

CURRICULUM VITAE

JASON LEE CARTER

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PROFESSIONAL SUMMARY

Senior-level instructor for face-to-face and online business education programs holding titles such as Lecturer, Assistant Professor, Associate Professor, and Coordinator for institutions across the U.S.A., Southeast Asia, China, and Switzerland. Primary teaching duties include various subjects in Management and Marketing courses, with significant experience instructing Human Resources Management and Communications subjects, as well as some teaching in Economics, Accounting, Finance, and Business English when needed. Core specialization includes undergrad and grad business degree program curriculum design, revision, and development. Supplemental specializations in graduate supervision at the Master and Doctorate levels for thesis and dissertation advising, as well as course textbook authorship for subjects such as Operations Management, Business Communications, and more. Skilled in diverse classroom instruction for varying levels of nationalities, comprehension, and English fluency utilizing multiplatform learning environments including face-to-face (on-campus/on-site), hybrid, asynchronous, hyflex, etc., and Learning Management System (LMS) dashboards including Canvas, Blackboard, iCan, Moodle, etc.

CURRENT EMPLOYMENT

January 2025 to present

Assistant Professor of Business

University of Science and Arts of Oklahoma (USAO), Chickasha, OK (full-time; face-to-face & remote)

- *Course Development & Revision:* **ALL** courses in the business department including syllabi revisions, grading rubrics, curriculum mapping for Program Learning Objectives (PLOs) to Course Learning Outcomes (CLOs) for 21 courses.
- *Founder and Inaugural President:* USAO chapter of the Sigma Beta Delta (ΣΒΔ) honor society for Business, Management, and Administration college & university degree programs.
- *Courses Lecturing/Lectured:* Principles of Management, Critical Management, Business Ethics, Management Communication, Managerial Strategies, International Management, Introduction to Business, Principles of Finance, Operations Management, Business Law I, Employment Law, and Small Business Organization & Management.

May 2025 to present

Adjunct Assistant Professor of Business Administration

University of Cincinnati: Clermont College, Batavia, OH (part-time; remote)

- *Courses Lecturing:* Introduction to Marketing, Introduction to Business, Fundamentals of Human Relations, and Principles of Advertising & Promotions.

(Non-Academic Position) August 2024 to present

Marketing Consultant

TokPick, Inc., McKinney, TX (part-time; face-to-face & remote)

- *Key Duties:* Developing marketing strategies that align with the company's objectives; Assessing market/consumer trends to target opportunities for growth; Reviewing the effectiveness of marketing initiatives and recommending adjustments as necessary.

November 2021 to present

Lecturer; Associate Professor in Management

LIGS University, Honolulu, HI (part-time; remote)

- *Courses Lecturing:* Planning and Development (Ph.D.), Recruitment (Ph.D.), Management (DBA), HRM (DBA).
- *Additional Duties:* Dissertation supervising for PhD and DBA students.

PREVIOUS EMPLOYMENT

November 2023 to December 2025 (2-years, 2-months)

Lecturer

University of Wisconsin-Platteville, Platteville, WI (part-time; remote)

- *Courses Lectured:* Consumer Behavior, Marketing Research, Organizational Behavior, Introduction to Marketing, Marketing Management.
- *Course Development:* Consumer Behavior, Marketing Management (undergrad), Marketing Management (grad).

August 2023 to August 2024 (1-year)

Assistant Professor of Business

Quincy College, Quincy, MA (full-time; face-to-face & remote)

- *Courses Lectured:* Fundamentals of Business, Principles of Management, Business Ethics, Principles of Marketing, Principles of Advertising, and Operations and Logistics Management (3rd year).
- *Course Development:* Operations and Logistics Management (3rd year).

August 2018 to August 2022 (4-years, 1-month)

Assistant Professor

City University of Macau, Macau S.A.R. (China) (full-time; face-to-face & remote)

- *Courses Lectured:* Principles of Management, Marketing Management, International Business Management, International Marketing, Introduction to Business, Human Resources Management, Global Strategic Management.
- *Additional Duties:* Dissertation supervising for MBA students.

January 2017 to December 2017 (1-year)

Lecturer / MBA Program Coordinator

Webster University-Thailand, Bangkok, Thailand (full-time; face-to-face)

- *Courses Lectured:* International Marketing Management, Labor Relations Management, Contemporary Human Resources Strategies, etc.
- *Coordinator Duties:* Recruitment of new lecturers, open classroom assignments, performance reviews, dismissals when needed.
- *Additional Duties:* Dissertation supervising for MBA students.

