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George L. Whaley, Ph.D.
Emeritus Professor
School of Management
Lucas College and Graduate School of Business
george.whaley@sjsu.edu

Activities since 2010

Academic Background

Ph.D. University of Colorado, Boulder, CO, Organizational Behavior, Finance, and Management Science, 1974

M.B.A. University of Arizona, Tucson, AZ, 1966

B.S. University of Arizona, Tucson, AZ, Engineering Mathematics, 1964

Certifications

Mediator/Arbitrator

Performax Assessment

Situational Leadership

SYMLOG Behavioral Assessment

Memberships

Academy of Management

Association for Talent Development (Formerly - American Society of Training and Development)

Association of Social and Behavioral Scientists

International Association for Human Resource Information Management

Management Faculty of Color Association

North American Case Research Association

The Society for Case Research

Western Case Writers Association

World Association for Case Method Research & Application

WORK EXPERIENCE:

Academic Experience

Adjunct, Emeritus Professor, San Jose State University (2010 - Present), San Jose, California.

Professor, FERP Program, San Jose State University (2006 - 2010), San Jose, California.
Taught fall semesters

TEACHING:

Courses Taught

Courses from the Teaching Schedule (Graduate): Focused on Bus. 282 A, Essentials of Management and Organizational Behavior, for MBT program the last five years. Previously taught Developing and Managing People, Leadership and Management of Transportation, Seminar in Human Capital Management, and MBA/MSE Orientation Workshop for MBA, MBA/MSE, and MSTM programs.

INTELLECTUAL CONTRIBUTIONS:

Articles Published

Refereed

McGuire, S. J & Whaley, G.L. (2017). Guidelines for Writing a Management Teaching Case Study. *Journal of Case Research and Inquiry*.

Whaley, G. L., Ford, D. L., & Perry, K. C. (2013). Green Management and Related Concepts: An Interpretive SYMLOG Analysis. *International Journal of Environmental, Cultural, Econ. and Soc. Sustainability*.

Whaley, G. L. & Ford, D. (2012). Examining Collegiality and Social Justice in Academia and the Private Sector: an Exploratory SYMLOG Analysis. *NMIMS Management Review*.

Book Chapters Published

Refereed

Osland, A. & Whaley, G.L. (2018). Business Ethics: Best Practices for Designing and Managing Ethical Organizations, Second Edition. Thousand Oaks, CA: SAGE Publications.

Whaley, G. L. (2011). Management of Transportation Organizations. *Handbook of Transportation Engineering*. McGraw-Hill.

Cases Published

Refereed

Whaley, G.L. (December, 2020). Is the Strategic Plan for the Kuli Kuli Foods Benefit Corporation Sustainable? *Journal of Case Research and Inquiry*.

Allsopp, C.D., Whaley, G.L. & Perry, K.C. (December, 2020). CEO Decision Making: is B Lab Certification a Key Priority for the Window Specialist? *Journal of Case Research and Inquiry*.

Pagani, M., Whaley, G.L. & Czerwinski, D. (August, 2020). Financial Censorship Controversy: Financial Services Leading Social Change? *Journal of Accounting and Finance*.

Anderson, B., Chen, C., Virick, M. & Whaley, G.L. (spring, 2020). Not Keeping Things "Zipped Up": A Study of Fairness Regarding Employee Policies in Zip Tech Corporation. *Journal of Case Studies*.

Whaley, G.L., Allsopp, C. & Perry, K.C. (2019). The Role of Strategy and Leadership at the Window Specialist: Can a Tech CEO Dramatically Grow a Construction Firm? *Journal of Case Research and Inquiry*.

Whaley, G.L., Hirakubo, N. & Davis, C. (2019). The Short-term and Long-term Impact of Clearance Sale at Yuri USA, Inc. *Journal of Critical Incidents*.

Hudson, M.L., Gomez-Vallejo, M. D. P. & Whaley, G.L. (2019). Loaiza Family Values. *Journal of Case Research and Inquiry*.

Davis, C., Hirakubo, N. & Whaley, G.L. (2019). International Retailer Sanyo Shakai's Future Direction After Burberry License Agreement Loss. *International Journal of Case Method Research & Application*.

Whaley, G.L. & McGuire, S.J. (2018). 23AndMe: Future of Personal Genomics Services Business? *Journal of Case Studies*.

