


# Robert Allen King, Ph.D.

**Associate Dean of Undergraduate Business Programs, Associate Professor of Marketing  
& Wilder Professor of Business**

Paul and Virginia Engler College of Business  
WT Box 60768, Canyon, Texas 79016



## Executive Profile

**Dynamic Academic Leader** with years of experience in high-level administration, curriculum innovation, and strategic resource management. Proven expertise in leading AACSB accreditation efforts, managing numerous scholarship instruments, and driving enrollment growth through data-driven recruitment and retention strategies. A dedicated advocate for faculty development and regional economic alignment within a collaborative, mission-driven environment.

## Administrative Leadership Experience

**Associate Dean of Undergraduate Business Programs** | 2024 – Present *West Texas A&M University, Canyon, TX*

### Strategic Leadership & External Engagement

- **Mission Alignment:** Partner with the Dean to execute the College's long-range strategic plan, specifically the comprehensive rework of the college strategic plan for the AACSB peer review.
- **Alumni Relations:** Led a collaborative initiative with the **WT Alumni Association** to increase the frequency and impact of alumni events, fostering a stronger professional network for current students and enhancing long-term philanthropic engagement.
- **Buff Business Treks:** Pioneered and manage the "**Buff Business Treks**" program, coordinating site visits to regional corporations to enhance public relations and provide students with direct pathways to local internships and full-time career placement.
- **Curriculum Innovation:** Leading the "BBA Core Revitalization" project to streamline degree paths and improve student outcomes in quantitative competencies, specifically math and statistics.
- **Policy Governance:** Represent the College on the University Handbook Committee to ensure institutional policy alignment and faculty governance integrity.

## Student Success & Regional Outreach

- **Regional Pipeline Development:** Directed the creation and management of high-impact campus events for regional high schools, including hosting **DECA competitions** and workshops that bring hundreds of prospective students to campus from across the Texas Panhandle.
- **Community College Integration:** Continue to build and maintain robust relationships with community college partners through structured meetings and site visits to ensure seamless transfer pathways.
- **Stakeholder Advocacy:** Serve as a key liaison for the Engler College of Business, cultivating relationships with primary donors and supporters through high-touch events, including golf tournaments, banquets, and donor-student networking functions.

## Accreditation & Compliance

- **Assurance of Learning (AoL):** Directing the redesign of assessment instruments and data collection for SACSCOC and AACSB reporting; integrating curriculum alignment with reporting outcomes to ensure a culture of continuous improvement.
- **Operational Standards:** Revamped the faculty oversight handbook to provide explicit guidelines for assessment consistency and policy enforcement across all undergraduate departments.

## Human Resources & Faculty Affairs

- **Development-Focused Evaluations:** Re-engineered the annual faculty evaluation process to transition from a "critique-based" model to an "improvement-focused" framework, fostering long-term professional growth.
- **Financial Stewardship:** Serve as the primary signatory for faculty development and professorship funds, ensuring the strategic allocation of resources to support high-impact research and teaching.

## Associate Dean of Graduate Business Programs | 2021 – 2024 *West Texas A&M University, Canyon, TX*

- **Program Development:** Spearheaded the launch of the Master of Science in Strategic Human Resource Management (MSSHRM) while strategically sunsetting underperforming tracks to optimize resource allocation.
- **Enrollment Marketing:** Directed a data-driven recruitment strategy utilizing Salesforce Marketing Cloud to enhance program visibility and streamline the applicant journey.
- **Mentorship & Culture:** Established a formal mentorship program for junior faculty and led a high-performance team of academic staff focused on graduate advising and professional recruitment.
- **Interdisciplinary Collaboration:** Partnered with the Graduate School and International Student Office to expand the global footprint of the MBA and specialized masters programs.

## **Chair, College of Business Scholarship Committee | 2019 – Present**

- **Endowment Management:** Oversee a diverse portfolio of nearly 100 endowed scholarships, ensuring the fiscal integrity and strategic distribution of funds to undergraduate and graduate students.
- **Digital Transformation:** Led the successful transition of the scholarship review process to a streamlined online platform, reducing administrative overhead and increasing student accessibility.

## **Director of Graduate Business Programs | 2018 – 2021**

- **Strategic Growth:** Directed all outreach and retention initiatives, achieving consistent year-over-year growth in graduate business enrollment.
- **Career Integration:** Facilitated student internships and placement by building robust partnerships with industry leaders, bridging the gap between academic theory and professional practice.

## **Education**

- **Ph.D. in Marketing** | University of Mississippi, Oxford, MS (2015)
- **M.S. in Finance & Economics** | West Texas A&M University, Canyon, TX (2011)
- **M.B.A. in Marketing** | West Texas A&M University, Canyon, TX (2010)
- **B.B.A. in Marketing** | West Texas A&M University, Canyon, TX (2008)

## **Academic Appointments**

- **Associate Professor of Marketing & Wilder Professor of Business** | West Texas A&M University (2021 – Present)
- **Assistant Professor of Marketing** | West Texas A&M University (2015 – 2021)
- **Instructor & Graduate Assistant** | University of Mississippi (2011 – 2015)

## **Selected Intellectual Contributions**

- Gala, P., Chauhan, R., **King, R.A.**, Vitell, S. (2023). Investigating consumer ethical beliefs: role of moral philosophies and personality traits. *Journal of Consumer Marketing*.
- Friske, W., Cockrell, S., **King, R.A.** (2022). Beliefs to Behaviors: How Religiosity Alters Perceptions of CSR Initiatives and Retail Selection. *Journal of Macromarketing*.
- McLarty, B.D., Muldoon, J., Quade, M., **King, R.A.** (2021). Your boss is the problem and solution: How supervisor-induced hindrance stressors and LMX influence employee job neglect and subsequent performance. *Journal of Business Research*.
- Huang, J. L., Shaffer, J. A., Li, A., & **King, R. A.** (2019). General mental ability, conscientiousness, and the work–family interface: A test of mediating pathways. *Personnel Psychology*.

- **King, R. A.**, Racherla, P., & Bush, V. (2014). What We Know And Don't Know About Online Word-Of-Mouth: A Systematic Review And Synthesis Of The Literature. *Journal of Interactive Marketing*.

## University & Professional Service

### University Leadership

- **Provost Appointee:** Instructional Technology Committee (2022–2025); University Faculty Handbook Committee (2021–Present)
- **Faculty Senate:** Vice President (2019–2020); Member (2015–2020).
- **Committees:** Engler College of Business Scholarship Committee (Chair); Curriculum Committee (Chair); Strategic Planning and Assessment Committee.

### Professional Service

- **Reviewer:** Journal of Interactive Marketing, Journal of Business Research, Journal of Business Ethics.

## Honors & Awards

- **Instructional Excellence Award**, West Texas A&M University (2019)
- **Teaching Excellence Award**, Paul and Virginia Engler College of Business (2019)
- **Horizon Award**, Paul and Virginia Engler College of Business (2016)
- **Citation of Excellence**, Emerald Publishing (2017)

## Teaching Excellence

- **Philosophy:** Dedicated to cultivating critical thinking through diverse pedagogical methods and industry collaboration.
- **Key Courses:** Marketing Strategy (MBA), Marketing in the Age of Social Networks (MBA), Principles of Marketing.
- **Track Record:** Consistently achieved high student evaluations (avg. 3.5+) and recognized with multiple teaching awards.