RICHARD A. GERSHON

4010 Reunion Pointe Lane   Professor Emeritus, School of Communication
New Bern, NC 28562 USA   Western Michigan University

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EDUCATION

Ph.D. Mass Communication
- Telecommunications Management

Ohio University: Athens, Ohio 45701
June 1986.

M.Ed. Education
University of Vermont: Burlington, VT. 05405
June 1980.

B.A. English (Danforth Honors)
Goddard College: Plainfield, VT. 05667
June 1974.

PROFESSIONAL EMPLOYMENT

Professor, Co-Director
Telecommunications & Information Management Program
WESTERN MICHIGAN UNIVERSITY: School of Communication
- Professor, 2001 – 2021.
- Associate Professor, 1994 – 2001.
- Assistant Professor, 1989 – 1994.

Teaching Responsibilities:
- Strategic Planning, Communication and Innovation
- Media Management and Telecommunications
- Communication Technology and Innovation
- Media and Telecommunications Law
- Introduction to Media and Telecommunications

Assistant Professor, Telecommunications
STATE UNIVERSITY OF NEW YORK, College at New Paltz
Department of Communication: New Paltz, NY. 12561
September 1986 – June 1989.

Senior Business Editor, *Telecommunications Magazine*
and Director of Telecommunications Research,
Horizon-House Publications: Dedham, MA. 0202.
August 1984 – June 1986.

High School Instructor, English and Mass Communication
Rice Memorial High School, Burlington, VT. 05401
September 1976 – June 1981.

HONORS, GRANTS & AWARDS

Teaching:

State of Michigan, Governor Gretchen Whitmer: Recognition of Teaching
and Educational Service to Western Michigan University, August, 2021.

Carnegie Foundation for the Advancement of Teaching: U.S. Professor
of the Year, 2008. Honorable Mention, Washington, DC: November, 2008.

Western Michigan University: Distinguished Teaching Award, 2007.
Presented by the President and Board of Trustees, Western Michigan University
Kalamazoo, MI: October 25, 2007.

Western Michigan University: College of Arts & Sciences: Faculty Achievement
Award in Teaching, 2005. Presented by the College of Arts & Sciences,
Kalamazoo, MI: December 7, 2005.

Western Michigan University: School of Communication Undergraduate
Teaching Award, 2002. Presented by the Eta Rho Chapter of Lambda Pi Eta,
(National Communication Honor Society), Kalamazoo, MI: April 3, 2002.

The Association for Education in Journalism & Mass Communication (AEJMC):
The Barry Sherman Award for Teaching Excellence, 2001. Presented by
the Media Management & Economics Division, Washington DC: August 5, 2001.

The International Radio & Television Society (IRTS): Stephen H. Coltrin
Professor of the Year, 2000 – For Excellence in the Field of Communication
and Education. Presented by the IRTS, New York, NY: March 5, 2000.

RICHARD A. GERSHON

Professional Research:

Western Michigan University: College of Arts & Sciences: Faculty Achievement Award in Research and Creative Activity, 2015. Presented by the College of Arts & Sciences, Kalamazoo, MI: April 8, 2015.

Fetzer Institute: $75,000 Project Grant in support of the Innocence Project and a specialized program involving forgiveness training at the 2013 Innocence Network Conference, Charlotte, NC: April 18-20, 2013.

International Telecommunications Education and Research Association (ITERA): 2012 Katherine B. Snow Research Paper Award, "Digital Media Innovation and the Apple iPad: Reinventing the 21st Century Newspaper." First Place, Indianapolis, IN: March 31, 2012.

Fulbright Visiting Scholar, University of Navarra, Facultad de Comunicación Pamplona, Spain: October – December 2011.

WMU Haenicke Institute Visiting Scholar Award, Nihon University, College of Engineering & Technology. Tokyo, Japan: March - May, 2000.

The National Cable Center and the University of Denver. The Cable Center's 1998 National Book of the Year Award. Presented at the Cable Academic Seminar Dinner and Awards Reception Atlanta, GA: May 2, 1998.

Phi Kappa Phi - National Honor Society (1997). Selected for induction, Western Michigan University Chapter, Kalamazoo, MI: April 14, 1997.

Professional Service:

Western Michigan University Faculty Senate, President's Gavel Award in Recognition of Service to the University, 2018-2020.

Information, Telecommunications Education and Research Association (ITERA): Founders Leadership Award, ITERA 15th Anniversary: April 2020.

Western Michigan University: College of Arts & Sciences: Faculty Achievement Award in Professional and Community Service, 2017. Presented by the College of Arts & Sciences, Kalamazoo, MI: April 18, 2017.

International Telecommunications Education and Research Association (ITERA): The 2011 Academic Program Excellence Award given to Western Michigan University's Telecommunications & Information Management (TIM) program. Presented in Indianapolis, IN: April 9, 2011.

International Telecommunications Education and Research Association (ITERA):
The 2010 Distinguished Service Award. Presented in Nashville, TN: April 11, 2010.

PUBLICATIONS

Books and Monographs:

Gershon R.A. (2025). Editor, *De Gruyter Handbook of Media Technology and Innovation.*
     Berlin, Germany: De Gruyter.

Gershon R.A. (2024). *Digital Media and Innovation: Management and Design Strategies*
     in Communication. (2nd ed.) New York: Routledge.

Gershon R.A. (2020). *Media, Telecommunications and Business Strategy.* (3rd ed.)
     New York: Routledge.

Gershon R.A. (2017). *Digital Media and Innovation: Management and Design Strategies*
     in Communication. Thousand Oaks, CA: Sage.

