

**MILLER COLLEGE OF BUSINESS**  
**VITA – AACSB**  
**September 1, 2019 – August 31, 2024**

**PROFESSIONAL BACKGROUND**

**Name:** Austin B. Hostetter

**Rank:** Assistant Lecturer

**Involvement:** Participating

**Qualification:** Instructional Practitioner

**Brief Description for Basis of Qualification:** IP because of at least 6 professional engagement activities in last 5 years.

**Office Address:**

**Area of Academic Discipline Specialization:** Marketing

**Degrees**

M.A. Degree:

Name of Degree: M.A.

Year Conferred: 2021

Degree-Granting Institution: Ball State University

Principal Academic Units:

Major Fields of Study: Emerging Media Design and Development

Minor Field of Study:

Dissertation Title:

B.S. Degree:

Name of Degree: B.S.

Year Conferred: 2013

Degree-Granting Institution: Ball State University

Principal Academic Units:

Major Fields of Study: Marketing

Minor Field of Study: Digital Media

Dissertation Title:

**SCHOLARLY ACTIVITIES**

**Other Publications**

1. Wilkey, C.A., Hostetter, A.B., Wahlers, R.G. (2024). *Bridging Theory and Practice: A Mock Digital Ad Agency Approach to Enhance Student Preparedness for Immersive Digital Marketing Education* (pp. 3). Association of Marketing Theory and Practice Proceedings. [https://digitalcommons.georgiasouthern.edu/amtp-proceedings\\_2024/26/](https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2024/26/) /Teaching and Learning Scholarship, Not Sure

2. Wilkey, C.A., Hostetter, A.B., Green, P. (2024). *Total Eclipse of Marketing: A Bright Journey into Immersive Education* (pp. 2). Marketing Management Association Spring 2024 Proceedings.  
[https://www.mmaglobal.org/\\_files/ugd/3968ca\\_471d8df715fc4cb39bbd163f7a331463.pdf](https://www.mmaglobal.org/_files/ugd/3968ca_471d8df715fc4cb39bbd163f7a331463.pdf) /Teaching and Learning Scholarship, Goal 8 - Decent Work and Economic Growth

### **Presentations at Conferences**

1. Wilkey, C. A. (Presenter), Hostetter, A. B. (Presenter), Gen Con Trade Day, "Gamifying Sales Education - A Lesson In Sales & Gaming," Gen Con, Indianapolis, IN. (July 31, 2024). Teaching and Learning Scholarship
2. Wilkey, C. A. (Presenter), Hostetter, A. B. (Presenter), Frontiers in Service 2024, "The AI Advantage: Digital Tools and Relationship Strategies Transforming Talent Acquisition in Recruiting Firms," Frontiers in Service, Amelia Island, FL. (June 27, 2024). Applied or Integration/Application Scholarship
3. Wilkey, C. A. (Presenter), Hostetter, A. B. (Presenter), Green, P. (Presenter), 2024 Marketing Management Association Spring Conference, "Total Eclipse of Marketing: A Bright Journey into Immersive Education," Marketing Management Association, Virtual. (March 22, 2024). Teaching and Learning Scholarship
4. Wilkey, C. A. (Presenter), Hostetter, A. B. (Presenter), Teaching and Technology Summit 2024, "Total Eclipse of Marketing: A Bright Journey into Immersive Education," Ball State University, Virtual. (March 21, 2024). Teaching and Learning Scholarship
5. Wilkey, C. A. (Presenter), Hostetter, A. B. (Presenter), Wahlers, R. G. (Presenter), Association of Marketing Theory & Practice, "Bridging Theory and Practice: A Mock Digital Ad Agency Approach to Enhance Student Preparedness for Immersive Digital Marketing Education," Association of Marketing Theory & Practice, Hilton Head, SC. (March 13, 2024). Teaching and Learning Scholarship

### **Grants**

#### *Internal*

1. Proposal Number:  
Title: Provost Immersive Learning Grant  
Agency: Ball State University  
Amount: \$ 11,000.00  
Date submitted: September, 2023  
Status: Funded  
Starting and ending date:

Principal investigator:  
Co-principal investigator(s):  
Competitive vs. non-competitive: Competitive  
Responded to: Request for proposal

2. Proposal Number:  
Title: Innovation Grant  
Agency: Miller College of Business  
Amount: \$ 5,000.00  
Date submitted: February, 2023  
Status: Funded  
Starting and ending date:  
Principal investigator:  
Co-principal investigator(s):  
Competitive vs. non-competitive: Competitive  
Responded to: Request for proposal

