

Frank G. Cabano, Ph.D.

Curriculum Vitae – October 2023

University of Texas at El Paso (UTEP)
Woody L. Hunt College of Business
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El Paso, TX 79968

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ACADEMIC POSITIONS

Assistant Professor of Marketing	2018-present
Faculty Fellow, Charles R. and Dorothy S. Carter Chair in Business Administration	2023-present
Woody L. Hunt College of Business, University of Texas at El Paso	

EDUCATION

Ph.D., Marketing KU School of Business, University of Kansas	2018
B.S., Business Economics College of Business, University of South Florida <i>Summa Cum Laude</i> with Honors	2012

JOURNAL PUBLICATIONS

1. Li, Yuanqing, Frank G. Cabano, and Pingshu Li (2023), "How to Attract Low Prosocial Funders in Crowdfunding? Matching Among Funders, Project Descriptions, and Platform Types," *Information & Management*, forthcoming. (ABDC rank: A*)
2. Cabano, Frank G., and Amin Attari (2023), "Don't Tell Me How Much to Tip: The Influence of Gratuity Guidelines on Consumers' Favorability of the Brand," *Journal of Business Research*, 159 (2023), 113754. (ABDC rank: A)
3. Cabano, Frank G., and Elizabeth A. Minton (2023), "A Common Identity Intervention to Improve Service Quality for Consumers Experiencing Vulnerabilities," *Journal of Service Research*, 26 (4), 597-613. (ABDC rank: A*).

- Winner of the Overall Best Paper, Sponsoring Journal for the Conference Best Paper, and the Best Collaborative Paper Awards at the 2019 American Collegiate Retailing Association Conference
 - Featured in *Business and Management INK* (SAGE Blogs)
4. Cabano, Frank G., and Elizabeth A. Minton (2023), “The Influence of Consumer Religiosity on Responses to Rational and Emotional Ad Appeals,” *European Journal of Marketing*, 57 (1), 185-201. (ABDC rank: A*)
 - Winner of the 2023 Marketing Outstanding Research Award at the Woody L. Hunt College of Business, University of Texas at El Paso
 5. Minton, Elizabeth A., Begum Kaplan, and Frank G. Cabano (2022), “The Influence of Religiosity on Consumers’ Evaluations of Brands Using Artificial Intelligence,” *Psychology & Marketing*, 39 (11), 2055– 2071. (Special Issue: Virtual Conversational Agents: Consumer-Machine Relationships in the Age of Artificial Intelligence). (ABDC rank: A)
 6. Minton, Elizabeth A., and Frank G. Cabano (2022), “Loving My Local Business as My Neighbor: Religiosity’s Influence on Local Business Support During a Crisis,” *International Journal of Consumer Studies*, 39 (11), 2055-2071. (ABDC rank: A)
 7. Cabano, Frank G., Amin Attari, and Elizabeth A. Minton (2022), “How Gun Control Policies Influence Consumers’ Service Business Evaluations,” *Journal of Services Marketing*, 36 (8), 1031-1041. (ABDC rank: A)
 - Winner of the 2021 Best Paper in Consumer Behavior Track Award at the Society for Marketing Advances Conference
 8. Attari, Amin, Promothesh Chatterjee, and Frank G. Cabano (2022), “It Happens Because I’m Watching It: Observing an Uncertain Event Can Affect Subjective Probability Judgments,” *Journal of Behavioral Decision Making*, 35 (3), e2269. (ABDC rank: A)
 9. Minton, Elizabeth A., and Frank G. Cabano (2021), “Religiosity’s Influence on Stability-Seeking Consumption during Times of Great Uncertainty: The Case of the Coronavirus Pandemic,” *Marketing Letters*, 32 (2), 135-148. (ABDC rank: A)
 - Lead Article
 10. Sarofim, Samer, Elizabeth Minton, Amabel Hunting, Darrell Bartholomew, Saman Zehra, William Montford, Frank Cabano, and Pallab Paul (2020), “Religion’s Influence on the Financial Well-Being of Consumers: A Conceptual Framework and Research Agenda,” *Journal of Consumer Affairs*, 54 (3), 1028-1061. (ABDC rank: A)
 - Identified as a 2020-2021 Top Cited Article in the *Journal of Consumer Affairs*

11. Sarofim, Samer N., and Frank G. Cabano (2018), “In God We Hope, In Ads We Believe: The Influence of Religion on Hope, Perceived Ad Credibility, and Purchase Behavior,” *Marketing Letters*, 29 (3), 391-404. (ABDC rank: A)
12. Minton, Elizabeth A., Frank G. Cabano, Meryl P. Gardner, Esi A. Elliot, Daniele Mathras, and Naomi Mandel (2017), “LGBTQ and Religious Identity Conflict in Service Settings,” *Journal of Services Marketing*, 31 (4/5), 351-361. (Special Issue: Understanding Vulnerable, Stigmatized, and Marginalized Consumers in Service Settings). (ABDC rank: A)

