

## **DAWNA L. RHOADES, Ph.D.**

### **Campus Address**

Embry-Riddle Aeronautical University  
College of Business  
Daytona Beach, FL 32114  
(386) 226-7756  
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### **EDUCATION**

Ph.D in Management, University of Houston (1996)  
Major--Business Policy/Strategy  
Minor--International Business

Master of Public Administration, University of Washington (1986)  
Major--Environmental Policy and Natural Resource  
Management

Bachelor of Arts, University of Alabama in Huntsville (1979)  
Major--Sociology  
Minor--History  
Degree confirmed with highest honor

### **Additional Training and Education**

*Course in quality training and techniques:*

Six-Sigma Start-up  
Mistake-Proof it  
8-D Problem Solving  
The 5S's: Workplace Organization  
FMEA Investigator  
Lean Manufacturing

### *Courses in Sustainability*

Introduction to Sustainability, Jonathan Tompkins, U. of Illinois, Coursera, completed, May 2013

Sustainability of Food Systems: A Global Life Cycle Perspective, U. of Minnesota, Coursera, Completed.

### Other courses or training

CPR certification                      April 18, 2013

Mental Health First Aid              October 2-3, 2013

## **PROFESSIONAL POSITIONS**

### **Chair of Management, Marketing, and Operations (2013 - present)**

College of Business

Embry-Riddle Aeronautical University

Responsibilities include development of class schedule, approval of forced entries to class, waiver of pre-requisites, supervision of department faculty (including annual evaluation and self-planning document, career progression planning).

### **Chair, Accreditation Committee (2002- present)**

Responsibilities include maintaining the reporting for ACBSP assessment, insuring the completion of the self-study and QAR reports, working to insure assessment meets the needs of accreditation, reviewing faculty credentials for compliance with accreditation.

### **Associate Dean, Research and Graduate Studies (2007-2013)**

College of Business

Embry-Riddle Aeronautical University

Responsibilities include advisement for residential graduate students (~100), college accreditation (Chair of College Accreditation Committee), coordination with College assessment committee (administration of the Major Field Test to graduating students), preparation of Program review for University, representative on Campus internal research committee, development and coordination of all College funded research, academic appeal within the college, oversight and supervision of the Teaching Airport Project with the Daytona Beach International Airport. Oversight of two College budgets totaling approximately \$200,000 dedicated to student research and internships and marketing and recruiting.

**Director, Center for Business and Transportation Research (2007-present)**

College of Business  
Embry-Riddle Aeronautical University

Oversee funded activity in the Center including the supervision of three research associate (2008-2011), develop funded research proposals and assist faculty in preparation of proposals through the Center, supervise the simulation laboratories, coordinate activity with other University centers – NEAR and CGAR..

**ERAU Business Lead (2012-13)**

NextGen Test Facility Task G  
Embry-Riddle Aeronautical University

Responsible for the business case development on the 4D TBO, ENR SIM integration. \$100,000; Completion date: June 2013.

**ERAU Project Lead (2008-09)**

NextGen Test Facility Task A  
Embry-Riddle Aeronautical University

Responsible for managing the ERAU team for Task A: Integration of 4D predictive weather into ERAM-TMA funded under an OTA with the Federal Aviation Administration. Total ERAU funding received: \$317,000 .Completed January 31, 2009.

**Director, International Programs (2005-2012)**

College of Business  
Embry-Riddle Aeronautical University

Responsibilities include advisement of exchange students to the College, development of study abroad opportunities, assessment of all proposals for international MOUs (joint programs, credit transfer, etc), recruitment of international students(current emphasis in India and China), representative to the Volusia County Center for Business Education (CIBE) which is currently involved in a project with local business to increase county exporting through student involvement in business planning, planning and attendance at open houses, parent weekends.

**Chair of Management, Marketing, and Operations (2005-2007)**

College of Business  
Embry-Riddle Aeronautical University

Responsibilities include development of class schedule, approval of forced entries to class, waiver of pre-requisites, supervision of department faculty (including annual evaluation and self-planning document, career progression planning).

**Undergraduate Program Coordinator (2000-2003)**

Business Administration Department  
Embry-Riddle Aeronautical University

Responsibilities include undergraduate student advising, supervision and training of other faculty advisors, development of course schedule, representative on Chair of College Undergraduate Curriculum Committee, member of Campus Undergraduate Curriculum committee, planning and attendance at open houses, parent weekends.

## **ACADEMIC POSITIONS**

**Professor** (2005-present)  
College of Business  
Embry-Riddle Aeronautical University

**Associate Professor** (2001-2005)  
Business Administration Department  
Embry-Riddle Aeronautical University

**Assistant Professor** (1996-2001)  
Business Administration Department  
Embry-Riddle Aeronautical University  
Daytona Beach, Florida

**Teaching Fellow** (1993-1996)  
Management Department  
University of Houston  
Houston, Texas

## **REFERRED PUBLICATIONS**

### **Books**

Rhoades, D.L. (In press - 2014) **Evolution of International Aviation: Phoenix Rising** 3rd ed., Ashgate Press, Aldershot, U.K.

Rhoades, D.L. (2008) **Evolution of International Aviation: Phoenix Rising** 2<sup>nd</sup> ed., Ashgate Press, Aldershot, U.K.

Rhoades, D.L. (2003). **Evolution of International Aviation: Phoenix Rising**. Ashgate

Press, Aldershot, U.K.

## **Referred Journals**

Curtis, T., Rhoades, D.L & Griffin, T.E. (2014). Effects of global competitiveness, human development, and corruption on inward foreign direct investment, **Review of Business**

Manuela, W.S. & Rhoades, D.L. (Accepted) Merger activity and short-run financial performance in the US airline industry, **Transportation Journal**.

Manuela, W.S. & Rhoades, D.L. (Accepted) Southwest's acquisition of AirTran: An analysis of short-term stock performance, **World Review of Intermodal Transportation**

Arnaud, A., Rhoades, D.L. & Tinoco, J. (2013) The organizational climate of sustainability: A survey. **World Review of Intermodal Transportation**, vol 4 (2/3), pp. 99-122.

Williams, M., Rhoades, D.L. & Simms, T.A. (2013) High-speed Rail: Will it Changes the Dynamics of US Intercity Passenger Travel, **World Review of Intermodal Transportation Research**, vol 4 (1), pp. 73-95.

Curtis, T, Rhoades, D.L. & Waguespack, B. (2013) Regional jet aircraft competitiveness: challenges and opportunities, **World Review of Entrepreneurship, Management and Sustainable Development**, vol. 9 (3), pp. 307-319.

Curtis, T., Rhoades, D.L & Waguespack, B (2012) Satisfaction with airline service quality: Familiarity breeds contempt, **International Journal of Aviation Management**, vol. 1 (4), pp. 242-257.

