

KELCE COLLEGE CURRICULUM VITAE

PERSONAL INFORMATION

Name: LINDEN DALECKI **Rank:** Associate Professor
Department: Kelce Undergraduate **Office:** KC: 201C
School of Business
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EDUCATION AND PROFESSIONAL CREDENTIALS

PhD University of Texas-Austin, 2008, Advertising
MA University of Texas-Austin, 2003, Radio, TV & Film
BA University of Wisconsin Madison, 1995, Radio, TV & Film

SCHOLARLY PUBLICATIONS

Refereed Journal Articles

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

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

Journal Articles

Dalecki, L. (in press). ecotton: Rebranding a substantiable sustainable ingredient brand. *Journal of Brand Strategy*, N/A(N/A), N/A. <https://www.henrystewartpublications.com/jbs>

SCHOLARLY PRESENTATIONS

Oral Presentation

Dalecki, L., Horner, S. V., Oral Presentation, Experiential Learning Leadership Institute 2019 Leadership Retreat, Cedar City, UT, "UK/UK Business School Dual Degree Development", Workshop, Academic. (June 21, 2019).

Dalecki, L., Janisch, R. F., Oral Presentation, 2018 InterTribal Buffalo Council's Annual Meeting, InterTribal Buffalo Council, Las Vegas, "Maximizing the Market for Indigenously-Grown Buffalo", Conference, Non-Academic, National, Invited. (October 2018).

Dalecki, L. (Presenter), Stephenson, D. (Presenter), Oral Presentation, 2018 Experiential Learning Leadership Institute Annual Conference, Southern Utah University, Flagstaff, AZ, "Riipen in the Marketing Classroom", Conference, Academic, National, Invited. (June 2018).

Dalecki, L., Oral Presentation, 2018 Kellogg School of Management Culture and Negotiation Conference, Kellogg School of Management, "Personal Selling vis-a-vis Negotiation", Conference, Academic. (April 2018).

Other

Dalecki, L., McDermott, Novotorova, Podeschi, Other, Marketing Management Association, Santa Fe, NM, "Effective Client-Based Learning Projects", Other, Academic, International, peer-reviewed/refereed, published in proceedings. (September 20, 2019).

Dalecki, L. (Panelist), Cheinze, T. (Panelist), Hershey, L. (Panelist), Other, 2018 Marketing Management Association Fall Educators' Conference, Marketing Management Association, Kansas City, MO, "Growing the Sales Program", Conference, Academic, National, Invited. (September 2018).

Papers

Dalecki, L., Paper, 2023 CS/D&CB Conference, Dublin, Ireland, "Social Entrepreneurship vis-à-vis Traditional Entrepreneurship at the Consumer Satisfaction, Dissatisfaction and Complaining Behavior Interface", Conference, Academic, International, peer-reviewed/refereed. (2023).

Dalecki, L., Paper, Global Research Conference on Marketing and Entrepreneurship, Hamburg, "The Scrappy Entrepreneur as Accidental Social Entrepreneur: Net Impacts on Entrepreneurial Ecosystems", Conference, Academic, International, peer-reviewed/refereed. (2023).

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

Dalecki, L., Paper, Global Research Conference on Marketing and Entrepreneurship, "Bridging Marketing, Entrepreneurship and Social Entrepreneurship in the Realm of SMEs and SBSRs", Conference, Academic, International, peer-reviewed/refereed, published in proceedings. (2021).

Dalecki, L., Paper, Macromarketing Global Conference, "Experiential Learning through Course-Client Macromarketing Projects", Conference, Academic, International, peer-reviewed/refereed. (2021).

Dalecki, L., Paper, Macromarketing Global Conference, "The Scrappy Entrepreneur as Macromarketer", Conference, Academic, International, peer-reviewed/refereed. (2021).

Dalecki, L., Paper, Global Research Symposium on Marketing and Entrepreneurship, London, UK, "Prospect-Feedback in an Entrepreneurial-Selling Frame", Conference, Academic, International, peer-reviewed/refereed. (June 29, 2019).

