

**MILLER COLLEGE OF BUSINESS**  
**VITA – AACSB**  
**September 1, 2019 – August 31, 2024**

**PROFESSIONAL BACKGROUND**

**Name:** Chris A. Wilkey

**Rank:** Assistant Lecturer

**Involvement:** Participating

**Qualification:** Instructional Practitioner

**Brief Description for Basis of Qualification:** IP because of at least 6 professional engagement activities in last 5 years.

**Office Address:** WB 307B

**Area of Academic Discipline Specialization:** Marketing, Professional Selling

**Degrees**

Ed.D. Degree:

Name of Degree: Ed.D.

Year Conferred: 2025

Degree-Granting Institution: Ball State

Principal Academic Units:

Major Fields of Study: Higher Education

Minor Field of Study: Business

Dissertation Title:

Graduate Certificate Degree:

Name of Degree: Graduate Certificate

Year Conferred: 2020

Degree-Granting Institution: Ball State University

Principal Academic Units:

Major Fields of Study: Community College Leadership

Minor Field of Study:

Dissertation Title:

M.A. Degree:

Name of Degree: M.A.

Year Conferred: 2018

Degree-Granting Institution: Ball State

Principal Academic Units:

Major Fields of Study: Adult and Community Education

Minor Field of Study: Executive Development for Community Leadership

Dissertation Title:

M.B.A. Degree:

Name of Degree: M.B.A.  
Year Conferred: 2016  
Degree-Granting Institution: Ball State University  
Principal Academic Units:  
Major Fields of Study:  
Minor Field of Study:  
Dissertation Title:

B.S. Degree:

Name of Degree: B.S.  
Year Conferred: 2013  
Degree-Granting Institution: Ball State University  
Principal Academic Units:  
Major Fields of Study: Economics  
Minor Field of Study: Sales  
Dissertation Title:

## **SCHOLARLY ACTIVITIES**

### **Non-Credit Instruction**

#### *Continuing Education*

1. Executive Education - Accounting CPE Course. Ball State. August 2021 - December 2021.
2. Executive Education COVID-19 Social Media Online Class. January 2021.
3. Executive Education Digital Marketing Webinar. January 13, 2021.

### **Other Publications**

1. Wilkey, C.A., Hostetter, A.B., Wahlers, R.G. (2024). *Bridging Theory and Practice: A Mock Digital Ad Agency Approach to Enhance Student Preparedness for Immersive Digital Marketing Education* (pp. 3). Association of Marketing Theory and Practice Proceedings. [https://digitalcommons.georgiasouthern.edu/amtp-proceedings\\_2024/26/](https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2024/26/) /Teaching and Learning Scholarship, Not Sure
2. Wilkey, C.A., Hostetter, A.B., Green, P. (2024). *Total Eclipse of Marketing: A Bright Journey into Immersive Education* (pp. 2). Marketing Management Association Spring 2024 Proceedings. [https://www.mmaglobal.org/\\_files/ugd/3968ca\\_471d8df715fc4cb39bbd163f7a331463.pdf](https://www.mmaglobal.org/_files/ugd/3968ca_471d8df715fc4cb39bbd163f7a331463.pdf) /Teaching and Learning Scholarship, Goal 8 - Decent Work and Economic Growth

### **Presentations at Conferences**

1. Wilkey, C. A. (Presenter), Hostetter, A. B. (Presenter), Gen Con Trade Day, "Gamifying Sales Education - A Lesson In Sales & Gaming," Gen Con, Indianapolis, IN. (July 31, 2024). Teaching and Learning Scholarship
2. Wilkey, C. A. (Presenter), Hostetter, A. B. (Presenter), Frontiers in Service 2024, "The AI Advantage: Digital Tools and Relationship Strategies Transforming Talent Acquisition in Recruiting Firms," Frontiers in Service, Amelia Island, FL. (June 27, 2024). Applied or Integration/Application Scholarship
3. Wilkey, C. A., Sales Educators Academy 2024 Hybrid Conference, "Rethinking Student Recruitment For Sales Programs," Sales Educators Academy, Virtual. (June 19, 2024). Teaching and Learning Scholarship
4. Wilkey, C. A. (Presenter), Hostetter, A. B. (Presenter), Green, P. (Presenter), 2024 Marketing Management Association Spring Conference, "Total Eclipse of Marketing: A Bright Journey into Immersive Education," Marketing Management Association, Virtual. (March 22, 2024). Teaching and Learning Scholarship
5. Wilkey, C. A. (Presenter), Hostetter, A. B. (Presenter), Teaching and Technology Summit 2024, "Total Eclipse of Marketing: A Bright Journey into Immersive Education," Ball State University, Virtual. (March 21, 2024). Teaching and Learning Scholarship
6. Wilkey, C. A. (Presenter), Hostetter, A. B. (Presenter), Wahlers, R. G. (Presenter), Association of Marketing Theory & Practice, "Bridging Theory and Practice: A Mock Digital Ad Agency Approach to Enhance Student Preparedness for Immersive Digital Marketing Education," Association of Marketing Theory & Practice, Hilton Head, SC. (March 13, 2024). Teaching and Learning Scholarship
7. Wilkey, C. A., USCA Fall Meeting, "USCA Digital Marketing Presentation," USCA. (October 5, 2023).

