

# CURRICULUM VITAE

DR. ROCHELLE PARKS-YANCY

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## RESEARCH INTERESTS AND PROFESSIONAL EXPERTISE

- Social Capital/Job Search Strategies
- Salary Negotiation
- Resume Improvements
- Managing Performance Evaluations
- Recruitment and Hiring Processes
- Organizational Downsizing
- Assessment of Student Learning
- International Foreign Relations

## EDUCATION

**Ph.D. in Organization Management.** Rutgers University Business School-Newark and New Brunswick, NJ.

**M.B.A.** Howard University, Washington D.C.

**B.S. in Finance; Cum Laude.** Central State University, Wilberforce, OH.

## CERTIFICATIONS

### HR Analytics

Cornell University

## TECHNOLOGICAL KNOWLEDGE

Blackboard; Desire2Learn; Sakai; Canvas; Angel; MS Office

## PUBLISHED BOOKS

Parks-Yancy, R. & Cooley, D. 2018. **Be Your Best Career Architect: Here are the Blueprints.** Sentia Publishing: Austin, TX.

Parks-Yancy, R. & Cooley, D. 2015. **Are YOU Making the Right Impression? Preparing Now for Your Real Life After College.** Decabooks LLC: Wilmette, IL.

Parks-Yancy, R. 2010. **Equal Work, Unequal Careers: African-Americans in the Workforce.** FirstForumPress: Boulder, CO.

## REFEREED JOURNAL PUBLICATIONS

Parks-Yancy, R. & Cooley, D. 2020. The power of the brand: Personal branding and its effect on job seeking attributes. **Journal of Internet Commerce.** 19(3).  
<https://www.tandfonline.com/doi/full/10.1080/15332861.2020.1777028>

Cooley, D. & Parks-Yancy, R. 2020. 'What they think vs. What they know: Students' and employers' perceptions of job applicant screenings. **Academy of Management Annual Meeting Proceedings.** 2020(1):10062.  
10.5465/AMBPP.2020.10062abstract

- Cooley, D. & Parks-Yancy, R. 2019. The effect of social media on perceived information credibility and decision-making. **Journal of Internet Commerce**. 18(3): 249-269.  
10.1080/15332861.2019.1595362
- Parks-Yancy, R. & Cooley, D. 2018. Who gets the Job? First generation college students' perceptions of employer screening methods. **Journal of Education for Business**. 1(1).  
<https://doi.org/10.1080/08832323.2017.1409691>
- Simmons, A. & Parks-Yancy, R. 2018. The effect of gender identity on perceptions of authority figures' racial comments. **Sociological Focus**. <https://doi.org/10.1080/00380237.2018.1483681>
- Cooley, D. & Parks-Yancy, R. 2016. The impact of traditional and internet/social media screening mechanisms on employers' perceptions of job applicants. **The Journal of Social Media in Society**. 5(3): 151-186.
- Cooley, D. & Parks-Yancy, R. 2016. Are faculty teaching what employers really want? An investigation of traditional vs. non-traditional screening mechanisms. **Paper Proceedings** of annual meeting of the Marketing Management Association Educators' Conference, Providence, RI.
- Parks-Yancy, R. & Cooley, D. 2015. An examination of the online versus f2f academic performance of non-traditional undergraduate business school students. **The Online Journal of Distance Education & e-Learning**. 3(4).
- DiTomaso, N. & Parks-Yancy, R. 2014. The Social Psychology of Inequality at Work: Individual, Group, and Organizational Dimensions. In J. D. McLeod et al. (eds.), **Handbook of the Social Psychology of Inequality**: 19:437-457. Springer Sciences + Business Media Dordrecht.
- Simmons, A. & Parks-Yancy, R. 2014. A Quantitative and Qualitative Analysis of Social Dominance Orientation and Race-Related Comments. **International Journal of Sociology and Social Policy**. 34(7/8).
- Simmons, A. & Parks-Yancy, R. 2013. The Influence of Gender Identity on Perceptions of Authority Figures' Racial Comments. **Proceedings of 2013 Southern Academy of Management**.
- Simmons, A. & Parks-Yancy, R. 2012. Were they joking? Depends on social dominance orientation. **Journal of Behavioral and Applied Management**. 13(3).
- Parks-Yancy, R. 2012. Interactions into opportunities: Career management for low income, African-American college students. **Journal of College Student Development**. 53 (4): 510-523.
- DiTomaso, N., Post, C. & Parks-Yancy, R. 2011. White views of equal opportunity and affirmative action. **Critical Sociology**. 37(5): 615-629.
- Parks-Yancy, R. 2011. The impact of downsizing on the social capital resources and career prospects of African-American survivors. **Journal of African-American Studies**. 15(3): 307-326.
- Parks-Yancy, R. 2011. An African-American Fulbright Scholar in Armenia. **Foreign Service Journal**. April.
- Parks-Yancy, R., Shih, J., DiTomaso, N. & Post, C. 2009. A qualitative exploration of white Americans' attitudes towards immigration and immigrants. **International Review of Modern Sociology**. 35(2).
- Parks-Yancy, R., DiTomaso, N. & Post, C. 2009. How does tie strength affect access to social capital

