

# Verónica Martín Ruiz

## Assistant Professor of Marketing

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### Education

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#### ***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

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

### Publications

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- 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 and Marketing (JPP&M – 40(2), 143-164)*,  
<https://doi.org/10.1177/0743915620975415>

### Papers Under Review

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- Cristina Galalae, Eva Kipnis, Charles C. Cui, Emma Johnson, Tana C. Licsandru, Lizette Volster, Catherine Demangeot, Shauna Kearney, Carlo Mari, **Verónica Martín Ruiz**, Chris Pullig, and Tyrha M. Lindsey-Warren, “**A multi-contextual lens towards a global research agenda on racism and discrimination in the multicultural marketplace.**” Under 2<sup>nd</sup> round of review at the Journal of the Association of Consumer Research (JACR).

## Working Papers

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- \*Lizette Vorster, \***Veronica Martin Ruiz**, Tana Licsandru, and Shauna Kearney, **“Multicultural Marketplaces and Their Wellbeing – Systematic Review and Research Agenda.”** Manuscript under final revision before submission. Target journal: Journal of Marketing (JM; \*denotes equal authorship).
- **Verónica Martín Ruiz** and José A. Rosa, **“Culture and Gender Effects on How Consumers Respond to Adverse Medical Diagnoses.”** Two (2) dissertation essays under development. Target journals: Journal of Consumer Research (JCR) and Journal of Public Policy and Marketing (JPP&M).
- **Verónica Martín Ruiz** and José A. Rosa, **“Methods to Improve Construct Measurement Equivalency in Cross-Cultural Consumer Research.”** Friendly reviews completed. Paper moved from conceptual to empirical. Studies (2) completed. Data analysis ongoing. Manuscript under development. Target journal: Journal of Consumer Psychology (JCP).
- **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

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- **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).

## Proceedings / Conference Presentations

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- *Forthcoming* – **2022 TCR-AMA Impact Festival Conference**, August 11-12<sup>th</sup>, Chicago, IL. Competitive Paper Presentation: “Leveraging Diversity for Innovative Outcomes,” co-authored with Samantha Cross, Eva Kipnis, Catherine Demangeot, et al.
- *Forthcoming* – **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 3-5<sup>th</sup> 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.
- **3<sup>rd</sup> 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.
- **6<sup>th</sup> 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 15-17<sup>th</sup> 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.
- **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**

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- 2022 Women of Isenberg, Virtual, February 26<sup>th</sup> – Attendee
- 2021 MEFA Conference “Together We Rise,” Virtual, August 14<sup>th</sup> 2021 - Attendee
- 2021 AMA Summer Academic Conference, Virtual, August 4-6<sup>th</sup> - Attendee
- Ph.D. Project MDSA 2020, Virtual, August 2-3<sup>rd</sup> 2021 – Sessions Chair and Organizer
- 2021 AMA Higher Education Conference, “Moving Forward Together,” Virtual, June 22-24<sup>th</sup> - Attendee
- JACR Boutique Conference “Racism and Discrimination in the Marketplace,” Virtual, June 17-18<sup>th</sup> 2021
- 2021 TCR Conference, Virtual, June 28-29<sup>th</sup> 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

- 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 25<sup>th</sup>; Attendee
- ISMS 2<sup>nd</sup> Annual Webinar o Diversity, Equity, and Inclusion, “What are the challenges? What are the most common concerns against DEI?” June 1<sup>st</sup>, Virtual - Attendee
- 2021 SCP Conference and Doctoral Consortium, Virtual, March 4<sup>th</sup>-6<sup>th</sup>, 2021 - Attendee
- Ph.D. Project November Conference 2020, Virtual, November 18-19<sup>th</sup> – Panelist in the “Marketing Breakout” session. Doctoral Program Fair recruiting representative for ISU
- Women in Marketing Conference 2020, Virtual, November 16<sup>th</sup> – Attendee
- Stanford GSB Rising Scholars Conference, Virtual, October 27-28<sup>th</sup> 2020 - Attendee
- ACR 2020 Paris, Virtual, September 30<sup>th</sup> – October 4<sup>th</sup> 2020 – Attendee
- 2020 AMA Summer Academic Conference, Virtual, August 18-21<sup>st</sup> 2020 – Attendee and AMA DocSIG Immediate Past Chair
- Ph.D. Project MDSA 2020, Virtual, August 12-14<sup>th</sup> 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 8-10<sup>th</sup>, 16<sup>th</sup>, 22<sup>nd</sup>, and 30<sup>th</sup> – 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 TCR Conference, FSU, Tallahassee, FL – Member of “Track 2: Leveraging Theory-Guided Research” under track name “Institutionalising Intercultural Engagement in Multicultural Marketplaces: Developing TCR-led Interventions with the New Generation.” Track Leaders: Chris Pulling, Eva Kipnis, and Catherine Demangeot – Track Member
- 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 5<sup>th</sup>, 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

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- 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**, 6<sup>th</sup> AMS Annual Academy of Marketing Science (AMS) Doctoral Consortium 2020
- **Fellow**, 3<sup>rd</sup> 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**, 27<sup>th</sup> Annual Robert Mittelstaedt Doctoral Symposium, University of Nebraska-Lincoln, NE 2018
- Graduate Research **Assistantship**, Iowa State University 2016-Present
- 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

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- 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
- Ivy College of Business Marketing Department travel mini-grant, 2017 Summer AMA Conference(\$300)

## Teaching Experience – UMass Amherst

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<u>Year</u>	<u>Semtr</u>	<u>Course No./Title</u>	<u>Cr. Hrs.</u>	<u>Enroll</u>	<u>Instructor</u>	<u>Course</u>
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

Year	Semtr	Course No./Title	Cr. Hrs.	Enroll	Instructor	Course
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, Hossain Hashemi Bahramani Summer 2022 - Current
- Honors Thesis Committee Chair, Sabrina Najjar Summer 2022 - Current
- Honors Independent Study Student, Megan Walsh Spring 2022

## Service

- Reviewer – ACR 2022 Denver Conference 2022
- Reviewer – 2022 AMA Summer Academic Conference 2022
- Isenberg Marketing Department Job Candidate Search 2021-Current
- 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 – Under development

## Academic Work Experience

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- Assistant Professor of Marketing, Isenberg School of Management, University of Massachusetts Amherst 2021 - Present
- 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

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- UMass Amherst: Other Knowledges Are Possible: FOC Dialogues 2021-2022
- UMass Amherst PD Series: Developing Your Mentor Network November 5<sup>th</sup> 2021
- Isenberg Teaching Fellows PD Series: Engaging with Technology October 29<sup>th</sup> 2021
- UMass Amherst PD Series: Priorities, Planning & Time Management October 1<sup>st</sup> 2021
- SCP/PhD Project Mentorship Program. Mentor: **Dr. Stacey Finkelsteing** 2021 - Current
- 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 22<sup>nd</sup> 2021
- YWCA Virtual Panel “Addressing Racism as a Public Health Crisis” April 22<sup>nd</sup> 2021
- Ivy Business Analytics Symposium April 6-7<sup>th</sup> 2021
- TCR Workshop “Vaccine Hesitancy and Misinformation” March 9<sup>th</sup> 2021
- ACR/PhD Project Research Mentorship Program. Mentor: **Dr. Carolyn Yoon** 2020 - Current
- PhD Project workshop “Humanity in Leadership: The Pressing Need for Faculty Diversity in Business Schools” February 25<sup>th</sup> 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 - Key Note Speaker 2014

## Professional Affiliations

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### **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)
- Consumer Culture Theory Consortium (CCTC)

## Industry Experience

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- 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

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

**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