

# CURRICULUM VITAE

Spring 2022

## NAME

JOSÉ ANTONIO ROSA

## CURRENT ADDRESS

Iowa State University  
Marketing Department, 2350 Gerding  
2167 Union Drive  
Ames, IA 50011-2027

## PHONE & E-MAIL

515-294-7207  
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## CAREER HIGHLIGHTS

**Research:** Over thirty-five refereed journals articles, accompanied by book chapters, editorial board service for top-level journals and invited reviewing for multiple journals and conferences, editorial management of journal special issues and an edited book, and shared authorship of one textbook. Pioneering research in four areas: the socio-cognitive evolution of product markets, the influence of body knowledge in consumer and managerial behavior, low-literate consumer behavior, and subsistence consumer and consumer-merchant innovativeness and behaviors. Current research interests include the role of conviction narratives in product innovation and entrepreneurial startup decisions, the influence of honor and dignity cultural norms on responses to medical diagnoses and therapeutic prescriptions, the design and execution of eco-tourism initiatives that contribute to sustainable peace, and factors influencing consumer persistence on virtuous goals such as health maintenance and sustainable consumption. Career history of collaborative work with colleagues at different institutions including junior scholars and doctoral students. Recipient of multiple research grants and fellowships, including Marketing Science Institute research grants and Fulbright Fellowships to Chile (2005) and Colombia (2010).

**Teaching:** Over thirty years of effective teaching at undergraduate, MBA, executive MBA, and PhD levels with excellent professor and course ratings at all levels in domestic and international institutions. Teaching experience includes principles of marketing, organizational change, and organizational behavior at the undergraduate level, managing for creativity and innovativeness in organizations at the undergraduate and MBA level, business-to-business marketing at the MBA level, marketing management at the MBA and Exec MBA level, consumer behavior at the undergraduate, MBA, and PhD levels, and structural equation modeling at the PhD level. Winner of multiple teaching awards for undergraduate, graduate professional, doctoral, and executive education across several institutions. Winner of mentoring awards, including the American Marketing Association Williams-Qualls-Spratlen Multicultural Mentoring Award in 2016.

**Leadership in Higher Education: Iowa State University:** Served as the inaugural Faculty Fellow in the Office of Diversity and Inclusion at Iowa State University. Responsible for advancing an array of development and administrative initiatives to elevate institutional diversity and inclusion. Developed a strategic and operational five-year plan for a professional sales program and center in the College of Business. Served on Dean's Task Force on Promotion & Tenure Procedures. Organized the Building on Diversity – Higher Education and Business Summit. The Summit was sponsored by The PhD Project, the White House Initiative on Educational Excellence for Hispanics, and the Iowa State University College of Business. The event attracted participation from leaders at large and medium-sized business in the Upper Midwest, nationally-recognized higher education leaders, and Iowa state government leaders. **University of Wyoming and Eastern Illinois University:** ACE Fellow for 2013-2014 with University of Wyoming as home institution and Eastern Illinois University (EIU) as host institution. Work for EIU included analysis and recommendations to academic affairs on program realignments in light of changes in budgetary and market conditions. Also for EIU, assisted with enrollment management marketing initiatives (research, planning, execution). After the ACE Fellowship, assisted the president and provost at the University of Wyoming with the strategic planning process for the university, including synthesis across academic unit strategic plans to produce a document plan that communicates definitive objectives with appropriate metrics for the 2015-2020 time period. **University of Wyoming:** Prior to the ACE Fellowship, served as director of UW PhD Program in Marketing with emphasis on Sustainable Business Practices from August 2011 to June 2013, and was re-appointed as the program director December 2014 to June 2015. Achievements include improving and codifying operating procedures to enhance program effectiveness, protect student and faculty interests, and maximize value gained from program resources. In addition, chaired MBA program redesign efforts, and developed rubrics for PhD program applicant evaluations; student-progress assessment (research papers, comprehensive examinations), and financial processes to facilitate faculty/student joint research, student travel to conferences and symposia, and enhanced student and faculty exposure to top-ranked marketing scholars through campus symposia. **Other Institutions:** Board of Trustees, Park University. Participated in MBA program redesigns at the University of Illinois at Urbana-Champaign, Case Western Reserve University, and University of Illinois at Chicago. Participated in college-level strategic planning at Case Western Reserve University.

## **EDUCATION**

|      |  |
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| 1992 | Ph.D., Business Administration and Psychology, University of Michigan  |
| 1992 | Master of Arts, Psychology, University of Michigan                     |
| 1979 | M.B.A., Amos Tuck School of Business Administration, Dartmouth College |

1977 Bachelor of Industrial Administration, Marketing and Organizational Development, General Motors Institute

### **ACADEMIC POSITIONS**

2016-Present Professor and John and Deborah Ganoë Faculty Fellow, Department of Marketing, Iowa State University

2018 – 2021 Faculty Fellow in the ISU Office of Diversity and Inclusion

2015 – 2016 Professor and Dean's Fellow in Marketing, Department of Marketing, Iowa State University.

2008 – 2015 Professor of Marketing and Sustainable Business Practices, Department of Management and Marketing, University of Wyoming.  
Director of PhD Program in Marketing – August 2011 to June 2013.  
Interim Director of PhD Program, December 2014 to July 2015.

2010 – 2015 Adjunct Professor of Marketing, Universidad de los Andes School of Management, Bogotá, Colombia.

2006 – 2009 Visiting Professor of Marketing, Executive MBA Program, University of Illinois at Urbana-Champaign

2006 – 2010 Research and Teaching Associate in Marketing, Universidad de los Andes School of Management, Bogotá, Colombia.

2005 – 2008 Associate Professor, College of Business Administration, University of Illinois at Chicago.

2000 – 2005 Assistant Professor, Weatherhead School of Management, Case Western Reserve University.

1992 – 2000 Assistant Professor, College of Business, University of Illinois at Urbana - Champaign.

1986 – 1992 Adjunct Lecturer, School of Management, University of Michigan - Flint.

### **ADMINISTRATIVE AND PROFESSIONAL EXPERIENCE**

2021-present Board of Trustees Member, Park University, Parkville, MO.

2021 – present Publications Policy Board Member, American Marketing Association

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|-----------|---|
| 2013-2014 | American Council on Education Fellow. Home Institution: University of Wyoming. Host Institution: Eastern Illinois University. |
| 2011-2015 | Director of PhD Program in Marketing, University of Wyoming.  |
| 1984-1987 | Various administrative positions, Electronic Data Systems.  |
| 1983-1984 | Product Analyst, Cadillac Motor Car Division, General Motors Corporation.   |
| 1982-1984 | Various positions, Genesee Merchants Bank and Trust Co. (now part of JP Morgan/Chase)   |
| 1979-1981 | Financial Analyst, General Motors Central Office and Guide Division, General Motors Corporation                               |
| 1972-1979 | Various positions, Buick Motor Division, General Motors Corporation.  |

### **CURRENT AREAS OF RESEARCH INTEREST**

Current research interests include the role of conviction narratives in product innovation and entrepreneurial startup decisions, the influence of honor and dignity cultural norms on responses to medical diagnoses and therapeutic prescriptions, the design and execution of eco-tourism initiatives that contribute to sustainable peace, and factors influencing consumer persistence on virtuous goals such as health maintenance and sustainable consumption.

### **AREAS OF METHODS EXPERTISE**

Experimental and ethnographic methods, traditional and structural equation modeling analysis of survey and experimental data, archival and historical research, hermeneutic analysis of interview transcripts and published narratives.

### **AREAS OF TEACHING EXPERTISE**

Principles of marketing, consumer behavior (undergraduate, MBA, PhD), organizational change, organizational behavior (undergraduate), marketing management (MBA and Executive Education), managing for enhanced creativity and innovation (undergraduate, MBA), business-to-business marketing (MBA), sustainable marketing practices (MBA).

## **BOOKS**

José Antonio Rosa and Madhubalan Viswanathan (2007), Product and Market Development for Subsistence Marketplaces, Advances in International Management Series, eds., Oxford: Elsevier.

Richard P. Bagozzi, José Antonio Rosa, Kirti Sawhney Celly, and Francisco Coronel, Marketing Management, Englewood Cliffs, NJ: Prentice Hall, 1998 copyright.

## **REFEREED ARTICLES**

Rosa, José Antonio (2021), “Accelerating Innovation and Protecting Organizations – Pluralism in the COVID-19 Age” (Catalyst Commentary), Journal of Product Innovation Management, Article ID: JPIM12568, Article DOI: 10.1111/jpim.12568

Carlos Trujillo, Catalina Estrada-Mejia, and José Antonio Rosa (2021), “Norm-focused Nudges Influence Pro-environmental Choices and Moderate Post-choice Emotional Responses,” Plos ONE (open access). <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0247519>.

Upadhyaya, Shikha and Jose Antonio Rosa (2019), "Resilience in Social Innovation: Lessons from Women Market Traders," Social Science Quarterly, 100(6), 2115-2133, DOI: 10.1111/ssqu.12716.

Vann, Richard J., José Antonio Rosa, and Sean M. McCrea (2018), “When Consumers Struggle: Action Crisis and Its Effects on Problematic Goal Pursuit,” Psychology & Marketing, 35 (9), 696-709. Viewable online at <http://dx.doi.org/10.1002/mar.21116>.

Carlos Andrés Trujillo and José Antonio Rosa (2017), “Consumer Creativity Influenced by Hope, Integral Emotions and Socioeconomic Status” International Journal of Consumer Studies, 41 (5), 576-586. Viewable online at <http://dx.doi.org/10.1111/ijcs.12369>.

Rosa, José Antonio (2017), “Subsistence Consumers as Lead Users: Life Transforming Products and Services from the Bottom of the Pyramid,” RIMAR – Revista Interdisciplinar de Marketing (Interdisciplinary Journal of Marketing), 7 (1), 113-120.

Rosa, José Antonio (2014), “Collective Bargaining in Higher Education: Observations from an ACE Fellow,” Journal of Collective Bargaining in the Academy, Vol. 6 (December).

Upadhyaya, Shikha, Sonia Camacho, Courtney Nations Baker, Richard Vann, R. Bret Leary, John Mittelstaedt, and José Antonio Rosa (2014), “Subsistence Consumer-Merchant Marketplace Deviance In Market Systems: Antecedents, Implications and Recommendations.” Journal of Macromarketing, 34 (2), 145-159.

José Antonio Rosa, William J. Qualls and Julie A. Ruth (2013), “Creative Imagining by Consumers: Effects of Gender and Level of Modality-Specific Inputs.” Journal of Business Research, 67 (3), 386-393. Viewable online at <http://dx.doi.org/10.1016/j.jbusres.2012.12.023>.

