

Verónica Martín Ruiz

Assistant Professor of Marketing

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Education

Iowa State University, Ivy College of Business

- Ph.D. Business and Technology (Specialization: Marketing. Minor: Psychology) 2021
- 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

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

Academic Work Experience

- Assistant Professor of Marketing, Isenberg School of Management, University of Massachusetts Amherst 2021 – Current
- Culture in Marketing Lab: Founder and Director, UMass Amherst, Isenberg School of Management January 2023 – Current
- Founding member, Multicultural Marketplaces Network (<https://multicultural-marketplaces.net/>) 2019 - 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, Dr. Susan E. Cross, Psychology Department, ISU 2016 – 2021

Publications

- Tana Licsandru, Carlo Mari, Eva Kipnis, Cristina Galalae, Emma Johnson, Samantha N. N. Cross, Charles Chi Cui, Shauna Kearney, Verónica Martín Ruiz, Lizette Vorster, and Irem Yoruk, "Towards Comprehensive Integration of Diversity, Equity and Inclusion in

Management Education: An Empathy-Driven Framework.” British Journal of Management (BJM), *ahead-of-print*. DOI: [10.1111/1467-8551-70008](https://doi.org/10.1111/1467-8551-70008).

- Policy Brief: “Reimagining DEI Education in Business Schools,” Queen Mary University of London, [Reimagining DEI Education in Business and Management Schools - Mile End Institute](#)
- *Samantha Cross, *Cristina Galalae, *Tana Licsandru, *Verónica Martín Ruiz, *Charles Cui, Carlo Mari, Lizette Vorster, Irem Yoruk, Emma Johnson, and Shauna Kearney (2025), “Co-creating Sustained Impact for Diversity and Inclusion Engaged Marketing.” European Journal of Marketing (EJM), *ahead-of-print*. [*Denotes equal authorship.] <https://doi.org/10.1108/EJM-04-2024-0326>
- Eva Kipnis, Nataliia Pysarenko, Cristina Galalae, Verónica Martín Ruiz, Carlo Mari, and Lizette Vorster (2024), “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>
 - White paper version published in The Conversation, May 8th 2025: “[Keep calm and carry on buying: how Ukrainian consumers are hitting back at Russia](#)”
 - Winner 2024 Global Women in Marketing Award, [Marketing Scientist Award – Market Research](#)
 - Selected by [AIB Ukraine](#) to develop industry policy and provide recommendations to the Ukrainian Government.
- 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. Kinneer/*Journal of Public Policy & Marketing* Award, recognizing 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.
 - Adopted into the Certification Program member Toolkit by the [National Diversity Council \(NDC\)](#) a “leading organization dedicated to fostering DEIB across all sectors of society”). [See: NDC Certification Program > [NDC Toolkit](#) > Diversity Marketing & Recruiting > Institutionalizing Diversity-and-Inclusion (4Q2022)]
- *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/>

Working Papers

- *Verónica Martín Ruiz, *Misun (Sunny) Kim, and Jun Wang, “The Impact of Tipping Wage Policies on Employees’ Well-Being: Evidence from Multi-Method Data.” Repositioning for submission to the Journal of Public Policy & Marketing (JPP&M).
 - *Verónica Martín Ruiz and *Lizette Vorster, “Sustainability Personified - Lessons from Minority-SMEs for Overcoming Sustainability Marketing Communications Challenges.” Repositioning for submission to the Journal of Consumer Research (JCR).
 - Verónica Martín Ruiz, José A. Rosa, and Jun Wang, “Methods to Improve Construct Measurement Equivalency in Cross-Cultural Consumer Research.” Revising for submission to the journal of Personality and Social Psychology Review (PSPR).
 - Jun Wang, Elizabeth Miller, Verónica Martín Ruiz, and Melissa Baker, “The impact of tip jars in the digital era.” Finalizing for submission to the Journal of Consumer Research (JCR).
 - *Sunny Kim and *Verónica Martín Ruiz, “Employee Dehumanization: An Empirical Model for Research.” Finalizing for submission to the Journal of Marketing Research (JMR).
 - *Verónica Martín Ruiz and *Lizette Vorster, “Sustainability Orientation Communications: An Empirical Analysis of Small and Large Companies’ ESG Strategies.” Finalizing for submission to the Journal of Marketing Research (JMR).
 - Verónica Martín Ruiz and José A. Rosa, “Culture and Gender Effects on How Consumers Respond to Adverse Medical Diagnoses.” Target journal: Journal of Consumer Psychology (JCP).
 - Verónica Martín Ruiz and José A. Rosa, “Culture, Gender, and Adverse Medical Diagnoses in Public Policy.” Target journal: Journal of Public Policy & Marketing (JPP&M).
 - *Verónica Martín Ruiz and *Misun (Sunny) Kim, “Frontline Employees Interpersonal Conflict and Goals Tradeoff.” Target journal: Journal of the Academy of Marketing Science (JAMS).
 - Verónica Martín Ruiz, Susan Cross, and José A. Rosa, “Short and Effective Honor Manipulation for Online Cross-Cultural Research.” Target journal: Journal of Cross-Cultural Psychology (JCCP).
- *Denotes equal authorship.*

