

William R. McNay
Professor – Management
Stetson School of Business and Economics

EDUCATION

Doctorate:	Ph.D. University of Pennsylvania, Philadelphia, Pa. Major: General Management Studies Dissertation: (American Civilization) “Industrial Management Thought – A Study of the Pattern of Change.”	1972
Masters:	M.A. University of Pennsylvania, Philadelphia, Pa. Major: Human Resources	1968
Undergraduate:	B.E.E. Cornell University, Ithaca, N.Y. Major: Electrical Engineering Waynesburg College, Waynesburg, Pa. Major: Pre-engineering (no degree)	1949 1942
Professional:	General Manager Course, General Electric Company Crotonville, N.Y. Taught by professors from The Harvard School of Business	1973

Professional Affiliations

Society for Advancement of Management	1990
Society for Advancement of Management	1985
Academy of Management	1984
Senior Member of Instrument Society of America	1980
Senior Member of Institute of Electrical Engineers	1972
Professional Engineer, Commonwealth of Pennsylvania	1962

Academic Experience

1990 – Present	Professor – Management Stetson School of Business and Economics Mercer University Taught graduate and undergraduate courses in MBA, Technology Management, and Undergraduate Bachelor programs.
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1981 – 1990	Associate Professor of Management Stetson School of Business and Economics Mercer University Taught Graduate and Undergraduate courses
1981	Visiting Professor of Management Georgia Institute of Technology
1960 – 1970	Instructor – General Electric Training Programs

Courses Taught at Mercer University (1981-2005)

Undergraduate

MAT 209	Statistics I
MAT 251	Calculus for Business
BUS 318	Internship in Business
MGT 311	Principles of Management
MGT 382	Production/Operations Management
MGT 425	Special Topics for Business
MGT 428	Leadership
MGT 429	Human Resource Management
MGT 434	Personnel Administration
MGT 436	Management Evolution and Trends
MGT 440	Production Management
MGT 460	Industrial Psychology
MGT 462	Organization Behavior
MGT 490	Independent Study
MGT 498	Strategic Management

Graduate

BAA515	Management and Marketing
BA 506	Quantitative Methods
BA 609	Seminar in Advanced Management
BA 684	Entrepreneurship
BA 690	Organization Theory
BA 691	Human Resource Management
BA 692	Organization Behavior
BA 693	Production and Operations Management
BA 699	Strategic Management
TM 600	Technology Management
TM 602	Managing Human Resources
TM 603	Production and Quality Management

New Courses and Programs Developed

1989	Masters Program in Technology Management (with Dr. F. Ghannadian)
1982	MGT 434 Human Resources
1983	MGT 440 Production/Operations Management
1984	MGT 436 Management Evolutions and Trends

1987 MGT 413/ BA 613 Studies Abroad (with Dr. W. Straley)
1999 MGT 425 Power, Politics, and Professionalism (with Dr. V. Johnson)

Service to the University

University Committees

1981 Business Advisory Council
1981-85 Phonothons – Fund Raising for Mercer
1982 Task Force – Exploration of a University Faculty Organization
Long Range Planning Committee (Atlanta)
1983 SACS Accreditation Self Study (Steering Committee)
1984 Dean Search Committee, Chair (for SSBE)
1985 Search Committee, V.P. of Finance (Macon)
1987 Search Committee for Registrar (Atlanta)
1989 Educational Resources Committee (Atlanta)
1981-2005 Various SSBE Committees (such as: Mission Committee)

Other Service Activities

1982 Organized Management Club on Atlanta campus
1984-1988 Mercer’s Speakers Bureau
1985 Received authorization for Chapter in “Society for the
Advancement of Management”
1991 Organized MBO (Mercer Business Organization)
Faculty Advisor to Thai Student Club
1994 Applied for and received approval for campus chapter of
Phi Beta Delta (Honor Society for International Students)
1995 Faculty Advisor to Taiwan Student Club
2005 Reorganizing MBO Club (which disbanded in 2000)
Working with Assistant Dean Miller to improve ETS scores
Continuing heavy advisement load
Continuing to attend Executive Forums and Open Houses

Service to the University – off-campus

1988-2000 University Center in Georgia
The “Center” is a consortium of colleges and universities in the
greater-Atlanta area, including the University of Georgia in
Athens.

