

Curriculum Vitae
Zoeanna Mayhook

October 08, 2024

RESEARCH INTERESTS

Business Information Literacy, Financial Literacy, Visual Literacy, Market & Industry Research, Government Publications, Teaching and Learning.

EDUCATION

- June 2020 MLIS, Library and Information Science, University of Washington
- *Capstone*: “PROSPER with Scalar: Promoting Open Source Platforms as Educational Resources.”
Sponsor: UW Libraries Digital Scholarship Collective
- August 2015 MBA, Business Administration, Gonzaga University
- *Concentration*: Marketing
- May 2011 BA, Business Administration, Gonzaga University
- *Concentration*: Human Resource Management
Minor: Psychology

EMPLOYMENT

- 2020-Present Assistant Professor & Business Information Specialist, Purdue University
- 2023-Present Assistant Professor of Law, Communication, and Ethics (Courtesy Appointment)
- 2023-Present Affiliate Faculty, Brock-Wilson Center for Women in Management
- 2015-Present Legal Investigator & Researcher, Friedman Rubin Law Firm, PLLP
- 2019-2020 Research & Instruction Librarian, Wabash College
- 2018-2019 Graduate Research Specialist, University of Washington Tacoma Library
- 2012-2015 Periodicals/Weekend Public Services Assistant, Gonzaga University Library
- 2011-2012 Evening/Weekend Public Services Assistant, Gonzaga University Library
- Fall 2009 Interim Student Supervisor, Gonzaga-In-Florence Library

TEACHING

- Fall 2024 MGMT 110: Introduction to Management and Information Strategies
- Fall 2024 MGMT 175: Information Strategies for Management Students
- Fall 2023 MGMT 110: Introduction to Management and Information Strategies
- Fall 2023 MGMT 175: Information Strategies for Management Students
- Fall 2022 MGMT 110: Introduction to Management and Information Strategies
- Fall 2022 MGMT 175: Information Strategies for Management Students
- Fall 2021 MGMT 110: Introduction to Management and Information Strategies
- Fall 2021 MGMT 175: Information Strategies for Management Students
- Spring 2021 MGMT 175: Information Strategies for Management Students
- Fall 2020 MGMT 110: Introduction to Management and Information Strategies
- Fall 2020 ILS 175: Information Strategies for Hospitality and Tourism Management

PUBLICATIONS

- 2025 Bochenek, A., Howard, H., & **Mayhook, Z.** Integrating Intercultural Competencies in an Introductory Business Information Literacy Course. Accepted in *portal: Libraries and the Academy*.

- 2024 **Mayhook, Z.** Using keyword analysis for market validation research. *Journal of Business & Finance Librarianship*, 1–17.
<https://doi.org/10.1080/08963568.2024.2411474>
- 2023 Howard, H. A., Bochenek, A., **Mayhook, Z.**, Trowbridge, T., & Lux, S. Student information use during the COVID-19 pandemic. *The Journal of Academic Librarianship*, 102696.
- 2023 Phillips, M., Howard, H., Bochenek, A., and **Mayhook, Z.** “Incorporating standards education into a first year business management course.” In *Teaching and Collecting Technical Standards: A Handbook for Librarians and Educators*. Purdue University Press. ISBN: 9781612498591
- 2021 **Mayhook, Z.**, Bochenek, A., Howard, H. "Transforming Instructional Strategies for Student Engagement in A HyFlex Information Literacy Course." LOEX Conference Proceedings 2021
- 2019 **Mayhook, Z.** “Privately Held Companies: Legislation, Regulation, and Limited Dissemination of Financial Information.” *DttP: Documents to the People*, 47(4), 28-33.
<https://doi.org/10.5860/dttp.v47i4.7215>

MANUSCRIPT IN PROGRESS

- 2025 Kirkwood, H., Howard, H., & **Mayhook, Z.** (Eds.) (Forthcoming). *The International Business Information Handbook: Finding and Using Global Resources*. Libraries Unlimited.