Pagani, M., Anderson, B. & Whaley, G.L. (2017). Nike: Swooshing the Cost of Capital Presentation. *Journal of Case Research and Inquiry*.

Whaley, G.L., Gupta, A. & Raorane, S. (2017). Global Blood Therapeutics, Inc.: The Future is Now? *Journal of Critical Incidents*.

Whaley, G.L. (2016). What is the Best Public Relations Strategy to Reverse Monsanto's Reputation as an Evil Corporation? *Journal of Case Research and Inquiry*.

Whaley, G. L. & Brown, J. (2015). Finding the Perfect Strategic Partner for an FDA Approved Drug. *Journal of Critical Incidents*.

- Whaley, G. L. & Brown, J. (2015). Will MannKind's Dream Come True? *Journal of Case Studies*.
- Whaley, G. L. & Walker, P. (2014). Succession Planning and Leadership at Dryco, Inc. *Journal of Case Studies*.
- Whaley, G. L. (2014). Gridlock at Bay Gray. *Journal of Critical Incidents*.
- Whaley, G. L., Perry, K. C., & Bazar, G. (2014). Strategic Challenges for a Start-Up in Mongolia's Emerging Software Industry. *Journal of Management Systems*.
- Whaley, G. L. (2013). Shared Leadership at Bay Gray, Inc. *Journal of Critical Incidents*.
- Whaley, G. L. & Perry, K. C. (2012). Project Kaisei: Entrepreneurship to Potentially Save the Pacific Ocean from Environmental Disaster. *Journal of Critical Incidents*.
- Whaley, G. L. & Walker, P. (2012). Can The Returning CEO Turnaround the Crisis at Hammerhead? *Journal of Case Studies*.
- Perry, K. C. & Whaley, G. L. (2012). Leadership Crisis: How Can Circle 6 Survive? *Journal of Case Studies*.
- Whaley, G. L., Casey, R., & Perry, K. C. (2011). Career Crossroads at the Top. *Business Case Journal*.

Presentation of Refereed Articles and Cases

International

- Davis, C., Hirakubo, N. & Whaley, G.L. (2019, June). *Sanyo Shakai: After Losing the Burberry License What's Next?* Eastern Academy of Management-International Conference, Dubrovnik, Croatia.
- Davis, C., Hirakubo, N. & Whaley, G.L. (2019, July). *International Retailer Sanyo Shakai's Future Direction After Burberry License Agreement Loss*. World Association for Case Method Research & Application. Helsinki, Finland.
- Perry, K. C. & Whaley, G. L. (2014, May). *Innovating in Bangladesh and the USA*. International Conference of Supply Chain & Technology Innovation, Daejeon.
- Whaley, G. L., Perry, K. C., & Bazar, G. (2013, October). *Entrepreneurship at Mongol IS Tech, Inc*. North American Case Research Association Conference, Victoria, Canada.
- Whaley, G. L., Ford, D. L., & Perry, K. C. (2012, January). *Green Management and Related Concepts: An Interpretive SYMLOG Analysis*. Eight International Conference on Environmental, Cultural, Economic and Social Sustainability, Vancouver, Canada.
- Whaley, G. L. & Ford, D. L. (2011, June). *Measurement of Collegiality and Social Justice in Academia and The Private Sector: An Exploratory Analysis, International Conference*. Eastern Academy of Management - Managing in Global Economy, Bangalore, India.

National

- Whaley, G.L. (On-line, spring 2020). *Kuli-Kuli B Corporation*. Western Casewriters Association Conference, Kona, Hawaii.
- Allsopp, C. D., Whaley, G.L. & Perry, K.C. (On-line, spring 2020). *Benefit Corporation Certification: Should the Window Specialist Proceed?* Society for Case Research Conference, Chicago, Illinois.
- Pagani, M., Whaley, G.L. & Czerwinski, D. (On-line, spring 2020). *Financial Censorship Controversy: Financial Services Leading Social Change?* Society for Case Research Conference, Chicago, Illinois.
- Hirakubo, N., Davis, C. & Whaley, G.L. (On-line, spring 2020). *The Aftermath of Failed Ikinari Steak Expansion in New York City*. Society for Case Research Conference, Chicago, Illinois.

Whaley, G.L. (2020, March). *Is Social Entrepreneurship Sustainable at Kuli-Kuli Foods?* Association of Social and Behavioral Sciences, Atlanta, Georgia.

