

BRIAN A. VANDER SCHEE

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EDUCATION

Doctor of Business Administration, Marketing, 2020
University of Wisconsin-Whitewater, Whitewater, WI

Doctor of Philosophy, Higher Education Administration, 1998
University of Connecticut, Storrs, CT

Master of Science, Business Analytics, 2023
Purdue University, West Lafayette, IN

Honors Bachelor of Science, Human Biology, 1993
University of Toronto, Toronto, Canada

PROFESSIONAL EXPERIENCE

Clinical Associate Professor of Marketing 2022-present
Indiana University, Kelley School of Business - Bloomington, IN

Clinical Associate Professor of Marketing (Visiting Asst. Fall 2020) 2020-2022
Indiana University, Kelley School of Business - Indianapolis, IN

Visiting Professor of Marketing 2019-2020
University of Wisconsin – Whitewater, Whitewater, WI

Tenured Full Professor of Marketing (Assoc. 2009-2016, Asst. 2007-2009) 2007-2019
Director of Grad Programs, School of Business & Public Policy (2016-2017)
Aurora University, Aurora, IL

Assistant Professor of Business Management 2004-2007
Freshman Seminar Program Director (2005-2007)
University of Pittsburgh – Bradford, Bradford, PA

Vice President for Enrollment Management 2001-2003
Assistant Professor of Business Administration
Toccoa Falls College, Toccoa Falls, GA

- Increased fall to spring freshmen retention to 96% and first-year retention to 77%.
- Supervised student services to foster effective marketing, recruitment, and retention.
- Conduct market research to enhance collegiate digital marketing strategies.

Vice President for Enrollment Management (Dean 1998-1999) 1998-2001
Assistant Professor of Business Administration
Finlandia University, Hancock, MI

- Increased incoming student enrollment by 15% in two years; grew to 57% in five years.
- Oversaw student recruitment digital and traditional marketing communications.

ACCESS, EMPOWERMENT, AND SOCIAL IMPACT

Inclusive Learning is all the Rage, but what do Faculty Need to make it Real?

Panel Session Presenter - MMA Spring 2023 Conference

Incorporating Diversity in the Marketing Curriculum: Pre-Conference Workshop

Coordinator and Presenter - MMA Fall Educators 2021 Conference

Actively Engaging Race in Academia Workshop Participant - MMA 2020 Conference

Faculty Webinar on Diversity Recruitment Participant - IU KSB Sept 2020

AU Full Professor – diverse classroom (50% students of color, 64% female)

AU|AMA Collegiate Chapter Advisor – diverse team (78% students of color or female)

AU|AMA Collegiate Chapter Vice President for Diversity Faculty Sponsor

AMA Diversity Leadership Scholarship Faculty Sponsor - Student Second Place Award

National Sales Networking Conference Faculty Sponsor - Two Student Full Scholarships

Illinois Legislative Latino Caucus Foundation Faculty Sponsor -Two Student Scholarships

PhD Project Doctoral Student Association Conference Panelist

NATIONAL RESEARCH AWARDS

MMA Spring Conference Best Paper Award - Marketing Education Track, 2023

MEA Conference Best Refereed Paper Award, 2022

MMA Spring Conference Best Paper Award - Marketing Education Track, 2022

MEA Conference Best Refereed Paper Award, 2021

MMA Spring Conference Best Refereed Paper Award, 2021

MMA Spring Conference Best Paper Award - Social Media & Digital Marketing Track, 2021

MMA Fall Conference Best Refereed Paper Award, 2020

AMA Summer Educators' Conference Best Paper Award - Marketing Education Track, 2012

MMA Spring Conference Best Paper Award - Marketing Education Track, 2012

Cengage Learning MMA Fall Educators' Conference Best Refereed Paper Award, 2011

JOURNAL EDITOR

SAGE Data Decisions, Marketing Module Editor, 2023-present

Marketing Education Review, Editor, 2013-2015

Journal for Advancement of Marketing Education, Special Issues Editor, 2011-2012

Marketing Education Review, Guest Editor, Spring 2012 Special Issue Teaching Innovations

