

MEAGAN E. BASKIN, PHD

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PROFESSOR | CONSULTANT | ORGANIZATIONAL DEVELOPMENT

Collaborative, innovative, and skilled job analyst with extensive experience in test design in public and private settings, as well as contract consulting. Award winning subject matter expert in the areas of organizational culture and behavior, human resource functions, and ethical-decision making. Proven track record of success in the design and delivery of compelling courses across university and corporate environments. Demonstrated skill in research methods and survey design with capabilities to analyze large and complex data sets. Excellent interpersonal, communication, and public presentation skills with ability to communicate complex topics in an easily digestible manner.

- Diverse Audiences
- Teaching & Training
- Stakeholder Management
- Cross-Functional Collaboration
- Presentations & Instruction
- Relationship Building
- Translation of Complex Concepts
- Organizational Research & Writing
- Program Management
- Design & Develop Surveys
- Adult Learning Principles
- Data Analysis

- *Designed and implemented new compensation system for a 900+ employee organization.*
- *Conducted Subject Matter Expert interviews for a culture audit to evaluate corporate value alignment to physical office environments.*
- *Led a team of 33 students through the progress of consulting management from inception to pitch for real client.*
- *Editorial Board - International Journal of Selection & Assessment, Reviewer - Journal of Occupational and Organizational Psychology, Journal of Business Research, Ethics & Behavior, International Journal of Selection & Assessment, Organizational Management Journal, Motivation Science, Journal of Business Ethics, and Compensation & Benefits Review.*

Technology: Black Board | Canvas | Desire2Learn | Articulate | Articulate Rise | SPSS | FlipGrid



“Dr. Baskin is exceptionally talented in the classroom; she continues to seek faculty development opportunities to innovate to improve the experience for her students. As a result, her “Organizational Behavior by Design” course was unlike any other management course ever taught at the university. Through this course, the administration of the college began to realize that our physical footprint might be changed to provide a better environment to facilitate student learning. With some delay due to Covid and supply chain issues, the college is finally embarking on several design improvements.” Dr. Karen C., Endowed Professor of Accounting, University of Tulsa

“Dr. Baskin was a great resource to our organization as she mentored up and coming Human Resource professionals in the area and consulted with our group to advise us on the latest research and trends about human behavior in the workplace and the role that management and Human Resources professionals can play to harness that energy in positive ways.” - Bradley H., Health Care, Employment, and Litigation Attorney at Brown & Fortunato, P.C.

Professional Experience

July 2022 to Present • LUTGERT COLLEGE OF BUSINESS, FLORIDA GULF COAST UNIV. • Fort Myers, FL

The SFLI at Florida Gulf Coast University is the source for training, programs, best practices, research, and business leadership competencies.

Director, Southwest Florida Leadership Institute

Develop programs for internal and external stakeholders of the Institute and direct its daily and annual fiscal operations. Engage and collaborate with external corporate partners to plan and deliver SFLI training and micro-credentialing opportunities for their executives and workforce, and develop internal relationships and training opportunities for FGCU personnel.

Associate Professor of Management

Designs and teaches courses on a variety of topics including organization and people management, culture, leadership, and ethics. Conduct applied organizational research focusing primarily on impact of societal shifts such as Covid-19, on organizational management and HR practices. Serves the University and community through committee work, volunteerism, and engaging with students to encourage their ability to impact society.

July 2018 to June 2022 • COLLINS COLLEGE OF BUSINESS, UNIVERSITY OF TULSA • Tulsa, OK

Private university focusing on student engagement and development as holistic people that will contribute to society in meaningful ways.

Assistant Professor of Management

Designs and teaches courses to college juniors, seniors, and MBA students. Conducts research on a variety of organizational topics, focuses primarily on organizational culture, teams, and human resources functions. Serves the University and community through committee work, volunteerism, and engaging with students to encourage their ability to impact society.

