

Seminars, Lectures & Special Programs

(2008-2020)

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Professor of Marketing & International Business
West Texas A&M University
Canyon, Texas

August 6, 2020

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November 20, 2019. American Marketing Association's Collegiate Chapter in the College of Business, WTAMU. Special Seminar: "5G Technology, Cybersecurity, and Global Markets".

What is 5G?

- 2020 Commercial Cellular Windows
- Initial deployments start at the end of 2019
- 3 new standards
 - Global standard (5G NR)
 - Low latency (5G URLLC)
 - Enhanced mobile broadband (5G eMBB) - 5G to Smart Devices
- Requires 4G to make initial connection until 2021
- 10x greater data throughput than 4G

2019/11/20 17:54

The future is wireless!
Thank you!



2019/11/20 18:18



October 28, 2019. American Marketing Association's Collegiate Chapter in the College of Business, WTAMU. Special Seminar: "McDonald's Corp.: Changing Strategies and Trends".
L to R: Benjamin Sprauge (AMA Student President,), Hassan Dana, Owner/Operator, McDonald's of Amarillo, Brandon Clavel, Marketing Manager, McDonald's of Amarillo, & Syed Tariq Anwar, WTAMU.



Half-Day Doctoral Seminar: "Writing a PhD Thesis: Research Issues, Challenges, and Solutions", Institute of Administrative Sciences, University of the Punjab, Lahore, Pakistan, June 14, 2019.



Major Issues

- "Popularity contest; --- Impact Factor and digital tracks" (CHE, June 17, 2019).
- "A much debated issues---' publish or perish culture" (Mahmood, 2017, p. 120).
- "Publish or Perish" (Harzing, Websites, articles and books)
- Issues of scientific quality; cited half-life; "the rate of decline of the citation life" (Roldan-Valdez et al., 2018, p. 3)
- "Protecting my turf" (Dus et al., 2019, p. 153)

6/20/2019

3



Selected Examples

Stephen Wolfram

- Educated at [Eton College](#) but left y in 1976.
- Entered [St. John's College, Oxford](#) at age 17; left again.
- Joined [California Institute of Technology](#); received a PhD in particle physics at the age of 20.



See: "[Wolfram Alpha](#)". Thesis Topics?





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6/20/2019



Half-Day Faculty Development Workshop: "Journal Metrics and Rankings: Issues, Trends and Strategies", Institute of Administrative Sciences, University of the Punjab, Lahore, Pakistan, June 20, 2019.

Major Issues

- "Popularity contest" — Impact Factor and digital tracks" (ICHE, June 17, 2019)
- "A much debated issues—" publish or perish culture" (Mansour, 2017, p. 120)
- "Publish or Perish" (Hacking, Websites, articles and books)
- "Issues of scientific quality, cited half-life, "the rate of decline of the citation life" (Roslan-Vadez et al., 2018, p. 3)
- "Protecting my turf" (Duv et al., 2019, p. 153)
- "Started as a good idea but its time has come and gone" (Gurry, 2015, p. 259)

ISSUES





High Impact Journals

- The New England Journal of Medicine (IF: 78.818)
- Lancet (Impact Factor) (IF: 63.284)
- Cell (Impact Factor) (IF: 54.818)
- Journal of the American Medical Association (IF: 47.891)
- British Medical Journal (IF: 46.794)
- Science (Impact Factor) (IF: 41.890)
- Science (IF: 41.871)
- Journal of Clinical Investigation (IF: 41.488)
- Journal of the American Chemical Society (IF: 41.288)
- Chemical Abstracts (IF: 40.100)

Half-Day Faculty Development Workshop: "Journal Metrics and Rankings: Issues, Trends and Strategies", Institute of Administrative Sciences, University of the Punjab, Lahore, Pakistan, June 20, 2019.



