

**Derek K. Yonai**  
*Curriculum Vitae*



Flagler College  
School of Business  
74 King Street  
Saint Augustine, FL 32084

**PROFILE SUMMARY**

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- Directed a university-wide leadership and ethics center under the Office of the President, collaborating with deans, department chairs, and senior administrators on institution wide initiatives.
- Held senior academic leadership roles in large business schools serving 800+ students requiring coordination across programs, faculty, advising, and curricular pathways in a high-enrollment environment.
- Exercised final authority over hiring, evaluation, merit pay, and termination of faculty and professional staff, supported by center budgets and governed by institutional policy.
- Mission-centered academic leader with two decades of experience advancing excellence in business and liberal arts education through innovation, strategy, and collaboration.
- Directed centers and initiatives integrating applied learning, ethics, and business education, raising over \$2.8 million in philanthropic and grant support.
- Guided curricular reform and academic program development, launching nine new programs and minors that expanded student opportunity and interdisciplinary collaboration.
- Experienced in AACSB and ACBSP accreditation, assessment, and continuous improvement processes that strengthen academic quality and accountability.
- Recognized for a strong media and public speaking presence, delivering invited talks and commentary on free enterprise, ethics, and the value of liberal learning in higher education.
- Leadership style grounded in collaboration, transparency, and mission alignment, fostering faculty empowerment and shared purpose.
- Committed to mission-grounded innovation, creating environments where business education, liberal learning, and ethical formation prepare students for meaningful professional and civic lives.

**ACCOMPLISHMENTS**

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***Flagler College:***

- Director of the Brown Innovation Center (July 2024–Present)
  - Rebranded and expanded the Brown Innovation Center by integrating business and the liberal arts to become a college-wide asset for students.
  - Created new student engagement programs (book club and movie night discussions).
  - Refocused the Alumni Innovators Speaker Series to invite alumni from non-business majors to share their journey from Flagler graduate to impactful businessperson.
  - Created the Governance, Law, and Economics Lecture Series to highlight the institutional foundation necessary to unleash and operationalize human diversity and creativity to create value for others.
  - Increased student engagement by almost 100% and worked with College staff and faculty to support interdisciplinary collaboration.

- Secured external partnerships to support experiential learning initiatives.
- Raised \$42,750 for Flagler since August 2024 and managed those funds.
- Chaired the College Curriculum Committee and coordinated with the Vice-President for Academic Affairs, the Registrar's Office, Institutional Research, the College Advising Office, School Deans, and Department Chairs to address curriculum mapping deficiencies.
- Chaired the search committee for the Director of Pre-Law opening.

***Emporia State University:***

- Director of the Koch Center for Leadership and Ethics (October 2017–June 2021)
  - Worked with the President, the Vice-Presidents, and Deans to begin breaking institutional silos and create interdisciplinary programs that could attract prospective donors to multiple areas.
  - Rebranded and expanded the Koch Center for Leadership and Ethics from a School of Business center to a University-wide center operating under the President's office by integrating the need for a strong liberal arts background to humanize business education and leadership.
  - Created a new public facing interdisciplinary lecture series discussing the institutional prerequisites for dignified human flourishing and grew attendance from 30 at its launch to over 150.
  - Created new student engagement programs, including a book club, movie night discussion sessions, a lunch and learn series, and an intercollegiate Philosophy, Politics, and Economics competition team.
  - Created a bi-annual national undergraduate weekend colloquium which attracted students from 36 colleges and universities from over 20 states.
  - Created high school economics curriculum and partnered with the Kansas Council for Economic Education to train teachers from 31 Kansas high schools.
  - Created STEM curriculum embedded with entrepreneurship, ethics, and economics for grades K–6 in coordination with the Teachers College at Emporia State.
  - Created the Professionalism Core in the Business Core as the Discipline Curriculum Committee Chair and revised the new student seminar in the School of Business resulting in a 6.4% increase in School of Business retention which was maintained during the first year of the COVID pandemic.
  - Advanced AACSB reaffirmation as the Discipline Committee Chair by working with our Assurance of Learning Committee and the Associate Dean to use assessment data to create actionable changes to curriculum.
  - Served on the Retention Action Team coordinating how to improve university-wide retention in light of the COVID pandemic where we attempted to meet students “where they were at” with more empathetic and supportive messaging from University leadership.
  - Raised \$1,310,000 for ESU and managed an annual operating budget of approximately \$350,000.
  - Worked with alumni stakeholders to address School of Business student professionalism.