## **Grants**

### *Internal*

1. Proposal Number:  
Title: Wagner Award  
Agency: Provost Office  
Amount: \$ 1,500.00  
Date submitted: April, 2024  
Status: Funded  
Starting and ending date:  
Principal investigator:  
Co-principal investigator(s):  
Competitive vs. non-competitive: Competitive  
Responded to: Open Application

2. Proposal Number:  
Title: Provost Immersive Learning Grant  
Agency: Ball State University  
Amount: \$ 11,000.00  
Date submitted: September, 2023  
Status: Funded  
Starting and ending date:  
Principal investigator:  
Co-principal investigator(s):  
Competitive vs. non-competitive: Competitive  
Responded to: Request for proposal
  
3. Proposal Number:  
Title: Innovation Grant  
Agency: Miller College of Business  
Amount: \$ 5,000.00  
Date submitted: February, 2023  
Status: Funded  
Starting and ending date:  
Principal investigator:  
Co-principal investigator(s):  
Competitive vs. non-competitive: Competitive  
Responded to: Request for proposal

### **Conferences and Meetings Attended**

1. Gen Con Trade Day, Gen Con. (July 2024 - July 2024).
2. Elks National Convention, Fraternal Order of Elks. (June 2024 - July 2024).
3. Sales Educators Academy 2024 Hybrid Conference, Sales Educators Academy. (June 2024 - June 2024).
4. AACSB Accreditation Conference, AACSB. (June 2024 - June 2024).
5. 2024 Teaching and Technology Summit, Ball State Division of Online and Strategic Learning. (March 2024 - March 2024). / Teaching and Learning Scholarship
6. MMA Spring Virtual Conference, Marketing Management Association. (March 2024 - March 2024). / Teaching and Learning Scholarship
7. AMTP Spring 2024 Conference, Association for Marketing Theory and Practice. (March 2024 - March 2024). / Teaching and Learning Scholarship
8. Fall Meeting, University Sales Center Alliance. (October 2023 - October 2023).
9. Gen Con Trade Day, Gen Con. (August 2023 - August 2023).

10. University Sales Center Alliance Spring Meeting, USCA. (April 2023 - April 2023).
11. University Sales Center Alliance Fall Meeting, USCA. (September 2022 - October 2022).

### **Business and Other Professional Experience**

1. Professional, University Sales Center Alliance, Committee Chair. (December 2022 - September 2024).

### **Professional Development and Participation**

1. Certification/Licensure, Administration, Inclusive Leadership Certificate Program. (August 2024 - August 2024)
2. Workshop, Administration, Collaboration: The Secret to Breaking Free from the "Do More with Less" Mindset. (August 2024 - August 2024)
3. Workshop, Administration, Feedback as a Faculty (Re)Engagement Strategy. (August 2024 - August 2024)
4. Workshop, Administration, Taking a Formative Assessment Approach to Annual Faculty Evaluations. (August 2024 - August 2024)
5. Workshop, Administration, A Values-Based Approach to Leading Through Shared Governance: A Discussion for Department Chairs. (August 2024 - August 2024)
6. Workshop, Administration, Elevate and Energize: 4 Key Strategies for High Impact Leadership Retreats. (August 2024 - August 2024)
7. Workshop, Administration, Identifying Funding Sources to Achieve Your Academic Unit's Strategic Plan. (August 2024 - August 2024)
8. Workshop, Administration, Accelerating Education: Unveiling the Impact of 3-Year Degrees in Higher Learning. (August 2024 - August 2024)
9. Workshop, Administration, DEI Foundations: Socioeconomic Status (SES) and Class in Higher Education. (August 2024 - August 2024)
10. Workshop, Administration, Managing Student and Employee Complaints. (August 2024 - August 2024)
11. Workshop, Administration, Improving Faculty Evaluations: A Training for Department Chairs. (August 2024 - August 2024)
12. Workshop, Administration, Peer to Manager: Navigating Your Transition into Leadership. (August 2024 - August 2024)

