

# DR. CHRISSANN R. RUEHLE CURRICULUM VITAE

239-590-7840 | cruehle@fgcu.edu | LinkedIn.com/in/ChrissannRuehle

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## EDUCATION

**Doctor of Business Administration**, University of South Florida, Tampa, FL, Dec. 2020.  
Dissertation, “*Understanding the Complex Ethical Landscape of Artificial Intelligence Adoptions*”

**Hootsuite Certified Social Media Marketing Professional**, Hootsuite Media, Inc., online, 2016.

**Master of Business Administration**, Indiana Wesleyan University, West Chester, OH, 2010.  
MBA Capstone Thesis, “*A Business Plan for Complete Business Strategies, LLC.*”

**Certified Project Manager**, Xavier University, Cincinnati, OH, 2005.

**Bachelor of Science, Marketing**, Miami University, Oxford, OH, 1994.

## RESEARCH AREAS

Ethics of Artificial Intelligence

AI Governance

AI-Human Interactions

## HONORS AND AWARDS

Florida Gulf Coast University **Beta Gamma Sigma Honor Society** faculty membership, 2021.

North American Case Research Association (N.A.C.R.A.) **Best Student-Authored Discussion Case**, 2020.

University of South Florida **Phi Beta Phi Honor Society**, 2020.

Florida Gulf Coast University **nominee for Teaching Excellence Award**, 2019.

*Ohio Magazine* **nominee for Teaching Excellence in Higher Education**, 2017.

Accreditation Council for Business Schools and Programs (A.C.B.S.P.) **Region 4 International Teaching Excellence Award** for associate degree institutions, 2016.

Sinclair Community College **Division Merit for Meritorious Teaching**, 2014, 2015, and 2016.

Southwestern Ohio Consortium of Higher Education (S.O.C.H.E.) **Teaching Excellence Award**, 2015.

Sinclair Community College **Adjunct Faculty of the Year Award** for the Business and Professional Services Division, 2013.

Sinclair Community College **Adjunct Faculty of the Year Award** for the Courseview Campus, 2013.

Southeast Butler County **Leadership 21 participant**, West Chester/Liberty Township Chamber Alliance, Class of 2010/2011.

## ACADEMIC EXPERIENCE

**Adjunct Instructor, People Development Institute, University of South Florida and Tampa General Hospital, Tampa, FL.** 07/2021 – Present

- Designed and facilitated a workforce development seminar titled “*Introduction to the Ethics of Artificial Intelligence in Healthcare*”. Thirty employees representing a variety of departments from Tampa General Hospital (TGH) participated.
- Interviewed technology and data analytics executives at TGH, and subsequently developed ethical dilemmas specific to TGH that engaged seminar participants in applying ethical lenses and decision-making frameworks.

**Courtesy Appointment, Assistant Professor - Doctor of Business Administration Program – University of South Florida, Tampa, FL.** 05/2021 – Present

- Served as a mentor to D.B.A. candidates and students as they worked to finish their dissertations. D.B.A. candidates included a technology executive from Deloitte Consulting and a Tampa-area non-profit executive.
- Advised mentees on research design, proposal development, data collection, quantitative and qualitative data analysis, survey design, Internal Review Board applications, academic writing, and dissertation committee presentations.

**Instructor, Management Department – Florida Gulf Coast University, Fort Myers, FL.** 08/2017 – Present

- Facilitated online synchronous, blend flex/hybrid, and asynchronous course formats; Management Principles, Organizational Theory & Change Management, Business Ethics, and International Business.
- Collaborated with Information Systems and Operations Management faculty to design a research study investigating student experiences with video conferencing platforms (Zoom, MS Teams, Canvas Conferences) and the development of *e-professionalism* in Fall 2020 and Spring 2021.
- Facilitated the X-Culture International Virtual Teams project in the International Business courses; each semester only 40 teams (out of over 1,000 that participate globally) are selected as “Best Teams” and notable results included a student winning the overall X-Culture competition in Macerata, Italy, and 16 students earning award commendations as the “Best Teams” over the past five semesters.
- Collaborated with a Management Instructor at the University of North Alabama to research, design and implement a Teaching Case and Instructor’s Manual, titled “*Breaking the Mold: Positioning TASUS To Win the Talent War*” for presentation, publication and implementation in undergraduate International Business and Management Principles classes, and a Doctor of Business Administration course.
- Selected to serve as an Entrepreneurship Faculty Fellow in Spring 2019 and Fall 2019 which entailed designing and embedding an entrepreneurship-focused assignment within an International Business course to distill the “entrepreneurship mindset” in students which was subsequently presented to FGCU’s President and Provost.
- Served as Course Coordinator for the Ethical Issues class and redesigned the course for Fall 2018 to include a flipped classroom pedagogy, case studies, and interactive classroom exercises to better engage students in response to student feedback.
- Awarded the Innovative Assignment Design Grant for the Ethical Issues course from the Lucas Center for Professional Development in 2020 and 2018.

