

## **KELCE COLLEGE FACULTY RESUME**

### **I. PERSONAL INFORMATION**

**Kristen Maceli**  
**Assistant Professor**  
**Department of Management and Marketing**  
**Kelce School of Business and Economics**

### **II. EDUCATION AND PROFESSIONAL CREDENTIALS**

Ph.D. University of Kansas, 2008

MBA Pittsburg State University, 1990

BS Journalism/Advertising University of Kansas, 1988

Honors: Dean's Honor Roll, Outstanding College Students of America, Student Ambassador

### **III. EMPLOYMENT HISTORY**

2009-Present	Assistant Professor Pittsburg State University Kelce School of Business and Economics Pittsburg, Kansas
2007-2009	Instructor Pittsburg State University Kelce School of Business and Economics Pittsburg, Kansas
2001-2007	Adjunct Lecturer Pittsburg State University Kelce School of Business and Economics Pittsburg, Kansas
1994-1999	Freelance Investor Relations/Communications
1995-1999	Owner/Operator Natural Settings Photography Dallas, Texas
1990-1994	Investor Relations/Communications Specialist Battle Mountain Gold Company Houston, Texas

1988-1989                      Marketing Consultant  
   BMSI Marketing Services  
   Overland Park, Kansas

#### **IV. SCHOLARLY ACTIVITY**

##### Journal Publications

Maceli, Kristen (2012). "Consolidation and Changing Consumer Preferences Impact the Structure and Future of the Publishing Industry." *Journal of Business Case Studies*. (In press).

Maceli, Kristen (2011). "Changes in the Development Process of Mobile Phone Applications Bring Opportunities for Developers and More Options to Consumers." *Journal of Business Case Studies*.

Maceli, Kristen, Christine Fogliasso, and Donald Baack. (2010). "Differences of Students' Satisfaction with College Professors: The Impact of Student Gender on Satisfaction." *Academy of Educational Leadership*.

Maceli, Kristen and Box, Thomas M. (2010). "Hispanic Students' Success in Business Education." *Academy of Education Leadership Journal*.

##### Conference Proceedings

Maceli, K. and Baack, D. (2012). *Marketing Marketing Textbooks*. Proceedings, Association of Collegiate Marketing Educators, New Orleans, LA.

Maceli, K. and Baack, D. (2010). *Marketing principles and college student retention programs: Applications to Hispanic students*. Proceedings, Association of Collegiate Marketing Educators meeting, Dallas, TX, CD ROM.

##### Papers Presented

Maceli, K. and Baack, D. (2012). *Marketing Marketing Textbooks*. Association of Collegiate Marketing Educators, New Orleans, LA.

Maceli, Kristen (2011). *Changes in the Development Process of Mobile Phone Applications Bring Opportunities for Developers and More Options to Consumers*. Clute Institute 2011 New Orleans International Academic Conference.

Harris, Eric and Maceli, K. (2010). *The Role of Communication in Nursing Job Satisfaction and Performance Following Significant Change in Leadership: Implications for Healthcare Management*. Association of Collegiate Marketing Educators, Dallas, TX, CD ROM.

Non-Refereed Publications

Maceli, K. (2011). "PSU Career Expo Aids Transition." Southeast Kansas Business Journal. Vol. 1. No. 5.

**V. FACULTY/TEACHING DEVELOPMENT ACTIVITIES**

Conferences

Association of Collegiate Marketing Educators, New Orleans, LA, February 2012  
The Clute Institute New Orleans International Academic Conference, 2011  
Association of Collegiate Marketing Educators, 2010  
Michael Tilford Conference on Diversity and Multiculturalism, Kansas University, 2009, 2010.

Workshops

Faculty Professional Development, "Course Redesign," Pittsburg State University, August 2012  
  
KU Stats Camp, Structural Equation Modeling: Foundations and Extended Applications, June 2012  
  
HERI Summer Institute University of California Los Angeles, July 2011  
  
Texas A & M Summer Statistics Workshop, College Station, Texas, Structural Equation Modeling, May 2010  
  
HERI Summer Institute University of California Los Angeles, August 2008

Presentations

"Retention of Hispanic Students in Higher Education," Enrollment Committee, Pittsburg State University, December 2010

**VI. PROFESSIONAL ACTIVITIES AND HONORS**

Honors

Meritorious Ranking, 2011-2012 academic year  
  
Best Paper Award, The Clute Institute, 2011 New Orleans International Academic Conference. "Changes in the Development Process of Mobile Phone Applications Bring Opportunities for Developers and More Options to Consumers."

Distinguished Research Award, Academy of Educational Leadership. July, 30, 2010.  
“Differences of Students’ Satisfaction with College Professors: The Impact of Student Gender on Satisfaction.”

### Memberships

Golden Key Honor Society, 2008-Present  
Master of Business Administration Association (MBAA), 1990

## **VII. PUBLIC/UNIVERSITY SERVICE AND CONSULTING**

### University

Appointed by Provost to Goal Action Committee “Increase ethnic and geographic diversity of student body for educational equity and enriched campus culture. (Regent’s System Goal D: Increase Targeted Participation/Access), January 2011

Honors College Committee—Fall 2011-Present  
HCC Recording Secretary—Fall 2011-Present  
Writing Across Curriculum Committee—Fall 2010-Present  
The Michael Tilford Group—Fall 2010-Present  
Diversity and Multicultural Subcommittee-Fall 2011-Present  
Diversity and Multicultural Panel regarding workplace conversations that are problematic/difficult due to diversity—Spring 2012  
General Education Committee—Fall 2011-Present  
Search Committee—Fashion Merchandising Faculty—Fall 2011-January 2012  
Faculty Senate—Fall 2010-Present  
Kelce College of Business Executive Committee—Fall 2012-Present  
Communication Task Force—January 2012-Present

### Kelce College of Business

Scholarship Committee—2007-Present  
Committee Chairperson 2009-Present  
Rumble in the Jungle—Fall 2009-Present  
Ad Hoc Committee to Recommend Comparison Groups for AACSB Accreditation—Fall 2010-Present  
Kelce Mural Committee—Spring 2011  
Faculty Development Committee—Fall 2010-Present  
Committee Chairperson 2012-Present  
Kelce 35<sup>th</sup> Anniversary Homecoming Committee—2012