

Curriculum Vitae

Thomas S. Mueller, Ph.D.

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EDUCATION

University of Florida – Gainesville, FL 2009
Ph.D., College Journalism and Communications
Dissertation: “Involvement: The Individual versus Team Sport Experience”

Otterbein University, Westerville, OH 2005
Master of Business Administration

University of Wisconsin, Eau Claire, WI 1979
B.A., Journalism

REFEREED PUBLICATIONS

Mueller, T. (2020). Beyond binomial: Exploring practical applications for gender research. *Journal of Gender Studies*, 1–3

Mueller, T., Wingrove, T. & Murray, S. (2020). The Human response to Pet Rescue TV Commercials. *Pet Behaviour Science* (pending publication).

Russell, J., Cazier, J., Hassler, E. & Mueller, T. (2020). Using Data Analytics to Understand the Electrical Consumption Patterns of Residential Buildings. *Journal of Architectural Engineering*, 26(1).

Mueller, T., Hassler, E., Cazier, J. and Russell, J. (2019). Energy Audits and Efficiency Rebates Drive Energy Consumer Satisfaction. *Natural Gas & Electricity*, 36: 13-18.

Mueller, T. (2019). Utility peak power messaging: Eliciting consumer response through traditional and social media channels. *Energy Research & Social Science*, 57, 101244.

Hassler, E., Cazier, J., Russell, J., Mueller, T., & Paprocki, D. (2019). Standardizing Public Utility Data: A Case Study of a Rural Mid-Size Utility. *Journal of Information Systems Applied Research*, 12(1), 36.

Haase, M. & Mueller, T. (2019). American and Australian Sprint Car Racing: Increasing Standardization as a Motivator for Economic Growth. *International Journal of Motorsport Management*, 7(1).

Grace, A., Mueller, T. (2019) Gender bias in sport media: a critical analysis of Twitter content and the National Football League’s Carolina Panthers. *Journal of Gender Studies*, 28:3, 363-370.

Perreault, G. & Mueller, T. (2019). Who loves the Biblical Epic? A mixed-method analysis of online community perception of epic Biblical movies. *New Heart and New Spirit: Perspectives on the Modern Biblical Epic*. Clayton, W. (Ed.) Austin, TX: University of Manchester Press (In Press)

Mueller, T. & Perreault, G. (2018). The Psychology of Student Wellness: Relationships, Detractors and Exam Anxiety. *Journal of Higher Education Management*, 3(32).

- Mueller, T. (2018). Donald Trump, Confederate Flags and NASCAR: Understanding fandom in stock car auto racing. *International Journal of Motorsport Management*, 3(1).
- Mueller, T., & Wallin, M. (2018). Battling the Bullies: A Text Analysis of Student Interventions at University. *Journal of Bullying & Social Aggression*, 1(1). Retrieved from <http://sites.tamuc.edu/bullyingjournal/battling-bullies-text-analysis-student-interventions-university/>
- Mueller, T. (2017). Consumer perceptions of electric utilities: Insights from the Center for Analytics Research & Education Project in the United States. *Energy Research & Social Science*, 26 (Supplement C), 34–39.
- Mueller, T. (2017). The Student Perception of Faculty Scale: Development, Testing and Practical Application. *Journal on Excellence in College Teaching*, 28(1), 99–116.
- Mueller, T. (2016). Tumultuous times in NASCAR: Antitrust implications for drivers and teams. *International Journal of Motorsport Management*, 5(2).
- Mueller, T. (2014). Changes to the Student Loan Experience: Psychological Predictors and Outcomes. *Journal of Student Financial Aid*, 43(3), 147-164.
- Mueller, T. (2014). Consumer perception of CSR: Modeling psychological motivators. *Corporate Reputation Review* 17(3), 1-11.
- Mueller, T. (2014). Adolf Hitler and Martin Luther: Anti-Semitism, Nazi propaganda and the German Lutheran Church. *War Crimes, Genocide & Crimes against Humanity*, 6, 1-28.
- Mueller, T. (2012). The recreational sport participation scale: development, testing and practical application. *International Journal of Sport Management and Marketing*, 12(3), 144–158.
- Mueller, T. (2012). Involvement of Ultramarathon Runners: Understanding Intention, Behavior, and Perceived Skill of the “Absolute Unitary Being”. *ICHPER-SD Journal of Research*, 7(1), 17–22.
- Mueller, T. (2012). Scooter crashes at university: Intervention tactics for modified behavior and helmet use. *Traffic Injury Prevention*, 14(4), 1–5.
- Mueller, T. (2011). Involvement and Rally Car Racing: The Significance of Importance, Sign Value and Pleasure in Motorsport Marketing. *International Journal of Motorsport Management*, 1(1), 1.
- Mueller, T. (2011). Professors and practitioners: The practical convergence of theory with sponsorship negotiation and management. *Journal of Sponsorship*, 4(4), 325–337.
- Mueller, T., & Sutherland, J. (2010). Heroes and villains: Increasing fan involvement in pursuit of “the elusive fan.” *Journal of Sport Administration & Supervision*, 2(1), 20–30.
- Mueller, T. & Roberts, M. (2008). The effective communication of attributes in sport-sponsorship branding. *International Journal of Sport Communication*, 1(2).
- Mueller, T. (2008). NASCAR in Mexico: the US expansion of motorsport into Hispanic culture. *International Journal of Sports Marketing and Sponsorship*, 9(3), 205.

