

Edward “Ed” Ramirez, Ph.D.
Associate Professor of Marketing
Department of Marketing & Management
University of Texas at El Paso
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EDUCATION

Florida State University, Tallahassee, Florida

Doctor of Philosophy in Marketing Degree, August 2010

California State University, Dominguez Hills, California

Master of Business Administration (MBA) Degree with distinction in General Management, 2003

Florida State University, Tallahassee, Florida

Master of Science Degree in International Affairs with distinction (with a concentration in International Political Economy), 1998

University of Tennessee, Knoxville, Tennessee

Bachelor of Arts Degree in Psychology, 1993

RESEARCH

My research mainly explores how firms leverage sustainability in their marketing strategies. I define sustainability broadly, suggesting that it encompasses environmental, social, and economic welfare. Specifically, my research examines the efficacy of firm sustainability initiatives, by attempting to define firm-level environmental orientation through the eyes of the consumer, examining the barriers and enablers to the adoption of sustainably oriented goods and services by both consumers and businesses, examining consumers' behavioral changes in light of sustainability initiative enactment, and by assessing the future of consumption based on the enactment of societal changes designed to stave off future environmental devastation. I use multiple methods in my efforts, including: integrative literature reviews, case studies, grounded theory, scenario analysis, structural equations modeling, general linear modeling (logistic and ordinary least squares regression, as well as analysis of variance and covariance), interdependence techniques (cluster analysis and cluster-wise regression) and network analytic techniques.

In addition, I maintain secondary research interests which revolve around firm-level strategies, services marketing issues, data analytics, and philosophy of science/research method implementation. My main focus, however, will be to establish myself as an expert on sustainable marketing strategy.

Research Interests:

Sustainable Marketing Strategies, Services Marketing, Big Data, Firm Level Strategies, and Philosophy of Science.

Publications:

Articles Refereed Journals

Xu, Zhenning (Jimmy), Edward Ramirez, Pan Liu, and Gary Frankwick (2024) "Evaluating underlying factor structures using novel machine learning algorithms: An empirical and simulation study," *Journal of Business Research*, (accepted).

Ramirez, Edward, Gabriel Moreno, and John Hadjimarcou (2023) "Greening the bottom line: a new scale to discern consumer perceptions of a firm's green orientation," *Journal of Consumer Marketing*, Vol. 41, No. 1, pp. 49-60.

Tajdini, Saeed, Edward Ramirez, and Zhenning (Jimmy) Xu (2023) "Internal to External Information Search: The Role of Information Accessibility, Information Diagnosticity, and Consumer Involvement," *Aslib Journal of Information Management* (in press).

Tajdini, Saeed, Edward Ramirez, and Gary Frankwick (2022) "Developing a Multi-Dimensional Product Evaluation Scale," *Psychology and Marketing*, Vol. 39, No. 2, pp. 271-293.

Ramirez, Edward and Saeed Tajdini (2022) "Disciplined Vision Casting: A Method for Exploring Possible Futures in the Era of the UN Sustainable Development Goals," *Australasian Marketing Journal*, Vol. 30, No. 2, pp. 151-159.

Jiménez Arévalo, Fernando R., Edward Ramirez, and Arturo Diaz (2021) "Caught in the Crossfire: Reactions to Persistent Mortality Salience," *European Journal of Marketing*, Vol. 55, No. 3, pp. 700-725.

Tajdini, Saeed and Edward Ramirez (2019) "The Authentic Firm: The Construct, Research Propositions, and Managerial Implications," *Academy of Marketing Science Review*, Vol. 19, No. 1, pp. 1-15.

Ramirez, Edward, Roland Gau, John Hadjimarcou, and Zhenning Xu (2018) "User-generated content as Word-of-Mouth," *Journal of Marketing Theory and Practice*, Vol. 26, No. 1-2, pp. 90-98.

Ramirez, Edward, Saeed Tajdini, and Meredith E. David (2017) "The Effects of a Demarketing Campaign on Consumer Attitudes and Actual Consumption," *Journal of Marketing Theory and Practice*, Vol. 25, No. 3, pp. 291-304.

Xu, Zhenning (Jimmy), Gary L. Frankwick, and Edward Ramirez (2016) "Effects of big data analytics and traditional marketing analytics on new product success," *Journal of Business Research*, Vol. 69, No. 5, pp. 1562-1566.

