

Carolyn LaMacchia

Education

Ph.D., Computer Information Systems, Nova Southeastern University

M.B.A., Drexel University

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

Professional Positions

2013- Assistant Professor - Bloomsburg University of Pennsylvania

Technology, Innovation, and Supply Chain Management Department (formerly Business Education & Information and Technology Management Department).

Courses: Intro to Business (BUSED.101), Information and Technology Applications (ITM.175), Information and Technology Management (ITM.221, formerly ITM 321), Data Management Essentials for Business (ITM.310), Telecommunications (ITM.330), Systems Security Management (ITM.408), Cases in ITM (ITM.409), Strategic Information and Technology Management (ITM.590), Data Management for Business Intelligence and Analytics (ITM.592-experimental), Data Management for Business Intelligence (ITM.592).

2007-13 Temporary Instructor - Bloomsburg University of Pennsylvania

Business Education & Information and Technology Management Department.

Courses: Information and Technology Management Applications (ITM.175), Information and Technology Management (ITM.321), Telecommunications (ITM.330), Training and Development (ITM.405), Human and Technology Interaction Management (ITM.407), Systems Security Management (ITM.408), Cases in ITM (ITM.409), Business Information Systems and Technology (ITM.500), University Seminar (09.100), Intro to Business (BUSED.101), Business Communication and Report Writing (BUSED.333), Valuing Diversity in Business (BUSED.350), Integrated Business Information Systems (ITM 550).

Honors

2017	Provost's Award for Excellence in Research/Scholarly Activity
2009-2012, 2014-2017	Scholar/Athlete Mentor Award, Bloomsburg University
2016	Outstanding Woman at Bloomsburg University
2013	Letter of Commendation– ZIPD Data Management Project
2011-2012	College of Business Adjunct of the Year.

Research Activities

Publications:

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

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*. Vol 53. 2. Pp 239 – 277.

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

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

Selznick, L. F. & LaMacchia C. (2016). Cybersecurity: Should the SEC be sticking its nose under this tent? *Journal of Law, Technology & Policy*, 16(1), pp. 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, pp. 133-143.

Publications: (Accepted, awaiting publication)

Selznick, L. F., & LaMacchia, C. (2017, accepted). Cybersecurity Liability: How Technically Savvy Can We Expect Small Business Owners To Be? *J. Bus. & Tech. L*, 12, 46 pages.

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

Proceedings

LaMacchia C. (2016). Improving the performance of exact approach for privacy preserving in data mining. *Business and Applied Sciences Academy of North America (BAASANA) International Conference, Philadelphia, PA*.

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

Presentations

LaMacchia, C. W. Egan. (2017, November, Accepted). 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, Accepted). Applying a Pythagorean Model for NFL Playoff Analytics. *Infirms International Conference, Houston, TX*.

Welch, S., Force, C., & LaMacchia, C. (2017, August). Come Out, Come Out wherever you are and be an Entrepreneur. *Business & Applied Sciences Academic of North America (BAASANA), Exeter, UK.*

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.*

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, NY.*

LaMacchia C. (2016, August). Improving the performance of exact approach for privacy preserving in data mining. *Business and Applied Sciences Academy of North America (BAASANA) International Conference, 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, 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.*

Conference/Journal Peer Reviewer

2017	Coeditor - Journal of Technology Research
2017	Decision Sciences Institute (DSI)
2016 - Present	Academic and Business Research Institute (AABRI)
2010 – Present	Northeast Decision Sciences Institute (NEDSI).
2015	America Business Law Journal (ABLJ)

Professional Organizations

2017	Co-Editor, Journal of Technology (AABRI)
2016 – Present	Executive Secretary of the Board of Business and Applied Sciences Academy of North America (BAASANA)
2014 – Present	Beta Gamma Sigma – The International Honor Society for Collegiate Schools of Business, Bloomsburg University of Pennsylvania Chapter
2016 – Present	Decision Science Institute (DSI)
2016 – Present	Association for Information Systems (AIS)
2012 – Present	Association for Computing Machinery