Robert Zinko

College of Business Administration
Texas A&M University--Central Texas
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Killeen, TX 76549
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EDUCATION:

Ph.D. (Marketing) Notre Dame, Australia, 2018
Ph.D. (Management) Florida State University, 2007
J.D. (Employment Law) University of Newcastle, Australia, 2018
M.B.A. (Management) University of North Carolina at Greensboro, 2002
B.A. (English) Appalachian State University, 1999

EMPLOYMENT:

<u>University Courses Taught:</u>

PhD (seminar series)
- Statistical Analysis
- Publishing in the Modern Era

Masters

- Comparative Management
- Organizational Behavior and Design
- Human Resources Management
- Entrepreneurship
- Business Research Methods

Undergraduate

- Marketing
- E-Marketing
- Organizational Behavior
- Strategic Management
- Cross Cultural Management
- Human Resources Management
- International Business
- Management of Organizations
- Negotiation
- Leadership

<u>Employment History (academic):</u>

2018 – Present

Assistant Professor, Texas A&M University--Central Texas

Teaching primarily online, both management and marketing classes. Research and publication as required.

Received $2000 grant to develop high impact practices in the classroom where I developed and co-authored a study with students that was published in a peer reviewed journal. Recipient of the 2019 "Scholarly Educator of the Year" award. Received an additional $2000 QEP enhancement of writing instruction Grant to redesign Organizational Behavior to a Writing Instructive class.

Successfully designed an overseas study abroad in Australia that analyzed the differences between U.S. and Australian wine industries. A dozen undergrad and graduate students attended the trip in May 2019.

RELLIS Campus Coordinator (2019 to present)

Responsible for assisting the Chair of the Department of Management and Marketing with scheduling, class observations, and advising. Working with the head of each trade program at the local community college to recruit students into the B.A.A.S program.

2012 - 2018

Senior Lecturer (Australian version of a junior Assoc Prof), University of Newcastle

Taught primarily on-line, graduate level classes. Student make up consists of predominately international students (e.g., China and the Middle East)**.** Research and publication as required. Received an $89,800 grant, for study of first in family and low SES students.

Chair Management Department (2016 - 2018)

Responsible for providing leadership toward the achievement of the highest possible level of excellence in the teaching, research and service activities of the department. Served as mentor to faculty colleagues and as collaborator with other college administrative officers, interpreted university policy, advocated for my department from a perspective of the best overall interests of the College, lead faculty in shaping the curriculum.

Management of 14 full-time lectures and professors and 20 casual (adjunct) academics across 5 campuses, and a robust on-line program. Reviewed more than 70 class offerings

each year for quality assurance. Held monthly meetings to aid in information dissemination as well as continuing education of faculty. Reviewed application for potential new casual staff.

Director, MBA Program (2014 – 2016)

Aided in program development/alteration in order to gain AACSB accreditation. Appointed by the Pro Vice-Chancellor with overall responsibility for the management and quality of both the face to face as well as the on-line MBA programs (and the courses offered within these programs). This position included: writing annual reports on programs for submission to the faculty board each year, overseeing the development of the documentation required for an external review of the program and any other program related activity as required by the PVC, Chairing meetings regarding on-line teaching, etc.

Additionally, in conjunction with the Head of School, responsible for the quality and accuracy of course outlines and other materials used in the program, adequate staffing and resourcing of courses within the program and where a program is offered in conjunction with a third-party provider, that they comply with any academic contractual agreements described in a memorandum of understanding.

Online Teaching and Learning Coordinator (2013 – 2017)

Assisting the faculty and departments in moving into online learning, while providing faculty development courses and consultation, and serving as a liaison with other distance learning units on campus. Additionally, responsibilities include quality control of on-line delivery for entire MBA program via trimester audits of each on-line class.

Designed and developed faculty introduction/workshop that every lecturer/professor is required to attend before he/she begins teaching on-line. This workshop provided the latest in information technology in order to guide instructors who may not have possessed an adequate level of computer literacy.

