Diana Garza, MBA, PhD, SHRM-CP, PHR
Business, Organizational Development, and HR Professor
Director of Professional Development, SA SHRM (Volunteer)

CONTACT

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15926 Marisa Pl., San Antonio, TX 78247

PROFILE

An accomplished professional in higher education with over 17 years of experience teaching Business Strategic Management, Organizational Behavior, Strategic Human Resource Management, Research, and Leadership courses. Experienced Online Course Designer with experience in different learning management systems. I have led many improvement projects that involve identifying and implementing programs, technologies, and strategies to improve processes. I have collaborated with key stakeholders in integrating academic resources, troubleshooting, and researching new instructional design practices, as well as implementing best practices and trends in increasing effectiveness.
As a Program Director in academia and corporate settings, I have been responsible for researching, planning, developing, and implementing several programs. As a Professional Development Director for SA SHRM, I maintain lines of communication with community leaders who present on Business & HR-relevant trends impacting organizations. As a contractor for McGraw Hill Publishing, I have published academic case studies and Connect Case Exercises for higher education.

EDUCATION

Ph.D. in Leadership Studies
Our Lady of the Lake University San Antonio, TX
Dissertation Title: *A Study of the Relationship between Mentor Leadership Style and Protégé Career Advancement*
2008

M.B.A Concentration:
E-Commerce
Our Lady of the Lake University San Antonio, TX
2002

B.B.A Minor:
Information Systems
University of the Incarnate Word
San Antonio, TX
2000

SKILLS

Language:

Fluent in Spanish (read, write, speak)

Leadership Development

University Teaching

Curriculum Development

VOLUNTEER WORK AND AFFILIATIONS

PHR (Professional HR Certification)
2025 – 2028

SHRM-CP Certified
2022 –2026
Recertified in 2024 (valid through 10/2029)

Member, Society of Human Resource Management (shrm.org)
2020 –Present

Director, Professional Development (Volunteer), San Antonio SHRM (sahrma.org)
Jan. 2023 - Present

FACULTY APPOINTMENTS

Lecturer, Texas State University, San Marcos, TX 2024 – Present
** See Academic Teaching Experience for list courses taught*

Program Faculty, Texas State University, San Marcos, TX 2023 - 2024
- Developed SHRM Prep Course (has been put on hold)

Course Design: Blackboard & Canvas

Program Director

Collaboration/Problem Solving

Adult Education

Process Improvement

Adjunct Professor of Business, Centro Universitario Incarnate Word, Mexico City 2022 – 2024

- Taught 8-week online courses to Spanish-speaking graduate students. Courses include:
  - ORGL 6301 Liderazgo Ético
  - ORGD 6352 Intervenciones en el Desarrollo Organizacional

Adjunct Professor of Business, HEB School of Business, Univ of the Incarnate Word, San Antonio, TX 2023 - Present

- BMGT 4340 Management Skills
- BMGT 3340 Management Theory and Practice

Adjunct Professor of Business, Texas A&M University, Corpus Christi 2014 – Present

- ECON 5311 Foundations in Economics
- ECON 5315 Managerial Economics
- MGMT 5355 Admin Strategy and Policy Capstone
- MGMT 5320 Organizational Behavior
- MKTG 5320 Marketing management
- MGMT 5360 Human Resources

Adjunct Faculty, Webster University, San Antonio, TX 2023 - Present

- ITM 5200 Project Management of Information Technology
- ITM 5000 Information Technology
- BUSN 5000 Business
- BUSN 5010 Value Creation

SHRM Prep Course – University of Texas, San Antonio, TX 2024-Present (contractor)

Prepare students to take SHRM-CP, PHR, and aPHR exams in a 9-week hybrid format.

Contributing Faculty, Walden University 2024

- Mentoring DBA students to complete DBA final research projects

Professor of Business, University of the Incarnate Word, San Antonio, TX 2022 – May 2023

Responsibilities:

- I taught undergraduate, graduate, and doctoral courses.
- Provided expertise in curriculum development and oversight using Canvas and Blackboard.
- I was the Program Director for the Master of Science in Organizational Development and Leadership degree.
- I provided expertise in building relevant and sustainable curricula at all levels.
- I was instrumental in decision-making and drafting documents to implement program policies.
- I became a strong collaborator and worked with internal and external stakeholders.
- I performed quality assurance in the evaluation and improvement of program courses.
- I provided expertise in the evaluation and assessment of prior learning credits.
- I became the liaison between Univ of the Incarnate Word U.S. campus and U.I.W. Mexico campuses in implementing the MSODL program in Spanish (2023 program start).
  - Duties included course translation, identifying textbooks relevant to the course, providing assistance as courses are

being taught, and collaborating with U.I.W. Mexico campuses administration.