resources for the careers of working and middle class African-Americans? **Critical Sociology**, 35(4).

Parks-Yancy, R., DiTomaso, N. & Post, C. 2008. Reciprocal obligations in the social capital resource exchanges of diverse groups. **Humanity & Society**, 32(3).

Khosrovani, M., Poudeh, R. & Parks-Yancy, R. 2008. How African-American ministers communicate HIV/AIDS-related health information to their congregants: A survey of selected black churches in Houston, Texas. **Mental Health, Religion and Culture**, 11(7).

DiTomaso, N., Post, C. & Parks-Yancy, R. 2007. Workforce diversity and inequality: Power, status, numbers. **Annual Review of Sociology**, 33.

Parks-Yancy, R., DiTomaso, N. & Post, C. 2007. The mitigating effects of social and financial capital resources on hardships. **Journal of Family and Economic Issues**, 28(3): 429-428.

Parks-Yancy, R. 2006. The effects of social group membership and social capital resources on careers. **Journal of Black Studies**, 36(4): 515-545.

Parks-Yancy, R., DiTomaso, N. & Post, C. 2006. The social capital resources of gender and class groups. **Sociological Spectrum**, 26: 85-113.

Parks-Yancy, R., DiTomaso, N., & Post, C. 2005. Social capital resources and social programs: Advancement mechanisms for disadvantaged groups. **Michigan Sociological Review**, 19: 115-137.

Parks-Yancy, R., DiTomaso, N., & Post, C. 2005. The cumulative effects of social capital resources on (dis)advantages. **Sociological Imagination**, 41(1):47-70.

Siegel, P., Scillitoe, J., & Parks-Yancy, R. 2005. Reducing the tendency to self-handicap: The ameliorative effect of self-affirmation. **The Journal of Experimental Social Psychology**, 41(6): 589-597.

Parks-Yancy, R. 2004. The impact of social capital on African-American and women survivors of organizational downsizing. In N. DiTomaso & Post, C. (Eds.), **Research in the Sociology of Work: Diversity in the Workforce**, 14: 87-105. Elsevier.

DiTomaso, N., Parks-Yancy, R., & Post, C. 2003. Structure, relationships, and community responsibility. **Management Communication Quarterly**, 17(1): 143-150.

Parks-Yancy, R. 2002. Antecedents of managerial and professional career trajectories and their differential effects on blacks and whites: Gaining parity through human and social capital. **Best Paper Proceedings**; annual meeting of the Academy of Management, Denver.

## GRANT AWARDS

- Awarded a teaching seed grant of \$1000 from the Jesse H. Jones School of Business, Texas Southern University, 2015
- Awarded a teaching seed grant of \$1000 from the Jesse H. Jones School of Business, Texas Southern University, 2014.
- Awarded a research seed grant of \$1558 from Texas Southern University, 2010.
- Awarded a research seed grant of \$4250 from Texas Southern University, 2007.
- Awarded a grant of \$7000 from the Fund for Advancement of the Discipline sponsored by the American Sociological Association/National Science Foundation, 2006.
- Awarded a research seed grant of \$5000 from Texas Southern University, 2005.