Curtis, T. Abratt, R., & Rhoades, D.L. (2012) Satisfaction: A Meta-analytic Review, **Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior**, Vol. 24.

Curtis, T. Abratt, R., & Rhoades, D.L (2012). Customer Satisfaction, Loyalty and Repurchase: Some Evidence from Apparel Consumers, **Review of Business**,

Curtis, T., Griffin, T.E. & Rhoades, D.L (2011) Individual and Organizational resistance to change: The Case of Generation Y Undergraduate Students, **Journal of Global Business Development**, Vol. 3 (2), pp. 25-30.

Rhoades, D.L. & Neville, K. (2011) Predictive Weather Display in ATC: Implications for Research and Training, **Journal of Aviation/Aerospace Education and Research**, Winter vol. 20 (2) pp. 29-37.

Raghavan, S. and Rhoades, D.L. (2008) Core Competencies, Competitive Advantage, and

Outsourcing in the US Airline Industry. **International Journal of Strategic Management**, vol. 8 (2) pp. 125-135.

Tiernan, S., Rhoades, D.L. & Waguespack, B (2008) Airline alliance service quality performance: An analysis of US and EU members, **Journal of Air Transport Management**, vol. 14, pp. 99-103

Tiernan, S, Rhoades, D.L. and Waguespack, B (2008) Airline service quality: Exploratory analysis of consumer perceptions and operational performance in the US and EU, **Managing Service Quality**, Vol. 18 (3).

Waguespack, B. and Rhoades, D.L. (2008) Cancellations and their relationship to and Impact on Airline Service Quality, **Airlines Magazine**, Issue 40.

Rhoades, D.L. and Waguespack, B. (2008) Twenty Year of Service Quality Performance in the US Airline Industry, **Managing Service Quality**, Vol. 18 (1). 20-34.

Wallace, M., Tiernan, S., Rhoades, D.L., and Linck, T (2008) European Tour Operators and Low Cost Carriers: Strategic Options in a Changing Marketplace, **Journal of Air Transportation**, 12 (3), pp. 39-58.

Reynolds, R. and Rhoades, D.L. (2007) The Use of Teams in Airports: A Survey and Recommendations, **Journal of Airport Management** 2 (2), pp.67-81.

Kornecki, L. and Rhoades, D.L. (2007) How FDI facilitates the globalization process and stimulates economic growth in the CEE, **Journal of International Business Research**, 6 (1), pp. 113-126

Rhoades, D.L. and Nipper, C. (2007) Trends in United States Surface Transportation: U.S. Policy and Mass Transit Ridership in a Nation "Addicted to Oil" .**World Review of Intermodal Transportation Research** vol. 1 (2), pp. 208-218.

Waguespack, B., Rhoades, D.L., and Tiernan, S. (2007) An Investigation into Airline Service Quality Performance between US Legacy Carriers and their EU Competitors and Partners. **Journal of Air Transportation**, vol. 12 (2), pp.59-71.

Rhoades, D.L., Williams, M, and Green, D. (2006). Imperfect Substitutes: Competitive Analysis Failure in U.S. Intercity Passenger Rail. **World Review of Intermodal Transportation Research**, vol 1 (1), pp. 82-93.

Iranlu, E.M. and Rhoades, D.L. (2006). Challenges of Sustaining Growth in African Aviation: The Case of Jomo Kenyatta International Airport. **World Review of Entrepreneurship, Management and Sustainable Development**, vol. 2 (4), pp. 362-374.

Rhoades, D.L. (2006). Growth, Customer Service, and Profitability Southwest-Style, **Managing Service Quality**, vol. 16(5), pp. 538-547. **Finalist: Best Paper of 2006.**

Williams, M and Rhoades, D. (2006). Meeting the Needs of the Aviation Industry through Aviation Maintenance Technician Schools **World Review of Science, Technology, and Sustainable Development**, vol. 3 (3), pp. 235-246.

Irandu, E.M. and Rhoades, D.L. (2006) The Development of Jomo Kenyatta International Airport as a regional Aviation Hub. **Journal of Air Transportation**, vol 11(1), pp. 50-64.

Rhoades, D.L. & Waguespack, B (2005), Strategic Imperatives and the Pursuit of Quality in the U.S. Airline Industry, **Managing Service Quality**, vol. 15 (4), pp. 344-356.

Rhoades, D.L. (2005), African Civil Aviation: Restructuring and Revitalizing the Air Transport Industry. **International Journal of Nigerian Studies and Development**, vol. 11 (1), 60-69.

Rhoades, D.L. and Tiernan, S. (2005), The Vicious Cycle: Growth and Declining Quality in the US Airline Industry:Some Lessons for New Start-ups. **World Review of Entrepreneurship, Management, and Sustainable Development**, Vol. 1 (1), pp. 31-44.

Rhoades, D.L. and Petree, D. (2005) Aviation Education in the Middle East: Sustaining Growth and Indigeneous Development. **World Review of Science, Technology, and Sustainable Development**, vol. 2 (2), pp. 123-136.

Raghavan, S. & Rhoades, D.L. (2005) Revisiting the relationship between Profitability and Safety in the U.S. Airline Industry. **Journal of Air Transport Management**, vol. 11 (4), 283-290.

Sundaramurthy, C., Rhoades, D.L., and Rechner, P.L. (2005). A Meta-analysis of the effects of executive and institutional ownership on firm performance. **Journal of Managerial Issues**, vol.17 (4) Winter.

Rhoades, D.L. Reynolds, R., Waguespack, B. and Williams, M. (2005), The Effect of Line Maintenance Activity on Airline Safety Quality. **Journal of Air Transportation**, vol. 10(1), pp. 58-71.

Grimshaw, G., Rhoades, D.L., Williams, M. (2004). Selling Space: Revitalizing Interest in Aerospace Technology Careers. **World Review of Science, Technology, and Sustainable Development**, vol. 1 (1), pp.60-73.

Rhoades, D.L. (2004). Sustainable Development in African Civil Aviation: Problems and Policies. **International Journal of Technology Policy and Management**, vol. 4 (1), pp. 28-43.

Rhoades, D.L. and Waguespack, B. (2004), Service and Safety Quality in U.S. Airlines: Pre- and Post- September 11<sup>th</sup>. **Managing Service Quality**, vol. 14 (4), pp. 307-316.

Rhoades, D.L. (2002), Liberalization of international air transportation markets: The effect of terrorism on market trends. **Journal of Transportation Management**, vol. 13 (2), pp. 45-58.

Rhoades, D.L. & Rechner, P.L. (2002) International entry mode selection: The role of ownership and corporate governance. **International Journal of Organizational Analysis**, vol 9 (4), pp. 309-328.

