KELCE COLLEGE CURRICULUM VITAE

PERSONAL INFORMATION

Name:	KRISTEN M. MACELI	**Rank:**	Full Professor
Department:	Kelce Undergraduate School of Business	**Office:**	KC: 110N
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EDUCATION AND PROFESSIONAL CREDENTIALS

PhD   Kansas University, 2008, Curriculum and Instruction

MBA   Pittsburg State University, 1990, Business Administration

BS   University of Kansas, 1988, Journalism/Advertising

PROFESSIONAL CERTIFICATIONS AND LICENSURES

Google Analytics Tag Manager, Google Analytics   March 2020 - Present

Google Analytics for Beginners, Google   January 2020 - Present

EMPLOYMENT HISTORY

August 2014 - Present   Pittsburg State University
Associate Professor

SCHOLARLY PUBLICATIONS

Refereed 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.

Conference Proceedings

Maceli, K. M. (2022). In Dr. Jeff Mankin, Lipscomb University (Ed.), *The Impact of the Pandemic on Cause-Related Marketing* (1st ed., vol. 6, pp. 45-50). Nashville, TN: Institute for Global Business Research.

Wachter, M. K., Maceli, K. M., Murray, L. M., Nance, M. J. (2019). *Client-Based Projects: Student Perception Of Their Value and Usefulness*. Marketing Management Association.

Work in Progress

Maceli, K. M., Nance, M. J., Wachter, M. K., Murray, L. M., "Client-Based Projects: Student Perception of Their Value and Usefulness".

Nance, M. J., Maceli, K., "Efficiency and Effectiveness in Higher Education", On-Going, Scholarly.

Murray, L. M., Maceli, K. M., "Using Online Discussion Forums as Formative Assessment", Writing Results, Scholarly.

SCHOLARLY PRESENTATIONS

Oral Presentations

Maceli, K. M., Oral Presentation, MMA Fall Conference, MMA, Virtual, "Active Learning Techniques and Assessment", Conference, Academic, International, Accepted. (October 14, 2021).

Johnson, M. L. (Panelist), Binder, A. (Panelist), Nance, M. J. (Panelist), Maceli, K. M. (Panelist), Cortes, B. S. (Moderator), Oral Presentation, PSU Faculty Development Day Presentation, Pittsburg State University, CTLT, "The Pros and Cons of the Academic Partners", Workshop, Academic, Local, peer-reviewed/refereed, Accepted. (August 12, 2020).

Other

Maceli, K. M., Murray, L. M., Nance, M. J., Wachter, M. K., Other, Marketing Management Association Fall Meeting, Marketing Management Assocation, Santa Fe, New Mexico, "Managing Group Projects or Presentations". (September 20, 2019).

Papers

Maceli, K. M., Paper, 2022 Great Plains Economic and Business Conference "The Intersection of Economic and Business Leadership in the Great Plains", NEBA, Lincoln, Nebraska, "The Impact of the Pandemic on Cause-Related Marketing", Conference, Academic, peer-reviewed/refereed. (October 28, 2022).

Maceli, K. M., Paper, IGBR International Spring Conference, Institute for Global Business Research, New Orleans, LA, "The Impact of the Pandemic on Cause-Related Marketing

Purchases", Conference, Academic, International, peer-reviewed/refereed, published in proceedings, Accepted. (April 7, 2022).

Maceli, K. M. (Author & Presenter), Nance, M. J. (Author & Presenter), Wachter, M. K. (Author & Presenter), Paper, MMA: Marketing During Uncertainty Spring Virtual Conference, Marketing Management Association, Virtual, "What Does the Future Hold for Cause Marketing Post -Pandemic?", Conference, Academic, peer-reviewed/refereed, Accepted. (March 26, 2021).

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).

COURSES TAUGHT

Pittsburg State University
MGMKT 828, LEADERSHIP & BEHAVIORAL MGT, 2 courses.
MGT 330, MANAGEMENT & ORGANIZATNL BEHAV, 10 courses.
MGT 828, LEADERSHIP & BEHAVIORAL MGT, 19 courses.
MKTG 330, PRINCIPLES OF MARKETING, 13 courses.
MKTG 430, RETAIL AND CHANNELS MANAGEMENT, 6 courses.

FACULTY/TEACHING DEVELOPMENT ACTIVITIES

Conference Attendance

Conference Attendance, "ProfCon 2022", StuKent. (June 15, 2022 - June 17, 2022).

