

PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

ABBREVIATED CURRICULUM VITA

Samuel L. Seaman, Ph.D.

Pepperdine University
The Graziadio School of Business
& Management
24255 Pacific Coast Highway
Malibu, California 90263
Samuel.Seaman@pepperdine.edu

EDUCATION

B.A.	Stetson University
M.Ed.	Stetson University
Ph.D.	University of Florida

RECENT PROFESSIONAL EXPERIENCE

Professor, Decision Sciences Discipline, the Graziadio School of Business & Management, Pepperdine University, Malibu, California. Primary teaching responsibilities: Applied Data Analysis, Applied Decision Analysis, Advanced Statistical Models in Business, Virtue in Commerce, and Evidence-based Decision Analysis for Executives. Other responsibilities include theoretical and applied research in business, managerial epidemiology, moral reasoning, and decision analysis (2004-present).

Professor, Department of Information Systems, Hankamer School of Business & The Institute of Graduate Statistics, Baylor University, Waco, Texas. Primary teaching responsibilities included: Applied Linear Models; Biostatistics and Managerial Epidemiology; Categorical Data Analysis; and Evidence-based Decision Analysis for Executives. Other responsibilities included statistical consultation with university faculty and graduate students (I supervised PhD student research and consultation); the MBA Core faculty; the EMBA faculty; and independent research in applied statistics, subjective measurement, information design, managerial epidemiology, and statistical computing (1999-2004).

SELECTED PUBLICATIONS (in chronological order).

Salassa, J.R., Seaman, S.L., Ruff, T., Lenis, A., Bellens, E.E., & Brown, A.K. (1988). Oral dantrolene sodium for tonsillectomy pain: A double blind study. *Otolaryngology – Head and Neck Surgery, Volume 98(1)*, pp. 26-33.

Bowman-Upton, N., Seaman, S.L. & Sexton, D.L. (1989). Innovation evaluation programs: Do they help the investors? *Journal of Small Business Management, Volume 27 (3)*, pp. 23-30.

PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

Jennings, D.F. & Seaman, S.L. (1989). Corporate venturing in established firms: An empirical study of strategy and structure relationships. *Best Paper Award*, National Competition sponsored by the Center for Entrepreneurial Studies, Leonard N. Stern School of Business, New York University: New York, New York.

Capone, C. & Seaman, S.L. (1989). Uses and misuses of hypothesis testing. *Journal of Business Forecasting, Volume 8 (3)*, pp. 8-27.

Seaman, S.L. Young, D.M., & Turner, D.W. (1989). On the robustness of the extreme deviate test for a single multivariate outlier against heavy-tailed distributions. *Communications in Statistics: Theory and Methods, Volume 18 (9)*, pp. 3289-3303.

Seaman, S.L., Baldwin, J., & Young, D.M. (1990). An empirical comparison of variable selection strategies on the forecasting of corporate bankruptcy. *The Journal of Business Forecasting: Methods and Systems, Volume 9 (3)*, pp. 23-27.

Young, D.M., Seaman, J.W., & Seaman, S.L. (1990). A power comparison of eight test statistics for detecting univariate non-normality. *The Texas Journal of Science, Volume 42 (3)*, pp. 295-302.

Gray, V.D. & Seaman, S.L. (1990). Quality: What's a small firm to do? *Baylor Business Review, Volume 8 (3)*, pp. 25-27.

Cornell, J.E., Young, D.M., Seaman, S.L., & Kirk, R.E. (1992). Power comparisons of eight tests for sphericity in repeated measures designs. *Journal of Educational Statistics, Volume 17 (3)*, 233-249.

Upton, N.B., Seaman, S.L., & Dyer, P. (1992). An exploratory analysis of family system types in family businesses. *The Journal of Business and Entrepreneurship, Volume 5 (3)*, pp. 17-29.

Upton, N.B. & Seaman, S.L. (1993). On rational decision making and the family business. Abstract published in *Family Business, Volume 4 (3)*, p. 7.

Jennings, D.F. & Seaman, S.L. (1994). High and low levels of organizational adaptation: An empirical analysis of strategy, structure, and performance. *Strategic Management Journal, Volume 15*, pp. 459-475.

Henderson, J.W & Seaman, S.L. (1994). Predicting turning points in economic activity with indexes of economic indicators: Improved reliability using a logistic regression model. Paper given the Abramson Scroll Award for an outstanding feature article. *Business Economics, Volume 29 (1)*, pp. 40-45.

Young, D.M., Seaman, S.L., & Seaman, J.W. (1995). A comparison of six test statistics for detecting multivariate non-normality which utilize the multivariate squared-radii statistic. *Texas Journal of Science, Volume 47 (1)*, pp. 21-38.

Thomas, C. William, & Seaman, S.L. (1996). Ethics violations in the accounting profession: an empirical investigation. *Research on Accounting Ethics, Volume 2*, pp. 243-263.

Kelly, T.M., Henderson, J. W., & Seaman, S.L. (1997). The efficiency of tax abatement in the market for jobs. *Journal of Economics, 23(2)*, pp. 73-88.

PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

Thomas, C.W., Davis, C. and Seaman, S.L. (1998). Quality review, continuing professional education, experience, and substandard performance: an empirical study. *Accounting Horizons Vol. 12 (4)*. This paper has been cited for having the “Highest Quality Rating” - *ANBAR Citation of Excellence*.

Palich, L.E., Carini, G.R., & Seaman, S.L. (2000). The impact of internationalization on the diversification-performance relationship: a replication and extension of prior research. *Journal of Business Research, Volume 48(1)*, pp. 43-54.

Teal, E.J., Seaman, S.L. & Upton, N. (2003). A Comparative Analysis of Strategic Marketing Practices of High Growth US Family and Non-Family Firms. *Journal of Developmental Entrepreneurship, Volume 8 (2)*, pp. 177-195.

Moore, K.K., Seaman, S.L., Doke, T., Kidwell, D., & Melis, A. (2003). Computer Aided Efforts to Combat Urban Crime. *Crime and Justice International, Volume 19 (70)*, pp. 27-28.

Teal, E.J., Upton, N., & Seaman, S.L. (2003). Growth goals, strategies, and compensation practices of US family and non-family high-growth firms. *International Journal of Entrepreneurship and Innovation, Volume 4 (2)*, pp. 113-120.

Upton, N. & Seaman, S.L. (2004). An Analysis of the Strategic Marketing Practices of High-growth Family Firms. *Forum Empresarial: Administracion de Empresas, Volume 9 (1)*, pp. 25-40.

Cooper, M., Upton, N., & Seaman, S.L. (2005). Customer Relationship Management: A Comparative Analysis of Family and Non-family Business Practices. *The Journal of Small Business Management, Volume 43 (3)*, pp. 242-256.

Seaman, S.L. and Hall, O.P. (June, 2005). “Forecasting major league baseball performance using neural networks.” Abstract published in the proceedings of the *International Symposium on Forecasting Scholarship*, San Antonio, Texas.

Williams, M. & Seaman, S.L. (2005). Measuring Success: How IT Helps and Hinders the Quest for Value. *Graziadio Business Review, Volume 8 (4)*. (<http://gbr.pepperdine.edu/054/itmatters.html>).

Scott, A. & Seaman, S.L. (March, 2006). “Relationship Advertising: the Appeal of Intimacy (disclosure) in Services Marketing”. Extended abstract published in the *Proceedings of the American Advertising Association* (Reno, Nevada).

Ait-Ouyahia, H. & Seaman, S.L. (July, 2006). “Why marketing needs the humanities: the case for a philosophy-based pedagogy in marketing.” Abstract published in the proceedings of the *Fourth International Conference on New Directions in the Humanities*, Carthage, Tunisia.

Carlson, D., Upton, N., & Seaman, S.L. (2006). The Impact of Human Resource Practices and Compensation Design on Performance: An Analysis of Family-owned SME's. *Journal of Small Business Management, Volume 44 (4)*, pp. 531-543.

Hall, O.P. & Seaman, S.L. (June, 2007). “Corporate Repurchase Policy: A Comparative Analysis of Logistic Regression, Discriminant Analysis, and Probabilistic Neural Networks.” Abstract published in the proceedings of the *International Symposium on Forecasting* (p. 22). New York, New York.

PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

Hall, O.P. Jr. & Seaman, S.L. (June, 2008). "Information and Communication Technology for Groups: Applications to Management Education." Paper published in the *Proceedings of IEEE International Symposium on Technology and Society*, Fredericton, New Brunswick, Canada.

Seaman, S.L., Smith, D., & Williams, M. (June, 2008). "A Course on Virtue in Commerce: Lessons Learned." Abstract published in the *Proceedings of the National Faculty Leadership Conference*, Washington, D.C.

Seaman, S.L. & Goukasian, L. (2009). "Comparison of classification models for predicting equipment lease and loan default?" *Journal of Equipment Lease Financing*, Volume 27 (1), pp. 1-7.

Hall, O. P., & Seaman, S.L. (2009). "Developing Winning Baseball Teams: a Neural Net Analysis." *International Journal of Sport Management and Marketing*, Volume 5 (3), pp. 277-294.

Hahn, W. J. & Seaman, S.L. (2009). Special Technical Analysis: The Winners Curse and Optimal Auction Bidding Strategies. *The Graziadio Business Report*, Volume 12 (2) (<http://gbr.pepperdine.edu/092/biddingstrategies.html>).

Baskin, O., Hahn, J., Seaman, S.L., Reines, D., & Hass G. (in press). "Perceived Effectiveness and Implementation of Public Relations Measurement and Evaluation Tools among European Providers and Consumers of PR Services". *Public Relations Review*.

Delaney, C., Hall, O.P. Jr., & Seaman, S.L. (in press). "Evaluating the efficacy of mandatory attendance." Paper accepted for publication in *Advances and Applications in Statistical Sciences*.