

# Fernando Rafael Jiménez Arévalo

Associate Professor of Marketing  
219 College of Business  
The University of Texas at El Paso  
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## EDUCATION

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- Ph.D.** Oklahoma State University  
Business Administration; Focus: Marketing
- M.Sc.** Oklahoma State University  
International Studies; Focus: International Business
- B.A.** Universidad Autónoma del Estado de México  
Business Administration; Suma Cum Laude

## ACADEMIC APPOINTMENTS

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- 2016 – Present Associate Professor of Marketing (with Tenure),  
The University of Texas at El Paso, El Paso, TX. USA
- Jan – July 2019 Associate Dean for Academic Affairs, College of Business  
Administration, The University of Texas at El Paso.
- 2009 – 2016 Tenure-track Assistant Professor of Marketing,  
The University of Texas at El Paso, El Paso, TX. USA
- 2005 – 2009 Graduate Teaching Assistant, Department of Marketing  
Oklahoma State University, Stillwater, Oklahoma.

## RESEARCH

### Published Articles

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- Gilliam, David A., Justin R. Muñoz, Fernando R. Jiménez, Seunghuyn Kim, and Christopher M. Kyle (*accepted*), “Exploring Textual Modes, Imagery and Claims in, B to B and B to C, Print Advertising,” *Journal of Business-to-Business Marketing*.
- Zhang, Zhuofan, Fernando R. Jiménez, and Shuang Yang (*accepted*), “The Effect of Country of Origin on Perceived Quality of E-Services, *International Journal of Electronic Marketing and Retailing*.
- Jiménez, Fernando R., Edward Ramirez, and Art Diaz (2021), “Caught in the Crossfire: Reactions to Persistent Mortality Salience,” *European Journal of Marketing*, 55 (3), 700-725.

- Zhang, Zhuofan, Fernando R. Jiménez, and John Cicala (2020), "Fear of Missing Out: A Self-Concept Perspective," *Psychology & Marketing*, 37(11), 1619-34.
- Jiménez, Fernando R., Bashar Gammoh and Rand Wergin (2020), "The Effect of Imagery and Product Involvement in Copy Testing Scores of Animatics and Finished Ads: A Schemata Approach," *Journal of Marketing Theory and Practice*, 28 (4), 460-471.
- Wagstaff, Maria F., Kim S. Hyun, Fernando R. Jiménez, Said Al-Riyami, and Esperanza Huerta (2020), "Individual Bicultural Identity and Cultural Intelligence: Increasing Positive Attitudes Toward Diversity," *Management Research: The Journal of the Iberoamerican Academy of Management*, 18 (1), 29-45.
- Yang, Shuang, Fernando R. Jiménez, John Hadjimarcou and Gary L. Frankwick (2019), "Functional and Social Value of Chinese Brands," *Journal of Global Marketing* 32 (3), 200-215.
- Gammoh, Bashar, Fernando R. Jiménez and Rand Wergin (2018), "Consumer Attitudes toward Human-Like Avatars in Advertisements: The Effect of Category Knowledge and Imagery," *International Journal of Electronic Commerce*, 22 (3), 325-348.
- Mohan, Mayoor, Kevin E. Voss, Fernando R. Jiménez, and Bashar S. Gammoh (2018) "Corporate Brands as Brand Allies," *Journal of Product and Brand Management*, 27 (1), 41-56.
- Mohan, Mayoor, Fernando R. Jiménez, Brian P. Brown, and Caley Cantrell (2017), "Brand Skill: Linking Brand Functionality with Consumer-Based Brand Equity," *Journal of Product and Brand Management*, 26 (5), 477-491. Abdc =A
- Mohan, Mayoor, Kevin E. Voss, and Fernando R. Jiménez (2017), "Managerial Disposition and Front-End Innovation Success," *Journal of Business Research*, 70 (1), 193-201.
- Ramirez, Edward, Fernando R. Jiménez, and Roland Gau (2015), "Concrete and Abstract Goals Associated with the Adoption of Environmentally Sustainable Products," *European Journal of Marketing*, 49 (9/10), 1645-65.
- Jiménez, Fernando R. and Kevin E. Voss (2014), "An Alternative Approach to the Measurement of Emotional Attachment," *Psychology and Marketing*, 31 (5), 360-370.
- Jiménez, Fernando R. and Norma A. Mendoza (2013), "Too Popular to Ignore: The Influence of Online Reviews on Purchase Intentions of Search and Experience Products," *Journal of Interactive Marketing*, 27 (3), 226-235.

