

Kent Byus, Ph.D.

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Contact Information

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(361) 825-2686

Education

1998	Ph.D., Business Administration, New Mexico State University, Las Cruces, New Mexico Dissertation: <i>The marketing concept and quality function deployment: An investigation of the profitability of a new product development technique</i>
1992	M.B.A., General Business, Texas Tech University, Lubbock, Texas
1991	BBA, Marketing, University of Texas at El Paso, El Paso, Texas
1969	AA, Liberal Arts, Kemper Military Junior College, Boonville, Missouri

Licensures and Certifications

Certification, ICSB Creativity & Innovation Certificate, International Council of Small Business, Florida, United States, International, 2020-01-01

Certification, 2019 Social Media Certification, HubSpot Inc., California, United States, International, 2019-09-01

Certification, Collaborative Institutional Training Initiative, Texas A&M University-Corpus Christi, Texas, United States, International, 2018-04-10

Certification, Certification in Google Analytics, Google, Inc., California, United States, International, 2013-10-31

Certification, Distance Education & Learning Technologies,
Texas A&M University-Corpus Christi, Texas, United States,
National, 2013-10-01

Certification, SAP Certificate, SAP University Program, Texas,
United States, International, 2012-09-30

Honors and Awards

Fall 2021	EDA Grant for Rockport-Fulton, Rockport-Fulton Workforce Development Center, 2021-10-07, Coastal Bend Business Innovation Center (Byus, Franques, and Lee) recognized for facilitation of Post Hurricane Harvey "Connected Coast Series," that motivated the application and awarding of EDA grant for community workforce development facilities.
Spring 2015	Phi Kappa Phi, The Honor Society of Phi Kappa Phi, 2015-01-01, Phi Kappa Phi was born different. In 1897, 10 senior students, 2 faculty members and the University of Maine president created a new kind of honor society, one that recognized excellence in all academic disciplines.
Spring 2015	Outstanding Online Educator 2015, Texas A&M University-Corpus Christi, 2015-01-01, Awarded the distinction by the Office of Distance Education and Learning
Spring 2014	Gulf Western Region - faculty Advisor of the Year, International Fraternity of Delta Sigma Pi, 2014-01-01, As the foremost professional fraternity for men and women, Delta Sigma Pi develops principled business leaders for the future by providing a lifetime of opportunity for our members.
Spring 2012	Excellence in Teaching Award, Texas A&M University Regents, 2012-01-01, The Regents Excellence in Teaching Award recognizes and rewards professor within the Texas A&M University System who demonstrate instructional expertise, creativity, and innovation in their classrooms; who make learning engaging, vibrant and relevant for students; and whose work and accomplishments set a standard of excellence for all teachers.

Spring 2012 International Educator Award, TAMU-CC International Student Organization, 2012-01-01, Voted as the International Faculty of the Year by the International Students Society of the university.

Spring 2012 Treasurer, Society for Advancement of Management, 2012-01-01, Elected Treasurer by the Board of Directors.

Spring 2012 Coastal Bend Business Innovation Center Faculty of the Year, Texas A&M University-Corpus Christi, 2012-01-01, Award for consulting contribution to clients of the Coastal Bend Business Innovation Center.

Spring 2012 Board of Directors, Society for Advancement of Management, 2012-01-01, Elected to the Society for Advancement of Management Board and Treasurer of the organization.

Spring 2012 College of Business Most Collegial Faculty Award, Texas A&M University-Corpus Christi, 2012-01-01, Voted, by the College of Business Faculty, as the Most Collegial member of the faculty.

Spring 2011 Excellence in Teaching Award, Texas A&M University Regents, 2011-01-01, The Regents Excellence in Teaching Award recognizes and rewards professor within the Texas A&M University System who demonstrate instructional expertise, creativity, and innovation in their classrooms; who make learning engaging, vibrant and relevant for students; and whose work and accomplishments set a standard of excellence for all teachers.

Spring 2010 Excellence in Teaching Award, Texas A&M University Regents, 2010-01-01, The Regents Excellence in Teaching Award recognizes and rewards professor within the Texas A&M University System who demonstrate instructional expertise, creativity, and innovation in their classrooms; who make learning engaging, vibrant and relevant for students; and whose work and accomplishments set a standard of excellence for all teachers.

Spring 2008 Distinguished Research Award, Allied Academies Spring 2008 International Conference, 2008-01-01, The winners of the Distinguished Research Award are selected from all entries for the significant impact to the field of management.

Spring 2008 Outstanding Research Paper, Association of Small Business & Entrepreneurship, 2008-01-01, The winners of the

Outstanding Paper Award are selected from all entries for the significant impact to the field of entrepreneurship.

Spring 2007 Distinguished Researcher Award, Allied Academies Fall 2007 International Conference, 2007-01-01, The winners of the Distinguished Researcher Award are selected from all entries for the significant impact to the field of management.

Spring 2006 Best Paper Award, Southwestern Association of Management, 2006-01-01, The winners of the Outstanding Paper Award are selected from all entries for the significant impact to the field of management.

Spring 2006 Chairman's Award 2006, Corpus Christi Hispanic Chamber of Commerce, 2006-01-01, The Chairman's Award recognizes one outstanding volunteer for their valuable and selfless commitment to innovation, dedication, contribution to the building of awareness, and enhancement of the Corpus Christi Hispanic Chamber of Commerce.

Spring 2001 Volunteer of the Year, Greater Muskogee Area Chamber of Commerce, 2001-01-01, The Volunteer of the Year Award recognizes one outstanding volunteer for their valuable and selfless commitment to innovation, dedication, contribution to the building of awareness, and enhancement of the Muskogee Area Chamber of Commerce and surrounding business community.