- *Subject matter expert that designs and delivers courses in topics related to organizational behavior and leadership, human resources, and ethical decision making.*
- *Serves on multiple university and college level committees with varying objectives and tasks as a collaborative and adaptable member that is focused on serving and impacting the community.*
- *Achieved above average evaluations of teaching throughout global pandemic, maintaining excellence in teaching through a time of ambiguity and stress and demonstrating the ability to shift quickly and adapt.*
- *Awarded one of only two TU Shark Tank Research Incubator Grant for compelling and innovative research designed to have an impact on society and make a difference in the community. Research focused on attempting to understand violence in the workplace, focused on violence against healthcare workers, and its correlation to the perpetuation of violence by individuals.*

Selected Awards & Accomplishments

- *Most Valuable Professor: 2021 (multiple depts.), 2020, 2018*
- *Mayo Excellence in Teaching: 2020*
- *Chapman Professorship for Teaching Advancement: 2020*
- *Faculty Development Summer Fellowship: 2021, 2020, 2019*
- *TU Shark Tank Research Incubator Grant: 2020*
- *Foundation Grant Winner, 2013*

August 2014 to June 2018 • COLLEGE OF BUSINESS-UNIVERSITY OF CENTRAL OKLAHOMA • Edmond, OK

Mid-sized, public, regional university focused on transformative learning and leadership development of the students.

Assistant Professor of Management (2014 to 2016)

Conducted research on human resource functional areas and their intersection with organizational culture and leadership. Served university community through committee work and incorporating transformative learning practices into work with students. Designed and delivered courses for both undergraduate and MBA graduate students, primarily focused on students seeking a career in human resources.

- *Served as faculty advisor to the student chapter of the Society of HR Management and coached the competition team that regularly placed in competitions during tenure, winning the national competition in 2018.*
- *Increased university visibility and the number of students interested in the HR Management major due to success of competition team and renowned teaching style.*

Director of Learning Assessment (2016 to 2018)

Directed university assessment program. Designed and measured programmatic learning objectives to ensure academic programs were aligned with the mission of the university, and that professors were incorporating teaching methods to support mission objectives. Managed one direct report.

- *Achieved AACSB accreditation for College of Business, an honor only given to 5% of business schools in the world, resulting in increased student enrollment, state funding, and university recognition.*
- *Worked collaboratively with faculty across the university and multiple disciplines to provide training on best practices to meet objectives.*
- *Created data-driven technical reports for senior leadership at both the college and university level on successes and failures and provided mitigation strategies to address gaps.*

2008 to 2010 • OFFICE OF PERSONNEL MANAGEMENT • Oklahoma City, Oklahoma

Human resources office for all state entities.

HR Specialist | Job Analyst

Conducted subject matter expert meetings with state agencies to collect data through qualitative research methods. Audited state agency employee evaluations process to ensure it complied with valid research methods. Worked cross-functionally with internal divisions. Project managed end-to-end data collection and analysis.

- *Effectively cultivated relationships with subject matter experts across disciplines and organizational levels to collect data.*
- *Analyzed large data sets to determine root cause issues.*

PREVIOUS ROLES: Assistant Professor • College of Business, West Texas A&M University (2011-2014) | Project Researcher • Center for Applied Research (2006-2008) | Alumni Outreach and Events Intern • University of Montana (2004-2006) | Human Resources Intern • Laughlin, Falbo, Levy, & Moresi (2001-2005)

