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Fox School of Business, Temple University
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Experience:

FOX SCHOOL OF BUSINESS – TEMPLE UNIVERSITY Philadelphia, PA
Assistant Professor of Instruction 2018 to Present
Academic Director of the Business Management BBA Program

PENN STATE UNIVERSITY – ABINGTON CAMPUS Abington, PA
Lecturer in Business 2014 to 2018
Lead Faculty Member – Entrepreneurship and Innovation Intercollege Minor

DAN GOLDBERG CONSULTING, L.L.C. Philadelphia, PA
President 1994 to 2018
Trainer, coach, speaker and business development consultant to organizations and individuals for the enhancement of entrepreneurial, sales and customer service skills, management and leadership techniques, communication skills, marketing and business strategies

GOLDBERG STRUNK AND LEVY Philadelphia, PA
Founder, President/CEO 1982 to 1994
Founder of international management, marketing, advertising, and public relations firm; client industries included health care, accounting, investment, manufacturing, legal, publishing, real estate, technology, fashion, and retail. Individual clients included politicians and corporate executives.

- Managed entire corporate operations including employment and human resources, P & L., strategic planning, marketing, advertising, and business development
- Formulated public relations and marketing strategies for Health Care Consulting Division of Big Six Accounting Firm
- Designed and implemented marketing strategy, including financial and consumer public relations, for aggressive mutual fund, resulting in 125% increase in business
- Directed successful political campaigns
- Designed image enhancing programs for corporate executives
- Advised health care firms on merger and acquisition strategies
- Advised HMO clients on subscriber benefit, reimbursement, and enrollment plans
- Formulated strategies to increase patient/customer base
- Positioned a major health care corporation to assume management and control of five (5) large HMO's through strategic marketing and public relations plans
- Developed Eastern European business activities with International Division, introducing designer and private label merchandise to European Market in cooperation with U.S. manufact

ATRUN OIL & GAS

Philadelphia, PA, Moscow, Russia, Noyabrsk, Russia

Co-Founder, Chairman

1990 to 1994

Developed joint venture with Russian Government and the City of Noyabrsk for Oil and Gas exploration and production in the Tyumen Okrug (region) of Western Siberia and served as its Chairman.

- Worked with Russian rail and other transportation entities to expedite the export of petroleum products
- Coordinated cooperation between Atrun and Finnish storage facilities
- Worked with Spanish engineering firm to develop plan for loading platforms
- Formed relationships with U.S. Oil and Gas firms (Conoco, Mobile, Amoco, Chevron, and Coastal) for potential partnerships for drilling and distribution
- Helped develop strategies with U.S. petroleum engineers and geologists to construct estimated capacities in order to prepare for time, production, and distribution, models

FOR EYES OPTICAL CO., INC.

Philadelphia, PA

Consultant

1980 to 1982

FOR EYES OPTICAL CO., INC.

Philadelphia, PA

Founder/CEO

1972 to 1980

Grew company from concept and one location to national chain of 55 locations and 600 employees in 10 states and Puerto Rico, as well as a state of the art 35,000 sf lab and an export/import subsidiary.

- Managed all facets of optical business including retail store operations, expansion, material purchases for stores and laboratories, marketing, advertising, human resources, and public relations.
- Maintained and managed wholesale and private label frame inventories and distribution.
- Managed third party and PPO plans; formed private PPO.
- Introduced new retailing concept for optical industry; recognized by U. S. Senate Select Committee on Small Business and the Federal Trade Commission.
- Approved all site selection and new store development.
- Designed and implemented advertising and public relations campaigns for unique merchandising philosophy in the eyewear industry.
- Orchestrated major public relations campaigns including numerous national and local television and radio interviews as well as national and local newspaper and magazine interviews/stories.
- Introduced innovative concept of "Package Pricing" for eyewear industry.
- Increased profit margins with bottom line orientation.
- Generated expansion capital internally, avoiding external bank involvement.
- Developed high employee loyalty and morale through innovative employee relations programs resulting in high retention levels and below industry average turnover.

