

## CURRICULUM VITAE

**Susan A. Simmons, Ph.D.**  
**Professor of Business Administration**  
**Director of Business Web Site Development**

The Citadel  
School of Business Administration  
171 Moultrie Street  
Charleston, SC 29409

E-mail: [Simmonss@citadel.edu](mailto:Simmonss@citadel.edu)

Home Page: <http://www.citadel.edu/faculty/simmons>

School of Business Administration Home Page:  
<http://www.citadel.edu/csba/>

Office: (843) 953 5165  
Home Office: (843) 851 0245  
Fax: (843) 953-6764

## Summary Bio-Sketch

Susan A. Simmons  
Professor of Business Administration  
The Citadel  
Charleston, SC

Susan A. Simmons is Professor of Business Administration and Director of Business Web Site Development in the School of Business Administration at The Citadel, Charleston, SC. She holds a Ph.D. in Economics from The University of Mississippi.

Support of professional organizations is demonstrated by her active role. She has served in elected officer positions in Southeast Region Decision Sciences Institute and Southeast INFORMS. In addition, she has served as a reviewer for National Decision Sciences Institute, Southeast Decision Sciences Institute, Southwest Decision Sciences Institute, and Southeast INFORMS.

Dr. Simmons' research activity has resulted in more than 30 published journal articles. She has published in the *Journal of Business Communication*, *Management International Review*, *Journal of Student Centered Learning*, and *Journal of Business Research*, among others. Professor Simmons has presented more than 40 papers, including research papers presented at annual meetings of the American Economic Association and National Decision Sciences Institute.

Before coming to The Citadel, Dr. Simmons was as Director of the Center for Business and Economic Research at Sam Houston State University; and served as Editor of the *Journal of Business Strategies*.

Charleston Area YWCA named Dr. Simmons as a recipient of the Tribute to Women and Industry (TWIN) award in spring 2003. She was named as one of the Outstanding Young Women in America. She is a member of several honor societies, including Phi Kappa Phi, Beta Gamma Sigma -- honor society serving business programs accredited by AACSB International, and Omicron Delta Epsilon--International Economic Honor Society.

## SUSAN A. SIMMONS, PH.D.

### Curriculum Vitae

**Office**  
School of Business Administration

The Citadel  
Charleston, SC 29409  
(843) 953-5165

E-mail: SIMMONSS@Citadel.edu

**Residence**  
312 Chaussee Blvd.  
Summerville, SC 29483  
(843) 851 0245  
Fax: (843) 953-6764

Home Page:  
<http://www.citadel.edu/faculty/simmons>

### GRADUATE EDUCATION

Ph.D. in Economics The University of Mississippi. The following fields of specialization are included in the Ph.D. degree.

Quantitative Methods  
Health Care Administration

Managerial Economics  
Economic Theory  
Managerial Accounting

Dissertation Topic: *Estimation of a Vintage Model of Production for the United States Pharmaceutical Preparation Industry.*

Master of Business Administration degree Mississippi State University.  
Major in economics and minor in finance.

Bachelor's degree Mississippi University for Women. Graduated cum laude.

### Teaching Areas:

Business Statistics, Quantitative Methods, Operations Management

### PROFESSIONAL DEVELOPMENT

CSCI-570 Internet Services for Education, The Citadel (3-hour graduate course) Spring 1995

Certified Internet Webmaster Foundations, May 2001, Trident Technical College, Charleston SC

Certified Internet Webmaster Web Site Design, July 2001, Trident Technical College, Charleston SC

Certified Internet Webmaster Ecommerce, August 2001, Trident Technical College, Charleston SC

Teaching Online, Learning Resources Network LERN, May 2001  
Designing Online Instruction, Learning Resources Network LERN, July 2001  
Building Learning Communities in Cyberspace, Learning Resources Network LERN,  
August 2001  
Macromedia University Online--2002

## **WORK EXPERIENCE IN ECONOMICS AND BUSINESS ADMINISTRATION**

March 2002 - present: Professor/tenure  
Director of Business Web Site Development, School of Business Administration, The  
Citadel, Charleston, SC

July 1993 - present: Professor/tenure School of Business Administration, The Citadel,  
Charleston, SC

June 1990 - June 1993: Associate Professor/tenure track, School of Business  
Administration, The Citadel, Charleston, SC

August, 1983 - 1990: Associate Professor/tenure, Department of Economics and  
Business Analysis, Sam Houston State University, Huntsville, TX.

June 1985 - January 1987 Director of the Center for Business and Economic  
Research, College of Business, Sam Houston State University, Huntsville, TX.

June 1985 - January 1987 Editor of the *Journal of Business Strategies*  
Chairman of the Center for Business and Economic Research Steering Committee,  
College of Business, Sam Houston State University, Huntsville, TX.

September 1980 - August 1983: Associate Professor Tenure. Division of Pharmaceutical  
Socioeconomics, College of Pharmacy, The University of Iowa, Iowa City, IA.

