

Kellie Bliss Keeling

CONTACT INFORMATION	2101 S. University Blvd. Denver, CO 80210	<i>e-mail:</i> kkeeling@du.edu
RESEARCH INTERESTS	Statistical Analysis/Data Mining, Analytics Education, and Simulation Modeling	
TEACHING INTERESTS	Programming, Statistics, Data Mining, Database, Optimization, and Text Mining	
CERTIFICATIONS	Teaching for Inclusion & Equity Badge 2023 (OTL), Data Science Specialization (Coursera) 2016, MS Certified Application Specialist (Excel 2007, Excel 2010)	
EDUCATION	University of North Texas , Denton, TX Ph.D. Management Science, 1999 <ul style="list-style-type: none">• Minor Field: Business Computer Information Systems (15 hours)• Dissertation: Developing Criteria for Extracting Principal Components and Assessing Multiple Significance Tests in Knowledge Discovery Applications Wayland Baptist University , Plainview, TX MBA Management Information Systems, 1994 <ul style="list-style-type: none">• Concentration: Business Information Systems (12 hours) BS Mathematics, <i>Summa Cum Laude</i> , 1992 <ul style="list-style-type: none">• Minors: Computer Based Information Systems and English	
ACADEMIC POSITIONS	University of Denver , Denver, CO - Department of Business Information & Analytics <i>Department Chair, Associate Professor</i> 7/19-present <i>Associate Professor, Undergraduate BIA Program Director</i> 9/14-6/19 <i>Assistant Professor, Undergraduate BIA Program Director</i> 9/07-8/14 (originally Statistics and Operations Technology Department 9/07-8/10) Virginia Tech , Blacksburg, VA - Department of Business Information Technology <i>Assistant Professor</i> 8/99-8/07 Texas Christian University , Fort Worth, TX - Department of Finance and Decision Science <i>Visiting Professor, Adjunct Professor</i> 8/98-5/99; 8/97-12/97 Wayland Baptist University , Plainview, TX - Division of Business <i>Adjunct Professor</i> 1/98-3/98; 1/97-3/97 University of North Texas , Denton, TX - Department of Business Computer Information Systems <i>Teaching Fellow</i> 6/98-7/98; 9/95-8/96	
PROFESSIONAL POSITIONS	University of North Texas , Denton, TX <i>Graduate Advisor</i> 9/96-8/98 Computer Programming Resource , Plainview, TX <i>Programmer</i> (Database, Integration of Software) 6/92-6/98 Wayland Baptist University , Plainview, TX	

TEACHING AWARDS
AND GRANTS

- **Provost Outstanding Teaching Recognition**, Spring 2022
- **Spring OTL Teaching Recognition (Student Nominated for Extraordinary Teaching in Extraordinary Times)**, Spring 2021
- **Faculty Teaching Excellence**, Daniels College of Business, May 2013
- **C. Thomas Howard Endowed Teacher Scholar Award**, Daniels College of Business, May 2009
- **Faculty of the Year**, Alpha Kappa Psi, Professional Business Fraternity, VT, 2007
- **Faculty Brother of the Month**, VT, Alpha Kappa Psi, Oct. 2002, Sep. 2003, Sep 2004, Dec 2005
- **Pamplin College of Business Teaching Excellence Award**, VT, 2000-2001
- **University Certificate of Teaching Excellence**, VT, 2001
- **Best Paper in Track: Education - Information Technology**, Southeast Decision Sciences Institute (SEDSI), 2001
- **ACITC Classroom Innovation Project Grant** - Center for Excellence in Undergraduate Teaching (CEUT), VT, 2001.
- **Instructional Enhancement Mini-grant** - CEUT, VT, 2000, 2005

RESEARCH AWARDS
AND GRANTS

- **Interactive Poster Session Semi-Finalist**, International Judging System in Figure Skating: Optimization and Analysis, INFORMS, 2011.
- **Course release**, Multiple Projects, 2010-2011
- **Summer Research Grant**, Figure Skating Scoring Optimization and Analysis, 2011
- **Summer Research Grant**, Cronbach Alpha meta-analysis study, 2010
- **FRF Grant**, Excel-based Program to Perform Parallel Analysis for Principal Components Analysis, \$1,017, Summer 2009
- **Course release**, Cronbach Alpha meta-analysis study, 2009-2010
- **FRF Grant**, Comparison of Eigenvalue Generation Programs for Parallel Analysis, \$1,842, 2008
- **Summer Research Grant**, Pamplin College of Business, (VT) Amount: \$9,000, 2005

JOURNAL ARTICLES

1. "The transition from MIS departments to analytics departments." Urbaczewski, A., Keeling, K. B. (2019). *Journal of Information Systems Education*, 30(4), 303-310.
<http://jise.org/Volume30/n4/JISEv30n4p303.pdf>. 2574-3872. **[BIA Good]**
2. "The Economic Value of Online User Reviews with Ad Spending on Movie Box-Office Sales," (2019) Young-Jin Lee, Kellie B. Keeling, Andrew Urbaczewski, *Information Systems Frontiers* Vol.21, pp 829-844 **[BIA Top]**
3. "A framework to explore innovation at SAP through bibliometric analysis of patent applications", Tabitha L. James, Deborah F. Cook, Sumali Conlon, Kellie B. Keeling, Stephane Collignon, Trevor White, *Expert Systems with Applications*, Vol. 42, No. 24, pp 9389-9401. December 30, 2015.
4. "Using network based text analysis to analyze trends in Microsoft's security innovations," Tabitha James, Lara Khansa, Deborah F. Cook, Olga Bruyaka, Kellie B. Keeling, *Computers & Security*, Vol. 36, July 2013, pp. 49-67.
5. "iTeaching: Using an iPad to Go Green While Supporting Teaching Efficiency," Kellie B. Keeling, *Business Education Innovation Journal*, Vol 4, No. 2, Dec 2012, pp. 44-49.
6. "Statistical Accuracy of Spreadsheet Software," Kellie B. Keeling and Robert J. Pavur, *The American Statistician*, Vol. 65, No. 4, Nov 2011, pp. 1-9. **[BIA Top]**
7. "Employing Introductory Statistics Students at "Stats Dairy," Kellie B. Keeling, *Teaching Statistics: An International Journal for Teachers*, Vol. 33, No. 3, Aut 2011, pp. 78-80.