Blocker, Christopher P., Julie A. Ruth, Srinivas Sridharan, Colin Beckwith, Ahmet Ekici, Martina Goudie-Hutton, José Antonio Rosa, Bigé Saatcioglu, Carlos Trujillo, Debabrata Talukdar, and Rohit Varman (2013) “Understanding Poverty and Promoting Poverty Alleviation through Transformative Consumer Research,” Journal of Business Research, 66 (8), 1195–1202. Viewable online at <http://dx.doi.org/10.1016/j.jbusres.2012.08.012>.

Reimann, Martin, Wilko Feye, Alan J. Malter, Josh Ackerman, Raquel Castaño, Nitika Garg, Robert Kreuzbauer, Aparna A. Labroo, Angela Y. Lee, Maureen Morrin, Gergana Y. Nenkov, Jesper H. Nielsen, Maria Perez, Gratiana Pol, José Antonio Rosa, Carolyn Yoon, Chen-Bo Zhong (2012), “Embodiment in Judgment and Choice,” Journal of Neuroscience, Psychology, and Economics, Vol. 5(2), 104-123. Viewable online at <http://dx.doi.org/10.1037/a0026855>.

José Antonio Rosa (2012), “Teaching Marketing to the Next Four Billion: Innovations and Challenges.” Journal of Marketing Education. 34 (1), 44-54.

Bohlmann, Jonathan D., Jelena Spanjol, William J. Qualls, and José Antonio Rosa (2012), “The Interplay of Customer and Product Innovation Dynamics: An Exploratory Study.” Journal of Product Innovation Management, 30 (2), 228-244. Viewable online at <http://dx.doi.org/10.1111/j.1540-5885.2012.00962.x>.

Christopher P. Blocker, Julie A. Ruth, Srinivas Sridharan, Colin Beckwith, Ahmet Ekici, Martina Goudie-Hutton, José Antonio Rosa, Bigé Saatcioglu, Carlos Andres Trujillo, Debabrata Talukdar, Rohit Varman (2011), “Applying a Transformative Consumer Research Lens to Understanding and Alleviating Poverty,” Journal of Research for Consumers. Issue 19, 1-9. Can be accessed at [http://jrconsumers.com/academic\\_articles/issue\\_19/Poverty\\_academic3.pdf](http://jrconsumers.com/academic_articles/issue_19/Poverty_academic3.pdf).

Jelena Spanjol, William Qualls, and José Antonio Rosa (2011), “How Many and What Kind? The Role of Strategic Orientation in New Product Ideation,” Journal of Product Innovation Management, 28 (2), 236-250.

Hoobler, Jenny M., Rospenda, Kathleen M., Lemmon, Grace, and Rosa, José Antonio (2010) “A within-subject longitudinal study of the effects of positive job experiences and generalized workplace harassment on well-being,” Journal of Occupational Health Psychology, 15(4), 434-451.

Madhubalan Viswanathan, José Antonio Rosa, and Julie A. Ruth (2010), “Exchanges in Marketing Systems: The Case of Subsistence Consumer-Merchants in Chennai, India,” Journal of Marketing, 74(3), 1-17.

Madhubalan Viswanathan and José Antonio Rosa (2010), "Understanding Subsistence Marketplaces: Toward Sustainable Consumption and Commerce for a Better World," Journal of Business Research, 63(7), 535-537.

Carlos A. Trujillo, Andrés Barrios, Sonia M. Camacho, and José Antonio Rosa (2010), "Low Socioeconomic Class and Consumer Complexity Expectations for New Product Technology," Journal of Business Research, 63(7), 538-547.

Kelly L. Weidner, José Antonio Rosa, and Madhubalan Viswanathan (2010), "Marketing to Subsistence Consumers: Lessons from Practice," Journal of Business Research, 63(7), 559-569.

Anne Brumbaugh and José Antonio Rosa (2009), "Perceived Discrimination, Cashier Metaperceptions, Embarrassment, and Confidence as Influencers of Coupon Use: An Ethnoracial-Socioeconomic Analysis," Journal of Retailing, 85(3), 347-362.

José Antonio Rosa, William J. Qualls, and Carlos Fuentes (2008), "Involving Mind, Body, and Friends: Management That Engenders Creativity," Journal of Business Research, 61(6), 631-639.

Jonathan Bohlmann, José Antonio Rosa, Ruth Bolton, and William J. Qualls (2007), "The Effect of Group Interactions on Satisfaction Judgments: Satisfaction Escalation," Marketing Science, 25(4), 301-321.

Leslie Sekerka, Anne Brumbaugh, José Antonio Rosa, and David Cooperrider (2006), "The Moderating Effects of Gender on the Effectiveness of Different Approaches to Organizational Intervention," International Journal of Organization Theory and Behavior, 9(4), 1-18.

José Antonio Rosa, Ellen Garbarino, and Alan J. Malter (2006), "Keeping the Body in Mind: The Influence of Body Esteem and Body Boundary Aberration on Consumer Beliefs and Purchase Intentions," Journal of Consumer Psychology, 16(1), 79-91.

José Antonio Rosa and Jelena Spanjol (2005), "Micro-Level Product Market Dynamics: Shared Knowledge and Its Relationships to Market Development," Journal of the Academy of Marketing Science, 33(2), 197-216.

Madhubalan Viswanathan, José Antonio Rosa, and James Harris, (2005), "Decision Making and Coping by Functionally Illiterate Consumers and Some Implications for Marketing Management," Journal of Marketing, 69(1), 15-31.

José Antonio Rosa, Kimberly M. Judson, and Joseph F. Porac (2005), "On the Sociocognitive Dynamics Between Categories and Product Models in Mature Markets," Journal of Business Research, 58(January), 62-69.

Michael G. Pratt and José Antonio Rosa (2003), "Transforming Work-Family Conflict Into Commitment in Network Marketing Organizations," Academy of Management Journal, 46 (4), 395-417.

José Antonio Rosa and Alan J. Malter (2002), "E-(Embodied) Knowledge and E-Commerce: How Physiological Factors Affect On-line Sales of Experiential Products," Journal of Consumer Psychology, Special Issue on Consumers in Cyberspace, 13 (1&2), 63-75.

José Antonio Rosa and Joseph F. Porac (2002), "Categorization Bases and Their Influence on Product Category Knowledge Structures," Psychology and Marketing, Special Issue on Consumer Knowledge Structures, 19 (6), 503-531.

José Antonio Rosa (2001), "Embodied Concept Use in Sensemaking by Marketing Managers," Psychology and Marketing, 18 (5), 454-474.

José Antonio Rosa, Joseph F. Porac, Jelena Runser-Spanjol and Michael Saxon, (1999), "Sociocognitive Dynamics in a Product Market," Journal of Marketing, 63 (MSI Special Issue), 64-77.

Joseph F. Porac and José Antonio Rosa (1996), "In Praise of Managerial Narrow-mindedness," Journal of Management Inquiry, 5 (March), 35-44.

José Antonio Rosa and William J. Qualls (1996), "On the Effects of Dispositional and Situational Variables on the Motivation of Industrial Buyers," Journal of Business-to-Business Marketing, 3 (1), 5-33.

José Antonio Rosa and William J. Qualls (1995), "The Relative Importance of Time and Dollar Values in New Product Introduction Decisions," Marketing Letters, 6 (March), 149-158.

William J. Qualls and José Antonio Rosa (1995), "Assessing Industrial Buyer Perceptions of Quality and Their Effects on Satisfaction," Industrial Marketing Management, 24 (October), 359-368.

José Antonio Rosa and Scott Dacko (1995), "The Role of Retentions in How Marketing Managers Change Their Strategic Orientation," Journal of Marketing Management, 11 (September), 525-546.

## **POPULAR MEDIA ARTICLES AND APPEARANCES**

José Antonio Rosa, "Here's how you can be nudged to eat healthier, recycle and make better decisions every day," The Conversation, December 18, 2019, <http://theconversation.com/heres-how-you-can-be-nudged-to-eat-healthier-recycle-and-make-better-decisions-every-day-122254>.



Also published by FastCompany on February 3, 2020. Can be seen at <https://www.fastcompany.com/90458523/why-those-cards-about-reusing-hotel-towels-are-so-effective>.

José Antonio Rosa “Hope and Innovation Among the Next Four Billion,” TEDx USC Talk, April 12, 2011. Can be seen at <http://tedxtalks.ted.com/video/TEDxUSC-Jose-Antonio-Rosa-Hope;Featured-Talks>

José Antonio Rosa (2010), “Canalizar la innovación del consumidor de bajos ingresos” [Channeling the innovation of low income consumers], Portafolio.com.co, March 23.

Viswanathan, Madhubalan, José Antonio Rosa, and Julie Ruth (2008), “Emerging Lessons - For multinational companies, understanding the needs of poorer consumers can be profitable and socially responsible,” Wall Street Journal/MIT Sloan Online.

Also published in the Business Insights Section of the hard copy Wall Street Journal, October 20, 2008.

Rosa, José Antonio. “What if they can’t read?”, Brandweek 1 December 2003  
Reprinted in Business Insights: Essentials, web, 27 October 2016.

## **REFEREED CHAPTERS**

José Antonio Rosa, Nichole Hugo, and David J. Boggs, “Attaining Positive Peace in Competitive Markets: Lessons from Ecotourism Clusters,” in Building Positive Peace, Christina Campbell and Simon Cordery, co-editors, Newcastle-upon-Tyne, UK: Cambridge Scholars Publishing (forthcoming).

José Antonio Rosa and Shikha Upadhyaya (2018), “Ambiguity and Misdirection? Bring It ON! Lessons About Overcoming from Women Market Traders,” in Leveraging Constraints for Innovation: New Product Development Essentials from the PDMA, Sebastian Gurtner, Jelena Spanjol, Abbie Griffin (eds.), 167-182, New York: Wiley.

Tam, Leona, Jelena Spanjol, and José Antonio Rosa (2014), “Unintended planning effect in goal striving: Substitution and Amplification,” in The Psychology of the Asian Consumer, Bernd Schmitt and Leonard Lee (Eds.), New York: ME Sharpe

José Antonio Rosa, Stephanie Geiger-Oneto, and Andrés Barrios Fajardo (2012), “Hope and Innovativeness: A Study of Subsistence Consumer-Merchants,” in Transformative Consumer Research for Personal and Collective Well Being, ed. David Glen Mick, Simone Pettigrew, Cornelia Pechmann, and Julie L. Ozanne, Oxford: Taylor & Francis, 151-170.

