

LAWRENCE E. BURGEE, PH.D.

Resume/Curriculum Vitae, Personal Cell: 443-791-1064, Personal Email: lburgee@yahoo.com

Education

- **Ph.D., University of Maryland, Baltimore County**, Information Systems, 2005, 4.00 GPA
Dissertation - *The Effects of Screen Size, Information Organization, and Time on User Comprehension of Text-Based Information Presented in a Web Browser*
- **M.S., University of Maryland, Baltimore County**, Information Systems, 2000, 4.00 GPA
- **M.B.A., Loyola University Maryland**, 1993, 3.62 GPA
- **B.S., Wesley College**, Information Systems, 1985, Magna Cum Laude, 3.95 GPA,
Alpha Chi Honor Society
- **A.A., Harford Community College**, Data Processing, 1983, High Honors, 3.86 GPA,
Phi Theta Kappa Honor Society

Academic Experience

Palm Beach Atlantic University, West Palm Beach, FL, Rinker School of Business

June 2017 - Present

Professor of Marketing

June 2017 - Present

Summary: Dr. Burgee teaches Integrated Marketing Communication, International Marketing, and Marketing Management in the MBA program, and Principles of Marketing, Marketing Management, International Marketing, Digital Marketing, and Global Business in the undergraduate program. He is the BS Business Administration program director. He is the faculty advisor to the PBA student chapter of the American Marketing Association. Dr. Burgee is also a member of the RSB Accreditation Steering Committee and the University Technology Committee. In November 2017, he was honored with the "Professorial Medallion" for earning the highest rank in academia.

Neumann University, Aston, PA, Division of Business and Information Management

July 2014 - June 2017

Dean and Professor of Business and Information Management

July 2014 - June 2017

Summary: Dr. Burgee served as dean and professor, Division of Business and Information Management, Neumann University. In just three years, he coordinated more than 50 curricular enhancements to degrees in accounting, computer information systems, marketing, sport management, and three new business administration tracks in finance, human resources, and international business. In his first year, he spearheaded the doubling of the Business Advisory Council to nearly 40 members. He then met with BAC small groups divided by discipline to incorporate their industry-based input into the curricular revisions. He worked with faculty and administration colleagues to lead the Division through successful ACBSP reaccreditation. The report from the ACBSP visitation team praised Dr. Burgee for his strong and effective leadership and ability to build bridges across campus through constructive collaborative processes. He won a best paper award on the topic of fostering cultural immersion at the Academy of Business Research Fall 2014 Conference (abstract). He also conceptualized, organized, and led Neumann's first International Marketing European Study Tour to London and Berlin in May 2015 (course), with visits to nine companies. Since 1992, he has been developing and leading business-focused study tours to visit over 150 companies in Europe and Central America. In April 2016, Dr. Burgee was

inducted into the Delta Mu Delta International Honor Society in recognition of his efforts to improve Neumann's business programs. He also oversaw the Division's core assurance of learning and IDEA assessment activities.

Service and Committees:

- President's Advisory Council (member)
- University Management Team (member)
- University Graduate Council (member)
- Academic Deans Council (member)
- ACBSP Reaccreditation Team (coordinator)
- COSMA (Sport Management) Accreditation Compliance Team (member)
- Business Advisory Council (chair)

Teaching:

- International Business and Trade (BUS-321): Spring 2015.
- International Marketing (MKT-323); Spring 2015 European Study Tour to London and Berlin.
- Special Topics in Marketing (MKT-426); Spring 2015 European Study Tour to London and Berlin.

Advising: Available to assist all 450+ students in Division.

