

# **Peggy Daniels Lee**

**Clinical Associate Professor Emeritus at Indiana University Kelley School of Business**

Indianapolis, IN, US

Peggy Daniels Lee is an expert in business management, logistics and higher education administration.

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## **Biography**

Peggy Daniels Lee is a clinical assistant professor emeritus at the Kelley School of Business. Her industry experience includes a 20-year career in telecommunications and banking where she held multiple managerial positions. Since 2007, Dr. Lee has done research and taught using 3-dimensional virtual worlds. Her work in this space has been presented at the Academy of Management, the Decision Sciences Institute, the Second Life Community Convention, the International Workshop on Enterprise, Organizational Modeling and Simulation (EOMAS), the Indiana University Center for Teaching and Learning, the virtual community Teach for Success, the Midwest Decision Sciences Institute Annual Meetings, the Northeast Decision Sciences Institute Annual Meetings, the Virtual Worlds Best Practices in Education conference, and many other organizations and venues. Her article in the Journal of Virtual Worlds Research is one of few that established the impact of virtual worlds on learning outcomes. Dr. Lee is also a section editor of the online Journal of Virtual Studies. Her academic work has been presented at the Decision Sciences Institute, the Academy of Management, the Council of Supply Chain Management Professionals, and the International Workshop on Enterprise and Organizational Modeling and Simulation (EOMAS). She has published in such outlets as the Journal of Business and Industrial Marketing, the Journal of Virtual Worlds Research, the Journal of Healthcare Management, and Supply Chain Forum, published by the University of Lausanne. She serves on the Board of Advisors for the Business Program at Ivy Tech, Indiana's Community College system, serves the Midwest Decision Sciences Institute as Past-President and is the Education Chair for the Indianapolis Roundtable of the Council of Supply Chain Management Professionals. Dr. Lee is also vice president -- Americas of Decision Sciences Institute. She is a former member of the board of the Delaware Valley Roundtable of the Council of Supply Chain Management Professionals and the board of the Northeast Decision Sciences Institute. In addition to her doctorate in Logistics and Operations from the George Washington University, Lee holds a BA in English Literature from the University of Michigan in Ann Arbor and an MBA from the Kenan-Flagler School of Business at the University of North Carolina at Chapel Hill.

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## **Areas of Expertise**

Project Management, Business Logistics, Business Management, Supply Chain Management, Gaming & Gamification in Education, Higher Education Administration/Curriculum Development

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## **Event Appearances**

**Role of Data and Decision Analytics in Global Operations**

2018 Decision Sciences Institute Annual Meeting

**Innovative Decision-Making: Research to Practice**  
2017 Decision Sciences Institute Annual Meeting

**Revising an Undergraduate Business Program ? A Collaborative Approach.**  
2016 Decision Sciences Institute Annual Meeting

**The Effectiveness of Gaming Elements in OSCM Simulations**  
2016 Decision Sciences Institute Annual Meeting

**Workshop: Big Data: What, Where, and How?**  
2016 Decision Sciences Institute Annual Meeting

**Panel: Exploring Study Abroad Resources: Creating Diverse Partnerships to Design the Optimal Study Abroad Experience**  
Institute for International Education, Study Abroad Summit

**Teaching Operations Management Using 3D Role Playing Games**  
LEAP Indiana ? Faculty Collaboratives Conference

**Workshop: Student Engagement in Online Graduate Education**  
2015 Decision Sciences Institute Annual Meeting

**Symposium: Development of Strategic Thinking: Reports from the Field ? Results Employing Virtual Environments**  
2015 Academy of Management Annual Meeting

**Antecedents and Consequences of Virtual World Experience at the Emerging Technologies**  
2014 Decision Sciences Institute Annual Meeting

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## **Education**

**The George Washington University**  
Ph.D. Logistics, Operations & Materials Management

**University of North Carolina at Chapel Hill**  
MBA Marketing Concentration

**University of Michigan at Ann Arbor**  
B.A. English Literature

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## **Accomplishments**

**Glenn W. Irwin Jr., M.D. Experience Excellence Award for Faculty  
Indiana University**

**Vice President -- Americas, Decision Sciences Institute  
2019 - 2020**

**Past President, Midwest Decision Sciences Institute  
2018 - 2019**

**President, Midwest Decision Sciences Institute  
2017 - 2018**

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