**WILLIAM E. (BILL) GILLIS**
**Associate Dean, Interim Chair (Management & Entrepreneurship), and Professor**



## ACADEMIC LEADERSHIP PROFILE

Associate Dean and Interim Department Chair (Management & Entrepreneurship) with extensive experience leading academic operations, accreditation, curriculum development, faculty initiatives, student success, and course scheduling within an AACSB-accredited college of business. Innovative and collaborative decision maker with over 19 years' university experience teaching graduate, and undergraduate courses. Led multiple dissertation committees as both chair and member as part of Ph.D program.

- Developer of internal constituency partnerships promoting innovative programs that impact and engage across the university. These partnerships span across other colleges and academic affairs and include committee work such as the graduate research council, university curriculum changes such as graduate curriculum committee, and student success team, a cross-disciplinary group focused on retention and matriculation.
- Facilitator of internal and external funding for 50 faculty and student development of over 1,000 undergrads and over 200 graduate students
- Proponent, leader, creator, and navigator of faculty led initiatives such as multiple new majors (4), minors (6) at the undergraduate level as well as new concentrations (4) at the MBA level, and 2 added concentrations at the PhD level.
- Helped create DBA (now PhD) program from conception. Inaugural instructor in it, teaching three different seminars over time and revising curriculum twice.
- Oversaw curriculum development for both undergraduate and graduate (chair of curriculum development committee). Redesigned curriculum to increase the number of minors and the ability of Mitchell College students to complete business minors.
- Provide college-level leadership and training across academic planning, scheduling, accreditation (both AACSB and SACS), evaluations (faculty and staff), student services, and faculty development including summer research and teaching grants.
- Active recruiter for both the Football team and area high school fair recruiting. Active recruiting has resulted in an increase in first time freshman by over 10 percent from last year.

## ADMINISTRATIVE LEADERSHIP PROFILE

As Associate Dean, led college planning (strategic and operational), AACSB reporting and accreditation, assessment (to include SACSCOC), curriculum changes, student services, advising, registration, scheduling, scholarships, at-risk students, website/electronic communications, reporting, faculty and student enrollment, and faculty qualifications

- Developer of external constituency partnerships promoting innovative programs that impact and engage across these partnerships. These partnerships are across industries such as AIRBUS and SSAB (defense and steel), Healthcare, Innovation (Launchpad Alabama), and Mobile Chamber of Commerce.
- Experience in college accreditation standards with AACSB (as both Chair and Associate Dean). Key player in reaccreditation in 2017 and 2023. Lead since 2023.
- Leader within collaborative groups in the development of college and strategic plans (Lifelines Counseling Services).
- Builder of governmental, public, and private individual and business relationships in order to promote higher education (Management Advisory Board).
- Chair for undergraduate scholarship offerings from College – over 130 annual scholarships offered totaling over $250,00
- Cayuse grant administrator and designated PI for multiple college sponsored projects.

## EDUCATION

The Florida State University, Ph.D. in Business Administration (Strategic Management), 2007.
University of West Florida, M.B.A., 1998.
United States Air Force Academy, B.S. in History, Russian Area Studies, 1987.

## ACADEMIC AND EMPLOYMENT HISTORY

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|---|---|
| University of South Alabama | Mobile, Alabama |
| Mitchell College of Business | |
| Associate Dean | 2023 - present |
| Chair, Management & Entrepreneurship (since 2023: Interim) | 2016 - present |
| Professor | 2017 - present |
| Associate Professor | 2013 - 2017 |
| Assistant Professor | 2007 - 2013 |
| Florida State University, | |
| College of Business | |
| Adjunct Faculty | 2005 - 2007 |
| University of West Florida | |
| College of Business | |
| Adjunct Faculty (Teaching German MBA students) | 2009 - 2023 |
| Pfizer Pharmaceutical | |
| Labs Division | |
| Professional Sales Representative | 2000 - 2003 |