***Southern Methodist University:***

- Managing Director of the O'Neil Center for Global Markets and Freedom (August 2016–October 2017)

- Managed a team of 11 faculty and staff, collaborating with them to elevate their programs, sharpen their public identity, and expand outreach.
- Refined event design, improved stakeholder communication, and implemented marketing strategies that grew attendance at public events from an average of 25 guests to over 150 per event.
- Implemented data driven management decisions allocating funds to programs that demonstrated strong return on investment through output data and began tracking program outcomes to determine long term impact.
- Oversaw updates of our Center's space improving the work environment for all team members.
- Co-managed an annual budget of over \$1.9M for personnel and operations.

***Florida Southern College:***

- Director of the Center for Free Enterprise (January 2014–2016)
  - Launched the Center for Free Enterprise and served as its inaugural Director.
  - Raised over \$840,000 and managed a \$400,000 annual budget.
  - Secured external partnerships to support experiential learning and applied research initiatives.
  - Created an interdisciplinary public lecture series focused on the role principled entrepreneurship plays in human flourishing and the institutions necessary to support it with over 1,100 people attending them between 2014 and 2016.
  - Created student engagement programs including, a book club, movie night discussion sessions, and a student organization focused on the relationship between social institutions and a civil society.
  - Created four three-day undergraduate seminars attracting 66 students from 28 different universities and colleges from 15 different states.
  - Created the Business and Free Enterprise degree program, the Political Economy degree program, corresponding minors, and five new courses to support them.
  - Co-led the Business Learning Community at Florida Southern College.
  - Organized and led Slingshot Polk (the under 25 countywide pitch contest) by coordinating and collaborating with the School of Business at Florida Southern College, leadership at Florida Polytechnic University, the Business Dean at Southeastern University, leadership at Polk State University, and leadership at Catapult Lakeland.
  - Created and hosted two Summer Programs in Entrepreneurship & Free Enterprise for rising high school juniors and seniors across Florida in collaboration with Merlin Industries (Legoland Florida) and local community entrepreneurs.
  - Successfully completed our three-year strategic plan in two years.
  - Served on the Executive Committee and the Retention Committee in the School of Business to help develop strategies to attract new students and retain current students.
  - Worked closely with the Dean of the School of Business, the Provost, and Florida Southern President, Anne Kerr, to message the Center's unique value proposition and engage the public.
  - Collaborated with the President and Advancement to help secure the first endowed chair for the Center.

***Campbell University:***

- Lundy Chair of Business Philosophy (October 2008–2013)
- Lundy Scholar of Business Philosophy (August 2003–October 2008)
  - Rebranded the Lundy Chair of the Philosophy of Business and the Free Enterprise Education program at Campbell University by focusing on the moral and ethical nature of free enterprise and its consistency with the Christian calling of using our skills and talents to improve the lives of others.
  - Revived student programming by advising the Adam Smith Club, creating book clubs, movie night discussion sessions, lunch and learn sessions, and roundtable debates.
  - Created the Politics, Law, and Economics Lecture Series in 2005 which historically drew between 120–180 attendees for each lecture.
  - Collaborated with the Business Dean and the chair of Campbell's Board of Trustees to create the Summer Program in Entrepreneurship & Free Enterprise for rising high school juniors and seniors.
  - Revised the Economics major by creating a Business Economics degree and an Economics (Pre-law) degree with corresponding minors and grew the number of economics majors sixteen-fold by 2013.
  - Performed Economics department chair duties by collaborating with the Associate Business Dean in scheduling course offerings, developing a course carousel, mediating textbook disputes, assessing the program for ACBSP Common Professionalism Core compliance and program learning outcomes for SACSCOC, approving course substitutions, performing regular catalog edits, and providing input on transfer credit equivalencies for the Registrar.
  - Advanced ACBSP accreditation by working with faculty to prepare our application material discussing Standard 6: Educational and Business Process Management.
  - Worked with the Business Dean, Provost, and Campbell University President, Jerry Wallace, to secure a \$700,000 grant from BB&T bank to support student retention in the Lundy-Fetterman School of Business and our Free Enterprise Education Program.
  - Developed eight new classes at Campbell University including a class at the Norman Adrian Wiggins School of Law.
  - Organized the MBA Seminar I&II on Globalization and Economic Development.
  - Raised over \$750,000 for Campbell University.
  - Implemented data driven management decisions given our tight margins every academic year so we would only fund engagement programs that generated positive return.