- Voorhees, Clay, Michael Brady, Roger Calantone, and Edward Ramirez (2016) "Discriminant Validity Testing in Marketing: An Analysis, Causes for Concern, and Proposed Remedies," *Journal of the Academy of Marketing Science*, Vol. 44, No. 1, pp. 119-134.
- Ramirez, Edward, Fernando R. Jiménez Arévalo, and Roland Gau (2015) "Concrete and Abstract Goals Associated with the Consumption of Environmentally Sustainable Products," *European Journal of Marketing*, Vol. 49, No. 9, pp. 1645-1655.
- Xu, Zhenning (Jimmy), Edward Ramirez, Juanjuan Xu, and Yu Liu (2015) "The effects of Neoliberalism on China's environment over time: a Macromarketing perspective," *Journal of Macromarketing*, Vol. 35, No. 2, pp. 187-201.
- Gau, Roland, Edward Ramirez, Maria E. Barua, and Ricardo J. Gonzalez (2014) "Community-Based Initiatives and Poverty Alleviation in Subsistence Marketplaces," *Journal of Macromarketing*, Vol. 34, No. 2, pp. 160-170.
- Cowart, Kelly, Edward Ramirez, and Michael K. Brady (2014) "Religious Affiliation: Buffering Negative Reactions to Service Failures," *Journal of Services Marketing*, Vol. 28, No. 1, pp. 1-9.
- Ramirez, Edward, Ricardo J. Gonzalez, and Gerardo Moreira (2014) "Barriers to the Adoption of Environmentally-Sustainable Offerings," *Industrial Marketing Management*, Vol. 43, No. 1, pp. 16-24.
- Ramirez, Edward (2013) "The Consumer Adoption of Sustainability-Oriented Offerings: Towards a Middle-Range Theory," *Journal of Marketing Theory and Practice*, Vol. 21, 4, pp. 415-428.
- Ramirez, Edward (2013) "Consumer-Defined Sustainably-Oriented Firm," *Journal of Business Research*, Vol. 66, No. 11, pp. 2202-2209.
- Ramirez, Edward and Sayan Sarkar (2013) "Environmentally-sustainable marketing strategies and research opportunities for international marketing," *Journal of International Marketing Strategy*, Vol. 1, No. 1, pp. 39-51.
- Ramirez, Edward, Meredith E. David, and Michael J. Brusco (2013) "Marketing's SEM based Nomological Network: Constructs and Research Streams in 1987-1997 and in 1998-2008," *Journal of Business Research*, Vol. 66, No. 9, pp. 1255-1260.
- Smith, Jeffrey S., Paul F. Nagy, Kirk Karwan, and Edward Ramirez (2012) "The Contingent Nature of Service Recovery System Structure" *International Journal of Operations & Production Management*, Vol. 32, No. 7, pp. 877-903.

Giunipero, Larry, Edward Ramirez, and Esther Swiley (2012) “The antecedents and consequences of E-Purchasing Tools usage,” *Journal of Marketing Theory and Practice*, Vol. 20, No. 3, pp. 279-292.

Cronin, J. Joseph, Jeffrey S. Smith, Mark Gleim, Edward Ramirez, and Jennifer Martinez (2011) “Green marketing strategies: an examination of stakeholders and the opportunities they present,” *Journal of the Academy of Marketing Science*, Vol. 39, No.1, pp. 158-174.

Smith, Jeffrey S., Gavin L. Fox, and Edward Ramirez (2010) “A Socio-Technical Systems Model of Service Recovery Performance,” *Journal of Service Research*, Vol. 13, No. 4, pp. 439-452.

Ramirez, Edward and Ronald E. Goldsmith (2009) “Some Antecedents of Brand Loyalty,” *Journal of Marketing Theory and Practice*, Vol. 17, No. 3, pp. 199-214.

Book Chapter

Gau, Roland, Edward Ramirez, Ricardo Gonzalez, and Ray Perez (2013) “Perspectives on Poverty Alleviation: Community-Based Enterprise, Development of Innovation Capability, and the Vertical Integration Mindset,” in *Emerging Markets: Business Strategies, Economic Globalization and Impact of Competition*, Hauppauge, NY: Nova Science Publishers.

Conference Papers and Presentations:

Mahimkar, Amit, Edward Ramirez, and John Hadjimarcou (2024) “Customer Success Management: Conceptualization, Scale Development, and Validation,” at the *2024 American Marketing Association Summer Educator’s Conference*, Boston, Massachusetts.

Mahimkar, Amit, Edward Ramirez, and John Hadjimarcou (2024) “Navigating Role Ambiguity and Role Conflict: Implications for Service Sabotage in Customer Success Management,” at the *2024 American Marketing Association Summer Educator’s Conference*, Boston, Massachusetts.

