Antonina (Tonya) Bauman

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LinkedIn Profile

ResearchGate Profile

Tommy and Victoria Baker School of Business
The Citadel
171 Moultrie St.
Charleston, SC 29409

Education

PhD in Management from the AASCB accredited University of Surrey, Guildford, UK

MBA from the University of Alaska, Fairbanks, USA

MEd from the National Pacific University, Khabarovsk, Russia

Professional Employment

August 2023 – present: Associate Professor, Tommy and Victoria Baker School of Business, The Citadel, Charleston, SC.

March 2020 – May 2023: Associate Professor, Strategic Management, School of Business, Emporia State University, Emporia, KS

Courses taught:
Strategic Management (graduate, online and face-to-face)
Strategic Management (undergraduate, online and face-to-face)
International Management (undergraduate, face-to-face)

August 2015 – March 2020: Assistant Professor, Management, School of Business, Emporia State University, Emporia, KS

Courses taught:

- Business Policy and Strategy (undergraduate, face-to-face)
- Business Policy and Strategy (graduate, face-to-face and online)
- Marketing Management (undergraduate, face-to-face)
- International Management (undergraduate, face-to-face)
- Business Communication (undergraduate, face-to-face)

July 2007 - July 2015

Online Curriculum Liaison (OCL) and instructor, Military Campus Programs, Hawai'i Pacific University, Honolulu, HI

OCL duties: Ensuring compatibility of online courses offered by the main campus and Military Campus Programs (MCP), providing OCP faculty instructional support on the use of the Blackboard educational software, designing online courses, assisting with the program assessment design and implementation process, and recommending online teaching strategies.

Courses taught:

International Business Management (graduate, face-to-face)
International Marketing (undergraduate, face-to-face and online)
Leadership Seminar (graduate, online)
Marketing Strategy for Managers (graduate, face-to-face and online)
Marketing Management (undergraduate, face-to-face and online)
Business Research Methods (undergraduate, online)
Electronic Marketing (undergraduate, online)
Market Research (undergraduate, online)
Principles of Marketing (undergraduate, face-to-face and online)

Publications:

Bauman, A. (2023). Catch and Release: Tools for Dealing with Teacher's Stress. Chapter 7. In P. Kumar. T. Culham. R. Major, & R. Peregoy (Eds) *Honing Self-Awareness of Faculty and Future Business Leaders*. Early preview: https://books.emeraldinsight.com/book/detail/honing-self-awareness-of-faculty-and-future-business-leaders/?k=9781802623505

Bauman, A. & Lucy, C. (2021). Enhancing Entrepreneurial Education: Developing Competencies for Success. *International Journal of Management Education*, 19 (1), 100293.

Bauman, A. (2020). How Do Entrepreneurs Use Social Media? *Journal of Marketing Development and Competitiveness,* 14 (2). https://doi.org/10.33423/jmdc.v14i2.2832

Bauman, A., & Lucy, C. (2020). Social media: Exploring entrepreneurial opportunities. In L. Schjoedt, M. Brännback, & A. L. Carsrud (eds), Understanding Social Media and Entrepreneurship (pp. 15-28). Springer, Cham.

Muldoon, J., Bendickson, J., Bauman, A. & Liguori, E. (2020). Reassessing Elton Mayo: clarifying contradictions and context, *Journal of Management History*, 26 (2), pp. 165-185. https://doi.org/10.1108/JMH-05-2019-0033

Steigner, T., Riedy, M. & Bauman, A. (2019). Legal Family, Cultural Dimensions, and FDI. *International Journal of Managerial Finance,* 15(3), pp. 285-314.

Bauman, A. (2018). Concept maps: active learning assessment tool in a strategic management capstone class. *College Teaching, 66*(4), 213-221.

Bauman, A. & Scherbina, N. (2018). Millennials, Technology, and Cross-Cultural Communication. *Journal of Higher Education Theory and Practice*, 18(3), 75-85. DOI: https://doi.org/10.33423/jhetp.v18i3.562

Bauman, A. (2018). Online consumer trust research and Maslow's hierarchy of needs. *International Journal of Electronic Customer Relationship Management,* 11(4), 315-331. DOI: 10.1504/IJECRM.2018.096238.

