

**KRISTEN M. MACELI**  
**Associate Professor**

Pittsburg State University  
Management and Marketing  
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**Education**

Ph D, Kansas University, 2008.  
Major: Curriculum and Instruction.  
Supporting Areas of Emphasis: Business Administration  
Dissertation Title: Factors that Affect Retention of Hispanic Students in Business Higher Education

MBA, Pittsburg State University, 1990  
Major: Business Administration

BS, University of Kansas, 1988.  
Major: Journalism/Advertising

**Academic Positions**

**Associate Professor, Pittsburg State University, Kelce College of Business (August 2014 - Present).**

Assistant Professor, Pittsburg State University, Kelce College of Business (2009 - 2013).

Instructor, Pittsburg State University, Kelce College of Business (2007 - 2009).

Adjunct Instructor, Pittsburg State University, Kelce College of Business (2002-2007).

**Professional Memberships**

Beta Gamma Sigma. (April 2015 - Present).

Allied Academies. (January 2015 - Present).

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

Member, Master of Business Administration Association (MBAA). (1990 - 1992).

**RESEARCH**

**Published Intellectual Contributions**

**Refereed Journal Articles**

Baack, D., Maceli, K. M., Baack, D. W. (2015). The Role of Psychic Distance in Business Level Marketing Activities. *Franklin Business Journal*.  
<http://www.emeraldgroupublishing.com/lodj.htm>

- Maceli, K. M., Baack, D., Wachter, M. K. (2015, in press). The Impact of Gender on Electronic Word-of-Mouth Communication. *Academy of Marketing Studies Journal*.
- Maceli, K. M., Baack, D. E. "An Application of Leadership and Management to Sales Management". *Leadership and Organizational Management Journal*, 2014(2), 1-17.
- Baack, D. E., Maceli, K. M. (2013). Attaining and Retaining College Students: The Impact of Environmental and Social Factors. *NEBA 2012 Great Plains Economic and Business Conference Journal*, 5(1).
- Maceli, K. M., Wachter, M. K. (2012). The Changing Role of Media for High School Sports Fans Creates Opportunity for Website Development and Social Media Use. *NEBA 2012 Great Plains Economic and Business Conference Journal*, 4(2).
- Maceli, K. M. (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, K. M. (2011). Consolidation and Changing Consumer Preferences Impact the Structure and Future of the Publishing Industry. *Journal of Business Case Studies*.
- Maceli, K. M., Fogliasso, C. E., Baack, D. E. (2011). Differences of Students' Satisfaction with College Professors: The Impact of Student Gender on Satisfaction. *Academy of Educational Leadership Journal*, 15(4), 35-45.
- Maceli, K. M., Box, T. M. (2010). Hispanic Students' Success in Business Education. *Academy of Educational Leadership Journal*.

### **Conference Proceedings**

- Baack, D. E., Baack, D., Maceli, K. M. (2014) *The Role of Psychic Distance in Business Level Marketing Activities*.
- Shen, W., Maceli, K. M. (2014). "The Impact of Gender and National Culture on Electronic Word-of-Mouth Communication". Dallas, TX: Federation of Business Disciplines Conference.
- Maceli, K. M., Baack, D. *An application of leadership and management concepts to sales management* (pp. 20). Association of Collegiate Marketing Educators.
- Maceli, K. M., Baack, D. E. (2012). *Marketing Marketing Textbooks*. Dallas, TX: Association of Collegiate Marketing Educators.
- Maceli, K. M., Baack, D. E. (2010). *Marketing principles and college student retention programs: Applications to Hispanic students*. Dallas, TX: Association of Collegiate Marketing Educators Meetings.
- Harris, E. G., Maceli, K. M. (2010). *The Role of Communication in Nursing Job Satisfaction and Performance Following a Significant Change in Leadership: Implications for Health Care Management*. Association of Collegiate Marketing Educators Conference.

### **Presentations**

- Maceli, K. M. (Author & Presenter), Allied Academies Spring Conference, "The Impact of Gender on Electronic Word-of-Mouth Communication," Allied Academies, New Orleans, Louisiana. (April 9, 2015).

Maceli, K. M., Oxford Women's Leadership Symposium, "Obstacles Women in the United States Face Due to Gender and Age," Oxford Round Table, Oxford, England. (December 8, 2014).

Maceli, K. M. (Author & Presenter), Association of Collegiate Marketing Educators, ""The Impact of Gender and National Culture on Electronic Word-of-Mouth Communication", " Federation of Business Disciplines Conference, Dallas, TX. (March 2014).

Maceli, K. M. (Author & Presenter), Baack, D. (Author & Presenter), Association of Collegiate Marketing Educators, "Marketing Marketing Textbooks'," New Orleans, LA. (2012).

