

Verónica Martín Ruiz

Assistant Professor of Marketing

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Education

Iowa State University, Ivy College of Business

- Ph.D. Business and Technology 2016 – 2021
Specialization: Marketing. Minor: Psychology
- MBA, concentration in Marketing 2014

Monterey Institute of International Studies (currently: Middlebury Institute of International Studies)

- MA Translation and Localization Management 2008

Universidad de Granada (Spain)

- Ph.D. Translation and Interpretation Processes (a.b.d.) 2004
- B.A. Translation and Interpretation (Spanish, English, French) 2002
- Erasmus Study Abroad – Oost-Vlaanderen Mercator Hogeschool [Gent, Belgium] 2000

Research Interests

Consumer Behavior; Multicultural markets; Cultural norms (honor, dignity, tightness-looseness) in healthcare and retail settings; Telehealth; Transformative Consumer Research; Diversity, Inclusion and Equity; Multicultural Marketplaces; Research Methods for Cultural Research.

Research Labs and Networks

- Culture in Marketing Lab: Founder and director of the Culture in Marketing Lab, currently hosted at UMass Amherst, Isenberg School of Management January 2023 - Current
- Founding member, Multicultural Marketplaces Network (<https://multicultural-marketplaces.net/>) 2019 - Current
- T.R.A.P. LAB (Technology, Race, and Prejudice Lab): Member 2023 - Current
- Social Self and Culture Lab (“Cross Lab”): Member, Psychology Department, Iowa State University 2016-2021

Publications

- Eva Kipnis, Nataliia Pysarenko, Cristina Galalae, **Verónica Martín Ruiz**, Carlo Mari, and Lizette Vorster, “**The role of war-related marketing activism actions in community resilience: from the ground in Ukraine.**” *Journal of Public Policy & Marketing (JPP&M)*.
<https://doi.org/10.1177/074391562412629>

- Cristina Galalae, Eva Kipnis, Charles C. Cui, Emma Johnson, Tana C. Licsandru, Lizette Vorster, Catherine Demangeot, Shauna Kearney, Carlo Mari, **Verónica Martín Ruiz**, Chris Pullig, and Tyrha M. Lindsey-Warren (2023), “**A multi-contextual lens towards a global research agenda on racism and discrimination in the multicultural marketplace.**” *Journal of the Association of Consumer Research (JACR – 8(1) 95-106)*, <https://www.journals.uchicago.edu/doi/10.1086/722704>
- Eva Kipnis, Catherine Demangeot, Chris Pullig, Samantha Cross, Charles Cui, Cristina Galalae, Shauna Kearney, Tana Licsandru, Carlo Mari, **Verónica Martín Ruiz**, Samantha Swanepoel, Lizette Vorster, and Jerome D. Williams (2021), “**Institutionalizing Diversity and Inclusion Engaged Marketing (DIEM) for Multicultural Marketplace Wellbeing,**” *Journal of Public Policy & Marketing (JPP&M – 40(2), 143-164)*, <https://doi.org/10.1177/0743915620975415>
 - **Winner of the 2024 Thomas C. Kinnear/Journal of Public Policy & Marketing Award**
 - Featured: [Faculty Research Spotlight](#)
- *Briefing Paper:* Eva Kipnis, Catherine Demangeot, Chris Pullig, Samantha Cross, Charles Cui, Cristina Galalae, Shauna Kearney, Tana Licsandru, Carlo Mari, **Verónica Martín Ruiz**, Samantha Swanepoel, Lizette Vorster, and Jerome D. Williams (2021), “**Overcoming barriers to Diversity and Inclusion Engaged Marketing: an integrated analysis and recommendations for action.**” Available here: <https://multicultural-marketplaces.net/category/research-briefing/>

Papers Under Review

- Samantha Cross, Tana Licsandru, Cristina Galalae, Charles Cui, **Verónica Martín Ruiz**, “Co-creating Sustained Dual Impact.” **R&R** at the European Journal of Marketing (EJM).
- ***Verónica Martín Ruiz**, *Lizette Vorster, Tana Licsandru, and Shauna Kearney, “**Marketing in technicolor: a multicultural lens for integrating diversity, equity and inclusion in the marketplace.**” Preparing for **Rj&R** at the Journal of Marketing (JM). (*Denotes equal authorship.)
- Tana Licsandru, Carlo Mari, Eva Kipnis, Cristina Galalae, **Verónica Martín Ruiz**, Emma Johnson, Lizette Vorster, Shauna Kearney, Charles Cui, and Samantha Cross, “**Towards Comprehensive Integration of Diversity, Equity and Inclusion in Management Education: An Empathy-Driven Framework.**” Preparing for **R&R** at the British Journal of Management (BJM).