Viswanathan, Madhubalan and José Antonio Rosa (2007), “Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship Beyond Literacy and

Resource Barriers,” in *Advances in International Management Series*, vol. 20, José Antonio Rosa and Madhubalan Viswanathan, eds., Oxford: Elsevier, 1-17.

José Antonio Rosa, Jelena Spanjol, and Joseph F. Porac (2004), “Text Analysis as a Tool for Assessing Marketing Strategy Performance,” in Assessing Marketing Strategy Performance, Christine Moorman and Donald Lehmann, eds., Cambridge, MA: Marketing Science Institute, 185-211.

Joseph F. Porac, José Antonio Rosa, Jelena Spanjol and Michael S. Saxon (2001), “America's Family Vehicle - Path Creation in the US Minivan Market,” in Path Dependence and Creation, P. Karnoe and R. Garud, eds., New York: Lawrence Erlbaum and Associates, 213-242.

Joseph F. Porac and José Antonio Rosa (1997), “Rivalry, Industry Models, and the Cognitive Embeddedness of the Comparable Firm” in Advances in Strategic Management, vol. 13, Jane E. Dutton and Joel A. C. Baum, eds., Greenwich, CN: JAI Press, 363-388.

## **REFEREED PROCEEDINGS/WORKING PAPER COLLECTIONS/TRANSACTIONS**

José Antonio Rosa and Khashayar Afshar, “Foresight in Innovation: A Conviction Narrative Perspective,” extended abstract in the proceedings for the 2020 Summer AMA Conference, August 2020.

Richard J. Vann and José Antonio Rosa, “When Consumers Struggle: Action Crisis, Commitment to and Disadoption of Problematic Goal Pursuits (abstract), proceedings of the 2017 Winter AMA Conference, February 2017.

Richard J. Vann, R. Bret Leary, Shikha Upadhyaya, Sonia Camacho, Courtney Nations Baker, José Antonio Rosa, “Subsistence Consumer-Merchant Deviance: A Conceptual Foundation,” Ideas in Marketing: Finding the New and Polishing the Old: Proceedings of the Academy of Marketing Science 2015, pp 607-610

José Antonio Rosa, William Qualls, and Julie Ruth, “Grounded Cognition, Spatial Working Memory, and Category Experience as Influencers of Creative Imagination,” *Advances in Consumer Research*, Volume 39 (abstract).

José Antonio Rosa, Sonia Camacho, and Carlos Trujillo “Creative Deviance Among Subsistence Consumers: Theory and Practice Implications,” ACR-Asia Pacific, Beijing, China, June 2011.

José Antonio Rosa, “Subsistence Consumer Markets: A Third Revolution for Marketing Pedagogy,” Proceedings of the 2010 Academy of Marketing Science (AMS) Annual Conference.

Ellen Garbarino and José Antonio Rosa (2009), “Body beliefs and virtual models”, in Proceedings of ANZAMC Conference, Monash University, Melbourne

Ellen Garbarino and José Antonio Rosa, "Body Beliefs Shape the Perceived Accuracy of Virtual Models." *Advances in Consumer Research*, Volume 38 (abstract).

José Antonio Rosa (2008), "Use Innovativeness by Subsistence Consumers and Consumer Merchants: The Interplay of Cognitive and Social Factors," *Society for Consumer Psychology Annual Meeting Proceedings*.

Kelly L. Weidner, José Antonio Rosa, and Madhubalan Viswanathan, "Marketing to Subsistence Consumers: Contemporary Methodologies and Initiatives." *Marketing Science Institute Working Paper #08-205*, May 2008.

José Antonio Rosa, Steve Hoeffler, William Qualls, and Jonathan Bohlmann, "Analogies and Imaginary Consumers: A Case Study of New Product Development," *Marketing Science Institute Working Paper #04-122*, July 2004.

José Antonio Rosa and Alan J. Malter (2001), "E-(embodied) Cognition and Experiential E-Commerce: Challenges and Opportunities, *Experiential E-Commerce Conference Proceedings*, Frank Biocca and Hairong Li, eds., East Lansing, MI: Michigan State University, <http://mindlab.msu.edu/networkedminds/exp3d/paper/JoseRosa.pdf>, September 2001.

Martin Nunlee, William J. Qualls, and José Antonio Rosa (2000), "Antecedents of Supply Chain Management: A Performance Measurement Model," *American Marketing Association Summer Conference Proceedings*.

Michael G. Pratt, José Antonio Rosa, and Catherine Moe (1999), "Beyond the Role-apptitude-skill-motivation Model of Sales Performance: The Case of Network Direct Sales Organizations," *University of Illinois at Urbana-Champaign Working Paper Collection*.

Thomas G. Costello and José Antonio Rosa (1997), "The Effects of Frame of Reference and Social Identity on Strategic Orientation and Preference for Market Information," in *Marketing Innovative Diversity*, J. W. Wilson, ed., Atlantic Marketing Association, 13 (October), Orlando, FL: University of Central Florida, 342-352.

José Antonio Rosa (1997), "The Socio-Cognitive Development of Market Realities: Three Perspectives," *Advances in Consumer Research* (24), 32.

José Antonio Rosa (1995), "Adaptive Selling Behavior: The Role of the Embodied System," *Proceedings of the American Marketing Association Summer Conference*, 400-410.

José Antonio Rosa (1994) "Strategic Decision Making as an Embodied Process," Second International Workshop on Managerial and Organizational Cognition, European Institute for Advanced Studies in Management, 475-507.

## **NON-REFEREED PROCEEDINGS/TRANSACTIONS**

José Antonio Rosa and Carlos Andrés Trujillo, “An Experimental Investigation of the Influence of Hope on Creativity.” Report submitted to the Marketing Science Institute in fulfillment of MSI Grant 4-1688, Hope, Grounded Cognition, and Creativity Among Subsistence Consumers.

José Antonio Rosa, Stephanie Geiger-Oneto, and Sonia M. Camacho-Ahumada (2010), “Subsistence Consumers as Lead Users – Similarities and Differences from Developed-Market Lead Users: A Feasibility Assessment. Report submitted to the Marketing Science Institute in fulfillment of Research Agreement 4-1563.

Anne Brumbaugh and José Antonio Rosa, “The Impact of Perceived Discrimination on Retail Coupon Use,” April 2008, CMS Promotions Logistics Company White Paper.

## **MANUSCRIPTS UNDER REVIEW AND WORK IN PROGRESS**

José Antonio Rosa, Marcelo de la Cruz Jara and Jelena Spanjol, “Foresight in Innovation: Applying and Extending Conviction Narrative Theory.” Work in Progress. Targeted at Journal of Product Innovation Management.

José Antonio Rosa, Nichole Hugo, and David Boggs, “Ecotourism Clusters and the Need for Sustainable Peace.” Work in progress. Targeted at Journal of Business Research.

Marcelo de la Cruz Jara, José Antonio Rosa, and Jelena Spanjol, “Understanding Entrepreneurial Narratives Under Uncertainty.” Work in progress. Targeted at Journal of Product Innovation Management.

Verónica Martín Ruiz and José Antonio Rosa, “Methods to Improve Construct Measurement Equivalency in Cross-Cultural Consumer Research.” Work in progress. Targeted at Journal of Consumer Psychology.

Verónica Martín Ruiz, Susan Cross, and José Antonio Rosa, “Short and Effective Honor Manipulation for Online Cross-Cultural Research.” Work in progress. Targeted at Journal of Personality and Social Psychology.

Verónica Martín Ruiz and José Antonio Rosa, “I am NOT sick! How Internet-based Health Care Moderates the Effect of Culture Norms on Male Patient Treatment Adherence.” Work in progress. Targeted at Journal of Consumer Research.

Vann, Richard J., José Antonio Rosa, and Kem P. Krueger. “The Motivation Potential Scale: Integrating Goal Theory into Medication Adherence Prediction.” Work in progress. Targeted at Social Science & Medicine.

## **FUNDED PROJECTS AS PI:**

“Internalizing Impact Considerations in Entrepreneurial Startups: The Role of Conviction Narratives.” Iowa State University Bootstrap Grant in Fall 2020. Amount awarded is \$6000.

“Honor Threat Influence on Patient Response to Adverse medical Diagnosis” Iowa State University Research (Mini) Grant in April 2020. Amount awarded is \$750.

“Evaluation, Affect, and Disengagement in Hypertension and Diabetes Goal Action Crises” Iowa State University Research (Mini) Grant in October 2016. Amount awarded is \$750.

“Evaluation, Affect, and Disengagement in Health and Financial Management Goal Action Crises” Iowa State University Research (Mini) Grant in April 2016. Amount awarded is \$750.

“Hope, Grounded Cognition, and Creativity among Subsistence Consumers – Marketing Science Institute Research Award 4-1688 in 2010 for experimental studies into the role of hope and sensory information on the innovativeness of subsistence consumers. Awarded \$13,000

Fulbright Fellowship for research and teaching at Universidad de los Andes, Bogotá Colombia. Topic area – Profiling of Subsistence Consumers as Lead User Innovators and Experiments on the Relationship Between Hope and Innovative Behavior by the Poor. Spring 2010.

Marketing Science Institute Seed Grant for research into the viability of a comprehensive study of Subsistence Consumers as Lead Users, 2009-2010. Awarded \$6000.

Marketing Science Institute Research Award for the study of Contemporary Methodologies and Initiatives in the Study of Subsistence Consumers,” 2006-2007. Awarded \$6000.

Fulbright Fellowship for research and teaching at Universidad Gabriela Mistral, Santiago, Chile. Topic area – Creativity and Innovation as Organization-Wide Phenomena, Fall 2005.

Weatherhead School of Management Research Awards for studies on the influence on embodied knowledge on new product development and creativity, 2004-2005. Awarded \$5000.

Weatherhead School of Management Research Awards for studies on the influence on embodied knowledge on consumer behavior, 2001- 2002 and 2003-2004. Awarded \$5000.

Marketing Science Institute Research Award received in 2000 for study of shared knowledge between product developers and consumers in the development of a new product concept. Work with Steve Hoeffler. Awarded \$8000.

Marketing Science Institute Research Award for study of the socio-cognitive evolution of product markets, 1998. Awarded \$20,000.

## **FUNDED PROJECTS AS CO-PI:**

“Sustainable Consumption: Driven by Purpose, Redirected by Emotions, Compromised by Income.” Project funded in 2016 by:

Association for Consumer Research Transformative Consumer Research Initiative. Grant amount \$2000. Project with Beatriz Pereira (ISU) and Carlos Andres Trujillo (Universidad de los Andes).

