



Biography for Shawnta S. Friday-Stroud, Ph.D.

Shawnta (pronounced Shawn-tay) Friday-Stroud, Ph.D., is the Sybil Collins Mobley Endowed Chair and Professor of Management in the School of Business and Industry and the Executive Director of Strategic Partnerships and Business Development at Florida Agricultural and Mechanical University (FAMU). In addition to teaching, research, service, and corporate relationship and fundraising management, Dr. Friday-Stroud also oversees the Florida Small Business Development Center at FAMU (FAMU SBDC). Dr. Friday-Stroud is FAMU's former Dean of the School of Business and Industry and Vice President of University Advancement and Executive Director of the FAMU Foundation, Inc. Friday-Stroud is a former McKnight Doctoral Fellow and a former McKnight Junior Faculty Development Fellow.

Over the course of Dr. Friday-Stroud's 14+ years as Dean of the School of Business and Industry (SBI) at FAMU, she led SBI to attaining its first two specialized accreditations and created two (2) undergraduate degree programs in Facilities Management and Supply Chain Management and four (4) graduate degree programs – the Online MBA; the joint PharmD/MBA; the M.S., Supply Chain Management; and the joint MBA/M.S., Supply Chain Management. Through her conversion of SBI's Student Services Office to the Office of Student Success and Analytics, the creation of the SBI Freshmen Living-Learning Community, the Supply Chain Management Learning Community, and other student success initiatives, Friday-Stroud led SBI to having increases in its retention, 4-year, and 6-year graduation rates during her deanship.

With the support of the University Advancement Team and the FAMU Foundation Inc. Board of Directors as Vice President of Advancement and Executive Director of the FAMU Foundation, Inc. for nearly six (6), Dr. Friday-Stroud led FAMU to the following.

- Three (3) consecutive record fundraising years:
 - 2022-2023 - \$25.7M (most ever raised in University's 136-year history)
 - 2021-2022 - \$24.6M
 - 2020-2021 - \$13.6M
- Three consecutive years of raising more than \$20M (first ever in the University's 136-year history)
 - 2023-2024 - \$22.2M as of 5/15/24
 - 2022-2023 - \$25.7M
 - 2021-2022 - \$24.6M
- Raising approximately \$104M in 6 years with more than \$80M being cash, both of which are more than doubled what had been raised in the previous 6 years.

Dr. Friday-Stroud and the University Advancement Team reinvigorated the FAMU Industry Cluster and achieved the equivalent of a successful \$100M comprehensive campaign in less than 7 years.

Dr. Friday-Stroud received her Ph.D. in Business Administration with a concentration in Management from Florida International University in Miami, FL, and her B.S. and MBA from Florida A&M University. Dr. Friday-Stroud has over 30 publications and presentations, over 30 years of consulting and teaching experience, over 20 years of accreditation experience, and two (2) self-published books. She serves on the Greater Tallahassee Chamber of Commerce Board, the Leon County Research and Development Authority Board of Governors, and the Knight Creative Communities Institute (KCCI) Advisory Board, and the Florida Board of Respiratory Care as a consumer member.

SHAWNTA S. FRIDAY-STROUD, Ph.D.

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School of Business and Industry (SBI)
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Tallahassee, FL 32307
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EDUCATION

Florida International University

Ph.D. in Business Administration - Management
Concentration: Organizational Behavior

Miami, FL
April 1997

Florida A&M University

Master of Business Administration
Bachelor of Science, Business Administration

Tallahassee, FL
August 1990
August 1989

ACADEMIC WORK EXPERIENCE

**Sybil Collins Mobley Endowed Chair and Executive Director,
Strategic Partnerships and Business Development (9/24 –
Professor, Tenured (Fall 2005-)**

Florida A&M University
Tallahassee, FL

Grant Management Experience:

- Provide managerial and budgetary oversight for nearly \$490,000 in federal grant funds and state appropriated funds for the Florida Small Business Development Center at FAMU (SBDC). The PI and Executive Director of the SBDC is a direct report.
- Provide managerial and budgetary oversight for nearly \$300,000 in Title III funds for Financial Literacy to support the University in keeping a low Cohort Default Rate for U.S. Department of Education's federal financial aid program
- Awarded the \$5,000 FAMU2 Action Research Practice Partnership Grant – The Power of Two with FAMU Developmental Research School – Math Instruction/Curriculum and Student Outcomes – April 2026

Administrative Support Experience:

- Work with University leadership and SBI Dean to manage key strategic partnerships and business development with major corporations and organizations
- Manage special projects assigned by the dean (e.g., SBI Simple Syllabus Conversion, Curricula Optimization and Workforce Alignment)
- Serve as a member of the University's Strategic Planning Implementation Committee
- Serve as an advisor to the University's Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) Liaison and a member of the SACSCOC Leadership Team as appointed by the Provost

Accreditation Experience:

- Manage SBI's ACBSP Accreditation and SBI's International Facility Management Association Accreditation and its transition to ABET Accreditation for the Facilities Management degree program; SACS Leadership Team Member/Advisor (November 2010 – present)
- Have served and available to serve as a SACSCOC Off-Site Reviewer, a SACSCOC Lead QEP Evaluator, a SACSCOC On-Site Review Committee Member, and a Chair of a SACSCOC Substantive Change and On-Site Review Committee

Undergraduate and Graduate Teaching Experience: World Cultures for Business, Organization Theory and Analysis, Business Environment and Public Policy, Organizational Behavior, and Management (traditional and online modes of delivery)