Associate Professor of Business, University of the Incarnate Word,
San Antonio, TX 2016 - 2022

Assistant Professor of Business, University of the Incarnate Word,
San Antonio, TX 2012 - 2016

Adjunct Professor of Business, University of the Incarnate Word,
San Antonio, TX 2011 – 2012

Assistant Professor, Our Lady of the Lake University
San Antonio, TX 2008 –2010

Lecturer, Our Lady of the Lake University,
San Antonio, TX 2007 - 2008

PROFESSIONAL EXPERIENCE

Program/Curriculum Development 2023 - Present

- Translated a graduate program (Master of Science in Organizational Development and Leadership) into Spanish to be offered at Centro Universitario Incarnate Word in Mexico City.
- Ensured the quality of each course using Quality Matters rubrics and standards.
  - Defined course objectives
  - Designed and updated content for each course (textbooks, PowerPoint, quizzes.)
  - Evaluated course materials and updated when necessary
  - Integrated innovative instructional methods based on learning objectives.

Program Design Director, Laureate Education, San Antonio, TX 2011 - 2012

- Managed the design of educational programs for U.S. and international universities.
- Managed and evaluated contributing faculty in areas related to professional development.
- Participated in marketing activities as needed to help promote programs.
- Participated in the development and implementation of policies and procedures.
- Worked with leadership to set strategic goals for different university programs.

I.T. Systems Analyst, USAA Information Technology Company, San Antonio, TX 2000 - 2007

- Implemented, maintained, and supported I.T. systems.
- Participated in the analysis and design of I.T. solutions.
- Communicated and collaborated with stakeholders on the analysis of business needs.
- Participated in change control initiatives for I.T. systems.

Special Projects, H.E.B Transportation/Parkway, San Antonio, TX 1991 – 2000

- Identified organizational issues and opportunities and developed solutions.

PROFESSIONAL CONTRACT EXPERIENCE

McGraw Hill Publishing Contractor

Responsibilities include:

- Writing business case studies based on company strategies.
- 2021: Published: *Spotify* and *Yeti* (ongoing updates)
- 2024: Published *Energy Drink Industry*, *FIFA*, and *Electronic Arts* case studies
- 2025 Updating cases *Energy Drink Industry* & *Electronic Arts* for new 2026 textbook edition
- Developing Instructor Teaching notes for business case studies
- Developing or updating Connect Case Exercises for case studies.

CONSULTING EXPERIENCE

2025: The San Antonio Area Foundation, Presentation: Engagement & Retention in Non-Profit Organizations (April, 2025)

**The San Antonio area serves as a philanthropic advisor for non-profit organizations in San Antonio, TX.*

2024 – Present: Merlot Reviewer – conduct peer reviews of digital learning materials.

2024: The San Antonio Area Foundation, Presentation: Leadership for Retention (October 2024)

2024: The San Antonio Area Foundation, Presentation: Leadership for Retention (March 2024)

2024: The San Antonio Area Foundation, Presentation: Healthy Employee Relations for Non-Profits (April 2024)

2023: Director of Professional Development for San Antonio Human Resource Management Association (SAHRMA) (2-year volunteer position).

2024: Gamble, J., Garza, D. (2024). Case Study: Competition in the Energy Drink Industry published in Crafting & Executing Strategy: The Quest for Competing Advantage 24th ed. McGraw Hill Publishing

2024: Garza, D., Carmenaty, D. (2024). Case Study: FIFA in 2023, published in Crafting & Executing Strategy: The Quest for Competing Advantage 24th ed. McGraw Hill Publishing

2024: Garza, D. (2024). Case Study: E.A. Sports, published in Crafting & Executing Strategy: The Quest for Competing Advantage 24th ed. McGraw Hill Publishing

2022 - McGraw Hill Publishing: Updated two Case Studies (Spotify and Yeti) included in the new edition textbook: Essentials of Strategic Management Book by Gamble, Peteraf & Thompson 8e.

