

Samantha N. N. Cross

Debbie and Jerry Ivy College of Business, Department of Marketing, Iowa State University,
2167 Union Drive, Room 3336, Ames, IA 50011-2027
(515) 422-0836 (c), (515) 294-3629 (w)
snnccross@iastate.edu

EDUCATION & POSITIONS:

2017 – present

Associate Professor of Marketing, Iowa State University

2009 – 2017

Assistant Professor of Marketing, Iowa State University

2009

Doctor of Philosophy in Management, University of California, Irvine, California

1995

Master of Business Administration, DePaul University, Chicago, Illinois

Major: International Business (Distinction)

1993

Bachelor of Science, University of the West Indies, Cave Hill Campus, Barbados

Major: Management Studies (First Class Honours)

RESEARCH INTERESTS:

My research examines the co-existence of diverse entities, identities, perspectives, beliefs, and modes of sensing and consuming in individuals, households and society. Key research streams focus on multicultural marketplaces and non-traditional consumption units, analyzing the impact of cultural and sensory influences and other societal forces on decision-making, consumption and innovation.

REFEREED PUBLICATIONS:

1. Nardini, Gia, Tracy Rank-Christman, Melissa G. Bublitz, **Samantha N. N. Cross**, Laura A. Peracchio (2020), "Together We Rise: How Social Movements Succeed," *Journal of Consumer Psychology*, 31(1), 112-145. <https://onlinelibrary.wiley.com/doi/10.1002/jcpy.1201>
2. Demangeot, Catherine, Eva Kipnis, Chris Pullig, **Samantha N. N. Cross**, Charles Chi Cui, Cristina Galalae, Shauna Kearney, Tana Cristina Licsandru, Carlo Mari, **Veronica Martin-Ruiz**, Samantha Swanepoel, Lizette Vorster and Jerome D. Williams (2021), "Institutionalizing diversity and inclusion across the marketing research, education and practice fields for multicultural marketplace wellbeing," *Journal of Public Policy and Marketing*, 1-22.
<https://journals.sagepub.com/doi/10.1177/0743915620975415>
3. Benét DeBerry-Spence, Aronté Marie Bennett, **Samantha N. N. Cross**, Akon Ekpo and Francesca Sobande (2020), "A Call for Further Research at the Intersection of Race, Marketing, and Public Policy," *Journal of Public Policy and Marketing*, research curation (published online)
<https://www.ama.org/2020/08/04/a-call-for-further-research-at-the-intersection-of-race-marketing-and-public-policy/>

4. Jayashankar, Priyanka and **Samantha N. N. Cross** (2019), "Expanding Exchange: How institutional actors shape food-sharing exchange systems," *Academy of Marketing Science Review*, 1-19.
<https://doi.org/10.1007/s13162-019-00150-y>
5. Demangeot, Catherine, Eva Kipnis, Chris Pullig, **Samantha N. N. Cross**, Julie Emontspool, Cristina Galalae, Sonya A. Grier, Mark S. Rosenbaum, and Susy F. Best (2019), "Constructing a Bridge to Multicultural Engagement and Well-Being in the Marketplace: A Consumer-based Framework for Marketer Action and Advocacy," *Journal of Business Research*, 100, 339-353.
<https://doi.org/10.1016/j.jbusres.2018.12.026>
6. Lin, Meng-Hsien (Jenny), **Samantha N. N. Cross**, Russell Laczniaak and Terry L. Childers (2018), "The Sniffing Effect: Olfactory Sensitivity and Olfactory Imagery in Advertising," *Journal of Advertising*, 47 (2), 97-111. <https://doi.org/10.1080/00913367.2017.1410739>
[Winner of the 2018 Outstanding Article Award in *Journal of Advertising*; promoted in a podcast conducted with the *Journal of Advertising*: <https://tandfonline.com/ujoa-multimedia> ; selected for required reading for "Research Rookies" run by UROC at 1st author's university, CSUMB]
7. Lin, Meng-Hsien (Jenny), **Samantha N. N. Cross** and Terry L. Childers (2018), "Understanding Olfaction and Emotions and the Moderating Role of Individual Differences," *European Journal of Marketing* 52 (3/4), 811-836. <https://doi.org/10.1108/EJM-05-2015-0284>
[Promoted in a podcast interview with 1st author, Dr. Lin called "Super Awesome Science Show:" <https://omny.fm/shows/super-awesome-science-show/sass-ep6-smells-final-rough>]
8. **Cross, Samantha N. N.**, Gail Leizerovici and Dante M. Pirouz (2018), "Hoarding: Understanding Divergent Acquisition, Consumption and Disposal," special issue on *Risky Consumption*, *Journal of the Association of Consumer Research*, 3 (1), 81-96. (authors listed alphabetically)
<https://doi.org/10.1086/695850>
9. Lin, Meng-Hsien (Jenny), **Samantha N. N. Cross**, William J. Jones and Terry L. Childers (2018), "Applying EEG in Consumer Neuroscience," *Special issue on Neuromarketing*, *European Journal of Marketing*, 52 (1/2), 66-91. <https://doi.org/10.1108/EJM-12-2016-0805>
10. Harrison, Robert L., Kevin D. Thomas and **Samantha N. N. Cross** (2017), "Restricted Visions of Multiracial Identity in Advertising" *Journal of Advertising*, 46 (4), 503-520.
<http://dx.doi.org/10.1080/00913367.2017.1360227>
11. **Cross, Samantha N. N.**, Robert L. Harrison and Mary C. Gilly (2017), "The Role of Marketing in Ritual Evolution," *Journal of Macromarketing*, 37 (4), 460-478.
<https://doi.org/10.1177/0276146717697359>
[Awarded Best Poster, *Consumer Culture Theory Conference 2011*]
12. **Cross, Samantha N.N.** and Mary C. Gilly (2017), "The Impact of Diversity on Institutional Longevity," *International Journal of Research in Marketing*, 34 (1), 231-251.
<http://dx.doi.org/10.1016/j.ijresmar.2016.05.006>
[working paper cited in "Inventive Negotiation: Getting Beyond YES", by John L. Graham, Lynda Lawrence and William Hernandez Requejo (2014), 112-113]
13. Bennett, Aronté, Stacey Menzel Baker, **Samantha Cross**, J.P. James, Gregory Bartholomew, Akon E. Ekpo, Geraldine Rosa Henderson, Martina Hutton, Apoorv Khare, Abhijit Roy, Tony Stovall and Charles Ray Taylor (2016), "Omission and Commission as Marketplace Trauma," *Journal of Public Policy and Marketing*, 35 (2), 280-291. <http://dx.doi.org/10.1509/jppm.15.149>

