

# Health Care Management and Hospitality and Tourism Department

## Joyce Eisel, Dr. P. H.



### Faculty and Chair

Health Care Management - On Campus

Health Care Management- Online

Hospitality and Tourism - On Campus

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HGA 307

### Degree

Doctor of Public Health, Health Administration, Policy, University of Oklahoma  
Health Sciences Center  
Master of Public Health, Health Administration, Marketing, University of Oklahoma  
Health Sciences Center  
Master of Arts, Human Relations, University of Oklahoma  
Bachelor of Science, Extension Education, Mississippi State University  
Graduate Study, Counseling, Mississippi State University  
Undergraduate Study, English, Upsala College, New Jersey

### Biography

Dr. Eisel previously held administrative and teaching positions at Central State University, Oklahoma and the University of Oklahoma School Of Business. As an executive, Dr. Eisel has worked with international healthcare corporations; such as, Haemonetics Corporation headquartered in Switzerland and Alpha Therapeutics headquartered in Japan. Dr. Eisel was responsible for the American Red Cross National Office of Tissue Transplantation. In additions, she was named Woman of the Year in Wichita Falls, Texas for her work in genetics. Dr. Eisel was instrumental in the Universities first online program in Healthcare Management and energizing the Healthcare Management Advisory Board. In

addition to her numerous business grants, presentations and publications, she is the advisor for the Delta Mu Delta Scholastic Student Honorary Society.

Currently, Dr. Eisel serves on numerous University committees including the Re-accreditation and Honors Committees. She has served as Vice-President of the Faculty Senate and as a Board member for the National Partnership for Action, Region VII Heartland Regional Health Equity Council (RHBC).

She presently serves as a Board member of the American College of Health Care Executives Missouri ACHE-MO where she is Communications Committee Chair. In addition, she has been elected to the Accreditation Council for Business Schools and Programs (ACBSP) Region 5, Articulation Committee and partners with numerous community agencies.

Dr. Eisel enjoys traveling, church and community activities. She writes poetry and has been published in the Sigma Tau Delta's, "The Triangle".

#### Courses

Administration of Health Care Organizations	Business Communications
Business Ethics	Business Policy and Strategy
Consumer Behavior	Corporate Communications
Health Care Planning and Marketing	Health Care Systems
International Health Care Management	Introduction to Business
IT for HealthCare Management Executives	Long term Healthcare Admin.
Marketing for Health Care Professionals	Marketing Management
Consumer Behavior Health Care Marketing	Principles of Marketing
Retail Management	Strategic Management
Strategic Health Care Management	Retail Management
International Health Care for Executives	Marketing Research

#### Publications

EISEL J., Zakery F. et. al. Submitted 2018 NSF S-STEM Grant Proposal – \$498,000, May 2018

Eisel J. Dr. P.H. Scientific Reviewer, Association of North America Higher Education International and University of South Florida Sarasota-Manatee, Global Conference on Business and Economics-(GLOBE) Conference. 22-25 May, 2018, University of South Florida Sarasota-Manatee, Florida.

Neal L., EISEL J., Dr. P.H., Zakery F. Ph.D., Medical Tourism Coalition Promotes Sustainable Tourism Development" Paper presented and published at the Global Conference on Services Management, October 3-7, 2017, Volterra, Italy.

EISEL J. Dr. P.H. Reviewer, Global Conference on Services Management (GLOSERV) October 3-7, 2017 in Volterra, Tuscany, Italy.

EISEL J. Dr. P.H., Zakery F. Ph.D., "Multinational Business/Clinical Global Curriculum Model", Paper Accepted, International Interdisciplinary Business-Economics Advancement Conference, April 2017, Miami, Florida.

EISEL J. Dr. P.H., "Multinational Business/Clinical Healthcare Curriculum Model, Grant, Poster Session", Faculty and Ph.D. Candidates, CIBER, GE Global Learning Center, University of Connecticut School of Business, October, 2016.

EISEL J. Dr. P.H., Zakery F. Ph.D. et al, Economic Sustainability of Inner City Transportation Infrastructure: A Collaborative Transportation Management and Safety Model", Paper accepted, 8th Annual American Business Research Conference, July, 2016, New York, New York, USA

EISEL J, et. al Report of the Health Care Working Group to the Steering Committee of the Higher Education Collaborative (HEC), May 2015

EISEL J. Dr. P.H., Zakery F. Ph.D. et al; "Students from MTC Partner with Harris-Stowe

State University to Develop Asset Management Model”, Published in InTrans enRoute, March 30, 2015.

Zakery F, Ph.D., EISEL J., Dr. P.H. Economic Sustainability of Inner City Streets: A Collaborative Sustainable Asset Management Transportation System Model, Final Report, July 2015 , Midwest Transportation Center, U.S. Department of Transportation, Office of the Assistant Secretary for Research and Technology.

Zakery F. Ph.D., EISEL J. et.al. White Paper, “A Financial Empowerment and Education Initiative-An Innovative Solutions Approach” presented to Federal Government. July 2014

EISEL J., Dr. P.H., Five poems published in “Crossroads”, Sigma Tau Delta (English Honor Society), Harris-Stowe State University, April 2012, 2013, 2014.

Diaz, Y., Ph.D., EISEL J., Dr. P.H. et al. International Multidisciplinary Grant, U.S. Department of Education, Undergraduate International Studies and Foreign Language Program, (Applied \$210,512 per year for two years, June 2012)

EISEL J., Dr. P.H., “Stress, the Hidden Medical Tourism Factor” Submitted to the 5th World Tourism and Global Healthcare Congress, October, 2012.