NON-REFEREED PUBLICATIONS

Mueller, T. (2018). Big Data and Housing: Learn how Effective Research Partnerships can make your Institution Data Collaborative. In Talking Stick, September-October 36(1).

Mueller, T. (2018). Social Media Is Gateway to eBook Sales Success. In Tuten, T. and Solomon M. (2018), *Social Media Marketing, Third Edition*. London, UK: Sage.

Faculty Mentor to Friday, J., Meyer, S. (2016). Perceptions of Charitable Giving: Discovering and Understanding Societal Views to Maximize the Ability to Build Homes, Hopes, and Futures. *Explorations. Journal of Undergraduate Research and Creative Activities for the State of North Carolina*, 11, 191-202.

Mueller, T. (2011). Anti-trust laws and sports. In *Encyclopedia of Sports Management and Marketing* (Vol. 1). Thousand Oaks, California: Sage Publications.

Mueller, T. (2010). Advertising, Media and the Convergence Model. In *Association for Education in Journalism and Mass Communication (AEJMC) DIG News*.

Mueller, T. (2009). Are we sure of what we teach? In *Association for Education in Journalism and Mass Communication (AEJMC) In Ad News*, (49), 2–3.

Mueller, T. (1995). How Revenues Drive Success. In *TV Sponsorship in America* (pp. 193–198). Montreal: Trust Publishing.

RECOGNITIONS

College Fine and Applied Arts outstanding service award (2019)

Nominated for Harvey R. Durham Outstanding Freshman Advocate Award (2018)

Student Choice: Faculty Last Lecture Series (2018)

Student Choice: Faculty Last Lecture Series (2015)

ASU Housing certificate of appreciation (2013)

North Carolina Housing Officers: Faculty Partnership Award (2010)

Practitioner's Choice Award, Heroes and villains: Increasing fan involvement in pursuit of "the elusive fan" in *Journal of Sport Administration & Supervision* (2010)

University of Florida Outstanding Graduate Student Teaching Award (2009)

CONFERENCE PAPERS AND PRESENTATIONS

Hassler, E., Cazier, J., Russell, J., Mueller, T. and Paprocki, D. "Standardizing Public Utility Data: A Case Study of a Rural Mid-Size Utility", Conference on Information Systems Applied Research, Norfolk, Virginia October 31 - November 3, 2018.

Paprocki, D., Stinson, L., Stout, D., Mueller, T., Cazier, J., Hassler, E., Russel, J. "The Potential of Power: Consumer Demand for Environmental Stewardship by Energy Providers", Appalachian Energy Summit, Boone, NC, USA July 30 - August 1, 2018.

Stout, D., Paprocki, D., Stinson, L., Russel, J., Hassler, E., Cazier, J., Mueller, T. "Taming Peak Power: Using Building Science and Data Analytics to Understand the Electrical Consumption of Residential Buildings", Appalachian Energy Summit, Boone, NC, USA July 30 - August 1, 2018.

Stinson, L., Stout, D., Paprocki, D., Cazier, J., Hassler, E., Russel, J., Mueller, T., “Standardizing Public Utility Data: The Gateway to Data Analytics in the Energy Sector”, Appalachian Energy Summit, Boone, NC, USA July 30 - August 1, 2018

Paprocki, D., Stout, D., Stinson, J., Hassler E., Mueller, T. and Cazier, J. “Best Practices for Data in Rural Utilities: The Importance of Data Standardization.” Appalachian Regional Business Symposium, Johnson City, TN, USA, March 22-23, 2018.