Gudmunsson, S.V. & Rhoades, D.L. (2001). Airline Alliance Survival: Analysis, Strategy, and Duration. **Transport Policy**, 8(3), p. 209-218.

Rhoades, D.L., Rechner, P.L., & Sundaramurthy, C. (2001). A meta-analysis of board leadership structure and financial performance: Are “two heads better than one”. **Corporate Governance: An International Review**, vol. 9(4), pp. 311-319.

Rhoades, D.L., Waguespack, B., & Young, S. (2000). Developing a quality index for U.S. airports. **Managing Service Quality**, vol. 10(4), pp. 257-262.

Rhoades, D.L. and Waguespack, B. (2000). Judging a book by it's cover: The relationship between service and safety quality in the U.S. airline industry. **Journal of Air Transport Management**, 6(2).

Rhoades, D.L., Rechner, P.L., & Ones, D.R. (2000). Board composition and firm performance: A meta-analysis of the influence of outside directors. **Journal of Managerial Issues**, 12(1), pp. 87-94.

Rhoades, D.L. and Waguespack, B. (2000). Service Quality in the U.S. airline industry: Variations in performance within and between firms. **Journal of Air Transport World Wide**, 5(1), pp. 60-77.

Rhoades, D.L. and Waguespack, B. (1999). Better safe than service: The relationship between service and safety quality in the U.S. airline industry. **Managing Service Quality**, vol. 9(6), pp. 396-400.

Rhoades, D.L., Waguespack, B, & Treudt, E. 1998. The search for total quality in the U.S. airline industry. **Managing Service Quality**, vol. 8(5), pp. 306-311.

Rhoades, D.L. & Lush, H. 1997. A typology of strategic alliances in the airline industry: Propositions for stability and duration. **Journal of Air Transport Management**, 3(3), 109-114.



## Referred Proceedings

Tinoco, J., Rhoades, D.L., & Waguespack, B. (2010) Traveler Confidence and Safety Concerns: The Contributing Roles of Airline Service Quality and Satisfaction” **Atlantic Marketing Association**, Orlando, FL.,

Rhoades, D.L. & Petree, D. (2010) Employer expectation in the aviation and aerospace industry: The ‘Job ready’ graduate, **Air Transport Research Society**, Porto, Portugal, July 6-9.

Neville, K. and Rhoades D.L. (2009) An Exploration of Different Approaches to Complex System Development and their Implications for the Integration of Uninhabited Aircraft (UA) into the National Airspace System (NAS), 9<sup>th</sup> **Annual Symposium on Human Interaction with Complex Systems**, Greenbelt, MD, August 19-21.

Waguespack, BP. And Rhoades, DL (2009) An Investigation Into Different Systems of Airline Service Quality **Air Transport Research Society**, Abu Dhabi, June 27-30

Rhoades, D.L. and Neville, K. (2009) Advances in Air Traffic Management: The Integration of Predictive Weather into ATM Systems **Air Transport Research Society**, Abu Dhabi, June 27-30

Rhoades, D.L. (2008) Creating, funding and deploying the Next Generation Air Transportation System **World Association for Sustainable Development**, Brighton, UK, August 27-29.

Curtis, T & Rhoades, D.L (2008) Loyalty, repurchase, and satisfaction: A quantitative Review **World Association for Sustainable Development**, Brighton, UK, August 27-29.

Kornecki, L. and Rhoades, D.L. (2007) How Foreign Direct Investment Facilitates the Globalization Process and Stimulates Economic Growth in Central and Eastern European Countries, **International Management Conference**, Krakow, Poland, June 2007

Waguespack, B. and Rhoades, D.L. (2007) Cancellations and their Relationship to and Impact on Airline Service Quality, **Air Transportation Research Society**, July 2007.

Yen, J.R., Rhoades, D.L., and Hsu, G. (2007) Evaluating the Perceived Value of Service Delivered by Taiwanese Airline in the Domestic Market, **12<sup>th</sup> International Conference on ISO 9000 and Total Quality Management**, Taipei, Taiwan, April 2007.

Rhoades, D.L. and Waguespack, B. (2007) Twenty Year of Service Quality Performance in the US Airline Industry, **World Association for Sustainable Development**, Brisbane, Australia, October 2007.

Rhoades, D.L. (2007) Aviation in a Carbon Constrained World. **World Association for Sustainable Development**, Brisbane, Australia, October 2007.

Williams, M. and Rhoades, D.L. (2007) Airline Distribution Systems: History, Challenges, and Solutions. **World Association for Sustainable Development**, Brisbane, Australia, October 2007.

Reynolds, R., Williams, M.L., Rhoades, D.L., and Fedorovich, S. (2007) Communication Mode and Satisfaction with Mentoring,

Tiernan, S., Waguespack, B., Rhoades, D.L. (2006) Assessing Quality in the Major International Airline Alliances, **World Association for Sustainable Development**, Naples, Italy, November 2006.

Rhoades, D.L. (2006) The Florida Cruise Ship Industry: Economic Impacts and Limits to Growth, **World Association for Sustainable Development**, Naples, Italy, November 2006.

Waguespack, B., Rhoades, D.L., and Tiernan, S. (2006) An Exploratory Cross-Country Analysis of the Disconnect between Consumer Perception and Actual Performance in the Airline Industry. **11<sup>th</sup> International Conference on ISO 9000 and Total Quality Management**, Hong Kong, April 2006

Rhoades, D.L., Williams, M., Green, D. (2006) A Comparison of fare and trip characteristics of US passenger trains and scheduled airlines, **Academy of World Business Conference**, Paris 2006.

Waguespack, B, Rhoades, D.L, and Tiernan, S. (2006) An Investigation into Airline Service Quality Performance between U.S. Legacy Carriers and Their E.U. Competitors and Partners.” **Air Transport Research Society 10<sup>th</sup> Annual Meeting**, Nagoya, Japan, May 26-28

Rhoades, D.L., Williams, M. (2005) A Comparison of Highway-rail Crossing Accidents in the United States and United Kingdom, **World Association for Sustainable Development**, November, UAE.

Raghavan, S. and Rhoades, D.L.(2005) Effect of outsourcing on air carrier profitability and safety. **Air Transport Research Society 9<sup>th</sup> Annual meeting**. July, Rio De Janeiro, Brazil

Waguespack, B. Rhoades, D.L., Tiernan, S. (2005). Airline Service Quality Performance in the USA and EU", **Air Transport Research Society Conference**, July 2005, Rio De Janeiro, Brazil.

Tiernan, S, Rhoades, D.L., and Waguespack, B. (2005). Quality Crisis in the U.S. Airline Industry?: An Exploratory Analysis of the Disconnect Between Consumer Perceptions and Actual Performance. **International Conference on ISO 9000 and Total Quality Management, BEST PAPER**, Shanghai, China, March 28-30.