High Impact Journals

- The Indian Academy of Sciences - 35.000
- Journal of the Royal Society - 33.000
- Journal of the American Chemical Society - 32.000
- Journal of the Royal Society Interface - 31.000
- Journal of the Royal Society Open Science - 30.000
- Journal of the Royal Society Interface - 29.000
- Journal of the Royal Society Interface - 28.000
- Journal of the Royal Society Interface - 27.000
- Journal of the Royal Society Interface - 26.000
- Journal of the Royal Society Interface - 25.000



High Impact Journals

- The New England Journal of Medicine (IF: 38.284)
- Lancet (IF: 36.913)
- Journal of the American Medical Association (IF: 34.881)
- British Medical Journal (IF: 34.784)
- Journal of the American Academy of Pediatrics (IF: 31.888)
- Journal of the American Geriatrics Society (IF: 21.877)
- Journal of the American College of Surgeons (IF: 21.444)
- Journal of the American College of Physicians (IF: 21.379)
- Journal of the American Osteopathic Association (IF: 20.179)

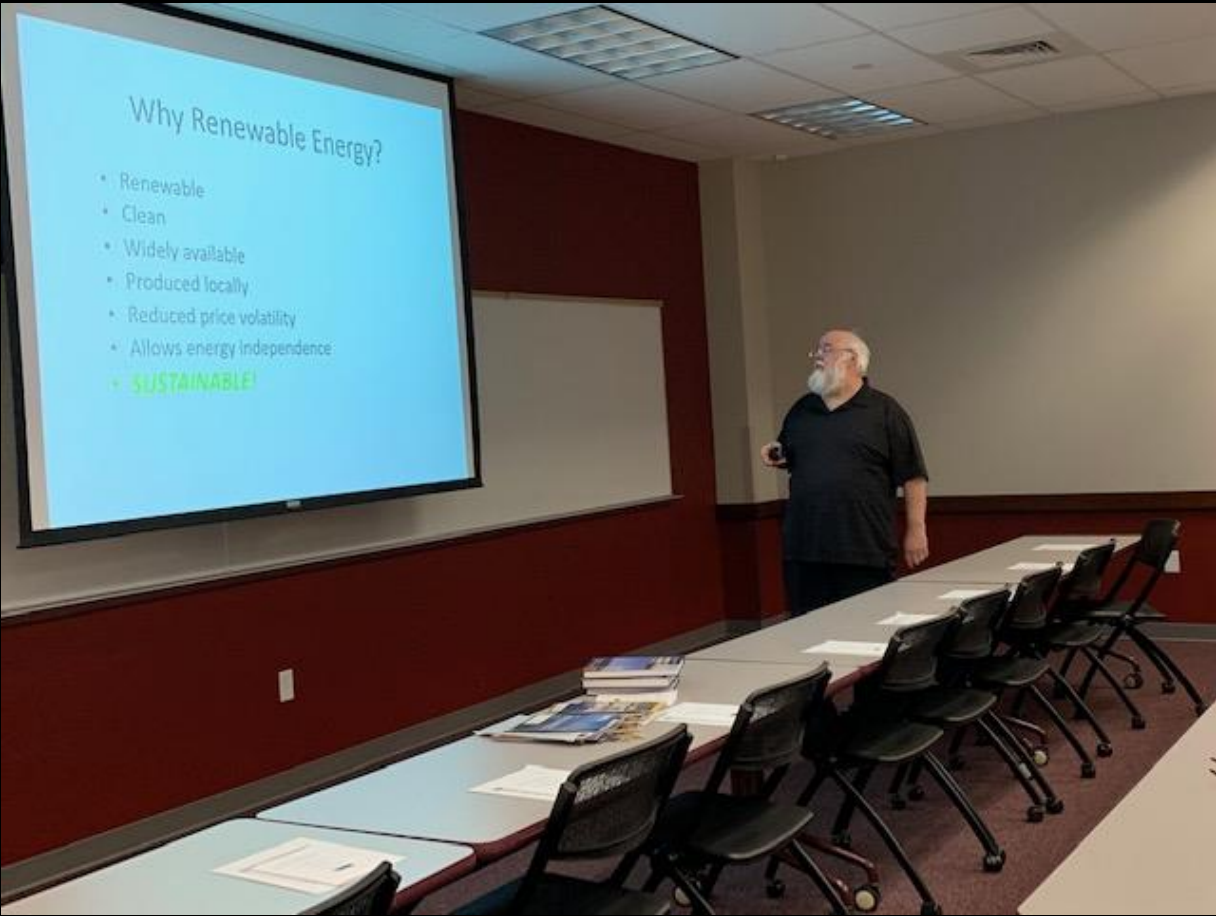
Half-Day Faculty Development Workshop: "Journal Metrics and Rankings: Issues, Trends and Strategies", Institute of Administrative Sciences, University of the Punjab, Lahore, Pakistan, June 20, 2019.



