

Carolyn LaMacchia, Ph.D.
Curriculum Vitae

Education

Ph.D., Computer Information Systems, Nova Southeastern University
Dissertation: Improving the Scalability of an Exact Approach for Frequent Item Set Hiding

M.B.A., Drexel University
Thesis: Leveraging Decision Support Systems

B.B.A., Temple University, Magna Cum Laude

Academic Honors/Recognition

Professor Emeritus	April, 2025
Teaching Innovation Award–Commonwealth University of Pennsylvania, Bloomsburg	October, 2024
Commencement Speaker–Bloomsburg University of Pennsylvania	December, 2021
Teaching and Learning Enhancement (TALE) Outstanding Teaching Award	July, 2020
Provost's Award for Excellence in Research/Scholarly Activity	March, 2017

Academic Certificates

<i>Effective College Instruction</i>	2021
Association of College and University Educators (ACUE)	
<i>Additive Manufacturing for Innovative Design and Production</i>	2021
Massachusetts Institute of Technology Continuing Education	
<i>Teaching Online Certification Course (TOCC)</i>	2017
Quality Matters Certified Course	

Academic Faculty Positions

Full Professor, Tenured – Commonwealth University Bloomsburg	2023 – 2024
Department of Business Innovation and Technology	Retired 12/31/2024
(Formerly Department of Technology, Analytics, and Workforce Learning)	

Associate Professor, Tenured - Bloomsburg University of Pennsylvania	2018 - 2023
Department of Information Technology, Analytics, and Business Education.	
(Formerly Department of Technology, Innovation, and Supply Chain Management)	

Assistant Professor, Tenure Track - Bloomsburg University of Pennsylvania	2013 - 2018
Department of Technology, Innovation, and Supply Chain Management	
(Formerly Department of Business Education & Information and Technology Management)	

Temporary Instructor - Bloomsburg University of Pennsylvania	2007- 2013
Department of Business Education & Information and Technology Management.	

Temporary Instructor - Bloomsburg University of Pennsylvania	2004 - 2007
Department of Management Information Systems and Computer Information Systems.	

Recent Teaching Experience

ITAN 301 – Information Technology and Analytics
ITAN 310 – Data Management Essentials
ITAN 372 – Inter-Organizational ERP
ITAN 415 – Data-Driven Web Analytics

Recent Teaching Experience (continued)

ITAN 418 – Enterprise Security

ITAN 435 – Advanced Analytics

INFT 510 – Business Application Development, Programming, and Evaluation

INFT 522 – Data Analytics for Business Strategy

INFT 530 – Enterprise Architecture and Cybersecurity

INFT 594 – Information Technology Practicum

Academic Administrative Positions**Department Chair – Commonwealth University Bloomsburg**

July 2022 – August 2024

Department of Technology, Analytics, and Workforce Learning

Department Chair - Bloomsburg University of Pennsylvania

July 2019 – June 2022

Department of Information Technology, Analytics, and Business Education.

Audit Committee Chair - Bloomsburg Chapter of Association of Pennsylvania State College & University Facilities (APSCUF)

Fall 2018 – Present

Industry Experience**Senior Software Developer - Accenture**

1997 - 2003

Global management consulting and software service company

Senior Software Specialist - E. I. DuPont De Nemours and Company

1989 - 1996

International conglomerate

Interface Manager - Bell Atlantic (now Verizon Wireless)

1982 - 1988

Telecommunications company

Publications**LaMacchia, C.** & Barnes, T. (1Q 2025 anticipated). *Enterprise Software Evaluation*. Intended for *Journal of Business Cases and Applications*.**LaMacchia, C.** (2022). Blockchain implementation: Framework for maintaining digital thread. *Journal of Technology Research*, 11, 1-13.**LaMacchia, C.** (2022). Analytics: Transitioning among software applications. *Journal of Technology Research*, 36, 1-18.**LaMacchia, C.** (2022). Incorporating an assignment exemplar: the what and the how. *Journal of Instructional Pedagogies*, 28, 1-19.**LaMacchia, C.** & Kehres, J. (2021). Interdisciplinary business decision making assignment. *Journal of Business Cases and Applications*, 30, 1-20.Kass, D.S., Kim, J.S., **LaMacchia, C.**, & Brekisz, A. (2019). Does the GMAT matter? The impact of a GMAT waiver policy on MBA student performance. *Journal of Education for Business*, 95(7), 432-438.Selznick, L. F. & **LaMacchia, C.** (2018). Cybersecurity Liability: How Technically Savvy Can We Expect Small Business Owners To Be? *Journal of Business & Technology Law*, 13(2), 217-253.

Publications (continued)

Cu, T., **LaMacchia, C.**, & Nguyen, T. (2017). The Internet of Things: Can A Tree Talk to You? Proceedings of the *Americas Conference on Information Systems (AMCIS)*, 31.