PAPERS IN THE REVIEW PROCESS

1. Minton, Elizabeth A., and Frank G. Cabano (2023), [title removed to preserve anonymity in the review process], *European Journal of Marketing*, minor revision.
2. Cabano, Frank G., Noelle M. Nelson, and Rachel I. McDonald (2023), [title removed to preserve anonymity in the review process], *Marketing Letters*, minor revision.
3. Minton, Elizabeth A., and Frank G. Cabano (2023), [title removed to preserve anonymity in the review process], *International Journal of Consumer Studies*, minor revision.
4. Cabano, Frank G., Mengge Li, and Fernando R. Jimenez (2023), [title removed to preserve anonymity in the review process], *European Journal of Marketing*, major revision.
5. Cabano, Frank G., and Elizabeth A. Minton (2023), [title removed to preserve anonymity in the review process], *Marketing Letters*, major revision.

CITATIONS

Google Scholar: 134, h-index = 5 (accessed on October 30, 2023).

OTHER PUBLICATIONS

1. Cabano, Frank G., and Elizabeth A. Minton (2023), “Improving Service Quality for Consumers Experiencing Vulnerabilities in the Marketplace,” *Business and Management INK*, SAGE Blogs, <https://www.socialsciencespace.com/2023/04/improving-service-quality-for-consumers-experiencing-vulnerabilities-in-the-marketplace/>.

CONFERENCE PRESENTATIONS (*presenter) (^student)

1. *^Pedraza, Javier, and Frank G. Cabano (2023, May), “The Influence of Ideology on Consumers’ Emotions and Propensity to Engage in Word-of-Mouth Behavior after Experiencing a Brand Failure” (Poster), *American Council on Consumer Interests Conference*, Las Vegas, NV.
2. Minton, Elizabeth A., and *Frank G. Cabano (2023, February), “Awareness Marketing: Cause Marketing Without Contribution” (Competitive Paper), *American Marketing Association Winter Academic Conference*, Nashville, TN. (Presented during the virtual portion of the conference).
3. *Cabano, Frank G., and Elizabeth A. Minton (2023, February), “I am Religious, Therefore I am Good: The Influence of Consumer Religiosity on Purchase Intentions of Unethical Brands” (Competitive Paper), *American Marketing Association Winter Academic Conference*, Nashville, TN. (Presented during the virtual portion of the conference).
4. *Kaplan, Begum, Elizabeth A. Minton, and Frank G. Cabano (2023, February), “The Influence of Religiosity on Consumers’ Evaluations of Brands Using Artificial Intelligence” (Competitive Paper), *American Marketing Association Winter Academic Conference*, Nashville, TN. (Presented during the virtual portion of the conference).
5. *^Felix, Jessica, Fernando R. Jimenez, Frank G. Cabano, and Miguel A. Ramos (2023, February), “A Seller’s Perspective on Delivery Platforms: The Case of Restaurants” (Competitive Paper), *American Marketing Association Winter Academic Conference*, Nashville, TN. (Jessica contracted COVID-19 before the conference and was unable to present the paper; however, an extended abstract of the paper was published in the conference proceedings).
6. *Minton, Elizabeth A., and Frank G. Cabano (2022, March), “Awareness Marketing: Cause Marketing Without Contribution” (Competitive Paper), *Association of Marketing Theory & Practice Conference*, Sandestin Golf and Beach Resort, FL.
7. *Cabano, Frank G., and Elizabeth A. Minton (2022, February), “The Influence of Consumer Religiosity on Responses to Rational and Emotional Ad Appeals” (Competitive Paper), *American Marketing Association Winter Academic Conference*, Las Vegas, NV.
8. *Cabano, Frank G., Amin Attari, and Elizabeth A. Minton (2021, November), “How Gun Control Policies Influence Retailer Evaluations” (Competitive Paper), *Australia and New Zealand Marketing Academy Conference*, University of

