

Zachary A. Connor, MBA

zconno2@clemson.edu

EDUCATION

Clemson University , Ph.D. Business Administration	2028 (<i>Expected</i>)
West Virginia University , Master of Business Administration (MBA)	2023
Peirce College , B.S. Business Administration	2015

ACADEMIC EXPERIENCE

Adjunct Faculty	2025-Present
School of Creative and Professional Studies, Maryland Institute College of Art	
<ul style="list-style-type: none">Developed curriculum for and teach online asynchronous course <i>Global Markets, Local Stories: Positioning Brands for Impact</i>, for the Master of Professional Studies, Business for Creatives Program.Serve on Faculty Advisory Committee providing guidance and oversight of students' capstone projects.	

Adjunct Instructor	2025-Present
Online Division, Carrington College	
<ul style="list-style-type: none">Teach online undergraduate asynchronous courses in healthcare administration including Health Care Marketing and Strategic Management.	

PROFESSIONAL EXPERIENCE

Director, Marketing & Brand Operations – AmeriHealth Caritas	2024-Present
Lead strategic initiatives within the marketing department, focusing on departmental dynamics, process optimization, and technology integration to boost operational efficiency and cost-effectiveness. Responsible for change management efforts and construction of learning and development materials to enhance team capabilities and organizational performance.	

Manager, Creative Operations – Vanguard	2023-2024
Directed strategic planning and execution for in-house marketing department. Supervised project management team and oversaw the delivery of marketing assets.	

Marketing Project Manager – Vanguard	2021-2023
Advanced marketing operations processes by developing refined workflows and enhancing role clarity across teams. Conducted research and data analysis on social media and video content performance.	

Sr. Marketing Project Manager – Accenture	2017-2021
Managed digital marketing programs for Fortune 500 clients. Played a key role in the transition of PMO operations during acquisition by developing and implementing standardized financial tools and practices.	

Marketing Operations Specialist – Accenture	2015-2017
Led onboarding and training initiatives for new hires. Produced operational reports supporting marketing and sales functions, improving communication and planning for client events.	

RESEARCH AND SCHOLARSHIP

My research examines the leader as subject rather than source — exploring the emotional and psychological experience of occupying a leadership role, including the toll of role-based stressors such as upward incivility, perfectionism, rumination, and emotional labor, and the individual and organizational conditions that support long-term leader well-being and sustainability.

Research in Progress (Selected)

Upward Incivility, Leader Organization-Based Self-Esteem, and Turnover Intentions: A Moderated Mediation Model

- Quantitative proposal testing a moderated mediation model in which upward incivility undermines leader OBSE and elevates turnover intentions, with PsyCap moderating the first stage and perceived organizational support (POS) moderating the second. Methodology combines experimental vignette design with survey data.

Rigor Without Relevance: Institutional Legitimacy, Management Education, and the Academic-Practitioner Gap

- Archival qualitative proposal grounded in institutional theory examining how business schools' legitimacy-seeking behaviors—research orientation, accreditation signaling, and journal prestige—paradoxically widen the academic-practitioner gap.

Scarred by Criticism: How Feedback Shapes TMT Members' Strategic Choices

- Qualitative research proposal grounded in upper echelons theory examining how psychological responses to criticism among top management team members influence organizational-level strategic decision-making.

PROFESSIONAL SERVICE

Peer Reviewer, Academy of Management Annual Meeting (OMT Division) 2026

ACADEMIC SERVICE AND LEADERSHIP

Faculty Advisory Committee (Student Capstone) 2025-Present

MPS, Business for Creatives, Maryland Institute College of Art

- Provide faculty governance and academic quality oversight for student capstone projects
- Conduct iterative proposal and draft review cycles with written mentorship guidance

COMMUNITY OUTREACH

Volunteer Judge, Future Business Leaders of America (FBLA) 2025-Present

- Competitive events judge, Spreadsheet Applications — FBLA National Conference (2025)
- Scholarship reviewer, secondary and collegiate levels — FBLA National Conference (2026)

PROFESSIONAL AFFILIATIONS

Academy of Management (AOM), Member since 2024

Southern Management Association (SMA), Member since 2025

CERTIFICATIONS

Association of College and University Educators (ACUE)

AI for Higher Ed Endorsement

- Recognizes faculty engaging with research-backed strategies for using AI to elevate teaching and learning.

Quality Matters

Completed 4 of 7 workshops toward the *Higher Ed Teaching Online Certificate*:

- Gauging Your Technology Skills (July 2025)
- Evaluation of Course Design (July 2025)

- Policy Awareness (July 2025)
- Orienting Learners (August 2025)