## PUBLISHED BOOK REVIEWS

Parks-Yancy, R. 2008. The next phase of diversity research. Review of Diversity Resistance in Organizations, edited by Kecia M. Thomas. **Work & Occupations**, 35(4): 502-504.

## REFEREED PRESENTATIONS

Parks-Yancy, R. & Cooley, D. 2020. **‘What they think vs. what they know’: Students and employers’ perceptions of job applicant screenings**. Paper accepted for presentation at the annual meeting of the 2020 Academy of Management meeting, Vancouver.

Cooley, D. & Parks-Yancy, R. 2019. **The effect of social media on perceived information credibility and decision-making**. Paper accepted for presentation at Research Week, sponsored by Texas Southern University.

Parks-Yancy, R. & Cooley, D. 2018. **Be Your Best Brand**. Paper accepted for presentation at the 26th Annual Southwestern Business Administration Teaching Conference, 2018.

Parks-Yancy, R. & Cooley, D. 2017. **Who gets the job? First generation college students’ perceptions of employer screening methods**. Paper accepted for presentation at Research Week, sponsored by Texas Southern University.

Cooley, D. & Parks-Yancy, R. 2016. **Are faculty teaching what employers really want? An investigation of traditional vs. non-traditional screening mechanisms**. Paper accepted for presentation at the annual meeting of the Marketing Management Association Educators’ Conference, Providence, RI.

Cooley, D. & Parks-Yancy, R. 2015. **YOU are Your Brand: Employer Perceptions of Applicants During the Screening Process**. Paper accepted for presentation at the 23<sup>rd</sup> Annual Southwestern Business Administration Teaching Conference, 2015.

Parks-Yancy, R. & Cooley, D. 2015. **College IS Career Preparation!** Paper accepted for presentation at Texas Southern University’s Research Week Program.

Parks-Yancy, R. & Cooley, D. 2014. **An Examination of Online versus F2F Academic Performance of First-Generation, Non-Traditional Undergraduate Business School Students**. Paper accepted for presentation at the 22<sup>nd</sup> Annual Southwestern Business Administration Teaching Conference, 2014.

Parks-Yancy, R. & Cooley, D. 2014. **Out of Our Right Minds: The Effects of Cognitive Bias on Social Problems and How Taking the Middle Road Can Help**. Paper accepted for presentation at Texas Southern University’s Research Week program.

Simmons, A. & Parks-Yancy, R. 2013. **The Influence of Gender Identity on Perceptions of Authority Figures’ Racial Comments**. Paper accepted for presentation at the annual meeting of the 2013 Southern Academy of Management meeting, New Orleans.

Parks-Yancy, R. & Cooley, D. 2013. **Online academic performance of first-generation, non-traditional undergraduate business school students**. Paper accepted for presentation at Texas Southern University’s Research Week program.

Simmons, A. & Parks-Yancy, R. 2012. **Were they joking? Depends on social dominance orientation**. Paper accepted at the annual meeting of the 2012 Academy of Management, Boston.

Parks-Yancy, R. & Simmons, A. 2011. **A Quantitative and Qualitative Analysis of Social Dominance Orientation and Race-Related Comments**. Paper accepted at the annual meeting of the 2011 Academy of Management, San Antonio.

