
Samuel A. Wathen, Ph.D.
Professor
Management, Marketing, & Resort Tourism
College of Business
wathen@coastal.edu

ACADEMIC BACKGROUND

Degrees

Ph.D. University of Minnesota, Minneapolis, MN, Business Administration, 1988
M.B.A. Oklahoma State University, Stillwater, OK, 1982
M.S. Virginia Tech, Blacksburg, VA, Forest Biometrics, 1977
B.S. University of Illinois, Champaign-Urbana, IL, Forestry, 1975

Academic Experience

Professor, Coastal Carolina University (August, 2002 - Present).
Associate Dean, E. Craig Wall Sr. College of Business Administration (July, 2010 - December, 2010).
Interim Dean, Wall College of Business (January, 2010 - June, 2010).
Associate Dean, Coastal Carolina University (July, 2007 - December, 2010).
Interim Dean, Operations, Coastal Carolina University (July, 2006 - June, 2007).
Associate Dean, Coastal Carolina University (July, 2004 - July, 2006).
Assistant Dean, Coastal Carolina University (August, 2003 - August, 2004).
Associate Professor, Coastal Carolina University (August, 1999 - August, 2001).
Assistant Professor, Coastal Carolina University (August, 1993 - August, 1998).
Assistant Professor, University of Georgia (1988 - 1993).

Dissertation

Dissertation

A Contingency Approach to Service Process Design

Professional Interests

Research Interests

Service Process Design and Management

Teaching Interests

Operations Management, Statistics, Decision Analysis, Service Operations Management

INTELLECTUAL CONTRIBUTIONS

Refereed Articles

- Rauch, D. A., Nale, R. D. , Wathen, S. A. , & Barr, P. B. (2010). An application of importance-performance analysis to university marketing. *International Journal of Electronic Marketing and Retailing*.
- Mitchell, M., Nale, R., Rauch, D., & Wathen, S. (2010). Are You Walking Your Talk? *Nonprofit World*.
- Rauch, D. A., Nale, R. D. , & Wathen, S. A. (2000). An exploratory look at the use of importance-performance analysis as a curricular assessment tool in a school of business. *Journal of Workplace Learning*, 12 (4), 139-145.

Refereed Proceedings

Full Paper

- Nale, R., Rauch, D., Wathen, S., & Mitchell, M. (2008). Importance-Performance Analysis: Helping your community partners walk their talk. *2008 SE Informs*.
- Rauch, D., Nale, R., Wathen, S., & Barr, P. B. (2006). Importance-Performance analysis as a Tool in Measuring the Impact of Curricular Adjustments: An On-going Exploratory Study. *2006 Annual Meeting of Southeast Decision Sciences Institute*.
- Wathen, S. A. (2006). Statistics in the Business Curriculum: Learning Outcomes and Assessment. *Southeast InFORMS*.
- Boyles, G. V., Burney, R. B. , Hendrick, A. E. , Marcis, J. G. , & Wathen, S. (2005). Academic Success of 'Native Students and Transfer Students in the Introductory Finance Course: A Literature Review. *Academy of Economics and Finance*.
- Wathen, S. A. & Nale, R. D. (2004). A note on using a controversial teaching video/article series as a case in a business curriculum. *Southeast Decision Sciences*.
- Wathen, S. A. & Nale, R. D. (2003). Using the ETS business major field test as an assessment tool. *Southeast Region of the Decision Science Institute*.
- Wathen, S. A. & Nale, R. D. (2003). On-going experiences and issues involved in curricular assessment using the ETS business major field test. *Southeast InFORMS Meeting*.
- Wathen, S. A. (2002). Testing an assumption of the USGA Slope Handicap System: is score a linear function of handicap index? *Southeast Region of the Decision Science Institute*.
- Domke-Damonte, D. J. & Wathen, S. A. (2002). Time-Oriented Differences and Team Performance. *Proceedings of the 2002, SAM International Management Conference*.
- Wathen, S. A. (2002). Communication in the Classroom: Creating Interest and Feedback. *Proceedings of the Southeast INFORMS*.
- Wathen, S. A. (2001). Benchmarking Expenditures for Public School Districts in South Carolina. *Proceedings of the Southeast Region of the Decision Sciences Institute*.
- Wathen, S. A. (2001). Simple Linear Regression: Checking the Assumptions. *Southeast INFORMS*.

