

**CINDY HOUSE RANDALL**  
**College of Business**  
**Georgia Southern University**  
**Statesboro, GA 30460**  
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## **EDUCATION**

MBA	University of Memphis	1981
BBA	Georgia Southern University	1978

## **EXPERIENCE**

2011-	Georgia Southern University Assistant Dean of Students & External Relations, College of Business
1991-present	Georgia Southern University Assistant Professor of Quantitative Methods
1982-1990	Georgia Southern University Instructor of Management
1981-1982	University of Memphis Instructor of Management

## **PUBLICATIONS AND RELATED ACTIVITIES**

### **BOOKS**

Randall, Cindy House and Huzeifa Musaji, *Study Guide to Accompany Production/Operations Management* (edition 5) by James R. Evans, Minneapolis/St. Paul: West Publishing, January 1997.

Gutknecht, John and Cindy House Randall, *Study Guide to Accompany Production/Operations Management* (edition 4) by James R. Evans, Minneapolis/St. Paul: West Publishing, January 1993.

### **JOURNALS**

Randall, Cindy H., Randall, E. James, and William H. Wells (2015). "Home Work for Learning Statistics: Online Technology Enhanced or Offline Pen, Pencil, Calculator, and Computer Software - Is one more effective than the other?" *International Journal of Education and Social Science*, 2(3), 115-123.

Price, Barbara, Randall, Cindy, Frederick, Josh, Gall, J., and Tom Jones (2012). "Different Cultures, Different Students, Same Test: Comparing Math Skills of Hungarian and American College Students," *Journal of Education and Learning*, 1(2), 1(2), 128-143.

Jones, Thomas, Price, Barbara, and Cindy H. Randall (2011). "A Comparative Study of Student Math Skills: Perceptions, Validation, and Recommendations," *Decision Sciences Journal of Innovative Education*, Vol. 9, No. 3.

Eastman, Jackie, Iyer, Rajesh and Cindy H. Randall (2009). "Understanding Internet Shoppers: An Exploratory Study," *Marketing Management Journal*, 19(2), 104-118.

Price, Barbara A. and Cindy H. Randall (2008). "Assessing Learning Outcomes in Quantitative Courses: Using Embedded Questions for Direct Assessment," *The Journal of Education for Business*, 83(5), 283-287.

Price, Barbara A. and Cindy H. Randall (2006). "Desirable Attributes Cited in Proposed Criteria for Computing Programs: Do They Match Skills That Students and Faculty Believe Are Necessary for Success?" *SIGCSE Inroads*, Vol. 38, No. 2, (June).

Wilson, Jerry W. and Cindy H. Randall (2005). "A Longitudinal Analysis of the Journal of Transportation Management: 1996-2004," *Journal of Transportation Management*, Vol. 16, No. 1, (spring), 51-59.

Randall, E. James, Miles, Morgan P., and Cindy H. Randall (2004). "An Attempt to Make Marketing Theory Useful: The Foundations of the Association of Marketing Theory and Practice and the Journal of Marketing Theory and Practice," *Journal of Marketing Theory and Practice*, Vol. 12, No. 4, (fall), 1-9.

Randall, Cindy H., Price, Barbara A., and Han Reichgelt (2003). "Women in Computing Programs: Does the Incredible Shrinking Pipeline Apply to All Computing Programs?" *SIGCSE Inroads*, Vol. 35, No. 4, (December), 55-59.

Whitworth, James E., Price, Barbara A., and Cindy H. Randall (2002). "Factors That Affect College of Business Student Opinion of Teaching and Learning," *Journal of Education for Business*, Vol. 77, No. 5, (May/June), 282-289.

Randall, E. James, and Cindy H. Randall (2001). "A Current Review of Hiring Techniques for Sales Personnel: The First Step in the Sales Management Process," *Journal of Marketing Theory and Practice*, Vol. 9, No. 2, (Spring), 70-83.

