

Gregory C. Berka, Ph.D., MBA

Curriculum Vitae

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Queens University of Charlotte
1900 Selwyn Avenue
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CURRENT POSITION

Associate Professor of Organizational Behavior

August 2014 to present • *Queens University of Charlotte*

EDUCATION

PhD in Organizational Science, *University of North Carolina at Charlotte* (Fall 2014)

Master of Business Administration, *University of North Carolina at Charlotte* (Spring 2008)

Bachelor of Science in Business Administration, *Bucknell University* (Spring 1998)

TEACHING EXPERIENCE

From Fall 2014 through Spring 2021 at Queens University of Charlotte I taught 48 courses comprised of 684 students. The summaries of students' evaluation ratings by course, undergraduate/graduate, and mode of delivery, are all summarized below.

Summary by Course, Level, and Modality	Times	Total	Course	Instructor	
Course Name	Course Number	Taught	Students	Ratings	Ratings
Communication in Business	BUS 218	7	151	4.59	4.63
Innovation & Creativity	BUS 403	3	51	4.31	4.59
Creative Connections	ODV 648	4	39	4.88	4.86
MSOD Capstone	ODV 675	12	102	4.66	4.89
Business Ethics	MBA 645	6	114	4.76	4.90
Creativity & Ideation	BUS 335	4	73	4.74	4.83
Applied Decision-Making	BUS 380	5	56	4.59	4.68
Organizational Behavior	MBA 620	6	89	4.72	4.88
Practicum: E&I	MGT 445	1	9	4.36	4.91
Total / Average	All Courses	48	684	4.62	4.80
Undergraduate		20	340	4.52	4.73
Graduate		24	344	4.75	4.88
Face-to-Face		28	347	4.61	4.76
Online (Asynchronous)		13	239	4.78	4.86
Hybrid/Virtual (Synchronous)		7	98	4.71	4.85

PUBLICATIONS, GRANTS AND CONFERENCE PRESENTATIONS

Publications

- Brooks, B., Powell, G., & **Berka, G.** (2021). Goodyear: Navigating a Social/Political Firestorm. *Journal of Critical Incidents*, 14(1): 47-49.
- Banerjee, A., **Berka, G.**, & Lee, J.H. (2021). Putting *Make it Charlotte* on the map: Innovating use for street-level urban space. *Journal of Case Studies*, 39(1):38-46.
- Berka, G.**, Davidson, A., & Lee, J.H. (2021). Fostering student awareness of team skills: A participative team formation process for class projects. Accepted at *InSight: A Journal of Scholarly Teaching*, 16: 115-126.
<https://doi.org/10.46504/16202106be>
- Woznyj, H.M., Banks, G.C, Dunn, A.M., **Berka, G.**, & Woehr, D. (2020). What happened to cognitive complexity? A meta-analytic review and agenda for future research. *Human Performance*, 33(1), 1-33.
<https://doi.org/10.1080/08959285.2019.1689396>
- Davidson, A, **Berka, G.**, & Meador, C. (2020). “How do we stop trying to do it all?”: Application of the family business parallel planning process. *Entrepreneurship Education and Pedagogy*. 4, 1: 52-63.
<https://doi.org/10.1177/2515127420910673>
- Banks, G., Woznyj, H., Wesslen, R. Frear, K, **Berka, G.** Heggstead, E., & Gordon, H. (2018). Strategic recruitment across borders: An investigation of multinational enterprise. *Journal of Management*, 45(2): 476-509.
<https://doi.org/10.1177/0149206318764295>
- Berka, G.**, Poulton, E., & Chanland, D. (2018). Not just another expense cut: Transformational Change at Duke Energy. *Business Case Journal*, 25(2): 15-31.
- Berka, G.**, Schneider, B, & Gordon, H. (2016). 1,001 Dalmatians (and counting): Mapping an Exit Strategy for a Veterinary Founder. *South East Case Research Journal*, 13(2): 1-10.
- Bickmeier, R. M., Rogelberg, S. G., and **Berka, G. C.** (2016). Integrating qualitative and quantitative methods in doctoral education: A case study. *Industrial and Organizational Psychology: Perspectives on Science and Practice*, 9(4): 748-753. <https://doi.org/10.1017/iop.2016.85>
- Berka, G.**, Lopina, E., Justice, L., & Beck, T. (2014). Southern Chair Company: We won't take this sitting down. *Case Research Journal*, 34(2): 83-105.
- Berka, G.**, Olien, J., Rogelberg, S.G., Rupp, D.E, & Thornton, M.A. (2014). An inductive exploration of manuscript quality and publication success in small research teams. *Journal of Business and Psychology*, 1-7.
- Rupp, D.E., Thornton, M.A., Rogelberg, S.G., Olien, J.L., and **Berka, G.** (2014). The characteristics of quality scholarly submissions: Considerations of author team composition and decision making. *Journal of Management*, 40(6): 1501-1510.

