

# Dr. Clifford Guin Hurst PhD

Website: [www.cliffordhurst.com](http://www.cliffordhurst.com)  
LinkedIn: [www.linkedin.com/in/cliffhurst](http://www.linkedin.com/in/cliffhurst)  
Linktree: [www.linktr.ee/cliffhurst](http://www.linktr.ee/cliffhurst)  
Private email: [cliff@cliffordhurst.com](mailto:cliff@cliffordhurst.com)  
Mobile: 801-652-7334

## Education

PhD, Human and Organizational Systems. Fielding Graduate University.  
MBA, University of Southern Indiana.  
MA, Human and Organizational Systems. Fielding Graduate University.  
BA, Foreign Affairs. University of Virginia.

## Appointments

August 2023 to present. Assistant Professor of Management/Entrepreneurship. Ohio Wesleyan University.  
August 2021 to May 2022—Visiting Assistant Professor of Management/Entrepreneurship, St. Edwards University, Austin, TX.  
August 2020 to present—Adjunct Faculty, Master of Arts in Organizational Development and Leadership program, Fielding Graduate University, Santa Barbara, CA.  
August 2012 to August 2020—Associate Professor of Management, Westminster College, Salt Lake City, UT.

## Professional Memberships

RS Hartman Institute of Formal and Applied Axiology. (2002 - Present).  
OD Network. (2020-present).  
Association of Humanistic Psychology (2019 to present)  
Association for Talent Development (2022 to present)

## Awards and Honors

2016-2017 Outstanding Service Award, Bill and Vieve Gore School of Business. (May 9, 2017).

## Consulting

Academic, consultant to TTI Systems, Ltd and to Og Mandino Group in matters related to understanding and scoring the Hartman Value Profile (HVP) Jan 2023 to present.  
Academic, Center for Innovative Cultures, Salt Lake City, UT. (October 2015 – Aug 2020).

Principal, CD Hurst Consulting, LLC. (2015 to present). [www.cdthurstconsulting.com](http://www.cdthurstconsulting.com)

Board of Advisors, fintech startup Savology. Launched Oct. 24, 2019. See: [www.savology.com](http://www.savology.com)

## Publications

Hurst, C. G. (2023). On becoming an axiological hermeneut. *The Transformational Power of Learning: 50 Years of Lifelong Learning at Fielding Graduate University*. Fielding University Press: Santa Barbara CA. Re-printed from Fielding's 45<sup>th</sup> anniversary monograph.

Hurst, C.G. (2022). The Great Resignation: An Axiological View. *Journal of Formal Axiology: Theory and Practice*, 15, 9-22.

Hurst, C.G. and Blakemore, C. (Eds.) (2020). *Wit & Wisdom: Inspiration for Living Fully: Quotes by Robert S. Hartman.*, Robert S. Hartman Institute, Knoxville, TN.

Hurst, C.G. (2020). The role of the situation in Hartman's thought. *Journal of Formal Axiology: Theory and Practice*, 13, 41-50.

Hurst, C. G. (Ed.) (2020). *The Revolution Against War*, by Robert S. Hartman. Hartman Institute: Knoxville, TN.

Hurst, C.G. (Ed.) (2019). *Five Lectures in Formal Axiology*, by Robert S. Hartman. Hartman Institute: Knoxville, TN.

Hurst, C. G. (2019). An axiological measure of entrepreneurial cognition. *International Journal of Entrepreneurial Behavior and Research*. 25, 2. 394-412.

Hurst, C. G. (2016). A Review of Susan Wolf's Meaning in Life and Why it Matters. *Journal of Formal Axiology: Theory and Practice*, 9 (Summer), 111-116.

Hurst, C. G. (2014). The intentions of axiological interpreters. *Journal of Formal Axiology: Theory and Practice*, 7, 1-10.

Hurst, C.G. (2011). The non-mathematical logic of a science of values. *Journal of Formal Axiology: Theory and Practice*, Vol. 4.

Hurst, C.G. (2010). A review of Gary Gallop's 'Beyond Perestroika: Axiology and the New Russian Entrepreneurs.' *Journal of Formal Axiology: Theory and Practice*. Vol. 3

Hurst, C.G. (2009). Hartman v. Rokeach: A meaningful score. *Journal of Formal Axiology: Theory and Practice*, Vol. 2.

