VITA

1. Name. Shannon Henry Shipp

2. Place of Birth. Dallas, Texas
   Date of Birth. 12/15/56

3. Educational background.
   - University of Tulsa B.S. 9/74 - 5/77 Business Administration (Marketing/Management)
   - Rensselaer Polytechnic Institute M.B.A. 9/77 - 12/78 Business Administration
   - University of Minnesota Ph. D. 6/83 - 2/90 Business Administration (Marketing/Strategic Management)

4. Formal continuing education associated with professional development.

5. Professional certifications.
   - CEA (Certified Earnings Analyst)

6. Present rank.
   - Associate Professor

7. Year of appointment to the University and rank.
   - 1987 – Assistant Professor

8. Year of last promotion.
   - 1993

9. Previous teaching and/or research appointments, other than at TCU.
   a. Part time.
      - 6/83 – 8/87 University of Minnesota Graduate Research and Teaching Assistant
   b. Full time.
      - 8/80 – 6/83 St. Mary’s College, Winona, MN Assistant Professor of Business Administration
10. Previous professional positions.

9/79 – 6/80 General Electric Credit and Leasing Corporation
Account Manager, Dallas, TX
Managed 650 active accounts, solicited additional business, worked out problem accounts

11. External support sought.

a. Received: $50,000 from Mike Klepacki, a TCU alum, for development of ethical decision-making case materials

b. Not received

c. Pending

12. Internal grants sought and disposition of request.

Summer research grants through the M.J. Neeley School of Business (1989-1995)
VIA grant (2004) – not funded

13. Graduate theses (recitals) and dissertations directed.

14. Presentation of scholarly and creative activities.

a. Refereed publications, invitational or juried shows, critically evaluated performances, scholarly monographs.


Winner – 1995 Best Paper of the Year, Journal of Marketing Education


Winner: 1999 Marketing Education Review article from 1990-1994 with the Greatest Impact on the Field since its Publication


b. Non-refereed publications, exhibits, performances, textbooks.


Shipp, Shannon, et. al. (1999), *Guide to Litigation Support Services*, Fort Worth, TX: Practitioners’ Publishing Company

Technology, Skills, Reading, Mass: Addison-Wesley.


Shipp, Shannon (1985), Donaldson Co., Inc., prepared under Department of Education Grant No. G00877027, available through the Case Development Center, University of Minnesota Carlson School of Management.

c. Materials or activities accepted or scheduled but not yet printed, released, or presented.

d. Materials under active review by external editors or referees.

e. Papers presented, participation on panels, etc., at scholarly meetings (include date, place, and sponsor of meeting). Include only meetings which involve actual participation on the program.

Shipp, Shannon (2006), Organizational Ethics, American Rehabilitation Economics Association, Reno, May


Shipp, Shannon (1992), "Improving Students' Skills Throughout the Marketing Curriculum," Academy of Marketing Science, Spring.


15. Editorships, consultantships, professional and creative activities, and professional engagements.

Board of Referees member, The Earnings Analyst, 2000 - present
Editorial Board member, Journal of Personal Selling and Sales Management, 1991 - 96
Editorial Board member, Marketing Education Review, 1993 – 2002
16. Academic advising activities.

Assigned 25-35 advisees

17. Departmental service (include committees).

Marketing Department Chair, 2003 - present
AMA Faculty Advisor (1989-1993)
Marketing Department Faculty Recruiting
Marketing Department Curriculum Revisions
Marketing Department Competitive Analysis
Marketing Department New Student Recruiting

18. College service (include committees).

Co-Chair, Neeley Ethics Initiative 2002-present
Chair, Undergraduate Curriculum Committee (1993 – 95, 2002 – 2006)
Member, Undergraduate Curriculum Task Force (2002-03)
Member, Undergraduate Curriculum Committee (1999-2000)
Member, Instructional Policy Committee (1997)
Chair, Graduate Policy Committee (1995 - 1997)
Chair, MBA Computer Workshop Task Force (1991)
MBA Workshop Co-Coordinator (1991-6)
Chair, "Introduction to Business" Class Task Force, (1992-93)
Member, Graduate Admissions Committee (1990-1994)
Member, Graduate Policy Committee (1990-1992)

19. University service (include committees).

Member, University Research Committee (2004 – present)
Member, Core Implementation Committee (2003 – 2006)
Member, Ranch Management Program Assessment Committee (2003)
Member, Core Curriculum Task Force (2002)
Member, Undergraduate Curriculum Task Force (2002-3)
Chair, Program Review Committee, Foreign Languages (2002 – 2003)
Member, Undergraduate Council (1994-5; 1999-2001, 2002 - 2006)
Chair, Undergraduate Retention and Admissions Committee (2001-02)
Member, Intercollegiate Athletics Committee (1989-1994)
Member, SACS Intercollegiate Athletics Subcommittee (1993)
Member, Graduate Council (1995-1997)