Stevenson University, Owings Mills, MD, Brown School of Business and Leadership
August 2009 - June 2014

Department Chair and Associate Professor, Department of Information Systems
August 2009 - June 2014

Summary: Dr. Burgee served as chair and associate professor in the Department of Information Systems at the Brown School of Business and Leadership at Stevenson University. He led the development of five new business-focused information systems courses and a new track in e-commerce technology. He headed the efforts to integrate business professionalism and leadership theory into the IS degrees, a process known as DeGeeking. He also collaborated with Business Administration and Arts in the formation of a new multidisciplinary digital marketing degree. Enrollment for BIS and CIS increased from 180 upon his arrival to more than 250 at the time of his departure. In 2010, he completed the prestigious year-long Stevenson University President's Leadership Series. In 2011, he won the Dean's Award for Outstanding Faculty Student Leadership. In 2014, he received the Dean's Award for Outstanding Scholarship for the DeGeeking best paper presented at the 2013 Academy of Business Research Conference. Dr. Burgee was also inducted into the Sigma Beta Delta International Honor Society in Business, Management and Administration, an honor recognizing the seven international study tours he led and co-led while at Stevenson.

Study Tours / Experiential Learning: Dr. Burgee led the inaugural and highly-successful Stevenson University May Term 2010 International Marketing European Study Tour. This was a "progressive cultural-immersion experiential learning initiative" to London, Paris, Cologne, and Prague. Dr. Burgee personally arranged for the Study Tour visits to twelve highly-regarded companies in Europe to learn International Marketing first-hand from high-level business executives. In May 2011, Dr. Burgee offered a one-credit course Cultural Effects Observed in European Advertising and Media as part of the first May Term IS-260 Presentation Theory European Study Tour to London and Paris. In January 2012, he coordinated and led the first Stevenson University Winter Term in Panama, a mini-mester program held at Quality Leadership University, in Panama City, Panama. He taught International Marketing with an infusion of Panamanian culture and business. He also coordinated and led the May Term 2012 International Marketing European Study Tour to Paris, Milan, and Prague. In 2013, Dr. Burgee arranged

company visits and travel logistics, and then assisted, guided, and chaperoned the May Term IS-260 Presentation Theory European Study Tour to London and Munich. In January 2014, he coordinated and led the second Stevenson University Winter Term in Panama. In May 2014, he co-led the fifth anniversary European Study Tour to London, Prague, and Munich.

Teaching:

- Principles of E-Commerce (IS-301): Spring 2011 (1 section, developed new course); Fall 2011 (1 section); Spring 2012 (2 sections); Fall 2012 (1 section); Spring 2013 (1 section); Fall 2013 (2 sections); Spring 2014 (2 sections).
- Human-Computer Interaction (IS-320): Spring 2011 (1 section, developed new course); Fall 2011 (1 section); Spring 2012 (1 section); Fall 2012 (1 section); Spring 2013 (1 section).
- Relational Database Design & SQL with MS Access (IS-150): Fall 2009 (2 sections); Spring 2010 (2 sections); Fall 2010 (2 sections).
- International Marketing (INBUS-325); May Term 2010 European Study Tour to London, Paris, Cologne, and Prague (1 section, developed new Europe program); Winter Term in Panama, January 2012 (1 section, developed new Panama program); May Term 2012 European Study Tour to Paris, Milan, and Prague (1 section); Winter Term in Panama, January 2014 (1 section); May Term 2014 European Study Tour to London, Prague, and Munich (1 section).
- LB-203 Cultural Effects Observed in European Advertising and Media; May Term 2011 Presentation Theory European Study Tour to London and Paris (1 section, developed new one-credit option offering for IS-260 parent course).

Advising: Extensive mandatory advising of 25-35 students per semester.

Television Appearances:

- Problems with Obamacare Website, Maryland Public Television, Oct 25, 2013
- Social Media Cautions ..., Maryland Public Television, Mar. 31, 2011
- The Darker Side of Facebook, WBAL-TV, Dec. 5, 2010

Stevenson Promotional Video: Business Information Systems

Media and Public Relations: Featured in numerous publications (The Baltimore Sun, SU Ventures, SU Villager, SU Insider, Ford Europe, IT Insider) on various topics such as guiding study tours, presenting a favorable image on social networking websites, Facebook appropriateness, DeGeeking, dress for success, etc.