Presentation of Refereed Papers

Regional

- Wathen, S. A. (2005, October). *Organizing, Presenting, and Implementing a Web-based Statistics Course*. Southeast InFORMS Meeting, Myrtle Beach, South Carolina.

Books

- Lind, D. A., Marchal, W. G. , & Wathen, S. A. (2010). *Basic Statistics for Business and Economics* 7e. , New York, New York: McGraw Hill Irwin.
- Lind, D. A., Marchal, W. G. , & Wathen, S. A. (2010). *Statistical Techniques in Business and Economics*, 15e. , New York: McGraw Hill-Irwin..
- Lind, D. A., Marchal, W. G. , & Wathen, S. A. (2009). *Statistical Techniques in Business and Economics*, 14e. , New York: McGraw Hill-Irwin.
- Lind, D. A., Marchal, W. G. , & Wathen, S. A. (2008). *Basic Statistics for Business & Economics*, 6e. , New York, New York: McGraw-Hill.
- Lind, D. A., Marchal, W. G. , & Wathen, S. A. (2007). *Statistical Techniques in Business & Economics*, 13e. , New York, New York: McGraw Hill-Irwin.
- Lind, D. A., Marchal, W. G. , & Wathen, S. A. (2006). *Basic Statistics for Business & Economics*, 5e. , New York, New York: McGraw Hill-Irwin.
- Lind, D. A., Marchal, W. G. , & Wathen, S. A. (2005). *Statistical Techniques in Business & Economics*, 12e. , New York, New York: McGraw-Hill-Irwin.

Presentation of Non-Refereed Papers

Local

Wathen, S. A. (2002). *Opening applications: jump starting your class.* . Teaching Effectiveness Seminar, Coastal Carolina University, Conway, South Carolina.

National

Wathen, S. A. (2003, April). *McDonald's Inc.* National Production and Operations Management Society Meetings, Savannah, Georgia.

PROFESSIONAL ASSOCIATIONS

Memberships

Production Operations Management Society

TEACHING

Courses Taught

Business Statistics, Decision Analysis, Operations Management

Other Teaching Activities

Distance Learning

2004 - Distance Learning. CBAD291 Business Statistics completely online using WEBCT

Other Intellectual Activities

Learning & Pedagogical Scholarship

2010: Other Publications. Test bank for Lind, D. A., Marchal, W. G. , & Wathen, S. A. (2010). *Basic Statistics for Business and Economics*, 7e. , New York: McGraw Hill-Irwin

2010: Other Publications. Major revision to the test bank for Lind, D. A., Marchal, W. G. , & Wathen, S. A. (2010). *Statistical Techniques in Business and Economics*, 15e. , New York: McGraw Hill-Irwin

SERVICE:

Service to the University

College Assignments

Member:

2005-2006: University Senate

Other Institutional Service Activities:

2008 – 2010: Editor, Wall College of Business Newsletter

University Assignments

Member:

2008 – 2010: Jackson Center for Ethics and Values

2007 – 2010: Academic Appeals Committee

2007 – 2009: University-wide assessment committee

2006 – 2010: Admissions Committee

2004-2005: Public Engagement/Mentoring Steering Committee

Service to the Profession

Board Member: PRJ Editorial Review Board

2010: Coastal Business Journal (Regional).

Reviewer: Conference Paper

2005: Southeast Decision Sciences (Regional).

Service to the Community

Chair of a Committee

2004 – 2005: School Improvement Council, Carolina Forest Middle School

Member of a Committee

2009 – 2011: Better Business Bureau of Coastal Carolina

2004 – 2005: Carolina Forest Middle School Title I advisory committee

Other Community Service Activities

2004: Homework Helper, Tutoring at Carolina Forest Middle School

Faculty Development

Instructional-Related Conference

1999: Master Teaching Workshop. Conway, South Carolina.

Honors-Awards-Grants

Honor

2004: Horry County School District Partner in Education.

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