September 2009 to December 2016 (7-years, 4-months)

Lecturer / International Business Program Coordinator

Dusit Thani College, Bangkok, Thailand (full-time; face-to-face)

- *Courses Lectured:* Global Supply Chain Management, HR Development, HRM for Multinationals, Strategic Management, etc.
- *Coordinator Duties:* Recruitment of new lecturers, open classroom assignments, performance reviews, dismissals when needed.

(Non-Academic Position) September 2004 to September 2009 (5-yrs., 1-month.)

Sales Representative; Enterprise Sales & Service Manager Southeast Asia-Pac Region

Guidance Software, Inc., Los Angeles/Pasadena, CA (full-time; face-to-face)

- *Sales Performance:* Increased sales quota by 12% in 2005 and 15% in 2006: "Emperor's Club" top 5% sales performance 2005.
- *Administrative Duties:* Formal business proposals and reports; remote and on-site customer consultations; recruitment/selection for sales staff.

January 2001 to September 2004 (3-years, 9-months)

Instructor

North-Chiang Mai University, Hang Dong, Chiang Mai, Thailand (full-time; face-to-face)

- *Courses Lectured:* Business English I, II, III (BBA / BSc / BA), Business Writing III (BBA)

(Non-Academic Position) January 1998 to January 2001 (3-years, 1-month)

Sales Representative

ADT Home Security/TYCO, Inc., GA, FL, SC (full-time; face-to-face)

- *Sales Performance:* Door-to-door commercial sales in Southeast U.S.; increased sales by average of 9% annually in 3-year employment span.

EDUCATION

December 2019 to October 2021 (1-year, 8-months)

Doctor of Business Administration (DBA)

LIGS University, Honolulu, HI (remote)

- *Concentration:* Marketing
- *Cumulative GPA:* 4.00
- *Credit Hours:* 62
- *Dissertation:* "Brand perception of Chinese tertiary learning institutions influencing student enrollment in the post-Covid 19 digital era"
- *Data Concentration:* Brand Management, Consumer Perception Theory = explanatory, inductive, qualitative case study approach.
- *Accreditation:* Accreditation Service for International Schools and Colleges (ASIC).

May 2012 to June 2016 (4-years, 1-month)

Doctor of Business Administration (DBA)

SMC University, Zug, Switzerland (face-to-face & remote)

- *Concentration:* Management
- *Cumulative GPA:* 3.70
- *Credit Hours:* 62
- *Dissertation:* "Geocentralization: Designing adaptive geocentric business management curriculum for adult learning institutions in Thailand"
- *Doctoral Candidate Residency:* February 2012 to May 2012: Ecole Hôtelière de Lausanne (EHL), Lausanne, Switzerland.
- *Data Concentration:* Organizational Management, Adult Education Theory = exploratory, deductive, qualitative case study approach.
- *Accreditation:* Accreditation Council for Business Schools and Programs (ACBSP).
- *NACES evaluation for foreign education degrees:* Global Credential Evaluators, Inc., GCE#: CH4640.SS

March 2006 to February 2007 (11-months)

Master of Business Administration (MBA)

American InterContinental University (AIU), Los Angeles, CA (face-to-face)

- *Concentration:* Management
- *Cumulative GPA:* 3.50
- *Credit Hours:* 48
- *Thesis:* “Management in crisis: Review of the Coca-Cola Company’s management of the contamination events in Belgium and India”
- *Accreditation:* Accreditation Council for Business Schools and Programs (ACBSP).

August 2004 to March 2006 (1-year, 7-months)

Bachelor of Business Administration (BBA)

American InterContinental University (AIU), Los Angeles, CA (face-to-face)

- *Concentration:* Human Resources Management (HRM)
- *Cumulative GPA:* 4.00
- *Credit Hours:* 90; “Summa cum Laude”
- *Accreditation:* Accreditation Council for Business Schools and Programs (ACBSP).

August 2002 to August 2004 (2-years)

Associate of Arts in Business Administration (AABA)

American InterContinental University (AIU), Schaumburg, IL: Online Campus (remote)

- *Concentration:* Information Systems
- *Cumulative GPA:* 4.00
- *Credit Hours:* 84; “With Honors”
- *Accreditation:* Accreditation Council for Business Schools and Programs (ACBSP).