PRESENTATIONS

- August 2024 **Mayhook, Z.** Academic Business Librarianship [Invited Speaker]. LIS Industry Speaker Series, Indiana University Luddy School of Informatics, Computing, and Engineering (Online). https://iu.mediaspace.kaltura.com/media/t/1_nfk63d/209094423
- June 2024 Howard, H., **Mayhook, Z.**, & Bochenek, A. *Integrating Intercultural Competencies into Engineering Information Literacy Instruction* [Invited Workshop]. American Society for Engineering Education (ASEE) Annual Conference, Portland, OR.
- June 2024 **Mayhook, Z.** *Students as Pedagogical Partners when Co-Designing AI Workshops* [Conference Presentation]. American Society for Engineering Education (ASEE) Annual Conference, Portland, OR.
- May 2024 **Mayhook, Z.** *Assessing Financial Literacy Needs: A Qualitative Content Analysis of Personal Finance Reflections from an Introductory Business Course* [Conference Presentation]. 16th Qualitative and Quantitative Methods in Libraries (QQML) International Conference, Chania, Greece.
- May 2024 **Mayhook, Z.**, Phillips, M., & Zwicky, D. *Using Content Analysis to Examine Information Literacy Competencies in Job Postings* [Conference Presentation]. 16th

Qualitative and Quantitative Methods in Libraries (QQML) International Conference, Chania, Greece.

- Apr. 2024 **Mayhook, Z.** *The Intersection of Libraries and Civic Literacy: Applications and Insights from the Field and Community* [Invited Panelist]. Indiana Libraries and Literacy Symposium, Indianapolis.
- Jan. 2024 **Mayhook, Z.,** Phillips, M., Zwicky, D. *Expectations About Information Literacy: An Analysis of Job Postings in Engineering Technology and Integrated Engineering & Business* [Conference Presentation]. Hawaii International Conference on Education, Waikoloa Village, HI, United States.
- Jan 2024 Bochenek, A., Howard., H, & **Mayhook, Z.** *Integrating Intercultural Competencies in an Introductory Business Information Literacy Course* [Conference Presentation]. Hawaii International Conference on Education, Waikoloa Village, HI, United States
- Jan 2024 Bochenek, A. & **Mayhook, Z.** *Management and Information Strategies: Promoting Information Literacy Through Self-Determination Theory Among Undergraduate Business Students* [Conference Presentation]. Hawaii International Conference on Education, Waikoloa Village, HI, United States.
- April 2023 Huber, S. & **Mayhook, Z.** *Getting Visual: Assessing the need for visual literacy instruction within engineering and business courses* [Conference Presentation]. LILAC: The Information Literacy Conference, Cambridge, United Kingdom
- May 2022 Philips, M., Howard, H, Bochenek, A., & **Mayhook, Z.** *Preparation for the Information Needs of the Future Workplace: Introducing Business Students to Industry Standards* [Conference Presentation]. International Conference on Qualitative and Quantitative Methods in Libraries, Athens, Greece.
- Oct 2021 **Mayhook, Z.** *Investing in Financial Literacy Education: Purdue Libraries' Quest to Promote Financial Wellness* [Conference Presentation]. Midwest Business Librarian Summit, Purdue University, West Lafayette, IN.
<https://docs.lib.purdue.edu/mbls/2021/2021/8/>
- Aug. 2021 **Mayhook, Z.** *Government Information for Business, Finance, and Legal Research: A Beginner's Guide* [Conference Presentation]. Special Libraries Association Conference. (Online).
- July 2021 Bochenek, A & **Mayhook, Z.** *Together, Apart: Building Meaningful Relationships in the HyFlex Classroom* [Poster Presentation]. Academic Libraries of Indiana Information Literacy Conference. (Online). <https://youtu.be/eaCouEPfAOo>
- Apr. 2021 **Mayhook, Z.** *Making Open Digital Projects More Accessible* [Lightening Talk]. Association of College & Research Libraries Conference (Online).

- Dec. 2020 **Mayhook, Z.** & Bochenek, A. *Make a Case: Strategies for Writing Effective Business Information Literacy Case Studies During COVID-19 and Beyond*. BRASS Fall Online Symposium (Online).
- Nov. 2020 **Mayhook, Z.** & Bochenek, A. *Government Information for Entrepreneurs: Valuable resources for starting and managing small businesses*. Entrepreneurship & Libraries Conference (Online). <https://youtu.be/Opp07ScFlIA>