Conference Attendance, "IGBR International Conference", Institute for Global Business Research, New Orleans, LA. (April 6, 2022 - April 8, 2022).

Conference Attendance, "MMA Fall Conference", MMA, Virtual. (October 13, 2021 - October 15, 2021).

Conference Attendance, "MMA: Marketing During Uncertainty Spring Virtual Conference", Marketing Management Association. (March 25, 2021 - March 27, 2021).

Conference Attendance, "Professional Development Day", Pittsburg State University, Pittsburg,

Kansas. (August 12, 2020).

Conference Attendance, "ProfCon 2020 Virtual Digital Marketing Conference for Educators", StuKent. (June 15, 2020 - June 17, 2020).

Conference Attendance, "Marketing Management Association Fall Meeting", Marketing Management Association, Santa Fe, New Mexico, United States. (September 19, 2019 - September 22, 2019).

Conference Attendance, "Marketing Management Association Fall Conference", Santa Fe, New Mexico. (September 17, 2019 - September 20, 2019).

Conference Attendance, "Marketing Management Association Fall Conference", Marketing Management Association, Kansas City, Missouri, United States. (September 19, 2018 - September 21, 2018).

Continuing Education Programs

Continuing Education Program, "Engage. Transform. Empower.", Faculty Development and Instructional Resources Committee, Campus Activities. (September 8, 2021).

Other

Faculty Development, "Listening to the Needs of Your Advisees", Pittsburg State University. (November 19, 2019 - Present).

Discussion Panel, "Student Success Center and Academic Advising Q&A Panel", Pittsburg State University, Pittsburg, Kansas, USA. (March 8, 2023).

eLearning Academy, "eLearning Academy", Pittsburg State University. (May 2019 - March 2020).

Faculty Development, "Academic Misconduct Overview", Kelce College of Business, Pittsburg, Kansas. (February 11, 2020).

Faculty Development, "Handshake/Career Development". (October 9, 2019).

Faculty Development, "Student Accommodations", Office of Student Accommodations/PSU, Pittsburg, KS, United States. (February 6, 2019).

"Creating and Using Videos for the Classroom", Kelce College of Business, Pittsburg, KS, United States. (April 4, 2018).

"Databases and New Axe Library Resources", Kelce College of Business, Pittsburg, Kansas. (February 7, 2018).

Seminars

Seminar, "What are these BGS and BIS Things?", Pittsburg State University, Pittsburg, KS, United States. (March 23, 2022).

Seminar, "Benefits you didn't know you had!", Pittsburg State University, Pittsburg, KS, United States. (October 13, 2021).

Seminar, "Unconscious Bias Tilford Brownbag", Tilford Group Pittsburg State University. (March 18, 2021).

Tutorials

Tutorial, "CTLT-New Quizzes", Pittsburg State University, Pittsburg, KS, United States. (March 30, 2022).

Tutorial Presentations

Tutorial Presentation, "The New Road Map", Pittsburg State University, Pittsburg, KS, United States. (February 9, 2022).

Webinars

Webinar, "Kahoot! EDU Summit", Kahoot! (June 13, 2023 - June 14, 2023).

Webinar, "Personal and Personal Boundaries", Pittsburg State University. (June 7, 2023).

Webinar, "Gig Work and Entrepreneurship", The Ewing Marion Kauffman Foundation, Kansas City, MO. (May 26, 2022).

Webinar, "Belonging Across Cultures: Honoring Immigrant Identity", Lumen Learning, Portland, Oregon. (April 27, 2022).

Webinar, "University Press of Kansas Publishing Symposium", Kansas University, Lawrence, Kansas. (April 13, 2022).

Webinar, "Keyword Research Made Simple with SEMrush", StuKent. (July 7, 2020).

Webinar, "Digital Accessibility: Benchmarking QM Institutional Policies and Practices in 2020", Quality Matters. (June 9, 2020).

Webinar, "How Technology Can Enhance the Quantity and Quality of Experiential Learning on Your Campus", Riipen, Canada. (June 7, 2019).

Webinar, "Building Professionalism in Professional-track Students", Pittsburg State University, Pittsburg, KS, United States. (September 26, 2018).

Webinar, "Introducing Riipen: Matching Student Projects with Outside Firms", Pittsburg State University, Pittsburg, Kansas. (April 11, 2018).

Webinar, "VidGrid: Quizzes, Analytics, and Student Recorder", Pittsburg State University, Pittsburg, Kansas. (March 7, 2018).