Education & Professional Development

UNIVERSITY OF OKLAHOMA • PhD, I/O Psychology

UNIVERSITY OF MONTANA • Bachelor of Arts, Psychology

UNIVERSITY OF OKLAHOMA • M.S., I/O Psychology

STANFORD UNIVERSITY • Seminar in Design Thinking

UNIVERSITY OF MONTANA • BA, Org. Communication

Publications & Presentations

Publications

- Leon, M. R., & Brock Baskin, M. E. (2022). Above and Beyond: Helping behaviors among nurses in positive and negative reciprocity relationships. *Journal of Managerial Psychology*, 37(3), 264-278.
- Brock Baskin, M. E., Hart, T., & Bajaj, A., Gerlich, R. N., Drumheller, K. D., & Kinsky, E. S. (in press). Subjective norms and social media: Predicting ethical perception and consumer intentions during a secondary crisis. *Ethics & Behavior*.
- Keeler, J. Brock Baskin, M. E., Lambert, A., Clinton, M. S., & Barger Johnson, J. (2022). Practicality of job analysis in today's world of work. *Industrial and Organizational Psychology: Perspectives and Practice*, 15(1), 65-69.
- Brock Baskin, M. E., Gruys, M., Winterberg, C. & Clinton, M. S. (2021). Monkey see, monkey do, monkey tell? Examining supervisor and peer reports of counterproductive work behaviors. *Ethics & Behavior*, 31(7), 516-543
- Waples, E. P. & Brock Baskin, M. E. (2021). Not your parents' organization: HRD practices for sustainable flex work environments. *Advances in Developing Human Resources*, 23(2), 153-170.
- Lester, G., Brock Baskin, M. E., & Clinton, M. S. (2021). Employer-sponsored benefits in the United States: The past, present and future. *Compensation & Benefits Review*, 53(1), 24-42.
- Baskin, M. (2021, February 17). *Should you ask for a raise during the covid-19 pandemic?* HR.com -Talent Management Excellence. <https://web.hr.com/ik2um>
- Baskin, M. (2020, November 18). *Time Theft at Work Is Bad, Except When It's Not*. TLNT-HR & Talent Management. <https://www.tlnt.com/time-theft-at-work-is-bad-except-when-its-not/>
- Baskin, M. (2020, August 12). *Covid-19 and Telecommuting: Not the revolution we were hoping for*. International Business Times.
- Brock Baskin, M. E., & McKee, V. M. (2019). Employee perceptions of climate as an antecedent of time banditry in the workplace. *International Journal of Selection & Assessment*, 27, 83-89.
- Gerlich, R. N., Drumheller, K. D., Clark, R., & Brock Baskin, M. E. (2018). Mechanical turk: Is it just another convenience sample? *Global Journal of Business Disciplines*, 2(1), 45-55.
- Rogers, B, Vardaman, J. Allen, D., Muslin, I. & Brock Baskin, M. E. (2017). Turning up by turning over: The change of scenery effect in major league baseball. *Journal of Business & Psychology*, 32(5), 547-560.
- Brock Baskin, M. E., McKee, V. & Buckley, M. R. (2017). Time banditry and impression management behavior: Prediction and profiling of time bandit types. *Journal of Leadership & Organizational Studies*, 24 (1), 39-54.
- Brock Baskin, M. E., Vardaman, J. M., & Hancock, J. (2016). The role of ethical climate in well-intended rule breaking. *Journal of Behavioral and Applied Management*, 16(2), 71-90.
- Kinsky, E. S., Drumheller, K., Gerlich, R. N., Brock Baskin, M. E., & Sollosy, M. (2015). The effect of socially mediated public relations crises on planned behavior: How TPB can help both corporations and nonprofits. *Journal of Public Relations Research*, 27(2), 136-157(2) DOI: 10.1080/1062726X.2014.976826.
- Brock Baskin, M. E., Zeni, T, & Buckley, M. R. (2014). Understanding applicant withdrawal: Can organizations prevent it and should they even try? *International Journal of Selection & Assessment*, 22(2), 190–198.
- De'Armond, D., Brock Baskin, M. E., Kinsky, E., Drumheller, K., & Gerlich, R. N. (2014). The impacts of social media interaction on stakeholder outcomes: An examination of Lowe's home improvement Store. *Journal of Retail Analytics*, 10 (1), 28-34.
- Kinsky, E., Gerlich, R. G., Brock Baskin, M. E. & Drumheller, K. (2014). Pulling ads, making apologies: Lowe's use of Facebook to communicate with stakeholders. *Public Relations Review*, 40(3), 556–558.
- Vardaman, J., Cornell, P., Allen, D., Gondo, M. B., Muslin, I., Mobley, R. N., Brock, M. E., Sigmon, T. L. (2014). Part of the job: The role of working conditions in the turnover process. *Healthcare Management Review*, 39(2), 164-173.
- Brock, M. E. & Buckley, M. R. (2013). Appropriate use of information systems: A policy training approach. *International Journal of Technoethics*, 4(1), 11-25.
- Brock, M. E. & Buckley, M. R. (2013). Human resource functioning in an information society: Practical suggestions and future implications. *Public Personnel Management*. 42(2), 272-279.
- Brock, M. E., Martin, L. E., & Buckley, M. R. (2013). Time theft in organizations: The development of the time banditry questionnaire. *International Journal of Selection & Assessment*, 21(3), 309-321.
- Zeni, T., Macdougall, A., Chauhan, R., Brock, M. E. & Buckley, M. R. (2013). In search of those boundary conditions which might influence the effectiveness of supportive supervision. *Journal of Occupational and Organizational Psychology*, 86(3), 317-323.

