

Anabella Donnadiou Borquez

Dept. of Marketing, Management and Supply Chain ■ University of Texas at El Paso

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ACADEMIC POSITION

University of Texas at El Paso

Assistant Professor of Marketing

El Paso, TX

Aug 2025–Present

EDUCATION

Washington State University

Ph.D., Business Administration (Marketing)

M.S., Business Administration

Pullman, WA

May 2025

December 2022

California State University San Marcos

B.S., Business Administration (Marketing)

San Marcos, CA

May 2019

RESEARCH INTERESTS

Inclusive Marketing; Stigmatized Identities; Cultural Identity; Consumption of Ethnic Products; Authenticity

PUBLICATIONS

Harrold, Mycah, **Anabella Donnadiou Borquez**, and Aimee Huff (2025), “The Inclusive Complexities of Feminist Technologies: How ‘Empowering’ Consumer Products Empower and Disempower,” Marketing Theory [OnlineFirst].

Donnadiou Borquez, Anabella, and Andrew W. Perkins (2025), “The Double-Edged Sword of Inclusive Language: Consumer Responses to ‘Latinx’ in Advertising,” Psychology & Marketing, 42(9), 2243–2256.

Naidu, Deepika, and **Anabella Donnadiou Borquez** (2025), “Is it Inclusive Enough? An Investigation of Consumer Responses to Inclusive Product Lines,” Journal of Product & Brand Management [EarlyCite].

RESEARCH IN PROGRESS

“Inclusive Product Line Founders” with Deepika Naidu (Target: Journal of Consumer Research).

“Effective AI Service Recovery Experiences: An Experiential Framework for Healing Service Failures with AI Chatbot,” with Kevin Giang Barrera and Alberto Lopez (Target: Journal of Marketing).

“Longitudinal Study of Menstrual Cups,” with Mycah Harrold and Aimee Huff (Target: Journal of Consumer Psychology).

“Contagion and Consumer Behavior: A Systematic Literature Review, Organizing Framework, and Research Agenda,” with Alberto Lopez and Kevin Giang Barrera (Target: Journal of Consumer Behavior).

“Consumer Reactions to Diverse Media” with Mycah Harrold and Deepika Naidu (Target: Journal of Consumer Behavior).

CONFERENCE AND SYMPOSIUM PRESENTATIONS

**Presenting author*

Donnadiu Borquez, Anabella, Alberto Lopez*, and Kevin Giang Barrera (February 2026), “Contagion and Consumer Behavior: A Systematic Literature Review, Organizing Framework, and Research Agenda,” To be presented as a paper in a special session (*Systematic Literature Review in Consumer Behavior*) at the virtual 2026 American Marketing Association Winter Academic Conference.

Naidu, Deepika*, and **Anabella Donnadiu Borquez** (February 2025), “Is it Inclusive Enough? An Investigation of Consumer Responses to Inclusive Product Lines,” Presented as a competitive paper at the 2025 American Marketing Association Winter Academic Conference in Phoenix, Arizona.

Harrold, Mycah, **Anabella Donnadiu Borquez**, and Aimee Huff* (February 2025), “(Dis)Empowering Feminist Technologies: Tensions in Consumption of Reusable Menstrual Products,” Presented as a competitive paper at the 2025 American Marketing Association Winter Academic Conference in Phoenix, Arizona.

Harrold, Mycah, **Anabella Donnadiu Borquez**, and Aimee Huff* (June 2024), “Intimate Stigma: Consumers’ Practices & Experiences with Reusable Menstrual Products,” Presented as a working paper at the 2024 Gender, Markets, and Consumers Conference in Edinburgh, Scotland.

Donnadiu Borquez, Anabella*, and Andrew W. Perkins (April 2024), “Gender-Neutral Language in Hispanic-Targeted Advertising,” Oral presentation at the 2024 Joshua T. Beck Northwest Marketing Research Symposium in Portland, Oregon.

Harrold, Mycah, Deepika Naidu*, and **Anabella Donnadiu Borquez** (February 2024), “How Offensive! When Political Orientation Influences Acceptance of Racially Diverse Entertainment Media,” Presented as a competitive paper at the virtual 2024 American Marketing Association Winter Academic Conference.

Donnadiu Borquez, Anabella*, Andrew W. Perkins, and Chadwick Miller (March 2023), “The Impact of Cultural Distinctiveness on the Consumption of Culturally Relevant Products,” Oral presentation at the 2023 Mittelstaedt & Gentry Doctoral Symposium in Lincoln, Nebraska.

