

Joseph Derby, Ph.D.

Expertise

Intellectual Property Marketing and Innovation, B2B Sales

Education

PhD, Marketing

Texas Tech University

MBA

Oklahoma City University

BS in Chemistry

University of Oklahoma

Recent Publications

Wood, John ‘Andy’ and Joseph M. Derby, (2020) “Relationship of Collegiate Resiliency to Early Career Success in Professional Sales,” *International Journal of Curriculum Development and Learning Measurement*, 1 (July), 31-48.

McDonald, Robert E. and Joseph M. Derby, (2015) “Active Learning to Improve Presentation Skills: The Use of Pecha Kucha in Undergraduate Sales Management Classes,” *Marketing Education Review*, 25 (Spring), 21-25.