Webinar, "Conversations with Students: Methods that Engage & Motivate", Pittsburg State University, Pittsburg, Kansas. (February 22, 2018).

Webinar Presentations

Webinar Presentation, "Faculty Professional Development Day", Pittsburg State University, Pittsburg, Kansas. (August 12, 2020).

Webinar Presentation, "A Deeper Look at Incorporating Coaching Conversations into Academic Advising Practice", Pittsburg State University, Pittsburg, Kansas. (February 10, 2020).

Workshops

Workshop, "Campus Visits 101", Pittsburg State University, KS, United States. (November 9, 2022).

Workshop, "Check your Course Accessibility with UDOIT", Pittsburg State University, Pittsburg, KS, United States. (December 1, 2021).

Workshop, "Upgraded Degree Audit and Road Map", Pittsburg State University. (September 29, 2021).

Workshop, "All Things Video: Zoom, Studio, & Classroom Camera", Pittsburg State University, Pittsburg, KS, United States. (September 15, 2021).

Workshop, "21SU & 21WF Templates for Quality Course Design", Pittsburg State University CTLT, Pittsburg, KS, United States. (April 14, 2021).

Workshop, "Tips for Beginning/Ending the Semester", CTLT Pittsburg State University, Pittsburg, KS. (December 2, 2020).

Workshop, "Zoom Zombies: Strategies to Shake-up Your Meetings", Pittsburg State University, Pittsburg, KS, United States. (November 16, 2020).

Workshop, "Studio: Quizzes, Assignments, and Analytics", CTLT Pittsburg State University. (September 16, 2020).

Workshop, "VidGrid Training Faculty Development", Pittsburg State University, Pittsburg, Kansas. (November 13, 2019).

Workshop, "Design Plus", Pittsburg State University, Pittsburg, Kansas. (November 11, 2019).

Workshop, "VidGrid Training", Pittsburg state University. (February 8, 2019).

Workshop, "Master Advisor Certification", Pittsburg State University, Pittsburg, Kansas, approximately 6 hours spent per year. (December 17, 2018).

PROFESSIONAL ACTIVITIES

Beta Gamma Sigma. (April 2015 - Present).

Allied Academies. (January 2015 - Present).

Member, Golden Key Honor Society. (2008 - Present).

HONORS

Service, University

Faculty Service Award, Kelce College of Business. (May 1, 2023).

Teaching

Course Certification by Quality Matters, Quality Matters, CTLT. (March 2020).

SERVICE AND CONSULTING

Department Service

Committee Member, Prospective Student Task Force. (August 2014 - Present).

College Service

Committee Member, Search Committee for Assistant Professor of Management. (November 2021 - Present).

Committee Member, Kelce Recruiting and Retention. (August 2018 - Present).

Committee Member, Enactus Board of Advisors. (December 2014 - Present).

Committee Member, Faculty Affairs. (August 2021 - May 2023).

Committee Member, Faculty Senate. (August 2021 - May 2023).

Committee Chair, Search Committee for Assistant Professor of Marketing. (May 2022 - December 2022).

Committee Member, Strategic Planning Committee. (August 2017 - 2020).

Faculty Mentor, Gorilla 3 Day Startup. (October 26, 2019).

Committee Member, Scholarship Committee. (2007 - 2018).

Committee Member, Faculty Senate Executive Committee. (August 2016 - August 2018).

University Service

Committee Member, Faculty Affairs. (July 2021 - Present).

Committee Member, University Promotion Committee. (August 2020 - Present).

Committee Member, University Committee on Student Learning. (October 2019 - Present).

Committee Member, Alumni Awards Committee. Approximately 3 hours spent per year. (December 2017 - Present).

Committee Member, University Promotion Committee. (August 2022 - May 2023).

Committee Member, Strategic Planning Committee. (2017 - August 2018).

Chairperson, Faculty Senate Budget Committee. (August 2016 - July 2018).

Committee Member, OSC Board of Governors. Approximately 15 hours spent per year. (August 2016 - May 2018).

Professional Service

Reviewer, Conference Paper, Marketing Management Association. (June 2021 - July 2021). Reviewed article for acceptance for meeting presentation and publication in proceedings.

Reviewer, Journal Article, Journal of Managerial Issues. (September 2018 - October 2018).

Public Service

Member, The Michael Tilford Group. (2012 - Present).
2010