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O. C. Ferrell (Ph.D., Louisiana State University) is University Distinguished Professor of Business Ethics at Belmont University. He most recently served nine years as University Distinguished Professor Marketing and Creative Enterprise Scholar at the University of New Mexico.

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Auburn University. O. C. Ferrell is the James T. Pursell Sr. Eminent Scholar Chair in Ethics and director of the Center for Ethical Organizational Cultures in the Raymond J. Harbert College of Business at Auburn University. He served as the Distinguished Professor of Leadership and Ethics at Belmont University and University Distinguished Professor of Marketing in the Anderson School of Management at University of New Mexico.

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