Working Papers

- **Verónica Martín Ruiz** and José A. Rosa, “**Culture and Gender Effects on How Consumers Respond to Adverse Medical Diagnoses.**” Manuscripts being finalized. Target journals: Journal of Consumer Psychology (JCP) and Journal of Public Policy & Marketing (JPP&M).
- **Verónica Martín Ruiz** and José A. Rosa, “**Methods to Improve Construct Measurement Equivalency in Cross-Cultural Consumer Research.**” Revising for submission to the Journal of Cross-Cultural Psychology (JCCP).
- **Verónica Martín Ruiz**, Susan Cross, and José A. Rosa, “**Short and Effective Honor Manipulation for Online Cross-Cultural Research.**” Studies 1 (pilot) and 2 completed.

Manuscript developed. Data collection Study 3 completed. Target journal: Journal of Cross-Cultural Psychology (JCCP).

Work In Progress

- **Verónica Martín Ruiz** and José A. Rosa, “**Marianismo and Internet-based health Care Teaming Up.**” Paper in theory development stage. Target journal: Journal of Consumer Research (JCR).
- **Verónica Martín Ruiz**, José A. Rosa, and Susan E. Cross, “**Frontline Employees Interpersonal Conflict and Goals Tradeoff.**” Manuscript with preliminary results completed. More data being collected. Target journal: Journal of Marketing (JM).
- Minjoo Joo, **Verónica Martín Ruiz**, Vanesa Castillo, Pelin Gul, and Susan E. Cross, “**The Holy Trinity of Infidelity Predictors – Narcissism, Culture & Attachment Style: A Meta-Analysis.**” Target journal: Journal of Personality and Social Psychology (JPSP).
- Cristina Galalae, **Verónica Martín Ruiz**, Eva Kipnis, Tana Licsandru, Carlo Mari, Samantha Cross, and Catherine Demangeot, “**Why inclusive action is a must for brands in 2020, and why it is here to stay.**” Target journal: Journal of Business Research (JBR).

Research Impact

- Featured: [Berthiaume Behavioral Lab Research](#)
- Paper “Institutionalizing Diversity and Inclusion Engaged Marketing (DIEM) for Multicultural Marketplace Wellbeing,” *Journal of Public Policy and Marketing (JPP&M – 40(2), 143-164*), <https://doi.org/10.1177/0743915620975415>
 - **Winner of the 2024 Thomas C. Kinnear/Journal of Public Policy & Marketing Award** that recognizes a *JPP&M* article that has made the most significant contribution to the understanding of marketing and public policy issues within a three-year time period
 - Featured: [Faculty Research: What Holds Back D&I in Multicultural Marketplaces? : Isenberg School of Management : UMass Amherst](#)
- Paper “Institutionalizing Diversity and Inclusion Engaged Marketing (DIEM) for Multicultural Marketplace Wellbeing,” *Journal of Public Policy and Marketing (JPP&M – 40(2), 143-164*), <https://doi.org/10.1177/0743915620975415> - Adopted as into the member toolkit by the [National Diversity Council](#). See: NDC Toolkit > Diversity Marketing & Recruiting > Institutionalizing Diversity-and-Inclusion (4Q2022).
- **2020 Global Women in Marketing Award**, Winner, Multicultural Marketplaces TCR team award, *Marketing Scientist Award*.
- **Guest speaker, DEI Expert:** 2022 SMA Doctoral Consortium, Queen Mary University London (Summer 2023), 2023 British Academy Workshop, University of Leicester School of Business (Summer 2023), 2023 Summer AMA Doctoral Consortium Panelist.
- Invited to Chair 2024 AMS Annual Conference *Diversity, Equity, Inclusion, and Belongingness in Marketing Track* given “proven expertise and experience in the field” (2024 AMS Annual Conference Chairs, Dr. Mayo Mohan and Dr. Fernando Jimenez-Arevalo).
- Invited to co-chair 2024 Winter AMA Pre-Conference, chaired by Dr. Eva Kipnis.

