

Abbreviated Vita

Dr. Gerald L. Hershey, Professor

ACADEMIC POSITIONS:

Professor, Department of Information Systems and Operations Management, Department Head, 1985-87 and 1991 to 2000; Associate Dean 1982-85; Acting Head 1982-83; appointed to UNCG faculty in 1976 as Associate Professor and promoted to Professor 1979

Associate Professor, School of Business, Southern Illinois University, Edwardsville, 1974-1976

Assistant Professor, School of Business, Indiana University, Bloomington, 1971-1974; Lecturer 1968-1971

EDUCATIONAL BACKGROUND

B.S. Shippensburg University, PA, 1964

M.S. Indiana University, 1968

Ph.D. Indiana University, 1971

TEACHING AREAS

Office Systems Analysis; Office Systems Design

Business Processes and Information Technology

Business Process Reengineering

Business Planning and Information Technology

Managing Vendor Relationships

SELECTED PROFESSIONAL ACTIVITIES

Coordinator, Triad Information Systems Executives' Council--Plan and participate in programs for 18-20 I.S. executives (vice president level). I have administered this program since 1984.

Seminar presenter, speaker and consultant on topics of procedures and process analysis, work/productivity improvement and office and information systems; more than 200 presentations at national, international and regional meetings of groups such as Administrative Management Society, Association of Information Systems Professionals, Office Systems Research Association, Association for Systems Management, etc.

First President of the Organizational Systems Research Association

Member (appointed by Governor Hunt) to a two-year term on the Commission on Governmental Productivity; also member of Incentive Pay Committee for North Carolina State Employees

Consulting engagements with: AT&T Federal Systems Division, Ciba-Geigy, IBM Systems Marketing, McGladrey & Pullen, Farm Bureau Insurance, Nationwide Insurance, State Life Insurance, others.

SELECTED UNIVERSITY SERVICE ACTIVITIES (UNCG):

Member and Chair, Chancellor's Advisory Committee on Intercollegiate Athletics, 1990-1995

University Computer Science Committee, 1982-1985

Liaison for BSBE to Institutional Research Committee, 1978-1984

Long-range Planning Task Force, Student Life, 1981-1983

Member of numerous other committees including:

- BSBE Accreditation
- BSBE Mission and Goals
- BSBE Curriculum
- BSBE Executive Committee
- BSBE Strategic Planning

SELECTED PUBLICATIONS (in excess of 70 publications including academic, research, professional practitioner journals and textbooks)

Problems in Office Services, co-authored with Loren Waltz, published by Division of Research, Graduate School of Business, Indiana University, 1968, 130 pp.

"Experiential Attributes and Attitudinal Postures of Indiana University Academic Secretaries," The Delta Pi Epsilon Journal, Volume XV, No. 3, May, 1973, pp. 15-26.

Training and Development Programs for Management Support Personnel, published by Administrative Management Society, October, 1974, 74 pp.

"Cutting Office Costs: Look Before You Leap," co-authored with Gene L. Houser, Supervisory Management, a publication of the American Management Association, Volume 20, No. 5, May, 1975, pp. 29-33.

"Auditing Office and Word Processing Operations," Management Review, Vol, 68, No. 2, February, 1979, pp. 49-54.

Reprint of "Strategic Planning . . ." by Auerbach Publishers in their Electronic Office Series--Management and technology, December, 1981, 17 pp.

"Defining and Measuring Office Productivity," Electronic Office: Management and Technology, Auerbach Publishers, November, 1981, 17 pp.

Supervising Office Systems Personnel: Strategies for Professional Management of the Automated Office: (textbook), New Jersey: Prentice-Hall, Inc. 1985, 407 pp. (Instructor's Manual to accompany text, 86 pp.)

"Performance Planning and Assessment Strategies," Proceedings of Academic Chairpersons: Leadership and Management, February, 1985, pp. 212-218.

"Up and Down the IS Career Ladder," Information Strategy: The Executive's Journal, Fall, 1989, 39-43. (reprinted in Managing MIS Personnel)

"Why I.S. Execs Feel Left Out of Big Decisions," (with John Eatman), Datamation, May 15, 1990, 97-99.

Planning and Implementing End-User Information Systems --Office and End-User System Management, co-authored with Donna Kizzier, a text book for Courses OS-2 and OS-3 of OSRA Model Curriculum, 1991, 807 pp. Instructor's Manual, 263 pp.

"Are Business Doctoral Graduates Prepared to Teach?" Selections, Autumn, 1996, pp. 17-26 (with John Eatman and Vidya Gargeya)