Iowa State University College of Business Bootstrap Grant. Grant amount \$4000. Project with Beatriz Pereira.

“Time Orientation and Planning in the East and the West.” Project funded in 2014 by the Institute on Asian Consumer Insight. Grant amount \$10,000. Project with Leona Tam and Jelena Spanjol.

## **PROFESSIONAL AFFILIATION AND ACTIVITIES**

American Marketing Association

Association for Consumer Research

Academy of Management

Society for Consumer Psychology

## **ACADEMIC RESEARCH SERVICE**

Associate Editor, Journal of Product Innovation Management, 2018 to present.

American Marketing Association Publications Committee Member – July 2021 to present.

Editorial Review Board, Subsistence Marketplaces, 2021 to present.

Editorial Review Board, Journal of Public Policy & Marketing, 2020 to present.

Editorial Review Board for the Journal of Marketing, 2011 to 2018.

Board Member – ACR Advisory Board on Transformative Consumer Research, 2015-2020.

Co-Editor with Madhu Viswanathan and Joseph Cherian, Journal of Business Research Special Issue on Subsistence Marketplaces. Issue appeared in 2010.

Ad-hoc reviewers for the Swiss National Science Foundation

Ad-hoc reviewer for PLOS ONE – Public Library of Science

Ad-hoc reviewer for the Journal of Public Policy & Marketing

Ad-hoc reviewer for the Journal of the Association for Consumer Research

Ad-hoc reviewer for the Journal of Macromarketing  
Ad-hoc reviewer for the Journal of Consumer Psychology  
Ad-hoc reviewer for the European Journal of Marketing.  
Ad-hoc reviewer for the Journal of Consumer Research.  
Ad-hoc reviewer for the Journal of Marketing Research.  
Ad-hoc reviewer for the Academy of Management Journal.  
Ad-hoc reviewer for the Journal of Personal Selling and Sales Management.  
Ad-hoc reviewer for the Journal of Product Innovation Management.  
Ad-hoc reviewer for Social Forces.  
Ad-hoc reviewer for the Journal of Management Studies.  
Reviewer for the Handbook of Technology Management, John Wiley & Sons, Inc.  
Reviewer for the American Marketing Association Educator Conferences.  
Reviewer for the Association for Consumer Research Conferences.  
Reviewer for Society for Consumer Research Conferences.  
Reviewer for Academy of Marketing Science Conference.  
Reviewer for Marketing and Public Policy Conference.  
Reviewer for Transformative Consumer Research Conference.

## **CONFERENCE ORGANIZER, PANELIST, SESSION CHAIR, DISCUSSANT**

### **Conference and Track Organizer**

Organized the “Staying on the Virtuous Path: Helping Consumer Do What They Should” advanced track for the Transformative Consumer Research 2017 Conference. Other team members are Catalina Estrada-Mejia (Universidad de los Andes), Beatriz Pereira (ISU), Ayalla Ruvio (Michigan State University), Jason Stornelli (Oregon State University), Carlos Trujillo (Universidad de los Andes), and Richard Vann (Pennsylvania State University – Behrend).

Organized the Building on Diversity – Higher Education and Business Summit. This was a PhD Project, White House Initiative on Educational Excellence for Hispanics, and Iowa State University College of Business sponsored event – Summer-Fall 2016.

Organized three tracks on Intersectional Poverty for Transformative Consumer Research Conference at Villanova University, June 2015. Worked with Christopher J. Blocker (Colorado State University) and Sandip Anand (Xavier University, Bhubaneswar, India).

Organized the Interdisciplinary Colloquium on Sustainable Consumption, University of Wyoming, October 2012

Organized the Sustainable Management: Strategies and Tools for Energy & Extractive Industries event at the University of Wyoming, March 2012. Worked with the School of Energy Resources, University of Wyoming.

Organized the Symposium on Subsistence Consumers and Consumer Merchants: Research and Pedagogy at Universidad de los Andes, May 2010. Worked with Carlos A. Trujillo.

Organized the Second Subsistence Marketplaces Conference: Sustainable Consumption and Commerce for a Better World at the University of Illinois at Chicago, June 2008. Worked with Madhubalan Viswanathan from UIUC and Joe Cherian from UIC,

Organized the First Subsistence Marketplaces Conference: Product and Market Development for Subsistence Marketplaces at the University of Illinois at Chicago, August 2006. Worked with Madhubalan Viswanathan from UIUC,

Organized the Marketing Technologies Symposium at the University of Illinois at Urbana-Champaign, September 1995. Worked with Elizabeth Moore and Carol Motley from UIUC,

#### Session Organizer and Chair

Session on Intersectional Property, Transformative Consumer Research Conference, June 2015.

Session Organizer and Chair, Social Justice and Sustainable Consumption as Indispensable and Inseparable, American Marketing Association Summer Educator Conference, August 2012.

Session on Poverty (co-chaired with Dipankar Chakravarti), Transformative Consumer Research Conference, June 2009.

Session Organizer and Chair, "Research Methods for Bottom-of-the-Pyramid Markets and Entrepreneurs: Lessons from the Field," Academy of Management Annual Conference, August 2008.

Session Organizer and Chair, "The Socio-Cognitive Development of Market Realities: Three Perspectives," Association for Consumer Research Annual Conference, 1996.

#### Panelist, Discussant and Track Chair

Panelist, PhD Project webinar on We Are Not the Same: Exploring Cultural Differences. Webinar was attended by over 170 educators and corporate leaders interested in Diversity and Inclusion work in universities and organizations.

Panelist, SMA Doctoral Consortium session on Entering the Academy in a New Era, November 2020



Panelist, PDMA Essentials Book Launch – Leveraging Innovation Constraints. Product Development Management Association Annual Conference, Chicago, IL, November 2018.

Panelist, Transformative Consumer Research Session. Annual Conference of the Emerging Markets Conference Board and Doctoral Consortium, University of the Witwatersrand, Johannesburg, South Africa, April 2018.

Panelist, Innovation, Design, and Strategy in an Age of Disruption. Annual Conference of the Emerging Markets Conference Board and Doctoral Consortium, University of the Witwatersrand, Johannesburg, South Africa, April 2018.

Track Chair, Psychology of Poverty Track, Transformative Consumer Research Dialogical Conference, Villanova University, May 2015.

Track Chair, Social Responsibility and Sustainability Track, American Marketing Association Winter Educator Conference, February 2013.

November 15, 2012. Presenter. “Social Justice Warriors of Academy: A Panel Discussion with UW Latina/o Scholars.” Prep Smart Campus Tours. University of Wyoming, Laramie, WY.

Track Chair, Poverty Track, Macromarketing Conference, June 2010.

Session Leader/Discussant for Discussion Session on Methods for Innovation at the Marketing Science Institute New Approaches for New Products conference, May 2003.

Discussant for the competitive paper session titled “For the Sake of Fashion,” Association for Consumer Research Annual Conference, October 2002.

Track Chair, Consumer Behavior Track, American Marketing Association Winter Educator Conference, February 2001.

Discussant in session “Developing Issues in Customer-Focused Organizations,” American Marketing Association Winter Educator Conference, February 1999.

Discussant in session “Giving, Taking, and Possessing: Integrating Issues of Self, Identity, and Money,” Society for Consumer Psychology Winter Conference, February 1999.

Discussant in session “International Promotion,” American Marketing Association Summer Educator Conference, August 1998.

Discussant in session “Empirical Generalizations Regarding the Experiences, Perceptions, and Outcomes of Salespeople’s Behavior,” American Marketing Association Summer Educator Conference, August 1995.

Discussant in session “Electronic Content Analysis of Corporate Text,” Academy of Management Annual Meeting, Dallas, August 1994.

### Session Chair

Session chair for competitive paper session on Relationship in Marketing at the American Marketing Association Summer Educators Conference, August 2004.

## **HONORS AND AWARDS**

Diversity Award, Ivy College of Business, Iowa State University, October 2020.

Faculty Professional Development Assignment from Iowa State University to work at the Institute for Innovation Management, Ludwig Maximilian Universität in Munich, Germany, November 2019.

Faculty Mentor, Product Development Management Association Doctoral Consortium, University of Illinois at Urbana-Champaign, August 2019.

Teacher of the Month Award, Business Council, College of Business, Iowa State University, September 2016.

White House Initiative on Educational Excellence for Hispanics recognition on #LatinosTeach social media campaign, September 2016

American Marketing Association Williams-Qualls-Spratlen Multicultural Mentoring Award, August 2016.

PhD Project Hall of Fame Inductee, November 2016.

Journal of Marketing, Outstanding Reviewer 2013.

University of Wyoming Alpha Kappa Psi Chapter Faculty Mentor Award, May 2013.

University of Wyoming Top Prof Award, November 2012, Kathleen Bartke – nominator.

University of Wyoming Top Prof Award, December 2011, Rachel Slama – nominator.

TEDx USC Talk from April 12, 2011 is selected for the TEDx Talks Editor’s Pick List. Can be seen at <http://tedxtalks.ted.com/video/TEDxUSC-Jose-Antonio-Rosa-Hope;Featured-Talks>

Honored Guest Award, Marketing Doctoral Student Association, PhD Project, August 2010.

University of Wyoming, College of Business, Outstanding Senior Research Award, 2010.

Academy of Marketing Science, Outstanding Marketing Teacher Award, 2010.

Senior Professor Teaching Award, College of Business, University of Wyoming, Spring 2009.

Best Professor in the Second Year, Executive MBA Program, University of Illinois at Urbana-Champaign, Spring 2007.

Weatherhead School of Management 2005 Junior Faculty Best Paper Award, awarded for “Transforming Work-Family Conflict Into Commitment in Network Marketing Organizations,” with Michael G. Pratt, *Academy of Management Journal*.

Incomplete List of Teachers Ranked as Excellent, University of Illinois at Urbana-Champaign – 1992, 1994, 1995, 1996, 1999, 2000.

University of Illinois Student Alumni Association Educator’s Award, 1999

Most Influential Professor, Latino Formal Committee, University of Illinois at Urbana-Champaign, 1999.

Commerce Council: Top Professor Award for Business Administration, 1995-1998.

Alpha Kappa Psi Professional Business Fraternity: Distinguished Professor Award, Fall 1996.

College of Commerce Weinstein Excellence Award for Undergraduate Teaching and Development, 1996

Commerce Alumni Association: Excellence-in-Teaching Award for Undergraduate Teaching, 1996

Pan-Hellenic Council Outstanding Staff Faculty Award – May 1996

MBA Association: MBA Professor of the Year, 1993.