Williams, M, Rhoades, D.L., and Grimshaw, G. (2005). Insuring quality in US aerospace Technical training. **International Conference on ISO 9000 and Total Quality Management**, Shanghai, China, March 28-30.

Rhoades, D.L. and Petree, D. (2005). Higher Education in the Middle East: The Role of Foreign Accreditation in Quality Education. **International Conference on ISO 9000 and Total Quality Management**, Shanghai, China, March 28-30.

Raghavan, S. & Rhoades, D.L. (2004), Revisiting the relationship between profitability and safety in the U.S. airline industry. **SWFAD 2004**.

Rhoades, D.L. and Petree, D. (2004) Aviation Education in the Middle East: Sustaining Growth and Indigeneous Development. **Second Annual Conference on Science, Technology and Sustainable Development**, Edinburgh November 8-10

Williams, M and Rhoades, D. (2004). ). Meeting the Needs of the Aviation Industry through Aviation Maintenance Technician Schools . **Second Annual Conference on Science, Technology and Sustainable Development**, Edinburgh November 8-10

Rhoades, D.L. & Waguespack, B (2004), Strategic Imperatives and the Pursuit of Quality in the U.S. Airline Industry, **International Conference on ISO 9000 and Total Quality Management**, Bangkok, Thailand, April 5-7. **BEST PAPER AWARD**.

Reynolds, R.T. and Rhoades, D.L. (2004) Evaluating the effectiveness of Cockpit Resource Management. **World Aviation Training Conference**, Orlando, FL.

Rhoades, D.L. (2003) African Civil Aviation: Problems and Progress. **International Academy of African Business and Development**, London, April 9-12.

Rhoades, D.L. and Waguespack, B. (2003), Service and Safety Quality in U.S. Airlines: Pre- and Post- September 11<sup>th</sup>. **International Conference on ISO 9000 and Total Quality Management**, Montreal, Canada, April 23-25. **BEST PAPER AWARD**.

Rhoades, D.L. Reynolds, R., Waguespack, B. and Williams, M. (2003), The Effect of Line Maintenance Activity on Airline Safety Quality. **International Conference on ISO 9000 and Total Quality Management**, Montreal, Canada, April 23-25.

Rhoades, D.L. and Waguespack, B. (2002) Airline load factors: Do they affect service quality. **Air Transport Research Society**, Renton, Washington, July 14-16.

Rhoades, D.L. (2002) Liberalization of international air transportation markets: The effect of terrorism on market trends. **Southwest Review of International Business Research**, St. Louis, March 6-9.

Rhoades, D.L. & Waguespack, B. (2001) Divorce airline style: alliance failure in the international airline industry. **World Conference on Transportation Research**, 9<sup>th</sup> Conference, Seoul, Korea.

Marett, P, Rhoades, D, & Waguespack, B. (2001). Proceedings of the 6th Annual **International Conference on ISO 9000 and Total Quality Management**, Paisley, Scotland, 2001.

Gudmunsson, S.V. & Rhoades, D.L. (2000) Can this marriage be saved? Survival rates in strategic airline alliances. Proceedings of the 4th International Conference of the **Air Transportation Research Group**, Amsterdam.

Rhoades, D.L., Waguespack, B., & Young, S. (2000) Developing a quality index for U.S. airports. Proceedings of the 5th Annual **International Conference on ISO 9000 and Total Quality Management**, Singapore.

Rhoades, D.L. (2000) The lives and times of U.S. regional airlines-Why quality matters!!! Proceedings of the **American Society of Quality**, San Francisco.

Rhoades, D.L. and Waguespack, B. (1999) Judging a book by it's cover: The relationship between service and safety quality in the U.S. airline industry. Proceedings of the **3rd International Conference of the Air Transportation Research Group**, Hong Kong.

Rhoades, D.L. and Waguespack, B. (1999) Better safe than service: The relationship between service and safety quality in the U.S. airline industry. Proceedings of the **4th Annual International Conference on ISO 9000 and Total Quality Management**, Hong Kong.

Rhoades, D.L., Waguespack, B, & Treudt, E. (1998) The search for total quality in the U.S. airline industry. Proceedings of the 3rd Annual **International Conference on ISO 9000 and Total Quality Management Meeting**, Hong Kong.

Kelley, K.A. & Rhoades, D.L. (1998) When one size "doesn't" fit all: Matching cross-cultural training technique to learning style. Proceedings of the 1998 **International Federation of Scholarly Associations of Management**, Madrid.

Rhoades, D.L. & Rechner, P.L. (1997). The role of ownership and corporate governance factors in international entry mode selection. Proceedings of the 1997 **Academy of Management Meeting**, Boston, 1997,190-193.

Rhoades, D.L. & Lush, H. (1997) A typology of strategic alliances in the airline industry: Propositions for stability and duration. Monograph of the 1997 **Air Transport Research Group**, Vancouver.

## Other referred publications

Rhoades, D.L. & Curtis, Tamilla (2013) The challenges of intervention to monetarily support or not support the national airline carriers: A case of the airline industry in Eastern Europe. In **Marketing, Management and International Business Theory and Practice: Contemporary Issues and research in Selected Countries** (Ed G. Ogunmokun & R. Gabbay), Global Publishing House, pp 241-253

Rhoades, D.L. and Williams, M.J. (2011) Intercity Transport Policy and Systems in the United States: Changing the Balance to Address Climate Change, **Research In Transport Economics**, Elsevier

Rhoades, D.L. ( 2011) State of US Aviation: Clinging to Old Ways in A new Century. In **Trends in the Global Airline Industry**. Ashgate Publications, Aldershot.

Rhoades, D.L. (2011) Who Governs International Aviation, In **Cases in Aviation Ethics**, Ashgate Publishing, Aldershot, UK.

Arnaud, A. & Rhoades, D.L. (2009) Long-term Organizational Sustainability: The Case for a Sustaincentric and Ethical Climate of the Organization, pp. 133-144. In **Environmental Management, Sustainable Development & Human Health** eds Mattheus Gossens, Eddie Leboy, Fred Schaeffner, and Ahmed Abdelhadi. Taylor & Frances Gourp, London, UK

Rhoades, D.L. (2009) Crisis in a Fragile Industry: Airlines Struggle to Survive in an Uncertain Future. In *The Day that Changed Everything?* Looking at the Impact of 9-11 at the End of the Decade, Volume II. The Economics and Business of Terror. Ed. Mathew J. Morgan,.

Rhoades, D.L. (2008) Sustainable Aviation: Challenges and Solutions in a Carbon Constrained World. In **Global Sustainability Initiatives: New Models and New Approaches**, Eds. James Stoner and Charles Wankel, Information Age Publishing, Charlotte, NC, pp 159-172.