**Adjunct Instructor, Management Department – University of Dayton, Dayton, OH.**

12/2016 – 06/2017

- Recruited to design and facilitate an advanced International Business (IB) course, *Doing Business in Europe* (INB 353), for IB majors.

**Assistant Professor, Management Department – Sinclair Community College, Dayton and Online, Dayton, OH.**

08/2013 – 08/2017

- Awarded promotion by the Promotion and Tenure Committee to Associate Professor in 04/2017 with an effective date of 08/2017.
- Facilitated a wide range of online and face-to-face courses using active learning approaches including International Business, Retail Management, Management and Organizational Behavior, Foundations of Business, Sales Fundamentals, Marketing Principles, Digital Marketing, as well as Social Media and Consumer Engagement.
- Designed and refreshed curriculum for International Business, Marketing Principles, Digital Marketing, Sales Fundamentals, Retail Management, Social Media and Consumer Engagement, and Principles of Advertising.
- Served as the Course Coordinator for International Business, Marketing Principles, Digital Marketing, Sales Fundamentals, Retail Management, and Principles of Advertising.
- Collaborated with the Department Chair, and Business and Public Services' Dean to design, develop and deliver a new Associate of Applied Science degree, Business Management/Digital Marketing, and three short term certificates: Digital Marketing Communications, Digital Marketing Technologies, and Marketing Analytics.
- Collaborated with the Associate Dean of the Courseview Campus to plan, organize and lead a study abroad experience to Denmark, Germany, and Sweden. Faculty from Pikes Peak Community College, Columbus State Community College, Roane State Community College, and Roskilde Business College in Roskilde, Denmark partnered with us to facilitate teaching and learning for seventeen students from these institutions.
- Recruited by the Associate Provost to design a Digital Marketing Plan and lead a Digital Marketing Steering Committee to promote the Completion by Design Career Communities' programming as part of a \$40 million grant initiative from the Bill and Melinda Gates Foundation.
- Actively participated on the team that prepared the winning proposal for Sinclair's first Fulbright Scholar-in-Residence from Taiwan and served as faculty mentor for the Fulbright Scholar.
- Collaborated with Management department faculty to design, develop and implement a successful business simulation for five classes that was modeled after the City of Dayton, Ohio.
- Mentored a new tenure track Assistant Professor of Marketing as well as several adjunct faculty teaching international business, retail management and marketing strategy classes.

**Adjunct Instructor, Management Department – Sinclair Community College, Courseview and Dayton, Mason, and Dayton, OH.**

03/2011 – 08/2013

- Facilitated Organizational Behavior, Introduction to Supervision, Foundations of Business, International Business, and Marketing Principles courses.
- Created lesson plans, hands-on exercises, and case studies to maximize student learning and prepare students to enter or re-enter the workforce.

## PROFESSIONAL EXPERIENCE

**Principal – Complete Business Strategies, LLC, West Chester, OH.** 03/2010 – 08/2013

- Launched a management consulting business that provided strategic planning, process improvement, organizational and leadership development consulting.
- Developed a strategic business plan, a marketing program, a customer relationship management system, and a human resources management program for an expanding law practice which resulted in achievement of the firm's revenue target.
- Designed a high-quality customer satisfaction survey for the West Chester Liberty Chamber of Commerce, obtained over 700 responses, prepared process improvement recommendations, and received recognition.