Work Experience

2018 - Ongoing Professor & Director of Entrepreneurship Education, Texas A&M University-Corpus Christi, Corpus Christi, Texas

2014 - Ongoing Visiting Professor & Lecturer, Hochschule Worms University of Applied Sciences, Worms, Rhine Palatinate, Germany

2012 - 2018 Chairperson and Professor of Marketing, Texas A&M University-Corpus Christi, Corpus Christi, Texas

2008 - Ongoing Professor of Marketing & Entrepreneurship, Texas A&M University-Corpus Christi, Corpus Christi, Texas

2005 - Ongoing President, King's Rook Development Company, LLC, Corpus Christi, Texas

2002 - 2008	Associate Professor of Marketing, Texas A&M University-Corpus Christi, Corpus Christi, Texas
2001 - 2002	Visiting Professor, University of Arkansas (Sam Walton College of Business), Fayetteville, Arkansas
1997 - 2002	Assistant Professor of Marketing, Northeastern State University, Tahlequah, Oklahoma
1995 - 1997	Adjunct Professor of Marketing, Webster University, Santa Teresa, New Mexico
1994 - 1997	Graduate Teaching Assistant and Doctoral Student, New Mexico State University, Las Cruces, New Mexico
1994 - 1997	Adjunct Professor of Business, Park College (U.S. Army Sergeant Major Academy), Ft. Bliss, Texas
1990 - 1997	News Director and Morning Anchor, KHEY AM and FM Radio Stations, El Paso, Texas
1984 - 1990	President and General Manager, Korlyn Broadcasting Company, Inc., Anchorage, Alaska
1981 - 1984	Operations Manager / Program Director, Prime Time Alaska Broadcasting, Inc., Anchorage, Alaska
1979 - 1981	Operations Manager and Program Director, Greatland Broadcasting, Inc., Anchorage, Alaska
1976 - 1979	Morning Drive Air Personality, KSET-AM and FM Radios, El Paso, Texas
1973 - 1976	Mid-day Air Personality and Production Manager, KROD-AM and KLAQ-FM, El Paso, Texas
1969 - 1990	Commissioned Officer (USAR), United States Army Reserve (Active Duty and Component Duty), Multiple Duty Assignments, United States of America

Administrative Assignments

Director, College, College of Business, 2018-04-01, 2021-09-01: Professor & Director of Entrepreneurship Education to create, coordinate, and organize entrepreneurial education opportunities

for the College of Business and the Coastal Bend Business Innovation Center

Department Chair, College, Department of Management & Marketing, 2012-09-01, 2018-04-30: Chairperson of the Management and Marketing Department

Courses Taught

MKTG 5330 Social Media Management

MKTG 5320 Marketing Management

MKTG 4398 Internship in Marketing

MKTG 4396 Directed Individual Study

MKTG 4390 Special Topics in Marketing

MKTG 4350 Marketing Strategy

MKTG 4320 Marketing Research

MKTG 3330 Consumer Behavior

MKTG 3325 Entrepreneurial Marketing

MKTG 3315 Advertising and Promotional Strategy

MKTG 3310 Principles of Marketing

MGMT 5350 Entrepreneurship

MGMT 4370 New Venture Creation

MGMT 3370 Entrepreneurship, Creativity, and Innovation

Workshops and Other Non-Credit Instruction

Spring 2015 – Spring 2025

Visiting Professor of Marketing, Marketing for Entrepreneurial Business, Academic, External, Worms, Germany, Hochschule Worms Science and Technology University, Worms, German,.

Instruct an online course in marketing for small entrepreneurial marketing using the concepts and techniques associated with small and start-up businesses.

Grants

Completed

EDA-Coastal Bend Recovery, Funded by Economic Development Administration (April 1, 2018 - March 31, 2021), awarded April 1, 2018 (\$300,000.00), Completed, Spring 2021, Other Kent Byus (2.5%)

Funded - In Progress

Doing Business With Giants, Funded by Cheniere Energy Corporation (August 11, 2024 – May 28, 2025), awarded (\$110,000), Funded – In Progress, Spring 2025, (August 9, 2023 - June 28, 2024), awarded May 5, 2023 (\$100,000.00), Funded - In Progress, Spring 2024, Program Coordinator Kent Byus (33.3%) with Program Coordinator Douglas Milbauer (33.3%), Program Coordinator Shawn Elizondo (33.4%)

Doing Business With Giants, Funded by Cheniere Energy Corporation (January 1, 2020 - January 31, 2023), awarded January 1, 2020 (\$100,000.00), Funded - In Progress, Spring 2023, Program Coordinator Kent Byus (100%)

American Rescue Plan Act (ARPA), Funded by Economic Development Administration (January 1, 2022 - December 31, 2024), awarded January 1, 2022 (\$400,000.00), Funded - In Progress, Spring 2022, Other Kent Byus (26%)

Coronavirus Aid, Relief, and Economic Security Act (CARES Act) Supplemental: Economic and Social Recovery and Resiliency in the Coastal Bend, Funded by Economic Development Administration (April 1, 2020 - April 30, 2022), awarded April 1, 2020 (\$350,000.00), Funded - In Progress, Spring 2020, CoPI Jim Lee with PI John Gamble, CoPI Kent Byus, CoPI Russell Franques

Economic Implications of The Eagle Ford Shale Play, Funded by Texas Research Development Fund (September 1, 2013 - August 31, 2014), awarded September 1, 2013

(\$25,000.00), Funded - In Progress, Fall 2013, CoPI Kent Byus with Other Jim Lee, Other Donald Deis

Scholarly Contributions and Creative Productions

Book

Completed/Published

Box, T. M., & Byus, K. (2008). *Strategy in Small Doses A Survival Guide for Small Manufacturing Firms*. Cullowhee, NC, United States: Whitney Press.
Author: 2

Conference Proceedings

Completed/Published

Deis, D., & Byus, K. (2015). How Sarbanes-Oxley Changed Who Audits America's Local Governments. In *2015 Annual Conference Proceedings* (Vol. 2015, p. 9 pages). Corpus Christi, TX: Society for Advancement of Management.