2023: The San Antonio Area Foundation, Presentation: Employee Engagement

2021: The San Antonio Area Foundation, Presentation: Performance Management for Non-Profit Organizations

2021: The San Antonio Area Foundation, Presentation: The Great Resignation

2021: The San Antonio Area Foundation, Presentation: H.R. Essentials for Small Business

2021: Garza, D. (2021). Spotify in 2020: Can the Company remain competitive? Published in Crafting & Executing Strategy: The Quest for Competing Advantage 23 ed. McGraw Hill Publishing

2021: Garza, D., Turnipseed, D. (2021). Yeti in 2020. Published in Crafting & Executing Strategy: The Quest for Competing Advantage 23 ed. McGraw Hill Publishing

2020: The San Antonio Area Foundation, Presentation: Responding to COVID-19 While Remaining Compliant and Empathetic

2020: McGraw Hill Publishing: Created questions for simulation included in textbook & Connect Case Questions for Essentials of Strategic Management Book by Gamble, Peteraf & Thompson 7e.

2019: McGraw Hill Publishing: Created Connect Case Questions for Crafting & Executing Strategy: The Quest for Competitive Advantage textbook by Thompson, Gamble, Peteraf & Strickland, 23e.

2018: McGraw Hill Publishing: Created Connect Case Questions for Crafting & Executing Strategy: The Quest for Competitive Advantage textbook by Thompson, Gamble, Peteraf & Strickland, 22e.

2017: McGraw Hill Publishing, Created Connect Case Questions for Essentials of Strategic Management Book by Gamble, Peteraf & Thompson 6e.

2016: McGraw Hill Publishing: Created Connect Case Questions for Crafting & Executing Strategy: The Quest for Competitive Advantage textbook by Thompson, Gamble, Peteraf & Strickland, 21e.

2015: McGraw Hill Publishing: McGraw Hill Publishing, Created Connect Case Questions for Essentials of Strategic Management textbook by Gamble, Peteraf & Thompson 5e.

2015: Creating Catalyst for Change, Latino Owned small business strategy Training, Associated with Creating Catalyst for Change - Owner Dianna Carmenaty.

2009: Presentation: Leadership Today: Leadership Tomorrow. Gifted and Talented Showcase SAISD, San Antonio, TX

2008: Presentation: Leadership Training for Real Estate Retreat. Roccio Real Estate, San Antonio, TX 2008:

2008: Presentation: Lead Diverse Generations. North Chamber Leadership Lab, San Antonio, TX.

ACADEMIC TEACHING EXPERIENCE

Texas State University, San Marcos, Texas (2024 – Present, as Full-time Lecturer)

Courses Taught

CTE 3321 Work Based Learning	2023 & 2024
CTE 3304 Human Relations	2024
CTE 5315 Professional Development	2024 & 2025
CTE 3370 Intro to Leadership	2024
OCED 4302 Trends and Issues	2024
OCED 4325 Development and Change in Organizations	2025
OCED 4360 and 4360 2-part Capstone	2024-2025
CTE 3313P Project Management	2025
CTE 3315 Leadership and Professional Development	2025

UNIVERSITY OF THE INCARNATE WORD, San Antonio, Texas

Doctoral Courses 2018

DBA 9300 Culminating Experience: This course is designed to allow the student to work on peer-reviewed publications, conference presentations, and dissertations.

DBA 8315 Qualitative Research: This course develops the understanding of the concepts and methods of qualitative analysis and explores the practical issues related to designing, using, and evaluating the qualitative methodology. 2018

DBA 8365 Business Strategy, Simulation & Integration: This course focuses on Business Strategy, Simulation, and Integration to further develop the ability of students to define, synthesize, and evaluate business decisions in a complex global environment. 2018

DBA 8330 Survey Design Development, & Deployment: Survey Design, Development, and Deployment covers the fundamentals of designing, developing, and deploying survey instruments and tools for action research. 2018

**DBA 8315, 8365, and 8330 were developed as new courses for the D.B.A. program.*

Graduate/Undergraduate Courses (online and face-to-face) 2012 - 2023

Taught a number of Organizational Behavior, Business Strategy, Leadership, and Strategic HR Courses.

UIW New Course Design/Delivery 2019

SHRM PREP Course CP – SCP.
ORGL 63CS Capstone (for MSODL degree program)
ADMN 6375 Strategic Planning and Policy (for PMBA degree program)
SHRM Essentials (4-week course)

Developed one new Course for the Bachelor of Science in Leadership Studies 2017

LDST 3340 Global Leadership

Developed 3 New Courses for the Doctor of Business Administration Program 2016

DBA 8315 Qualitative Research
DBA 8330 Survey Design, Development and Deployment
DBA 8365 Business Strategy, Simulation, and Integration

Developed two new courses for the new Professional MBA 2015

PMBA 6309 Applied Human Resource Management
PMBA 6341Strategic Human Resource Management

OUR LADY OF THE LAKE UNIVERSITY, San Antonio, Texas

Graduate/Undergraduate Courses (online and face-to-face) 2008 - 2010

Taught a number of Leadership and Business Strategy courses.