Hurst, C.G. (2008). Sustainable telemarketing? A new theory of consumer behavior. *Direct Marketing: An International Journal*, Vol. 2, No. 2.

## Co-Authored Publications

North, M., Hurst, C., and Nelson, J. (2019). The role of value judgment in congruent personalities, trait authenticity, and authentic leadership. *Journal of Scholarly Engagement*. Vol. 2, No. 1. 76-90.

Hurst, C. G. and Rama, A. (2015). Does evil prevail over goodness? *Journal of Formal Axiology: Theory and Practice*, 8, 105-118.

## **Presentations**

Hurst, C.G. "To Know that We Do Not Know." A workshop delivered at the annual summer session of Fielding Graduate University, held in Washington, DC. . (July 9, 2024).

Hurst, C.G. Robert S. Hartman Annual conference, "How Much We've Learned; How Little We Know." A tribute on the 50<sup>th</sup> anniversary of Hartman's death. (Oct. 18, 2023).

Hurst C.G. Robert S. Hartman Annual Conference. "The Third Stage of Capitalism." (Nov. 9, 2021).

Hurst, C.G. "The Influence of War on Hartman's Thought and Why it Matters Today". (October 13, 2020).

Hurst, C.G., Westminster Thinks Big, "To Know that We Do Not Know," Westminster College, annual event, Salt Lake City, UT, United States. (November 2019).

<https://www.youtube.com/watch?v=atxD40DXXcY&feature=youtu.be>

Hurst, C.G. annual conference of the Robert S. Hartman Institute. Opening keynote presentation, "Let's Change the World." Oct. 23<sup>rd</sup>, 2019. Westminster College campus.

<https://www.youtube.com/watch?v=gh8gEMMfvG4&feature=youtu.be>

Hurst, C. G. Student Entrepreneurship Conference, "3 Keys to Sustaining your Entrepreneurial Journey," American University of Bulgaria, annual conference, Blagoevgrad, Bulgaria. (April 6, 2019).

Hurst, C. G., Student Entrepreneurship Conference, "The Five Hats of a Startup Team," American University of Bulgaria, annual conference, Blagoevgrad, Bulgaria. (April 6, 2019).

Hurst, C. G., Westminster Thinks Big, "A Science of Values," Westminster College, Annual event, Salt Lake City, UT, United States. (November 2, 2018).

Hurst, C. G., RS Hartman Institute Annual Conference, "Charlie and Edgar: An Exploration into the Deeper Reaches of Hartman's Thought," Robert S. Hartman Institute for Formal and Applied Axiology, annual conference, Knoxville, TN, United States. (October 12, 2018).

Hurst, C. G., RS Hartman Institute Annual Conference, "An Introduction to Formal Axiology and the HVP," Robert S. Hartman Institute for Formal and Applied Axiology, Knoxville, TN, United States. (October 10, 2018).

Hurst, C. G., MBA Pinning and Hooding Ceremony, "Three Lessons in Life," Westminster College, Annual Convocation, Salt Lake City, UT. (May 7, 2018).

Hurst, C. G., RS Hartman Institute Annual Conference, "Is there a pony in this pile? An exploration of EFA using HVP data sets," Robert S. Hartman Institute for Formal and Applied Axiology, Westminster College, Salt Lake City, UT, United States. (October 18, 2017).

Hurst, C.G. (co-facilitator), Ellis, A. (co-facilitator), RS Hartman Institute Annual Conference, "An Introduction to Formal Axiology and the HVP," Robert S. Hartman Institute for Formal and Applied Axiology, Westminster College, Salt Lake City. (October 16, 2017).

Hurst, C. G., Engaged Faculty Retreat, "Engaging with the Engaged Donor," Utah Campus Compact, Red Cliffs Lodge, Moab, UT, United States. (February 11, 2017).

Hurst, C. G., USASBE National Conference, "The unfolding case study," US Association of Small Business and Entrepreneurship, annual conference, Philadelphia, PA, United States. (January 22, 2017).

Hurst, C. G., USASBE National Conference, "To see that we do not see," US Association of Small Business and Entrepreneurship, annual conference, Philadelphia, PA, United States. (January 20, 2017).

Hurst, C. G., Hartman Institute of Formal and Applied Axiology Annual Meeting, "Cognitive horizons and habitualities," Knoxville, TN, United States. (October 2016).