AWARDS & FELLOWSHIPS

- 2024-2025 Teaching Leadership Fellow Award, Purdue Center for Instructional Excellence (CIE)
- 2024 Troutner Innovative and Creative Endeavors in Teaching and Learning Award
- 2024 Nominated for the Purdue University Early Career Teaching Award, unawarded
- 2023 Purdue Libraries' Annual Award for Excellence in Teaching
- 2023 IMPACT Fellow, Purdue University
- 2023 Troutner Innovative and Creative Endeavors in Teaching and Learning Award
- 2022-2023 Teaching for Tomorrow Fellowship Award, Purdue University
- 2021 Purdue Federal Innovative and Creative Endeavors in Teaching and Learning Award
- 2021 Service Learning Fellow, Purdue University Office of Engagement
- 2019-2020 Information School Merit Scholarship, University of Washington
- 2018-2019 Information School Merit Scholarship, University of Washington

GRANTS & SCHOLARSHIPS

External

- 2024 ASEE Conference Travel Award, \$1,500
- 2021 ACRL Virtual Early Career Scholarship, \$399
- 2019 BRASS Student Travel Award Sponsored by SimplyAnalytics, \$1,250

Internal

Maybee, C., LeGrand, S., **Mayhook, Z.**, & Lu, J. "Partners for Algorithmic Literacy (PAL): A Faculty and Student Learning Community." Purdue Innovation Hub. \$42,516. 2025

Mayhook, Z. (PI). "Integrating Intercultural Competencies into Engineering Information Literacy Instruction" Research & Scholarship Support Grant Award. \$1,000. 2024

Mayhook, Z. (PI). "Perceived Transferability of Data Visualizations Skills: A content analysis of graduate student discourse in a 'Storytelling with Data' course." Libraries Research Council, Libraries Seed Grant Award. \$4,924.13. 2023-2024.

Howard, H. (PI), Bochenek, A. (Co-PI), **Mayhook, Z.** (Co-PI). "Parrish Library of Management & Economics Instructional Technology Update." Purdue Office of the Provost, Instructional Equipment Grant. \$85,000. 2022-2023.

Howard, H. (PI), Bochenek, A. (Co-PI), **Mayhook, Z.** (Co-PI). "Parrish Library of Management & Economics Instruction Space Update." Purdue Office of the Provost, Instructional Equipment Grant. \$72,156. 2020-2021.

Unfunded

Mayhook, Z. (PI), Bochenek, A. (Co-PI), & Howard, H. (Co-PI). Financial information perceptions and preferences among college students. National Endowment for Financial Education. \$115,000. (Submitted 11/16/2023).

Mayhook, Z. (PI), Bochenek (Co-PI). “Money Smart Week at Purdue University,” FINRA Library Grant Program. \$15,875. 2023.

Huber, S (PI), **Mayhook, Z** (Co-PI). “Visual Literacy Course to Support Both Faculty and Students.” Purdue Office of the Provost, Innovation Hub Grant. \$28,510. 2022.

SERVICE TO THE PROFESSION

Purdue University Libraries and School of Information Studies

2024-Present GRIP Committee
2022-Present Purdue Libraries Steering Committee
2023-Present Co-Organizer, REALS Writing Groups
2022-Present Co-Organizer, Pre-Tenure Meet-Up Group
2021-2023 Chair, United Way Committee
2021-2023 Chair, Library OER Affinity Group
2021-Present Faculty Advisor, LibGuides Cleanup Project
2021-2023 Purdue Libraries Seminar Committee
2021 Purdue Libraries LibGuides Taskforce

Purdue University

2024 Murphy Award Committee
2023 Service Learning Fellowship Review Committee
2022 IMPACT, Support Team Member
2022-2023 COACH Implementation Committee
2021-2024 Undergraduate Research Conference Judge

National

2024-Present BRASS Membership Committee
2023-2024 Convener, Image Resource Interest Group, Association of College & Research Libraries
2020-2023 Treasurer, Government Document Round Table, American Library Association
2022-2023 ACRL 2023 Invited Presentations Committee
2022-2023 Ambassador, Women in Data Science (WiDS)
2019-2023 Publisher Forum Coordinator, BRASS Business Reference Sources Committee
2018-2020 Publicity Officer, Special Libraries Association, U. of Washington Chapter
2018-2020 iSchool Peer Advisor, U. of Washington

ASSOCIATIONS AND MEMBERSHIPS

2019-Present Reference & User Services Association (RUSA)
2018-Present Association of College & Research Libraries (ACRL)
2017-Present American Library Association (ALA)
2018-2019 Special Libraries Association
2017-2019 Washington Library Association
2018-2019 Law Librarians of Puget Sound (LLOPS)