

**Edward “Ed” Ramirez, Ph.D.**  
Associate Professor of Marketing  
Department of Marketing & Management  
University of Texas at El Paso  
Office: (915) 747-7789  
Cell: (404) 732-4891  
Fax: (915) 747-5348

## **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, and philosophy of science/research method implementation.

### **Research Interests:**

Sustainable Marketing Strategies, Services Marketing, and Philosophy of Science.

## **Publications:**

### ***Articles Referred Journals***

- Jiménez Arévalo, Fernando R., Edward Ramirez, and Arturo Diaz (*Forthcoming*) “Caught in the Crossfire: Reactions to Persistent Mortality Salience,” *European Journal of Marketing*.
- 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. 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:***

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

Xu, Zhenning (Jimmy), Edward Ramirez, Gary Frankwick, Pan Liu, 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, Bournemouth, England.

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.

Saeed Tajdini and Edward Ramirez (2016) “Demarketing Campaigns: Their impact on Attitudes and Consumption” at the *AMA Public Policy Conference*, San Luis Obispo, California.

Zhenning (Jimmy) Xu, 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 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.

**Teaching Performance:**

*University of Texas, El Paso, Texas*

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: 4.975, 97.5% Excellent

Overall rating of the course: 4.975, 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) Principles of Marketing, Fall 2019

Overall rating of the instructor: 5.0, 100% Excellent

Overall rating of the course: 5.0, 100% Excellent

3300 MKT (Section 20901) Principles of Marketing, Spring 2019

Overall rating of the instructor: 4.67, 75% Excellent

Overall rating of the course: 4.57, 64.3% Excellent

6309 BUS (Section 28770) Structural Equation Modeling, Spring 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: 5.0, 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: 4.9, 94.3% Excellent  
Overall rating of the course: 4.9, 90.8% Excellent

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

Overall rating of the instructor: 5.0, 100% Excellent  
Overall rating of the course: 4.9, 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 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 Marketing Management, Summer 2011

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



5311 MKT 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 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 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 Marketing Management, Summer 2010

*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:**

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

American Marketing Association UTEP Chapter, Faculty Advisor, 2014-present

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

Faculty Research Mentor 2011-present

Faculty Teaching Mentor 2011-present

Management Position Search Committee, Department of Marketing and Management, University of Texas at El Paso, 2013-present

MBA Admission Committee, 2013

MBA Policy Committee, 2013

MBA Week Showcased Professor, 2010-2014

Faculty Senate Member, 2012, 2013

Comprehensive Examination Committee, 2012

Saeed Tadjini Dissertation Chair, Graduated 2017, placed at Indiana University Southeast

Gerardo "Tito" Moreira Dissertation Co-Chair, 2014-present

Zhenning (Jimmy) Xu, Dissertation Committee Member, 2014-present

Gabriela Flores, Dissertation Committee Member, 2014-present

Abigail Peters Dissertation Committee Member, 2012, 2013, 2014

Dalila Salizar Dissertation Committee Member, 2013, 2014

John Burton Master's Thesis Committee Member, 2012

MBA Course Development Committee, 2012

BIG DATA/Hispanic Marketing Center Committee, 2012

Doctoral Student Selection Committee, 2012, 2013

Coca-Cola MBA Challenge Project, Fall 2011

Marketing Curriculum Committee, Department of Marketing and Management, University of Texas at El Paso, Spring 2011.

Marketing Position Search Committee, Department of Marketing and Management, University of Texas at El Paso, Fall 2010.

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.

Editorial Review Board, *Journal of Marketing Theory and Practice*, 2010-present  
Editorial Review Board, *Journal of International Marketing Strategy*, 2012, 2013  
Ad Hoc Reviewer, *Journal of Consumer Marketing*, 2014, 2015, 2018, 2019, 2020  
Ad Hoc Reviewer, *Journal of Consumer Affairs*, 2015, 2016  
Ad Hoc Reviewer, *European Journal of Marketing*, 2011, 2012, 2013, 2014, 2015  
Ad Hoc Reviewer, *International Journal of Conflict Management*, 2011, 2012, 2013  
Ad Hoc Reviewer, *Journal of Business Research*, 2012, 2014  
Ad Hoc Reviewer, *Services Industries Journal*, 2010  
Ad Hoc Reviewer, *Journal of the Academy of Marketing Science*, 2010  
Ad Hoc Reviewer, *Marketing Letters*, 2014  
Ad Hoc Reviewer, *Journal of Services Marketing*, 2011, 2015  
Reviewer AMA Summer Conference, 2013, 2014, 2016  
Reviewer, AMA Winter Conference 2014  
Reviewer, AMS Summer Conference 2007, 2008, 2009, 2010, 2011, 2014  
Reviewer, SMA Summer Conference 2008, 2009, 2013, 2014, 2015  
Discussant, Services Marketing Track, SMA Conference 2008  
Track Chair, Ethics, Legal, and Public Policy, SMA Conference 2011  
Session Chair, Marketing in General, Global Marketing Conference at Hong Kong 2016  
Journalist, High Impact Presentations, AMA Summer Conference 2008

### **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. Marketing Outstanding Published Article Award, 2016.  
Department of Marketing and Management. Excellence in Undergraduate Instruction Award, 2015.  
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.