

Leslie D. Dinauer, PhD

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Curriculum Vitae

Education and Credentials

PhD, Communication, Specialization: Research Methodology – University of Maryland, College Park

Dissertation: Attitude and belief change in explicit and implicit concept hierarchies: A comparison of two models of inter-attitudinal structure. Domain: Consumer Behavior

Top Four Paper in Information Systems, International Communication Association

MA, Public Communication, Specialization: Market and Public Opinion Research – American University, Washington, DC

Full Graduate Fellowship, The American University

BS, Communication –University of Wisconsin, Madison, WI

Professional Experience

University of Maryland University College, The Graduate School, Adelphi, Maryland, 2003 to Present

Program Chair, Doctor of Management Program, 2014 to Present

Promoted to Program Chair of the Doctor of Management Program to hold responsibility for coordinating hybrid Doctor of Management Program (DM). Oversee development of innovative evidence-based management curriculum including online and classroom-based learning. Administer all activities including program review, course development, instructional design, marketing, recruiting, enrollment, admission, and student support strategies. Coordinate hiring, training, and mentoring of faculty; supervise departmental support staff. Supervise 25 adjunct faculty. Develop and oversee institutional academic standards. Complete and file accreditation reporting. Instruct graduate-level research methods courses and advise on doctoral dissertations. Contribute to positive student affairs program development including handling programs for underserved and nontraditional populations.

- Presented research findings and taught invited courses in methodology at universities around the world including:
 - Jakarta (Universitas Terbuka), Havana (Cuban Society of Mathematics and Computation), and Paris (Université Paris-Dauphine).
 - Topics included consumer behavior, materialism meta-analysis, social and cognitive foundations of survey research, and alt-research using Amazon's Mechanical Turk.
- Led redesign of Doctor of Management program to align with The Graduate School Enhanced Learning Model (ELM) initiative incorporating best-practice, competency-based education into a scholarly curriculum.
- Collaborated in developing the DM Faculty Institutes to engage faculty in discussions on program and focus on evidence-based research and transition to ELM; implemented approach that improved learning outcomes.

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- Coordinated with The Graduate School to envision, develop, and launch new graduate degrees including an MS in Data Analytics program; co-developed Data Mining and Predictive Modeling courses for program.
- Served as primary member of host committee, guiding the planning and execution of the 5th International Conference on Engaged Management Scholarship in Baltimore, Maryland, 9/2015.

University of Maryland University College, Department of Doctoral Programs

Program Director and Professor-Research Methods, 2009 to 2014

Competitively hired as Program Director for Research Methods in Department of Doctoral Programs with accountability for overseeing doctoral Research Methods curriculum including qualitative and quantitative methods. Performed design, evaluation, and revision of research methods courses in the UMUC Doctor of Management (DM) program. Instructed courses in hybrid formats. Recruited, hired, trained, and mentored research methods adjunct faculty; promoted professional development among faculty.

- Consulted on UMUC doctoral dissertations and provided extensive, high-level advice to dissertating students.
- Contributed to improving recruitment and retention through actively participating in departmental strategic planning efforts.
- Served as key contributor with the university's Center for Innovation in Learning in creating and executing new learning technologies and techniques for use in doctoral classrooms.
- Continuously updated and revised research methods curriculum to maintain pace with industry changes.
- Served as faculty advisor providing recommendations on effective instructional design in online classroom environments.
- Repeatedly received course evaluations averaging greater than 4.3 on a 5-point scale.
- Taught multiple online and hybrid courses including:
 - DMGT 725 Problem Solving and Research Design
 - DMGT 770 Integrated Research Management
 - DMGT 830 Research Methods and Design I
 - DMGT 835 Research Methods and Design II
 - DMGT 890 Dissertation Part I (Question and Literature Review)
 - DMGT 891 Dissertation Part II (Methodology)
 - DMGT 892 Dissertation Part III (Analysis and Discussion)

University of Maryland University College, Department of Management, Accounting and Finance

Professor and Director-MSM/Marketing / Core Course Director-Research Methods, 2005 to 2009

Served as Associate Professor (2005) then advanced to full Professor (2008) providing full-time administration and teaching. Led the Master of Science in Management specialization in marketing (seven-course curriculum comprised of ~13 sections/250 students per semester in all formats). Developed and delivered curriculum and instruction in face-to-face, online, and hybrid classroom environments. Created course descriptions, syllabi, assignments, and assessments. Selected texts to align

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with new state mandate and competitive bid process. Assisted in recruiting, hiring, and training adjunct faculty; wrote job descriptions and evaluation rubrics. Supervised, managed, and mentored staff.