13. Workshop, Administration, Foundations in Budgeting for Department Chairs. (August 2024 - August 2024)
14. Workshop, Administration, Develop Your Executive Presence as Department Chair. (August 2024 - August 2024)
15. Workshop, Administration, From Surviving to Thriving: How Provosts and other Academic Leaders Can Best Use Data to Drive Enrollment Growth and Financial Sustainability. (August 2024 - August 2024)
16. Workshop, Administration, 21st Century Leadership Skills. (August 2024 - August 2024)
17. Workshop, Administration, Building a Leadership Culture in an Academic Department. (August 2024 - August 2024)
18. Certification/Licensure, Administration, Supervision Certificate Program. (August 2024 - August 2024)
19. Workshop, Administration, Demystify the Shared Governance Process to Empower Faculty and Staff: A Discussion for Department Chairs. (August 2024 - August 2024)
20. Workshop, Administration, The Art of Faculty Accountability. (August 2024 - August 2024)
21. Workshop, Administration, The Key to a Chair's Success: Situational Awareness of Your Department. (July 2024 - August 2024)
22. Workshop, Administration, Managing Change as a Department Chair: 5 Traps to Avoid. (July 2024 - July 2024)
23. Workshop, Administration, The New Department Chair's Dilemma: Learning to Manage Commitments To Yourself and Others. (July 2024 - July 2024)
24. Workshop, Administration, Assess the Strategic Position of Your Department. (July 2024 - July 2024)
25. Workshop, Administration, Creativity Without Limits: a 5 Day Program to Build and Strengthen Your Creative Muscles. (July 2024 - July 2024)
26. Workshop, Administration, Managing Faculty Workloads: A Discussion for Department Chairs. (July 2024 - July 2024)
27. Workshop, Administration, Your First Year as Department Chair: Building Trust, Communication, and Community. (July 2024 - July 2024)

28. Attended Conference, Administration, AACSB Accreditation Conference. (June 2024 - June 2024)
29. Attended Conference, Scholarship, Sales Educators Academy 2024 Hybrid Conference. (June 2024 - June 2024)
30. Certification/Licensure, Administration, Leading Innovation: A Structured Approach. (May 2024 - May 2024)
31. Certification/Licensure, Teaching, Social Media Brand Management. (May 2024 - May 2024)
32. Attended Conference, Research, Association of Marketing Theory and Practice Spring Conference. (March 2024 - March 2024)
33. Attended Conference, Scholarship, Marketing Management Association 2024 Spring Virtual Conference. (March 2024 - March 2024)
34. Attended Conference, Teaching, Teaching and Technology Summit 2024. (March 2024 - March 2024)
35. Faculty Learning Community, Teaching, High Impact Practices FLC. (August 2022 - December 2023)
36. Attended Conference, Administration, Annual Fall Meeting. (October 2023 - October 2023)
37. Attended Conference, Teaching, Gen Con Trade Day. (August 2023 - August 2023)
38. Attended Seminar/Training, Teaching, Beautiful Canvas Pages Made Easy Canvas Course. (May 2023 - May 2023)
39. Attended Seminar/Training, Teaching, Make Your Canvas Course Accessible Self-Paced Course. (May 2023 - May 2023)
40. Continuing Education, Teaching, BSU Professional Development Passport Program Spring 2023. (January 2023 - May 2023)
41. Certification/Licensure, Teaching, Certificate in Effective College Instruction. (August 2022 - May 2023)
42. Faculty Learning Community, Teaching, Equitable Grading Practices in Higher Education FLC 2022-2023. (August 2022 - May 2023)
43. Faculty Learning Community, Teaching, Non-Tenure Line Summer Academy. (May 2022 - June 2022)
44. Certification/Licensure, Service, Certified Mental Health First Aid Responder.