PEER-REVIEWED SCHOLARLY JOURNAL ARTICLES

- Vander Schee, B. A., Peltier, J. W., & Dahl, A. J. (2025). Social media brand attachment: Linking social media usage motivations and brand advocacy. *Marketing Management Journal*, 35(1), 1-17.
- Vander Schee, B. A., VanMeter, R. A., & Coleman, J. T. (2025). Using a self-assessment project and instructor self-disclosure to support student personal branding. *Marketing Education Review*, 1-9.
- Vander Schee, B. A., & Jayarajan, D. (2024). Putting marketing analytics on ICE (in-class exercises): Fostering autonomy and motivation to build self-confidence and belongingness. *Journal for Advancement of Marketing Education*, 32(1), 35-47.
- Vander Schee, B. A., & Dewald, F. P. (2024). Becoming a Salesforce Adventurer in financial services: A digital badging application. In J. R. Blair & M. Robles (Eds.), *Effective methods for teaching business-related topics during and post crisis* (Vol. 2, pp. 115-123). National Business Education Association.
- Vander Schee, B. A., Stovall, T., & Andrews, D. (2024). Using cross-course peer grading with content expertise, anonymity, and perceived justice. *Active Learning in Higher Education*, 25(1), 101-114.
- Vander Schee, B. A., VanMeter, R. A., Woodroof, P. J., & Syrdal, H. A. (2023). It's TIME: Establishing an authentic marketing pedagogical disposition. *Journal for Advancement of Marketing Education*, 31(2), 16-27.
- Syrdal, H. A., Vander Schee, B. A., VanMeter, R. A., & Woodroof, P. J. (2023). The pedagogy of vulnerability and marketing education: Cultivating self-expansion in a time of separation. *Journal of Marketing Education*, 45(1), 91-100.
- Vander Schee, B. A., Andrews, D., & Stovall, T. (2023). Senior business consultant project: Giving advice while gaining other awareness and career competency. *Journal of Education for Business*, 98(2), 88-94.
- Vander Schee, B. A., & DeLong, D. (2023). Adding value to the academic conference experience for marketing doctoral students. *Journal for Advancement of Marketing Education*, 31(1), 16-26.
- Dewald, F. P., & Vander Schee, B. A. (2022). Financial services digital badging: Applying self-determination theory to student motivation. *Journal of Financial Education*, 48(1), 47-59.
- Vander Schee, B. A., & DeLong, D. (2022). What motivates marketing educators to attend in-person and virtual academic conferences in a time of pandemic pedagogy? *Journal of Marketing Education*, 44(2), 250-264.
- DeLong, D., & Vander Schee, B. A. (2022). Transitioning to remote teams in Principles of Marketing: An exploratory psychometric assessment of team role effects on face-to-face and online team performance. *Journal of Education for Business*, 97(6), 357-364.
- Vander Schee, B. A., Andrews, D., & Stovall, T. (2021). Enhancing first-year course student experience with virtual team support from senior marketing majors. *Journal for Advancement of Marketing Education*, 29(2), 21-28.

- Vander Schee, B. A., & Birrittella, T. D. (2021). Hybrid and online peer group grading: Adding assessment efficiency while maintaining perceived fairness. *Marketing Education Review*, 31(4), 275-283.
- VanMeter, R. A., & Vander Schee, B. A. (2021). MerchMeNot: Applying merchandising concepts with active learning. *Marketing Education Review*, 31(2), 111-118.
- Vander Schee, B. A., Peltier, J., & Dahl, A. J. (2020). Antecedent consumer factors, consequential branding outcomes, and measures of online consumer engagement: Current research and future directions. *Journal of Research in Interactive Marketing*, 14(2), 239-268.
- Brech, F., Messer, U., Vander Schee, B. A., Rauschnabel, P., & Ivens, B. (2017). Engaging fans and the community in social media: Interactions with institutions of higher education on Facebook. *Journal for Marketing of Higher Education*, 27(1), 112-130.
- Vander Schee, B. A. (2015). Look at me and what I achieved: Competing visual displays of an institutional brand. *e-Journal of Social and Behavioral Research in Business*, 6(1), 21-29.
- Elbeck, M., & Vander Schee, B. A. (2014). Global benchmarking of doctoral program faculty and institutions by sub-area. *Journal of Marketing Education*, 36(1), 45-61.
- Vander Schee, B. A. (2013). Test item order, level of difficulty and student performance in marketing education. *Journal of Education for Business*, 88(1), 36-42.
- Vander Schee, B. A. (2012). The influence of new product characteristics on rate of adoption: Increasing student comprehension using *Bidding for Buyers* game. *Journal of Marketing Education*, 34(3), 251-264.
- Vander Schee, B. A., Aurand, T. W., Iacovelli, J., Jednoroz, J., Bergren, J., Keller, L., & Taylor, M. (2012). Direct marketing and distribution: The case of Redbox. *Journal of the Academy of Business Education*, 13(2), 137-149.
- Elbeck, M., & Vander Schee, B. A. (2012). E-service delivery in higher education: Meeting MBA student expectations. *International Journal of Technology and Educational Marketing*, 2(2), 70-80, also published as a book chapter in *Marketing Strategies for Higher Education Institutions: Technological Considerations and Practices* (2013, pp. 194-204).
- Vander Schee, B. A., Aurand, T., Pickens, T., Ma, M., & Girap A. R. (2011). Nestle: Co-branding and developing markets. *Journal for Advancement of Marketing Education*, 18(1), 32-38.
- Vander Schee, B. A. (2011). Conspicuous consumption in higher education: The case of academic bling. *College and University Journal*, 87(2), 2-10.
- Vander Schee, B. A. (2011). Changing general education *Perspectives* and interdisciplinary first-year seminar. *International Journal of Teaching and Learning in Higher Education*, 23(3), 382-387.
- Vander Schee, B. A. (2011). Marketing classroom spaces: Is it really better at the front? *Marketing Education Review*, 21(3), 201-210.
- Vander Schee, B. A. (2011). Let them decide: Student performance and self-selection of weights distribution. *Journal of Education for Business*, 86(6), 352-356.
- Vander Schee, B. A. (2011). Marketing feud: An active learning game of (mis)perception. *Marketing Education Review*, 21(1), 63-68.