Designed pilot program for on-line proctoring program for the current eMBA degree. Networked with examination organizations across the world, developing a system of proctors for current student body.

2007 – 2012

Assistant Professor, East Carolina University

Taught primarily on-line, graduate level classes. Research and publication as required. Allocated a $16,000 Teaching Grant to develop video interviews of local entrepreneurs, in order to use as case studies in the MBA program. These videos were especially useful

in reaching students, as they were personally familiar with the companies (i.e., as opposed to case studies presented in the textbooks).

Examined, developed and incorporated a variety of technologies for the distance learning classroom, to include "flipped classrooms"; interactive, live broadcasts; voice-over PowerPoints; embedded surveys; etc.

Inducted into the ECU Service Society for external community service, through working on the "Task Force to provide support for the Rape Prevention Education" (a Program of the United Way), while simultaneously working as a Presenter for Interact of Wake County (Domestic Violence Prevention).

2004 - 2007

Lecturer (Ph.D. Candidate), Florida State University

Taught a 2/2 (plus summer classes) throughout the program.

Employment History (management & entrepreneurial):

2019-present

Owner, Hidden Gem Tattoo Studio

In conjunction with my wife, developed and built the business from start up, crafting and executing a successful business plan, going into the black within 6 months (during covid). Hired, and trained new apprentices and employees. Responsible for analysis of daily, weekly, and monthly sales reports. Developed and executed numerous marketing campaigns, developing the basis for an expansion, after 18 months.

2008 – 2010

Owner, Triangle Scooters Inc.

Developed and built business from start up, crafting and executing a successful business plan in a downturned economy. Established a strong 200-account customer base. Hired, trained, and supervised all employees. Oversaw day to day operations of the business. Responsible for analysis of daily, weekly, and monthly sales reports. Developed and executed numerous marketing campaigns and on average, turned $20,000 in inventory each month.

2007-2008

Owner, Carolina Ballroom of Cary

Developed and built business from start up, established strong 120 account customer base, turned a profit in the first 90 days. Developed training schedules and classes for dance instructors. Developed dance curriculum with instructors for students. Ran weekly staff meetings. Assisted both instructors and students with competition preparation. Organized numerous community functions, to include charity dances.

1995 – 1997

Manager, Genie's Salon and Boutique

Oversaw day to day operations, managed employees, etc. Handled all merchandising, inventory control, ordering, cash control, and maintenance. Responsible for creating and maintaining schedules. Oversaw store opening and closing procedures. Directed sales floor activities and set up sales targets, analyzed weekly sales, assisted customers and addressed customer concerns. Maintained a training curriculum for all stylists.

Employment History (military):

1994-1995

Ammunition Technician, U.S. Army

Responsible for the logistical maintenance of the battalion armory (which supplied over 500 troops). Maintained inventory and issued out ammunition accordingly as well as properly storing ammunition according to guidelines. Trained junior troops in the operation and maintenance of weapons.

1989 – 1993
Landing Support Specialist, U.S. Marines

Managed over 2 million dollars in equipment, accountable for operational readiness of company logistics. Organized and maintained informational system of inventory control. Supervised support operations and training of unit personnel. Responsible for more than a two dozen troops during the first gulf war conflict, serving in both Iraqi and also Turkey. During this time, maintained operational readiness of company supply depot. Spent 4 months deployed to the Republic of Korea as instructor for helicopter operations and logistical strategies. Developed processes for increased load capacity of air lift operations.

INTELLECTUAL CONTRIBUTIONS:

Refereed Articles

Zinko, R., Patrick, A., Furner, C. P., Gaines, S., Kim, M. D., Negri, M., Orel-lana, E., Torres, S. & Villarreal, C. (2021). Responding to Negative Electronic Word of Mouth to Improve Purchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research, 16, 1945–1959.*
www.cityofangels.ink/pubs/papers/33.pdf

Furner, C. P., Drake, J. R., Zinko, R., Kinsling, E. (2021). Online review antecedents of trust, purchase and recommendation intention: A simulation-based experiment for hotels and AirBnBs. *Journal of Internet Commerce.* doi.org/10.1080/15332861.2020.1870342
www.cityofangels.ink/pubs/papers/32.pdf

