

Victor L. Heller

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EDUCATION

Ph.D., Arizona State University

M.P.A., Arizona State University

B.A., Arizona State University

ACADEMIC POSITIONS

Associate Professor, Department of Management

The University of Texas at San Antonio

San Antonio, Texas

Senior Executive Director, Center for Professional Excellence

The University of Texas at San Antonio

San Antonio, Texas

Interim Chair, Department of Management

The University of Texas at San Antonio

San Antonio, Texas

Assistant to the President

Office of the President

The University of Texas at San Antonio

San Antonio, Texas

Director of Travel and Tourism Studies

Arizona State University

Tempe, Arizona

Associate Dean

School of Hotel and Restaurant Management

Northern Arizona University

Flagstaff, Arizona

NON-ACADEMIC POSITIONS

President/CEO

Texas Travel Industry Association

Austin, Texas

Director, Arizona Office of Tourism
Phoenix, Arizona

Deputy Director, Arizona Office of Tourism
Phoenix, Arizona

Director of Administration /Economic Development Administrator
Governor's Office of Economic Planning and Development
(Arizona Department of Commerce)
Phoenix, Arizona

Comptroller
Yavapai Community Hospital
Prescott, Arizona

Administrative Assistant
City of Prescott
Prescott, Arizona

Graduate Research Assistant
Institute of Public Administration
Arizona State University
Tempe, Arizona

Community Worker
Gila Indian Reservation
Sacaton, Arizona

HONORS/AWARDS

IIQUEST – Robert A. Beck Journalism Award in Ethics
MBA Outstanding Professor

BOOKS PUBLISHED

Heller, V., Heller, J., and Heller N., (2019) Business Ethics for Future Leaders: An Anthology (1st edition)_San Diego, Calif. Cognella

Heller, V., Heller, J., and Heller N., (2015) Social, Legal, and Ethical Issues in Business (1st edition) Toronto, Canada; Top Hat

Heller, V. and Heller, N. (2009) Business Ethics: Philosophies Principles and Practices (2nd Edition) Dubuque: Iowa Kendall-Hunt. (E-book used in undergraduate classes.)

Heller, V. and Heller, N. (2007) Business Ethics: Philosophies Principles and Practices (1st Edition) Dubuque: Iowa Kendall-Hunt. (E-book used in undergraduate classes.)

Heller, V. (2006) Ethical Dilemmas: How Do You Measure Up? (1st. Edition) Dubuque, Iowa: Kendall-Hunt (Workbook used in undergraduate classes.)

Heller, V. (2005) Instructor's Manual Business Ethics: Concepts and Cases. Prentice Hall, Upper Saddle River, New Jersey

REFEREED PUBLICATION

Heller, N.A., Burch, J., Burch G., Gardiner, P., Heller, V. (2018) The Facilitation of Higher Order Thinking Using the Conception Focused Curriculum. *International Journal of Business, Humanities, and Technology*. February, 2018.

Heller, N., Heller, V., Ramirez, C., and Gall, L. (2012) An Evaluation of MBA Programs Correlated with the Ethics Education Task Force Recommendations. *World Journal of Social Sciences* Vol. 2 No. 5

Heller, V. and Darling, J. (2012) Anatomy of Crisis Management: Lessons from the Infamous Toyota Case. *European Business Review*. Vol. 24 No. 2

Heller, V., Heller, N. and Freed, R. (2012) Building an International MBA Experience Based on Cross Cultural Learning Differences. *Journal on GSTF Business Review* Vol. 1, No. 4

Darling, J.R., Heller, V.L. and Wilson, B.J. (2012) The Key to Effective Organizational Development in Times of Socioeconomic Stress: A Case Focusing on Leadership Responses to Communication Challenges. *European Business Review* Vol. 24. No. 3

Heller, N. and Heller, V. (2011) Business Ethics Education: Are Business Schools Teaching to the AACSB Ethics Education Task Force Recommendations? *International Journal of Business and Social Science* Vol.2, No. 20

Heller, V. and J. Darling. (2011) Toyota in Crisis; Denial and Mismanagement. *Journal of Business Strategy* Vol. 32 No. 5

Darling, J. and V. Heller. (2011) The Key to Effective Stress Management: Importance of Responsive Leadership in Organizational Development *Organizational Development Journal* Vol. 29, No.1

Darling, J. and V. Heller. (2011) Managing Conflict with the Chinese: The Key from an In-Depth Case Study, *Chinese Management Studies* Vol. 5 No.1

Heller, N., Heller, V. and Petronis, J. (2011) Business Ethics: Are We Teaching Undergraduate Students to AACSB International Expectation?" *Advances in Business Research, Vol. 1, No.1*

Lengel, R., Larsen, G., and Heller, V. (2011) The Management Mindset: Setting the Stage for Unethical Behavior. *Ethical and Critical Thinking Journal Vol.1 No.1*

Darling, J. and Heller, V. (2011) Positioning a firm's initial market offering: a strategic application of a consumer-oriented model *Emerald Press Reading List Assist*

Darling, J., Heller, V., and Tablada, D. (2010), Positioning a Firm's Initial Market Offering: A Strategic Application of a Customer-Based Paradigm. *European Business Review Vol. 21, No. 6*

PUBLISHED PROCEEDINGS

Heller, V and Ramirez C., (2007) Rethinking International Management Education: The North American Summer School for Advanced Management. Proceedings of the International Academy of Management and Business Conference Las Vegas, Nevada.