- Brock, M. E.** & Buckley, M. R. (2012). The role of stress in workers' compensation: Past, present and future. *Public Personnel Management, 41*(1), 1-14.
- Klotz, A. C., Wheeler, A. R., Halbesleben, J. R. B., **Brock, M.E.**, & Buckley, M. R. (2011). Can reward systems influence the creative individual? In M. D. Mumford (Ed.), *Handbook of Organizational Creativity*. Oxford, UK: Elsevier Science.
- Martin, L. E., **Brock, M. E.** Buckley, M. R., & Ketchen, D. J. (2010). Time banditry: Examining the purloining of time in organizations. *Human Resources Management Review, 20*(1), 26-34.
- Brock, M. E.**, Vert, A., Kligyte, V., Waples, E. P., Sevier, S. T., & Mumford, M. D. (2008). Mental models: An alternative evaluation of a sensemaking approach to ethics instruction. *Science and Engineering Ethics, 14*(3), 449-472
- Brock, M. E.**, Martin, L. E. & Buckley, M. R. (2008). A review of "Corporate culture: Illuminating the black hole" by Jerome Want. *People & Strategy, 31*(1), 55-56.

Presentations, Panels, Training

- Brock Baskin, M. E.** & Keeler, J. (October, 2022). Measuring moral intensity: Perspectives on subjective versus objective measurement. *Southern Management Association Annual Conference*, Little Rock, AR.
- Leon, M. R. & **Brock Baskin, M. E.** (August, 2022). Above and Beyond: Helping behaviors among nurses during Covid-19. *Academy of Management Annual Conference*, Seattle, WA. *Proceedings*
- Brock Baskin, M. E.** (March, 2022). Doctoral Consortium Speaker. *Southwest Academy of Management, New Orleans, LA*.
- Medina-Craven, M.N., **Brock Baskin, M. E.**, & Ostermeier, K. (November, 2021). Everyone Works Remotely: Exploring Parental Status and the Flexibility Bias in the COVID-19 Era. *Southern Management Association, New Orleans, LA*. *Published Abstract*
- Brock Baskin, M.E.** (October, 2021). Best Practices are Bull\$hit. *DisruptHR*, Tulsa, OK
- Brock Baskin, M. E.** (March 2021). Doctoral Consortium Speaker. *Southwest Academy of Management, Virtual*.
- Brock Baskin, M. E.**, Gruys, M., Winterberg, C., Clinton, M. S., & Crawford, W. (December, 2020) Monkey see, monkey do, monkey tell? Examining supervisor and peer reports of counterproductive work behaviors. *European Academy of Management Conference, Virtual*, *Published Abstract*
- Brock Baskin, M. E.**, Blake, B., Henry, S., & Buckley, M. R. (October, 2020). Political ideology, identity complexity, and the leader-follower relationship. *Southern Management Association, Virtual*, *Published Abstract*
- Brock Baskin, M.E.** (March, 2020). Making Space for the Culture You Want. *DisruptHR*, Tulsa, OK
- Brock Baskin, M. E.** (October, 2019). Beyond the Boring Discussion Board: Using FlipGrid to Engage and Assess Students. Teaching symposium presented at *Southern Management Association, Norfolk, VA* *Published Abstract*
