
Gerald Burch, Ph.D.
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Management & Economics Department
College of Business
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Academic Background

Academic Degrees

Ph.D. Virginia Commonwealth University, 2013.

Title: *INTERACTIVE EMPATHY AND LEADER EFFECTIVENESS: AN EVALUATION OF HOW SENSING EMOTION AND RESPONDING WITH EMPATHY INFLUENCE CORPORATE LEADER EFFECTIVENESS*

M.S. Naval Postgraduate School, Monterey, CA, Operations Research (Operations Logistics Emphasis), 2003.

Title: *The cost of maintaining a naval inventory system with inaccurate records*

B.A. University of Texas at Austin, Austin, Texas, Chemistry (Physics Emphasis), 1993.

Work Experience

Work Experience

Assistant Professor, Texas A&M University-Commerce (August, 2017 - Present), Commerce, Texas.

Assistant Professor, Tarleton State University (June, 2013 - August, 2017), Stephenville, Texas.

Director Tarleton Campus in Midlothian, Tarleton State University (August, 2014 - August, 2015), Midlothian, Texas.

Assistant Department Head - Management & Marketing Department, Tarleton State University (January, 2014 - August, 2014), Stephenville, Texas.

Assistant Professor, Virginia State University (August, 2012 - June, 2013), Petersburg, Virginia.

Intellectual Contributions

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	1	6	9	16
Articles-in-Progress (All)		3	2	5
Publications in Refereed Conference Proceedings			2	2
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings		1		1
Presentations of Refereed Papers		5	12	17

Refereed Articles

Applied or Integrative/application Scholarship

Burch, G., Giambatista, R., Batchelor, J., Burch, J., & Hoover, D. (2019). A meta-analysis of the relationship between experiential learning and learning outcomes. *Decision Sciences Journal of Innovative Education*, 17, 239-273.

Humphrey, R., Burch, G., & Adams, L. (2016). The benefits of merging leadership research and emotions research. *Frontiers in Psychology*, 7, 1022.

Hill, A., Zhang, W., & Burch, G. (2015). Forecasting the forecastability quotient for inventory management. *International Journal of Forecasting*, 31, 651-663.

Batchelor, J., Abston, K., Lawler, K., & Burch, G. (2014). The Job Characteristics Model: An extension to

entrepreneurial motivation. *Small Business Institute Journal*, 10, 1-10.

Burch, G., Humphrey, R., & Batchelor, J. (2013). How leaders use emotional labor. *Organizational Dynamics*, 42 (2), 119-125.

Burch, G., Humphrey, R., & Batchelor, J. (2013). Entrepreneurship and emotional labor: A natural and necessary extension. *Entrepreneurship Research Journal*, 3 (3), 331-366.

Basic or Discovery Scholarship

Batchelor, J., Humphrey, R., & Burch, G. (2018). How entrepreneurial leaders use emotional labour to improve employee attitudes and firm performance. *International Journal of Work Organisation and Emotion*, 9 (4), 383-403.

Teaching and Learning Scholarship

Burch, G., Batchelor, J., Burch, J., Gibson, S., & Kimball, B. (2018). Microaggression, anxiety, trigger warnings, emotional reasoning, mental filtering, and intellectual homogeneity on campus: A study of what students think. *Journal of Education for Business*, 93 (5), 233-241.

Burch, G., Burch, J., & Womble, J. (2017). Student engagement: An empirical analysis of the effects of implementing mandatory web-based learning systems. *Organization Management Journal*, 14 (2), 116-125.

Burch, G., Heller, J., Burch, J., & Heller, N. (2016). A deeper look at web-based versus face-to-face instruction. *Journal of Management Development*, 35, 1031-1044.

Batchelor, J., & Burch, G. (2016). Transforming a trip abroad into an experiential exercise in entrepreneurship. *Management Teaching Review*, 1, 128-134.

Burch, G., Heller, N., Burch, J., Freed, R., & Steed, S. (in press, 2015). Student Engagement: Developing a conceptual framework and survey instrument. *Journal of Education for Business*, 90, 224-229.

Burch, G., Burch, J., Batchelor, J., & Heller, N. (2015). Rethinking family business education. *Journal of Family Business Management*, 5, 277-293.