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PROFESSIONAL DEVELOPMENT

Open Education Resources (OERTX) Advanced Skills	SU 2025
OERTX Core Elements Training with THECB	SP 2025
Quality Matters (QM) Applying the QM Rubric	2022
Quality Matters (QM) Designing Your Online Course (Virtual)	2021
San Antonio SHRM Symposium	2024
Quality Matters (APPQMR) Professional Development	2022
UIW Canvas Training	2021
Online Teaching and Learning Presentation	2020
Virtual SHRM Education Partner Conference	2020
Presentation: Education Now – The Path Forward	2020
San Antonio SHRM Symposium	2020
UIW Writing Academy	2019
Mission Academy: Integrating the Mission of the University and sharing best practices across disciplines.	2019
Flipping the Classroom training	2015
UIW Blackboard training	2015
Writing Workshop with Barbara Walvoord, University of Notre Dame	2014
Strengthening Student's Writing and Thinking in any Discipline – 2-day workshop	2013

LEADERSHIP AND SCHOLARLY ACTIVITIES

Prior Learning Experience (PLA) Norming	2025
Committee Member: Review qualitative software for adoption and use in qualitative research	2022
Mentor for "Fostering Engagement in Online Courses"	2022
Member of the MS Minimal Use Policy Committee	2022

Program Director of *Master of Science in Organizational Development and Leadership* Program — 2021 - 2023

Responsibilities:

- Coordinate with full-time faculty in the preparation of class schedules that meet student degree plan needs.
- Assist in the orientation of new faculty.
- Assist the dean in the evaluation of part-time faculty.
- Assist with maintaining the accuracy and relevancy of program materials, including print and website information and program records.

- Represent the program in meetings with other academic program leaders, administrators, and faculty.
- Serve as a liaison with relevant external constituencies.
- Other responsibilities as needed.

Mentor for SHRM Virtual Career Mentoring Event Hosted by SHRM and SAHRMA	2021
Core Canvas L.M.S. Training Team: o Developed Professional Development sessions for the School of Professional Studies (SPS) faculty as they transitioned from Blackboard to Canvas L.M.S. o Collaborated with leadership and Instructional Technology members to deliver sessions over three months. o Target audience: Full and part-time faculty at The School of Professional Studies o Sessions were delivered via Zoom, with hands-on training in each session.	2020 - 2021
Re-alignment of BAHR with SHRM curriculum guidelines /competencies	2020 - 2021
Dual Degree Collaboration between the School of Professional Studies and the School of Osteopathic Medicine	2020 - 2021
Participated in the 1st Canvas Pilot training.	2020
Instrumental in preparing documents to receive UIW SHRM Chapter full affiliation with SHRM at the National level in 2020.	2019
UIW SHRM Student Chapter Advisor	2019 - 2023
Alignment of M.A.A. - I.O. Psychology with SHRM curriculum guidelines/competencies	2019 - 2020
Academic 5-Year H.R. Program Review	2019 - 2020
Alignment of MSODL degree with SHRM curriculum guidelines /competencies	2018 - 2019
Alignment of H.R.M. Concentration of the PMBA degree with SHRM curriculum guidelines /competencies	2018 - 2019
Authorship - Co-Authorship Policy Development Team	2019
Orientation Presenter for new PharmD students interested in the Dual Degree M.A.A./PharmD	2018 - 2023
SHRM Coordinator for SHRM Continuing Education	2018
Secured a contract with SHRM/Holmes Corporation to teach SHRM courses at U.I.W. (SHRM Prep course and SHRM Essentials).	2018
Developed the SHRM Essentials course (4-week course)	2018
Developed the SHRM Prep courses twice a year in Canvas LMS for Continuing Ed.	2018
Honor Board Committee	2017
Completed Common Course Outlines for Bachelor of Science in Business Administration	2016
Participated in QEP one year assessment workshop – Review of student papers.	2016
Re-Alignment of B.A. in H.R. degree Program with SHRM curriculum guidelines/competencies	2015 - 2016
Completed School of Professional Studies course audits	2015 - 2016
Academic 5-Year Review for Bachelor of Human Resources Program (S.P.S.)	2014 - 2015

Core Blackboard L.M.S. Training Team: 2014
- Developed Professional Development for S.P.S. faculty as we transitioned from IZIO to Blackboard L.M.S.