Deis, D., & Byus, K. (2015). How Sarbanes-Oxley Changed Who Audits America's Local Governments. In *Proceedings for Society for Advancement of Management 2015 Annual Conference* (Vol. 2015, p. 9 pages). Corpus Christi, TX.

Deis, D., & Byus, K. (2015). How Sarbanes-Oxley Changed Who Audits America's Local Governments. In *Proceedings for Society for Advancement of Management 2015 Annual Conference* (Vol. 2015, p. 9 pages). Corpus Christi, TX.

Byus, K. (2014). Boyd's OODA Loop Process: A Subjectivist Theory Model of Entrepreneurial Decision Making. In *2014 Annual Conference Proceedings*. Whitewater, WI: United States Association of Small Business and Entrepreneurship.

Byus, K., & Deis, D. (2013). Listening to the Voice of the Average American Consumer: Is America turning toward the green force? In *2013 Annual Conference Proceedings*. Corpus Christi, TX: Society for Advancement of Management.

Byus, K., & Deis, D. (2013). Listening to the Voice of the Average American Consumer: Is America turning toward the green force? In *2013 Society for Advancement of Management Annual Conference*. Corpus Christi, TX.

Byus, K., & Deis, D. (2013). Listening to the Voice of the Average American Consumer: Is America turning toward the green force? In *2013 Society for Advancement of Management Annual Conference*. Corpus Christi, TX.

Byus, K., Deis, D., & Reed, A. J. (2012). Sustainability Makes Auditors See Green. In *2012 Annual Conference Proceedings*. Corpus Christi, Texas: Society for Advancement of Management.

Byus, K., Deis, D., & Reed, A. J. (2012). Sustainability Makes Auditors See Green. In *2012 Society for Advancement of Management Annual Conference*.

Byus, K., Deis, D., & Reed, A. J. (2012). Sustainability Makes Auditors See Green. In *2012 Society for Advancement of Management Annual Conference*.

Byus, K., & Hernandez, M. (2012). Exploring a New Class of Disadvantaged Consumer and Wal-mart in South Texas. In *2012 Annual Conference Proceedings*. Corpus Christi, TX: Society for Advancement of Management.

Byus, K., & Hernandez, M. (2010). Entrepreneurial Agility: Fast Cycle Decisions and OODA Loop “Orientation.” In *2010 Annual Conference Proceedings*. Corpus Christi, Texas: Society for Advancement of Management.

Hernandez, M., & Byus, K. (2010). Virtual Field Trip as a Tool for International Business and Global Agility Education. In *2010 Annual Conference Proceedings*. Corpus Christi, Texas: Society for Advancement of Management.

Box, T. M., & Byus, K. (2009). Better, Faster, Less Expensive: Seven Tactics to Reduce Cost and Improve Profitability in Uncertain Environments. In *2009 Annual Conference Proceedings*. Corpus Christi, Texas: Society for Advancement of Management.

Byus, K., Deis, D., & Ouyang, B. (2009). Doing Well by Doing Good: Corporate Responsibility and Profitability. In *2009 Annual Conference Proceedings*. Corpus Christi, Texas: Society for Advancement of Management.

Byus, K., Deis, D., & Ouyang, B. (2009). Doing Well by Doing Good: Corporate Responsibility and Profitability. In *SAM International Business 2009 Annual Conference*.

Byus, K., & Box, T. M. (2008). OODA Loop Decision Making: An Adaptive Small Firm Strategy Development for Turbulent Times. In *2008 Annual Conference Proceedings*. St. Petersburg, Florida: Association of Small Business & Entrepreneurship.

Middleton, K. L., & Byus, K. (2008). The Impact of Hispanic Ethnicity on Information and Communication Technology Adoption and Use in Small and Medium Businesses. Southwest Academy of Management.

Middleton, K. L., & Byus, K. (2008). The Impact of Leader Style On Problem Solving In Complex Situations. Southwest Academy of Management.

Byus, K. (2008). Holonomic Brain Theory: Exploring the Possibility of a Biomolecular Definition of Entrepreneurship. Corpus Christi, Texas: Society for Advancement of

Management.

Middleton, K. L., Byus, K., & Quevado, E. (2008). The Convention for the Elimination of All Forms of Discrimination Against Women and Gender Legislation in South America: The Struggle for Equity and Equality. In *2008 Annual Conference Proceedings*. Corpus Christi, Texas: Society for Advancement of Management.

Fogliasso, C., Box, T. M., Baack, D., & Byus, K. (2007). Learning Styles and Teaching Pedagogy: A Preliminary Study. In *2007 Annual Conference Proceedings*. Corpus Christi, Texas: Society for Advancement of Management.

Byus, K. (2007). Quality Function Deployment (QFD): Do New Product Development Techniques Provide Improved Financial Performance? In *2007 Annual Conference Proceedings*. Corpus Christi, Texas: Society for Advancement of Management.