Choi, Soochan, Edward Ramirez, and Yang (Sophie) Yang (2024) “Anti-Consumer’s Consumption on: the Interaction Between Self-Construal and Political Ideology on Switching Behavior,” at the *2024 American Marketing Association Summer Educator’s Conference*, Boston, Massachusetts.

Mahimkar, Amit, Edward Ramirez, and John Hadjimarcou (2024) “Navigating Role Ambiguity and Role Conflict: Implications for Service Sabotage in Customer Success Management,” at the *Frontiers in Services Conference*, Amelia Island, Florida.

Mahimkar, Amit, Edward Ramirez, and John Hadjimarcou (2024) “The Moderating Effect of Religiosity on the Relationship between Workplace Ostracism and Service Sabotage in

the LGBTQ+ Community,” at the *Frontiers in Services Conference*, Amelia Island, Florida.

Villanueva, Sarah, M. Fernanda Wagstaff, Pamela Suzanne, and Edward Ramirez (2023) “What Does it Mean to be a Veteran at Work? A Qualitative Study of Veteran Workplace Identity” at the *83rd Annual Meeting of the Academy of Management*.

Choi, Soochan, Edward Ramirez, and John Hadjimarcou (2023) “Anti-consumers Are Not the Same: Envisioning Anti-Consumers based on the Interaction between Self-Construal and Political Ideology,” at the *2023 American Marketing Association Winter Academic Conference*, Nashville, Tennessee.

Tajdini, Saeed, Zhenning (Jimmy) Xu, and Edward Ramirez (2021) “From Internal to External Information Search: The Role of Information Accessibility, Information Diagnosticity, and Involvement” at the *48th Annual Association of Collegiate Marketing Educators*.

Xu, Zhenning (Jimmy), Mohsen Attaran, Edward Ramirez, and Gary Frankwick (2021) “Examining Inter-firm Relationships in the Mobile Phone Industry” at the *3rd North American Social Networks Conference (NASN)*.

Ramirez, Edward, Gabriel Moreno, and John Hadjimarcou (2020) “Consumer perceptions of firms’ environmental sensitivity” at the *11th ACIEK Conference*, Madrid, Spain.

Xu, Zhenning (Jimmy), Gary Frankwick, and Kallol Bagchi (2019) “Enhancing the Scale Development Paradigm: Combining Factor Analysis and Clustering Heatmapping” at the *10th INEKA Conference*, Verona, Italy.

Chen, Jing and Edward Ramirez (2018) “Big Data-Infused Service Encounters: Augmenting Emotional Labor and Improving Organizational Outcomes: An Abstract” at the *2018 AMS Annual (46TH) Conference*, New Orleans, Louisiana.

Ramirez, Edward and Saeed Tajdini (2017) “Disciplined Vision Casting: A Method for Exploring Possible Futures” at the *1st International Symposium of Marketing (as) Rhetoric programme*, Bournemouth University.

Ramirez, Edward (2016) “Environmentally-responsible Firms’ effects on Consumers” at the *SMA Conference*, Marketing Ethics, Law & Public Policy, Atlanta, Georgia.

Ramirez, Edward (2016) “The Mediated Effects of Perceptions of an Environmentally-sustainable Firm” at the *International Conference on Facets of Doing Business in Emerging Markets (with Focus on Inclusive and Sustainable Growth)*, El Paso, Texas/Ghaziabad, India.

Tajdini, Saeed and Edward Ramirez (2016) “Disciplined Vision Casting: A Method for Exploring Possible Futures” at the *Global Marketing Conference*, Hong Kong.

