

KELCE COLLEGE CURRICULUM VITAE

PERSONAL INFORMATION

Name: Linden Dalecki **Rank:** Assistant Professor
Department: Management and **Office:** KC: 201-J
Marketing
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EDUCATION AND PROFESSIONAL CREDENTIALS

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

EMPLOYMENT HISTORY

August 2008 - 2013 Kelce College of Business Pittsburg State University
Assistant Professor
2005 - 2010 U.T. - Austin
Guest Lecturer

SCHOLARLY PUBLICATIONS

Refereed Journal Articles

- Dalecki, L. (2012). Maverick Entertainment Presents 'Marketing-Mimicry': Targeting the Urban-American Teen Film-Viewer via DVD and Direct-Download. *Young Consumers: Insight and Ideas for Responsible Marketers*, 13(4), pp. 367-380.
<http://www.emeraldinsight.com/journals.htm?articleid=17063725&show=abstract>
- Dalecki, L. (2011). Globally Marketing Authenticated Places. *International Journal of Culture, Tourism and Hospitality Research* (5.1).
- Dalecki, L. (2011). Mining the Cypher: Branding & Breakdance. *International Journal of Culture, Tourism and Hospitality Research* (5.4).
- Dalecki, L., Lasorsa, D., Lewis, S. (2009). The News Readability Problem. *Journalism Practice*, 3(1), 1-12.
- Dalecki, L. (2008). Hollywood Media Synergy as Integrated Marketing Communications. *Journal of Integrated Marketing Communications*, 8(1), 47-52.

Other

Dalecki, L. (2011). *Breakin' Away* (5.4th ed., pp. NA -- this is a video ethnography). International Journal of Culture, Tourism and Hospitality Research.
http://www.emeraldinsight.com/promo/hospitality_research.htm

Work in Progress

"A Team-Case-Analyses / Team-Analysis Critique-Audit Pedagogy" (On-Going)

"Apex Stages: Succession Issues in an SME" (On-Going)

"The Diffusion of Hollywood Sequels: A Marketing Perspective" (On-Going)

SCHOLARLY PRESENTATIONS

Lecture

Dalecki, L. (Author & Presenter), Santa Fe Screenwriting Conference, "Crafting the High-Concept Low-Budget Exploitation Flick." (2009).

Other

Dalecki, L. (Chair), Salina Area International Trade Consortium 2011 Winter Conference. (2011).

Dalecki, L. (Moderator), Southeast Kansas International Trade Consortium, Kansas Department of Commerce. (2011).

Dalecki, L. (Author & Presenter), World Trade Council Panelist, "Doing Business under NAFTA: after 17 Years'," Wichita, KS, USA. (2011).

Dalecki, L. (Author & Presenter), Association for Consumer Research Conference, "The Ties That Bind: Being Black, Buying & Hope'," San Francisco, CA, USA. (2008).

Dalecki, L. (Author & Presenter), Consumer Culture Theory Conference, "Black Culture, White Consumption'," Suffolk University, Boston, MA, USA. (2008).

Paper

Dalecki, L. (Author & Presenter), International Business Seminar, "Cases in Product Adaptation and Entry Modes: Europe'," La Rochelle Business School, La Rochelle, France. (2012).

Dalecki, L. (Author & Presenter), International Business Seminar, "Marketing Mimicry'," La Rochelle Business School, La Rochelle, France. (2012).

Dalecki, L. (Author & Presenter), International Business Conference, "Cross-Cultural Negotiation: A US/EU Perspective'," La Rochelle Business School, La Rochelle, France. (2011).

Dalecki, L. (Author & Presenter), Marketing Management Association Fall Conference, "Case Method Instruction: Development, Delivery and Assessment'." (2011).

Dalecki, L. (Author & Presenter), Association of Collegiate Marketing Educators, "Automobile-Related Brand Mentions in Texas Hip-Hop'," TX, USA. (2010).

Dalecki, L. (Author & Presenter), Association of Collegiate Marketing Educators, "Urban Hollywood Reconstituted & Repackaged on DVD'," Oklahoma City, OK, USA. (2009).