Anderson, B., Chen, C., Virick, M. & Whaley, G.L. (2019, July). *Not Keeping Things "Zipped Up": A Study of Fairness Regarding Employee Policies in Zip Tech Corporation.* SCR Summer Workshop. Tampa, Florida.

Allsopp, C., Perry, K. C. & Whaley, G. L. (2019, July). *Leadership for a Startup Window Business.* SCR Summer Workshop. Tampa, Florida.

Davis, C., Hirakubo, N. & Whaley, G.L. (2019, March). *The Short-term and Long-term Impact of a Clearance Sale.* Society for Case Research Conference, Chicago, Illinois.

Davis, C., Hirakubo, N. & Whaley, G.L. (2019, March). *International Retailer Sanyo Shakai's Future Direction After Burberry License Agreement Loss.* Western Case writers Association, Rohnert Park, California.

Gomez-Vallejo, M. D. P. & Whaley, G.L. (2018, April). *Entrepreneurship: Seeing opportunities where others see problems...is it possible?* Society for Case Research Conference, Chicago, Illinois.

Whaley, G.L. & McGuire, S.J. (2018, March). *23andMe: Future of Personal Genomics Services Business?* Western Case writers Association, Salt Lake City, Utah.

Osland, A. & Whaley, G.L. (2016, July). *Should Monsanto Leave India?* Society for Case Research, Kearney, Nebraska.

Rogers, A, Whaley, G. L., Albert, L. & Hill, T. (2016, June). *Don't Ask, Don't Tell: The Prevalence, Outcomes and Ethical Concerns of Use of Online Social Network Information in the Hiring Process.* Management Faculty of Color Association Conference, San Jose, California

Whaley, G.L., Gupta, A. & Raorane, S. (2016, April). *Global Blood Therapeutics, Inc.: The Future is Now.* Society for Case Research Conference, Chicago, Illinois.

Hudspeth, L., Metts, G. & Whaley, G.L. (2016, March) *Emotional Intelligence as a Predictor of Entrepreneurship Success for Minorities.* Association of Social and Behavioral Sciences, Jackson, Mississippi.

Whaley, G.L. & Osland, A. (2015, July). *Monsanto's Public Relations Challenge.* Society for Case Research, Nashville, Tennessee.

Whaley, G. L. & Brown, J. (2015, March). *Finding the Perfect Strategic Partner for an FDA Approved Drug.* Society for Case Research Conference, Chicago, Illinois.

Whaley, G. L. (2015, March). *Global Blood Therapeutics Inc. Case.* Association of Social and Behavioral Sciences, Fayetteville, North Carolina.

Whaley, G. L. (2015, March). *Marketing Inhalable Insulin Products to African-American Diabetics: Patient Acceptance or Avoidance?* Association of Social and Behavioral Sciences, Fayetteville, North Carolina.

Whaley, G. L. & Brown, J. (2014, July). *Will MannKind's Dream Come True?* Society for Case Research, Rock Hill, South Carolina.

Whaley, G. L. (2014, March). *Gridlock at Bay Gray.* Society for Case Research, Chicago, Illinois.

Whaley, G. L. & Perry, K. C. (2014, March). *The Entrepreneurship Dilemma at I Code Bangladesh.* Association of Social and Behavioral Sciences, Atlanta, Georgia.

Whaley, G. L. (2013). *Shared Leadership at BGI.* Society for Case Research, Chicago, Illinois.

Whaley, G. L. & Perry, K. C. (2012, March). *Pacific Garbage Patch: Is Project Kaisei the Answer?* Society for Case Research, Chicago, Illinois.

Whaley, G. L. (2012, March). *When Death Do Us Apart: The Evolution of an African-American and White Owned Family Funeral Business.* Association of Social and Behavioral Sciences, Nashville, Tennessee.

Perry, K. C. & Whaley, G. L. (2011, June). *Leadership and Crisis at Circle 6*. Society for Case Research, Rochester, New York.

Whaley, G. L. & Walker, P. (2011, June). *Can The Returning CEO Turnaround the Crisis at Hammerhead?* Society for Case Research, Rochester, New York.

Whaley, G. L. (2011, March). *From the Internet to Facebook, Texting, Blogging and Beyond, the Changing Digital Divide: Challenges and Opportunities for African-Americans*. Association of Social and Behavioral Sciences, Jackson, Mississippi.