### **PAPERS PRESENTED/SYMPOSIA/INVITED LECTURES/ PROFESSIONAL MEETINGS/ WORKSHOPS**

“Secrets of a Successful Applicant” with dt ogilvie. Presentation at the PhD Project Annual Conference, November 2020.

“Foresight in Innovation: A Conviction Narrative Perspective.” Presented at the American Marketing Association Summer Educators Conference, August 2020.

“Entering the Mystical Academy.” Keynote Address: Iowa State University Graduate College Commencement, December 2019.

“The PhD Project: The Next Twenty-Five Years,” Talk at The PhD Project 25<sup>th</sup> Anniversary Gala Event, November 2019

“LGBTQ Rights Within the Land Grant Mission.” Presentation to College of Human Science faculty at Iowa State University, November 2019.

“Secrets of a Successful Applicant” with dt ogilvie. Presentation at the PhD Project Annual Conference, November 2019.

“Rock Bottom Up Innovation: Lessons from Women Market Traders.” Presentation at the 2018 JPIM Research Forum, part of the Product Development Management Association Annual Conference, Chicago, IL, November 2018.

“The Enduring Land Grant Mission.” Presentation to the Department of Apparel, Events, and Hospitality Management faculty members at Iowa State University, November 2018.

“Mission Not Impossible: Inclusion at a Land Grant Institution.” Presentation to Iowa State University Faculty, October 2018. Part of the SVPP Faculty Development 2018-2019 Series.

“Retaining Faculty of Color at Iowa State.” Presentation to Iowa State University department chair and college leaders, November 2018. Part of the SVPP Leader Development 2018-2019 Series.

“Subsistence Marketplaces: What We Know and Some Future Research Directions.” Presentation at the 2018 Annual Conference of the Emerging Markets Conference Board and Doctoral Consortium, University of the Witwatersrand, Johannesburg, South Africa, April 2018.

“Subsistence Consumer-Merchant Marketplace Deviance: Employing Ethnographic Methods in Bogotá, Colombia.” Presentation at the 2018 Annual Conference of the Emerging Markets Conference Board and Doctoral Consortium, University of the Witwatersrand, Johannesburg, South Africa, April 2018.

“Secrets of a Successful Applicant” with dt ogilvie. Presentation at the PhD Project Annual Conference, November 2017.

“National and Regional Trends in Hispanic Education and Employment: Some Policy and Managerial Implications.” Presentation at the University of Texas El Paso Diversity Summit, October 2017.

“Method Improvements to Enhance Construct Measurement Equivalency in Cross-Cultural Consumer Research” with Veronica Martin Ruiz. Presentation at the Summer American Marketing Association Conference, August 2017.

“Dual Pathways to Consumer Solutions: Mood, Creativity, and Sustainable Consumption” with Richard Vann. Presentation at the Summer American Marketing Association Conference, August 2017.

“Action Crisis in Health Goals: Effects on Cognitive Patterns and Goal Commitment” with Richard Vann. Presentation at the Summer American Marketing Association Conference, August 2017.

“When Consumers Struggle: Action Crisis, Commitment to and Disadoption of Problematic Goal Pursuits” with Richard Vann. Presentation at the Winter American Marketing Association Conference, February 2017.

“Secrets of a Successful Applicant” with dt ogilvie. Presentation at the PhD Project Annual Conference, November 2016.

“Social Identity Dimensions as Surfaces: A Befitting Metaphor for Intersectional Research in Subsistence Marketplaces,” with Lin Ong, Caroline Roux, Srinivas Venugopal, and Smriti Kumar. Presented at the Sixth Subsistence Marketplaces Conference, Urbana-Champaign, IL June 2016.

“Disengaging Heart from Place: Identifying Factors and Heuristics That Overcome Loss of Place in the Wake of Disaster-Induced Displacement,” with Terri Rittenburg and Shikha Upadhyaya. Presented at the Sixth Subsistence Marketplaces Conference, Urbana-Champaign, IL June 2016.

“Consumer Negotiation and Acquisition at the Bottom-of-the-Pyramid: The Case of Women Market Traders,” with Shikha Upadhyaya. Presented at Association for Consumer Research Annual North America Conference, Chicago, IL. October 2013.

“Contentment: An Important Factor in Sustainable Consumption,” with Chris Blocker and Shikha Upadhyaya. Poster at the American Psychological Association Annual Conference, Honolulu, HI. August 2013.

“Consumer Deviance and Brand Meaning,” with Shikha Upadhyaya. Presented at the American Psychological Association Annual Conference, Honolulu, HI. August 2013.

“Subsistence Consumer-Merchant Deviance: A Conceptual Foundation,” with Richard J. Vann, R. Bret Leary, Shikha Upadhyaya, Sonia Camacho, and Courtney Nations Baker. Presented at the Academy of Marketing Science Annual Conference, May 2013.

“Innovative Retail Strategies for Serving the World’s Impoverished Consumers.” Presenter at Special Session with Christina Holweg, Ronald P. Hill, and Stacey M. Baker. American Marketing Association Winter Educators Conference, Las Vegas, NV. February 2013.

“Social Justice and Sustainable Business Practices: Inseparable and Indispensable.” Presented as part of the panel at the American Marketing Association Educator Conference, August 2012.

“Creative Deviance Among the Poor: Complicating Factors and Plausible Detours.” Presented at the Fourth Subsistence Marketplaces Conference, July 2012.

“Grounded Cognition, Spatial Working Memory, and Category Experience as Influencers of Creative Imagination,” Association for Consumer Research, October 2011.

Dialogical session participant on Poor Consumers, Transformative Consumer Research Conference, Waco, TX, June 2011.

“Creative Deviance Among Subsistence Consumers: Theory and Practice Implications,” ACR-Asia Pacific, Beijing, China, June 2011.

“Hope and Innovation Among the Next Four Billion,” USC TEDx Conference, Los Angeles, CA, April 2011.

Panel Discussion on Challenges in Global Innovation Management, MSI/USC Innovating in a Global Environment Conference, Los Angeles, CA, March 2011.

Mittelstaedt Doctoral Student Symposium, March 2011, University of Nebraska, Lincoln.

“Body Beliefs and Virtual Models” Association for Consumer Research, October 2010.

“Housing-Induced Vulnerability and Hope-Driven Innovativeness,” American Marketing Association Summer Educators Conference, August 2010.

“Mind and Motivation: Delving into Consumer Needs and Wants Through an Evolutionary Lens,” Universidad de los Andes, April 2010.

“Human Relationship Systems and Psychological Commitment: Lessons from India and Possibilities for Colombia,” Universidad de los Andes, April 2010.

“Innovation Through Mind, Body, and Friends: Managerial Principles that Engender Creativity and Their Application to Colombia,” Universidad de los Andes, April 2010.

“Housing-Induced Vulnerability and the Counter Effects of Hope-Driven Innovativeness.” Marketing and Public Policy Conference, May 2010.

“Advancing the Academy for a Sustainable Global Market,” PhD Project Marketing Doctoral Student Association Annual Meeting, August 2009.

“Sustainable Snacking: Aligning Regulatory Orientation and Snack Decision Strategies for Better Results” with Leona Tam and Jelena Spanjol. Marketing and Public Policy Conference, May 2009.

“Ethanol’s Role in Energy Solutions: Lessons from Brazil,” Consumer Issues Conference: Focus on Energy and Telecommunications Conference, University of Wyoming, September 2008.

“Hope and Innovativeness Among Subsistence Consumer Merchants: Healthy and Dysfunctional Causal Loops,” American Marketing Association Summer Educators Conference, August 2008.

“The Impact of Perceived Discrimination on Retail Coupon Use,” Association of Coupon Professionals Annual Industry Coupon Conference, Miami, FL, April 30, 2008.

“Use Innovativeness by Subsistence Consumers and Consumer-Merchants: On the Interplay of Cognitive, Social, and Emotive Factors,” 2008 Society for Consumer Psychology Conference, New Orleans.

“Use Innovativeness by Subsistence Consumers and Consumer-Merchants: On the Interplay of Cognitive, Emotive, and Social Factors,” University of Wyoming School of Business Research Series.

“Body Attitudes as Influencers of the Perceived Accuracy of Virtual Models,” 2007 Society for Consumer Psychology Summer Conference, San Francisco.

“Innovation Through Mind, Body, and Friends: Managerial Principles That Engender Creativity,” Strategic Management in Latin America Conference, January 2007, Santiago, Chile.

“The Influence of Body Esteem and Body Image Actual-to-Ideals Comparison on Intentions to Purchase Apparel Online,” 2006 American Marketing Association Summer Educators Conference, Chicago.

“Innovacion y Creatividad Para Colombia en el Siglo XXI” (Innovation and Creativity for Colombia in the XXI century), presentation (in Spanish) to business professionals at Universidad de los Andes, June 2006.

The Effect of Movement on Real Bodies, Virtual Selves, and Product Evaluation,” presented at the 2006 Association for Consumer Research – Latin America conference, Monterrey, Mexico.

“Innovacion y Creatividad Para Chile en el Siglo XXI” (Innovation and Creativity for Chile in the XXI century), presentation (in Spanish) to business and engineering students at Universidad Diego Portales, November 2005. Talk edited and redelivered at Universidad de Tarapacá, December 2005.

“La Influencia de Sistemas de Conocimiento Corpóreos en la Creatividad (The Influence of Body Knowledge Systems on Creativity),” presentation (in Spanish) to business, engineering,

and design faculty at Universidad Gabriela Mistral, August 2005. Talk edited and redelivered (with research results) at Universidad de Tarapacá, December 2005.

“Analogies, Product Development, and Consumers,” 2004 American Marketing Association Summer Educators Conference, Boston.

Seminars on IRB policies and procedures, Weatherhead School of Management, Case Western Reserve University, 2001-2004.

“Understanding and Managing the Influence of Embodied Knowledge In The Product Design and Development Process,” 2004 Midwest Marketing Camp, Michigan State University.

“Body Esteem and Body Boundary Aberration as Influencers of Consumer Perceptions,” extended presentation for the MAPS Department Spring 2004 Speaker Series

“Body Esteem and Body Boundary Aberration as Influencers of Consumer Perceptions,” presented at the 2004 Society for Consumer Psychology Annual Meeting, San Francisco.

“Mental Simulation and the Effectiveness of Online Sales Aids for Experiential Products,” presented at the 2004 Society for Consumer Psychology Annual Meeting, San Francisco

“Text Analysis as a Tool for Assessing Marketing Strategy Performance,” presented at the Cool Tools for Marketing Strategy conference sponsored by the Marketing Science Institute and the American Marketing Association, August 2003.

“Decision Making and Coping by Functionally Illiterate Consumers,” presented to the marketing faculty and doctoral students at the Ohio State University, April 2003.