(September 2021 - September 2021)

45. Training, Teaching, Completed 3 week immersive learning training modules. (May 2021 - June 2021)

## **SERVICE ACTIVITIES**

### **Student Mentoring/Supervision**

1. Lily Johnson, Makenna Fredrickson, Haydn Burzynski, Paytn Green, Baxter Garringer, Advisor to a Student Competition, "National Shore Sales Challenge - Salisbury, MD." (April 7, 2024).
2. Lily Johnson, Makenna Fredrickson, Briana Smart, Avery Gunther, Haydn Burzynski, Gavin Ward, Jackie Hochburg, Advisor to a Student Competition, "Selling With The Bulls Sales Competition - Tampa, FL." (February 17, 2024).
3. Briana Smart, Avery Gunther, Makenna Fredericksen, Advisor to a Student Competition, "Redbird National Sales Competition." (February 15, 2024).
4. Darian Barnard, Sam Goodfellow, Advisor to a Student Competition, "National Collegiate Sales Competition." (March 6, 2023).
5. Lily Johnson, Makenna Fredericksen, Advisor to a Student Competition, "National Shore Sales Challenge 2023." (April 1, 2023).
6. Lily Johnson, Makenna Fredrickson, Jackie Hochberg, Karina McDougale, Advisor to a Student Competition, "Rocky Mountain Madness - Virtual." (October 26, 2023).
7. Lily Johnson, Makenna Fredrickson, Briana Smart, Avery Gunther, Karina McDougale, Paytn Green, Baxter Garringer, Kyle Blackburn, Advisor to a Student Competition, "International Collegiate Sales Competition - Orlando, FL." (November 5, 2023).
8. Lily Johnson, Makenna Fredrickson, Briana Smart, Avery Gunther, Advisor to a Student Competition, "Steel City Challenge - Virtual." (October 20, 2023).
9. Holden Robinson, Anna Bragg, Lily Johnson, Brendon Binkley, Advisor to a Student Competition, "Selling With The Bulls - Tampa, FL." (February 16, 2023).
10. Holden Robinson, Lily Johnson, Makenna Fredericksen, Advisor to a Student Competition, "Redbird National Sales Competition." (February 24, 2023).
11. Kellie Courtney, Honor's Thesis Advisor, Marketing, HNRS 499, 3 credit hours, "The Failed Merger of Penguin Random House and Simon & Schuster," Completed. (December 11, 2023).
12. Makenna Fredrickson, Honor's Thesis Advisor, Marketing, HNRS 499, 3 credit



- hours, "A Training Guide For Competing at Sales Competitions," Completed. (December 11, 2023).
13. Aly Bondurant, Honor's Thesis Advisor, Marketing, HNRS 499, 3 credit hours, "An Evaluation of Cause Marketing and its Effectiveness as a Marketing Strategy," Completed. (December 1, 2021).
  14. Sarah Gorzak, Honor's Thesis Advisor, Marketing, HONRS 499, 3 credit hours, "The Magic of Marketing: A Comprehensive Analysis of The Walt Disney Company's Marketing Strategies," Completed. (December 1, 2020).

### **University, College, Departmental Committees**

1. College, Miller College of Business, Committee Chair. (June 2024 - Present).
2. College, Miller College of Business, Committee Member. (June 2024 - Present).
3. Department/program, Pi Sigma Epsilon Advisor, Advisory. (August 2023 - Present).
4. Department/program, MCOB Teacher Scholar Initiative, Committee Member. (August 2023 - Present).
5. Department/program, MKG Undergraduate Curriculum Committee, Committee Chair. (August 2022 - Present).
6. Department/program, MCOB Scholarship, Awards, and Honors Committee, Committee Member. (August 2022 - Present).
7. Department/program, 8 Rollers, Student organization advisor. (January 2022 - Present).
8. Department/program, Contract Affairs - Salary/Promotion Committee, Committee Member. (August 2022 - August 2024).
9. Department/program, Chair Search Committee, Committee Member. (July 2022 - August 2023).
10. Department/program, Faculty Search/Selection Committee, Committee Member. (August 2021 - August 2023).
11. College, Printing Services Advisory Committee, Committee Member. (June 2021 - August 2023).
12. Department/program, Moov Media, Undergraduate Program Advisor. (August 2020 - September 2022).
13. College, Scholarship Committee, Committee Member. (August 2021 - August 2022).