Whaley, G. L. (2011, March). *Déjà Vu at Hammerhead Systems?* Society for Case Research, Chicago, Illinois.

Working Papers

Anderson, B., Chen, C. & Whaley, G.L. (2021, March). "Should I Stay or Should I Go? An Incident of Bullying in Academia" Will be submitted to SCR Conference, Chicago, Illinois. (possibly virtual).

Ford, D. L., Ziegler, L. & Whaley, G. L. (2021, March). "In Search of Golden Nuggets in Abandoned Academic Minefields: Social Support Scale Development in a Cross-Cultural Context." Will be submitted to Association of Social and Behavioral Sciences, Jackson, Mississippi (possibly virtual).

Hirakubo, N., Whaley, G. L. & Davis, C. (2021, March). "Rejoinder to Failed Strategy Regarding Ikinari Steak Expansion in New York City." Will be submitted to SCR Conference, Chicago, Illinois. (possibly virtual).

Whaley, G.L. (2021, July) "Post FDA Approval of Global Blood Therapeutics, Inc." Will be submitted to 2021 SCR Summer Workshop. New Orleans, Louisiana. (possibly virtual).

Ford, D. L., & Whaley, G. L. (2021, July). "SYMLOG as an Aid in Understanding Individual and Organizational Values in Relation to Political Candidate Preferences." Management Faculty of Color Association Conference (virtual).

Whaley, G. L., Ford, D. L., & Perry, K. C. (2022, June). "SYMLOG as an Aid in Understanding Values Related to the Effectiveness of Organizations." Eastern Academy of Management-International Conference, Lyon, France.

Whaley, G.L. & Whaley, D.E. (2022) "Adaptation of Graphical Novels for Case Writing."

Whaley, G.L. & Gamini, N. (2022) "Ethical Dilemmas in Biotech?"

Whaley, G.L. (2022) "Generation Effects of African-American Family Funeral Business."

SERVICE:

Service to the University

College Assignments

Assurance of Learning - Institutional Service:

2011 – 2014: MBA Course Assessment

College Assignments

Assurance of Learning - Institutional Service:

2011: MSTM Leadership Assessment

College Assignments

Other Institutional Service Activities:

2014 - 2016: LCoB Planning Committee for hosting 2016 Management Faculty of Color Association Conference

2011 – 2017: Ph.D. Project COB Liaison

2011 – 2014: College of Engineering, Engineering- Management Industry Advisory Board

2011 – 2013: Research Associate, Mineta Transportation Institute

2011 – 2013: Associate, Global Leadership Advancement Center

University Assignments

Member:

2011: Human Resource Management Recruitment Committee

Service to the Profession

Editor of Journal

2017—Present Co-editor of the Business Case Journal

Board Member: Editorial Review Board

2011 – 2020: Business Case Journal

2011—2020: Journal of Critical Incidents

2012—2020: Journal of Case Studies

2012 – 2020: Journal of Case Research and Inquiry.

2017 – 2019: Association of Social and Behavioral Scientists.

2014 - 2017: Journal of Management Systems

2011 – 2014: Association of Social and Behavioral Scientists.

Chair: Conference / Track / Program

2011 – 2014: Association of Social and Behavioral Sciences.

Officer: Organization / Association

2011 – 2014: Association of Social and Behavioral Scientists. President (2010), Executive Board and Past President

Reviewer: Ad Hoc Reviewer for a Journal

2014 --2017: Journal of Management Systems.

2012 – 2018: The International Journal of Environmental, Cultural, Economic and Social Sustainability.

2012 – 2020: Journal of Case Studies.

2011 – 2020: Journal of Case Research and Inquiry.

2011 – 2020: Business Case Journal.

2011 – 2020: Journal of Critical Incidents.

2011 – 2014: Case Research Journal.

2011 – 2012: Eurasian Journal of Business and Economics.

2011 – 2012: Annual Advances in Business Cases.

Service to the Community

2017--2018: Voluntary Judge, Greene 15th Annual Science Fair Program, Minority Students STEM Program, Hosted by Cypress Semiconductor San Jose, California, January 28, 2017. Hosted by Stanford University, Palo Alto, California, January 2018-2019.

Honors & Awards

2013: MDSA, Ph.D. Project, Trailblazer Award

2015: Society for Case Research, Best Reviewer

2020: Society for Case Research, Best Critical Incident presented at conference