- Parks-Yancy, R. 2011. **Evaluation & Work Allocation Process for Black Professionals.** Paper accepted as part of Professional Development Workshop (PDW) at the annual meeting of the Academy of Management, San Antonio.
- Parks-Yancy, R. 2010. **Interactions into opportunities: Career management for low income, African-American college students.** Paper accepted for presentation at the annual meeting of the American Sociological Association, Atlanta.
- Parks-Yancy, R. 2009. **Online teaching for global benefit.** Paper accepted for presentation at the 17<sup>th</sup> annual meeting of the *Southwestern Business Administration Teaching Conference* held at the Jesse H. Jones School of Business at Texas Southern University.
- Parks-Yancy, R. 2009. **The impact of downsizing on the social capital resources and careers of African-American survivors.** Paper accepted at the annual meeting of the Academy of Management, Chicago.
- Khosrovani, M., Poudeh, R. & Parks-Yancy, R. 2009. **How African-American ministers communicate HIV/AIDS-related health information to their congregants: A survey of selected black churches in Houston, Texas.** Paper accepted for presentation at the 30<sup>th</sup> Annual Intercultural Communications Conference at Texas Southern University, Houston.
- Khosrovani, M. & Parks-Yancy, R. 2008. **A study of African-Americans and perceptions of workplace opportunities.** Presentation at Texas Southern University's Research Week program.
- Parks-Yancy, R., DiTomaso, N., & Post, C. 2008. **Tie strength and access to social capital resources for the careers of African-Americans.** Paper accepted for presentation at the annual meeting of the Academy of Management, Anaheim.
- Post, C., DeLia, E., DiTomaso, N., & Parks-Yancy, R. 2007. **A life course examination of women's career and family trajectories.** Paper accepted for presentation at the annual meeting of the Academy of Management, Philadelphia.
- Shih, J., DiTomaso, N., Post, C., & Parks-Yancy, R. 2007. **The symbolic politics of immigration for white Americans.** Paper accepted for presentation at the annual meeting of the American Sociological Association, New York.
- Parks-Yancy, R. 2006. **Lecturing doesn't have to be boring!** Presentation at the *Southwestern Business Administration Teaching Conference* held at the Jesse H. Jones School of Business at Texas Southern University.
- Parks-Yancy, R. 2006. **The effects of social capital resources on the careers of diverse groups.** Presentation at Texas Southern University's Research Week program.
- Parks-Yancy, R., DiTomaso, N., & Post, C. 2006. **Career pathways of middle and working class African-Americans: The role of social ties.** Paper accepted for presentation at the annual meeting of the Academy of Management, Atlanta.
- Post, C., De Lia, E., & Parks-Yancy, R. 2006. **Career trajectories and family structure development.** Paper accepted for presentation at the annual meeting of the American Sociological Association, Montreal.
- Parks-Yancy, R., Motley, D. & Johnson, O. 2006. **What happens when I don't get tenure: Strategies for moving forward.** Professional Development Workshop accepted at the annual meeting of the Academy of Management meeting, Atlanta.
- Parks-Yancy, R., DiTomaso, N., & Post, C. 2005. **Career trajectories and the social capital resources of diverse groups.** Paper accepted for presentation at the annual meeting of the Academy of Management, Honolulu.

- Parks-Yancy, R., DiTomaso, N., & Post, C. 2005. **Social capital resources and social programs: Advancement mechanisms for disadvantaged groups.** Paper accepted for presentation at the annual meeting of the American Sociological Association, Philadelphia.
- Parks-Yancy, R. 2004. **The cumulative effects of social group membership and social capital resources on careers.** Paper accepted for presentation at the annual meeting of the Academy of Management, New Orleans.
- Parks-Yancy, R. & Post, C. 2004. **The social capital resources of gender and class groups.** Paper accepted for presentation at the annual meeting of the American Sociological Association, San Francisco.
- Parks-Yancy, R., DiTomaso, N., & Post, C. 2003. **Reciprocal obligations in resource exchanges among social groups and the effects on life outcomes.** Paper accepted for presentation at the annual meeting of the Academy of Management, Seattle.
- Parks-Yancy, R., DiTomaso, N. & Post, C. 2003. **The moderating effects of social and financial capital on hardships.** Paper accepted for presentation at the annual meeting of the Academy of Management, Seattle.
- DiTomaso, N., Post, C., & Parks-Yancy, R. 2003. **Race/ethnicity and God: Religious conservatives and racial politics.** Paper accepted for presentation at the annual meeting of the American Sociological Association, Atlanta.
- Parks-Yancy, R. & Post, C. 2003. **Strong and weak ties of survivors of organizational downsizing.** Paper accepted at the annual meeting of American Sociological Association, Atlanta.
- Parks-Yancy, R. 2002. **Antecedents of managerial and professional career trajectories and their differential effects on blacks and whites: Gaining parity through human and social capital.** Paper accepted for presentation at the annual meeting of the Academy of Management, Denver.
- Parks-Yancy, R. 2002. **The cumulative nature of advantage: The effects of career antecedents on whites and African-Americans.** Paper accepted at the annual meeting of the American Sociological Association, Chicago.
- Parks-Yancy, R, DiTomaso, N., & Post, C. 2002. **Overcoming setbacks through access to social resources.** Paper accepted for presentation at the annual meeting of the Society for the Advancement of Socio-Economics, Minneapolis.
- DiTomaso, N., Parks-Yancy, R., & Post, C. 2002. **White views of civil rights and equal opportunity: Colorblindness, qualifications, and quotas.** Paper accepted for presentation at the annual meeting of the Academy of Management, Denver.