Rhoades, D.L. (2007) Political and Managerial Decision Making in Liberalizing Aviation Markets: The Role of Higher Education. In **Shaping the Future with International Business Education** eds. H. Meyer and M. Michel, Hochschule Bremen University Press, Bremen, GR.

Rhoades, D.L. and Reynolds (2007), The Perfect Storm: Turbulence and Crisis in the Global Airline Industry. In **Crisis Management in Tourism**. CAB International Publishing, Wallingford, UK, pp. 252-266..

Rhoades, D.L. , Waguespack, B, Reynolds, R. (2006). Airline Service Quality in an Era of Deregulation. In **Managing Tourism and Hospitality Services Management: Theory and International Application** eds. Prideaux, B, Moscardo, G. and Laws, E. Continuum Press, London., pp. 83-93.

Rhoades, D.L., Williams, M. (2005) A Comparison of Highway-rail Crossing Accidents In the United States and United Kingdom *World Sustainable Development Outlook 2005*, Emerald Group Publishing.

Rhoades, D.L. & Waguespack, B. Divorce airline style: alliance failure in the international airline industry. Monograph (2001)

Rhoades, D.L. & Waguespack, B. (2001) Airline service quality: Challenges for the future, strategies for success. **Handbook of Airline Strategy**.

### **Other publications**

Rhoades, D.L. (2007) Book Review: The empty tank: oil, gas, hot air, and the coming global financial catastrophe. **World Review of Science, Technology, and Sustainable Development**, vol. 3 (2), 207-209.

Rhoades, D.L. (2006) Book Review: The Wedding of the Waters: The Erie Canal and the making of a Great Nation. **World Review of Intermodal Transportation Research**, Vol. 1 (1), pp 115-116.

Rhoades, D.L. (2006) Book Review: The End of Poverty: economic Possibilities for our Time. **World Review of Science, Technology, and Sustainable Development**, vol. 3(2), 193-195.

Reynolds, R.T. and Rhoades, D.L. (2005) A History of Cockpit Resource Management. **Civil Aviation Training Journal**.

Rhoades, D. L. 2002. U.S. Airways. **Encyclopedia of Flight**. Pasadena, CA: Salem Press

Rhoades, D. L. 2002. Whirly-Girls. **Encyclopedia of Flight**. Pasadena, CA: Salem Press.

Rhoades, D. L. 2002. Air Carriers. **Encyclopedia of Flight**. Pasadena, CA: Salem Press

Rhoades, D. L. 2002. Air Carriers- Appendix. **Encyclopedia of Flight**. Pasadena, CA: Salem Press.

Rhoades, D. L. 2002. Organizations and Agencies- Appendix. **Encyclopedia of Flight**. Pasadena, CA: Salem Press.

Rhoades, D.L. 2002. American Airlines. **Encyclopedia of Flight**. Pasadena, CA: Salem Press.

Rhoades, D. L. 2002. Continental Airlines. **Encyclopedia of Flight**. Pasadena, CA: Salem Press.

Rhoades, D. L. 2002. Aeromexico. **Encyclopedia of Flight**. Pasadena, CA: Salem Press.

### **UNDER REVISION**

Tiernan, S. , Rhoades, D.L & Durack, M. Consumer usage and perceptions of airline carbon offset programmes in the USA and EU. **Academy of World Business Marketing and Management**, Budapest, July 16-19, 2012.

Manuela, W.S. & Rhoades, D.L. Entry and competition in the India airline industry 17<sup>th</sup> ATRS World Conference, Bergamo, Italy 2013

Waguespack, B, Curtis, T & Rhoades, D.L. Baggage: An exploratory investigation into service quality management and ancillary revenue generation and potential impacts

### **UNDER REVIEW**

Curtis, T & Rhoades, D.L. Analysis of low-cost carriers in the post-soviet states, **International Journal of Transportation**

### **WORK IN PROGRESS**

Rhoades, D.L. & Waguespack, Twenty-five years of airline service quality

Rhoades, D.L. Multimodal passenger security in Brazil

Curtis, T.& Rhoades, D.L International low cost carriers and airline competition,

Rhoades, D.L. Indian airlines: booming or ‘true to their industry’

Manuela, W, Rhoades, D.L. & Curtis, T. Stock performance of Delta following refiner acquisition

Manuela, W, Rhoades, D.L. & Curtis, T. US Airways and America West Merger

Rhoades, D.L Intermodal safety and security in Brazil.

## PRESENTATIONS

Curtis, T., Griffin, T.E., and Rhoades, D.L. The effects of the global competitiveness, human development, and corruption on foreign direct investment, **Academy of World Business Marketing and Management Development**, Budapest, July 16-19, 2012.

Tiernan, S. , Rhoades, D.L & Durack, M. Consumer usage and perceptions of airline carbon offset programmes in the USA and EU. **Academy of World Business Marketing and Management**, Budapest, July 16-19, 2012.

Rhoades, D.L. & Curtis, Tamilla (2012) Rally ‘Round or let’em die” **Academy of World Business Marketing and Management**, Budapest, July 16-19, 2012.

Rhoades, D.L. & Petree, D. (2010) Employer expectation in the aviation and aerospace industry: The ‘Job ready’ graduate, **Air Transport Research Society**, Porto, Portugal, July 6-9.

Neville, K. and Rhoades D.L. (2009) An Exploration of Different Approaches to Complex System Development and their Implications for the Integration of Uninhabited Aircraft (UA) into the National Airspace System (NAS), 9<sup>th</sup> **Annual Symposium on Human Interaction with Complex Systems**, Greenbelt, MD, August 19-21.

Waguespack, BP. And Rhoades, DL (2009) An Investigation Into Different Systems of Airline Service Quality **Air Transport Research Society**, Abu Dhabi, June 27-30

Rhoades, D.L. and Neville, K. (2009) Advances in Air Traffic Management: The Integration of Predictive Weather into ATM Systems. **Air Transport Research Society**, Abu Dhabi, June 27-30

Rhoades, D.L. (2008) Creating, funding and deploying the Next Generation Air Transportation System **World Association for Sustainable Development**, Brighton, UK, August 27-29.

Curtis, T & Rhoades, D.L.(2008) Loyalty, repurchase, and satisfaction: A quantitative Review **World Association for Sustainable Development**, Brighton, UK, August 27-29.

Kornecki, L. and Rhoades, D.L. (2007) FDI Facilitates the Globalization Process and Stimulates Economic Growth in Central and Eastern Europe will be presented at the **17<sup>th</sup> Global USASBE Conference** (Int.Ent.2007) in Poland /Gdansk, July 08-July 11,2007



Waguespack, B. and Rhoades, D.L. (2007) Cancellations and their Relationship to and Impact on Airline Service Quality, **Air Transportation Research Society**, July 2007.

