

## VITA

Sherryl Berg-Ridenour Ph.D.  
Assistant Professor of Management  
East Texas Baptist University  
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### EDUCATION:

**PhD : Management, Behavioral Sciences** Graduate Dec 2016 Fielding Graduate University  
Human Organizational Systems Santa Barbara, CA  
Org Behavior, System Approaches, Human learning & motivation, Mgmt & Leadership policy  
Dissertation : Social Entrepreneurship & Social Ties Exploring the Context / Dissertation  
completed by DEC 2016

**Masters in Human Development & Change JAN 2012** Fielding Graduate University  
Organization Behavior, Organizational Psychology, Social Psychology, Organizational  
Studies & Design, Global Systems Management, Leadership & Management Theories,  
Methods & Designs, Management and business studies, group dynamics & Diversity

**Master of Arts : Behavior Sciences , GRAD Dec . 1996** California State University /  
Dominguez, Carson, CA

**Specialization :** Behavioral Sciences –Negotiations and Conflict Mgt  
Organizational Behavior, Multicultural Mgmt., International Conflict, Team Dynamics &  
Intervention, Labor Conflict, Restorative Justice, Collaborative Law, Global Mgmt.  
**Thesis :** “Conflict Management as an Intervention Strategy“

**Bachelor of Arts :** Interdisciplinary Studies, GRAD Dec. 1994  
California State University / Dominguez Hills , Carson, CA USA  
Specialization : Interdisciplinary Studies - Intercultural Conflict, Marketing, Social Behavior  
Communications, Computer Applications, Social Psych.  
Behavior in Diverse Populations, Sign Language Cert

### TEACHING EXPERIENCE:

Aug 2021- present East Texas Baptist University, Marshall Texas  
Assistant Professor Management School of Business

AUG 2020 – July 2022 University of California Riverside  
Lecturer Professor Anderson Hall, Riverside, CA 92521  
School of Business Administration`

AUG 2018 – Aug 2020 Azusa Pacific University  
Assistant Professor /Reg Director School of Business and Management

Jan 2012 – DEC 2018 University of California Riverside  
Full time Lecturer Professor School of Business

## **OTHER WORK EXPERIENCE:**

District Sales - Area Marketing Manager      CHRYSLER - DOLLAR SYSTEMS  
[ Dollar Rent A Car ]      Mktg & Sales Department 06/87 to 01/01  
Marketing Department      Los Angeles, CA

Back-up Counselor      1736 FAMILY CRISIS CENTER & OUTREACH  
Women's Shelter & Second Step Program      - Redondo Beach , CA 1991-2000

## **PROFESSIONAL DEVELOPMENT EXPERIENCES:**

2016- 2021      Board Member of RCA Homestay Inc. Reaching out to Foster Youth SCAL  
501C helping to build a network of support for emancipated foster youth @college  
2019-2020      12 weeks in Presentation Techniques & communication skills honed  
12-week group leader in Successful Team building & Presentation skills  
2019      Summer Study Abroad in Italy/Paris/Brussels/London Azusa Pacific 2019  
2018      Excellence in Teaching Award for Community involvement in classes  
2017      2017 organize & introduce speakers for Women Leadership Conf.  
2017      Summer Studies Abroad 5 weeks Ireland Int'l Mktg UCR 2017  
2016      Faculty Lead Studies Abroad 5 weeks in Ireland – Advertising classes UCR 2016  
2014      UCR technologies presentation incorporate clicker technology in the classroom  
2009      TechEd – Educational training on the latest technology affecting academia  
2004 Oct      Prepared & Presented short presentation on using technology in the classroom  
1989-2002      Women's Shelter & Second Step Program Community Outreach leader & activists  
1996-1998      American Sign Language Teacher Association of Southern California.  
1998 -2005      American Marketing Association Los Angeles / Van Nuys  
2005-2006      Dale Carnegie district lead trainer/public speaker  
2000-2004      SoCal BMA - Business Marketing Association of Southern California  
1995 – 2000      Negotiation and Conflict Management Alumni Assn #360 Consumer CommTeam  
2002-2004      Riverside Woman's Club  
2004-2006      AAUW - American Association of University Women  
2008-2011      Women in Higher Education organization HERS network Secretary  
2015-2019      Riverside Chamber of Commerce Comm Team  
2018-2019      ETC (extraordinary talented confident) Women IE Network Board & member  
2017-2019      IEWVC - Inland Empire Women's Veteran Coalition Board & member

## **PRESENTATIONS AND PUBLICATIONS:**

1996      Master Thesis : “ Marketing Conflict Management as an Intervention Strategy“  
Presented to the Faculty of CalState University Dominguez Hills May 1996  
2016      Social Entrepreneurship & Social Ties Exploring the Context in Marketing for Business  
Dissertation completed by DEC 2016  
2019      The Reflection of Hope in GenZ through Social Media posting  
presented at CBFA conference AUG 2019 / Working Paper in process  
2023      “Introduction to Business” textbook for Kendal Hunt Publishing #9781792492426  
<https://he.kendallhunt.com/product/open-business-introduction-real-world>