

NAME

- Trevor Alexander Smith

DEPARTMENT/UNIT/SECTION

- Mona School of Business and Management (MSBM)

FACULTY/DIVISION

- Social Science Faculty; University of the West Indies, Mona

POSITION

- **Senior Lecturer Marketing and Research Methods** [Undergraduate & Graduate Levels; including DBA]: August 2020 - present
- **Senior Lecturer Marketing and Research Methods** [Undergraduate & Graduate Levels; including DBA] & **Unit Head of MIBES** : August 2016 – July 2020
- **Lecturer Marketing and Research Methods** [Undergraduate & Graduate Levels; including DBA] & **Unit Head of MIBES** : August 2015 – July 2016
- **Lecturer Marketing and Research Methods** [Undergraduate & Graduate Levels; including DBA]: August 2012 – July 2015
- **Lecturer Marketing and Research Methods** [Undergraduate & Graduate Levels] & **Unit Head of MIBES** (Department of Management Studies): August 2010 – July 2012
- **Lecturer Marketing and Research Methods** [Undergraduate & Graduate Levels] & **Head of Marketing Unit** (Department of Management Studies; ; now merged into MSBM since 2012): July 2007 – July 2010

GENERAL AREA OF ACADEMIC SPECIALISATION

- Consumer Behaviour, Marketing and Management

QUALIFICATION & GRANTING INSTITUTION

I was awarded a **Bachelor of Science** (B.Sc. Honours) degree double majoring in Mathematics and Computer Science [UWI, 1983]; a **Master in Business Administration** (MBA) [Andreas School of Business, Barry University, Florida, 1993]; and a **Doctorate in Business Administration** (DBA) [Huizenga Business School, Nova Southeastern University, Florida, Jan 2007]

TRAINING (Other)

Other training includes:

- Case Writing Workshop (2018). Presented by Ivey Business Cases, University of Western Ontario, Arthur Lok Jack Global School of Business, University of the West Indies, Trinidad and Tobago.
- *Seminar on Strategic Clusters for Caribbean and Latin American innovation and global competitiveness* (2011). Presented by Professor Michael Porter - Bishop William Lawrence University Professor at Harvard Business School. Arthur Lok Jack Graduate School of Business, Trinidad & Tobago
- *Seminar on Brand Management* (2008). Presented by Kevin Lane Keller, the E.B. Osborne Professor of Marketing at the Tuck School of Business, Dartmouth College. Synergy Communications, Jamaica

- *Writing Across the Curriculum Seminar* at IDU, UWI, Mona, attended in Semester 1, 2008
- *Effective Teaching Seminar*; Professor Harvey Brightman: held at UWI, Mona, March 27-29, 2008
- *The Case Writing Workshop*; Professor Paul Beamish; Richard Ivey School of Business: held at UWI, Mona, May 15-16, 2008
- *Performance Management and Appraisal Systems*, Management Institute for National Development, Kingston, Jamaica (2-day workshop, July 2006)
- *Quantitative Data Analysis 1*, UWI & Planning Institute of Jamaica, Kingston Jamaica (November 8 – December 20, 2005)
- Attended Academy of Management (AOM) Academic Conference in Honolulu, Ohio, USA in 2005. Prepared Analysis of Presentations in partial fulfilment of doctoral degree
- *Enterprise-Productivity Growth Strategies*. Presented by Dr. Joseph Prokopenko (Productivity Expert) in Jamaica under the auspices of the Jamaica Productivity Centre (2-day workshop, April 14-15, 2005)
- *Results Based Management*, World Bank, Washington, USA (1-week course attended in 2002)
- *Project Management Principles and Practices*, University of New Orleans, USA (4-day course attended in 1999)
- *Basic Journalism (Print Media)* UWI – CARIMAC, Kingston, Jamaica (Summer 1994)
- Certificate in *Speech Preparation, Development, Presentation and Voice Production*, Effective Speech Institute, Kingston, Jamaica (April 1994 – May 1994)

PUBLICATION – *Over 700 citations over body of work as @ August 2020 (Google Scholar)*

Since joining the UWI in July 2007, I produced 22 peer reviewed publications with focus across **consumer behavioural** themes. Counting only peer reviewed publications, these include 15 peer reviewed journal articles, 3 peer reviewed book chapters, 3 peer reviewed encyclopaedia articles and 1 peer reviewed book. ***NB: The book is to be considered as work-in-progress as there are final changes to be made*** (Table 1).

