

Σύντομο Βιογραφικό Καθηγητή O.C. Ferrell

Dr. O.C. Ferrell is the Distinguished Professor of Leadership and Business Ethics at the Jack C. Massey College of Business at Belmont University. He previously served as a University Distinguished Professor and Creative Enterprise Scholar with the University of New Mexico's Anderson School of Management.

Dr. Ferrell holds a Ph.D. from Louisiana State University in Marketing, an M.B.A. in Marketing as well as a B.A. in Sociology from Florida State University. He is Vice President of Publications for the Academy of Marketing Science. Dr. Ferrell serves as a board member of the NASBA Center for the Public Trust and is also an advisory board member of Savant Learning. He serves on the Academic Advisory Committee for the Direct Selling Education Foundation. Dr. Ferrell is co-author of several leading textbooks including Business Ethics: Ethical Decision Making and Cases, Marketing, Marketing Strategy, Business and Society, Management and Introduction to Business. He has published in the Journal of Marketing, Journal of Marketing Research, Journal of the Academy of Marketing Science, Journal of Business Ethics, Journal of Public Policy & Marketing, AMS Review, Journal of Business Research, as well as others. He writes weekly business ethics summaries and reviews for the Wall Street Journal with a subscriber list of over 6000. Dr. Ferrell has served as an expert witness in some high profile ethics, legal and marketing cases.

Σύντομο Βιογραφικό Καθηγήτριας Linda Ferrell

Dr. Linda Ferrell is a Distinguished Professor of Leadership and Business Ethics in The Jack C. Massey College of Business. Before joining the College of Business, she was a Professor of Marketing and Creative Enterprise Scholar with the University of New Mexico's Anderson School of Management. Dr. Ferrell earned a Ph.D. in Management from the University of Memphis. She holds an M.B.A. and a B.S. in Fashion Merchandising from Illinois State University. Her research interests include marketing ethics, ethics training and effectiveness, the legalization of business ethics as well as corporate social responsibility and sustainability. She has published in Journal of the Academy of Marketing Science, AMS Review, Journal of Business Ethics, Journal of Public Policy & Marketing, Journal of Business Research, as well as others. She has co-authored numerous books including Business Ethics: Ethical Decision Making and Cases, Business and Society, Management, and Introduction to Business. Professionally, Dr. Ferrell served as an account executive in advertising with McDonalds' and Pizza Hut's advertising agencies.

Dr. Ferrell is on the Board of Directors of Mannatech, Dallas, a NASDAQ listed, health and wellness company. She serves on the Board of the National Association of State Boards of Accountancy-Center for the Public Trust. She serves on the executive committee, board, and academic advisory board of the Direct Selling Education Foundation. She is on the Cutco/Vector college advisory board. She has significant experience working with the direct selling industry. She serves on the advisory board of Savant Learning. She is also President of the Academy of Marketing Science. Dr. Ferrell also serves as an expert witness in ethics and legal disputes.