Furner, C.P., Yoon, T., Zinko, R. and Goh, S. (2021). The influence of reviewer and consumer congruence in online word of mouth transactions. *Journal of Electronic Commerce in Organizations*, *19* (3), 1-15.
www.cityofangels.ink/pubs/papers/31.pdf

Zinko, R., de Burgh-Woodman, H., Furner, Z. Z., Kim, S. J. (2021). Seeing is believing: the effects of images on trust and purchase intent in ewom for hedonic and utilitarian products. *Journal of Organizational and End User Computing, 33(*2) 85-104.
www.cityofangels.ink/pubs/papers/30.pdf

Zinko, R., Furner, C. P., de Burgh-Woodman, H., Johnson, P., Sluhan A. (2021). The Addition of Images to eWOM in the Travel Industry: an Examination of Hotels, Cruise ships and Fast Food Reviews. *Journal of Theoretical and Applied Electronic Commerce Research, 16,* 525–541.
www.cityofangels.ink/pubs/papers/29.pdf

Zinko, R., Stokes, P., Furner, Z., Almond, B. A. (2020). A picture is worth a thousand words: How images influence information quality and information load in online product reviews. *Electronic Markets - The International Journal on Networked Business, 30,* 775-789.
www.cityofangels.ink/pubs/papers/28.pdf

Furner, C.P., Zinko, R., & Zhen, Z. (2018). Examining the role of Mobile Self-efficacy in the Word-Of-Mouth / Mobile Product Reviews Relationship. *International Journal of E-Services and Mobile Applications, 10* (4), 40-60.
www.cityofangels.ink/pubs/papers/27.pdf

Furner, C. P., Zinko, R. (2018). Willingness to pay and disposition toward paying for apps: The influence of application reviews. *International Journal of E-Services and Mobile Applications, 10* (1), 13-33.
www.cityofangels.ink/pubs/papers/26.pdf

Furner, C. P., & Zinko, R. (2017). The Influence of Information Overload on the Development of Trust and Purchase Intention Based on Online Product Reviews in a Mobile vs. Web Environment. *Electronic Markets - The International Journal on Networked Business. 27*(3), 211-224.
www.cityofangels.ink/pubs/papers/25.pdf

Zinko, R., Furner, C., Prati, L. M., Heyden, M., & Tuchtan, C. (2017). A Study of Negative Reputation in the Workplace. *Journal of Career Assessment,25(4),* 632-649.
www.cityofangels.ink/pubs/papers/24.pdf

Zinko, R., Tuchtan, C., Hunt, J., Meurs, J., Furner, C., Prati, L. (2017) Gossip: A Channel for the Development of Personal Reputation. *International Journal of Organizational Analysis*, *25*(3) 516-535.
www.cityofangels.ink/pubs/papers/23.pdf

Zinko, R., Furner, Z., Hunt, J., & Dalton, A. (2017). Establishing a Reputation. *Journal of Employment Counseling, 54*(2) 87–96.
www.cityofangels.ink/pubs/papers/22.pdf

Furner, C.P., Zinko, R. & Zhu, Z. (2016). Electronic word-of-mouth and information overload in an experiential service industry. *Journal of Service Theory and Practice, 26* (6), 788-810.
www.cityofangels.ink/pubs/papers/21.pdf

Zinko, R., Gentry, W., & Liard, M. D. (2016). A Development of the Dimensions of Personal Reputation. *International Journal of Organizational Analysis*, *24*(4), 634-649.
www.cityofangels.ink/pubs/papers/20.pdf

Zinko, R., & Rubin, M. (2015). Personal Reputation and the Organization. *Journal of Management & Organization, 21*, 217-236.
www.cityofangels.ink/pubs/papers/19.pdf

Zinko, R. (2013). A Continued Examination of the Inverse Relationship between Political Skill and Strain Reactions: Exploring Reputation as a Mediating Factor. *Journal of Applied Social Psychology*, 43, 1750–1759.
www.cityofangels.ink/pubs/papers/18.pdf