Faculty Development Workshop Participants: "Journal Metrics and Rankings: Issues, Trends and Strategies", Institute of Administrative Sciences, University of the Punjab, Lahore, Pakistan, June 20, 2019.



October 9, 2019. American Marketing Association's Collegiate Chapter in the College of Business, WTAMU. Special Seminar: "Wind Energy and Green Marketing". Presenter: Professor Kenneth Starcher, WTAMU, Canyon, Texas.



Why Renewable Energy?

- Renewable
- Clean
- Widely available
- Produced locally
- Reduced price volatility
- Allows energy independence
- SUSTAINABLE!





April 17, 2019. American Marketing Association's Collegiate Chapter in the College of Business, WTAMU. Special Seminar: "Marketing and Agribusiness: Beef Industry and Economic Development". Presenters: Professor Ty Lawrence and Professor Lal K. Almas, WTAMU, Canyon, Texas.



March 14, 2019. Southwest Case Research Association Conference, Houston, Texas.
Special Session: "DeLorean Motor Company in 2019: Branding and Future Growth Issues".
Speaker: Roger Dart, President, DeLorean Motor Company, Humble, Texas.

SPECIAL MARKETING SEMINAR

THE SUPER BOWL PHENOMENON

MARKETING LESSONS AND STRATEGIES

12:15 PM - 1:30 PM
ROOM CC 335 - MILLS ROOM

WEDNESDAY
JANUARY
30
2018

SPEAKERS



CLINT BRAKEBILL

Sports Director
KAMR Local 4 News & Fox 14 News
Amarillo, Texas



MICHAEL MCBROOM

Director of Intercollegiate Athletics
West Texas A&M University
Canyon, Texas



RANDALL WHALIN

Chief Marketing Officer
Fairly Group
Amarillo, Texas

AMERICAN MARKETING ASSOCIATION'S
COLLEGIATE CHAPTER AT
WEST TEXAS A&M UNIVERSITY



AMERICAN MARKETING
ASSOCIATION

SEMINAR ORGANIZER & MODERATOR

SYED TARIQ ANWAR

PROF. OF MARKETING & INT'L BUSINESS, WTAMU



January 30, 2019. American Marketing Association's Collegiate Chapter in the College of Business, WTAMU. Special Seminar: "The Super Bowl Phenomenon: Marketing Lessons and Strategies". Speakers: Clint Brakebill, Sports Director, KAMR, Amarillo, Michael McBroom, Director Intercollegiate Athletics, WTAMU, and Randall Whalin, Chief Marketing Officer, Fairly Group, Amarillo.



January 30, 2019. American Marketing Association's Collegiate Chapter in the College of Business, WTAMU. Special Seminar:
AMA Officers and Chapter Advisors with Special Seminar Speakers.



2019/01/30 16:40



FAIRLY GROUP

Business Solutions



2018/10/22 14:22

American Marketing Association
MARKETING WEEK

OPEN TO ALL

**OCT
22**

BRAND MARKETING
RANDALL WHALIN, CHIEF MARKETING OFFICER, FAIRLY GROUP
HASTINGS ELECTRONIC LEARNING CENTER ROOM 25

11:00 AM - 12:15 PM

**OCT
23**

ALL ABOUT ME B2C
STEVE BROWN, MANAGING PARTNER, ROI ONLINE
CLASSROOM CENTER ROOM 206

11:00 AM - 12:15 PM

**OPEN
HOUSE**

MEET AMA OFFICERS AND MARKETING FACULTY
CHANCE TO WIN \$25 CASH PRIZE & MARKETING BOOKS
J&K STUDENT CENTER FOOD COURT *ENJOY COOKIES

