

## Mariana S. Sanchez

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### ACADEMIC EMPLOYMENT

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<b>Senior Lecturer, Department of Management</b> Richards College of Business University of West Georgia, Carrollton, GA	2020 - Present
<b>Lecturer, Department of Management</b> Richards College of Business University of West Georgia, Carrollton, GA	2013 - 2020
<b>Instructor, Department of Management</b> Richards College of Business University of West Georgia, Carrollton, GA	2012 - 2013

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### EDUCATION

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<b>Master of Business Administration</b> University of West Georgia, Carrollton, GA	2012
<b>Bachelor of Science</b> University of West Georgia, Carrollton, GA Major: Sport Management Minor: Marketing	2010

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### AREAS OF INTEREST

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Strategic Management  
Organizational Behavior

Teaching & Learning  
Pedagogy

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### COURSES TAUGHT

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*Four undergraduate courses taught per semester*

CISM 2201, Foundations of Spreadsheet Analysis, 11 courses.  
CISM 3330, Management of Information Systems, 2 courses.  
MGNT 3405, Event Planning and Management, 1 course.  
MGNT 3600, Principles of Management, 11 courses.  
MGNT 3605, Organizational Behavior, 11 courses.  
MGNT 3627, Managing Cultural Differences, 4 courses.  
MGNT 4625, International Management, 29 courses.  
MGNT 4682, Special Problems in Management, 1 course.  
MGNT 4686, Database Management & Analysis Internship, 2 courses.

#### Non-Credit Instruction Taught

Excel Basics and Intermediate Courses, University of West Georgia, Continuing Education Dept. (2017 - Present)

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## ACADEMIC CONFERENCE PRESENTATIONS

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- Sanchez, M. S., White, S. D., (2025). Integrating Generative AI in Education: Building Skills for the Future Workforce. *University of West Georgia Innovations in Pedagogy Conference (IiP)*, Carrollton, GA.
- White, S. D., Sanchez, M. S., (2024). Driving Engagement: Empowering Students with Project Agency, *University of West Georgia Innovations in Pedagogy Conference (IiP)*, Carrollton, GA.
- Sanchez, M., & Green, K. (2023). Experiences Through Reflection. *University of West Georgia Innovations in Pedagogy Conference (IiP)*, Carrollton, GA.
- White, S., Sanchez, M. (2022). Using TILTed Assignments in the Business Curriculum: Applications and Best Practices, *International Academy of Business and Public Administration Disciplines Conference (IABPAD)*, Virtual.
- White, S., Sanchez, M. & Pridmore, J. (2021). Applying TILTING Across the Curriculum, *University of West Georgia Innovations in Pedagogy Conference (IiP)*, Carrollton, GA.
- Sanchez, M. S. (2015). Exploring Academic Honesty in Online Education, *University of West Georgia Innovations in Pedagogy Conference*, Carrollton, GA.
- Sanchez, M. S. (2015) An Efficient Online Model for Teaching Computer Applications, *Society of Business, Industry, and Economics (SOBIE) Conference*, Destin, FL.
- Sanchez, M. S., & White, S. (2014). Student Engagement in Traditional v. Online Classes: Methods, Challenges & Observations, *University of West Georgia Innovations in Pedagogy Conference*, Carrollton, GA
- Sanchez, M. S. & Dukes, S. (2014) Improving Student Engagement Through Course Development: Challenges, Strategies & Successes, *Society of Business, Industry, and Economics (SOBIE) Conference*, Destin, FL.
- Gainey, T., Sanchez, M. (2013) Foundations of Computer Applications for College Students: A Moving Target, *International Academy of Business and Public Administration Disciplines*, Las Vegas, NV.
- Upson, J. W., Sanchez, M. S., & Smith, W. J. (2014). Understanding market entry through resources and competitive conditions. *34<sup>th</sup> Strategic Management Society Annual International Conference*, Madrid, Spain.
- Upson, J. W., & Sanchez, M. S. (2013). When smaller is better: Multimarket contact and entry aggression. Paper presented at the *73rd Annual Meeting of the Academy of Management*, Orlando, FL.
- Bergiel, E. B., Bergiel, B. J., Sanchez, M. (2012). Rebuilding the Silk Road: Observations from Helmand Province, Afghanistan (4th ed., vol. 9, pp. 1099). *International Academy of Business and Public Administration Disciplines*, Las Vegas, NV.
- Upson, J. W., & Sanchez, M. S. (2012). Multimarket contact and entry aggression. *Academy of Business Research*, New Orleans, LA. (Best paper award)

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## PUBLICATIONS

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Sanchez, M. S., White, S. D. (2024). Transparency in Learning and Teaching for Collaborative Virtual Assignments in An Introductory Management Course. *International Journal of Research*, 19(1), 59-74.

Upson, J. W., Sanchez, M. S., & Smith, W. J. (2017). Competitive dynamics of market entry: Scale and survival. *Management and Economics Review*, 2(1):118-132.

Gainey, T., Sanchez, M. (2013). Foundations of Computer Applications for College Students: A Moving Target. *International Journal of Instructional Technology and Distance Learning*, 10(12).