Volunteer Work:

Central High School of Philadelphia – Class Reunion and Fundraising Committees, 1966-Present

United Way, Greater Philadelphia – Appropriations Committee, 1984

Great Philadelphia Chamber of Commerce – Small Business Council, 1985

Community College of Philadelphia – Alumni Board and Expansion Committee, 1984
African American Law Enforcement Community Center Committee - Board Member, 1991-1992
International Visitors Council of Philadelphia – Board of Directors (Executive Board), 1999-2014
Delaware County Chamber of Commerce – Small Business Council, 1999
Montgomery County Chamber of Commerce – Small Business Council, 1999
Drexel University School of Public Health – Formed and Chaired, Dean’s Council, 2001-2004
Philadelphia 100 Alumni – Executive Board, 2001-2003
Temple University – Judge, Innovation and Entrepreneurship Institute – Business Plan Competition (2004, 2008)
Temple University – Mentor for undergraduate and graduate students on a consistent basis – 2008 – present
Media Interviewee – Wallethub, Topic: What are the main benefits of living in an ethnically diverse city? – February 2020
Reviewer – "Formal institutions and informal entrepreneurial activity: panel data evidence from Latin American countries" for Entrepreneurship Research Journal, De Gruyter – Publisher, March 2020
Guest Speaker – Widener University Small Business Development Center – Advising Small Businesses on How to Survive During the Covid19 Pandemic – via Zoom meetings, March 2020 – Present
Reviewer – “Person-Centered Analysis of Factors Related to STEM Students’ Global Awareness” Kulturel-Konak, S. for the International Journal of STEM Education – July 2020
Advisory Board Member - NSF Project, "Student Competitions and Innovation Mindset" Kulturel-Konak, S., Konak, A., July 2020 - Present
CITI/Temple University – IRB Certification: Human Research (Curriculum Group), Social/Behavioral Research Course, August 2, 2020
Associate Editorial Board Member – Entrepreneurship Research Journal, De Gruyter – Publisher, August 2020 – Present
Reviewer – “Impact of Self-efficacy on Entrepreneurs’ Ambidextrous Behaviour in New Ventures: Moderating Effect of Status” for Entrepreneurship Research Journal, De Gruyter – Publisher, November 2020

Author – Books:

Lighten Up and Lead, The Institute for Effective Leadership/AuthorHouse, 2007
The Entrepreneur’s Guide to Successful Leadership, (co-authored with Don Martin) Praeger, 2008
Soaring To Enlightenment – The Secret to Living a Contented Life, AuthorHouse, 2012
The Entrepreneur’s Guide to Running a Business: Strategy and Leadership, (contributor) Praeger 2014
Intrapreneurship: The Entrepreneurs From Within - A practical guide on innovation, strategy, and implementation. Published by Great River Learning, expected publication – spring/summer 2021

Education:

COMMUNITY COLLEGE OF PHILADELPHIA, Philadelphia, PA – **Associate of General Studies**

TEMPLE UNIVERSITY, Philadelphia, PA – **Bachelor of Arts**

KUTZTOWN UNIVERSITY, Kutztown, PA – **Master of Business Administration**

DELAWARE VALLEY UNIVERSITY, Doylestown, PA – **Doctor of Education in Educational Leadership**

Presentations and Faculty Appointments/Participation:

Temple University

Fox School of Business – Full-Time Faculty Member, Assistant Professor of Instruction – Academic Director of the Business Management BBA Program – Summer 2018 to Present

Fox School of Business – Experiential Learning Committee, 2018 – Present

Fox School of Business, Human Resource Management Department – SPO Faculty

Advisor, Temple Chapter of DECA – 2019 – Present

Fox School of Business, Human Resource Management Department – SPO Faculty

Advisor, Temple Chapter – National Society of Leadership and Success, 2019 – Present