Gershon R.A. (2013). *Media, Telecommunications and Business Strategy.* (2nd ed.)
     New York: Routledge.

Gershon, R.A. (2011). Intelligent Networks and International Business Communication:
     A Systems Theory Interpretation. *Media Markets Monographs.* No. 12.
     Universidad de Navarra Press, Pamplona, Spain.

Gershon R.A. (2009). *Telecommunications and Business Strategy.* New York: Routledge.

Gershon R.A. (2001). *Telecommunications Management: Industry Structures*
     and Planning Strategies. Mahwah, NJ: Lawrence Erlbaum & Associates.

Gershon R.A. (1997). *The Transnational Media Corporation: Global Messages*
     and Free Market Competition. Mahwah, NJ: Lawrence Erlbaum & Associates.

Gershon, R.A. (1986). *Pay Cable Television: A Regulatory History* – Dissertation.
     Athens, Ohio: Ohio University.

Book Chapters and Journal Articles

Gershon, R.A. (2025). Innovation: Five key strategies to business transformation. In R. Gershon (Ed.) *De Gruyter Handbook of Media Technology and Innovation.* (pp. 3-18), Germany: De Gruyter.

Gershon, R.A. (2025). Transnational media and the economics of global competition. In Y. Kamalipour (Ed.), *Global Communication.* 4th ed. (pp. 55-70). New York: Rowman & Littlefield.

Gershon, R.A. (2024). Business perspectives on the digital economy. In U. Rohn, T. Raats and B. von Rimscha (Eds.), *Handbook of Media Economics.* (pp. 27-41). Berlin, Germany: De Gruyter.

Gershon, R.A. (2023). Vladimir Putin, Ukraine and the court of public opinion. In Y. Kamalipour and J. Pavlik (Eds.), Communicating Global Crisis: Media, War Climate and Politics. (pp. 117-134). New York: Rowman and Littlefield.

Gershon, R.A. (2023). Media business transformation in the workplace: Creating a culture of innovation. *Journal of Creative Industries & Cultural Studies*, 9, 66-87.

Gershon, R.A. (2020). Transnational media and business strategy: Global messages in the digital age. In M. Mahoney and T. Tang (Eds.) *The Handbook of Media Management and Business.* (175-190). New York: Rowman and Littlefield.

Gershon, R.A. (2019). The transnational media corporation and the economics of global competition. In Y. Kamalipour (Ed.), *Global Communication.* 3rd ed. (pp. 37-54). New York: Rowman and Littlefield.

Gershon, R.A. (2018). Media innovation: Three key strategies to business transformation. In A. Albarran, B. Mierzejewska & J. Jung (Eds.), *Handbook of Media Management and Economics.* 2nd ed. (pp. 241-258). New York: Routledge.

Gershon, R.A. & Alhassan, A. (2017). The diffusion of authority: A case study analysis of News Corporation's *News of the World* newspaper. In K. Altmappen, A. Hollifield, & J. van Loon (Eds.), *Values Oriented Media Management*: *Decision-making Between Profit and Responsibility*. (pp. 189-210). Heidelberg, Germany: Springer.

Gershon, R.A. (2016). Intelligent networking and the transnational corporation: Redefining business work space. In A. Lugmayer & C. Dal Zotto (Eds.), *Media Convergence Handbook, II.* (pp. 17-31). Heidelberg, Germany: Springer.

Gershon, R. A. (2014). Digital media, electronic commerce and business model innovation. In Yu-li Liu & R. Picard (Eds.), *Policy and Marketing Strategies for Digital and New Media.* (pp. 202-217). London, UK: Routledge.

Gershon, R.A. (2014). The Sony corporation: Market leadership, innovation failure and the challenges of business reinvention. In Fu Lai Yu & Ho-Don Yan (Eds.), *Handbook in East Asia entrepreneurship*. (pp. 225-239). London, UK: Routledge.

Gershon, R.A. (2013). Digital media innovation and the Apple iPad: Three perspectives on the future of computer tablets and news delivery. *Journal of Media Business Studies*, 10(1), 41-61.

Gershon, R.A. (2013). Innovation failure: A case study analysis of Eastman Kodak and Blockbuster Video. In A. Albarran (Ed.), *Media Management and Economics Research in a Transmedia Environment*. (pp. 46-68). New York: Routledge.

Gershon, R.A. (2013). Facebook: A business perspective on the power of intelligent networking and social media. In M. Friedrichsen & W. Mühl-Benninghaus (Eds.), *Handbook of Social Media.* (pp. 375-389). Berlin, Germany: Springer.

Gershon, R.A. (2011). Business process innovation and the intelligent network. In Z. Vukanovic & P. Faustino (Eds.), *Managing Media Economy, Media Content and Technology in the Age of Digital Convergence*. (pp. 59-85). Lisbon, Portugal: Media XXI/Formal Press.

Gershon, R.A. (2011). Editor's Note: Intelligent networking and global media communication. Special Issue. *The Global Media Journal*, 11(19), Available at: http://lass.calumet.purdue.edu/cca/gmj/

Gershon, R.A. (2010). Digital media & innovation: Reinventing the American newspaper. In A. Targowski & T. Rienzo (Eds.), *Newspapers in crisis: Can an Educated Society be Sustained by Digitalization*? (pp. 3-17). Kalamazoo, MI: Civilization Press.

Gershon, R.A. (2009). Media management & innovation: Disruptive technology and the challenges of business reinvention. In A. Albarran, P. Faustino & R. Santos (Eds.), *The Media as a Driver of the Information Society*. (pp. 299-319). Lisbon, Portugal: Media XXI/Formal Press.