Burch, G., Burch, J., Bradley, T., & Heller, N. (2015). Identifying and overcoming threshold concepts and conceptions: Introducing a Conception Focused Curriculum Model. *Journal of Management Education*, 39, 476-496.

Burch, G., Burch, J., Heller, N., & Batchelor, J. (2015). An empirical investigation of the conception focused curriculum – The importance of introducing undergraduate business statistics to the "Real World". *Decision Sciences Journal of Innovative Education*, 13 (3), 485-512.

Bradley, T., Burch, G., & Burch, J. (in press, 2015). Increasing knowledge by leaps and bounds: Using experiential learning to address threshold concepts. *Organization Management Journal*, 12, 87-101.

Refereed Proceedings

Teaching and Learning Scholarship

Burch, G., Batchelor, J., & Burch, J. (2018). Administrative Withdrawal Policies: "Good" Policy or "Bad" Ethics. *Small Business Institute*.

Burch, G., Hoover, D., Batchelor, J., Burch, J., & Heller, N. (2016). Do experiential learning pedagogies affect student learning? A meta-analysis of 40 years of research. *Academy of Management*.

Other

Burch, G., Hoover, D., Batchelor, J., Burch, J., & Heller, N. (2016). Do experiential learning pedagogies affect student learning? A meta-analysis of 40 years of research. *Academy of Management*.

Papers Under Review

Batchelor, J., Burch, G., & Burch, J. (2018). "Administrative Withdrawal Policies:," Initial submission to *Academy of Management*.

Burch, G. & Batchelor, J. (2018). "Emotional Labor and Positive Discrete Emotions: The Key to Entrepreneurial Performance," Conditional acceptance to *Small Business Institute*.

Burch, G., Giambatista, R., Batchelor, J., Burch, J., & Hoover, D. (2018). "A meta-analysis of the relationship between experiential learning and learning outcomes.," 3rd revise and resubmit to *Decision Sciences Journal of Innovative Education*.

Chapters, Cases, Readings, Supplements

Chapters

Burch, G., Bennett, A., Humphrey, R., & Cairo, A. (2016). Unraveling the complexities of empathy research: A multi-level model of empathy in organizations.. In N. M. Ashkanasy, W. J. Zerbe, & C. E. J. Hartel (Eds.) *Research on Emotion in Organizations, Vol 12: Emotions and Organizational Governance* (pp. 169-189). Elsevier Science.

Presentations of Refereed Papers

International

Burch, G., Hoover, D., Batchelor, J., Burch, J., & Heller, N. (2015-2016, August). *Do experiential learning pedagogies affect student learning? A meta-analysis of 40 years of research*. Academy of Management, Anaheim, California.

Burch, G., Bradley, T., & Heller, N. (2014-2015). *Identifying and overcoming threshold concepts/conceptions: A practical example*. Academy of Management, Philadelphia, Pennsylvania.

Burch, G., Mumford, M., Humphrey, R., Lowe, K., & Riggio, R. (2013-2014). *The leadership-research gap: Closing the gap, starting today!* Society of Industrial Organizational Psychology SIOP, Houston, Texas.

National

Batchelor, J., Burch, G., & Burch, J. (2018-2019, February). *Administrative Withdrawal Policies: "Good" Policy or "Bad" Ethics*. Small Business Institute, Corpus Christi, Texas.

Burch, J., Beaty, D., & Burch, G. (2016-2017). *The benefits of exercise: Does fitness improve leadership effectiveness?* Academy of Business Research, New Orleans, Louisiana.

Burch, G., Heller, N., Burch, J., Heller, J., & Batchelor, J. (2015-2016). *Psychological contracts revisited: Providing a new framework and example*. Southwest Academy of Management, Houston, Texas.

Burch, G., Burch, J., Heller, N., & Batchelor, J. (2015-2016). *Family business students are different: Using a Conception Focused Curriculum to overcome challenges*. Small Business Institute, St Petersburg, Florida.

Burch, G. & Womble, J. (2015-2016). *Does curriculum delivery method influence student engagement: An empirical analysis*. Academy of Business Research, New Orleans, Louisiana.

Burch, G., Humphrey, R., & Batchelor, J. (2014-2015). *Empathic leadership: The role of interactive empathy on leader performance and employee engagement*. Southwest Academy of Management, Dallas, Texas.