Conference Proceedings, Presentations, and Posters

Invited Talks, Panels, and Workshops

- “Culture and Gender Effects on How Consumers Respond to Adverse Medical Diagnoses,” Drake University, Des Moines, IA, January 9th 2026.
- “Navigating Academia as Latina Professors: A Symposium,” organizer, sponsored by UMass Amherst OFD, UMass Amherst, October 31st 2025. <https://www.umass.edu/faculty-development/events/navigating-academia-latina-professors-symposium>
- “Understanding the Experiences of Latina Women in Academia,” invited panel, Office of Inclusion and Engagement, UMass Amherst, April 3rd 2025.
- “Work-Life Balance,” invited panel, 2025 PhD Project, Chicago, March 2025.
- “Culture and Gender Effects on How Healthcare Consumers Respond to Adverse Medical Diagnoses,” invited research presentation, Virginia Tech, October 2024
- “Work-Life Balance,” invited panel, 2024 PhD Project, Chicago, March 2024.
- “Path to PhD,” invited panel, 2023 PhD Project, online, October 2023.

- “Marketplace Diversity: from Exclusion, Restriction and Mistreatment to Diversity, Equity, and Inclusion,” invited panel, 2023 British Academy Workshop, University of Leicester School of Business, June 2023.
- “Multicultural Marketplaces,” invited talk, Practitioners and Academics Workshop at Queen Mary University London, London, UK, June 2023.
- “Building Marketing DEI Competence: University Faculty View on Student Training,” invited talk, 2023 Conference and Special Section of Marketing Science on Diversity, Equity and Inclusion, Southern Methodist University (SMU), Dallas, March 2023.
- “Diversity, Equity, and Inclusion in Academia,” invited panel, 2022 Society for Marketing Advances (SMA) Doctoral Consortium, Charlotte, NC, November 2022.
- “Job Market Workshop Part 2 – Navigation & Negotiation,” invited panel, 2022 AMA Marketing and Public Policy Conference, Austin, June 2022.
- “Institutionalizing Diversity and Inclusion Engaged Marketing (DIEM) for Multicultural Marketplace Wellbeing,” invited presentation, 2021 AMA Marketing and Public Policy Conference (MPPC), Plenary Session, “Transformative Consumer Research and the United Nations 2030 Agenda for Sustainable Development,” June 2021.
- “Marketing Breakout,” invited panel, 2020 Ph.D. Project, Chicago, November 2020.
- Ph.D. Project MDSA 2020, Virtual, invited panel, August 12-14th 2020.
- Ph.D. Project MDSA 2019, invited panel, Chicago, August 2019.
- Ph.D. Project November Conference 2018:
 - invited panel, “The Ph.D. Lifecycle: The Doctoral Student”
 - invited panel, “Marketing Breakout”
- Ph.D. Project MDSA 2017, invited panel, San Francisco, August 2017.
- Annual World Languages and Cultures Convention, Ames IA - Keynote Speaker, 2014.
- Collegiate Women in Business, Ivy College of Business, invited talk February 2020
- Collegiate Women in Business, Ivy College of Business, invited talk November 2019
- Campus Conversation X: Student Against Racism, ISU – Moderator October 2019
- Collegiate Women in Business, Ivy College of Business, invited talk April 2019
- World Languages and Cultures Conference ISU – invited talk 2014 – 2016