Muldoon, J., Bauman, A., & Lucy, C. (2018). Entrepreneurial ecosystem: do you trust or distrust? *Journal of Enterprising Communities: People and Places in the Global Economy*, 12(2), 158-177, https://doi.org/10.1108/JEC-07-2017-0050

Muldoon, J., Liguori, E., Bendickson, J., & Bauman, A. (2018). Revisiting Perspectives on George Homans: Correcting Misconceptions. *Journal of Management History,* 24(1), 57-75. doi: https://doi.org/10.1108/JMH-06-2017-0027

Diers, L., Bauman, A., & Xu, H. (2017). Quality of Accounting Information for Small Businesses. *The Journal of Global Business Management, 13*(1), 75-82.

Bauman, A., & Bachmann, R. (2017). Online Consumer Trust: Trends in Research. *Journal of Technology Management & Innovation*, *12*(2), 68-79.

Muldoon, J. & Bauman, A. (2017). Ethics and Closing a Business. *Experiential Entrepreneurship Exercises Journal,* 2 (SI), 67-71.

Bauman, A. (2016). Online Trust Cues: Perceptions and Application. *Journal of International Technology and Information Management,* 25 (4), article 4, pp. 50-74. Available at: http://scholarworks.lib.csusb.edu/jitim/vol25/iss4/4

Bauman, A., Zheng. J., & Zhou, J. (2016). Online Trust and Financial Performance: a Case of Online Bookstores. *Journal of Marketing Development and Competitiveness*, 10 (3), 49-62.

Bauman, A. (2016). Students' Perceptions of the Use of Technology in Cross-Cultural Communication. *Higher Education, Skills and Work-based Learning*, 6 (2), 193-207.

Bauman, A. (2015). The Use of the Repertory Grid Technique in Online Trust Research. *Qualitative Market Research: An International Journal*, 18(3), 362-382.

Stetz, T. & Bauman, A. (2013). Reasons to Rethink the Use of Audio and Video Lectures in Online Courses. *Higher Learning Research Communications*, 3 (4), 49-58.

Under Review:

Bauman, A. (2022). Digital Transformation: Challenges of Implementation. Submitted to the *Journal of Change Management,* submission ID 222936118.

Work in Progress

Flores, R. & Bauman, A. *Teams and Group Work*. In J. Leigh, J. Forray, and S. Wright (eds) Teaching Methods in Business (TMB) Series. Edward Elgar Publishing Limited.

Heitman-Lucy, C. & Bauman, A. Driving Forces of Decision-Making in Entrepreneurial Exit Strategies. For submission to the *Journal of Research in Marketing and Entrepreneurship.*

Presentations:

“Trust and Implementation of Digital transformation.” Paper presented at the First International Network For Trust (FINT) Conference, Charleston, South Carolina, USA (March 2022).

“Online Trust and the Sharing Economy.” Paper presented at the Institute for Global Business Research (IGBR) Conference, Las Vegas, Nevada, USA (October 2021).

“Using Team Assignments in Business Education.” Paper presented at the International Academy of Business and Public Administration Disciplines (IABPAD) Conference, Las Vegas, Nevada, USA (October 2021).

“Competency-Based Education… Say What?” Paper presented at the Hawaii International Conference on Education (HICE), Honolulu, Hawai’i, USA (January 2018).

“Reassessing Elton Mayo and the Importance of Temporal Context.” Paper presented with J. Muldoon, E. Liguori, & J. Bendickson at the 2017 Meeting of the Southern Management Association, St. Petersburg Beach, FL, USA. (October 24-28, 2017).

“Experiential Learning in a Capstone Class.” Paper presented at the 2017 ICBTS International Academic Multidisciplinary Research Conference, Las Vegas, NE, USA (April 13-15, 2017).

“Teaching a Capstone Course in Strategic Management.” Paper presented at the Hawaii International Conference on Education (HICE), Honolulu, Hawai’i, USA (January 2017).

“Comparison of Students’ and Employers’ Perceptions of Cross-Cultural Communication Methods.” Paper presented with Nina Shcherbina at the IABE 2016 Orlando Conference, Orlando, Florida, USA (March 20-22, 2016).

"Maslow's Hierarchy of Needs and Trends in Online Consumer Trust Research." Paper presented at the International Academy of Business and Economics (JABE) 2016 conference in Orlando, Florida (March 20-22, 2016).