- Vander Schee, B. A., Aurand, T., Suszek, S., Bastarrica, A., Asiegbu, C., & Butler, B. (2010). Teaching integrated pricing strategy: Comcast as a case in point, *Journal for Advancement of Marketing Education*, 16(1), 37-43.
- Vander Schee, B. A. (2010). Students as consumers: Programming for brand loyalty. *Services Marketing Quarterly*, 32(1), 32-43.
- Vander Schee, B. A. (2010). The small college enrollment officer: Relationship marketing at work. *Journal of Marketing for Higher Education*, 20(1), 135-144.
- Vander Schee, B. A. (2009). Test item order, academic achievement, and student performance on Principles of Marketing examinations. *Journal for Advancement of Marketing Education*, 14(1), 23-29.
- Vander Schee, B. A. (2009). Embracing enrollment management: A comprehensive approach to college student marketing. *Academy of Marketing Studies Journal*, 13(1), 1-24.
- Vander Schee, B. A. (2009). A longitudinal study of changes in marketing practices at private Christian colleges. *Journal of Marketing for Higher Education*, 19(1), 26-37.
- Vander Schee, B. A. (2008). Using relationship marketing in college student recruitment. *College and University Journal*, 84(1), 67-72.
- Vander Schee, B. A. (2008). The utilization of retention strategies at church-related colleges: A longitudinal study. *Journal of College Student Retention: Research, Theory and Practice*, 10(2), 207-222.
- Vander Schee, B. A. (2007). Adding insight to intrusive advising and its effectiveness with students on probation. *NACADA Journal*, 27(2), 50-59.
- Vander Schee, B. A. (2007). Lasting effects of the first day in Principles of Marketing. *Journal for Advancement of Marketing Education*, 10(2), 70-76.
- Vander Schee, B. A. (2007). Organizational models for enrollment management at small colleges. *College and University Journal*, 82(3), 11-16.
- Vander Schee, B. A. (2007). Setting the stage for active learning: An interactive marketing class activity. *Marketing Education Review*, (17)1, 63-67.
- Vander Schee, B. A. (2006). Summer sessions: Marketing strategies for small colleges. *College and University Journal*, 82(1), 55-58.

CONFERENCE PEER-REVIEWED PAPER PRESENTATIONS

- Vander Schee, B. A., & Payne, R. W. (2025). *Using artificial intelligence for personalization and automation of student learning*. Abstract to be published in the proceedings of the Australia New Zealand Marketing Academy Conference.
- Vander Schee, B. A. (2025). *Pedagogical I.D.E.A.S. to share*. Scholarship of Teaching and Learning Award presentation made at the AMA Winter Academic Conference.
- Vander Schee, B. A., & Payne, R. W. (2024). *AI efficiency and effectiveness in marketing education*. Abstract published in the conference proceedings of the ANZMAC Conference.
- Vander Schee, B. A., & Jayarajan, D. (2024). *Using database management activities for self-confidence and sense of belonging*. An extended abstract was published in the proceedings of the MMA Fall Educators Conference.