**Dean, School of Business and Industry (2/10-1/18 & 10/18-9/24)
Professor, Tenured (Fall 2005-)**

Florida A&M University
Tallahassee, FL

SACS Leadership Team Member/Advisor – November 2010 - present

Interim Dean – April 2009 – February 2010
SACS Accreditation Liaison – July 2008 – October 2010
SACS Leadership Team Chair – February 2008 – October 2010
Management & Marketing Acting Chair – Fall 2006 – Summer 2007
Associate Professor - Fall 2001 – Summer 2005, Tenured - effective 8/03
Assistant Professor - Fall 1997 – Spring 2001
Faculty Senator - Fall 2002 – Spring 2009

Administrative Experience:

- Performed and oversaw the executive, managerial, budgetary, administrative, facilities, professorial, student success, and academic programmatic functions for 60 faculty and staff members in the School of Business and Industry consistent with the mission of the University and the School
- Managed an \$8M+ budget inclusive of state-appropriated educational and general funds and Title III funds
- Started the Online MBA, the joint PharmD/MBA, the B.S., Facilities Management, the B.S. & M.S., Supply Chain Management; and the joint MBA/M.S., Supply Chain Management degree programs
- Oversaw and enhanced SBI's student success outcomes and assessment process
- Created SBI's Office of Student Success and Analytics
- Oversaw SBI's ACBSP Accreditation (June 2024 attained 10-year reaffirmation of accreditation).
- Interacted with the various internal and external stakeholders including students, staff, faculty, corporate partners, alumni, and other University faculty, staff, and administrators
- Led SBI's fundraising efforts
- Oversaw the faculty tenure, promotion, and post-tenure review processes
- Created the SBI Freshmen Living-Learning Community, the Accounting Learning Community, the Supply Chain Management Learning Community, the Achievement Learning Community
- Oversaw the curricular, co-curricular, and business-related extracurricular activities including the Freshmen Living-Learning Community, the Accounting Learning Community, the Supply Chain Learning Community, the Achievement Learning Community, and five registered business-related University clubs and organizations (e.g., National Association of Black Accountants; Alpha Kappa Psi Business Fraternity, Incorporated; Chief Financiers Organization (CFO); Club Real Estate and Leadership (REAL); the Entrepreneurship Club, etc.)
- Oversaw the Florida Small Business Development Center at FAMU
- As Acting Chair (8/2006 - 8/2007), supervised 16 management & marketing faculty members & performed administrative requirements as requested by the Associate Dean and Dean

Fundraising and Stakeholder Engagement:

- Managed relationships with over 200 career partners (public, private, and non-profit entities) that recruited interns and full-time hires
- Managed relationships with and engaged SBI alumni and friends
- Raised over \$10M
- Added 30 donor plaques to the SBI Big Board with each representing a minimum of \$100,000 endowed for SBI scholarships
- Created and secured corporate sponsorship for the SBI Global Leadership Conference (GLC) since its inception in 2010 with the exception of 2020-2022 when it was not held due to COVID-19. The SBI GLC is a two-day (Friday and Saturday) professional development conference for students, staff, faculty, and alumni held in Orlando, FL, at Disney World in November during the Florida Classic. The corporate sponsors receive resume booklet of the 35-50 students selected to attend the conference. The conference includes a global cultural experience at Disney's Epcot and a financial literacy workshop that is also offered as a community service workshop for high school students at an Orlando Title I school.

Undergraduate and Graduate Teaching Experience (traditional and online modes of delivery):

Principles of Management, Organization Theory & Behavior, Business Policy Strategic Management, Business Behaviors & Relationships, Personnel Management, Successful Business Negotiations, World Cultures for Business, and Business Environment & Public Policy

Grant Management Experience:

- Provide managerial and budgetary oversight for approximately \$490,000 in federal grant funds and state appropriated funds for the Florida Small Business Development Center at FAMU (SBDC) - The PI and Executive Director of the SBDC is a direct report.
- Provided managerial and budget oversight for just under \$1 million in grant funds:
 - The Upward Bound Program's annual \$491,000 budget and staff, including the Executive Director, Office Management, Program Coordinator, and several temporary employees and adjunct professors
 - The Florida Department of Transportation's annual -\$430,000 Grant for the Construction Management Development Program (CMDP) and Bond Guarantee Program (BGP)
 - Former Co-Principal Investigator (PI) for the FAMU "Enhancing Student Financial Education \$40,000 Grant sponsored by the Council of Graduate Schools and TIAA-CREF
 - Co-PI for the FAMU Minority and Retirement Security 5-Year \$576,245 Grant sponsored by the Department of Education and Social Security Administration

Administrative Support Experience:

- Served as a member of the University's 2022-2027 Strategic Planning Committee
- Served as an advisor to the University's SACSCOC Liaison
- Served on the SACSCOC Leadership Team as appointed by the Provost
- Previously hired by Provost to serve as the SACSCOC Leadership Team Chair and appointed by the President to serve as the SACSCOC Accreditation Liaison responsible for the University's SACSCOC reaffirmation of accreditation process including the development of the FAMU QEP – "Enhancing Performance in Critical Thinking" (2/08 – 10/10)
- Appointed by the President and Provost to serve as Co-Chair of the University's 2010 Strategic Planning Committee (10/08 – 12/09)
- Hired by the Provost to serve as the University's Compliance Certification Chair for the SACSCOC Reaffirmation of Accreditation Project to plan, organize and facilitate the University's reaffirmation efforts (12/04 – 9/05)
- Volunteered to assist the Interim Dean by using a stakeholder model for input and feedback to write and submit the School of Business and Industry's Strategic Plan Draft that aligned with the University's Strategic Plan (1/05 – 3/05)
- Hired by the President and the Provost to lead the development of the University's Strategic Plan using a stakeholder model for input and feedback (4/04 – 11/04)
- Conducted focus groups and administered surveys to determine employees' readiness for change as the University implements a new Enterprise Resource Planning (ERP) system
- Provided feedback to the President regarding managing the campus-wide change processes that were taking place (2/03-8/03)

