

## ALEC N. SLEPCHUK

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### EDUCATION

**Ph.D. in Marketing** (Expected May 2023), Isenberg School of Management, University of Massachusetts Amherst

**MS. In Marketing Research** (May 2018), College of Business, University of Texas at Arlington

**B.B.A. in Marketing** (May 2013) Isenberg School of Management, University of Massachusetts Amherst

### EMPLOYMENT

6/18 – Present	<b>Research Assistant</b> , University of Massachusetts Amherst
11/17 – 5/18	<b>Research Assistant</b> , Heatly Custom Research
9/16 – 5/18	<b>Graduate Teaching Assistant</b> , University of Texas at Arlington
5/17 – 8/17	<b>Analytics Intern</b> , Buxton Company
2/16 – 6/16	<b>Marketing Consultant</b> , Self-employed
9/13 – 8/15	<b>Youth Development Coordinator</b> , United States Peace Corps

### HONORS AND RECOGNITIONS

2018 Walter S. Barr Fellowship  
2018 Isenberg Doctoral Program Fellowship  
2018 Beta Gamma Sigma  
2017 UTA Student Employee Award of Excellence  
2013 Graduated Cum Laude

## **PUBLICATIONS**

### **Conference Papers**

Slepchuk, Alec N., George R. Milne, Kunal Swani (2019), "Changes in Consumer Attitudes toward Companies Use of Personal Healthcare Information." Association of Marketing and Healthcare Research.

Slepchuk, Alec N., George R. Milne, Kaeun Kim (2017), "A Qualitative Assessment of SNS-Smart Phone Addiction." Association of Marketing and Healthcare Research.

### **Published Abstracts**

Milne, George R., Francisco Villaroel Ordenes, Alec N. Slepchuk, Begum Kaplan-Oz (2018), "A Text Mining Segmentation Approach to Understand the Role of Privacy (or lack of) in Consumers' Lives." Marketing and Public Policy Conference.

### **Poster Presentations**

Swani, Kunal, George R. Milne, Alec N. Slepchuk (2019), "Antecedents and Consequences of Trust and Concern in Direct Marketing Industries." Interactive Marketing Research Conference, Houston, TX, March 27-29, 2019.

Milne, George R., Kunal Swani, Alec N. Slepchuk, Nadeesha Bandera (2019), "Transformation of the Direct Marketing Industry." Winter Global Business Conference, Tignes, France, January 28- February 1, 2019.

Slepchuk, Alec N., George R. Milne, Kaeun Kim (2017), "A Qualitative Assessment of SNS-Smart Phone Addiction." MSMR Insights Conference, Arlington, TX, April 12, 2018.

## **LEADERSHIP ROLES**

5/17 – 5/18     UTA Table Tennis Club Vice President

1/17 – 12/17     Marketing Research Graduate Student Association (MRGSA) Vice President

11/14 – 6/15     Peace Corps Cameroon Volunteer Advisory Council Representative