Speak at numerous admissions events for prospective students
Alternate member, University Grievance Committee (2003 – present)
Community activities directly related to professional skills

Consulting Clients since joining TCU: Harris Methodist, Texas New Mexico Power, TXU, Choice Homes, Coca-Cola, Pepsi-Cola, Pharmacia, Pegasus, Bell Helicopter, Marconi Instruments, Studdard Moving and Storage, Freightwise, Burlington Northern Santa Fe, Urban Development Corporation, Texas Petroleum and Convenience Store Operators, Whirlpool, Donaldson Company, Inc., H.B. Fuller, HarperCollins College Publishers, 3M Corporation, Aztec Manufacturing, and many small firms through class projects at TCU.

Speeches on Ethics:

- “Ethical Decision-Making” TCU EMBA class (2006)
- “The Genesis of Ethics” Phi Mu Theta (the religion honors fraternity at TCU) (2006)
- “Why Do People Act Unethically in Organizations and What Can We Do about It?” CEO Netweavers, Dallas (2006)
- “Ethical Decision-Making” to Universidad Mayor EMBA students
- “Ethics at TCU” Lion’s Club (2005)
- Greater Tarrant Business Ethics Awards Luncheon (2005)
- Tarrant Ethics Day (2005)
- Ethics in Communication (2005)
- Ethics at the Neeley School – Downtown Lion’s Club (2004)
- Ethical Communication in a Crisis (Featured Keynote Speaker, CPC Annual Communication Conference, 2004)
- Ethical Decision-Making - KPMG Alumni event (featured speaker; 2 hours of CEU, 2003)
- Ethics in Accounting (featured speaker at KPMG monthly brown bag with Bob Vigeland, 2003)
- Ethics in Athletics (featured speaker for monthly Athletic Department luncheon, 2003)
- Ethical Issues in Communications in a Crisis (CPC Annual Conference Featured Speaker, 2003)
- Importance of Ethics in the Business Curriculum (IBOV, 2002)

Green Honors Chair (Ed Freeman) – coordinated entire visit including scheduling classes with faculty across campus, dinner with interested faculty, luncheon with selected community leaders, meeting with faculty and administrators regarding integration of ethics throughout the Neeley curriculum (planning and visit in 2002)

Green Honors Chair (Ken Goodpaster) – coordinated entire visit including speaking at the Greater Tarrant Business Ethics Awards luncheon, guest lecturing in several classes across campus, meeting with faculty and administrators regarding integration of ethics throughout the Neeley curriculum (planning in 2004, visit in 2005)

Green Honors Chair (Patricia Wehane) – coordinated entire visit (will be on campus in May 2007)
Board Memberships include:

* Tarrant County Better Business Bureau (Executive Council)
* Fort Worth Academy
* American Rehabilitation Economics Association
* Greater Tarrant Business Ethics Awards Committee (Chair)

21. **Memberships in professional organizations (include offices held).**

   Member: American Marketing Association
   * Association for Consumer Research
   * Academy of Management
   * Strategic Management Society
   * Academy of Marketing Science
   * American Rehabilitation Economics Association
   * Southwest Marketing Association
     * Vice President - Membership (1994-5)
     * Program Chair - 1995-6
     * President-Elect - 1996
     * President - 1997

22. **Professionally related Honors and Awards.**

   Visiting Professor of Ethics – University de las Americas, Puebla, Mexico (2006)
   Visiting Professor of Ethics – Universidad Mayor, Santiago, Chile (2006)
   Most Innovative Teaching Award (2004)
   Noble Foundation Teaching Award (2003)
   Mortar Board Preferred Professor (1990, 1997, 1999)
   Albert J. Haring Fellow (1985)

23. **Other professionally related activities not included in any of the above categories (include meetings attended other than those in 14).**

   Taught several executive education courses, including:

   Ethics (Petroleum Landman Institute) (2007)
   Ethics (Ben E. Keith) (2007)
   Ethics (Southwest CUNA) (2006, 2007)
   Ethics (Oxy Chemicals High Potential Managers Annual Training, 2005)
   Ethics (Calco, 2004)
   Finance for Non-Financial Managers (Bell Helicopter, 2000)
   Forecasting (Bell Helicopter Commercial Division, 2001)
   Sales Management (Pharmacia, 2002)
   Strategic Planning (City of Fort Worth, 2003)
   Sales Management (open enrollment through Charles Tandy American Enterprise Center, 2001)