

Dr. Amber M. Chatelain, Associate Professor Marketing Communications, Midway University



Bio: Dr. Chatelain is an accomplished educator and researcher with over 16 years of experience in higher education. During her tenure, Dr. Chatelain has provided the administrative leadership to lead curriculum development initiatives, manage academic programs and faculty, and increase student retention and attrition rates. She has taught over 48 unique undergraduate and graduate courses across online and face-to-face formats, earning 10 teaching awards for her dedication to pedagogy. She currently serves as an Associate Professor of Marketing Communications at Midway University, where she provides the educational leadership to teach undergraduate and graduate students marketing communications, business administration, and merchandising. Her previous academic experience includes positions held as an Assistant Professor and Program Coordinator of Apparel Design & Merchandising at Eastern Kentucky University, Department Chair of Fashion Marketing and Management at the Art Institute of Tennessee-Nashville, and a Part-Time Faculty member, Research Assistant, and Teaching Assistant of the Retailing and Tourism Management Department at the University of Kentucky. Dr. Chatelain holds the following degrees: a Doctor of Business Administration from Marshall University, a Doctor of Educational Leadership from Argosy University, an M.S. of Interior Design, Merchandising, and Textiles, a B.S. in Merchandising, Apparel, and Textiles, and College Teaching and Learning Certificate from the University of Kentucky.

Job Description: Current Work Experience: As an Associate Professor of Marketing Communications, Dr. Chatelain is responsible for teaching various courses in marketing and business communications. In addition to her teaching and classroom duties, she leads the development of new curricula to ensure alignment with industry standards, mentors students to foster professional growth through individualized advising, and serves as a leader on campus. Her instructional approach emphasizes experiential learning, critical thinking, and innovative pedagogical strategies, aimed at inspiring students to thrive academically and professionally. At Midway University, Dr. Chatelain has involved her students in a variety of projects and experiences, including the development of content creation and podcasts, designing apparel to be sold at the campus bookstore, research presentations and posters, a variety of off-campus field experiences. Dr. Chatelain's research spans a variety of topics, including small businesses, social responsibility, consumer behavior, dress and gender, entertainment retailing, and instructional pedagogy. Her current research focuses on customer perceptions of small businesses' response to local community crises in small—to medium-sized towns. She has additionally published several academic research papers, book chapters, and web-based publications.