

**MONMOUTH UNIVERSITY  
LEON HESS BUSINESS SCHOOL**

**FACULTY DATA SUMMARY**

**I: CURRENT BIOGRAPHICAL INFORMATION**

Name: John S Buzza  
 Title: Specialist Professor  
 Department: Marketing Management  
 Tenure Date:  
 Date: Spring 2014

**II: EMPLOYMENT SUMMARY (at Monmouth University)**

Rank/Position	Date(s)
Specialist Professor	2012-present
Director, Monmouth University Center for Entrepreneurship	2008 - 2012
Specialist Professor	2005-Current
Visiting Professor	2004-2005
Adjunct Professor	2003-2004

**III. EDUCATION**

**UNDERGRADUATE DEGREE(S):**

Institution	Year Graduated	Degree	Major Field of Study
Monmouth University	1971	BS	Marketing / Education

**ADVANCED DEGREE(S):**

Institution	Year Graduated	Degree	Major Field of Study
University of Phoenix	2002	MA	Organizational Management

**DISSERTATION TITLE:**

**ADVANCED DEGREE (S) IN PROGRESS  
(ELIMINATE IF PERSON HAS DOCTORATE)**

Institution	Anticipated Completion	Degree	Major Field of Study

**IV: PROFESSIONAL DATA**

**PROFESSIONAL ASSOCIATIONS**

Name Of Organization	Membership Dates	Office(s) Held (If Applicable)
Project Pride	1997 - present	Treasurer
Fresh Start	1992 - present	

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Aberdeen-Matawan Italian American Association	2005 – present	
Matawan Rotary	2005- present	
Society Advancement of Mgt.	2006- Present	

**V: TEACHING EXPERIENCE PRIOR TO MONMOUTH UNIVERSITY**

Name Of Institution	Rank	Department	Years Of Service
Fairleigh Dickenson University	Adjunct Professor	Business	7
Essex County College	Adjunct Professor	Business	4
Katherine Gibbs School	Adjunct Professor	Business	2

**VI: BUSINESS/ INDUSTRY/ GOVERNMENT**

Organization	Position	Dates	Duties (Brief Description)
Mayfair Farms		1984-1990	
Ridgewood Country Club		1990-1994	
Nanina's In The Park	General Manager	2002-2005	Full Service Catering Facility
Sterling Gardens	Consultant	2006-2008	Full Service Catering Facility

**VII: COURSES TAUGHT RECENTLY OR TO BE TAUGHT****FALL 2003 – SPRING 2004 (as adjunct)**

Course #	Course Title	# of Sections
BM327	Ethics	1
BK250	Marketing	1
BM451	Entrepreneurship	1
LC100	Freshman Seminar	1

**FALL 2004 – SPRING 2005**

Course #	Course Title	# of Sections
BM327	Ethics	1
BK250	Marketing	1
BM451	Entrepreneurship	1
BM250	Behavioral Management	1

**FALL 2005 – SPRING 2006**

Course #	Course Title	# of Sections
BM327	Ethics	1
BK250	Marketing	1
BM451	Entrepreneurship	1
BM250	Behavioral Management	1
LC100	Freshman Seminar	1

**SUMMER 2006**

Course #	Course Title	# of Sections
BM327	Ethics	1
BK250	Marketing	1

**FALL 2006**

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Course #	Course Title	# of Sections
BM327	Ethics	1
BK250	Marketing	1
BM451	Entrepreneurship	1
BM250	Behavioral Management	2
LC100	Freshman Seminar	1

**SPRING 2007**

BM490	Strategic Management	2
BM498	Small Business Management	1
BM451	Entrepreneurship	1
BM250	Behavioral Management	2

**SUMMER 2007**

BM327	Ethics	1
BK250	Marketing	1

**FALL 2007**

BM451	Entrepreneurship	1
BM498	Small Business Management	1
BK250	Marketing	1
BM327	Ethics	1
LC100	Freshman Seminar	1

**SPRING 2008**

BK490	Hospitality Management	1
BK250	Marketing	1
BM451	Entrepreneurship	1
BM327	Ethics	1

**SUMMER 2008**

BM490	Business Development	1
BM327	Ethics	1

**FALL 2008**

BM451	Entrepreneurship	1
BM498	Small Business Management	1
BM327	Ethics	1
BK250	Marketing	1
LC100	Freshman Seminar	1

**SPRING 2009**

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BM451	Entrepreneurship	1
BM498	Small Business Management	1
BM327	Ethics	1
BM490	Strategic Management	1

**SUMMER 2009**

BM498	Small Business Management	1
BM490	Business Development	1
BM327	Ethics	1

**Fall 2009**

BM451	Entrepreneurship	1
BM498	Small Business Management	1
BM327	Ethics	1
BM490	Hospitality Management	1