Conference Proceedings

- “The Impact of Tipping Wage Policies on Employees’ Well-Being: Evidence from Multi-Method Data,” competitive paper presentation, 2026 Marketing and Public Policy (MPPC) Annual Conference, Ottawa, Canada, May 16-18th 2026.
- “Sustainability Personified - Lessons from Minority-SMEs for Overcoming Sustainability Marketing Communications Challenges,” competitive paper presentation 2026 Winter American Marketing Association (AMA), Madrid, Spain, February 13-16th 2026.
- “Marketing in technicolor: a multicultural lens for integrating diversity, equity and inclusion in the marketplace,”
 - 2025 Winter American Marketing Association (AMA), Phoenix, AZ, February 14-16th 2025.
 - competitive paper presentation, 2023 Summer American Marketing Association (AMA), San Francisco, August 2023.
- “Marketplace Inclusion and Innovation,” pre-conference session, 2024 Winter AMA Academic Conference, St. Pete Beach, February 2024.

- “Leveraging Diversity for Innovative Outcomes,” competitive paper presentation, 2022 TCR-AMA Impact Festival Conference, Chicago, August 2022.
- “Culture and Gender Effects on How Healthcare Consumers Respond to Adverse Medical Diagnoses,”:
 - competitive paper presentation, Society for Consumer Psychology (SCP) 2022 Annual Conference, virtual, March 2022.
 - competitive paper presentation, 2022 AMA Winter Academic Conference, Las Vegas, February 2022.
 - presentation, 3rd Annual PhD Project-Baruch Research Symposium, virtual, April 2021.
 - special session presentation, 2021 Winter AMA Academic Conference, virtual, February 2021.
 - competitive presentation, 3 Minute Thesis (3MT) competition, Iowa State University, 2020.
 - presentation, 6th Annual Academy of Marketing Science (AMS) Doctoral Consortium, virtual, December 2020.
 - competitive presentation, 3-Minute Thesis Presentation, Ph.D. Project Marketing Doctoral Student Association (MDSA), virtual, August 2020.
- “Short and Effective Honor Manipulation for Online Cross-Cultural Research,” competitive paper presentation, Society for Personality and Social Psychology (SPSP) Annual 2020 Convention, Advances in Cultural Psychology Pre-Conference, March 2020.
- “I am NOT sick! How Internet-based Health Care Moderates the Effect of Culture Norms on Male Patient Treatment Adherence,” poster presentation, 2019 SCP Boutique Conference on Addiction and Maladaptive Consumption, Seattle, 2019.
- “Ignorance Is No Longer Bliss: Consumers Seek Negative Information About Self-Connected Brands,” Discussant, Roberg Mittelstaedt Doctoral Symposium, University of Nebraska-Lincoln, March 2018.
- “Methods to Improve Construct Measurement Equivalency in Cross-Cultural Consumer Research,”:
 - poster presentation, North America Association of Consumer Research (ACR) Conference, San Diego, November 2017.
 - competitive paper presentation, Summer AMA Conference, San Francisco, August 2017.

Transformative Consumer Research (TCR)

- “Rebuilding the Middle Ground for Reconnected,” Co-chair, dialogical conference, 2025 Transformative Consumer Research (TCR) Conference Track 3, The American University, Washington DC, June 2025.
- “Growing diversity and inclusion-engaged marketing (DIEM) Research, Practice, and education for consumer well-being in multicultural marketplaces,” dialogical conference member, 2023 Transformative Consumer Research (TCR) Conference Track 2, London UK, June 2023.
- “Growing Diversity and Inclusion-Engaged Marketing (DIEM) Research, Practice and Education for Consumer Well-Being in Multicultural Marketplaces,” dialogical conference member, 2021 TCR Conference Track 2, virtual, June 2021.

- “Advancing the Multicultural Inclusion, Diversity, and Engagement Agenda for Multicultural Marketplace Well-Being in Marketing Academia, Higher Education, and Practice,” dialogical conference member, 2020 TCR Pop-Up Conference, virtual, June 2020.
- “Institutionalizing Intercultural Engagement in Multicultural Marketplaces: Developing TCR-led Interventions with the New Generation,” dialogical conference member, 2019 TCR Conference Track 2, FSU, Tallahassee, June 2019.

