

Frank G. Cabano, Ph.D.

Curriculum Vitae – January 2021

University of Texas at El Paso (UTEP)
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ACADEMIC POSITIONS

Assistant Professor of Marketing 2018-present
College of Business Administration, University of Texas at El Paso

EDUCATION

Ph.D., Marketing 2018
KU School of Business, University of Kansas

B.S., Business Economics 2012
Muma College of Business, University of South Florida
Summa Cum Laude with Honors

RESEARCH INTERESTS

Religion's Influence on Consumer Behavior
Identity-Based Consumption
Prosocial Behavior
Judgment and Decision Making
Financial Decision Making

JOURNAL PUBLICATIONS

1. Minton, Elizabeth A., and Frank G. Cabano (2020), "Religiosity's Influence on Stability-Seeking Consumption during Times of Great Uncertainty: The Case of the Coronavirus Pandemic," forthcoming at *Marketing Letters*.
2. 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.

3. 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.
4. 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).

CONFERENCE PRESENTATIONS (*presenter)

1. 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).
2. *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).
3. *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).
4. 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).
5. *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).

6. *Attari, Amin, Promothesh Chatterjee, and Frank G. Cabano (2020, May), “The Effect of Observing an Uncertain Event on Consumers’ Probability Judgments” (Competitive Paper), *European Marketing Academy Conference*, Corvinus University of Budapest, Budapest, Hungary. (Conference cancelled due to the coronavirus pandemic).
7. 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).
8. *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.
9. *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.
10. *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.
11. *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.
12. *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.
13. *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.
14. 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.

15. *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.
16. *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.
17. *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.
18. *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.
19. 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.
20. *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.
21. *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.
22. 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.
23. *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, 2019. “*Ethics and Sustainability and Multi/Omni Channel*” at the 2019 American Collegiate Retailing Association, Tucson, AZ.
- Track Chair, 2019.”*Ethics and Sustainability*” at the 2019 American Collegiate Retailing Association, 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.

TEACHING EXPERIENCE

Instructor

Consumer Behavior (PhD), UTEP

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

Independent Study in Marketing (Consumer Research), UTEP

- Spring 2021; 1 Student
 - Hazel Pardo

Undergraduate Research, UTEP

- 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”
- Spring 2020; 1 Student
 - Andrew Dominguez; Research Project: “The Influence of Religion on Consumers’ Vaping Intentions”

Consumer Behavior (undergraduate), UTEP

- Spring 2021; 2 sections (both online)
- 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)

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

TEACHING INTERESTS

- | | |
|----------------------------|---|
| • Consumer Behavior | • Marketing Research |
| • Marketing Communications | • Global Marketing |
| • Retailing | • Special Topics (Religion and Marketing) |
| • Branding | |
| • Social Media Marketing | |

HONORS AND AWARDS

- 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
- Inducted into Beta Gamma Sigma, 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
- 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:

Ad hoc Reviewer:

- *Journal of Advertising* (1)
- *PLOS ONE* (1)
- *Journal of Consumer Marketing* (2)
- *Journal of Consumer Affairs* (2)
- *Review of Religious Research* (1)

Conference Reviewing:

- Academy of Marketing Science
- Marketing and Public Policy

- American Marketing Association (Summer and Winter)
- Society for Marketing Advances (including being invited to review for the “Ethics, Corporate Social Responsibility, and Religion” Track)
- Association for Consumer Research
- Society for Consumer Psychology

Service to the Department, College, and University:

University of Texas at El Paso:

- Participant, Virtual Campus Visit Faculty Meetings with Job Candidates for Assistant Professor in Operations and Supply Chain Management, 2020
- Member, Doctoral Dissertation Committee for Yilu Wang (Management), 2020-2021
- Faculty Participant, Mock Interviews for PhD Candidates on the Job Market, 2020
- Member, Faculty Search Committee for a Visiting Assistant Professor of Marketing, 2020
- Faculty Judge, Undergraduate Research Symposium, 2020
- Member, Faculty Search Committee for an Assistant Professor of Marketing (in Marketing Analytics), 2019, 2020
- Member, PhD Comprehensive Exams Evaluation Committee, 2019
- Member, PhD Student Selection Committee, 2019
- Faculty Research Mentor for PhD Student, 2019
- Faculty Teaching Mentor for PhD Student, 2019

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

- Interviewed by *Zippia*: “Experts Weigh in on Current Job Market Trends” (January 14, 2021)

- Television Interview by *KTSM 9 News* (El Paso, Texas): “Are You Getting Carried Away on Black Friday” (November 27, 2020)
- Interviewed by *MoneyGeek*: “The Best Cheap Car Insurance in Texas for 2020” (November 25, 2020)
- Interviewed by *MoneyGeek*: “Car Insurance Online: Which Companies Have Instant Quotes” (November 25, 2020)
- Television Interview by *KTSM 9 News* (El Paso, Texas): “Does Buying Things on Sale Pay Off?” (October 16, 2020)
- Interviewed by *WalletHub*: “Best Credit Cards for Food Delivery” (September 1, 2020)
- Interviewed by *WalletHub*: “Best Gas Credit Cards” (January 30, 2020)
- Interviewed by *WalletHub*: “Best Places to Go for Thanksgiving” (November 7, 2019)
- Interviewed by *WalletHub*: “Cool Credit Cards: Best Terms, Designs, & Trends” (June 13, 2019)
- 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)
- Interviewed by *WalletHub*: “2016 Best & Worst Cities for St. Patrick’s Day Celebrations” (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, Updated certification in 2019

PROFESSIONAL AFFILIATIONS

Academy of Marketing Science
 American Marketing Association
 Association for Consumer Research

Society for Consumer Psychology
Society for Marketing Advances
Society for Marketing Science