- Tajdini, Saeed and Edward Ramirez (2016) "Demarketing Campaigns: Their impact on Attitudes and Consumption" at the *AMA Public Policy Conference*, San Luis Obispo, California.
- Xu, Zhenning (Jimmy), Gary L. Frankwick, and Edward Ramirez (2015) "Effects of big data analytics and traditional marketing analytics on new product success" at the *Journal of Business Research GIKA Conference*, Valencia, Spain.
- Ramirez, Edward and Saeed Tajdini (2015) "Possible Futures: Consumption in light of Political, Economic, and Environmental Uncertainty" at the *Association for Consumer Research Asia-Pacific Conference*, Hong Kong.
- Ramirez, Edward (2014) "The Effects of a Demarketing Campaign on Consumer Attitudes and Actual Consumption," *SMA Conference*, Marketing Ethics, Law & Public Policy Track, New Orleans, Louisiana.
- Ramirez, Edward (2014) "The Impact of Political, Economic, and Environmental Uncertainty on the Possible Futures of Consumption," *Academy of Marketing Science World Marketing Congress*, Lima, Peru.
- Gau, Roland, Fernando Jimenez, Edward Ramirez, and Art Diaz (2014) "Resilience in the Face of Violent Uncertainty in Juarez, Mexico," *Fifth Subsistence Marketplaces Conference*, Chicago, Illinois.
- Gau, Roland, Edward Ramirez, Ricardo Gonzalez, and Ray Perez (2012) "Perspectives on Poverty Alleviation Through Community-Based Enterprise, the Development of Innovation, and a Vertical Integration Mindset," *Fourth Subsistence Marketplaces Conference*, Chicago, Illinois.
- Cronin, J. Joseph, Jeffery S. Smith, Mark R. Gleim, Edward Ramirez, and Jennifer Martinez (2011) "Green Marketing Strategies," *Academy of Marketing Science Annual Conference*, Coral Gables, Florida.
- Ramirez, Edward, Meredith E. David, and Michael J. Brusco (2010) "The evolution of Marketing Thought: An examination of the structural equation models that compose Marketing's Nomological Network," *Global Marketing Conference*, Tokyo, Japan.
- Ramirez, Edward, Meredith E. David, and Michael J. Brusco (2010) "Marketing's Nomological Network: What is Marketing's underlying theory?" *Ph.D. Project MDSA Annual Conference*, Boston, Massachusetts.
- Ramirez, Edward and J. Joseph Cronin (2009) "Authenticity: A New Strategy for Connecting with Customers," *Southeastern Marketing Symposium*, Tuscaloosa, Alabama.
- Smith, Jeffery S., Gavin Fox, and Edward Ramirez (2008) "An Empirical Analysis of the Barriers to Service Recovery," *Decision Sciences National Conference*, Baltimore, Maryland.

Brady, Michael, Kelly O. Cowart, and Edward Ramirez (2008) “Grace Under Pressure: Customer Reactions to Service Failures Committed by Spiritual Firms,” *Frontiers in Services Conference*, Washington, D.C.

Ramirez, Edward, Stacey Robinson, and Stephanie Lawson (2008) “The Effects of Authoritarianism on Satisfaction, Behavioral Intentions to Repurchase, and Third Party Complaining in Light of a Service Failure,” *SMA Conference Proceedings*, St. Petersburg, Florida.

Ramirez, Edward and Gavin L. Fox (2007) “For Better or Worse: Extending the Impacts of Referent Attractiveness on Self-Esteem and Purchase Intentions,” *AMS Conference Proceedings*, Coral Gables, Florida.

TEACHING PHILOSOPHY AND EXPERIENCE

My approach to teaching involves creating a warm, high-touch, and inviting classroom atmosphere where students feel safe to contribute to class discussion. I work hard to try to break down barriers, eliminate formality, and engage the student. I am convinced that these strategies facilitate the learning process.

As much as I enjoy my research activities, I enjoy teaching. As alluded to above, I try to engage all of my students’ senses while in the classroom by conducting blind taste testing of FOY Springs Water, spraying scents from retailers, product demonstrations (comparing American made with Chinese made guitars), hosting guest speakers (including hosting a roundtable of sales professionals and recording an interview with a Financial Sales Consultant), handing out environmentally sustainable flatware and plates to touch, and through sampling cookies from Insomnia Cookie and coupons for free Chick-fil-A sandwiches. When teaching in the MBA program, I held weekly contests where the prizes ranged from popular press business books to tee-shirts. During the COVID-19 time period, I demonstrated and reported on my consumption of Alex Jones’ Ready Hour 30-day food supply for preppers. I have found that the students appreciate the extra effort to engage the class.

That said, I have continued to engage all of my students’ senses. Additionally, I leverage the power of self-deprecating humor and eliminate formality to win students over—remembering that the handshake of the host affects the taste of the roast. I have found that the students appreciate these extra efforts to engage the class. In fact, last semester in my Marketing Research class I received the following comments, which let me know that my efforts are paying off, as I am making progress towards achieving my goal of being interesting:

- 1. Dr. Ramirez teaches this course so well, he explains everything and goes into detail about it. The course is a little challenging but he makes sure you are prepared for everything.
- 2. Great professor!
- 3. Best class I have took in a while, very informational and entertaining.
- 4. Dr. Ramirez was a great professor and my favorite professor of the semester. He makes class interesting, and you can tell he likes doing what he does. He is also funny. I would not change anything about this course.
- 5. Professor Ramirez is great. He always tries to make his lectures engaging and always connects ideas to things we would understand and provides examples. He also challenges ideas to get us thinking and see things differently or to further understand subjects. The home-works are

great experience and connect to the class content learned. His exams are challenging but he provides all the tools to succeed and is always willing to help. Prof. Ramirez also tries to connect with the students in various ways such as by learning their names and always greeting them.