August 1978 - August 1980: Assistant Professor, Department of Economics and  
Finance, The University of Southwestern Louisiana, Lafayette, LA.

August 1976 - August 1978: Assistant Professor, Department of Economics, Eastern  
Kentucky University, Richmond, KY.

May 1979 - August 1979 and May 1977 - August 1977: Visiting Assistant Professor,  
Department of Economics and Finance, The University of Mississippi, University, MS.

May 1975 - August 1976: Instructor and Graduate Research Assistant for the  
Department of Economics and Finance, The University of Mississippi.

July, 1973 - July, 1975: Graduate Research Associate for the Department of Economics and Finance, The University of Mississippi, University, MS.

Assisted in the preparation of a study, "Comparison of Post World War II Drug Costs, Benefits, and Funding in Public Health Programs in Great Britain, Sweden, and the United States." Ford Foundation Grant #730-0100 funded this project.

September, 1970 - May, 1973: Instructor, Department of Business, Northwest Mississippi Junior College.

September 1969 - August 1970: Graduate Research Assistant, Bureau of Business and Economic Research, Mississippi State University.

Prepared a report, "A Survey of Mississippi State University Students to Determine Factors Influencing the Employment Decision." This report was used as the basis of a South Central Bell management seminar.

## JOURNAL ARTICLES

Simmons, Susan A. and Brannen, Dalton E. "Consumer Credit and the New Federal Credit Laws." *Mississippi's Business*, Bureau of Business and Economic Research, The University of Mississippi, April, 1976.

Simmons, Susan A. and Brannen, Dalton E. "Improved Demand Forecasting for Nondurables." *Baylor Business Studies* 7 (August, September, October, 1976), 45-54.

Simmons, Susan A. A Review of "Microeconomics Applied to Press Report," by Klaus Stegemann and Walter Hettich. *The American Economist* 21 (Spring, 1977), p. 90.

Simmons, Susan A. "Identification and Interpretation of Factors Affecting Prescription Drug Demand." *Midsouth Journal of Economics* 1 (No. 1, 1977), pp. 77-86.

Simmons, Susan A.; Brannen, Dalton E.; and Hair, Joseph F., Jr. "Credit Laws--Their Impact on Florida Businesses and Consumers." *Economic Leaflets*, Vol. 36, No. 4, April, 1977.

Simmons, Susan A. and Pratt, Eric R. "Branding Policies: Manufacturers' Policies, and Strategies." *Appalachian Business Review*, Vol. V, No. 3, 1977, pp.6-9.

Simmons, Susan A.; Shull, S. C. and Smith, M. C. "Returns to Scale in the Pharmaceutical Preparation Industry." *Midsouth Journal of Economics* 1 (No. 1, 1977), pp. 779-788.

- Simmons, Susan A.; Shull, S. C.; and Smith, Mickey C. "Production Costs in the Pharmaceutical Industry." *Atlanta Economic Review*, Vol. 23, No. 6, November/December 1978, pp. 47-50.
- Simmons, Susan A. and Sharp, Robert R. "The Demand for Pari-Mutuel Wagering in the Thoroughbred Horse Racing Industry." *Midsouth Journal of Economics 2* (No. 1, 1978), pp. 5-10.
- Simmons, Susan A. and Sharp, Robert. "The Economics of Takeout Rates." *The Horseman's Journal*, November, 1979.
- Lohrisch, D. N.; Simmons, S. A.; Shull, S. C.; and Smith, M. C. "Do Economies of Scale Exist in Prescription Dispensing Operations of Community Pharmacies." *Midsouth Journal of Economics 3* (No. 1, 1979), pp. 135-140.
- Shull, S. C.; Magehee, M.; and Simmons, S. A. "Factors Influencing Domestic Wine Consumption." *Midsouth Journal of Economics* (No. 1, 1979), pp. 175-178.
- Simmons, Susan A. (co-authored). "Water Resources and Future Industrial Growth in Mississippi." *Mississippi Geographer*, Spring, 1980.
- Zelnio, R. N. and Simmons, S. A. "Interpretation of Research Data VI: Multivariate Methods." *American Journal of Hospital Pharmacy*, Vol. 38, March, 1981, pp. 369-376.
- Simmons, S. A.; Shull, S. C.; and Smith, M. C. "Rates of Return on Research and Development in the Pharmaceutical Industry: U.S. versus U.K." *Management International Review*. Vol. 21, No. 4, 1981, pp. 62-72.
- Simmons, Susan A. and Shull, S. C. "Pre- and Post- 1962 R & D Rates of Return in The Pharmaceutical Industry." *Midsouth Journal of Economics 6* (1982).
- Smith, Mickey C. and Simmons, Susan A. "A Study of the Effects of Formulary Limitations in Medicaid Drug Programs." *Administration and Policy Journal*, Vol. 2 (Spring, 1983):169-198.
- Simmons, Susan A., et al. "Cost Benefit Analysis of Prospective Pharmacokinetic Dosing of Nortriptylin in Depressed Inpatients." *Journal of Affective Disorders*, Vol. 8 (1985): 47-53.
- Simmons, Susan A. "American and British Pharmaceutical Industries." *International Social Science Review*, Vol. 60, No. 3 (Summer, 1985): 72-79.