LaMacchia, C., Egan, W. & Chimi, C. (2017). Incorporating secure software assurance learning into undergraduate education. *PAECT Technology Education Research Journal*, 1(1), 53-65.

LaMacchia, C. (2017). Improving scalability of privacy preserving algorithms. *Journal of Technology Research*, 8, 1-9.

Selznick, L.F. & **LaMacchia, C.** (2017). #Mall Ruckus Tonight: Should Mall Owners Be Forced To Provide a Stage For Expression in the Virtual Age. *Williamette Law Review*, 53(2), 239-277.

LaMacchia, C., Rude, J. & Dolak, E. (2016). Big data decision making: an application activity. *Journal of Business Cases and Applications*, 17, 1-12.

LaMacchia, C. (2016) Exploring efficient privacy preserving technique for association rule data mining. *Journal of Technology Research*, 7, 1-17.

Selznick, L. F. & **LaMacchia C.** (2016). Cybersecurity: Should the SEC be sticking its nose under this tent? *Journal of Law, Technology & Policy*, 16(1), 35-70.

LaMacchia, C. & Law, M. (2015). Addressing cross-disciplinary accounting and information technology learning through a graduate IT course. *Journal of Finance and Accountancy*, 19, 133-143.

Presentations and Panel Discussions

LaMacchia, C. & Barnes, T. (2025). Developing Skills to Evaluate Vendor Created Applications. Technology Education Research Symposium (TERS) by PAECT, Bloomsburg, PA.

Jeffery, J. & **LaMacchia, C.** (2024). Incorporating Skill Development in Enterprise Resource Planning Education. Technology Education Research Symposium (TERS) by PAECT, Bloomsburg, PA.

LaMacchia, C. & Mehall, S. (2022). *Blockchain: Public, Consortium, or Private?* Northeast Decision Sciences Institute (NABET), State College, PA.

LaMacchia, C. & Mehall, S. (2022). *Public Policy Expenditures: IT Budgets* Northeast Decision Sciences Institute (NABET), State College, PA.

LaMacchia, C. (2022). *Exemplars: Show me, then I'll show you* Northeast Decision Sciences Institute (NEDSI), Newark, NJ.

LaMacchia, C. (2021). Additive Manufacturing: A Technology to Watch. *The Global Interdisciplinary Conference Green & Digital Cities*, Augsburg, Germany.

LaMacchia, C. (2021). Inventors Collaborate with Higher Education through 3D Printing Project. *Northeast Decision Sciences Institute (NEDSI)*, virtual.

LaMacchia, C. (2021). Blockchain Implementation Challenges. *Northeast Decision Sciences Institute (NEDSI)*, virtual.

Presentations and Panel Discussions (continued)

LaMacchia, C. (2019). Panel Discussion: Teaching with Cases. *Northeastern Association of Business, Economics, and Technology (NABET), State College, PA.*

LaMacchia, C. (2019). Developing Analytic Skills in Higher Education through Sports-related Project. *The Global Interdisciplinary Conference & Digital Cities, Wroclaw, Poland.*

LaMacchia, C. (2019). Teaching 3D – Developing Creativity and Innovation. Invited Lecturer. *Pennsylvania Business Education Association (PBEA), Harrisburg, PA.*

Selznick, L. & **LaMacchia, C.** (2018). Cybersecurity Liability and Small Businesses: A Study of One State's Approach. *Northeastern Association of Business, Economics, and Technology (NABET), State College, PA.*

LaMacchia, C. (2018) Evaluating Privacy Preserving Algorithms in Association Rule Data Mining. *The Global Interdisciplinary Conference: Green Cities Business, Engineering, Architecture, Design, & Technology, Nancy, France.*

LaMacchia, C. W. Egan. (2017). Higher education institutions take a flight in the public cloud. *Decision Science Institute (DSI) International Conference, Washington, D.C.*

Cu, T., **LaMacchia, C.**, & Rohrbach, Ty (Student). (2017, October). Applying a Pythagorean Model for NFL Playoff Analytics. *Inform's International Conference, Houston, TX.*

Cu, T., **LaMacchia, C.**, & Nguyen, T. (2017, August). The Internet of Things: Can A Tree Talk to You? *Americas Conference on Information Systems (AMCIS), NY.*

LaMacchia, C. & Chimi, C. (2017, April). Incorporating secure software assurance learning into undergraduate education. *Technology Education Research Symposium by Pennsylvania Association for Educational Communications and Technology (PAECT), Bloomsburg, PA.*

Selznick, L. & **LaMacchia, C.** (2016, October). SEC Cybersecurity Disclosure Requirements: Too Hot, Too Cold, or Just Right? *Northeastern Association of Business, Economics, and Technology (NABET), State College, PA.*