- 6. Professor Ramirez was a great teacher. His lectures are great and it helps that he shares his personal experiences into the content we are learning.
- 7. Dr. Ramirez's marketing research class was a captivating experience. His dynamic teaching style and emphasis on real-world applications made the subject enjoyable and accessible. I gained practical skills and valuable insights, making it a standout course in my academic journey.
- 8. great teacher !!
- 9. I had the pleasure to have taken this semester a class with professor Ramirez. He is well educated in all topics of his class. Go everyday to class and it will be a great semester .

I also continue to informally mentor countless students and alumni. I will say that my relationships with students and alumni is one of the most rewarding parts of my job.

Teaching Performance:

University of Texas, El Paso, Texas

4301 MKT (Section 11629) Marketing Research, Fall 2023

Overall rating of the instructor: 4.81, 85.7% Excellent

Overall rating of the course: 4.62, 76.2% Excellent

3300 MKT (Section 20505) Principles of Marketing, Spring 2023

Overall rating of the instructor: 4.64, 75% Excellent

Overall rating of the course: 4.54, 81.2% Excellent

4301 MKT (Section 20507) Marketing Research, Spring 2023

Overall rating of the instructor: 4.55, 77.3% Excellent

Overall rating of the course: 4.55, 63.6% Excellent

3300 MKT (Section 19081) Principles of Marketing, Fall 2022

Overall rating of the instructor: 4.93, 96.4% Excellent

Overall rating of the course: 4.75, 78.6% Excellent

4301 MKT (Section 12965) Marketing Research, Fall 2022

Overall rating of the instructor: 4.73, 72.7% Excellent

Overall rating of the course: 4.45, 54.5% Excellent

3300 MKT (Section 224466) Principles of Marketing, Spring 2022

Overall rating of the instructor: 4.57, 80% Excellent

Overall rating of the course: 4.49, 71.4% Excellent

4301 MKT (Section 20694) Marketing Research, Spring 2022

Overall rating of the instructor: 4.55, 72.7% Excellent

Overall rating of the course: 4.5, 68.2% Excellent

3300 MKT (Section 11353) Principles of Marketing, Fall 2021

Overall rating of the instructor: 4.68, 70.7% Excellent

Overall rating of the course: 4.51, 63.4% Excellent

- 3300 MKT (Section 12445) Principles of Marketing, Fall 2021
Overall rating of the instructor: 4.76, 84.4% Excellent
Overall rating of the course: 4.64, 75.6% Excellent
- 3300 MKT (Section 22448) Principles of Marketing, Spring 2021
Overall rating of the instructor: 4.85, 87.9% Excellent
Overall rating of the course: 4.76, 81.8% Excellent
- 3300 MKT (Section 11407) Principles of Marketing, Fall 2020
Overall rating of the instructor: 4.78, 87% Excellent
Overall rating of the course: 4.78, 87% Excellent
- 3300 MKT (Section 13155) Principles of Marketing, Fall 2020
Overall rating of the instructor: 4.78, 78.8% Excellent
Overall rating of the course: 4.81, 84.8% Excellent
- 3300 MKT (Section 20858) Principles of Marketing, Spring 2020
Overall rating of the instructor: 4.98, 97.5% Excellent
Overall rating of the course: 4.98, 97.5% Excellent
- 3300 MKT (Section 13367) Principles of Marketing, Fall 2019
Overall rating of the instructor: 4.88, 88.4% Excellent
Overall rating of the course: 4.77, 79.1% Excellent
- 5311 MKT (Section 19141) Marketing Management, Fall 2019
Overall rating of the instructor: 5.0, 100% Excellent
Overall rating of the course: 5.0, 100% Excellent
- 3300 MKT (Section 13624) Principles of Marketing, Fall 2018
Overall rating of the instructor: 5.00, 100% Excellent
Overall rating of the course: 4.94, 94.4% Excellent
- 3300 MKT (Section 13006) Principles of Marketing, Fall 2018
Overall rating of the instructor: 4.39, 60.9% Excellent
Overall rating of the course: 4.43, 60.9% Excellent
- 4305 MKT (Section 23193) Selling and Sales Management, Spring 2017
Overall rating of the instructor: 4.89, 89.5% Excellent
Overall rating of the course: 4.74, 79% Excellent
- 5311 MKT (Section 17974) Marketing Management, Fall 2016
Overall rating of the instructor: 3.2, 20.0% Excellent
Overall rating of the course: 3.2, 40.0 % Excellent
- 3300 MKT (Section 11883) Principles of Marketing, Fall 2016