Gershon, R.A. (2009). Intelligent networking and business process innovation. In I. Lee (Ed.), *Handbook of Research on Telecommunications Planning and Management.* (pp. 459-471). Hershey, PA: IGI Global.

Gershon, R.A. (2007). The transnational media corporation and the economics of global competition. In Y. Kamalipour (Ed.), *Global Communication.* 2nd ed. (pp. 55-78). Belmont CA: Wadsworth.

Gershon, R.A. (2006). Issues in transnational media management. In A. Albarran, M. Wirth & S. Chan-Olmsted (Eds.), *Handbook of Media Management and Economics.* (pp. 203-228). Mahwah, NJ: Lawrence Erlbaum & Associates.

Gershon, R.A. (2006). Telecommunications education: The challenges and opportunities of a changing discipline. *The International Journal on Media Management*, 8(1), 29-38.

Gershon, R.A. (2006). Deregulation, privatization and the changing global media environment. In O.B. Barrett (Ed.), *Communications Media, Globalization and Empire*. (pp. 185-205). London, UK: John Libbey.

Gershon, R.A. (2005). The transnationals: Media corporations, international trade and entertainment flows. In A. Cooper-Chen (Ed.), *Global Entertainment Media*. (pp. 17-35). Mahwah, NJ: Lawrence Erlbaum & Associates.

Gershon, R.A. (2004). Intelligent networking and the information economy. In K. Lewandowski (Ed.), *Annual Review of Communications*. Vol. 57. (pp. 611-622). Chicago, IL.: International Engineering Consortium.

Gershon, R.A. & Suri, V.R. (2004). Viacom Inc.: A case study in transnational media management. *Journal of Media Business Studies*, 1(1), 47-70.

Gershon, R.A. (2003). Cellular telephony. In D.H. Johnston, (Ed.), *Encyclopedia of International Media & Communications*. Vol. 1. (pp. 175-188). San Diego, CA: Academic Press.

Gershon, R.A. & Kanayama, T. (2002). The SONY corporation: A case study in transnational media management. *The International Journal on Media Management*, 4(2), 44-56.

Gershon, R.A. (2002). The transnational media corporation and the economics of global competition. In Y. Kamalipour (Ed.), *Global Communication*. (pp. 51-72). Belmont CA: Wadsworth.

Gershon, R.A. (2001). Review of Compaine, B. & Gomery D. Who Owns the Media? *Journal of Media Economics*, 14(2), 121-124.

Gershon, R.A. (2000). The transnational media corporation: Environmental scanning and strategy formulation. *Journal of Media Economics*, 13(2), 81-101.

Lievrouw, L., Gershon, R.A. et. al. (2000). Building the subdisciplines: An overview of communication and technology research. In B. Gudykunst, (Ed.), *Communication Yearbook 24*. (pp. 271-195). Thousand Oaks, CA: Sage.

Gershon R.A. & Egan, B. (1999). Retransmission consent, cable franchising and market failure: A Case study analysis of WOOD-TV 8 vs. Cablevision of Michigan. *Journal of Media Economics*, 12(3), 201-224

Holwerda, H. & Gershon, R.A (1997). The transnational advertising agency.
In R. Gershon, *The Transnational Media Corporation: Global Messages and Free Market Competition.* (pp. 60-76). Mahwah, NJ: Lawrence Erlbaum & Associates.

Gershon, R.A. (1997). The transnational media corporation: Cultural trespass and challenges to national sovereignty. In J. Jaksa & M. Pritchard (Eds.), *Ethical Communication in Risk Technologies*. (pp. 285-303). Cresskill, NJ: Hampton Press.

Gershon, R.A. & Kanayama, T. (1995). Direct broadcast satellites in Japan: A case study in government/business partnerships. *Telecommunications Policy*, 19(3), 217-231.

Gershon, R.A. (1993). International deregulation and the rise of transnational media corporations. *Journal of Media Economics*, 6(2), 3-22.

Gershon, R.A. & Wirth, M. (1993). Home Box Office: The Emergence of pay cable television. In R. Picard (Ed.), *The Cable Networks Handbook*. (pp. 114-122). Riverside, CA: Carpelan Press.

Gershon, R.A. (1992). The First earth run: A case study in special events planning and media use. *The Michigan Association of Speech communication (MASC) Annual Journal*, 27(1), 70-103.

Gershon, R.A. (1992). Telephone/cable cross-ownership: A study in policy alternatives. *Telecommunications Policy*, 16(2), 110-121.

Gershon, R.A. (1992). Video dialtone: The future of telephone programming. *Telephony Magazine*, 223(19), 20-26.

Gershon, R.A. (1990). Intelsat: Global cooperation in an era of deregulation. *Telecommunications Policy*, 14(3), 249-259.

Gershon, R.A. (1990). Pay cable television: A regulatory history. *Communication and the Law*, 12(2), 3-26.

Gershon, R.A. (1987). Satellite communication and fiber optics: Redefining the business of long-haul transmission. *Business Communication Review*, 87(2), 22-25.

Gershon, R.A. & Bazzy, W. (1986). Regional cooperation in the Caribbean. *Telecommunications Magazine*, 20(5), 142-143.

Gershon, R.A. (1985). New directions for electronic mail. *Telecommunications Magazine*, 19(8), 36-53.

Gershon, R.A. (1985). The Maitland Commission report: A policy review. *Telecommunications Magazine*, 19(3), 88-97.