Leadership

- Co-Chair TCR 2025 MCMP Track, with Eva Kipnis and Lizette Vorster, Summer 2025
- 2024-2025 Scholarly Writing Fellow, UMass Amherst
- 2024-2025 UMass ADVANCE Faculty Fellow
- 2024-2025 UMass CESL (Civic Engagement & Service-Learning) Faculty Fellow
- 2023-2024 Scholarly Writing Fellow, UMass Amherst
- 2023-2024 UMass ADVANCE Faculty Fellow

Proceedings / Conference Presentations

- **2024 PhD Project** March Conference, Chicago, March 21-22, 2024.
- **2023 PhD Project** – Path to PhD – virtual workshop session, October 13th 2023 - Panelist
- **2023 Summer AMA**, San Francisco, CA August 4-6th. Presenter Competitive Paper Presentation: “Marketing in technicolor: a multicultural lens for integrating diversity, equity and inclusion in the marketplace,” co-authored with Lizette Vorster, Tana Licsandru, and Shauna Kearney.
- **2023 British Academy Workshop**, University of Leicester School of Business, June 23rd 2023, Panelist “Marketplace Diversity: from Exclusion, Restriction and Mistreatment to Diversity, Equity, and Inclusion”
- **Queen Mary University London**, MCMP Practitioners and Academics Workshop, London UK, June 21-22nd, 2023
- **2023 TCR Conference**, London UK, June 18-20th, 2023. Track 2 Member.
- **2023 Conference and Special Section of Marketing Science** on Diversity, Equity and Inclusion, March 24-25, 2023, Southern Methodist University (SMU), Dallas (TX): “Building Marketing DEI Competence: University Faculty View on Student Training,” Licsandru, T.C., Kipnis, E., Galalae, C., Johnson, E., Mari, C., Cui, C.C., *Cross, S.N.N., Kearney, S., Martín Ruiz, V., Vorster, L., and Yoruk, I. (**Indicates presenter*)
- **2022 SMA Doctoral Consortium**, November 2nd-3rd, Charlotte, NC. Panelist special session: “Diversity, Equity, and Inclusion in Academia.” Judge: Student Research “Elevator Pitches.”
- **2022 TCR-AMA Impact Festival Conference**, August 11-12th, Chicago, IL. Competitive Paper Presentation: “Leveraging Diversity for Innovative Outcomes,” co-authored with Samantha N. N. Cross, Eva Kipnis, Catherine Demangeot, Carlo Mari, Charles C. Cui, Cristina Galalae, Tana C. Licsandru, Lizette Vorster, Shauna Kearney, Emma Johnson, and Tyrha M. Lindsay-Warren.
- **2022 AMA Marketing and Public Policy Conference**, Austin, TX, June 9-11 2022. Panelist in “Job Market Workshop Part 2 – Navigation & Negotiation.”
- **SCP 2022 Annual Conference**, March 3-5th 2022, Virtual. Competitive Paper Presentation: Culture and Gender Effects on How Healthcare Consumers Respond to Adverse Medical Diagnoses, co-authored with Dr. José A. Rosa.
- **2022 AMA Winter Academic Conference**, February 18-20 2022, Las Vegas, NV. Competitive Paper Presentation: Culture and Gender Effects on How Healthcare Consumers Respond to Adverse Medical Diagnoses, co-authored with Dr. José A. Rosa.
- **2021 TCR Conference**, Virtual, June 28-29th 2021, Track 2-4, “Growing Diversity and Inclusion-Engaged Marketing (DIEM) Research, Practice and Education for Consumer Well-

- Being in Multicultural Marketplaces.” Track Chairs: Eva Kipnis, Catherine Demangeot, Chris Pullig, and Samantha N. N. Cross – Track Member
- **3rd Annual PhD Project-Baruch Research Symposium.** Paper Presentation: Culture and Gender Effects on How Consumers Respond to Adverse Medical Diagnoses, co-authored with Dr. José A. Rosa. April 29-30th 2021.
 - **2021 AMA Winter Academic Conference,** February 17-19 2021. Special Session Presentation: Culture and Gender Effects on How Healthcare Consumers Respond to Adverse Medical Diagnoses, co-authored with Dr. José A. Rosa.
 - **ISU 3MT Competition:** Culture and Gender Effects on How Consumers Respond to Adverse Medical Diagnoses, co-authored with Dr. José A. Rosa.
 - **6th AMS Annual Academy of Marketing Science (AMS) Doctoral Consortium.** Paper Presentation: Culture and Gender Effects on How Consumers Respond to Adverse Medical Diagnoses, co-authored with Dr. José A. Rosa. December 15-17th 2020.
 - **Ph.D. Project MDSA 2020** – Competitive 3-Minute Thesis Presentation: Culture and Gender Effects on How Consumers Respond to Adverse Medical Diagnoses, co-authored with Dr. José A. Rosa.
 - **SPSP 2020 Convention** – Advances in Cultural Psychology Pre-Conference Competitive Paper Presentation: Short and Effective Honor Manipulation for Online Cross-Cultural Research, co-authored with Dr. Susan E. Cross and Dr. José A. Rosa.
 - **2019 SCP Boutique Conference on Addiction and Maladaptive Consumption** - Working Paper Presentation: I am NOT sick! How Internet-based Health Care Moderates the Effect of Culture Norms on Male Patient Treatment Adherence,” co-authored with Dr. José A. Rosa.
 - **2019 TCR Conference,** FSU, Tallahassee, FL – Member of “Track 2: Leveraging Theory-Guided Research” under track name “Institutionalizing Intercultural Engagement in Multicultural Marketplaces: Developing TCR-led Interventions with the New Generation.” Track Leaders: Chris Pulling, Eva Kipnis, and Catherine Demangeot – Track Member
 - **ACR 2017 San Diego** - Working Paper Presentation: Methods to Improve Construct Measurement Equivalency in Cross-Cultural Consumer Research, co-authored with Dr. José A. Rosa. Proceedings of the 2017 North America Association of Consumer Research (ACR) Conference.
 - **2017 Summer AMA Conference** - Competitive Paper Presentation: Methods to Improve Construct Measurement Equivalency in Cross-Cultural Consumer Research, co-authored with Dr. José A. Rosa. Proceedings of the 2017 Summer AMA Conference, August 2017.