Towson University, Towson, MD, College of Business and Economics
August 2003 - June 2009

Assistant Professor, e-Business and Technology Management
August 2007 - June 2009

Assistant Professor, Marketing and e-Business
August 2005 - June 2007

Instructor, Management Information Systems
August 2003 - June 2005

Summary: Dr. Burgee was at Towson University from 2003 to 2009, where he taught cutting-edge courses in IS, e-business, and internet technology. He also taught marketing in the Executive MBA program at University of Lodz Polish-American Management Center in Poland, and taught e-business at Quality Leadership University in Panama. He was selected by The President's Leadership Institute and

completed the prestigious Towson University Leadership Program during the 2006-2007 academic year. He also played a pivotal role in the development and implementation of Towson University's first mobile technology classroom.

Teaching:

- Principles of e-Business (EBTM 311): Summer 2009 (1 section); Spring 2009 (3 sections); January 2009 (1 section, Panama City, Panama); Fall 2008 (2 sections); Summer 2008 (1 section); Spring 2008 (2 sections); January 2008 (1 section, Panama City, Panama); Fall 2007 (2 sections); Summer 2007 (1 section); Spring 2007 (2 sections); Fall 2006 (3 sections); Spring 2006 (2 sections); Fall 2005 (2 sections)
- Current Development in e-Business (EBTM 469): Spring 2009 (1 section); Spring 2008 (1 section); Spring 2007 (1 section); Spring 2006 (1 section)
- Internet Technology (EBUS 367): Fall 2008 (1 section); Fall 2007 (1 section)
- Information Technology (MNGT 337): Fall 2005 (1 section); Spring 2005 (3 sections); Fall 2004 (3 sections); Spring 2004 (3 sections); Fall 2003 (3 sections)
- Marketing module, Executive MBA, University of Lodz, Polish-American Management Center in Poland, May 2006

Service: Department of e-Business and Technology Management representative to the College of Business and Economics Learning Excellence Committee; Chair of College of Business and Economics Technology Resources Committee; Department of Marketing and e-Business representative to the College of Business and Economics Technology Resources Committee; Member of the e-Business Advisory Board; Department of Marketing and e-Business Webmaster; Co-Chair Department of Marketing and e-Business Assessment Committee; College of Business and Economics representative to the Towson University School of Technology Task Force; Advisor to the Electronic Business Association (student organization); AACSB Reaccreditation Subcommittee for Learning Excellence.

Advising: Extensive mandatory advising of 50-60 students per semester.

Television Appearance: US Lags Behind With Internet, WJZ TV, Nov. 1, 2007

Loyola University Maryland, Baltimore, MD, The Sellinger School of Business and Management
July 1992 - August 2005

Summary: From 1999 to 2002, Dr. Burgee was the executive director of the Lattanze Center for Executive Studies in Information Technology at Loyola University Maryland. He was the International Business & Marketing European Study Tour coordinator (for Loyola and American University) from 1992 to 1998 where he developed marketing strategies, established relationships with high-level executives, and arranged for group visits to more than 75 companies in Belgium, Czech Republic, England, France, Germany, Ireland, Italy, and Switzerland. He was also Loyola's American experience program director and was responsible for hosting two-week business, marketing, and cultural integration visits to Baltimore for 20-25 Chilean business executives from the Loyola MBA Program at University Alberto Hurtado in Santiago, Chile. While at Loyola, Dr. Burgee taught five different graduate MBA courses and four different undergraduate business courses.

Adjunct Professor

January 1997 - August 2005

Visiting Professor

January 2003 - May 2003

Teaching:

Graduate MBA Courses:

- Information and Technology for Management (GB 704): Summer 2005
- Database Design and Implementation (GB 756): Spring 2003
- International Marketing (GB 748): Spring 2003; Fall 2001
- Special Topics in IT: Lattanze Seminar Series - Current Topics in IT (GB 759): Spring 2001
- Business Support Technologies (GB 757): Summer 1999

Undergraduate Courses:

- Management Information Systems (BA 251): Spring 2002
- International Marketing (BA 448): Spring 2003 (2 sections); Fall 2001; Fall 1999; Spring 1999; Spring 1998; Spring 1997
- Marketing (BA/MK 240): Fall 2000; Fall 1999; Fall 1998; Fall 1997
- International Business (BA 382): Summer 1999