**Senior Management Consultant - Southeast U.S. Region – Standard Textile Company, Inc.**  
Cincinnati, OH. 11/2000 - 03/2010

- Managed client relationships and accounts generating \$50 million in annual sales.
- Designed an innovative four-phase supply chain program focusing on logistics audits and materials management software implementations that resulted in an 18-month cost savings of \$661,000 and an 8.4% benefit for a healthcare system's operating budget.
- Published nine case studies documenting the successful partnership between Standard Textile and its complex health care system clients.
- Requested by senior management to assume interim sales position over six-month assignment within the highly coveted North Carolina sales territory and increased sales by 5%.
- Led a team that developed a new hire training program for management and sales consultants.
- Facilitated a cross functional team that designed and deployed web-based customer surveys and learning programs; accelerating traffic to the company's educational website by 118%.

**Marketing Research Data Collection Manager – Convergys Corporation, Cincinnati, OH.**  
02/1999 – 11/2000

- Supervised, coached, and mentored 15 to 20 employees directly and 15 to 40 interviewers indirectly on large scale marketing research projects.
- Managed resource allocation, budget, project execution and deliverables on major data collection projects in consumer-packaged goods, health care, high tech, and retail industries.
- Managed a \$1.5 million budget as well as selected and directed the work of marketing vendors.

## DIGITAL BADGES AND CERTIFICATIONS

University of South Florida Summer Grant Writing Workshop, Digital Badge issued 9/2021.  
University of South Florida Diversity, Equity, and Inclusion in the Workplace Certificate, issued 6/2021.  
IBM Artificial Intelligence Practitioner-Instructor Certificate, Digital Badge issued 4/2021.  
IBM Enterprise Design Thinking Co-Creator, Digital Badge issued 3/2021.  
IBM Enterprise Design Thinking Team Essentials for AI, Digital Badge issued 3/2021.  
IBM Enterprise Design Thinking Practitioner, Digital Badge issued 3/2021.  
University of South Florida Post Crisis Leadership Certificate, Digital Badge issued 7/2020.

## TECHNOLOGY SKILLS

Completed Online Teaching and Curriculum Design Certification at Florida Gulf Coast University and Sinclair Community College. Learning Management Systems experience including Canvas, Sakai, Desire to Learn, Angel Learning Management Suite and Blackboard Web CT. Virtual Communication tools such as Whatsapp, Zoom, Microsoft Teams, Canvas Conferences, and Skype. Social Media Marketing tools including LinkedIn, Facebook, Twitter, Periscope, Instagram, Word Press, Blogger and Hootsuite analytics. Customer Relationship Management software such as Salesforce, Sage Act! and Goldmine. Microsoft Office Suite including Visio, Access, Project, Word, PowerPoint, and Advanced Excel functions. Peachtree Accounting Software. Standard Textile's proprietary materials management software and hardware. Experience working with Crystal Reports.

## PUBLISHED MANUSCRIPT

**Ruehle, C.** (2020). Investigating market and regulatory forces shaping artificial intelligence adoptions. *Muma Business Review* 4(19). 177-192. <https://doi.org/10.28945/4644>

## MANUSCRIPTS UNDER REVIEW

Dent, E., and **Ruehle, C.** (2021). Moral character in business ethics. Book chapter in *Oxford Research Encyclopedia of Business and Management*. Oxford University Press.

## WORKING PAPERS

**Ruehle, C.**, Vectra Digital: Capturing AI Value After Adoption. Discussion Case and Instructor's Manual. Target journal: *Case Research Journal and Harvard Business School Case Collection*.

**Ruehle, C.**, Investigating Ethical Considerations of Machine Learning Adoptions Within Organizations: A Systematic Literature Review. *SSRN. Proceedings of the Ninth International Conference on Engaged Management Scholarship (2019)*. Available at SSRN: <https://ssrn.com/abstract=3454120> or full manuscript at <http://dx.doi.org/10.2139/ssrn.3454120>. Target journal: *Journal of Business and Industrial Marketing*.

**Ruehle, C.**, Manegold, J., Dent, E. Problem-Based Learning Ethics: Reexamining the Rational Framework for Business Education. Target journal: *Academy of Management Learning and Education*.

## MANUSCRIPTS IN DEVELOPMENT

Sheep, M. and **Ruehle, C.** Examining Paradoxes and Artificial Intelligence: A Healthcare case study. Target journal: *Organization Science*

Yazici, H., and **Ruehle, C.** Video conferencing technologies (Zoom, Microsoft Teams, Canvas BigBlueButton), the student experience, and e-professionalism. Target journal: *TBD*.