Byus, K., & Box, T. M. (2007). Guerrilla Actions and Small Business Strategy: Out-witting is More Competitively Responsive than Outspending. In *2007 Annual Conference Proceedings*. Allied Academies

Box, T. M., Byus, K., Fogliasso, C., & Miller, W. D. (2007). Hardball and OODA Loops: Strategy for small firms. 2007 Annual Conference Proceedings.

Byus, K., & Black, G. S. (2007). Correctness and Confidence: Evaluating Usable Knowledge Differences between Multiple-Choice Tests and Short-Answer Exams. In *2007 Annual Conference Proceedings*. Chicago, Illinois: American Marketing Association.

Byus, K., & Box, T. M. (2006). Quality Function Deployment: The Financial Performance Effectiveness of a New Product Development Technique. In *2006 Annual Conference Proceedings*. St. Petersburg, Florida: Association for Small Business & Entrepreneurship.

Middleton, K. L., & Byus, K. (2006). When Opportunity Knocks is Anybody Listening? In *2006 Annual Conference Proceedings*.

Byus, K., & Box, T. (2006). The Quality Dimension in Strategic Management: A Flexible Small Firm Approach. In *2006 Annual Conference Proceedings*.

Byus, K. (2005). The Contribution of Karl Polanyi: Marketing as Part of the Economic Evolution in Social Change. In *2005 Annual Conference Proceedings* (pp. 45–49).

Byus, K. (2005). Entrepreneurs and Fighter Pilots: Considering OODA Loop' Thinking to Enhance Competitive Responsiveness. In *2005 Annual Conference Proceedings*.

Byus, K., & Black, G. (2004). Correctness and Confidence: Two Dimensions for Measuring Usable Knowledge. In *2004 Annual Conference Proceedings* (pp. 43–46).

Byus, K. (2003). Felton, Keith and McKitterick: Early Leaders of the Fifty-Year Revolution. In *2003 Annual Conference Proceedings* (pp. 274–276).

Byus, K., Hanna, J. B., Sautter, E. T., & Shannahan, K. (2003). Using Collaborative Learning in a Multi-Class, Multi-Discipline Setting. In *2003 Annual Conference Proceedings* (p. 22).

Byus, K. (2001). Consumer Perceptions and Attitudes: An Introduction to the Use of Gap Analysis in the Development of Public Health Policy in Oklahoma. In *Annual Proceedings*. Oklahoma City, OK.

Byus, K., Clark, J. W., Hanna, J. B., Byus, K., Clark, J. W., & Hanna, J. B. (1999). Community Service and Social Capital: The Emergence of Service Learning as Business Curriculum (pp. 180–185).

Byus, K., Pratt, E. R., Byus, K., & Pratt, E. R. (1999). The Cloze Procedure as a Method for Testing Student Knowledge.

Byus, K., & Byus, K. (1999). The Effectiveness of Quality Function Development (QFD), a New Product Development Technique, and the Marketing Concept (pp. 166–174).

Hanna, J. B., Byus, K., Hanna, J. B., & Byus, K. (1999). The Emergence of Service Response Logistics: Applying Activity-Based Assessment Techniques (pp. 301–306).

Journal Article

Completed/Published

Lee, J., K. Byus, J. Gamble, and D. Milbauer (2025). An Entrepreneurial Approach to Rural Economic Development: Efficacy of the Community as a Startup Program. *Journal of Managerial Issues*, (Forthcoming).

Deis, D. R., K. Byus, and C. Wertheim (2025). Significance of Critical Audit Matters in the Oil & Gas Industry. *Oil, Gas, & Energy Quarterly*, (March 2025), 547-571.

Byus, K. (2018). Observe, Orient, Decide, Act: A Subjectivist Theory Model of Entrepreneurial Decision Making. *Journal of Managerial Issues*, 30, 349–362.

Deis Jr., D., & Byus, K. (2016). Who audits America's local governments? Government clients move downstream to regional and local audit firms. *SAM Advanced Management Journal*, 81, 21–59.

Byus, K., & Deis, D. (2015). Disadvantaged Consumers on the Southern Border: The Social Entrepreneurs' Challenge. *Journal of Ethics & Entrepreneurship*, 5, 15.

Byus, K., & Deis, D. (2013). Listening to the Voice of the Consumer: Four Shades of the Green Consumer. *SAM Advanced Management Journal*, 78, 4 – 13.

Deis, D., Byus, K., & Reed, A. J. (2013). Sustainability Makes Auditors See Green. *SAM Advanced Management Journal*, 78, 25–32.

Deis, D., Byus, K., Lelkes, A.-M. T., & Reed, A. J. (2013). SOX Energizes Oil & Gas Audits. *Oil, Gas & Energy Quarterly*, 61, 505–514.

Middleton, K. L., & Byus, K. (2011). Information and Communications Technology Adoption and Use in Small and Medium Businesses. *Management Research Review*, 34, 98 – 110.

Byus, K., Deis, D., & Ouyang, B. (2010). Doing Well by Doing Good: Corporate Social Responsibility and Profitability. *SAM Advanced Management Journal*, 75, 44–55.

Box, T. M., & Byus, K. (2009). Southwest Airlines 2007 - Instructor Notes. *Journal of the International Academy for Case Studies*.

Box, T. M., & Byus, K. (2009). Southwest Airlines (2007). *Journal of the International Academy for Case Studies*, 15, 21 – 27.

Byus, K., & Box, T. M. (2007). Guerrilla Actions as Small Business Strategy: Outwitting Is More Competitively Responsive Than Out-Spending. *The Entrepreneurial Executive*, 12, 51–63.

Box, T. M., & Byus, K. (2007). Ryanair (2005): Successful Low-Cost Leadership. *Journal of the International Academy for Case Studies*, 13, 65–70.