"Literature Review of Trends in Online Consumer Trust Research." Paper presented with Dr. Reinhard Bachmann at the Society of Business Research (SBR) 2016 Orlando Conference, Orlando, Florida, USA (March 17-19, 2016).

"Trends in Online Trust Research" Paper presented with Dr. Reinhard Bachmann at the 31st EGOS Colloquium, Athens, Greece (July 2015).

"The Effect of the Customers' Cultural Background on Developing Online Trust." Paper presented at the First International Network on Trust (FINT) Workshop in Singapore. (November 2013).

"Reasons to Rethink the Use of Audio and Video Lectures in Online Courses." Paper presented at the 4th ITLC in Bangkok, Thailand (November 2013).

"Online Trust: Comparison of American and German Customers' Perceptions of Web Site Trust Cues." Paper presented at the 11th EIASM Workshop on International Management, Berlin, Germany (October 2013).

"The Use of a Repertory Grid Technique in Online Trust Research" presentation at the 8th Annual London Business Research Conference, London, UK (July 2013).

Grants:

Spring 2020 – Class Resource Affordability Initiative Grant (CRAIG) grant for compiling and developing free online educational resources to replace a textbook for the undergraduate capstone Strategic Management course for Fall 2020.

Spring 2017 - Koch Center for Leadership and Ethics grant for the project "Free vs Controlled Decision Making in Strategic Management"

Summer 2016 Research Grant: "Comparison of Students' and Employers' Perceptions of Cross-Cultural Communication Methods".

Ad hoc reviewer for conferences:

Academy of Management Annual Meeting in Chicago, IL (August 2018) – provided feedback on six papers in two divisions: (1) Business Policies and Strategies, and (2) International Management

Academy of Management Teaching and Learning Conference (TLC@AOM) in 2018

Academy of Management Annual Meeting in Atlanta, GA (August 2017) – provided feedback on nine papers in three divisions.

European Academy of Management (EURAM) Annual Conference at the University of Strathclyde, Glasgow, Scotland, UK (21-24 June, 2017) – provided feedback on six papers in two tracks.

Academy of Management Annual Meeting in Vancouver, BC, Canada (August 2015) - provided feedback on three papers in the International Business division and on one paper in the Technology & Innovation Management (TIM) division.

Prachachuen Research Network International Conference, Bangkok, Thailand (April 2015) – provided feedback on five papers.

Academy of Management Annual Meeting in Vancouver, BC, Canada (August 2015) – provided feedback on six papers in two divisions.

Ad hoc reviewer for academic journals:

Qualitative Market Research

Journal of Management Inquiry

International Journal of Management Education

Technology Analysis & Strategic Management

Education Science

Field Methods

Sustainability

Journal of Enterprising Communities: People and Places in the Global Economy

Certificates:

Managing the Company of the Future Course Certificate issued by University of London, UK, June 11, 2022 via Coursera.

Rubric Update Role Reinstatement (RURR) Sixth Edition issued by Quality Matters in February 2022 after having taken a course on the Sixth Edition's revisions of the QM Rubric.

Business Analytics Specialization Certificate issued July 2020 by the University of Pennsylvania in recognition of completion five online courses (Accounting Analytics, Customer Analytics, Operations Analytics, People Analytics, and Business Analytics Capstone)

New Models of Business in Society Course Certificate issued May 2019 by the Darden School of Business, University of Virginia

Certificate of Completion issued in June 2018 by the Quality Matters organization after finishing their three-week Peer Review Course (PRC)

Certificate of Completion issued by Quality Matters in March 2018 after finishing the "Applying the QM Rubric (APPQMR) Fifth Edition" workshop.

Certificate of Completion issued in March 2018 after the ESU IT Security Training workshop

Membership in Professional Organizations:

AOM – Academy of Management (2013 - present)

EGOS - European Group of Organizational Studies (2014 - present)

FINT – First International Network on Trust (2011 - present)

SMA - Southern Management Association (2017 - 2018)

ABWA - American Business Women Association, Emporia Chapter (2015 - 2017)

BAM - British Academy of Management (2012 - 2014)

Service at the Research Community level:

Academy of Management, International Management Division, Communication Chair (April 2022 - present)