Randall, E. James, Randall, Cindy H. and Morgan Miles (2000). "An Exploratory Assessment of the Use of a Japanese Sales Force Selection Technique in the United States: Blood Type as a Sales Force Screening Tool," *Marketing Management Journal*, Vol. 10, No. 1 (Spring/Summer), 116-121.

Randall, E. James, Miles, Morgan P., and Cindy H. Randall (1999). "A Short Note on the Introduction and Growth of the Journal of Marketing Theory and Practice," *Journal of Marketing Theory and Practice*, Vol. 7, No. 4, (fall), 1-7.

Randall, E. James and Cindy H. Randall (1990). "Review of Salesperson Selection Techniques and Criteria: A Managerial Approach," *International Journal of Research in Marketing*, Vol. 7, Nos. 2, 3, (December), 81-95.

## PUBLISHED PROCEEDINGS

Randall, Cindy H. and Barbara A. Price (2011). "Homework for Learning Statistics: Online Technology Enhanced or Offline with Pen, Pencil, Calculator, and Computer Software - Is one more effective than the other?" *Proceedings*, Decision Sciences Institute, Boston, MA, November 2011.

Jones, T. W., Price, B., Randall, C. H. (2010). "Do College Students Lack Basic Math Skills?" *Proceedings*, Southeast Decision Sciences Institute Conference, February

Randall, C. H., Price, B., Randall, K. D. (2009). "Using Rubrics to Assess Learning in Quantitative Courses: A Success Story," *Proceedings*, Southeast Decision Sciences Institute Conference, February

Eastman, Jackie, Iyer, Rajesh and Cindy H. Randall (2009). "Understanding Internet Shoppers: An Exploratory Study," *Proceedings*, Association of Marketing Theory & Practice Conference, March.

Randall, C. H., Price, B., (2008). "The Case for Assessing Learning Outcomes in Quantitative Courses: Using Embedded Questions for Direct Assessment," *Proceedings*, Southeast Decisions Sciences Institute, February.

## PROFESSIONAL DEVELOPMENT

- 2012 AACSB Conference on proposed 2013 Business Accreditation Standards, Philadelphia, PA
- 2013 AACSB Associate Deans Conference, St. Petersburg, FL  
AACSB ICAM, San Diego, CA
- 2014 AACSB Associate Deans Conference, Tampa, FL
- 2015 AACSB Assurance of Learning Conference, Chicago, IL  
Rutgers Conference on Innovation in Undergraduate Curriculum, New Brunswick, NJ
- 2016 AACSB ICAM, Boston, MA  
AACSB – Annual Accreditation Conference – Minneapolis, MN (September)  
AACSB – Assurance of Learning II Seminar – Tampa, FL (October) - how AoL is scrutinized by a peer review team, and what AACSB looks for in an effective assessment.

## **RECENT SERVICE**

### **UNIVERSITY**

2013- 2015 Member, SACS Institutional Effectiveness Team  
2007-2011 Member, University Judicial Board

### **COLLEGE**

2011-2012 Chair, AACSB Reaccreditation Committee  
2011 Member, Strategic Planning Committee  
2011-2016 Ad Hoc Member, SRGIRC  
2011- Ad Hoc Member, Undergraduate Curriculum Committee  
2011-2016 Ad Hoc Member, EOAC Committee  
2016- Chair, EOAC Committee  
1999-2009 Beta Gamma Sigma - Advisor/Secretary/Treasurer

## **HONORS**

Eugene M. Bishop Award for Sustained Excellence, 2009  
Bank of America Faculty Award, 2003  
Alpha Iota Mu Honor Society, 2000  
Alpha Mu Alpha National Marketing Scholastic Honorary Fraternity, University of Memphis,  
1981  
Beta Gamma Sigma National Scholastic Honorary Society, University of Memphis, 1981  
Gamma Beta Phi National Scholastic Honorary Society, Georgia Southern University, 1977