

**EMILY CHEN-BENDLE**  
emily.chenbendle@uga.edu

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**EDUCATION**

<b>UNIVERSITY OF GEORGIA, ATHENS, GA</b> <i>Doctor of Philosophy, Higher Education</i>	2025
<b>WESTERN UNIVERSITY, LONDON, ON</b> <b>(FORMERLY KNOWN AS UNIVERSITY OF WESTERN ONTARIO)</b> <i>Doctor of Education, Educational Leadership</i>	2020
<b>DARDEN GRADUATE SCHOOL OF BUSINESS ADMINISTRATION</b> <b>UNIVERSITY OF VIRGINIA, CHARLOTTESVILLE, VA</b> <i>Master of Business Administration</i>	2004
<b>COLUMBIA UNIVERSITY, NEW YORK, NY</b> <i>Bachelor of Arts in English</i>	1998

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**GRADUATE ASSISTANTSHIP EXPERIENCE**

<b>LOUISE MCBEE INSTITUTE OF HIGHER EDUCATION</b> <b>UNIVERSITY OF GEORGIA, ATHENS, GA</b> <i>Graduate Assistant, Louise McBee Institute of Higher Education Executive Ed.D. in Higher Education Management Program (2020-2025)</i> <i>Graduate Assistant, Dr. Gregory Wolniak (2021-2023)</i>	2020-2025
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**MANAGERIAL AND ADMINISTRATIVE EXPERIENCE**

<b>LOUISE MCBEE INSTITUTE OF HIGHER EDUCATION</b> <b>UNIVERSITY OF GEORGIA, ATHENS, GA</b> <i>Associate Director of Distance Learning</i>	2025-Present
<b>THE SUNSHINE FOUNDATION OF CANADA, LONDON, ON</b> <i>National Director of Marketing and Communications</i>	2012-2014
<b>NORCARD, LONDON, ON</b> <i>Director of Online Marketing</i>	2010
<b>TARGET CORPORATION, MINNEAPOLIS, MN</b> <i>Manager, Media Mix Optimization (2009-2010)</i> <i>Manager, Online Direct Marketing (2008-2009), Senior Marketing Analyst, Online Direct Marketing (2007-2008)</i> <i>Senior Marketing Analyst, Online Brand Media Planning (2005-2007)</i>	2005-2010
<b>AMERICA ONLINE, DULLES, VA</b> <i>Marketing Manager, Online Marketing</i>	2004-2005

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**TEACHING EXPERIENCE**

<b>BRESCIA UNIVERSITY COLLEGE, LONDON, ON</b> <i>Contract Faculty</i> Consumer Behaviour, Instructor Applied Marketing Research, Instructor Marketing for MOS, Instructor Integrated Marketing Communication, Instructor	2015-2020
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Product Development Management, Instructor  
Digital Marketing, Instructor

**NIPISSING UNIVERSITY, LONDON, ON**

2012, 2014-2020

*Online Instructor (2014-2020); Course Facilitator (2012, 2015)*

Marketing for Managers, Online Instructor for Asynchronous Course and In-Person Facilitator  
Business Strategy and Policy I, In-Person Facilitator

**HURON UNIVERSITY COLLEGE, LONDON, ON**

2018-2019

*Part-time Lecturer*

Marketing for MOS, Instructor

**WESTERN UNIVERSITY, LONDON, ON**

2015-2018

*Part-time Lecturer*

Marketing, Instructor

Foundational Digital Communication for Professionals, Instructor

**FANSHAWE COLLEGE, LONDON, ON**

2011-2012, 2014-2016

*Part-time Faculty*

Principles of Advertising, Instructor

Marketing Presentations, Instructor

Strategies for Success, Instructor

Marketing Principles, Instructor

Strategic Communication, Instructor

Integrated Marketing and Communications, Instructor

Responsible for initial development of Digital Marketing, Strategic Website Management, and  
Global Strategy and E-commerce courses for Bachelor of Commerce in Digital Marketing  
program