Table 1: Journal Article; Book Chapter; Encyclopaedia Articles (Referred/Peer Reviewed)

Peer Reviewed Publications	Consumer Behavioural Themes	Journal Articles/ Book Chapters/ Encyclopaedia Articles/ Book
1. Smith, T. A. & Wedderburn, K. C. Compulsive Buying: The roles of consumer traits, self-regulation and marketing ethics. <i>Book proposed with Rowman and Littlefield and expected to be published by December 2020</i>).	Compulsive Buying; Consumer Traits; Self-regulation; Marketing Ethics	Book
2. Smith, T. A. (2020). Investigating: Consumer retail shoplifting, Encyclopaedia of Security and Emergency Management, <i>Springer Nature Switzerland AG 2020 L. R. Shapiro, M. H. Maras (eds.), Encyclopedia of Security and Emergency Management, https://doi.org/10.1007/978-3-319-69891-5_172-1</i>	Consumer Shoplifting	Encyclopaedia Article
3. Smith, T. A. & Haughton, S. A. Drug Trafficking and Drug War, Encyclopaedia of Global Security Studies, <i>Palgrave McMillian. Accepted for Publication. (expected publication date 2020)</i> .	Illegal Goods; Criminal Motivation	Encyclopaedia Article
4. Smith, T. A. (2020). The role of customer personality in satisfaction, attitude-to-brand and loyalty in mobile services. <i>Spanish Journal of Marketing-ESIC</i> .	Consumer Personality; Customer Satisfaction, Attitude-to-Brand; Brand Loyalty	Journal Article
5. Smith, T. A. & Charles, C.A.D. (2020). Residential Security: Gated Communities, Encyclopaedia of Security and Emergency Management, <i>Springer Nature Switzerland AG 2020 L. R. Shapiro, M.-H. Maras (eds.), Encyclopedia of Security and Emergency Management, https://doi.org/10.1007/978-3-319-69891-5_231-1</i>	Residential Consumption	Encyclopaedia Article
6. Haughton, S. A., Smith, T. A., & Berndtsson, J. (2020). Consumer Drivers of Industry Growth and Household Loyalty to Private Security Firms in Jamaica. <i>Journal of Contemporary Criminal Justice, 36(1)</i> , 110-127.	Consumer Attitudes; Consumer Loyalty	Journal Article
7. Smith, T. A. A Personality Trait Model of Credit Card Misuse with Insights for Self-regulation (Academic Version). <i>Accepted for Publication. (expected publication date 2020)</i> .	Consumer Personality; Credit Card Misuse; Self-regulation	Journal Article (Academic)