Chaired Sessions

- AMA Marketing & Society (MASSIG) Special Session, 2026 Marketing and Public Policy (MPPC) Annual Conference, Ottawa, Canada, May 16-18th 2026.
- AMA 2026 Winter Academic Conference, Digital Marketing, Session Chair and Moderator, Session: Social Media and Online Platforms | Digital Networks and Artificial Influence, Madrid, Spain, February 13-16th 2026.
- MDSA session chair, Ph.D. Project MDSA, virtual, August 2020.
- AMA DocSIG Special Sessions Chair and Moderator, 2019 AMA Summer Academic Conference, Chicago, August 2019.
- AMA DocSIG Special Session Chair and Moderator, 2019 AMA Winter Academic Conference, Austin TX 2019
- AMA DocSIG Special Sessions Chair, 2018 AMA Summer Academic Conference, Boston 2018
- AMA DocSIG Sessions Chair, 2018 AMA Winter Academic Conference, New Orleans 2018

In the news...

External:

- [Keep calm and carry on buying: how Ukrainian consumers are hitting back at Russia](#)

UMass and Isenberg:

- [Faculty Research: What Holds Back D&I in Multicultural Marketplaces? : Isenberg School of Management : UMass Amherst](#)
- [Berthiaume Behavioral Lab Research](#)
- [Berthiaume Behavioral Lab Research](#)
- [Grand Opening of Berthiaume Behavioral Research Lab Highlights Isenberg’s Commitment to Excellence and Advancement : Isenberg School of Management : UMass Amherst](#)

Honors, Awards, Achievements, and Recognitions

- UMass OFD Mutual Mentoring Award - Team 2025
- UMass OFD Mutual Mentoring Award – Individual 2025
- Winner – 2024 Global Women in Marketing Award, Marketing Scientist Award – Market Research 2024
- Winner - 2024 Thomas C. Kinnear/*Journal of Public Policy & Marketing* Award 2024
- 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

- 2025-2026 MSP Research Support Fund (\$1,000)
- UMass Amherst Equity & Inclusion Campus Climate Grant, “Multilingualism and Neurodivergence: A UDL-Centered Lunch & Learn Series: 2025-2026 (\$1,250)
- UMass OFD Mutual Mentoring Award Team Grant 2025-2026, “Latina Professors Mutual Mentoring for Success at UMass Amherst” (\$6,000)
- UMass OFD Mutual Mentoring Award Micro Grant 2025-2026, “Healthcare Research Interdisciplinary Mentoring Group” (\$1,500)
- 2024 UMass CTL Flex Grant recipient (\$500)
- 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)

Research Labs

- Culture in Marketing Lab: Founder and Director, UMass Amherst, Isenberg School of Management January 2023 – Current
 - Guest speakers: Aaron Barnes, Carlos Torelli
- T.R.A.P. LAB (Technology, Race, and Prejudice Lab), Member 2023 – Current
- Social Self and Culture Lab, Dr. Susan E. Cross, Psychology Department, ISU 2016 – 2021

Teaching Fellowships and Experience

- Spring 2026 – Boston University, Questrom School of Business. Guest Lecture, Professor Monic Sun (MKT447-Marketing Research): “Cross-Cultural Research in Marketing” April 23, 2026
- 2024-2025 UMass Civic Engagement & Service-Learning ([CESL](#)) Faculty Fellow 2024-2025
 - Year-long program aimed to develop a “civic engagement or service-learning course” to “design community-engaged courses, form meaningful and reciprocal community partnerships, and integrate service into their students’ academic experience”

<u>Course</u>	<u>Level</u>	<u>Format</u>
○ Independent Study – Marketing	Undergraduate	In-person
○ Principles of Marketing	Undergraduate	In-person and Hybrid
○ Consumer Behavior	Undergraduate	In-person and Hybrid
○ Multicultural Marketing	Undergraduate	In-person
Also available for:	Master's and PhD	

Teaching Evaluations – UMass Amherst

<u>Year</u>	<u>Semtr</u>	<u>Course No./Title</u>	<u>Cr. Hrs.</u>	<u>Enroll</u>	<u>Instructor</u>
2026	Spring	Independent Study, Marketing Student	2	1	n/a
2026	Spring	MKT 438 Multicultural Marketing	3	17	tbd
2026	Spring	MKT 410 Consumer Behavior (section 03)	3	30	tbd
2025	Fall	Independent Study, Marketing Student	3	1	n/a
2025	Fall	MKT 410 Consumer Behavior (section 01)	3	34	4.4/5
2025	Fall	MKT 410 Consumer Behavior (section 05)	3	25	5.0/5
2025	Spring	MKT 410 Consumer Behavior (section 02)	3	26	4.7/5
2025	Spring	MKT 410 Consumer Behavior (section 05)	3	30	4.8/5
2024	Fall	MKT 490M DEI+MKT in MCMP	3	20	3.5/5*
2024	Spring	MKT 410 Consumer Behavior (section 03)	3	30	4.5/5
2024	Spring	MKT 410 Consumer Behavior (section 04)	3	32	4.4/5
2023	Fall	MKT 490M DEI+MKT in MCMP	3	23	4.7/5
2023	Spring	MKT 410 Consumer Behavior (section 03)	3	31	4.3/5

