Dr. Mark G Fenton

Program Director, University of Wisconsin-Stout
Faculty Member, University of Wisconsin-Stout
Business Department
College of Science, Technology, Engineering, Mathematics and Management

Office: 281G Jarvis Hall-Technology Wing
Phone: 715-232-5268
Email: fentonm@uwstout.edu
Personal website: www.uwstout.edu/faculty/fentonm/

Brief Biography

I am in my 18th year as a professional at UW-Stout. My main instructional assignments relate to management and international business. I am also the Business Administration Program Director.

Teaching Interests: International Business International Management Entrepreneurship Management Principles

Research Interests: International Entrepreneurship Cross Cultural Human Resource Development Business and Entrepreneurship Development in Sub-Saharan Africa Innovation and Entrepreneurship Diversity in the Workplace Science of Teaching and Learning

Education

- **Ph D Management**
  Indiana State University
  Terre Haute, IN, 2010
- **MS Training and Human Resource Development**
  University of Wisconsin-Stout
  Menomonie, WI, 1999
- **MBA International Business**
  University of Wisconsin-Whitewater
  Whitewater, WI, 1994
- **BS Business Administration**
  University of Wisconsin-Stout
  Menomonie, WI, 1991

Licensures and Certifications

- Inter-Institutional Online Course Evaluator: Quality Matters

Work Experience

Academic - Post-Secondary

- **University of Wisconsin-Stout**, B.S. Business Administration
  Program Director
  July 1, 2011 -
- **University of Wisconsin-Stout**, Business Department
  Faculty Member
  August 2005 -

- **University of Wisconsin-Stout**, Business Department
  Senior Lecturer
  August 2001 - August 2005
- **University of Wisconsin-Stout**, Communications, Education & Training Department
  Instructional Academic Staff
  June 1999 - August 2001

Intellectual Contributions

Book, Chapter

- Fenton, M. (In Preparation; Not Yet Submitted). Universal Design for a Major International Business Project. , Unknown.

Journal Article

- Fenton, M. (2012). Lessons Learned: How and Why We Can Teach Social Entrepreneurship in a Capstone Course. IN Dalton, J. C., & Crosby, P. (Eds.), *Journal of College and Character, 13*(4), 5, Tallahassee, Florida.

Dissertation

- Fenton, M. (2010). A Study of Selection, Training, and Host Country Cultural Adaptation Experiences of Expatriate Faculty from United States AASCU Universities (Dissertation). , Indiana State University and UMI/Pro Quest.

Conference Proceeding

- Fenton, M. (2009). The interaction of entrepreneurship students partnering with business to develop business plans. , Norfolk, VA: Consortium for Entrepreneurship Education.

Thesis

- Fenton, M. (1999). Multicultural training at WAM!NET: A digital technology company of Minneapolis, Minnesota (Thesis). , UW-Stout Graduate College.

Presentations

Oral Presentation

- Fenton, M. (November 8, 2013). Infusing Diversity across the Curriculum: Cross Cultural Understanding Project for Students in International Management. NAME Conference, Oakland, CA.
- Fenton, M. (February 3, 2012). Lessons Learned: How and Why We Can Teach Social Entrepreneurship in a Capstone Course. Dalton Institute on College Student Values, Tallahassee, FL.
- Fenton, M. (June, 2011). Online Teaching and Learning Workshop. Professional Development Session, Menomonie, WI.

Paper

- Shiell, T., Lui, K., & Fenton, M. (February, 2012). Three Strategies for Researching and Promoting Social Entrepreneurship. Dalton Institute, Florida State University, Tallahassee, FL.
- Shiell, T., Lui, K., & Fenton, M. (February, 2012). Three Strategies for Researching and Promoting Social Entrepreneurship. , Tallahassee, FL, United States.

Workshop

- Fenton, M. (March, 2006). Wisconsin in Scotland Faculty Training. Annual Faculty Training for Wisconsin in Scotland, River Falls, WI.