## **SEMINAR and WORKSHOP FACILITATION**

- 2020. **“I Am My #1 Brand.”** Presented at Texas A&M University Commerce. Commerce, TX.
- 2019. **“Effective Resumes that Sell.”** Presented at the American Marketing Association’s 41<sup>st</sup> Annual Collegiate Conference, New Orleans.
- 2018. **“Strategies for Career Success.”** Presented at the Risk Management Association (RMA) Gulf Coast Chapter, Houston.
- 2018. **“Secure the Career & Not the Job: Strategies & Tactics.”** Presented at the National Sales Network 22<sup>nd</sup> Annual Conference and Career Fair, New Orleans.
- 2018. Parks-Yancy, R. & Cooley, D. **“Interviewing Tips.”** Presented at National Sales Network-Houston Pre-Conference Preparation Workshop. Houston.

- 2016. “**A Fulbright Scholar to Armenia.**” Presented at the Fulbright Association New Academic Year Reception, sponsored by Fulbright Association-Houston/Southeast Chapter and Texas Southern University (TSU)
- 2016. Led the event “**An Evening with Walter Ulrich, CEO of Houston Technology Center**” held at the Jesse H. Jones School of Business, Texas Southern University
- 2015. “**Networking is 1 Letter Away from Not Working!**” Presented at the Texas Southern University National Alumni Convention, Houston.

## **WORKING PAPERS PUBLICATIONS**

Parks-Yancy, R. 2007. **The team challenge in a global context.** Strategic Planning for Global Competitiveness Symposium at the Jesse H. Jones School of Business, Working Papers series.

## **HONORS/AWARDS**

- Received Graduate Faculty Honor by the Graduate School at Texas Southern University, 2017
- Awarded \$900 Conference Presentation grant from University of Maryland University College, 2017
- Accepted as Peer Reviewer and Fulbright Ambassador for the Fulbright U.S. Scholar Program, 2016.
- Featured in the University of Maryland University College (UMUC) Faculty Spotlight publication, 2016.
- Awarded University of Maryland University of College (UMUC) Teaching Recognition Award in The Graduate School, 2015
- Awarded Jesse H. Jones School of Business Faculty Research Award, 2014
- Awarded 3<sup>rd</sup> Place in the Faculty Oral Presentations competition at Texas Southern University’s Research Week program, 2013
- Featured Plenary session speaker at Texas Southern University’s Research Week program, 2011  
“Fulbright Experience in Eurasia”
- Featured guest speaker at Central State University’s Convocation, 124<sup>th</sup> Commemoration, March 2011
- Featured in the 2011 annual “Emerging Scholars” segment in **Diverse: Issues in Higher Education.** January 6, 2011
- Awarded Fulbright grant to Armenia, February-June 2010
- Awarded Fulbright Program Specialist Candidacy, July, 2008.
- Featured in PhD Project’s Faculty Impact article “Mentorships that Matter: Dr. Rochelle Parks-Yancy”, December 2007.
- Awarded full funding to be a guest lecturer at the School of Business at Michigan Technological University, in Houghton, Michigan, March 2006.
- Featured in the Southern Regional Education Board’s (SREB) publication “The progress and promise of the SREB-state doctoral scholars program,” 2006.
- Awarded a certificate of appreciation from General Electric’s African-American Forum for session titled “Networking for Women and Minorities,” March 4, 2005.
- Earned Graduate Faculty Status, Texas Southern University, 2005-present.
- Awarded a fellowship from the Bildner New Jersey Diversity Initiative 2004.
- Awarded an Eagleton Institute of Politics Fellowship for 2003-2004.
- Best Paper Award from Prentice Hall Business Publishing and the Careers Division of the Academy of Management, 2002.
- Awarded a merit fellowship for the 2001-2002, 2002-2003, and 2003-2004 academic years from the State of New Jersey.
- Awarded a fellowship from the Graduate School at Rutgers University-Newark, 2000.