Hurst, C. G., Hartman Institute of Formal and Applied Axiology Annual Meeting, "The significance of small differences," Phoenix, AZ, United States. (October 2015).

Hurst, C. G., Hartman Institute of Formal and Applied Axiology Annual Meeting, "What makes entrepreneurs tick?" Phoenix, AZ, United States. (October 2015).

Hurst, C. G., Westminster College Financial Aid Office meeting, "Change over time," Salt Lake City, UT, United States. (September 2015).

Hurst, C. G., Westminster College Advancement Office workshop, "Change over time," Salt Lake City, UT, United States. (August 2015).

Hurst, C. G., Panel for International Visitors, "Social entrepreneurship," Salt Lake City, UT, United States. (September 2014).

Hurst, C. G., ACBSP Region 7 Conference, "Engaging with each other and the web during class," Salt Lake City, UT, United States. (October 2013).

Hurst, C. G., Southwest Decision Sciences Institute Meeting, "Formal axiology as a lens through which to investigate entrepreneurial cognition and metacognition," Phoenix, AZ, United States. (March 2013).

Hurst, C. G., Mercer University Seminar, "Legal ethics and professional identity," Macon, GA, United States. (February 2013).

Hurst, C. G., United States Association of Small Business and Entrepreneurship (USASBE) Annual Conference, "The other end of the pitch," San Francisco, CA, United States. (January 2013).

Hurst, C. G., Faculty development workshop, "Applied learning," Salt Lake City, UT, United States. (2012).

Hurst, C. G., Delta Mu Delta Spring Symposium Panel at Westminster College, "Redefine the bottom line: The rise of social enterprise," Salt Lake City, UT, United States. (November 2012).

## Media Appearances and Interviews

Podcast interview with Midwest Momentum. "From Marine Corps Officer to Champion of Entrepreneurial Education at Ohio Wesleyan University." <https://www.buzzsprout.com/2075703/14745102>

Podcast interview with Priceless Professional, Episode 78 (2021)  
<https://www.pricelessprofessional.com/wakeupeagerworkforce.html>

Podcast interview with Boris Angelov on The Barefoot Podcast, recorded at the American University of Bulgaria, April 2019.  
<https://open.spotify.com/episode/3COQwpZfAsXOypomeBpEqx?si=wMn2uxoLTSSP6kd1mzf8XA>

and Apple Podcasts:

<https://podcasts.apple.com/bg/podcast/barefoot/id1481790720>

Podcast interview with Priceless Professional, Episode 58 (2019)

<http://www.pricelessprofessional.com/cliff>

Podcast Interview with *P3 Utah*, Episode 55 (2016)

<https://podcasts.apple.com/us/podcast/episode-55-cliff-hurst/id1003429111?i=1000378868484>

Podcast Interview with *Fast Leader*, Episode 25 (2015) <https://www.fastleader.net/cliffhurst/>

YouTube interview with Chris Gill, President of Silicon Valley Forum, Mar. 5, 2012. "The Silicon Valley Entrepreneur—Entrepreneurial Anthropologist. <https://www.youtube.com/watch?v=8DZUCHBMBNs>

## **Contracts, Fellowships, Grants and Sponsored Research**

Hurst, C. G., "Gore Individual Summer Research Grant," Sponsored by Westminster College, Westminster College, \$3,900.00. (June 2018 - August 2018).

Hurst, C. G., "Thomas Hawke Course Release Grant," Sponsored by Westminster College, Private. 4-hour course release. (August 2016 - December 2016).

Hurst, C. G., "Gore Individual Summer Research Grant," Sponsored by Westminster College, Westminster College, \$3,000.00. (June 2014 - August 2014).

Hurst, C. G., "Gore Individual Summer Research Grant," Sponsored by Gore School of Business, Westminster College, \$3,000.00. (June 2013 - August 2013).

## **Research Activity**

"Change over Time," IRB submitted to, and approved by, Westminster College to conduct a longitudinal study that aims to identify whether formal studies at the undergraduate and/or doctoral level result in transformational learning. Approved Summer 2019.

Currently compiling unpublished manuscripts to select and compile into an edited book, with commentary, of Robert S. Hartman's writings on business and ethics. On behalf of the Hartman Institute.