Executive Director - Lattanze Center for Executive Studies in Information Technology

October 1999 - December 2002

Dr. Burgee directed all activities of the Lattanze Center for Executive Studies in Information Technology. He researched topics, scheduled, coordinated, marketed, and attended 24 seminars per year on a wide variety of IT areas. He developed contacts and established relationships with high-level IT executives, maintained membership levels (nearly 50 local, regional, and national organizations), and recruited new members. He coordinated special events such as the IT Career Fair Day (for Loyola and other area schools students) and the IT Executive of the Year Award program. He created, published, and maintained the Center website for promotional and informational purposes, and provided consulting as a member of the Loyola Web Advisory Group. He developed and delivered executive presentations to the Association of Information Technology Professionals, World Trade Center Institute, Hunt Valley Business Forum, and Loyola Center for Closely Held Firms. During this time, Dr. Burgee was also Loyola's American Experience program director and was responsible for hosting two-week business, marketing, and cultural integration visits to Baltimore for 20-25 Chilean business executives from the Loyola MBA Program at University Alberto Hurtado in Santiago, Chile. He was a member of the AACSB Reaccreditation Subcommittee for Centers of Excellence. He also developed a new MBA course entitled Special Topics in IT: Lattanze Seminar Series - Current Topics in IT.

European Study Tour Coordinator (Loyola University and American University)

July 1992 - August 1998 (Part-time position while working full-time at Baltimore Gas & Electric Company)

Dr. Burgee gained valuable marketing and international business expertise under the direction of his mentor Dr. Doris Van Doren, Professor of Marketing. He developed marketing strategies, established relationships with high-level executives through an extensive network of international contacts, and arranged for group visits to more than 75 companies in Belgium, Czech Republic, England, France, Germany, Ireland, Italy, and Switzerland. He coordinated all aspects of the program including the creation, production, distribution, and presentation of promotional materials to undergraduate and MBA students, faculty, administration, leaders of the local corporate community, and participating companies and executives. He designed tour schedules and itineraries, organized travel arrangements, recruited student participants, and guided the tour through Europe. He also created, published, and maintained the study tour promotional and informational website.

University of Maryland Baltimore County, Baltimore, MD
August 1998 - July 1999

Part-time Instructor
May 1999 - July 1999

- Database Program Development (IFSM 410): Summer 1999

Graduate Teaching and Research Assistant
August 1998 - May 1999

- Software and Hardware Concepts (IFSM 310): Spring 1999 (Rated top 10% UMBC instructor); Fall 1998

Research: Dr. Burgee performed ten hours of research work per week for Dr. Aryya Gangopadhyay, focused on Oracle database technology and electronic commerce. He also conducted research examining human-computer interaction issues from an international and cultural perspective as they relate to the global e-business environment.

Scholarship

Saulynas, S., **Burgee, L.E.**, & Kuber R. (2017). All Situational Impairments are not Created Equal: A Classification System for Situational Impairment Events and the Unique Nature of Severely Constraining Situational Impairments. Wuhan, China: Proceedings of iConference 2017.

Burgee, L.E., Lanzillo, J.D., & Mezzy, C. (2017). Blending Academics and Practitioners: Utilizing a Business Advisory Council for Curriculum Review and Redesign. Tampa, Florida: Presentation at the Commission on Sport Management Accreditation (COSMA) Conference.

Burgee, L.E. (2016). Lessons Learned from Two Decades of Developing and Conducting Short-Term Faculty-Led Business-Focused Study Tours. Cancun, Mexico: Presentation at the ACBSP International Conference and Accreditation Forum.

Saulynas, S.A., Norcio, A.F., & **Burgee, L.E.** (2014). Towards a Personal Autonomous Presentation Assistant: Applying Technology for Intelligent Assistance During Live Presentations. Bangalore, India: Proceedings of the International Conference on Innovative Practices in Business and Information Technology, ISBN: 978-1-63452-467-4, 1-11.