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## RESEARCH IN PROGRESS

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Integrating Generative AI in Education

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## PROFESSIONAL DEVELOPMENT

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UWG Innovations in Pedagogy Conference (IiP), Virtual, University of West Georgia, Carrollton, GA. (2025).  
Workshop, "Charting New Horizons: Leveraging Microsoft Copilot and Generative AI for Higher Education Excellence," McGraw Hill, GA, United States. (2025).

UWG Innovations in Pedagogy Conference (IiP), Virtual, University of West Georgia, Carrollton, GA. (2024).

Workshop, "Using AI: Effective and Ethical Practices," UWG IFE, Carrollton, GA, United States. (2024).

Workshop, "QEP Experiential Learning 101," UWG IFE, Carrollton, GA, United States. (2024).

Workshop, "UWG Fall Faculty Kickoff event," UWG IFE, Carrollton, GA, United States. (2024).

Workshop, "Explore the Future of Experiential Learning with Pearson and Forage," Pearson, Virtual. (2024).

Workshop, "Classroom Behavior and Student's Due Process," Office of Comm. Standards, Carrollton, GA, (2024).

UWG Innovations in Pedagogy Conference (IiP), Virtual, UWG, Carrollton, GA. (2023).

Webinar, "USG AI Webinar Series," Virtual, (2023).

Workshop, "Teaching for Learning: Evidence-Based Approaches for Online & Blended Learning," Carrollton, GA. (2023).

UWG Innovations in Pedagogy Conference (IiP), Virtual, University of West Georgia, Carrollton, GA. (2022).

FLC "High Impact Practices in Higher Education" UWG Institute for Faculty Research, Carrollton, GA. (2022).

Faculty reading group "The Art of Reflective Teaching" UWG IFE, Carrollton, GA. (2022).

UWG Innovations in Pedagogy Conference (IiP), Virtual, University of West Georgia, Carrollton, GA. (2021).

Faculty reading group "Distracted", UWG Center for Teaching and Learning, Carrollton, GA (2021).

Faculty Learning Community, UWG CTL titled "Engaging the Online Learner", Carrollton, GA. (2021).

Faculty reading group "Small Teaching Online", UWG CTL, Carrollton, GA. (2020).

FLC Backward Course Design and TILT workshop University of West Georgia, Carrollton, GA. (2020).

Virtual Fall Webinar Series hosted by the Office of Faculty Development. (2020).

Teaching Professor Conference (virtual). (2020).

Virtual forum "Preparing for Post-Pandemic Teaching and Learning", The Chronicle of Higher Education. (2020).

Teaching & Learning Summit, KSU Center for Excellence in Teaching and Learning (CETL), Kennesaw, GA. (2019).

FLC Backward Course Design workshop, University of West Georgia, Carrollton, GA. (2018).

UWG Innovations in Pedagogy Conference (IiP), University of West Georgia, Carrollton, GA. (2019).

Teaching and Learning Summit, KSU Center for Excellence in Teaching and Learning (CETL), Kennesaw, GA. (2018).

UWG Innovations in Pedagogy Conference (IiP), University of West Georgia, Carrollton, GA. (2018).

Blackboard World Conference, Orlando, FL. (2018).

Teaching Professor Conference, Atlanta, GA. (2018).

Faculty Development Seminar, Richards College of Business, University of West Georgia, Carrollton, GA. (2016- 2018).

SSC Campus Institutional Reports Training, University of West Georgia, Carrollton, GA. (2017).

Teaching and Learning Summit, KSU Center for Excellence in Teaching and Learning (CETL), Kennesaw, GA. (2017).  
 UWG Innovations in Pedagogy Conference (IiP), University of West Georgia, Carrollton, GA. (2017).  
 Engaging Students, Innovative Pedagogy, Managing Relationships, University of West Georgia, Carrollton, GA. (2016).  
 Quality Assurance in Online Learning, Quality Matters Regional Conference, New York City, NY. (2016).  
 Formative Assessment, UWG Center for Teaching and Learning, Carrollton, GA. (2016).  
 Teaching Professor Technology Conference, Atlanta, Georgia. (2016).  
 UWG Innovations in Pedagogy (IiP), University of West Georgia, Carrollton, GA. (2016).  
 Safe Zone Training, University of West Georgia, Carrollton, GA. (2016).  
 Ethical Student Conduct and Universal Design for Learning (UDL), University of West Georgia, Carrollton, GA. (2015).  
 Teaching Professor Conference, Atlanta, GA. (2015).  
 SAP Innovation Day, University System of Georgia (USG) - CISCO Campus, Lawrenceville, Georgia. (2014).  
 Quality Matters Professional Development, University of West Georgia, Carrollton, GA. (2014).  
 Implementer, UWG Online 5-Star Online Course Program. University of West Georgia, Carrollton, GA (2014).  
 Peer Reviewer, Quality Matters Professional Development, University of West Georgia, Carrollton, GA. (2014).  
 Applying the QM Rubric, QM Professional Development, University of West Georgia, Carrollton, GA. (2014).  
 Designing Your Online Course, QM Professional Development, University of West Georgia, Carrollton, GA. (2014).  
 SAP University Alliances Academic Conference/Workshop, SAP, Atlanta, GA. (2014).  
 Collaborate Now Conference/Workshop, Blackboard Collaborate, Atlanta, GA. (2013).