Fox School of Business – Formed and Chair, Business Management Major Council

2019 - Present

Fox School of Business representative member – Provost Textbook Taskforce Committee –2019 – Present

Fox School of Business – Fox Enrollment Committee – 2019 – Present

Fox School of Business & Management Member – College Council (FSBMCC) – 2019 – Present

Fox School of Business – Graduate Faculty, Eligible to Chair Practice Dissertations – DBA Mentor, DBA Dissertation Committee Member, Dissertation External Reader – Spring 2019 - Present

Fox School of Business – Online Teaching Certificate – Spring 2019

Fox School of Business – Course Development – HRM 3507, Intrapreneurship in the 21st Century (core course for Business Management Major), 2019

Fox School of Business – University Faculty Senate Representative –April 2020 – Present

Fox School of Business – Co-Chair, Expert Group – Tier 1, Experiential Learning Committee, July 2020 – Present

Fox School of Business – Undergraduate Programs Committee, Human Resource Management Department Representative, August 2020 – Present

Fox School of Business – Diversity, Equity and Inclusion Committee Member – March 2021 – Present

Fox School of Business – Research Project: Improving Writing in the BBA Core – March 2021 - Present

Fox School of Business – Faculty Presenter – Executive Education, Rothman Micro EMBA: Building High-Performing Teams Session – November 17, 2020

Fox School of Business – Undergraduate (Adjunct Faculty, Ambler and Main Campuses – Spring 2008 to Summer 2018)

Fox School of Business – MBA Graduate School Faculty – Fall 2017 (as adjunct) to Present (as full-time faculty)

Center City Campus – Department of Continuing Education – Instructor (Spring 1988 – Fall 1989)

Pennsylvania State University

Abington Campus – Full-Time Faculty: Fall 2014 to Summer 2018; Lead Faculty Member, Entrepreneurship and Innovation Intercollege Minor (ENTI). Grew Minor from zero enrollment to largest enrollment (of all campuses) outside of University Park (main campus)

Penn State – Online Teaching Certificate – Fall 2014

Abington Campus – Faculty Senator – 2015 to 2018

Penn State Abington – Formed and Chaired the Entrepreneurship and Innovation Board, 2015-2018

ENTI Strategic Planning Committee, State Wide – 2017 – 2018

Abington Campus – Adjunct Business Faculty – Spring 2008 to Summer 2014

Brandywine Campus – Department of Continuing Education – Instructor (Spring 2000 – Fall 2003)

Member of the Philadelphia Region Entrepreneurship Education Consortium representing Penn State Abington – 2017 to 2018

Kutztown University

College of Business – Undergraduate (Adjunct Faculty, Main Campus – Spring 2008 to Spring 2014)

College of Business – Grad. School, MBA Program, Main Campus (Adj. Faculty, Fall 2009 to Spr. 2010)

College of Business – Dean’s Advisory Board, College of Business, 2006-2014 (Chair 2006 - 2012)

Villanova University

Business Technology Leadership Convergence – Certificate Program Co-taught with Stephen J. Andriole, Ph.D. Chaired Professor, Villanova School of Business (2003-2005)

Rosemont College

Communications Department (Adjunct Faculty, Fall – 2000 to implement Public Relations course I helped develop as a consultant)

University of Pennsylvania

Wharton School of Business – Presentation, Undergraduate Business School - Presentation

Community College of Philadelphia

Department of Continuing Education – Instructor (Main Campus – Spring 1986 – Spring 1987)

Academic Conference Presentations/Speeches/Participation

Presenter - “Why Entrepreneurs Sell Their Businesses.” – October 6, 2006 Association of Pennsylvania University Business & Economics Faculties

Keynote Speaker – April 19, 2012

PASSHE’s 6th Annual Graduate Research and Creative Projects Symposium, Harrisburg, PA

