

John E. Wisneski
Curriculum Vitae

Department of Management & Entrepreneurship
W.P. Carey School of Business
Arizona State University
300 E. Lemon Street, BA 397F
P.O. Box 874906
Tempe, Arizona 85287-4906
Telephone - 480-727-0825
john.wisneski@asu.edu

EDUCATION

- 2011 - 2015 **Indiana University**
Ph.D., September 2015, *Summa Cum Laude*
Major: Instructional Systems Technology
Minor: Designed Strategic Management
- 2002 - 2003 **University of Notre Dame**
Mendoza College of Business
M.B.A., May 2003, *Magna Cum Laude*
Major: Strategic Consulting
- 1991 - 1996 **University of Dayton**
School of Business Administration
B.S.B.A., May 1996, *Magna Cum Laude*
Major: Management Information Systems

ACADEMIC POSITIONS

- 2017 - Present *Clinical Assistant Professor, Management & Entrepreneurship*
Arizona State University, W.P. Carey School of Business
- 2015 - 2017 *Clinical Assistant Professor, Management & Entrepreneurship*
Indiana University, Kelley School of Business
- 2013 - 2015 *Senior Lecturer, Management & Entrepreneurship*
Indiana University, Kelley School of Business

2009 – 2013 *Lecturer, Management & Entrepreneurship*
Indiana University, Kelley School of Business

ADMINISTRATIVE POSITIONS

2019 – 2020 *Graduate College Fellow, Arizona State University*

2018 – 2020 *Teaching Liaison, Department of Management & Entrepreneurship*
Arizona State University, W.P. Carey School of Business

2017 – 2020 *Faculty Director, MBA Program*
Arizona State University, W.P. Carey School of Business

2015 – 2017 *Faculty Director, MBA for Educators Program*
Indiana University, Kelley School of Business

2009 – 2017 *Director, MBA Consulting Academy*
Indiana University, Kelley School of Business

RESEARCH INTERESTS

Online Learning Pedagogy
Management Education
Transfer of Learning
Firm Knowledge Transfer

RESEARCH & PUBLICATIONS

Fisher, G., Wisneski, J.E., Bakker, R.M. 2020. *Strategy in 3D: Essential tools to diagnose, decide, and deliver*. New York: Oxford University Press. [ISBN-10: 0190081481]

Wisneski, J.E. (2020, January). Building a culture of net investors in the MBA program. (accepted for presentation at the 2020 Graduate Management Admissions Council Leadership Conference, Paradise Valley, AZ)

Wisneski, J.E., Ozogul, G. (2019). Exploring the effects of learning environment on transfer, student perceptions, and instructor accommodations in an undergraduate course sequence. *American Journal of Distance Education*, 33:2, 88-107. doi: <https://doi.org/10.1080/08923647.2019.1582292>

Wisneski, J.E., Ozogul, G. & Bichelmeyer, B.A. (2016). Investigating the impact of learning environments on undergraduate students' academic performance in a

- prerequisite and post-requisite course sequence, *The Internet and Higher Education*, 32, 1-10. doi: <https://doi.org/10.1016/j.iheduc.2016.08.003>
- Wisneski, J.E., Ozogul, G., & Bichelmeyer, B.A. (2015, November). A research study on the transfer of instructional design practices associated with teaching presence. (accepted for presentation at the 2015 Association of Educational Communications & Technology International Convention, Indianapolis, IN.)
- Wisneski, J.E. (2015). *Variance in post-requisite student academic performance based on prerequisite course learning environment* (Doctoral dissertation). Indiana University, Bloomington, Indiana.
- Wisneski, J.E., Ozogul, G., & Bichelmeyer, B.A. (2015, April). Does Teaching Presence Vary in MBA Teaching Environments? A Comparative Investigation of Instructional Design Practices. (accepted for presentation at the 2015 Annual American Educational Research Association Meeting, Chicago, IL.)
- Wisneski, J.E., Ozogul, G., & Bichelmeyer, B.A. (2015). Does teaching presence transfer between MBA teaching environments? A comparative investigation of instructional design practices associated with teaching presence. *The Internet and Higher Education*, 25, 18-27.
- Wisneski, J.E. (2014). Transfer of teaching presence between classroom and online MBA learning environments. (competitive paper session presentation at the 2014 Annual Indiana University IST Conference, Bloomington, IN)
- Wisneski, J.E. & Powell, P. (2014). Expansion without Growth? Arlington Heights Veterinary Clinic Case Study. Kelley School of Business Teaching Case. Bloomington, IN: Indiana University.
- Wisneski, J.E. (2014). Competing in a challenging marketplace. Defining strategic intent through SWOT analysis. (internal Education Development Center publication)
- Wisneski, J.E. (2013). So, you want to be a business professor? *Business Horizons*, 56, 551-559.
- Wisneski, J.E. (2012). Oops, what did I just buy? Arlington Heights Veterinary Clinic Case Study. Kelley School of Business Teaching Case. Bloomington, IN: Indiana University.
- Wisneski, J.E., & McMullen, J. (2010). The Greenhouse Project: If at first you don't succeed, try, try again? Kelley School of Business Teaching Case. Bloomington, IN: Indiana University.
- Conlon, Edward J., & Wisneski, John E. (2004, June). Ambiguity and Sunk Cost Effects. Poster session presented at the 2004 Annual Academy of Management Meeting, New Orleans, LA.
-

