

Thomas L. Matula, Ph.D.
Associate Professor
Department of Business Administration
Sul Ross State University – Rio Grande College
2623 Garner Field Road, Uvalde, TX 78801
830.279.3035
Thomas.Matula@sulross.edu

Last updated: (February, 2017)

EDUCATION

Ph.D. in Business Administration - Marketing, 1994, New Mexico State University
M.B.A., 1986, New Mexico State University
Bachelor of General Studies, New Mexico Institute of Mining and Technology, 1983
Associate of General Studies, New Mexico Institute of Mining and Technology, 1979

PROFESSIONAL EXPERIENCE

Full Time Appointments.

Sul Ross State University RGC, 2016 to present
Great Basin College, Elko, NV, 2010-2015
University of Houston-Victoria, 2001-2009
National University, San Diego, CA, 1998-2001
New Mexico Highlands University, Las Vegas, NM, 1997-1998
Mountain State University, Beckley, WV, 1996-1997
Sul Ross State University, Del Rio, TX, 1993-1996

Adjunct;

Trident International University (Online): 2005 to Present
American Intercontinental University (Online): 2005 to 2016
University of Maryland University College (Online): 2007 to Present
Ashford University (Online): 2008 to 2016
South University (Online): 2008 to Present
University of Phoenix (Online): 2004 to 2014
California International Business University: 2008 to 2010

TRAINING AND CERTIFICATION N/A

PROFESSIONAL ASSOCIATIONS

American Society of Business and Behavioral Sciences, 2011-2015
International Academy of Business and Economics Conference, 2008-2012
American Marketing Association, 1998-2001

HONORS, AWARDS, AND LISTINGS None

PUBLICATIONS

Refereed Journal Articles

Matula, Thomas L. and Greene, Kevin (2014), "*HALE: A Flexible Approach to Settlement of the Solar System*," in the Proceedings of the ASCE Earth and Space Conference, St. Louis, MO., Oct. 27-29, 2014, 212-218.

Mitry, Darryl J. David M. Smith and Thomas L. Matula (2014). "Reconsideration of Globalization and Free Trade: Imperatives for changes in Economics, Business, Political Science, and International Relations," In the Proceedings of the American Society of Business and Behavioral Sciences, 2014 Conference, Las Vegas, NV, Feb, 20-23, 2014, 21(1) 469-477.

Matula, Thomas L. and Darryl J. Mitry (2013). "A Proposed Framework to Guide the Adoption of MOOCs in Business Education," International Journal of Strategic Management, 3 (September), 79-84.

Matula, Thomas L. and Greene, Kevin (2012), "Applying a Design-to-Evolve Approach to Early Lunar Settlements," in the Proceedings of the Thirteenth ASCE Aerospace Division Conference on Engineering, Science, Construction, and Operations in Challenging Environments, and the 5th NASA/ASCE Workshop On Granular Materials in Space Exploration, Pasadena Ca., April 15-18, 2012, 410-415.

Mitry, Darryl J. and Thomas L. Matula (2012). "Debt Based Currency and Borrowing from the Future: Is it Sustainable?" in the Proceedings of the American Society of Business and Behavioral Science, Las Vegas, NV, February 23-25, 2012 – Awarded Best Paper for the Economics Track.

Matula, Thomas L. (2011). "The Role of Business Schools in Preparing Students for the Emerging Cyber Economy." (Abstract), Proceedings of the Academy of Business Research Conference in Las Vegas, NV, November 14-16, 2011, 53.

Shih, Wei Sheu and Thomas L. Matula (2010). "A Study of the Relationship between Talent Management and Organization Success," in the Proceedings of the 2010 International Academy of Business and Economics Conference, Las Vegas, NV. October 17 - 20, 2010, 271-273.

Marcus Benniefield and Thomas L. Matula, (2010). "The California Homeowners Insurance Industry and Climate Change Economics" Review of Business Research, 10 (5) 154-162.

Marcus Benniefield and Thomas L. Matula, (2009). "The Insurance Industry and Climate Change Economics" Review of Business Research, 9 (5) 82-89.

Leila Oualha and Thomas L. Matula, (2009). "The Potential of Online Academic Conferences to Increase Faculty Interaction in a Networked World." European Journal of Management, 9 (4) 185-188.

Sheu, Shih Wei, and Thomas L. Matula (2009). "A Study of Eastern-Northern Asian Economic Cooperation," in the Proceedings of the 2009 International Academy of Business and Economics Conference, Las Vegas, NV. October 18-21, 2009, 74-83.