Donnadiu Borquez, Anabella*, Mycah Harrold, and Aimee Huff (July 2022), “Destigmatizing ‘Weird’ and ‘Freaky’ Period Products: An Intimate Exploration of Consumer Adoption of Menstrual Cups,” Presented as a paper in a special session (*The Very Stupid Stigma Around What My Vagina Is Very Much Supposed to Do: Experiencing, Escaping, and Embracing Stigmatized Practices & Products*) at the 2022 Consumer Culture Theory Conference in Corvallis, Oregon.

POSTER PRESENTATIONS

**Presenting author*

Donnadiu Borquez, Anabella*, and Andrew W. Perkins (March 2024), “Exploring Implicit Self-Identity, Political Orientation, and Perceptions of Non-Gendered Language in Hispanic-Targeted Advertising,” Presented at the 2024 Society for Consumer Psychology Annual Conference in Nashville, Tennessee.

Donnadiu Borquez, Anabella*, Andrew W. Perkins, and Chadwick Miller (October 2022), “The Impact of Cultural Distinctiveness on the Consumption of Culturally Relevant Products,” Presented at the 2022 Association for Consumer Research Conference in Denver, Colorado.

Perkins, Andrew W., Pavan Munaganti*, T.J. Weber, Deepika Naidu, and **Anabella Donnadiu Borquez** (October 2022), “The Fast and the Autonomous: Political Orientation and Need for Closure Predict Likelihood of Using Autonomous Vehicles,” Presented at the 2022 Association for Consumer Research Conference in Denver, Colorado.

Perkins, Andrew W., Pavan Munaganti, T.J. Weber, Deepika Naidu*, and **Anabella Donnadiu Borquez** (June 2022), “The Fast and the Autonomous: Political Orientation and Need for Closure Predict Likelihood of Using Autonomous Vehicles,” Presented at the 2022 Marketing and Public Policy Conference in Austin, Texas.

Harrold, Mycah, **Anabella Donnadiu Borquez***, and Aimee Huff (March 2022), “You Want Me to Put That Where? An Intimate Exploration of Consumer Adoption of Reusable Menstrual Products,” Presented at the virtual 2022 Society for Consumer Psychology Annual Conference.

Perkins, Andrew W., Pavan Munaganti*, T.J. Weber, Deepika Naidu, and **Anabella Donnadiu Borquez** (March 2022), “The Fast and the Autonomous: Political Orientation and Need for Closure Predict Likelihood of Using Autonomous Vehicles,” Presented at the virtual 2022 Society for Consumer Psychology Annual Conference.

Perkins, Andrew W., Pavan Munaganti, T.J. Weber*, Deepika Naidu, and **Anabella Donnadiu Borquez** (February 2022), “The Fast and the Autonomous: Political Orientation and Need for Closure Predict Likelihood of Using Autonomous Vehicles,” Presented at the 2022 American Marketing Association Winter Academic Conference in Las Vegas, Nevada.

Harrold, Mycah, **Anabella Donnadiu Borquez***, and Aimee Huff (October 2021), “You Want Me to Put That Where? An Intimate Exploration of Consumer Adoption of Reusable Menstrual Products,” Presented at the virtual 2021 Association for Consumer Research Conference.

TEACHING

Undergraduate Teaching Experience

Consumer Behavior, *University of Texas at El Paso*

Consumer Behavior, *Washington State University*

Principles of Marketing, *Washington State University*

International Marketing, *Washington State University*

International Marketing [Online, 6-Week Course], *Washington State University*

SERVICE

Service to the University, *University of Texas at El Paso*

Ph.D. Admissions Committee

2026–Present

College Undergraduate Curriculum Committee

2025–Present

Department Class Schedule Coordinator

2025–Present

Search Committee – Marketing Analytics Faculty Position

2025

Service to the Discipline

Ad-Hoc Reviewer, <i>International Journal of Consumer Studies</i>	2026
Ad-Hoc Reviewer, <i>AMS World Marketing Congress 2026</i>	2026
Ad-Hoc Reviewer, <i>Psychology & Marketing</i>	2024-25
Trainee Reviewer, <i>Journal of Public Policy & Marketing</i>	2023

HONORS, AWARDS, & GRANTS

University of Texas at El Paso Woody L. Hunt College of Business 2025-2026 Teaching Innovation and Development Grant (Project: “Bringing the Consumer’s Mind into the Classroom: Integrating Neuro-Research Tools in Marketing Courses”), \$5,000

Washington State University Department of Marketing and International Business 2024 Don Stem Research Award, \$1,500

PROFESSIONAL AFFILIATIONS

Association for Consumer Research

Society for Consumer Psychology

American Marketing Association

OTHER WORK EXPERIENCE

Washington State University

Pullman, WA

Research Study Coordinator

May–June 2025

Prime Electrical Services

San Marcos, CA

Marketing Intern

July 2019–June 2020

LANGUAGES

English – Full professional proficiency

Spanish – Native language