**Curriculum Vitae**

**William Colucci, Ph.D**

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# ****Education****

* Rutgers University, Ph.D. (Communication), 2003 (as part time student)
  + Dissertation: Structural Parameters of Information System Success: Hierarchy, Leadership, Politics and Socio-technical Sub-systems
* Rutgers University, M.A. (Political Science), 1987 (as part time student)
  + Thesis: An Integrated Approach to Media Studies Using the Normative and Epistemological Framework of Critical Theory
* University of Maryland, B. A. (General Studies), 1983
* County College of Morris, A. A. (Humanities and Social Sciences), 1981
* Professional certifications:
  + Microsoft Certified Systems Engineer (2005)
  + Acronis Certified Backup Engineer (2018)

# ****Scholarly interests****

* Writing as a therapeutic and coaching device
* Theories and practice of higher education pedagogy.
* Theories and practice of implementing computer technology in higher education learning.
* Comparison of modes of instruction: face to face, hybrid, and online.
* Factors in successful implementation of technology and organizations.
* Reflection on cultural adaptation to changes due to technology and science through analysis of mass media texts, especially science fiction.
* Epistemology of the social sciences.
* Social network methods and approaches; social (versus individual) levels of analysis.
* Theory in mapping structures of human/scholarly knowledge; co-citation analysis.

# ****Scholarship in Progress****

* Colucci, W. (2019). *Approaches to Student Motivation and Learning Strategy: The Role and Value of Different Approaches in Modeling Outcomes in a Hybrid Class*, Research Proposal approved by the Institutional Review Board, Montclair State University.
* Colucci, W., & R. Deluca (2019). Use of news articles as a tool to enhance student task value of academic concepts and material.
* Student writing about academic and life goals association with academic task value and self-efficacy.
* Comparison of hybrid and face to face modes of instruction in terms of task value and self-efficacy.
* Science fiction television as an index of popular concerns relating to technology and social change.

# ****Publications****

* *The Paradigm Shift in Organization Studies,* Yanli Zhang\*, Yawei Wang, William Colucci, Zhongxian Wang, International Journal of Data Analysis Techniques and Strategies, 2011.
* *Impact of the Placement and Quality of Face-to-Face Meetings in a Hybrid Distance Learning Course*, William Colucci and Nicole Koppel, American Journal of Business Education, February 2010.

# ****Conference Presentations****

* *Approaches to student motivation and learning strategy: The role and value of different approaches in modeling outcomes in a hybrid class,* Academy of Business conference, New Orleans, March, 2013.
* *From the Tower of Babel to CSI: What are the modern stories about technology telling us? –A look at TV science fiction and detectives shows,* New Jersey Communication Association, College of St. Elizabeth, 2010.
* *Impact of Face to Face meetings in a Hybrid Distance Education Course*, Clute Institute, Las Vegas, 2009 (session Chair).
* *Reflecting on the Scholarly Culture of Communication Studies: Connecting With Each Other, Students and the Public,* New Jersey Communication Association Conference, March 2005 (panel session organizer).
* *Social Information Processing Theory Conceptualization and Specification for an Evolving Job Characteristics Model,* International Communication Association, New York, 2005.
* *A Communication Structure Approach to Explaining Information System Implementation Outcomes*, New Jersey Communication Association, 8th Annual Conference, 2004.
* *A Brutal Test of a Beautiful Theory – Testing the Empirical and Theoretical ‘added value’ of Socio-technical’ Theory*, The New Jersey Communication Association, 8th Annual Conference, 2004
* *Structural Factors in Information System Implementation: Hierarchy, Leadership, and Organizational Politics*, International Communication Association, 2003.
* *The Effects of Participative Work Systems in the Pharmaceutical Industry on Employee Attitudes and Communication Networks*, New York State Communication Association, 2001
* *Network Evidence in a Recursive View of the Field of Mass Communication*, International Communication Association, 1997.

# ****Academic activities****

* Continuously participated and provided leadership in curriculum development.
  + Successfully advocated coordination of required courses in business communication and data analysis, along with a general business survey course involving a business game that required reporting on and analysis of business data.
  + Introduced and advocated for the adoption of student “self authorship” writing in college programs.
  + Pioneered use of news articles to provide a sense of textbook material relevance that has been adopted and recommended for other sections and instructors by the course coordinator.
  + Researched and advocated for a presentation rubric for a course in business communication which was adopted by the course coordinator and now required.
  + Identified, adapted and shared course materials, including texts, online material and created coursed materials, sometimes adopted by fellow faculty.
* Continuously identified, adapted and shared pedagogical and administrative tools, adopted by other faculty.
  + Identified free online service for peer evaluation for student group work, and developed a strategy for using that to teach teamwork and to evaluate student group contribution.
  + Ongoing master and adapting LMS tools, and considered a reference and instructor for other faculty.
  + Responsible for shared instructor materials LMS account.
* Continuously collaborated on, developed and practice knowledge of teaching and learning in higher education.
  + Fellow and Research Fellow, Engaged Teaching Fellows Program, 2011-2016.
  + Presented course re-design in the University Learning and Teaching Showcase, May 2011.
  + Montclair State University Provost's Series on University Teaching and Learning.
  + Summer symposium on technology and instructional design, June 2009, hosted by Montclair State University Office of Information Technology.
  + Innovations in Education Colloquium, Stony Brook University, NY, May 2009.
* Administrative service.
  + Analysis of “assessment of learning” data for spreadsheet modeling course.
  + Led departmental effort to contact alumni for feedback. Towards that end, developed a contact list for department alumni.
  + Supported departmental effort to attract more students the Information Management and Business Analytics major by changing the academic focus and name of the major and name of the department. Researched academic literature on student identification with departmental major and surveyed students regarding departmental name and focus. Reported to departmental faculty.
* Working with McGraw-Hill on a project to provide practical business decision making to data analysis textbooks, i.e., methods in interpreting and communicating with numbers.
* Reviewer for submissions to New Media and Society Journal and the International Communication Association Conference.