Gershon, R.A. & Gawdun, M. (1984). Reform of Japan's telecommunications operations. *Telecommunications Magazine*, 18(12), 82-86.

Book Reviews, Commentaries and Bibliography Entries

Gershon, R.A. (2013). Media Convergence. *Oxford Bibliography Series* on *Communication – Online:* Available at: http://www.oxfordbibliographies.com/view/document/obo-9780199756841/obo-9780199756841-0026.xml

Gershon, R.A. (2007). Inventing the Future: Preparing Tomorrow's Media and Telecommunications Professionals. Michigan Association of Broadcasters Newsletter, *The Michigan Broadcaster*, 22(2). Available at: http://www.michmab.com/pdf/Newsletter/nlMarApr07.pdf

Gershon, R.A. (2005). Towards a Unified Approach to Media and Telecommunications Management Curriculum, AEJMC Media Management & Economics Division Website. Available at: http://www.miami.edu/mme/teachingtips.htm

CONFERENCE PAPERS and PRESENTATIONS

Gershon, R.A. (May 2025). "Artifical Intelligence and Machine Learning: The Transformative effect of Computer Vision and Adaptation. 15th World Media Economics and Management Conference, University of Warsaw, Warsaw, Poland.

Gershon, R.A. (May 2025). "Artifical Intelligence and Expert Systems: Harnesing the Power of Human Intelligence," 15th World Media Economics and Management Conference, University of Warsaw, Warsaw, Poland.

Gershon, R.A. (October 2022). "Diffusion of Innovation in the Digital Age," The 2022 International Media Management Academic Association, Porto, Portugal.

Gershon, R.A. (October 2022). "Vladimir Putin, Ukraine and the Court of Public Opinion," The 2022 International Media Management Academic Association, Porto, Portugal.

Gershon, R.A. (April 2019). "Product Design and Business Model Innovation: Unleashing the Power of a Good Idea," Paper presented at the 2019 ITERA Conference, Indianapolis, IN.

Gershon, R.A. (May 2018). "Transnational Media: Global Messages in a Digital World," 13th World Media Economics and Management Conference, Cape Town, South Africa.

Gershon, R.A. (May 2018). "Video Streaming and Business Model Innovation: The Future of Over-the-Top Television Services," 13th World Media Economics and Management Conference, Cape Town, South Africa.

Gershon, R.A. (September 2017). Invited Presentation. "Digital Media and Innovation: Leadership Approaches to Business Transformation," Universidad de los Andes, Santiago, Chile.

Gershon, R.A. (May 2017). "Media Innovation: Three Strategic Approaches to Business Transformation," Paper presented at the European Media Management Association Conference, Ghent, Belgium.

Gershon, R.A. (May 2016). "Diffusion of Innovation and Social Media: Opinion Leadership in the Digital Age," Paper presented at the 12th World Media Economics and Management Conference, New York City, NY.

Gershon, R.A. (April 2016). "Digital Lifestyle and Electronic Commerce: A Case Study Analysis of Amazon.Com and TripAdvisor," Paper presented at the 2016 Broadcast Education Association (BEA) Conference, Las Vegas, NV.

Gershon, R.A. (March 2015). Invited Presentation. "The Diffusion of Innovation Revisited: Opinion Leadership in the Digital Age," The 2015 ITERA Conference, Washington DC.

Gershon, R.A. (May 2014). "Product Innovation and Design: Game Changing Strategies that have Transformed the Communication Industry," Paper presented at the 11th World Media Economics and Mgt. Conference, Rio de Janeiro, Brazil.

Gershon, R.A. (April 2014). Invited Presentation. "Product Innovation and Design Where Good Ideas Come From," Invited Presentation. The 2014 ITERA Conference, Louisville, KY.

Gershon, R. A. (February 2014). Invited Presentation. "Product Innovation and Design: Where Good Ideas Come From," Ohio University, School of Media Arts and Studies, Athens, OH.

Gershon, R.A. (June 2013). "Eastman Kodak, Blockbuster Video and Creative Destruction: The Rise and Fall of Two Great Iconic Companies," Paper presented at the International Association for Media and Communication Research (IAMCR) Conference, Dublin, Ireland.

Gershon, R.A. (April 2013). "Facebook: A Business Perspective on the Power of Intelligent Networking and Social Media," Paper presented at the 2013 ITERA Conference, Cincinnati, OH.

Gershon, R.A. (November 2012). Invited Presentation. "The Deregulation Paradox: Whatever Happened to Media Business Accountability?" Special Conference on Value Oriented Media Management. Decision-making Between Profit and Responsibility. Catholic University, Eichstätt, Germany.

Gershon, R.A. (May 2012). "Digital Media Innovation and the Apple iPad: Reinventing the 21st Century Newspaper." Paper presented at the 10th World Media Economics and Management Conference, Thessaloniki, Greece.

Gershon, R.A. (May 2012). "Media Innovation: Three Strategic Approaches to Business Transformation." Paper presented at the 10th World Media Economics and Management Conference, Thessaloniki, Greece.

Gershon, R.A. (April 2012). "Innovation Failure: A Case Study Analysis of Eastman Kodak and Blockbuster Video," *Research Symposium: Media Management and Economics Research in a Transmedia Environment*, Paper presented at the 57th Broadcast Education Association Conference (BEA), Las Vegas, NV.

Gershon, R.A. (March 2012). "Digital Media: Changes and Transformations in the Business of Video Distribution." Paper presented at the 2012 ITERA Conference, Indianapolis, IN.