2023	Spring	MKT 410 Consumer Behavior (section 02)	3	30	4.6/5
2022	Fall	MKT 301 Fundamentals of Marketing	3	220	4.4/5
2022	Spring	MKT 301 Fundamentals of Marketing	3	434	3.8/5
2021	Fall	MKT 301 Fundamentals of Marketing	3	207	3.5/5

**Low response rate, "sample might not be representative." Lower overall ratings in MKT.*

Teaching Evaluations – Iowa State University

<u>Year</u>	<u>Semtr</u>	<u>Course No./Title</u>	<u>Cr. Hrs.</u>	<u>Enroll</u>	<u>Instructor</u>
2021	Spring	MKT 340 Principles of Marketing (hybrid)	3	55	4.5/5
2020	Fall	MKT 447 Consumer Behavior (hybrid)	3	40	4.3/5*
2019	Fall	MKT 447 Consumer Behavior (in person)	3	64	4.4/5
2019	Spring	MKT 447 Consumer Behavior (in person)	3	60	4.4/5
2018	Fall	MKT 340 Principles of Marketing (in person)	3	50	3.8/5

**Rating system changed*

Student Supervision

PhD Students

- Vahid Yousefi, PhD Committee Member. Dissertation Title: Precision, Pride, and Projection: CEO Confidence Types and Market-Based Assets
Expected graduation: Summer 2027
- Rawan Ebrahim, PhD Committee Member. Dissertation Title: Bridging the Language Divide: A Community-Based Study to Advance Equitable Communication for NES/LEP Patients
Expected graduation: Fall 2026
- Jun Wang, PhD Committee Member. Dissertation Title: Digital Tipping Behavior
Graduation: Summer 2026
- Hossein Hashemi Bahramani. PhD Committee Member. Dissertation Title: Essays on Sales Force Turnover and Job Satisfaction
Graduation: Summer 2023
- Selma Karim. Comprehensive exam writer.
Summer 2024

Honors & Independent Study Students

- Honors Independent Study Students
 - Amelia Ozell
Spring 2026
 - Robert Lee
Fall 2025
- Honors Independent Study Students
 - Sam VanZandt
Spring 2025
 - Emily Thurber
Fall 2023
 - Megan Walsh
Spring 2022
- Honors Thesis Committee Chair
 - Sabrina Najjar. Thesis Title: "A Deep Dive into Customer Satisfaction: Analyzing Matley's Pools and Spas"
Summer – Fall 2022

BDIC Students

- Mia Grijalva, Faculty Sponsor
Graduation Spring 2027

- | | |
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| ○ Ana Viana, Faculty Sponsor | Graduation Spring 2024 |
| ○ Rachel Cortese, Faculty Sponsor | Graduation Spring 2024 |
| ○ James Ragusa, Faculty Sponsor | Graduation Spring 2024 |
| ○ Shea McIlquham, Faculty Sponsor | Graduation Spring 2023 |

Service

Marketing Department

- | | |
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| ○ Isenberg “Come Home to Your College” event | Fall 2025 |
| ○ Isenberg Marketing Department Speaker Series Chair | 2021 – 2025 |
| ○ Arrange speakers’ schedules, solicit suggested speakers from department members, select and invite guests, help arrange travel, presentations, meals and entertainment (when applicable) | |
| ○ PhD Students | |
| ○ Incoming students committee member | 2023 – Current |
| ○ Awards/Fellowships nominations (e.g., Sheth Consortium) | 2023 – Current |
| ○ Comps questions writing | 2024 |
| ○ Summer paper reading/evaluations | 2022 – 2025 |
| ○ Isenberg School of Management PhD Workshop “Plan for Success” | Spring 2024 |
| ○ PhD Project | |
| ○ March Conference: Real Talk Round Table | 2025, 2026 |
| ○ November Virtual University Fair: Meeting with potential students | 2023; 2024 |
| ○ March/November Conference: Recruiting Representative | 2018; 2021 – Current |
| ○ Marketing department hiring search committees | 2021 – 2022 and 2023 – 2024 |
| ○ 3 junior faculty searches (evaluate CVs, participate in online, in-person interviews, research presentations, and meals/entertainment) | |
| ○ 1 senior faculty search (evaluate CVs, participate in online, in-person interviews, research presentations, and meals/entertainment) | |
| ○ 1 lecturer search (evaluate CVs, participate in interviews, and meals/entertainment) | |
| ○ 1 junior faculty search (evaluate CVs, participate in online, in-person interviews, research presentations, and meals/entertainment) | |
| ○ Isenberg Marketing Majors Night – Marketing Dept. Rep. | Fall 2024 – Current |
| ○ Isenberg Marketing Career Networking Night – Marketing Dept. Rep. | Spring 2024, 2026 |