- Vander Schee, B. A., VanMeter, R. A., Syrdal, H. A., & Woodroof, P. J. (2023). *Authenticity in marketing education for social change*. Abstract published in the conference proceedings of the ANZMAC Conference.
- Vander Schee, B. A., VanMeter, R. A., & Coleman, J. T. (2023). *The self-discovery activity: Using self-expansion to foster personal brand development*. An extended abstract was published in the proceedings of the MMA Spring Conference.
- Vander Schee, B. A., Peltier, J. W., & Dahl, A. J. (2022). *Why consumers share social media information and how sharing impacts brand-specific social media attachment*. Summary brief published in the proceedings of the SMA Conference.
- Vander Schee, B. A., & Dewald, F. P. (2022). *Digital badging across disciplines: Utilizing services marketing in financial education*. Summary brief published in the proceedings of the SMA Conference.
- Vander Schee, B. A., & DeLong, D. F. (2022). *Conferencing for the next generation: What do marketing doctoral students expect from academic conferences?* An extended abstract was published in the proceedings of the MMA Fall Educators Conference.
- Vander Schee, B. A., & VanMeter, R. A. (2022). *Discovery from the Enneagram self-assessment: Initiating a personal brand with self-awareness and personal growth motivation*. Marketplace Simulations Teaching Innovation Competition summary published in the proceedings of the MMA Fall Educators Conference.
- Vander Schee, B. A., Peltier, J. W., & Dahl, A. (2022). *Let's get social: The influence of consumer factors on online consumer engagement*. Structured abstract published in the proceedings of the AMS Conference.
- Vander Schee, B. A., Stovall, T., & Andrews, D. (2022). *Enhancing online peer grading satisfaction with perceived justice and marketing expertise*. Abstract published in the proceedings of the MEA Conference.
- Vander Schee, B. A., Andrews, D., & Stovall, T. (2022). *Using technology-enabled team guidance with senior marketing and first-year business students*. An extended abstract was published in the proceedings of the MMA Spring Conference.
- Vander Schee, B. A., Peltier, J. W., & Dahl, A. J. (2021). *The passive to active social media brand engagement continuum: A mediator in the consumer journey from content inquiry to brand advocacy*. An extended abstract was published in the proceedings of the SMA Conference.
- Vander Schee, B. A., & DeLong, D. (2021). *Gathering in place: Marketing educator motivations to participate in virtual and in-person professional meetings*. An extended abstract was published in the proceedings of the MMA Fall Educators Conference.
- Vander Schee, B. A., Andrews, D., & Stovall, T. (2021). *The Marketing Capstone Consultancy (MCC): Using a self-expansion activity to foster other awareness and career competency*. Wessex Press Teaching Innovation Competition teaching note published in the proceedings of the MMA Fall Educators Conference.
- Syrdal, H. A., Vander Schee, B. A., VanMeter, R. A., & Woodroof, P. J. (2021). *Self-expansion in marketing education: Using the Know Me Activity to foster connection and perseverance*. Abstract published in the conference proceedings of the MEA Conference.