Simmons, S. A.; Payne, B. C.; and Smith, M. C. "Marketing Medicaid Drugs: An Analysis of Cost Factors." *Journal of Health Care Marketing*, Vol. 6, No. 3, (Sept. 1986): pp. 29-36.

Simmons, Susan A. and Sharp, Robert. "State Lotteries' Effects on Thoroughbred Horse Racing." *Journal of Policy Analysis and Management*, Vol. 6, No. 3, (April, 1987).

Simmons, Susan A. and Brown, M. E. "Pharmaceutical Research Performed by Industry, Government, and Academia: Pros and Cons." *Mid South Business Journal*. Vol. 3 No. 3 (July 1987):24-29.

Simmons, Susan A. and Hart, Sara A. "Computer Usage in Quantitative Business Analysis Courses." *Journal of Research on Computing in Education*. Vol. 20 No. 3 (Spring 1988):191-205.

Kroll, M.; Simmons, S. A.; and Wright, P. "The Determinants of Chief Executive Officer Compensation Following Major Acquisitions." *Journal of Business Research*. Vol. 20, No. 4 (June 1990):349-366.

Simmons, Susan A. and Sharp, Robert. "State Lotteries' Effects on Thoroughbred Horse Racing." *Journal of Policy Analysis and Management*, Vol. 6, No. 3, (April, 1987).

Simmons, Susan A. and Hart, Sara A. "Computer Usage in Accounting Education at AACSB Accredited Universities." *Journal of Education for Business*. Vol. 63 No. 4 (January 1988):163-167.

Simmons, Susan A. and Sharp, Robert. "Lotteries Impact on the Price Elasticity of Thoroughbred Wagering." *Journal of Economics and Business*. Vol. 14, No. 1 (Spring 1990): 247-254.

Payne, J.; Sharp, R.; Simmons, S. "Predicting Yearling Prices." *ThoroughBred Times* September 1994, p. 31.

Payne, J.; Sharp, R., Simmons, S. "Forecasting Yearling Prices: A Comparison of Alternative Time Series Models." *Journal of Applied Business Research* 10 (Summer 1994): 17-20.

Simmons, Susan A. "Do Economies of Scale Exist in the Pharmaceutical Industry?" *Journal of Business and Management*. Vol. 2, No. 2 (Spring 1995):96-113.

Simmons, Susan A. And Williams, Angela. "What Do Accounting Practitioners Want? How Do Accounting Majors Measure Up?" *Arkansas Business and Economics Review* (Spring 1996):1-10.

Simmons, Susan A.; Jones, Wesley M., Jr.; and Silver, Stephen. "Making the Transition from Face - 2 - Face to Cyberspace." (September/October 2004) *Tech Trends*. Vol. 48 No. 5

Simmons, Susan A., Bolt-Lee, Cynthia, and Foster Sheila D. "Examination Retakes: Knowledge Retention Assessment" *Journal of Student Centered Learning*. Volume 2, Number 3, September 2005, pp. 205-211.

Sharbrough, William; Simmons, Susan A.; and Cantrill, David. "Motivating Language in Industry: Its Impact on Job Satisfaction and Perceived Supervisor Effectiveness" *The Journal of Business Communication*, Volume 43, Number 4, October 2006 1-22

## BOOKS

Beckmann, E.; Silver, S.J.; Simmons, S.A. *International Business Web Directory for International Business: Competing in the Global Marketplace* by Charles W. Hill., McGraw Hill/Irwin, 2002. Available online: [http://highered.mcgraw-hill.com/sites/0072470534/student\\_view0/int\\_l\\_business\\_web\\_directory.html](http://highered.mcgraw-hill.com/sites/0072470534/student_view0/int_l_business_web_directory.html)

Simmons, Susan A. and Silver, Stephen J. *Internet Resources for International Business*. Prentice-Hall, Inc. 2002.

Simmons, Susan A. *Internet Resources for Managers*. St. Louis, Mo.: DAME Publications, A Subsidiary of Thompson Learning, Inc. 2000.

Simmons, Susan A. *Instructor's Manual and Power Point® Slides to Accompany Internet Resources for Managers*. St. Louis, Mo.: DAME Publications, A Subsidiary of Thompson Learning, Inc. 2000.

Simmons, Susan A. *Test Bank to Accompany Understanding Business Statistics*. Homewood, Ill: R. D. Irwin, Inc. 1991.

Simmons, Susan A. *Test Bank to Accompany Understanding Business Statistics*. Second Edition. Homewood, Ill: R. D. Irwin, Inc. January 1995.