School

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| ○ Commencement Faculty Representative | 2022 – Current |
| ○ Panelist, Women in Marketing – Professor Panel | April 8 th 2026 |
| ○ Speaker, Isenberg’s ACES Lunch & Learn Series - Group Dynamics and Cultural Norms | March 23 rd , 2026 |
| ○ Isenberg’s ACES Community Leadership Council (CLC) Member | 2025 - Current |
| ○ Marketing HTM Department, outside hiring member | Fall 2024 |
| ○ Isenberg Leaders of Impact, Boston, department representative | Fall 2024 |
| ○ Isenberg DEIB Community Leadership Council Member | 2023 – 2025 |
| ○ The PhD Project Virtual Meet & Greet, University Representative | July 18 th 2024 |
| ○ Isenberg Destination Days | 2021 – 2024 |

University

- Co-organizer, “Spring 2026 Gentzler-Isenberg Multidisciplinary Diem Executive-in-Residence – Mrs. Nataly Kelly” symposium, with Regina Galasso and Thomas Woodside ([Spring 2026 Gentzler-Isenberg Multidisciplinary Diem Executive-in-Residence : Isenberg School of Management : UMass Amherst](#)) Spring 2026
- Organizer, “Navigating Academia as Latina Professors: A Symposium,” sponsored by UMass Amherst OFD. October 31st 2025
- UMass Amherst Faculty Senate, Status of Diversity Council, Member 2025-2027
- UMass Office of Inclusion and Engagement, Graduate School
 - Panelist “Understanding the Experiences of Latina Women in Academia” April 2025
- UMass ADVANCE Faculty Fellow (funded by NSF) 2023 – Current
 - Fall 2025 Classroom Equity Action Plan Faculty Forums
 - Advance Faculty Fellows & Chancellor 2025 – Current
 - Attend ADVANCE sessions, provide ADVANCE information to the Marketing department, serve as the department’s point of contact
- Latinx/Hispanic Writing Circle
 - Fellow 2023 – Current
Lead and coordinate writing sessions, receive training from and provide feedback to the Office of Faculty Development (OFD)
 - Founding Member since 2021
- UMass Office of Faculty Development Writing Accountability Group, invited panelist, “Building Your Writing Community Workshop” May 2024
- UMass Provost Office
 - Open Access Policy and Open Access Publishing Focus Group member February 2025
 - Innovation, Entrepreneurship, and Engagement (IEE) initiative Focus Group member (initiative aiming to better understand how junior faculty members make decisions about research, teaching, and other scholarly activities involving IEE) Fall 2023

Field

- Co-chair, 2025 Transformative Consumer Research (TCR) Conference, Track 3, “Rebuilding the Middle Ground for Reconnected Societies” 2025
- Ad Hoc Reviewer, Journal of the Association for Consumer Research (JACR) 2025 - current
- Ad Hoc Reviewer, Journal of the Academy of Marketing Science (JAMS) 2025 - current
- Ad Hoc Reviewer, *European Journal of Marketing* 2025 - current
- Ad Hoc Reviewer, *Journal of Marketing* 2024 - current
- Ad Hoc Reviewer, *Journal of Consumer Affairs* 2024 - current
- Ad Hoc Reviewer, *Journal of Marketing Theory and Practice* 2022 - current
- Marketing Ethnic Faculty Association (MEFA) Annual Conference, “Elevate 2025,” Faculty Mentor for sessions: “Research Roundtables,” and “Teaching for Tomorrow” March 21-23rd 2025
- Grant reviewer, AMA Foundation 2024 Valuing Diversity PhD Scholarship Committee
 - Review applications and recommend winners 2024