- Vander Schee, B. A., Peltier, J. W., & Dahl, A. (2021). *Connecting social media consumer engagement and brand advocacy through brand involvement: A case of competitive mediation*. An extended abstract was published in the proceedings of the MMA Spring Conference.
- Syrdal, H. A., Vander Schee, B. A., VanMeter, R. A., & Woodroof, P. J. (2021). *The Know Me Activity: A self-expansion exercise to overcome instructor-student social isolation*. AxxessCapon Teaching Innovation Competition summary published in the proceedings of the ACME Conference.
- Vander Schee, B. A. (2020). *Satisfaction, investment, and altruism as motivation (SIAM) model: A conceptual framework for social media complimenting behavior*. Summary brief published in the proceedings of the SMA Conference.
- Vander Schee, B. A., & Birrittella, T. D. (2020). *Students as graders: Benefits for assessment and the assessors*. An extended abstract was published in the proceedings of the MMA Conference.
- DeLong, D., & Vander Schee, B. A. (2020). *Team role clarification: Improving student group project performance in Principles of Marketing*. An extended abstract was published in the proceedings of the MMA Conference.
- VanMeter, R. A., & Vander Schee, B. A. (2020). *The Merch Game: Going beyond transactions with active learning*. An extended abstract was published in the proceedings of the MMA Conference.
- Vander Schee, B. A. (2019). *From brand awareness to brand advocacy: A conceptual framework for online consumer engagement*. An extended abstract was published in the proceedings of the MMA Spring Conference.
- Messer, U., Vander Schee, B. A., Rauschnabel, P., Ivens, B., Brech, F., & Escher, M. (2015). *The double-edged sword of Facebook community size – an empirical investigation on the mechanisms of social media marketing in higher education*. An extended abstract was published in the proceedings of the MMA Spring Conference.
- Vander Schee, B. A. (2014). *Student perceptions on classroom to corporation transitional marketing activities*. Structured abstract published in the proceedings of the AMS Conference.
- Vander Schee, B. A. (2014). *Influential teachers connect with life changing I.D.E.A.S.* Hormel Foods Master Teacher Competition presentation made at the MMA Spring Conference.
- Vander Schee, B. A. (2013). *Collegiate marketing activities: What stands out from the competition?* Abstract published in the proceedings of the Marketing Edge Direct/Interactive Marketing Research Summit.
- Elbeck, M., & Vander Schee, B. A. (2013). *Should potential marketing doctoral students' limit their search to US schools? Benchmarking the global competition*. An extended abstract was published in the proceedings of the AMA Summer Educators Conference.
- Vander Schee, B. A. (2013). *Engagement and evaluation: Creating a meaningful student learning experience*. AMS Lamb-Hair-McDaniel Outstanding Marketing Teacher Award presentation made at the AMS Conference.

- Vander Schee, B. A., Geringer, S., Edmiston, D., & Greene, H. (2013). *Punctuality: Classroom policies and student perceptions*. Abstract published in the proceedings of the MMA Spring Conference.
- Vander Schee, B. A. (2012). *Influential teachers connect with life changing I.D.E.A.S.* SMA Distinguished Teaching Competition Winner presentation made at the SMA Conference.
- Vander Schee, B. A. (2012). *Using games as innovation in marketing education*. Pearson Prentice Hall Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education presentation made at the AMA Summer Educators Conference.
- Vander Schee, B. A., Geringer, S., Edmiston, D., & Greene, H. (2012). *Absenteeism: Student perceptions and practices*. An extended abstract was published in the proceedings of the MMA Fall Educators' Conference.
- Elbeck, M., & Vander Schee, B. A. (2012). *Ranking scholarly marketing journals by major subarea*. Abstract published in the proceedings of the AMS World Marketing Congress.
- Elbeck, M., & Vander Schee, B. A. (2012). *Using the RFM model to rank doctoral marketing programs*. Paper published in the proceedings of the AMA Summer Educators Conference.
- Elbeck, M., Vander Schee, B. A. (2012). *MBA students as customers: The Kano method and collegiate website excitement factors*. Brief abstract published in the proceedings for the AMS Conference.
- Vander Schee, B. A. (2012). *The silent auction as an in-class marketing application*. Abstract published in the proceedings of the MEA Conference.
- Vander Schee, B. A. (2012). *Teaching diffusion of innovations in Principles of Marketing: An in-class competition*. Abstract published in the proceedings of the AMA International Collegiate Conference.
- Vander Schee, B. A. (2012). *Teaching with games: Marketing and new product adoption rate*. An extended abstract was published in the proceedings of the MMA Spring Conference.
- Vander Schee, B. A. (2012). *Honors for sale: Collegiate branding or self-promotion strategy?* An extended abstract was published in the proceedings of the MMA Spring Conference.
- Elbeck, M., & Vander Schee, B. A. (2011). *Contemporary scholarly productivity: An alternative measure for excellence in doctoral marketing programs*. An extended abstract was published in the proceedings of the MMA Fall Educators' Conference.
- Vander Schee, B. A. (2011). *Fun and games: Engaging students in the marketing classroom*. Hormel Foods Master Teacher Competition presentation made at the MMA Spring Conference.
- Vander Schee, B. A. (2011). *Location, location, location: Student performance and perceptions of prime real estate in smaller classes*. An extended abstract was published in the proceedings of the MMA Spring Conference.
- Vander Schee, B. A., Aurand, T., Pickens, T., Ma, M., & Girap A. R. (2011). *Brand alliance concepts and case*. An extended abstract was published in the proceedings of the MMA Spring Conference.