Hassler, E., Cazier, J., & Mueller, T. “Reducing Power Usage During Peak Hours - A Community Project” RECONNECT 2017 Conference on Mathematical and Computational tools for Energy Efficiency and Reliability of Data Centers and the Electrical Grid – Individual Interests vs. the Common Good, June 11-17, 2017, Boone NC 28607.

“Visualizing Social Media using Node XL”
ASU Center for Academic Excellence
Presented November 2018

“Accelerate and Hold On! New Ways of Visualizing NASCAR Social Media using NodeXL”
Carolinas Communication Association
Presented September 2018

“Using Weakness as your Strength”
Selected Professor Faculty Last Lecture
Presented April 2018

“Monetize Your Instagram on Social Media”
Mandela Fellowship African Leaders Program
Presented July 2018

“Marketing and Communicating your Brand”
Mandela Fellowship African Leaders Program
Presented July 2017

“Big Data and Housing: Insights, Efficiency, and Partnerships”
Association of College and University Housing Officers – International
Presented October 2017

“Panopto lecture capture software for teaching”
Faculty lunch and learn
Presented October 2017

“Fan Perception of NASCAR”
Southern States Communication Association Conference
Presented April 2016

“Marketing and Communication Tactics”
Mandela Fellowship African Leaders Program
Presented July 2016

“The Fluidity of Privilege”
Selected Professor Faculty Last Lecture Series
Presented April 2015

“ASU Fireside Chat”
Discussion series for honors students
Presented March 2014

“Developing positive faculty-student relationships”
Academic Achievement Series
Appalachian State University
Presented January 2014

“7 Considerations for Delivering Successful Online Courses”
Partnership with Panopto, webinar series
Presented September 2013

“Ethical Issues in Event Management”
ASU Business School “Ethics in Sports and Athletics” conference
Presented November 2013

“Social Media for Small Business”
North Carolina Christmas Tree Association
Presented March 2012

“Exploring the recreational sport motivations of endurance athletes: A cluster analysis of involvement”
Southeastern Recreation Research Conference
Appalachian State University, Boone, NC
Presented February 2011

"Faculty in residence and faculty involvement"
North Carolina Housing Officers & North Carolina College Personnel Association
University of North Carolina - Chapel Hill
Presented October 2010

"Sport Communication through involvement antecedents for motorsport athletes"
AEJMC Southeast Colloquium
University of North Carolina - Chapel Hill
Presented March 2010

"Theoretical Approaches and New Variable Assessments in Sport Sponsorship Marketing"
AEJMC Annual Convention (Chicago, IL)
Presented August 2008

COURSE DEVELOPMENT

UCO 1200 (first year seminar, developed for Active Living RLC)
COM 1200 (foundations of communication, seated and online)
COM 2300 (intro mass media, seated)
COM 2700 (foundations of advertising, seated)
COM 3155 (persuasion, online)

COM 3200 (internet communication, seated and online)
COM 3202 (advertising copywriting, seated and online)
COM 3300 (mass media & society, seated)
COM 3317 (social media strategies, online)
COM 3544 (Special Topics, sport and entertainment advertising, online)
COM 3544 (Special Topics, selling through social media, online)
COM 3640 (media planning, seated and online)
COM 3928 (research methods, seated and online)
COM 4040 (international advertising, seated and online)
COM 4250 (ethical practices in advertising, seated and online)
COM 4402 (advanced advertising capstone, seated)
COM 4400 (advertising campaigns, seated)
COM 4510 (senior honors thesis, seated)

SERVICE

Honors Thesis Advisor (2016, 2018)
Senior Faculty in Residence (2010-present)
Social Media Contributor, Department of State Young African Leaders Initiative (2018-present)
Chair, Founder Active Living RLC Leadership Committee (2011 – present)
Chair and Founder, ASU Active Living Residence Life Community (2010- present)
Research Associate, Center for Analytics and Research Education (2017-present)
Faculty in Residence (2010-present)
Provost's Distance Education Task Force (2017)
LMS Technology Committee (2016-present)
Student Evaluation Software Committee (2016)
Search Committee (2) Housing Student Leadership Coordinators
Student Success Team committee (2014-2016)
Chair, Communication Department curriculum committee (2012 - 2014)
ASU online Communication degree marketing services team (2012-present)
Advisor ASU advertising club (2009-present)
Reviewer for *International Journal of Motorsport Management* (2010-present)
Assistant Director Housing search committee (2014)
Search committee, Director Distance Education (2014)
Communication Department search committee (for chair, 2014)
Communication Department search committee (for assistant chair, 2014)
SAGE Research Methods Advisory Board (2014)
ASU Academic and Research Services Technology Portfolio Committee (2014)
ASU advertising major honors student thesis advisor (2014)
Host ASU guest speaker, NASCAR artist Sam Bass (2014)
Learning Management Services Advisory Governance Group (2014)
Freshman Summer Reading Book discussion leader (2011, 2014)
Faculty advisor, NACADA consultant to ASU for advising protocol (2013)
ASU Distance Education Advisory Committee (2012-2013)
Host ASU guest speaker, Scott Mason WRAL-TV "Tar Heel Traveler" (2013)
Advisor ASU running club (2010-2012)
Communication department liaison to ASU General Education advising team (2012)
Communication Department Alumni Committee (2010-2011)
Communication Department search committee (2011)
Review "Selling in an Era of Convergence: Markets, Methods, Media" (2010)
Reviewer for AEJMC National conferences