- Melbourne, Melbourne, Australia. (Portion of conference conducted virtually due to the coronavirus pandemic).
9. Minton, Elizabeth A., and *Frank G. Cabano (2021, November), “Religiosity & Pandemic-Related Local Business Support” (Competitive Paper), *Australia and New Zealand Marketing Academy Conference*, University of Melbourne, Melbourne, Australia. (Portion of conference conducted virtually due to the coronavirus pandemic).
 10. Cabano, Frank G., Amin Attari, and *Elizabeth A. Minton (2021, November), “No Guns Allowed: How Retail Gun Control Policies and Consumer Values Influence Retailer Evaluations” (Competitive Paper), *Society for Marketing Advances Conference*, Orlando, FL.
 11. *Minton, Elizabeth A., and Frank G. Cabano (2021, November), “Loving My Local Business as My Neighbor: Religiosity’s Influence on Local Business Support During a Pandemic” (Competitive Paper), *Society for Marketing Advances Conference*, Orlando, FL.
 12. *Li, Yuanqing, Li, Pingshu, and Frank G. Cabano (2021, August), “How to Attract Low Prosocial Funders in Crowdfunding?” (Competitive Paper), *Academy of Management Conference*, Philadelphia, PA. (Conference conducted virtually due to the coronavirus pandemic).
 13. *Cabano, Frank G., and Amin Attari (2021, May), “Don’t Tell Me How Much to Tip: The Influence of Gratuity Guidelines on Consumers’ Favorability of the Brand” (Competitive Paper), *European Marketing Academy Conference*, ESIC Business & Marketing School, Madrid, Spain (Conference conducted virtually due to the coronavirus pandemic).
 14. Minton, Elizabeth A., and *Frank G. Cabano (2021, May), “Caring for Downtown Like I Care for My Neighbors: The Influence of Religiosity on Support for Local Businesses During a Pandemic” (Competitive Paper), *Global Conference on Services and Retail Management*, University of Naples Federico II, Naples, Italy (conference co-organized by University of Naples Federico II and University of South Florida) (Conference conducted virtually due to the coronavirus pandemic).
 15. *Cabano, Frank G., and Amin Attari (2021, May), “Don’t Tell Me How Much to Tip: The Influence of Gratuity Guidelines on Consumers’ Favorability of the Brand” (Competitive Paper), *Global Conference on Services and Retail Management*, University of Naples Federico II, Naples, Italy (conference co-organized by University of Naples Federico II and University of South Florida) (Conference conducted virtually due to the coronavirus pandemic).

16. Minton, Elizabeth A., and *Frank G. Cabano (2021, February), “Why More Toilet Paper Makes My Life Feel Stable: Religiosity’s Influence on Pandemic Stability-Seeking Consumption” (Competitive Paper), *American Marketing Association Winter Academic Conference*, St. Pete Beach, FL. (Conference conducted virtually due to the coronavirus pandemic).
17. *Cabano, Frank G., and Amin Attari (2021, February), “Don’t Tell Me How Much to Tip: The Influence of Gratuity Guidelines on Consumers’ Favorability of the Brand” (Competitive Paper), *American Marketing Association Winter Academic Conference*, St. Pete Beach, FL. (Conference conducted virtually due to the coronavirus pandemic).
18. *Cabano, Frank G., and Amin Attari (2020, December), “Don’t Tell Me How Much to Tip: The Influence of Gratuity Guidelines on Consumers’ Favorability of the Brand” (Short Paper Presentation), *Academy of Marketing Science Conference*, Coral Gables, FL. (Conference conducted virtually due to the coronavirus pandemic).
19. Minton, Elizabeth A., and *Frank G. Cabano (2020, December), “Caring for Downtown Like I Care for My Neighbors: The Influence of Religiosity on Support for Local Businesses During a Pandemic” (Short Paper Presentation), *Academy of Marketing Science Conference*, Coral Gables, FL. (Conference conducted virtually due to the coronavirus pandemic).
20. *Cabano, Frank G., and Elizabeth A. Minton (2020, June), “Consumers as an Avoidance Group for Service Providers: Outcomes for Consumers’ Experience and Adoption of a Common Ingroup Identity” (Competitive Paper), *INFORMS Marketing Science Conference*, Duke University, Durham, NC. (Conference conducted virtually due to the coronavirus pandemic).
21. Cabano, Frank G., and *Elizabeth A. Minton (2020, May), “How Can Policy Makers Address Highly Religious vs. LGBT Service Confrontations? Exploring a Common Ingroup Identity Intervention” (Competitive Paper), *Marketing and Public Policy Conference*, Marina Del Rey, CA. (Conference conducted virtually due to the coronavirus pandemic).
22. *Cabano, Frank G., Noelle M. Nelson, and Rachel I. McDonald (2019, October), “Social Identity-Based Barriers to Pro-Environmental Consumer Behavior” (Competitive Paper), *Association for Consumer Research North American Conference*, Atlanta, GA.
23. *Cabano, Frank G., and Elizabeth A. Minton (2019, April), “When Consumers Represent an Avoidance Group for a Service Provider: Outcomes for the Service Experience and the Adoption of a Common Ingroup Identity” (Competitive Paper), *American Collegiate Retailing Association Conference*, Tucson, AZ.