**LOUISE MCBEE INSTITUTE OF HIGHER EDUCATION, UNIVERSITY OF GEORGIA**

Quantitative Methods in Higher Education I & Lab (EDHI8910/L), Instructional Assistant, Fall  
2022

Quantitative Methods in Higher Education II & Lab (EDHI8920/L), Instructional Assistant,  
Spring 2023

Introduction to Research in Higher Education (EDHI8990), Instructional Assistant, Fall 2023

Quantitative Methods in Higher Education I (EDHI 8910 for Ed.D. program), Instructional  
Assistant, Summer 2024

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## PEER-REVIEWED PUBLICATIONS

Gordon, L., & **Chen-Bendle, E.** (2023). The formation and benefits of communal cohorts in an Ed.D. program. *The Journal of Continuing Higher Education*.  
<https://doi.org/10.1080/07377363.2023.2191303>

Wolniak, G.C., **Chen-Bendle, E.C.**, & Tackett, J.L. (2023). Exploring gender differences in leadership aspirations: A four-year longitudinal study of college students from adverse backgrounds. *AERA Open*, 9(1), 1-18. <https://doi.org/10.1177/23328584231183665>

Spencer, G., de Novais, J., **Chen-Bendle, E.**, & Ndika, E. (2024). A dream deferred: Post-traditional college trajectories and the evolving logic of college plans. *The Journal of Higher Education*, 95(3), 350-372. <https://doi.org/10.1080/00221546.2023.2216611>

Wolniak, G., **Chen-Bendle, E.**, Kunzman, T. (accepted) The development of sense of campus belonging: A four-year longitudinal study of low-income college students. *Journal of College*

### *Student Development.*

Spencer, G., Case, C., **Chen-Bendle, E.** (accepted) Navigating higher education "nontraditionally": Opportunities and obstacles in post-traditional college pathways to the baccalaureate. *AERA Open*.

Bates, C. M., Wolniak, G. C., **Chen-Bendle, E. C.**, Johnson, L. U., & Tackett, J. L. (accepted) Investigating leadership aspirations, race, and ethnicity among resilient U.S. college students. *Journal of Leadership Education*.

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## **PUBLICATIONS IN PROGRESS**

**Chen-Bendle, E.**, Gregory, M., Wolniak, G., Birac, B., Blaich, C., & Wise, K. (revised and resubmitted) *Exploring Social Skills in College and the Initial Career Outcomes of Alumni*

Wolniak, G., Kim, J., & **Chen-Bendle, E.** (submitted for initial review) *The Emergence and Development of Career Motivations for Social Change among College Students with Prior Exposure to Adversity*

Kim, J., & **Chen-Bendle, E.** (in preparation) *The Relationship Between Availability of Online Completion of Degree and Degree Attainment in STEM*

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## **REFEREED PRESENTATIONS**

**Chen-Bendle, E.**, & Wolniak, G. (2025) *A Measure of Social Skills and its Relationship to College Activities* [Virtual poster session]. AERA Annual Meeting.

Wolniak, G., Kim, J., & **Chen-Bendle, E.** (2024) *Motivations For Social Change: A Four-Year Longitudinal Study of College Students from Adverse Backgrounds* [Conference presentation]. AERA Annual Meeting.

**Chen-Bendle, E.** & Birac, B. (2023) *Acknowledgement and Support of Single Mothers at Public Flagship Universities* [Works in Progress Session]. Annual ASHE Conference.

Case, C., & **Chen-Bendle, E.** & Spencer, G. (2023) *The Interactions of Social, Cultural, and Economic Capital in the College Completion of Post-Traditional Students* [Conference presentation]. Annual ASHE Conference.

Kim, J., & **Chen-Bendle, E.** (2023) *The Relationship Between Availability of Online Completion of Degree and Degree Attainment in STEM* [Conference presentation]. Annual ASHE Conference.