**Ruehle, C.** Artificial Intelligence powered digital transformation: Career identities and organizational learning of healthcare workers. Target Journal: *Academy of Management Discoveries*.

**Ruehle, C.** The Intersection of Data Privacy and Artificial Intelligence in Entrepreneurial Firms. Target journal: *Information Technology and People*.

**Ruehle, C.** Book Review: Human + Machine: Reimagining work in the age of AI. Target journal: *Science, Technology, and Human Values*.

## OTHER ACADEMIC PUBLICATIONS

**Ruehle, C.** (2015). Five strategies to become a power user on twitter. *ACBSP Update*, Fall 2015 Issue. Retrieved from [http://c.ymcdn.com/sites/www.acbsp.org/resource/collection/E7A38B83-0738-4C82-8DFB-250EF0DE8423/ACBSP\\_Update\\_Fall\\_2015.pdf](http://c.ymcdn.com/sites/www.acbsp.org/resource/collection/E7A38B83-0738-4C82-8DFB-250EF0DE8423/ACBSP_Update_Fall_2015.pdf)

**Ruehle, C.** (2015). Business' role in combating human labor trafficking through corporate social responsibility and ethics programs. *Internationalizing the Curriculum. Center for Teaching and Learning, Sinclair Community College*. Retrieved from <http://ctl.sinclair.edu/teaching-and-learning-resources/internationalizing-the-curriculum/>.

## CONFERENCE PRESENTATIONS/WORKSHOPS FACILITATED

**Ruehle, C. Invited Speaker.** Artificial Intelligence: Managing and overcoming the ethical hurdles. *Practitioner-Scholar Conference*, University of South Florida (online). (2021).

**Ruehle, C. Featured Speaker.** Ethical Leadership and Women in the Era of Artificial Intelligence. *Future Tech: Women in Tech 2021 Conference (online)*. Organized by Casugol and Taylor's University in Singapore, (2021). <https://casugol.com/ftwit/>

**Ruehle, C.** AI and the Future of Leadership. *Leadership Lessons webinar* presented for the University of South Florida's Bishop Leadership Center (online), (2021).

**Ruehle, C.** Vectra Digital: Capturing Artificial Intelligence Value After Adoption. Discussion Case and Instructor's Manual presented at the *North American Case Research Association Annual Meeting* (online) (2020).

**Ruehle, C.** Investigating ethical considerations of machine learning adoptions within organizations: A Systematic literature review (2019). Paper presented at *Engaged Management Scholarship Conference*. Antwerp, Belgium.

**Ruehle, C.** Understanding the complex ethical landscape of machine learning adoptions (2019). Doctoral consortium. Extended abstract presented at *Engaged Management Scholarship Conference*. Antwerp, Belgium.

**Ruehle, C.** Understanding the complex ethical landscape of machine learning adoptions (2019). Poster session. *Engaged Management Scholarship Conference*. Antwerp, Belgium.

**Ruehle, C., Manegold, J., Dent, E.** Moral Identity, and the Influence of Problem-Based Learning-Ethics: A Design Science Research Approach. (2019). Paper presented at *Academy of Management Annual Meeting*. Boston, MA.

**Ruehle, C., Manegold, J., Dent, E.** (2019). Promoting Respect for Diversity Inside and Beyond the Classroom Through Problem-Based Learning-Ethics: A Design Science Research Approach. Paper presented at the *Southwest Florida Symposium on Teaching and Learning*, Fort Myers, FL.

Schoenfeld, J., Schaffer, B., Leah, J., Fandel, D., **Ruehle, C.** (2018). Fostering Student Engagement and Business Skills Development in Principles of Management: The Business Project. Paper presented at the *Southern Management Association Fall Conference*, Lexington, KY.

Kutz, D., **Ruehle, C.** (2018). Breaking the Mold: Positioning TASUS to Win the Talent War. Paper presented at the *North American Case Research Association Annual Meeting*, Orlando, FL.

**Ruehle, C.** (2016). Designing a digital marketing agency simulation: a powerful student engagement tool. Paper presented at the *Marketing Management Association Fall Educators' Conference*, Providence, RI.

