

Dr. Cheryl L. Adkins

- Human Resource Management
- Work Values
- Employee Selection and Socialization
- Work-Family Conflict

Dr. Frank W. Bacon

- Corporate Finance
- Electricity Utility Operations and Finance
- Local Government Budgeting and Finance

Dr. Paul T. Barrett

- Leadership Development
- Entrepreneurship
- Organizational Behavior
- Taxation

Dr. Raymond T. Brastow

- Banking, Bank Regulation, and Financial Market Conditions
- Residential Real Estate Markets
- Labor Markets, including Analysis of Employment Discrimination
- Economic aspects of Sports Markets and Sports Subsidies

Dr. William P. Brown

- Federal Income Taxes
- Ethics
- Illegal Tax Protestors

Dr. Roman Cech

- International Economics
- Economics of Transition
- Economic Theory

Dr. Robert Cochran

- Mortgage Banking Accounting
- Fair Value Measurement, SFAS # 157

Dr. Roy R. Creasey

- Modeling and Simulation
- Stochastic Processes
- Probability Theory
- Bayesian Statistics

Dr. Glenn S. Dardick

- IT Forensics, Information Technology and the Internet (admitted in Federal Court and the Commonwealth as an Expert Witness)
- Web Enabled Technologies
- Database Systems
- User Interfaces

Dr. Evelyn C. Hume

- Workplace and Professional Ethics
- Cultural Influences on Ethical Reasoning
- Income Taxation for Individuals and Small Businesses

Dr. Claire R. La Roche

- Business Law
- Law for Accountants
- E-mail Privacy
- Due Process in Higher Education

Dr. Linda K. Lau

- Distance Learning
- Video Conferencing
- Online Education
- Enterprise Resource Planning
- Electronic Commerce

Dr. David L. Lehr

- Economic Growth and Institutions
- Macroeconomics
- Market Structure and Applied Microeconomics
- Methodology

Dr. Melanie B. Marks

- Environmental Economics
- Experimental Economics
- Public Good Provision
- K-12 Economic Education
- K-12 Financial Literacy Education

Dr. Ronald F. McPherson

- Web Application
- Network Administration
- Programming Languages

Ms. Abigail H. O'Connor

- Marketing Research & Analysis
- Competitive Intelligence
- Business Communication
- Internal Corporate Communication

Dr. Lily R. Ren

- Organizational Justice
- Creativity
- Human Resource Management
- Cross-cultural Studies

Dr. Tracy Tuten Ryan

- Marketing Strategy
- Advertising
- Social Media

Ms. Cheryl F. Davis

- Career and Technical Education
- Business Planning
- Microsoft Office

Dr. Mary A. Flanigan

- Managerial Accounting
- International Accounting

Dr. John N. Gaskins

- Retailing
- e-tailing
- Services Marketing
- Geographic Information Systems (GIS) in Marketing and Retailing

Ms. Sally W. Gilfillan

- Not-for-Profit Accounting & Reporting
- Governmental Accounting & Reporting
- Technology & Learning

Dr. James C. Haug

- Small Business Management
- Federal Acquisition and Contracting
- Business Policy and Strategy
- Operations Management

- Marketing Research
- GLBT Marketing
- Stress and Work-family Conflict

Dr. Steven A. Samaras

- Business Policy & Strategy
- Entrepreneurship & Small Business Management
- Leadership & Group Dynamics
- Business Ethics & Diversity
- Stakeholder Analysis
- Strategic Supply Chain Management

Dr. Bennie D. Waller

- Residential Real Estate Markets
- Artificial Intelligence
- Financial Information Systems
- Automated Valuation
- Decision Support Systems
- Technology in the Financial Industries

Dr. Linda B. Wright

- Consumer Behavior
- Public Policy
- Retailing

Contact Person:

Dr. Paul T. Barrett, Dean
College of Business & Economics
Longwood University
201 High Street
Farmville, VA 23909
barrettpt@longwood.edu
434-395-2045