## **CAREER CONSULTING EXPERTISE**

- “**Career Change-Strategies for Success**” Presentation at Texas A&M University-Commerce
- “**Effective LinkedIn Pages and Resumes**” Presentation at Texas A&M University-Commerce
- “**Online Teaching Dynamics**” Presentation at Online Teaching Summit
- “**Take Charge of YOUR Performance Evaluation**”
- “**Effective HR Management for First-Line Managers**” “**Teambuilding**” and “**Career Development**” training series for Golds’ Gym International, Yerevan, Armenia,
- “**Communication and Intercultural Relations,**” sessions for Personnel Department, American University of

Armenia, Yerevan, Armenia

- “**Creating Effective Teams**” sessions at African Trade Symposium, sponsored by the Jesse H. Jones School of Business,
- “**Surviving Downsizing with Social Capital,**” sessions for General Electric.
- “**Networking for Women and Minorities,**” sessions for General Electric.

## **EMPLOYMENT EXPERIENCE**

### Promoted to:

**September 2016-present.** Texas Southern University, Jesse H. Jones School of Business, Houston, TX.

### **Full Professor of Management/Research Coordinator for the JHJ School of Business**

- Teach face to face and online undergraduate, MBA and Executive MBA courses, averaging a 4.1/5.0 teaching evaluation score
  - Organizational Behavior
  - Human Resources (undergraduate and MBA students)
    - Recruitment, Selection, Retention
    - Global Human Resources
    - Legal Environment of Human Resources
  - Organization Theory (Online Executive MBA students)
  - Organization Theory (MBA students)
  - Leadership (Online Executive MBA course)
  - Business Communication
  - Principles of Management
- Conduct scholarly research for journal publication and knowledge dissemination, publishing 3 books and 25+ refereed journal articles
- Led the online Executive MBA/MBA program revamp, attracting a 5% increase in program enrollment in the first 2 years
- Lead the assessment process of the management major for the AACSB International reaccreditation purposes, which led to the JHJ’s reaccreditation
- Lead Executive MBA students’ international trip to China, which promoted education exchange between China and Jesse H. Jones’ School of Business at TSU.
- Manage the TSU Seed Grant proposal review process within the Jesse H. Jones School of Business, which ensure accurate and timely proposal reviews.
- Co-lead the JHJ Graduate Student Association (GSA):
  - Organize and recruit participants for the JHJ GSA Career Fair, 70 attendees, 8% received job offers. This improves the JHJ graduate student employment rate.
  - Recruit executives to participate in the JHJ Executive Lecture Series, enhancing the professional development of graduate students
- Faculty Advisor for the JHJ School of Business Student Advisory Council
  - Led the creation of the JHJ Newsletter ““Happenings and Highlights: Student Success at the JHJ School of Business” that showcases JHJ students’ accomplishments
- Serve on management search committee for open faculty of management positions.
- Chair the school faculty committee and the departmental grievance committee

### Promoted to:

**August 2010-August 2016.** Texas Southern University, Jesse H. Jones School of Business, Houston, TX.

### **Associate Professor of Management**

- Teach undergraduate and graduate management courses, including online EMBA courses
- Designed the Human Resources course for MBA students.
- Designed the Human Resources concentration for undergraduate management majors and served as the faculty liaison for the university course approval process.