Conferences Not Listed Above

- The Tenure Project 2024 Conference, USC Marshal School of Business, Los Angeles, CA, July 22-24 - Attendee
- 2024 AMA Marketing and Public Policy Conference, Washington, DC, June 6-8th 2024 – Attendee.
- 2024 Faculty Women of Color in the Academy (FWCA) National Conference, Arlington, VA, April 11-14th 2024 – Attendee.
- Developmental Insights into Consumer Behavior: A Symposium at Stony Brook University, April 19th, 2024 – Attendee.

- HBS Race, Gender, and Equity Initiative: Inequality in the Digital Age, Harvard Business School, March 8th 2024 – Attendee
- 2024 Winter AMA conference: Pre-Conference on Marketplace Inclusion and Innovation, St. Pete Beach, FL, February 23-23 2024 - Organizer
- The Tenure Project 2023 Conference, Wharton School, Philadelphia, PA, July 24-26 2026 - Attendee
- T.R.A.P. *Unconference*, HBS, Boston, MA, April 28-29th 2023 - Attendee
- 2023 Faculty Women of Color in the Academy (FWCA) National Conference, Arlington, VA, April 20-23rd 2023 - Attendee
- UConn VOYA Colloquium: Artificial Intelligence and Customer Privacy in Digital Markets, October 7th 2022 - Attendee
- “Designing a Career in the Marketing Academy: A Gathering of Future Leaders” Conference, Nashville, TN, September 30th – October 2nd – Attendee
- 2022 Women of Isenberg, Virtual, February 26th – Attendee
- 2021 MEFA Conference “Together We Rise,” Virtual, August 14th 2021 – Attendee
- 2021 AMA Summer Academic Conference, Virtual, August 4-6th – Attendee
- Ph.D. Project MDSA 2020, Virtual, August 2-3rd 2021 – Sessions Chair and Organizer
- 2021 AMA Higher Education Conference, “Moving Forward Together,” Virtual, June 22-24th – Attendee
- JACR Boutique Conference “Racism and Discrimination in the Marketplace,” Virtual, June 17-18th 2021
- 2021 AMA Marketing and Public Policy Conference (MPPC), Virtual, June 24-25th 2021 – paper “Institutionalizing Diversity and Inclusion Engaged Marketing (DIEM) for Multicultural Marketplace Wellbeing” invited for presentation at Plenary Session “Transformative Consumer Research and the United Nations 2030 Agenda for Sustainable Development” on June 25th; Attendee
- ISMS 2nd Annual Webinar o Diversity, Equity, and Inclusion, “What are the challenges? What are the most common concerns against DEI?” June 1st, Virtual – Attendee
- 2021 SCP Conference and Doctoral Consortium, Virtual, March 4th-6th, 2021 - Attendee
- Ph.D. Project November Conference 2020, Virtual, November 18-19th – Panelist in the “Marketing Breakout” session. Doctoral Program Fair recruiting representative for ISU
- Women in Marketing Conference 2020, Virtual, November 16th – Attendee
- Stanford GSB Rising Scholars Conference, Virtual, October 27-28th 2020 - Attendee
- ACR 2020 Paris, Virtual, September 30th – October 4th 2020 – Attendee
- 2020 AMA Summer Academic Conference, Virtual, August 18-21st 2020 – Attendee and AMA DocSIG Immediate Past Chair
- Ph.D. Project MDSA 2020, Virtual, August 12-14th 2020 – Presenter and attendee
- 2020 TCR Pop-Up Conference “Advancing the Multicultural Inclusion, Diversity, and Engagement Agenda for Multicultural Marketplace Well-Being in Marketing Academia, Higher Education, and Practice;” Virtual, June 8-10th, 16th, 22nd, and 30th – team member
- 2019 AMA Summer Academic Conference, Chicago, August 2019 – Attendee and AMA DocSIG Chair and Sessions Chair and Moderator
- Ph.D. Project MDSA 2019, Chicago, August 2019 – Attendee and Presenter
- 2019 AMA Winter Academic Conference, Austin TX – Attendee and AMA DocSIG Chair and Sessions Chair and Moderator

