

LAURA L. ALDERSON**Assoc Professor Teaching, Management**

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Office Hours: Tuesday, 11 a.m. to 1 p.m.; Thursday 12 to 1 p.m. and by appointment

Education

- Doctor of Education, Instruction and Curriculum Leadership (Instructional Design and Technology Major) - The University of Memphis -
- Master of Business Administration (Marketing focus), Business Administration - The University of Mississippi -
- Bachelor of Business Administration, General Business - The University of Mississippi -
- 33 hours doctoral coursework in Quantitative and Qualitative Research Methods - Educational Psychology and Research / Management Departments - The University of Memphis -
- 9 hours doctoral coursework in Management, Management Department - The University of Memphis -
- Professional Human Resources Certification - Human Resource Certification Institute - 1998-present

Work Experience

- Higher Education Academic Experience, - -
- Higher Education Online Teaching Experience, Management, Fogelman College of Business and Economics - The University of Memphis / Tennessee Board of Regents (TBR) - January 2002 - present
- Associate Professor of Teaching, Management, Fogelman College of Business and Economics - The University of Memphis - September 2023 to present
- Assistant Professor of Teaching, Management, Fogelman College of Business and Economics - The University of Memphis - August 2022 to August 2023
- Director of Accreditation & Assurance of Learning, Fogelman College of Business & Economics - The University of Memphis - August 2022 - June 2023
- Instructor of Management, Management, Fogelman College of Business and Economics - The University of Memphis - August 2001 to August 2022
- Instructor of Management, Part-time, Management, Fogelman College of Business and Economics - The University of Memphis - July 1999 to August 2001
- Instructor of Management, Part-time, School of Business Administration - The University of Mississippi - August 2017 to May 2019; July 2001 to December 2003
- Instructor of Management, Part-time, Business College - Northwest Mississippi Community College, - January 1994 to May 2000

Honors/Awards

- 2021 HR Excellence Award, Society for Human Resource Management - SHRM Memphis -
- 2017 Teaching Award, Department of Management - University of Memphis, Fogelman College of Business and Economics -
- 2016 Teaching Award, Department of Management - University of Memphis, Fogelman College of Business and Economics -
- 2015 Service Award, Department of Management - University of Memphis, Fogelman College of Business & Economics -

- 2014 Service Award, Department of Management - University of Memphis, Fogelman College of Business & Economics -
- 2013 Teacher of the Year, Honors College - University of Memphis, Fogelman College of Business & Economics -
- 2012 Teaching Award, Department of Management - University of Memphis, Fogelman College of Business & Economics -
- 2006 Distinguished Faculty Award, University College - University of Memphis -
- 2004 Advising Award, University College - University of Memphis -
- 2003 RODP Outstanding Online Instructor - Tennessee Board of Regents, Regents Online Degree Program (RODP), University of Memphis -
- 2000 Distinguished Adjunct Faculty Award, Department of Management - University of Memphis, Fogelman College of Business & Economics -

Journal Articles

- Peer Reviewed-
- Alderson, L. (2017). Using digital tools to achieve connectedness in higher education online courses: Faculty perceptions and practices. ProQuest.
- Royne, M., Thieme, J., Levy, M., Oakley, J., & Alderson, L. (2016, May), From thinking green to buying green: Consumer motivation makes the difference, *Journal of Business Strategy*, 37(3), pp.37-43.
- Alderson, L. & Lowther, D. (2014, November). Factors that may influence instructors' choices of including social media when designing online courses. In M. Simonson (Ed.), *Thirty-Seventh Annual Proceedings, The Annual Convention of the Association for Educational Communications and Technology*, Jacksonville, FL, November 2013, pp. 205-211.
- Alderson, L., Lowther, D., & Martindale, T. (2013, October). Laying the groundwork for an international online collaboration project between Indonesian and American Students in higher education. In M. Simonson (Ed.), *Thirty-Sixth Annual Proceedings, The Annual Convention of the Association for Educational Communications and Technology*, Anaheim, CA, October 2013, pp. 337-341.
- Alderson, L., Lowther, D., & Martindale, T. (2012, October). Engaging employees in continuous learning and development with mobile devices: Current research and practice. In M. Simonson (Ed.), *Thirty-Fifth Annual Proceedings, The Annual Convention of the Association for Educational Communications and Technology*, pp. 205-208.
- Yelkur, R., Bailey-Hughes, B., & Alderson, L. Making the Most of an International Study Abroad Trip for Faculty Development, *2010 Marketing Management Association Fall Educator's Conference Proceedings*, pp. 61-62.
- Chaney, L., Green, C., Alderson, L. (2003, October). A comparison of students' and employees' knowledge of electronic resumes. *Association for Business Communication Annual Proceedings*, Albuquerque, New Mexico.

Presentations

- Peer-Reviewed-
- Alderson, L. & Yelkur, R. (2014). "Sustainable Singapore:" A Role Model for Urban Communities. 2014 Global Business Sustainability Conference, September 23-26, 2014, University Center, MI.
- Alderson, L. & Lowther, D. (2014). Factors That May Influence Instructors' Choices of Including Social Media When Designing Online Courses. 2014 Association for Educational Communications & Technology International Conference, November 4-8, 2014, Jacksonville, FL.
- Alderson, L., Lowther, D., & Martindale, T. (2013, October). Laying the Groundwork for An International Online Collaboration Project Between Indonesian and American Students in Higher Education. 2013 Association for Educational Communications & Technology International Conference, October 29-November 2, 2013. Anaheim, CA.
- Alderson, L. (2013, August). A U.S. Online International Management Class Exchanges Research With An Indonesian International Business Class. 2013 Global Business & International Management Conference, August 10-12, 2013, Portland, OR.
- Alderson, L. (2010, October), Incorporating the Use of More Collaborative Communication Technologies in Business Communication Courses. 75th Annual Convention, Association of Business Communication, October 26-30, 2010, Chicago, IL.
- Yelkur, R., Bailey-Hughes, B., & Alderson, L. (2010). Making the Most of an International Study Trip for Faculty Development. *Marketing Management Association Fall Educator's Conference*, September 30, 2010, Indianapolis, IN.