- Leveraged expertise in instructional design to apply innovative principles to ensure delivery of curriculum to build practical set of skills for students as strategic decision makers in marketing.
- Researched, reviewed, and fully revised the full-scope of the marketing curriculum for Master of Science in Management degree program for students with a marketing focus.
- Seamlessly handled end-to-end program creation and management and received consistently positive evaluations on curriculum from university and on student evaluations.
- Fully redesigned and developed core course “Research Methods for Managers,” to meet student needs. Course is comprised of ~17 sections/350 students per semester across all formats.
- Nominated to serve on the Doctoral Faculty, eligible to chair dissertation committees.
- Ensured consistent design and alignment with adult learning theory for curriculum consisting of three-credit courses including:
 - MRKT 600 Marketing Management
 - MRKT 601 Legal and Ethical Issues in Global Communication
 - MRKT 602 Consumer Behavior
 - MRKT 603 Brand Management
 - MRKT 604 Marketing Intelligence and Research Systems
 - MRKT 605 International Marketing
 - MRKT 606 Integrated Direct Marketing

University of Maryland University College, Department of Management, Accounting and Finance

Adjunct Associate Professor (Full-time), 2004 to 2005

Developed and instructed four courses per semester including Research Methods for Managers, PR Research, Organizational Communication, Leadership, Media Communication Techniques, Consumer Behavior, and Legal & Ethical Issues in Global Communication.

- Taught Masters-level courses:
 - MRKT 601 Legal and Ethical Issues in Global Communication
 - MRKT 602 Consumer Behavior
 - MGMT 650 Research Methods for Managers
 - MGMT 620 Leadership, Communication, and Organizational Behavior
 - MGMT 625 Organizational Communication and Group Development
 - MGMT 635 Organizational Leadership and Decision Making
 - PRPA 602 Media Communication Techniques
 - PRPA 603 Public Relations Research

University of Maryland University College, Department of Management, Accounting and Finance

Adjunct Associate Professor, 2003 to 2004

Instructed two courses per semester including Organizational Communication, Leadership, Media Communication Techniques, PR Research, and Consumer Behavior.

Additional Teaching Experience

University of Maryland, College Park

Lecturer, Department of Communication

Teaching Assistant, Department of Communication

- Taught undergraduate-level courses:
 - COMM 400 Research Methods in Communication
 - COMM 402 Advanced Communication Theory
 - COMM 250 Introduction to Communication Inquiry
 - COMM 107 Speech Communication: Principles and Practice

The American University, Washington, D.C.

Lecturer, Department of Communication

- Taught Masters-level courses:
 - PCOM 642 Public Communication Management
 - PCOM 738 Research Methods in Communication

Additional Experience

Financial Counselor and Educator, Navy-Marine Corps Relief Society, Twentynine Palms, California

Adjunct Instructor, College of the Desert, Joshua Tree, California

Adjunct Instructor, National University, San Diego, California

Owner and President, Envisage Communications, Arlington, Virginia

Lecturer, School of Communication, The American University, Washington, D.C.

Special Assistant to the Deputy Assistant Administrator, Farmers Home

Administration, Department of Agriculture, Washington, D.C.

Marketing Communications Specialist, Jim Hawkins Productions, Inc., Detroit, Michigan

Production Coordinator, WCTI-TV, New Bern, North Carolina

Research Accomplishments

Research Programs: Engaged in several lines of research, including andragogy, statistical anxiety in the online environment, the role of research methods in the professional doctorate, and the cognitive processes of attitude formation and change, particularly within the context of consumer behavior.