United States Air Force

| | |
|---|---|
| Officer/Captain/Pilot, | 1987 - 1999 |
| Instructor Pilot: T-34C, | 1995 - 1999 |
| C-130 E/H | 1992 - 1995 |
| T-38A | 1988 - 1992 |

## FUNDRAISING & EXTERNAL ENGAGEMENT

Management Advisory Board Endowed Scholarship – over $40,000 raised to fund a management student scholarship. Giving away over $1,500 every year. Developed relationship with Management Advisory Board members who created the scholarship in 2022. Fully endowed (> $25,000) by 2024.

Dan Leonardi Endowed Scholarship – over $200,000 raised with matching funds from another donor. Giving away over $17,000 to four students every year. Cultivated relationship with part-time instructor who had retired from BP in the Mobile area.

## SELECTED SCHOLARSHIP

White, S.R. & **Gillis**, W.E. (2026) Distinct but complementary: Dynamic and improvisational capabilities. *Journal of Small Business Strategy*, 36 (2): 7-18 https://doi.org/10.53703/001c.157805

Islam, M.S., Hair, J.F. Jr., Murshed, F., Howard, M.C., **Gillis**, W.E., & Istiak, K.M. (2025) Luxury brand counterfeiting: the role of enforcement activism and brand passion. *Journal of Marketing Theory and Practice*, 34 (1): 288-308 https://doi.org/10.1080/10696679.2024.2446167

Hammon, S.D., **Gillis**, W.E., & Icenogle, M.L. (2023) From social responsibility to employee engagement: Evidence from the public sector. *Journal of Management and Governance*, 27: 1223-1247

Unger, C., Mosley, D.C. Jr., **Gillis**, W.E., & Maes, J.D. (2021) Replicate or adapt? Franchising and organizational routines Available. *Organization Development Journal*, 39 (3): 55-66

Maaloof, J.T., Combs, J.G., **Gillis**, W.E., & Perryman, A. (2020) Replicate or adapt? Franchising and organizational routines Available. *Journal of Knowledge Management*, 24 (4): 775-798

**Gillis**, W.E., Combs, J.G., & Yin, X. (2020). Franchise management capabilities and franchisor performance under alternative franchise ownership strategies. *Journal of Business Venturing*, 1-20

Whaley, A. R., **Gillis**, W. E. (2018). Leadership development programs for health care middle managers: An exploration of the top management team member perspective. *Health Care Management Review, 43*(1), 11. DOI:10.1097/HMR.0000000000000131

Whaley, A. R., **Gillis**, W. E., Affuso, E. (2017). A Panel Data Analysis of Efficiency and Productivity of the U. S. Hospital Care System. *Review of Applied Economics*

Harvey, P., Harris, K. J., **Gillis**, W. E., Martinko, M. (2014). Abusive Supervision and the Entitled Employee. *The Leadership Quarterly*, 48: 204-217. http://dx.doi.org/10.1016/j.leaqua.2013.08.001

**Gillis**, W. E., Combs, J. G., Ketchen, D. J. (2014). Using resource-based theory to help explain plural form franchising. *Entrepreneurship: Theory & Practice*, 38(3): 449-472.
DOI: 10.1111/etap.12008

**Gillis**, W. E., McEwan, E., Crook, T. R., Michael, S. C. (2011). Using Tournaments To Reduce Agency Problems In An Inter-Organizational Form: The Case Of Franchising. *Entrepreneurship Theory & Practice*, 35(3), 21. onlinelibrary.wiley.com/doi/10.1111/j.1540-6520.2011.00438.x/full

**Gillis**, W. E., Combs, J. G. (2009). Acquisition financing: Does how you pay for it have implications for success? *The Academy of Management Perspectives*, 23(4), 2. 10.5465/AMP.2009.45590147

## TEXTBOOK

Mosley, D., Gillis, W. E. (in press; online only). *Management for the 21st Century* (2nd edition). Dubuque, IA: Great River Technology.

