

Curriculum Vitae

Gemmy Allen

North Lake College
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Irving, TX 75038
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Education

Lamar University, Beaumont, TX
EdD in Educational Leadership

University of North Texas, Denton, TX
Post MBA – Completed all course work but dissertation on PhD in Marketing, minor in Management, outside field in Sociology

University of North Texas, Denton, TX
MBA in Marketing, minor in Management, outside field in Economics

University of Texas at Arlington, Arlington, TX
BBA in Marketing, minor in Economics

Teaching Experience

North Lake College, Irving, TX, August 2003 – Present
Instructor – MRKG 1311, BMGT 1301, BMGT 1327, BMGT 1382, BMGT 1383, BMGT2382, BMGT 2383, BMGT 2303, BUSI 1301, HRPO 2301, HRPO 2307

Mountain View College, Dallas, TX – August 1978 – July 2003
Instructor – MRKG 1302, MRKG 1311, MRKG 2333, MRKG 2349, BMGT 1327, BMGTT 1301, BMGT 2303, BMGT 1382, BMGT 1383, BMGT 2382, BMGT 2383, HRPO 2301, HRPO 2307

Publications, Presentations, and Papers

Plunkett, Warren R. and Allen, Gemmy S., *Management: Meeting and Exceeding Customer Expectations*, 11th edition (2017), published by Wessex Press, Inc.

“After the Pipeline: Promotions for Incumbent Workers; Competency-based Education (CBE), Fast-track Supervisor Certificate” with Diane Minger, Pamela Quinn, Christa Slejko, 2017 Bellwether Award Workforce Finalist

“Social Presence,” August 5, 2016, DCCCD Chancellor’s Fellow Boot Camp, Dallas, TX

“Creating Connections Across Cultures: Commonalities of the U.S. and the U.K.” July 2016, with Jack Exum, Gatsy Moye-Lavergne, and Susan Salvo, Lamar University Study Abroad Class, London, England

“Best Practices in Three Dual Enrollment Programs: A Comparison of Community Colleges in Texas,” June 20, 2016 with Rebecca De Leon (South Texas College, McAllen) and Michelle Judice (Lamar State College, Port Arthur), Lamar University Study Away Class, McAllen, TX

“Brand You,” CRP Conference 2016, Arlington, TX

“Managing Different Generations,” February 20, 2015 Panel Discussion with Cindy Briggs, Emilio Lopez, Jr., and Tish Waters at the annual TCCTA (Texas Community College Teachers Association) Conference, Dallas, TX

“Is Your Course Fit? Using Quality Matters for developing standardized course templates,” August 6, 2015 with Diane Minger, 2015 Hands-on- Workshop (3-hours) at the annual Northeast Texas Consortium (NETnet) Distance Learning Conference, Stephen F. Austin State University, Nacogdoches, TX

Plunkett, Warren R., Attner, Raymond F. and Allen, Gemmy S., *Management: Meeting and Exceeding Customer Expectations*, 10th edition (2013), 9th edition (2008), 8th edition (2005), 7th edition (2002) published by Cengage (South-Western, Thompson)

“Beyond the Software, Everything You Need to Start Producing Your Own Quality Video,” with Aaron Stout, August 5, 2013 Hands-on- Workshop (3-hours) at the annual Northeast Texas Consortium (NETnet) Distance Learning Conference, Stephen F. Austin State University, Nacogdoches, TX

“Teaching with Social Media,” July 11, 2012 Hands-on- Workshop (3-hours) at the annual Northeast Texas Consortium (NETnet) Distance Learning Conference, Kilgore, TX “

“Teaching with Social Media,” March 2, 2012 Presentation at the annual TCCTA (Texas Community College Teachers Association) Conference, Frisco, TX

“Teaching Four Generations,” March 3, 2012 Presentation at the annual TCCTA (Texas Community College Teachers Association) Conference, Frisco, TX

“Social Media in Business” April 2012 (Custom chapter for *Introduction to Business*, Published by Cengage ISBN 1133887562/ 9781133887560)

“Assessing Student Learning in Technical Programs,” 2006
Presentation with Diane Minger at the annual NTCCC (North Texas Community College Consortium), Plano, TX

“Web Design Club,” October 24, 2005, Poster Session presentation with Sharon Huston at the annual Innovations Conference at the League for Innovation in the Community College, Dallas, TX

Allen, Gemmy and Zaba, Georganna, *Internet Resources for Integrated Marketing Communications*, (2000) published by The Dryden Press

Hall, Georganna and Allen, Gemmy, *The Internet Guide for Marketing* (1996), *The Internet Guide for Human Resources* (1997), *The Internet Guide for Business Communications* (1997), *The Internet Guide for Management* (1998), *The Internet Guide for Business* (1998), *The Internet Guide for Accounting* (1998) published by South-Western

Allen, Gemmy, “The Internet and Marketing Pedagogy,” *Developments in Marketing Science*, Proceedings of the Annual Conference of the Academy of Marketing Science, May 28-31, 1997, abstract p. 247.

The Mountain View College Business Videodisc, May 1992

The National Institute for Staff and Organizational Development (NISOD), Austin, TX

Allen, Gemmy Sweet and Clewett, Richard M., *Instructor’s Manual with Case Commentaries for*

Marketing An Introduction by Philip Kotler and Gary Armstrong, 1987.

Lumpkin, James R. and Allen, Gemmy S., "Shopping Patterns of Single Head of Households: Segmenting the Singles Market," *1982 Proceedings*, Southwestern Marketing Association Conference, pp. 256-259.

Plenary Session II: "Multi-media Applications in Teaching Marketing Courses," March 1982
Panel member with William H. Cunningham, The University of Texas at Austin and representative from the United States Air Force Air Training Command, chaired by Carl McDaniel, Jr., The University of Texas at Arlington at the annual meeting of SWFAD (Southwestern Federation of Administrative Disciplines, Dallas, TX, pp. 125-126.

Lumpkin, James R., Allen, Gemmy S. and Greenberg, Barnett A., "Female Shoppers: Exploring the Differences in Marital Status and Occupation for Fashion Shopping," *Proceedings*, American Marketing Association, August 1982.

Lumpkin, James R., Allen, Gemmy S. and Greenberg, Barnett A., "Profiling Heavy-Users of Wearing Apparel," *Progress in Marketing Theory and Practice*, Proceedings of the Annual Meeting of the Southern Marketing Association, Atlanta, Georgia, November 11-14, 1981, pp. 167-170. Paper presented at the annual Innovations Conference at the League for Innovation in the Community College