24. *Cabano, Frank G., and Elizabeth A. Minton (2018, November), “When Consumers Represent an Avoidance Group for a Service Provider: Outcomes for the Service Experience and the Adoption of a Common Ingroup Identity” (Competitive Paper), *Society for Marketing Advances Conference*, West Palm Beach, FL.
25. *Cabano, Frank G., Rachel I. McDonald, and Noelle M. Nelson (2017, November), “Keep it on the Down Low: Identity-Based Barriers to Environmental Action” (Competitive Paper), *Society for Marketing Advances Conference*, Louisville, KY.
26. *Cabano, Frank G., and Sanjay Mishra (2017, November), “The Effect of Social Identity Threat on Consumer Preference for Name (vs. Generic) Brands” (Working Paper), *Society for Marketing Advances Conference*, Louisville, KY.
27. *Attari, Amin, Promothesh Chatterjee, and Frank G. Cabano (2017, October), “It Happens Because I’m Watching It: The Effect of Observing an Uncertain Event on Probability Estimation” (Competitive Paper), *Association for Consumer Research North American Conference*, San Diego, CA.
28. Darrell E. Bartholomew, *Frank G. Cabano, Amabel Hunting, Elizabeth A. Minton, *William J. Montford, Pallab Paul, Samer N. Sarofim, and Saman Zehra (2017, June), “The Effect of Religion on Consumer Financial Well-Being,” *Transformative Consumer Research Conference*, Cornell University, Ithaca, NY.
29. *Cabano, Frank G., and Sanjay Mishra (2017, March), “The Effect of Social Identity Threat on Consumer Preference for Name (vs. Generic) Brands” (Invited Talk), *Mittelstaedt Doctoral Symposium*, University of Nebraska-Lincoln, Lincoln, NE.
30. *Attari, Amin, Promothesh Chatterjee, and Frank G. Cabano (2017, February), “It Happens Because I’m Watching It: The Effect of Observing an Uncertain Event on Probability Estimation” (Competitive Paper), *Society for Consumer Psychology Winter Conference*, San Francisco, CA.
31. *Cabano, Frank G., and Ahreum Maeng (2016, August), “Risky Rituals: Rituals Increase the Sense of Control and Drive Risk-Taking Behavior” (Competitive Paper), *American Marketing Association Summer Educators’ Conference*, Atlanta, GA.
32. *Cabano, Frank G., Ahreum Maeng, and Sanjay Mishra (2016, August), “The Pope in a Fiat: The Influence of Religion on Pro-Environmental Choices” (Competitive Paper), *American Marketing Association Summer Educators’ Conference*, Atlanta, GA.

33. Minton, Elizabeth A., Frank G. Cabano, *Meryl P. Gardner, Esi A. Elliot, Daniele Mathras, and Naomi Mandel (2016, June), “The Intersection of Religion and Policy: Business and Consumer Response to Competing Institutional Logics” (Competitive Paper), *Marketing and Public Policy Conference*, San Luis Obispo, CA.
34. *Cabano, Frank G., and Ahreum Maeng (2016, March), “Risky Rituals: Rituals Increase the Sense of Control and Drive Risk-Taking Behavior,” *University of Kansas Graduate Research Symposium*, Lawrence, KS.
35. *Cabano, Frank G., Ahreum Maeng, and Sanjay Mishra (2015, October), “Go Green or Go God? Religiosity Reduces Pro-Environmental Behaviors” (Competitive Paper), *Association for Consumer Research North American Conference*, New Orleans, LA.
36. Darrell E. Bartholomew, Frank G. Cabano, Adam B. Cohen, Esi. A. Elliott, Meryl P. Gardner, Jeremy Kees, Richie Liu, Naomi Mandel, Daniele Mathras, *Elizabeth A. Minton, and *Mark Peterson (2015, June), “The Intersection of Religion and Policy: Business and Consumer Response to Competing Institutional Logics,” *Transformative Consumer Research Conference*, Villanova University, Philadelphia, PA.
37. *Cabano, Frank G., Ahreum Maeng, and Sanjay Mishra (2015, February), “Go Green or Go God? Examining the Relationship between Religiosity and Pro-Environmental Behaviors in the United States: The Underlying Rationale of Locus of Control” (Working Paper), *Society for Consumer Psychology Winter Conference*, Phoenix, AZ.