Maceli, K. M. (Author & Presenter), Wachter, M. K. (Author & Presenter), NEBA 2012 Great Plains Economic and Business Conference, ""The Changing Role of Media for High School Sports Fans Creates Opportunity for Website Development and Social Media Use'," Lincoln, NE. (2012).

Maceli, K. M. (Author & Presenter), 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'." (2011).

Harris, E. G. (Author & Presenter), Maceli, K. M. (Author), Association of Collegiate Marketing Educators Conference, ""The Role of Communication in Nursing Job Satisfaction and Performance Following a Significant Change in Leadership: Implications for Health Care Management'." (2010).

## **Media Contributions**

### **Magazine**

Maceli, K. M. (2011). *PSU Career Expo Aids Transition* (5th ed., vol. 1). Southeast Kansas Business Journal.

## **Awards and Honors**

Distinguished Research Award, Academy of Marketing Studies, Allied Academies, "The Impact of Gender on Electronic word-of-Mouth Communication. (April 9, 2015).

Best Paper, Personal Selling and Sales Management Track, Association of Collegiate Marketing Educators, " (March 2014).

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." Academy of Educational Leadership. (July 2010).

## **Development Activities Attended**

Conference Attendance, "Michael Tilford Diversity," Pittsburg State University, Pittsburg, KANSAS. (October 2015).

Workshop, "Cheating and Plagiarism in the New Age of Texting, Tweeting, Googling and Mash-Ups," Pittsburg State University, Pittsburg, Kansas. (July 23, 2015).

Faculty Development, "Provost Reading Group "What the Best College Teachers Do"," Provost, Pittsburg State University. (August 2014 - May 2015).

Conference Attendance, "AACSB International 2015 The Curriculum Conference: Re(Invent+Think+Design)," AACSB, St. Louis, Missouri, United States. (May 18, 2015 - May 20, 2015).

Conference Attendance, "Allied Academies New Orleans International Conference," Allied Academies, New Orleans, Louisiana. (April 8, 2015 - April 10, 2015).

Workshop, "Finding Open Resources," Pittsburg State University. (April 7, 2015).

Workshop, "How to Integrate Self-Regulated Learning into Your Courses," Pittsburg State University. (March 26, 2015).

Seminar, "Open Education Resources with Cable Green," Pittsburg State University, Pittsburg, Kansas. (February 27, 2015).

Workshop, ""Team-Based Learning: Strategies for Getting Started"," Center for Teaching and Learning/Pittsburg State University. (February 10, 2015).

Conference Attendance, "Oxford's Women's Leadership Symposium," Oxford Leadership, Oxford, England. (December 8, 2014 - December 10, 2014).

Provost Leadership Class, "Leadership PSU Class of 2014," Pittsburg State University. (August 2013 - May 2014).

Workshop, "Teaching Digital Natives," Center for Teaching and Learning/Pittsburg State University. (April 2014).

Conference Attendance, "Association of Collegiate Marketing Educators Annual Conference," Federation of Business Disciplines, Houston, Texas. (March 2014).

Workshop, "Course Organization and Navigation," Center for Teaching and Learning/Pittsburg State University. (March 2014).

Workshop, "Study Abroad Showcase," Pittsburg State University. (February 2014).

Workshop, "How the Brain Learns: Implications for Teaching & Learning," Center for Teaching and Learning/Pittsburg State University. (October 2013).

Conference Attendance, "NEBA 2012 Great Plains Economic and Business Conference," Lincoln, NE, USA. (October 2012).

Workshop, "Faculty Professional Development, "Course Redesign"," Pittsburg State University, Pittsburg, KS, USA. (August 2012).

Workshop, "Flipped Classroom: Rethinking the Way You Teach," Center for Teaching and Learning/Pittsburg State University. (August 2012).

Workshop, "Faculty Professional Development, "Course Redesign," Pittsburg State University, August 2012," Pittsburg, Kansas. (August 17, 2012).

Workshop, "KU Stats Camp, Structural Equation Modeling: Foundations and Extended Applications," Kansas University, Lawrence, KS, USA. (June 2012).

Workshop, "KU Stats Camp, Structural Equation Modeling: Foundations and Extended Applications, June 2012." (June 4, 2012 - June 8, 2012).

Workshop, "Qualtrics Workshop," Association of Collegiate Marketing Educators. (March 2012).

Conference Attendance, "Association of Collegiate Marketing Educators meeting," Association of Collegiate Marketing Educators, New Orleans, LA, USA. (February 2012).

Conference Attendance, "The Clute Institute New Orleans International Academic Conference," The Clute Institute New Orleans International Academic. (2011).

Workshop, "Punctuation and Grammar Workshop," Center for Teaching and Learning/Pittsburg State University. (October 2011).

Workshop, "Brown Bad Advising Workshop," Center for Teaching and Learning/Pittsburg State University. (September 2011).