Accreditation Experience:

- Appointed to the SACSCOC Peer Review Advisory Board (PRAB)
- Served as:
 - SACSCOC Off-Site Reviewer
 - SACSCOC Lead QEP Evaluator
 - SACSCOC On-Site Review Committee Member
 - Chair of SACSCOC Substantive Change Committees
 - Chair of SACSCOC Reaffirmation On-Site Review Committees
- Led and gained SBI's 1st ever accreditation in 2012 – Accreditation Council for Business Schools and Programs (ACBSP)
- Led and gained SBI's 2nd accreditation in 2012 – International Facility Management Association (IFMA) Facility Management Accreditation
- Served as ACBSP University Mentor (2019)
- Led the Facilities Management ABET submission and accreditation site visit for the transition to initial ABET Facilities Management from IFMA – 2025 – awaiting the final ABET accreditation determination

Entrepreneurial and Community Service Programming

- SBI Small Business Development Center Student Consultants – 2000 - present
- Interdisciplinary Center for Creativity and Innovation – started in 2015, name changed to Center for Innovation and Social Impact
 - Lemonade Day Youth Entrepreneurship Program (1st in Florida) – 2015 - present

- Mobley-Thompson Summer Creativity and Innovation Academy – Summer Camp for 3rd-12th Graders – 2014 - 2023
- “Life After Retirement” Management Series for the National Basketball Retired Players Association” Program and Trainer - 2016

Vice President, University Advancement (UA) (Interim-1/18-10/18) (10/18-5/24) Florida A&M University
Executive Director, FAMU Foundation (Interim - 1/18-10/18) (10/18-5/24) Tallahassee, FL

- Served as the University’s chief fundraising officer overseeing annual, affinity, major, and principal giving
- Performed and oversaw the executive, managerial, budgetary, facilities management, development, alumni affairs, corporate engagement, prospect management, and administrative functions of the Division of University Advancement, which is housed in an off campus building owned by the FAMU Foundation, Inc.
- Planned and led the University’s advancement and stakeholder engagement initiatives
- Led and managed the administrative functions of the FAMU Foundation, Inc. including oversight of the budget, \$160M endowment and investment portfolio, and donor relations
- Managed a \$5M+ budget inclusive of state-appropriated educational and general funds, Title III funds, and Foundation funds
- Worked with other University divisions to coordinate and support all philanthropic activities that advanced the University, including the Divisions of Academic Affairs, Research, Athletics, Marching 100, Student Affairs Communications, Information Technology Services, and Finance and Administration
- Served as a member of the President’s Senior Leadership Team

Accomplishments:

- Three consecutive record fundraising years:
 - 2022-2023 - \$25.7M (most ever raised in University’s 136-year history)
 - 2021-2022 - \$24.6M
 - 2020-2021 - \$13.6M
- Three consecutive years of raising more than \$20M (first ever in the University’s 136-year history):
 - 2023-2024 - \$22.2M as of 5/15/24
 - 2022-2023 - \$25.7M
 - 2021-2022 - \$24.6M
- Five successful annual “1887 Strikes” Day of Giving Campaigns, which collectively raised over \$2M to support our students and student success initiatives, using a team-based fundraising deployment strategy to support our colleges, schools, campus departments, Foundation Board members, and other ambassadors
- Raised approximately \$104M in 6 years with more than \$80M being cash, both of which are more than doubled what had been raised in the previous 6 years - This is the equivalent of a successful \$100M comprehensive campaign in less than 7 years.

Executive Director of the FAMU Foundation, Inc., Board of Directors

- Oversaw the coordination of its Annual Board meetings and Committee meetings and oversaw the operational activities of the Board’s contracted Investment Management Firm, which has \$160M under management
- Served as the executive liaison for the FAMU Board of Trustees Direct Support Organizations Committee
- Reported on the action and informational items of the FAMU Foundation, Inc., the FAMU National Alumni Association, and the FAMU Rattler Boosters, Inc.

Accomplishments:

- Clean annual financial statement audits
- Clean operational audits (required every 3 years)
- Clean FL BOG SUS DSO operational audit
- Endowment Value grew \$25M from \$96M in 2018 to \$121M
- Investment Value grew \$37M from \$123M in 2018 to \$160M
- Epic Homecoming Celebrations
- “For the Love of FAMU” Donor Appreciation Celebrations

- Homecoming Game Field Donor Recognitions

Assistant Professor

Fall 1995 – Spring 1997

Florida Memorial College
Miami, FL

Teaching Experience: Principles of Management, Business Organization & Management, Quantitative Methods, Business Mathematics, Business Statistics II, Technical Writing, Managerial Psychology, Entrepreneurship

Program Coordinator: Professional Development

Fall 1996 - Spring 1997

Florida Memorial College
Miami, FL

Designed and implemented a professional development program for the College's Division of Business Administration to enhance the marketability of division students.