14. Department/program, Contract Promotion Committee, Committee Member. (August 2021 - August 2022).
15. Department/program, Contract Salary Committee, Committee Member. (August 2021 - August 2022).
16. College, MCOB Honors Committee, Committee Member. (August 2020 - August 2022).
17. Department/program, MKG Undergraduate Curriculum Committee, Committee Member. (August 2020 - August 2022).
18. Department/program, Contract Promotion Committee, Committee Chair. (August 2020 - August 2021).
19. Department/program, Contract Salary Committee, Committee Chair. (August 2020 - August 2021).
20. Department/program, Social Media Case Competition, Committee Member. (August 2020 - August 2021).
21. University, Campus Council, Committee Member. (2017 - 2020).
22. College, Parking Subcommittee, Committee Chair. (2017 - 2019).
23. College, Centennial Celebration Planning Committee, Committee Member. (2017 - 2019).
24. College, Events Planning and Scheduling Subcommittee, Committee Member. (2017 - 2019).
25. College, Master Planning Subcommittee, Committee Member. (2017 - 2019).

### **Professional Education Instruction**

1. Institute, Center for Professional Selling, Director. (September 2022 - Present).

### **Other Professional and/or Academic Organization Activities**

1. Public/community, Elks 484, Committee Chair. (April 2022 - Present).
2. Public/community, Elks 484, Committee Chair. (April 2021 - Present).
3. Public/community, Elks 484, Committee Chair. (April 2018 - Present).
4. Public/community, Elks 484, Program Coordinator. (April 2024).
5. Public/community, Elks 484, Program Coordinator. (April 2024).

6. Public/community, Elks 484, Program Coordinator. (April 2024).
7. American Journal of Business, Reviewer/referee. (February 2024).
8. Marketing Management Association Spring Conference, Reviewer/referee. (February 2024).
9. American Journal of Business, Reviewer/referee. (December 2023).
10. Association of Marketing Practice and Theory, Reviewer/referee. (December 2023).
11. American Journal of Business, Reviewer/referee. (April 2023).
12. Public/community, Elks 484, Program Coordinator. (April 2023).
13. Public/community, Elks 484, Program Coordinator. (April 2023).
14. Public/community, Els 484, Program Coordinator. (April 2023).
15. Public/community, Business Professionals of America, Judge. (March 2023).
16. Public/community, National Resource Center for The First-Year Experience and Students in Transition, Reviewer/referee. (January 2023).
17. Public/community, Elks 484, Program Coordinator. (May 2022).
18. Public/community, Els 484, Program Coordinator. (May 2022).
19. Public/community, Holy Trinity Lutheran Church, Program Coordinator. (April 2022).
20. Public/community, Elks 484, Program Coordinator. (April 2022).
21. Public/community, Elks, Program Coordinator. (April 2022).
22. Public/community, Elks, Program Coordinator. (November 2021).
23. Public/community, Elks 484, Program Coordinator. (October 2021).
24. Public/community, New Castle Fire Department, Program Coordinator. (October 2021).
25. Public/community, Elks 484, Program Coordinator. (April 2021).
26. Public/community, Elks 484, Program Coordinator. (April 2021).

## **Consulting**

1. For Profit Organization, Three Colts, Virtual. (September 2023 - Present).
2. For Profit Organization, Brand Acceleration. (June 2023 - Present).
3. Elks 484 Fraternal Organization, Elks 484, New Castle, Indiana. (January 2023 - Present).
4. Memorial Park Golf Course, Memorial Park Golf Course, New Castle. (April 2019 - Present).
5. For Profit Organization, Hopped Up Marketing, New Castle, Indiana. (October 2022 - March 2024).
6. For Profit Organization, Bourbon Real Talk Blog and YouTube Channel, Online. (January 2023 - May 2023).

### **Honors, Awards, and Recognitions**

1. Young Professional of the Year, New Castle Henry County Chamber of Commerce (March 20, 2024)

### **Work History**

1. Director - Center For Professional Selling. (September 2022 - Present).
2. Assistant Lecturer of Marketing. (August 19, 2020 - Present).
3. Assitant Director of Marketing, Communications, and Technology. (March 6, 2017 - August 18, 2020).

### **Summary of Intellectual Contributions – AACSB Report**

<b><u>Contribution Type</u></b>	<b><u>BDS</u></b>	<b><u>AIS</u></b>	<b><u>TLS</u></b>	<b><u>Total</u></b>
<i>Refereed Journal Articles (PRJ)</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Books/Monographs (Mono)</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Conference Proceedings in Scholarly Meetings (Proc)</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Presentations at Conferences</i>	<b>0</b>	<b>1</b>	<b>5</b>	<b>6</b>
<i>Professional Presentations</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

<i>(Pres)</i>				
<i>Grants</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Textbooks</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Conferences and Meetings attended</i>	<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>
<i>Professional Development and Participation</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Consulting</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>