11:30 AM - 02:30PM

**OCT
24**

APPLE INC., STEVE JOBS, AND IPHONE:
EVOLUTIONARY GROWTH, BRANDING ISSUES,
AND GLOBAL STRATEGIES (1976-2018)
DR. SYED TARIQ ANWAR, PROF OF MARKETING AND INT'L BUSINESS, WTAMU
HASTINGS ELECTRONIC LEARNING CENTER ROOM 25

11:00 AM - 12:15 PM

MARKETING "YOU" : TIPS FROM CAREER SERVICES
AMBER BLACK, DIRECTOR OF CAREER SERVICES, WTAMU
SAMANTHA GREEN, STUDENT EMPLOYMENT COORDINATOR, WTAMU
CLASSROOM CENTER ROOM 210 *LUNCH WILL BE PROVIDED

12:20 PM - 01:30 PM



Marketing Week Coordinator
Dr. Turkan Dursun-Kilic, Associate Prof. of Marketing

WTAMU Collegiate Chapter
AM> AMERICAN MARKETING
ASSOCIATION

Collegiate Chapter of American Marketing Association
in the Paul & Virginia Engler College of Business

Revisiting

The 2008 Global Financial Crisis

A Ten-Year Assessment - Part VII

Speakers

James K. Owens

Professor of Finance
Hodges Prof. of Corporate Governance
WTAMU

John Pooley

Financial Advisor
Morgan Stanley
Amarillo

Pat Ware

Executive Vice President
Amarillo National Bank

WEDNESDAY OCTOBER 03

12:20 pm - 01:30 pm

Classroom Center 335 - Mills Room

SEMINAR ORGANIZER & MODERATOR

Syed Tariq Anwar
Prof. of Marketing & Int'l Business
WTAMU



AMA's Chapter Advisors
Turkan Dursun Killo, Primary Chapter Advisor
Syed Tariq Anwar, Co-Chapter Advisor





The 2017 WTAMU Faculty Senate's 'Magister Optimus Award'.



AMERICAN MARKETING
ASSOCIATION

Sponsor: American Marketing Association
Collegiate Chapter in the College of Business

Special Marketing Seminar

Internet of Things (IoT): Business Applications, Trends and Marketing Issues

Speakers

CYRUS DRIVER

President & Chief Executive Officer
NTS Communications, Lubbock, Texas

JAMES D. WEBB

Chief Information Officer
West Texas A&M University, Canyon, Texas



Tuesday, April 10, 2018
Classroom Center (CC) 335 - Mills Room
West Texas A&M University, Canyon
12:20 pm - 1:30 pm

Seminar Organizer & Moderator
Syed Tariq Anwar
Prof. of Marketing & Int'l Business, WTAMU



Special seminar: **“Internet of Things (IoT): Business Applications and Marketing Issues”**, April 10, 2018.

Participants: Syed Tariq Anwar (AMA faculty advisor), Turkan Kilic (AMA faculty advisor), Cyrus Driver (President & CEO of NTS Communications), James D. Webb (CIO of WTAMU), Angel Kandahari (EVP of Sales & Advanced Services of NTS Communications), and Tony Hernandez (Director of Sales of NTS Communications).





