

James O. Cox, PhD

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PROFILE SUMMARY

Dynamic and internally motivated bilingual professional with strong communication and interpersonal skills and vocation for research, teaching, and service. Proven ability to conduct research, teach, lead and manage.

CORE COMPETENCES

- Leadership
- Negotiation
- Administration
- Board Relations
- Cultural Diversity
- Interpersonal Skills
- Lesson planning
- Program development
- Curriculum Development

EDUCATION

Ph. D. Texas A&M International University **May 2019**
Laredo, Texas

- International Business Administration
- Concentration in Management Information Systems

M. S. – I. S. Texas A&M International University **2009**
Laredo, Texas

- Information Systems

B. B. A. Instituto Tecnológico y de Estudios Superiores de Monterrey **1996**
Monterrey, Mexico

- Major: Accounting
- Minor: Finance

ACADEMIC AND RESEARCH SKILLS

- Research Collaboration.
- Teaching students with practical examples
- Ability to prepare syllabus, deliver lecture, and hold group conversation on related-topic with students.
- Able to deliver content in traditional, hybrid, and online formats.
- Effective communicator in relaying in-depth information in a manner that is easily understood within informal and formal settings
- 100% Spanish proficiency
- Multivariate Analysis:
 - OLS regression: Coding in STATA, SPSS
 - Time series regression Coding in STATA
 - Structural equation models with first and second order latent variables: WarpPLS
 - Multi-group comparisons and analysis

RESEARCH INTERESTS

- Social Capital, trust, and its relations to business development and entrepreneurship
- Socially Responsible Business development
- Culture and its effect on multi-cultural collaborative network interactions and their preference of collaboration medium
- Statistical, Mathematical, and Logical modeling techniques
- Experimental Information Systems research
- Data Analytics and Business Intelligence

RESEARCH

Dissertation

Cox, J. (2019). The Moderating Effect of Media Naturalness on Motivating Language. (Doctor of Philosophy), Texas A&M International University, Laredo, TX.

Peer Reviewed Publications

Jha, A., & Cox, J. (2015). Corporate social responsibility and social capital. *Journal of Banking & Finance*, 60, 252-270. doi:<https://doi.org/10.1016/j.jbankfin.2015.08.003>

Conference Presentations

1. Cox, J., Bolortuya, E., Wang, W., "The future of the Large Capacity Aircraft Industry" *16th Annual Western Hemispheric Trade Conference*, Texas A&M International University, Laredo, TX, February 2012
2. Limaye, A., Cox, J., "Testing the moderating effect of socioeconomic structure on the relationship between culture and Technology Use" *17th Annual Western Hemispheric Trade Conference*, Texas A&M International University, Laredo, TX, February 2013
3. Cox, J., "Comparative Analysis of the Communicational Differences between Hispanic and Non-Hispanic Subordinates when using Motivating Language from the Perspective of Media Naturalness Theory: A Qualitative Approach", *19th Annual Western Hemispheric Trade Conference*, Texas A&M International University, Laredo, TX, April 2015
4. Cox, J., "Corporate Social Responsibility, Gender Diversity on the Board of Directors and Earnings Quality: Does Gender Diversity really matter?", *19th Annual Western Hemispheric Trade Conference*, Texas A&M International University, Laredo, TX, April 2015
5. Cox, James; Kock, Ned, "The Moderating Effect of Media Naturalness on Motivating Language: Can a message lose some of its impact due to communication medium choice?" *PLS Application Symposium, 21st Annual Western Hemispheric Trade Conference*, Texas A&M International University, Laredo, TX, April 2017
6. Cox, James; Kock, Ned, "The Moderating Effect of Media Naturalness on Motivating Language: Using MTurk for data collection" *PLS Application Symposium, 22nd Annual Western Hemispheric Trade Conference*, Texas A&M International University, Laredo, TX, April 2017

Work in Progress

- Media Naturalness Scale Development
- The moderating effect of Media Naturalness on Motivating Language
- The role of culture and its relationship to communication media use
- Antecedents to Corporate Social Performance: A Framework, Model and Research Approach

ACADEMIC EXPERIENCE

Visiting Professor of Computer Information Systems & Security
Assistant Professor of Computer Information Systems & Security
Our Lady of the Lake University, San Antonio, TX

August 2018 – May 2019

August 2019 – Present

CISS 4321 – Advanced Programming (Python)

- Lead instructor
- Designed the course
- Curated the course material from various sources (no textbook)
- Replaced textbook with online, hands-on components
- Includes a "Programming Capstone" final project

CISS 2410 – Computer Programming I (Python)

- Lead instructor
- Designed the course
- Removed lectures
- Replaced textbook with online, hands-on lessons
- Designed course to be taught in Face-to-face and Hybrid modes
- Conducted hands-on Lab

CISS 2411 – Computer Programming II (Python)

- Lead instructor
- Designed the course
- Removed lectures
- Replaced textbook with online, hands-on lessons
- Designed course to be taught in Face-to-face and Hybrid modes
- Conducted hands-on Lab
- Implemented a final project with real life utility