### Promoted to:

**August 2007-August 2009 Assistant Professor of Management/\_Management Organizer**

Texas Southern University, Jesse H. Jones School of Business, Houston, TX.

- Developed assessment objectives for the Management major for school-wide accreditation review process.
- Organize the career development plans for students in each Management concentration.

**August 2004-August 2010.** Texas Southern University, Jesse H. Jones School of Business, Houston, TX.

- Teach undergraduate and graduate management courses, including online EMBA courses
- Designed the Human Resources course for MBA students.
- Designed the Human Resources concentration for undergraduate management majors and served as the faculty liaison for the university course approval process.

**January 2011-present.** University of Maryland University College (UMUC), College Park, MD.

**Associate Professor-Online Graduate Human Resources**

- Teach 100% online Human Resources Development courses to graduate students, averaging 4.4/5.0 on teaching evaluations
- Mentor students regarding career management to improve their career outcomes

**March 2010-present.** Dr. Rochelle Parks-Yancy

**Career Coach/Resume Writer/Professional Development Workshop Facilitator**

- Deliver individual and group training sessions to clients. Sessions include: Job Search Strategies; Effective Resumes; Interviewing Strategies
  - 100% of clients increase their proportion of job interviews and 70% of clients find a new job within nine (9) months
- Professional Development Workshops include: Career Management for First Line and Senior Managers; HR Management for First-Line Managers; Online Teaching Dynamics; Intercultural Communications; Creating Effective Teams; Surviving Downsizing with Social Capital

**March 2010-June 2010.** American University of Armenia, Yerevan, Armenia.

**Fulbright Visiting Professor**

- Taught Master's level Organizational Behavior course in Political Science department
- Investigated job search processes of Armenian workers versus American workers

**March 2010-June 2010.** Gold's Gym International, Yerevan, Armenia.

**Management Consultant**

- Provided managerial training to supervisory staff at Gold's Gym, improving their performance evaluations by 5%. Training sessions included:
  - Effective HR Management for First-Line Managers
  - Communication and Intercultural Relations
  - Creating Effective Teams

**August 2000-July 2004.** Rutgers University Business School, Newark, NJ. **Research and Teaching Assistant.**

- Qualitative and quantitative analysis of over 250 detailed interview transcripts, ranging from 40-60 pages in length each.
  - Code patterns in the data utilizing qualitative (AtlasTi) software, as well as analyzing the data quantitatively using SPSS.
  - Identify sample for supplemental interviews and conduct the interviews.
- Teach Principles of Management courses to undergraduate business students, averaging a 4.4/5.00 teaching evaluation score.
- Teach Organizational Change course to an MBA class.

## **ADDITIONAL EMPLOYMENT**

Southern Methodist University, Dallas, TX, Edwin L. Cox School of Business, Division of Executive & Management Development. **Program Director.**

- Develop executive education programs for business leaders seeking professional development:
  - Scan the business market for new program ideas

- Recruit faculty to teach the programs
- Manage the overall program logistics
- Supervise program coordinators in executing the program logistics
- Developed telecommunications program for telecommunications executives, contributing over \$105,000 to company revenues.
- Direct and monitor the quality of executive education programs to ensure quality customer service to program participants and to ensure that the programs meet the needs of business community.
- Recruit, evaluate, and coach program faculty in program delivery skills, in response to comments by program participants and personal observation.