**Ruehle, C.**, Martin, M., Cuauhtemoc, L., Barnes, N. (2016). Apps for enhancing student engagement and learning. Paper presented at the *Marketing Management Association Fall Educators' Conference*, Providence, RI.

**Ruehle, C.** (2016). Twitter 2.0 and periscope for educators pre-conference workshop. **Featured presenter at the ACBSP Conference, Atlanta, GA.**

**Ruehle, C.** (2015). Leveraging infographics to build content marketing competency. Paper presented at the *Marketing Management Association Fall Educators' Conference*, San Juan, PR.

Brode, D. and **Ruehle, C.** (2015). Preparing students for the new digital economy. Presented at the *ACBSP Conference*. Philadelphia, PA.

**Ruehle, C.** (2015). Business' role in combating human labor trafficking through corporate social responsibility and ethics programs. Presented at the *International Education Faculty Development Day Conference*, Sinclair Community College. Dayton, OH.

Carpenter, A. & **Ruehle, C.** (2014). Show me your story...it is a blank canvas. Presented as a *Center for Teaching and Learning professional development seminar* at Sinclair Community College. Dayton, OH.

**Ruehle, C.** & Monroe, F. (2014). Classroom management techniques. Presented for a First Year Faculty Experience workshop at *Sinclair Community College*. Dayton, OH.

**Ruehle, C.** & Myers, J. (2014). Globalizing the 4 p's of marketing. Developed and presented this local research-based presentation at *Roskilde Business College for study abroad participants*. Roskilde, Denmark.

## GRANTS RECEIVED

*FGCU's Lucas Center Innovative Assignment Design Grant.* FGCU Scholars and the Lucas Center for Faculty Development offered this initiative to support faculty in their efforts to redesign an assignment or course to enhance student success, 2018 and 2020.

*Sinclair Community College Course Revision Grant.* The purpose of this grant was to facilitate teaching and learning through the exploration and implementation of ePortfolios within international business courses, 2016.

*Google Online Marketing Challenge Grant* sponsored by Google. This grant allowed four student teams to design and manage Google AdWords online advertising campaigns over a three-week period for four local non-profits, 2015.

## **MAJOR INSTITUTIONAL ORIENTED ACTIVITIES**

First Year Faculty Experience curriculum was redesigned to be more learner-centered and topics were realigned to correspond to the faculty performance review to orient faculty to this important performance management process at Sinclair Community College, 2015-2017.

A research-based comprehensive digital marketing plan was planned, prepared, and presented for the Sinclair Career Community Coordinators' Steering Committee, 2015-2017.

## **PROFESSIONAL SERVICE**

Reviewer for the *Case Research Journal*, 2021.

Reviewer for the *Muma Business Review*, Informing Science Institute, 2021, 2020, 2019.

Reviewer for *Innovation: Organization and Management*, 2021, 2020.

Reviewer for the Engaged Management Scholarship Conference, 2021, 2020, 2019.

Reviewer for the Academy of Management Annual Meeting Technology and Innovation Management, and Management Education Tracks, online, 2021, 2020.

Reviewer for the Academy of Management Annual Meeting, Management Education Track, Boston, MA, 2019.

Reviewer for Southern Management Association Annual Meeting, Lexington, KY, 2018.

Session Chair for the Marketing Management Association Fall Educators' Conference in Providence, RI, 2016.

Refereed Paper Reviewer for the Marketing Management Association Fall Educators' Conference, Providence, RI, 2015.

Session Chair for the Marketing Management Association Fall Educators' Conference in San Juan, PR, 2015.

### **Service to Florida Gulf Coast University**

Served as FGCU's faculty representative for the *Business Faculty Research Alliance* consortium with eight universities promoting research collaborations and seminars amongst member institutions, 2021.

Served as a coach for students traveling to Arizona State University for the Ethics Case Competition, 2019.

Served as a coach and accompanied students to the Ethics Case Competition at Mount Saint Mary's University in Emmitsburg, MD, 2019.



Served as a judge for the Uncommon Friends Foundation Business Ethics Award and participated in Ethics Finalist Luncheon, 2018.

Served as a Lutgert College of Business Assurance of Learning Reviewer at FGCU, 2017 and 2018.

Served as a judge at the Student Undergraduate Research Conference, 2018.

Management Department's Curriculum Review Committee, 2018-2019.