14. **Cross, Samantha N.N., Meng-Hsien (Jenny) Lin** and Terry L. Childers (2015), "Sensory Identity: The Impact of Olfaction on Consumption," *Consumer Culture Theory (Research in Consumer Behavior)*, Emerald Group Publishing Ltd., 17, 331-347.
<http://dx.doi.org/10.1108/S0885-211120150000017016>
15. Harrison, Robert L., Kevin D. Thomas and **Samantha N. N. Cross** (2015), "Negotiating Cultural Ambiguity: The Role of Markets and Consumption in Multiracial Identity Development," *Consumption, Markets and Culture*, 18 (4), 301-332.
<http://www.tandfonline.com/doi/full/10.1080/10253866.2015.1019483#abstract>.
[Awarded Best Paper in Track, 2015 American Marketing Association Winter Conference]
16. **Cross, Samantha N.N.** and Mary C. Gilly (2014), "Cultural Competence and Cultural Compensatory Mechanisms in Bi-National Households," *Journal of Marketing*, Vol. 78 (3), 121-139.
<http://dx.doi.org/10.1509/jm.11.0310>
[Awarded the Jane K. Fenyo Best Paper Award for Student Research, Academy of Marketing Science Conference 2007]
17. **Cross, Samantha N.N.** and Mary C. Gilly (2014), "Consumption compromises: Negotiation and unification within contemporary families," *Journal of Business Research*, 67 (4), 449-456.
<http://dx.doi.org/10.1016/j.jbusres.2013.03.031>
18. **Cross, Samantha N.N.** and Mary C. Gilly (2013), "Navigating The Diversity Within," *Consumer Culture Theory (Research in Consumer Behavior)*, Emerald Group Publishing Ltd., 15, 57-72.
[http://dx.doi.org/10.1108/S0885-2111\(2013\)0000015004](http://dx.doi.org/10.1108/S0885-2111(2013)0000015004)
19. **Cross, Samantha N.N.,** Mary C. Gilly (2013), "Bridging Cultural Divides: The Role and Impact of Bi-National Families," *Journal of Public Policy and Marketing*, 32, 106-111.
<http://dx.doi.org/10.1509/jppm.12.031>

BOOKS AND METHOD PUBLICATIONS:

1. **Cross, Samantha N. N.,** Mary C. Gilly (2020), "Research Methods for Innovative Cultural Marketing Management (CMM): Strategy and Practices," in *Marketing Management: A Cultural Perspective*, Ed. Lisa Peñaloza, Nil Toulouse, Luca M. Visconti, Routledge, New York, NY, 261-278. (updated revision)
<https://www.taylorfrancis.com/books/e/9780203710807/chapters/10.4324/9780203710807-20>
2. Consumer Culture Theory (2018), **Samantha N. N. Cross**, Cecilia Ruvalcaba, Alladi Venkatesh and Russell W. Belk (Eds.) *Research in Consumer Behavior, Volume 19*, Emerald Publishing Ltd.
3. **Lin, Meng-Hsien (Jenny), Samantha N. N. Cross,** William J. Jones and Terry L. Childers (2018), "Online Information Processing Of Scent-Related Words and Implications for Decision Making," in *Analytics and Data Science: Advances in Research and Pedagogy*, Ed. Amit V. Deokar, Ashish Gupta, Lakshmi Iyer, Mary C. Jones, Springer International Publishing, 21, 197-216.
4. Thomas, Kevin D., Robert L. Harrison and **Samantha N. N. Cross** (2017), "Race and Ethnicity," *Consumer Culture Theory (SAGE Publishing)*, Eds. Eric J. Arnould and Craig J. Thompson
5. Coskuner-Balli, Gokcen and **Samantha N. N. Cross** (2017), "Power and Gender Dynamics in Contemporary Families" In M. R. Solomon & T. M. Lowrey (Eds.) *The Routledge Companion to Consumer Behavior*, New York, NY: Routledge, (authors listed alphabetically)

6. Venkatesh, Alladi, David Crockett, **Samantha Cross** and Steven Chen (2017), "Ethnography for Marketing and Consumer Research," *Foundations and Trends® in Marketing*, NOW publishers, 10, 2, 61-151. <http://dx.doi.org/10.1561/17000000043>
 7. **Cross, Samantha N.N.**, Mary C. Gilly (2012), "Research Methods in Innovative Cultural Marketing Management (CMM): Strategy and Practices," in *Marketing Management: A Cultural Perspective*, Ed. Lisa Peñaloza, Nil Toulouse, Luca M. Visconti, Routledge, New York, NY, 261-278.
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PUBLISHED CONFERENCE PROCEEDINGS:

1. Lin, Meng-Hsien (Jenny), **Samantha N. N. Cross**, William J. Jones and Terry L. Childers (2015), "Online Information Processing Of Scent-Related Words And Implications For Decision Making. Pre-ICIS Business Analytics Congress Fort Worth, TX.
2. Harrison, Robert L., Kevin D. Thomas, and **Samantha N. N. Cross** (2015), "Problem or Opportunity: Marketplace Access and Legitimation for the Multiracial Consumer," in *Advances in Consumer Research*, Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN : Association for Consumer Research, Pages: 254-259.
3. Lin, Meng-Hsien (Jenny), **Samantha N. N. Cross**, Russell Lacznia and Terry L. Childers (2015), "Sniff, Sniff, This Ad Smells Better: Olfactory Imagery and Individual Differences in Sense of Smell," *American Academy of Advertising Conference Proceedings (online)*, p. 101.
4. **Cross, Samantha N.N.**, Mary C. Gilly, and Robert L. Harrison (2015), "The Role of Advertising in the Evolution of Thanksgiving," *American Academy of Advertising Conference Proceedings (online)*, p. 28.
5. Harrison, Robert L., Kevin D. Thomas and **Samantha N. N. Cross** (2015), "Consuming Ambiguity: Multiracial Identity Development and the Marketplace," in *American Marketing Association Winter Conference Proceedings*, Volume 26, p. D-2-3. [Awarded Best Paper in Track]
6. Lin, Meng-Hsien (Jenny), **Samantha N. N. Cross** and Terry L. Childers (2015), "Olfactory Imagery and Emotions: Neuroscientific Evidence." in *Ideas in Marketing: Finding the New and Polishing the Old: Proceedings of the Academy of Marketing Science*, p. 617-620. Springer International Publishing
7. Lin, Meng-Hsien (Jenny), Terry L. Childers and **Samantha N. N. Cross** (2012), "The Smell Factor: Individual Differences in Olfaction Memory, Judgments and Decision Making," in *Advances in Consumer Research*, Volume 40, eds. Zeynep Gurh  n-Canli, Cele Otnes, Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, p. 236-240.
8. **Cross, Samantha N. N.**, Mary C. Gilly (2010), "Mixed Origins, Diverse Preferences: Consumption Compromises In Contemporary Homes ", in *Advances in Consumer Research*, Volume 38, eds. Darren W. Dahl, Gita V. Johar and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research, p. 591-592.
9. **Cross, Samantha N. N.** (2010), "Crossing the Cultural Divide: Consumption Compromises in Bi-national Homes," in *European Advances in Consumer Research*, Volume 9, eds. Alan Bradshaw, Chris Hackley and Pauline Maclaran, Duluth, MN : Association for Consumer Research, p. 73-76.