Wolniak, G., **Chen-Bendle, E.**, Burman, S., Kunzman, T. (2023). *Social Class and the Development of Sense of Campus Belonging in Students from Adverse Backgrounds* [Roundtable]. AERA Annual Meeting

**Chen-Bendle, E.**, Gregory, M., Wolniak, G., Blaich, C., Wise, K. (2022) *Social Skill Development and Short-Term Career Outcomes Among Graduates of Private Universities* [Conference presentation]. AERA Annual Meeting.

Spencer, G., de Novais, J., & **Chen-Bendle, E.** (2022). *A Dream Deferred: College Logics in the "Life Course" of Nontraditional College Graduates*. [Poster session]. AERA Annual Meeting.

(Virtual).

Wolniak, G., **Chen-Bendle, E.**, Tackett, J. (2022) *Unpacking Gender Differences in Leadership Aspirations Among College Students with Adverse Backgrounds* [Conference presentation]. AERA Annual Meeting. (Virtual).

Wolniak, G., **Chen-Bendle, E.**, Tackett, J. (2021) *Prior Exposure to Adverse Events and the Development of Academic and Career Orientations Among College Students* [Conference presentation]. Annual ASHE Conference.

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## NON-REFEREED PUBLICATIONS, REPORTS, AND MEDIA

Wolniak, G. C., **Chen-Bendle, E. C.**, & Burman, S. C. (2024). *Striving Upward: From Adverse Backgrounds Through Four Years of College*. Alexandria, VA: Horatio Alger Association of Distinguished Americans, Inc.

Wolniak, G. C., **Chen-Bendle, E. C.**, & Kim, J. (2023, December). *Technical Report. Tracking the Educational and Career Pathways of the 2017 Scholars beyond Four Years of College*. Alexandria, VA: Horatio Alger Association of Distinguished Americans, Inc.

Wolniak, G. C., **Chen-Bendle, E. C.**, & Tackett, J. L. (2022, February). *How Can the Undergraduate Experience Expand the Leadership Pipeline for Today's College Students? A contribution to the Investment in America's Future series*. Alexandria, VA: Horatio Alger Association of Distinguished Americans, Inc.

**Chen-Bendle, E. C.**, & Wolniak, G. C. (2021). [Review of the book *The Price You Pay for College: An Entirely New Roadmap for the Biggest Financial Decision Your Family Will Ever Make*, by R. Lieber]. *Review of Higher Education*, 45(2), 267-70.

Wolniak, G., & **Chen-Bendle, E.** (2021, November). *Challenges and Opportunities for Higher Education in the Post-Pandemic World*. A contribution to the *Investment in America's Future* series. Alexandria, VA: Horatio Alger Association of Distinguished Americans, Inc.

Tackett, J., Wolniak, G., & **Chen-Bendle, E.** (2021, October). *How to Cultivate Entrepreneurial Tendencies in Today's College Students*. A contribution to the *Investment in America's Future* series. Alexandria, VA: Horatio Alger Association of Distinguished Americans, Inc.

Wolniak, G., **Chen-Bendle, E.**, & Tackett, J. (2021, August). *College Student Mental Health and COVID19: Challenges and Solutions*. A contribution to the *Investment in America's Future* series. Alexandria, VA: Horatio Alger Association of Distinguished Americans, Inc.

**Chen-Bendle, E. C.**, Wolniak, G. C., & Tackett, J. L. (2021, July 30). Hope in the face of adversity: Evidence of adversarial growth in a national sample of college students. *Psychology Today*. <https://www.psychologytoday.com/us/blog/the-game-changers/202107/hope-in-the-face-adversity>

Wolniak, G., & **Chen-Bendle, E.** (2021, March). *Growth from Adverse Childhood Experiences and College Student Success*. A contribution to the *Investment in America's Future* series. Alexandria, VA: Horatio Alger Association of Distinguished Americans, Inc.

