

PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

Otis W. Baskin, Ph.D. **Professor of Management**

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Otis Baskin is professor of management at The Graziadio School where he served as Dean from 1995-2001. During his tenure as dean, The Graziadio School added more than \$15 million to its endowment, raised \$10 million for a new building at Malibu, achieved accreditation from AACSB International and was ranked one of the top 20 Executive MBA schools in the world by *BusinessWeek*. His academic career spans some 25 years, including deanships at two other universities and work with business schools in 17 countries. Baskin served on temporary assignment as Special Advisor to the President and CEO of AACSB International (2002-2004) where he led efforts to globalize the world's premier business school accreditation organization.

Dr. Baskin has worked with family owned businesses in the United States, Europe, Asia, the Middle-East, and Latin America over the past 19 years. His primary expertise is in helping business owning families develop plans for leadership succession, development of next generation leaders, and family ownership/governance structures.

Dr. Baskin is a frequent speaker to industry and executive groups, including The Conference Board, The Family Business Network (Europe), The Family Firm Institute and The World Knowledge Forum (Korea). He was the host of the nationally syndicated PBS television series on entrepreneurship, "We're In Business." Baskin was a Visiting Scholar at the University of Oxford for the Hilary Term, 1994 where he lectured and conducted research with multi-generation family-owned businesses in Europe.

Dr. Baskin's scholarly achievements include seven books, in addition to numerous academic articles, and published papers. He is a member of The Academy of Management where he has been a member of the National Program Committee and Chair of the Organizational Communication Division. Baskin currently serves as a director of both corporate and not-for-profit organizations. He is listed in *Who's Who in America*, *Who's Who in Finance and Business*, and *Who's Who in American Education*.

Area of Expertise

Family Business
Corporate Governance
Strategic Management

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Current Research or Projects

Dr. Baskin is currently working with family owned enterprises to develop succession strategies including processes for business governance and ownership group decision making.

Professional Experience

Special Advisor to the President, Nagoya University of Business and Commerce, Japan

Special Advisor to the President and CEO, AACSB International

Dean/Director of business schools at: Arizona State University, University of Memphis and Pepperdine University

Professor of Management: Pepperdine University, University of Memphis, Arizona State University, University of Houston – Clear Lake City

Selected Publications and Presentations

- *Leadership Strategies for Family Business* (with Craig Aronoff), Marietta, GA: Family Enterprise Publishers, 2005.
- *Public Relations: the Profession and the Practice* (with Craig Aronoff), Saint Paul: West Publishing, 1983, Dubuque, Iowa: William C. Brown Publishers, 1988 (Second Edition), 1992 (Third Edition), New York: McGraw Hill Book Company, 1995 (Fourth Edition, with Dan Lattimore), 2004 (Fifth Edition, with Lattimore, Heiman, Toth, and Van Leuven).
- “Someday, All This Will Be Yours” (with Maryan Baskin), a training guide for family business service providers, Springfield, MA: *MassMutual*, 1994.
- R&D Productivity: New Challenges for the U.S. Space Program. (Edited with L. J. Sullivan), published proceedings of a joint conference hosted by the University of Houston-Clear Lake and NASA/Johnson Space Center, 1985.
- *Issues in Business and Society: Capitalism and Public Purpose* (with Grover Starling), Boston: Kent Publishing, 1985.

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- *Getting Your Message Across: A Practical Guide to Business Communication* (with Craig Aronoff, Harold Davis, Robert Hays), Saint Paul: West Publishing, 1981.
- *Interpersonal Communication in Organizations* (with Craig Aronoff), Glenview, Illinois: Scott, Foresman and Company, 1980.
- *Guidelines for Research in Business Communication* (edited with C. Glenn Pearce), Urbana, Illinois: American Business Communication Association, 1977.

Professional Memberships

Academy of Management, offices held:

National Program Committee, AME Review Board, Division Chair – Organizational Communication.

Family Firm Institute

Honors and Awards

Societies:

- Alpha Psi Omega, National Drama Honor Fraternity
- Beta Alpha Psi, National Accounting Honor Society
- Beta Gamma Sigma, National Business Honorary
- Kappa Tau Alpha, National Journalism Honor Society
- Sigma Iota Epsilon, National Management Honor Fraternity, Board of Directors

Biographies:

Who's Who in America
Who's Who in Finance and Business
Who's Who in American Education
Who's Who in the South and Southwest
Outstanding Young Men of America

Awards:

- "Outstanding Supervisor Award - 1991," Presented by the Classified Staff Association of Arizona State University.
- "Advancing Public Relations Through Research Award" presented by the Public Relations Foundation of Texas, July, 1983

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Service

Directorships:

- Board of Directors, EMRISE, Corp., Chair, Compensation Committee, 2004-present
- Board of Directors, World Affairs Council, Ventura County, 2000-present
- Board of Directors, Tsinghua Venture Capital, Inc. 2001 - 2005
- Board of Directors, Sigma Iota Epsilon, National Management Honor Fraternity and student organization of the Academy of Management, 1987-present
- Board of Directors, Los Angeles Economic Development Corporation, 2000-2002
- Board of Directors, Economic Club of Memphis, 1991 - 1993.
- Board of Directors, Durham Foundation, Memphis Tennessee, 1992-1995
- Board of Directors, Theatre Memphis, Chair, Strategic Planning Committee, 1992-1995
- Board of Directors, Junior Achievement of Memphis, 1991-93
- Board of Directors, Herberger Theatre Associates, Phoenix, AZ, 1990-1991

Editorial Boards:

- *The Family Business Review*, 1994 – 2009.
- *Academy of Management Executive*, 1985-1990.
- *Organizational Communication Abstracts*, 1980-1985.