10. **Cross, Samantha N. N.** (2008), "For Better Or For Worse: The Intersection Of Cultures In Bi-National Homes", in *Advances in Consumer Research*, Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN : Association for Consumer Research, p. 162-165.
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WORKING PAPERS

1. **Cross, Samantha N. N.** and Akon Ekpo, "Paradoxical Tensions and Coping Strategies of Consumers with Disabilities," (*preparing for re-submission; target journal: Journal of Marketing*)
2. Harrison, Robert L., Kevin D. Thomas and **Samantha N. N. Cross**, "Problem or Opportunity: Marketplace Access and Legitimacy for the Multiracial Consumer," (*manuscript preparation; target journal: Journal of Consumer Research*)
3. **Cross, Samantha N. N.**, Meng-Hsien (Jenny) Lin and Terry L. Childers, "Sensory Identity and Anxiety in the Marketplace," (*manuscript preparation; target journal: Journal of Marketing*)

CURRENT WORK IN PROGRESS

1. **Cross, Samantha N. N.** and Joseann Knight, "Migrant Consumers: Effortful Shopping and Access" [*Awarded ISU Bootstrap Research Grant and University of the West Indies Research Grant*], (*manuscript preparation; target journal: Journal of Marketing*)
 2. Akon Ekpo and **Samantha N. N. Cross**, Understanding Consumer Resiliency (*manuscript preparation; target journal: Journal of Consumer Research*)
 3. **Cross, Samantha N. N.** and Joseann Knight, "The Unifying Capital of Markets," (*data analysis; target journal: Journal of Consumer Research*)
 4. **Cross, Samantha N. N.**, "Negotiated Consumption: Diverse Food Preferences and Philosophies in the Home," (*conceptual stage; target journal: Journal of Marketing*)
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ACADEMIC HONORS AND AWARDS

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| 2020: | Awarded the 2020 Women in Marketing (WIM) Marketing Scientist Award (w/Multicultural Marketplaces Team). |
| 2019: | Awarded the Distinction of Exemplary Faculty Mentor, Iowa State University |
| 2019: | Winner of the 2018 Outstanding Article Award in the <i>Journal of Advertising</i> (co-authors Meng-Hsien (Jenny) Lin, Russell Laczniak and Terry L. Childers) |
| 2019: | Faculty Fellow, <i>Association for Consumer Research (ACR) Doctoral Symposium (also 2015, 2017, 2018)</i> |
| 2019: | Faculty Mentor, <i>Qualitative Data Analysis (QDA) Workshop</i> , July 2019, Montreal, Canada |
| 2018: | Nominee, Iowa State University College of Business Teacher of the Month, September 2018 |
| 2018: | Nominee, Iowa State University College of Business Teacher of the Month, March 2018 and September 2018 |
| 2017: | Faculty Mentor, <i>Qualitative Data Analysis (QDA) Workshop</i> , July 2017, Long Beach, CA |

- 2017: Distinguished Consortium Faculty Member, *52nd Annual AMA-Sheth Foundation Doctoral Consortium*, June 2017, Iowa City, Iowa
- 2017: Nominee, Iowa State University College of Business Junior Faculty Teaching Award
- 2017: Marketing Department Junior Faculty Teaching Award
- 2017: Morning Speaker, *Iowa State Conference on Race and Ethnicity (ISCORE)*, March 2017, Ames, Iowa
- 2015: Best Paper in Track Award (co-authors R.L. Harrison and K. Thomas), *American Marketing Association (AMA) Winter Conference*, San Antonio, TX
- 2015: Nominee, Iowa State University College of Business Junior Faculty Research Award (**also 2014**)
- 2013: Faculty Advisor/Judge, *American Marketing Association Foundation (AMAF) Valuing Diversity Ph.D. Scholarships Program*
- 2011: Best Poster Award (co-authors M.C. Gilly and R.L. Harrison), *Consumer Culture Theory Conference*, Chicago, IL
- 2008: ACR/Sheth Foundation Dissertation Award – Cross-Cultural/Global Track
- 2008: UC Irvine Ray Watson Doctoral Fellowship based on academic excellence
- 2008: UC Irvine’s Consortium Fellow, *AMA Sheth Foundation Doctoral Consortium*, Columbia, MO
- 2007: *American Marketing Association Foundation (AMAF) Valuing Diversity Ph.D. Scholarship*
- 2007: Jane K. Fenyo Best Paper Award for Student Research, *Academy of Marketing Science Conference*, Coral Gables, FL
- 2006: Selected Participant, Risk Research Workshop held in conjunction with the *AMA Marketing and Public Policy Conference*
- 2002: Selected to attend PhD Project Conference, Chicago, IL
- 1995: Prepared a Protocol report on the Caribbean and Latin America; published and presented at the Hemispheric Trade Summit held in Denver, Colorado
- 1993: Two-year Graduate Assistantship, DePaul University, Chicago, IL
- 1993: First Class Honours (one of two students) in the Faculty of Social Sciences, University of The West Indies, Barbados
- 1992: Goddards Enterprises Scholarship for scholastic achievement – University of The West Indies, Barbados (1992-1993)

GRANTS RECEIVED/SUBMITTED

- 2020: Iowa State University Ivy College of Business Research Acceleration Grant (2021-2023)
- 2020: Association for Consumer Research (ACR) Transformative Consumer Research (TCR) Grant [\$2,000]
- 2020: Iowa State University Ivy College of Business Summer Research Grant [\$8,500]; (**also 2019, 2018** [\$17,000]; **2017** [7,000]; **2016, 2015, 2014, 2013** [\$12,000]) [TT: \$97,500]
- 2018: Iowa State University Ivy College of Business Bootstrap Research Grant [\$6,000] (**also 2016, 2014, 2011** [\$4,000]; **2012** [\$2,500]) [TT: \$20,500]
- 2016: University of the West Indies Research Grant (w/co-author) [US\$2,500]

- 2016: Iowa State University Foreign Travel Grant, Faculty Senate Committee on Recognition and Development [\$1,400] (*also 2010*) [TT: \$2,800]
- 2015: Iowa State University Women and Diversity Grant Program [submitted for \$4,500]*
- 2009: Academy of Marketing Science Sheth Foundation Marketing Doctoral Student Association Travel Grant [\$1,000] (*also 2007*) [TT: \$2,000]
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MEDIA HITS

“Modern Thanksgiving Was Invented to Drive You Nuts,” *Forge*

<https://forge.medium.com/modern-thanksgiving-was-invented-to-drive-you-nuts-8c25c6231a6f>

“The Big Question: Personal Brand vs. Corporate Brand,” *The Business Record*

<https://businessrecord.com/Content/Insider/Business-Record-Insider-/Article/The-Big-Question-Personal-Brand-vs-Corporate-Brand/191/1013/88387>

<https://www.pageturnpro.com/Business-Publications/92498-Business-Record-10-25-19/sdefault.html#page/10>

<https://www.ivybusiness.iastate.edu/blog/2019/05/28/phd-project/>

“How advertising shaped Thanksgiving as we know it,” *The Conversation* (>126,000 reads)

<https://theconversation.com/how-advertising-shaped-thanksgiving-as-we-know-it-86819>

<http://theconversation.com/la-publicidad-diseno-el-dia-de-accion-de-gracias-tal-y-como-se-conoce-hoy-107341>

<https://www.pbs.org/newshour/author/samantha-n-n-cross-the-conversation>

https://www.washingtonpost.com/news/posteverything/wp/2017/11/23/how-advertising-shaped-thanksgiving-as-we-know-it/?utm_term=.c682208c802b