**ACADEMIC POSITIONS**

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***Flagler College:***

- Peter and Sue Freytag Associate Professor of Economics (August 2023–Present)

***Emporia State University:***

- Associate Professor of Business (October 2017–May 2023)

***Southern Methodist University:***

- Senior Research Fellow (January 2018–September 2020)
- Research Associate Professor (August 2016–October 2017)

**Florida Southern College:**

- Associate Professor of Economics (January 2014–2016)

**Campbell University:**

- Associate Professor of Economics (October 2008–2013)
- Adjunct Professor of Law (August 2007–2013)
- Assistant Professor of Economics (August 2003–October 2008)

**George Mason University:**

- Lecturer (August 2001–May 2003)
- Research Assistant to *Gordon Tullock* (August 2000–May 2002)

**OTHER AFFILIATIONS**

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***Institute for Faith, Work & Economics:***

- Senior Research Fellow (April 2012–Present)

***Interdisciplinary Journal of Economics and Business Law:***

- Editorial Board Member: (April 2015–Present)

***James Madison Institute:***

- Academic Advisory Board Member (August 2015–August 2020)

**“Live and Local with Raeford Brown”**

- Contributor (2012–2013)

***CatholicismUSA***

- Contributor (2012–2014)

***The Community Leader***

- Contributor (2004–2005)

**ACADEMIC PUBLICATIONS**

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- *Professional Publications*
  - Nippani, S., Muldoon, J., Yonai, D. K., & Matricano, D. (2025). Sometimes smaller is better: Small businesses and community banks. *Journal of the International Council for Small Business*. doi:10.1080/26437015.2025.2549446
  - Nippani, S., Muldoon, J., Yonai, D. K., Matricano, D. (2024). “Small Entrepreneurs and Choice of Banks: Some Lessons From the Banking Literature and Game Theory in the Aftermath of the Covid-19 Pandemic”. *Journal of Small Business Management*.
  - Muldoon, J., Yonai, D. K., Richard, T. & Akter, S. (2024). “Model City Failure: New Haven and Limits to the Entrepreneurial State”. *Journal of the International Council for Small Business*, doi:10.1080/26437015.2024.2338177
  - Muldoon, J., & Yonai, D. K. (2023). “A wrong but seductive idea: Public choice and the entrepreneurial state”. *Journal of the International Council for Small Business*, doi:10.1080/26437015.2023.2182730
  - Muldoon, J., Gould, A. M., & Yonai, D. K. (2022) “Conjuring-Up a Bad Guy: The Academy’s Straw-Manning of Milton Friedman’s Perspective of Corporate Social Responsibility and its Consequences.” *The American Economist*, 68(2), 05694345221145008. doi:10.1177/0569434.

- Yonai, D. K. (2021). "Rational Irrationality Operationalized: Incivility, the new normal." *Interdisciplinary Journal of Economics and Business Law*, **10**(4).
- Yonai, D.K. (2018) "Raking up Rents: *Cambridge University Press v. Patton*." *Interdisciplinary Journal of Economics and Business Law*, **7**(2).
- Yonai, D.K., & Serralde, D. (2017). *Culture and Trade*. O'Neil Center for Global Markets and Freedom: Teaching Free Enterprise Project.
- Yonai, D.K., & Serralde, D. (2016). *Morality of Markets*. O'Neil Center for Global Markets and Freedom: Teaching Free Enterprise Project.
- Yonai, D. K. (2016). "Conceptions of Property and Economic Development." *Interdisciplinary Journal of Economics and Business Law*, **5**(2).
- Yonai, D. K. (2016). "The Rime of the Neoclassical Economist: The economist's failure at spreading the passion of Capitalism." In E. Younkins (Ed.), *Capitalism and Commerce in Imaginative Literature: Perspectives on business in novels and plays*. NY: Lexington Books.
- Yonai, D. K., & Koch, C. (2015). "Religious Affiliation and Wealth." In F. F. Wherry & G. Golson (Eds.), *The SAGE Encyclopedia of Economics and Society*. Thousand Oaks, CA: SAGE Publications, Inc.
- Yonai, D. K. (2014). "I'm a Lawyer, Not an Economist: A plea for plain language law and economics." *Interdisciplinary Journal of Economics and Business Law*, **3**(4).
- Yonai, D. K. (2011). *Study Guide to Economics: The Basics*. Second Edition McGraw-Hill.
- Yonai, D. K. (2008). *Study Guide to Economics: The Basics*. First Edition McGraw-Hill.
- Yonai, D. K. (2007). "Conceptions of Property Rights and Norms." *Constitutional Political Economy* **18**(3): 161-176.
- Yonai, D. K. (2006). "Kelo and the Games People Play: A Game Theoretic Analysis of *Kelo v. City of New London*." *Campbell Law Review* **29**: 83-107.
- Yonai, D. K. (2005). "Protect Markets: Defend your business." *Sales and Service Excellence* **5**(4): 10.
- Yonai, D. K. (2002). *Law, Economics, and Norms: A Multi-Faceted Approach*. (Doctoral dissertation), George Mason University, ProQuest Dissertations & Theses Global.
- *Book Review*
  - Muldoon J. & Yonai, D.K. (2025), "Milton Friedman: The Last Conservative". *Journal of Management History*, Vol. 31 No. 4 pp. 700–702, doi: <https://doi.org/10.1108/JMH-09-2025-321>.
  - Muldoon, J. & Yonai, D. K. (2024). Book review of [Questioning the entrepreneurial state: Status-quo, pitfalls, and the need for credible innovation policy by Wennberg, K., & Sandström, C. (2022), Springer Nature.367p.] *Relations industrielles / Industrial Relations*, **79**(1).
  - "The Free Market: Coercion or True Freedom? Review of *Defending the Free Market* by Rev. Robert Sirico" *CatholicismUSA* June 24, 2012.