8. "Neural Network-based Simulation Metamodels for Predicting Probability Distributions," Christopher W. Zobel and Kellie B. Keeling, *Computers & Industrial Engineering*, Vol. 54, 2008, pp.879-888.
9. "A Hybrid Grouping Genetic Algorithm for the Cell Formation Problem," Tabitha L. James, Evelyn C. Brown, Kellie B. Keeling, *Computers and Operations Research*, Vol. 34, No. 7, Jul 2007, pp. 2059-2079. **[BIA Top]**
10. "A Comparative Study of the Reliability of Nine Statistical Software Packages," Kellie B. Keeling and Robert J. Pavur, *Computational Statistics and Data Analysis*, Vol. 51, No. 8, 1 May 2007, pp. 3811-3831. **[BIA Top]**
11. "Grouping Efficiency Measures and their Impact on Factory Measures for the Machine-Part Cell Formation Problem: A Simulation Study," Kellie B. Keeling, Evelyn C. Brown, Tabitha L. James, *Engineering Applications of Artificial Intelligence*, Vol. 20, No. 1, Feb 2007, pp. 63-78.
12. "Does Your iPod Have a Soul? The Generation of Random Numbers," Kellie B. Keeling, *Decision Sciences Journal of Innovative Education*, Vol. 5, No. 1, Jan 2007, pp. 169 – 177. **[BIA Acceptable]**
13. "Modeling 95th Percentile Eigenvalues to Implement Parallel Analysis," Kellie B. Keeling and Robert J. Pavur, *International Journal of Operations & Quantitative Management*, Vol. 11, No. 2, 2005, pp. 1-12.
14. "A Comparison of Methods for Approximating the Mean Eigenvalues of a Random Matrix," Kellie B. Keeling and Robert J. Pavur, *Communications in Statistics: Simulation and Computation*, Vol. 33, No. 4, 2004, pp. 1-16. **[BIA Good]**
15. "A Regression Equation for Determining the Dimensionality of Data," Kellie B. Keeling, *Multivariate Behavioral Research*, Vol. 35, No. 4, 2000, pp 457-468.
16. "Calculating the Cost of Year-2000 Compliance," Leon Kappelman, Darla Fent, Kellie B. Keeling and Victor Prybutok, *Communications of the ACM*, February, 1998, Vol. 41, No. 2, pp. 30-39. **[BIA Top]**

INVITED ARTICLES "Responses from 12 Authors to the Article on 'Do Business Schools Have a Role in the Current Financial Crisis?'" *Decision Sciences Journal of Innovative Education* , Vol. 7, No. 2, July 2009, pp. 340-341. **[BIA Good]**

BOOKS
EDITED/BOOK
CHAPTERS

1. "A Text Mining Approach for Exploring Service Quality in Healthcare" in *Trends and Research in the Decision Sciences: best Papers from the 2014 Conference By Decision Sciences Institute*, Eduardo V. Calderon, Tabitha L. James, Deborah F. Cook, Kellie B. Keeling, Pearson FT Press, December 2014, pp 72-82
2. "Using process capability analysis and simulation to improve patient flow," Kellie B. Keeling, Evelyn Brown and John F. Kros, *Applications of Management Science*, Vol. 16, Fall 2013, pp. 210-229.
3. "Business Intelligence," *Technology Strategies for the Hospitality Industry*, Peter D. Nyheim and Daniel J. Connolly, Second Edition, Prentice Hall, 2012
4. "Report on the Year 2000 Problem: A Benchmarks and Status Study", Leon Kappelman and Kellie B. Keeling, In Leon Kappelman, *Year 2000: Strategies and Solutions from the Fortune 100*, editors: **Leon Kappelman and Kellie B. Keeling** (Boston: International Thomson Press, 1997.)

OTHER
ARTICLES/WHITE
PAPERS

1. Newsletter Article: In the Classroom: "Simplified Procedure for Implementing Nonparametric Tests in Excel," *Decision Line*, Decision Sciences Institute, Dec/Jan 2002
2. "Capacity and Availability of Year 2000 Suppliers and Service Providers," Bob Cohen, Leon Kappelman, and Kellie B. Keeling, In Leon Kappelman, editor, *Year 2000 Update: Key Issues and Research Reports*, A white paper from the Society for Information Management (SIM) International, Chicago, 1998.

PUBLISHED
PROFESSIONAL
PAPERS
(REFEREED)