CHAired RESEARCH PRESENTATIONS, TRACKS, & SYMPOSIA

- Session Chair, 2021. “*Marketing/E-marketing/Consumer Behavior*” at the 2021 Global Conference on Services and Retail Management, University of Naples Federico II, Naples, Italy (Conference conducted virtually due to the coronavirus pandemic).
- Session Chair, 2021. “*The Effect of Others*” at the 2021 American Marketing Association Winter Academic Conference, St. Pete Beach, FL. (Conference conducted virtually due to the coronavirus pandemic).
- Session Chair, 2019. “*Ethics and Sustainability and Multi/Omni Channel*” at the 2019 American Collegiate Retailing Association Conference, Tucson, AZ.
- Track Chair, 2019. “*Ethics and Sustainability*” at the 2019 American Collegiate Retailing Association Conference, Tucson, AZ.
- Session Chair, 2017. “*All the World’s a Stage: Culture, Consumer Choice, and Brand Evaluations*” at the 2017 Society for Marketing Advances Conference, Louisville, KY.

- Session Chair, 2016. “*Understanding Negativity: Factors and Outcomes*” at the 2016 American Marketing Association Summer Educators’ Conference, Atlanta, GA.
- Organizer and Chair, 2016. “*Consumer Judgment and Decision Making*” at the 2016 University of Kansas Graduate Research Symposium, Lawrence, KS.

INVITED RESEARCH PRESENTATIONS

- Parthenope University of Naples (Naples, Italy), Department of Management and Quantitative Sciences (Innovation and Entrepreneurship PhD Seminar; Virtual) (2022, November)
- University of Texas at El Paso, College of Business Administration (2017, October)
- Concordia University (Montreal, Canada), John Molson School of Business (2017, September)

TEACHING EXPERIENCE

Instructor

Consumer Behavior (PhD), UTEP

- Spring 2023 (Overall Instructor Rating: 5.00/5)
- Spring 2020 (Overall Instructor Rating: 5.00/5)

Principles of Retailing (undergraduate), UTEP

- Fall 2022; 1 Section (Overall Instructor Rating: 4.80/5)
- Spring 2022; 1 Section (Overall Instructor Rating: 4.67/5)
- Fall 2021; 1 Section (Overall Instructor Rating: 5.00/5)

Consumer Behavior (undergraduate), UTEP

- Spring 2023; 1 Section (Overall Instructor Rating: 4.81/5)
- Fall 2022; 1 Section (Overall Instructor Rating: 4.82/5)
- Spring 2022; 2 Sections (Overall Instructor Rating: 4.80/5 and 4.63/5)
- Fall 2021; 2 Sections (Overall Instructor Rating: 4.92/5 and 4.82/5)
- Spring 2021; 2 Sections (both online) (Overall Instructor Rating: 4.77/5 and 4.64/5)
- Fall 2020; 2 Sections (both online) (Overall Instructor Rating: 4.78/5 and 4.76/5)
- Spring 2020; 1 Section (Overall Instructor Rating: 4.95/5)
- Fall 2019; 2 Sections (Overall Instructor Rating: 4.85/5 and 4.93/5)
- Spring 2019; 2 Sections (Overall Instructor Rating: 5.00/5 and 4.95/5)
- Fall 2018; 2 Sections (Overall Instructor Rating: 4.86/5 and 4.59/5)

Independent Study in Marketing (“Consumer Research”) (undergraduate), UTEP

- Spring 2021; 1 Student

- Hazel Pardo; Research Project: “The Influence of Consumers’ Religiosity on Purchase Intentions of Counterfeit Products”; Hazel also presented her research at the UTEP Spring 2021 Campus Office of Undergraduate Research Initiatives (COURI) Symposium

Undergraduate Research, UTEP

- Spring, 2023; 1 Student
 - Javier Pedraza; Research Project: “The Influence of Ideology on Consumers’ Emotions and Propensity to Engage in Word-of-Mouth Behavior after Experiencing a Brand Failure”; Javier also won 1st place for the 2023 American Council on Consumer Interests (ACCI)/Financial Industry Regulatory Authority (FINRA) Undergraduate Student Poster Competition and presented it at the UTEP Spring 2023 Campus Office of Undergraduate Research Initiatives (COURI)
- Spring 2022; 1 Student
 - Irlanda Gamboa; Research Project: “The Influence of Religion on Consumers’ Responses to Top-Dog versus Underdog Advertisement Appeals”; Irlanda also presented her research at the UTEP Spring 2022 Campus Office of Undergraduate Research Initiatives (COURI) Symposium
- Fall 2020; 1 Student
 - Maria Sosa; Research Project: “The Effect of Religion on Consumers’ Perceptions and Purchase Intentions of Brands that Engage in Unethical Labor Practices”; Maria also presented her research at the UTEP Spring 2021 Campus Office of Undergraduate Research Initiatives (COURI) Symposium
- Spring 2020; 1 Student
 - Andrew Dominguez; Research Project: “The Influence of Religion on Consumers’ Vaping Intentions”

