

Melissa Goodsite Beach
Videnskabelig assistent
Institut for Marketing & Management
Postadresse:
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Odense M



CV

My pedagogical approach is highly participative and includes learning by listening (lecture-based portions of courses), learning by doing (case studies and simulations), discovery learning (through group projects); learning through discussion and debate; and blended learning (through web technologies such as Kahoot!). Courses I teach or have taught at SDU include: GMM5 Cross-Cultural Management (Spring 2016 through present); HA/BA Project Management (Spring 2016; partial Spring 2017); Cand. Negot. Human Resource Management (Fall 2016).

Ansættelse

Videnskabelig assistent
Videnskabelig assistent
Institut for Marketing & Management
Syddansk Universitet
Odense M
15. aug. 2021 → present

Aktiviteter

ISPIM Junior Researchers Interact Seminar Series (9 workshops): An Interactive Journey to Build Effective Research Publications with ISPIM's Special Interest Groups

Melissa Goodsite Beach (Deltager)
13. okt. 2021 → 31. maj 2022

IE Initiative on Research & Policy of the Digital Economy

Melissa Goodsite Beach (Deltager)
16. jun. 2021

2nd AI and Strategy Consortium

Melissa Goodsite Beach (Deltager)
22. feb. 2021 → 23. feb. 2021

Necessary Condition Analysis (NCA) summer course

Melissa Goodsite Beach (Deltager) & Jan Dul (Arrangør)
15. jun. 2020 → 18. jun. 2020

Technology and Innovation Management (TIM) paper development workshop (PDW)

Melissa Goodsite Beach (Deltager)
14. maj 2020 → 15. maj 2020

Webinar on Digital Business Transformation

Melissa Goodsite Beach (Underviser)
7. maj 2020

Webinar

Melissa Goodsite Beach (Deltager)
25. feb. 2020

Hasso Plattner Institute and University of Potsdam

Melissa Goodsite Beach (Gæsteforsker)

8. dec. 2019 → 28. feb. 2020

20th International CINet Conference

Melissa Goodsite Beach (Deltager)

9. sep. 2019 → 10. sep. 2019

Tied together or knot? Interconnectedness of work- and information-flows through digital innovation

Melissa Goodsite Beach (Oplægsholder)

9. sep. 2019

19th Continuous Innovation Network (CINet) PhD Workshop

Melissa Goodsite Beach (Deltager)

6. sep. 2019 → 10. sep. 2019

6th International Doctoral Workshop on Innovation and Entrepreneurship

Melissa Goodsite Beach (Deltager)

28. maj 2019 → 29. maj 2019

Social science research approaches: A toolbox for empirical designs

Melissa Goodsite Beach (Deltager)

1. apr. 2019 → 5. apr. 2019

Data Innovation Summit 2019

Melissa Goodsite Beach (Deltager)

14. mar. 2019

MADE Innovation Conference on AR & VR in Manufacturing

Melissa Goodsite Beach (Deltager)

13. dec. 2018

Responsible Conduct of Research (2-Day Course)

Melissa Goodsite Beach (Deltager)

9. nov. 2018

Technology and Social Interaction

Melissa Goodsite Beach (Deltager)

3. okt. 2018 → 4. okt. 2018

MADE Innovation Conference

Melissa Goodsite Beach (Deltager)

13. jun. 2018

Smart Industry Forum (Summit)

Melissa Goodsite Beach (Deltager)

7. jun. 2018 → 8. jun. 2018

Applied Quantitative Methods for Non-quantitative Doctoral Researchers in Organization and Management Studies

Melissa Goodsite Beach (Deltager)

28. maj 2018 → 30. maj 2018

Databeskyttelse, e-læringskursus

Melissa Goodsite Beach (Deltager)
25. maj 2018

14th CINet PhD Seminar

Melissa Goodsite Beach (Deltager)
16. apr. 2018 → 20. apr. 2018

Hoping to go digital? Opportunities and pitfalls during the transition from adoption to use of digital innovation technologies

Melissa Goodsite Beach (Oplægsholder)
16. apr. 2018 → ...