<https://www.usnews.com/news/national-news/articles/2017-11-21/how-advertising-shaped-thanksgiving-as-we-know-it>

<https://www.smithsonianmag.com/arts-culture/how-advertising-shaped-thanksgiving-we-know-it-180967297/>

https://www.salon.com/2017/11/22/how-advertising-shaped-thanksgiving-as-we-know-it_partner/

<https://www.pymnts.com/news/retail/2017/how-tech-innovation-changed-thanksgiving/>

<https://sojo.net/articles/how-advertising-shaped-thanksgiving>

<http://brewminate.com/how-advertising-shaped-thanksgiving-as-we-know-it/>

<http://www.wfnz.com/articles/ap-news/how-advertising-shaped-thanksgiving-we-know-it>

https://www.idahopress.com/opinion/conversation/how-advertising-shaped-thanksgiving-as-we-know-it/article_81452334-4e3d-5dc4-a9ac-ea329b8eec0f.html

<http://www.hotsr.com/news/2018/nov/18/how-advertising-shaped-thanksgiving-as-/>

Promotion and Tenure

<https://www.business.iastate.edu/blog/2017/11/07/phd-project-participant-dr-samantha-cross-promoted-associate-professor-iowa-state-university/>

https://twitter.com/ISU_CoB/status/928370959861604353

http://www.iowastatedaily.com/news/article_108ac7b8-d5f8-11e7-b20d-e706c744c37d.html

<https://www.ivybusiness.iastate.edu/blog/2017/04/25/how-do-they-make-it-work/>

“Cultural Competence and Cultural Compensatory Mechanisms in Bi-National Households,” *Journal of Marketing*,

Interview with Ben Kieffer and Emily Woodbury, “*River to River*,” *Iowa Public Radio, IPR News*, Apr 18, 2014.

<http://iowapublicradio.org/post/after-40-years-rasberry-williams-and-his-daughter-reconnect#stream/0>

Do ads miss the mark for binational families? *Futurity*, Posted April 15, 2014

<http://www.futurity.org/marketing-apply-binational-families/>

Time for marketing campaigns to reflect cultural differences within families, Angie Hunt, *Iowa State University News Service*, Posted Apr 14, 2014 8:30 am - See more at:

<http://www.news.iastate.edu/news/2014/04/14/binationalfamilies#sthash.vH5ZiAsf.dpuf>

INVITED PRESENTATIONS AND PARTICIPATION

Guest Speaker on Diversity, Representation and Inclusion, Consumer Behavior class for undergraduate and MBA students, University of Minnesota, Duluth, February 2021 (virtual)

Presenter, Transformative Consumer Research (TCR) Council Spring Seminar Series, featuring Ashoka and IDEC (Instituto Brasileiro de Defesa do Consumidor), Brazil, January 2021 (virtual)

Co-host, “How to Conduct Racism and Discrimination Research” workshop, sponsored by the Journal of the Association of Consumer Research (JACR) and the Ivy College of Business, Iowa State University, January 2021 (virtual)

Faculty Mentor/Panel Participant, *PhD Project Marketing Doctoral Students Association (MDSA)* Pre-Conference Meeting, American Marketing Association (AMA) Summer Conference, August 2020 (virtual)

Speaker, Chicago Consumer Culture Community (C4), Loyola University Chicago, IL, March 2020

Presenter, PhD Project 25th Anniversary Gala Celebration, *The PhD Project Conference*, Rosemont, IL, November 2019

Faculty Mentor/Panel Participant, *PhD Project Marketing Doctoral Students Association (MDSA)* Pre-Conference Meeting, American Marketing Association (AMA) Summer Conference, Chicago, IL, August 2019

Guest Lecturer, PhD research seminar titled “Contemporary Diverse Approaches to Qualitative Research,” Florida International University, Miami, FL, April 2019

Guest Lecturer, 2 day graduate research seminar on “Contemporary Qualitative Approaches to Research,” University of the West Indies, Cave Hill Campus, Barbados, March 2019

Guest Lecturer, International Marketing, Florida International University, Miami, FL, February 2019, Professor: Tessa Garcia-Collart

Faculty Mentor/Panel Speaker, *PhD Project Marketing Doctoral Students Association (MDSA)* Pre-Conference Meeting, American Marketing Association (AMA) Summer Conference, Boston, MA, August 2018

Invited Participant, AACSB Aspiring Leaders Seminar, Tampa, FL, July 2018

Panel Speaker, “Advanced Research Methodologies,” *PhD Project Marketing Doctoral Students Association (MDSA)* Pre-Conference Meeting, American Marketing Association (AMA) Summer Conference, San Francisco, CA, August 2017

Faculty/Student Panel Speaker, DocNet Forum, hosted in conjunction with *The PhD Project Conference*, Rosemont, IL, November 2016

Panel Speaker, “A Love Affair with Methods: Developing a Diverse Methods Toolbox,” *PhD Project Marketing Doctoral Students Association (MDSA)* Pre-Conference Meeting, American Marketing Association (AMA) Summer Conference, Chicago, IL, August 2015

Speaker, “Sensory Identity: The Impact of Olfaction on Consumption,” (Cross, Samantha N.N., Meng-Hsien (Jenny) Lin and Terry L. Childers), Marketing Colloquium Speaker Series, Department of Marketing, *University of California, Irvine*, April 2015

Invited Speaker [PhD Student Alumni & PhD Project Representative], Chancellor’s Reception for Dean Andy Policano, *University of California, Irvine*, June 2013

Invited Presentation, “Navigating The Diversity Within,” *Anthropology of Markets and Consumption Mini-Conference*, Irvine, CA, March 2013

Invited Speaker, “Cultural Competence, Cultural Capital and Cultural Compensatory Mechanisms in Bi-National Households,” (Cross, Samantha N. N. and Mary C. Gilly), Marketing Proseminar Series, Department of Business Administration, *University of Illinois at Urbana-Champaign*, April 2012

Invited Speaker, *PhD Project Marketing Doctoral Students Association (MDSA)* Pre-Conference Meeting, American Marketing Association (AMA) Summer Conference, San Francisco, CA, August 2011

Invited Speaker, “Mixed Origins, Diverse Preferences: Food Consumption Relationships and Patterns in Bi-National Homes”, Research Forum at *University of the West Indies, Cave Hill Campus*, Barbados, March 2010

Invited Panel Speaker, Marketing Breakout Session, *The PhD Project Conference*, Hosted by The KPMG Foundation, Rosemont, IL, November 2009

Guest Speaker, “Consensus, Compromise and Conflict: A Deeper Look at Consumer Roles, Patterns and Preferences in Culturally Diverse Families”, Consumer Behavior Course for Undergraduates at *University of California, Irvine*, March 2009; Professor: Nivein Behairy

Presenter, “The Creolization of Family and Society: When Tradition Meets Innovation”, Brown Bag Colloquium, *University of California, Irvine*, May 2008

Guest Lecturer, “Consensus, Compromise and Conflict: A Deeper Look at Consumer Roles, Patterns and Preferences in Culturally Diverse Families”, Consumer Behavior Course for Undergraduates at *California State University, Northridge*, April 2008; Professor: Deborah Heisley