M.A.A – Pharm-D Dual Degree Program Coordinator 2014 - 2022

Alignment of B.A. in H.R. degree Program with SHRM curriculum guidelines/competencies 2013 - 2014

INSTITUTIONAL QUALITY IMPROVEMENT PROJECTS @ UIW

Designed new 8-week course syllabi and Canvas master courses integrating Quality Matters for all courses in the *Master of Science in Organizational Development and Leadership (MSODL)* Degree 2022

Redesigned and translated the MSODL program for U.I.W. Global Online Campuses in Mexico to the Spanish language to be offered to students in Centro Universitario Incarnate Word and U.I.W. Campus Bajio, Ciudad de Mexico. 2022

Designed a 4-week course for Winter mini-semester integrating Quality Matters as a master course in Canvas. 2022

Collaborated in the design of the Bachelor of Science in Leadership 2017

Collaborated in the restructuring of the Master of Science in Organizational Development & Leadership Degree, reducing the number of credit hours from 36 to 30 2018

Collaborated in the restructuring of the Master of Arts in Administration Degree. 2018

INTELLECTUAL CONTRIBUTIONS

REFEREED ARTICLES

Lao, T., Escobedo, E., Garza. D. (2023). The Future of Workplace Post COVID-19: Benefits for Employers and Employees, Challenges, and how to Overcome them. *International Journal of Business Research and Information Technology*

Anaya, P., De La Rosa, J., García, D., Muñoz, C., & Dr. Garza, D. (2015). A Study of the Challenges that are Preventing Professional Development in Middle Schools. Global Education Journal.

Garza, D., Bryant, J., Guerra, S., Rivera, P., & Rodríguez, M. (2015). Leadership: Styles, Behaviors, and Transformations. Leadership & Organizational Management Journal.

Alcorta, L., Drullinger, L., Woody, D., & Dr. Garza, D. (2015). Mentoring and Career Progression among Department of Defense (DoD) Personnel. Ethics & Critical Thinking.

Chavez, E., Green, M., & Garza, D. (2010). Leadership Style Differences Between Men and Women: A Review of the Scholarly Literature. Global Business Perspectives, 17 (2), 474

Lopez, D., Green, M., & Garza, D. (2010). THE RELATIONSHIP BETWEEN LEADERSHIP STYLE AND EMPLOYEE STRESS. Global Business Perspectives, 17 (2), 469

Green, Dr. Mark, Salter, Dr. Charles, Kodatt, Dr. Stephanie, Garza (Ortiz), Dr. Diana, & Chavez, Dr. Esther (2009). Assessing the leadership style of Paul and Cultural Congruence of the Christian community. Journal of Biblical Perspectives in Leadership

REFEREED PROCEEDINGS

Grovey, G. & Garza, D. (2023). How Different Digital Marketing Techniques Drive and Empower Sneakerhead Purchasing Behavior: A theoretical Literature Review. RAIS Conference Proceedings. ISSN 2578-8574

Grovey, G. & Garza, D. (2023). Exploring the Sneakerhead culture, expression, buying behavior, and a billion-dollar industry: A theoretical literature review. Scientia Moralitas Conference.

Rodríguez, R., Garza, D., & Guerrero, A. (2023). Air Force Enlisted Accessions: Determining the relationship between applicant characteristics and United States Air Force standardized testing. Scientia Moralitas Conference.

Rodríguez, R., Garza, D., & Guerrero, A. (2023). Military Recruiting: Determining minority representation across Air Force Occupational Specialties. RAIS Conference Proceedings.

García, P. & Garza, D. (2023). Exploring the unmet needs of Medicare frequent users of emergency room departments: A theoretical literature review. Scientia Moralitas Conference.

García, P. & Garza, D., Guerrero, A. (2023). Medicare recipient characteristics and utilization of emergency departments. RAIS Conference Proceedings.

Sullivan, S., & Garza, D. (2021). C-TPAT and Supply Chain Effectiveness. RAIS Journal of Social Sciences

Sullivan, S., & Garza, D. (2021). Supply Chain Risks, Cybersecurity, and C-TPAT, a Literature Review. RAIS Journal of Social Sciences

Ardueser, C., & Garza, D. (2021). Exploring Cross-Generational Traits and Management Across Generations in the Workforce: A Theoretical Literature Review. RAIS Journal of Social Sciences

Hoffman, A., & Garza, D. (2020). Technology Use and the Role of Advising in Retention/Persistence: Faculty and Professional Advisor Perspectives. National Symposium on Student Retention, Virtual Conference.