Manuscripts In-Process

- Brooks, B., Peters, C. & **Berka, G.** Case Study - Dabo Sweeney and Clemson Football: Leading During Seismic Change. Secondary source data collected; preparing the case and teaching note.
- Fine, A., **Berka, G.**, & Steiner, A. Case Study - The Opportunity of Leadership Turnover: Organization Change at a Not-For-Profit. Primary source data case with a Queens undergraduate student in the research design phase.
- Berka, G.** & Banerjee, A. Mentors for Class Team Projects: Understanding the Benefits to the Students and Teams. IRB approved, data being collected during spring 2022 semester in two classes.
- Berka, G.**, Milanese, H., & Mumford, L. The influence of recruitment sources on potential job applicants (A mixed-methods empirical study). Data gathered and analyzed; paper framed, but not yet written.
- Berka, G.**, Lee, J.H., & Davidson, A. Evidence supporting a participative in-class team formation process (Empirical Scholarship of Teaching and Learning paper). Data collected, but more data needed.
- Berka, G.**, Gossett, L., & Chanland, D. Students' Perspective of the Course Evaluation Experience (Qualitative Study). Data collected and analyzed. Paper needs to be framed, researched, and written.

Publications in Practitioner Journal (not double-blind peer review)

- Ey, P. & **Berka, G.** (2021). Adaptive Critical Thinking for a VUCA World. *Organization Development Review*. 53(2): 44-49.

Grants

- Banerjee, A. & **Berka, G.** (2021). Facilitating Inclusive Learning Practices Via Small Group Meetings. McColl School of Business Innovation in Teaching Grant. Awarded by McColl School of Business Board Advisors.
- Berka, G.** (2021). Teaching for Inclusion, Diversity, and Equity. Grant and instruction provided by Queens Center for Advancement of Faculty Excellence (CAFÉ). Summer 2021.
- Berka, G.** (2020). Funding to Support Students in the Entrepreneurship and Innovation Practicum Course (MGT 445) for spring 2021. Grant awarded and funding provided by NC IDEA.
- Berka, G.** (2020). Applied Decision Making Course Redevelopment Grant. Summer 2020 Data Analytics Undergraduate Teaching and Learning with Technology Mini-Grant. Funding provided by the Triad Foundation.
- Berka, G.** (2018). Leveraging technology to expand virtual business professional speakers in courses. McColl School of Business Innovation in Teaching Grant. Awarded by McColl School of Business Board Advisors.
- Berka, G.** (2016) R.E.A.L. (Reality-based Experiential Applied Learning) Business Communication. 2016 to 2017 Faculty Fellowship Grant. Queens University of Charlotte.

Berka, G. (2016, 2017). Ethical Decision-Making in the “Deepwater” Simulation. Critical Thought Symposium Grant, 2016 to 2017 and 2017 to 2018 Academic Year. Queens University of Charlotte.

Berka, G. (2016). Integrating Collaborative Project Software for Team-based Projects in Innovation & Creativity. 2016 to 2017 Teaching and Learning with Technology Mini-Grant. Queens University of Charlotte.

Conference Presentations

Brooks, B., Powell, G., & **Berka, G.** (2021). Goodyear: Navigating a Socio-Political Firestorm. Presented at Society for Case Research Conference in June.

Banerjee, A., **Berka, G.**, & Lee, J.H. (2020). Putting make it Charlotte on the map: Innovating use for main level urban space (A Business Case Study). Journal of Case Studies Conference. Virtual. July, 2020.

Berka, G., Lee, J.H., & Davidson, A. (2019) Transparent and data driven team formation for class projects. Management and Organizational Behavior Teaching Conference. Ramapo College: Mahwah, NJ. June, 2019.

Lee, J.H. & **Berka, G.** (2019) Powerpoint presentation clarity to maximize student learning. Management and Organizational Behavior Teaching Conference. Ramapo College: Mahwah, NJ. June, 2019.

Davidson, A., Meador, C., and **Berka, G.** (2019). How do we stop trying to do it all?: Application of the family business parallel planning process. Southeast Case Research Association Conference. February, 2019: Myrtle Beach, SC.

Schneider, B. & **Berka, G.** (2018). My last client-based class project was a disaster: Developing best practices for a successful project process. Management and Organizational Behavior Teaching Conference. Coastal Carolina University: Conway, SC.

Olien, J., **Berka, G.**, & Speights, S. (2018). You were a lousy teammate, but I’ll give you an A: The inflation of graded peer-assessments. Management and Organizational Behavior Teaching Conference. Coastal Carolina University: Conway, SC.