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## NON-REFEREED BUSINESS CASE STUDIES

Johnson, A. & **Chen-Bendle, E.** (2015). *DonorsChoose.org: Refining a Successful Brand*. (Case

Study No. 9B15A050). London, Canada: Ivey Publishing.

Pirouz, R. & **Chen-Bendle, E.** (2013). *MediaMath: Positioning a Real-Time Interface for Online Media Planning & Buying* (Case Study No. 9B13A014\_P). London, Canada: Ivey Publishing.

Pirouz, D., Pirouz, R., Ribbink, D., & **Chen-Bendle, E.** (2013). *A Couple of Squares: Pricing for the Future (A)* (Case Study No. 9B13A004). London, Canada: Ivey Publishing.

Pirouz, D., Pirouz, R., Ribbink, D., & **Chen-Bendle, E.** (2013). *A Couple of Squares: E-Commerce Opportunities for Growth (B)* (Case Study No. 9B13A005). London, Canada: Ivey Publishing.

Pirouz, R. & **Chen-Bendle, E.** (2012). *Better Homes & Gardens Real Estate: B2B and B2C Social Media Marketing*. (Case Study No. 9B12A057). London, Canada: Ivey Publishing.

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## TRAINING

**WESTERN UNIVERSITY TEACHING SUPPORT CENTRE**  
*Instructional Skills Workshop, February 2017*

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## HONORS

**LOUISE MCBEE INSTITUTE OF HIGHER EDUCATION, UNIVERSITY OF GEORGIA**  
*Zell & Shirley Miller Fellowship, 2023-2024*  
*September, 2023*

**LOUISE MCBEE INSTITUTE OF HIGHER EDUCATION, UNIVERSITY OF GEORGIA**  
*J. Douglas Toma Excellence in Scholarship and Service Award, 2022-2023*  
*September, 2022*

**BRESCIA UNIVERSITY COLLEGE**  
*Dean's Honor Roll of Teaching 2015-2016, 2016-2017, 2017-2018, 2018-2019 (every year award offered while teaching at Brescia; not offered in 2019-2020 due to COVID-19 pandemic)*

**TARGET CORPORATION**  
*Target.com Media & Database Marketing Vice President Award (Team Award) for Driving Innovation and Results May, 2009*

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## UNIVERSITY SERVICE

<b>LOUISE MCBEE INSTITUTE OF HIGHER EDUCATION, UNIVERSITY OF GEORGIA</b>	
<i>Communications Committee, Student Representative</i>	2020-2021
<i>Professional Development Committee, Student Representative</i>	2022-2023
<i>Research Roundtable (Student-led research group), Co-Chair</i>	2022-2023
<i>Search Committee, Director of the Louise McBee Institute of Higher Education, Student Representative</i>	2023-2024

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## PROFESSIONAL SERVICE

<i>Volunteer ASHE Conference Proposal Reviewer</i>	2023, 2024
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## PROFESSIONAL AFFILIATIONS

American Educational Research Association, Graduate Student Member  
Association for the Study of Higher Education, Graduate Student Member

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## RELEVANT COMMUNITY SERVICE

<b>FANSHAWE COLLEGE</b> <i>Program Advisory Committee, Fanshawe Honours Bachelor of Commerce Degree</i>	2018-present
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## OTHER EXPERIENCE

<b>FREELANCE WRITER AND CONSULTANT, LONDON, ON</b>	2011-2015
<b>THE MOTLEY FOOL, ALEXANDRIA, VA</b> <i>Online Marketing Intern</i>	Summer, 2003
<b>REGISTER.COM, NEW YORK, NY</b> <i>Assistant Content Producer</i>	2000-2002
<b>SCENETRACK.COM, NEW YORK, NY</b> <i>Listings Writer</i>	2000
<b>ARCADE PUBLISHING, NEW YORK, NY</b> <i>Editorial and Marketing Assistant</i>	1999-2000
<b>THE METROPOLITAN MUSEUM OF ART, NEW YORK, NY</b> <i>Development Assistant</i>	1998-1999

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