
Hannah Makarczyk, M.B.A.
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Education

Ph.D. University of South Alabama, 2025.
M.B.A. Middle Tennessee State University, 2021.
B.B.A. Middle Tennessee State University, 2020.
AS Motlow State Community College, 2018.

ACADEMIC APPOINTMENTS/SIGNIFICANT WORK EXPERIENCE

Courses Taught

Courses from the Teaching Schedule: Business Communications (Bachelors), Management Internships (Bachelors), The Environment of Business (Bachelors)

Academic Appointments

Student Assign-Supervised Research (UG)

2023-2024 - *The Truth Behind a Beancounter: Going Beyond the Stereotype*. 1 student. Fernanda Vasquez, Aug 12, 2024 - Dec 11, 2024 (Fall)

2023-2024 - *Expectations vs Reality: A Look into Students Perceptions of Accountants*. 1 student. Fernanda Vasquez, Jan 15, 2024 - May 07, 2024 (Spring)

Non-Academic Experience

Server, Logan's Roadhouse (April, 2016 - January, 2021), Smyrna, Tennessee.

Team Lead, Logan's Roadhouse (October, 2017 - September, 2018), Smyrna, Tennessee.

PROFESSIONAL ACTIVITIES

Intellectual Contributions Grid: Years: 2023, 2022, 2021, 2020, 2019

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals			1	1
Articles-in-Progress (All)			2	2
Publications in Conference Proceedings (Refereed)			1	1
Publications of Non-refereed or Invited Papers	1	1		2
Paper Presentations (Refereed)		3	1	4

Refereed Articles

Teaching and Learning Scholarship

Edmondson, D. R., Matthews, L., & Makarczyk, H. (2022). Enhancing Sales Education by Incorporating an Innovative International Role Play. *Atlantic Marketing Journal*, 11 (1).

Refereed Proceedings

Teaching and Learning Scholarship

Edmondson, D. R., Matthews, L. M., & Makarczyk, H. (2021). Enhancing Sales Education by Incorporating an Innovative International Role Play. In Dana E. Harrison (Ed.) *Society for Marketing Advances*, 185.

Non-Refereed Articles

Applied or Integrative/application Scholarship

Makarczyk, H. (2023). Overview of Game of Life: The Business Plan. *Dalton State Digest*, 5 (1), 16.

Other

Makarczyk, H. (in press, 2023). Overview of Game of Life: The Business Plan. *Dalton State Digest*, 5 (1), 16.

Non-Refereed Proceedings

Basic or Discovery Scholarship

Bunch, C. Y., & Makarczyk, H. (2023). Conceptualizing a Generational Examination of The Big Five Personality Traits on Nostalgia. *Society for Marketing Advances*, <https://www.societyformarketingadvances.org/conference-proceedings;>, 117. (Invited)

Makarczyk, H., & Bunch, C. Y. (in press, 2023). The Impact of Body Positive Influencers on Brand Image and Audience Gender. *Society for Marketing Advances*. (Invited)

Chapters, Cases, Readings, Supplements

Cases

Makarczyk, H. (2023). Social Media Data Scraping: Investigating the Effects of Body Positive Campaigns on Sales. Under Review, *Analytics Based Selling*.

Presentations of Refereed Papers

National

Bunch, C. & Makarczyk, H. (2023-2024). *Conceptualizing a Generational Examination of The Big Five Personality Traits on Nostalgia*. Society for Marketing Advances, Ft. Worth, Texas.

Makarczyk, H. (2023-2024). *Body Positive Influencer: Effects of Messaging on Brand Image*. Society for Marketing Advances, Ft. Worth, Texas.

Makarczyk, H. & Bunch, C. (2023-2024). *The Impact of Body Positive Influencers on Brand Image and Audience Gender*. Society for Marketing Advances, Ft. Worth, Texas.

Edmondson, D. R., Matthews, L. M., & Makarczyk, H. (2021-2022, November). *Enhancing Sales Education by Incorporating an Innovative International Role Play*. Society for Marketing Advances, Orlando, Florida.

Working Papers

Makarczyk, H. (2023). "Career Readiness and Success Element for Honors Students."

Makarczyk, H. (2023). "Enhancing Honors Education by Implementing a Career Readiness and Success Element," targeted for Higher Education Studies.

SERVICE

Service to the Campus

School Assignments

Attendee: Meeting:

2023-2024: Business Advisory Council Meeting - Research Presentation

College Assignments

Attendee: Meeting:

2023-2024: Campus Assembly

2023-2024: Staff Council Meeting

2023-2024: Campus Assembly

Faculty Advisor:

2023-2024: Completion of Honors Contract for Fernanda Vasquez

2023-2024: Continued Support: Fernanda Vasquez Honors Contract

2023-2024: Accepted: Fernanda Vasquez Honors Contract

Member:

2023-2024: Assurance of Learning (AOL) & Assessment

2023-2024: Assurance of Learning Committee

University Assignments

Member:

2023-2024: PACE Perspectives Fellow

2023-2024: Honor's Program Advisory Board

Last updated by member on 17-Apr-24 (07:16 AM)