### **Conferences and Meetings Attended**

1. GenCon Trade Day, GenCon. (August 2023 - August 2023).

### **Professional Development and Participation**

1. Faculty Learning Community, Teaching, Equitable Grading Practices in Higher Education. (August 2023 - December 2024)
2. Training, Teaching, Immersive Learning Training Course. (October 2021 - October 2021)

## **SERVICE ACTIVITIES**

### **Student Mentoring/Supervision**

1. Emma Formanek, Honor's Thesis Advisor, HNRS 499, 3 credit hours, "Enhancing Local Identity: Strategic Brand & Website Redesign for Decorative American Construction," In-Process. (December 2024).
2. Shelby Jenkins, Honor's Thesis Advisor, Marketing, HNRS 499, 3 credit hours, "Social Media's Affect on the Music Industry," In-Process. (2024).
3. Advisor of student organization, "American Marketing Association Faculty Advisor." (January 2024).
4. Ethan Davies, Brendon Binkey, Advisor of student field trip, Marketing, "National Collegiate Sales Competition," In-Process. (March 6, 2023).

5. Makenna Fredericksen, Lily Johnson, Baxter Garringer, Kyle Blackburn, Karina McDougle, Briana Smart, Avery Gunther, Advisor of student field trip, "International Collegiate Sales Competition." (November 2023).

### **University, College, Departmental Committees**

1. Department/program, AOL Sub-Committee Membership, Committee Member. (September 2021 - May 2022).
2. Department/program, Contract Promotion Committee, Committee Member. (September 2021 - May 2022).
3. Department/program, Contract Salary Committee, Committee Member. (September 2021 - May 2022).
4. Department/program, MCOB Honors Committee, Committee Member. (September 2021 - May 2022).
5. Department/program, MCOB Scholarship and Awards Committee, Committee Member. (September 2021 - May 2022).
6. Department/program, MKG Undergraduate Curriculum Committee, Committee Member. (September 2021 - May 2022).

### **Other Professional and/or Academic Organization Activities**

1. Other, Ball State Center for Professional Selling, Director. (July 2024 - Present).

### **Consulting**

1. For Profit Organization, dgs Marketing Engineers, Indianapolis. (September 1, 2021 - December 2025).
2. For Profit Organization, Heartland Dental, National. (August 20, 2021 - March 30, 2022).

### **Work History**

1. Assistant Lecturer of Marketing. (August 2021 - Present).
2. Digital Marketing Senior Strategist, Heartland Dental. (September 2020 - August 2021).
3. Digital Services Manager, dgs Marketing Engineers. (March 2014 - September 2020).

### Summary of Intellectual Contributions – AACSB Report

| <b><u>Contribution Type</u></b>                            | <b><u>BDS</u></b> | <b><u>AIS</u></b> | <b><u>TLS</u></b> | <b><u>Total</u></b> |
|--|-------------------|-------------------|-------------------|---------------------|
| <i>Refereed Journal Articles (PRJ)</i>                     | <b>0</b>          | <b>0</b>          | <b>0</b>          | <b>0</b>            |
| <i>Books/Monographs (Mono)</i>                             | <b>0</b>          | <b>0</b>          | <b>0</b>          | <b>0</b>            |
| <i>Conference Proceedings in Scholarly Meetings (Proc)</i> | <b>0</b>          | <b>0</b>          | <b>0</b>          | <b>0</b>            |
| <i>Presentations at Conferences</i>                        | <b>0</b>          | <b>1</b>          | <b>4</b>          | <b>5</b>            |
| <i>Professional Presentations (Pres)</i>                   | <b>0</b>          | <b>0</b>          | <b>0</b>          | <b>0</b>            |
| <i>Grants</i>  | <b>0</b>          | <b>0</b>          | <b>0</b>          | <b>0</b>            |
| <i>Textbooks</i>   | <b>0</b>          | <b>0</b>          | <b>0</b>          | <b>0</b>            |
| <i>Conferences and Meetings attended</i>                   | <b>0</b>          | <b>0</b>          | <b>0</b>          | <b>0</b>            |
| <i>Professional Development and Participation</i>          | <b>0</b>          | <b>0</b>          | <b>0</b>          | <b>0</b>            |
| <i>Consulting</i>  | <b>0</b>          | <b>0</b>          | <b>0</b>          | <b>0</b>            |