Poster Presentation at PhD Research Fest 2008, “The Creolization of Family and Society: When Tradition Meets Innovation”, *University of California, Irvine*, April 2008

Guest presentation, “Consensus, Compromise and Conflict: A Deeper Look at Consumer Roles, Patterns and Preferences in Culturally Diverse Families”, Consumer Behavior Course for MBAs at *University of California, Irvine*, March 2008; Professor: Alladi Venkatesh

ISU INVITED PRESENTATIONS AND PARTICIPATION

Guest presentation on “Contemporary Approaches to Research”, PhD Seminar on Consumer Behavior at Iowa State University, October 2020, Professor: Huifang Mao (virtual)

Guest Speaker w/Meng-Hsien (Jenny) Lin, “New, Emerging Research Methods”, PhD Seminar on Current topics in Entrepreneurship Research (MGMT 607X) at Iowa State University, April 2020, Professor: Annaleena Parhankangas (virtual)

Speaker, Start Something Series, Pappajohn Center for Entrepreneurship, “Identifying Target Market & Channels,” March 2020

Guest presentation, “Paradox of Invisibility: The Impact of Marketplace Norms on Consumers with Disabilities,” Soc 534 seminar on Race, Class and Gender Inequalities at Iowa State University, Ames, IA, March 2020; Professor: Gloria Jones-Johnson

Speaker, Faculty Panel, Summer Orientation, “Key Topics for Family Members” session, Iowa State University, Ames, IA, June 2019

Faculty Mentor, Passion Academy, Iowa State University/Ames Middle School, 2017-2018

Honored Dinner Guest, Phi Kappa Psi Fraternity, Iowa State University, February 2018

Panel Speaker, African Diaspora and Black Experience, Iowa State University, February 2018

Panel Speaker, Multicultural Business Network (MBN), Iowa State University, October 2017

Morning Speaker, Iowa State Conference on Race and Ethnicity (ISCORE), March 2017
<https://panopto.its.iastate.edu/Panopto/Pages/Viewer.aspx?id=9b74f2c1-8151-9268-d34a-ef176fff54b4>

Moderator, “Building on Diversity – Higher Education and Business Summit” *A PhD Project, U.S. White House, and Iowa State University Initiative*, Des Moines, IA, October 2016

Session Speaker, Young Women in Business (YWIB) Conference, Iowa State University, 2011 – 2016

Panel Speaker, “Creating Inclusive Curriculum and Pedagogy to Facilitate Inclusive and Diverse Classroom Environments,” ISCORE, March 2016

Presenter, “Visual Representations of the Multiracial Self,” (Robert L. Harrison, Kevin D. Thomas and Samantha N. N. Cross), PhD Research Seminar Series, Iowa State University, February 2016

Participant Judge, Early Outreach Entrepreneurship Program, June 2015

Presenter, “Hoarding: Understanding Maladaptive Acquisition, Consumption and Disposition” (Dante M. Pirouz, Samantha N. N. Cross and Gail Leizerovici), PhD Research Seminar Series, Iowa State University, April 2015

Invited Speaker, Honors Program, Iowa State University, November 2014

Invited Speaker, Student Multicultural Business Network (MBN), Iowa State University, April 2014

Presenter, “Individual Differences in Olfaction Memory and Judgment,” (Cross, Samantha N. N., Meng-Hsein (Jenny) Lin, Terry L. Childers), PhD Research Seminar Series, Iowa State University, January 2012

Participant and Speaker at Beta Gamma Sigma Induction Ceremony, April 2011, 2012

Guest Speaker, “For Better or For Worse . . . Cultural Competence and Power Dynamics in Bi-National Households”, Consumer Behavior PhD Seminar at Iowa State University, November 2011, Professor: Russ Lacznaiak

Presenter, “Cultural Competence and Power Dynamics in Bi-National Households”, PhD Research Seminar Series, Iowa State University, April 2011

Invited Speaker on Junior Faculty Panel, Session: “Working at a Research Institution”, New Faculty Orientation, Iowa State University, August 2010, 2011

Invited Speaker, People of Nia Celebration, Sponsored by the Black Graduate Student Association and the Black Student Alliance, Iowa State University, Ames, IA, May 2010

Session Moderator – “Media and Marketing,” Symposium on Undergraduate Research & Creative Expression, Iowa State University, Ames, IA, April 2010

Guest presentation, “Mixed Origins, Diverse Preferences: Food Consumption Relationships and Patterns in Bi-National Homes”, Consumer Behavior PhD Seminar at Iowa State University, Ames, IA, April 2010; Professor: Russ Lacznaiak

Participant, Faculty Panel at Black Graduate Student Association Mixer, Ames, IA, January 2010

Guest presentation, “The Creolization of Family and Society: When Tradition Meets Innovation”, Consumer Behavior Course for MBAs at Iowa State University, Ames, IA, September 2009; Professor: Terry Childers

PEER REVIEWED CONFERENCE PARTICIPATION

2021

Co-chair, TCR Accepted Track, “Growing diversity and inclusion-engaged marketing (DIEM) Research Practice and Education for consumer well-being in multicultural marketplaces,” *2021 Transformative Consumer Research (TCR) Dialogical Track 2*, University of Virginia, June 2021 (virtual).

Panel Presenter, Special Session: “The Intersection of Race, Marketing, and Public Policy: A Call to Action Through Future Research”, Chair: Dr. Benet DeBerry-Spence, *American Marketing Association (AMA) Winter Conference*, St. Petersburg, FL, February 2021 (virtual)

Presenter, Special Session: “Exploring Consumer Well-being Across Cultures”, Chair: Dr. Ashley Goreczny, *American Marketing Association (AMA) Winter Conference*, St. Petersburg, FL, February 2021 (virtual)

Track Co-chair w/Goksel Yalcinkaya, International and Cross-cultural Marketing, *American Marketing Association (AMA) Winter Conference*, St. Petersburg, FL, February 2021 (virtual).

2020

Presenter, with co-presenters Melissa Bublitz, Laura Peracchio, Maura Scott, Shikha Upadhyaya, Tiffany White, Elizabeth Miller and Beth Vallen, 2020 Plenary session on TCR, *Marketing and Public Policy Conference (MPPC)*, hosted by Loyola University Marymount, Los Angeles, CA, June 2020 (virtual)

2019

Samantha N. N. Cross and Markus Giesler, “Assembling Impact: Learning From Consumer Research’s Institutional Entrepreneurs”, ACR Knowledge Forum, *Association for Consumer Research (ACR) conference*, Atlanta, GA, October 2019. <https://www.mgiesler.com/now/acr19>

Cross, Samantha N. N. and Joseann Knight, “Overcoming Consumption Limitations: A Study of Savvy and Motivated Migrant Consumers,” *Association for Consumer Research (ACR) conference*, Atlanta, GA, October 2019.