Dalecki, L., Paper, 2018 Global Research Symposium on Marketing and Entrepreneurship, Menlo College & Babson College, Babson Downtown Campus, Boston, MA, "Presales as Entrepreneurship at Mark Damon's Producers Sales Organization: A Hollywood Independent

Film International Sales Force as a Macromarketing Force", Conference, Academic, International, peer-reviewed/refereed, published in proceedings, Accepted. (August 2018).

COURSES TAUGHT

Pittsburg State University

IB 340, INTERNATIONAL MARKETING, 13 courses.
MKTG 330, PRINCIPLES OF MARKETING, 2 courses.
MKTG 420, SERVICES MARKETING, 1 course.
MKTG 440, ADVERTISING MANAGEMENT, 5 courses.
MKTG 450, PERSONAL SELLING & SALES MGMT, 3 courses.
MKTG 460, SOCIAL MEDIA MARKETING, 6 courses.
MKTG 510, CONSUMER BEHAVIOR, 6 courses.

FACULTY/TEACHING DEVELOPMENT ACTIVITIES

Conference Attendance

Conference Attendance, "2018 Summit Series Conference", James Madison University, Banff, Alberta, Canada, 0 credit hours, approximately 20 hours spent per year. (July 2018).

Conference Attendance, "2018 Direct Selling Association Annual Conference", Direct Selling Education Foundation, San Diego, CA, 0 credit hours, approximately 24 hours spent per year. (June 2018).

Conference Attendance, "2018 GlobalMindED Conference", Canadian Consulate (Denver), Denver, CO, 0 credit hours, approximately 24 hours spent per year. (June 2018).

Other

Multiple Faculty Development Lunches - Too Numerous to List. (2019).

Multiple Faculty Development Lunches, "Too Numerous to List", Kelce, Pittsburg, KS, 0 credit hours, approximately 4 hours spent per year. (January 2018 - December 2018).

PROFESSIONAL ACTIVITIES

Fellow, Direct Selling Education Foundation. (2017 - Present).

Kansas International Trade Coordinating Council. (2009 - Present).

Member, Media Diversity Council (Austin, TX). (2008 - Present).

Member, Rotary International. (2008 - Present).

Member, Academy of Marketing Science. (2008 - 2018).

Honorary Member, Alpha Mu Gamma. (2008 - 2018).

Member, American Academy of Advertising. (2008 - 2018).

Member, American Marketing Association. (2008 - 2018).

Member, Association of Collegiate Marketing Educators. (2008 - 2018).

Member, Independent Writers Caucus (WGA West). (2008 - 2018).

SERVICE AND CONSULTING

College Service

Attendee, Meeting, College Academic Honors Committee. (2021 - Present).

Program Coordinator, Dual Degree MBA/DESCM program between Kelce COB and the Montpellier School of Business. (2017 - 2023).

Program Coordinator, Dual Degree MBA/MiM program between Kelce COB and The La Rochelle School of Business. (2015 - 2023).

Graduate Council (alternate). (2017 - 2019).

Committee Member, MBA Program Advisory Council. (August 2015 - 2019).

University Service

Program Coordinator, Dual Degree [Pittsburg State + Montpellier Business School]. (2017 - Present).

Helped to set up Dual Degree Program at the Graduate level between Pittsburg State and Montpellier Business School

Program Coordinator, Pitt State MBA / Excelia La Rochelle Business School MiM Dual Degree Program Coordinator. (January 2015 - Present).

Judge, Baja Sales Presentation Judge. (May 2018).

Professional Service

Member, Kansas International Trade Coordinating Council. (2009 - 2023).

Public Service

Judge, FBLA 2018 Sales Presentation Judge. (2018).

Journal Submission Reviewer, Journal of Business Research. (2018).

Journal Submission Reviewer, Journal of Managerial Issues. (2018).

Attendee, Meeting, Pittsburg Sunrise Rotary. Approximately 40 hours spent per year. (January 2018 - December 2018).

Attendee, Meeting, Kansas International Trade Coordinating Council. (January 1, 2017 - December 31, 2018).