

Anthony Seeton

Asst Professor Practice Trk, FSBM: Strategic Management

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Education

Degrees

MBA Temple University, Philadelphia

BS Organizational Leadership, Biola University, La Mirada

Teaching Activity

Course taught

Organizational Strategy: SGM 5411	2021
Business Fundamentals I: BA 5411	2020
Destination Bulgaria and Czech Republic: IB 2509	2019
Engagement Management: SGM 3525	2019 - Present
Engagement Management: SGM 5134	2019 - Present
Fundamentals of International Business (OBBA): IB 3101	2019 - Present
Management Consulting: Principles and Practices (OMBA): SGM 5133	2018
Engagement Management: SGM 5190	2017
Global Business Policies: BA 4101	2013 - Present
Honors Global Business Policies: BA 4901	2013 - 2018
Fundamentals of International Business: IB 3101	2014 - Present
Fundamentals of International Business (Online): IB 3101	2014 - Present

Programs developed

Master's in Management – Main Campus (launched)	Fall 2020
Master's in Management – TUJ (launched)	Fall 2020
Management Consulting Certificate (launched)	Fall 2018
MBA Concentration in Management Consulting (launched)	Fall 2018
Management Consulting Minor (launched)	Fall 2017

Courses developed

Adapted The Consulting Engagement: Projects and People - SGM 5134 (5-week OMBA)	2021
Organizational Strategy – MiM (Main Campus and TUJ)	2021
Business Fundamentals I – MiM (Main Campus and TUJ)	2020
Destination Bulgaria and Czech Republic - IB 2509	2019
Engagement Management - SGM 3525 (launched)	2019
Engagement Management - SGM 5134 (launched)	2019
Redesign Fundamentals of International Business - IB 3101 (7-week OBBA)	2019
Redesign Management Consulting Principles and Practices - SGM 5133 (OMBA)	2018
Engagement Management	2017

Academic Assignments

Master's in Management Program (Main Campus and TUJ)	2019 – Present
Temple University Management Consulting Program	2017 – Present

Professional Activity

Committee Memberships

• Temple University Strategic Planning Steering Committee	2020 - Present
• UPC Curriculum Sub-committee	2020 - Present
• Faculty and Staff Giving Committee (FAST)	2020 - Present
• SGM Masters Curriculum Review Committee, Regular Member	2017 - Present
• Fox Undergraduate Enrollment Committee, Regular Member	2016 - Present
• SGM NTT/Adjunct Recruitment Committee, Regular Member	2016 - Present
• Fox Faculty Engagement Committee, Regular Member	2016 - Present
• Undergraduate Program Committee, Regular Member	2015 - Present
• -GM Revenue Committee, Regular Member	2015 - Present
• Fox Merit Committee, Regular Member	2016 - 2019
• Strategic Planning Task Force, Chair	2018 - 2019
• Faculty Qualifications Committee, Regular Member	2018

Board Membership

• Fox School of Business Alumni Association	2020 – Present
○ Chair – Strategic Planning Committee	
○ Chair – Sponsorship Committee	
• Fox School of Business Alumni Association, EMBA Alumni Committee	2015 - 2020

Conference reviewing / refereeing

• Review for Annual Meeting of the Academy of Management,	2015 - Present
○ Academy of Management, Briarcliff Manor, United States	

Professional Membership

• Consortium of Undergraduate International Business Education	2017 – Present
○ International Experience Committee	
• Academy of Management	2014 - Present
• Academy of International Business	2014 - Present

Professional Development

Training

Implicit Bias Training	Jul 2020
Fox Online Teaching Certificate (FOTC)	Jul 2020
Academy of Management, Teaching and Learning Conference	Aug 2018
Canvas Training, Temple University, Teaching and Learning Center	2017

Institutional Review

Self-Study Report, Temple University, Fox School of Business, SGM Dept 2017 - 2018

Lead Supervisor

Student Worker (MacMaster)	2020 - Present
Student Worker (Adams)	2019 - Present
Student Worker (Speakman)	2019 - Present
Student Worker (Peake)	2019 - Present
Student Worker (Lill)	2019 - 2020
Student Worker (McFall)	2019
Student Worker (Huynh)	2018 - 2019
Student Worker (Dittes)	2018 - 2019
Student Worker (Nguyen)	2017 - 2018
Student Worker (Crispell)	2016 - 2019

Event participation

Academy of International Business-Northeast - Fall Meeting	2018
CUIBE - Annual Conference and Meeting (Spring)	2017 - Present
CUIBE - Annual Governance Meeting (Fall)	2017 - Present
Academy of Management - Annual Meeting (Summer)	2014 - Present
Academy of Management - Teaching and Learning Conference (Summer)	2014 - Present