- Ph.D. Project November Conference 2018 – Panelist in “The Ph.D. Lifecycle: The Doctoral Student” session and the “Marketing Breakout” session. Doctoral Program Fair recruiting representative for ISU
- International Symposium: Digital Health and Policy in Context – November 5th, 2018 – Ivy College of Business, ISU
- 2018 AMA Summer Academic Conference, Boston – Attendee and AMA DocSIG Sessions Co-Chair
- Ph.D. Project MDSA 2018, Boston – Attendee
- Mittelstaedt Doctoral Symposium 2018 – Attendee and Discussant
- 2018 AMA Winter Academic Conference, New Orleans – Attendee and AMA DocSIG Sessions Co-Chair
- Ph.D. Project MDSA 2017, San Francisco, August 2017 – Attendee and Presenter
- Inclusive Classroom Faculty Development Workshop, ISU, August 2017 - Attendee
- CCT Conference 2017, Anaheim, CA, July 2017 – Attendee and Volunteer
- PhD Project National Conference, Chicago, November 2016 – Attendee
- The Sixth Subsistence Marketplaces Conference, UIUC, June 2016 – Attendee
- The University of Iowa Marketing Symposium, May 2016 – Attendee

Honors, Awards, Achievements, and Recognitions

- **Winner - 2024 Thomas C. Kinnear/*Journal of Public Policy & Marketing* Award** that recognizes a *JPP&M* article that has made the most significant contribution to the understanding of marketing and public policy issues within a three-year time period. Paper “Institutionalizing Diversity and Inclusion Engaged Marketing (DIEM) for Multicultural Marketplace Wellbeing,” *Journal of Public Policy and Marketing (JPP&M – 40(2), 143-164)*, <https://doi.org/10.1177/0743915620975415>. 2024
- Featured: [Faculty Research: What Holds Back D&I in Multicultural Marketplaces? : Isenberg School of Management : UMass Amherst](#)
- Featured, [Berthiaume Behavioral Lab Research](#)
- Research Excellence Award, Iowa State University, Fall 2021
- Inducted into **Beta Gamma Sigma**, International Business Honors Society - PhD 2021
- **2020 Global Women in Marketing Award**, Winner, Multicultural Marketplaces TCR team award, *Marketing Scientist Award* 2020
- **Fellow**, 6th AMS Annual Academy of Marketing Science (AMS) Doctoral Consortium 2020
- **Fellow**, 3rd Annual PhD Project-Baruch Research Symposium, New York 2020
- **2020 Rama and Sridhar Ramaswami Marketing Research Excellence Award** 2020
- **2019 AMA Foundation Valuing Diversity Ph.D. Award** 2019
- **Fellow**, 27th Annual Robert Mittelstaedt Doctoral Symposium, University of Nebraska-Lincoln, NE 2018
- Graduate Research **Assistantship**, Iowa State University 2016-2021
- Inducted into **Beta Gamma Sigma**, International Business Honors Society - MBA 2015
- Monterey Institute of International Studies Merit **Scholarship** 2007
- Awarded with the **Silver Pin** of the College of Translation and Interpretation, University of Granada, for Work and Dedication Commendations 2004