Gershon, R.A. (March 2012). "Digital Media Innovation and the Apple iPad: Reinventing the 21st Century Newspaper." Paper presented at the 2012 ITERA Conference, Indianapolis, IN.

Gershon, R.A. (October – December 2011). Fulbright Visiting Scholar, University of Navarra, Facultad de Comunicación, Pamplona, Spain.
Two Accelerated Courses:
- Strategic Planning and Media Innovation (Graduate)
- Media Management and Telecommunications (Undergraduate)

Two Invited Public Presentations:
- Digital Media and Innovation: Three Strategic Approaches to Business Transformation, November 11, 2011.
- Digital Media and the Power of Intelligent Networking: Redefining Work Space, November 9, 2011

Gershon, R.A. (July 2011). "Redefining Business Space: Intelligent Networking and the Transnational Corporation." Paper presented at the 2011 International Association for Media & Communication Research (IAMCR) Conference, Istanbul, Turkey.

Gershon, R.A. (May 2011). "Intelligent Networking: The ITS Model and Network Evolution: A Systems Theory Interpretation." Paper presented at the 61st Annual International Communication Association (ICA) Conference, Boston, MA.

Gershon, R.A. (May 2011). "Media and Innovation: Three Strategic Approaches to Business Transformation." Paper presented at the 61st Annual International Communication Association (ICA) Conference, Boston, MA.

Gershon, R.A. (April 2011). "Intelligent Networking: The ITS Model and Network Evolution: A Systems Theory Interpretation." Paper presented at the 2011 ITERA Conference, Indianapolis, IN.

Gershon, R.A. (June 2010). Invited Presentation. "Digital Media and Innovation: Three Strategic Approaches to Business Transformation," Columbia Institute for Tele-Information, Columbia University, New York, NY.

Gershon, R. A. (March 2010). Keynote Address. "Digital Media Innovation: Reinventing the Newspaper Future," Conference on the Future of Michigan Newspapers and Society, Western Michigan University, Kalamazoo MI.

Gershon, R. A. (November 2009). Invited Presentation. "Digital Media & Innovation: Disruptive Technology and the Challenges of Business Reinvention," Michigan State University, Department of Telecommunication, Information Studies and Media, East Lansing, MI.

Gershon, R. A. (November 2009). Invited Presentation. "Digital Media & Innovation: Disruptive Technology and the Challenges of Business Reinvention," Ohio University, School of Media Arts and Studies, Athens, OH.

Gershon, R. A. (June 2009). Invited Presentation. "Globalization and the Media: In Search of Balanced Representation and Promotion of the Common Good," Globalization: the Challenge to America Conference, Chicago, IL.

Gershon, R.A. (April 2009). "Value Innovation: A Case Study Analysis of Apple, iTunes and Netflix," Presentation given at the 2009 Broadcast Education Association (BEA) Conference, Las Vegas, NV.

Qing, Q. & Gershon, R.A. (April 2009). "E-Commerce Development in China: When Culture and Economics Collide," Paper presented at the 2009 International Telecommunications Education & Research Association Conference, Atlanta, GA.

Gershon, R.A. (May 2008). "Media Management and Innovation: Disruptive Technology and the Challenges of Business Reinvention," Paper presented at the 8th World Media Economics and Management Conference, Lisbon, Portugal.

Gershon, R.A. (March 2008). "Intelligent Networking and Business Process Innovation: A Case Study Analysis of Dell Computer and Home Box Office, Inc." Paper presented at the 2008 International Telecommunications Education & Research Association (ITERA) Conference, Louisville, KY.

Gershon, R.A. (March 2007). "Electronic Commerce: Lessons Learned – Strategies for the Future," Paper presented at the 2007 International Telecommunications Education & Research Association (ITERA) Conference, Louisville, KY.

Gershon, R.A. (March 2007). "Electronic Commerce: Lessons Learned – Strategies for the Future," Paper presented at the 2007 International Telecommunications Education & Research Association (ITERA) Conference, Louisville, KY.

Gershon, R.A. (October 2005). Invited Presentation. "Telecommunications Education: The Challenges and Opportunities of a Changing Discipline," International Telecommunications Education and Research Association (ITERA) Industry/Education Mini Summit. Las Vegas, NV.

Gershon, R.A. (September 2005). Invited Presentation. "AT&T: The Rise and Fall of a Great American Company," Murray State University, Murray, KY.

Gershon, R.A. (September 2005). Invited Presentation. "From Marconi to Satellite Radio: A Brief History of Technology Invention and Innovation," Murray State University, Murray, KY.

Gershon, R.A. (May 2005). "Media & Telecommunications Management: Finding Common Ground Between Curricular Approaches," Presentation given at the National Cable & Telecommunications Association Academic Seminar, New Orleans, LA.

Gershon, R.A. (April 2005). "Media and Telecommunications Management: Defining the Core Curriculum," (Part II.) Media and Telecommunications Management: Scholar Task Force Workshop, Program Coordinator, the 50th Broadcast Education Association (BEA) Conference, Las Vegas, NV.

Gershon, R.A. (April 2005). "Media and Telecommunications Management: Defining the Core Curriculum," (Part I.) Presentation given at the 50th Broadcast Education Association (BEA) Conference, Las Vegas, NV.

Gershon, R.A. & Alhassan, A. (May 2004). "AOL Time Warner & WorldCom: Corporate Governance and the Diffusion of Authority," Paper presented at the 6th World Media Economics Conference, Montreal, Canada.