CISS 1310 – Current Concepts of Information and Computer Technology

- Redesigned course for online delivery
- Taught hands-on class of introductory concepts of Information Systems
- Conducted the hands-on computer lab for the class
- Face-to-face, Hybrid

CISS 1411 – Computer Programming II (Python)

- Lead instructor
- Taught hands-on class of introductory concepts procedural and object-oriented programming
- Face-to-face, Hybrid

CISS 1410 – Computer Programming I (Python)

- Lead instructor
- Redesigned course for online delivery
- Taught hands-on class of introductory concepts procedural and object-oriented programming
- Face-to-face, Hybrid

CISS 3330 – Database Design and Implementation

- Lead instructor
- Hybrid; Face-to-face

CISS 3350 – Information Systems and Information Technology

- Taught hands-on class of concepts of Information Systems for Business
- Designed instructional videos to clarify final project, assignments, class structure, Blackboard layout, syllabus and online collaboration technology
- Final project involves research into current applications of the business technologies discussed in class
- Face-to-Face, Online, Hybrid

CISS 3330 – Database Design and Implementation

- Taught Graduate class in Database Design
- Online

CISS 8305 – Information Systems Hardware and Software Platforms

- Taught Graduate Class on Hardware and Software Technical Internals
- Designed instructional videos for assignments
- Online format

CISS 8319 – Information Systems and Information Technology

- Taught Graduate Class of Advanced Concepts of Information Systems for Business
- Designed instructional videos to clarify final project, assignments, class structure, Blackboard layout, syllabus and online collaboration technology
- Final project involves research into current applications of the business technologies discussed in class
- Online format

**Adjunct Professor of International Business,
University of the Incarnate Word, San Antonio, TX**

August 2018 – May 2020

BINT 3331 – International Business Administration

- Taught Class on Concepts of International Business Administration
- Final Project based on real-world application of class concepts
- Designed instructional videos to clarify final project, assignments, class structure, Blackboard layout, syllabus and online collaboration technology
- 1 Face-to-face, Online

**Adjunct Professor of Management Information Systems
Texas A&M International University, Laredo, TX**

Jan 2014 - Dec 2014

MIS 3330 - Database Design & Implementation (Instructor of record)

- Designed syllabus, exercises and assignments so class could have a hands-on component
- Requested computer lab for the class for hands on component
- Final team project based on a real-world scenario

MIS 3340 – Data Networks (Instructor of record)

- Delivery of the class was hybrid
- Online component content was a student-proposed topic that related to novel or different networking technologies
- Students were required to login, view content, and interact on designated days

PROFESSIONAL SKILLS

- Database design and management
- SQL
- Data network design and maintenance
- Object-Oriented Programming
- Procedural Programming
- Systems Design
- Technological integrations
- Distributed production systems management
- Online storefront management
- Digital products development
- Workflow design and redesign
- Workforce technology training

PROFESSIONAL EXPERIENCE

CEO, CIO

Aug 2011 - Present

ProColor Studios, San Antonio, TX

- Integration 3rd party technologies for digital storefront and online ordering of portraits
- Integration of 3rd party technologies for bulk image keying and background removal process
- Implement VoIP PBX with QoS
- High-throughput data network design and implementation
- Develop and implement a comprehensive Disaster Recovery Plan
- Integration of Client Prospecting Management Solutions
- Integration of employee scheduling, tracking and time management solutions
- Develop workflow management solutions
- Develop novel digital products to stay competitive and gain market share
- Design and implement internal systems of checks and balances to improve operational efficiencies
- Train photographers in technology use, portrait techniques, and people skills
- Train production technicians in proper use of production equipment

Manager, CIO

2003 - 2011

ProColor Photography, Laredo, TX

- Involve in photography production, control systems design and workflow design
- Performed server administrator and technical support duties
- Responsible for product development and solutions development

Photographer

2001 - 2003

ProColor Photography Laredo, TX

- Developed high quality images for a variety of products and designed catalogues
- Coordinated with clients and analyzed their image requirements
- Communicated with all subjects and assisted to put them at ease before shooting
- Maintained expert knowledge on all photography software

SERVICE

- Jan 2021-Present: Member of the Executive Committee, South Texas Mensa
- Jan 2017-2021: President (Local Secretary) of the Executive Committee, South Texas Mensa
- Jan 2016-December 2016: Vice-president (Assistant Local Secretary) of the Executive Committee, South Texas Mensa
- January 2015-December 2015: Member at large, South Texas Mensa
- January 2008-December 2010: Member of the Board of Deacons, Laredo First Assembly of God Church
- January 2006-December 2008: Instructor (5-7 year old boys) for Royal Rangers (Boy Scouts-like program) at Laredo First Assembly of God Church

MEMBERSHIPS

Academic

- The National Scholars Honor Society 2009
- Phi Kappa Delta Honor Society 2009

Professional

- PPI (Professional Photographers International) 2008
- PSPA (Professional School Photographers Association) 2008

Other

- Mensa 2014