Natalie, Guse and Thomas L. Matula (2009). "The Role of Blogs in a Tourist Marketing Strategy," in the Proceedings of the 2009 International Academy of Business and Economics Conference, Las Vegas, NV. October 18-21, 2009, 179-182.

Caldwell, C., Antonacopoulou, E. P., Matula, T., Karri, R., Watson, C., Naegle, D. (2005). "*Practicing What We Teach – Three Ethical Frameworks for Schools of Business*," in the Proceedings of the 2005 Eastern Academy Conference, May 15-17, 2005, Springfield, Massachusetts.

Caldwell, C., Antonacopoulou, E. P., Matula, T., Karri, R., and Naegle, D., (2005). "*Building Trust in Schools of Business – Opportunities for Ethical Governance*." in the Proceedings of the 2005 European Academy of Management Conference, May 4-7, 2005, Munich, Germany.

Caldwell, Cam, Karri, Ravi, and Matula, Thomas, (2005) "*Practicing What We Teach – Ethical Considerations for Business Schools*." *Journal of Academic Ethics*, 3 (March) 1-25.

Matula, Thomas L., Karen Loveland and Deborah Lowe, (2004), "*An Exploration of Consumer Online Buying Behavior: Perceived Risk, the 'Experience Effect' and Suggestions for Future Research*," *Review of Business Research*, 4 (1) 142-152.

Lowe, Deborah and Thomas L. Matula (2002). "*Internet Transactions: The Perceptions of Credit Card Risk*," in the Proceedings of the Marketing Educators' Conference, San Diego, CA, April 19-21, 2002.

Matula, Thomas L, Darryl J. Mitry, and Karen Loveland (2001), "*Evaluating Online Business Programs: A Strategic Audit Approach*," in the Proceeding of the Mountain-Plains Management Conference, Pocatello, ID, October 17-20, 2001.

Mitry, Darryl J. and Thomas L. Matula (1999), "*The Cyberspace of Academic Pedagogy: Considerations for Developing Recorded On-line Web-based Courses*," in the proceeding of the 41st Mountain-Plains Management Conference, La Jolla, CA., Oct. 14-16, 1999.

Matula, Thomas L., Robin Peterson, and Eric Pratt (1998), "*Social Marketing and the Facility Siting Credo: The Potential for an Interdisciplinary Approach to Risk Communication*," in The Proceedings of the 40th Mountain Plains Management Conference, Denver, CO.

Matula, Thomas L. and Eric R. Pratt (1997), "*Competency and the Introductory Marketing Class*," in Proceedings of the 1997 Mountain Plains Management Conference, Grand Junction, CO.

Matula, Thomas L., Eric R. Pratt, and Elise Truly Sautter (1995), "*The Use of Non-Traditional Students as Indicators of the Generalizability of Results in Marketing Research Studies Using Student Samples*," in Proceedings of 1995 Western Marketing Educators' Association Conference, San Diego, CA.

Matula, Thomas L., Robin Peterson, Eric R. Pratt and Joe Hanna (1995), "*The Effect of a Code of Ethics on Student Decision Making: A Experimental Study*." in Proceedings of the 1995 Mountain-Plains Management Conference, Moscow, ID.

Matula, Thomas L. and Eric R. Pratt (1993), "*Development of an International-Interfirm Product Life Cycle Matrix*," in Proceedings of the 1993 Mountain Plains Management Conference, Cedar City, UT.

Research Reports and other professional publications

Matula, Thomas L. (2005) "*Profile of Beef Producers in Victoria County Texas*" Published by the University of Houston – Victoria School of Business Administration. Victoria, TX February 2005.

"*Southwest Regional Spaceport: Technical Feasibility Report and Strategic Development*" published by the Physical Science Laboratory, New Mexico State University, Las Cruces NM, March 1992.

"*The Impact of the North American Free Trade Agreement (NAFTA) on the United States and New Mexico*" Published by the Center for Economic Development Research and Assistance at New Mexico State University, April 15, 1993.

RESEARCH AND PROFESSIONAL PRESENTATIONS (invited presentations: include title, organization, and dates)

"*Reconsideration of Globalization and Free Trade: Imperatives for changes in Economics, Business, Political Science, and International Relations*," Presented at the American Society of Business and Behavioral Sciences, 2014 Conference, Las Vegas, NV, Feb, 20-23, 2014.

Mitry, Darryl J. and Thomas L. Matula (2012). "*Debt Based Currency and Borrowing from the Future: Is it Sustainable?*" Presented at the American Society of Business and Behavioral Science, Las Vegas, NV, February 23-25, 2012.