Cross, Samantha N. N. and Akon Ekpo, “Discourses of Disability: Building Physical and Mental Marketplace Resilience,” Special session "Mental Health and Consumer Behavior", Co-chairs: Ron Hill and Cristel Russell, *Association for Consumer Research (ACR) Conference*, Atlanta, GA, October 2019

Cross, Samantha N. N. and Meng-Hsien (Jenny) Lin, “Consumer Sensory Identity and Inclusion in the Marketplace,”, Special session 'Beyond The Logic Of ‘Open Doors’: Advancing Marketing For Social Inclusion From A Consumer Empowerment Perspective', Co-Chairs: Eva Kipnis, Samantha Cross, and Catherine Demangeot, *Academy of Marketing Science World Marketing Congress*, Edinburgh, Scotland, July 2019.

Cross, Samantha N. N. and Joseann Knight, “Migrant Consumers: Insights on Access, Effort And Motivation,” *Consumer Culture Theory (CCT) Conference*, Montreal, CA, July 2019.

Participant in Accepted Track, “Institutionalising Intercultural Engagement in Multicultural Marketplaces,” *2019 Transformative Consumer Research (TCR) Dialogical Track 2*, Florida State University, Tallahassee, FL, May 2019

2018

Cross, Samantha N. N. and Akon Ekpo, "Tales From The Resilient Consumer: Discourses of Disability," *Consumer Culture Theory Conference*, Odense, Denmark, June 2018

Cross, Samantha N. N., Gail Leizerovici and Dante M. Pirouz, "Hoarding: Understanding Divergent Acquisition, Consumption and Disposal," special session: Beyond the Risky Gamble: A Framework for Consumer Research in Real-World Risk," (Presenters: Ron Hill, Samantha N. N. Cross, Jenna Drenton), *Marketing and Public Policy Conference*, Columbus, OH, June 2018

2017

Cross, Samantha N. N. and Akon Ekpo, "The Resilient Consumer," *Association for Consumer Research (ACR)*, San Diego, CA, October 2017

Cross, Samantha N. N. and Akon Ekpo, "Armoring: The Face of Marginalization," *PhD Project Marketing Ethnic Faculty Association (MEFA) Pre-Conference Meeting, American Marketing Association (AMA) Summer Conference*, San Francisco, CA, August 2017

Cross, Samantha N. N. and Akon Ekpo, "Armoring: The Face of Marginalization," *Consumer Culture Theory Conference*, Anaheim, CA, July 2017

Participant in Accepted Track, "Healing Multiculturalism: Challenges, Tensions and Opportunities," *2017 Transformative Consumer Research (TCR) Dialogical Track*, Cornell University, Ithaca, NY, June 2017

2016

Cross, Samantha N. N., Robert L. Harrison and Mary C. Gilly, "The Role of Marketing in the Evolution of Thanksgiving," *Consumer Culture Theory Conference*, Lille, France, July 2016

Cross, Samantha N. N., Robert L. Harrison and Kevin D. Thomas, "The Multiracial Body in the Multicultural Marketplace," Special Session on Multicultural Marketplaces: Theoretical and Empirical Ground Advances, Co-Chairs: Eva Kipnis, Coventry University, UK, and Catherine Demangeot, IÉSEG School of Management, France, *Academy of Marketing Science World Marketing Congress*, Paris, France, July 2016

2015

Lin, Meng-Hsien (Jenny), **Samantha N. N. Cross** and William J. Jones, "Online Information Processing Of Scent-Related Words and Implications for Decision Making," *Business Analytics Congress ICIS 2015*, Fort Worth, TX, December 2015 [*Presented by Meng-Hsien Lin*]

Harrison, Robert L., Kevin D. Thomas and **Samantha N. N. Cross**, "Problem or Opportunity: Marketplace Access and Legitimacy for the Multiracial Consumer," Special Session: Access in Transition: Understanding evolving marketplace access for stigmatized consumers, *Association for Consumer Research Conference*, New Orleans, LA, October 2015

Cross, Samantha N. N., Meng-Hsien (Jenny) Lin and Terry L. Childers, "Sensory Identity: The Impact of Olfaction on Consumption," *Consumer Culture Theory Conference*, University of Arkansas, Fayetteville, AR, June 2015

Harrison, Robert L., Kevin Thomas and **Samantha N. N. Cross**, "'Walking Through the World Differently: Multi-racial Identity Development, Socialization and Marketplace Experience," *Marketing and Public Policy Conference*, Washington, D.C., June 2015

Selected Participant, *2015 Transformative Consumer Research (TCR) Dialogical Track*, Villanova University, Philadelphia, PA, June 2015

Lin, Meng-Hsien (Jenny), **Samantha N. N. Cross**, Russell Lacznia and Terry L. Childers, "Sniff Sniff, This Ad Smells Better: Olfactory Imagery and Individual Differences in Sense of Smell," *American Academy of Advertising Conference*, Chicago, IL, March 2015 [*Presented by Meng-Hsien Lin*]

Cross, Samantha N. N., Mary C. Gilly, and Robert L. Harrison, "The Role of Advertising in the Evolution of Thanksgiving," *American Academy of Advertising Conference*, Chicago, IL, March 2015

Harrison, Robert L., Kevin Thomas and **Samantha N. N. Cross**, "Consuming ambiguity: Multiracial identity development and the marketplace," *American Marketing Association Winter Conference*, San Antonio, TX, February 2015 [*Awarded Best Paper in Track*] [*Presented by Kevin Thomas*]

2014

Invited Member, ACR Roundtable Session, "Is it Still Worth it? Exploring Contemporary Marketplace Diversity Research," *Association of Consumer Research Conference*, Baltimore, MD, October 2014

Cross, Samantha N. N., Meng-Hsien (Jenny) Lin and Terry L. Childers, "Two ends of the olfactory sensitivity continuum: Too much and too little," Paper presentation and Symposium Session Co-Chair w/ Meng-Hsein (Jenny) Lin: Rethinking Marginalization, (Presenters: Geraldine Rosa Henderson, Akon Elizabeth Ekpo, Samantha N. N. Cross, Dante L. Pirouz), *American Marketing Association Winter Conference*, Orlando, FL, February 2014

Pirouz, Dante M., **Samantha N. N. Cross** and Gail Leizerovici, "Hoarding and Consumer Anxiety: Marginalized Consumption," Special Session: Rethinking Marginalization, *American Marketing Association Winter Conference*, Orlando, FL, February 2014 [*Presented by Dante Pirouz*]

2013

Pirouz, Dante M., **Samantha Cross**, and Gail Leizerovici, "Cue Reactivity of Hoarding Behavior in Consumers," presented to *Queen's University's Conference on Consumer Well-Being*, October, 2013, Kingston, ON [*Presented by Dante Pirouz*]

Cross, Samantha N. N. and Mary C. Gilly, "Navigating The Diversity Within," Competitive Paper Session, *Consumer Culture Theory Conference*, University of Arizona, Tucson, AZ, June 2013

Cross, Samantha N. N., Meng-Hsien (Jenny) Lin and Terry L. Childers, "Sensory Vulnerabilities: olfaction and decision-making in the home," Working Paper Session, *Consumer Culture Theory Conference*, University of Arizona, Tucson, AZ, June 2013

Cross, Samantha N. N., Terry L. Childers and Meng-Hsien (Jenny) Lin, "Sensory Vulnerabilities: Stumbling Blocks and Strategies," Special Session: Family Vulnerability and Consumer Well-being, *Marketing and Public Policy Conference*, Washington, D.C., June 2013