- Reviewer –AMA MPPC 2019 – 2021, 2024 – Current
- Grant reviewer, MASSIG (AMA)
 - Review applications and recommend winners 2024
- Reviewer – 2024 AMS Annual Conference, DEI&B Track, Coral Gables, FL, May 22-24th 2023
- Reviewer – ACR 2023 Seattle, OR, October 26-29th 2023
- Reviewer – EACR 2018, 2023
- Reviewer –AMA Summer Academic Conference 2018, 2021 – Current
- Reviewer –AMA Winter Academic Conference 2020 – 2022, 2024 – Current
- Reviewer – SCP Annual Conference 2022 – Current
- Reviewer – ACR 2017, 2022
- Reviewer– SPSP Annual Convention 2021
- Consumer Culture Theory Conference, Volunteer, Anaheim, CA July 2017

Leadership

- Marketing and Society SIG (MASSIG, AMA) Doctoral Scholarship Awards Co-Chair 2025 – Current
- Innovation, Technology, and Interactivity SIG (Tech SIG, AMA) VP of Outreach Spring 2024 – Fall 2025
- SMA Doctoral Consortium, Judge: Student Research “Elevator Pitches.” Charlotte NC November 2022
- PhD Project MDSA Board Secretary 2020-2021
- AMA Doctoral Student Special Interest Group (DocSIG)
 - Immediate Past Chair 2019 – 2020
 - Chair 2018 – 2019
 - Chair-Elect 2017 – 2018
- ISU MBA Case Competition – Judge April 2016

Community

- YWCA Ames-ISU
 - Board President 2020 – 2021
 - Board Vice President (acting president) 2017 – 2020

Professional Development & University Involvement

- The Tenure Project Mentorship Program
 - Mentor: Dr. Tiffany White 2025 – 2026
 - Mentor: Dr. Colleen Harmeling 2024 – 2025
 - Mentor: Dr. Lauren Block 2023 – 2024
- The Tenure Project Conference,
 - *Forthcoming*: Morgan State University, Baltimore, MD, July 13-15th 2026
 - University of Michigan, Ross School of Business, Ann Arbor, MI July 14-16th 2025
 - USC Marshal School of Business, Los Angeles, CA July 22-24th 2024
 - Wharton School, Philadelphia, PA July 24-26th 2023
- SCP/PhD Project Mentorship Program.
 - Mentor: Dr. Stacey Finkelstein 2024 – 2025

- Mentor: Dr. Stacey Finkelstein 2021 – 2022
- UMass Amherst OFD Writing Retreat (Fall + Spring) 2022 – Current
- Hispanic/Latinx Health Network, UMass Amherst May 1st 2026
- SPARK + FWCA National Conference, Online April 9-12th 2026
- Culturally Aware Mentor Training Program, UMass Amherst Graduate School March 2026
- Computational Diversity Science Mixer, UMass Amherst, Computational Social Sciences & The Institute of Diversity Sciences February 6, 2026
- Open Forum with Dr. Damon Williams, UMass Amherst OFD November 2025
- Research Mentoring Training Program, UMass Amherst Graduate School August 2025
- SCP Boutique Conference – Multicultural Marketing: Innovations and the Road Ahead. Louisville, KY July 21st-August 1st 2025
- Fostering Inclusion: A Workshop to Advance Research on Diversity, Equity, and Inclusion. University of Washington Foster School of Business. Seattle, WA May 16-17th 2025
- 2025 Access, Collaboration, and Transformation (ACT) Research Symposium, UMass Amherst April 4th, 2025
- Future World Changers of the Academy (FWCA) National Conference, Arlington, VA April 10-13rd 2025
- Faculty Women of Color in the Academy (FWCA) National Conference, Arlington, VA April 11-14th 2024
April 20-23rd 2023
- Marketing Ethnic Faculty Association (MEFA) Annual Conference: Elevate 2025 March 21-23rd 2025
- Tay Gavin Erickson Lecture Series, Dr. Veronica Barcelona: “Race, Racism, and Perinatal Health Inequalities,” UMass Amherst April 1st 2025
- SJDM/EADM Symposium – Relevant Decisions: Issues and Challenges for Studying Everyday Choices October 24, 2024
- National Center for Faculty Development and Diversity (NCFDD)
 - Faculty Success Alumni Program Spring 2024 – Spring 2025
 - [Faculty Success Program](#) Fall 2023
(12-week program to help achieve academic goals)
- Future Faculty Diversity Program at Virginia Tech, VA October 6-9th 2024
- 2024 AMA Marketing and Public Policy Conference, Washington, DC June 6-8th 2024
- Developmental Insights into Consumer Behavior: A Symposium at Stony Brook University April 19th, 2024
- Harvard Business School Race, Gender, and Equity Initiative: Inequality in the Digital Age, Harvard Business School March 8th 2024
- Women of Isenberg Conference
 - In person March 28th 2026
 - In person February 10th 2024
 - Virtual February 26th 2022
- T.R.A.P. LAB (Technology, Race, and Prejudice Lab)
 - Weekly Research Lunch & Learn Sessions 2022 – Current
 - T.R.A.P. Unconference, HBS, Boston, MA April 28-29th 2023
- “Realising inclusion and justice from policy goals to everyday living: we need to talk about marketing” – University of Bradford (UK) May 16th 2023

