

INNOCENT NKWOCHA
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KEY SKILLS & COMPETENCIES

- ❑ 25 years of experience and proven skills in knowledge and learning management systems and learning technologies for effective learning; experienced with the academic and corporate environments
- ❑ Demonstrated project management and leadership skills
- ❑ Demonstrated expertise in building collaborative relationships with external constituents
- ❑ Demonstrated experience leading small/large research projects, ensuring compliance with agency policies, procedures, and guidelines; experienced with data collection and analysis
- ❑ Strong communication skills to effectively deliver presentations and training programs to diverse audiences
- ❑ Strong analytical, technical, and computer skills and related instructional Information Technologies
- ❑ Strong knowledge of instructional systems design (ISD) methods and instructional strategies
- ❑ Demonstrated experience adopting teaching/training technologies that will quickly establish credibility in the classroom/training setting
- ❑ Knowledge of business analysis; possess Business Analyst (BA) Training Certificate (Program objectives aligned with the IIBA objectives).

EDUCATION & CREDENTIAL

DBA - Nova Southeastern University, H. Wayne Huizenga College of Business
& Entrepreneurship, Fort Lauderdale, FL

Additional Graduate Studies – University of South Carolina, Columbia, SC

MBA - Rutgers University, Newark, NJ

BS - Benedict College, Columbia, SC

PROFESSIONAL EXPERIENCE

Adjunct Professor **2023**
Darla Moore School of Business
University of South Carolina, Columbia SC

- Teach 300-level management courses (undergraduate); utilize a variety of methods to promote learning including team building; professional coaching; case studies; trade journal publications; and current instructional methodologies for expected student learning outcomes of 85% and higher for fall 2023.
- Utilize a variety of teaching technologies including Blackboard and McGraw Hill Connect platforms to keep courses fresh and engaging with an expected class attendance of 85% or higher for fall 2023 per class meeting.
- Course content involves a semester-long team project experience in which students participate in small project teams to foster Experiential Learning.

Adjunct Professor
College of Business
Bryant University, Smithfield RI

2021 - 2022

- Teach 200-level management courses (undergraduate); utilize a variety of methods to promote learning including team building; professional coaching; case studies; trade journal publications; and current instructional methodologies for student learning outcomes of 85% and higher
- Utilize variety of instructional technologies including Canvas and McGraw Hill Connect platforms and related media selections to keep courses fresh and engaging with 90% or higher in class attendance in 2022
- Course content involves a semester-long, service-learning teamwork experience in which students participate in small teams to run their own ventures as for-profit or non-profit organizations. Three or more best ventures in my course sections have competed in interclass pitch contest competitions with approximately ten or more other course sections in 2022.

Associate Professor
The Tyrone Adam Burroughs School of Business & Entrepreneurship Benedict
College, Columbia SC

2017-2021

- Taught up to four courses per semester to students majoring in marketing and management
- Guided students with projects and motivating them to excelling in the areas of their interests
- Advised students on program requirements and registered students to the program
- Designed curriculum and course materials for graduate and undergraduate audiences with varying levels of skills, knowledge, and abilities.
- Worked diligently for student growth and development to promote institution reputation
- Chaired faculty committees (Curriculum Development, Strategic Planning, MBA Admissions)
- Served as Business Consultant for Benedict College Business Development Center (BDC); Chaired the Small Business Workshop Series for the center; Designed workshop materials
- Adopted online/remote teaching technology through social unrest, COVID-19 pandemic challenges (<https://www.benedict.edu/twin-pandemics-leading-historically-black-colleges-through-social-unrest-covid-19/>), September 29, 2020

Adjunct Faculty
South University– Business/AMBA Program Columbia
Campus

2013-2021

- Taught two or more marketing and management courses per term (undergraduate/graduate- MBA) in online and hybrid courses; utilized a variety of instructional methodologies to promote adult student learning outcomes including professional coaching; case studies; reflections; and exercises readings, and discussions to keep courses fresh and engaging.
- Taught the 28-day online class cycle for management and professional executives, to include weekend instruction for University Accelerated MBA program (AMBA); traveled occasionally to assigned locations and utilized video-conference technology for several AMBA courses

- Designed and prepare teaching aids, course materials, final assessments, and skill evaluations

Project Manager/Consultant

2004 - 2012

South Carolina State University Transportation Center & Environmental Policy Institute

- Actively managed and directed numerous federal and state grant research projects across different industries and programs for 8 years
- Served as the Project Manager/Principal investigator overseeing the planning, coordination, implementation, and monitoring of projects; and completing final reports
- Facilitated project management process and achieved on-time and cost-efficient project completion
- Mediated interview sessions with research project subjects including employees, executives, and other stakeholders to elicit and analyze needs
- Ensured compliance with federal and state grant research project policies, procedures, and guidelines
- Published; Presented research findings at conferences for scholars, professionals and/or academics in management and organization issues; Provided documentations/reports and other deliverables as required
- Maintained good working relationship with counterparts in other universities