Global Marketing (undergraduate), KU, 2015-2017

Teaching Assistant (KU)

Integrated Marketing Communications (MBA), 2018

Managing Brands (undergraduate), 2017

Retailing (undergraduate), 2016

Consumer Behavior (undergraduate), 2015

Global Marketing (undergraduate), 2014

Marketing Research (undergraduate), 2014

Intro to Marketing (undergraduate), 2013

Graduate Research Consultant (KU)

Integrated Marketing Communications (undergraduate), 2015

Guest Lecturer/Instructor (KU)

Financial Markets & Intermediaries (undergraduate), 2016

Kansas Impact Program (MBA), 2015
Marketing Intelligence (MBA), 2014

HONORS AND AWARDS

- Faculty Fellow, Charles R. and Dorothy S. Carter Chair in Business Administration, Woody L. Hunt College of Business, University of Texas at El Paso, 2023-2024
- Marketing Outstanding Research Award, Woody L. Hunt College of Business, University of Texas at El Paso, 2023
- Panel Participant, “Rethinking Consumer Health and Well-Being in a New Reality” Virtual Special Session, American Marketing Association Winter Academic Conference, Nashville, Tennessee, 2023
- Best Paper in Consumer Behavior Track Award, Society for Marketing Advances Conference, Orlando, Florida, 2021
- Top Cited Article Recognition, Journal of Consumer Affairs, 2020-2021
- Overall Best Paper Award, American Collegiate Retailing Association Conference, Tucson, Arizona, 2019
- Sponsoring Journal Best Paper Award (from the International Journal of Retail Distribution and Management), American Collegiate Retailing Association Conference, Tucson, Arizona, 2019
- Best Collaborative Paper Award, American Collegiate Retailing Association Conference, Tucson, Arizona, 2019
- Recognized by Marquis Who’s Who in America, 2019
- Honors College Alumni Spotlight honoree, University of South Florida, 2018
- John O. Tollefson Best Paper Award, School of Business, University of Kansas, 2018
- School of Business Best Paper Award (for 4th year PhD Students), University of Kansas, 2017
- Sustainability Leadership Award for Graduate Student Scholarship, University of Kansas, 2017
- Conference Fellow, Transformative Consumer Research Conference, Religion and Financial Decision-Making Track, Ithaca, New York, 2017
- School of Business Best Paper Award (for 3rd year PhD Students), University of Kansas, 2016
- School of Business Best Paper Award (for 2nd year PhD Students), University of Kansas, 2015
- Conference Fellow, Transformative Consumer Research Conference, Religion and Consumer Well-Being Track, Philadelphia, Pennsylvania, 2015
- Graduate Research Consultant Award, University of Kansas, 2015
- School of Business Graduate Fellowship, University of Kansas, 2013-2018
- Madison and Lila Self Graduate Fellowship Educational Award, University of Kansas, 2013-2014
- Distinguished Graduate at Commencement, University of South Florida, 2012

- Outstanding Honors Thesis, University of South Florida, 2012
- Top Company in Capstone Business Simulation Course, University of South Florida, 2012
- Inducted into Beta Gamma Sigma – The International Business Honor Society, 2011
- College of Business 25 Under 25 Award, University of South Florida, 2011
- Study Abroad Scholarship (to study with the Bulls Business Community (BBC) at University of Economics in Bratislava, Bratislava, Slovakia), University of South Florida, 2010
- Study Abroad Scholarship (to study with the Bulls Business Community (BBC) at Universidad Especializada de las Americas, Panama City, Panama), University of South Florida, 2009
- Bulls Business Network member, Muma College of Business, University of South Florida, 2008-2012
- Dean’s List, Muma College of Business, University of South Florida, 2008-2012
- Other USF Academic Scholarships: Grow Financial Federal Credit Union Endowed Scholarship, DSP Endowed Scholarship, Seide Honors Scholarship, Giovanna Zuppa Endowed Memorial Scholarship, Groceries Manufacturers Reps Scholarship, Wachovia Community Forum Scholarship; University of South Florida
- USF Honors College Scholarship, University of South Florida, 2008-2012
- USF Directors Award, University of South Florida, 2008-2012

SERVICE ACTIVITIES

Service to the Field:

Editorial Review Board:

- *Journal of Consumer Affairs*, 2021-present

Ad hoc Reviewer (for journals):

- *Business Ethics, the Environment & Responsibility* (1)
- *International Journal of Consumer Studies* (1)
- *Italian Journal of Marketing* (2)
- *Journal of Advertising* (1)
- *Journal of Advertising Research* (1)
- *Journal of Consumer Affairs* (5)
- *Journal of Consumer Behaviour* (1)
- *Journal of Consumer Marketing* (6)
- *Journal of Public Policy & Marketing* (1)
- *Journal of Retailing and Consumer Services* (2)
- *PLOS ONE* (1)
- *Religions* (1)
- *Review of Religious Research* (1)

