

**Dr. Larry McDaniel Sr.**  
Alabama A&M University  
Management, Marketing & Logistics  
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## **Education**

PhD, The University of Mississippi, 2005.  
Major: Business Administration Management Information Systems and Management)  
Supporting Areas of Emphasis: Marketing  
Dissertation Title: The Intra-Personal Effect on Information Systems Usage:  
The Effects of Ability, Acceptance, Support and Reinforcement Consistency  
On Personal Motivation to Use Information Systems

MA, University of Alabama, 1995.  
Major: Human Resources Management  
Dissertation Title: An Analysis of the Differences in the Level of  
Satisfaction/Dissatisfaction of Faculty Pay Structure at State and Private Four Year  
Educational Institutions in the State of Alabama.

MBA, Samford University, 1984.  
Major: Business Administration  
Supporting Areas of Emphasis: Management

BS, Alabama A&M University, 1977.  
Major: Business Administration  
Supporting Areas of Emphasis: Military Science

## **Professional Memberships**

The United States Association for Small Business and Entrepreneurship® (USASBE) i. (August 2008 - August 2017).

Academy of Management Association. (August 2005 - August 2017).

The Association for Information Systems (AIS). (August 2002 - August 2017).

The Alabama Association for Higher Education in Business. (February 2004 - February 2017).

National Space Club-Huntsville. (January 2008 - January 2017).

## **Awards and Honors**

Service Award, Alabama Association of Higher Education in Business. (February 2015).

## **TEACHING**

### **Teaching Experience**

#### **Alabama A&M University**

1 course.  
315, Principles of Entrepreneurship-ETR, 1 course.  
319, ID/Eval New Vent Opportunities, 1 course.  
445, Senior Portfolio: Write the Business Plan, 1 course.

MGT 315, Principles of Management, 1 course.  
MGT 402, Independent Study, 2 courses.  
MGT 442, Strategic Management and Policy, 1 course.  
MGT 490, Management Internship, 2 courses.  
MGT 516, Strategic Management and Policy, 1 course.  
MGT 554, Training and Development, 1 course.  
MGT 564, Human Resource Management, 1 course.  
MGT 565, Entrepreneurship Small Business Management, 2 courses.  
MGT 580, Emerging Information Technology, 1 course.

## **Awards and Honors**

Teaching Excellence Award, College of Business and Public Affairs, Alabama A&M University.  
(April 15, 2016).

## **RESEARCH**

### **Published Intellectual Contributions**

#### **Conference Proceedings**

McDaniel, L. (2012). *Lessons Learned From the Incorporation of Open Source Software to Aid a HBCU in Being Competitive...* . Proceedings of Academy of Information and Management Sciences Proceedings,.

### **Presentations Given**

McDaniel, L. (Speaker), "Marketing of Extensions Services," Alabama Extension Services, Alabama A&M University, Normal, AL, United States. (October 17, 2016).

### **Contracts, Grants and Sponsored Research**

#### **Contract**

MCDANIEL, L. (Principal), "Mentor Protege," Sponsored by Aerojet Rockydyne, \$800,000.00.  
(September 1, 2009 - August 31, 2017).

McDaniel, L. (Principal), "Leadership Training," Sponsored by The Department of Defense , Corp of Engineering, Federal, \$30,000.00. (March 17, 2017 - March 20, 2017).

MCDANIEL, L. (Principal), "The Department of Defense," Sponsored by The Corp of Engineers, Federal, \$30,000.00. (December 11, 2015 - December 14, 2015).

McDaniel, L., "Mentor Protege," Sponsored by Lockheed Martin, Private, \$12,000.00.  
(September 2012 - May 2013).

McDaniel, L., "Mentor Protege," Sponsored by Boeing, Private, \$36,000.00. (October 2012 - May 2013).

#### **Grant**

McDaniel, L., "MBA/STEM Scholarship," Sponsored by Aerojet Rockydyne, Inc., Private, \$2,500.00. (September 2015 - January 2017).

McDaniel, L., "Case Competition," Sponsored by Target, Private, \$1,500.00. (August 2014 - 2014).

McDaniel, L., "Beyster Institute Scholars Grant," Sponsored by Beyster Institute, Private, \$1,000.00. (June 2011 - 2011).

McDaniel, L., Sponsored by Sam's Club,, Private, \$2,000.00. (September 2010 - October 2011).

## **SERVICE**

### **Professional Service**

Board of Directors, Educational Foundation of Delta Theta Lambda Chapter of Alpha Phi Alpha Fraternity, Inc., Huntsville, AL. (August 2016 - August 2020).

Board of Directors, National Space Club/Huntsville Madison County, Huntsville, AL. (January 2014 - January 2020).

Committee Member, National Collegiate Athletic Association Academic Advisory Committee for HBCU and Limited Resource institutions. (June 2015 - June 2018).

Board of Advisors, Drake State Community College, Huntsville, AL. (August 2012 - August 2017).

President, The Alabama Association for Higher Education in Business, AL. (February 2014 - February 2015).

Board of Directors, Council Federal Credit Union, Normal, AL. (February 2005 - February 2015).

### **Consulting**

Academic, Aeroject, Huntsville, AL, United States. (August 15, 2009 - August 30, 2017).

Non-Governmental Organization (NGO), Lockheed and ISIS Technologies, Huntsville, AL, United States. (August 2013 - June 2014).

Non-Governmental Organization (NGO), Boeing, Huntsville, AL, United States. (August 2012 - July 2013).

### **Awards and Honors**

#### **Service, University**

Service Award, Career Development Services. (April 2016).

Presidential Service Award, Alabama A&M university. (May 2013).