Workshop, "The Innovative University: Changing DNA of Higher Ed," Center for Teaching and Learning/Pittsburg State University. (September 2011).

Workshop, "HERI Summer Institute University of California Los Angeles," Summer Institute University of California Los Angeles. (July 2011).

Workshop, "HERI Summer Institute University of California Los Angeles," Los Angeles, California. (July 25, 2011 - July 28, 2011).

Conference Attendance, ""Retention of Hispanic Students in Higher Education," Enrollment Committee," Pittsburg State University, Pittsburg, KS, USA. (December 2010).

Conference Attendance, "Association of Collegiate Marketing Educators meeting," Association of Collegiate Marketing Educators, Dallas, TX, USA. (2010).

Workshop, "Diversity in the PSU Classroom," Center for Teaching and Learning/Pittsburg State University. (September 2010).

Workshop, "Writing Across the Curriculum Punctuation and Grammar," Center for Teaching and Learning/Pittsburg State University. (September 2010).

Workshop, "Texas A & M Summer Statistics Workshop, Structural Equation Modeling," Texas A & M, College Station, TX, USA. (May 2010).

Workshop, "Texas A & M Summer Statistics Workshop, College Station, Texas, Structural Equation Modeling," College Station, Texas. (May 24, 2010 - May 28, 2010).

Conference Attendance, "Michael Tilford Conference on Diversity and Multiculturalism," Kansas University, Lawrence, KS, USA. (2009).

Conference Attendance, "Michael Tilford Conference on Diversity and Multiculturalism," Kansas University, Lawrence, KS, USA. (2009).

Workshop, "HERI Summer Institute University of California Los Angeles." (August 2008).

Workshop, "HERI Summer Institute University of California Los Angeles," Los Angeles, California.  
(July 24, 2008 - July 28, 2008).

## **Awards and Honors**

Beta Gamma Sigma. (March 2015).

Exceptional Ranking 2014.

Exceptional Ranking 2012.

## **TEACHING**

### **Teaching Experience**

#### **Pittsburg State University**

Basic Marketing using the Gates/Lumen Courseware, 1 course.

MGMKT 101, INTRODUCTION TO BUSINESS, 10 courses.

MGMKT 327, ORGANIZATIONAL THEORY/BEHAVIOR, 3 courses.

MGMKT 330, BASIC MARKETING, 41 courses.

MGMKT 532, MARKETING CHANNEL MANAGEMENT, 10 courses.

MGMKT 600, TP:INTERNSHIP, 11 courses.

## **SERVICE**

### **Department Service**

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

Committee Member, Gates/Lumen Courseware Challenge Grant. (October 2014 - January 2016).

Faculty Representative, Majors Fair. (November 2014 - November 2015).

Volunteer, Rumble in the Jungle. (October 2015).

Committee Member, Scholarship Committee. (August 2014 - August 2015).

### **College Service**

Faculty Development Committee. (August 2015 - Present).

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

Committee Member, Scholarship Committee. (2007 - 2016).

Committee Chair, Undergraduate Curriculum Committee. (August 2015 - August 2016).

Undergraduate Curriculum Committee. (August 2014 - August 2016).

Committee Member, Undergraduate Curriculum Committee. (2013).

Committee Chair, Faculty Development Committee. (2012 - 2013).

Committee Member, Faculty Development Committee. (2010 - 2013).

Committee Member, Faculty Senate-Kelce College of Business Executive Committee. (2010 - 2013).

Committee Member, Rumble in the Jungle. (2009 – 2013, 2014).

Committee Chair, Scholarship Committee. (2009 - 2013).

Committee Member, Kelce 35th Anniversary Homecoming Committee. (2012).

Committee Member, Kelce Mural Committee. (2011).

Committee Member, Ad Hoc Committee to Recommend Comparison Groups for AACSB Accreditation. (2010 - 2011).

## **University Service**

Program Review. (August 2014 - 2015).

Undergraduate Curriculum Committee. (August 2014 - 2016).

Women's Studies. (2012 - 2015).

Committee Member, Honors College Committee. (2011 - 2015).

Committee Member, Activity Insight/Digital Measures Beta Group. (November 2014 - November 2015).

Committee Member, General Education Committee. (2011 - 2013).

Committee Member, Goal Action Committee "Increase ethnic and geographic diversity of student body for educational equity and enriched campus culture. (January 2011 - 2013).

Task Force Member, Communication Task Force. (January 2012 - May 2013).

Attendee, Meeting, Diversity and Multicultural Panel. (2012).

Committee Member, Diversity and Multicultural Subcommittee. (2011 - 2012).

Committee Member, Search Committee—Fashion Merchandising Faculty. (2011 - 2012).

Committee Member, Writing Across Curriculum Committee. (2010 - 2012).

## **Professional Service**

Member, Golden Key Honor Society. (2008 - 2013).