## SELECTED PROCEEDINGS & RESEARCH PRESENTATIONS

Affuso, E., Whaley, A. R., Gillis, W., Economics Research Seminar, "Efficiency and Productivity of the U.S. Hospital Care System," Troy University, Troy, AL. (January 26, 2018).

Unger, C., Mosley, D., Gillis, W. (2017). "Key Concepts of Organizational Change Today and Tomorrow," Academy of Management Conference.

Unger, C., Mosley, D., Gillis, W. (2017). "The Tree of Organizational Change," Southern Management Association Conference.

Whaley, A. R., Gillis, W. (2016). "Development programs for Hospital Middle Manager: Does program content align with desired goals?," Southern Management Association Conference.

Cohen, S. R., Mosley, D., Gillis, W., Pollack, J. (2016). “Success from Humble Beginnings: How Emotional Intelligence and Trait Humility Influence NCBOs,” Southern Management Association Conference.

Roach, J. G., Icenogle, M., Gillis, W. (2016). “Thriving in Demanding Environments: How Job Demands, Context and Resources Enable Thriving,” Southern Management Association Conference.

Perryman, A.A., Gillis, W., Maalouf, J.T., Combs, J.G, (2013). “When to replicate or adapt organizational routines: The case of franchising,” Academy of Management, BPS Division. Orlando, FL.

Gillis, W., McEwan, E. G., Crook, T. R., Michael, S. C., (2010). Academy of Management, "Can tournaments help solve agency problems in franchising?" Academy of Management - BPS division, Chicago.

Gillis, W., Combs, J. G. (2007). “Beyond Agency Theory: Resource-based and Relational Explanations for Franchising,” Southern Management Association, Nashville, TN.. SAGE Publications: Southern Management Association Conference.

Icenogle, M., Gillis, W., (2007) Small Business Roundtable, "Strategic Management for Small Business Managers," Mobile Chamber of Commerce, Mobile, AL.

## GRANTS AWARDED

Gillis, W. (Principal), “Looking up and looking down: An investigation into the use of stewardship theory in franchisors and franchisees,” Sponsored by the Mitchell College of Business, University of South Alabama – Summer Research Grant, Internal to the University, $10,000. 2015

Gillis, W. (Co-Principal), Combs, J. G. (Co-Principal), "The effects of strategic resources and franchising on financial performance," Sponsored by Florida State University - Office of Research - Small Grant Proposal, External to the University, $3,000.00. 2008 – 2009.

Gillis, W. (Co-Principal), Combs, J. G. (Co-Principal), "The effects of strategic resources and franchising on financial performance," Sponsored by USA Research Council, Internal to the University, $5,000.00. 2008-2009.

## RESEARCH HONORS

Researcher of the Year, Mitchell College of Business, University of South Alabama 2014.

Researcher of the Year, Mitchell College of Business, University of South Alabama 2012.

Best Empirical Paper, United States Association for Small Business and Entrepreneurship. 2012.
Researcher of the Year, Mitchell College of Business, University of South Alabama 2010.
Best Papers - Business Policy and Strategy Track, Academy of Management - BPS. 2009.
Outstanding Paper in Strategy/OT Track, Southern Management Association Conference. 2007.
Overall Outstanding Conference Paper, Southern Management Association Conference. 2007.

