootstrapping methods.
New Orleans,

Lahm, R. J., Jr. (2015). [Abstract] Small business and Obamacare: Any cure for rising rates?
 , Indianapolis, IN, September 23-25,
2015.

Lahm, R. J., Jr. (2015). Small business and Obamacare: New portal, new costs, same old
shell game.
 , Nashville, TN, May 20-22, 2015.

Lahm, R. J., Jr. (2015). Small business and Obamacare: A temporary reprieve.
 , New Orleans, LA, April 8-10, 2015.

Lahm, R. J., Jr. (2015). Small business and Obamacare: The cost is just “too high.”
 , Savannah, GA,
March 26-28, 2015.

Lahm, R.J., Jr. (2015). The small business promotional mix: Complex
choices abound between traditional and social media.
Orlando, FL, January 1-3, 2015.

Lahm, R. J., Jr., Lockwood, F.S. & Stowe, C.R.B. (2014). Small business and Obamacare:
The burden of compliance.
December 15-19, 2014.

Lahm, R. J., Jr. (2014). Small business and Obamacare: What about the “headache factor”?
 , October
23-25, 2014.

Lahm, R. J., Jr. (2014). Small business and Obamacare postponements and rule changes:
“Another day, another delay.”
March 26-28, 2014.

Lahm, R.J., Jr. (2014). Obamacare and small business: “Glitches” may only be the beginning
if employer plans relinquish grandfathered status.
Orlando, FL, January 1-4, 2014.

Lahm, R. J., Jr. (2013). Small business and Obamacare: Gut-wrenching choices.
December 16-20, 2013.

Lahm, R. J., Jr. (2013). Obamacare and small business: “Wait and see.”
October 17-19, 2013.

Lahm, R. J., Jr. (2013). Technology, curriculum, pedagogy, and marketing implications for
distance education entrepreneurship programs.
July 24-31, 2013.

Lahm, R. J., Jr. & Nicholas, K. (2012). Conflicting measures of innovation activity: What else is new? , April 4-6, 2012.

Lahm, R. J., Jr. & Heriot, K. C. (2011). Issues and opportunities associated with operating an entrepreneurship internship program: A case study.

Nashville, TN, May 25-27, 2011.

Lahm, R.J., Jr. (2011). the entrepreneurial blogosphere: Still the place to be for small business marketing success. , Orlando, FL, April 6-9, 2011.

Lahm, R.J., Jr., Stowe, C.R.B. & Geho, P.R. (2011). Commercial Real Estate (CRE) market stresses continue in an economic recession.

Nashville, TN, March 24-26, 2011.

Lahm, R.J., Jr., Stowe, C.R.B., Carton, R.B. & Buck, L.E., Jr. (2011). Small businesses and credit cards: New rules for plastic in an economic recession.

, Hilton Head, SC, January 13-16, 2011.

Geho, P.R., Lahm, R. J., Jr. & Stowe, C.R.B. (2010). The commercial lease: Impact on nascent business tenants through restrictions on use of premises and limitations on assignment and sublease rights.

October 13-15, 2010.

Lahm, R. J., Jr. (Ongoing: 2013 to 2015). Finding career success in any economy: Through internships and beyond.

Lahm, R. J., Jr. (2015). [Peer reviewed presentation] Obamacare and small business: The reprieve is over, pay up.
, March 19-20, 2015.

Lahm, R. J., Jr. (2006). Entrepreneurial bootstrapping: How businesses are really started most of the time (and how to help students prepare).
, September 22-23, 2006.

Lahm, R. J., Jr. (2006). Marketing Session.
, July 14, 2006.

Lahm, R. J., Jr. (2006). Education Careers.
, May 12, 2006.

Lahm, R. J., Jr. (2006). Designing a faculty course Website from scratch: Some lessons learned.
, April 6, 2006.

Lahm, R. J., Jr. (2006). Proper interviewing etiquette.
, March 27, 2006.

Lahm, R. J., Jr. (2006). Preparing and conducting oral presentations.
February 2, 2006.

Lahm, R. J., Jr. (2005). Lights, camera, action: Taking a director's view in the business plan development process.
October 28, 2005.

Lahm, R. J., Jr. (2005). The fine art of attracting employers.
, July 20, 2005.

Lahm, R. J., Jr. (2005). Career skills for students: From survival to success.
, July 20, 2005.

Lahm, R. J., Jr. (2005). Marketing Session.
, July 15, 2005.

