

Greg C. Ashley, MBA, MA, PhD

Background Information:

Office Address: Bellevue University
College of Business
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Educational Institutes Attended:

- **University of Nebraska / Lincoln**
B.A. Psychology – 1977
- **College of Saint Mary**
A.S. Telecommunications Systems Management – 1996
- **University of Nebraska at Omaha**
M.B.A. – 2000
M.A. Economics – 2003
M.A. I/O Psychology – 2008
Ph.D. I/O Psychology – 2009

Professional Affiliations and Memberships:

- Omicron Delta Epsilon (economic honor society)
- Academy of Management
- Society for Industrial and Organizational Psychology
- Omaha Organization Development Network

Non-Profit Boards:

- Nebraska Council on Economic Education Trustee
- University of Nebraska at Omaha Economics Department Advisory Board

Journal Reviewer

Journal of Behavioral and Applied Management

Publications:

- Reiter-Palmon, R., Wiener, R. L., Ashley, G., Winter, R., Smith, R., Richter, E., & Humke, A. (2008). The effects of empathy in judgments of sexual harassment complaints. In W. J., Zerbe, C. E. J., Hartel, and, N. M. Ashkanasy (Eds.), Research on Emotion in Organizations: Emotions, Ethics, and Decision-Making (vol. 4, pp. 285-310), United Kingdom: Emerald Publishing.

Publications in Progress:

- Ashley, G, Reiter-Palmon, R. (In Press). Review of creative leadership: Skills that drive change. *Psychology of Aesthetics, Creativity, and the Arts*.
- Ashley, G. A., & Reiter-Palmon, R. (Under review). Self-Awareness: Scale development and validation.
- Ashley, G. C., James, J. M., Young, M., Yurkovich, J. M., Reiter-Palmon, R. (In process). *O*NET in practice: What works and what doesn't*.
- James, J., Reiter-Palmon, R., Yurkovich, J., Gins, A., Ashley, G., & Hornberg, J. (In process). *Comparing two job analysis approaches: Web-based vs. focus groups*.

Technical Reports:

- Reiter-Palmon, R., Young, M., Yurkovich, J., James, J., & Ashley, G. (2006). The Effect of Sample Size on Results of Job Analysis Surveys. Waxahachie, TX: SkillsNET Corp.
- Ashley, G., James, J., Young, M., Yurkovich, J., & Reiter-Palmon, R. (2006). Reliability Analysis of Task Skill/Ability Linkages. Waxahachie, TX: SkillsNET Corp.
- James, J., Ashley, G., Gins, A., Hornberg, J., Yurkovich, J., & Reiter-Palmon, R. (2007). Analysis of Skill and Ability Linkage Inter-rater Reliability, part II. Waxahachie, TX: SkillsNET Corp.
- James, J., Ashley, G., Gins, A., Hornberg, J., Yurkovich, J., & Reiter-Palmon, R. (2007). Development of a Personality-Based Supplement to the O*NET Skill and Ability Taxonomy. Waxahachie, TX: SkillsNET Corp.
- Gins, A., James, J., Ashley, G., Hornberg, J., Yurkovich, J., & Reiter-Palmon, R. (2007). SkillObject Validation. Waxahachie, TX: SkillsNET Corp.
- Hornberg, J., Ashley, G., Gins, A., James, J., Yurkovich, J., & Reiter-Palmon, R. (2007). An Analysis of Generalized Work Activities (GWAs) to Skill and Ability Linkages. Waxahachie, TX: SkillsNET Corp.
- Ashley, G. C., James, J. M. (2007). Workforce planning model literature review. Waxahachie, TX: SkillsNET Corp.

Conference Presentations:

- Ashley, G. C., & Gruber, G. (1999). *Analysis of construction activity and economic growth in southeast Nebraska and Southwest Iowa*. Paper presented at the Nebraska Economics and Business Association Annual Fall Conference, Auburn, NE.
- Ashley, G. C. (2001). *Valuing naming rights*. Paper presented at the Nebraska Economics and Business Association Annual Fall Conference, Hastings, NE.
- Reiter-Palmon, R., Wiener, R. L., Smith, R., & Ashley, G. (2005, March). *The effects of empathy in judgments of sexual harassment complaints*. Paper presented at the American Psychology and Law Society, La Jolla, CA.
- Reiter-Palmon, R., Wiener, R. L., Smith, R., & Ashley, G. (2005, April). *The effects of empathy in judgments of sexual harassment complaints*. Paper presented at the Society for Industrial/Organizational Psychology, Los Angeles, CA.
- Ashley, G. C., James, J. M., Young, M., Yurkovich, J. M., Reiter-Palmon, R. (2007, April). *O*NET in practice: What works and what doesn't*. Paper presented at the Society for Industrial/Organizational Psychology, New York, NY.