Peer Reviewed Publications	Consumer Behavioural Themes	Journal Articles/ Book Chapters/ Encyclopaedia Articles/ Book
Smith, T. A. A Personality Trait Model of Credit Card Misuse with Insights for Self-regulation (Consumer Version). <i>Accepted for Publication</i> . (expected publication date 2020).		Journal Article (Applied)
8. Smith, T. & Haughton, S. (2020). Marketing a crime prone destination: Lessons from Montego Bay, Jamaica. <i>Caribbean Perspectives on Criminology and Criminal Justice</i> . Westphalia Press.	Marketing Psychology	Book Chapter
9. Haughton, S. & Smith T. (2019). Jamaica's transnational crime problems of drug trafficking and money laundering. pp. 83-103, <i>Caribbean Perspectives on Criminology and Criminal Justice</i> . Westphalia Press.	Illegal Goods; Criminal Motivation	Book Chapter
10. Smith, T. A. (2019). A buyer behavioural model for associating personality traits with likelihood to buy life insurance. <i>Journal of Customer Behaviour</i> , 18(1), 61-78.	Personality Traits; Buying Behaviour; Insurance Sales	Journal Article
11. Smith, T. A., & Haughton, S. A. (2018). Segmenting Jamaica's Small Hotel Market for Better Targeting. <i>Social and Economic Studies</i> , 67(4), 177-277.	Consumer Segments	Journal Article
12. Smith, T. A., & Charles, C. A. (2018). A decomposed CKM model for better explaining customer satisfaction in the Jamaican public sector. <i>International Journal of Public Sector Performance Management</i> , 4(4), 411-432.	Customer Knowledge; Customer Satisfaction	Journal Article
Up To 2016 @ Senior Lecturer (10 pieces; 13-22) 13. Smith, T. (2016). Customer Value Proposition, Corporate Transformation and Growth in Caribbean Financial Firms. <i>International Journal of Bank Marketing</i> , 34 (6), 885-903. <i>ABS Ranked 1; ADBC Ranked 'B'</i> .	Customer Value Proposition	Journal Article
14. Smith, T. & Lawrence, W. (2015). Towards A Better Understanding of Strategic Planning in Service Versus Manufacturing Firms. <i>International Journal of Management and Decision Making</i> , 14(2), 81-96. <i>ABS Ranked 1; ADBC Ranked 'C'</i> .	Organizational Consumer	Journal Article
15. Smith, T. (2014). <i>Market Demand Analysis on Business Support Training for the MSME</i>	Organizational Consumer Demand	Journal Article

Peer Reviewed Publications	Consumer Behavioural Themes	Journal Articles/ Book Chapters/ Encyclopaedia Articles/ Book
<i>Sector in Jamaica. Journal of Entrepreneurship Education</i> , 17(1), 208-216. 25% acceptance rate		
16. Smith, T., & Deslandes, D. (2014). Disaggregating Jamaica's Micro, Small and Medium Firms on Challenges Faced for Better Policy Development and Planning. <i>Academy of Entrepreneurship Journal</i> , 20(2), 87-101. ADBC Ranked 'C'.	Organizational Consumer Challenges and Policy	Journal Article
17. Smith, T. (2014). <i>Testing of Theory and Related Factors for Influencing Proficiency in Quantitative Research. Academy of Educational Leadership Journal</i> , 18(4), 121-133. 25% acceptance rate	Student Psychology	Journal Article
18. Smith, T. (2012). <i>The Personality Trait Predictor of Brand Loyalty. Academy of Business Research Journal</i> , 3, 6-21.	Consumer Personality; Loyalty	Journal Article
19. Mills, A. & Smith, T. (2011). <i>Knowledge management and organizational performance: a decomposed view. Journal of Knowledge Management</i> , 15(1), 156-171. ADBC Ranked 'A'	Organizational Knowledge	Journal Article
20. Smith, T., Mills, A. & Dion, P. (2010). <i>Linking Business Strategy and Knowledge Management Capabilities for Organizational Effectiveness. International Journal of Knowledge Management</i> , 6(3), 22-43. ADBC Ranked 'B'. Republished as Book Chapter: In M. Jennex (Ed.), 2012. <i>Conceptual Models and Outcomes of Advancing Knowledge Management: New Technologies</i> (pp. 186-207). Hwershey, PA.	Organizational Knowledge Capabilities	Journal Article
21. Smith, T. (2007). <i>Destination choice and levels of satisfaction with Jamaican all-inclusive hotels. IDEAZ</i> , 6, 42-62. Republished as Book Chapter: <i>Caribbean Tourism: A Reader</i> , Edited by: Ian Boxill & Diaram Ramjee Singh (2014); Arawak Publishers.	Guest Satisfaction	Journal Article
22. Smith, T., & Spencer, A. (2011). <i>Predictors of Value for Money in Jamaican All Inclusive Hotels. Caribbean Tourism: A Reader</i> , Edited by: Ian Boxill & Diaram Ramjee Singh (2014); Arawak Publishers.	Value for Money	Book Chapter