Yen, J.R., Rhoades, D.L., and Hsu, G. (2007) Evaluating the Perceived Value of Service Delivered by Taiwanese Airline in the Domestic Market, **12<sup>th</sup> International Conference on ISO 9000 and Total Quality Management**, Taipei, Taiwan, April 2007.

Rhoades, D.L. and Waguespack, B. (2007) Twenty Year of Service Quality Performance in the US Airline Industry, **World Association for Sustainable Development**, Brisbane, Australia, October 2007.

Rhoades, D.L. (2007) Aviation in a Carbon Constrained World. **World Association for Sustainable Development**, Brisbane, Australia, October 2007.

Williams, M. and Rhoades, D.L. (2007) Airline Distribution Systems: History, Challenges, and Solutions. **World Association for Sustainable Development**, Brisbane, Australia, October 2007.

Kornecki, L. and Rhoades, D.L. (2007) How Foreign Direct Investment Facilitates the Globalization Process and Stimulates Economic Growth in Central and Eastern European Countries, **International Management Conference**, Krakow, Poland, June 2007

Reynolds, R., Williams, M.L., Rhoades, D.L., and Fedorovich, S. (2007) Communication Mode and Satisfaction with Mentoring

Rhoades, D.L. (2006) The Florida Cruise Ship Industry: Economic Impact, Continuing Issues, and Limits to Growth **World Association for Sustainable Development**, Naples, Italy, November 2006.

Tiernan, S., Waguespack, B., Rhoades, D.L. (2006) Assessing Quality in the Major International Airline Alliances, **World Association for Sustainable Development**, Naples, Italy, November 2006.

Waguespack, B., Rhoades, D.L., and Tiernan, S. (2006) An Exploratory Cross-Country Analysis of the Disconnect between Consumer Perception and Actual Performance in the Airline Industry. **11<sup>th</sup> International Conference on ISO 9000 and Total Quality Management**, Hong Kong, April 2006

Waguespack, B., Rhoades, D.L., and Tiernan, S. (2006) An Investigation into Airline Service Quality Performance between US Legacy Carriers and their EU Competitors and Partners. **10<sup>th</sup> Air Transportation Research Society Conference**, Nagoya, Japan, 2006.

Rhoades, D.L., Williams, M. (2005) A Comparison of Highway-rail Crossing Accidents in the United States and United Kingdom, **World Association for Sustainable Development**, November, UAE.

Raghavan, S. and Rhoades, D.L. (2005) Effect of outsourcing on air carrier profitability and safety. **Air Transport Research Society 9<sup>th</sup> Annual meeting**. July, Rio De Janeiro, Brazil

Waguespack, B. Rhoades, D.L., Tiernan, S. (2005). Airline Service Quality Performance in the USA and EU", **Air Transport Research Society Conference**, July 2005, Rio De Janeiro, Brazil.

Tiernan, S, Rhoades, D.L., and Waguespack, B. (2005). Quality Crisis in the U.S. Airline Industry?: An Exploratory Analysis of the Disconnect Between Consumer Perceptions and Actual Performance. **International Conference on ISO 9000 and Total Quality Management, BEST PAPER**, Shanghai, China, March 28-30.

Williams, M, Rhoades, D.L., and Grimshaw, G. (2005). Insuring quality in US aerospace Technical training. **International Conference on ISO 9000 and Total Quality Management**, Shanghai, China, March 28-30.

Rhoades, D.L. and Petree, D. (2005). Higher Education in the Middle East: The Role of Foreign Accreditation in Quality Education. **International Conference on ISO 9000 and Total Quality Management**, Shanghai, China, March 28-30.

Waguespack, B., Tiernan, S., and Rhoades, D.L. (2005) Airline Service Quality Performance in the USA and EU. **Air Transportation Research Society**, Brazil 3-6 July.

Waguespack, B., Tiernan, S., and Rhoades, D.L. (2005) An exploratory research note on the disconnect between student perceptions and actual performance of US airlines on key service quality measures. **Atlantic Marketing Association**,

Rhoades, D.L. (2005) Strategic Management Process. **National Training Aircraft Symposium**, Daytona Beach, FL., March 21-23.

Williams, M, Rhoades, D.L., and Grimshaw, G. (2005). Insuring quality in US aerospace Technical training. **International Conference on ISO 9000 and Total Quality Management**, Shanghai, China, March 28-30.

Rhoades, D.L. and Petree, D. (2005) Higher Education in the Middle East: The Role of Foreign Accreditation in Quality Education. **International Conference on ISO 9000 and Total Quality Management**, Shanghai, China, March 28-30.

Rhoades, D.L. (2004) Managerial Decision Making in Liberalizing International Aviation Markets. Conference on **International Management in the Light of Geopolitical Changes in Europe and the World**, Krakow, Poland, October 10-12.

Williams, M and Rhoades, D. (2004). Meeting the Needs of the Aviation Industry through Aviation Maintenance Technician Schools. **Second Annual Conference on Science, Technology and Sustainable Development**, Edinburgh November 8-10

Rhoades, D.L. and Petree, D. (2004) Aviation Education in the Middle East: Sustaining Growth and Indigeneous Development. Second Annual Conference on **Science, Technology and Sustainable Development**, Edinburgh, November 8-10.

Rhoades, D.L. & Waguespack, B (2004), Strategic Imperatives and the Pursuit of Quality in the U.S. Airline Industry, **International Conference on ISO 9000 and Total Quality Management**, Bangkok, Thailand, April 5-7.

Reynolds, R.T. and Rhoades, D.L. (2004) Evaluating the effectiveness of Cockpit Resource Management. **World Aviation Training Conference**, Orlando, FL.

Raghavan, S. & Rhoades, D.L. (2004), Revisiting the relationship between profitability and safety in the U.S. airline industry. **SWFAD 2004**.

Rhoades, D.L. (2003), Quality in Corporate Governance. **International Conference on ISO 9000 and Total Quality Management**, Montreal, Canada, April 23-25.

Rhoades, D.L. (2003), African Civil Aviation: Problems and Progress. **International Academy of African Business and Development**, London, April 9-12.

Rhoades, D.L. and Waguespack, B. (2003), Service and Safety Quality in U.S. Airlines: Pre- and Post- September 11<sup>th</sup>. **International Conference on ISO 9000 and Total Quality Management**, Montreal, Canada, April 23-25.

Rhoades, D.L. Reynolds, R., Waguespack, B. and Williams, M. (2003), The Effect of Line Maintenance Activity on Airline Safety Quality. **International Conference on ISO 9000 and Total Quality Management**, Montreal, Canada, April 23-25.

Rhoades, D.L. and Waguespack, B. Airline load factors: Do they affect service quality. **Air Transport Research Society**, Renton, Washington, July 14-16, 2002.