Gershon, R.A. (April 2004). "For Whom the Bell Tolls: AT&T 20 Years After Divestiture," Paper presented at the 3rd Telecommunications & Information Technology Conference, Louisville, KY.

Gershon, R.A. (April 2004). "Media and Telecommunications Management: Finding Common Ground Between Curricular Approaches," Invited Presentation. The 2004 Broadcast Education Association (BEA) Conference, Las Vegas, NV.

Gershon, R.A. & Suri, V.R. (October 2003). "Viacom: A Case Study in Transnational Media Management," Paper presented at the 2003 Global Fusion Communication and Culture Conference, Austin, TX.

Gershon, R.A. & Alhassan, A. (May 2003). "AOL/Time Warner and WorldCom: Corporate Governance and the Effects of the Deregulation Paradox," Paper presented at the 53rd Annual International Communication Association (ICA) Conference, Law & Policy Division, San Diego, CA.

Gershon, R.A. (April 2003). "Corporate Governance: The Telecommunications Industry in Crisis," Paper presented at the 2nd Telecommunications and Information Technology Conference, Louisville, KY.

Gershon, R.A. (September 2002). "The Deregulation Paradox: The Telecommunications Industry in Crisis," Paper presented at the 30th Telecommunications Policy Research (TPRC) Conference, Alexandria VA

Gershon, R.A. (July 2002). Invited Presentation. "The SONY Corporation: Japanese Values and a Changing Corporate Culture," Global Media Studies Conference, Washington State University, Spokane, WA.

Gershon, R.A. & Kanayama, T. (August 2001). "The SONY Corporation: A Case Study Analysis in Transnational Media Management," Paper presented at the 2001 Association for Education in Journalism & Mass Communication (AEJMC) Conference, Washington, DC.

Gershon, R.A. (June 2001). "Telecommunications Management: Using the Case Study Approach," Cable/Telecommunications Curriculum Roundtable, Invited Presentation. The National Cable Television Association (NCTA) Academic Seminar, Chicago, IL.

Gershon, R.A. (October 2000). "Telecommunications and Intelligent Networking," Paper presented at the Global Fusion 2000 Conference, Communication & Culture – Bridging Borders, St. Louis MO.

Gershon, R.A. (March - May 2000). College of Engineering and Technology: A series of four guest lecture presentations given at Nihon University: Tokyo, Japan.
- Satellite and Wireless Communications I. & II.
- Cable Television and Business Strategy
- Transnational Media and the Economics of Global Competition
- Telecommunications Management and Business Strategy

Gershon, R.A. (April 2000). Invited Presentation. "The SONY Corporation: Business Strategy and the Economics of Global Competition," Sophia University, Tokyo, Japan.

Gershon, R.A. (June 1999). "Telephone-Cable Cross-ownership: Strategic Planning Issues," Paper presented at the 1999 National Cable & Telecommunications Association (NCTA) Academic Seminar, Chicago, IL.

Gershon, R.A. (April 1999). "Transnational Media Ownership: Software and Technology Partnerships," Paper presented at the 1999 Broadcast Education Association (BEA) conference, Las Vegas, NV.

Gershon, R.A. (August 1998). "Satellite and Wireless Telecommunications: Strategic Planning Issues," Invited Presentation. George Washington University, Washington, DC.

Gershon, R.A. & Egan, B. (May 1998). "Retransmission Consent, Cable Franchising and Market Failure: A Case Study Analysis of WOOD-TV 8 vs. Cablevision of Michigan," Paper presented at the 1998 National Cable Telecommunications Association (NCTA) Academic Seminar, Atlanta, GA.

Gershon, R.A. (April 1998). "The Globalization of News Media Markets: How Competitive Forces Shape Information Flow," Paper presented at the 43rd Broadcast Education Association (BEA) conference, Las Vegas, NV

Gershon, R.A. & Egen, B. (April 1998). "WOOD TV 8: Cable Franchising and the Challenges of Retransmission Consent," Paper presented at the 43rd Broadcast Education Association (BEA) conference, Las Vegas, NV.

Gershon, R.A. (March 1997). "NCTA Educator's Forum: Cable Curriculum and Planning Strategies," Invited Presentation. The National Cable Television Association (NCTA) Academic Seminar, New Orleans, LA.

Gershon, R.A. (June 1996). Invited Presentation. "Pay Cable & Interactive Television: Lessons from the Past - Strategies for the Future," The 1996 Satellite & Cable Television Latin America industry conference, Santiago, Chile.

Gershon, R.A. (May 1996). "News Corporation Ltd. A Case Study in Transnational Media Ownership," Paper presented at the 46th Annual International Communication Association (ICA) Conference," Mass Communication Division, Chicago, IL.

Gershon, R.A. (April 1996). "Smart Cities and Broadband Residential Services: A City Planner's Perspective," Paper presented at the 1996 Broadcast Education Association (BEA) Conference, " Las Vegas, NV.

Gershon, R.A. (September 1995). Invited Presentation. "Video Dialtone and Expanded Cable: Planning Considerations in Designing a Multichannel Television Service," The SMART '95 – World Teleport Association Conference, Toronto, Canada.

Gershon, R.A. (April 27-28, 1995). "Cable Television Management & City Planning: A New Model for Design in Community/Business Partnerships," A set of presentations given in cooperation with Logtel Communication and George Washington University Engineering Education, Santiago, Chile.

Gershon, R.A. (April 1995). "Direct Broadcast Satellites: Measuring the Cultural/Social Dimension," Paper presented at the 40th Broadcast Education Association (BEA) Conference, Las Vegas, NV.