# ****Vocational Teaching Experience****

* **Excel, database and general computer instruction consulting through DBA Flagship Computing, 2008-present. Face-to-face and via web conference.**
* **Chair, Information Technology Dept., Katharine Gibbs School, Piscataway, NJ, 2000.**
  + Instructor: Network Administration.
  + Managed curriculum evaluation and development.
  + Supervised teaching staff and acted as departmental liaison for Dean.
* **Instructor, Computer Consultants, Microsoft Certified Network Engineer instruction and course development, 1999-2000.**
* IT Manager, Albiez Insurance Company, Woodbridge, NJ 1979-1999.
  + **Designed and implemented program for employee computer instruction.**

# ****Academic Teaching Experience****

* **Assistant Professor, Information Management and Business Analytics, School of Business, Montclair State University (2007-current)**
  + **Data Analysis, Interpretation and Communication; Elements of Business**
    - **Created materials, exercises, assessments to meet course learning goals not supported by existing course materials, and between traditional instruction silos, i.e., statistics and communication/interpretation.**
    - **Developed innovative technique that has been adopted by other instructors and advocated by the course coordinator: Systematic use of current events media related to course materials to increase student sense of the practical value of course material.**
    - **Initiated restructuring of required courses to function in a coordinated, mutually supportive manner (using analysis of business statistics in one course, along with instruction on business communication in the other)**
  + **Spreadsheet Modeling; Organizational Behavior; Interpersonal Communication.**
    - **Adopted and developed a hybrid business computer applications course teaching 200-300 students per semester.**
* **Communication Dept. Master’s program faculty, William Paterson University, NJ (2005-2006)**
  + Master’s in Communication program: Research Methods;   
    Mass Media History.
  + Undergraduate: Communication in Action; Introduction to Communication Theory

## Adjunct Positions:

* Caldwell University, Caldwell, NJ (2019)
  + Business writing
* The College of New Jersey, Ewing, NJ (2018-2019)
  + Information Systems Management
  + Project Management and Project Teams
* County College of Morris, Randolph, NJ (2004-2019)
  + Introduction to Sociology
  + Fundamentals of Speech
* Kean University, NJ (2005)
  + Research Methods
  + Communication as Critical Citizenship
* Montclair State University, Communication Studies Dept., NJ, 2004
  + Interpersonal Communication
* Rutgers University, Dept. of Communication, NJ, 1997-2001
  + Communication Theory
  + Organizational Communication
  + Communication and Information Systems
  + Interpersonal Communication
  + Introduction to Communication

**Professional Experience**

* Flagship Computing (self-employed), 2003-Present
  + Implementation of electronic health records and practice management software in a physician’s office; implementation of a chronic care management program in a physician’s office
  + Business backup, disaster recovery and security services (Acronis certified engineer)
  + Professional training: Excel, Access database.
  + Small business computer network installation, maintenance and troubleshooting. Windows servers, workstations, firewalls, routers, and switches.
  + Small business application installation, upgrading, and troubleshooting.
  + Website development.
  + General small business computer technical consulting
    - Instruction: Including Microsoft Office products.
    - Consult with clients on optimal use of information systems technology
* Certus Technologies – part time network support consultant, 2013, 2017.
* Pearson Publishing, Access 2010 assessment project author, 2010.
* Computer Systems Engineer, Business Machine Technologies, Fairfield, NJ, 2006-2007
  + Consulted with clients and implemented solutions:
    - Network server software and hardware (Windows 2003, SQL Server, Exchange)
    - Disaster recovery solutions
    - Networking security
  + Rollout, maintenance and support of desktop applications, including Microsoft Office 2003/2007.
* Audio Book Club, Network Administrator, Cedar Knolls, NJ, 2000–2005
  + Upgraded network from NT to Windows 2000.
  + Installed firewall and security (anti-virus) server.
  + Day-to-day server, workstation service.
  + Management consulting on IT issues.
* Albiez Insurance Company, IT Manager, Woodbridge, NJ, 1979-1999
  + Reported to the Principal regarding all computer and telephone technology.
  + Designed and implemented program for employee computer instruction.
  + Network, server, and security.
* Exxon, MCI, American Home Products, AT&T, Hoechst-Celanese, Information Systems Analyst, 1986-1996
  + Computer technical support team member in large corporate environments.
  + Researched and advised on emerging technology.