**Spring 2010 – Fall 2011**

BM451	Entrepreneurship	1
BM498	Small Business Management	1
BM327	Ethics	1
BM490	Strategic Management	1
FYE	From Our Boardroom to Your Classroom	1

**VIII: SERVICE****G. OUTSIDE THE UNIVERSITY****G. COMMUNITY SERVICE:**

St. Luke's Church  
 SIFE  
 St. Catherine's Church  
 Project Pride  
 Fresh Start  
 Redeem-Her

**2. FOR THE PROFESSION: (Association Officer; Committees, Journal or Conference Reviewing, Refereeing, and Editing; Session Chairing, etc.)**

The Hospitality Board Member at FDU, 1999- present  
 Society For Advancement of Management 2007 – present  
 Member – United States Association for Small Business and Entrepreneurship (USASBE) 2006- Present  
 Member – Canadian Council for Small Business and Entrepreneurship (CCSBE) 2011 - Present  
 Learning for Life Northern New Jersey Council – 2004 – Present

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### 3. CONSULTING:

The Lunch Break Soup Kitchen, Red Bank, NJ 2006 - 2009  
Sterling Gardens Catering Facility, Matawan NJ 2006 –Present  
Park Savoy Estate, Florham Park, New Jersey – 2011 - Present

### 4. OTHER:

**Awarded “Dr. Martin Luther King Unsung Hero Award 2008 and 2013” from students and administration of Monmouth University**

**Awarded “The Innovation in Teaching Award 2008 ” from MAACBA for Efforts in teaching Entrepreneurship in the Leon Hess School of Business**

**Awarded “National Innovative Entrepreneurship Course Award 2010” by the U.S. Association for Small Business and Entrepreneurship (USASBE)**

**Awarded “Supervisor of the Year 2011” by the Monmouth University Student Government Association**

**Awarded “Outstanding Monmouth University Community Member 2013” by the Monmouth University Student Government Association**

## B. WITHIN THE UNIVERSITY

### G. UNIVERSITY-WIDE SERVICE: (Dates and Role on Committees, Task Forces, etc.)

Awarded 2007 Teaching Excellence Award – Leon Hess Business School  
Awarded 2008 Service Excellence Award – Leon Hess Business School  
Awarded 2010 Teaching Excellence Award – Leon Hess Business School  
Advisor – The Marketing Management Club, 2005 – Present  
Advisor – Tau Kappa Epsilon Fraternity 2007 – Present  
Advisor Alpha Kappa Psi Business Fraternity 2011  
Advisor – SIFE International Association 2007- 2010  
Advisor – Enactus at Monmouth University – 2010 - Present  
Representative – Leon Hess Business School @ Summer Parent Fair – 2007- present  
LCAC Freshman Advisor, 2005 – Present  
LCAC Freshman Seminar, 2005 – Present  
Study Abroad Curriculum Committee 2007 – Present  
Mentoring Program 2005 – present  
School of Business Representative – Center for Human and Community Wellness – 2007- Present  
Blue – White Association – member 2008 – Present  
Scholarship Donor – Monmouth University’s 75<sup>th</sup> Anniversary – 2008  
Employee Giving Campaign Leadership Committee – 2008  
President’s Society Member 2007- present  
First Year Seminar Working Group – 2008  
Chair – 2008 Search Committee for Faculty Position in Marketing and Management Department  
Awarded the position of Director, Monmouth University Center for Entrepreneurship by The School of Business – 2008

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Developed, structured and taught “*Small Business Management*” – a new course that was added to the curriculum in the School of Business for the Spring of 2007

Developed, structured and taught “*Hospitality Management*” – a new course that was added to the curriculum in the School of Business for the Spring of 2008

Developed, structured and taught “*Business Development*” – a new course that was added to the curriculum in The School of Business for the Summer of 2008

Developed and structured “*Franchising*” – a new course that was added to the curriculum in The School of Business for the Spring of 2009

Developed, structured and taught “*From Our Classroom to Your Boardroom: Necessary Business Skills Now and Forever*” – Fall FYE course 2010

### 2. SCHOOL OF BUSINESS ADMINISTRATION SERVICE: (Include Dates and Roles.)

“Cultural Differentiation in Entrepreneurial Venues,” Global Understanding Convention, Monmouth University – 2005 – Sole Presenter

“The Impact of Micro-Credit on Development” Global Understanding Convention, Monmouth University 2008

### 3. DEPARTMENTAL SERVICE: (Include Dates and Roles.)

### 4. OTHER PERTINENT SERVICE:

## IX. INTELLECTUAL CONTRIBUTIONS:

### G. REFEREED JOURNAL ARTICLES:

“The Essentials of Cross Cultural Training: The Benefits of Delegation and the Roll of Education, College Teaching and Learning Journal – June 2007

