

Kelce College Faculty Qualifications Summary



LINDEN DALECKI

Associate Professor of Marketing

AACSB Qualification Status: Scholarly Academic

Basis for Qualification: PhD in related field

Multiple PRJs

Multiple Other Intellectual Contributions

Multiple Works in Progress

Highest Degree: Ph.D., 2008

Institution: University of Texas-Austin

Specialization/Major: Advertising

Research and Scholarship

Focus

Much of my research investigates marketing's impact on the triple-bottom-line: financial, social and environmental.

Impact

My most influential research is at the interface of marketing and entrepreneurship. This is in large part due to my participation in the Global Research Conference in Marketing and Entrepreneurship (GRCME) from 2014 onwards as well as relatively frequent publication in the *Journal of Research in Marketing and Entrepreneurship*.

Sample Intellectual Contributions:

Peer Reviewed Journal Articles

Dalecki, L. (2019). Kiplinger Washington Editors' Bay Tree Lodge: An Old Florida Dream. *Journal of Florida Studies*, 1(8), 19 pages.

Dalecki, L. (2019). Entrepreneurial Selling in Context. *Journal of Research in Marketing and Entrepreneurship*, 21(2), 103-125.

Book Chapters

Dalecki, L., Warnecke, T., Balzac-Arroyo, J., Heavener, J. (2024). Social Entrepreneurship: Current Challenges as Future Opportunities. In Craig Shealey (Ed.), *Cultivating the Globally Sustainable Self, Summit Series*. Oxford: Oxford University Press.

Presentations

Dalecki, L., Global Research Conference on Marketing and Entrepreneurship, "The Scrappy Entrepreneur as Accidental Social Entrepreneur: Net Impacts on Entrepreneurial Ecosystems," Hamburg. (2023).

Dalecki, L., Global Research Conference on Marketing and Entrepreneurship, "Sourcing and Cocreating Course-Client Entrepreneurial Projects." (2022).

Dalecki, L., Global Research Conference on Marketing and Entrepreneurship, "Bridging Marketing, Entrepreneurship and Social Entrepreneurship in the Realm of SMEs and SBSRs." (2021).

Dalecki, L., Macromarketing Global Conference, "Experiential Learning through Course-Client Macromarketing Projects." (2021).

Dalecki, L., Macromarketing Global Conference, "The Scrappy Entrepreneur as Macromarketer." (2021).

Professional Memberships

Academy of Marketing Science
Alpha Mu Gamma
American Academy of Advertising
American Marketing Association
Association of Collegiate Marketing Educators
Direct Selling Education Foundation
Independent Writers Caucus (WGA West)
Kansas International Trade Coordinating Council
Media Diversity Council (Austin, TX)
Rotary International