Box, T. M., & Byus, K. (2006). Ryanair (2005): Successful Low-Cost Leadership - Instructor Notes. *Journal of the International Academy for Case Studies*.

Byus, K., & Lomerson, W. L. (2004). Consumer Originated Value: A Framework for Performance Analysis. *Journal of Intellectual Capital*, 5, 464–477.

Middleton, K. L., & Byus, K. (2004). The Relationship Between Pre-Charismatic Leader Emergence and Ethical Attitudes and Behaviors: Hope for the Future? *Journal of Applied Management and Entrepreneurship*, 9, 86–101.

Nelson, D. G., & Byus, K. (2002). Consumption Value Theory and the Marketing of Public Health: An Effective Formative Research Tool. *Health Marketing Quarterly*, 19, 69–85.

Byus, K., & Peterson, R. T. (1999). An Analysis of the Portrayal of Female Models in Television Commercials by Degree of Slenderness. *Journal of Family and Consumer Sciences*, 91, 83–92.

Byus, K., & Hanna, J. (1998). The compatibility of the marketing concept within the “classified” customer service culture of department of defense national testing laboratories, 5.

Revise & Resubmit

Byus, K. (2022). Social Capital, Consumer Spending, and Income Inequities: Disparities in Rural Communities. *Journal of Managerial Issues*.

Other Scholarly Work

Completed/Published

Byus, K., & Byus, K. (2005). The Contribution of Karl Polyani: Marketing as Part of the Economic Evolution in Social Change (Abstracts from CHARM Conference), 25, 254–261.

Presentation

Completed/Published

Byus, K. (2022, September). *CASU (Community As Startup) Model*. GCEC Virtual Connections. Virtual Online: Global Consortium of Entrepreneurship Centers.

Byus, K. (2019, October). *Women's Entrepreneurship Forum*. Major Event Series. Corpus Christi, Texas: Coastal Bend Business Innovation Center - Small Business Administration.

Byus, K. (2019, May). *Where's the Money*. Major Event Series. Corpus Christi, Texas: Coastal Bend Business Innovation Center - EDA.

Byus, K. (2019, March). *Perfect Pitch Methodologies*. Major Event Series. Corpus Christi, Texas: Coastal Bend Business Innovation Center - EDA.

Byus, K. (2019, January). *Entrepreneurship & Technology Summit*. Connected Coast Summit Series. Corpus Christi, Texas: Coastal Bend Business Innovation Center - EDA.

Byus, K. (2018, November). *Infrastructure Summit*. Connected Coast Summit Series. Corpus Christi, Texas: Coastal Bend Business Innovation Center - EDA.

Byus, K. (2018, September). *Broadband Summit*. Connected Coast Summit Series. Rockport, Texas: Coastal Bend Business Innovation Center - EDA.

Deis, D., & Byus, K. (2015, March). *How Sarbanes-Oxley Changed Who Audits America's Local Governments*. SAM 2015 International Business Conference. Las Vegas, NV: Society for Advancement of Management, Inc.

Byus, K. (2013, December). *The Entrepreneurship Program of the College of Business*. Business Advisory Board Meeting. Corpus Christi, TX: TAMU-CC College of Business.

Byus, K. (2013, August). *Telemachus to Corpus Christi*. CBBIC Business Advisory and Client Meeting. Corpus Christi, TX: Coastal Bend Business Innovation Center.

Byus, K. (2003, December). *Understanding the impact of consumption values on public policy*. Corpus Christi, Texas: HIS Workshop Connections.

Byus, K. (1999, December). *The Use of Yield Conversion Statistics for Student Enrollment Management*. Marketing of Higher Education. Charleston, South Carolina: Atlantic Marketing

Association Annual Conference.

In Progress

Byus, K. (2023, October). *The Communities as Startups Model (CASU) A Model for Empowering Community Economic Development. Global Consortium of Entrepreneurship Centers 2023 Conference*. Dallas, Texas: Global Consortium of Entrepreneurship Centers.

Research Currently In Progress

In Progress

Byus, K., & Gamble, J. (2024). The Communities as Startups Model (CASU). *2024*.

Byus, K. (2024). The Efficacy of Social Capital Indices: Strategic Tools for Ecosystem Identification. *2024*.

Review

Completed/Published

Lee, J., Byus, K., & Deis Jr., D. (2015, Spring). Entrepreneurial Challenges. *Border Business Briefs*. Edinburg, Texas: University of Texas Rio Grande Valley.

Service: University

Fall 2022 - Ongoing	Collaborative Community Research Center (CCRC), Consultant.
Fall 2022 - Ongoing	Consulting for College of Nursing and Health Sciences (CNHS), Consultant.
Spring 2022 - Fall 2022	CBBIC Director Search Committee, Committee Member.
Fall 2020 - Ongoing	Islander Impact Committee, Committee Member.
Summer 2019 - Ongoing	University Academic Integrity Committee, Committee Chair.
Fall 2016 - Spring 2023	Buc Days Ideas Challenge, Faculty Advisor.
Spring 2015 - Spring 2018	Health Services Marketing Class for CNHS, Guest Speaker, No, neither, Pro Bono,
Spring 2013 - Fall 2014	Coastal Bend Business Plan Competition, Committee Member