Adjunct Professor

Summer 1994 to Fall 1996

Florida International University
Miami, FL

Teaching Experience: Organization and Management, Organization Theory, International Management, Intergroup Relations, Strategic Management, & Entrepreneurship Lab

WORK EXPERIENCE

Faculty Consultant

May 2001 – Aug 2001

Eli Lilly and Company
Indianapolis, IN

Worked on a team effectiveness project to gain synergistic effects from the sales teams selling Zyprexa, which is jointly sponsored by the Zyprexa Brand Team and Neuroscience Retail Southeast Area

Faculty Consultant

May 2000 – July 2000

Ford Motor Company
Dearborn, MI

- Worked in the corporate Diversity and Worklife Planning Office
- Created a corporate mentoring strategy, process, and programs to strategically fit Ford Motor Company's long-term strategic positioning and existing mentoring programs
- Developed a vision and mission statement for the Diversity and Worklife Planning Office; Developed the course content for a Diversity in Thinking Styles and Norms & Barriers training class entitled "Maximizing Diverse Thinking"

Faculty Consultant

May 1999 - August 1999

The Houston Chronicle
Houston, TX

- Prepared and presented the Marketing Division's 1999 Readership Study
- Prepared and presented to the Executive Vice President and the Divisional Vice Presidents of Advertising, Circulation, and Marketing a presentation on Process Reengineering and Workload and Resource Allocation
- Created a Workload report for the Marketing Services department for the Director of Sales and Marketing Administration
- Created standards of performance documents for new positions in the Marketing and Electronic Products Division

Faculty Consultant

May 1998 - August 1998

The Houston Chronicle
Houston, TX

- Assisted with the Market Research Strategic Consumer Perspective
- Conducted an employee attitudinal survey for the Marketing Division
- Created standards of performance documents for each position within the Marketing and Electronic Products Division

Program Evaluator (Consultant)

Spring 1995

Miami, FL

Evaluated the Undergraduate Programs offered by the Division of Business Administration for Florida Memorial College

Pharmaceutical Sales Representative

1991-1993

McNeil Consumer Products Co.
Atlanta, GA

Systems Engineer Phase I

1990-1991

Electronic Data Systems (EDS)
Marietta, GA

RESEARCH

Refereed Journal Articles

1. Stroud, O., **Friday-Stroud, S.**, Farmer, E., Cooper, L. (2023). An Analysis of the Legal and Managerial Implications of Telemedicine on the Haves and Have Nots Before and During the COVID-19 Pandemic. Journal of the National Society of Allied Health 20, 1, 83-92.
2. **Friday-Stroud, S.**, Bailey, K., Stroud, O., & Davis, B. (2020). Ethnic and Racial Differences in the Facility Management Profession: A Planned Change Strategic Framework for Diversity and Inclusion, Meek-Eaton Research Center for Social and Political Justice Journal: The Bulletin - Facilities Management Special Edition, 1, 2, 52-58.
3. **Friday-Stroud, S.**, Bailey, K., & Jackson, J. (2020). Using Visualization Technology to Communicate a FM Issue to Non-FM Professionals, Meek-Eaton Research Center for Social and Political Justice Journal: The Bulletin - Facilities Management Special Edition, 1, 2, 77-84.
4. Hightower Jr., R., Collins, J., Jackson, A., Bailey, K., Jackson Jr., E., & **Friday-Stroud, S.** (2015). Commentary: Facility Management Accreditation Commission (FMAC) Outcomes, Mapping, Assessment at the Program and Course Levels. International Journal of Facility Management, 6(1).
5. Sutterfield, J.S., Hightower, R., **Friday-Stroud, S.**, Kirk, S. (2013). SHKF Paper Company: An Analysis in Strategic Planning Cost Optimization. Business Studies Journal, 5,2, 102-123.
6. Collins, J., Tidwell-Lewis, A., **Friday-Stroud, S.S.** (2011). Assessing Student Critical Thinking using Structured vs. Unstructured Case Analysis. Journal of Business, Industry, and Economics, 16, 17-30.
7. Hill, A., & **Friday-Stroud, S.** (2009). Information Fatigue: The Case of Activity-based Information (ABI) in Decision-making. Journal of Technology Research, 1, 1-9.
8. Campbell, A.M., Harper, V.J., & **Friday-Stroud, S.S.** (2008). Business Students' Listening Skills: Do They Sense More, Process More, or Respond More? International Journal of Education Research, 3, 2, 112-119.
9. **Friday-Stroud, S.**, & Sutterfield, J.S. (2007). A Conceptual Framework for Integrating Six Sigma and Strategic Management Methodologies to Quantify Decision-Making. The TQM Magazine, 19, 6, 561-571.
10. Sutterfield, J.S., **Friday-Stroud, S.S.**, Shivers-Blackwell, S.L. (2007) How not to manage a project: Six lessons learned from the DOD LAMP-H Project. Journal of Behavioral and Applied Management, 8, 3, 218-238.
11. Sutterfield, J.S., **Friday-Stroud, S.S.**, Shivers-Blackwell, S.L. (2006). A case study of project and stakeholder management failures: Lessons Learned. Project Management Journal, 37, 5, 26-35.
12. Friday, E., **Friday, S.S.**, Green, A.L., Hill, A.Y. (2006). A Multi-Semester Comparison of Student Performance between Multiple Traditional and Online Sections of Two Management Courses. Journal of Behavioral and Applied Management, 8, 1, 66-81.
13. Green, A.L., Hill, A.Y., Friday, E., & **Friday, S.S.** (2005). The use of multiple intelligences to enhance team productivity. Management Decision, 43, 4, 349-359.
14. Friday, E., & **Friday, S.S.**, Green, A.L. (2004). A reconceptualization of mentoring and sponsoring. Management Decision, 42, 5, 628-644.