Gershon, R.A. & Kanayama, T. (July 1994). "Direct Broadcast Satellites in Japan: A Case Study in Government/Business Partnerships," Paper presented at the 44th International Communication Association (ICA) Conference, Communication Technology Division, Sydney, Australia.

Gershon, R.A. (July 1994). "Video Dialtone and Broadband Residential Planning," Paper presented at the 44th Annual International Communication Association (ICA) Conference, Mass Communication Division, Sydney, Australia.

Gershon, R.A. (March 1994). "International Media Trade and Distribution: Emerging Trends and Patterns," Paper presented at the 39th Broadcast Education Association (BEA) Conference, Las Vegas, NV.

Gershon, R.A. (October 1993). "Video Dialtone: Planning for America's Future Cities," Paper presented at the 21st Telecommunications Policy Research Conference (TPRC), Solomons, MD.

Gershon, R.A. (May 1993). "Transnational Media Corporations and Foreign Direct Investment," Paper presented at the 43rd Annual International Communication Association (ICA) Conference, Mass Communication Division, Washington, DC.

Gershon, R.A. (May 1993). "The First Earth Run: A Case Study in Special Events Planning and Media Use," Paper presented at the 43rd Annual International Communication Association (ICA) Conference, Public Relations Division, Washington, DC.

Gershon, R.A. (April 1993). "The Transnational Media Corporation: Emerging Business and Policy Considerations," Paper presented at the 1993 Broadcast Education Association (BEA) Conference, Las Vegas, NV.

Gershon, R.A. (June 1992). "The Transnational Media Corporation: Global and Ethical Considerations," Paper presented at the National Communication Ethics Conference, Gull Lake, MI.

Gershon, R.A. (May 1992). "Home Box Office, A Twenty Year Retrospective," Paper presented at the 42nd Annual International Communication Association (ICA) Conference, Mass Communication Division, Miami, FL.

Gershon, R.A. (April 1992). "International Deregulation and the Rise of the Transnational Media Corporation," Paper presented at the 1992 Broadcast Education Association (BEA) Conference, Las Vegas, NV.

Gershon, R.A. (February 1992). "The Transnational Media Corporation and Direct Foreign Investment," Paper presented at the 9th Annual Intercultural & International Communication Conference, University of Miami, Coral Gables, FL.

Gershon, R.A. (November 1991). Invited Presentation. "Privacy, the Press and the First Amendment," Lake Michigan College, St. Joseph, MI.

Gershon, R.A. (October 1991). "The Transnational Media Corporation: Communicating Beyond Borders," Paper presented at the Speech Communication Association (SCA) Conference, Global and Ethical Concerns Seminar, Atlanta, GA.

Gershon, R.A. (May 1991). "Telephone/Cable Cross-ownership: A Study in Policy Alternatives," Paper presented at the 41st Annual International Communication Association (ICA) Conference, Communication Technology Division, Chicago, IL.

Gershon, R.A. (April 1991). "U.S. Television Exports: Preparing for Europe 1992," Paper presented at the 1991 Broadcast Education Association (BEA) Conference, Las Vegas, NV.

Gershon, R.A. (January 1991). Invited Presentation. "The Persian Gulf War: News Media Perspectives," Open Forum on the Gulf War, Albion College, Albion, MI.

Gershon, R.A. (June 1990). "Intelsat: Global Cooperation in an Era of Deregulation," Paper presented at the 40th Annual International Communication Association (ICA) Conference, Communication Technology Division, Dublin, Ireland.

Gershon, R.A. (February 1990). "Intelsat: Strategic Planning for the 1990's," Paper presented at the 7th Intercultural & International Communication Conference, University of Miami, Coral Gables, FL.

Gershon, R.A. (October 1988). Invited Presentation. "Technology and Policy Forecast: 5 Trends in International Telecommunications," The 18th Communications Conference, Howard University, Washington DC.

Gershon, R.A. (August 1988). "The First Earth Run: Status Conferral and the Public Relations Factor," Paper presented at the IPRA XII General Conference: Peace, Culture and Communication: A Transnational Dialogue, Rio de Janeiro, Brazil.

Gershon, R.A. (March 1987). "Pay Cable Television: A Regulatory History," Paper presented at the 32nd Broadcast Education Association (BEA) Conference, Law and Policy Division, Dallas, TX. First Place Competitive Paper.

RICHARD A. GERSHON

Gershon, R.A. (March 1987). "Home Box Office: Television's Fourth Network,"
Paper presented at the 32nd Broadcast Education Association (BEA) Conference,
History Division, Dallas, TX.

Industry Presentations and Trainings

• AT&T	• Murray State University
• Charter Communication	• National Association of Broadcasters
• Catholic University, Eicstaat, Germany	• National Cable & Telecom. Association
• Columbia University, CITI	• Northeastern University
• Emerson College	• NYNEX
• Federal Aviation Administration	• Pfizer (formerly Pharmacia & Upjohn)
• Fetzer Institute	• Polytechnic University
• George Washington University	• Travel Consultants, Inc.
• Home Box Office (HBO)	• Universidad de los Andes, Santiago, Chile
• Howard University	• Universidad de Navarra, Pamplona, Spain
• Intelsat	• U.S. Army
• Johns Hopkins University	• U.S. Postal Service
• Logtel Communication, Santiago Chile	• Verizon (Verizon Wireless)
• Loral Space & Communication	• Western Michigan University
• Michigan Electronic Court Reporters Association	

PROFESSIONAL SERVICE

International and National Academic Service:

Chairman, Board of Directors, Information and Telecommunications Education and
Research Association (ITERA), April 2011 – April 2014. ITERA is a consortium of 22 Universities
committed to the advancement of media business and telecommunications education.