Fall 2012 - Summer 2019	Intercollegiate Athletics Council, Committee Member, Yes, appointed
Fall 2011 - Summer 2013	HUB Advisory Council, Committee Member, Yes, appointed
Fall 2011 - Summer 2013	Instructional Technology and Distance Education Council, Committee Member, Yes, appointed
Fall 2010 - Summer 2018	First Year Islander Steering Committee, Committee Member, Yes, appointed
Spring 2010 - Fall 2011	Delta Sigma Pi, Faculty Advisor
Spring 2008 - Fall 2008	Quality Enhancement Program Steering Committee, Committee Member
Spring 2008 - Fall 2008	Director of University Services Search Committee, Committee Member
Spring 2008 - Fall 2008	QEP Marketing Task Force, Committee Chair
Spring 2007 - Fall 2007	Research Enhancement Committee, Committee Member
Spring 2007 - Fall 2007	Student Publications Advisory Committee, Faculty Advisor
Spring 2007 - Fall 2007	University Faculty Senate, Committee Member.
Spring 2004 - Fall 2004	Dean of Community Outreach Search Committee, Committee Member
Spring 2004 - Fall 2004	Director of Auxiliary Services Search Committee, Committee Chair
Spring 2004 - Fall 2004	Momentum 2015 Program Enhancement Task Force, Committee Member
Spring 2004 - Fall 2004	Research Enhancement Committee, Committee Member
Spring 2001 - Fall 2001	NSU Research Enhancement Committee, Committee Member
Spring 2001 - Fall 2001	NSU Strategic Planning Committee, Committee Chair
Spring 2000 - Fall 2000	NSU North Central Accreditation Committee, Committee Member

Spring 2000 - Fall 2000	NSU Research Enhancement Committee, Committee Member
Spring 2000 - Fall 2000	NSU Strategic Planning Committee, Committee Chair
Spring 1999 - Fall 1999	NSU North Central Accreditation Steering Committee, Committee Member
Spring 1999 - Fall 1999	NSU Strategic Planning Committee, Committee Chair

Service: College/School

Fall 2023 - Ongoing	Islander Impact Community Outreach Committee, Committee Member.
Fall 2022 - Spring 2024	COB Post Tenure Review Committee, Committee Member.
Fall 2022 - Spring 2024	COB Post Tenure Review Committee, Committee Member.
Spring 2022 - Fall 2022	CBBIC Director Search Committee, Committee Member.
Fall 2020 - Spring 2022	COB Promotion & Tenure Committee, Committee Member.
Spring 2020 - Ongoing	Community Outreach Committee, Committee Member.
Fall 2019 - Spring 2020	College Promotion and Tenure Committee, Committee Member.
Spring 2018 - Summer 2022	Academic Integrity Appointment, Committee Member.
Fall 2012 - Spring 2018	COB Chair's Council, Committee Member.
Fall 2012 - Spring 2018	Curricula Management Committee, Committee Member.
Fall 2012 - Spring 2021	COB Director's Council, Committee Member.
Spring 2012 - Spring 2018	Faculty Qualifications Committee, Committee Member.
Fall 2009 - Fall 2021	COB Business Advisory Council, Attendee.
Fall 2009 - Fall 2011	College Promotion and Tenure Committee, Committee Member.
Fall 2009 - Spring 2021	CBBIC Business Advisory Council, Committee Member.
Fall 2007 - Fall 2011	MFT Mapping Task Force, Committee Member.

Fall 2007 - Fall 2012	Student Engagement Taskforce, Committee Member.
Fall 2006 - Spring 2012	Research Enhancement and Faculty Development Committee, Committee Member.
Fall 2006 - Spring 2018	Enrollment Management Committee, Committee Member.
Fall 2006 - Fall 2008	Undergraduate Advisory Committee, Committee Member.
Fall 2004 - Fall 2006	Online MBA Task Force, Committee Chair.
Fall 2004 - Spring 2021	Strategic Planning Committee, Committee Member.
Fall 2003 - Spring 2012	Kirkland Distinguished Visitor and Awards Committee, Committee Member.
Spring 2003 - Spring 2022	COB Faculty Meetings, Attendee.
Spring 2003 - Fall 2004	College of Business Strategic Planning Task Force, Committee Member.
Spring 2003 - Fall 2003	Ennis Joslin Endowed Chair Search Committee, Committee Member.
Spring 2003 - Fall 2005	Graduate Advisory Committee, Committee Member.
Fall 2002 - Fall 2006	College of Business Scholarship Committee, Committee Member.
Fall 2002 - Fall 2006	Student Success and Scholarship Committee, Committee Member.
Fall 2002 - Fall 2021	COB Faculty Meetings, Attendee.

Service: Department

Spring 2024 - Spring 2024	MGMT & MKTG Departmental Meeting, Attendee.
Fall 2023 - Ongoing	Management & Marketing Promotion and Tenure Committee, Committee Member.
Fall 2023 - Ongoing	Management & Marketing Post Tenure Review Committee, Committee Chair.
Fall 2023 - Fall 2023	MGMT & MKTG Departmental Meeting, Attendee.