15. **Friday, S.S.**, Friday, E., Moss, S.E. (2004). Multiple Dimensions of Racioethnicity: Physioethnicity, Socioethnicity, and Psychoethnicity. Journal of Management Development, 23, 6, 500-517.
16. **Friday, S.S.**, Moss, S.E., Friday, E. (2004). Socioethnic Explanations for Racioethnic Differences in Job Satisfaction. Journal of Management Development, 23, 2, 152-168.
17. Friday, E., & **Friday, S.S.** (2003). Managing Diversity using a Strategic Planned Change Approach. Journal of Management Development, 22, 10, 863-880.
18. **Friday, S.S.**, & Friday, E. (2003). A Comparison of Racioethnically Diverse Employees' Perceptions of Their Job's Characteristics and Job Satisfaction. Journal of Management Development, 22, 5, 426-442.
19. Friday, E., & **Friday, S.S.** (2002). "Formal Mentoring: Is There a Strategic Fit?" Management Decision, 40, 2, 152-157.
20. Zalka, L., Downes, M., **Friday, S.S.**, Perry, S.R., Paul, K., Abratt, R., and Curwen, P. (1998). "Business Legitimacy Among Business Students in the United States, Great Britain, and South Africa." International Journal of Value-Based Management, 11, 179-195.
21. Paul, K., Zalka, L., Downes, M., Perry, S.R., **Friday, S.S.** (1997). "Consumer Sensitivity to Corporate Social Performance: Development of a Scale." Business and Society, 36, 4, 408-418.

Journal Articles

1. Williams, T. & **Friday-Stroud, S.** (2005). Minority Students' Perceptions of Male and Female Managers. McNair Journal.
2. Marsh, J. & **Friday, S.S.** (2003). Relationship between Listening Skills and Performance in an Undergraduate Accounting Course. McNair Journal.

Book Chapter – Refereed – Accepted

Green, A.L., **Friday-Stroud, S.S.**, & Bertrand, T.C. (2007). The Many Faces of Mentoring in Higher Education: Three Personal Perspectives in The Transformation of Women Scholars in Higher Education: The Struggles and Strategies for Success. (Vol. 2).

Book

Davis, B., **Friday-Stroud, S.**, & Hightower, Jr., R. (2008) "SBI: Making Business Leaders for Three Decades and Beyond." Houghton-Mifflin, eBook, 2008 ISBN-13 978-0-547-01381-7.

Textbooks (Traditional) – used in 7 courses at 3 major universities

1. **Friday, S.S.** (2004). Take A.C.T.I.O.N.®: A Practical Guide to Strategically Manage and Align Your Professional and Personal Lives. – S.S. Friday Consulting.
2. **Friday, S.S.** (2004). Cultivate Your S.P.I.R.I.T.®: A Practical Guide to Strategically Manage and Achieve Your Life Goals - S.S. Friday Consulting.

Textbook (Traditional) - Instructor's Manual

1. Friday, S.S. (2002). Human Resources Management, 9th edition. Dessler, G. – Prentice Hall.
2. Friday, S.S. (2001). Essentials of Management, 2nd edition. Dessler, G. – Prentice Hall.
3. Friday, E., & Friday, S.S. (2001). Management: Leading People and Organizations in the 21st Century, 2nd edition. Dessler, G. – Prentice Hall.

Research in Progress

1. **Friday-Stroud, S.S.**, & Hill, A.Y. (in progress). A longitudinal study of employee readiness toward change and behavioral intentions to use enterprise resource planning technology.

2. Hill, A.Y., Bates, I., **Friday-Stroud, S.S.** (in progress). The impact of listening skills and procrastination on student performance in accounting courses.
3. **Friday-Stroud, S.S.**, & Hill, A.Y. (in progress). Mentorships and sponsorships: An African American CPA Perspective.

Book Review - Refereed

Friday, S.S. (2000). The Knowing Doing Gap: How Smart Companies Turn Knowledge into Action by Jeffrey Pfeffer and Robert I. Sutton, *Organizational Dynamics*, 29, 1, 76-77.

Faculty Internship Research Report

1. **Friday, S. S.** (2000). Corporate Mentoring Strategy: Ford Motor Company Case Study.
2. **Friday, S.S.** (1998). Houston Chronicle Marketing Division: Employee Job-Related Attitudinal Survey Results.

CONFERENCE PROCEEDINGS & PRESENTATIONS

1. **Friday-Stroud, S.**, & Stroud, Jr. O. (2025). The Adoption of Artificial Intelligence (AI)-Enabled Technologies in Healthcare Administration: The Strategic Change Side Upside and the Legal Side. Morehouse College Division of Business and Economics 21st Research Colloquium, November 21, 2025.
2. **Friday-Stroud, S.** (2025). A Strategic Change Framework to Enhance the Adoption of Artificial Intelligence-Enabled Technology to Manage the Built Environment. International Association of Business and Public Administration Disciplines, Las Vegas, NV, October 27-30, 2025.
3. Stroud, Jr., O. & **Friday-Stroud, S.** (2021). *The Intersection of Economic and Health Impacts of COVID-19 on African Americans*. National Association of African American Studies Conference, February 14-19, 2022.
4. Collins, J., & **Friday-Stroud, S.** (2019). *Be Yourself or Not? Helping Students Navigate the Murky Personal Social Media Waters*. ACBSP Region 3 Fall Conference, Pigeon Forge, TN, November 2019.
5. Stroud, Jr., O. & **Friday-Stroud, S.** (2019). *Are Marijuana-Related Arrests and Convictions Increasing in Florida with the Rise of the Medical Marijuana Industry?* Society of Business, Industry, and Economics, Sandestin, FL, April 2019.
6. Collins, J., **Friday-Stroud, S.**, Hightower, R., James, M., Miles, A., Nelson, M., and Sledge, S. (2018). *Engaging Students Through Writing Across the Curriculum Best Practices*, Southern Management Association Conference, Lexington, KY, November 6-10, 2018.
7. **Friday-Stroud, S.** (2018). *The Urgency of Financial Wellness in the African American Community*. National Association of African American Studies Conference, Dallas, TX, February 2018.
8. **Friday-Stroud, S.** (2017). Business Living-Learning Communities: A Student Success Best Practice. Accreditation Council for Business Schools and Programs Region Three Annual Conference, Wrightsville, NC. **Best Presentation Award**
9. **Friday-Stroud, S.**, & Collins, J. (2017). Racioethnic Labeling: Is it Given or is it a Choice? National Association of African American Studies Conference, Tallahassee, FL.
10. Murphy, A., **Friday-Stroud, S.**, Rosier, K., & Collins J. (2016). A Framework for Student Career Success: Using Innovative Financial Education Strategies to Promote Career Success. Accreditation Council for Business Schools and Programs Region Three Annual Conference, Montgomery, AL.