## PROFESSIONAL AFFILIATIONS

Member, United States Association for Small Business and Entrepreneurship. 2012-2013
Member, Mortar Board. 2011-
Academy of Management. 2003-
Southern Management Association. 2003-
Beta Gamma Sigma. 1998-
Strategic Management Society. 2003-2009

## PROFESSIONAL SERVICE

### Editorial Review Boards

Group & Organization Management Journal, 2012-2015

### *Ad hoc* Reviews

Entrepreneurship: Theory & Practice, 2010-2018
Journal of Business Venturing, 2012-18
Journal of Small Business Management, 2012
Organizational Research Methods, 2009, 2011-2012
Small Business Economics Journal, 2012

### Track Chair

Hospitality/Health Care/Public Administration – Southern Management Association, 2019, 2023

## DEPARTMENT SERVICE

Course Coordinator. MGT 485. 2007-16
Department Chair Search Committee, Member 2013-
Doctoral Business Administration Standards Committee, Chair, 2013.
Quantitative Methods Faculty Search Committee, Chair, 2014-15.
Doctoral Business Administration Comprehensive Exams Committee, Chair, 2015-6.

## COLLEGE SERVICE

Committee Chair, Scholarships (Department) 2016 -

Committee Chair, DBA Standards Committee. 2014
Committee Chair, DBA Comprehensive Exams. 2014-5
Committee Member, Mitchell COB Library Committee. 2007-2014
Committee Member, Doctoral Candidate Selection. 2012-
Committee Member, Learning Resource Center Librarian selection committee. 2010
Committee Member, Technology Committee. 2007-2008

## UNIVERSITY SERVICE

Research Administration Integration Strategy for Excellence (RAISE), Member, 2025 - 2026
Employee United Way Campaign, Unit Rep, 2017 -
University Appeals Committee, Member, 2019 -
Graduate Research Council, Member, 2023 -
University Assessment Advisory Committee – Student Learning Outcomes, Member, 2023 -
University Student Success Team, Member, 2023 -
Graduate Council, Member, 2023 -
Community Engagement Committee, Member, 2018- 2023
Salary & Benefits Committee, Member, 2013-2014
Planning and Development Committee, Chair, 2014- 2016
University Faculty Senate. 2013-16
Veteran Affairs Committee, Member, 2012-18
International Education Committee, 2014-15
Homecoming Committee, 2014-16

## SERVICE

Guest Speaker, United States Air Force ROTC, Detachment 14, Dining Out, April 2019
President, Corpus Christi Catholic School Advisory Committee, Mobile, Alabama. 2014-2015.
Member, Corpus Christi Catholic School Advisory Board, Mobile, Alabama. 2012-2018.
Committee Chair, Technology & Curriculum Committee - CCCS School Advisory Board, Mobile, Alabama. 2012-2013.
Other, Presentation to Mobile Chamber of Commerce. 2007.
MBA and Launch USA proposal reviewer (2018 – present)
Guest Speaker, AF ROTC, 2011
External Grant Proposal Reviewer, Launchpad Alabama, 2010

## CONSULTING

Healthcare Leadership Training 2023 –
Strategy and Change Management Training for HC professionals.
ELEVATE, Instructor – USA program for upcoming administrators – University of South Alabama, 2018
Management Consulting, SSAB, Mitchell College of Business, 2016

Bedsole Scholars Leadership Development Program 2015 – present
Vision, mission, Change, and strategic development for College sophomores across the state.
Initial training for Engineers promoted to supervisory positions Management Consulting, USA Healthcare Systems, 2014-15
Healthcare training for physicians and other designated middle managers from the USA Healthcare network
Management Consulting, AIRBUS, Mitchell College of Business, 2015-
Initial training for Engineers promoted to supervisory positions
Non-Governmental Organization (NGO), Lifelines Counseling Services, Mobile, AL. 2010-2011
Development of 5-year strategic plan

## SERVICE AWARDS AND HONORS

Outstanding Reviewer Award, Southern Management Association - Health care/Hospitality Management/Public Administration Track. 2016
BPS Outstanding Reviewer Award, Academy of Management - Business Policy and Strategy Division. 2016
BPS Outstanding Reviewer Award, Academy of Management - Business Policy and Strategy Division. 2013
BPS Outstanding Reviewer Award, Academy of Management - Business Policy and Strategy Division. 2010
BPS Outstanding Reviewer Award, Academy of Management - Business Policy and Strategy Division. 2009
BPS Outstanding Reviewer Award, Academy of Management - Business Policy & Strategy. 2007