Lahm, R. J., Jr. (2002). Lead Presenter.
, September, 2002.

REVIEWER ROLES

Reviewer. (2011-Present). [American Journal of Entrepreneurship](#).

Reviewer. (2007-2011). [Southern Journal of Entrepreneurship](#). (This journal grew to become the American Journal of Entrepreneurship.)

Reviewer. (2006). SBI Papers: Global Business Issues Track. United States Association for Small Business and Entrepreneurship (USASBE) Annual Conference, Orlando, FL, January 11-14, 2007.

Reviewer. (2005). Small Business Institute-SBI. Eastern Annual Conference, Pittsburgh, PA, September 16-17, 2005.

Dissertation Committee Service

Narciso, P. (2015 - 2016). [Completed, December 12, 2016] Behavioral characteristics and leadership styles of success double bottom line entrepreneurs7957 6 Q q 0.24.12 556.08cm BT 50 0 0 50 0 0 TO

Lahm, R. J., Jr. (2005, October 10). [Before you take the entrepreneurial plunge, consider various business models.](#)

Lahm, R. J., Jr. (2005, October 10). [Starting your business: 3 tips for bootstrapping your way to the top.](#)

Lahm, R. J., Jr. (2005, October 5). [“Tiny” entrepreneurship: Most entrepreneurial businesses are very small -- We might accurately call them “tiny.”](#)

Lahm, R. J., Jr. (2005, October 5). [More entrepreneurs say ‘charge it’ when starting their businesses.](#)

CONTENT AND WEB DEVELOPMENT

Utilizing (self-taught) software skills in Adobe GoLive, Macromedia Fireworks, and additional applications, have created websites such as:

Academic Website Projects

Development of site for the new [American Journal of Entrepreneurship](#) (ISSN 2164-9685).
December 2011

Lahm, R. J., Jr. (2017). The Center for the Study of Free Enterprise (CSFE), Conference presentation support for at the sponsored by Appalachian State University, Boone, NC, March 30-31, 2017.

Lahm, R. J., Jr. (2016). Summer Research Grant (\$5000) for the development of (on behalf of the SBTDC – Small Business and Technology Development Center).

Lahm, R. J., Jr. (2014) BB&T Faculty Research Grant [Award] for the Study of Leadership, Ethics, and Capitalism. April 26, 2014.

Lahm, R. J., Jr.

Session Chair. (2019).
 , Savannah, GA, April 1-3, 2019.

Session Chair. (2018).
 , New Orleans, LA, April 4-6, 2018.

Facilitator. How to cite in APA student workshop (presentation by Writing and Learning
Commons, WaLC). September
19, 2017.

Session Chair. (2017).
 , Asheville, NC, March 23-25, 2017.

Session Chair. (2016).

Wildman, P. (2007). Adapting action learning for constant change! Participant/invited discussant. , March 4-6, 2007.

Session Chair. (2006). , October 19-21, 2006.

Clouse, W., et al. (2006). “Think Tank” participant/discussant. , August 7-8, 2006.

Johnson, V. (2005). Accounting firms’ preferences for resumes received from accounting graduates. Session Coordinator. , October 26-29, 2005.

Lahm, R. J., Jr. & Selladurai, R.S. (2006). A new, digitally enabled, small business frontier. Facilitator and Lead Panel Discussant. , January 13, 2006.

Ernst, G. & Lahm, R.J., Jr. (2004). Challenges faculty face to be a great advisor. Session c

“Pitch Party” (business idea competition) Mentor.
November 9, 2017.

“Pitch Party” (business idea competition) Mentor.
November 9, 2016.

“Pitch Party” (business idea competition) Mentor.
April 21, 2016.

Competitive Business Simulations (entrepreneurship program capstone) Judge.
December 10, 2015.

Improvisational Sales Pitch Competition Judge.
November 16, 2011.

Role Play Evaluation Judge (for Western Carolina University finalist selection).
February 12, 2010.

Competitive Events Judge. February 5,
2008.

Competitive Events Judge. February 7,
2007.

Competitive Events Judge.
, January 24, 2007.

Competitive Events Judge. November 28, 2006.

Competitive Events Judge.
, January 25, 2006.

Competitive Events Judge. January 24,
2006.

Competitive Events Evaluator.
, January 27, 2005.

Competitive Events Judge.
January 27, 2005.

Competitive Events Judge. , January 26,
2005.