“Functionally Illiterate Consumers: Ignored and Misunderstood,” presented to the marketing faculty and doctoral students at the University of Illinois at Urbana-Champaign, September 2002.

“The Psychophysiology of Appreciation: Implications for Organizational Contexts,” presented at the Academy of Management Annual Meeting, August 2002.

“Implications of Embodied Knowledge for Internet-based Marketing,” presented at the Fifth Annual Midwest Marketing Camp, sponsored by the University of Illinois at Urbana-Champaign, June 2002.

“E(Embodied) Cognition and Experiential E-Commerce: Challenges and Opportunities,” presented to the Marketing and Policy Studies Department, Case Western Reserve University, October 2001.

“Category Dynamics in Mature Competitive Markets: A Socio-Cognitive Perspective,” Academy of Management Conference, August 2001



“On the Sociocognitive Dynamics Between Categories and Product Models in Mature Markets,” The International Marketing Educators Conference, American Marketing Association, Buenos Aires, Argentina, June-July, 2000.

“Competing in Fast-Changing Markets: A Socio-Cognitive Perspective,” presented at the Conference on Competition and Marketing, University of Mainz, June 1999.

“Identities and Equivocality in the Social Construction of the US Minivan Market: 1982-1988,” presented at the Midwest Academy of Management Conference, April 1999.

“Product Markets Through the Socio-Cognitive Lens,” presented at the Innovative Market Research for Breakthrough Product Design Conference, sponsored by the Marketing Science Institute, March 1999.

“Beyond the Role-Aptitude-Skill-Motivation Model of Salesperson Performance: The Case of Direct Sales Organizations,” American Marketing Association Winter Educator Conference, February 1999.

“Tools for Qualitative Research: Atlas-ti Applications,” presented at the University of Wisconsin-Madison, November 1998.

“America’s Family Vehicle: Identities and Equivocality in the US Minivan Market,” Annual Meetings of the American Sociological Association, Constructing

“The Socio-Cognitive Dynamics of Product Markets: Minivans from 1982-1988,” Journal of Marketing/Marketing Science Institute Special Issue Conference, June 1998.

“Identifying Dynamic Market Process Through the Analysis of Public Discourse,” American Marketing Association Winter Educators’ Conference, February 1998.

“Socio-Cognitive Dynamics in the Motorcycle Market: The Case of Fast Changing Category Structures,” Midwest Marketing Camp, May 1998.

“Group Satisfaction Processes and Behavior,” INFORMS Marketing Science Conference, University of California at Berkeley, March 1997.

“Antecedents of Preference for Use of Clocks and Calendars in the Awareness and Scheduling of Recurrent Consumer Activities,” INFORMS Marketing Science Conference, University of California at Berkeley, March 1997.

“Playing with the Building Blocks: Influencing the Use of Embodied Concepts in Marketing Management,” INFORMS Marketing Science Conference, University of California at Berkeley, March 1997.

“Building Frames Across the Market Divide: Evolving Conceptual Representations in the Minivan Market,” Association for Consumer Research Annual Conference, October 1996.

“The Effects of Purchase Timing, Importance, Amount, and Option Bundling on Consumer Satisfaction,” INFORMS Marketing Science Conference, University of Florida, March 1996.

"Strategic Decision Making as an Embodied Process," Second International Workshop on Managerial and Organizational Cognition, European Institute for Advanced Studies in Management, Brussels, Belgium, May 1994.

"Managerial Sensitivity to Time Factors in New Product Introduction Decisions," INFORMS Marketing Science Conference, University of Arizona, March 1994.

## **TEACHING AND ADVISING**

### **DISSERTATION COMMITTEES AT IOWA STATE UNIVERSITY**

| <u>Name</u>       | <u>Major Department</u> | <u>Year</u>  | <u>Role</u> |
|-------------------|-------------------------|--------------|-------------|
| José Beltran      | Management              | 2019-Present | Reader      |
| Heather Patterson | Marketing               | 2018-Present | Reader      |
| Phoebe Pahng      | Management              | 2018-Present | Reader      |
| Heyin Gang        | Management              | 2018-Present | Reader      |
| Martin-Ruiz, V.   | Marketing               | 2017-Present | Chair       |
| Hannah Dannewitz  | Gerontology (HDFS)      | 2018-present | Reader      |
| Kordrostami, M.   | Marketing               | 2015-2017    | Reader      |
| Cortes, F.        | Management              | 2017-2019    | Reader      |
| Erkkila, R.       | Education Leadership    | 2017-2019    | Reader      |
| McKittrick, D.    | Education Leadership    | 2017-2019    | Reader      |
| Chan, P.          | Marketing               | 2015-2017    | Advisor     |
| Kumar, Smriti     | Marketing               | 2015-2016    | Advisor     |

### **DISSERTATION COMMITTEES AT THE UNIVERSITY OF WYOMING**

| <u>Name</u>   | <u>Major Department</u> | <u>Year</u> | <u>Role</u> |
|---------------|-------------------------|-------------|-------------|
| Vann, R.      | Management & Marketing  | 2013-2015   | Co-Chair    |
| Upadhyaya, S. | Management & Marketing  | 2013-2016   | Co-Chair    |

### **DISSERTATION COMMITTEES AT THE UNIVERSITY OF ILLINOIS AT CHICAGO**

| <u>Name</u> | <u>Major Department</u>       | <u>Year</u> | <u>Role</u> |
|-------------|-------------------------------|-------------|-------------|
| Chang, B.   | Managerial Studies/ Marketing | 2006-2008   | Reader      |

## **DISSERTATION COMMITTEES AT THE CASE WESTERN RESERVE UNIVERSITY**

| <u>Name</u> | <u>Major Department</u> | <u>Year</u> | <u>Role</u> |
|-------------|-------------------------|-------------|-------------|
| Jun, Ye     | MAPS/Marketing          | 2004-2006   | Reader      |
| Sekerka, L. | Organizational Behavior | 2000-2002   | Reader      |

## **DISSERTATION COMMITTEES AT THE UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN**

| <u>Name</u> | <u>Major Department</u>      | <u>Year</u> | <u>Role</u>       |
|-------------|------------------------------|-------------|-------------------|
| Judson, K.  | Education Policy             | 2000-2002   | Research Director |
| Spanjol, J. | Business Admin., Marketing   | 1999-2002   | Reader            |
| Newman, P.  | Communications/ Advertising  | 1998-99     | Reader            |
| Saxon, M.   | Business Admin., Org. Theory | 1996-99     | Reader            |
| Lee, S.     | Business Admin., Marketing   | 1995-96     | Reader            |

## **TEACHING AT IOWA STATE UNIVERSITY**

| <u>Year</u> | <u>Semester</u> | <u>Course No./Title</u>                  | <u>Cr. Hrs.</u> | <u>Enrollment</u> | <u>Instructor</u> | <u>Course</u> |
|-------------|-----------------|--|-----------------|-------------------|-------------------|---------------|
| 2021        | Fall            | MKT 447 Consumer Behavior                | 3               | 50                | 4.5/5             | 4.35/5        |
| 2020        | Fall            | MKT 547 Consumer Behavior                | 3               | 12                | 4.8/5             | 4.9/5         |
| 2020        | Spring          | MKT 340 Principles of Marketing          | 3               | 54                | 4.6/5             | 4.7/5         |
| 2019        | Fall            | MKT 547 Consumer Behavior                | 3               | 15                | 5/5               | 5/5           |
| 2018        | Fall            | MKT 547 Consumer Behavior                | 3               | 9                 | 5/5               | 5/5           |
| 2018        | Fall            | MKT 447C Consumer Behavior               | 3               | 63                | 4.7/5             | 4.7/5         |
| 2017        | Fall            | MKT 547 Consumer Behavior                | 3               | 9                 | 4.7/5             | 4.7/5         |
| 2017        | Fall            | MKT 606X Consumer Behavior               | 3               | 5                 | 5/5               | 5/5           |
| 2017        | Spring          | MKT 447A Consumer Behavior               | 3               | 43                | 4.8/5             | 4.8/5         |
| 2017        | Spring          | MKT 447D Consumer Behavior               | 3               | 46                | 4.8/5             | 4.9/5         |
| 2016        | Fall            | MKT 447A Consumer Behavior               | 3               | 59                | 4.7/5             | 4.8/5         |
| 2016        | Fall            | MKT 447B Consumer Behavior               | 3               | 42                | 4.8/5             | 4.9/5         |
| 2016        | Fall            | Bus Ad 644 – Qualitative Research Module | 3               | 10                | 4.4/5             | 4.7/5         |

|      |        |                                       |   |    |        |        |
|------|--------|---------------------------------------|---|----|--------|--------|
| 2016 | Spring | MKT 447A Consumer Behavior            | 3 | 44 | 4.9/5  | 4.8/5  |
| 2016 | Spring | MKT 447C Consumer Behavior            | 3 | 45 | 4.3/5  | 4.4/5  |
| 2016 | Spring | MKT 447D Consumer Behavior            | 3 | 42 | 4.5/5  | 4.6/5  |
| 2015 | Fall   | MKT 606 PhD Seminar on Qualitative CB | 3 | 2  | 5.0/5  | 5.0/5  |
| 2015 | Fall   | MKT 340 Principles of Marketing       | 3 | 60 | 4.54/5 | 4.68/5 |