## **Teaching Experience**

BUS 110, Entrepreneurial Mindset, 2 courses.  
BUS 260, Social Entrepreneurship, 1 course.  
MKTG 110, Principles of Marketing, 1 course.  
BUS 425 Entrepreneurship, 1 course.  
CNX 100, First Year Seminar, 1 course.  
ENTR2301, Introduction to Entrepreneurship, 2 courses.  
ENTR 3392, Entrepreneurial Management, 1 course.  
MGMT 3334, Organizational Behavior, 3 courses.  
ODL 600, Orientation to MA Program in ODL, 2 courses.  
ODL 670, Leadership: Theory and Practice, 1 course.  
ODL 671, Leading by Design, 3 courses.  
WCSBS 206, Social Entrepreneurship, 4 courses.  
MBA 560E, Entrepreneurship, 3 courses.  
MBA 626E, Lectures in Entrepreneurship, 5 courses.

MBA 627E, Social Entrepreneurship, 6 courses.  
MBA 628E, Marketing New Ventures, 4 courses.  
MBA 634E, Business Plan Development, 5 courses.  
MBA 651, Non-Profit Management, 2 courses  
MBA 674, Sales Management, 1 course  
MGMT 205, Leadership Development, LE, 2 courses.  
MGMT 310, The Entrepreneurial Mindset, 8 courses.  
MGMT 311, Business Model Development, 4 courses.  
MGMT 411, Managing Growth, 3 courses.  
MGMT 412, Lectures in Entrepreneurship, 5 courses.  
MGMT 474, Fundamentals of Entrepreneurship, 1 course.  
MKTG 305, Entrepreneurial Marketing, 4 courses.  
ODL 504 Organizational Design, 1 course.  
ODL 503 Organizational Change, 1 course.

## **Directed Student Learning**

Directed Study, Ava Hurd, senior at OWU. January 2024 to present.

Dissertation Committee Member, Meg Weinkauff, Regent University PhD student. (July 2021 to present.)

Directed Individual/Independent Study, "An exploration of blockchain technology and its applications."  
(January 15, 2019 – May 10, 2019).  
Advised: Altynay Korsherbek

Directed Individual/Independent Study, "Inbound Sales Certification with HubSpot Academy." (January 15, 2018 – May 10, 2018).  
Advised: Nathaniel Briggs

Directed Individual/Independent Study, "Inbound Sales Certification with HubSpot Academy." (January 15, 2018 – May 10, 2018).  
Advised: Tyler Kay

Directed Individual/Independent Study, "Business Model Development." (January 15, 2018 – May 10, 2018).  
Advised: Elliot Mink

Directed Individual/Independent Study, "Introduction to Formal Axiology and Business Ethics." (January 15, 2018 – May 10, 2018).  
Advised: Polina Lyubavina

Directed Individual/Independent Study, "Inbound Sales Certification with HubSpot Academy." (January 15, 2018 – May 10, 2019).  
Advised: Chris Coco

Directed Individual/Independent Study, "An Introduction to Formal Axiology." (January 15, 2018 – May 10, 2018).  
Advised: Jennifer Youngblood

Dissertation Committee Member, "An Examination of the Relationships Among Trait Authenticity, Authentic Leadership, and Value Judgment." (February 8, 2016 - May 7, 2017).  
Advised: Malcolm North

## Teaching Innovation and Curriculum Development

Curricular Development. Inter-disciplinary major in entrepreneurship. January 2018 - Present.

Developed preliminary proposal for an inter-disciplinary major in entrepreneurship, with plans to launch in fall of 2021, pending approval of faculty and staff availability.

New Course. WCSBS 206 Social Entrepreneurship. August 2015 - Present.

Developed a new W-Core course in social entrepreneurship in 2015. For fall of 2018 was taught as a Learning Community with Maker's Lab, to be called "Design for Good." Students, working in teams, pursued projects in alignment with the RSA's Student Design Awards for that year.

Curricular Development. Minor in Entrepreneurship. August 2016 - January 2018.

Conceptualized, developed and am rolling out Westminster's new minor in entrepreneurship.

Developed 4 new courses; adapted one other. After two years, we have 35 students enrolled in this entrepreneurship minor.

## Faculty Development Activities Attended

"Facilitating Constructive Dialogue," presented by the Constructive Dialogue Institute, sponsored by Ohio Wesleyan University. Augst 14, 2024.

