

**Col. Clifford T. West Jr., Ph.D.**  
Professor and Director of Innovation  
Programming

**Contact Information**

235 Scott Shipp Hall  
540-464-7449  
[westct@vmi.edu](mailto:westct@vmi.edu)

**Education**

Ph.D. Strategic Management/Organized Theory, Indiana  
University, 1992  
M.B.A. Business Administration, University of Notre Dame,  
1985  
B.A. History, University of California, San Diego, 1974



**Research Interests**

Effective teaching and assessment of leadership, Effective approaches to teaching  
innovation and market analysis

**Courses Taught**

BU 220 Principles of Management, BU 306 International Business, BU 440 Business  
Policy Seminar, BU 450 Summer Undergraduate Entrepreneurship Program

**Recent Publications**

“Understanding Accounting Professionals’ Reasons for Joining Academia.” (2019) In  
*The CPA Journal*. (with Dr. Kathryn Simms)

“Teaching Leadership to Undergraduates: Lessons from U.S. Military Colleges.” (2012)  
In the *Journal of College Teaching and Learning* 9 (2), 135-146.

“Teaching Ethics to Undergraduates: An Examination of Contextual Approaches.”  
(2009) In *Contemporary Issues in Education Research*, 2 (4), 29-40. (with Dr. H. Francis  
Bush & Dr. Karen Gutermuth)

“Developing Leaders of Character: The Case for Military Higher Education.” (2008) In  
*The John Ben Sheppard Journal of Practical Leadership*, 34-44. (with Dr. Stewart  
Husted)

“Using the Major Field Test-Business as an Assessment Tool and Impetus for Program  
Improvement: Fifteen Years of Experience at Virginia Military Institute.” (2008) In the  
*Journal of College Teaching and Learning*, 5, (2), 75-88. (with Dr. H. Francis Bush, Dr.  
Floyd Duncan & Dr. Edwin Sexton)