Rhoades, D.L. Liberalization of international air transportation markets: The effect of terrorism on market trends. **Southwest Review of International Business Research**, St. Louis, March 6-9, 2002.

Rhoades, D.L. & Waguespack, B. Divorce airline style: alliance failure in the international airline industry. **World Conference on Transportation Research**, 9<sup>th</sup> Conference, Seoul, Korea, 2001.

Rhoades, D.L. Introduction to Airline Strategic Planning. **The International School of Aircraft Economics**, Miami, Florida, December 2000.

Gudmunsson, S.V. & Rhoades, D.L. Can this marriage be saved? Survival rates in strategic airline alliances. 4th International Conference of the **Air Transportation Research Group**, Amsterdam, 2000.

Rhoades, D.L., Waguespack, B., & Young, S. Developing a quality index for U.S. airports. 5th Annual **International Conference on ISO 9000 and Total Quality Management**, Singapore, 2000.

Rhoades, D.L. Predatory behavior in the U.S. airline industry: A dog eat dog world?. 19th Annual International Conference of the **Strategic Management Society**, Berlin 1999.

Rhoades, D.L. and Waguespack, B. Better safe than service: The relationship between service and safety quality in the U.S. airline industry. 4th Annual **International Conference on ISO 9000 and Total Quality Management**, Hong Kong, 1999.

Rhoades, D.L. and Waguespack, B. Judging a book by its cover: The relationship between service and safety quality in the U.S. airline industry. 3rd International Conference of the **Air Transportation Research Group**, Hong Kong, 1999.

Rhoades, D.L., Sundaramurthy, C. & Rechner, P.L. A meta-analysis of board leadership and organizational performance: Are "two heads better than one". **Academy of Management Annual Meeting**, San Diego, 1998.

Rhoades, D.L., Waguespack, B., & Treudt, E. The search for total quality in the U.S. airline industry. 3rd Annual **International Conference on ISO 9000 and Total Quality Management**, Hong Kong, 1998.

Rhoades, D.L., Sundaramurthy, C. & Rechner, P.L. The role of institutional investors in firm performance. **Strategic Management Society Annual Meeting**, Orlando, 1998.

Rhoades, D.L. & Waguespack, B. Surviving in an alliance world: Alliance longevity in the airline industry. **Strategic Management Society Annual Meeting**, Orlando, 1998.

Kelley, K.A. & Rhoades, D.L. When one size "doesn't" fit all: Matching cross-cultural training technique to learning style. **International Federation of Scholarly Associations of Management**, Madrid, 1998.

Rhoades, D.L. Sundaramurthy, C. & Rechner, P.L. Are all owner controlled measures created equal: A meta-analysis of the effect of owner monitoring on firm performance. **Strategic Management Society Annual Meeting**, Barcelona, Spain, 1997.

Rhoades, D.L. & Lush, H. A typology of strategic alliances in the airline industry:

Propositions for stability and success. **Air Transport Research Group** Annual Meeting, Vancouver, 1997.

Rhoades, D.L. Rechner, P.L. The role of ownership and corporate governance factors in international entry mode selection. **Academy of Management** Annual Meeting, Boston, 1997.

Sinangil, H.K., Ones, D.S. & Rhoades, D.L. The role of spouse and family in expatriate adjustment and job performance. To be presented at the **American Psychological Association** Annual Meeting in Chicago, 1997.

Kuhns, B., Geiminhardt, G. & Rhoades, D. Hiding out in teams. Paper presented at the **Academy of Management Meeting**, Vancouver, Canada, 1995.

### **FUNDED RESEARCH**

**COB Project Lead (2012-13)** NextGen Test Facility Task G2. Cost Benefit Analysis(CBA) for synchronized Flight Management System (FMS)-En Route Automated Modernization(ERAM) Continuous Descent Approaches(CDA)

**ERAU Project Lead (2008)**, NextGen Test Facility Task A: Integration of 4D predictive weather into ERAU-TMA Federal Aviation Administration, ERAU **\$317,000** .Completed January 31, 2009.

**Volusia County Transportation Challenge (2008)**, project focused on the development strategies for county transportation and economic development, **\$10,000**

Selter, J. and Rhoades, D.L. (2005). Reducing critical fuel distribution problems during natural or man-made emergency incidents for safety and security of Florida intermodal systems: A government and industry task force. State of Florida, UCITSS, **\$1,000**

Raghavan, S. and Rhoades, D.L. Profitability and Safety in US airlines, Asst. Provost Office, **\$18,000**

Rhoades, D.L. SITA Airport Survey. **\$500**

Rhoades, D.L., Waguespack, B, & Young, S. Airport quality index. Embry-Riddle Aeronautical University, VP Fund, **\$5000**

Rhoades, D.L. & Wensveen, J. Latin American Gateway. American Airlines, In-kind services.

## **DISSERTATION**

The role of ownership and corporate governance factors in international entry mode selection

Chairperson

Paula L. Rechner  
Associate Professor

Committee

Joe Pratt, Professor  
Basheer Khumwala, Professor  
Kent Neupert, Assistant Professor  
Steve Werner, Assistant Professor

## **PROFESSIONAL SERVICE ACTIVITIES**

**Founding Editor**, *World Review of Intermodal Transportation Research*, 2005-

**Panel Member**, ACRP Project 03-09, Guidebook for Strategic Planning in the Airport Industry.

**External Examiner**, Department of Management, University of Limerick, 2005 - present

### ***Editorial Boards:***

*Managing Service Quality*, 2008-present

*Corporate Governance: An international Review*, 2008-2014

*Review of Business*, 2009-present

*World Review of Entrepreneurship, Management and Sustainable Development*, 2004-2008,  
2010- present

*World Review of Science, Technology, and Sustainable Development*, 2003-2008, 2010-present.

*Amity Global Business Review*, 2005-

*Problems of Infrastructure Efficiency Improvements*, 2013 to present

### ***Reviewer:***

*Mathematical and Computer Modelling*, 2011 to present

*Annals of Innovation and Entrepreneurship*, 2010 to present

*Benchmarking: An International Journal*, 2010-present

*International Journal of Applied Aviation Studies*, 2010-present

*Journal of Managerial Issues*, 2000-present

*Corporate Governance: An international Review*, 2002-present.

*Journal of Travel and Tourism Marketing*, 2006-present

*Managing Service Quality*, 2004-present.

*Journal of Air Transportation*, 1998-2008

*Journal of Air Transport Management*, 2010-

***Doctoral Dissertation Committee (2005 to present)s:***

Tamilla Curtis, Loyalty, Repurchase, and Satisfaction, Nova Southeastern, *Defended 2010*.

Vijay Shrestha, Low cost airline model in Asia, Tribhuwan University, Nepal, currently underway.

Patti Clark, Regional Economic Issues in the Aviation Industry: An In-Depth Case Study , Northcentral University, *Defended 2006*.