Founding President, International Telecommunications Education and Research Association
(ITERA), April 2004 – March 2006.

Conference Program Co-Chair, 2009. International Telecommunications Education and
Research Association (ITERA) Conference, Atlanta, GA: April 18-20, 2009.

Board Member, Information and Telecommunications Education and Research Association
(ITERA), April 2004 – April 2020.

RICHARD A. GERSHON

Project Team Member, Advisory Council on the Information and Communication Professions, "Love and Forgiveness Project," Fetzer Institute. April 2011 – November 2013.

Advisor and Program Coordinator, The Innocence Project 2013 National Conference, Charlotte, NC. November 2013.

Program Chair, 2006 National Cable Television Academic Seminar. The seminar is co-hosted by the U.S. Cable Center and the National Cable & Telecommunications Association as part of its annual conference. April 9-12, 2006.

Program Chair and Case Study Author, 2000 International Radio Television Society (IRTS) Faculty-Industry Seminar, *Telecommunications and Business Strategy*, New York, NY: February 23-27, 2000.

Journals and Editorial Boards

- Editorial Board, International Journal of *Media Management*, 1998-present.
- Editorial Board, *Journal of Media Economics*, 1999 - present.
- Editorial Board, *Journal of Media Business Studies*, 2003 - present.
- Editorial Board, Journal of Creative Industries and Cultural Studies, 2022-present.
- Coordinator and Reviewer for John & Joan Goddard Book Award sponsored by the National Cable Center and NCTA, 2002-2006.

External Reviewer, Promotion and Tenure Cases

- Dr. Bozena Mierzejewska, Fordham University, 2018
- Dr. Trevor Roycroft, Ohio University, 2015
- Dr. Michael Bowman, Murray State University, 2015
- Dr. Gracie Lawson-Borders, University of Wyoming, 2012
- Dr. Lawrence Wood, Ohio University, 2011
- Dr. Max Grubb, Kent State University, 2009
- Dr. Andy Snow, Ohio University, 2008
- Dr. Louisa Ha, Bowling Green University, 2006
- Dr. John Hoag, Ohio University, 2006
- Dr. Kenneth Loomis, University of North Texas, 2003
- Dr. Larry Collette, University of Denver, 2002
- Dr. Ann Hollifield, University of Georgia, 2001
- Dr. Sylvia Chan-Olmsted, University of Florida, 1999
- Dr. Raj Kumar, Weber State University, 1994

Western Michigan University Service:

President, Western Michigan University Faculty Senate (FS), May 2018 – May 2020.

Professor, Co-Director - Telecommunications & Information Management program.
September 2003 – June 2020. The TIM program is a joint major offered between the
School of Communication and the Department of Business Information Systems.

Project Lead, The Interdisciplinary Academic Studies (IAS) Project Design Team.
April 2019 – June 2020. The project team was tasked with looking at the current practices
of interdisciplinary academic studies at WMU and evaluate both opportunities and
challenges going forward.

**WMU Executive Search Committee Member, Vice President for Development and
Alumni Affairs,** 2018.

WMU Executive Search Committee Member, Vice President for Research, 2017.

Project Lead, The WestCom Project Design Team. March 2016 – October 2016.
The project team was tasked with looking at all aspects of the University campus tour
in support of Enrollment Management and the Office of Admissions.

Vice President, Western Michigan University Faculty Senate (FS). June 2014 – April 2016.

Director, Executive Board, Western Michigan University Faculty Senate.
August 2012 –2021.

Chair, Committee on University Strategic Planning (CUSP). September 2013 –
December 2015. The Committee's mission was to serve as the evaluation arm in support
of the Western Michigan University strategic plan.

Advisory Board Member, **WMU Athletic Advisory Board**. January 2013 – May 2017.
The advisory board reviews WMU athletics policies and procedures. The board is tasked
with looking at issues related to the mission of academics, athletics and student success.

Committee Member, Project Design Team for Heritage Hall. March 2014 – October 2015
The Heritage Hall project design team was subdivided into multiple groups involved with the
construction of this facility. The storytelling group was tasked with identifying and selecting
visual art displays and stories related to WMU's historic past.

Chair, Campus Planning & Finance Council. May 2004-June 2007; September 2010 –
August 2012. The Campus Planning and Finance Council (CPFC) is one of seven councils
that comprise the FS. It serves as an advisory group and is tasked with looking at major
plans related to the University's physical plant and facilities including building infrastructure,
transportation, signage, safety and security on campus.

RICHARD A. GERSHON

Committee Member, Strategic Planning Transition Team. January 2016 – May 2016. This project team was tasked with developing the current document that serves as the Western Michigan University strategic plan.

Committee Member, WMU Distinguished Teaching Award Committee. April 2008 – June 2020. This committee is tasked with the responsibility for selecting an annual set of recipients for the WMU Distinguished Teaching Award.

Advisory Board Member, WMU Office of Information Technology Advisory Board. September 2007 – April 2015. The advisory board reviews WMU policies and procedures related to the functioning of the Office of Information Technology (OIT).

PROFESSIONAL ORGANIZATIONS

Association for Education in Journalism and Mass Communication (AEJMC)
Broadcast Education Association (BEA)
European Media Management Association (EMMA)
International Communications Association (ICA)
Information, Telecommunications, Education and Research Association (ITERA)
World Media Economics and Management Conference (WMEMC)