- Vander Schee, B. A. (2010). *Survey says, "Marketing is misunderstood."* Pride-Ferrell Cengage Innovations in Teaching Competition Comment published in the proceedings of the SMA Conference.
- Vander Schee, B. A., Aurand, T., Suszek, S., Bastarrica, A., Asiegbu, C., & Butler, B. (2010). *Pricing IPS: A corollary to IMC*. An extended abstract was published in the proceedings of the MMA Fall Educators' Conference.
- Vander Schee, B. A., Aurand, T., Iacovelli, J., Jednoroz, J., Bergen, J., Keller, L., & Taylor, M. (2010). *Reinventing the old kiosk dispenser as the new interactive: Student case writing*. An extended abstract was published in the proceedings of the MMA Fall Educators' Conference.
- Vander Schee, B. A. (2010). *Influencing student behavior: Engagement at the outset*. An extended abstract was published in the proceedings of the MEA Conference.
- Vander Schee, B. A. (2010). *Raising awareness of marketing misunderstandings with an active learning activity*. Abstract published in the proceedings of the MMA Spring Conference.
- Vander Schee, B. A. (2009). *Student awareness and understanding of contemporary marketing terminology*. Abstract published in the proceedings of the MMA Spring Conference.
- Vander Schee, B. A. (2009). *Marketing, active learning and student perceptions*. Hormel Foods Master Teacher Competition presentation made at the MMA Spring Conference.
- Vander Schee, B. A. (2008). *Connecting students and content in the marketing classroom*. Pride-Ferrell Cengage Innovations in Teaching Competition Comment published in the proceedings of the SMA Conference.
- Jones, S. K., & Vander Schee, B. A. (2008). *Creative strategy in direct and interactive marketing and integrated marketing communications instruction*. Abstract published in the proceedings of the DMEF Direct/Interactive Marketing Research Summit.
- Vander Schee, B. A. (2008). *The college admissions counselor as effective relationship marketer*. Abstract published in the proceedings of the MMA Spring Conference.
- Vander Schee, B. A. (2007). *Multiple choice question sequencing and student outcomes*. An extended abstract was published in the proceedings of the MMA Fall Educators' Conference.
- Vander Schee, B. A. (2006). *Enrollment management strategies at CCCU institutions: A longitudinal study*. Presentation made at the AACRAO Strategic Enrollment Management Conference.
- Vander Schee, B. A. (2005). *The exchange game: An engaging introduction to marketing*. Paper published in the proceedings of the CBFA Conference.

OTHER SCHOLARLY CONTRIBUTIONS

- 14 Published Trade Journal Articles
- 17 Published Trade Book Reviews
- 20 Professional Trade Presentations
- 65 Academic Conference Special Session or Panel Presentations
- Representative Topics – Social Media Marketing, Consumer Engagement, Branding,

Digital Marketing, Marketing Education Innovations, Journal Publication Strategy, Marketing Higher Education, Marketing Strategy

UNDER CONSIDERATION

- Vander Schee, B. A., & Payne, R. W. A framework for leveraging artificial intelligence marketing education. *Journal of Marketing Education*
- Dewald, F. P., & Vander Schee, B. A. Perceived effectiveness of finance simulations and student dispositions. *Journal of Financial Education*.
- Vander Schee, B. A. (2026). Preparing proficient marketers: Critical thinking and creativity in marketing pedagogy. *Marketing Management Association Spring Conference*.

WORK IN PROGRESS

- Vander Schee, B. A. Relevant critical thinking and creativity skills: Current research and future directions. *Marketing Education Review*.
- Vander Schee, B. A. Computation and communication: Developing digital marketing skills with applicable tools. *Journal for Advancement of Marketing Education*.
- Vander Schee, B. A., & Dewald, F. P. Using finance simulations to foster autonomy, motivation, and finance skills confidence. *Journal of Economics and Finance Education*.
- Vander Schee, B. A., Peltier, J. W., & Dahl, A. J. Social media dispositions and goals: The influence of trust, information, and experience on consumer engagement. *Journal of Marketing Analytics*
- Vander Schee, B. A., Peltier, J., & Dahl, A. J. The passive to active social media brand engagement continuum and its mediating role on social influence and eWOM. *Journal of Consumer Marketing*
- Vander Schee, B. A., Edmiston, D., & Ball, W. P. A longitudinal study of class attendance and punctuality policies: The influence of course modality on perceived fairness and student behavior. *Journal of Marketing Education*
- Vander Schee, B. A., & VanMeter, R. A. The stations game: An in-class activity to foster instructor authenticity and student belonging. *Marketing Education Review*
- Zugay, B., & Vander Schee, B. A. Fostering growth mindset and locus of control dispositions in an asynchronous learning environment. *Active Learning in Higher Education*