Furner, C., McDowell, W. and Zinko, R. (2013). Media selection and the imposter phenomenon: A multinational investigation. *Communications of the International Information Management Association*, 13(4):17-34.
www.cityofangels.ink/pubs/papers/17.pdf

Zinko, R., Ferris, G. R., Humphrey, S. E., Meyer, C. J., & Amie, F. (2012). Personal reputation in organizations: Two-study constructive replication and extension of antecedents and consequences. *Journal of Occupational and Organizational Psychology, 85,* 156-180.
www.cityofangels.ink/pubs/papers/16.pdf

Zinko, R., Gentry, W. A., Hall, A., & Grant, G. L. (2012). Reputational change among managers. *Journal of Managerial Issues*, *24*, 9-26.
www.cityofangels.ink/pubs/papers/15.pdf

Zinko, R., Furner, C.P., Herdman, A., Wikhamn, W. (2012). Gossip: A vehicle for the development of personal reputation in organizations. *Journal of Organizational Moral Psychology*, 2, 1-16.
www.cityofangels.ink/pubs/papers/14.pdf

Zinko, R. (2010). Making the in-group: the application of political skill to LMX by new employees in reputation development. *The Journal of Global Business Management, 6*, 213-220.
www.cityofangels.ink/pubs/papers/13.pdf

Zinko, R., Furner, C. P., Royle, T., & Hall, A. (2010). Self-perceptions of our personal reputations: the mediating role of image in the development of organizational citizenship behaviors. *Journal of International Management Studies, 5,* 1-9.
www.cityofangels.ink/pubs/papers/12.pdf

Chang, L., Furner, C. P., & Zinko, R. (2010). A study of negotiations within the ethnic Chinese community between Taiwan and Hong Kong. *Management Research and Practice, 2,* 329-343.
www.cityofangels.ink/pubs/papers/11.pdf

Furner, C., Mason, R., Metha, N., Munyon, T., & Zinko, R. (2009). Cultural determinants of learning effectiveness from knowledge management systems: a multinational investigation. *Journal of Global Information Management, 12*, 30-52.
www.cityofangels.ink/pubs/papers/10.pdf

Hall, A. T., Zinko, R., Perryman, A. A., & Ferris, G. R. (2009). Organizational citizenship behavior and reputation: Mediators in the relationships between accountability and job performance and satisfaction. *Journal of Leadership and Organizational Studies, 15*, 381-392.
www.cityofangels.ink/pubs/papers/9.pdf

Laird, M. D., Perryman, A. A., Hochwarter, W. A., Ferris, G. R., & Zinko, R. (2008). The moderating effects of personal reputation on accountability--strain relationships. *Journal of Occupational Health Psychology, 14*, 70-83.
www.cityofangels.ink/pubs/papers/8.pdf

Ferris, G. R., Perrewe, P. L., Ranft, A. L. , Zinko, R., Stoner, J. S. , Brouer, R. L., Laird, M. D., (2008). Human resources reputation and effectiveness. *Human Resource Management Review, 17 (2)*, 117-130.
www.cityofangels.ink/pubs/papers/7.pdf

Ferris, G. R., Zinko, R., Brouer, R. H., Buckley, M. R., & Harvey, M. G. (2008). Strategic bullying as a supplementary, balanced perspective on destructive leadership. *Leadership Quarterly, 18*, 195-206.
www.cityofangels.ink/pubs/papers/6.pdf

Harvey, M. G., Buckley, M. R., Heames, J. T., Zinko, R., Brouer, R. L., G R Ferris, (2007). A bully as the archetypal destructive leader. *Journal of Leadership and Organizational Studies, 14*, 117-129.
www.cityofangels.ink/pubs/papers/5.pdf

Hochwarter, W. A., Ferris, G. R., Zinko, R., Arnell, B., & James, M. (2007). Reputation as a moderator of the political behavior--work outcomes relationships: A two-study investigation with convergent results. *Journal of Applied Psychology, 92*, 567-576.
www.cityofangels.ink/pubs/papers/4.pdf

