

Rob Boyle

Associate Professor, Department of Management
Richard A. Chaifetz School of Business
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EDUCATION

PhD, Higher Education, Saint Louis University (SLU), St. Louis, Missouri

Master of Science in Organizational Management. Southeast Missouri State University (SEMO), Cape Girardeau, Missouri

Master of Science in College Student Personnel Administration. University of Central Missouri (UCM), Warrensburg, Missouri

Bachelor of Arts in Communication/Business Administration. University of Southern Maine (USM), Portland, Maine

Certificate in Social Entrepreneurship. United States Association for Small Business and Entrepreneurship (USASBE), Kansas City, Missouri

SELECTED PUBLICATIONS/PRESENTATIONS

Boyle, R., Katz, J., & Bagsby, P. (2021). Tiny Sips and Walmart—A Dream or a Curse? *Entrepreneurship Education and Pedagogy*

Boyle, R. (Presenter). “Craving More: The Influence of a Small Coffee Shop on Social Sustainability.” Labor and Employment Relations Association's 72nd Annual Meeting, Online (June 13, 2020)

Boyle, R. (2019). “Independent Coffee Shops in the U.S.: A Closer Look at Sustainable Social Entrepreneurship” *Sustainable Entrepreneurship: Discovering, Creating and Seizing Opportunities for Blended Value Generation*. Routledge.

Boyle, R. & Fisher, J. (Presenters). “Service Excellence: Innovation, Organizational Culture, and Leadership.” Longrich Corporation, Denver, Colorado (October 20-21, 2018)

Boyle, R. (2016). Milltown: Real Stories from a Changing Economy. *International Journal of Business and Management*, 5(2)

Boyle, R. & Fisher, J. (Presenters). “Service Excellence: Entrepreneurial and Marketing Perspectives.” Longrich BioScience, Suzhou, China (November 8-9, 2016)

Boyle, R. (Presenter). “Applying Schlossberg’s Transition Theory to Former Factory Employees.” International Journal of Arts and Sciences Conference, Boston, Massachusetts (May 25, 2016)

Boyle, R. (2016). Review of *Boss Life* by Paul Downs, *Journal of Applied Management and Entrepreneurship*, 21(1)

Boyle, R. (Presenter). "Milltown: Real Stories from a Changing Economy." Labor and Employment Relations Association's 67th Annual Meeting, Pittsburgh, Pennsylvania (May 30, 2015)

Boyle, R. (Presenter), "The Service Leadership Program: Teaching Leadership through the Conduit of Service." Colleagues in Jesuit Business Education Conference, San Francisco, California. (July 11, 2014)

Boyle, R. (Presenter). "Milltown: Stories from a Changing Economy." The Business of Life Program Series Presented by Aquinas Institute of Theology, St. Louis, Missouri (March 18, 2014)

Boyle, R., Safranski, S., VanSlyke, C. (2013). Social Justice: Addressing the Digital Divide. *Shareholder Magazine, Spring 2013*

Boyle, R., Safranski, S., VanSlyke, C. (2012). The Social Justice Computing Project. *Verbum Incarnatum, 5*

Boyle, R. (Presenter), Annual Meeting of the Higher Learning Commission, "The Social Justice Computing Project." Higher Learning Commission, Chicago, Illinois. (April 1, 2012)

Boyle, R. (Presenter), "The Service Leadership Certificate Program." Middle Atlantic Association of Colleges of Business Administration. Pittsburgh, Pennsylvania. (October 8, 2012)

SELECTED CONSULTING ENGAGEMENTS

St. Louis Regional Mission Network. Topic: Disruptive Innovation. St. Louis, Missouri

Longrich Corporation of China. Topic: Customer Service Through the Lens of Innovation, Organizational Culture, and Leadership. Denver, Colorado

Saint Louis University School of Law. Topic: The Business Model Canvas. St. Louis, Missouri

St. Louis YMCA. Topic: The Culture of Time Management. St. Louis, Missouri

Habitat for Neighborhood Business. Topic: The Lean Startup. St. Louis, Missouri

Longrich Corporation of China. Topic: Customer Service Through the Lens of Marketing and Entrepreneurship. Suzhou, China.

TEACHING EXPERIENCE

Associate Professor in the Department of Management, Richard A. Chaifetz School of Business, Saint Louis University teaching the following courses:

Management Theory and Practice

- This course focuses on the four major functions of modern management - planning, organizing, leading and controlling.
- Coordinate a Management speaker series to complement the content of the course.

BIZ 1000-Business Foundations Course

- Teach Business Foundations to first year business students, introducing concepts such as leadership, value creation, business stakeholders, business ethics, diversity, and business by the numbers.
- Act as Instructor/Faculty Associate for the Ethical Leaders in Business Living/Learning Community at Saint Louis University.

Social Entrepreneurship

- Co-develop and teach Social Entrepreneurship. This course is designed to introduce basic concepts and techniques of entrepreneurship applied to promote social good in all three sectors of the economy (for-profit, non-profit and government).
- Coordinate a Social Entrepreneur speaker series to complement the content of the course.

Managing Ideas in Entrepreneurial Firms

- This course is intended as a general introduction to the models and applications of entrepreneurship, innovation and creativity. The course introduces the three major forms of entrepreneurship - independent (as in self-employment), corporate entrepreneurship and social venturing.
- Coordinate an Entrepreneur speaker series to complement the content of the course.