Dolecheck, R., & Garza, D. (2020). From the Faculty Advisor Lens: Assessment, Training, and the Advising Landscape. National Symposium on Student Retention, Virtual Conference.

PRESENTATIONS

Ashford-Hanserd, S., Hough, T., Kukde, R., Garza, D., Kumar Saha, A., Summers, E. (2024). Effects of Cultural Capital on Participation and Persistence in K-16 STEM+C Education Among Undergraduate Women of Color. CTE Research & Professional Development Conference

Grovey, G. & Garza, D. (2023). How Different Digital Marketing Techniques Drive and Empower Sneakerhead Purchasing Behavior: A theoretical Literature Review. RAIS Conference Proceedings. ISSN 2578-8574

Rodríguez, R., Garza, D., & Guerrero, A. (2023). Air Force Enlisted Accessions: Determining the relationship between applicant characteristics and United States Air Force standardized testing. Scientia Moralitas Conference.

García, P. & Garza, D. (2023). Exploring the unmet needs of Medicare frequent users of emergency room departments: A theoretical literature review. Scientia Moralitas Conference

Ardueser, C., & Garza, D. (2021). Exploring cross-generational traits and management across generations in the workforce: A theoretical literature review. Research Association for Interdisciplinary Studies, Princeton, New Jersey.

Sullivan, S & Garza, D. (2021). Supply chain risks, cybersecurity, and C-TPAT, a literature review. Invited presentation at Research Association for Interdisciplinary Studies, Princeton, New Jersey

González, J., Garza, D., Reiley, P., & Cotton, J. (2019). Program evaluations & beyond: Applying I-O support Veteran Transition. SIOP 2017 Conference: Society for Industrial & Organizational Psychology, Washington, District of Columbia

Chavez, E., Garza, D., & Green, M. (2010). Leadership style differences between men and women: a review of the scholarly literature. International Academy of Business Disciplines (IABD), Las Vegas, Nevada

Lopez, D., Garza, D., & Carmody-Bubb, M. (2010). Leadership style and employee stress. International Academy of Business Disciplines (IABD), Las Vegas, Nevada

Zarate, C., Duncan, P., & Garza, D. (2010). Lawyer rating of job satisfaction and the mentorship behavior of the mentor/lead advisor. 17th Annual International Conference for Advances in Management, Atlanta, Georgia

Green, M., Garza (Ortiz), D., & Chavez, E. (2010). Leader's Spirituality: How followers correlate spirituality with leadership practice. Southwest Academy of Management, Dallas, Texas.

Garza (Ortiz), D., Green, M., Duncan, P., & Carmody-Bubb, M. (2010). Mentorship and the glass ceiling: A quantitative study. International Academy of Business Disciplines (IABD), Las Vegas, Nevada.

Zarate, C., Garza (Ortiz), D., Green, M., & Swiger, J. (2010). The relationships between a lawyer's rating of job satisfaction and the mentorship behavior of the mentor/lead advisor. 2nd General Business Conference, San Antonio, Texas

Lopez, D., Garza (Ortiz), D., Green, M., & Carmody-Bubb, M. (2010). Reducing employee stress – practice consideration-oriented leadership and let them text. 2nd General Business Conference, Huntsville, Texas.

Chavez, E. & Garza, D. (2009). Leadership style differences between men and women: A review of the scholarly literature. Invited presentation at Engaged Leadership Conference, North Georgia, Georgia

Garza, D. & Carmody-Bubb, M. (2009). Do I need a mentor? A quantitative analysis. Sam Houston State Business Conference, Huntsville, Texas

Garza, D., Green, M., Ree, M., & Carmody-Bubb, M. (2009). Do I need a mentor? A quantitative analysis. Engaged Leadership Conference, North Georgia, Georgia.

Green, M., Kodatt, S., Salter, C., & Garza, D. (2009). The relationship between follower ratings of leadership and the leaders' spirituality. General Business Conference, Sam Houston State University, Huntsville, Texas.

Green, M., Carmody-Bubb, M., Duncan, P., & Garza, D. (2009). Transformational communication: The results of a content analysis. General Business Conference, Sam Houston State University, Huntsville, Texas.

Green, M., Kodatt, S., Salter, C., & Garza, D. (2009). The relationship between follower ratings of leadership and the leader's spirituality. General Business Conference, Sam Houston State University, Huntsville, Texas.

Garza (Ortiz), D. (2009). Leadership styles between men and women: A review of the scholarly literature. Dahlonega, Georgia (Regional). Regional Conference on Engaged Leadership, Dahlonega, Georgia.