Technical Reports (completed)

1. Market Research Study for Sangster's Book Stores (January 2019); 49 pages.
2. Technical Report on Flexible Work Arrangements in the Jamaican Public Sector. October 2018; Hugh Lawson Shearer Trade Union Institute; 40 pages
3. Stakeholder Satisfaction with Mona School of Business and Management (MSBM), 2017; Commissioned by MSBM; 50 pages
4. Market Research and Assessment of Demand for Business Support Services in the MSME Sector in Jamaica. April 2013; Commissioned by Commonwealth Secretariat; 57 pages.
5. Technical Proposal. Education System Transformation Programme 7815: Summative Evaluation of the Transformation of the Ministry of Education; October 2012; Commissioned by UWI Consulting Inc; 130 pages.
6. Marketing Research Study for JAMROCK Apparel Ltd (2011); Commissioned by JAMROCK Apparel Ltd; approximately 40 pages.
7. Marketing Plan for JAMROCK Apparel Ltd (2011); Commissioned by JAMROCK Apparel Ltd; 23 pages.
8. Member Satisfaction Survey for TECU Credit Union in Trinidad and Tobago; Co-Authored; November 2011; Commissioned by GovStrat Ltd; 33 pages.
9. Marketing Research Study of Sangster's Book Stores Limited (July 2010); Commissioned by Sanger's Book Stores limited; 53 pages.
10. Business Plan for Global Villa Hotel (January 2009); Commissioned by Jamaica Business Development Centre; 25 pages.
11. Strategic Plan for Kingston Book Shop (2009); Co-Authored; Commissioned by Kingston Book Shop; 30 pages estimated.
12. Operational Audit for Kingston Book Shop (2009); Co-Authored; Commissioned by Kingston Book Shop; over 100 pages estimated.
13. Demand Analysis on Technology Incubation; Co-Authored with Market Research Services Limited (Don Andersons' group) (2009); Commissioned by Technology Incubation Centre, University of Technology; 84 pages.
14. SEPROD: Productivity Diagnostic Study, (draft report), 2007; Commissioned by Jamaica Productivity Centre; 42 pages.

15. Business Plan for Green Produce Farm: Farm Tour Operations, 2007; Commissioned by Jamaica Business Development Centre; 36 pages.
16. Business Proposals Evaluation Reports for European Commission/ PSDP Grant funding (2006-2008); Commissioned by JAMPRO ; 2 page reports

REFEREED RESEARCH BASED/SCHOLARLY PUBLICATIONS

Editor for Journal

1. *Smith and Jones (2007). Guest Editors of IDEAZ Journal on theme: Tourism Marketing: Insights from the Caribbean, IDEAZ vol. 6.*

NON-REFEREED RESEARCH BASED/SCHOLARLY PUBLICATIONS

1. *Smith (2006). Knowledge Management and its Capabilities linked to the Business Strategy for Organizational Effectiveness. (Doctoral Dissertation). ProQuest Dissertation & Theses, AAT 3250678. – Over 40 citations*

DISTINCTIONS, HONOURS, SCHOLARSHIPS AND AWARDS

These include:

- *Received the Mona School of Business and Management Star Award (UWI) for Best Researcher 2019*
- *Received the UWI Principal's Award for Best Research Paper in the Social Sciences 2016/17*
- *Received the Mona School of Business and Management Star Award (UWI) for Best Researcher 2013/14, 2014/ 2015.*
- *Smith, T. (2011). Personality Trait as a Predictor of Brand Loyalty. Academy of Business Research (Conference Proceedings; AACSB Best Paper Award). September 13-15, 2011, Trump Plaza, Atlantic City, NJ.*

Papers Presented at Academic Conferences (All Items Below are Referred)

Conference Presentations include:

1. *Smith, T. The Consumer Behavioural Predictors of Credit Card Misuse. Paper Presented at 3rd MSBM Conference on Business & Management: "Driving Transformation-Finance, Enterprise Development & Wealth Creation" November 8-10, 2017*
2. *Smith, T. The Influence of Personality Traits on the Likelihood to Buy Life Insurance. Paper Presented at 3rd MSBM Conference on Business & Management: "Driving Transformation-Finance, Enterprise Development & Wealth Creation" November 8-10, 2017*
3. *Smith T. & Charles CAD. A Decomposed CKM Model for Better Explaining Customer Satisfaction in the Jamaican Public Sector. Paper presented at Mona School of Business and Management Conference. Conference Proceedings on Enterprise,*

- Entrepreneurship and Sustainable Development, Kingston, Jamaica, November 9-11, 2016.
4. Smith, T. *Towards Development of a Customer Value Proposition Model that Aligns with Corporate Transformation, Regional Expansion and Growth of Caribbean-Based Financial Institutions*. Paper Presented at Mona School of Business and Management, Inaugural Conference on Business and Management, Montego Bay, Jamaica, January 7-9, 2015.
 5. Smith, T. *Predicting Performance in Quantitative Research at the University of the West Indies: A Case of Self Assessed Competences vs. Actual Grades*. Paper Presented at Mona School of Business and Management, Inaugural Conference on Business and Management, Montego Bay, Jamaica, January 7-9, 2015.
 6. Smith, T. & Haughton, S. *Segmenting Jamaica's Small Hotel Market for Better Targeting*. Paper Presented at 3rd International Tourism Conference, Iberostar Rosehall Beach, Montego Bay, Jamaica, November 9-11, 2014.
 7. Smith, T. *Towards A Better Understanding of Strategic Planning In Service Versus Manufacturing Firms*. Poster displayed at UWI Research Day 2014. Paper presented at the SALISES 15TH Annual Conference in Trinidad and Tobago, April 23-25, 2014.
 8. Smith, T. *Market Demand Analysis on Business Support Training for the MSME Sector in Jamaica (Presented at Allied Academies Annual Winter Internet Conference & Conference Proceedings, p. 33); December 16-20, 2013.*
 9. Smith, T. *Strategic Planning and its Impact on Organizational Performance in Service versus Manufacturing Firms*. Academy of Business Research Conference (Presented at Conference) at the Grand Palladium, Montego Jamaica, November 13-15, 2013.
 10. Smith, T. *A Comparative Analysis of Student Proficiency in Quantitative Research: Perception vs. Actual Grades*. Academy of Business Research Conference (Presented at Conference) at the Grand Palladium, Montego Jamaica, November 13-15, 2013.
 11. Smith, T., & Deslandes, D. *Disaggregating Jamaica's Micro, Small and Medium Firms on Challenges Faced for Better Policy Development and Planning*. Allied Academies (Presented at Conference) Fall international Conference in San Antonio, Texas, October 9-11, 2013
 12. Smith, T. (2013). *Testing of Theory and Related Factors for Influencing Proficiency in Quantitative Research*. Allied Academies (Presented at Conference) Fall international Conference in San Antonio, Texas, October 9-11, 2013.
 13. Smith, T. (2011). *Personality Trait as a Predictor of Brand Loyalty*. Academy of Business Research (Presented at Conference; **AACSB Best Paper Award**). September 13-15, 2011, Trump Plaza, Atlantic City, NJ.

14. Smith, T., & Mills, A. (2010). *Exploring the Impact of Knowledge Management capabilities on Organizational Effectiveness. International Conference on Information Resources Management (Conf-IRM)*. (Presented at Conference & Conference Proceedings); May 16-18, 2010, Montego Bay, Jamaica. Page 35, 9 pages; <http://aisle.aisnet.org/confirm2010/35>.