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Book Chapter

1. Dinauer, L. D. (in press). Beating anxiety and building community: Best practices for teaching doctoral research methods and statistics online. In L. Hyatt & S. Allen (Eds.), *Advancing doctoral leadership education* (TBD). Cheltenham, UK: Edward Elgar.
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Articles in Refereed Journals

1. Burroughs, J. E., Chaplin, L. N., Pandelaere, M., Norton, M., Ordabayeva, N., Gunz, A., & Dinauer, L. D. (2013). Using motivation theory to develop a transformative consumer research agenda for reducing materialism in society. *Journal of Public Policy and Marketing*, 32, 18-31. Cited 4 times.
 2. Dinauer, L.D. (2009). Gender differences in the cognitive organization of spending attitudes. *Advances in Consumer Research*, 36, 856-857.
 3. Dinauer, L.D., & Fink E.L. (2005). Inter-attitude structure and attitude dynamics: A comparison of the hierarchical and Galileo spatial-linkage models. *Human Communication Research*, 31, 1-32. Cited 24 times.
 4. Dinauer, L.D., & Ondeck, K.E. (1999). Gender and institutional affiliation as determinants of publishing in *Human Communication Research*. *Human Communication Research*, 25, 548-568. Cited 5 times.
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Refereed Conference Papers and Activities

1. Dinauer, L.D., & Ford, C. (2018, April). *Changing the credentialing narrative: Creating a game-based badging pilot at UMUC*. To be presented at the 2018 Online Learning Consortium International Conference (OLC Innovate), Nashville, TN.
2. Dinauer, L. D., & Riedel, E. (2016, November). *Faculty behaviors and characteristics that impact student retention in online graduate programs at two universities*. Presented at the 2016 Online Learning Consortium International Conference (OLC Accelerate), Orlando, Florida.
3. Dinauer, L. D. (2016, September). *Social and psychological considerations of survey research methods*. Presented at the 6th International Conference on Engaged Management Scholarship, Université Paris-Dauphine, Paris, France.
4. Dinauer, L. D. (2015, August). *Best practices for teaching research methods and technical topics online*. Information session presented at the 31st Annual Conference on Distance Teaching & Learning, Madison, WI.
5. Dinauer, L. D. (2015, August). *Challenges of translating practical competencies to the online environment*. Discussion session co-presented (with Pat Keir) at the 31st Annual Conference on Distance Teaching & Learning, Madison, WI.
6. Dinauer, L. D. (2014, September). *Diversity and the executive doctorate*. Presented at the 4th International Conference on Engaged Management Scholarship, Oklahoma State University, Tulsa, OK.
7. Dinauer, L. D. (2014, August). *21st century professional doctorates: Mining the nexus of distance, competency-based, and professional education*. Information session presented at the 30th Annual Conference on Distance Teaching & Learning, Madison, WI.
8. Dinauer, L. D., Booth, B., Nadasen, D., DeFraia-Colee, Paramasivan, V. (2012, June 21-24). *Educating and engaging managers: The value of systematic review method in professional doctor of management programs*. Presented at the 2nd International Conference on Engaged Management Scholarship, Cranfield University, Bedfordshire, UK.