UNIVERSITY TEACHING EXPERIENCE

Undergraduate Courses Taught:

Principles of Marketing (f2f & online)	Intro to Marketing Management (hybrid)
Principles of Digital Marketing (f2f & online)	Intro to Digital Marketing (hybrid)
Social Media & Interactive Marketing	Social Media Marketing (online)
Marketing Analytics (f2f & online)	Marketing Research
Consumer Behavior	Integrated Marketing Communications
Advertising & Promotion	Selling & Sales Management
Direct Marketing	Capstone: Strategic Management

Marketing Internship
Leadership and Team Skills
Freshman Seminar

Marketing Topics: National Competitions
Wellness & Social Responsibility

Graduate Courses Taught:

Marketing Management
Digital Marketing Strategy (f2f and online)

Quantitative Research & Analytics
Advanced Internet Marketing

Teaching Effectiveness:

Consistently receive 4.7+/5.0 or 6.3+/7.0 on student evaluation of teaching effectiveness. Student comments reflect *prepared, engaging, fair*, and focused on *student success*. Consistently receives *excels beyond expectations* (highest rating) on performance review.

NATIONAL TEACHING AWARDS

AMA Scholarship of Teaching and Learning Award, 2025
MMA Marketplace Simulations Teaching Innovation Competition Winner, 2022
MMA Wessex Press Teaching Innovation Competition Finalist, 2021
ACME AxxessCapon Teaching Innovation Competition Winner, 2021
MMA Hormel Foods Master Teacher Award, 2014
AMS Lamb-Hair-McDaniel Outstanding Marketing Teacher Award, 2013
SMA St. Mary's U. Distinguished Teacher Competition Winner, 2012
AMA Pearson Prentice Hall Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education Winner, 2012
MMA Hormel Foods Teaching Excellence Award, 2009, 2011
SMA Pride-Ferrell Cengage Innovations in Teaching Competition Winner, 2010
SMA Pride-Ferrell Cengage Innovations in Teaching Competition Finalist, 2008
MMA Hormel Foods Meritorious Teaching Award, 2007, 2008, 2010, 2012, 2013
DMAWEF Joan Throckmorton Award for Creative Excellence in Direct Marketing, 2005

ADVISING STUDENTS AND COMPETITION AWARDS

GfK NextGen Data Science Hackathon Faculty Advisor for National Runner-Up Team, 2022
IUPUI Jaguars Favorite Professor Award, 2021
AUSA Faculty Advisor of the Year Award, 2018
Collegiate ECHO Marketing Challenge Advisor for National Semi-Finalist Team, 2018
GfK Marketing Research Comp. Advisor 1st Place (2013, 2016), Finalists (2017, 2018)
AMA Collegiate Advisor, Top Chapter (2017, 2018), Top 5 (2015, 2016), Top 25 (2014)
AMA Wix Website Comp. Team Advisor, 1st Place (2016, 2018), 2nd Place (2015, 2017)
AMA PPAI Exhibit Comp. Team Advisor, 1st Place (2016, 2018), 2nd Place (2015, 2017)
Collegiate Effie Competition Faculty Advisor for National Semi-Finalist Team, 2017
Faculty Advisor for AU Service of the Year Award, 2015, 2017
Pearson & (RED) Marketing Challenge Faculty Advisor for National First Place Team, 2015
Edventure Partners American Petroleum Institute Energy and Jobs Tomorrow Case Competition Faculty Advisor for National Second Place Team, 2015

AMA VitaminWater Case Competition Advisor for National Hon. Mention Team, 2015
Edventure Partners American Petroleum Institute Challenge Your Energy IQ Case
Competition Faculty Advisor for National Third Place Team, 2014
Faculty Advisor for AU Student Program of the Year Award, 2012, 2014
Faculty Advisor for AU Student Organization of the Year Award, 2013
AMA Pearson Education Case Competition Advisor for National Finalist Team, 2012
AMA Nintendo Case Competition Advisor for National Honorable Mention Team, 2011
GLO-BUS Online Business Strategy Game Master Professor Award, 2005, 2006, 2007