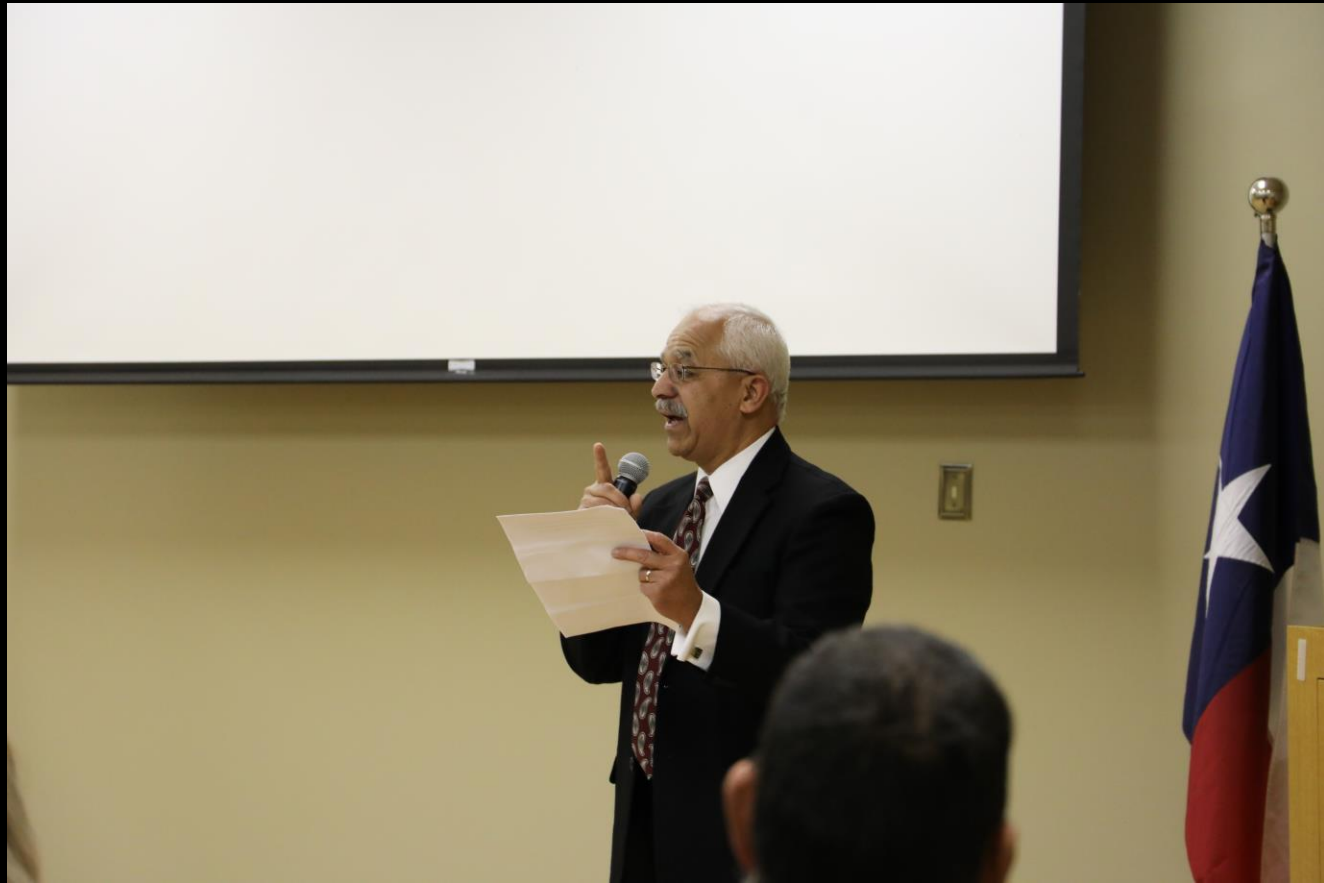
















Lecture: "Marketing Trends, Changing Strategies and the Business World",
Institute of Administrative Sciences, University of the Punjab, Lahore, Pakistan, January 10, 2017.









AMERICAN MARKETING
ASSOCIATION

Sponsor: American Marketing Association
Collegiate Chapter in the College of Business

Special Marketing Seminar

Internet of Things (IoT): Business Applications, Trends and Marketing Issues

Speakers

CYRUS DRIVER

President & Chief Executive Officer
NTS Communications, Lubbock, Texas

JAMES D. WEBB

Chief Information Officer
West Texas A&M University, Canyon, Texas



Tuesday, April 10, 2018
Classroom Center (CC) 335 - Mills Room
West Texas A&M University, Canyon
12:20 pm - 1:30 pm

Seminar Organizer & Moderator
Syed Tariq Anwar
Prof. of Marketing & Int'l Business, WTAMU



SPECIAL MARKETING & INTERNATIONAL
SEMINAR



"REVISITING NAFTA & GLOBALIZATION"

Panel Members & Speakers

Steve Amosson

Professor Extension Economist & Regents Fellow, Texas A&M
Agrilife Research & Extension Center at Amarillo