Fall 2023 - Spring 2024	Marketing Search Committee, Committee Member.
Fall 2022 - Fall 2022	MGMT & MKTG Departmental Meeting, Attendee.
Spring 2022 - Ongoing	Management and Marketing Pre-Tenure Review Committee, Committee Member.
Fall 2020 - Ongoing	Management & Marketing Promotion and Tenure Committee, Committee Member.
Fall 2019 - Ongoing	Management & Marketing Post Tenure Review Committee, Committee Chair.
Fall 2019 - Spring 2020	Marketing Search Committee, Committee Chair.
Spring 2019 - Summer 2019	Marketing Search Committee, Committee Chair.
Fall 2018 - Fall 2018	Management Search Committee, Committee Chair.
Fall 2018 - Fall 2018	Management Search Committee, Committee Chair.
Fall 2018 - Fall 2018	Marketing Search Committee, Committee Chair.
Fall 2018 - Fall 2018	Management Search Committee, Committee Chair.
Summer 2014 - Fall 2014	Human Resources/Organizational Behavior Search Committee, Committee Chair.
Summer 2014 - Fall 2015	Marketing Search Committee, Committee Chair.
Summer 2014 - Fall 2015	Strategy/Entrepreneurship Search Committee Chair.
Summer 2013 - Spring 2014	Strategy/Entrepreneurship Search Committee, Committee Chair.
Spring 2013 - Spring 2018	MGMT & MKTG Departmental Meeting, Administrator.
Fall 2012 - Spring 2018	Chair of MGMT & MKTG Department, Administrator.
Fall 2012 - Fall 2017	MGMT & MKTG Departmental Meeting, Administrator.
Summer 2009 - Fall 2009	Marketing Search Committee, Committee Chair.
Spring 2007 - Fall 2007	Principles of Marketing Curriculum Coordinator, Committee Chair.
Spring 2003 - Spring 2023	MGMT & MKTG Departmental Meeting, Attendee.

Fall 2002 - Fall 2023

MGMT & MKTG Departmental Meeting.

Service: Professional

Spring 2014 - Ongoing Journal of Ethics and Entrepreneurship, Editorial Review Board Member, Boiling Springs, North Carolina.

Fall 2013 - Ongoing USASBE, Reviewer, Conference Paper, Tampa, Florida.

Fall 2013 - Ongoing Global Consortium of Entrepreneurship Centers, Reviewer, Conference Paper, Houston, Texas.

Spring 2013 - Fall 2014 Southern Management Association, Reviewer, Conference Paper, Stillwater, Oklahoma.

Spring 2013 - Fall 2014 American Marketing Association, Reviewer, Conference Paper, Chicago, Illinois.

Spring 2007 - Fall 2010 Thunderbird International Business Review, Editorial Review Board Member, Phoenix, Arizona.

Spring 2005 - Fall 2014 Society for Advanced Management Journal, Editorial Review Board Member, Corpus Christi, Texas.

Spring 2005 - Fall 2014 Society for Advancement of Management Annual Conference, Reviewer, Conference Paper, Corpus Christi, Texas.

Spring 1994 - Fall 2014 Journal of Small Business and Entrepreneurship, Editorial Review Board Member, Toronto, Ontario, Canada.

Service: Public

Fall 2022 - Ongoing Aransas County Economic Development Corporation, Consultant, Rockport-Fulton, Texas.

Fall 2022 - Ongoing CBBIC CASU Community Aspirations, Facilitator, Gatesville, Texas.

Fall 2022 - Ongoing CBBIC CASU Community Aspirations, Facilitator, Little River-Academy / Rogers, Texas.

Spring 2022 - Spring 2022 CBBIC CASU Community Aspirations, Facilitator, Navasota, Texas.

Spring 2022 - Spring 2022	CBBIC CASU Community Aspirations, Facilitator, Rockdale, Texas.
Spring 2022 - Ongoing	CBBIC CASU Community Business Climate, Program Organizer, Rockport, Texas.
Fall 2020 - Fall 2020	CBBIC CASU Community Aspirations, Program Organizer, Rockport, Texas.
Fall 2020 - Ongoing	Cheniere Energy, Task Force Chair, Corpus Christi, Texas.
Fall 2019 - Spring 2020	CBBIC CASU Phase I Community Ideals, Program Organizer, Rockport, Texas.
Fall 2019 - Fall 2020	Refugio County Economic Development Committee, Consultant, Refugio, Texas.
Fall 2019 - Fall 2019	Rotary International - Southside Corpus Christi, Discussant, Corpus Christi, Texas.
Fall 2019 - Fall 2019	Rotary International - Rockport/Fulton, Texas, Discussant, Rockport, Texas.
Fall 2019 - Fall 2019	SCORE Corpus Christi, Guest Speaker, Corpus Christi, Texas.
Spring 2018 - Spring 2021	CBBIC (Director of Entrepreneurship Education), Program Organizer, Corpus Christi, Texas.
Fall 2017 - Spring 2018	CBBIC Connected Coast Series Entrepreneurship Imperative, Program Organizer, Rockport, Texas.
Fall 2017 - Spring 2018	CBBIC Connected Coast Series Infrastructure Imperative, Program Organizer, Corpus Christi, Texas.
Fall 2017 - Spring 2018	CBBIC (Connected Coast Series) Technology Imperative, Program Organizer, Corpus Christi, Texas.
Fall 2017 - Fall 2018	CBBIC Connected Coast Series Broadband Imperative, Program Organizer, Rockport, Texas.
Spring 2016 - Spring 2022	Boots to Business, Guest Lecturer, Corpus Christi, Texas.

Spring 2016 - Spring 2022	Boots to Business Reboot, Guest Lecturer, Corpus Christi, Texas.
Spring 2015 - Ongoing	Rockport, Texas Chamber of Commerce, Guest Speaker, Rockport, Texas.
Spring 2014 - Spring 2017	College of Nursing and Health Sciences, Guest Lecturer, Corpus Christi, Texas.
Fall 2009 - Ongoing	Texas A&M University - Corpus Christi, Client Consultant Resource, Corpus Christi, Texas.
Spring 2003 - Fall 2003	Corpus Christi Sister City Committee, Committee Chair, Corpus Christi, Texas.
Spring 2001 - Fall 2001	United States Congressman Brad Carson: Service Academy Selection Committee, Committee Member, Rogers, Oklahoma.