Berka, G., Olien, J., Moffit, M. (2017). “Please take out your phone!”: Students capturing pictures to facilitate engagement. Organizational Behavior Teaching Conference, Providence, RI: June.

Olien, J. & **Berka, G.** (2017). “Two birds, one web-enabled device”: Saving faculty time and engaging students through technology. Organizational Behavior Teaching Conference, Providence, RI: June.

Berka, G., Schneider, B., & Kinny, P. (2016). R.E.A.L. (Reality-based Experiential Applied Learning) Business Communication. Southern Management Association Annual Conference, Charlotte, NC: October, 2016.

Schneider, B. & **Berka, G.** (2016). Ripped from the headlines: Creating problem-based learning with real-time cases. Southern Management Association Annual Conference, Charlotte, NC: October, 2016.

Berka, G. & Gordon, H. (2015). Providing and receiving constructive feedback: Educating students. Organizational Behavior Teachers’ Conference. La Verna, CA: June, 2015.

Berka, G., Gordon, H., and Frear, K. (2015). Student peer mentoring: Enhancing the learning environment. Organizational Behavior Teachers’ Conference. La Verna, CA: June, 2015

Invited Presentations

- Berka, G.** (2020). Navigating Decision Making in Virtual Meetings and Communications. McColl School Virtual Food for Thought speaker series. June, 2020.
- Berka, G.** (2016). Teaching and Learning with Technology: A Novice Perspective and Plan. 2016 Queens Summer Teaching Showcase. June, 2016.
- Berka, G & Gossett, L.** (2015). Student Reflections on Course Evaluation Experience: A Qualitative Study. Organizational Science PhD Program Current Topics Presentation. Fall, 2015.

AWARDS, TEACHING PROGRAMS, INSTITUTES AND CERTIFICATES

R Development Workshop for Queens Faculty (Spring 2022)

- Participated in a 6-week faculty development session on learning and applying R-software for data analysis and visualization.

Teaching for Inclusion, Diversity, and Equity Program Participant (June, 2021)

- I collaborated with all other participants and implemented a host of changes to the Applied Capstone course (TOD 695) focused in increasing equity and inclusion in the course structure and assignments.

McColl School of Business Annual Research Award (May, 2021)

- One faculty member received award based on nominations from all members of the McColl School and evaluation by a committee.

Scholarship of Teaching & Learning Institute (May, 2020).

- Completed institute developed by Queens Center for Advancement of Faculty Excellence focused on developing Scholarship of Teaching and Learning practices. IRB application approved in June 2020; collecting data now.

Quality Matters Certification – Applying the Quality Matters Rubric (November, 2019).

- Completed online training and certification in conjunction with developing a new fully online undergraduate course which passed Quality Matters evaluation.

McColl School of Business Annual Service Award (May, 2018)

- One faculty member received award based on nominations from all members of the McColl School and evaluation by a committee.

Early Educator's Institute at Management and Organizational Behavior Teaching Conference (June, 2017).

- Completed two-day institute helping to develop teaching skills and practices for faculty early in their career.

McColl School of Business Annual Undergraduate Teaching Award (May, 2016)

- One faculty member received award based on a host of factors, including students' evaluations, other faculty recommendations, teaching philosophy, and student feedback.

UNIVERSITY SERVICE - AT QUEENS UNIVERSITY OF CHARLOTTE

Queens University of Charlotte

- Royal Advisor – 2016, 2017, 2019, 2021

- General Education Committee Member – 2018 to 2020
- Search Committee Member (Queens) – Served on committee to identify Data Analytics Fellowship Instructor - 2020
- Queens' Budget Committee Rep – 2015 through 2017
- University Honor Council Representative – 2016 through 2019
- New American Colleges and Universities Faculty Ambassador – 2018 to 2020, including attending conference in Summer 2019 (Washington, DC)
- Faculty Interviewer for Royal Scholarship Weekend – 2015
- Co-led Queens Initial Pitch Competition in 2019, and heavily involved in 2020, 2021, and 2022 competitions
 - Continue to help students via connections to mentor and networks
- Organized and facilitated Networking Sessions with Local Entrepreneurs for Queens undergraduate and graduate students to meet – 2017, 2018, 2019
- Facilitated campus-wide student discussion with Blake MyCoskie, CEO of TOMS shoes – November 2017
- Organized and facilitated a social entrepreneurship panel for all students of the University – October 2017
- Queens Open House Speaker – 2017
- Marking Excellence Committee Member – 2016 to 2018
- Entrepreneurship @ Queens Faculty group – Led group discussion and created an ad-hoc committee – 2017 to 2021
- Queens Rebranding Ambassador to the McColl School – 2015 to 2016

