Marketing Colloquium
Distinguished Speaker Series
Department of Marketing
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Putting a Face on Global Poverty

Abstract
While impoverished consumers have received attention from macromarketers (and marketing in general), most of the discipline has focused on the differences of these consumers from the mainstream, or the external influences that amplify consumer vulnerability among people who live in poverty. There has been recent literature in social marketing on the poor, it has not dealt with those groups needing the most attention (despite efforts like that of Achrol and Kotler to argue that market segmentation needs to be applied to problems associated with poverty). Although a few scholars have noted that poor consumers tend to be female, we contend that we should not focus solely on one demographic such as gender, age, or rural vs. urban differences. Thus we extend research on poverty by documenting how the feminization of poverty intersects with age. By assessing how this is a global phenomenon tied to policy, markets, and consumption, we seek to explore what the factors are that contribute to older women being at a higher risk for impoverishment.

Short Bio
Jim Gentry is the Maurice J. and Alice Hollman Professor of International Business and Marketing at the University of Nebraska-Lincoln. He earned his bachelors in civil engineering from Kansas State University, and his MBA and DBA degrees from Indiana University. He has taught on the business faculties at Kansas State University, Oklahoma State University, the University of Wisconsin-Madison, the University of Western Australia, and the University of Nebraska. He is the former North American editor of the *Journal of Consumer Behaviour*, the former editor of the *AMS Review*, serves on the review boards of the *Journal of Macromarketing* and the *Journal of Behavioral Decision Making*, and formerly served on the review boards of the *Journal of Marketing Research, Journal of Business Research, Journal of Marketing Education, Journal of the Academy of Marketing Science, Journal of Current Issues and Research in Advertising, and Journal of Public Policy and Marketing*. In 2010 he was named Reviewer of the Year for both the *Journal of Public Policy and Marketing* and the *Journal of Macromarketing*. He is a Past President and Fellow of the Association for Business Simulation and Experiential Learning. In 1987, he was selected the outstanding Instructor of Graduate courses on the Oklahoma State campus. He won the Excellence in Graduate Education Award at Nebraska in 2007 (one of two given University wide that year) for mentoring graduate students. He has coordinated the Mittelstaedt Doctoral Symposium held at the University of Nebraska since its inception in 1992. He has authored (or more frequently, co-authored) over 80 articles, 14 chapters in edited books, and over 200 conference papers. His current research interests are the future quality of life of the elderly globally, changes in consumption due to life-event transitions, family decision making, gender roles, differences in decision processes across cultures, and the evolution of marketing processes in transition economies.