Special Presentation and Invited Lectures

Examples of service in this area include:

- Presenter for 1-day workshop with executive management at Caribbean Cement Company on Evidence Based Decision Making in the Age of Big Data, February 2020
- Radio and TV Interviews – Research Day 2018
- Judge for Student Case Analysis Competition (Caribbean Case Researchers Association) – University of Technology, January 2019, February 2020
- Chairman of Roundtable: “Corporate Values, Good Governance and Entrepreneurship in Fostering Competitiveness of SMEs: Evidence from Barbados and Belize” at the 2nd Caribbean Competitiveness Forum held at The Jamaica Pegasus, March 18-19, 2014.
- Moderator of session at Doctoral Conference (DBA Cohort 4) - ‘Towards New Business Growth: The Nexus of Theory and Practice at UWI Regional Headquarters, Mona. June 2014.
- Moderator of Doctoral Directed Readings Seminar (DBA Cohort 4) at Mona School of Business and Management. November 2013.
- Moderator for Doctoral Conference at Mona School of Business and Management. Session entitled: “Strategizing for Success. Bridging the Gap Between Academics and Business” October 2013.
- Chairman and Internal Examiner for doctoral proposal defence committee of Sylburn St. Aubyn Clarke, Doctoral Candidate, Mona School of Business and Management, University of the West Indies, December 2012
- Guest Speaker (Rotary Club of Kingston): Presented on study done on Personality Trait as Drivers of Brand Loyalty with implications for Market Segmentation (September 2011)
- Millennium Development Goal (MDG) Conference at the invitation of the World Bank/IDB held in Jamaica (2-days conference in February 2006), where I presented on the role of the PATH Programme in MDGs.
- Guest Lecture at UWI in March 2006, where I presented to a HRM postgraduate group on *The Role of the PATH Programme in Human Capital Development of Poor and Vulnerable Groups*.

- Social Protection Conference at the invitation of the Caribbean Development Bank (CDB), held in Barbados (3-day conference in 2004), where I presented on social safety net reforms in Jamaica, highlighting the case of PATH
- Conditional Cash Transfer Seminar at the invitation of the World Bank, held in Brazil (week-long seminar in 2003), where I presented on the experience of the PATH Programme (Social Safety Net Program, operating in Jamaica)

PUBLIC SERVICE

Service include:

- Chairman of the Board of Directors of the National Conservation Trust Fund of Jamaica, since August 2019; Board Member since October 2018
- Member of Board of Directors of University Council of Jamaica from July 2015 to February 2016
- Chairman of Procurement Committee (Subcommittee of Board of Directors of University Council of Jamaica) from July 2015 to February 2016
- Member of Board of Directors of Universal Media Company Limited (Operators of NewsTalk 93 FM) from March 2015 to July 2018
- Member of the Marketing Sub-Committee of the Health and Wellness Tourism Sector from April 2014 to 2017. The Marketing Sub-Committee was a part of the Health and Wellness Steering Committee that was established by Cabinet for developing the sector.
- Board of Supervision (Board instituted by Jamaica's 19th Century Poor Relief Legislation) - Member for 2 years (2004 – 2006)

OTHER PROFESSIONAL ACTIVITY AND EXPERIENCE

- Member of Academy of Management (AOM) Journal (not paid-up)
- Reviewer for Tourism Analysis Journal since 2010

POSTGRADUATE RESEARCH AND SUPERVISION

- Currently Supervising Tricia-Ann Morris' DBA Dissertation (Mona School of Business and Management, UWI) 2018 – present (Draft dissertation completed)
- Co-Supervised Noel Morgan's DBA Dissertation (Mona School of Business and Management, UWI; **student conferred with high commendation** – Graduation : Nov' 2019)
- Co-Supervised Rickert Allen's DBA Dissertation (Mona School of Business and Management, UWI; **student conferred with high commendation** – Graduation : Nov' 2017)
- Co-supervised Winsome Halliman DBA Dissertation (Mona School of Business and Management, UWI; student conferred – Graduation: Nov' 2017)

- Co-Supervised Karlene Bailey’s DBA Dissertation (Mona School of Business and Management, UWI; **student conferred with high commendation** – Graduation : Nov’ 2017)
- Supervised Analicia Campbell in MSc Tourism (UWI Mona). Thesis entitled “ An examination of the factors that influence the choice between all Inclusive and European Plans” (completed 2011)
- Supervised Littleton Phillips; “Factors that drive the production of coffee in Jamaica” in the MSc. Agricultural Entrepreneurship Programme (UWI, Mona) (completed 2015)
- Provide dissertation and methodological support to Masters, DBA and PhD students at UWI