11. Hightower, R., **Friday-Stroud, S.**, & Collins, J. (2015) "*Corporate Analysis: Assessing A Business Capstone Course with FMAC Learning Competencies*," IFMA World Workplace Conference, Denver, CO, October 7-9, 2015.
12. Collins, J., **Friday-Stroud, S.**, Rosier, K. (2014). Flip the Script...and the Classroom through Digital and Active Pedagogy. Accreditation Council for Business Schools and Programs Annual Conference, Chicago, IL.
13. Collins, J., **Friday-Stroud, S.**, Golden, P., James, M., Sermon, J. (2013). Flipping the Management Classroom. Southern Management Association, New Orleans, LA.
14. Collins, J., **Friday-Stroud, S.**, Rosier, K. (2013). Flipping the Script and the Classroom. Accreditation Council for Business Schools and Programs Region Three Annual Meeting, Tunica, MS. **Best Paper Award**
15. Collins, J., **Friday-Stroud, S.**, James, M., & Bradford, A. (2013). Flipping the Management Classroom Upside Down. Society of Business, Industry, and Economics, Sandestin, FL, April 2013
16. Collins, J. & **Friday-Stroud, S.** (2012). Adoption of Mandated Electronic Healthcare Records Systems and Its Impact on Independent African American Medical Practitioners. Management Faculty of Color Association Annual Conference, Murfreesboro, TN.
17. **Friday-Stroud, S.** & Collins, J. (2011). Capitalizing on Changes in the Healthcare Services Delivery Industry. National Medical Association – Cobb Institute, Tallahassee, FL.
18. Hill, A. Y., & **Friday-Stroud, S.S.** (2010). The Formation Dynamics and Consequences of Mentorships and Sponsorships: The Impact on African Americans' Career Advancement in Public Accounting Firms. International Academy of Business and Public Administration Disciplines, Orlando, FL.
19. Collins, J., **Friday-Stroud, S.S.**, & Ashley, A.C. (2010). A Systems Approach to Creating and Sustaining an Assessment Culture. International Academy of Business and Public Administration Disciplines, Orlando, FL.
20. Collins, J., Harper, V.J., **Friday-Stroud, S.S.** (2010). Dress for Success: Understanding the Relationship Among Student Attire, Interviewer Unconscious Bias and the Selection Process and Organizational Hiring Decisions. International Academy of Business and Public Administration Disciplines, Orlando, FL.
21. Bradford, A., **Friday-Stroud, S.S.**, Collins, J. (2009). Moving from a Culture of Teaching to a Culture of Learning. Florida A&M University Research Summit, Tallahassee, FL.
22. Collins, J., & **Friday-Stroud, S.S.** (2009). A Stakeholder Perspective for Management Education: How do we meet student, faculty, accreditation agency, and employer expectations? International Academy of Business and Public Administration Disciplines, Orlando, FL. [published in proceedings].
23. Campbell, A., Harper, V., & **Friday-Stroud, S.S.** (2008). An Examination of Business Students' Listening (Sensing, Processing, Responding) Skills. International Academy of Business and Public Administration Disciplines, Orlando, FL. [published in proceedings].
24. Parent, J., & **Friday-Stroud, S.S.** (2006). Students' Perceptions of Wives as Senior Financial Partners in Marriages. Management Faculty of Color Association, Tallahassee, FL.
25. Suarez, T., Hill, A.Y., & **Friday-Stroud, S.S.** (2006). Students' Perceptions of Access Grid Technology as a Synchronous Distance Learning Tool. Management Faculty of Color Association, Tallahassee, FL.