Pirouz, Dante M., **Samantha N. N. Cross** and Gail Leizerovici, "Hoarding and Consumer Anxiety: When Consumption Becomes Dysfunctional," Special Session: The Role of Marketing Cues in Moving Consumers Toward and Away from Maladaptive Consumption: Part 2, *Marketing and Public Policy Conference*, Washington, D.C., June 2013 [*Presented by Dante Pirouz*]

Meng-Hsien (Jenny) Lin, Terry L. Childers and **Samantha N. N. Cross**, "Olfactory Imagery and Emotions: Neuroscientific Evidence," *Academy of Marketing Science Conference*, Monterey, CA, May 2013. [*Presented by Meng-Hsein (Jenny) Lin*]

2012

Pirouz, Dante M., Gail Leizerovici and **Samantha N. N. Cross**, “Hoarding and Consumer Anxiety: Understanding When Consumption Becomes Dysfunctional,” Working Paper Session, *2012 Association of Consumer Research Conference*, Vancouver, Canada, October 2012

Meng-Hsien (Jenny) Lin, Terry L. Childers and **Samantha N. N. Cross**, “The Smell Factor: Individual Differences in Olfaction Memory, Judgments and Decision Making,” Symposium Session Co-Chair (standing in for Terry Childers): **The Nosy Decision Maker: How the Sense of Smell Influences Consumers’ Decisions** (Presenters: Meng-Hsien (Jenny) Lin, Maureen Morrin, Nguyen Pham, May O. Lwin, Melissa Bublit, Dipayan Biswas, Lauren Labrecque, Donald Lehmann, Chiao Sing Chong, Su Xia Tan.), *2012 Association for Consumer Research Conference*, Vancouver, Canada, October 2012

2011

Cross, Samantha N. N., Mary C. Gilly, and Robert L. Harrison, The Role of Advertising in the Maintenance and Evolution of a Consumption Ritual, Working Paper Session, *Consumer Culture Theory Conference*, Northwestern University, Chicago, IL, July 2011 [Awarded Best Poster]

Participant, *2011 Consumer Culture Theory Workshop*, Northwestern University, Chicago, IL, July 2011

2010

Cross, Samantha N. N. and Mary C. Gilly, Mixed Origins, Diverse Preferences: Consumption Compromises in Contemporary Homes, Competitive Paper Session, *2010 Association of Consumer Research Conference*, Jacksonville, FL, October 2010

Cross, Samantha N. N., The National Dish: Food and Identity in the Caribbean, Working Paper Session, *Association for Consumer Research Workshop*: “Enhancing the Status of Consumer Research in Non-Western Contexts”, Department of Marketing, University of Strathclyde, Glasgow, UK, July 2010

Session Discussant, *Association for Consumer Research Workshop*: “Enhancing the Status of Consumer Research in Non-Western Contexts”, Department of Marketing, University of Strathclyde, Glasgow, UK, July 2010

Cross, Samantha N. N., Crossing the Cultural Divide: Consumption Compromises in Bi-national Homes, Symposium Session Chair: The Many Sides of Compromise: Tradeoffs in Contemporary Family Consumption, (Co-presenters: Lisa N. Peñaloza, École des Hautes Études Commerciales du Nord and Alladi Venkatesh, University of California, Irvine; Discussion Leader: Lisa N. Peñaloza), *2010 European Association for Consumer Research Conference*, Royal Holloway University of London, Egham, Surrey, July 2010

Cross, Samantha N. N., Food, Gender and Consumption Compromises in the Home, Symposium Session Chair and Discussion Leader: “Food Consumption Rituals: Gender Perspectives across Three Continents”, (Co-presenters: Céline Del Bucchia, Edhec Business School and Alladi Venkatesh, University of California, Irvine), *10th Conference on Gender, Marketing and Consumer Behaviour*, University of Cumbria, Ambleside Campus, Ambleside, UK, June 2010

2009

Discussant, Panel on Consumption and Emerging Markets, The Bottom of the Pyramid in Practice Conference, Hosted by *Institute for Money, Technology and Financial Inclusion (IMTFI)*, Irvine, CA, June 2009

Cross, Samantha N. N., “The Effects of Diversity on Consumption”, Sunbelt XXIX, *2009 Annual Meeting of the International Network for Social Network Analysis*, San Diego, CA, March 2009

Cross, Samantha N. N., “Mixed Origins, Diverse Preferences: Food Consumption Relationships and Patterns in Bi-National Homes”, Working Paper Session, *2009 Society for Consumer Psychology (SCP) Annual Winter Conference*, San Diego, CA, February 2009

2008

Cross, Samantha N. N., “Third Parties: Photographs as Participants and Tools in Collaborative Research,” Working Paper Session, *2008 Consumer Culture Theory Conference*, Boston, MA, June 2008

2007

Cross, Samantha N. N., “For Better or For Worse: The Intersection of Cultures in Bi-National Homes”, Symposium Session: The Ties That Bind: Transnational Families, Transnational Consumption (Co-presenters: Lisa N. Peñaloza, Judith Cavazos Arroyo, Mine Üçok Hughes, Søren Askegaard), *2007 Association for Consumer Research Conference*, Memphis, TN, October 2007

Cross, Samantha N. N., “The Creolization of Family and Society: When Tradition Meets Innovation”, *2007 Consumer Culture Theory Conference*, Toronto, Canada, May 2007

Cross, Samantha N. N., “The Intersection Of Cultures: Bi-Cultural Dynamics In Consumption And Decision-Making”, *2007 Academy of Marketing Science Conference*, Coral Gables, FL, May 2007
[Awarded the Jane K. Fenyo Best Paper Award for Student Research]

Cross, Samantha N. N. and Diana Pan, “Consuming Culture: Maintaining Authenticity in a Cosmopolitan Society”, *2007 Pacific Sociological Meeting (PSA) of the American Sociological Association*, Oakland, CA, March 2007

2006

Chandler Jennifer, **Samantha N. N. Cross** and John Graham, “Effects of Network Position on the Diffusion and Adoption of Innovations: The Case of Collaboration among Marketing Scientists”, *2006 Sunbelt Network Conference*, Vancouver, Canada, April 2006 [Presented by J. Chandler]

TEACHING ASSIGNMENTS

Instructor: Brand Management, Iowa State University, Ames, IA (August 2014 to present) [⁵UG]

Co-Instructor: Research Methods, Iowa State University, Ames, IA (August 2017 to 2019) [⁶]

Instructor: Principles of Marketing, Iowa State University, Ames, IA (August 2009 to May 2016) [⁵UG]

Instructor: Introduction to Marketing, University of California, Irvine, CA (January to March 2008) [⁵UG]

Teaching Assistant: Marketing Management, University of California, Irvine, CA (2007- 2009)
[Professor Imran Currim: ¹HCEMBA, ²EMBA, ³FEMBA, ⁴FTMBA]

Teaching Assistant: Project Management, University of California, Irvine, CA (2009)
[Professor George Meier: ⁵UG]