OD Network Certification in 9 Core Competencies of OD (March 2021-Sep 2021).

"Red Rocks Great Teaching Retreat," sponsored by High Road Professional Development, Moab, UT [forthcoming] (February 27-29, 2020).

"Bystander Intervention Training," sponsored by Westminster College's Office of Diversity, Equity, and Inclusion (February 17, 2020).

Conference Attendance, "Winter Innovation Summit," Sorensen Global Impact Investment Center, Salt Lake City, UT, United States. (February 5-6, 2020).

Conference Attendance, "USASBE Annual Conference," US Association of Small Business and Entrepreneurship, New Orleans, LA, United States. (January 4-7, 2020).

Conference Attendance, "Academy of Management Annual Conference," Academy of Management. Boston, MA. (August 12-14, 2019).

Conference Attendance, "Winter Innovation Summit," Sorensen Global Impact Investment Center, Salt Lake City, UT, United States. (January 24, 2018 - January 26, 2018).

Conference Attendance, "USASBE Annual Conference," US Association of Small Business and Entrepreneurship, Los Angeles, CA, United States. (January 10, 2018 - January 14, 2018).

Conference Attendance, "RS Hartman Institute Annual Conference," RS Hartman Institute of Formal and Applied Axiology, Salt Lake City, United States. (October 16, 2017 - October 19, 2017).

Conference Attendance, "USASBE Annual Conference," US Association of Small Business and Entrepreneurship, Philadelphia, PA, United States. (January 19, 2017 - January 22, 2017).

Conference Attendance, "RS Hartman Institute Annual Conference," RS Hartman Institute of Formal and Applied Axiology, Knoxville, TN, United States. (October 20, 2016 - October 21, 2016).

Conference Attendance, "Academy of Management Annual Conference," Academy of Management, Anaheim, CA, United States. (August 5, 2016 - August 9, 2016).

Conference Attendance, "Academy of Management Annual Conference," Academy of Management, Vancouver, Canada. (August 7, 2015 - August 11, 2015).

## University Service

Faculty Liaison, DEC OWU. August 2023 to present.

Member, Latham Bishop Ventures committee, Jan. 2024 to present.

Committee member, Teaching Learning Resource Committee. (August 17, 2018 – June 2020).

BVGSB faculty representative, Honors Council. (August 2015 - August 2018).

Committee member, Faculty review committee. (December 2019-February 2020).

Committee member, Faculty review committee. (January 2018 - February 2019).

Search committee member, Marketing search committee. (October 2015 - March 2016).

Search Committee Chair, Management search committee. (October 2014 - March 2015).

Committee member, Faculty review committee. (January 2014 - March 2014).

Committee Member, Faculty Renewal Committee. (January 2013 - March 2013).

Chair, Gore School of Business Faculty (Sep 2013 to June 2015).

## Professional Service

Host, Annual Conference of the Robert S. Hartman Institute of Formal and Applied Axiology. Westminster College, Salt Lake City, UT. (Oct. 23-24, 2019).

Editor, *Journal of Formal Axiology: Theory and Practice*, Knoxville, TN. (October 15, 2017 - Present).

Editor, *A Revolution Against War*, by Robert S. Hartman, (2020). ISBN: 978-1-64228-040-1

Editor, *Five Lectures on Formal Axiology*, by Robert S. Hartman, (2019). ISBN: 978-1-64228-026-5

Board of Advisers to technology startup: [www.savology.com](http://www.savology.com). September 1, 2019 to present

Board of Directors, Robert S. Hartman Institute of Formal and Applied Axiology, Knoxville, TN. (October 15, 2010 – Dec 31, 2021).

Editorial Review Board Member, *Journal of Formal Axiology: Theory and Practice*, Knoxville, TN. (October 15, 2014 - October 15, 2017).

Mentor for startup team, Investors Choice Annual Conference, February 2019. <https://halloglobal.com>

## Contact Info:

Clifford G. Hurst, PhD



912 Maketewah Dr.  
Delaware, Ohio 43015  
Personal Email: [cliff@cliffordhurst.com](mailto:cliff@cliffordhurst.com)  
OWU Email: [cghurst@owu.edu](mailto:cghurst@owu.edu)  
OWU Office: 740-368-3980  
Mobile: 801-652-7334