Green, M., Kodatt, S., & Garza, D. (2009). The relationship between follower ratings of leadership and the leaders'
spirituality. Sam Houston State Business Conference, Huntsville, Texas.

Garza, D. (2008). Leader mentorship and breaking the glass ceiling. International Leadership Association Conference, Los Angeles, California

INTERNATIONAL PRESENTATIONS

2024 Ashford-Hanserd, S., Ruchi, K., Hough, T., Kumar, A., Garza, D., Summers, E. A Qualitative Inquiry into the Aspects of Cultural Capital that Influence Persistence Among Postsecondary Women of Color Studying Computing. 9th World Conference on Qualitative Research, Poland
* *Abstract accepted for Feb 2025 presentation*

2009 Greenfield-Laborde, N., Green, M., Ree, M., & Garza (Ortiz), D. The relationship between leadership style and the gender of the workplace. 11th Annual Global Conference of the International leadership Association, Prague, Czech Republic.

2009 Green, M., Duncan, P., Salter, C. R., Garza (Ortiz), D., & Chavez, E. Leadership and spirituality: A quantitative analysis. The 16th Annual International Conference on Advances in Management, Unknown.

2008 Green, M., Salter, C., Duncan, P., & Garza, D. The relationship between follower ratings of leadership and the leader's spirituality – God matters. The International Conference on Studying Leadership, Auckland, Unknown.

CASES AND SUPPLEMENTS

CREATED NEW/OR UPDATED CONNECT CASE EXCERSISES FOR: 2024
The Quest for Competitive Advantage Concepts &Cases 24e. McGraw-Hill Irwin

CREATED NEW/OR UPDATED CONNECT CASE EXCERSISES FOR: 2022
Essentials of Strategic Management: The quest for Competitive Advantage **8e**. McGraw-Hill Irwin

- Airbnb in 2022.
- ULTA
- Yeti in 2022
- Spotify Technology in 2022
- Robin Hood

CREATED NEW/OR UPDATED CONNECT CASE EXCERSISES FOR: 2021
The Quest for Competitive Advantage Concepts &Cases **23e**. McGraw-Hill Irwin

- Airbnb
- Costco
- Craft Beer Industry
- Under Armour
- Lululemon

- Netflix
- Tesla Motors
- Disney
- Robin Hood
- Nucor
- Starbucks
- Twitter
- Beyond Meat
- Tom's Shoes
- Exercises for B.S.G. Simulation Participants - Ch 09. Crafting & Executing Strategy: The Quest for Competitive Advantage Concepts & Cases 23e. McGraw-Hill Irwin

CREATED NEW/OR UPDATED CONNECT CASE EXCERSISES FOR: 2020
Essentials of Strategic Management: The quest for Competitive Advantage **7e**. McGraw-Hill Irwin

- Fixer Upper
- Lola's Market
- Under Armour
- Netflix
- Mattel
- Tesla Motors
- iRobot
- Starbucks
- Twitter
- Exercises for B.S.G. Simulation Participants - Essentials of Strategic Management: The quest for Competitive Advantage 7e. McGraw-Hill Irwin

CREATED NEW/OR UPDATED CONNECT CASE EXCERSISES FOR: 2018
The Quest for Competitive Advantage Concepts &Cases **20e.** McGraw-Hill Irwin

- Airbnb
- Costco Wholesale
- Craft Brewing Industry
- Under Armour
- Chipotle Mexican Grill
- Netflix
- Tesla Motors
- PepsiCo
- Walt Disney
- Nucor Steel
- Starbucks
- Opioid Crisis

CREATED NEW/OR UPDATED CONNECT CASE EXCERSISES FOR: 2017
The Quest for Competitive Advantage Concepts &Cases **19e**. McGraw-Hill Irwin

- Costco Wholesale
- Under Armor in 2016
- Lululemon in 2016
- Chipotle Mexican Grill
- Panera Bread
- Tesla Motors
- Mondelez International
- Moet Hennessy Louis Vuitton
- Southwest Airlines
- Nucor Steel

CREATED NEW/OR UPDATED CONNECT CASE EXCERSISES FOR: 2015

Essentials of Strategic Management: The quest for Competitive Advantage **7e**. McGraw-Hill Irwin

- Sirius XM
- Organic Trae
- Costco
- Lululemon
- Google

UNIVERSITY OF THE INCARNATE WORD - SERVICE

Dissertation Chair

Apolinar, Javier. (2023). The Effect of COVID-19 on Hispanic Restaurants in South Central Texas: A Qualitative Study