Grants

- NCFDD’s Faculty Success Program, Fall 2023, UMass Office of the Provost (\$4,750)
- 2023 FWCA Conference Competitive Development Grant, UMass Office of the Provost (\$1,000)
- 2022 **Competitive Research Grant Winner** “MSI/JPP&M Research Competition: Marketing, Influence on Stakeholders, & Public Policy”– 2022-2024 MSI Research Priorities – for “Adverse Medical Diagnoses and Cultural Interventions for Diagnosis Acceptance” (\$4,500)
- 2022 (Spring) UMass Amherst Flex Grant for Teaching/Faculty Development Competitive grant for “DEI, Marketing, and Multicultural Marketplaces” course development (\$500)
- 2020 Association for Consumer Research Call for Grant Proposals on Transformative Consumer Research **Competitive Grant** (\$2,000)
- 2020 Rama and Sridhar Ramaswami Marketing Research Excellence Award **Research Grant** (\$500)
- 2019 AMA Foundation Valuing Diversity Ph.D. **Scholarship** (\$4,000)
- Ivy College of Business Doctoral Dissertation **Research Grant** for working paper “Culture and Gender Effects on How Consumers Respond to Adverse Medical Diagnoses,” co-authored with José A. Rosa (\$4,000)
- Ivy College of Business PSRG **research grant** for working paper “Short and Effective Honor Manipulations for Online Cross-Cultural Research,” co-authored with Susan E. Cross and José A. Rosa (\$2,000)
- ISU Graduate College GAP Travel mini-grant, 2019 TCR Conference, FSU, Tallahassee, FL (\$300)
- Ivy College of Business Marketing Department travel mini-grant, 2019 TCR Conference, FSU, Tallahassee, FL (\$300)
- ISU Graduate College GAP Travel mini-grant, ACR 2017 San Diego Conference (\$300)
- Ivy College of Business Marketing Department travel mini-grant, 2017 Summer AMA Conference (\$300)

Teaching Experience – UMass Amherst

<u>Year</u>	<u>Semtr</u>	<u>Course No./Title</u>	<u>Cr. Hrs.</u>	<u>Enroll</u>	<u>Instructor</u>	<u>Course</u>
2024	Fall	MKT 410 Consumer Behavior (section 03)	3	30	4.5/5	4.3/5
2024	Fall	MKT 410 Consumer Behavior (section 04)	3	32	4.4/5	4.4/5
2023	Fall	MKT 490M DEI+MKT in MCMP	3	23	4.7/5	4.3/5
2023	Spring	MKT 410 Consumer Behavior (section 03)	3	31	4.3/5	3.8/5
2023	Spring	MKT 410 Consumer Behavior (section 02)	3	30	4.6/5	3.7/5
2022	Fall	MKT 301 Fundamentals of Marketing	3	220	4.4/5	3.9/5
2022	Spring	MKT 301 Fundamentals of Marketing	3	434	3.8/5	3.4/5
2021	Fall	MKT 301 Fundamentals of Marketing	3	207	3.5/5	3.0/5

Teaching Experience – Iowa State University

<u>Year</u>	<u>Semtr</u>	<u>Course No./Title</u>	<u>Cr. Hrs.</u>	<u>Enroll</u>	<u>Instructor</u>	<u>Course</u>
2021	Spring	MKT 340 Principles of Marketing (hybrid)	3	55	4.5/5	4.3/5

2020	Fall	MKT 447 Consumer Behavior (hybrid)	3	40	4.3/5	4.0/5*
2019	Fall	MKT 447 Consumer Behavior (in person)	3	64	4.4/5	4.5/5
2019	Spring	MKT 447 Consumer Behavior (in person)	3	60	4.4/5	4.7/5
2018	Fall	MKT 340 Principles of Marketing (in person)	3	50	3.8/5	4.1/5

*Rating system changed this semester at ISU

Student Supervision

- PhD Committee Member, Jun Wang – Dissertation Title: Digital tipping Behavior **Summer 2024 – Current**
- PhD student supervision:
 - Jun Wang **Fall 2022 - Current**
 - Selma Karim Fall 2023 – Spring 2024
 - Sahar Rashidravary Spring 2023 – Fall 2024
- Honors Independent Study Student, Emily Thurber Fall 2023
- BDIC Faculty Sponsor, Ana Viana Spring 2023 – Spring 2024
- BDIC Faculty Sponsor, Rachel Cortese Fall 2022 - Spring – 2024
- BDIC Faculty Sponsor, James Ragusa Fall 2022 - Spring – 2024
- PhD Committee Member, Hossein Hashemi Bahramani – Dissertation Title: Essays on Sales Force Turnover and Job Satisfaction Summer 2022 – Summer 2023
- BDIC Faculty Sponsor, Shea McIlquham Spring 2022 – Fall 2023
- Honors Thesis Committee Chair, Sabrina Najjar. Thesis Title: “A Deep Dive into Customer Satisfaction: Analyzing Matley’s Pools and Spas” Summer 2022 – Fall 2022
- Honors Independent Study Student, Megan Walsh Spring 2022