Burch, G., Heller, N., & Freed, R. (2014-2015). *Back to the basics: Developing a student engagement survey to evaluate the role of experiential learning on student engagement*. Association of Business Simulation & Experiential Learning ABSEL, Orlando, Florida.

Burch, G., Bradley, T., & Burch, J. (2014-2015). *Increasing knowledge by leaps and bounds: Using experiential learning to address threshold concepts*. Association of Business Simulation & Experiential Learning ABSEL, Orlando, Florida.

Burch, G., Heller, N., Shaw, J., & Kendall, W. (2014-2015). *Experiential learning: What do we know? A meta-analysis of 40 years of research*. Association of Business Simulation & Experiential Learning ABSEL, Orlando, Florida.

Burch, G., Burch, J., & Bradley, T. (2014-2015). *Increasing student contributions through conceptual understanding: Introducing a curriculum for conceptual understanding model*. Southwest Academy of Management, Dallas, Texas.

Heller, J., Heller, N., & Burch, G. (2014-2015). *Perceptions of ethics among supply chain management professionals*. Academy of Business Research, New Orleans, Louisiana.

Regional

Burch, G. & Burch, J. (2017-2018). *Finally we know for sure that experiential learning exercises work! What's next for educators?* Excellence in Teaching Conference, STEPHENVILLE, Texas.

Burch, G. (2016-2017). *Time for a selfie: The effects of video content on student performance*. Excellence in Teaching Conference, STEPHENVILLE, Texas.

Burch, G. & Burch, J. (2016-2017). *Is our conception about learning right? A critical evaluation of Bloom's Taxonomy of Cognitive Processing*. Excellence in Teaching Conference, STEPHENVILLE, Texas.

Burch, G. & Shaw, J. (2015-2016). *How do classroom learning activities increase student engagement? An empirical analysis*. Excellence in Teaching Conference, STEPHENVILLE, Texas.

Working Papers

Burch, G., Burch, J., & Batchelor, J. (2018). "Creativity Process and Product: A Multi-Measure, Multilevel Analysis,"

targeted for Small Group Research: an international journal of theory, investigation and application.

Burch, G., Humphrey, R., & Batchelor, J. (2018). "Interactive Empathy and the Effect on Corporate Leader Performance.," targeted for Leadership Quarterly.

Honors & Awards

Honors/Awards

2015-2016: Best Paper Award - Management Education, Academy of Management.

2013-2014: Top Reviewer, ABSEL. [Type: Award] [Category: Service-Professional] [Status: Received]

2013-2014: Dean's Scholar Award, Virginia Commonwealth University. [Type: Award] [Category: Research] [Status: Received]

Teaching

Courses Taught

Organizational Behavior - graduate level F2F and online

Organizational Behavior - undergraduate F2F and online

Business Statistics - undergraduate F2F and online

Business Communication - undergraduate F2F

Strategy - undergraduate F2F and online

Executive or Professional Education Courses Taught

2018-2019 - SAP training to L3 employees. Delivered training with slides and online activities to cover the concepts of SAP and provided practical examples.

2018-2019 - Introduction to SAP. Developed SAP training for L3 employees. Included slides and activities.

2018-2019 - Microsoft Project. Delivered Microsoft Project software training to approximately 20 L3 employees. This was a one day 8 hour course.

2018-2019 - Microsoft Project. Designed course to teach Microsoft Project to L3 Employees

Teaching Activities and Efforts toward Continuous Improvement

2019-2020 - MGT 390 Project Management redesign to include Microsoft Project 2016 case. Wrote and incorporated modules for a complete Microsoft 2016 Project case study that includes videos and worksheets.

Course (New) - Creation/Delivery: Online.

2019-2020 - MGT 591 redesign to include Six Sigma. *Developed Six Sigma segment to demonstrate quality programs. Students now receive Six Sigma Green Belt Certificate for this course.* Course (New) - Creation/Delivery: Online.

2019-2020 - Redesign of MGT340 Quality Management to include Six Sigma and SAP. *Developed Six Sigma segment to demonstrate quality programs. Worked with SAP University Alliance to incorporate SAP into the undergraduate operations management course so that students could be exposed to SAP. This change was made based on requests from corporate partners. Students now receive Six Sigma Green Belt Certificate for this course.*

Course (New) - Creation/Delivery: Online.