1. "Overcoming limitations of Excel trendline functions: A nonparametric alternative," Muralidhar, K. (Author & Presenter), Pavur, R. (Author & Presenter), Keeling, K. B. (Author), Sarathy, R. (Author), In Proceedings of the 2016 Annual Decision Sciences Institute Meeting. (Austin, TX: 2016)
2. "iTeaching: Using An iPad To Increase Teaching Efficiency And Enrich The Classroom Experience," Kellie B. Keeling, In Proceedings of the 2011 Annual Decision Sciences Institute Meeting (Boston, MA: 2011.)
3. "Reliability Of Spreadsheet Software: Some Traditional Tests," Kellie Keeling and Robert Pavur, In Proceedings of the 2010 Annual Decision Sciences Institute Meeting (San Diego, CA: 2010.)
4. "Estimating the Future Rate Of Poisson Events After Removing Certain Variables: Applications to Software," Matthew Lindsey, Robert Pavur, Kellie Keeling, In Proceedings of the 2008 Annual Decision Sciences Institute Meeting (Baltimore, MD: 2008.)
5. "An Introductory Data Mining Study Using SAS Enterprise Miner to Examine Missing Values," Kellie B. Keeling, Proceedings of the 2007 Annual Southeast Decision Sciences Institute Meeting, (Savannah, GA: 2007.)
6. "Numerical Accuracy Issues in Using Excel for Simulation Studies," Kellie B. Keeling, Robert J. Pavur, Proceedings of the 2004 Winter Simulation Conference (Washington, D.C: 2004.)
7. "Examining Numerical Accuracy of Excel 2003," Robert J. Pavur, Kellie B. Keeling, Frank Landram, Proceedings of the 2004 Annual Decision Sciences Institute Meeting (Boston, MA: 2004.)
8. "Estimating Locations of Mean Shifts in the Change Point Problem: A Nonparametric Approach," Kellie B. Keeling, Robert J. Pavur, Joe H. Sullivan, Proceedings of the 2001 Annual Decision Sciences Institute Meeting (San Francisco, CA: 2001.)
9. "Multimedia Files for Statistics Concepts used in a Simulation Course," Kellie B. Keeling, Proceedings of the 2001 Annual Southeast Decision Sciences Institute Meeting (Charlotte, NC: 2001.)
10. "Information Quality of Commercial Web Site Home Pages: An Explorative Analysis," Xiaoni Zhang, Kellie B. Keeling, and Robert J. Pavur, Proceedings of the 2000 Annual International Conference on Information Systems Meeting (Brisbane, QLD, Australia: 2000.)
11. "Home Page, Sweet Home Page: An Exploratory Analysis of Web Information Quality Across Industries," Xiaoni Zhang, Kellie B. Keeling, and Robert J. Pavur, Proceedings of the 2000 Annual Decision Sciences Institute Meeting (Orlando, FL: 2000.)
12. "Assessing the Impact of Different Versions of Nonparametric Procedures and a Proposed Simplified Implementation Using Excel," Robert J. Pavur and Kellie B. Keeling, Proceedings of the 2000 Annual Southeast Decision Sciences Institute Meeting (Wilmington, NC: 2000.)
13. "A Regression Equation Predicting 95th Percentile Eigenvalues for the Parallel Analysis Criterion in Principal Components Analysis," Kellie B. Keeling and Robert J. Pavur, Proceedings of the 1999 Annual Decision Sciences Institute Meeting (New Orleans, LA: 1999.)
14. "Examining Estimates of a Mixture of Beta Densities to Model Observed Significance Levels from Central and Non-Central t Distributions," Kellie B. Keeling and Robert J. Pavur, Proceedings of the 1999 Annual Southwest Decision Sciences Institute Meeting (Houston, TX: 1999.)

15. "Relationships Between Cronbach's Reliability Estimate and Research Design Characteristics in Information Systems," Kellie B. Keeling and Robert J. Pavur, Proceedings of the 1998 Annual Decision Sciences Institute Meeting (Las Vegas, NV: 1998.)
16. "An Investigation of Previous and Proposed Methodology For Obtaining Expected Values of Eigenvalues From a Sample Correlation Matrix," Kellie B. Keeling and Robert Pavur, Proceedings of the 1998 Annual Southwest Decision Sciences Institute Meeting (Dallas, TX: 1998.)

PUBLISHED
PROFESSIONAL
PAPERS
(NONREFEREED)

1. "A Tennis Ladder Simulation for Modeling Social versus Aggressive Competitive Behavior. Keeling, Kellie B., Toney, Scott, and Obremski, Thomas E., 2012. In JSM Proceedings, Statistical Computing Section. Alexandria, VA: American Statistical Association. 3383-3386.
2. "Comparison of Methods to Generate Eigenvalues for Parallel Analysis," Kellie B. Keeling, Robert J. Pavur, In JSM Proceedings, Social Statistics Section, American Statistical Association (Denver, CO: 2008.)

PAPERS PRESENTED
AT PROFESSIONAL
MEETINGS
(NONREFEREED)

1. "Exploring an Entropy Criteria for Data Dimensionality Using a Parallel Analysis Approach" (2023), Kellie B. Keeling, Robert J. Pavur, 2023 DSI Atlanta, GA
2. "DASI: Business Analytics Alumni Survey" (2023), Kellie B. Keeling, Scott Toney, 2023 DSI Atlanta, GA
3. "DASI: Using R Studio and Quarto for R and Python" (2023), Kellie B. Keeling, 2023 SEDSI Wilmington, NC
4. "Examining Parallel Analysis with Non-Continuous Data" (2023), Kellie B. Keeling, 2023 SEDSI Wilmington, NC
5. "Relationship Between Personal Generation of Random Numbers and Big Five Personality Traits" (2022), Kellie B. Keeling and Robert J. Pavur, 2022 DSI, Houston, TX
6. "DASI: Advanced Predictive Modeling Course" (2022), Kellie B. Keeling, 2022 DSI, Houston, TX.
7. "DASI: Scholarship of Teaching and Learning (SoTL)" (2022), Kellie B. Keeling, 2022 DSI 22, Houston, TX.
8. Panel Member: DASI: Current State of Data, Analytics and Statistics Instruction in Colleges and Universities (2022), Kellie B. Keeling, 2022 DSI Houston, TX
9. "DASI: Reproducible Research: Why it is Important and Documenting with R," (2022), 2022 SEDSI. Jacksonville, FL. (February 17, 2022).
10. "Examining Topics in "Business Analytics" Teaching Journals 2003-2020," (2022), 2022 SEDSI, Jacksonville, FL. (February 16, 2022).
11. "DASI: Student Career Readiness/Pathways," (2021), Kellie B. Keeling, 2021 DSI, Online. (November 19, 2021).
12. "DASI: Reproducible Research," (2021), Kellie B. Keeling, 2021 DSI, Online. (November 17, 2021).
13. "Diagnosing Reliability of Covid-19 Death Reporting: Politically Motivated?," (2021) Kellie B. Keeling and Robert J. Pavur, 3021 DSI, Online. (November 17, 2021).
14. "Correcting for Publication Bias and Overestimates of Effect Sizes," (2020), Kellie B. Keeling and Robert J. Pavur, 2020 DSI, Online. (November 21, 2020).
15. Panel Member: "DASI: Experiences with and Lessons Learned from Transitioning to Online Teaching of Data Oriented Classes," (2020), 2020 DSI, Bob Andrews, Kellie B. Keeling, Bob McQuaid, Online. (November 21, 2020).
16. Panel Member: "DASI: AACSB Accreditation Cost vs Quality of Education," 2020 SEDSI, Charleston, SC. (February 12, 2020).