- “Black Women and Maternal Health Inequities: Addressing the Role of Racism” – Dr. Ndidiamaka Amutah-Onukagha, UMass Amherst May 4th 2023
- Celebrating the UMass and KSE Partnership: 1 Year of Collaboration – Research Workshop, UMass Amherst May 3rd 2023
- Ph Project Special Sessions
 - Advancing DEI in 21st Century America April 13th 2023
 - Corporate Board Diversity: Moving Beyond Lip Service March 24th 2023
- PD Series, UMass Amherst
 - Creating a Respectful Work Environment (workshop) Jan 2023
 - Developing Your Mentor Network, UMass Amherst November 5th 2021
 - Priorities, Planning & Time Management October 1st 2021
- FERPA Certified Jan 2023
- UConn VOYA Colloquium: Artificial Intelligence and Customer Privacy in Digital Markets October 7th 2022
- “Designing a Career in the Marketing Academy: A Gathering of Future Leaders” Conference, June Cotte and Joan Ball. Nashville, TN September 30th – October 2nd 2022
- Justice, Equity, Diversity, & Inclusion (JEDI) Conference, UMass Amherst Sept 13-14 2022
- Other Knowledges Are Possible: OFD Dialogues, UMass Amherst 2021-2022
- Isenberg Teaching Fellows PD Series: Engaging with Technology October 29th 2021

Prior to Academic Appointment

- 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
- 2021 PhD Project Marketing Ethnic Faculty Association Conference “Together We Rise,” Virtual August 14th 2021
- 2021 AMA Summer Academic Conference, Virtual August 4-6th 2021
- 2021 AMA Higher Education Conference, “Moving Forward Together,” Virtual June 22-24th 2021
- JACR Boutique Conference “Racism and Discrimination in the Marketplace,” Virtual June 17-18th 2021
- ISMS 2nd Annual Webinar on Diversity, Equity, and Inclusion, “What are the challenges? What are the most common concerns against DEI?” Virtual June 1st 2021
- 2021 SCP Conference and Doctoral Consortium, Virtual March 4th-6th 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
- Women in Marketing Conference 2020, Virtual November 16th 2020
- Stanford GSB Rising Scholars Conference, Virtual October 27-28th 2020
- ACR 2020 Paris, Virtual Conference September 30th – October 4th 2020
- 2020 AMA Summer Academic Conference, Virtual August 18-21st 2020

- Ph.D. Project MDSA 2020 Conference, Virtual August 12-14th 2020
- 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 - 2022
- Women in Marketing, 2019 AMA Winter Preconference February 2019
- International Symposium: Digital Health and Policy in Context, Ames, IA November 5th 2018
- Ph.D. Project MDSA, Boston MA August 2018
- Inclusive Classroom Faculty Development Workshop, Ames IA August 2017
- Ph.D. Project MDSA 2017, San Francisco August 2017
- CCT Conference 2017, Anaheim, CA July 2017
- Iowa State Conference on Race and Ethnicity (ISCORE) March 2017
- Women’s Leadership Retreat, Iowa State University November 2016
- PhD Project National Conference, Chicago November 2016
- The Sixth Subsistence Marketplaces Conference, UIUC June 2016
- The University of Iowa Marketing Symposium May 2016

Professional Affiliations

- Tenure Project
- PhD Project and Marketing Ethnic Faculty Association (MEFA)
- 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)