2019-2020 - Redesign of MGT 307 GLB/Operations Management to include SAP. *Worked with SAP University Alliance to incorporate SAP into GLB/ operations management undergraduate course so that students could be exposed to SAP. This change was made based on requests from corporate partners. Included rewriting exams, quizzes, and cases for students.*

Course (New) - Creation/Delivery: Conventional.

2019-2020 - Development of Supply Chain Course with SAP component. *Worked with SAP University Alliance to incorporate SAP into the graduate supply chain management course so that students could be exposed to SAP. This change was made based on requests from corporate partners.* Course (New) - Creation/Delivery: Online.

2019-2020 - Course rewrite to include SAP MGT 575. *Worked with SAP University Alliance to incorporate SAP into MGT 575 so that students could be exposed to SAP. This change was made based on requests from corporate partners.* Course (New) - Creation/Delivery: Online.

2019-2020 - MGT 555 Project Management redesign to include Microsoft Project 2016 case. Wrote and incorporated

modules for a complete Microsoft 2016 Project case study that includes videos and worksheets. Course (New) - Creation/Delivery: Online.

2018-2019 - Incorporation of SAP into Graduate Operations Management course. Worked with SAP University Alliance to incorporate SAP into the graduate operations management course so that students could be exposed to SAP. This change was made based on requests from corporate partners. Course (New) - Creation/Delivery: Online.

2018-2019 - Incorporation of SAP into MGT 591. Worked with SAP University Alliance to incorporate SAP into the MGT 591 course so that students could be exposed to SAP. This change was made based on requests from corporate partners. Course (New) - Creation/Delivery: Online.

2018-2019 - Incorporation of SAP into MGT 307. Worked with SAP University Alliance to incorporate SAP into the MGT 307 course so that students could be exposed to SAP. This change was made based on requests from corporate partners.

Course (New) - Creation/Delivery: Online.

2017-2018 - Assessment of Planning. Assurance of Learning - Teaching.

2017-2018 - Self Review of MGT307W. I reviewed my MGT 307 online course to ensure that it met the requirements for the Quality standards. The comments for how to make the course even better are included
Other Teaching Activities.

2017-2018 - Developed Project for Six Sigma Course. Developed Word documents, data, transcripts, and other support documents to allow students to practice an "almost real time" project using Six Sigma concepts. Implemented project in Six Sigma graduate course.

Innovations in Course Content / Presentation.

2017-2018 - Developed Simulation for MGT 307 Operations Management. Developed simulation in Excel for students to practice Operations Management skills. Incorporated this simulation in both face to face and online MGT 307 classes.
Innovations in Course Content / Presentation.

2017-2018 - Six Sigma. Developed a new course to provide graduate students with an introduction to Six Sigma and to give them the necessary knowledge to be a Six Sigma Green Belt.

Course (New) - Creation/Delivery: Online.

2017-2018 - Redesign of Operations Management MGT 307 Online. Complete redesign of the course to include student assessments and online modules

Course (New) - Creation/Delivery: Online.

2017-2018 - Redesign of Operations Management MGT 307 Face to Face. Redesigned Operations Management course to include development of new course material and student assessments

Course (New) - Creation/Delivery: Conventional.

Service

Texas A&M University-Commerce

Department Assignments

Other Institutional Service Activities:

2019-2020: Department of Management SAP Student Recognition Award Coordinator

College Assignments

Faculty Advisor:

2018-2019: Supply Chain Internship Program Advisor for L3

Other Institutional Service Activities:

2018-2019: Development of SAP Training for L3

2018-2019: SAP Student Recognition Award

Member:

2019-2020: Supply Chain Management Course Selection Ad Hoc Committee

2018-2019: Teaching Effectiveness Committee

University Assignments

Committee Member:

2017-2018: Teaching Effectiveness

Service to the Profession

Reviewer: Conference Paper

2013-2014: Association of Business Simulation & Experiential Learning ABSEL, Orlando, Florida (International).
Reviewed 18 articles for ABSEL Conference

Professional Memberships

Academy of Management, 2010-present

Personal Professional Development

2017-2018: Sedona Training, Commerce, Texas. Introduction to Sedona software

2017-2018: Lions Share Cafe, Commerce, Texas. Workshop discussing pedagogical innovations

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