Boone Area Cyclists Advocacy Committee
Grace Lutheran Church student mentor program

CONFERENCES ATTENDED

SAS Viya training
Walker College of Business, Appalachian State University
August, 2018
Elon University SAS Business Analytics Conference
Elon, NC
April 2018

National Retail Federation Marketing Convention
New York, NY
August 2016

Elon Business Analytics Conference
Elon, NC
April 2016

Data Matters! Symposium on Data Informatics
Boone, NC
October 2014

AppState Learning Technology Services FreeLearning Conference
Boone, NC
July 2014

UNC General Administration conference on learning analytics
Chapel Hill, NC
September 2013

Quality Matters National Benchmark Program for Online Course Design
Nashville, TN
October 2013

Western Interstate Commission on Higher Education Cooperative for Educational Technologies
San Antonio, Texas
November 2012

PROFESSIONAL DEVELOPMENT

SAS Viya Orientation August 2018
SAS Visual Analytics Workshop February 2017
Logistic Regression seminar March 2017
Residential Curriculum Conference April 2017
SPSS mediation and moderation workshop April 2017
Dave Schrader sport analytics lectures November 2017
Statistical Analysis Software Professor's Summer Training Week July 2016

Interpersonal Violence Supervisor Training. ASU seminar October 2014
 Writing Functional Student Learning Outcomes. ASU workshop September 2014
 Academic Applications for Communicating in the Digital Age. ASU workshop May 2014
 Coffee with the Provost. ASU February 2014
 FERPA and Confidentiality of Student Information. ASU workshop February 2014
 Blackboard Collaborate Web Conference. ASU workshop December 2013
 Legal Issues in Study Abroad and Service Learning. ASU workshop October 2013
 AsULearn Version 2. ASU workshop February 2013
 Building Community in AsULearn. ASU workshop February 2013
 Coffee with the Provost. ASU February 2013
 Using Panopto Classroom Capture in AsULearn. ASU workshop February 2013
 College: What is Was, Is, and Should Be. ASU Humanities Council, 2013
 Intro to Social Media Measurement. Vocus webinar, 2013
 ASU distance learning and IT open forum. ASU workshop, 2013
 Introduction to Cognitive Behavioral Therapy. ASU workshop December 2012
 What's going on in the Minds of our Students? ASU workshop November 2012
 Today's Student. ASU workshop September 2012
 Writing Circle for Quantitative Research. ASU peer group spring semester, 2012
 Summer Reading Leaders: Born to Run. ASU workshop August 2011
 Understanding the Other: Primer in World Religions. ASU workshop March 2011
 Learning Matters: Inquiry and Integration. ASU workshop August 2009

MEMBERSHIPS

Center for Analytics Research and Education (CARE)
 Association of College and University Housing Officers – International (ACUHO-I)
 Southern States Communication Association (SSCA)
 Carolinas Communication Association (CCA)
 Association for Education in Journalism and Mass Communication (AEJMC)
 International Council for Health, Physical Education, Recreation, Sport & Dance (ICHPER-SD)

PROFESSIONAL EXPERIENCE

Appalachian State University – Boone, NC Professor	2009-present
University of Florida – Gainesville, FL Doctoral student and candidate	2006-2009
Wasserman Media Group – Los Angeles, CA Account Supervisor	2004 - 2006
Sport Management, Inc. – Westerville, OH President	1996 – 2003
American Motorcyclist Association – Westerville, OH Executive Director Professional Competition	1993 - 1996
Mercury Marine – Fond du Lac, WI Marketing Manager	1989 - 1993
Wrangler Brand – Greensboro, NC	1983 - 1888

Promotions manager NASCAR, ProRodeo, AMA Supercross

Cycle News – Tucker, GA
Associate Editor

1979-1982