17. "Examining the topics in the DSJIE 2003-2019 and JSE 2003-2019 with Text Analytics," (2020), 2020 SEDSI, Charleston, SC. (February 12, 2020).
18. "DASI: Analytics Capstones," (2019), Kellie B. Keeling, 2019 DSI, New Orleans, LA. (November 25, 2019).
19. "DASI: Addressing Important Questions Relative to Analytics Instruction," (2019) Kellie B. Keeling, 2019 DSI, New Orleans, LA. (November 24, 2019).
20. "The Role of Effect Sizes and the Perils of P-Values: Reporting Practices and Interpretation," (2019), Kellie B. Keeling and Robert J. Pavur, 2019 DSI, New Orleans, LA. (November 24, 2019).
21. "Estimating Partitions of the Distribution of P-Values," (2019), Kellie B. Keeling and Robert J. Pavur, 2019 Joint Statistical Meetings, ASA, Denver, CO. (July 30, 2019).
22. "Undergraduate Programs in Analytics," (2019) Kellie B. Keeling, MAPD: Analytics Program Directors and IS Program Directors Meeting, INFORMS, Austin, TX. (April 13, 2019).
23. "Undergraduate Recruiting," Kellie B. Keeling, MIS Academic Leadership Conference, UT Dallas. (April 12, 2019).
24. "DASI: Experience with and Advice for Teaching Statistics and Analytics with Excel, R and Python," (2019), 2019 SEDSI, Savannah, GA. (February 21, 2019).
25. Panel Member "DASI: Interactive Discussion of Resources Most Valuable to a Data, Analytics or Statistics Instructor," (2019), 2019 SEDSI, Savannah, GA. (February 21, 2019).
26. "Distribution of p-Values in JMIS and MISQ," (2019), Kellie B. Keeling and Robert J. Pavur, 2019 SEDSI, Savannah, GA. (February 21, 2019).
27. "DASI: How to embed Python and R in our courses: Minimizing Confusion," (2018), 2018 DSI, Kellie B. Keeling, Chicago, IL. (November 16, 2018).
28. "Distribution of p-values in Leading Information Systems Journals and Reproducibility Likelihood," (2018), Kellie B. Keeling and Robert J. Pavur, 2018 DSI, Chicago, IL. (November 16, 2018).
29. "Teaching @ DU." OTL New Faculty Workshop, Kellie B. Keeling, (August 19, 2018).
30. Panel Member: "DASI: Providing Students with Proper Knowledge and Skills for Analytics and Big Data," (2017), 2017 SEDSI, Charleston, SC. (February 24, 2017).
31. Panel Member: "DASI: Is there a Gap Between Analytics Practice and our Academic Analytics Preparation?," (2016), 2016 DSI, Austin, TX. (November 21, 2016).
32. "DASI: Experiences with Introducing or Expanding Analytics Offerings," (2016), Kellie B. Keeling, 2016 DSI, Austin, TX. (November 20, 2016).
33. "MSMESB: Experience with Adding Analytics to the Academic Program," (2016), 2016 SEDSI, Williamsburg, VA. (February 19, 2016).
34. "Suggestions for Presenting Results Visually for Introductory Statistics Topics," (2016), 2016 SEDSI, Williamsburg, VA. (February 18, 2016).
35. "Introducing Effectsizecalculator package in R for meta-analysis." Priya, G. (Author & Presenter), Olmos, A. (Author), Keeling, K. B. (Author), DU Research and Performance Summit (DURAPS), (January 28, 2016).
36. "Text Mining the Content of Masters of Business Analytics Programs," (2015), Kellie B. Keeling and Robert J. Pavur, 2015 DSI, Seattle, WA. (November 22, 2015).
37. "MSMESB: Visualization of Textual Data Storytelling." (2015) 2015 DSI, Seattle, WA, (November 21, 2015).
38. "Active Learning in the Classroom/Getting Students to Come to Class Prepared," OTL New Faculty Training, (August 18, 2015).
39. "MSMESB: Experiences with Teaching Text Mining," (2015), Kellie B. Keeling, 2015 SEDSI, Savannah, GA. (February 27, 2015).

40. "Examining the Topics in the Decision Sciences Journal of Innovative Education with Text Analytics," (2015), Keeling, K. B., James, T., Cook, D., SEDSI, Savannah, GA. (February 25, 2015).
41. "Exploring the SERVQUAL Dimensions in Healthcare: A Text Mining Approach," (2014) Keeling, K. B., Calderon, E., James, T., Cook, D., 2014 DSI, Tampa, FL. (November 24, 2014).
42. MSMESB: Building a Business Analytics Program," (2014), 2014 DSI, Tampa, FL. (November 23, 2014).
43. Testing Generated Random Values from Distributions Using Popular Statistical Software," (2014), Kellie B. Keeling, Robert J. Pavur, 2014 DSI, Tampa, FL. (November 22, 2014).
44. "Building Programs in Business Analytics," (2014), Kellie B. Keeling, 2014 Joint Statistical Meetings, ASA, Boston, MA. (August 6, 2014).
45. "Computational Procedure for L1-Based Principal Components," (2014), Keeling, K. B., Pavur, R. J. (Author & Presenter), Loucopoulos, C., 2014 Joint Statistical Meetings, ASA, Boston, MA. (August 3, 2014).
46. "Figure Skating Scoring Optimization and Analysis," (2014), Keeling, K. B., Raith, S., 2014 IFORS, Barcelona, Spain. (July 14, 2014).
47. "Using Mindfulness and Top Hat to Focus Group Problem Solving," (2014) Kellie B. Keeling, Sloan Blended Learning, Denver, CO. (July 8, 2014).
48. "Comparing user text ratings of doctors with their quantitative ratings," (2014), Keeling, K. B., James, T. L. (Author), Cook, D. F. (Author), 2014 SEDSI, Wilmington, SC. (February 2014).
49. Panel Member, "MSMESB: Experience with Adding Analytics to the Academic Program," (2014), 2014 SEDSI, Wilmington, NC. (February 2014).
50. "MSMESB: Issues of Big Data in Business Education," (2014), 2014 SEDSI, Wilmington, NC. (February 2014).
51. "Using Excel to Implement Nonparametric Statistics," Kellie B. Keeling, 2013 Annual Decision Sciences Meeting, (Baltimore, MD)
52. Panel Member, "MSMESB: Introducing Students to the Analysis of Text Data," 2013 Annual Decision Sciences Institute Meeting, (Baltimore, MD).
53. Workshop, "Using Top Hat as an Alternative to "Clickers," 2013 Symposium for Teaching & Learning with Technology, Metropolitan State University of Denver and eLearning Consortium of Colorado, October 25, 2013.
54. "Simulating a Badminton Tournament: Examining Thrown Matches," Kellie B. Keeling, 2013 Annual Southeast Decision Sciences Institute Meeting, (Charleston, SC)
55. Panel Member, "MSMESB: Including Analytics in the Curriculum," 2013 Annual Southeast Decision Sciences Institute Meeting, (Charleston, SC)
56. "Using Quantile Regression to Analyze Student Perception of Teaching," Kellie B. Keeling, Robert J. Pavur, 2012 Annual Decision Sciences Institute Meeting (San Francisco, CA: 2012)
57. Panel Member, "MSMESB: Data Visualization: Tableau", 2012 Annual Decision Sciences Meeting, (San Francisco, CA)
58. Panel Member, "Teaching and Learning Assessment", 2012 Annual Decision Sciences Meeting, (San Francisco, CA)
59. "Recommendations for Parallel Analysis Implementation," Kellie B. Keeling, Robert J. Pavur, 2012 Annual Southeast Decision Sciences Institute Meeting (Columbia, SC: 2012)
60. Panel Member, "MSMESB: Data Visualization," 2012 Annual Southeast Decision Sciences Institute Meeting, Columbia, SC
61. "Business Analytics," (2012), Keeling, K. B 2012 Joint Statistical Meetings American Statistical Association, San Diego, CA.

