

Kelce College Faculty Qualifications Summary



KRISTEN M. MACELI

Professor of Marketing

AACSB Qualification Status: Scholarly Academic

Basis for Qualification: Ph.D. in outside area

Multiple PRJs

2 Conference Proceedings / 9 Presentations

3 Works in Progress

Highest Degree: Ph D, 2008

Institution: Kansas University

Specialization/Major: Curriculum and Instruction

Licensures and Certifications:

"Google Analytics Tag Manager", Google Analytics. (March 2020 - Present).

"Google Analytics for Beginners", Google, International. (January 2020 - Present).

Sample Intellectual Contributions:

Peer Reviewed Journal Articles

Maceli, K. M., Zafuta, H. M. (2023). The Pandemic's Impact on Cause-Related Marketing Purchases. *Economics and Business Journal: Inquiries and Perspectives*, 13.

Maceli, K. M., Horner, S. V., Fogliasso, C. E., Zafuta, A. M. (2020). An Assessment of Cause-Related Marketing: What Does the Future Hold? *Economics and Business Journal: Inquiries and Perspectives*, 10(1), 87-109.
https://nebeconandbus.org/journal/EBJIP2019v10MaceliHornerFogliassoZafuta_CRM-future87-109.pdf

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.

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).

Maceli, K. M. (Author), Horner, S. V. (Author & Presenter), Fogliasso, C. E. (Author), Zafuta, A. M. (Author), Paper, 2019 Great Plains Economic and Business Conference, Nebraska Economic and Business Association, Columbus, Nebraska, "An Assessment of Cause-Related Marketing: What Does the Future Hold", Conference, Academic, Regional, peer-reviewed/refereed. (October 25, 2019).

Maceli, K. M., Paper, Marketing Management Association Fall Meeting, MMA, Santa Fe, New Mexico, "Client-Based Projects: Student Perception of Their Value and Usefulness", Conference, Academic, National, peer-reviewed/refereed, published in proceedings, Accepted. (September 17, 2019).

Professional Memberships

Allied Academies
Beta Gamma Sigma
Golden Key Honor Society