Gary Molberg

President & CEO, Amarillo Chamber of Commerce

James K. Owens

Professor of Finance & Hodges Professor of Corporate
Governance, WTAMU

Venue: Classroom Center (CC) 335 - Mills Room

West Texas A&M University, Canyon

Tuesday, February 6, 2018

12:20 pm - 1:30 pm

Seminar Organizer & Moderator

Syed Tariq Anwar

Prof. of Marketing & Int'l Business, WTAMU

Sponsored by American Marketing Association's Collegiate Chapter at WTAMU



Mills Business Classroom





02:00	00:10	02:40	01:40	11:40	12:40	10:40
01:00	01:10	01:40	01:40	11:40	12:40	10:40



Category	Value
Revenue	100
Expenses	80
Profit	20

Item	Quantity	Price	Total
Apples	10	1.50	15.00
Bananas	5	2.00	10.00
Oranges	3	3.00	9.00
Pears	2	2.50	5.00

10:00 10:30 11:00 11:30 12:00 12:30 1:00









Marketing Cities and Creating New Ventures: Opportunities and Strategies


Seminar Speakers

Mr. Gary Molberg
President & CEO, Amarillo Chamber of Commerce

Mr. William Ware
Executive Vice President
Amarillo National Bank & Co-Developer, Dubs Development LLC

Seminar Organizer & Moderator

Dr. Syed Tariq Anwar
Professor of Marketing & Int'l Business
West Texas A&M University



Wednesday, April 12, 2017, 12:15p.m. – 1:30p.m.
Classroom Center 335

Sponsor: The American Marketing Association Collegiate Chapter of WTAMU

Special Marketing Seminar

"Healthcare Marketing: Changing Markets &
Trends"

Speaker:

Patrick Buckley
Director of Marketing



Seminar Moderator:

Syed Tariq Anwar

Professor of Marketing & International Business

Classroom Center 335
West Texas A&M University, Canyon

Wednesday, November 16, 2016

12:15-1:30pm



Sponsors

WTAMU American Marketing Association
Marketing Faculty
College of Business

03:37 BEIJING 01:07 HYDERABAD 23:37 DUBAI 07:37 MOSCOW 20:37 FRANKFURT 20:37 LONDON DALLAS VANCOUVER

Please IT Work
\$15 Bonus
Customer - Free Dinner
Thank you for your hard work







Special Marketing Strategy Seminar

PRODUCT DEVELOPMENT IN THE GLOBAL SPORTS CAR INDUSTRY: A CASE OF DELOREAN

Presenter: Dr. Anwar
November 30th
1:30pm
CC227



Sponsors WTAMU American Marketing
Association Marketing Faculty College of
Business











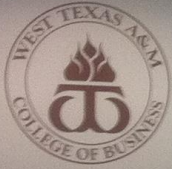








September 24, 2014. Southwest Case Research Association Conference, Houston, Texas.
Special Session: "Reviving an Iconic Brand: A Case of DeLorean Motor Company".
Speakers: Stephen Wynne, CEO and Roger Dart, President, DeLorean Motor Company, Humble, Texas
with Conference participants.



Schaeffer Trading and Technology Classroom









October 27, 2008. The Department of Management, Marketing and General Business, WTAMU

Special international business seminar: "Financial Crisis and the Changing Global Business"

L to R: Robert A. Juba, Vice President, Merrill Lynch, Amarillo, Pat Ware, Assistant Vice President, Amarillo National Bank, Neil Terry, Dean, College of Business, Jim Owens, Department Head of Accounting, Economics and Finance, and Syed Tariq Anwar, Professor of Marketing & Int'l Business, WTAMU.

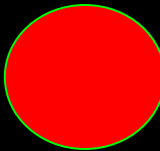


October 27, 2008. The Department of Management, Marketing and General Business, College of Business, WTAMU, Canyon, Texas.
Special international business seminar: "Financial Crisis and the Changing Global Business – Part I"



October 27, 2008. The Department of Management, Marketing and General Business, College of Business, WTAMU, Canyon, Texas.

Special international business seminar: "Financial Crisis and the Changing Global Business – Part I"



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