62. Panel Member, "Role of OR/MS in Undergraduate Business Education Today," 2011 National INFORMS Meeting, (Charlotte, NC).
63. "Analyzing Patient Flow Improvement Scenarios at a Low-Acuity Emergency Department," John Kros, Evelyn Brown, Kellie Keeling, Society for Health Systems, Conference & Expo 2011, (Orlando, FL: 2011)
64. Poster Session, "Hybrid Delivery of a Data Mining Course," Provost's Conference, October 28, 2011
65. Invited Presentation, "Quantitative Reasoning & Digital Tools Statistics, Data Mining & Simulation", Provost's Conference, October 28, 2011
66. Invited Presentation, "Creating a Data Visualization Course", 19th Triennial Conference of the International Federation of Operational Research Societies (IFORS2011), Melbourne: AUS, July 10-15, 2011.
67. "Does Aggressive Behavior Pay? A Tennis Ladder Simulation," Kellie Keeling and Thomas Obremski, Annual Southeast Decision Sciences Institute Meeting, (Savannah, GA: 2011.)
68. Panel Member, "MSMESB: Story Telling for Teaching Statistics," 2011 Annual Southeast Decision Sciences Institute Meeting, Savannah, GA, Feb, 2011.
69. "A Proposed Goodness-of-fit Test for the Assumptions of a Poisson Process," Bob McQuaid, Kellie Keeling, and Robert Pavur, Joint Statistical Meetings, American Statistical Association. (Vancouver, Canada: 2010)
70. "Comparing Variable Loadings and Explained Variation for Different 'Numbers of Factors' in Principal Components Analysis," Kellie B. Keeling, 2009 Annual Southeast Decision Sciences Institute Meeting (Wilmington, NC: 2010)
71. Panel Member, "MSMESB: Developing Your Own Instructional Materials for a Quantitative Class," 2010 Annual Southeast Decision Sciences Institute Meeting, Wilmington, NC, February, 2010.
72. Poster Session, "CTL Education and the New Media Conference: Creating and Using Software Demonstrations with Camtasia Relay," January 2010
73. "Exploring the Benefits of Using Quantile Regression: An Evidence Based Medicine Example," Kellie B. Keeling and Robert J. Pavur, 2009 Annual Decision Sciences Institute Meeting, New Orleans, LA, November 2009.
74. Panel Member, "MSMESB: Technology: Opportunities and Challenges for Statistics Education," 2009 Annual Decision Sciences Institute Meeting, New Orleans, LA, November, 2009.
75. "Modeling a Tennis Ladder to Demonstrate Social versus Aggressive Competitive Behavior", Kellie B. Keeling and Tom Obremski, 2009 National INFORMS Meeting (San Diego, CA: 2009.)
76. Panel Member and Breakout Leader, "OR Educational Experts", Teaching Effectiveness Colloquium, 2009 National INFORMS Meeting, (San Diego, CA).
77. "Team Teaching a 'Sports Statistics' Course," Kellie B. Keeling and Tom Obremski, 2009 National INFORMS Meeting (San Diego, CA: 2009.)
78. "Determining the Future Rate of Poisson Random Variables after Removing Variables with Too Few or Too Many Occurrences," In Joint Statistical Meetings, American Statistical Association. (Washington, DC: 2009)
79. "Comparing Different Percentiles for Parallel Analysis Implementation," Kellie B. Keeling, 2009 Annual Southeast Sciences Institute Meeting (Charleston, SC: 2009.)
80. Panel Member, "Tools or Toys? Forum on Academic Uses of Recent Innovations," 2009 Annual Southeast Decision Sciences Institute Meeting, Charleston, SC, February, 2009.
81. Panel Member, "Discussion of Academic Support Products for Business Statistics Instruction," 2009 Annual Southeast Decision Sciences Institute Meeting, Charleston, SC, February, 2009.