#### **TEACHING AT THE UNIVERSITY OF WYOMING**

| <u>Year</u> | <u>Semester</u> | <u>Course No./Title</u>                             | <u>Cr. Hrs.</u> | <u>Enrollment</u> | <u>Instructor</u> | <u>Course</u> |
|-------------|-----------------|---|-----------------|-------------------|-------------------|---------------|
| 2015        | Summer          | MBA Summer Consulting Project                       | 3               | 3                 | NA                | NA            |
| 2015        | Spring          | MBAM 5508 Marketing & Sustainable Consumption       | 3               | 6                 | 4.6/5             | 4.6/5         |
| 2014        | Fall            | MKT 5890-03 Behavioral Decision II Seminar          | 3               | 6                 | 5/5               | 5/5           |
| 2014        | Summer          | MBA Summer Consulting Project                       | 3               | 4                 | NA                | NA            |
| 2013        | Spring          | MBAX 5235 Marketing Strategy and Analysis - Online  | 3               | 34                | 4.2/5             | 4.1/5         |
| 2013        | Spring          | MBAM 5207 Marketing Management                      | 3               | 13                | 4.4/5             | 4.3/5         |
| 2012        | Fall            | MGT 4430-01-Organizational Design and Change        | 3               | 36                | 4.0/5             | 4.3/5         |
| 2012        | Fall            | MKT 5890-03 – Behavioral Theory II PhD Seminar      | 3               | 4                 | 5/5               | 5/5           |
| 2012        | Fall            | MGT 4430-01-Organizational Design and Change        | 3               | 36                | 4.0/5             | 4.3/5         |
| 2012        | Spring          | MBAX 5235 Marketing Strategy and Analysis - Online  | 3               | 25                | 4.6/5             | 4.3/5         |
| 2011        | Fall            | HP 4152-03 – Managing for Creativity and Innovation | 3               | 9                 | 5/5               | 3.9/4         |
| 2011        | Fall            | MKT 5890-03 – Behavioral Theory II PhD Seminar      | 3               | 4                 | 5/5               | 5/5           |
| 2011        | Fall            | MGT 4430-01-Organizational Design and Change        | 3               | 27                | 4.9/5             | 4.7/5         |

|      |        |  |    |    |       |       |
|------|--------|--|----|----|-------|-------|
| 2011 | Spring | MKT 3210 – Introduction to Marketing   | 3  | 65 | 4.6/5 | 4.6/5 |
| 2010 | Fall   | MKTG 5890-2 Behavioral Theory I PhD Seminar  | 3  | 4  | 5/5   | 5/5   |
| 2010 | Fall   | MBAX 5235 Marketing Strategy and Analysis - Online                                   | 3  | 28 | 4.2/5 | 4.1   |
| 2010 | Spring | Fulbright Fellowship in Colombia – advising of junior faculty and doctoral students. | NA | NA | NA    | NA    |
| 2009 | Fall   | MBAM 5235 / Marketing Strategy & Analysis  | 3  | 5  | 4.7/5 | 5/5   |
| 2009 | Fall   | MBAM 5200 / Business Research Methods  | 3  | 5  | 4.5/5 | 3.8/5 |
| 2009 | Spring | HP4152 – Managing for Creativity and Innovation                                      | 3  | 10 | 3.7/4 | 3.6/4 |
| 2008 | Fall   | MBAM 5235 / Marketing Strategy & Analysis  | 3  | 13 | 4.9/5 | 4.9/5 |
| 2008 | Fall   | MBAM 5200 / Business Research Methods  | 3  | 13 | 4.9/5 | 4.8/5 |
| 2008 | Spring | MBAM 5235 / Marketing Strategy & Analysis  | 3  | 9  | 4.7/5 | 4.8/5 |

#### **TEACHING AT THE UNIVERSITY OF ILLINOIS AT CHICAGO**

| <u>Year</u> | <u>Semester</u> | <u>Course No./Title</u> | <u>Cr. Hrs.</u> | <u>Enrollment</u> | <u>Instructor</u> | <u>Course</u> |
|-------------|-----------------|-------------------------|-----------------|-------------------|-------------------|---------------|
| 2006        | Spring          | MKTG 576/B2B            | 3               | 9                 | 4.6/5             | 4.7/5         |
| 2006        | Spring          | MKTG 461/CB             | 3               | 42                | 4.3//5            | 4.3/5         |
| 2006        | Spring          | MKTG 561/CB             | 3               | 13                | 4.4/5             | 4.5/5         |
| 2006        | Fall            | MKTG 594/CB             | 3               | 6                 | 5/5               | 5/5           |
| 2006        | Fall            | MKTG 576/B2B            | 3               | 8                 | 4.3/5             | 4.2/5         |
| 2007        | Spring          | MKTG 561/CB             | 3               | 16                | 4.3/5             | 4.3/5         |
| 2007        | Spring          | MKTG 594/SEM            | 3               | 6                 | 5/5               | 5/5           |
| 2007        | Fall            | MKTG 561/CB             | 3               | 10                | 4.2/5             | 4.2/5         |
| 2007        | Fall            | MKTG 461/CB             | 3               | 40                | 4.2/5             | 4.2/5         |

#### **TEACHING AT THE UNIVERSITY OF ILLINOIS AT URBANA – CHAMPAIGN**

##### **EMBA PROGRAM**

| <u>Year</u> | <u>Semester</u> | <u>Course No./Title</u> | <u>Cr. Hrs.</u> | <u>Enrollment</u> | <u>Instructor</u> | <u>Course</u> |
|-------------|-----------------|-------------------------|-----------------|-------------------|-------------------|---------------|
| 2009        | Fall            | BADM 590/Mktg II        | 3               | 43                | 4.8/5             | 4.8/5         |
| 2008        | Fall            | BADM 590/Mktg II        | 3               | 47                | 4.6/5             | 4.5/5         |

#### **TEACHING AT THE UNIVERSIDAD DE LOS ANDES, BOGOTA, COLUMBIA**

| <u>Year</u> | <u>Semester</u> | <u>Course No./Title</u> | <u>Cr. Hrs.</u> | <u>Enrollment</u> | <u>Instructor</u> | <u>Course</u> |
|-------------|-----------------|-------------------------|-----------------|-------------------|-------------------|---------------|
| 2007        | Summer          | Creativity in NPD       | 3               | 25                | 6.8/7             | 6.8/7         |

#### **TEACHING AT THE UNIVERSIDAD GABRIELA MISTRAL, SANTIAGO, CHILE**

| <u>Year</u> | <u>Semester</u> | <u>Course No./Title</u>               | <u>Cr. Hrs.</u> | <u>Enrollment</u> |
|-------------|-----------------|---------------------------------------|-----------------|-------------------|
| 2005        | Fall            | Creativity in New Product Development | 3               | 45                |
| 2005        | Fall            | Pricing and Marketing Management      | 3               | 20                |

#### **TEACHING AT CASE WESTERN UNIVERSITY**

| <u>Year</u> | <u>Semester</u> | <u>Course No./Title</u> | <u>Cr. Hrs.</u> | <u>Enrollment</u> | <u>Instructor</u> | <u>Course</u> |
|-------------|-----------------|-------------------------|-----------------|-------------------|-------------------|---------------|
| 2005        | Spring          | MBAC 424                | 3               | 84                | 4.5/5             | 4.5/5         |
| 2005        | Spring          | MKMR 403                | 3               | 35                | 4.5/5             | 4.4/5         |
| 2005        | Spring          | MGMT 460-F              | 3               | 30                | 3.9/5             | 3.6/5         |
| 2004        | Spring          | MBAC 424 A              | 3               | 17                | 4.9/5             | 4.7/5         |
| 2004        | Spring          | MBAC 424                | 3               | 97                | 4.3/5             | 4.3/5         |
| 2004        | Spring          | MGMT 460-F              | 3               | 17                | 4.9/5             | 4.7/5         |
| 2003        | Spring          | MBAC 424                | 3               | 124               | 4.3/5             | 4.2/5         |
| 2002        | Spring          | MBAC 424                | 3               | 151               | 4.3/5             | 4.3/5         |
| 2001        | Spring          | MBAC 424                | 3               | 157               | 3.5/5             | 3.5/5         |

#### **TEACHING AT THE UNIVERSITY OF ILLINOIS AT URBANA - CHAMPAIGN**

| <u>Year</u> | <u>Semester</u> | <u>Course No./Title</u> | <u>Cr. Hrs.</u> | <u>Enrollment</u> | <u>Instructor</u> | <u>Course</u> |
|-------------|-----------------|-------------------------|-----------------|-------------------|-------------------|---------------|
| 2000        | Spring          | MBA 405                 | 3               | 95                | 4.8/5             | 4.5/5         |
| 1999        | Fall            | BA 362                  | 3               | 50                | 5/5               | 5/5           |
| 1999        | Spring          | BA 202                  | 3               | 580               | 4.6/5             | 4.3/5         |
| 1998        | Fall            | BA 202                  | 3               | 532               | 4.3/5             | 4.2/5         |
| 1998        | Spring          | BA 202                  | 3               | 560               | 4.5/5             | 4.2/5         |
| 1997        | Fall            | BA 202                  | 3               | 447               | 4.5/5             | 4.3/5         |
| 1997        | Spring          | BA 202                  | 3               | 452               | 4.3/5             | 4.0/5         |
| 1996        | Fall            | BA 202                  | 3               | 480               | 4.7/5             | 4.4/5         |
| 1996        | Spring          | BA 202                  | 3               | 470               | 4.6/5             | 4.2/5         |
| 1995        | Fall            | BA 202                  | 3               | 442               | 4.6/5             | 4.2/5         |
| 1995        | Spring          | BA 202                  | 3               | 510               | 4.4/5             | 4.1/5         |
| 1994        | Fall            | BA 202                  | 3               | 520               | 4.4/5             | 4.2/5         |
| 1994        | Spring          | BA 202                  | 3               | 535               | 4.0/5             | 3.8/5         |
| 1993        | Fall            | BA 202                  | 3               | 592               | 3.9/5             | 3.8/5         |
| 1993        | Spring          | BA 427                  | 3               | 25                | 4.9/5             | 4.6/5         |
| 1992        | Fall            | BA 420                  | 3               | 152               | 4.6/5             | 4.5/5         |

#### **SERVICE AT IOWA STATE UNIVERSITY**

### University

Faculty Senate, representing CoB-Marketing – May 2017 to present.

Member, FDAR Council – September 2017 to present.

Faculty Fellow – Office of Diversity and Inclusion, July 2018 to December 2021.

Chairperson, Equity, Diversity, and Inclusion Committee – FDAR Council, 2018 to 2020.

US Diversity Requirement Implementation Task Force – May to December 2021

Advisory Group, Tracing Race at ISU Archival Research Initiative – March-December 2020

US Diversity Requirement Curriculum Redesign Task Force – March to November 2020

Consultant/Advisor, Fall Planning Committee – Award Winning Cyclones Care Campaign Taskforce – March to July 2020

Chairperson, COLEGAS Faculty-Staff Affinity Group, January 2017 to July 2018.

### College

Member, Faculty Executive Committee, May 2017 to present.

Member, Outcomes Assessments Committee, August 2020 to December 2020.

Member, Student Evaluations of Faculty Performance Task Force – April 2018 to July 2019.

Member, College of Business Building Expansion Committee – October 2017 to July 2019.

Member, College Curriculum Committee, Marketing Dept. – Fall 2015 to August 2017

Member, Dean's Task Force on Promotion & Tenure Procedures – Spring 2016.

Chair, Sales Center Research Initiative – August 2017 to July 2018.

### Department

Chair, Marketing Curriculum Redesign Committee, September 2019 to October 2021.

Chair, PhD Program Area Committee – August 2015 to August 2017.

Member, PhD Program Area Committee – August 2017 to present.