## PAPER PRESENTATIONS AND PROCEEDINGS

Simmons, Susan A.; Brannen, Dalton E.; and Shull, S. C. "An Explanatory Model for Beverage Consumption." Paper presented at the 3rd Annual Meeting of the Midsouth Academy of Economists, Birmingham, AL, February 1976 and published in its *Annals*.

Simmons, Susan A. "Use of Factor Analysis in Building a Multiple Regression Equation." Paper presented at the 8th Annual National Conference of the American Institute for Decision Sciences, San Francisco, California, November 11, 1976, and published in its *Proceedings*.

Simmons, Susan A. "Hospital Utilization: A Principal Components and Canonical Correlation Analysis of Determination." Paper presented at Southeastern Region of the American Institute for Decision Sciences meetings, Birmingham, AL, February, 1977, and published in its *Proceedings*.

Simmons, Susan A.; Shull, S.C.; and Smith, Mickey C. "Economies of Scale in the Pharmaceutical Industry." Paper presented at the 4th Annual Midsouth Academy of Economists meetings, February, 1977, Memphis, TN.

Simmons, Susan A. "Identification and Interpretation of Factors Influencing Prescription Drug Demand." Paper presented at the 4th Annual Midsouth Academy of Economists meetings, Memphis, TN, February, 1977.

Simmons, Susan A. and Brannen, Dalton E. "Forecasting Accuracy: Pooled Versus Time-Series Models." Paper presented at the 9th Annual Meeting of the American Institute for Decision Sciences, October, 1977, Chicago, IL, and published in its *Proceedings*.

Simmons, Susan A. and Sharp, Robert. "The Demand for Pari-Mutuel Wagering in the Thoroughbred Horse Racing Industry." Paper presented at the 5th Annual Midsouth Academy of Economists meetings, Jackson, MS, February, 1978.

Simmons, Susan A.; Shull, S.C.; and Smith, M.C. "Estimation of a Putty-Clay Production Function for the Pharmaceutical Industry." Paper presented at the 5th Annual Meeting of the Southwestern Federation of Administration Disciplines, Dallas, TX, March, 1978, and published in its *Proceedings*.

\_\_\_\_\_. "Rate of Return on Research and Development Expenditures by the Drug Industry." Paper presented at the 10th Annual American Institute for Decision Sciences meetings, October 30-November 1, 1978, St. Louis, MO, and published in its *Proceedings*.

Simmons, Susan A. "A Canonical Correlation Model of Hospital Utilization." Paper presented at the 10th Annual American Institute for Decision Sciences meetings, October 30-November 1, 1978, St. Louis, MO, and published in its *Proceedings*.

Simmons, Susan A.; Shull, S. C.; and Smith, M. C. "Competition and Research and Development in the Pharmaceutical Industry." Paper presented at the Annual Southern Economic Association meetings, November 1978, Washington, D.C.

Simmons, Susan A.; Megehee, Maribeth; and Shull, S. C. "Factors Influencing Domestic Wine Consumption." Paper presented at the 6th Annual Meeting of the Midsouth Academy of Economists, Memphis, TN, February, 1979.

Simmons, Susan A., et al. "Do Economies of Scale Exist in the Prescription of Dispensing Operation of Community Pharmacies?" Paper presented at the 6th annual meeting of the Midsouth Academy of Economists, Memphis, TN, February 1979.

Simmons, Susan A.; Shull, S. C.; and Smith, Mickey C. "Rates of Return on Research and Development Expenditures in the U.S. and U.K. Pharmaceutical Industries." Paper presented to the Annual Meeting of the American Economic Association, Atlanta, GA, December 28-30, 1979.

Simmons, Susan A. "A Non-Linear Least Squares Model of Production for the Pharmaceutical Industry." Paper presented at the 10th Annual Meeting of the American Institute for Decision Sciences, New Orleans, LA, November 19-21, 1979, and published in its *Proceedings*.

Simmons, Susan, A. and Brannen, Dalton E. "Factors Affecting the Demand for Arbitrators." Paper presented at the Annual Meeting of the Southern Management Association, Atlanta, GA, November 14-16, 1979, and published in its *Proceedings*.

Simmons, Susan A.; Shull, S. C.; and Smith, M.C. "Advantages of Firm Size Expansion: The Case of the Pharmaceutical Industry." Paper presented at the Seventh Annual Meeting of the Midsouth Academy of Economists, Little Rock, AR, February 14-16, 1980.

Simmons, Susan A.; Brannen, Dalton E.; and Pratt, Eric R. "Consumer Credit Laws and Regulations: What Does the Public Know?" Paper presented at the 10th Annual Southwest AIDS Meeting, February 20-22, 1980, Orlando, FL, and published in its *Proceedings*.

Simmons, Susan A. "Comparison of Factors Affecting Drug Demand in the United States and United Kingdom." Paper presented at the 8th Annual Meeting of the Midsouth Academy of Economists, February 5-7, 1981, Memphis, TN.