- Reiter-Palmon, R., Ashley, G., & Wiener, R. L. (2007, April). *Judgments of sexual harassment complaints and perspective taking: Effects of state and trait*. Paper presented at the Society for Industrial/Organizational Psychology, New York, NY.
- James, J., Reiter-Palmon, R., Yurkovich, J., Gins, A., Ashley, G., & Hornberg, J. (2008, April). *Comparing two job analysis approaches: Web-based vs. focus groups*. Paper presented at the Society for Industrial/Organizational Psychology Meeting, San Francisco, CA.
- Reiter-Palmon, R., Wiener, R. L. & Ashley G. (2009, March). *Attention to actors in judgments of sexual harassment complaints*. Paper presented at the American Psychology and Law Society, San Antonio, TX.
- Reiter-Palmon, R., Wiener, R., & Ashley, G. (2010, April). *Sexual harassment judgments: Interactive effects of sexism and perspective taking*. Paper presented at the society for Industrial/Organizational Psychology Meeting, Atlanta, GA.
- Ashley, G. & Reiter-Palmon, R. (2010, April). *Self-awareness: The missing link in leader development?* Paper presented at the society for Industrial/Organizational Psychology Meeting, Atlanta, GA.

Academic Experience:

UNO Psychology Department Research Assistant

- Direct teams of undergraduates participating in research group
- Assist professors and other researchers in gathering, organizing, and rating research materials
- Statistical analysis of research data
- Serve as guest lecturer for undergraduate courses as needed
- Write papers and submit documents for publication to convey research results

SkillsNET Corporation (practicum associated with Ph.D. work), Omaha, NE

- Conduct skills analysis for United States Navy
- Review and refine job analysis data collected from incumbents
- Content analyze job analysis data to determine requisite knowledges, skills, and abilities
- Conduct reliability and validity research for data collection process
- Write technical papers regarding topics such as incumbent sampling and competencies

Center for Applied Psychological Services, Omaha, NE

- Develop test items for police and fire department promotional exams

Creighton University and University of Nebraska, Adjunct Instructor, Omaha, NE

- Develop PowerPoint presentations to support course lectures
- Develop, assign, review, and grade course-related writing projects and tests

Awards and Honors:

- The Department of Economics Outstanding Service Award for 2007

Business Experience:

Qwest Communications, Omaha, NE, *Resource Allocation and Dispatch Supervisor (1st Level Mgmt)*

Responsible for dispatch operations for the states of Nebraska and Iowa.

Ensures resources are sufficient to match customer demand.

Communicates with other departments and management to resolve problems and expedite work.

Helps occupational employees in resolving problems and completing work.

Hires and discharges workers.

Makes recommendations to management concerning staff and improvement of procedures.

Observes and evaluates workers' performance.

Plans and develops improved procedures.

Plans, prepares, and devises work schedules, according to budgets and workloads.

Prepares, maintains, and submits reports and records, such as budgets and operational and personnel reports.

Resolves complaints and answers questions of customers regarding services and procedures.

Supervises and coordinates activities of workers engaged in customer service activities.

Conduct or arrange for ongoing technical training and personal development classes for staff members.

Conduct orientation sessions and arrange on-the-job training for new hires.

Qwest Communications, Omaha, NE, *Design Services and Mass Markets Analyst (1st Level Mgmt)*

Responsible for outside plant performance metrics for the states of Nebraska and Iowa.

Develop and implement records management program for filing, protection, and retrieval of records.

System administrator for Qwest global positioning system (GPS) for the states of Nebraska and Iowa

Regulatory and Public Policy reporting.

Analyze data and develop solutions or alternative methods of proceeding.

Confer with personnel to ensure successful functioning of newly implemented systems or procedures.

Design, evaluate, recommend, and approve changes to forms and reports.

Gather and organize information on problems or procedures.

Plan study of work problems and procedures, such as organizational change, communications, information flow, methods, inventory control, or cost analysis.

Managed Qwest's Inroads program (minority internship program:

<http://www.inroads.org/>) for the state of Nebraska.

Qwest Communications, Omaha, NE, *Product Development Manager (2nd Level Mgmt)*

Technical development of high-speed data products.

Evaluate cutting-edge telecommunications technology.

Successful record of leading teams in the development of high-quality deliverables.

Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections.

Use sales forecasting and strategic planning to ensure the sale and profitability of products or services.

Monitor market trends and competitive threats.

Research and Teaching Interests

- Individual differences
- Statistics
- Leadership
- Personnel selection
- Measurement methodology

Academic and Business Competencies

Business

Supervision/Management
Training
Employee Hiring
Business Law
Union Relations
Data Analysis
Information Technology
Business Strategy/Competitive Threat
Accounting

Economics

Macro and Micro Economic Theory
Economic Research Methods
Business Conditions Analysis
Valuation of Intangible Assets

Industrial/Organizational Psychology

Psychometric Theory
Program Evaluation
Workplace Motivation
Criterion Development
Performance Appraisal
Creativity and Innovation in the Workplace
Organizational Behavior
Personnel Selection
Job Analysis
Leadership

Statistics and Research Methods

Regression
Analysis of Variance
Multivariate Statistics
Statistical Software (SPSS, SAS, E-Views,
and Minitab)
General Statistics