McColl School of Business

- McColl School Advisor – Advised over 200 undergraduate students who are either Management or Business Administration majors
- Search Committee Member (McColl School) – Served on three successful search committees recruiting strong candidates to Queens: 2015, 2016, & 2018
- Search Committee Member (McColl School) – Served on committee for two Data Analytics faculty positions and for a Professor of Practice in Diversity, Equity, and Inclusion – 2022
- McColl Undergraduate Committee Member – 2015 through 2017
- McColl Graduate Student Qualifications Committee Member – 2016 through 2021
- Created Business Writing Rubric used to assess Assurance of Learning across the McColl School -2016
- Attend and present at multiple McColl School of Business and Masters of Organization Development Board of Advisors meetings
- McColl School of Business Curriculum Committee Member – 2018 to 2020
- MSOD Task Force Committee Member focused on program redevelopment – 2019 to 2021
- Judge for Scholarship Weekend – 2019 and 2020
- Drafted a new major, a revised minor, and created new courses for the McColl School of Business
 - Co-drafted new Management major in 2016 and 2017
 - Co-drafted revised Entrepreneurship and Innovation minor in 2017 and 2018
 - Created the Applied Decision Making (Management) course and the Entrepreneurship & Innovation Practicum course
- Entrepreneurship Leadership Circle Member – 2017 to 2021
- Coordinator of Business Communication adjuncts to facilitate consistency in approach and learning outcomes.

- Engaging Business Leaders in the Classroom Committee member – 2018 to 2019
- Masters' Degree Signature Experience Committee – 2017 to 2019
- Traditional Undergraduate Task Force Committee Member focused on increasing enrollment – 2015
- McColl School Undergraduate Curriculum Task Force Member – 2021 to 2022

Representing Queens in the Academic Community

- Mentoring a new UNC Charlotte PhD Student who teaches Business Communication courses at Queens each year – 2016 to 2020
- Hosted pedagogical luncheon for Organizational Science (UNC Charlotte) PhD students on Effective Teaching Strategies – Once a year from 2015 to 2022
- Faculty Mentor to Aspiring Graduate Student at the Organizational Science Summer Institute – May 2020 & 2022
- Facilitated six student projects with the City of Charlotte and the non-profit Make it Work / Make it Charlotte

EXECUTIVE EDUCATION DESIGN AND DELIVERY

Executive Leadership Institute at Queens University / McColl School of Business (2016 to 2021).

- Designed and led multiple sessions on Creativity and Ethical Decision-Making for Midrex and JELD-WEN.
- Involved in planning committee seeking to secure a leadership development program for Lowe's.
- Taught sessions on Creativity in the Executive MBA program.

Union County Government (2017 to 2019)

- Designed and delivered multiple sessions on creativity and teamwork as part of their leadership development program.

PROFESSIONAL WORK EXPERIENCE

Senior Finance Consultant *Wachovia Bank / Evergreen Investments* • Charlotte, NC (2004 to 2009)
Assistant Vice-President

- Supported Sales Distribution and Marketing through creation and generation of sales reports and analysis
- Supported Asset Management CFO in creation and evaluation of new business opportunities and changes through scenario modeling
- Operated as a liaison between Sales, Marketing, Human Resources, and Finance
- Key contact for revenue sharing negotiations, calculations, and payments for external broker dealers and internal constituents
- Worked with Wells Fargo during integration on numerous project teams

Business Analyst • Officer *First Union / Wachovia Bank / Evergreen Investments* • Charlotte, NC (2000 to 2004)

- Created Reporting and Balanced Scorecard Package for Senior Management of Sales and Distribution
- Managed expense budget of \$120M annually
- Forecasted sales (\$15B annually) and revenues (\$600M annually) through varying sales channels
- Involved in integration of First Union and Wachovia merger with sales, revenues, and reporting
- Received 2003 Annual Award for Top Non-Direct Sales Personnel of the Year in the Sales Organization.

Public Accountant Staff

McGladrey and Pullen, LLP • Charlotte, NC (1998 to 2000)

- Earned Certified Public Accountant (CPA) license in September 2000 – currently CPA license is inactive status due to enrollment in full-time PhD program in 2009
- Conducted audit and tax engagements on banking and manufacturing industry clients
- Continued to work part-time during tax seasons from 2001 to 2004

Realtor / Real Estate Broker

The W Realty Group, Inc. • Charlotte, NC (2003 to 2008)

- Worked part-time as a real estate sales agent helping clients with purchase of condos and townhomes in uptown Charlotte and the surrounding area
- Operated as a property manager for client's rental units