82. Panel Member, "MSMESB: How Should We Teach Business Students in Introductory Statistics?" 2008 Annual Decision Sciences Institute Meeting, Baltimore, MD, November, 2008.
83. "Cronbach's Reliability Alpha: 15 years of Information Systems, Marketing, and Management Literature," Kellie B. Keeling, Robert J. Pavur, 2008 National INFORMS Meeting (Washington, DC: 2008.)
84. Invited Presentation, "Using a Tablet PC in the Statistics and Simulation Classrooms," 2008 National INFORMS Meeting, Invited Paper, Washington, DC, October, 2008.
85. "Comparing Two Methods of Parallel Analysis Implementation," Kellie B. Keeling, 2008 Annual Southeast Decision Sciences Institute Meeting (Orlando, FL: 2008.)
86. Panel Member, "Important Issues for Statistics Instruction in Schools of Business," 2008 Annual Southeast Decision Sciences Institute Meeting, Orlando, FL, February, 2008.
87. "Four Spreadsheet Packages: Is the Statistical Accuracy the Same?," Kellie Keeling and Robert Pavur, 2007 Annual Decision Sciences Institute Meeting (Phoenix, AZ: 2007.)
88. Panel Member, "Challenges for the Future of Statistics in Schools of Business," 2007 Annual Decision Sciences Institute Meeting, Phoenix, AZ, November 2007.
89. Panel Member, "Facilitating Effective Learning in Introductory Statistics," 2006 Annual Decision Sciences Institute Meeting, San Antonio, TX, November 2006.
90. "Computational and Graphical Insights into Leverage in Multiple Regression," Kellie B. Keeling, Constantine Loucopoulos, and Robert Pavur, 2006 Annual Decision Sciences Institute Meeting, San Antonio, TX, November, 2006.
91. "Extracting Principal Components Using Mathematical Programming," Kellie B. Keeling, Constantine Loucopoulos, and Robert Pavur, 2005 Annual Decision Sciences Institute Meeting (San Francisco, CA: 2005.)
92. Panel Member, "Teaching with Technology at Virginia Tech," FDI Track A - New Faculty Computing Orientation, 8/10/2004, 8/16/2005
93. Workshop, "Teaching Effectiveness Workshop: Promoting Student Learning," 2005 Annual Southeast Decision Sciences Institute Meeting, Raleigh, NC, February 2005.
94. Workshop, "Doctoral Student/Junior Faculty Teaching Effectiveness Workshop: the Four P's of Teaching Effectively," 2004 Annual Southeast Decision Sciences Institute Meeting, Charleston, SC, February 2004.
95. "Which Similarity Index Should One Use in Text Retrieval: A Literature Review," Kellie B. Keeling, 2003 Annual Decision Sciences Institute Meeting (Washington, DC: 2003.)
96. Workshop, "Writing in your Business Course," Graduate Teaching Assistants, 8/20/2003
97. Workshop, "Macromedia Flash Movies as a Course Tool," 2002 Annual Southeast Decision Sciences Institute Meeting, Hilton Head, SC, February 2002.
98. "A Neural Networks Approach to Estimating Mean Values of Eigenvalues for a Random Matrix and Applications to Variable Subset Selection," Robert J. Pavur and Kellie B. Keeling, 1998 National INFORMS Meeting (Seattle, WA: 1998.)
99. "Information Technology Acquisition and Impact," J.R. McQuaid, Jr., Kellie B. Keeling, and Susan E. Yager, 1998 National INFORMS Meeting (Seattle, WA: 1998.)
100. "Year 2000 Problem Differences Between Health Care Providers & Other Organizations," Kellie B. Keeling, 1997 National INFORMS Meeting, Invited Paper (Dallas, TX: 1997.)
101. "Development of a Pretest for Studying Spreadsheet Use in Undergraduate Business Statistics at a Small, Private University," Gale Baker and Kellie B. Keeling, 1997 Annual Southwest Decision Sciences Institute Meeting, New Orleans, LA, March, 1997.

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| TEXTBOOKS AND
SUPPORT MATERI-
ALS/SOFTWARE | <ol style="list-style-type: none"> 1. <i>Concise Managerial Statistics</i>, Alan H. Kvanli, Robert J. Pavur, and Kellie B. Keeling (Mason, Ohio: South-Western, 2006, 2008 (e-book)) 2. <i>Introduction to Business Statistics: A Computer Integrated, Data Analysis Approach</i>, Alan H. Kvanli, Robert J. Pavur, and Kellie B. Keeling, Sixth Edition (Mason, Ohio: South-Western, 2003.) 3. <i>Instructors Manual for Database Management Systems: Designing and Building Applications by Gerald V Post</i>. Kellie B. Keeling and Kevin G. Keeling (Columbus, OH: McGraw-Hill, 1999.) 4. <i>OM Tools</i> (Excel VBA AddIn), Roberta S. Russell and Kellie B. Keeling (Hoboken, New Jersey: John Wiley and Sons, 2006, 2008, 2010) 5. <i>KPK Analysis Tools</i> (Excel VBA AddIn), Kellie B. Keeling and Robert J. Pavur (Mason, Ohio: South-Western, 2003, 2005, 2007.) |
| OTHER
PRESENTATIONS | <ol style="list-style-type: none"> 1. Four Spreadsheet Packages: Is the Statistical Accuracy the Same? Research Brown Bag, 2/08 2. Elmore, R. T. (Author & Presenter), Keeling, K. B. (Author & Presenter), "An Introduction to R Markdown," Denver Peak Academy, Webb Building, Denver, Colorado. (June 20, 2016). |
| RESEARCH
ADVISING | <ul style="list-style-type: none"> • Dissertation Co-Chair (with Ryan Elmore), Phillip Crippen, EPhD Student (Summer 2023-present) • Dissertation Committee Member, "Analyzing Energy Savings Of Low Income Home Energy Assistance Program And Weatherization Assistance Program Participants Using Propensity Score Analysis," Research Methods & Statistics. (March 2016 - April 2017). Ksenia Polson • Undergraduate Honors Thesis, "Explaining RTD Bus Delay Times," Business Information & Analytics. (May 2016 - August 2016). Michael Meyer • Dissertation Committee Member, "Middle School Noncognitive Development in a Sample of Hispanic/Latino Youth," Research Methods & Statistics. (February 2016 - April 2016). Jill McVey • Dissertation Committee Member, "A Comparison Between Propensity Score Matching, Weighting, And Stratification In Multiple Treatment Groups: A Simulation Study," Research Methods & Statistics. (April 2015 - April 2016). Priyalatha Govindasamy • STAT 4991 – Research: R MetaAnalysis (1 student Spr '14) • STAT 4991 – Research: Text Mining with Python (1 student Sum '13) • STAT 3991 – Research: Figure Skating Modeling (W '11) • Undergraduate Summer Research Grant – Figure Skating Scoring (Su '10) • STAT 3991 – Research: Honors Thesis (W '10-Su '10) • STAT 3991 – Research: Chemistry Admissions Modeling (S '08) |
| WORKING PAPERS | <ol style="list-style-type: none"> 1. Scholarship of Teaching and Learning in the Decision Sciences (with Kayoung Kim, DU OTL) 2. A Proposed Revised Method for Implementing Parallel Analysis for Principal Component Analysis (with Robert Pavur, UNT) 3. Are MSBA Students Achieving Basic Skills in Modeling and Coding before Graduation? 4. Topic Modeling of Analytics Education Journal Article Topics 2003-2023 5. Teaching Inclusion and Equity in Analytics Courses 6. Comparing Visualizations of Statistical Results (with Ben Williams) 7. Survey of Alumni of MS/BSBA Business Analytics Programs (with Scott Toney) |