- *Sustainability* (1)

Ad hoc Reviewer (for textbooks):

- SAGE Publishing

Conference Reviewing and Service:

- Academy of Management Conference (for the “Management, Spirituality, and Religion” Division/Interest Group (DIG))
- Academy of Marketing Science Conference (including being invited to review for the “Consumer Behavior and Consumer Well-Being” Track)
- American Marketing Association Summer Educators’ and Winter Academic Conferences
- Association for Consumer Research North American and European Conferences
- Australia and New Zealand Marketing Academy Conference
- European Marketing Academy Annual (including being invited to review for the “Social Responsibility and Ethics” Track) and Regional Conferences
- Marketing and Public Policy Conference
- Member of the Scientific Advisory Committee (i.e., review team) for the Global Conference on Services and Retail Management, 2021
- Society for Consumer Psychology Conference
- Society for Marketing Advances Conference (including being invited to review for the “Ethics, Corporate Social Responsibility, and Religion” Track)

Reviewer:

- European Research Council (ERC) Starting Grant, 2023

PhD Dissertation Committees:

- Chair, Zakieh Kaveh (Marketing), University of Texas at El Paso, 2026 (expected graduation)
- Committee Member, Jessica Felix (Marketing), University of Texas at El Paso, 2023 (Initial Placement: University of Southern Indiana, Romain College of Business)
- Committee Member, Yilu Wang (Management), University of Texas at El Paso, 2022 (Initial Placement: Troy University, Sorrell College of Business)

Service to the Department, College, and University:

University of Texas at El Paso:

Department Level

- Member, Department Undergraduate Curriculum Committee, 2023-present
- Faculty Participant, Major Discovery Week for Marketing, Management, and Supply Chain majors, 2023
- Faculty Adviser, Student Chapter of the American Marketing Association (AMA), 2023-present
- Member, Faculty Search Committee for an Assistant Professor of Marketing (in Marketing Strategy), 2022
- Faculty Research Mentor/Advisor for PhD Student (Zakieh Kaveh), 2022-present
- Participant, Marketing and Management Research Discussion Group, 2022-2023
- Member, Assessment of Learning Objectives for Marketing Committee, 2022
- Faculty Participant, New PhD Student Orientation for Marketing and Management Students, 2022
- Faculty Participant, PhD Program Virtual Open House for Prospective Students, 2022
- Coordinator, Marketing PhD Program, 2021-2023
- Participant, Updating the Marketing Curriculum Meeting, 2021
- Coordinator, Department of Marketing, Management, and Supply Chain Seminar Speaker Series, 2021-present
- Member, Principles of Marketing Textbook Adoption Committee, 2021
- Participant, Virtual Campus Visit Faculty Meetings with Job Candidates for Assistant Professor in Operations and Supply Chain Management, 2020
- Faculty Participant, Mock Interviews for PhD Candidates on the Job Market, 2020, 2022
- Member, Faculty Search Committee for a Visiting Assistant Professor of Marketing, 2020
- Member, Faculty Search Committee for an Assistant Professor of Marketing (in Marketing Analytics), 2019, 2020
- Member, PhD Comprehensive Exams Evaluation Committee, 2019, 2021
- Member, PhD Student Selection Committee, 2019
- Faculty Research Mentor for PhD Student, 2019
- Faculty Teaching Mentor for PhD Student, 2019

College Level

- Member, College Research Resource Committee, 2023-present
- Member (Marketing Representative), College Undergraduate Curriculum Committee, 2023-present
- Member, College AACSB Committee on Thought Leadership, 2023-present

- Member, PhD Program Policy Committee, College of Business Administration, 2021-2023
- Faculty Participant at the College of Business Administration Hooding and Certificate Ceremony, 2022 onwards
- Member, College of Business Administration Teaching Awards Selection Committee, 2021
- Participant, AACSB Accreditation Virtual Campus Visit Meeting with Faculty, 2021

University Level

- Faculty Volunteer, UTEP COVID-19 Booster Vaccination Clinics, 2022
- Faculty Judge, Campus Office of Undergraduate Research Initiatives (COURI) Symposium, 2020 (virtual symposium), 2022 (in person symposium)
- Faculty Participant at University Commencement Ceremony, 2019 onwards

University of Kansas:

- Reviewer, Sustainability Leadership Awards, University of Kansas, 2018
- Vice President, Association of Business Doctoral Students, University of Kansas, 2016-2017
- Graduate Research Faculty/Instructor Consultant, University of Kansas, 2016