J.W.Park, Modelling the impact of marketing variable on airline service quality and passengers' future behavioral intentions, The University of New South Wales, *Defended 2005*.

***Conferences:***

Program Chair, 4th Annual conference of the World Association for Sustainable Development, Naples, Italy, 5-7 November 2006

Program Chair, 3<sup>rd</sup> Annual conference of the World Association for Sustainable Development, Al-Ain, UAE, 21-23 November 2005

Track Chair, Academy of World Business Conference, Paris, 10-13 July 2006.

Session Chair, 2<sup>nd</sup> Annual WASD conference, Scotland November 2004

Panel member, 4th Annual International Conference on ISO 9000 and Total Quality Management

Reviewer, Academy of Management Meeting--BP and International, 1996-1997.

Reviewer, American Society for Competitiveness Conference, 1998

Session Chair, Strategic Management Society, Orlando 1998.

***Other Activities:***

Search Committees

Associate Vice-President, Enrollment Management (Present search)

Chair, Aviation Maintenance (2010)

Dean, College of Business, Chair (2004-05)

Chair, Department of Business (2000)

Leadership Team, SACS re-accreditation, 2010

International Student recruiting, India, 2009 to present

ACBSP periodic report(s) since 2004 re-accreditation

AACSB pre-accreditation report, 2007

Major Field Test administration, 2007-present

Chair Subcommittee, EMBA relaunch, 2009-present

Qatar Planning Committee (March 2003-March 2005)

Faculty Compensation Steering Committee (Phases I and II). Embry-Riddle Aeronautical University.

**PROFESSIONAL DEVELOPMENT**

Leadership Enhancement Program, UCF-ERAU, 2011-2012

Quality training 5S, 8D, 2011

AACSB, Continuous Improvement Conference, Minn., MN 2006.

AACSB, New Chair seminar, U. of Maryland, 2005.

Workshop, Compliance with Export Controls, Aviation Suppliers Association, June 23, 2003,



Naples, Fl.

Workshop, Aviation Investigations, Suspected Unapproved Parts, June 23, 2003, Naples, Fl.

Workshop, Still not Accredited? ASA Accredited Distributor program, June 23, 2003, Naples, FL.

Workshop, ISO-9000-2000, International Conference of ISO 9000 and Total Quality Management, April 2003, Montreal.

International Air Transport Association, Strategic Airline Planning, September, 2000.

International Air Transport Association, Strategic Management, June 1999

Faculty Development in International Human Resource Management Program, June 1-5, University of Colorado, Denver

Workshop, Deming's Teaching on Quality, Strategy, and Innovation, April 6, 1999, Hong Kong.

## **PROFESSIONAL HONORS**

Highlighted as outstanding faculty in *The President's Five-Year Report, 1998-2003*.

Nominated, Embry-Riddle Aeronautical University, Outstanding Research Faculty, 2000

Business Department, Outstanding Faculty Award, 1999

Nominated, Embry-Riddle Aeronautical University, Outstanding Research Faculty, 1999

University of Houston, Melcher Award for Excellence in Teaching by a Doctoral Candidate, 1996.

Dean's Distinguished Dissertation Fellowship, 1996.

## **TEACHING INTERESTS**

### **Undergraduate courses taught:**

*Organizational Behavior*

An analysis of the behavioral concepts affecting human behavior in business organizations.

*Business Strategy*

The business capstone course involving the principles of strategy formulation, implementation, evaluation, and organizational analysis.

*International Comparative Management*

An investigation into the management of a multicultural workforce.

*International Environment of Business*

An analysis of economic development and international trade in modern times.

*International Aviation Management*

Examines the nature of international aviation business from both an airline and airport perspective.

*Social Responsibility and Ethics*

An inquiry into the economic, legal, political, and ethical components of social responsibility.

**Graduate courses taught:**

*Organizational Behavior*

An analysis of the behavioral concepts affecting human behavior in business organizations.

*International Management and Aviation Applications*

An introduction to international business and the aviation environment.

*Business Policy and Decision Making*

Capstone course in long-term planning and management skills with special emphasis in aviation/aerospace related industries.

**Executive Master of Business Administration courses taught:**

*Applications of Organizational Behavior*

An introduction to organizational theories and practices.

*Designing the High Performance Organization*

Advanced study of the principles behind organizational design.

### **Committee Activities**

Faculty Senate, Executive Committee, 2003-2005

Senator-at-large, 2003-2005

Lead Faculty, ACBSP self-study, 2002-present.

Faculty Compensation Steering Committee (Phase II)

Task Force for ESTACA program

Task Force for the Queen Noor-Embry-Riddle Joint Degree

Task Force for the Qatar Joint Program

Chairman, Internal Influences on Faculty Compensation, Faculty Compensation Steering Committee (Phase I).

University Undergraduate Curriculum Committee, 2000-2005

Department Chair, Search Committee, 99-00

Strategy, Policy, and Planning (Assessment), 1999-

Department Budget and Operations Committee, 2001-2003

Department Assessment and Accreditation Committee, 2001 to present

Department Faculty Search (Development) Committee, 1997-2005

Department Student Affairs Committee, 1998-2001

Department Undergraduate Program (Curriculum) Committee, 1996-2003

Department Projects with Industry/EMBA, 1996-1999

Department Graduate Scholarship and Assistantship Committee, 1996-1997

Academic Standards and Readmission Committee, 1998-1999

### **OTHER WORK EXPERIENCE**

American Diabetes Association, Hawaii Affiliate (1987-1990)  
Executive Director  
Honolulu, Hawaii

King County Water District #82 (1986)  
Project Coordinator - Lake Restoration Project  
Issaquah, Washington

Washington Inventory Service (1985)  
Crew Manager  
Renton, Washington

Zayre Corporation (1983-1984)  
Department Manager  
Key West, Florida

Southeastern Program Service Center, Social Security Administration (1979-1982)  
Benefit Authorizer  
Birmingham, Alabama

## Biographical Note

**Dawna L. Rhoades** is a Professor of Management in the College of Business at Embry-Riddle Aeronautical University in Daytona Beach, Florida and the Associate Dean for Research and Graduate Studies. She currently teaches international business, strategic management, international aviation management, and social responsibility and ethics. She received her Ph.D. from the University of Houston. Her current research interests include strategic alliances, safety and quality issues at airlines and airports, corporate governance, and issues relating to intermodal transportation. Her work has appeared in numerous journals including *Managing Service Quality*, *Journal of Air Transport Management*, *Journal of Transportation Management*, *Journal of Air Transport World Wide*, *Journal of Managerial Issues*, and *International Journal of Organizational Analysis*. She is the author of the Ashgate Publishing book *Evolution of International Aviation: Phoenix Rising*.