

For Immediate Release

What Future for Digital Privacy? Woodbury School of Business Team Invited to Present at Premier Digital Marketing Conference

Dr. Kristen Schiele and DZ Solutions Executive Jack McAlpin Explore Big Data Ethics in Paper for Marketing EDGE Direct/Interactive Marketing Research Summit in Boston



LOS ANGELES (Sept. 3, 2015) – With hacking, cyber-attacks and data breaches the new normal for businesses and consumers, what ethical guidelines and standards should govern organizational and individual behavior?

That’s the jumping off place for “Big Data, Big Problems: The Challenges of Big Data Ethics & Digital Privacy,” a paper from a [Woodbury University](http://www.woodbury.edu) School of Business team, to be presented at Marketing EDGE Direct/Interactive Marketing Research Summit, October 3-4, at the Boston Convention & Exhibition Center. The conference is widely regarded as among the nation’s most prestigious digital marketing events. A joint project of Dr. Kristen Schiele, Marketing professor, and MBA student Jack McAlpin, an executive at DZ Solutions (<http://www.dzsolutions.com/>), the pair will present as part of the “Big Data & Privacy” track at 3:45 p.m. on Saturday, Oct. 3.

Marketing EDGE (formerly Direct Marketing Educational Foundation - DMEF) is the only national nonprofit of its kind solely committed to acquaint professors and college students

with -- and to engage and involve them in -- the thriving business of marketing. Marketing EDGE is supported solely by corporations and individuals who want to give back to the community.

“This is a tremendous honor for the School of Business and our Marketing Department in particular,” said Andre van Niekerk, Ph.D., dean of the School of Business at Woodbury. “With our recent AACSB accreditation, we have stepped up our research capabilities throughout the Business School. Jack’s passion for examining big data ethics is an example of the sort of activity we are fostering throughout the MBA program. We will continue to develop directed study and research courses for MBA students who are immersed in specific topics.”

Marketing EDGE brings social, mobile, data-driven, direct and interactive marketing instruction to the college campus, while helping students learn about marketing career opportunities. The organization publishes teaching resources, career information and the academic research publication, *Journal of Interactive Marketing*®. [Marketing EDGE](#) was established in 1966 by the Direct Marketing Association as a tangible means of giving back to the community. A non-profit educational organization supported by tax-deductible contributions, Marketing EDGE is the only national organization of its kind committed to introducing college students to the thriving business of marketing.

About Woodbury University

Founded in 1884, Woodbury University is one of the oldest institutions of higher education in Southern California. It offers bachelor’s degrees from the School of Architecture, School of Business, School of Media, Culture & Design, and College of Transdisciplinarity, along with a Master of Arts in Media for Social Justice, Master of Architecture (MArch), Master of Interior Architecture (MIA), Master of Science in Architecture (MSArch), and Master of Leadership. The San Diego campus offers Bachelor of Architecture and Master of Architecture, Master of Interior Architecture and Master of Landscape Architecture degrees, as well as an MSArch degree with concentrations in Real Estate Development and Landscape + Urbanism. *DesignIntelligence* has ranked the Interior Architecture BFA #2 in the West. Woodbury ranks 15th among the nation’s “25 Colleges That Add the Most Value,” according to *Money Magazine*. Visit woodbury.edu for more information.

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