University of South Florida:

- Judge, 25 Under 25 Recognition Program, Muma College of Business, University of South Florida, 2017

SELECTED MEDIA COVERAGE

1. Interviewed by *WalletHub*: “Liberty Mutual Review: Ask the Experts” (October 4, 2023).
2. Australian and New Zealand Marketing Academy highlighted our “How to Attract Low Prosocial Funders in Crowdfunding? Matching Among Funders, Project Descriptions, and Platform Types” paper on their social media platforms (September 15, 2023).
3. Podcast Interview with *Today in Digital Marketing* regarding our “Don’t Tell Me How Much to Tip: The Influence of Gratuity Guidelines on Consumers’ Favorability of the Brand” paper: “Weekend Extra: “Don’t Tell Me How Much to Tip!”” (June 17, 2023).
4. Interviewed by *WalletHub*: “Best Credit Card for Groceries: Ask the Experts” (June 8, 2023).

5. Interviewed by *WalletHub*: “2023 WalletHub Economic Index: Ask the Experts” (March 27, 2023).
6. Interviewed by *WalletHub*: “Gap Insurance Guide: Ask the Experts” (January 26, 2023).
7. Interviewed by *WalletHub*: “Discover It Cash Back Card Reviews 2022: Ask the Experts” (September 13, 2022).
8. Interviewed by *WalletHub*: “Allstate Insurance Review: Ask the Experts” (April 14, 2022).
9. Interviewed by *WalletHub*: “The Best Rewards Credit Cards of 2022: Ask the Experts” (January 21, 2022).
10. Interviewed by *WalletHub*: “Best 0% APR Credit Cards in 2022: Ask the Experts” (January 20, 2022).
11. Interviewed by *WalletHub*: “Best Metal Credit Cards: Ask the Experts” (August 11, 2021).
12. Interviewed by *WalletHub*: “Best Car Insurance in Texas: Ask the Experts” (July 29, 2021).
13. Interviewed by *WalletHub*: “Best Cheap Car Insurance in Texas: Ask the Experts” (February 18, 2021).
14. Interviewed by *Zippia*: “Predicting the Future of the Job Market” (January 14, 2021).
15. Television Interview with *KTSM 9 News* (El Paso, Texas): “Are You Getting Carried Away on Black Friday” (November 27, 2020).
16. Interviewed by *MoneyGeek*: “The Best Cheap Car Insurance in Texas for 2020” (November 25, 2020).
17. Interviewed by *MoneyGeek*: “Car Insurance Online: Which Companies Have Instant Quotes” (November 25, 2020).
18. Television Interview with *KTSM 9 News* (El Paso, Texas): “Does Buying Things on Sale Pay Off?” (October 16, 2020).
19. Interviewed by *WalletHub*: “Best Credit Cards for Food Delivery: Ask the Experts” (September 1, 2020).
20. Interviewed by *WalletHub*: “Best Gas Credit Cards: Ask the Experts” (January 30, 2020).
21. Interviewed by *WalletHub*: “Best Places to Go for Thanksgiving: Ask the Experts” (November 7, 2019).
22. Interviewed by *WalletHub*: “Cool Credit Cards: Best Terms, Designs, & Trends: Ask the Experts” (June 13, 2019).
23. Requote of segment of “2016 Best & Worst Cities for St. Patrick’s Day Celebrations” by *The Beaver County Times* (Beaver, Pennsylvania): “Pittsburgh is Fifth-Best City to be Irish for a Day” (March 12, 2016).
24. Interviewed by *WalletHub*: “2016 Best & Worst Cities for St. Patrick’s Day Celebrations: Ask the Experts” (March 9, 2016).

GRANTS

- Doctoral Student Research Fund, University of Kansas, \$2,000 for research participant incentives, 2017
- Tollefson Fund, University of Kansas, \$500 for conference travel, 2016
- Graduate Scholarly Presentation Travel Grant, University of Kansas, \$500 for conference travel, 2015

CERTIFICATIONS

- Teaching Hybrid Academy (THA) Certification, Center for Instructional Design, University of Texas at El Paso, 2020
- Teaching Online Academy (TOA) Certification, Center for Instructional Design, University of Texas at El Paso, 2020
- Human Subjects Research by CITI (citiprogram.org), Updated certification in 2021

PROFESSIONAL AFFILIATIONS

- Academy of Marketing Science
- American Council on Consumer Interests
- American Marketing Association
- Association for Consumer Research
- Australian and New Zealand Marketing Academy
- European Marketing Academy
- Society for Consumer Psychology
- Society for Marketing Advances
- Society for Marketing Science