CERTIFICATIONS, AWARDS, & MEMBERSHIPS

February 2012 to May 2012 (4-months)

Qualified Learning Facilitator (QLF)

Ecole Hôtelière de Lausanne (EHL), Lausanne, Switzerland (face-to-face)

- *Membership:* Non-license certification / No expiration.
- *Learning Focus:* Adult learner theory; “andragogy-vs.-pedagogy” theory; Facilitation and curriculum design & implementation theory.
- *Outcome:* Completed with “Excellent (A+)” rating. Participated during training for doctoral candidate residency: Feb 2012 to May 2012.

January 2002 to March 2002 (3-months)

Teaching English as a Foreign Language (TEFL)

Text-and-Talk Academy, Chiang Mai/Bangkok, Thailand (face-to-face)

- *Membership:* Non-license certification / No expiration.
- *Learning Focus:* Epistemology and pedagogy-based learning theory.
- *Outcome:* Completed with “A”, Category 1 (90-100%) rating.

April 2023 & June 2025

Sigma Beta Delta (ΣΒΔ): International Honor Society for Business, Management, and Administration

1st Sponsoring Inductor (April 2023): Elmira College, Elmira, NY

- *Membership:* Non-license certification / No expiration.
- *Recognition for Course Program Development:* Operations Management (OM); Bachelor of Business Administration degree program.

2nd Sponsoring Inductor (June 2025): University of Science and Arts of Oklahoma (USAO), Chickasha, OK

- *Membership:* Non-license certification / No expiration.
- *Inaugural* President & Coordinator for the USAO chapter.

January 1 to January 5, 2024 (5-days)

Knowledge Management (KM) Training

Quincy College, Quincy, MA (face-to-face)

- *Membership:* Non-license certification / No expiration.
- *Validation* of expertise in capturing, organizing, storing, and sharing organizational knowledge, leading to improved performance and organizational success.

September 14, 2021

Outstanding Teaching Performance Award

City University of Macau, Macau S.A.R. (China)

- **Winner:** “Outstanding Teaching Performance Award: Academic Year 2020-2021”

RELEVANT SKILLS

Academic Coordinator: Served as a coordinator as MBA Program Coordinator for the Webster University Thailand, Bangkok, campus from January 2017 to December 2017 (1-year) in addition to lecturing duties, as well as International Business Program Coordinator at Dusit Thani College, Bangkok, Thailand from September 2009 to December 2016 (7-years, 4-months) also in addition to lecturing duties.

Andragogy / Adult Facilitation Education: A practice in which adults engage in systematic and sustained self-educating activities in order to gain new forms of knowledge, skills, attitudes, or values; the *facilitation* learning for adults as self-directed learners.

Asynchronous Education: Learning mediums at varying time intervals for working professionals and/or full-time students, integrating standard learning objectives without consistent real-time (face-to-face) interactions with professors or other fellow students.

Business Curriculum Design: The creation of the overall course blueprint, mapping content to learning objectives, including how to develop a course outline and build the course, along with accompanying resource materials such as PPTs, exams, term projects, etc.

Committee Membership: Institutional “service” on various institutional committees including Senate, Recruiting, Curriculum, and Student Disciplinary committees, as well as ad hoc committees on short-term commitments as needed.

Employee Supervision: Guiding, monitoring, and evaluating employees to ensure they perform their tasks effectively and meet company goals; total of 78 employees across three continents and three organizations (two academic, one corporate).

Graduate Thesis/Dissertation Supervisor: Providing thesis/dissertation supervision/mentoring for candidates in Management, Marketing, HRM, Accounting, Finance, and Business Law degrees.

Hybrid Lecturing: To combine traditional, face-to-face “seat time” with some online learning activities to take advantage of the best features of both mediums that may include split classes with different portions of students being online and some being face-to-face simultaneously.

Learning Management System (LMS): Software application or web-based technology used to plan, implement and assess a specific learning process; currently experienced in Canvas, Blackboard, iCAN (Moodle), and TRON.

Management and Marketing Consultation: Working with small, medium, and large companies engaged in international operations, as well as individuals seeking advice on starting businesses or to complete their business courses and/or degrees.

Microsoft Office Suite: Word, Excel, PowerPoint expert proficiency.

Research: Design & conduct research with funding in areas of Organizational Management for tertiary learning institutions, and Brand Management for higher education institutions, as well as monitoring & guiding research teams needed to achieve goals.

Self-Management: The ability to control and regulate thoughts, emotions, and behaviors in a productive way, including: Goal setting, Time management, Self-discipline, Adaptability, Self-motivation, and Stress management.

Textbook Authorship: For course subjects including Accounting Comprehension for Business Managers, Advanced English Composition, Business English for the Hospitality Industry, Contemporary World Affairs, Diplomatic Communication for Business Managers, and Principles of Communication.