SELECTED GRANT PROJECTS

- ❑ South Carolina State University Environmental Policy Institute, “Assessing the Viability of Nuclear Power Generation in South Carolina” Project Manager/Principal Investigator (2011 – 2012)
- ❑ James E. Clyburn University Transportation Center, “Investigating Dynamic Routing and Information Communication Methods to Minimize Evacuation Clearance Times.” Project Manager/Principal Investigator (2009-2010)
- ❑ James E. Clyburn University Transportation Center, “*A Model to Enhance Transportation and Food/Nutrition Needs of the Elderly Population in 12 Select Counties in South Carolina.*,” Project Manager/Principal Investigator
- ❑ James E. Clyburn University Transportation Center, “*Evacuating Patients From Healthcare Facilities: Who Goes First?*” Project Manager/Co-Principal Investigator (2008 – 2009)
- ❑ James E. Clyburn University Transportation Center, “*An Assessment of Emergency Transportation Management Centers for Rural Population in Rural South Carolina,*” R-03-UTC-EMGMGT-SW-02, Research Associate/ Co-Principal Investigator (2004 - 2005)

Assistant Professor of Business

2008 - 2012

Assistant Professor of Business

2000 - 2008

South Carolina State University College of Business and Applied Professional Sciences

- Taught undergraduate marketing and management courses; utilize variety of technologies and instructional methodologies to keep courses fresh and engaging.
- Carried out student advisement, attended institution-wide programs, and other educational activities including presentations at conferences, workshops, seminars.
- Served on department, school, and university-wide committees.
- Served on university-wide capacity building grant proposal review panel.
- Published articles in several peer review journals

Adjunct Professor

1998-2013

Webster University Graduate School of Business & Technology (Columbia/Fort Jackson/Shaw AFB)

- Taught MBA courses such as Marketing Theory & Practice (MKT 5000), Organizational Behavior & Leadership (MGT 5590), and Business Strategy (BUSN 6200)
- Participated in the recruitment and orientation of new faculty
- Reviewed Business Faculty syllabi and course content in the designated area of concentration
- Conducted Research Writing sessions for 5000 level courses.

External Evaluator/Consultant

1999 - 2000

Richland County School District I

- Conducted process and outcome evaluations of School District's Connection Program
- Developed data collection tools and procedure in consultation with program staff
- Provided project staff training on data collection tools and procedures
- Designed, developed, and implemented effective training materials and user guides adopted for teacher training for the school district
- Prepared evaluation reports for inclusion in project reports to the U.S. Department of Education

Project Manager/Consultant

1994 - 1998

Franks & Associates, Inc.

- Negotiated contracts with clients; Actively managed and directed marketing consulting services across different industries; traveled to client's locations to present contract deliverables as needed
- Designed data collection instruments for surveys to achieve 30% or more response rate
- Analyzed market trends and conducted market research using results to develop company strategies for new product/service
- Analyzed data using both quantitative and qualitative methods

SELECTED CLIENT SERVICES

- CLIENT: Fluor Daniel Corporation/SSDB Program
Designed and administered two questionnaires to gather information on perceptions, attitudes, and opinions regarding the success of new preferred

suppliers/contractors. The two surveys were designed to glean information from procurement specialists and participating preferred suppliers and contractors.

- ❑ CLIENT: Trident Area Consortium for The Technologies
Conducted a comprehensive needs assessment of demographic, economic, and social issues to determine the nature of technical employment requirements in the three county Trident area(Charleston, Berkeley, and Dorchester). The assessment involved collecting, organizing, reporting data on employment requirements (i.e., through year 2000), employer expectations of Trident public and vocational schools, and Trident Technical College graduates.
- ❑ CLIENT: United Neighborhood Economic Development Corporation Conducted an economic development analysis to determine marketing, employment, and training needs of residents in five targeted neighborhoods in the upstate area of South Carolina. Study also included updating demographic profiles of the targeted neighborhoods.
- ❑ CLIENT: DHEC
Analyzed attitudes, preferences, and potential demand of Home Care and Long-Term Care Services in South Carolina. A combination of telephone surveys, personal interviews, and focus group research were used to assess the potential of penetrating a third party and/or self-pay primary and secondary consumer. The report presented the consumer's expectations of unskilled and semi-skilled home care services, price expectations, and tasks and characteristics expected. Additional recommendations were made which outlined weaknesses and deficiencies of the district office's training and outreach. Service delivery and public perception of each District's office was covered in the reports.