## TEACHING

### University of South Alabama, 2007-

MGT 300, Management Theory and Practice, Undergraduate
MGT 347, Evaluating Franchising Opportunities, Undergraduate
MGT 356, Strategic Issues in Family Business, Undergraduate
MGT 465, New Venture Creation, Undergraduate
MGT 485, Business Policy in Global Economy, Undergraduate
MGT 486, Undergraduate Comp Exam, Undergraduate
MGT 515, 580, 507 Business Policy, Graduate
MGT 605, Organizational Theory & Change, Doctoral Seminar
MGT 607, Strategic Management, Doctoral Seminar

### The Florida State University, 2005-2007

Man 4720, Strategic Management and Business Policy, Undergraduate
Man 4752, Competitive Dynamics, Undergraduate
Man 4790, Special Topics in Business - Power, Politics, and Culture, Undergraduate

**Transatlantik-Institut & The University of West Florida, 2009, 2012, 2013, 2016**
Management 6721, Strategic Management and Policy Formulation, Graduate

## DIRECTED DISSERTATIONS

Dissertation Committee **Chair**, "Improvise to thrive: Exploring the role of improvisational capabilities in resilience and performance. (June 2023 – June, 2025).
Advised: Sonia White

Dissertation Committee **Chair**, "How mergers and acquisitions impact corporate social responsibility," Management. (June 2022 – May, 2023).
Advised: Tim McIlveene

Dissertation Committee **Chair**, "Reducing the cost of agency: The role of Culture and collective psychological engagement," Management. (June 2021 – June, 2022).
Advised: Stephen Giles

Dissertation Committee **Member**, "Entrepreneurial orientation, business threats, and competitive advantage," Management. (January 2021 – December, 2021).
Advised: Alice Holloway

Dissertation Committee **Chair**, "The effect of monetary incentives on performance," Management. (June 2020 – May, 2023).
Advised: Larry Goehrig

Dissertation Committee **Member**, "Entrepreneurial orientation's effect on new startup ventures," Marketing and Quantitative Methods. (June 2020 – May, 2024).
Advised: Stacey Wellborn

Dissertation Committee **Chair**, "Resiliency after a major catastrophe," Management. (August 2018 – May, 2019).
Advisee: Christy Goodnight, PhD candidate, University of South Alabama

Dissertation Committee **Chair**, "Goal revision at the organizational and team level: Does revision impact collective self-efficacy?," Management. (July 2017 - 2019).
Advisee: Gia Wiggins, Doctorate in Business Administration, University of South Alabama

Dissertation Committee **Member**, "Organizational Change A Bibliometric Analysis of a Research Field," Management. (September 2016 - October 2017).
Advisee: Cai Unger, Doctorate in Business Administration, University of South Alabama

Dissertation Committee **Member**, "A Review of Thriving at Work: Toward Construct Consolidation," Management. (September 2016 - October 2017).
Advisee: John Roach, Doctorate in Business Administration, University of South Alabama

Dissertation Committee **Chair**, 2015-6, "Executive perspectives on leadership development of their middle managers"
Advisee: Alan Whaley, Doctorate in Business Administration, University of South Alabama

Dissertation Committee **Member**, 2015-6, "Citizenship Behaviors among Network Groups"

Advisee: Scott Cohen, Doctorate in Business Administration, University of South Alabama

Dissertation Committee **Member**, 2013-14, "Adherence to organizational routines: A micro-foundations lens"
Advisee: Jamal Maalouf, Management, University of Alabama

## TEACHING AWARDS AND HONORS

Top Professor, Mortar Board. 2011
Hall of Fame/Master Professor, Glo-Bus Business Simulation Game. 2009
Outstanding Professor, Honors Breakfast, Athletic Department. 2008, 2017
Doctoral Teaching Award. 2005-2006.