Strategic Management and Policy

- This is capstone course to the business program; analysis of cases drawn from companies at different stages in the cycle of economic activities.
- Coordinate a speaker series to complement the content of the course.

Honors Crossroads

- Taught Honors Crossroads: The Culture of Harmony, Dissonance, and Rhythm. The course examines concepts such as social justice, generational theory, business, and medicine through the lens of music.
- Met regularly with faculty from the Honors College to discuss teaching strategies for the Honors Crossroads course.
- Acted as Instructor/Stakeholder for the Honors Living/Learning Community at Saint Louis University.

PROFESSIONAL/BOARD EXPERIENCE

Owner, Maple Moon Productions, LLC, 2001-Present

- Coordinate live music locally and nationally for clubs, weddings, and corporate events.
- Customize entertainment offerings to meeting varying customer needs.
- Coordinate and present workshops related to leadership, education, and entrepreneurship.
- Oversee web applications and e-commerce to maximize sales to customers.
- Manage all monetary transactions for income generated by performances, speaking engagements, and sales.

Vice Chair, Lutheran Foundation of St. Louis Board of Directors, 2015-Present

- Assist with the facilitation of the Lutheran Foundation's mission of improved care for people in the greater St. Louis metropolitan region.
- Member of the Investments Sub-Committee.

Member, Bull Moose Tube Company Board of Advisors, 2019-Present

- Attend Executive Team meetings to hear updates and provide perspective on operations.

- Act as a conduit to higher education resources.
- Provide advice and perspective to Chief Executive Officer.

President, CRAVE Coffeehouse and Ministries Board of Directors, 2015-2018

- Provided guidance with retail operations including pricing, cost management, and profit maximization.
- Provided advice and direction with matters related to hiring, training, and maintaining professional, customer-service oriented staff.
- Assisted with the management of CRAVE's profit and loss, balance statement, and cash flow.
- Acted as liaison between CRAVE Coffeehouse and the manager, ministry coordinator, accountant, and district representatives.

Promotion/Production Assistant, WSCH-TV (NBC), 1990-1992

- Wrote and produced television spots for internal clients to promote feature programming.
- Composed over end credits for internal clients to promote NBC feature programming.
- Assisted with on-site production of advertising spots for internal advertising agency customers.
- Directed audio for live, on-air news productions.

LEADERSHIP EXPERIENCE

Assistant Dean, Richard A. Chaifetz School of Business, Saint Louis University, January 2012-July 2021

Coordinator of BIZ 1000-Business Foundations Course, Saint Louis University, June 2008-June 2012 and January 2018-Present

Manager, Leadership Programs, Richard A. Chaifetz School of Business, Saint Louis University, September 2006-August 2012

Senior Academic Advisor and Coordinator, Co-Curricular Activities, Richard A. Chaifetz School of Business, Saint Louis University, September 2004-August 2006

Residential College Director, Washington University in St. Louis, June 2001-June 2004

Area Coordinator, University of Missouri-Columbia, June 1997-June 2000

Residence Hall Director, University of Wisconsin-Stevens Point, August 1994-June 1997

UNIVERSITY SERVICE

Saint Louis University

- Richard A. Chaifetz School of Business Marshall, 2012-Present.
- Chair, Building Safety Committee, 2012-Present.
- Member, Disabilities Services Committee, 2012-Present.
- Member, Learning Community Strategic Planning Committee, 2012-Present.
- Richard A. Chaifetz Jesuit Mission Liaison, 2019-Present.
- Member, Business Foundations Course Development Committee, 2006-Present.
- Member, Institutional Mission Priority Examen Steering Committee, 2018-2019
- Sub-Committee Chair, Leadership and Service Awards Committee, 2006-2015.

- Chair, Richard A. Chaifetz School of Business Assessment Team Committee, 2012-2016.
- Member, First Year Reading Committee, 2007-2015.
- Member, Center for Service and Community Engagement Committee, 2009-2012.
- Member, Servant Leader Vision Team Committee, 2009-2012.
- Member, Bright Ideas Grant Committee, 2008-2012.
- Member, Richard A. Chaifetz School of Business Service Day Committee, 2006-2012.
- Member, SLU College in Prison Steering Committee, 2009-2010.
- Member, First Year Experience Committee, 2005-2009.

Washington University in St. Louis

- Co-Chair, Martin Luther King Commemoration Program Committee, 2002-2004
- Co-Chair, Resident Advisor Training Committee, 2001-2004
- Member, University Committee on Alcohol, 2001-2004

University of Missouri-Columbia

- Chair, Community Advisor Selection Committee, 1999-2000
- Co-Chair, Professional Staff Training and Education Committee, 1999-2000
- Chair, Community Advisor Training and Education Committee, 1998-1999

University of Wisconsin-Stevens Point

- Chair, Community Advisor Selection Committee, 1995-1996
- Chair, Labor of Love Community Service Project Committee, 1995

PROFESSIONAL MEMBERSHIPS

- Member, Academy of Management, 2015-Present
- Member, Delta Sigma Pi

AWARDS/HONORS

- SLU Stars Award, Saint Louis University, 2016
- Outstanding Building Emergency Coordinator Award, Saint Louis University, 2016
- 21st Annual Mary A. Bruemmer Award, Student Government Association, Saint Louis University, 2012