INDEPENDENT/
DIRECTED STUDIES

- Intro Web Application Dev't (1 und student Spr '21)
- Data Privacy and the Consumer (1 und student Spr '20)
- INFO 3500 Capstone (1 und student Win '17)
- Python for Business Analytics (1 und student Fall '16)
- Optimization(1 und student Spr 2014)
- Horse Racing (1 und student Sp 2014)
- Data Mining (1 grad student Sum '12)
- Six Sigma: ETL Systems Improvement (1 student Sum '12)
- Risk Modeling Techniques (1 student Spr '12)
- Data Mining (1 student Sum '12)
- Computer Simulation (1 student Win '11)
- Actuarial Probability (3 und students Win '10)
- Business Analytics (2 und students Spr '09)

COURSES TAUGHT

University of Denver – 25 Courses

- *Courses with Significant Development ***Courses where Developed all Course Material
- INFO 3400 – Complex Data Analytics (First taught Win '24)
 - ***BUS 6400 – Academic Skills (EPhD - 2 credit) (First taught Win Interterm '23)
 - INFO 3240 – Enterprise Information Systems (First taught Sp '22)
 - ***MBA 4265 – Intro to Analytics (Denver MBA – 2 credit) (First taught W'22)
 - ***MBA 4610 – Statistical Learning (Denver MBA – 2 credit) (First taught F'20)
 - ***INFO 4340 – Data Mining and Visualization (First taught F '20)
 - *INFO 3340 – Project Management and Simulation (First taught F'20)
 - ***MBA 4360 – Intro to Data Mining (Denver MBA – 2 credit) (First taught Sp '20)
 - *INFO 3440 – Optimization (First taught W'20)
 - ***INFO 4401 – Quantitative Methods (MS Management) (First taught F'19)
 - INFO 4390 – Advanced Predictive Modeling with R (First taught Su '18)
 - ***INFO 3500 – Capstone (First taught Sp '16)
 - ***INFO 4120 – Python Programming (First taught Su '15)
 - ***INFO 3200 – Data Mining and Visualization (First taught Sp '15)
 - ***INFO 3700/4360 - Complex Data Analytics (First taught Sp'14)
 - ***STAT 3704 – Business Forecasting and Visualization (First taught W'14)
 - ***STAT 3704/4704/INFO 3100 - Programming Logic and Design (First taught F'13)
 - STAT 1020 – Analytics II - Business Statistics and Analysis (First taught Sp '13)
 - ***STAT 3350/4350 – Statistical Computing (First taught F '12)
 - ***STAT 3704 – Data Visualization and Modeling (First taught W'11)
 - ***STAT 3700 – DSS: Excel and VBA (First taught W '10)
 - ***STAT 3700 – Sports Statistics (with Tom Obremski First taught Su '09)
 - *STAT 3709/4709 – Computer Simulation (First taught F '08)
 - ***STAT 3880/4880/INFO 4300 – Data Mining I / Predictive Analytics (First taught Sp '08)
 - STAT 2800 – Survey of Ops Management (First taught Sp '08)
 - ***STAT 1400 – Statistics II (First taught F '07)

Virginia Tech

- BIT 4434 – Computer Simulation for Business
- BIT 4974 – IS: Intro. to Macromedia Flash
- BIT 5974 – Simulation Doctoral Seminar
- BIT 2405 – Quantitative Methods I
- BIT 4994 – Simulation Modeling of a Supply Chain (Undergraduate Research)
- BIT 4994 – Simulation Modeling of a Call Center (Undergraduate Research)

Texas Christian University

- DESC 3153 – Operations Management

- DESC 2153 – Statistical Analysis

Wayland Baptist University

- MISM 4340/4340G – Visual Business Communication
- MISM 4316/5316 – LAN Construction and Management

University of North Texas

- MSCI 3700 – Statistical Analysis I
- MSCI 3710 – Statistical Analysis II

INTERNSHIPS SUPERVISED

- 3 - AY 19-20: F 19 3 Students
- 25 - AY 18-19 Fall 2018: 5 Students, Win 2019: 5 Students, Spr 19: 10 Students, Sum 2019: 5
- 6 - AY 17-18: Summer 2018: 6 Students
- 11 - AY 16-17: Fall 2016: 1 Student, Spring 2017: 6 Students, Summer 2017: 4 Students
- 2 - AY 15-16: Summer 2016: 2 Students
- 6 - AY 14-15: Win 2015 3 Students, Spr 2015 1 Student, Summer 2015: 2 Students
- 1 - AY 13-14: Fall 2013: 1 Student
- 2 - AY 12-13: Summer 2013: 2 Students
- 2 - AY 11-12: Fall 2011: 1 Student, Spring 2012: 1 Student
- 2 - AY 10-11: Fall 2010: 1 Student, Winter 2011: 1 Student
- 1 - AY 09-10: Winter 2010: 1 Student
- 3 - AY 08-09: Win 2009: 2 Students, Spring 2009: 1 Student

FACULTY ADVISOR MSBA Capstones (27)

Distinction in Business Analytics Major (3)