Overall rating of the instructor: 4.5, 70% Excellent
Overall rating of the course: 4.45, 60% Excellent

3300 MKT (Section 20994) Principles of Marketing, Spring 2016

Overall rating of the instructor: 4.81, 87.5% Excellent
Overall rating of the course: 4.88, 87.5% Excellent

4305 MKT (Section 23471) Strategic Marketing Management, Spring 2016

Overall rating of the instructor: 4.79, 85.7% Excellent
Overall rating of the course: 4.64, 78.6% Excellent

5311 MKT (Section 17474) Marketing Management, Fall 2015

Overall rating of the instructor: 4.5, 72.7% Excellent
Overall rating of the course: 4.9, 90.9 % Excellent

5311 MKT (Section 17325) Marketing Management, Fall 2015

Overall rating of the instructor: 4.8, 80% Excellent
Overall rating of the course: 5.0, 100 % Excellent

3300 MKT (Section 24504) Principles of Marketing, Spring 2015

Overall rating of the instructor: 95.0% Excellent
Overall rating of the course: 90.0% Excellent

4395 MKT (Section 21022) Strategic Marketing Management, Spring 2015

Overall rating of the instructor: 72.7% Excellent
Overall rating of the course: 72.7% Excellent

4395 MKT (Section 23101) Strategic Marketing Management, Spring 2015

Overall rating of the instructor: 85.7% Excellent
Overall rating of the course: 85.7% Excellent

4305 MKT (Section 12175) Selling and Sales Management, Fall 2014

Overall rating of the instructor: 4.87, 87.8% Excellent
Overall rating of the course: 4.78, 78% Excellent

3300 MKT (Section 14235) Principles of Marketing, Fall 2014

Overall rating of the instructor: 4.75, 75% Excellent
Overall rating of the course: 4.75, 75% Excellent

6364 IBUS (Section 26152) Doctoral Seminar in Advanced Research Methods, Spring 2014

Overall rating of the instructor: 4.7, 71.4% Excellent
Overall rating of the course: 4.7, 71.4% Excellent

5311 MKT (Section 26207) Marketing Management, Spring 2014

Overall rating of the instructor: 4.3, 66.7% Excellent
Overall rating of the course: 4.7, 66.7% Excellent

5311 MKT (Section 16091) Marketing Management, Fall 2013

Overall rating of the instructor: 4.5, 50% Excellent

Overall rating of the course: 4.63, 62.5% Excellent

5311 MKT (Section 16097) Marketing Management, Fall 2013

Overall rating of the instructor: 4.9, 87.5% Excellent

Overall rating of the course: 4.9, 87.5% Excellent

3300 MKT (Section 28673) Principles of Marketing, Spring 2013

Overall rating of the instructor: 5.0, 94.3% Excellent

Overall rating of the course: 4.9, 97.5% Excellent

5311 MKT (Section 29100) Marketing Management, Spring 2013

Overall rating of the instructor: 4.7, 79.2% Excellent

Overall rating of the course: 4.6, 70.8% Excellent

3300 MKT (Section 12583) Principles of Marketing, Fall 2012

Overall rating of the instructor: 4.93, 94.3% Excellent

Overall rating of the course: 4.9, 89.8% Excellent

4305 MKT (Section 12586) Selling and Sales Management, Fall 2012

Overall rating of the instructor: 5.0, 96.4% Excellent

Overall rating of the course: 4.93, 92.9% Excellent

4305 MKT (Section 26709) Selling and Sales Management, Spring 2012

Overall rating of the instructor: 4.96, 96.2% Excellent

Overall rating of the course: 4.92, 92.3% Excellent

4305 MKT (Section 26712) Selling and Sales Management, Spring 2012

Overall rating of the instructor: 5.0, 100% Excellent

Overall rating of the course: 4.95, 94.7% Excellent

4305 MKT (Section 13217) Selling and Sales Management, Fall 2011

Overall rating of the instructor: 5.0, 95.2% Excellent

Overall rating of the course: 4.8, 81.0% Excellent

5311 MKT (Section 33510) Marketing Management, Summer 2011

Overall rating of the instructor: 5.0, 100% Excellent

Overall rating of the course: 5.0, 100% Excellent

5311 MKT (Section 24341) Marketing Management, Spring 2011

Overall rating of the instructor: 5.0, 100% Excellent

Overall rating of the course: 4.94, 93.5% Excellent

5311 MKT (Section 26892) Marketing Management, Spring 2011

Overall rating of the instructor: 4.91, 90.9% Excellent
Overall rating of the course: 4.73, 72.7% Excellent