Chair, Sales Faculty Search Committee – December 2016 to June 2017 and July 2017 to May 2018.

## **SERVICE AT THE UNIVERSITY OF WYOMING**

### College

Director, PhD Program in Marketing – Fall 2011 to Spring 2013, Spring 2015

Member, MBA Implementation Team – Spring 2009 - Fall 2010

Member, MBA Redesign Group – Fall 2008 – Spring 2009

Member, COB Development Committee – 2008-2010

### Department

Coordinator, Sustainable Business Practices Initiatives – Fall 2011 to 2012  
Member, Faculty Recruiting Committee – Fall 2011  
Member, Faculty and Department Head Recruiting – Fall 2010  
Member, Accounting Department Recruiting Committee  
Member, Faculty Recruiting – Fall 2009  
Member, Faculty Recruiting – Fall 2008

#### University

Member of the Faculty Senate Academic Planning Committee – 2008 to 2015  
Member of Social Justice Research Center Advisory Group - 2009 to 2015.  
Member of A&S Dean Search Committee - 2012-2013.  
Member of Graduate Student Appeals Board (under Graduate Council) – 2012 to 2013  
Member of Graduate Council - 2011 to 2013, Spring 2015.  
Member of School of Energy Resources Academic Council – 2010-2012.  
Member of Latina/o Studies Program Advisory Committee – 2010-2012.

### **SERVICE AT THE UNIVERSITY OF ILLINOIS AT CHICAGO**

#### College

Chair, MBA Curriculum Review Task Force – 2006.  
Member, Graduate Academic Program Committee – 2006  
Member, MBA Committee (ad-hoc) – 2006

#### Department

Member, Faculty Recruiting Committee – Fall 2005

### **SERVICE AT CASE WESTERN RESERVE UNIVERSITY**

#### Department

Member, Ph.D. Committee – 2000-2005

#### Service - Weatherhead School of Management

Member, Strategic Planning Task Force – Fall 2001 – Spring 2002.  
Member, MBA Core Planning Committee, Spring – Fall 2001.  
Spokesperson for Weatherhead School of Management for TV, radio, and press interviews pertaining to e-commerce and automobile marketing practices – 2000-2005  
Presenter, Full-time MBA New Student Orientation Functions, 2001-2005  
Presenter, Evening MBA student recruitment functions – 2001-2005



### University

Member, CWRU Institutional Review Board – 2000-2004

## **SERVICE AT THE UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN**

### Department

Member, Undergraduate Curriculum Committee - 1996-1997.

Presenter at Advising Sessions for Undecided Undergraduate Students - 1993-1996

Member, Behavioral Laboratory Committee, 1994 to 1998.

Member, Doctoral Student Evaluations Committee, 1993 to 1997.

Member, Marketing Curriculum Development, 1993 to 1997.

Member, Faculty Recruitment Committee, 1993 to 1994, 1996, 1998.

Member, American Marketing Association Doctoral Consortium Planning Committee, 1993.

### College

Advisor to Latino Association of Business Students, 1994-2000.

Presenter at Freshman Recruitment Open House College of Business, 1994-1998.

Presenter at Commerce Council Career Focus, 1994-1998.

Speaker at AMA Student Chapter Awards Ceremony, April 1998.

Speaker at Commerce Council meeting, February 1998.

Speaker at Alpha Kappa Psi meeting, February 1997.

College Placement Committee, 1994-1996.

Speaker at Alpha Kappa Psi meeting, February 1995.

Speaker at AISEC International Marketing meeting, October 1994.

Committee on Improving Diversity of MBA Student Body, 1994-1995.

Under-represented Minority Recruitment at MBA and Doctoral Level, 1993-1995.

MBA Policy Advisory Committee, 1992-1993.

### University

Presenter at the Faculty Retreat on Active Learning, 1998.

## **SERVICE – PROFESSIONAL ORGANIZATIONS AND COMMUNITY**

Presenter – MAIZE: Latino Youth Culturally-Based Leadership Program, 2017.

Founding Faculty member – LAZOS – Academic Success of Latino Males Initiative, 2016 to present.

Founding Member – Committee on Hispanic Excellence, PhD Project, January 2016 to present.

Advisory Board – Transformative Consumer Research Initiative of the Association for Consumer Research, July 2015 to July 2019.

Advisory Board – Sustainability, Ethics, and Entrepreneurship Conference, 2010 – 2015.

Board of Advisors, Marketplace Literacy Project, July 2003 to 2012.

Presenter and mentor/advisor at the annual meeting of the Ph.D. Project Doctoral Student Association – Marketing Doctoral Student Association, 1997 – present.

Faculty advisor to students in the 1997 and 1998 Summer Research Opportunities Programs.

Advisor to students in Program for International Managers, 1995-1999. Sponsored by the Executive Development Center.

Presenter and Discussant at the Minority Summer Institute, University of Michigan, School of Business Administration, 1991-1993.

### **OTHER ACTIVITIES/ACCOMPLISHMENTS**

Board of Trustees Member – Park University, Parkville, MO, July 2021 to present.

### **FOREIGN LANGUAGE PROFICIENCY**

Spoken: Spanish, fluent at highest level.

Written: Spanish, fluent at highest level.

### **FORMAL DEVELOPMENT AND RENEWAL:**

Ames Chamber of Commerce Symposium on Building Inclusive Organizations, November 2020

AMA Summer Conference, August 2020

Iowa State University CELT Inclusive Classroom Training, January 2020.

PDMA Annual Conference, November 2019.

PDMA Annual Conference, November 2018.

AMA Summer Educators Conference and Social Innovation Pre-Conference, August 2017.

Transformative Consumer Research Conference, Cornell University, June 2017.

Latino/a Education Initiative Conference: Student Success and Completion, Des Moines Area Community College and Iowa State University, April 2017.

American Marketing Associations Summer Educators Conference, August 2016

Sixth Subsistence Marketplaces Conference, University of Illinois at Urbana-Champaign, June 2016.

Association for Consumer Research Conference, New Orleans, October 2015.

American Marketing Associations Summer Educators Conference, August 2015

Transformative Consumer Research Conference, Villanova University, June 2015.

Transforming Campus Climate for Greater Student Engagement and Success, National Center for Institutional Diversity, University of Michigan, Ann Arbor, MI, November 2014.

Leadership for Diversity Institute, National Center for Institutional Diversity, University of Michigan, Ann Arbor, MI, July 2014.

ACE Annual Meeting, San Diego, CA, March 2014

Association for Consumer Research Conference, Chicago, IL, October 2013.

Association for Consumer Research Conference, St. Louis, MO, October 2011.

American Marketing Associations Summer Educators Conference, August 2012

Fourth Subsistence Marketplaces Conference, Loyola University, July 2012

Interdisciplinary Science of Consumption, University of Michigan, March 2012

Association for Consumer Research Conference, St. Louis, MO, October 2011.

Transformative Consumer Research Conference, Baylor University, June 2011.

ACR-Asia Pacific, Beijing, China, June 2011.

USC TEDx Conference, Los Angeles, CA, April 2011.

MSI/USC Innovating in a Global Environment Conference, Los Angeles, CA, March 2011.

Association for Consumer Research Annual Conference, October 2010.

American Marketing Association Summer Educators Conference, August 2010.

Macromarketing Conference, June 2010

Transformative Consumer Research Conference, June 2009.

Marketing and Public Policy Conference, May 2009.

American Marketing Association Summer Educators Conference, August 2008.

Academy of Management Annual Conference, August 2008.

Professional Development in International Business, program organized by Council for International Business Education and Research, Florida International University, Brazil, Argentina, and Chile, May 11-21, 2008.

Society for Consumer Psychology Annual Meeting, February 2008

Association for Consumer Research Annual Conference, September 2007.

Transformative Consumer Research Conference, June 2007.

Association for Consumer Research Annual Conference, September 2006.

American Marketing Association Summer Educators Conference, August 2006

Converse Awards Symposium, University of Illinois at Urbana-Champaign, May 2005

Association for Consumer Research Annual Conference, October 2004.

American Marketing Association Summer Educators Conference, August 2004

Midwest Marketing Camp, June 2004  
 International Motor Vehicle Project Annual Researchers Meeting, May 2004  
 Society for Consumer Psychology Annual Meeting, February 2004  
 Association for Consumer Research Annual Conference, October 2003.  
 American Marketing Association Summer Educators Conference, August 2003  
 Midwest Marketing Camp, June 2003  
 Converse Awards Symposium, University of Illinois at Urbana-Champaign, May 2003  
 Association for Consumer Research Annual Conference, October 2002.  
 Academy of Management Annual Meeting, August 2002.  
 Midwest Marketing Camp, June 2002.  
 Conference on Experiential E-Commerce, September 2001  
 American Marketing Association Summer Educators Conference, August 2001  
 Academy of Management Annual Conference, August 2001  
 American Marketing Association Winter Educators Conference, February 2001  
 American Marketing Association Summer Educators Conference, August 2000  
 The International Marketing Educators Conference, American Marketing Association, Buenos Aires, Argentina, June-July, 2000  
 American Marketing Association Winter Educators Conference, February 2000  
 Association for Consumer Research Annual Conference, October 1999  
 American Marketing Association Summer Educators Conference, August 1999  
 Converse Awards Symposium, University of Illinois at Urbana-Champaign, May 1999  
 American Marketing Association Winter Educators Conference, February 1999  
 American Marketing Association Summer Educators Conference, August 1998  
 Journal of Marketing/Marketing Science Institute Special Conference, June 1998  
 American Marketing Association Winter Educators Conference, February 1998  
 American Marketing Association Summer Educators Conference, August 1997  
 INFORMS Marketing Science Conference, March 1997  
 Association for Consumer Research Annual Conference, October 1996  
 Converse Awards Symposium, University of Illinois at Urbana-Champaign, May 1996  
 INFORMS Marketing Science Conference, March 1996  
 Association for Consumer Research Annual Conference, October 1995  
 Marketing Technologies Symposium, September 1995  
 American Marketing Association Summer Educators Conference, August 1995  
 Academy of Management Annual Conference, August 1994.  
 The Second International Workshop on Managerial and Organizational Cognition, May 1994.  
 The Social Construction of Industries and Markets Conference, April 1994  
 (Conference sponsored by University of Illinois at Urbana-Champaign and CCOR)

INFORMS Marketing Science Conference, March 1994.

American Marketing Association Doctoral Consortium, Resident Faculty, August 1993.

International Strategy Colloquium sponsored by Indiana University and CIBER, May 1993.

Association of Consumer Research Annual Conference, October 1992.

American Marketing Association Summer Educators Conference, August 1991.