EISEL J. Dr. P.H., Marketing Research Students, Chambers, C.J., Sanders, L., Taylor, T., Williams M., et al Harris-Stowe State University, Busch School of Business “ Shopping Patterns in the St. Louis Missouri/Illinois Metropolitan Area, Results and Observations”; St. Louis Social Compact Drilldown Report, St. Louis, Missouri, December, 2009

## Presentations

Neal L, Zakery F., EISEL J. Collaborative Strategies to Increase Global Market Presence and Profit Sharing for Healthcare Providers and the Hospitality and Tourism Industry, Presented at ACBSP, GBE, Toronto, Canada 2017

Zakery F. Ph.D., EISEL J. Dr. P.H. et al, “An Innovative Transformational Retention Model” , Presented to Midwestern ACBSP Region 5, 2017 Meeting, October 18-20, 2017, Pratt, Iowa.

Zakery F. Ph.D., EISEL J. Dr. P.H. et al, “An Innovative Transformational Retention Model” , Presented to Midwestern ACBSP Region 5, 2017 Meeting, October 18-20, 2017, Pratt, Iowa.

EISEL J. Dr. P.H., Zakery F. Ph.D. et al, “Transportation Asset Management Model, Economic Sustainability of Inner City Streets, A Collaborative Transportation and Safety Model”, Noon Seminar Series, Harris-Stowe State University, January 12, 2017

Neal, L., EISEL J., DR. P.H., Zakery F. Ph.D. , Global Strategies in Tourism and Hospitality Education, Presented at the International Society for Travel and Tourism Educators, Hangzhou, China, October 12-14, 2016.

EISEL J. Dr. P.H., Zakery F. Ph.D., Multinational Business/Clinical Healthcare Curriculum Model, Accepted for presentation to the 7th International Interdisciplinary Business-Economics Advancement Conference (IIBA) Istanbul, Turkey, September 20-23, 2016.

Zakery, F. Ph.D., EISEL J., Dr. P.H., Sykes, Charles, Ph.D. “Globalizing Business Education to Transform Classroom Knowledge Base”, Presented at 1015 ACBSP International Conference, Barcelona, Spain; November 25-29, 2015

EISEL J., Dr. P.H. Speaker; “Global Health Management Emerges as a Multinational Business/ Clinical Model”, Euro-Asia Economic Forum 2015, Xi’an, China, September 25, 2015

Zakery, F. Ph.D., EISEL J. Dr. P.H.; et al Midcontinent Transportation Research Symposium,” Economic Sustainability of Inner City Streets: A Collaborative Transportation and Safety Model”, Accepted for Presentation , Innovations in Transportation Conference: Are You Ready for the Future, Ames, Iowa, 2015

EISEL J., Dr. P.H., Zakery, F. Ph.D. et al; Undergraduate research facilitator, Student Abstract,” Economic Sustainability of Inner City Streets: A Collaborative Transportation and Safety Model”, Accepted for Presentation to the Annual Washington Business

Research Forum, Washington D.C., 2015

EISEL J., Dr. P.H., Zakery F., Ph.D., et al, "Global Health Management Emerges as a Multinational Business/ Clinical Model", Accepted for Presentation to the 2015 Annual International Assembly for Collegiate Business Education (IACBE); Baltimore, Maryland, April 15, 2015

EISEL J. Dr. P.H., Zakery F. Ph.D.; Healthcare Partnerships Ensure Minority Exposure to The Affordable Care Act: An HBCU Collaborative Model, Presented to Research Association for Minority Professors 14th Annual Conference, Washington D.C., February 6, 2015

EISEL J., Dr. P.H., Speaker, "International Healthcare Emerges as a Multinational Business/Clinical Model, 7th Annual World Tourism Congress, Research Symposium, Washington D. C., September 21, 2014.

EISEL J., Dr. P.H., Tiamiyu L., Dr. Mgmt., CPA; Zakery F., Ph.D.; "Partnerships Assure Exposure to the Affordable Care Act – A Collaborative Model", Accepted for Presentation at the Academy of Business Research International Conference, San Antonio, Texas, November 5-7, 2014.

EISEL J, "Global Healthcare Management Emerges as a Multinational Business/Clinical Model", Noonday Speaker Series, HSSU University, 2014.

EISEL J., Development of a University Department Level Advisory Board" Presented at the Academy of Business Research Institute Conference, Las Vegas, Nevada, October 2013.

EISEL, J., Dr. P.H., Zakery F., Ph.D.et. al, "A University's Journey Towards Globalizing Business Education" Presented International Assembly of Collegiate Business Education, 2013 Annual Conference, Orlando, Florida, April 2013.

EISEL, J., Dr. P.H.; Kamkwala R, D. Mgmt.; Sykes C., Ph.D.; Zakery F., Ph.D.; "International Management Emerges as a Multinational Business Clinical Model", Presented Academy of Business Research Conference, Florida, 2013

EISEL J., Dr. P.H., Health Services Administration Students, Tyler A., Allen A. et al, " A Stress Roulette Wheel Model", Manuscript presented at the Academy of Business Research Conference, New Orleans, Louisiana, March 2012.

EISEL, J., Dr. P.H., Marketing Research Students, Harris-Stowe State University, Busch School of Business "I-40/64 Construction Survey Results and Recommendations", Presented to City of St Louis, December 2008.

#### Awards

Profiled for Harris-Stowe State University, 2018 Who's Who - Diversity in Color.  
Grant, Department of Health and Human Services, Office of Minority Health, Regional Health Equity Council: Affordable Care Act Promotion, U. S. Public Health Service.

Grant, CIBER, International Business Course Development

Grant, American Lung Association, University of Oklahoma

Invited as Speaker, Euro-Asia Economic Forum 2015, Xi'an, China

Woman of the Year, Wichita Falls, Texas - Genetics