Shining a light on how digitization tools enable innovation processes

Melissa Goodsite Beach (Oplægsholder)
18. jan. 2018 → ...

DRUID PhD Academy Conference 2018

Melissa Goodsite Beach (Deltager)
17. jan. 2018 → 19. jan. 2018

DRUID PhD Course 2018

Melissa Goodsite Beach (Deltager)
14. jan. 2018 → 19. jan. 2018

PAUSD - Ph.D. Association at the University of Southern Denmark (Ekstern organisation)

Melissa Goodsite Beach (Medlem)
2018 → ...

DRUID PhD Academy Conference 2017

Melissa Goodsite Beach (Arrangør)
18. jan. 2017 → 20. jan. 2017

DRUID PhD Course 2017

Melissa Goodsite Beach (Arrangør)
15. jan. 2017 → 20. jan. 2017

The Real Battle for Returning Heroes

Melissa Goodsite Beach (Oplægsholder)
23. okt. 2014

Bringing the Nation Together

Melissa Goodsite Beach (Deltager)
6. okt. 2014

Bringing the Nation Together: Philanthropy Builds a Community of Support for Veterans and their Families

Melissa Goodsite Beach (Oplægsholder)
6. okt. 2014

It's the Community, Stupid. Not the Government! Supporting Our Military Community, One Foundation's Perspective

Melissa Goodsite Beach (Oplægsholder)
6. okt. 2014

Statewide Veterans' Employment Seminar

Melissa Goodsite Beach (Paneldeltager)
24. sep. 2014

Texas Statewide Health Funders Consortium

Melissa Goodsite Beach (Paneldeltager)

12. maj 2014

Monthly Instructor of business start-up workshops for nonprofit organizations

Melissa Goodsite Beach (Oplægsholder)

sep. 2012 → jul. 2015

Quarterly Instructor of Nonprofit Board Principles workshops (Governance & Fundraising)

Melissa Goodsite Beach (Underviser)

sep. 2012 → jul. 2015

Priser

Magna Cum Laude

Beach, Melissa Goodsite (Modtager), 1991

Outstanding Graduate Award

Beach, Melissa Goodsite (Modtager), 1995

Teaching Portfolio

Course Instruction:

At the University of Southern Denmark, I teach or have team-taught the following courses:

- HA/BA Project Management (Spring 2016), 5 ECTS
- GMM 5 Cross-Cultural Management (Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018), 5 ECTS
- Cand. Negot Human Resource Management (Fall 2016), 10 ECTS

Co-Examination:

- HA/BA Project Management (Spring 2016, Fall 2017)
- GMM 5 Cross-Cultural Management (Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017)
- Strategic Management (Spring 2016)
- Cand Negot. Human Resource Management (Fall 2016)

Supervision:

- Bachelor seminar (project management; 1 student) – 10 ECTS
- Masters seminar (human resource management; 1 student) – 20 ECTS

Reflected Practice Description

My pedagogical approach is highly participative and includes learning by listening (lecture-based portions of courses), learning by doing (course recaps, case studies, and simulations), discovery learning (through group projects); learning through discussion and debate; and blended learning (through web technologies such as Kahoot!, video, PollEverywhere).

This teaching philosophy links lectures, group discussion, video, cases, and simulations. I first introduce students to the theories, concepts and models, then ask them to apply these in case analyses and simulations. I have extensive practical experience as a manager and as a management and strategy consultant, and I interweave my own lived managerial experiences to offer examples of how theory intersects with practical applications. I typically ask students to reflect on how these theories and concepts also appear or shape their own experiences in teams or work environments. Peer-to-peer discussion is an important aspect of my classes, because I believe peer insights help students relate to, learn, and internalize concepts and content.

For all courses but cross-cultural management course especially, I ask students to reflect on their experiences and apply theory lenses introduced in the course to understand how scenarios may be re-interpreted. Group discussions and project assignments are designed to help students understand dimensions that shape their own lived experiences and which underpin their managerial expectations. Students learn questions to ask and ways to analyze dimensions in play that affect organizational structure, culture, and posture, and they learn strategies for optimizing success through encouraging and properly managing in an organizational setting.