5311 MKT (Section 13566) Marketing Management, Fall 2010

Overall rating of the instructor: 4.96, 96.4% Excellent
Overall rating of the course: 4.89, 89.3% Excellent

5311 MKT (Section 33415) Marketing Management, Summer 2010

Overall rating of the instructor: 5.00, 100% Excellent
Overall rating of the course: 4.00, 0% Excellent

Florida State University, Tallahassee, Florida

Instructor:

Services Marketing, Spring 2010

Overall assessment of instructor: 81% Excellent
Facilitation of learning: 75% Excellent

Professional Selling, Summer 2009

Overall assessment of instructor: 74% Excellent
Facilitation of learning: 65% Excellent

Marketing Research, Spring 2009

Overall assessment of instructor: 4.64, 77% Excellent
Facilitation of learning: 64% Excellent

Professional Selling, Fall 2009

Overall assessment of instructor: 4.70, 79% Excellent
Facilitation of learning: 69% Excellent

Professional Selling, Summer 2008

Overall assessment of instructor: 4.65, 70% Excellent
Facilitation of learning: 63% Excellent

Professional Selling, Spring 2008

Overall assessment of instructor: 4.81, 71% Excellent
Facilitation of learning: 73% Excellent

Professional Selling, Summer 2007

Overall assessment of instructor: 82% Excellent
Facilitation of learning: 67% Excellent

Teaching Assistant:

Principles of Marketing, Spring 2007

Principles of Marketing, Fall 2006

Guest Lecturer:

Principles of Marketing, Summer 2006

SERVICE

Service Elements:

Department:

Ph.D. Program Coordinator, Marketing 2018-2021
Doctoral Program Committee, Co-chair, 2018-2021
Doctoral Student Selection Committee, 2012-present
Faculty Development/Merit Review Committee, 2020-2021
Undergraduate Curriculum Committee, 2021-2023
Promotion and Tenure (P&T) Committee, 2019-present
Department Post-Tenure Evaluation Committees, 2019-present
Marketing Curriculum Committee, Department of Marketing and Management, University of Texas at El Paso, Spring 2011
Management Position Search Committee, Department of Marketing and Management, University of Texas at El Paso, 2013-present
Marketing Position Search Committee, Department of Marketing and Management, University of Texas at El Paso, Fall 2010-present.
American Marketing Association UTEP Chapter, Faculty Advisor, 2014
Faculty Research Mentor 2011-present
Faculty Teaching Mentor 2011-present
Comprehensive Examination Committee, 2012-present
Graduate (MBA) Curriculum Committee, 2019-2021.

Dissertation Committees, Chair

Gerardo “Tito” Moreira, Dissertation Chair, Graduated Fall 2017; placed at Sacred Heart University
Saeed Tajdini, Dissertation Chair, Graduated Spring 2017; placed at Indiana University Southeast
Gabriel Moreno, Dissertation Chair, Graduated Spring 2021; placed at Robert Morris University
Soochan Choi, Dissertation Chair, Graduated Spring 2023; placed at Fresno State University
Amit Mahimkar, Dissertation Chair

Dissertation Committees, Member

Abigail Peters, Dissertation Committee Member, Graduated Spring 2014, placed at Nevada State College

Dalila Salazar, Dissertation Committee Member, Graduated Spring 2014, placed at Texas A&M University-Central Texas

Gabriela Flores, Dissertation Committee Member, Graduated Spring 2017, placed at Southwestern University

Zhenning (Jimmy) Xu, Dissertation Committee Member, Graduated 2017, placed at University of Southern Main

Farid Jahantab, Dissertation Committee Member, Graduated Spring 2019, placed at Penn State Scranton

Sarah Villanueva, Dissertation Committee Member. Graduated Spring 2022, placed at University of Wisconsin Oshkosh

Master's Thesis Committee, Member

John Burton M.A. Communication, Committee Member, Graduated 2012

Amanda Pulido, M.A. Communication, Committee Member, Graduated 2014

Tahla Wade, M.A. Sociology, Committee Member, Graduated 2017

College:

MBA Admission Committee, 2013-present

MBA Policy Committee, 2013-present

MBA Week Showcased Professor, 2010-2016

MBA Course Development Committee, 2012

BIG DATA/Hispanic Marketing Center Committee, 2012

Coca-Cola MBA Corporate Engagement Project, Fall 2012

Powerbull Baseball Bats Corporate Engagement Project, Fall 2020

College PhD Policy Committee, 2018-2021

College Graduate Curriculum Committee, 2020-2022

College Research Resource Committee, 2020-2022

College Journal Evaluation Committee, 2020-2022

University:

Increasing On-line course evaluations initiative, with Sr. Vice Provost Cheryl Torsney, 2014-2015

UTEP 21st Century Scholars Program, Faculty Scholar 2014, 2015

Faculty Senate Member, 2012, 2013

Discipline:

Review Board Memberships:

Editorial Review Board, *Journal of Marketing Theory and Practice*

Editorial Review Board, *European Journal of Marketing*

Ad hoc review work:

Ad Hoc Reviewer, *European Journal of Marketing*
Ad Hoc Reviewer, *International Journal of Conflict Management*
Ad Hoc Reviewer and former Review Board Member, *Journal of Business Research*
Ad Hoc Reviewer, *Services Industries Journal*
Ad Hoc Reviewer, *Journal of the Academy of Marketing Science*
Ad Hoc Reviewer, *Journal of Consumer Marketing*
Ad Hoc Reviewer, *Marketing Letters*
Ad Hoc Reviewer, *Journal of Services Marketing*
Ad Hoc Reviewer, *Journal of Consumer Affairs*
Ad Hoc Reviewer and former Review Board Member, *Journal of International Marketing Strategy*

Conferences:

Reviewer AMA Summer Conference
Reviewer, AMA Winter Conference
Reviewer, AMS Summer Conference
Reviewer, SMA Summer Conference
Discussant, Services Marketing Track, SMA Conference 2008
Track Chair, Ethics, Legal, and Public Policy, SMA Conference 2011
Journalist, High Impact Presentations, AMA Summer Conference 2008

Other service:

Faculty advisor, Marketing Doctoral Student's Association, Ph.D. Project, 2016-2019.
Past President, Marketing Doctoral Student's Association, Ph.D. Project, 2010-2011.
President, Marketing Doctoral Student's Association, Ph.D. Project, 2009-2010.
Vice President, Marketing Doctoral Student's Association, Ph.D. Project, 2008-2009.
Secretary, Marketing Doctoral Student's Association, Ph.D. Project, 2007-2008.
KPMG/Ph.D. Project Diversity Summit Co-organizer Fall 2017

AWARDS, ASSOCIATIONS, AND RECOGNITION

Awarded UTEP's Western Hemispheric Trade Research Professorship 2013-2015.
Awarded Funding for UTEP's Student Research Experience Program, 2012.
Department of Marketing and Management. Marketing Outstanding Published Article Award, 2011.
Department of Marketing and Management. Marketing Outstanding Published Article Award, 2014.
Department of Marketing and Management. Marketing Outstanding Published Article Award, 2015.

Department of Marketing and Management. Excellence in Undergraduate Instruction Award, 2015.

Department of Marketing and Management. Excellence in MBA Instruction Award, 2016.

Department of Marketing and Management. Excellence in Undergraduate Instruction Award, 2018.

Department of Marketing and Management. Excellence in MBA Instruction Award, Fall 2020.

Nominated—Florida State University Doctoral Teaching Award 2009.

AMA Valuing Diversity Scholarship 2009.

AMA Sheth Foundation Doctoral Consortium Fellow 2009.

ASU CSL/Liam Glynn Research Fellowship 2008.

Delores Auzenne Fellow, 2007-2008; 2008-2009.

AMS Sheth Foundation MDSA Conference Fellowship, 2007.

Who's Who in Business, 2001.

S. Truett Cathy Award Winner, 1999.

American Marketing Association.

Academy of Marketing Science.

Society for Marketing Advances.

Korean Academy of Marketing Science.

RECENT CAREER EXPERIENCE

Co-Founder, Partner, and Vice President of Franchise Sales and Marketing, Famous Yardbird Franchising, Inc., 2004-2005

Partner and Vice President of Franchise Development, Moe's Southwest Grill, LLC., 2003-2004

Business Consultant, Chick-fil-A Restaurants, Inc., 1999-2003

TECHNICAL SKILLS AND CONTINUING EDUCATION

Program for Instructional Excellence certificate, 2006.

Langevin Trainer/Facilitator certificate, 2003.

American Management Association Training in several courses, 2000-2003.

Speakeasy "Talk so people listen" certificate, 2002.

High Impact Consulting and Breakthrough Strategy, Shaeffer Consulting, 2001.

Ken Blanchard Seminars (Leadership, etc.), 2000-2003.

Willowcreek Leadership Conference, Chicago, 1999-2003.

The Leadership Forum, Jimmy Carter Library, Atlanta, GA, 1999-2003.