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## SERVICE TO INSTITUTION

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### *University of West Georgia*

Member, Grade Appeals Committee, (2024- Present)  
 Member, Sub-Committee of International Programming (SCIP). (2024 - Present).  
 Member, CISM 3330 Course Revision Committee. (2024 - Present).  
 Chair, Student Recruitment Committee, Department of Management. (2023 - Present).  
 Member, Increasing Student Enrollment Committee, Department of Management. (2023 - Present).  
 Mentor, Richards College of Business International Student Graduate Mentor Program. (2023 - Present).  
 Member, AOL International Select Assessment Committee. (2019 - Present).  
 Member, SACS Assessment Management 3600 Committee (Management Dept.) (2018 - Present).  
 Instructor/Course Developer, Excel Basics & Intermediate, UWG Continuing Education Dept. (2017 - Present).  
 Member, Disciplinary Appeals Committee. (2018 - 2025).  
 Member, Student -Athlete of the Week Committee. (2023-2024).  
 Chaperone/Interviewer, West Logistics Groups. (2022-2023).  
 Member, OFS Experiential Learning Scholarship Committee. (2018-2023).  
 Member, Southwire Business Leadership Program (SBLP) Selection Committee member. (2022-2024).  
 Member, International Select Assessment Committee (2019- Present).  
 Member, Administrative Assistant Search Committee for the Management Department. (2022).  
 Member, UWG General Scholarship Committee. (2022).  
 Member, Intercollegiate Athletics Committee. (2016-2022).  
 Member, Administrative Assistant Search Committee for the Management Department. (2020).  
 Member, Concourse Syllabus Pilot Committee. (2018-2020).  
 Member, President's Disciplinary Appeals Committee. (2016 - 2022).  
 Member, Management Department Lecturer Search Committee. (2018).  
 Member, Director of the Center for Academic Success Search Committee. (2018).  
 Co-Developer, Excel 2016 Basics and Intermediate Courses. (2018).  
 Reviewer, UWG Innovations in Pedagogy Conference. (2018).  
 Co-Developer, Excel 2016 Basics and Intermediate Courses. (2017).  
 Site Manager, "Seminar on International Business Perspectives", RCOB in partnership with UCSC (University from Chile). (2016)

Member, Management Department Lecturer Search Committee. (2016).  
 Member, RCOB Student Mentorship Program. (2015).  
 Member, WGTC Committee (CISM 2201 & COMP 1101). (2014).  
 Site Manager, Summer French Business School, Richards College of Business. (2023).  
 Interviewer, Sport Management Mock Interviews. (2013).  
 Interviewer, Sport Management Mock Interviews. (2012).

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### PROFESSIONAL SERVICE

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Reviewer, Innovations in Pedagogy (IiP), University of West Georgia. (2025).  
 Reviewer, Innovations in Pedagogy (IiP), University of West Georgia. (2024).  
 Reviewer, Innovations in Pedagogy (IiP), University of West Georgia. (2023).  
 Reviewer, Innovations in Pedagogy (IiP), University of West Georgia. (2022).  
 Reviewer, Innovations in Pedagogy (IiP), University of West Georgia, Carrollton, GA. (2021).  
 Ad hoc reviewer, Introduction to Work and Organizational Behavior” Bratton, 3rd Edition. (2018).  
 Session Chair, Int. Academy of Business and Public Administration Disciplines Conference. (2012).

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### HONORS AND AWARDS

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Teaching Excellence Award, Richards College of Business, University of West Georgia (2024).  
 Teaching Innovations Award, Richards College of Business, University of West Georgia (2023).  
 Service Award, Richards College of Business, University of West Georgia (2018).  
 Best of the West Certificate - Values Recognition, University of West Georgia. (2016).  
 UWG 30 Under 30 Alumni Award, University of West Georgia. (2014).  
 Teaching Award, Richards College of Business, University of West Georgia. (2013).  
 Best Paper Award in Management Session, Academy of Business Research Conference, New Orleans, Louisiana. (2012).

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### WORK EXPERIENCE

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Financial Aid Representative, Enrollment Services Center, University of West Georgia	June 2012-July 2012
Graduate Research Assistant, Department of Management, University of West Georgia	Jan. 2011-April 2012
Athletic Dept. NCAA Compliance & Golf Graduate Assistant, University of West Georgia	Aug. 2010-Dec. 2010
Athletic Dept. Marketing & Promotions Intern, University of West Georgia	Aug. 2009-May 2010
Media Department Intern, South Georgia College	Jan. 2006-May 2006
Business Advisor Trainee, M.D.O Project Management Team, Brazil	Aug. 2003-June 2004

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### COMMUNITY INVOLVEMENT

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Volunteer, Open Hand, Atlanta, GA. (2015 - Present).  
 Guest Speaker, Carrollton High School. (2024).  
 Volunteer, Cobb Young Professionals. (2016 - 2018).  
 Translator, United Nations Development Program Project. (2015).