“Human Resource Managers Enhance Effectiveness When Coaching” The Journal of Global Business – Fall 2008

“Coaching Verses Traditional Management: Employee Perceptions of Leadership Effectiveness” – International Leadership Journal – March 2009

“‘Create the Plan – Work the Plan’ A Look at Why the Independent Business Owner Has Trouble Calling a Franchisee a True Entrepreneur” American Journal of Business and Education – Fall 2009

“Coaching to Win: A Systematic Approach to Achieving Productivity Through Coaching” Journal of Business and Economics Research – Spring 2010

“The Assurance of Learning Process Components and The Affects of Engaging Students in the Learning Process” – Spring 2011

“Experiential Learning: Improving The Efficacy of An Undergraduate Business Degree” The American Journal of Business Education – Spring 2013

“Clothing and the Affects On a Teacher’s Image: How Students View Them” Contemporary Issues in Education Research” – Spring 2013

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“Qualitative Findings Regarding Pedagogical Experiments in Business Classes Performed in Two Colleges to Improve Critical Thinking Skills of the Participating Students”  
American Journal of Business Education – Fall 2013

### **G. REFEREED ARTICLES IN PROCEEDINGS:**

### **C. PAPERS PRESENTED AT CONFERENCES: (Not Published in Proceedings)**

“Training Human Resources Managers to Implement Retention Strategies: Maintaining Costs and Good Employees,” Association of Global Business, 18<sup>th</sup> Annual Conference, 2005

“Minorities and Their Role in Entrepreneurship” Society for Advancement of Management  
2007 Conference

“Human Resource Managers Enhance Effectiveness When Coaching” Association of Global  
Business, 2006

“A Quantitative View Why HR Managers Need To Implement Retention Strategies:  
Maintaining Costs and Good Employees” 2006

“Can Mom and Pop Survive in Today’s Overly Competitive Food Service Industry?” United  
States Association for Small Business and Entrepreneurship, 2007 Annual Conference.

“Innovations in Teaching” Annual MAACBA conference, 2008.

“HR Managers – The Establishment of Drivers of Retention to Cut Turnover Costs” Clute  
Institute Teaching and Learning Conference, 2007

“Minorities, Diversity and Micro Credit – It’s Significance in Entrepreneurship” USASBE  
Conference, 2008

“Coaching As A Method to Successful Sales Force Management” Clute Institute Teaching  
and Learning Conference, 2007

“A Quantitative View Why HR Managers Need to Implement Retention Strategies:  
Maintaining Costs and Good Employees”, European Applied Business Research  
Conference, 2008

“Can a Franchisee Be Considered a True Entrepreneur?” Society for Advancement of  
Management Conference, 2008

“Students Review of Blended Courses and How to Structure Them for Success” Clute  
Institute Applied Business Research Conference, 2009

“Create the Plan – Work the Plan’ A Look at Why the Independent Business Owner Has  
Trouble Calling a Franchisee a True Entrepreneur

“The Entrepreneurial Prayer” 2010 International College Teaching and Learning Conference

“The Assurance of Learning Process Components and The Affects of Engaging Students in  
The Learning Process” 2011 European Education Conference

Coaching to Win: A Systematic Approach to Achieving Productivity Through Coaching”  
Small Business Management Conference – Spring 2010

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“The Assurance of Learning Process Components and The Effects of Engaging Students in the Learning Process” – Educational Conference - Spring 2011

“Experiential Learning: Improving The Efficacy of An Undergraduate Business Degree” Clute Conference – Spring 2013

“Clothing and the Effects on a Teacher’s Image: How Students View Them Clute Educational Conference – Spring 2013

“Qualitative Findings Regarding Pedagogical Experiments in Business Classes Performed in Two Colleges to Improve Critical Thinking Skills of the Participating Students” - Clute International Conference on Education – Fall 2013

**G. BOOKS:**

**D. BOOK REVIEWS:**

Handlin, Amy. “Be Your Own Lobbyist: How to Give Your Small Business Big Clout with State and Local Government” Prager Publishing. 2010

**G. OTHERS: (Cases in Books, Chapters in Books, Articles in Books, Trade Publications, Software, Teaching Material, Manuals, Tests Banks, etc.)**

**G. ARTICLES OR PAPERS UNDER EXTERNAL REVIEW:**

**H. WORK IN PROGRESS:**

**I. GRANTS ACTIVITY:**

Nature of Grant	Source of Grant	Begin Date:
Entrepreneurship Grant	Business Council Monmouth University	Summer 2007
Entrepreneurship Grant	Wachovia/Wells Fargo Bank	Spring 2010
Entrepreneurship Grant	Santander Bank	Fall 2011