#### **SELECT POPULAR PRESS PUBLICATIONS**

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- If Texas Doesn't Shore up Pensions, Retirees Will be Asking for Their Money." *Dallas Morning News*, September 15, 2016.
- "Here's a Reason to Cheer – Today is Tax Freedom Day." *Sun Sentinel*, April 19, 2016.
- "Less Taxes Means More Income to Invest, Give to Charities." *Orlando Sentinel*, April 19, 2016.

- “Freedom? Nevermind, Nevermind...” *InsideSources*, March 10, 2016. Republished as “Economic Freedom is Key to Worldwide Prosperity.” *Detroit News*, March 16, 2016.
- “What’s Wrong with the President’s SOTU Economic Optimism?” *The Daily Caller*, January 14, 2016.
- “Convenient Rides.” *Miami Herald*, December 11, 2015.
- “Entrepreneurship on the Decline.” *US Daily Review*, November 2, 2015.
- “Free Enterprise is not Pro-Business –it’s Pro-Human.” *The Ledger*, January 31, 2015.
- “Free Nevada and Unleash the Entrepreneur.” *The Las Vegas Review-Journal*, May 27, 2012.

## **EDUCATION**

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**Ph.D.**, Economics, *George Mason University*, January 2003

**M.A.**, Economics, *George Mason University*, May 2001

**J.D.**, *Cum Laude*, *Whittier Law School*, May 1999

Passed the July 1999 administration of the California Bar Examination

**B.A.**, Economics, Minor in English, *University of California, Irvine*, March 1996

## **TEACHING EXPERIENCE**

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### ***Flager College***

- *Undergraduate Courses:*
  - Principles of Macroeconomics
  - Principles of Microeconomics
  - Intermediate Microeconomics
  - Philosophy of an Honorable Entrepreneur
  - Law and Economics
  - Money and Banking

### ***Emporia State University***

- *Undergraduate Courses:*
  - Business Dynamics
  - Principles of Macroeconomics
  - Principles of Microeconomics
  - International Economics

### ***Florida Southern College***

- *Undergraduate Courses:*
  - Principles of Macroeconomics
  - Macroeconomic Theory
  - Introduction to Business and Philosophy
  - Comparative Economic Systems
  - Public Economics
  - Law and Economics

### ***Campbell University***

- *Law School Course:*
  - Law and Economics

- *Graduate Courses:*
  - Game Theory
  - Business Law and Ethics
  - World of Business
  - Market-Based Management
- *Undergraduate Courses:*
  - Microeconomics
  - Economics, Philosophy, and House MD
  - Business Law II
  - Public Finance
  - Religion and Economics
  - Public Choice
  - Game Theory
  - Comparative Political Economy
  - Philosophy of Business
  - Intermediate Microeconomics
  - Intermediate Macroeconomics
  - The Economic Way of Thinking

***George Mason University***

- *Undergraduate Courses:*
  - Money and Banking
  - Intermediate Macroeconomics
  - Intermediate Microeconomics

**REFeree FOR ACADEMIC JOURNALS**

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- Journal of Small Business Strategy
- Journal of Management History
- Interdisciplinary Journal of Economics and Business Law
- Review of Austrian Economics

## REFERENCES

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