Service

- The PhD Project Virtual Meet & Greet, University Representative July 18th 2024
- PhD Students Comprehensive Exams Committee Summer 2024
- Isenberg Destination Days April 6th Spring 2024
- Isenberg School of Management PhD Workshop “Plan for Success” Spring 2024
- Journal of Marketing – Ad Hoc Reviewer 2024
- Tech SIG (AMA) VP of Outreach **2024-Current**
- PhD Project March Conference – Panelist & Recruiting representative 2024
- Reviewer – 2024 Summer AMA Conference, Boston, MA, August 2024 2024
- MASSIG (AMA) – Grant reviewer 2024
- Isenberg Marketing Career Networking Night Spring 2024
- Reviewer – 2024 AMS Annual Conference, DEI&B Track, Coral Gables, FL, May 22-24 2023
- Latinx WAC (writing accountability circle) Fellow (Member since 2021) 2023/2024
- Marketing department hiring search committees (junior/senior/lecturer) 2023/2024
- UMass ADVANCE Faculty Fellow (funded by NSF) 2023/2024
- UMass Provost Office – Innovation, Entrepreneurship, and Engagement (IEE) initiative Focus Groups member (initiative aiming to better understand how junior faculty members make decisions about research, teaching, and other scholarly activities involving IEE) Fall 2023

- Isenberg Marketing Department - PhD Students: Selection of incoming students; Existing student awards nominations, comp exam evaluations, Summer papers evaluations 2022/23
- PhD Students Comprehensive Exams Committee Summer 2023
- 2023 Commencement: Honors College, Graduate College, Isenberg, May 25-26th 2023
- Reviewer – ACR 2023 Seattle, OR, October 26-29 2023
- Member, Faculty DEIB Council for Isenberg **2023-Current**
- The PhD Project March Conference – Recruiting representative 2023
- Reviewer – EACR 2023 Amsterdam, The Netherlands (European Conference) 2023
- Reviewer – 2023 AMA Summer Academic Conference 2023
- Isenberg’s Destination Days - Admitted Student Days Fall/Spring (Feb & Apr) 2023
- Journal ad hoc reviewer – Journal of Marketing Theory and Practice **2022 – Current**
- Reviewer – 2023 AMA Winter Academic Conference 2022
- Isenberg Marketing Department Speaker Series Chair **2021-current**
- Reviewer – ACR 2022 Denver Conference 2022
- Reviewer – 2022 AMA Summer Academic Conference 2022
- Isenberg and the PhD Project November Conference – Recruiting representative 2021
- Isenberg Marketing Department Speaker Series Co-Chair 2021-2022
- Isenberg Marketing Department Faculty Candidate Searches 2021-2022
- Isenberg’s Destination Days - Admitted Student Days Fall/Spring 2021-2022
- Reviewer – 2022 AMA MPPC, Austin, TX 2022 2021
- Reviewer – 2022 AMA Winter Academic Conference 2021
- Reviewer– SPSP Annual convention 2022 2021
- Reviewer – 2021 AMA Summer Academic Conference 2021
- Reviewer – 2021 AMA MPPC, Washington, DC 2021
- PhD Project MDSA Board Secretary 2020-2021
- Reviewer – 2020 AMA MPPC, Marina del Rey, CA 2020
- Reviewer – 2020 AMA Winter Academic Conference, San Diego, CA 2020
- AMA DocSIG Immediate Past Chair 2019-2020
- Board President and University President- YWCA Ames-ISU 2020 - 2021
- AMA DocSIG Chair 2018-2019
- Reviewer – 2019 AMA MPPC, Washington DC 2018
- Reviewer – Summer AMA 2018, Boston 2018
- Reviewer – EACR 2018 Ghent, Belgium (European Conference) 2018
- Reviewer – ACR 2017 San Diego (North American Conference) 2017
- Ad hoc reviewer for colleagues 2017 – Current
- AMA DocSIG Chair Elect 2017-2018
- Board Vice President and University President- YWCA Ames-ISU 2017 – 2020

Course Syllabus Development

- Principles of Marketing – Fully developed (in-person and hybrid)
- Consumer Behavior – Fully developed (in-person and hybrid)
- DEI, Marketing, and Multicultural Marketplaces: Undergraduate, MBA, and PhD levels – (in-person)

Academic Work Experience

- Assistant Professor of Marketing, Isenberg School of Management, University of Massachusetts Amherst 2021 - Current
- Instructor, Marketing, Ivy College of Business, ISU 2018 – 2021
- Graduate Research Assistant, Marketing, Ivy College of Business, ISU 2016 – 2021
- Social Self and Culture Lab member, led by Dr. Susan E. Cross, Psychology Department, ISU 2016 – 2021