Burgee, L.E., Saulynas, S.A. (2014). Guidelines for Developing and Conducting an International Marketing European Study Tour: Lessons Learned from Two Decades of Fostering Cultural Immersion. San Antonio, TX: Proceedings of the Academy of Business Research. Best Paper Award.

Saulynas, S.A., **Burgee, L.E.** (2014). A New and Improved Short-Term International Study Tour: Creating a Pedagogical Synergy Between Two Courses to Maximize the Value to the Student and the Institution. San Antonio, TX: Proceedings of the Academy of Business Research.

Yang, J., **Burgee, L.E.** (2014). European Study Abroad Program: An Interdisciplinary Approach. Charlotte NC: Proceedings of the 71st Annual Conference of the International Textile and Apparel Association.

Burgee, L.E., Saulynas, S.A. (2013). DeGeeking: Infusing Business Professionalism into Information Systems Degree Programs. San Antonio, TX: Proceedings of the Academy of Business Research. Best Paper Award.

Saulynas, S.A., **Burgee, L.E.** (2013). Autonomous Presentation Assistance Theory: Applying Technology for Intelligent Assistance during Live Presentations. San Antonio, TX: Proceedings of the Academy of Business Research.

Steffes, E.M., **Burgee, L.E.** (2009). Social Ties and Online Word of Mouth. Internet Research (Journal), Vol. 19, No. 1, 42-59. (This article was honored by Internet Research for "Awards for Excellence - Outstanding Paper Awards - Highly commended"; **As of April 2019, cited in more than 530 publications as reported by Google Scholar.**

Burgee, L.E., Steffes, E.M. (2007). Lurkers and Participation Inequality in Service Electronic Word of Mouth (SeWOM). State College, PA: Proceedings of The Northeastern Association of Business, Economics and Technology.

Steffes, E.M., **Burgee, L.E.** (2007). The Effects of Service Electronic Word of Mouth in Academia. State College, PA: Proceedings of The Northeastern Association of Business, Economics and Technology.

Harris, J., **Burgee, L.E.** (2007). Shop And Share: How Top Retail Websites Incorporate C2C Communication. Nacogdoches, TX: E-Business Review/International Academy of E-Business, Vol. 7, 107-110.

Van Doren, D.C., **Burgee, L.E.** (2007). Using the World Wide Web to Facilitate an International Study Tour. Las Vegas, NV: 14th Annual Conference of American Society of Business and Behavioral Sciences, Vol. 14, No. 1, 1678-1687.

Burgee, L.E., (2005). Visual Interfaces: Moving from Paper to Large-Screen Visual Display Units to Small-Screen Visual Display Units. Proceedings of HCI International 2005 – Theoretical and Practical Aspects of Advanced Interfaces, Vol. 1, 130-138.

Burgee, L.E., (2001). Internationalization of Websites: The Next Great Challenge in Interface Design. Proceedings of HCI International 2001 – Usability Evaluation and Interface Design, Vol. 1, 106-110.

Burgee, L.E., (2000). The Virtual Model and the Interactive Virtual Apparel Platform. Proceedings of the World Multiconference on Systemics, Cybernetics, and Informatics 2000 (SCI 2000), Vol. 10, 547-551.

Professional Experience

Baltimore Gas & Electric Company, Baltimore, MD
December 1988 - August 1998

Summary: From 1995 to 1998, Dr. Burgee was an information technology analyst (functional business analyst) and was responsible for Oracle Financials Technical Support. He performed extensive project management work for the implementation of an enterprise resource planning system and became very knowledgeable in supply-chain management technology, particularly inventory control and accounts payable. He was also responsible for the business information system intranet website and authored more than 200 webpages. From 1992 to 1995, Dr. Burgee was the disaster recovery coordinator, responsible for the recovery activities of information systems, telecommunications, customer service, and nuclear support services. From 1988 to 1992, he was a systems programmer and maintained large-scale mainframe operating systems (IBM-MVS). During his time at BGE, he also interviewed and managed university students in the internship program.