Hughes, Neville. (2022). VOICE: The View of Informal Caregivers and the Elderly, A Qualitative Study

Ballesteros, Valerie. (2017). The Impact of Culture on Hispanic Entrepreneurs as Mediated by Motivational Challenge and Success

Dissertation Member

2019 - 2020: Joren Scharn

Faculty Advisor – Work Based Project

2021-2022: Jared Williams - Work-based Project: Socioeconomics, Ethnogeriatrics, and Social Determinants of Health: Correlations in Hypertension Patients

SERVICE & PROFESSIONAL ACTIVITIES: CONFERENCES

SIOP 2017 Conference: Society for Industrial & Organizational Psychology, Orlando, Florida.	2017
Blackboard World 2016, Las Vegas, Nevada.	2016
SACSCOC Tenth Annual Institute on Quality Enhancement, New Orleans, Louisiana.	2014
Southwestern Council of Business Schools and Programs ACBSP Region 6 Conference, San Antonio, Texas.	2013
City Public Service Focus Group (Qualitative Analysis), San Antonio, Texas.	2009
CLAEA Consejo Latinoamericano e Escuelas de Administración, Puebla México	2008

SERVICE & PROFESSIONAL ACTIVITIES: PRESENTATIONS

TAMUCC - SHRM Joint Summer Chapter Workshop, San Antonio, Texas. Presentation: SHRM Certification and Aligned Degree Programs	2021
San Antonio Area Foundation, San Antonio, Texas. Presentation: Responding to COVID while Remaining Compliant and Empathetic	2021

San Antonio Area Foundation, San Antonio, Texas. Presentation: H.R. Essentials for Small Business	2021
SHRM Virtual Career Mentoring Event	2020
U.I.W. Community - Virtual presentation. Discussion Boards to Increase Student Participation (presentation in collaboration with Dr. Caroon-Santigo)	2020
TAMUCC SHRM Joint Chapter Presentation: Report from the Frontline	2020
Presentation at S.P.S. Faculty Assembly: Peer Reviews and Rubrics as Writing Strategies	2019

OUR LADY OF THE LAKE UNIVERSITY

Dissertation Co-Chair

Amina Valley, Ph.D. (2009). The Impact of Globalization on the Conceptual Preference of Leadership Behavior in an Information Technology Organization
Co-chaired with Dr. Mark Green

Dissertation Committee Member

Catalina Zarate, PhD. (2010). The Relationship between Lawyer's ratings of Job Satisfaction

Karlene Fenton, Ph.D. (2010). A study of the Relationship between Direct Supervisor's Leadership Style and Beginning Special Education or Bilingual Generalist Teacher's Job Satisfaction.

Mirella Barrios, PhD. (2010). A study of the Relationship Between the Principle's Leadership Style and School Climate

John Blumentritt, PhD. (2009). President George H. W. Bush and General Merrill A. McPeak: An Investigation of the Differences between Two National Security Leaders, Vis-à-vis Leadership Styles, As Expressed During the Genesis of the Unipolar Moment

Debra Lopez, Ph.D. (2009). The Relationship between Leadership Style and Employee Stress

Ester Chavez, Ph.D. (2009). The Relationship between Parenting Style and Adolescent Leadership Behaviors

Mary Ann Uranga, Ph.D. (2009). The Relationship between Exemplary Leadership Practices and Cultural Preferences

Yolanda Uranga, Ph.D. (2009). The Relationship between Transformational Leadership and Cultural Preferences

Norma Greenfield, Ph.D. (2009). A Study of the Relationship Between the Leader's Gender, their Environment, and their Leadership Style

PROFESSIONAL AFFILIATIONS

Society for Human Resource Management (SHRM)	2015 – Present
San Antonio Human Resource Management Association (SAHRMA)	2020 - Present
Delta Mu Delta Honor Society (Business Administration Honor Society)	2000 - Present

Diana Garza, MBA, PhD, SHRM-CP, PHR
Business, Organizational Development, and HR Professor
Director of Professional Development, SA SHRM (Volunteer)

AWARS & HONORS

Excellence Award for Academic Presentation, The Regional Conference on Engaged Leadership, North Georgia College and State University	2009
Summa Cum Laude, University of the Incarnate Word	2000

References

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Dr. Robert Kiser. MD, MS, MBA, MSS, MTh, MS (Bioethics), FAAFP, Rear Admiral, Medical Corps, United States Navy (ret),
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