Selznick, L. & **LaMacchia, C.** (2016, October). Cybersecurity: Has the SEC Protected Its Own House? *Northeastern Association of Business, Economics, and Technology (NABET), State College, PA.*

LaMacchia, C. & Rude, J.A. (2016, September). Introducing decision making paradigm in higher education. *Academy of Business Research Fall 2016 Conference, Atlantic City, NJ.*

LaMacchia, C. & Egan, W. (2016, September). Operating Safely in the Public Cloud. *Academy of Business Research (ABR) Fall 2016 Conference, Atlantic City, NJ.*

Rude, J. A. & **LaMacchia, C.** (2016, September). Tabling Time Value of Money Tables! *Academy of Business Research (ABR) Fall 2016 Conference, Atlantic City, NJ.*

Presentations and Panel Discussions (continued)

LaMacchia, C., Miller, M., McFarland, M., Marnella, M. & Kresch, T. (2016, September). One Size Fits All: Using AAC&U Rubrics to Facilitate Interdisciplinary Assessment of General Education. *Drexel University Annual Conference on Teaching and Learning Assessment, Academic Quality, Driving Assessment and Accreditation, Philadelphia, PA.*

LaMacchia, C. & Selznick, L. F. (2016, August). Grass Root Initiative Impacts National Food Distribution. *Business and Applied Sciences Academy of North America (BAASANA) International Conference, New York, NY.*

Miller, M. & **LaMacchia C.** (Panelists). (2016, August). Closing the Loop: Assessment, Improvement, and Re-evaluation of a General Education Program. *Business and Applied Sciences Academy of North America (BAASANA) International Conference, New York, NY.*

Selznick, L.F. & **LaMacchia, C.** (2016, April). #Ruckus At The Mall Today! Forcing Mall Owners to Host Demonstration in the Age of Virtual Protests. *Mid-Atlantic Academy of Legal Studies in Business (MAALSB) Annual Conference, New York, NY.*

Miller, M., Marnella, M., LaValley, **LaMacchia, C.** (2016, February). A paradigm Shift: A Transcultural Course that Fits. *Association of American Colleges and Universities (AAC&U), General Education and Assessment: From My Work to Our Work. New Orleans, LA.*

Selznick, L. F. & **LaMacchia C.** (2015, August). Cybersecurity: Should the SEC be sticking its nose under this tent? *Academy of Legal Studies in Business (ALSB) Annual Conference, Philadelphia, PA.*

LaMacchia, C. & Law, M. (2015, March). Addressing Cross-disciplinary Accounting and Information Technology Learning through a Graduate IT Course. *Academic and Business Research Institute (AABRI) International Conference, Savannah, GA.*

LaMacchia, C. (2015, March). The Financial Impact of Cyber Breaches on the Compromised Firm. *Northeast Decision Sciences Institute (NEDSI) Conference, Cambridge, MA.*

LaMacchia, C. (2014, June). Intelligent Preprocessing for Data Mining. *Business and Applied Sciences Academy of North America (BAASANA) International Conference, Mahwah, NJ.*

LaMacchia, C. & Chimi, C. J. (March, 2014). Teaching Security Software Assurance to Undergraduates. *Northeast Decision Sciences Institute (NEDSI) Conference, Philadelphia, PA.*

LaMacchia, C. & Chimi, C. J. (October, 2013). Secured System Design – A Case Study. *Northeastern Association of Business, Economics and Technology Conference (NABET) Annual Conference, State College, PA.*

Published Newspaper Interview

Lee, L. (2018, November 26). 'The Too-High Price of Being Hacked'. *The Wall Street Journal: Journal Report – Small Business.*

Student Organization Advisor

Advisor, Local Chapter of the Association of Information Systems (AIS).

2017 – 2024

Co-Advisor, Bloomsburg University Chapter of Beta Gamma Sigma

2016 – 2019

Conference/Journal Peer Reviewer

The Global Interdisciplinary Conference Green & Digital Cities

2018 - Present

Decision Sciences Institute (DSI)

2017 - Present

Academic and Business Research Institute (AABRI)

2016 - Present

America Business Law Journal (ABLJ)

2015 - Present

Northeast Decision Sciences Institute (NEDSI).

2010 - Present

Professional Organizations

The Honor Society of Phi Kappa Phi – Member

2018 - Present

Decision Science Institute (DSI) - Member

2016 - Present

Association for Information Systems (AIS) – Member

2016 - Present

Beta Gamma Sigma – International Honor Society for Collegiate Schools of Business

2014 - Present

Association for Computing Machinery (ACM) – Member

2012 - Present

Northeast Decision Science Institute (NEDSI) – VP of Member Services

2017 - 2022