PUBLICATIONS

PUBLISHED REFEREED JOURNAL ARTICLES

- Taaffe, K., I. Nkwocha, V. Thouta, and F. Denger, 2014. "The Impact of Labor and Training on Nuclear Facility Construction," *Journal of Mathematics and System Science*, 4, 338-350.
- Taaffe, K., S. Garrett, S., Y-H. Huang, and I. Nkwocha, 2013. "Communication's Role and Technology Preferences during Hurricane Evacuations," *Natural Hazards Review*, 14(3), 182-190.
- Bao, Y., Sheng, S., and Nkwocha, I (2010), "Product Difficulty Incongruity and Consumer Evaluations of Brand Extensions," *Journal of Retailing and Consumer Services*, vol 17, no 5, (September), 340-348.
- Nkwocha, I., Bao, Y., Johnson, William C., and Brotspies, H. (2005), "Moderating Role of Product Involvement In Brand Extensions," *Journal of Marketing Theory & Practice*, vol 13, no

2 (Summer), 49-59.

- Evans, J. and Nkwocha, I. (2004) "Bank Receivership: Evidence from Chapter 11 Bankruptcy Settlements," *Research Journal of Business Disciplines*, 10 (February), 19-23.
- Nkwocha and Johnson, William C. (2001) "Brand Extensions Across Durable and Non- durable Product Categories," *Journal of Global Competitiveness*, 10 (October), 429-437.
- Nkwocha, I. and Srivastava, M. (1997), "The Concept of Brand Equity and Brand Extension," *The International Journal of Business Disciplines*, 7 (Winter), 60-70.

PUBLISHED NON-REFEREED JOURNAL ARTICLES

- Brotspies, H. and Nkwocha, I. (2006), "Drive Return On Marketing Investment (ROMI) By Tying Brand Equity To Consumers," *Marketing News*, vol 40, no 19 (November), 19- 20.

PUBLISHED REFERRED PROCEEDINGS ARTICLES

- Bao, Y., Sheng, S., Nkwocha, I (2008), "Product Difficulty Incongruity and Consumer Evaluations of Brand Extensions," *The Reputation Institute 12th International Conference on Corporate Reputation, Brand, Identity and Competitiveness*, Beijing, China, May 29 – June 1, 2008.
- Bao, Y. & Nkwocha, I. (2003), "Brand Extension: An Overview From The Strategic Management Perspective," *Association of Marketing Theory & Practice Proceedings*, Vol. 12, Brenda Ponsford, Session 2.3, 11.
- Nkwocha, I, and Jocelyn Evans, 2002, "Extension of Firms' Brand Name to "High Involvement Products: The Importance of Technical Fit," *The MidSouth Association of Business Disciplines Proceeding*.
- Evans, J. D. & Nkwocha, I (2002), "Bank Receiverships: Evidence from Chapter 11 Bankruptcy Settlements," *Proceedings for 2002 Southeastern Decision Sciences Institute Thirty-Second Annual Meeting*, Martha C. Spears, 61-64.
- Martin, N. & Nkwocha, I. (2001), "Attracting Generation X," *Proceedings for 2001 Hawaii Conference on Business*, Vol. IV, Terry Gregson and David Yang, M126-M136.
- Nkwocha, I. & Johnson, William C. (2001), "Moderating Role of Product Involvement In Brand Extensions," *Proceedings for 2001 Hawaii Conference on Business*, Vol. IV, Terry Gregson and David Yang, N87-N95
- Nkwocha, I. & Johnson, William C. (1999), "How Product Involvement Moderates Brand Extension Evaluations: A Proposed Study," *Association of Marketing Theory & Practice Proceedings*, Vol. 8, Joseph Chapman, 352-358.

Selected Manuscripts Presented in Conference Special Session

- Thouta, V., Denger, F., Moore, H., Taaffe, K., & Nkwocha, I., "Identifying the Contributors to the Cost of Nuclear Power Generation," *Proceedings of the 2012 Industrial and Systems Engineering Research Conference (ISERC)*, May 19-23, 2012 Orlando, FL,
- Martin, N. M and Nkwocha, I (2001) "S.2201 Online Personal Privacy Act – What is the Impact for both Consumers and Internet Businesses: Analysis utilizing the Wallace S. Sayre Model," *2003 American Marketing Association Marketing and Public Policy Conference*, May 29-31, 2003, Washington, DC

Technical Report

- Njoku, E.M. and I. Nkwocha, (2005), "An Assessment of Emergency Transportation Management Centers for Rural Population in Rural South Carolina, R-03-UTC- EMGMGT-SW-02", James E. Clyburn University Transportation Center, Technical Report.
- Garrett, S. K., Taaffe, K. M., and Nkwocha, I, (2011), "Investigating Dynamic Routing and Information Communication Methods to Minimize Evacuation Clearance Times," James E. Clyburn University Transportation Center, Technical Report.

SUPERVISION OF DISSERTATIONS (COMMITTEE MEMBER)

Nora M. Martin, Materialism, Ethics and Generation X: An Expansion of Muncy & Eastman's 1998 Study of the Correlation between Materialism and Ethics (2003), Nova Southeastern University

PROFESSIONAL MEMBERSHIP

- Southeastern Decision Sciences Institute
- International Institute of Business Analysts (IIBA)