Matula, Thomas L. (2011). "*The Role of Business Schools in Preparing Students for the Emerging Cyber Economy*." at the Academy of Business Research Conference in Las Vegas, NV, November 14-16, 2011.

Shih, Wei Sheu and Thomas L. Matula (2010). "A Study of the Relationship between Talent Management and Organization Success," Presented at the 2010 International Academy of Business and Economics Conference, Las Vegas, NV. October 17 - 20, 2010.

Marcus Benniefield and Thomas L. Matula, (2010). "*The California Homeowners Insurance Industry and Climate Change Economics*" Presented at the 2010 International Academy of Business and Economics Conference, Las Vegas, NV. October 17 - 20, 2010

Marcus Benniefield and Thomas L. Matula, (2009). "*The Insurance Industry and Climate Change Economics*" Presented at the 2009 International Academy of Business and Economics Conference, Las Vegas, NV. October 18-21, 2009.

Leila Oualha and Thomas L. Matula, (2009). "*The Potential of Online Academic Conferences to Increase Faculty Interaction in a Networked World.*" Presented at the 2009 International Academy of Business and Economics Conference, Las Vegas, NV. October 18-21, 2009

Sheu, Shih Wei, and Thomas L. Matula (2009). "A Study of Eastern-Northern Asian Economic Cooperation," Presented at the 2009 International Academy of Business and Economics Conference, Las Vegas, NV. October 18-21, 2009.

Natalie, Guse and Thomas L. Matula (2009). "The Role of Blogs in a Tourist Marketing Strategy," Presented at the International Academy of Business and Economics Conference, Las Vegas, NV. October 18-21, 2009.

Caldwell, C., Antonacopoulou, E. P., Matula, T., Karri, R., Watson, C., Naegle, D. (2005). "*Practicing What We Teach – Three Ethical Frameworks for Schools of Business,*" Presented at the 2005 Eastern Academy Conference, May 15-17, 2005, Springfield, Massachusetts.

Lowe, Deborah and Thomas L. Matula (2002). "*Internet Transactions: The Perceptions of Credit Card Risk,*" Presented at the Marketing Educators' Conference, San Diego, CA, April 19-21, 2002.

Matula, Thomas L, Darryl J. Mitry, and Karen Loveland (2001), "*Evaluating Online Business Programs: A Strategic Audit Approach,*" Presented at Mountain-Plains Management Conference, Pocatello, ID, October 17-20, 2001.

Mitry, Darryl J. and Thomas L. Matula (1999), "*The Cyberspace of Academic Pedagogy: Considerations for Developing Recorded On-line Web-based Courses,*" Presented at the Mountain-Plains Management Conference, La Jolla, CA., Oct. 14-16, 1999.

Matula, Thomas L., Robin Peterson, and Eric Pratt (1998), "*Social Marketing and the Facility Siting Credo: The Potential for an Interdisciplinary Approach to Risk Communication,*" Presented at Mountain Plains Management Conference, Denver, CO, Oct. 13-15, 1998.

Matula, Thomas L. and Eric R. Pratt (1997), "*Competency and the Introductory Marketing Class,*" Presented at the 1997 Mountain Plains Management Conference, Grand Junction, CO., Oct. 11-13, 1997.

Matula, Thomas L., Eric R. Pratt, and Elise Truly Sautter (1995), "*The Use of Non-Traditional Students as Indicators of the Generalizability of Results in Marketing Research Studies Using Student Samples,*" Presented at the 1995 Western Marketing Educators' Association Conference, San Diego, CA, February 9-11, 1995.

Matula, Thomas L., Robin Peterson, Eric R. Pratt and Joe Hanna (1995), "*The Effect of a Code of Ethics on Student Decision Making: A Experimental Study.*" in Proceedings of the 1995 Mountain-Plains Management Conference, Moscow, ID., Oct. 10-12, 1995.

Matula, Thomas L. and Eric R. Pratt (1993), "*Development of an International-Interfirm Product Life Cycle Matrix,*" in Proceedings of the 1993 Mountain Plains Management Conference, Cedar City, UT., Oct. 14-16, 1993.

CONSULTING AND OTHER INVITED PROFESSIONAL PRESENTATIONS (include title, organization, and dates)

GRANTS RECEIVED

"Profile of Beef Producers in Victoria County Texas" Victoria County Beef Producers, \$10,000

OTHER AFFILIATIONS AND INVOLVEMENT

Nevada Department of Education, (2012-2013), CTE Standards for Entrepreneurship. Committee developed statewide standards for Nevada high school students for the three-year entrepreneurship track, standards were used to create articulation agreements and dual credit agreements for BUS101, BUS102 and BUS201 courses at Great Basin College.