DIGITAL MARKETING CERTIFICATIONS

Google Analytics Qualified Individual
Google Ads Search Certification, Google Ads Measurement Certification
HubSpot Inbound, Email Marketing, and Content Marketing Certifications
Salesforce Trailhead Adventurer: 25 Digital Marketing Badges
LinkedIn Learning Tableau Certification
Hootsuite Platform Certification
Semrush SEO Certification
Twitter Flight School Video Badge

EDITORIAL ACTIVITIES

Marketing Education Review, Senior Advisory Board Member
Journal of Marketing Education, Senior Advisory Board Member
Journal for Advancement of Marketing Education, Editorial Review Board Member
Journal of Research in Interactive Marketing, Editorial Review Board Member
Journal of Brand Management, Reviewer
Business Horizons, Reviewer
Former Editorial Review Board Member or Reviewer for 10 journals
Conference Program Chair, MMA Fall 2010-2014, MMA Spring 2015, MMA Fall 2024
Conference Chair, MMA Fall 2010, MMA Fall 2019, MMA Fall 2021, MMA Fall 2025
Conference Track Chair, MMA – IMC, Services Marketing, SMA – Marketing Education
Conference Paper Reviewer for AMA, AMS, MEA, MMA, and SMA
Scholarly Judge for AMA Collegiate, AMA, MMA, Marketing EDGE, and SMA

PROFESSIONAL ASSOCIATIONS

Academy of Collegiate Marketing Educators, 2021-2023
Digital Analytics Association, 2019-2023
Academy of Marketing Science, 2011-2023
American Marketing Association, 2008-present
Marketing Educators' Association, 2007-present
Society for Marketing Advances, 2007-2022
Marketing Management Association, 2004-present

NATIONAL SERVICE AWARDS AND FELLOWSHIPS

Marketing Management Association Fellow Award, 2018
Aurora University Student Organization Advisor of the Year Award, 2018
Direct Selling Education Foundation Fellow, 2018
R. R. Donnelley & R. L. Polk & Company Direct and Interactive Marketing Fellowship, 2004

SERVICE

Professional Associations

MMA Doctoral Student Consortium Co-chair (2023-2024)
AMA Collegiate Chapters Council President (2016-2017), Council Member (2013-2018)
MMA Exec. Director (2020-Present), President (2015-2016), Board Member (2009-Present)
AMA Collegiate Competition and Scholarships Coordinator for EBSCO Academic,
Community and Social Impact (2018), Diversity Leadership (2018), Exhibits (2017-
2018), Marketing Strategy (2014-2016), Website (2014-2016)
MMA Founder for Doctoral Student Teaching Consortium (2013), Teaching Innovation
Competition (2011), Outstanding Teacher-Scholar Doc Student Competition (2011)
Doc Consortium Faculty Fellow for MMA (2014-2018), SMA (2013-2015), and AMS (2021)
Conf. Session Chair for MMA (2009-Present), MEA (2010), and SMA (2008-2011, 2020),
ANZMAC (2024)

Indiana University, Kelley School of Business - Bloomington

Marketing Undergraduate Curriculum Committee Member
BUS M300 Course Coordinator
Futurecast Panelist and Committee Member
Academic Fairness Committee Member
Marketing I-Core Coordinator
Non-Tenure Track Search Committee Member

Indiana University, Kelley School of Business - Indianapolis

Program Review and Assessment Committee
Faculty Council Campus Planning Committee
KSBI Undergraduate Policy Committee
Kelley Indianapolis Marketing Organization (KIMO) Faculty Advisor

Aurora University

AMA Collegiate Chapter Faculty Advisor
Alpha Mu Alpha Honorary Chapter Faculty Advisor
Faculty Governance and Elections Committee Chair
Faculty Dispute Resolution Committee, IRB Member
Various Faculty Search Committees and Student Recruitment Events

University of Pittsburgh-Bradford

Faculty Senate Vice President

Freshman Seminar Program Director
Educational Policies Committee Chair
Planning and Budgeting Committee Member

Toccoa Falls College

Academic Affairs Committee Member
Budget and Planning Committee Member
Various Faculty Search Committees

Finlandia University

Academic Achievement Committee Member
Budget and Planning Committee Member
Curriculum and Instruction Committee Member