Simmons, Susan A.; Shull, S. C.; and Smith, Mickey C. "Rates of Labor and Capital Augmenting Technical Progress in the Pharmaceutical Industry." Paper presented at the Southern Economic Association meeting, November 4-6, 1981, New Orleans, LA.

Simmons, Susan A. and Shull, S. C. "Shift in the Post 1962 Rate of Return on R&D Investment in the Pharmaceutical Industry." Paper presented at the 12th Annual Southeast AIDS Meeting, February, 1982, Memphis, TN, and published in its *Proceedings*.

Smith, Mickey C. and Simmons, Susan A. "A Study of the Effects of Formulary Limitations in Medicaid Drug Problems." Paper presented at the National Pharmaceutical Council Symposium on Effectiveness of Medicines in Containing Health Care Costs, June, 1982, Washington, D.C.

Simmons, Susan A. "A Comparison of the U. S. and U. K. Pharmaceutical Industries With Emphasis on the U. S. Drug Lag." Paper presented at the 10th Annual Midsouth Academy Economists meeting, February, 1983, Jackson, MS.

Simmons, Susan A. "Cash Flow and Cash Budget Techniques for the Community Pharmacy." Seminar presented for the Siouland Pharmaceutical Association and University of Iowa continuing education program, May 1983, Sioux City, IA.

Simmons, Susan A. "Determining Cost to Distribute in the Retail Community Pharmacy." Seminar presented for the Siouland Pharmaceutical Association and University of Iowa continuing education program, May, 1983, Sioux City, IA.

Simmons, Susan A. "Returns to Marketing, R&D and Administration in the Pharmaceutical Industry." Paper presented at the 53rd Annual Meeting of the Southern Economic Association, November, 1983, Washington, D.C.

Hart, Sara A., et al. "Survey of the Current Status in Computer usage in Accounting Education at AACSB-Accredited Institutions." Paper presented at the Annual Meeting of the International Business School Computer Users Group, July, 1984, Iowa City, IA, and published in its *Proceedings*.

Simmons, Susan A., et al. "Cost-Benefit Analysis of Pharmacokinetic Dosing of Nortriptyline." Paper presented at the Midsouth Academy of Economists meetings, February 13-15. 1985, Shreveport, LA.

Hart, S., et al. "Computer Usage in Accounting Education at AACSB Accredited Institutions." Paper presented at the annual Southwestern Region American Accounting Association meeting, March, 1985, New Orleans, LA.

Simmons, Susan A.; Payne, B. C.; and Smith, M. C. "A Multiple Discriminant Analysis of High and Low Cost Medicaid Drug Programs." Paper presented at the Southwestern Society of Economists meeting, March 1985, New Orleans, LA.

Simmons, Susan A., et al. "Survey of the Current Status of Computer Usage in Quantitative Business Analysis Courses at AACSB Member Universities." Paper presented at the Annual Meeting of the International Business School Computer Users Group, July, 1985, Atlanta, GA, and published in its *Proceedings*.

Simmons, Susan, et al. "Computer Usage in Quantitative Business Analysis Courses at AACSB Member Universities." Paper presented at the American Institute for Decision Sciences meeting, November 1985, Las Vegas, NV, and published its *Proceedings*.

Reed, Paul; Kroll, Mark; and Simmons, Susan. "Goal Setting, Intra-Organizational Conflict, and Work Outcomes." Paper presented at the National Conference of the Association of Human Resources Management and Organizational Behavior, November, 1985, Boston, MA.

Simmons, Susan A. "An Analysis of Macroeconomic Variables and Medicaid Drug Costs." Paper presented at the Annual Southwestern Society of Economists meeting, March, 1986, Dallas, TX.

Simmons, Susan A. and Sharp, Robert. "The Impact of Lotteries on the Price Elasticity of Demand for Thoroughbred Racing." Paper presented at the Kentucky Economics Association meeting, September 1986, Lexington, KY.

Simmons, Susan A. and Sharp, Robert. "Impact of Lotteries on Thoroughbred Horse Racing." Paper presented at the Southeast Decision Science Institute meeting, February 1988, Winston-Salem, NC.

Kroll, M. and Simmons, S. A. "The Influence of Major Acquisitions on Chief Executive Officer Compensation." Paper presented at the Southeast Decision Science Institute meeting, February 1989, Charleston, SC. This paper received the Outstanding Theoretical/Empirical Research Paper Award.

Simmons, Susan A. and Sangster, Carol L. "Practitioner Expectations versus Academic Preparation of Entry-Level Accountants." Paper presented at the National Decision Science Institute meeting, November 1989, New Orleans, La.

Simmons, Susan A. and Sharp, Robert. "An Investigation of the Relationship Between Thoroughbred Wagering and Lotteries." Paper presented at the National Decision Science Institute meeting, November 1989, New Orleans, La.

Simmons, Susan A. and Sangster, C. L. "The Use of Importance-Performance Analysis in Evaluating Accounting Education." Paper presented at the National Decision Sciences Institute meeting, November 1990, San Diego, and published in its *Proceedings*.