Consulting / Advisories

- Temple University, Philadelphia 2020 – Present
Created the roadmap for and facilitated the University's strategic planning process.
- Mexican Cultural Center, Philadelphia Spring 2021
Oversaw team focused on increasing MCC's expansion of its educational and program offerings to elementary schools in the tri-state region.
- Cherry Pantry, Temple University, Philadelphia Spring 2020
Oversaw two teams providing advisory services to the University's volunteer-operated food pantry.
- School of Sport, Tourism, Hospitality Mgmt, Temple University, Philadelphia 2019 - 2020
Facilitating the development of a strategic plan for the school, and providing counsel to the school's dean.
- Small Business Development Center, Temple University, Philadelphia 2019
Facilitated realignment of SBDC under the Innovation and Entrepreneurship Institute.
- Fox School of Business, Temple University, Philadelphia 2018 - 2019

Leading the development of a strategic plan for the school and related change management activities.

- SeePhillyRun, Philadelphia Spring 2019
Oversaw three teams providing advisory services to a local start-up engaged in “running tourism.”
- Fox School of Business Alumni Association, Temple University, Philadelphia 2017
Provided pro bono consulting services to FSBA in the development of a strategic plan for the organization, institutionalizing strategic planning as a regular/annual activity, and restructuring the organization to better support the strategic planning process.

Professional Assignments

Managing Director, Strategic Planning, Fox School of Business 2018 - Present

Service

- Recruitment of Rachel Patchen (SGM Adjunct Faculty) 2021
- CUIBE Spring Conference 2022, Conference Chair 2021 - Present
- Launched Master’s in Management Program (Main Campus and TUJ) 2020 - Present
- Hosted 2nd Annual TUMCP IB Case Competition 2020 - Present
- Hosted 2nd Annual DEI Management Consulting Industry Roundtable 2019 - Present
- Hosted 3rd annual Women in Consulting Speakers Panel 2018 - Present
- Chair – CUIBE research sub-committee “The Value of IB Education” 2018 - Present
- Temple Consulting Club, Faculty Advisor 2016 - Present
- Temple University Management Consulting Program, Corporate Outreach 2016 - Present
- CUIBE Spring Conference 2020, Conference Chair 2019 - 2020
- Developed and delivered StrengthsFinder workshop to administrative employees Apr 2019
- Recruitment of Rob Rae and Claire Hannenberg (SGM Adjunct Faculty) 2020
- Recruitment of Michael Breggar and Daniella Colletta (SGM Adjunct Faculty) 2018
- Recruitment of Jennifer Morelli (SGM Adjunct Faculty) 2017
- Coached three case competition teams (2-UG, 1-Grad) and accompanied two of them to competitions. 2016
- Developed and delivered three-hour project management workshop at GMBA Essentials.
- Recruitment and interviewing of SGM faculty

Publications

Bird A, Ito K, Paik Y, Seeton A, Trevino L. [How to Enhance the Effectiveness of IM Practices: Providing Value to Stakeholders of IB Education](#) Academy of Management, Annual Meeting, Vancouver, British Columbia, Canada. Presentation date: 08 Aug 2020 (Panel Presentation) Aug 2020

Seeton AL, Dahan N, Hadani M, Di Gregorio D. (2019) [Beyond Beauty Contests: Benchmarking Undergraduate International Business Education Programs According to Best Practice Adoption](#) Thunderbird International Business Review, 61(6): 961-975 (Journal article, published) Nov/Dec 2019

Blau G., Jarrell S., Seeton AL, Young T, Grace K, Hughes M. (2018) **Proposing an Expanded Measure for Comparing Online/Hybrid to Face-to-face Courses** Journal of Education and Development, 2(2). (Journal article, published) Aug 2018

Seeton AL, Dahan NM, Daphtary N. (2017). [ChemEquip USA: Dealing with an Asian Distributor Gone Rogue](#) Journal of International Business Education **12**:303-308 (Journal article, published) 2017

Seeton AL. [Immersive Experiential Learning as a Vehicle for Teaching International Business to Non-IB Students](#) Consortium for Undergraduate International Business Education, 2017 Annual Spring Meeting, Northeastern University. Presentation date: 24 Mar 2017 (Presentation (Abstract Only)) 2017

Seeton AL, Dahan NM. [Searching for Greatness: A Program Evaluation Method and Some Best Practices in IB Undergraduate Education](#) Academy of Management, Annual Conference, Anaheim, CA, USA. Presentation date: 09 Aug 2016 (Presentation (Abstract Only)) 2016

Seeton AL. [What Makes an IB Undergraduate Program Great? A Program Evaluation Method and Some Best Practices in IB Education](#) International Conference of the Association of Global Management Studies. Presentation date: 11 Jun 2015 (Presentation (Abstract Only)) 2015