Public Scholarship, Sustainability, Community Engagement Colloquium – October 30th, 2015

Penn State Center, Philadelphia, PA, Planning and Implementation Committee, Panel Member

Case Competitions – Spring and Fall 2016, Planning and Implementation Group – Lockheed Martin (Moorestown, NJ)/Penn State Abington/Kean University/Hof University of Applied Sciences (Hof Germany)

Business Plan Competition – Spring 2016, Planning and Implementation Group – MRO Corporation/Penn State Abington with entrants for various other universities (i.e. Swarthmore College, Temple University, Penn State University Park, etc.)

Case Competition – Fall 2017, Planning and Implementation Group – Penn State Abington/Hof University of Applied Science (Hof Germany)

Colloquium for the Consortium of Public Scholars – October 12 -13, 2017, Planning and Implementation Committee, Facilitator

Keynote Speaker – Temple University Student Center for the Public Trust Reception – October 31, 2018

Speaker – Global Entrepreneurship Week – The Pennsylvania State University – November 12, 2018
“Habits of a Serial Entrepreneur.”

Speaker – The 2018 Department of Human Resource Management, Annual C-Suite Event – September 13th, 2018

Presenter and Represented the Business Management Major – Fox School of Business Major/Minor Fair – February 27, 2019, September, 2020, February 14, 2020

Presenter and Help Formulate – Business Management Major Kick-Off Event, Fox School of Business – March 18, 2019, September, 2019, January 29, 2020

Presenter – MOBTC Conference – LaSalle University, Philadelphia, PA – March 30, 2019, Presentation, “Student Preferences for Teaching Techniques in Management and Marketing Classes.”

Presenter – International Teaching Week, Hof University of Applied Sciences, Hof Germany – May 2019, “The Economics of Starting, Building, and/or Sustaining, a Successful Business.”

Presenter – International Teaching Week, Hof University of Applied Sciences, Hof Germany – May 2019, “How to Structure an Effective Organization.”

Presenter – International Teaching Week, Hof University of Applied Sciences, Hof Germany – May 2019, “Designing and Implementing a Successful Management Strategy for a Start-Up Organization.”

Presenter and Co-Host – Students and Faculty from Hof University of Applied Sciences, Hof Germany at Temple University – October 2, 2019

Facilitator – Working with Hof University of Applied Sciences, Hof Germany and Temple University to establish joint programs/events – November 2019 – Present

Featured Guest Speaker – To the Entrepreneurial Student Association and the Student Center for Public Trust – Temple University: October 24, 2019

Presenter – Business Management Major Open House, Fox School of Business – Sunday, November 10, 2019

Participant – 21st Annual Research Roundtable and Teaching Awards Ceremony and Luncheon – Fox School of Business – December 3, 2019

Participant – Online Bachelor of Business Administration Faculty Meeting, Fox School of Business – February 24, 2020

Presenter – MOBTC Conference – Drexel University, Philadelphia, PA – March 28, 2020, Presentation, “Building a Culture of Entrepreneurship/Intrapreneurship within Institutions of Higher Learning.” The conference was postponed until 2021 due to the Covid-19 pandemic. However, an abbreviated Zoom conference, which I attended, took place without major presentations.

Mentor – Ongoing to students: currently four student mentees – 2020 – Present

Presenter – Temple University, Fox School of Business Undergraduate Admissions Recruitment Session with Central High School of Philadelphia Staff and Students via Zoom – October 15, 2020

Evaluator – Young Scholars Interdisciplinary Forum for Fox and STHM Faculty and Ph.D. Students – Temple University, Fox School of Business – November 12, 2020

Participant – MOBTz (The Mid-Atlantic Organizational Behavior Teaching Conference – Fall 2020 – via Zoom) “Our Mid-Semester Conversation” – November 14, 2020

Presenter/Participant – Business Management/Human Resource Management Recruitment Event – January 12, 2021