Simmons, Susan A.; Kroll, M.; and Wright, P. "Acquisitions by Owner-Versus Manager-Controlled Firms: Who Benefits from Such Activity?" Paper presented at the Southeast DSI meeting, February 1990, Columbia, S.C. and published in its *Proceedings*.

Simmons, S. A.; Kroll, M.; and Joyce, G. "A Process for Determining What the Boss Really Wants." Paper presented to the Southeast Decision Sciences Institute Meeting, February 1992, Savannah, GA.

Simmons, S. A. "A Methodology for Determining Salary Equity for a University." Poster session presented at the Southeast Decision Sciences meeting, February 1991, Washington, DC

Simmons, S. A. "A Methodology for Determining Salary Inequity for a University." Paper presented at the Southwest Social Sciences Association meeting, March 1991, San Antonio, TX.

Simmons, Susan A. "Are Male Faculty Members Really Paid More than Female Faculty: A Methodology." Paper presented at the National Decision Sciences Institute annual meeting, November 20-24, 1992, San Francisco, CA.

Simmons, Susan A. and Sharp, Robert. "Going to the Races? Betting and Attendance at Thoroughbred Meets." Paper presented at the National Decision Sciences Institute annual meeting, November 20-24, 1992, San Francisco, CA and published in its *Proceedings*.

\_\_\_\_\_. "Problems in the Thoroughbred Industry - - Actions to Stimulate Investment." Paper presented at the Southeast Region The Institute of Management Science meeting, September 30 - October 2, 1992, Myrtle Beach, S.C.

Simmons, S. A. and Sharp, R. "An Econometric Model to Predict the Supply and Demand for Thoroughbred Foals Brought to Auction." Paper presented at the National Decision Sciences Institute annual meeting, November 1992, San Francisco, CA and published in its *Proceedings*.

Simmons, S. A. "Do Intertrack Wagering and Off Track Betting Encourage Bettors to Bet? Paper presented at the Southeast Region Decision Sciences Institute meeting, March 1994, Williamsburg, VA, and published in its *Proceedings*.

Simmons, S. A. "Is Bigger Better? The Case of the Pharmaceutical Industry." Paper presented at the Southeast Region DSI meeting, February 1994, Wilmington, N.C., and published in its *Proceedings*.

Simmons, S. A. "Do Economies of Scale Exist in the Pharmaceutical Industry." Paper presented at the Western Region DSI meeting, April 1994, San Francisco, CA, and published in its *Proceedings*.

Simmons, S. A. "A Method for Detecting and Correcting Discrimination in the Assignment of Academic Rank." Paper presented at the annual meeting of Southeast The Institute of Management Science, October 5-6, 1995, Myrtle Beach, SC, and published in its *Proceedings*.

Simmons, S. A. "Correcting Salary Inequity through Academic Rank Evaluation." Paper presented at the Western Economic Association meeting, June 29 - July 2, 1996, San Francisco, CA.

Simmons, S. A. "Measuring Economies of Scale and Scope in the Pharmaceutical Industry." Paper presented at the Southeast INFORMS meeting, October 1997, Myrtle Beach, SC.

Simmons, S. A. "Medicaid Drug Costs and Controls." Paper presented at the annual meeting of the Southwestern Society of Economists, March 1997, New Orleans, LA.

Simmons, S. A. "Managing Drug Costs." Paper presented at the annual meeting of Southwest Decision Sciences Institute, March 16-19, 2000, San Antonio, TX and published in its *Proceedings*.

Simmons, S. A. "A Profile of High-Cost Medicaid Drug Programs." Paper Presented at the Annual Meeting of the Academy of Economics and Finance, Biloxi, MS, February 14 - 17, 2001

Simmons, Susan A. and Foster, Sheila. "Predictors of Success in a Master of Business Administration Program." Paper presented at the annual meeting of the Academy of Economics And Finance, February 14-17, 2001, Biloxi, MS

Simmons, Susan A., Silver, Stephen J., and Jones, Wesley M. "Face 2 Face to Cyberspace: Making the Transition." Workshop presented at the Annual Meeting of Southeast Decision Sciences Institute, Hilton Head, SC, February 2002.

Simmons, S. A., Jones, W. M. " Face 2 Face to Cyberspace: Making the Transition." Workshop presented at the Second Annual Charleston Connections Conference, May 2002, Charleston, SC.

Simmons, S. A., Jones, W. M., and Silver, S. J. "Making the Transition from Face to Face to Cyberspace." Workshop presented at the Annual Meeting of Southeast INFORMS, Myrtle Beach, SC, October 2 - 4, 2002.