TEACHING INTERESTS

Business Strategy
Project Management
Management Consulting

TEACHING EXPERIENCE

Strategic Management Capstone (WPC 480)
W. P. Carey School of Business (2020 – Present)

Sources of Competitive Advantage I (MGT 588) MBA Core requirement
W. P. Carey School of Business (2019 - Present)

Interdisciplinary Applied Learning Lab (BUS 593) MBA Core requirement
W.P. Carey School of Business (2018)

Sources of Competitive Advantage II (MGT 589) MBA Core requirement
W.P. Carey School of Business (2018)

Forward Focus Leadership (MGT 591) MBA Core requirement
W.P. Carey School of Business (2018)

Developing Strategic Capabilities (J501) MBA major requirement
Kelley School of Business (2011 to 2017)

Project Management (P552) MBA elective
Kelley School of Business (2010 to 2017)

IT Project Management (X504) MSIS Core
Kelley School of Business (2011 to 2017)

Management Consulting (W550) MBA elective
Kelley School of Business (2010)

Managing a Client Engagement (W551) MBA elective
Kelley School of Business (2009 – 2011)

Analysis of Business Decisions (J411) Undergraduate major requirement
Kelley School of Business (2009 – 2010)

MSIS Capstone (S546) MSIS requirement

Kelley School of Business (2009 – 2010)

HONORS & AWARDS

2020	W. P. Carey Teaching & Learning Research Grant (\$20,000)
2019	W. P. Carey Class of 2020, Most Impactful First-Year Core Professor
2018	W.P. Carey Class of 2018, Most Impactful Second-Year Core Professor
2017	Kelley Class of 2017 MBA Teaching Excellence Award
2017	Kelley Professor of the Year Award, MBA Program
2016	Kelley Class of 2016 MBA Teaching Excellence Award
2015	Elvin S. Eyster Teaching Scholar Award
2015	Kelley Class of 2015 MBA Teaching Excellence Award
2014	Kelley Class of 2014 MBA Teaching Excellence Award
2013	Kelley School of Business Trustees Teaching Award
2013	Kelley Class of 2013 MBA Teaching Excellence Award
2013	Kelley Class of 2013 MSIS Outstanding Faculty Award
2012	Kelley Class of 2012 MBA Teaching Excellence Award
2012	Kelley Class of 2012 MSIS Outstanding Faculty Award
2011	Kelley School of Business Trustees Teaching Award
2011	Kelley Class of 2011 MBA Teaching Excellence Award
2010	Kelley School of Business Innovative Teaching Award
2010	Kelley Class of 2010 MSIS Outstanding Faculty Award

SERVICE

Arizona State University Graduate College

- Fellow (2019-2020)

W. P. Carey School of Business Management & Entrepreneurship Department

- Teaching Liaison (2018 – 2020)
- Faculty Advisor, Undergraduate New Venture Group (2021 – Present)

W. P. Carey School of Business Graduate Programs Office

- Faculty Director, Full-Time MBA Program (2017 – 2020)
- Faculty Advisor, StandOUT (2020 – Present)

Kelley School of Business Management & Entrepreneurship Department

- Chair, Academy Director Committee (2011 – 2014)

Kelley School of Business MBA Program

- Director, MBA Consulting Academy (2009 – 2017)
- Faculty Advisor, MBA Consulting Club (2010 – 2017)
- Keynote Speaker, MBA GLOBASE India (2011 – 2013)
- Judge, Deloitte Case Competition (2011 – 2017)
- Judge, E&Y Case Competition (2011 – 2017)
- Judge, Toastmasters Annual Speech Competition (2011 – 2012)
- Judge, Core Case Competition (2011 – 2017)

Kelley School of Business MSIS Program

- Member, ISGP Academy Policy Committee (2010 – 2017)
- Faculty Advisor, OTCR (2010 – 2012)
- Judge, SUIT Case Competition (2011 – 2017)
- Judge, Accenture Case Competition (2010 – 2017)
- Judge, Core Case Competition (2010 – 2017)