Participant – MSHRM Celebration of Completion – January 13, 2021

Participant – Business Management/Human Resource Management – Celebration of Completion – January 13, 2021

Presenter – Representing Business Management Major at the Admitted Students Spring Enrollment, Experience Temple Day Event – January 21, 2021

Evaluator – DBA Mentor, DBA/PhD Poster Session – January 23, 2021

Participant – Transitional Research Center/Pedagogical Research Workshop – January 27, 2021 - Present

Participant – Undergraduate Enrollment Committee Meeting – February 3, 2021

Presenter/Participant – Business Management/Human Resource Management, HRM Department Kick-Off – February 3, 2021

Presenter/Participant – Experiential Learning Committee meeting on mentorship – February 3, 2021

Presenter/Participant – Experiential Learning Committee meeting on mentorship with Development Office – February 15, 2021

Presenter – Representing Business Management Major at the Admitted Students Spring Enrollment, Experience Temple Day Event – February 20, 2021

Presenter – Representing Business Management Major at the Admitted Students Spring Enrollment, Experience Temple Day Event – March 13, 2021

Evaluator – Young Scholars Interdisciplinary Forum for Fox and STHM Faculty and Ph.D. Students – Temple University, Fox School of Business – March 19, 2021

Featured Guest Speaker – Penn State, Berks – Flemming Creativity, Entrepreneurship and Economic Development (CEED) Center: Entrepreneurship Speaker Series: Innovation and Intrapreneurship in the 21st Century – March 23, 2021

Presenter – Representing Business Management Major at the Admitted Students Spring Enrollment, Experience Temple Day Event – April 10, 2021

Presenter – Representing Business Management Major at the Admitted Students Spring Enrollment, Experience Temple Day Event – April 25, 2021

Featured Guest Speaker – Vlerick Business School, Brussels, Belgium – “Financing your Entrepreneurial Company” for Masters in Innovation and Entrepreneurship (MIE) students – Agreed to March 26, 2021 – presenting October 27, 2021

Academic Articles & Awards

Goldberg, D.E., Benson, D. “Why Entrepreneurs Sell Their Businesses” Proceedings – 2006
The Pennsylvania State University – University Park, PA
Association of Pennsylvania University Business & Economics Faculties

Giacone, R.A., Promislo, M.D., Goldberg, D., & Giacalone, E.A. (Vol. 11, 2014). “Shifting Values, Student Educational Preferences, and Ethics in the Business Curriculum.” *Journal of Business Ethics Education*

Seed Grant, Entrepreneurship and Innovation Minor (ENTI), Penn State University – Recipient, 2014

Gurklis, Paloma Z. Frumento, Susannah H. Barsom, Gary S. Calore, and Daniel E. Goldberg “Achieving the Promise of Sustainability Through Civic Engagement and Public Scholarship,” Prepared for Public Scholarship, Sustainability, Community Engagement Colloquium, October 30th, 2015
<https://sites.psu.edu/publicscholarshipcolloquium/>

Goldberg, D.E. (2018). “Student Perceptions of Instructional Practices and Classroom Experiences as Relevant and Meaningful to Learning in Management and Marketing Classes” *Doctoral Dissertation*

Temple University – Human Resource Management Departmental Adjunct Teaching Award for Excellence in the Classroom – Recipient, November 9, 2016

Blau, G., Goldberg, D. & Szewczuk, R. (Vol. 4, No 2; August 2020). “Exploring the Relationships of Grading Assessment Learning Perceptions Scales to Perceived Added Education Value Required Course Business Scales.” *Journal of Education and Development*

The National Society of Leadership and Success – Excellence in Teaching Award – December, 2020

Blau, G., Snell, C., Goldberg, D. (Vol. 10, No 1, 1-6; February 2021). “Reinforcing the Importance of Maintaining Internship Support for College Student Engagement and Anticipated Employment.” *Journal of Education and Learning*