Liu, Y., Ferris, G. R., Zinko, R., Perrewe, P. L., Weitz, B., Xu, J. (2007). Dispositional antecedents of political skill and reputation in organizations: A four-study investigation with convergence. *Journal of Vocational Behavior, 71*, 146-165.
www.cityofangels.ink/pubs/papers/3.pdf

Ranft, A.L., Zinko, R., Ferris, G. R., & Buckley, M.R. (2007). Marketing the image of management: The costs and benefits of CEO reputation. *Organizational Dynamics, 35*, 279-290.
www.cityofangels.ink/pubs/papers/2.pdf

Perrewe, P. L., Zellars, K. L., Rossi, A. M. , Ferris, G. R. , Kacmar, C. J. , Liu, Y., Zinko, R. & Hochwarter, W.A. (2006). Political skill: An antidote in the role overload--strain relationship. *Journal of Occupational Health Psychology, 10*, 239-250.
www.cityofangels.ink/pubs/papers/1.pdf

Book Chapters

Yoon, T. E., Goh, S. H., Zinko, R., & Furner, C. P. (2020). The Effects of Culture and Data Collection Mode on Socially Desirable Distortion and Confidentiality Concerns in Survey Research. In *Handbook of Research on Social and Organizational Dynamics in the Digital Era* (pp. 22-42). IGI Global**.**
www.cityofangels.ink/pubs/chapter/3.pdf

Furner, C.P., Racherla, P., Babb, J. & Zinko, R (2018). Mobile Application Stickiness: Why do mobile applications get deleted so quickly? In Khosrow-Pour, M. (Ed.), *Optimizing Current Practices in e-Services and Mobile Applications* (Ch 6, pp. 114-138). Hershey, PA: IGI Global.
www.cityofangels.ink/pubs/chapter/2.pdf

Zinko, R., Ferris, G. R., Blass, F. R., & Laird, M. D. (2007). "Toward a theory of reputation in organizations," In J.J. Martocchio (Ed.) *Research in Personnel and Human Resources Management*. Oxford, UK: JAI Press/Elsevier Science Ltd.
www.cityofangels.ink/pubs/chapter/1.pdf

Presentation of Refereed Papers

Zinko, R., Patrick, A., Furner, C. P, Gaines, S., Kim, M. D., Negri, M., Orellana, E., Torres, S., Villarreal, C. (2020) *Responding to Negative Ewom*. 8th International Conference on Multidisciplinary Research New York (**canceled due to Covid**)

Zinko, R., Heyden, M., Furner, C., Dalton, A. (2017). *Seeing is believing: The effects of images on resulting trust and purchase intent in eWOM*. International Conference on Marketing and Tourism, Tokyo, Japan.

Hunt, J., Tuchtan, C., Zinko, R., Heyden, M., Meurs, J., & Furner, C. P. (2016), *Capitalizing on Personal Reputation: Leveraging Celebrity Reputation to Engage Local Talent*. International Conference on Computer Science, Business, Economic, Bangkok, Thailand.

Furner, C.P., Zinko, R., & Zhu, Z. (2015). *The influence of information overload on the development of trust and purchase intention based on online product reviews in a mobile vs. web environment*. Wuhan International Conference on e-Business (WICEB).

Furner, C. P., Zinko, R, Zhu, Z., McDowell, W., & Dalton, A. (2014) *Online Word-Of-Mouth and Mobile Product Reviews: An Experimental Investigation of the Mediating Role of Mobile Self Efficacy*. Wuhan International Conference on E-Business (WHICEB) 2014 Proceedings.

Zinko, R. & Hall, A. T. (2013). *Negative reputation: An overview.* Academy of Management Annual Conference, Orlando, Florida.

Hall, A., Wikhamn, W., Zinko, R., & Piszczek, M. M. (2013). *Examining antecedents to employee legal claiming: The role of demographics and social influence.* Academy of Management Annual Conference, Orlando, Florida.