NATIONAL PRESENTATIONS

Heller, V.L., "Strategic Directions in University Executive Education Programs: The University of Texas at San Antonio Experience." Paper presented to the Western Social Science Association Meeting, Salt Lake City, Utah April, 2011

Heller, V.L., "Moral Courage: Can We Teach It in MPA Programs?" Paper presented to the Western Social Science Association Meeting, Reno, Nevada, April, 2010

Heller, V.L., "Public v. Private Organizations: Do Their Ethical Challenges Differ?", Paper presented to the Western Social Science Association Meeting, Albuquerque, N.M., April, 2009

Heller, V.L., "Public Administration Ethics: Are We Teaching Students What They Need to Know", Paper presented to the Western Social Science Association Meeting, Denver, Colorado April, 2008

Heller, V.L., "Canadian and U. S. International Business Communications: Understanding Values and Ethics Differences", Paper presented to the Western Social Science Association Meeting, Calgary, Alberta, April, 2007

Heller, V. L., and C. Ramirez, Rethinking International Management Education: The North American Summer School for Advanced Management. Paper presented at the International Academy of Management and Business Meeting, November, 2007.

Heller, V.L., and J. Heller Canadian Workplace Ethics: Are There Regional Differences? Paper presented to the Western Social Science Association Meeting, Phoenix, Arizona, April, 2006

Heller, V.L., and A. Post, Do Canadian Women Look at Workplace Ethics Through a Different Lens? Paper presented to the Western Social Science Association Meeting, Phoenix, Arizona, April, 2006.

Heller, V.L., *Workplace Ethics 101: An Analysis of Canadian Ethical Business Practices*. Paper presented to the Western Social Science Association Meeting, Albuquerque, New Mexico, April, 2005.

Heller, V.L. Ethics and Leadership: Philosophies, Principles and Practices, Paper presented at the Western Social Science Association, Salt lake City, Utah, April 2004

Heller, V.L. An Organizational Approach for Improving Ethical Behavior: Implications for the Tourism Industry. Paper presented at the Western Social Science Association, Las Vegas, Nevada, April 2003

Heller, V.L. and T. Cannon, Revisiting State Tourism Office Appropriations and Their Impact on Tourist Expenditures. Paper presented at the Western Social Science Association. Albuquerque, New Mexico, April 2002

Heller, V. (2002) Changing the Paradigm of International Business: the North American Summer School of Advanced Management Experience. Paper presented at the Second Annual Tri-lateral Technology Symposium. San Antonio, Texas

Heller, V. L. Developing an International Tourism Stakeholder Curriculum Assessment Model. Paper presented at the CHRIE meeting, Toronto, Ont., July 2001.

Heller, V.L. and T. Cannon, An Analysis of State Tourism Office Statutory Responsibilities and State Tourism Office Programs. Paper presented at the Western Social Science Association meeting, Reno, Nevada. April 2001.

RESEARCH INTERESTS

- Organization Ethics
- Organization Strategy
- Crisis Management
- Leadership

SELECTED COURSES TAUGHT

Management:

Ethics and Globalization (G)
 Social and Ethical Issues in Business (U)
 Introduction to Organization Theory, Behavioral Management (U)
 Leadership (G)
 Organizations in Transition (G)
 Business (Government) and Society (U)
 Conceptual Foundations of Management (G)

Marketing:

Introduction to Marketing (G)
 Ethics in Marketing (U)
 Marketing Capstone (U)
 Marketing Strategy (U)
 International Marketing (G)

SUMMARY OF STUDENT COURSE EVALUATION

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Faculty Name: Victor Heller				Course: GBA 2013 Social, Legal and Ethical Issues in Business(On				
Faculty Rank: Associate professor				GBA 2013 Social, Legal and Ethic:Business (Face to Face)				
Department: Management				MGT 48 Management Strategy (Online)				
				MGT 48 Management Strategy (Face to Face)				
				MKT 48 Marketing Strategy (Face to Face)				
				MKT 49 Ethics in Marketing (Face to Face)				
TERM	COURSE/SECTION	TYPE	ENROLLMENT	RESPONDENTS	OVERALL COURSE RATING	OVERALL INSTRUCTOR RATING		
2019	Summer	MGT 4893 .01T	Online	97	47	4.47	4.45	
	Summer	MGT 4893 .CY1*	Online	5	5	3	3	
	Spring	GBA 2013 0.004	Online	142	142	4.41	4.35	
2018	Fall	MGT 4893 0.009	Online	100	90	4.66	4.61	
	Summer	MGT 4893 .01T	Online	75	54	4.59	4.54	
	Spring	GBA 2013 0.004	Online	14	146	4.53	4.55	
	Spring	MGT 4893 0.009	Online	76	65	4.65	4.65	
2017	Fall	GBA 2013 0.002	Online	288	217	4.55	4.52	
	Fall	MGT 4893 0.01	Online	75	66	4.65	4.68	
	Spring	GBA 2013 0.004	Online	195	151	4.66	4.66	
2015	Fall	GBA 2013 0.002	Online	379	265	4.58	4.59	
	Spring	GBA 2013 0.004	Online	353	212	4.5	4.52	
2014	Fall	GBA 2013 0.004	Online	288	166	4.48	4.51	
	Fall	GBA 2013 0.901	online	56	39	4.35	4.35	
	Spring	MKT 4893 0.002	F2F	15	6	4.83	4.83	
	Spring	MKT 4893 0.003	F2F	38	22	4.31	4.4	
2013	Fall	MKT 4893 0.002	F2F	10	5	5	5	
	Fall	MKT 4893 0.003	F2F	34	9	4.33	4.11	
	Fall	MKT4953 0.002	F2F	41	18	3.88	3.94	

* Major revision made to course.

-The End