Professional Development & University Involvement

- SCP/PhD Project Mentorship Program. Mentor: **Dr. Stacey Finkelstein** 2024 - 2025
- The Tenure Project Mentorship Program. Mentor: **Dr. Colleen Harmeling** 2024-2025
- NCFDD's Faculty Success Alumni Program Spring & Summer 2024
- NCFDD's Faculty Success Program Fall 2023
- The Tenure Project Mentorship Program. Mentor: Dr. Lauren Block 2023-2024
- University of Bradford (UK): Realising inclusion and justice from policy goals to everyday living: we need to talk about marketing May 16th 2023
- UMass Amherst: Black Women and Maternal Health Inequities: Addressing the Role of Racism – Dr. Ndidiamaka Amutah-Onukagha May 4th 2023
- UMass Amherst: Celebrating the UMass and KSE Partnership: 1 Year of Collaboration – Research Workshop – Attendee May 3rd 2023
- Ph Project: Advancing DEI in 21st Century America April 13th 2023
- PhD Project: Corporate Board Diversity: Moving Beyond Lip Service March 24th 2023
- UMass Amherst: Creating a Respectful Work Environment (workshop) Jan 2023
- FERPA Certified Jan 2023
- UMass Amherst: Justice, Equity, Diversity, & Inclusion (JEDI) Conference Sept 13-14 2022
- UMass Amherst: Other Knowledges Are Possible: FOC Dialogues 2021-2022
- UMass Amherst PD Series: Developing Your Mentor Network November 5th 2021
- Isenberg Teaching Fellows PD Series: Engaging with Technology October 29th 2021
- UMass Amherst PD Series: Priorities, Planning & Time Management October 1st 2021
- SCP/PhD Project Mentorship Program. Mentor: **Dr. Stacey Finkelstein** 2021 - 2022
- PhD Project & MDSA Writing Sessions for Marketing Doctoral Students 2021
- PhD Project & The Equity Equation Seminar “Examining Diversity in the C-Suite and the Boardroom” April 22nd 2021
- YWCA Virtual Panel “Addressing Racism as a Public Health Crisis” April 22nd 2021
- Ivy Business Analytics Symposium April 6-7th 2021
- TCR Workshop “Vaccine Hesitancy and Misinformation” March 9th 2021
- ACR/PhD Project Research Mentorship Program. Mentor: **Dr. Carolyn Yoon** 2020 - 2021
- PhD Project workshop “Humanity in Leadership: The Pressing Need for Faculty Diversity in Business Schools” February 25th 2021
- APA Workshop Series “Equity Flattens The Curve” 2020-2021
- Ivy Marketing Speaker Series 2016-2021
- Des Moines Metro Women Connect, Women Lead Change Series, “Imposter Syndrome: The Surprising Truth” with Dr. Cindra Kamphoff August 2020

- Behavioral Insights Group (BIG) Doctoral Workshop 2020, “Critical Collaborations,” Center for Public Leadership, Harvard Kennedy School, Harvard Business School August 2020
- JPP&M Workshop “Engaging with the Journal of Public Policy & Marketing” August 2020
- PhD Project Research Mentorship Program. Mentor: **Dr. Maura Scott** 2020 - Current
- Collegiate Women in Business, Ivy College of Business – Presenter February 2020
- Collegiate Women in Business, Ivy College of Business – Honored Guest November 2019
- Campus Conversation X: Student Against Racism, ISU – Moderator October 2019
- Collegiate Women in Business, Ivy College of Business – Honored Guest April 2019
- Women in Marketing, 2019 AMA Winter Preconference February 2019
- Iowa State Conference on Race and Ethnicity (ISCORE) March 2017
- Women’s Leadership Retreat, Iowa State University November 2016
- ISU MBA Case Competition – Judge April 2016
- World Languages and Cultures, ISU – Guest Speaker 2014-2016
- Annual World Languages and Cultures Convention, ISU - Keynote Speaker 2014

Professional Affiliations

Business / Marketing / Psychology:

- PhD Project and Marketing Ethnic Faculty Association (MEFA)
- PhD Project and Marketing Student Doctoral Association (MDSA)
- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- Academy of Marketing Science (AMS)
- American Psychological Association (APA)
- Society for Personality and Social Psychology (SPSP)
- INFORMS Society for Marketing Science (ISMS)

Industry Experience

- Consultant, Principal Financial Group, Des Moines, IA 2010-2016
- Localization Project Manager, ITP Strategic [Toyota], Torrance, CA 2008-2010
- Executive Assistant and Office Manager, LPS, San Jose and San Francisco, CA 2005-2007
- International Relations Officer and Computer Specialist, College of Translation and Interpretation, University of Granada, Spain 2002-2004

Other Information

Data Analytics & Teaching: SPSS, R, R Studio, SONA, Qualtrics, Canvas, Echo360, MS Excel, Blackboard

Languages: Spanish (native), English (fluent); Other languages with various degrees of proficiency: French, Dutch, German, Gallego, Catalán, ASL, Latin

Other: Sworn translator and interpreter of English and Spanish by the Spanish Ministry of Foreign Affairs