

**Thomas L. Matula, Ph.D.**  
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Department of Business Administration  
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## **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

## **EMPLOYMENT HISTORY**

### **PROFESSIONAL EXPERIENCE**

#### *Full Time Appointments*

Professor, Sul Ross State University RGC, 2016 to present.  
Associate Professor, Great Basin College, Elko, NV, 2010-2015, Chair of Business Administration,  
Director of BAS Programs, 2011-2015  
Associate Professor, University of Houston-Victoria, 2001-2009  
Associate Professor, National University, San Diego, CA, 1998-2001  
Associate Professor, New Mexico Highlands University, Las Vegas, NM, 1997-1998  
Associate Professor, Mountain State University, Beckley, WV, 1996-1997  
Assistant Professor, Sul Ross State University, Del Rio, TX, 1993-1996

#### *Adjunct*

American Intercontinental University (Online): 2005 to Present.  
Trident International University (Online): 2005 to 2020  
Washington State University (Online): 2014, 2016, 2020  
Strayer University (Online): 2009 to 2018  
Ashford University (Online): 2008 to 2016  
South University (Online): 2008 to 2016  
University of Maryland University College (Online): 2007 to 2017  
University of Phoenix (Online): 2004 to 2014  
California International Business University: 2008 to 2010

### **Degree Programs Developed:**

- Great Basin College (2010-2015): Moved the AAS degrees in Entrepreneurship, Business Administration and Accounting online. Revised and extensively modified the Bachelor of Applied Science in Management & Technology while moving it online. Supervised the moving

of the BAS in Information Technology, Computer and Information Systems, Graphic Arts and Surveying Technology degrees online.

- University of Houston – Victoria (2001-2009): Developed several online courses in marketing for both the MBA and BBA in Marketing. Helped design the curriculum for the BBA in Marketing to meet AACSB standards. UHV received AACSB Accreditation in April 2005, one of first online programs accredited by AACSB.
- National University (1998-2001): Guided development of one of the first online MS programs in Electronic Commerce in the United States. Assisted in the development of their online Global MBA, one of the first MBAs offered online.
- Sul Ross State University (1993-1996): Developed marketing and management courses for the new BBA in Mexican Trade and Commerce.

### **Online Teaching Platforms:**

- Experienced with Blackboard, Web Canvas, Webcampus, Moodle, NeedtoLearn, WebCT Vista, Angel, and E-College course management systems. I have also taught online courses without using any teaching platform, just open sources web tools.

## **ACADEMIC SCHOLARSHIP**

### **Refereed Publications:**

Matula, Thomas L.(2021). “*An Economic Based Strategy for Human Expansion into the Solar System,*” in the Proceedings of the Space Renaissance International 3<sup>rd</sup> World Congress. Proceedings in press.

Matula, Thomas L.(2021). “*The Role of Space Habitat Research in Providing Solutions to the Multiple Environmental Crises on Earth.*” in the Proceedings of the Space Renaissance International 3<sup>rd</sup> World Congress. Proceedings in press.

Matula, Thomas L. and Greene, Kevin (2018), “*Affordable Design for Space-Based Biological Laboratories for Alternative Gravity Levels,*” in the Proceedings of the ASCE Earth and Space Conference, Cleveland, OH., Apr.9-12, 2018, 112-118.

Matula, Thomas L. and Greene, Kevin (2016), “*The Role of Space Settlement Research in Development of Environmentally Sustainable Technology,*” in the Proceedings of the ASCE Earth and Space Conference, Orlando, FL April 11-15, 2016, 204-210.

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.

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 and Darryl J. Mitry (2002), "*Spaceports as Multi-Use Industrial Facilities – A Marketing Approach,*" in the Proceedings of Space 2002: The 8th International Conference on Engineering, Construction, and Operations in Space, Albuquerque, NM, March 14-17, 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.

Matula, Thomas L. (2000), "*The Role of Business Schools in Educating Managers for the Space Commerce Age,*" in the Proceedings of Space 2000: The 7th International Conference on Engineering, Construction, and Operations in Space, Albuquerque, NM, Feb. 27 - March 2, 2000.

Wiskerchen, Michael and Thomas L. Matula (2000), "*Using Academe /Government/Industry Alliances to Reduce the Costs of Space Missions while Developing the Future Aerospace Workforce,*" in the Proceedings of Space 2000: The 7th International Conference on Engineering, Construction, and Operations in Space, Albuquerque, NM, Feb. 27 - March 2, 2000.

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 41<sup>st</sup> 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.

## **Books**

Mitry, Darryl J., and Matula, Thomas L., (2021). "*Beyond the Covid Shock: The Great Economic Transition*" Independently published at Amazon.

## **Economic Reports/Studies**

Lead: "*Profile of Beef Producers in Victoria County Texas*" Authored a study for the University of Houston Victoria and the Victoria Beef Producers of ranching in Victoria County Texas. May 2004

Lead: "*Economic Impact of the Proposed Gulf Coast Spaceport*" published by the Gulf Coast Spaceport, Houston, June 2003

Lead: "*Economic Impact of the Proposed Southwest Regional Spaceport*" published by the Southwest Space Task Force, Las Cruces NM, June 1998

Lead: "*Southwest Regional Spaceport: Technical Feasibility Report and Strategic Development*" published by the Physical Science Laboratory, New Mexico State University, Las Cruces NM, March 1995.

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

## **Research Grants:**

University of Houston – Victoria Faculty Research Grant: Public Attitudes Towards a Proposed Spaceport in Brazoria County Texas. April 2003.

New Mexico Highlands University Faculty Research Grant (Lead): A Mail Survey of Public Attitudes toward Over Flight by Commercial Reusable Launch Vehicles. October 1997.

Southwest Space Task Force Grant (Lead): A Mail Survey of Public Support Toward Construction of a Spaceport in New Mexico. August 1997.

New Mexico State University Grant (Lead): A Mail Survey of Attitudes on Hazardous Industrial Facilities. December 1992.

## **Public Service**

**Middle Rio Grande Workforce Solutions**, (2018-2020), Board Member, Chair Strategic Planning Subcommittee – Oversight of industry cluster analysis to guide regional workforce development strategy.

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

## **University Service:**

### **Sul Ross State University:**

Member, Online Distance Education Committee (2016-Present)  
Member, Executive Committee on Master Plan Development (2019-2021)  
Member, Academic and Administrative Advisory Committee (2019-Present)  
Member, Strategic Plan Leadership Program Committee (2019-2021)  
Member, Student Publications Team, (2020-2021)  
Member, Academic Integrity Assessment Committee (2019-2020)  
Member, Financial Aid Appeals Committee (RGC) (2016-2020)  
Member, RGC Select Task Force on Efficiencies and Innovation (2018-2019)  
Member, Curriculum Committee (1993-1996)

### **Great Basin College:**

Member, Distance Education Committee, 2010-2015. Develop standards and address faculty issues involving distance education. Selected a new LMS to replace Blackboard.  
Member, Chairs Committee, 2010-2015. Handled general academic and administrative issues.

### **California International Business University:**

Member, DBA Committee, 2008-2010 Developed standards for dissertations and doctoral program.

### **University of Houston - School of Business:**

Member, Curriculum Development Committee 2001-2005. Developed curriculum to make UHV's MBA and BBA in Marketing programs compliant with AACSB Accreditation requirements. UHV Received AACSB accreditation in April 2005.

### **National University - School of Business:**

Member, Online Development Committee, 1998-2001- Moved the BBA and MBA programs online. Developed an online MS in Electronic Commerce.