Simmons, S. A. "Statistical Analysis with SPSS for Windows." Workshop presented to The Citadel Academy for The Scholarship of Teaching, Learning, and Evaluation CASTLE, November 6, 2002, Charleston, SC and uploaded to CASTLE web site <http://www.citadel.edu/carnegie/meetings02/November62002.html>

Simmons, Susan A. Questionnaire Analysis with SPSS for Windows. Workshop presented at the April 28, 2003 meeting of the Citadel Academy of the Scholarship of Teaching, Learning, and Evaluation (CASTLE). Available online: <http://www.citadel.edu/carnegie/>

Sharbrough, William C.; Simmons, Susan A.; and Cantrill, David A. "Motivating Language in Industry: Its Impact on Job Satisfaction and Perceived Supervisor Effectiveness." Paper presented at the annual meeting Southeast Region of Decision Sciences Institute, February 2004 Charleston, SC.

Bolt-Lee, Cynthia; Simmons, Susan A.; and Foster, Sheila. "Examination Retakes: Knowledge Retention Assessed". Paper presented at the annual meeting of College Teaching and Learning Conference, Orlando, Florida January 2004.

VanMatre, Joe; Price, Barbara; Simmons, Susan; Andrews, Robert. "Teaching Business Statistics". Panel presentation made at the annual meeting of Southeast Region Decision Sciences Institute, February 2004, Charleston, SC.

William Sharbrough and Susan A. Simmons. "An Analysis of Gender Differences in Perceptions of Leader Motivating Language Use." Paper presented to the Annual Meeting of the Southeast Decision Sciences Institute Conference, February 18-20, 2009, Charleston, SC and published in its *Proceedings*.

Patricia McArver (Workshop Leader), Susan A. Simmons (panelist), Steve Barry (panelist), Barbara Price (panelist), Brad Prince (panelist). "Navigating the Minefields in Online Education." Workshop presented to the 39<sup>th</sup> Annual Meeting of the Southeast Decision Sciences Institute Conference, February 18-20, 2009, Charleston, SC

## OTHER PUBLICATIONS

Simmons, Susan A. Editor. *Journal of Business Strategies*. Vol. 2 No. 2 (Fall 1985).

Simmons, Susan A. Editor. *Journal of Business Strategies*. Vol. 3 No. 1 (Spring 1986).

Simmons, Susan A. Editor. *Journal of Business Strategies*. Vol. 3 No. 2 (Fall 1986).

Zelnio, R. N. and Simmons, S. A. "Survey of Other Multivariate Techniques." In *Research in Pharmacy Practice: Principles and Methods*, Ed. by A. Nelson, MD: American Society of Hospital Pharmacists, 1981, pp. 121-128.

Simmons, S.A. and Green, W.B. "Sam Houston State University Salary Equity Study." Center for Business and Economic Research, College of Business, Sam Houston State University, Huntsville, TX, Monograph No. 1, August, 1985.

Cross, N. S.; Green, W.B., and Simmons, S. A. "The Impact of Sam Houston State University on Huntsville and Walker County." Center for Business and Economic Research, College of Business, Sam Houston State University, Huntsville, TX, Monograph No. 2, Fall, 1985.

Simmons, Susan A. "University of Houston's Plans to Offer Courses at the North Harris County Educational Facility: Impact on Sam Houston State University." Report prepared for Academic Vice President B. K. Marks, Sam Houston State University, Huntsville, TX, October 1988.

Simmons, Susan A. "The Impact of 1000 Additional Students on Huntsville and Walker County." Report prepared for Vice President of Finance, Jack Parker, Sam Houston State University, Huntsville, TX, June 1988.

## GRANTS

Simmons, Susan A. "A Survey of Mississippi State University Students to Determine Major Factors Influencing the Employment Decision." Mississippi State University Bureau of Business and Economic Research, 1970.

Simmons, Susan A., research associate. "Comparative Analysis of Post World War II Drug Costs, Benefits, and Funding in Public Health Programs in Great Britain, Sweden, and the United States." The University of Mississippi, 1975. This project was partially funded by Ford Foundation Grant No. 730-0100.

Simmons, Susan A. (co-authored). "Water Resources and Industrial Development in Mississippi: Opportunities and Constraints." Grant Funded by the Water Resources Research Institute, 1979.

Simmons, Susan A. "An Investigation of the Relationship between Thoroughbred Wagering and Lotteries." Grant funded by Sam Houston State University, 1988.

Simmons, Susan A. "The Role of Macroeconomic and Demographic Variables in Explaining Medicaid Drug Costs." Grant funded by Sam Houston State University, 1985.

Simmons, Susan A. "An Investigation of the Relationship between Lotteries and Takeout Rates in Thoroughbred Racing." Grant funded by The Citadel Development Foundation, July 1991 - 1992.

Simmons, Susan A. "A Demand Model for Thoroughbred Foals Sold at Auction." Grant funded by The Citadel Development Foundation, July 1992 - 1993.