Applied Research

Uncategorized

- **New and experienced entrepreneurs**
  (On-going)
- **Multiple Commercial Entities (United States)**
  (June 2010 - Present)
- **Dunn County Family Ice Center (Menomonie, WI)**
  (2008)
- **Chippewa Valley Airport Service (Eau Claire, WI)**
  (2006)

Grants, Contracts, and Sponsored Research

Grant

- Fenton, M. 2014) The Obama Administration's Young African Leaders Initiative. Sponsored by United States Department of State, $150000.00 (Funded).
- Fenton, M. 2013) The Obama Administration's Young African Leaders Initiative. Sponsored by United States Department of State, $110792 (Funded).
- Fenton, M. (2012) UW-Stout curricular Incubation Center Grant . Sponsored by UW-Stout Research Services, $1200.00 (Funded).
- Fenton, M. (2011) Stout Professional Development Grant. Sponsored by UW-Stout Provost's Office, $1700.00 (Funded).
- Fenton, M. 2011) Graduate Professional Development Certificate in Entrepreneurship and Innovation. Sponsored by University of Wisconsin-Stout Research Services, $12297 (Funded).
- Fenton, M. Sponsored by National Science Foundation, $400 (Funded).
- Fenton, M. Faculty Development in International Business. Sponsored by University of Wisconsin-Madison CIBER, $5900 (Funded).
- Fenton, M. (2008) Master of Science in Applied Management. Sponsored by UW-Stout Curriculum Development, $8000 (Funded).
- Fenton, M. Developing Contemporary Curriculum addressing the Global Economic Impact of China . Sponsored by University of Wisconsin-Madison Center for International Business Education and Research, $6546 (Not Funded).
- Fenton, M. Merle Price Faculty Award for Excellence. Sponsored by University of Wisconsin-Stout, $5000 (Not Funded).

Media Contributions

Radio

- **French Radio International** (July 28, 2014)

  Interviewed in Washington D.C. during the Mandela Washington Fellowship hosted by President Obama. My interview was based on leading the UW-Stout YALI group. FRI has 36,000,000 listeners.

Reviewer / Editor

Reviewer, Conference

- **USABE Annual Conference**

  Annual national conference peer reviewer for the States Association for Small Business and Entrepreneurship. (2011 - Present)

- **Accademy of International Business**

  Annual national conference publication submission peer reviewer. (2010 - Present)

- **Accademy of Management**

  Annual national conference publication submission peer reviewer. (2010 - Present)

- **Academy of World Business Marketing and Management**

  Annual conference paper peer reviewer for the Academy of World Business Marketing and Management held in Paris, France and Rio de Janeiro, Brazil. (2006 - 2008)

Reviewer, Textbook

- **Basic Marketing: A Marketing Strategy Approach**

  Recognized as a contributing professional reviewer by the authors of the marketing textbook Basic Marketing: A Marketing Strategy Approach. (2009), Perreault, Cannon, & McCarthy. This text is the current marketing text used in the UW-Stout Business Program. I continue to review new editions of this text. (2009 - Present)

- **Entrepreneurship: Successfully Launching New Ventures**

  Recognized as a professional reviewer by the authors of the entrepreneurship textbook Entrepreneurship: Successfully Launching New Ventures. 2nd Ed.,3rd Ed. and 4th Ed. (2008-2012). Barringer and Ireland. Pearson Prentice Hall. I continue to review new editions of this text. (2008 - Present)

- **Multiple Publications**

  In the past I have reviewed chapters and full texts for multiple publishers including: Taylor & Francis, Wiley, McGraw Hill, Cengage, Houghton Mifflin and Pearson Prentice Hall. I continue to review chapters and texts on an ongoing basis. (2008 - Present)

- **International Management: Strategic Opportunities and Cultural Challenges**

  Recognized as a contributing professional reviewer by the authors of International Management: Strategic Opportunities and Cultural Challenges, (2011). McFarlin, D., & Sweeney, P. Taylor & Francis, New York, NY (2011)

- **Entrepreneurial Small Business. 3rd Ed.**

  Recognized as a contributing professional reviewer by the authors of the text Entrepreneurial Small Business. 3rd Ed. (2010). Katz and Green. McGraw-Hill Irwin. (2010 - 2010)

Reviewer, Journal

- **UW-Stout Journal of Student Research** (2008 - Present)

Awards, Fellowships, Honors, and Scholarships

Honor

- Top 15% of Faculty , University of Wisconsin-Stout (On-going)

Award

- Teacher of the Year, Menomonie Chamber of Commerce (April 15, 2014)
- Outstanding Professor Award, UW-Stout Student Organizations (May 2004)

Professional Memberships

- Academy of Management (AOM)
- The Academy of International Business (AIM)
- The Consortium for Entrepreneurship Education (CEE)

- United States Association for Small Business and Entrepreneurship (USASBE)