Information Technology Analyst / Functional Business Analyst

October 1995 - August 1998

Dr. Burgee performed various project management tasks for the rollout of the Oracle Financials ERP client/server database application (Business Information System - BIS). He promoted BIS, delivered marketing presentations, and obtained customer acceptance in the inventory, purchasing, and accounts payable areas. He created and managed the BIS intranet website, and gained expertise in webpage design using MS FrontPage, Image Composer, Cold Fusion, and HTML. He interviewed internal customers, designed work-flow models, and developed new procedures for many inventory, purchasing, and accounts payable functions. He designed classes, authored educational materials, and instructed more than fifty BIS training classes. He recruited, interviewed, hired, and supervised summer interns (university students). He designed, created, tested, and implemented a new MS Access networked application (100+ users) for problem and issue tracking. He also gained extensive experience in the use of many software tools including Oracle Applications Display Manager, SQL*Forms, SQL*Plus, PL/SQL, Oracle Reports, Business Objects, Windows 95/NT, MS Office (macro development), Visio, PaymentNet, and CorpTax.

Disaster Recovery Coordinator

February 1992 - September 1995

Dr. Burgee promoted the importance of disaster recovery planning throughout the company and gained the support of upper management. He assessed the priority of critical plans for multiple departments, resolved conflicting components, and arranged and coordinated the extensive recovery and testing of several disaster recovery plans. He developed procedures and created disaster recovery plans for the Information Systems Department, providing consultation, and developed working relationships with multiple departments (Finance, Purchasing, Nuclear Support Services, Customer Service, Telecommunications, etc.).

Systems Programmer/Analyst

December 1988 - January 1992

Dr. Burgee installed and maintained IBM (MVS & VM) operating system software on multiple large-scale mainframe computing systems. He developed and executed comprehensive project plans for complex mainframe operating system upgrades (MVS/SP to MVS/XA to MVS/ESA, VM/SP to VM/XA). He supported software and assisted programmers in the use of a wide array of mainframe subsystems (CICS, CA-1/TMS, CA-3, CA-7, CA-11, Panvalet, Strobe, etc.) and programming languages (COBOL, Assembler, Fortran, Pascal, SAS, etc.). He developed a SAS/Assembler-based mainframe storage management system and several PC-based database applications written in R:Base (Online Documentation Library, Project Tracking System).

Mercantile Safe-Deposit & Trust Company, Baltimore, MD

November 1987 - December 1988

Systems Programmer/Analyst

Dr. Burgee developed a new billing system for Customer Billing. He also installed and maintained IBM (MVS & VM) operating system software on multiple large-scale mainframe computing systems.

Allied Irish Bank – First Maryland Division

November 1985 - November 1987

Systems Programmer/Analyst

Dr. Burgee supported commercial banking and currency trading environments. He also installed and maintained IBM (MVS & VM) operating system software on multiple large-scale mainframe computing systems.

Government Experience

U.S. Army Ballistic Research Laboratory, Aberdeen Proving Ground, MD

May 1984 - August 1984; May 1985 - September 1985

Mathematician

Dr. Burgee performed various project tasks for conventional and nuclear weapons testing and simulation. He converted analog field test data to digital data and used Internet-connected Cray XMP supercomputers at NASA Ames Research Center to scale conventional blast data to nuclear explosion simulations. Secret clearance.

Language & Cultural Skills

- English - Native speaker; excellent oral and written communications skills.
- German - Working knowledge; moderate oral and written communications skills.
- Italian - Basic conversational, reading/writing skills; completed 6-month Berlitz program levels 1-6.
- French - Introductory conversational, reading/writing skills; two semesters completed.
- Spanish - Introductory conversational, reading/writing skills; Rosetta Stone online program.
- Extensive European business travel, teaching, presentations, negotiations, and logistics experience.
- Extensive Latin/Central American business travel, teaching, presentations, negotiations, and logistics experience.
- Taught undergraduate courses multiple times in Panama.
- Taught in an Executive MBA program in Poland.
- American Experience Program Director for Chilean MBA students from Universidad Alberto Hurtado, Santiago, Chile.
- Extensive experience teaching international students.

References are available upon request.

Last Updated: April 18, 2019