TEACHING AND RELATED EXPERIENCE

- I have lecture/lectured 14 courses since I started at UWI in July 2007. These are:
 1. Advanced Statistics and Multivariate Data Analysis in **Doctorate** in Business Administration Programme at MSBM (2019)
 2. Consumer Analytics – **Graduate** (lectured since 2017) MSc in Marketing and Data Analytics
 3. Marketing Analytics and Modelling – **Graduate** (lectured since 2017) MSc in Marketing and Data Analytics
 4. SBDC9020: International Marketing in **Doctorate** in Business Administration Programme; Cohorts 3 and 4; MSBM (2012)
 5. MS30C: Marketing Research – **Undergraduate** (lectured for 13 years)
 6. MS30D: Marketing Strategy – **Undergraduate** (lectured for 6 years)
 7. MS30E: Consumer Behaviour – **Undergraduate** (lectured for 8
 8. MS30B: International Marketing – **Undergraduate** (lectured for 3 years)
 9. SBCMA6010: Marketing Research – **Graduate** (7 years)
 10. MS615: Marketing in the MSc Agriculture and Entrepreneurship – **Graduate** (1 year)
 11. SB65M: Consumer Behaviour – **Graduate** (3 years) Mona & WJC
 12. SB604: Business Research in MBA /MBM Programme – **Graduate** (7 years - present)
 13. MS65B: Research and Quantitative Methods in MSc. Programmes – **Graduate** (9 years)
 14. ACCT6101: Accounting Research and Related Theory – **Graduate** (2 semesters in 2012/13)

CONTRIBUTIONS TO DEPARTMENT

- Unit Head of BSc Marketing, International Business, Entrepreneurship, Strategy and Tourism (MIBES): MSBM; August 2015 – July 2020
- Director MSc in Marketing and Data Analytics; August 2016 – July 2020 (Developed Programme)
- Director MSc in Service and Retail Management; August 2016 – July 2020 (Developed Programme; Programme is not yet offered)
- Director MSc in Tourism and Hospitality; August 2014 – July 2017 (Programme now defunct)

- Director MSc in National Security and Strategic Studies; August 2015 – July 2020
- Coordinate and Provide Academic Support for Directed Readings Course on DBA Programme at Mona School of Business and Management); June 2012- 2014
- Head of MIBES Unit (Department of Management Studies - DOMS): August 2010 – July 2012
- Unit Head of Marketing Unit (DOMS): July 2007 – July 2010
- Member of Research Committee: Department of Management Studies (2007 - 2009)
- Member of Strategy Committee: Department of Management Studies (2007 - 2010)
- Coordinated DOMS Special Issue of the IDEAZ Journal- “Tourism Marketing: Insights from the Caribbean” (in 2008) - back published (2007)

EXTRA DEPARTMENTAL UWI SERVICE

- Currently serve as Member of Mona Campus Disciplinary Committee since September 2020
- Served as Internal Quality Reviewer for Department of Government (UWI) in November 2019
- Served as Internal Examiner for MPhil/PhD upgrade (2019)
- Served as Lead Researcher for the Customer Value Quadrant of the UWI/NCB Project for undertaking applied research on corporate transformation of Caribbean firms (Project facilitated by Research Grant of Approximately US\$1M from NCB to UWI in March 2014)
- Coach of UWI/First Caribbean Business Case Analysis Competition (2011)
- Chairman of interviewing panel for Pan Caribbean Scholarship for undergraduate students (2009 - 2011)
- Member of Frank Myers scholarship interviewing panel for Law students (2008 – 2013); chaired panel in 2011 and 2012.
- Member of Tastes scholarship interviewing for law students in 2008
- Member of interviewing panel for H. J. Fenton Memorial Undergraduate Scholarship in Engineering (2008- 2012); chaired panel in 2011 and 2012
- Member of interviewing panel - Principal scholarship award for academic excellence (2008, 2010 & 2011)
- Chairman of interviewing panel for IBM scholarship for undergraduate students (2009)
- Member of interviewing panel for scholarship interviews (Caribbean Cement Company – Calvin Foster Memorial Scholarship) - 2010