SERVICE

Professional Service

- SEDSI Council, Southeast Decision Sciences Institute (SEDSI), 2016-present
- Co-Chair, Data Analysis and Statistics Instruction (DASI)/Making Statistics More Effective in Schools of Business (MSMESB) (@ DSI and SEDSI Conferences), 2011-present
- SEDSI President 2015 (Past President, President Elect), 2013-2016
- SEDSI Program Chair 2013 (Program Chair Elect) SEDSI 2011-2013
- SEDSI VP – Planning & Development, SEDSI, 2009-2011
- Website Editor, INFORMS-ED, 2008-13
- Website Editor, Rocky Mountain INFORMS, 2010-13
- VP – Member Services, SEDSI, 2006-08
- VP – Student Liaison, SEDSI, 2005-06
- Secretary, SEDSI, 2002-03
- Book Reviewer, Computer Simulation - Applying Theory to Build Credible Models and Gather Valid Results, Book proposal, Addison-Wesley, March 2003
- Book Reviewer, Simulation Using ProModel, 2nd Edition, Mc-Graw Hill, Aug 2002
- Book Reviewer, Introduction to Simulation and Risk Analysis, James R. Evans, David L. Olson, Pre-revision review, Prentice Hall, April 2000
- Associate Editor, Decision Sciences Journal of Innovative Education, 2013-2018
- Journal Reviewer, Computational Statistics and Data Analysis, 2008
- Journal Reviewer, Applied Psychological Measurement, 2002
- Journal Reviewer, Decision Sciences Journal of Innovative Education, 2006-2013
- Journal Reviewer, INFORMS Transactions on Education, 2008
- Outside Tenure Reviewer, University of South Carolina, Aiken, Sep. 2006; East Carolina University, Aug 2016; University of Wyoming, Dec 2017; St. Johns University, Sep 2023

- Track Co-Chair, DSI, Innovative Education, 2007; DSI, Statistics, 2008, 2011
- Track Chair, Student Paper Track, SEDSI, 2006; Statistics, SEDSI, 2009
- Session Chair, SEDSI, 2002, 2004, 2006, 2009; DSI 2010-11; INFORMS, 2008; ASA, 2009, IFORS 2011
- Reviewer, SEDSI, 2000-2010; SWDSI, 2003, 2013; DSI, 2000, 2004, 2007-2011
- Discussant, SEDSI, 2002, 2005, 2007-2011
- Session Organizer, “Teaching Tricks for Quantitative Analysis,” SEDSI, 2009
- Invited Focus Panel Member, “Business Statistics 2010,” Pearson, New York, NY, April 2010

Academic Service - Department

- Faculty Coach, Business Analytics Competition at Manhattan College (Online). (April 15, 2021 - May 1, 2021).
- Undergraduate BIA Program Director, Statistics/BIA Department, Sep 2008-Dec 2019
- Committee Chair, BIA Analytics Undergraduate Curriculum/Assessment. (September 1, 2012 - December 31, 2020).
- Second Faculty Member, Silicon Travel Course Faculty. (December 8, 2019 - December 12, 2019).
- Committee Member, Department APT Committee. (September 2018 - April 2019), September 2018 - April 2019, (September 2016 - November 2016).
- Committee Chair, Department Practice and Teaching Review. (October 2018 - November 2019), (October 2016 - November 2016).
- Committee Member, BIA Assistant Professor Search Committee. (September 2018 - February 2019).
- Committee Chair, BIA Assistant Professor Search Committee. (September 2016 - May 2017).
- Committee Chair, BIA Assistant Professor Hiring Committee. (July 2014 - February 2015).
- Committee Chair, BIA Assistant Professor Hiring Committee. (July 2014 - February 2015).
- Committee Member, BIA Curriculum Project. (May 2, 2011 - August 30, 2012).
- Newsletter Editor, Statistics Department, October 2008 – 2010
- Web Editor, Statistics Department, August 2008 – 2010
- Microsoft Certification Coordinator, Statistics Department, January 2009-Mar 2010
- Faculty Advisor, Alpha Kappa Psi, VT, 2006-2007 and Faculty Brother, Alpha Kappa Psi, 1999-2007
- BIT Department Liaison, Association for Women in Computing, VT, 2005

Academic Service - Daniels College of Business

- MBA Assessment (August 2022-July 2023)
- Strategic Planning Inclusive Community (Summer 2022-Fall 2023)
- MS Digital Leadership Committee. (September 15, 2020 - November 30, 2021).
- Presentation Facilitator, MBA@Denver Immersion Data Storytelling Presentation Facilitator. Jan 22 2023, Jan 23 2022, Jul 25 2021
- Daniels Appointment, Promotion, and Tenure (APT) Review Committee Member (Chaired Fall 2017) 2015-2021
- Strategic Planning - Faculty Research & Programmatic Portfolio, Committee Member. (May 6, 2015 - June 17, 2015).
- Merit Points Policy Subcommittee. (June 15, 2021 - August 30, 2021).
- Newmont Mining Finance/Analytics Joint Program. (March 6, 2020 - February 16, 2021).
- Daniels Undergraduate Programs Committee, September 2007-2012; 2013-2019
- Daniels Technology Committee, 2011-2013
- Daniels East 5th Floor Emergency Coordinator, 2011-2016
- GPA Requirement for Daniels Study, Spring 2009
- ETS Assessment Committee, 2008

Academic Service - University Level

- Department Action Team (DAT) on Teaching Evaluation (Winter 2023-Fall 2023)
- SOTL (Scholarship of Teaching and Learning) Faculty Fellow (August 22 – October 23)

- Undergraduate Council. (September 2014 - December 2014)
- All Campus Lecture, Visual Analytics: Making Better Decisions in a Complex World, Sep 4, 2014
- Discoveries Lecture, Competing on Analytics, Sep 3, 2008

Community Service

- GESTEM (Girl's Exploring Science, Technology, Engineering and Math) Middle School Students, "Infographics: The hidden revealed," May 8, 2015, Denver Convention Center
- GESTEM (Girl's Exploring Science, Technology, Engineering and Math) Middle School Students, "Twitter Tweets," May 9, 2014, Denver Convention Center
- GESTEM (Girl's Exploring Science, Technology, Engineering and Math) Middle School Students, "Twitter Tweets," Apr 5, 2013, Denver Convention Center

CONSULTING

- Biology Department, Anna Sher, Effect of Biocontrol Beetle Density Introduction on Terrestrial Arthropod Populations, 2009
- Charter Growth Fund, Broomfield, CO, Re-calibrating Achievement Gap Regression Analysis Model, 2009