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9. Dinauer, L. D. (2012, June 28-29). *Students so close yet so far away: A case study and best practices for teaching research methods online*. Presented at the 11th European Conference on Research Methodology for Business and Management Studies, University of Bolton, Bolton, UK.
10. Dinauer, L. D. (2012, March). *Educating the scholar practitioner: New models and methods for quality knowledge production in a part-time Doctor of Management program*. Presented at the Western Academy of Management Annual Conference 2012, La Jolla, CA.
11. Dinauer, L.D. (2012, February). *The problem is you: How motherhood taught me what's missing in academia*. Presented at the Western States Communication Association Annual Conference 2012, Albuquerque, NM.
12. Booth, B., & Dinauer, L. D. (2011, October). *Learning without thought is labor lost: New models and methods for quality knowledge production in an open and distance learning doctoral program*. Presented at the International Council for Open and Distance Education World Conference on Open and Distance Learning, Nusa Dua, Bali, Indonesia.
13. Dinauer, L. D., & SchWeber, C. (2010, August). *The business of teaching about business to adults*. Professional Development Workshop (PDW) Presented to the Academy of Management annual conference, Montreal, Quebec.
14. Dinauer, L. D. (2009, June). *A research vision in materialism*. Presented at the
15. Transformational Consumer Research Conference, sponsored by the Transformative Consumer Research area of the Association for Consumer Research, Philadelphia, PA.
16. Jones, R., Dinauer, L.D., Lubich, B., & Meneses, L. (2009, February). *Aligning the perceived value of graduate research methods courses*. Presented at the American Association of Behavioral and Social Sciences, Las Vegas, NV.
17. Dinauer, L. D. (2008, October). *Toward a more comprehensive theory of attitude change: The effects of inter-attitudinal concept structure on attitude dynamics*. Presented at the Association for Consumer Research annual conference, San Francisco, CA. *Also, Proceedings
18. Dinauer, L. D. (2008, October). *Gender differences in the cognitive organization of spending attitudes*. Working paper presented at the Association for Consumer Research annual conference, San Francisco, CA. *Also, Proceedings
19. Raider, A., Dinauer, L. D., & Pfeifer-Luckett, R. A. (2008, October). *Teaching direct and interactive marketing online*. Presented as a special session at the Direct and Interactive Marketing Research Summer, Las Vegas, NV.
20. Jones, R., Dinauer, L.D., Lubich, B., & Meneses, L. (2008, July). *When will I ever have to use this in my career? Determining the perceived "value" of a research methods course in a nontraditional graduate management curriculum*. Presented at the U.S.-China Forum on Distance Education, Adelphi, MD.
21. Dinauer, L.D. (2008, May). *I ran in for toothpaste but I spent \$200: Using the Galileo model to understand consumer spending attitudes and produce effective debt counseling messages*. Presented at the International Communication Association annual conference, Montreal, Quebec.
22. Dinauer, L.D. & Fink, E.L. (2006, November). *Reuniting attitude structure and dynamics in persuasion research via the Galileo spatial-linkage model*. Presented at the National Communication Association annual conference, San Antonio, TX.
23. Dinauer, L.D., Hullett, C. R., & Tamborini, R. C. (2004, November). *Measurement issues in persuasion research that keep us from moving forward*. Presented at the National Communication Association annual conference, Chicago, IL.
24. Dinauer, L.D., Burns, L. M., Heyse, A., & Janusik, L. A. (2004, November). *Moving forward . . . Looking to each other*. Presented at the National Communication Association annual conference, Chicago, IL.
25. Dinauer, L. D. (2003, November). *What shopping means to women versus men: Implications for debt counseling programs*. Presented at the National Communication Association annual conference, Miami Beach, FL.

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26. Dinauer, L. D. (2003, May). *The effects of concept structure on attitude and belief change: A spatial-linkage vs. a hierarchical model*. Top-four paper presented at the International Communication Association annual conference, San Diego, CA.
27. Dinauer, L. D. (1999, June). *A comparison of two models of attitude change*. Paper presented to the National Communication Association's Doctoral Honors Conference, Champaign, IL.

Non-refereed Conference and Professional Activities

1. Conference committee (2016 – present). University of Wisconsin Distance Teaching & Learning Conference.
2. Invited panelist (2016, September). *Managing the dissertation process*. Presented at the 6th International Conference on Engaged Management Scholarship, Université Paris-Dauphine, Paris, France.
3. Invited presentation (2014, September). *Actionable research*. To be presented at the 4th International Conference on Engaged Management Scholarship, Oklahoma State University, Tulsa, OK.
4. Chair (2014, September). *Organizational behavior*. 4th International Conference on Engaged Management Scholarship, Oklahoma State University, Tulsa, OK.
5. Invited panelist (2013, September). *Managing the dissertation process*. Presented at the 3rd International Conference on Engaged Management Scholarship, Georgia State University, Atlanta, GA.
6. Delegate (2013, May). American Statistical Association President's professional outreach trip to Cuba, with a focus on statistics education. Professional collaboration with the Cuban Society of Mathematics and Computation, Havana, Cuba.
7. Roundtable presentation (2012, September). *Access to subjects for remote-working social scientists: Introduction to Amazon's Mechanical Turk*. Presented at the University of Maryland University College Share Fair, Largo, MD.
8. Poster presentation (2011, October). *Statistical anxiety: A study of cognitive structure and implications for student intervention*. Presented at the University of Maryland University College Share Fair, Largo, MD.
9. Roundtable presentation (2011, October). *Systematic review in the social sciences*. Presented at the University of Maryland University College Share Fair, Largo, MD.
10. Participant (2010, January). Society for Personality and Social Psychology annual conference, Las Vegas, NV.
11. Participant (2007, July). Transformative consumer research conference. Sponsored by the Transformative Consumer Research area of the Association for Consumer Research, Hanover, NH.
12. Respondent (2006, November). *Cognitive structure as unifying form*. Sponsored by the Communication and Social Cognition Division of the National Communication Association, San Antonio, TX.
13. Invited Discussant (1992, February). *Empowering teaching and learning*. Sponsored by the Center for Teaching Excellence of The American University, Washington, D.C.