Simmons, Susan A. "An Investigation of the Relationship between Takeout Rates for Lottery Thoroughbred Racing." Grant funded by The Citadel Development Foundation, July 1991 - 1992

Simmons, Susan A. "A Demand Model for Thoroughbred Foals Sold at Auction." Grant funded by The Citadel Development Foundation, July 1992 - 1993

Simmons, Susan A. "Economies of Scale and Scope in the Pharmaceutical Preparations Industry." Grant funded by The Citadel Development Foundation, July 1993 - 1994.

Simmons, Susan A. "The Role of Intertrack Wagering and Off Track Betting in Thoroughbred Racing." Grant funded by The Citadel Development Foundation, July 1993 - 1994.

Simmons, Susan A. "A Methodology for Measuring Salary Equity in a University." Grant funded by The Citadel Development Foundation, July 1994 - 1995.

Simmons, Susan A. "Business Statistics Textbook and Ancillary Materials." Grant funded by The Citadel Development Foundation, July 1997 - 1998.

Simmons, Susan A. "Internet Resources for Managers and Ancillary Materials." Grant funded by The Citadel Development Foundation, July 1998 - 1999.

## BOOK REVIEWS

Review of *Elementary Applied Statistics: A Systematic Approach*. Wadsworth Publishing Company. October 1988.

Review of Hall and Adelman: *Computerized Business Statistics: Theory and Applications*. Richard D. Irwin, Inc., April 1989.

Review of *Basic Business Statistics: An Intuitive Approach*. Merrill Publishing Company. October 1987.

Review of Toh and Hu: *Basic Business Statistics: An Intuitive Approach*. Merrill Publishing Company. February 1987.

Review of *Elementary Business Statistics by Example*. Merrill Publishing Company. July 1987.

Review of *Analytic Models for Decision Support*. William C. Brown Company. June 1987.

Review of Freund and Williams. *Elementary Business Statistics*, 5th Edition. Prentice-Hall, Inc. May 1986.

Review of *Basic Applied Statistics*. Business Publications, Inc. August 1987.

Review of *Data for Decision: Statistics in a Dynamic Economy*. Business Publications, Inc. February 1988.

Review of Hall and Adelman *Business Statistics: Text, Cases and Software*. R. D. Irwin, Inc. April 1989.

Review of Toh and Hu *Business Statistics: An Intuitive Approach*. West Publishing, Inc. Spring 1991.

Review of Freund and Williams, *Elementary Business Statistics: The Modern Approach*, 6th Edition, Prentice-Hall, Inc. Spring 1991.

## BOARD OF EDITORS

*Journal of Business Strategies*, Editor, Fall 1985 - Fall 1987, Board of Editors 1983 - 1990

*Midsouth Journal of Economics and Finance*, Board of Editors 1979 - 1990

*Journal of Pharmaceutical Marketing and Management*, Board of Editors 1986 - 1993

*Business Insights*, Board of Editors 1985 - 1991

*Journal of Research in Pharmaceutical Economics*, Board of Editors 1988 - 1995

*Texas Management Review* Board of Editors 1992 - 1994

*Journal of Industrial Economics* Special reviewer 1992

*Southwest Business Review*, Board of Editors 1991 - 1994

## HONORS

Beta Gamma Sigma -- honor society serving business programs accredited by AACSB  
International - The Association to Advance Collegiate Schools of Business  
Phi Kappa Phi  
Omicron Delta Epsilon  
International Economic Honor Society  
Kappa Epsilon  
Associate Member  
The University of Mississippi Business Order  
Who's Who in the South and Southwest 1985 -  
Outstanding Young Women in America 1982  
Who's Who in Finance and Industry 1990 -  
Tribute to Women and Industry (TWIN) award given by Charleston Area YWCA 2003  
Mississippi University for Women The Long Blue Line donor 2009

## **PROFESSIONAL ORGANIZATION AND COMMITTEE MEMBERSHIPS**

Midsouth Academy of Economics and Finance  
Board of Editors 1979-1990  
Finance Track Chair 1984-1985  
Program Committee 1985-1986  
J. Anderson Davis Lecture Committee - 1986-1990  
National Decision Sciences Institute  
Membership Committee 1979-1981  
Reviewer 1996-1997  
Southeast Region Decision Sciences Institute  
Secretary 1979-80, 1980-81, 1991-92  
Vice President Student Liaison 1978-79  
Track Chair 1978-1979  
Placement Director 1990-1991  
Vice President Publications 1993-1994  
Council member 1981-1984 1994 - 1998  
Reviewer 1995-1996  
Southwest Region DSI  
Track Chair 1990-1991  
American Association of Colleges Pharmacy 1980-1983  
Teachers of Pharmacy Administration Academic  
Resource Council 1982-1983  
Southwest Social Science Association  
Treasurer of Women's Caucus 1991-1992  
Southeast INFORMS  
Track Chairman 1990-1991  
Placement Director 1993-1994  
Finance Honor Society

Faculty Sponsor 1978-1980  
Phi Chi Theta  
Faculty Sponsor 1984-1986  
Who's Who in the South and Southwest 1985 -  
Who's Who in Finance and Industry 1990 -