Management Department's Innovation and Tec 2020hnology Concentration Sub-Committee, 2018-2019.

Management Department's Search Committee for Management faculty, 2018.

Management Department's booth at Eagle Expo recruitment, 2017-Present.

### **Service to University of South Florida**

Served as a mentor to a DBA Candidate as she was preparing her dissertation, 2020-2021.

Selected to serve as a mentor to a DBA student as he works toward candidacy, 2021-2022.

### **Service to Sinclair Community College**

Co-Chair, First Year Faculty Experience (Professional Development for First Year and Second/Third Year Faculty), Sinclair Community College, 2015-2017.

Chair, Completion by Design Career Communities' Digital Marketing Steering Committee, Sinclair Community College, 2015-2017.

Chair, Regional Economic Development and Community Development Through Global Engagement Committee (part of Sinclair's International Education Strategic Plan), Sinclair Community College, 2014-2017.

Faculty Senator, Representing the Business and Public Services Division, Sinclair Community College, 2016-2017.

Co-Chair, Business and Public Services' Division LinkedIn Groups Initiative Committee, Sinclair Community College, 2015-2017.

College-wide Curriculum Review Committee, 2015-2017.

Completion by Design Career Communities' Coordinators Steering Committee, 2015-2017.

Academic Policies Committee, 2015-2017.

International Education Strategic Planning Committee, 2014-2017.

Study Abroad Committee, 2015-2017.

Global Exploration Award Committee, 2016-2017.

Global Studies Certificate Advisory Committee, 2015-2017.

College-Wide Merit Committee, 2015-2016.

Program Review Team for Sociology/Geography Department, 2015.

Completion by Design, Community Resource Guide Committee, 2014- 2015.

## **CONFERENCES/WORKSHOPS ATTENDED**

North American Case Research Association Annual Meeting, online, 2020.

Academy of Management Annual Meeting, online, 2020.

Engaged Management Scholarship Conference, online, 2020.

Engaged Management Scholarship Conference, Antwerp, Belgium, 2019.

Academy of Management Annual Meeting, Boston, MA, 2019.

Southern Management Association Annual Meeting, Lexington, KY, 2018.

North American Case Research Association Annual Meeting, Orlando, FL, 2018.

Global Conference on Business and Economics, Sarasota, FL, 2018.

Miami University Lilly Conference, Oxford, OH, 2013 and 2015.

Marketing Management Association Fall Educators Conference, Providence, RI and San Juan, PR, 2015 and 2016.

Accreditation Council for Business Schools and Programs Conference, Atlanta, GA, 2016.

Accreditation Council for Business Schools and Programs Conference, Philadelphia, PA, 2015.

Wordcamp Cincinnati WordPress Conference, Cincinnati, OH, 2016.

Wordcamp Dayton WordPress Conference, Dayton, OH, 2014 and 2015.

Sinclair Faculty Conference, Poverty Simulation, Keep Calm and Teach On, Voices: Distance Learning Students, Dayton, OH, 2014.

Curriculum and Assessment Track, Sinclair's Center for Teaching and Learning, Dayton, OH, 2014.

Sinclair Faculty Conference on Hope, Dayton, OH, 2014.

## **PROFESSIONAL AFFILIATIONS AND CIVIC ENGAGEMENT**

Southwest Florida Regional Technology Partnership, 2020 - Present

Academy of Management, Southern Management Association, and North American Case Research Association, 2018 - Present.

Marketing Management Association, 2015 and 2016.

Kettering Fairmont High School Marketing Advisory Board, Kettering, OH, 2015-2017.

Tech Prep Liaison for Professional Selling courses at Kettering Fairmont High School in Kettering, OH, King's High School in Mason, OH, and Miami Valley Career Technology Center in Dayton, OH, 2015-2017.

Judge, Professional Selling competition, Region 4 DECA Competition, Dayton, OH, 2016.

Founding member, Indiana Wesleyan University Alumni Chapter, Cincinnati, OH, 2011-2015.

Miami University Alumni Chapter, Cincinnati, OH, 1994-Present.

Southeast Butler County Leadership 21 Alumni, West Chester/Liberty Township Chamber Alliance, Cincinnati, OH, 2011-Present.

Zeta Tau Alpha sorority, Cincinnati Crown Alumni Chapter, Cincinnati, OH, 1994- Present.