Book Reviews, Other Articles and Notes

1. Dinauer, L. D. (2011). Consumer networks. In *The encyclopedia of social networking* (pp. 172 - 173). Thousand Oaks, CA: Sage Reference.
2. Harding, G.G., & Dinauer, L.D. (2004, July/August). Managing student expectations of your class. *DE Oracle*. Retrieved July 3, 2004 from http://info.umuc.edu/de/ezine/features/jul_aug_2004/mngexpectations.het

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Talks, Abstracts, and Other Professional Papers Presented

1. Dinauer, L.D. (2011, January 28 – February 8). Series of invited talks on meta-analysis, online pedagogy, and consumer behavior, Universitas Terbuka, Jakarta, Indonesia.
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Journal Reviews

Reviewer, *Journal of Statistics Education*, 2014 - Present
Reviewer, *Academy of Management Learning and Education*, 2013 - Present
Reviewer, *Journal of Online Learning and Teaching*, 2013 - Present
Reviewer, *Communication Research*, 2011
Reviewer, *Nonprofit and Voluntary Sector Quarterly*, 2010
Reviewer, *Journal of Computer Mediated Communication*, 2006-2007, 2009, 2010-2011
Reviewer, *Human Communication Research*, 2006
Reviewer, *Journal of Information Science*, 2006

Teaching Awards and Other Special Recognition

Drazek Teaching Excellence Award Nomination, UMUC Graduate School, December 2005, 2013
Jacob K. Goldhaber Travel Grant, University of Maryland College Park Graduate School, May 2003
Outstanding Graduate Teaching Award, University of Maryland College Park, Department of Communication, May 2002

Committee Memberships & Offices

University Liaison, Nontraditional Student Success Research Group, 2016-present
Member, President's Exploratory Focus Group on Non-profit Institutions, 2014
Member, MS in Data Analytics Start-up Team, 2013-2014
Member, Doctoral Faculty Institute Development Committee, 2010-present
Member, Presidential Management Fellowship Selection Committee, 2006-present
Co-Chair, Wimba Technology Transition Policy Subcommittee, 2008
Departmental Representative/Presenter, New Faculty Orientation, 2008
Member, iRecruiter User Needs Committee, 2008
Member, Faculty Recruitment Software Evaluation Committee, 2007
Member, Faculty Evaluation Pilot Committee, 2006-2007
Chair, Adobe Connect Pedagogy Subcommittee, 2006-2007
Affiliated Researcher, Center for Risk Communication Research, University of Maryland College Park, 2007-2010
Treasurer, Executive DBA Council (elected), 2016-present
Secretary, Communication and Social Cognition Division, National Communication Association (elected), 2005-2007
Member, Mediated Communication Task Force, National Communication Association, 2005-2006

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Conference Reviewing Activities

Reviewer, Engaged Management Scholarship Conference, 2012-present

Reviewer, University of Wisconsin Distance Teaching & Learning Conference, 2015-present

Reviewer, European Conference on Research Methodology for Business and Management Studies, 2013-present

Reviewer, Research Methods and Managerial & Organizational Cognition Divisions, Academy of Management, 2010-present

Reviewer, Information Systems Division, International Communication Association, 2004, 2006-2008, 2010

Reviewer, Communication and Social Cognition Division, National Communication Association, 2004-2006

Professional Memberships & Associations

Academy of Management

American Statistical Association (including the ASA group, "Statistics Educators in Cyberspace")

American Association of University Women

Association for Consumer Research

Sigma Xi, The Scientific Research Society

Community Involvement

Trustee (elected), University of Wisconsin Union Association, 2013-present

Trustee (appointed by City Council), Town of Louisville Library Board, 2012-2016

Court Appointed Special Advocate (CASA)/Voices for Children Boulder, 2016-present

Advocate, Temple Grandin School for children with high functioning autism, 2012- present