Dalecki, L. (Author & Presenter), Cultural Perspectives in Marketing Conference, "Guess Who's Coming to a Theatre Near You'," Academy of Marketing Science, New Orleans, LA, USA. (2008).

Dalecki, L. (Author & Presenter), Cultural Perspectives in Marketing Conference, "Test Marketing a Louisiana-Centric Hip-Hop Curriculum Module'," Academy of Marketing Science, New Orleans, LA, USA. (2008).

Reading of Creative Work/Performance

Dalecki, L. (Author & Presenter), Cannes Short Film Corner, "The Tanaka Complex'," Cannes, France. (2010).

COURSES TAUGHT

Pittsburg State University

MGMKT 330, 'BASIC MARKETING', 8 courses.

MGMKT 481, 'ADVERTISING MANAGEMENT', 13 courses.

MGMKT 600, TP: RETAIL STUDY, 6 courses.

MGMKT 601, SP TPCS: INTL EXP MGMKT IN EU, 3 courses.

MGMKT 611, 'INTERNATIONAL MARKETING', 7 courses.

MGMKT 821, TP: RETAIL STUDY, 6 courses.

FACULTY/TEACHING DEVELOPMENT ACTIVITIES

Conference Attendance

Conference Attendance, "IACM Conference," IACM, Istanbul. (2011).

Conference Attendance, "International Business Conference," La Rochelle Business School, La Rochelle. (2011).

Conference Attendance, "International Trade S.W.O.T. Panel at Salina Area International Trade Consortium 2011 Winter Conference." (2011).

Conference Attendance, "Marketing Management Association Fall Conference." (2011).

Conference Attendance, "World Trade Council Panelist," Wichita, KS. (2011).

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

Conference Attendance, "Cannes Short Film Corner," Cannes. (2010).

Conference Attendance, "IACM Conference," the Center for Public Leadership – [Harvard Kennedy School] and Harvard Law School. (2010).

Conference Attendance, Association of Collegiate Marketing Educators, Oklahoma City, OK. (2009).

Conference Attendance, "Santa Fe Screenwriting Conference." (2009).

Conference Attendance, "Academy of Marketing Science's Cultural Perspectives in Marketing Conference," Academy of Marketing Science's Cultural Perspectives in Marketing, New Orleans, LA. (2008).

Conference Attendance, "Association for Consumer Research Conference." (2008).

Conference Attendance, "Consumer Culture Theory Conference," Suffolk University, Boston, MA. (2008).

Faculty Fellowship

Faculty Fellowship, "Provost's Reading Group: Next Generation Course Redesign." (2012).

Faculty Fellowship, "Leadership PSU Program," Pittsburg State University. (2010).

Faculty Fellowship, "Leadership PSU Program," Pittsburg State University. (2009).

Seminar

Seminar, "Innovation Engineering Instructor Training," Wichita, KS. (2012).

Seminar, "International Business Seminar," La Rochelle Business School, La Rochelle. (2012).

Seminar, "Kauffman Institute Entrepreneurship Facilitator Training," Kauffman Institute Entrepreneurship, Kansas City, MO. (2012).

Seminar, "Southeast Kansas International Trade Consortium with Kansas Department of Commerce." (2012).

Workshop

Workshop, "DRRC Negotiation Workshop," Kellogg School of Business, Evanston, IL. (2011).

Workshop, "Negotiation Teaching Workshop," Harvard Program on Negotiation and Kellogg School of Management. (2010).

Workshop, "CIBER Short-Term Study Abroad Workshop," Austin, TX. (2008).

Workshop, "Digital Media Entrepreneurship Workshop," Austin Chapter of the Rice University Alliance for Technology and Entrepreneurship. (2008).

PROFESSIONAL ACTIVITIES

Member, Academy of Marketing Science.

Honorary Member, Alpha Mu Gamma.

Member, American Academy of Advertising.

Member, American Marketing Association.

