Alex Burnett-Hayes

Experience

I. Texas State University
Assistant Professor of Instruction (2024 – Current)
McCoy College of Business - Department of Information Systems and Analytics

II. Texas State University
Lecturer (2023 – 2024)
McCoy College of Business - Department of Information Systems and Analytics

III. University of North Texas Dallas
Lecturer (2023 – 2023)
School of Business - Department of Business Analytics

IV. Texas A&M University, Central Texas
Visiting Assistant Lecturer (2021 – 2022)
College of Business - Department of Computer Information Systems

Education

I. Texas A&M University, Central Texas – May 2024
Causal Analytics & Big Data Post-Doctoral Certificate
(Confirmatory Factor Analysis & Structural Equation Modeling
Distinguished Graduate

II. Liberty University – July 2023 – 4.000 GPA
DBA – Information Systems

III. MIT Sloan School of Management - 2022
Applied Business Analytics Executive Program Certificate

IV. West Texas A&M University – December 2020 – 3.900 GPA
MS – Computer Information Science & Business Analytics

V. Texas A&M University, Corpus Christi – August 2018 – 3.916 GPA
MBA – Finance Concentration

Professional Development

I. ACUE Advanced Certificate in Effective Teaching Practice Framework – 2023
II. ACUE Advanced Certificate in Effective College Instruction - 2023
III. ACUE Micro Credential in Inspiring Inquiry and Preparing Lifelong Learners – 2023
IV. ACUE Micro Credential in Designing Learner-Centered and Equitable Courses – 2023
V. ACUE Micro Credential in Creating an Inclusive and Supportive Learning Environment – 2023
VI. ACUE Micro Credential in Promoting Active Learning – 2023
VII. Google Data Analytics Certificate – 2022
VIII. ACUE Certificate in Effective College Instruction – 2022
IX. ACUE Micro Credential in Designing Student-Centered Courses – 2022
X. ACUE Micro Credential in Inspiring Inquiry and Lifelong Learning in Your Online Course - 2022
XI. ACUE Micro Credential in Creating an Inclusive and Supportive Online Learning Environment – 2022
XII. ACUE Micro Credential in Promoting Active Learning Online – 2022
XIII. DataCamp Data Analyst with Python Certificate – 2021
XIV. DataCamp Statistician with R Certificate – 2021
XV. DataCamp Data Scientist with R Certificate – 2021
XVI. DataCamp Data Analyst with SQL Server Certificate – 2021
XVII. DataCamp Machine Learning Scientist with R Certificate – 2021
XVIII. Canvas Course Developer Program – 2020
XIX. Blackboard Professional development in Best Practices for Online Course Design - 2019

Consulting & Pedagogical Contributions

I. Course Review and Beta Testing
   Tech+ Course: Certification Alignment Review (CompTIA Tech+)
   UCertify - 2025

II. Textbook Review
   Introduction to Information Systems, 10th Edition
   Wiley – 2023

III. Textbook Review
   Business Analytics: Communicating with Numbers, 2nd Edition
   McGraw Hill – 2023

IV. Instructor Resources: Test Bank Audit
   Social Media Marketing, 3rd Edition
   Sage UK - 2020

V. Instructor Resources: Test Bank, PPTs, Student Resources, MCQ
   Principles of Marketing for a Digital Age, 1st Edition
   Sage UK – 2019

Research

I. The Strategic Applicant: An Evolutionary Game Theory Approach to Career Planning using Generative AI
   68th Annual Meeting of the Southwest Academy of Management (SWAM 2026 Conference, March 18-21, 2026)
   Accepted – November 13th, 2025

II. Teaching Interview Skills with Generative AI: A Hands-On Learning Model
   Texas State University AI in Teaching and Learning Symposium
   Submitted - Proposal #06-263-333 – January 14th, 2026

III. Leveraging Generative AI to Enhance Self-Assessment in Management Education Utilizing Personal SWOT Analysis
   Management & Organizational Behavior Teaching Society (MOBTS Conference, June 9-12, 2026)
   Submitted – January 23rd, 2026

IV. The Frack Master's Microcap Fraud
   Oil, Gas & Energy Quarterly

Published – August 2020

Service

I. Edge Professional Undergraduate Student Organization
Faculty Sponsor
October 10, 2025 – Current

II. Association of College and University Educators (ACUE)
Liaison
July 15, 2025 - Current

III. Level Up Professional Graduate-Level Student Organization
Faculty Sponsor
May 30, 2024 – Current

IV. Campus Security Authority
May 30, 2024 – Current

V. Library Committee
September 2025 – Current
3 Year Appointment

VI. MBA Review Committee
September 2025 – Current
3 Year Appointment

VII. Master's Degree Hooding Ceremony Nominee
December 13th, 2025

VIII. MBA Field Projects – Capstone Project Presentations
Panel Judge
November 19th, 2025

IX. Master's Degree Hooding Ceremony Nominee
May 8th, 2025

X. MBA Field Projects – Capstone Project Presentations
Panel Judge
April 22nd, 2025

XI. MBA Field Projects – Capstone Project Presentations
Panel Judge
November 26th, 2024

XII. Campus Resource and Involvement Fair
September 4th, 2024

XIII. Master's Degree Hooding Ceremony Nominee
May 9th, 2024

XIV. MBA Field Projects – Capstone Project Presentations
Panel Judge
April 23rd, 2024

XV. 15th Annual Graduate Student Research Conference
April 3rd, 2024

XVI. Master's Degree Hooding Ceremony Nominee
March 28th, 2024

XVII. MBA Field Projects – Capstone Project Presentations
Panel Judge
November 29th, 2023

Awards

I. Favorite Professor
The Alfred H. Nolle Chapter of the Alpha Chi National
College Honor Society
2025