1988 Appointed as one of Mercer’s representatives
1989 Elected Chair of the Business Administration Faculty Group
1992 Elected as Chair of all faculty groups
As Chair, conducted various symposiums, work shops, seminars,
and meetings at the member institutions. The meeting held on
Mercer’s campus was the first time many of the professors from

other universities had been to the campus. They did not know it existed.

Professional Development and Scholarship

Personal Development:

- 1981 Oglethorpe University – Economics for Teachers
Georgia Tech Colloquium – Strategic Planning
- 1984 Emory University – AACSB Workshop
Oglethorpe University – Economic Seminar
- 1990 DeKalb College – Sign Language for Teachers
- 1994 Agnes Scott College – Prejudice and Bigotry on Campuses
Oglethorpe University – Perspectives on Trade in the 21st Century
- 1981-1989 Mercer University Computer Courses:
Word Perfect, Lotus 1-2-3, Power Point
- 2010 Teaching and Learning Workshop

Presentations

- 1982 Institute of Management Sciences (17th Annual Meeting)
- 1984 Academy of Management (Annual Meeting – Boston)
- 1985 Academy of Management (Annual Meeting – San Diego)
- 1987 Academy of Management (Southwestern Division)
Southern college of Placement Association
- 1990 Symposium – Carter Center Atlanta
- 1992 Southwestern Decision Science Institute
- 2003 Society for Advancement of Management (Annual Meeting)
- 2009 Symposium for Executive Education
- 2010 Symposium for Executive Education

Articles for Publication

Manufacturing Check Lists – Chapter 2 – Management Checklists, 1971. New York: Spartan Books

McNay, W. R. and Huggins, L. “Corporate Clients to Academic Consultant.” Academic Consultants Communiqué. 1982.

Executive Education: Mired in a Leadership Jungle. 2009

Executive Education for New Leadership Roles: A Clinical Approach. 2010

Business Experience

Executive Vice President, Sangamo Weston, Schlumberger Ltd. (1980 to 1981)
Responsible for the Sangamo Group within the Sangamo Weston Company. Major businesses located in Oconee, South Carolina, Rabun Gap, Georgia, and Toronto, Canada. Major products were Electric Meters, Transformers, Recorders, and Load Management Systems. Markets served included both domestic and international.

Executive Vice President, Weston Group, Schlumberger, Ltd. (1976 to 1980)

Responsible for the Weston group of companies within Sangamo Weston. Included the following companies and divisions: Weston Instruments, Engler Instruments, Fairchild Industrial Products, Weston Components and Controls,, EMR Photo-electric Division, and the Capacitor Division. Major products included all types of process control systems, sensing and measurement instruments, recording and display devices, and electronic components. Markets served included both domestic and international.

President, Weston Instruments (1974 to1976). Responsible for all business activities in the planning, development, manufacture, and marketing of electromechanical and electronic instruments for industrial, commercial, aircraft, and aerospace markets.

Team Leader, Corporate Consulting Services. General Electric Company, (1972-1974). Conducted business reviews of troubled Divisions. Led teams of consultants, representing each business function, who studies all aspects of troubled divisions to identify root causes and make recommendations for improvement. Reviews included: technology reviews, marketing and market research activities, new product programs, acquisitions, material control, accounting practices, personal relations, productivity levels, and all strategic plans.

Plant Manager, Instruments Division, General Electric Company (1969 to 1972). Assigned to rejuvenate this older business and bring its facilities and processes up to date. Responsibilities included all domestic and all foreign manufacturing operations.

Various Manufacturing and Management Assignments, Missile and Space Vehicle Division, General Electric Company (1959 to 1969). Assigned to the new Aerospace business as Senior Producibility Engineer to conduct design reviews of electromechanical systems. Later promoted to position of Operations Manager and then to Plant Manager.

Various Engineering and Marketing Assignments, General Electric Company (1949 to 1959). Joined the General Electric Company after receiving degree in Electrical Engineering at Cornell University. First years with the company were spent on various training programs and engineering design projects. Following this were assignments in Marketing function, including Sales Engineering, Market Research, Product Planning and Contract Negotiations. Manufacturing assignments included: Shop Foreman, General Foreman, Dispatch Supervisor, Quality Control Engineer, and Data Analyst. Product experience covered most of the company's major product lines. During this period, was actively involved in developing and teaching in-house training programs and courses, both undergraduate and graduate level.