Member, Association of Collegiate Marketing Educators.

Member, Independent Writers Caucus (WGA West).

Associate Chair, Kansas International Trade Coordinating Council.

Member, Media Diversity Council (Austin, TX).

Member, Rotary International.

SERVICE AND CONSULTING

Department Service

Committee Chair, Marketing & Management Undergraduate Curriculum Committee. (2011 - 2013).

College Service

Program Legislator, Dual-degree MBA/MIM program between Kelce COB and The La Rochelle School of Business.

Faculty Mentor, English Assessment for Derek Bentley, Management and Marketing G.A. Candidate.

Event Coordinator, Visits by local businesses to Kelce College of Business: Pitsco "C Lego Education, TETRIX, Names & Numbers.

Committee Chair, Kelce College of Business Curriculum Committee. (2011 - 2013).

KITCC Governor's Exporter of the Year 2012 informational video. (2012).

Faculty Mentor, Kelce College of Business Study Abroad in La Rochelle - France Program. (2011).

Committee Member, Kelce College of Business Strategic Planning Committee. (2009 - 2011).

Cannes Short Film Corner. (2010).

Committee Member, Master's Thesis Committee of Stephanie Cromwell. (2009 - 2010).

Kelce College of Business "Lean Six Sigma Executive Education Program". (2009).

Kelce College of Business "Mini-MBA Program". (2009).

Kelce College of Business B.B.A. and M.B.A. programs. (2009).

Faculty Mentor, MGMKT-600-03 Internship of Ashley Rucker. (2009).

Alternate, Department of Marketing and Management Reinstatement Committee. (2008 - 2009).

Committee Member, Department of Marketing and Management Undergraduate Curriculum Committee. (2008 - 2009).

Committee Member, Kelce College of Business Strategic Planning Committee. (2008 - 2009).

University Service

Special Institutional Assignment, Potential partner school Mahatma Gandhi Mission (MGM).

Program Organizer, PSU / France Partners Delegation. (2013).

Committee Member, Academic Affairs Committee. (2012 - 2013).

Program Legislator, Innovation Engineering undergraduate minor. (2012 - 2013).

Committee Member, Undergraduate Curriculum Committee. (2012 - 2013).

Student Recruiter, International Recruitment on behalf of Kelce College of Business BBA and MBA Programs. (2011).

Committee Member, PSU Study Abroad Committee. (2009 - 2011).

Program Coordinator, Kelce College of Business Study Abroad in La Rochelle - France Program. (2010).

Judge, PSU International-Advocate Scholarship. (2010).

Judge, PSU Senior Portfolio. (2010).

Program Coordinator, Visits by local businesses to Kelce College of Business: Pitsco – Lego Education, TETRIX, Names & Numbers. (2010).

Grant Proposal Reviewer, Internal, Pritchett Trust "Kelce-La Rochelle" Grant. (2009 - 2010).

Committee Member, PSU Advisory Council for Research and Scholarship. (2009 - 2010).

Committee Member, PSU Faculty Senate. (2009 - 2010).

Committee Member, PSU General Education Committee. (2009 - 2010).

Committee Member, PSU Internationalization Council. (2009 - 2010).

Student Recruiter, Kelce College of Business - Marketing Outreach on Behalf of P.S.U. Army ROTC. (2009).

Student Recruiter, Kelce College of Business - Marketing Outreach on Behalf of the Kansas Department of Commerce, Division of Travel and Tourism. (2008 - 2009).

Student Recruiter, Kelce College of Business - Marketing Outreach on Behalf of to the Colonial Fox Theatre. (2008 - 2009).

Professional Service

Chairperson, Kansas International Trade Coordinating Council.

Board of Directors of a Company, Alliance for Technology Commercialization Inc. (ATC) Board of Directors. (2010 - 2013).

Associate Chair, Kansas International Trade Coordinating Council. (2010 - 2011).

Chairperson, PSU General Education Committee. (2010 - 2011).

Member, Kansas International Trade Coordinating Council. (2009 - 2010).