Consulting

Spring 2023 - Ongoing	Lemonade Candy Cosmetics, Corpus Christi, TX.
Spring 2023 - Ongoing	Street Skid Manufacturing, Corpus Christi, TX.
Fall 2022 - Ongoing	The Telemachus Project, Corpus Christi, Texas.
Fall 2022 - Ongoing	Rockport-Fulton Economic Development Corporation, Rockport-Fulton, Texas (Aransas County).
Fall 2022 - Ongoing	Aransas County Partnership Economic Development Corporation, Rockport-Fulton, Texas (Aransas County).
Spring 2022 - Ongoing	Coryell County Economic Development, Gatesville, Texas.
Spring 2022 - Ongoing	Milam County Economic Development, Rockdale, Texas.
Spring 2022 - Ongoing	Amistad Community Health Center (Amistad Health), Corpus Christi, Aransas Pass, Robstown, Texas.
Spring 2022 - Ongoing	Bell County Economic Development, Little River-Academy / Rogers, Texas.
Fall 2021 - Ongoing	Hemispheres Cafes, Corpus Christi, TX.

Fall 2021 - Ongoing	Coastal Bend Regional Alliance, Corpus Christi, Texas.
Spring 2021 - Ongoing	Cheniere Energy and TAMU-CC Institutional Advancement, Corpus Christi, Texas.
Spring 2021 - Ongoing	Brazos Valley Economic Development Corporation, Navasota, Texas.
Spring 2021 - Ongoing	Art Center of Corpus Christi, Corpus Christi, Texas.
Spring 2021 - Ongoing	Anchor Media Project, Corpus Christi, Texas.
Spring 2021 - Ongoing	Cafe Latina Project, Corpus Christi, Texas.
Fall 2020 - Ongoing	Waterstreet Restaurants, Corpus Christi, TX.
Spring 2020 - Ongoing	The Pod Hatchery, Corpus Christi, TX.
Spring 2019 - Fall 2022	De Los Santos & Associates, Corpus Christi, TX
Spring 2018 - Ongoing	Rockport-Fulton Recovery & Resilience Project, Rockport, Texas.
Spring 2018 - Ongoing	Ensemble Group, Corpus Christi, Texas.
Spring 2018 - Fall 2019	United Corpus Christi Chamber of Commerce (Small and Minority-Owned Business Council.
Spring 2018 - Fall 2021	Coastal Bend Business Innovation Center, Corpus Christi.
Spring 2014 - Fall 2014	LSUASC, Corpus Christi, TX.
Spring 2014 - Ongoing	Waterstreet Restaurants, Corpus Christi, TX.
Spring 2012 - Fall 2012	Corpus Christi Convention and Visitor's Bureau, Corpus Christi, TX.
Spring 2012 - Fall 2014	Toby Globy Eco Action, Corpus Christi, TX.
Fall 2006 - Fall 2006	City of Corpus Christi WiFi Roundtable, Corpus Christi, Texas..
Fall 2006 - Fall 2006	Corpus Christi Hispanic Chamber of Commerce, Corpus Christi, Texas.
Fall 2005 - Fall 2005	Corpus Christi Hispanic Chamber of Commerce, Corpus Christi, Texas.

Spring 2005 - Fall 2012	Positional Therapy Pillow Company, Robstown, Texas.
Fall 2004 - Fall 2004	City of Corpus Christi Office of Economic Development, Corpus Christi, Texas.
Fall 2003 - Fall 2003	City of Corpus Christi Office of Economic Development, Corpus Christi, Texas.
Fall 2001 - Fall 2001	Cherokee County Health Consortium, Tahlequah, Oklahoma.
Fall 2000 - Fall 2000	Muscogee (Creek) Nation NAHASDA Planning Board, Okmulgee, Oklahoma.
Fall 1999 - Fall 1999	Mr. Bill Johnson, Oklahoma Transportation Commission, Tahlequah, Oklahoma.
Fall 1999 - Fall 1999	Davidson-Peterson Associates, Muskogee, Oklahoma.
Fall 1999 - Fall 1999	Housing Authority of the Cherokee Nation, Tahlequah, Oklahoma.
Fall 1999 - Fall 1999	Muskogee Economic Development Corporation, Muskogee, Oklahoma.
Fall 1998 - Fall 1998	The Oklahoma Center for Rural Economic Development, Tahlequah, Oklahoma.
Fall 1998 - Fall 1998	Greater Muskogee Area Chamber of Commerce, Muskogee, Oklahoma.

Professional Memberships

Fall 2013 - Fall 2024	American Marketing Association, AMA, The AMA strives to be the most relevant force and voice shaping marketing around the world; an essential community for marketers.
Summer 2013 - Fall 2024	United States Association for Small Business and Entrepreneurship, USASBE, USASBE is an inclusive community advancing entrepreneurship education through bold teaching, scholarship, and practice.
Spring 2005 - Fall 2024	National Federation of Independent Business, NFIB, The National Federation of Independent Business (NFIB) is the largest small business association in the country and is headquartered in Nashville, Tennessee, with offices in Washington, D.C.

Spring 2005 - Fall 2023	Society for the Advancement of Management, SAM, To provide an opportunity for the members to increase management skills and expertise through participation in programs and services designed to improve the professional quality of their knowledge, performance, and leadership ability.
Spring 2005 - Fall 2023	Marketing Science Institute, MSI, As a not-for-profit institute, initiates, supports and disseminates studies by academic scholars, advancing the theory and practice of marketing.
Spring 1994 - Fall 2024	Association for Small Business and Entrepreneurship, ASBE, The purpose of the Association for Small Business and Entrepreneurship (ASBE) is to bring together the brightest minds from academia and industry to improve entrepreneurial education.