26. Hightower, R., Green, A., & **Friday-Stroud, S.S.** (2006). Macro & micro theoretical rationales for strategically aligning diverse seller-buyer relationships. International Academy of Business Disciplines, San Diego, CA.
27. Williams, T. & **Friday-Stroud, S. S.** (2005). Minority Students' Perceptions of Male and Female Managers. SAEOPP/UTK McNair National Scholars Research Conference, Knoxville, TN.
28. **Friday-Stroud, S. S.** (2005). Using the "Perfect Apprentice" to Assess Students' Movement through the Six Levels of Bloom's Cognitive Domain. Management Faculty of Color Association National Conference, Houston, TX.
30. **Friday, S. S.** (April 2005). Toward the Development of an Individualized Strategic Plan. SAM International Conference, Las Vegas, NV.
31. Friday, E., **Friday, S. S.**, & Green, A.L. (April 2005). Diverse Mentorships Examined Through the Lenses of Social Identity, Similarity-Attraction, & Attribution Theory. SAM International Conference, Las Vegas, NV.
32. Hill, A., Green, A.L., Friday, E., & **Friday, S. S.** (February 2005). Information Fatigue: The Use of Activity-Based Information (ABI) in Decision-Making. American Society of Business and Behavioral Sciences, Las Vegas, NV.
33. Friday, E. **Friday, S. S.**, Hightower, Jr. R. (November 2003). A Conceptual Investigation of the Impact of Social Identity, Distinctiveness, Similarity-Attraction, and Attribution in an Increasingly Diverse Workforce. Academy of Business Disciplines Conference, Fort Myers, FL.
34. Friday, E., Hightower, Jr., R., **Friday, S. S.** (April 2003). Strategic Human Resources Management (SHRM): A Theoretical Explanation for Diversifying the Sales Force. SAM International Conference, Orlando, FL. [published in the proceedings]
35. Green, A., Friday, E., **Friday, S. S.** (February 2003). The Use of Multiple Intelligences in Team Formation. American Society of Business and Behavioral Sciences, Las Vegas, NV. [published in the proceedings]
36. Hill, A., Friday, E., **Friday, S. S.** (February 2003). Listening Skills and Performance in an Undergraduate Accounting Course. American Society of Business and Behavioral Sciences, Las Vegas, NV.
37. Friday, E., **Friday, S. S.**, Green, A.L., & Hill, A.Y. (2002). The Use of Internet Classes: Two Sides to the Argument. Academy of Business Administration National Conference, Key West, FL.
38. **Friday, S. S.**, & Friday, E. (2001). A Comparison of Racioethnically Diverse Employees' Perceptions of Their Job Characteristics and Job Satisfaction. Institute of Behavioral and Applied Management Conference, Charleston, SC. – *Best Paper Award*
39. Green, A.L., Friday, E., & **Friday, S. S.** (2001). A Comparison of Perceived Effectiveness between Diverse Intelligences and Self-Selected Teams. Institute of Behavior and Applied Management Conference, Charleston, SC. [published in proceedings]
40. Friday, E., & **Friday, S. S.** (2000). Web-Based Courses in Business School Curricula: A Test of Their Effectiveness. SAM International Management Conference, St. Augustine, FL.
41. **Friday, S. S.**, & Friday, E. (1999). Racioethnic Labeling: An Organizational Dilemma. SAM International Management Conference, Las Vegas, Nevada.

42. **Friday, S. S.**, Hightower, R., & Friday, E. (1998). The Emergent Racioethnically Diverse Salesforce: It's Existence and Challenges. Academy of Marketing Science - Multicultural Marketing Conference. Montreal, Canada.
43. **Friday, S. S.**, Zalka, L., Downes, M., Perry, S.R., & Paul, K. (1998). Racioethnic Difference in Consumer Decision-Making Styles. Academy of Marketing Science- Multicultural Marketing Conference. Montreal, Canada.
44. **Friday, S. S.**, & Moss, S.E. (August 1998). Orthogonal Cultural Identification Theory and Self-Categorization Theory: Understanding the Multiple Dimensions of Racioethnicity." Academy of Management, San Diego, CA.
45. **Friday, S. S.**, Moss, S.E., Kroeck, K.G., & Sanchez, J.I. (November 1997). Beyond Black and White: Socioethnic Explanations for Racial Differences in Job Satisfaction. Southern Management Association. Atlanta, GA.

EXTERNAL GRANTS

- Co-Principal Investigator with Dr. Yolanda Bogan – United States Department of Education and Social Security Administration Minorities and Retirement Security Grant – 5 years - ~\$540,000
- Co-Principal Investigator with Dr. Verian Thomas– Council of Graduate Schools Student Financial Education Grant – 2 years - \$50,000

PROFESSIONAL AND ACADEMIC ASSOCIATION MEMBERSHIPS

Societas Docta, Inc. – Member; Mentoring Committee Co-Chair; Nefertiti Committee Co-Chair; Courtesy Committee Member
 American Council on Education Leadership Network FAMU Chapter – Co-Chair Retention and Evaluation Committee
 National HBCU Business Deans Roundtable – Member
 Management Faculty of Color Association – Past Member
 McKnight Doctoral Alumni Association – Past Member
 Academy of Management Association – Past Member
 Academy of Management Membership Committee – Past Member
 Academy of Management –Gender & Diversity in Organizations Membership Committee – Past Member
 Society for the Advancement of Management – Past Member
 Institute of Behavioral and Applied Management Association – Past Member

PROFESSIONAL INTELLECTUAL CONTRIBUTION ACTIVITIES

Discussant – International Association of Business and Public Administration Disciplines (10/25)
 Reviewer – Management Decision (7/04 – present)
 Reviewer – Journal of Behavioral and Applied Management (7/04 – 7/11)
 Reviewer – 5 papers – Academy of Management International Conference (2/06)
 Presenter & Caucus Organizer – Academy of Management International Conference (8/05)
 Discussant – Society for the Advancement of Management International Conference (4/05)
 Presenter – McKnight Annual Fellows Meeting (11/04)
 Presenter – Management Faculty of Color Association Meeting (6/04)
 Presenter/Panelist – National Black Graduate Student Government Association Conference (3/03)
 Presenter – Women and Leadership – Women Extinguishing Barriers Conference (3/02)
 Reviewer – Academy of Business Administration National Conference (3/02)
 Reviewer – National Black MBA Association's Doctoral Scholarship (5/01)
 Discussant - International Society for the Advancement of Management Conference (3/99)
 Reviewer - Academy of Marketing Science/International Multicultural Marketing Conference (9/98)
 Discussant - Academy of Marketing Science/International Multicultural Marketing Conference (9/98) - 2 papers in different sessions
 Reviewer - Academy of Management Review Journal (2/98)
 Reviewer - Southern Management Association (4/98, 4/00)