## **SERVICE TO THE PROFESSION, SCHOOL OF BUSINESS AND UNIVERSITY**

- Judged Business Plan competition for the Texas FBLA (Future Business Leaders of America) 2019 State Leadership Conference, Houston, TX, 2019.
- Serve on Texas Southern University's RTP (Reappointment, Tenure, and Promotion Committee, 2019
- Serve on SACS (Southern Association of Colleges and Schools) Accreditation Committee, 2018
- AACSB 5<sup>th</sup> year reaccreditation review report: Completed Faculty Engagement section, 2016
- Led "An Evening with Walter Ulrich, CEO of Houston Technology Center" event at the Jesse H. Jones School of Business, 2016
- Chair, Curriculum Committee at Texas Southern University, 2015-present
- Serve on the American with Disabilities Act (ADA) Hearing Committee at Texas Southern University, Fall 2014-present
- Faculty Advisor to the Jesse H. Jones School of Business Graduate Student Association 2012-present
- Presented "Communication for Effective Interdepartmental/Interdisciplinary Relations" at the Fall 2012 Opening Faculty Assembly Meeting at Texas Southern University
- Developed Faculty Course Overload policy as a member of TSU's Faculty Senate Ad Hoc Committee for Course Overload, 2011
- Research Coordinator for the Jesse H. Jones School of Business, Texas Southern University, 2010-present. Solicit and review seed grant proposals, organize Research Week presentations.
- Review fellowship applications for National Black MBA Association Doctoral Fellowship program, 2009-.
- Grant reviewer for University of Houston Research Council ' 2007.
- Discussant for GDO Division paper session titled "Perspectives on Work-Life Well-Being: Facilitation vs. Conflict" at the 2008 Academy of Management meeting, Anaheim.
- Chair of session titled "*Ethnicity and work-family issues*" at the 2007 Academy of Management meeting, Philadelphia.
- Chair of session titled "*Making it work? Issues of balance in managing life and career*" at the 2007 Academy of Management meeting, Philadelphia.
- Editor of the *Southwestern Business Administration Teaching Conference Proceedings*, 2006-2008.
- Designed and presented Human Resources Concentration for Management majors in the Jesse H. Jones School of Business to the Advisory Council of the Jesse H. Jones School of Business, September 2006.
- Organized Professional Development Workshop at the 2006 Academy of Management meeting, Atlanta titled, "*What happens when I don't get tenure: Strategies for moving forward.*"
- Discussant for the Careers Division paper session "Extra-Organizational Careers: Careers Outside the Boundaries of Organizations" at the 2005 Academy of Management Meeting, Honolulu.
- Review seed grant proposals for the Jesse H. Jones School of Business, 2005-present.
- Paper reviewer for the Gender & Diversity Division and the Careers Division of the Academy of Management.
- Reviewer for the journal *American Sociological Review*
- Reviewer for the *Journal of Family and Economic Issues*.
- Reviewer for *The Sociological Quarterly*.
- Reviewer for *Social Forces*.
- Reviewer for *Sociological Forum*.
- Reviewer for the *International Journal of Business Research*, sponsored by the International Academy of Business and Economics.
- Reviewer for the *Southwestern Business Administration Journal*.

## **MEDIA ENGAGEMENTS**

2020. "Professor Provides Advice on Next Steps for Those Who Are Unemployed."

<http://www.tsu.edu/news/2020/06/professor-provides-advice-on-next-steps-for-those-who-are-unemployed.html#.Xuzxt2hKjIV>

2017. "2017's Best & Worst Cities for Jobs". <https://wallethub.com/edu/best-cities-for-jobs/2173/>

2016. "Know your High, your Low, your Mid-point and your H--L NO! 1. Effective Salary Negotiation tips; 2. Taking Charge of Your Performance Evaluation; and 3. Why College is a Lie." Podcast interview with Kailei Carr, Beyond the Business Suit.

<http://www.kaileicarr.com/episode-72-dr-rochelle-parks-yancy-tools-for-intentionally-managing-your-career/>

## **PROFESSIONAL MEMBERSHIPS**

- **Board Member:** Fulbright Association Houston/Southeast Chapter
- Academy of Management
- American Sociological Association
- Society for Human Resource Management

## **OTHER SIGNIFICANT PROFESSIONAL DEVELOPMENT**

- 2017-Attended AACSB annual meeting, attended seminars on Improving Graduate Student Enrollment; Houston
- 2014-Attended the *Harvard Business School Publishing Case Method Teaching Seminar*, Houston,
- 2013-Attended AACSB International *Redesigning Undergraduate Curriculum Symposium*, Tampa
- 2004-2016-Attended the *Southwestern Business Administration Teaching Conference*, Houston
- 2005-Participated in the *Social Capital and Social Networks Conference* sponsored by the Department of Sociology at The Ohio State University, June 2005.