

Michael D. Yankey

Curriculum Vitae

School of Professional Studies – Management
James Madison University MSC 0206
Harrisonburg, VA 22807
Office: (540) 568-7799
Fax: (540) 568-3587
E-mail: yankeymd@jmu.edu

Residence:
236 Old Mill Ln.
Broadway, VA 22815
(540) 896-1637

Education

- 1998 **M.B.A** – Masters in Business Administration
James Madison University, Harrisonburg, VA
- 1990 **B.B.A** – Bachelor of Business Administration
Major – Management
James Madison University, Harrisonburg, VA

Academic Experience

- 1999 - Present **James Madison University**, Department of Management
- Undergraduate courses taught:
- | | |
|--------------------------|-------------------------|
| Principles of Management | Principles of Marketing |
| Strategic Management | Consumer Behavior |
| Interpersonal Skills | Business Marketing |
| General Business | Marketing Research |
- 1999 – 2001 **Blue Ridge Community College**
- Undergraduate courses taught:
- General Business
 - Principles of Economics

Publications

Clarke, Irvine. Flaherty, Theresa., & Yankey, Michael. “**Teaching the Visual Learner: The Use of Visual Summaries in Marketing Education.**” December 2006 Journal of Marketing Education.
(Won the College of Business Best Educational paper award in 2007)

Pringle, Charles D., DuBose, Philip B. & Yankey, Michael D.
“**Personality Characteristics and Choice of Academic Major: Are Traditional Stereotypes Obsolete?**” March 2010 College Student Journal

Ritchie, William. Pargas, Fernando. & Yankey, Michael. “**The Fanciest Dive.**” July/August 2013 Journal of Business Case Studies.

Professional Development

2005 – **Teaching Business Ethics** national conference. Attended the July conference in Boulder, CO.

2010 – **Organizational Development** national teaching conference. Attended the July conference in Albuquerque, NM.

Certifications

Certified Manager. December 2010. Earned through the Institute of Certified Professional Managers,

University Service

Freshman Advisor – Advise between 50 and 60 freshmen during most of their freshman year

University Parking Advisory Committee member

University Honor Council Advisory Board member

Business Experience

Certified Scale Operator, 1990 – 1996. Weighed dump trucks in and out of the quarry. Generated weigh tickets and all accompanying documentation. Obtained and held valid VDOT certifications as necessary.

Assistant Manager, 1998. Charged with end of the day closing procedures. Assisted with ordering and stocking of store merchandise. Also assisted with training of new employees.

Military Experience

U.S. Army, 1982 – 1985. Telecommunications Specialist. Earned and maintained a Top Secret security clearance. Sent and received top secret military communications for the post. Maintained accompanying documentation. Served on President Reagan's second inaugural committee. Received the Army Achievement Medal, the Joint Services Commendation Medal, and the Good Conduct Medal.

Leadership Experience

President, Broadway-Timberville Chamber of Commerce, 1998 and 2008. Provided leadership and direction to my chamber. Organized fundraising events, community outreach and membership drives. I am still on the board of directors.

Board member, Rockingham County Fair Association. 2004-2006. Helped plan the annual county fair, Chair of the sponsorship committee, assisted in long-range planning and various other duties.

Co-Chair, James Madison University Parking Appeals committee. 2010-2011. Schedule appeals, organize and facilitate appeals hearings, enter decisions into JMU computer system, and respond to student inquiries.