Vesey, J., Hall, A. T., Elkins, T., Zinko, R., Langford, C., Canedo-Soto, J., Wikhamn, W., (2011). *Social Influence and Legal Claiming: Examining of Antecedents to Invocation of Legal Rights.* Academy of Management Annual Conference, San Antonio, Texas.

Zinko, R. Meyer, C. J., Aime, F., & Hall, A. (2010). *Personal Reputation in Organizations: Two-Study Constructive Replication and Extension of Antecedents and Consequences*. Academy of Management Annual Conference, Montreal, Canada.

Zinko, R. Furner, C. P., Royle, T., & Hall, A. (2010). *Self-perceptions of Our Personal Reputations: The Mediating Role of Image in the Development of Organizational Citizenship Behaviors.* Global Business & International Conference, Portland, Oregon.

Zinko, R. & Gentry, W. (2009). *Using Reputational Measures in Leadership Evaluation: A Theoretical Perspective.* Society for Industrial & Organizational Psychology, New Orleans, Louisiana.

Hall, A., Royle, T., & Zinko, R. (2009). *Pre-employment Personality Testing.* Southern Management Association, Ashville, North Carolina.

Laird, M. D., Hochwarter, W. A., Zinko, R., & Ferris, G. R. (2008). *The moderating effects of reputation on the accountability as stressor-strain relationship.* Academy of Management, Philadelphia, Pennsylvania.

Hochwarter, W. A., Arnell, B., Ferris, G. R., Zinko, R., & James, M. (2006). *Reputation as a moderator of the political behavior work outcomes relationships: A two-study investigation with convergent results.* Society for Industrial & Organizational Psychology, Dallas, Texas.

SERVICE:

DBA Supervision:

Rose Remedios (2018)
　　Religion in the Workplace

Martin Feulner (2016)
　　Employer brand management: Identifying the employer attractiveness attributes of potential and existing employees

Christopher Clarke (2015)
　　The Role of Organisational Safety Culture in a Water Utility Corporation in Australia: A review of trust, commitment and empowerment

Other Service:

2020-Present: University Assessment Committee
2020-Present: Undergraduate Council
2015-Present: Editorial Board, Journal of Employment Counseling (ABDC A)
2016-2018:　　 Chair, Management Department
2015-2016:　　 PhD Thesis Reviewer, Curtin University
2014-2016:　　 Director, MBA programs
2013-2017:　　 Online Teaching and Learning Coordinator
2009-2012:　　 University Service-Learning Committee
2007-2012:　　 Peer Evaluator

2010-2011:   Board Member, Lucille W. Gorham Intergenerational Community Center
2008-2010:   University Library Committee
2007-2009:   Task Force for Rape Prevention Education of Wake County (United Way)
2009-2010:   Reviewer: Research in Careers
2007-2009:   Presenter for Interact (Domestic Violence Prevention)

SPEAKING INVITATIONS / CONSULTING:

2020: 8th International Conference on Multidisciplinary Research New York
        Invited to be Keynote Speaker (canceled due to Covid)

2016: Glencore Mining, NSW
        2-day executive education workshop (implementing new OH&S strategy)

2006: Center for Creative Leadership, Greensboro NC
        1-day executive education workshop (political skill)

HONORS-AWARDS-GRANTS:

Awards

2019: Scholarly Educator of the Year, College of Business, Texas A&M, Central Texas

2014: Best poster, "Packers' Prize" by the University Gallery staff in the Faculty of Business
        and Law Research Showcase Poster Exhibition, University of Newcastle, Australia.

2009: Inducted into the ECU Servire Society (performed in excess of 100 hours of service for a
        community agency).

Grants

2019: QEP enhancement of writing instruction Grant   ($2,000)

2018: High Impact Practices (HIPs) Grant   ($2,000)

2017: Enhancing university retention and success for first-in-family,
        low SES students through a flipped classroom learning model   ($89,800)

2013: University of Newcastle New Staff Grant   ($10,000)

2011: East Carolina University Teaching Grant   ($16,000)

2008: College of Business Summer Research Grant   ($12,000)

2007: College of Business Summer Research Grant   ($12,000)