Teaching Assistant: Marketing Research, University of California, Irvine, CA (2007)
[Professor Imran Currim: ⁴FTMBA]

Teaching Assistant: Microeconomics, University of California, Irvine, CA (2006)
[Professor Regina Trevino: ⁴FTMBA]

Teaching Assistant: Marketing Management, University of California, Irvine, CA (2006)
[Professor Loraine Lau-Gesk: ⁵UG]

Teaching Assistant: International Marketing, University of California, Irvine, CA (2005, 2006)
[Professor George Meier: ⁵UG]

Teaching Assistant: Managing in Contemporary Organizations, University of California, Irvine, CA (2005)
[Professor Grace McLaughlin: ⁵UG]

(¹Health Care Executive MBA, ²Executive MBA, ³Fully Employed MBA, ⁴Full Time MBA, ⁵Undergraduate, ⁶PhD)

DISSERTATION/THESIS COMMITTEES AND HONORS STUDENTS

Co-chair, Dissertation Committee, Marketing, Heather Patterson, Iowa State University
Dissertation proposal defense (scheduled): May 2021

Member, Dissertation Committee, Apparel, Events and Hospitality Management, Paige Scro, Iowa State University

Member, Dissertation Committee, Marketing, Pingping Gan, Iowa State University

Member, Dissertation Committee, Marketing, Tu Tu, Iowa State University

Mentor, 1st Year Undergraduate Honors Student, Cameron Bristow (2019-2020)

Mentor, 1st Year Doctoral Student, Marketing, Jiawei Li (2019-2020)

Mentor, 1st Year Doctoral Student, Marketing, Tu Tu (2018-2019)

Mentor, 1st Year Doctoral Student, Marketing, Teng Fei (2016-2017)

Member, Thesis Committee, Sang Lee, MFA Graphic Design, Iowa State University
Defended thesis: November 2019

https://www.iowastatedaily.com/news/iowa-state-university-ames-design-on-main-gallery-exhibition-cultural-identity-migrant-artists-college-of-design-sang-lee-graduate-student-rachael-connell-iowa-state-alumni/article_32b1c876-0cc1-11ea-94f7-4fb525cb264f.html

Member, Dissertation Committee, Marketing, Melika Kordrostami, Iowa State University
Defended dissertation: June 2017
Placement: California State University, San Bernadino

Member, Dissertation Committee, Marketing, Akshaya Vijayalakshmi, Iowa State University
Defended dissertation: April 2015
Placement: University of South Dakota

Co-chair, Dissertation Committee, Marketing, Meng-Hsien (Jenny) Lin, Iowa State University
Defended dissertation: April 2014
Placement: California State University, Monterey Bay

PROFESSIONAL AFFILIATIONS/MEMBERSHIPS

Member

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology
American Academy of Advertising
Academy of Marketing Science
Consumer Culture Theory Consortium
Chicago Consumer Culture Community
PhD Project Association

PROFESSIONAL SERVICE

Profession

<i>Perspectives Director (Government), Association for Consumer Research (ACR) Board</i>	2021 - 2023
<i>Member, Editorial Review Board, Journal of Consumer Psychology</i>	2021
<i>Member, Program Committee, Association for Consumer Research (ACR) conference</i>	2021
<i>Track Co-chair, American Marketing Association (AMA) Winter Conference</i>	2021
<i>Issue Co-Editor, Journal of the Association of Consumer Research</i>	2020 – 2022
<i>Member, Editorial Review Board, Journal of Public Policy and Marketing</i>	2020 – 2023
<i>Member, Transformative Consumer Research (TCR) Advisory Committee</i>	2020 – 2023
<i>Co-chair, Award Selection Committee, AMA-EBSCO Award for Responsible Research</i>	2020 – 2022
<i>Member, Award Selection Committee, AMA-EBSCO Award for Responsible Research</i>	2019 – 2020
<i>Member, PhD Project 25th Anniversary Gala/Fundraising Committee</i>	2019
<i>Member, TCR Planning Committee for TCR Executive Leadership and Social Impact Council</i>	2019
<i>Faculty Advisor, PhD Project Marketing Doctoral Student Association (MDSA)</i>	2017 – 2020
<i>Liaison, PhD Project Marketing Doctoral Student Association (MDSA) and MEFA</i>	2019 – 2020
<i>Co-chair, Consumer Culture Theory (CCT) Conference, Anaheim, CA</i>	2017

Ad-hoc Journal Reviewer:

Journal of Marketing, Journal of Consumer Research, Journal of Advertising, Journal of the Association of Consumer Research, Journal of Macromarketing, Consumption, Markets and Culture, Journal of Business Research, Academy of Marketing Science Review, Journal of Service Research

Ad-hoc Conference/Grant Reviewer:

Consumer Culture Theory (CCT) Conference, Social Sciences and Humanities Research Council of Canada (SSHRC), Association for Consumer Research (ACR) Conference, AMA Summer Marketing Educators' Conference, AMA Winter Marketing Educators' Conference, Society for Marketing Advances (SMA) Conference, Immigration, Consumption and Markets (ICM) Conference, Latin American Association for Consumer Research (LACR) Conference

University

<i>Participant, City of Ames/ISU Business Services Discussion Group</i>	2018 – present
<i>College of Business Representative, Carver Academic Faculty Council</i>	2015 – present
<i>College of Business Faculty Representative, NCORE Committee</i>	2015 – 2016
<i>Faculty Mentor, McNair Scholarship Program, Iowa State University</i>	2011 – 2013

College

<i>Faculty Member, Department Promotion & Tenure Committee</i>	2017 – present
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<i>Member, Ivy International Programs Committee</i>	2019 – present
<i>Member, Faculty Executive Committee (FEC) (substitute for S2021)</i>	2021 – present
<i>Member, Strategic Planning Review Committee</i>	2019 – 2020
<i>ISU Representative, PhD Project Recruiting Conference, Chicago, IL</i>	2011 – 2016, 2018
<i>Member, Screening Committee, Department Chair Search, Marketing</i>	2018
<i>Department Representative, COB Promotion & Tenure Committee (substitute for F2017)</i>	2017
<i>Department Representative, Curriculum Committee</i>	2017 – 2019
<i>Faculty Member, College of Business (Neuro) Lab Committee</i>	2012 – 2017
<i>College of Business Prospective Student Visit Host</i>	2010 – 2016
<i>Member, Screening Committee, Department Chair Search, Management/Marketing</i>	2012
<i>Learning Community Faculty Mentor, Business Learning Teams, ISU</i>	2009 – 2011

Department

<i>Chair, Department Governance Document Taskforce</i>	2021
<i>Member, DEP Taskforce</i>	2019 – 2020
<i>Co-chair, Distinguished Speaker Series, Department of Marketing, ISU</i>	2012 – 2018
<i>Member, Recruiting Committee, Department of Marketing, ISU</i>	2010, 2012, 2013, 2017
<i>Chair, Recruiting Committee, Department of Marketing, ISU</i>	2014 – 2015
<i>Course Coordinator, Outcomes Assessment MKT340, Department of Marketing</i>	2012 – 2015
<i>Faculty Representative, 21st Annual Robert Mittelstaedt Doctoral Symposium</i>	2012
