

Kelce College Faculty Qualifications Summary



DONALD E. BAACK

AACSB Qualification Status: Scholarly Academic

Basis for Qualification: Ph.D.

2 PRJs

Multiple Textbook revisions

Multiple Presentations

Highest Degree: Ph.D., 1987

Institution: University of Nebraska

Specialization/Major: Management

Research and Scholarship

Focus

My academic work is too eclectic to describe in one sentence; maybe the word multi-disciplinary best fits.

Impact

Research/publication of books: Author or co-author of 17 books, 14 of which are in academia in the areas of management and marketing and three in popular press. More than 600,000 students have used the textbooks, which appear in four languages besides English. Four of the textbooks are in second editions or higher. The books are available in more than forty countries.

Research/publication-conference papers and journal articles: Authored or co-authored more than 100 papers and journal articles; winner of six best paper awards at academic conferences. Nominated for two additional best paper awards and the best papers have been recognized by five different

academic organizations. Served on the editorial boards of two journals, including the *Journal of Managerial Issues* and as Associate Editor for more than ten years. Cited in more than 2,000 journal articles by other academics. Two articles were among the twenty-five most cited in the history of the *Journal of Management Inquiry*. Works cited in ten other books. Academic writing supports teaching, which has been highly rated throughout my career.

Sample Intellectual Contributions:

Peer Reviewed Journal Articles

Maceli, K. M., Horner, S. V., Baack, D. E. (2019). Efficiency and Effectiveness in Higher Education: A Stakeholder Perspective. *Economics and Business Journal: Inquiries and Perspectives, Volume 10*(Number 1), p.p. 34-53.

Fogliasso, C. E., Horner, S. V., Baack, D. E. (2018). College Choice: An Investigation of the Student Selection Process Using the Multiattribute Decision-Making Model. *Economics and Business Journal: Inquiries and Perspectives, 9*(1), 3-15.

Presentations

Maceli, K. M., Horner, S. V., Baack, D. E., Paper, 2019 Great Plains Economic and Business Conference, Nebraska Economics and Business Association, Columbus, Nebraska, "Efficiency and Effectiveness in Higher Education", Conference, Academic, Regional, peer-reviewed/refereed. (October 25, 2019).

Fogliasso, C. E., Horner, S. V., Baack, D. E., Paper, 2018 Great Plains Economic and Business Conference, Nebraska Economics and Business Association, Kearney, Nebraska, "College Choice: An Investigation of the Student Selection Process Using the Multiattribute Decision-Making Model", Conference, Academic, Regional, peer-reviewed/refereed, published elsewhere, Accepted. (October 26, 2018).

Professional Memberships

Nebraska Economics and Business Association
Southwest Academy of Management
Southwest Decision Sciences Institute