- Brock, Baskin, M. E.**, Kacmar, K. M., Williams, M. L., Paul, J., & Wheeler, A. R. (October, 2019). The Struggle is Real: Unfiltered Conversations on Job Loss and Job Change. Panel presentation at *Southern Management Association, Norfolk, VA*. *Published Abstract*
- Surulinathan Seker, P., Clinton, M.S., & **Brock Baskin, M. E.** (March, 2019). Gender Wage Gap – Is pay transparency the answer? Paper presented at *Oklahoma Research Day Conference, Weatherford, OK*. *Published Abstract*
- Uwamahoro, M. Clinton, M. S. & **Brock Baskin, M. E.** (March, 2019). The rise of virtual care in employer sponsored healthcare benefits. Paper presented at *Oklahoma Research Day Conference, Weatherford, OK*. *Published Abstract*
- Brock Baskin, M.** (January, 2019). *Navigating the b-school market and beyond*. Invited oral presentation at The Psychology Information Exchange for the Industrial-Organizational Psychology program, The University of Tulsa, Tulsa, OK.
- Leon, M., Martin, J, Halbesleben, J., & **Brock Baskin, M. E.** (November, 2018). Effects of Internal Recruiting on Resource Reduction and Reallocation, Paper presented at *Southern Management Association, Lexington, KY*. *Published Abstract*
- Brock Baskin, M. E.** (August, 2018). Articulate Rise and FlipGrid: Creating engagement through the use of online tools. Teaching Symposium presented at *Academy of Management, Chicago, IL*. *Published Abstract*
- Costner, E. & **Brock Baskin, M. E.** (April, 2018). Exploring the role of transparency, voice and controllability on employee compensation satisfaction. Paper presented at *National Conference on Undergraduate Research (NCUR), Edmond, OK*. *Published Abstract*
- Brock Baskin, M. E.**, Waples, E., Tullis, K., Chrusciel, D., & Feinberg, D. (March, 2016). Both sides of the table: Perspectives and challenges on leveraging faculty as consultants in higher education. Panel presentation at *Southwest Academy of Management, Oklahoma City, OK*. *Published Abstract*
- Brock Baskin, M. E.**, McKee, V., & Clinton, M. S. (March, 2016) High-Impact Transformative Learning Techniques: Learning by Working. Teaching symposium at *Southwest Academy of Management, Oklahoma City, OK*. *Published Abstract*
- McKee, V., Clinton, M. S., **Brock Baskin, M. E.**, Merritt, K., & Gregg, J. (March 2016). Climbing the Ivory Tower in Stilettos: How to Promote Higher Education for Women. Panel presentation at *Southwest Academy of Management, Oklahoma City, OK*. *Published Abstract*
- McKee, V., Clinton, M. S., **Brock Baskin, M. E.**, & Merritt, K. (November, 2015). Climbing the Ivory Tower in Stilettos: How to Promote Higher Education for Women. Panel Presentation at *Oklahoma Women in Higher Education. Edmond, OK*. *Published Abstract*