PROFESSIONAL UNIVERSITY SERVICE ACTIVITIES

SBI Building Project Committee – June 2026
Civil Discourse Training Presenter for FAMU HR-Office of Development & Training – 2026
SBI Promotion & Tenure Committee – 2025-2026
FAMU Strategic Plan Implementation Committee – Fall 2022 – present
Homecoming Steering Committee – Fall 2019 – present
Dissertation Committee Member, Educational Leadership Ph.D. – Fall 2019 – Summer 2021
Presenter – FAMU FGANT Program – Fall 2005
Presenter – FAM-AEYC – Fall 2005
Presenter – Graduate Feeder Scholars Program – Fall 2004, Fall 2005, Fall 2006, Fall 2007
Facilitator – Faculty Planning Conference, August 2005
Mentor – Ronald McNair Program, Summer 2003, Summer 2005
Met with Mr. Liparit Arakelyan, President of Humanitarian Institute of Hrazdan of Armenia – Summer 2005
Mentor – FAMU Mentoring Program for Women in Tenure-Earning Positions, 2003-2004
Committee Member – Organizational Science Committee - Responsible for identifying issues associated with the upcoming ERP (Enterprise Resource Planning) system implementation at FAMU, May 2003 – December 2003
Committee Member – SBI Management Committee, July – September 2003
Facilitator – President Gainous' Executive Retreat, August 2003
Speaker – Faculty Planning Conference, August 2003
Panelist – Faculty Planning Conference, August 2002
University Faculty Advisor - Diva, Limited, Fall 1998 – 2004
Honors Convocation, Spring 2001 & 2003
Guest Speaker – Leadership and Team Building - Men's Hut, Spring 2000
Presenter, SBI Awards Ceremony, Spring 1999,
Judge - SBI Student-Run Company Awards, Spring 1998 & 1999
Guest Speaker - Freshman Training - Mock Close-Up, Spring 1999, 2000
Guest Speaker - Student Excel Commission Academic Enhancement Series, Fall 1998
Guest Speaker - Freshman Training - Mock Interviews, Spring 1998, 2000
Judge, Freshman Oratorical Contest, Spring 1998
Guest Speaker - Freshman Training - Mock Receptions, Fall 1997 & 1998
Judge - Fundamental Concepts Case Competition, Spring 1998

PROFESSIONAL NON-UNIVERSITY SERVICE ACTIVITIES

Judge, National Association of Buffalo Soldiers and Troopers, Tallahassee Chapter Scholarship (1/26 – 2/26)
Member, Florida A&M University Developmental Research School Advisory Board (9/13 – present)
Board Member, Leon County Research and Development Authority (LCRDA) (2/12 – present)
Board Member, Greater Tallahassee Chamber of Commerce (2/12 – present)
Board Member, Florida Board of Respiratory Care (1/00 - present)
Advisory Board Member, Knight Creative Communities Institute (KCCI) (7/10 – present)
Member, Economic Development Council of Tallahassee/Leon County (EDC) (7/10 – 7/16)
Board Vice Chair, Florida Board of Respiratory Care (1/11 – 1/12)
Board Chair, Florida Board of Respiratory Care (4/09 – 1/11)
Budget Committee Member - Florida Board of Respiratory Care (1/00 – 12/11)
Member- Lincoln College of Technology Health Information Technology (HIT) Advisory Board
Member-Lincoln College of Technology HIT Advisory Board – Education & Accreditation
Sub-Committee (7/06 – 7/07)
Co-Program Chair – Management Faculty of Color Association Conference (6/05)
Co-Proceedings Editor - Management Faculty of Color Association Conference (6/05)
Roundtable Facilitator – Ph.D. Project Management Doctoral Student Association Conference (8/05)
Keynote Speaker – Golden Key Honor Society Induction (3/05)
Probable Cause Panel Member – Florida Board of Respiratory Care (1/02 – 1/03)
Presenter – Stompfest (Spring 2003)
Guest Panelist - Affirmative Action - University of Florida Black Student Law Association Meeting (10/99)
Guest Speaker - NAACP-Education Committee (Spring 1998)

RECOGNITION

Shawnta Friday-Stroud Trailblazer Award, Big Bend Minority Chamber, Inc. - award named in my honor and awarded to me in March 2023) - awarded every year
FAMU Center for Disability Access and Resources (CeDAR) Partnership Award – October 2021
Best Presentation Award – ACBSP Region 3 – 2017
Best Presentation Award – ACBSP Region 3 – 2013
Outstanding Community Women Award by Tallahassee Community College - 2008
Florida Education Fund's William R. Jones Outstanding Mentor Award - 2005
White & Gold Honor Society – Honorary Induction 2003
FAMU Rising Star Award - 2003
Black Issues in Higher Education – Standout Scholar 2003
Who's Who Among America's Teachers 2002
McKnight Junior Faculty Development Fellowship 2001-2002 (Paid leave, \$15,000 to SBI)
Who's Who Among America's Teachers 2000
Certificate of Appreciation, Student Excel Commission

RESEARCH INTERESTS

Topics of research interest include issues pertaining to organizational behavior, intergroup relations, mentoring/sponsorship, and adoption of artificial intelligence enabled technology