Kelley Direct MBA Program

- Faculty Advisor, Kelley Connect Week (2011 – 2017)
- Judge, Case Competition (2011 – 2017)

Kelley School of Business Undergraduate Program

- Faculty Advisor, Corporate Strategy Club (2009 – 2012)

Kelley School of Business Global Social Entrepreneurship Institute

- Faculty Lecturer, Consulting Problem Solving (July 2013)
- Judge, Case Competition (July 2013)

Indiana University School of Education

- Committee Member, IST Chair Review (2014 – 2015)
- Advisor, IUConnectED Online Program Development Project Planning (2013)
- Facilitator, Grant Proposal Project Plan Development for Dr. Ray Haynes (2013)
- Prospective Student Mentor, IST Doctoral Program (2013-2015)

Indiana University

- Faculty Lecturer, SPEA Connect Week (2013 – 2016)

Bloomington Community – Academy Projects

- Faculty Advisor, MangoFuel (2015)
- Faculty Advisor, New Leaf New Life (2015)
- Faculty Advisor, Hoosier Heights Veterinary Hospital (2014 – 2015)
- Faculty Advisor, Play 360 (2014)

- Faculty Advisor, Solution Tree (2014)
- Faculty Advisor, W.F. Meyers (2014)
- Faculty Advisor, Arlington Heights Veterinary Hospital (2014)
- Faculty Advisor, Arlington Heights Veterinary Hospital (2013)
- Faculty Advisor, Hoosier Heights LLC Consulting Project (2011 – 2015)
- Faculty Advisor, Performance pH Consulting Project (2012)
- Faculty Advisor, Crossfit Bloomington (2012)
- Faculty Advisor, Twisted Limb Paperworks Consulting Project (2011)

EXECUTIVE EDUCATION

Faculty, Salt River Project (SRP) MBA Foundations Program, W. P. Carey Continuing Education, May 17, 2021 – June 25, 2021.

Faculty, Televerde PATHS Program Workforce Re-Entry, W. P. Carey Graduate Programs Office, May 8, 2020 – December 3, 2020.

Faculty Advisor, Carlisle Companies Inc. Leadership Development Program, Kelley Executive Partners, June 1, 2014 – August 1, 2014.

Faculty Advisor, Carlisle Companies Inc. Leadership Development Program, Kelley Executive Partners, June 1, 2013 – August 1, 2013.

Faculty Advisor, Carlisle Companies Inc. Leadership Development Program, Kelley Executive Partners, June 1, 2012 – August 10, 2012.

Lecturer, Ingersoll Rand plc., Kelley Executive Partners, March 6, 2012.

Faculty Advisor, Carlisle Companies Inc. Leadership Development Program, Kelley Executive Partners, June 1, 2011 – August 9, 2011.

Lecturer, Ingersoll Rand plc., Kelley Executive Partners, March 8, 2011.

Faculty Advisor, Carlisle Companies Inc. Leadership Development Program, Kelley Executive Partners, August 28, 2010 – December 12, 2010.

PROFESSIONAL ORGANIZATIONS

Academy of Management

- Division Member, Management Education & Development (2013 – Present)
- Division Member, Management Consulting (2013 – Present)

American Educational Research Association

- Division Member, Learning & Instruction (2014 – 2016)

PEDAGOGICAL CONFERENCES AND WORKSHOPS

Presenter, Graduate Management Admissions Council Leadership Conference, Paradise Valley, AZ, January 2020

Facilitator, MBA Roundtable, Lansing, MI, November 2019

Presenter, Association for Educational Communications and Technology Annual Meeting, Indianapolis, IN, November 2015.

Presenter, American Educational Association Annual Meeting, Chicago, IL, April 2015

Participant, IST Conference 2013, Bloomington, IN, March 1, 2013

Participant, 3rd Annual Experiential Research Education Conference, Chapel Hill, NC, June 26, 2011.

Participant, "The Art and Craft of Discussion Leadership", Indianapolis, IN, February 27, 2010.

TEACHING PRESENTATIONS

"Socratic method of teaching with ForClass", Teaching and Learning Workshop, WPC Teaching and Learning, Tempe, AZ, October 2019.

"Active Learning Projects in the MBA Consulting Academy", Office of Service Learning Poster Session, Bloomington, IN, April 5, 2012.

"Global Trends Affecting Strategy Development", Cummins Inc., Indianapolis, IN, June 7, 2011.

PAST EMPLOYMENT

Accenture Ltd. (<i>Senior Manager</i>)	Chicago, IL	1996 - 2009
--	-------------	-------------