OTHER WORK EXPERIENCE

- **Ministry of Labour and Social Security (MLSS): 2002 October to 2007 July**
Jamaica Productivity Centre (Branch of MLSS)
Director Planning and Development - 2006 May – 2007 July
My core responsibility was to develop framework and infrastructural capabilities that would improve productivity and competitiveness within government and private sector entities.

PATH Programmme (Programme of MLSS)

Project Director, PATH Programme (World Bank/Government of Jamaica Social Assistance Programme,): 2004 April – 2006 April

In this position, my core responsibility was to manage and direct the PATH Programme aimed at achieving programme objectives of:

1. full subscription --> 236,000 paid beneficiaries
2. administrative expense --> less than 10%
3. improve targeting --> ensuring that only the deserving are benefited
4. improved efficiencies in programme delivery
5. behavioral improvements among beneficiary families --> school attendance, parent-teacher relationship, preventative health care, lifestyle, etc

PATH Programme (Programme of MLSS)

Manager, Planning and Monitoring, PATH – 2002 October – 2004 March

My responsibilities included inter alia preparation of annual operational plans, 3-year corporate plans, quarterly reviews, 4-monthly project management report, preparation of TORs, reporting to the World Bank on programme deliverables, monitoring of consultancies (i. impact evaluation study ii. operational audits iii. evaluation of the functioning of the PATH Programme iv. field work for impact evaluation study).

▪ **City of Kingston Co-operative Credit Union**

Strategic Business Manager: 2001 March – 2002 October

I was directly involved in the implementation of a Business Process Improvement (BPI) Plan which was developed by KPMG Peat Marwick for improving the business processes of the credit union. I also prepared the Credit Union's 5-year Strategic Plan, Project Plan and conducted various strategic assessments of the organization including a trend analysis utilizing the final accounts of the Credit Union (1997- 2000). In addition, I prepared a case study of the City of Kingston Co-operative Credit Union (inception-2001) highlighting its history, successes, difficulties and its strategic posture throughout its development.

▪ **Office of the Prime Minister**

Senior Director Planning and Evaluation: October, 1995 – November 2000

My responsibilities included inter alia preparation of the annual corporate and 3-year plans, preparation of annual performance reports, evaluating the performance of affiliated government agencies, conducting corporate audits and providing general assistance to the Office of the Prime Minister in the area of strategic planning.

▪ **Jamaica U-Drive Association (JUDA)**

General Manager: March, 1994 – February, 1995

My responsibilities involved the overseeing of the day-to-day operations of the Association. In JUDA's proposed expansion, I was responsible for the development of the business plan which includes the setting up of an Insurance Agency and a Parts

Warehousing and Distributions Entity. I was also involved in liaising with Government, media and other external entities on rent-a-car related matters.

▪ **Urban Development Corporation (UDC)**

Senior Manager, Information Systems: September, 1991 – February, 1994

At the UDC I conducted start-up operations for setting up New Information Systems (IS) Department. This involved preparation of: IS Business plan, IS technical plan and recruitment of 4 members of staff. My accomplishments also include the Project Management of 5 Application Software: (i) Personnel Management, (ii) Transportation, (iii) Area Management (iv) Time sheet (v) Contractors.

▪ **Hardware & Lumber Ltd**

Systems Analyst/Assistant Manager Information Systems –May, 1988 –August, 1991

Here I assisted with the management of the Computer Department while working along with Sales, Marketing, Purchasing and Warehousing in developing and streamlining the systems and operating procedures.

▪ **Colgate Palmolive JA Ltd**

Programmer/Analyst – 1983 – 1986

At Colgate my major achievement was the development of a Superannuation system working along with the Personnel Management Department.