CORPORATE COMMUNICATIONS

- ! Have written, created, designed and/or directed numerous corporate communications projects including brochures and other collaterals, corporate and public service advertising, newsletters, and media releases.

SPECIALTY PUBLISHING (AS CREATOR AND PUBLISHER)

- ! " (24" x 36" 4 color process plus PMS spot color and varnish).

MAGAZINE PUBLISHING (CREATIVE CONSULTANT)

Aided by input from assembled groups of industry and subject matter experts (Advisory Boards) and additional research, served as creative consultant for the development and publication of the following:

(monthly magazine)

(city guide book)

CREATIVE WORKS

Have previously received formal training in 16mm motion picture production (lighting, sound, filmmaking; the Film School, Half Moon Bay, CA). Background also includes creating additional artistic works utilizing large format (4 x 5), medium format, and 35mm studio and field photography skills; and other works rendered through traditional mediums such as paint on canvas, drawings, and the like.

- ! Creative works have been displayed in gallery exhibitions.

PROFESSIONAL DEVELOPMENT

TRAINING AND DEVELOPMENT (RECEIVED)

Emergency and Fire Preparedness Overview.
, January 5, 2020.

Portable Fire Extinguisher Safety.
, January 5, 2020.

Campus Security Authority Training on the Clery Act. October
22, 2019.

2019 Kevin Mitnick Security Awareness Training.
, October 2, 2019.

AoL Faculty Workshop: Blackboard Walk-in.
, September 12, 2019.

Graduate Program Director's Workshop.

Campus Security Authority Training on the Clery Act.

Octo

Graduate Program Director Marketing Workshop.
September 30, 2015.

Graduate Program Director's Workshop.
September 2, 2015.

“Erin for Haiti.”

March 4, 2015. [R.J. Lahm, Jr., Organizer].

First Year Experience Faculty Workshop. Facilitator: Glenda Hensley.

Faculty Development – Dreamweaver. Middle Tennessee State University, Murfreesboro, TN, October 31, 2006.

Faculty Leadership Academy (orientation to administrative roles and responsibilities for future campus leaders). Middle Tennessee State University, Murfreesboro, TN, Consecutive Fridays in February 2006.

News and public affairs seminar. Middle Tennessee State University, Murfreesboro, TN, February 23, 2006.

Preventing sexual harassment. Mastery Test Certificate score of 100% (MTSU employees – annually online). Middle Tennessee State University, Murfreesboro, TN, Recertified on February 23, 2006.

Foundation and corporate funding. Middle Tennessee-(dy5ora) 0.28cm BT 50 0 0 50 0 0 Tm /TT2(N)-0.

Southern Business Education Association (SBEA) Annual Conference, Franklin, TN, October 26-29, 2005.

Association for Small Business and Entrepreneurship (ASBE) Conference, Albuquerque, NM, October 7, 2005.

Annual Eastern Small Business Institute (SBI) Conference, Pittsburgh, PA, September 16, 2005.

Tennessee Vocational Education Conference, Murfreesboro, TN, July 20, 2005.

State Farm Summer Business Camp, Murfreesboro, TN, July 15, 2005.

International Council for Small Business (ICSB) 2005 50th World Conference, Washington, DC, June 17, 2005.

“Entrepreneurship in a Diverse World.” United States Association for Small Business and Entrepreneurship (USASBE), 19th Annual Conference, Indian Wells, CA, January 13-16, 2005.

Lahm, R. J., Jr. (2017). Certificate of Recognition for **Outstanding Achievement: Research**. Notable research on, or related to, service learning.
April 20, 2017.

Lahm, R. J., Jr., Schauer, A. (2017). Small business and Obamacare: A Continuous Story of Uncertainty. **Best Paper of Track Award (Management, Marketing, MIS, International)**.
, Asheville, NC, March
21, 2017.

Lahm, R. J., Jr. (2016). Certificate of Recognition for **Outstanding Achievement: Service in Teaching**. Demonstrated Excellence in using Service Learning as a Teaching and Learning Strategy.
April 21, 2016.

Entrepreneurship Program [Significant Contributions as a Faculty Member]. (2016).
Certificate of Recognition for **Leading Light**. To an academic department or program for exemplary integration of service learning into the curriculum. Service Learning as a Teaching and Learning Strategy.
April 21, 2016.

Lahm, R. J., Jr. (2016). **Innovative Scholarship Award**.

REFERENCES, EXHIBITS & WORK SAMPLES

References, exhibits and professional work samples from various businesses and career positions are available for review.