- McKee, V., Clinton, M. S., **Brock Baskin, M. E.**, & Merritt, K. (November, 2015). More Issues than Vogue: The Work Life Balance Struggle for Women in Higher Education. Panel Presentation at *Oklahoma Women in Higher Education*. Edmond, OK. *Published Abstract*
- Klabzuba, A. S., Banister, C. M., & **Brock Baskin, M. E.** (April, 2015). Supervisor performance ratings: Is the view different from the top? Paper presented at the Society for Industrial and Organizational Psychology Annual Conference, Philadelphia, PA. *Published Abstract*
- Brock Baskin, M. E.**, Vardaman, J. & Hancock, J. (2014, November). *Pro-social rule-breaking in the workplace: The role of ethical work climate*. Paper presented at Southern Management Association Annual Conference Proceedings, Savannah, GA. ** Proceedings**
- Brock, M. E.** (2013, November). *To report or not to report: Does ethical climate predict CWB reporting behavior?* Paper presented at Southern Management Association Annual Conference, New Orleans, LA. **Proceedings**
- Brock, M. E.**, Gerlich, R. N., Drumheller, K., Sollosy, M. & Kinsky, E. (2013, November). *Mechanical Turk: Is it just another convenience sample?* Paper presented at Southern Management Association Annual Conference, New Orleans, LA. ** Proceedings**
- Brock, M. E.**, Martin, L. E., & Buckley, M. R. (2013, April). *To catch a time thief: Profiling time bandit types*. Paper presented at the Society for Industrial and Organizational Psychology Annual Conference, Houston, TX. *Published Abstract*
- Kinsky, E., Drumheller, K., Gerlich, R. N., **Brock, M. E.**, & Sollosy, M. (2013, March). *The Effect of Socially Mediated PR Crises on Planned Behavior: How TPB Can Help Both Corporations and Nonprofits*. Paper presented at the International Public Relations Research Conference. **Arthur W. Page Center Benchmarking Award** Published Abstract*
- Brock, M. E.**, Gerlich, R. N., Drumheller, K., & Kinsky, E. (2012, November). *Power to the people: Impacts of social media communication on stakeholder behavior and perceptions of ethicality*. Paper presented at Southern Management Association Conference, Ft. Lauderdale, FL. ** Proceedings**
- Drumheller, K., Gerlich, R. N., **Brock, M. E.**, & Kinsky, E. (2012, November). *Responding to lightning rods: Using Facebook for crisis communication*. Paper presented at the National Communication Association Annual Conference, Orlando, FL. *Published Abstract*
- Gerlich, R. N., Drumheller, K., **Brock, M. E.**, Kinsky, E., & Sollosy, M. (2012, August). *#loweshatesmuslims: Social Media's Impact on Consumer Planned Behavior and Corporate Brand Management*. Paper presented at AMA Summer Educators Conference, Chicago, IL ** Proceedings**
- Brock, M. E.**, & Buckley, M. R. (2011, November). *Investigating the antecedents of time banditry*. Paper presented at Southern Management Association Conference, Savannah, GA. ** Proceedings**
- Brock, M. E.**, & Buckley, M. R. (2011, August). *Understanding Time Banditry: Individual perceptions of climate as antecedents*. Paper presented at the meeting of the American Psychological Society, Washington, DC. *Published Abstract*
- Brock, M. E.**, Zeni, T, & Buckley, M. R. (2010, April). *Applicant withdrawal: The effect of accessibility on reason for withdrawal*. Paper presented at the Society for Industrial and Organizational Psychology Annual Conference, Atlanta, GA. *Published Abstract*
- Brock, M. E.**, Martin, L. E., Buckley, M. R. & Ketchen, D. J. (2009, November). *Purloining time in organizations: Developing a measure of time banditry*. Paper presented at Southern Management Association Conference, Asheville, NC. ** Proceedings**
- Mumford, M.D, Antes, A. L., & **Brock, M. E.** (2009, January). *Development and Evaluation of an Ethical Decision-Making Course for Scientists and Engineers*. Paper presented at the NSF Ethics Education in Science and Engineering (ESEE) PI Meeting. Washington D.C. *Published Abstract*
- Brock, M. E.**, & Buckley, M. R. (2008, October). *Appropriate use of information systems: A policy training approach*. Paper presented at Southern Management Association Conference, St. Pete's Beach, FL. ** Proceedings**
- Brock, M. E.**, Vert, A., Waples, E. P., Klityte, V., Sevier, S. T., & Mumford, M. D. (2008, April). *An evaluation of a sensemaking approach to ethics training using a think-aloud protocol*. Paper presented at the Biennial RCR EIT Conference, St. Louis, MO. *Published Abstract*