
Gail Sergenian

Intellectual Contributions:

Refereed Articles

- Rahman, M. & Sergenian, G. K. (in press, 2007). Choosing a Value Discipline for Marketing of Online Education. *Review of Business Research*.
- Blodgett, M. S., Carlson, P. J. , Sergenian, G. K. , & Gopinath, C. (2004). Introducing a Multidisciplinary MBA Curriculum: Evolution of a Team-Based Approach. *Journal of the Academy of Business Education*, 5, 78-87.
- Mazen, M., Jones, C., & Sergenian, G. K. (2000). Transforming the Class into a Learning Organization. *Management Learning*, 31, 147-161.

Refereed Proceedings

Abstract Only

- Blodgett, M. S., Carlson, P. J. , Gopinath, C., & Sergenian, G. K. (2000). Starting the MBA with a Bang! A Multidisciplinary Approach to Teaching Competencies and Perspectives for Tomorrow's Managers. *Academy of Business Education Annual Conference*, 1, Academy of Business Education .

Presentation of Refereed Papers

International

- Sergenian, G.K. & Rahman, M. (2003). *Choosing a Value Discipline for Online Education*. Presented at Association of Accredited Online Programs International, Boston, Massachusetts.
- Rahman, M. & Sergenian, G. (2001, October). *Faculty Recruitment and Management Strategies for Online Education*. Presented at AACSB -Continuous Improvement symposium, St. Louis, Missouri.

National

- Rahman, M. & Sergenian, G. K. (2002). *Choosing a Value Discipline for Online Programs*. Presented at Distance Learning Administrators' Annual Conference, Jekyll Island, Georgia.