Service

Department / School

- **Committee Member**, UW-Stout Graduate Faculty (August 2002 - Present)
- **Committee Member**, UW-Stout Global Studies Interest Group (August 2000 - Present)
- **Committee Member**, Program Review Committee (August 2013 - August 2016)
- **Committee Member**, UW-Stout Sabbatical and Leave Review Committee (August 2011 - July 2014)
- **Committee Chair**, All University Associate Professor Promotion Committee (September 2012 - February 2013)
- **Committee Member**, Program Review COmmittee (August 2011 - July 2012)
- **Committee Member**, Director for Applied Ethics Search Committee (April 2011 - July 2011)
- **Committee Member**, Graduate Education Committee (August 2008 - August 2010)
- **Committee Member**, Student Dismissal Appeals Committee (August 2006 - August 2010)
- **Committee Member**, Online Teaching Guidelines Development Community of Practice Committee (August 2008 - May 2010)
- **Committee Member**, International Studies Specialization Committee (August 2002 - August 2005)
- **Committee Member**, Curriculum and Instruction Committee (September 2000 - August 2005)
- **Committee Member**, All University Academic Staff Positive Action Panel (August 1999 - August 2005)
- **Committee Member**, Undergraduate Teaching and Learning Grant Program Committee (August 2000 - August 2003)

College

- **Committee Member**, College of Management Promotion Committee (2010)
- **Committee Member**, Search and Screen Committee (2007 - 2009)
- **Committee Member**, College of Technology, Engineering, and Management Restructuring Committee (2003 - 2004)

University

UW Stout

- **Committee Member**, Program Review Committee (2013 - Present)
- **Committee Member**, International Studies Specialization Committee (2002 - Present)
- **Nakatani Associate**, Nakatani Associate, Learning Technology Services (September 2001 - Present)
- **Committee Member**, UW-Stout Global Studies Interest Group (2000 - Present)
- **Committee Member**, Student Dismissal Appeals Committee (2010 - 2013)
- **Student Org Advisor (Professional Org)**, UW-Stout chapter of Sigma Beta Delta (September 2007 - August 2013)
- **Committee Member**, International Studies Specialization Committee (2010 - 2012)
- **Committee Member**, Community of Practice (January 2009 - 2011)
- **Committee Member**, Search and Screen Committee: Director for the UW-Stout Ethics Center (2010)
- **Presenter**, Spring Semester Development Day (2009 - 2010)
- **Guest Speaker**, UW-Stout Course FN-414 (Catering) (2009 - 2010)
- **Committee Member**, Graduate Education Curriculum Committee (2008 - 2010)
- **Faculty Advisor**, Stout Entrepreneurship Association (2008 - 2010)

- **Graduate Student Research Advisement**, Correlation study on the relationship of motivation and moral of technical college instructors to sixteen basic life desires (2009)
- **Committee Member**, 25th Annual Cabot Executive in Residence Celebration Committee (2008 - 2009)
- **Secretary**, Faculty Senate (2007 - 2009)
- **Committee Member**, Academic Dismissal Appeals Committee (2006 - 2009)
- **Guest Speaker**, Business Department Homecoming Workshop (October 2009)
- **Co-presenter**, NTCL (May 2009)
- **Committee Member**, International Studies Specialization Committee (2006 - 2007)
- **Coordinator**, Wisconsin in Scotland Study Abroad Program (2004 - 2007)
- **Faculty Advisor**, Wisconsin Marketing Management Association/DEX (2003 - 2007)
- **Graduate Student Research Advisement**, A study of the first Wisconsin Chapter of Muskies Inc. youth program (2006)
- **Graduate Student Research Advisement**, Assessment of tour guide training at the Cave of the Mounds (2005)
- **Committee Member**, Curriculum and Instruction Committee (2000 - 2005)
- **University Senate Service**, Senate of Academic Staff (August 2000 - August 2003)
- **Graduate Student Research Advisement**, Implementing a first aid and CPR/AED program within the Eau Claire County Sheriff's Office Reserve Corps Division (2002)

Professional

- **Member**, UW-Stout Ethics Center Advisory Board (2012 - Present)
- **Member**, UW-Stout Honors College Advisory Board (2012 - Present)
- **Member**, Applied Social Sciences Advisory Board (2011 - Present)
- **Member**, National High School of Business Advisory Board via Project Lead the Way (2006 - Present)
- **Member**, UW-Stout Marketing and Business Education Advisory Board (2004 - Present)
- **Conference Session Chair**, Annual Academy of Management Conference (August 2013)
- **Member**, UW-Stout Hospitality and Tourism Advisory Board (2008 - 2010)
- **Member**, UW-Stout Master in Career and Technical Education Advisory Board (2006 - 2010)
- **Member**, UW-Stout Training and Human Rresource Development Advisory Board (2006 - 2009)

Community

- **Officer, Other Officer**, St. Katherines Lutheran Church (2009 - Present)

Board of Directors, Arbor Place Incorporated (July 2009 - 2012)