- Jiménez, Fernando R., John Hadjimarcou, Maria E. Barua, and Donald A. Michie, (2013), “A Cross-National and Cross-Generational Study of Consumer Acculturation to Advertising Appeals,” *International Marketing Review*, 30 (5), 418-439.
- Jiménez, Fernando R., Kevin E. Voss, and Gary L. Frankwick (2013), “A Classification Schema of Co-production of Goods: An Open-Systems Perspective,” *European Journal of Marketing*, 47 (11/12) 1841-1858.
- Jiménez, Fernando R., Richard A. Posthuma, and Michael A. Champion (2013), “Effective Incentive Compensation for Sales Employees during Tough Economic Times,” *Organizational Dynamics*, 42 (4), 267-273.
- Schumann, Jan, F. Wangenheim, Z. Yang, V. Blazevic, S. Praxmarer, G. Shainesh, M. Komor, R. Shannon, and F. R. Jiménez (2010), “Cross-Cultural Differences in the Effect of Word-of-Mouth Referral in Relational Service Exchange,” *Journal of International Marketing*, 18 (3), 62-80.
- Schumann, Jan, F. Wangenheim, A. Stringfellow, Z. Yang, S. Praxmarer, F. Jiménez, M. V. Blazevic, R. M. Shannon, G. Shainesh, and M. Komor (2010), “Drivers of Trust in Relational Service Exchange: Understanding the Importance of Cross-Cultural Differences,” *Journal of Service Research*, 13 (4), 453-468. Abdc = A\*
- Voss, Kevin E and Fernando R. Jiménez (2010), “Social and Equity Inferences in Customers’ Service Program Evaluation,” *Journal of Marketing Theory and Practice*, 18 (Summer), 219-231.

### **Manuscripts in Progress**

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- Jiménez, Fernando R., Jung Jin Ho, Mayoora Mohan, and Kevin E Voss, “Experimental Effects in Brand Alliance Research: A Review and Meta-Analysis” *Target: Journal of the Academy of Marketing Science*.
- Jiménez, Fernando R. and Kevin E. Voss, “Value Dynamics,” *Target: Journal of Marketing*.
- Cabano, Frank, Mengge Li, and Fernando R. Jiménez, “The Impact of CEO’s Twitter Engagement on Brand Equity,” *Target: Journal of Management*.

### **Refereed Conference Proceedings**

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- Felix, Jessica, Fernando R. Jiménez, and Miguel A. Ramos (2021), “Business-to-Business Online Platform Relationships: A Transaction Cost Approach,” 2021 *American Marketing Association Summer Conference*, Virtual.

- Jiménez, Fernando R., Zhuofan Zhang, and Jessica Felix (2021), “Fear of Missing Out under Lockdown: A Self-Concept Perspective,” *2021 American Marketing Association Winter Conference*, Virtual.
- Munoz, Justin and Fernando R. Jimenez (2019), “Sink or Swim: An Examination of Two Approaches to Training Sales Employees,” *2019 American Marketing Association Summer Conference*, Chicago IL.
- Gilliam, David, Justin Munoz, Fernando R. Jimenez, and Christopher Kyle (2019), “Influential Language, Imagery, and Claims in Print Advertising,” *2019 Academy of Marketing Science Conference*, Vancouver, Canada.
- Mohan, Mayoor, Jun Ho Jung, Kevin Voss, and Fernando R. Jimenez (2019), “A Review and Meta-Analysis of Experimental Effects in Brand Alliance Research,” *2019 American Marketing Association Winter Conference*, Austin Texas.
- Zhang, Zhuofan and Fernando R. Jiménez (2019), “Fear of Missing Out: Scale Development,” *2019 American Marketing Association Winter Conference*, Austin
- Mohan, Mayoor, Fernando R. Jiménez, Brian P. Brown, and Caley Cantrell (2017), “First Things First: The Role of Brand Functionality in Brand Equity,” *BALAS*, Santiago, Chile.
- Zhang, Zhuofan, Fernando R. Jiménez, and Shuang Yang (2017), “Country-of-Origin Effects and Perceived Quality of E-services: A Categorization Approach,” *2017 American Marketing Association Winter Conference*, Orlando. Zhuofan is a doctoral student at UTEP.
- Aljafari Abdullah, Gary L. Frankwick, and Fernando R. Jiménez (2016), “The Impact of Supplier Orientation on Firm Innovativeness,” *2016 Academy of Marketing Science 19<sup>th</sup> World Marketing Congress*, Paris, France.
- Zhang, Zhuofan and Fernando R. Jiménez (2015), “Price Discounts and Gift Choice: the Interplay between Economic and Social value,” *2015 Academy of Marketing Science Conference*, Denver, CO. Zhuofan is a doctoral student at UTEP.
- Tajdini, Saeed and Fernando R. Jiménez (2015), “Antecedents of Consumer World-Mindedness: A Hierarchical Approach,” *Society for Cross-Cultural Research*, Albuquerque, NM. Saeed is a doctoral student at UTEP.
- Xu, Zhenning (Jimmy) and Fernando R. Jiménez (2014), “Emotional Capital- the Missing Link Between Social Media Usage and Customer Relationship Performance,” *Academy of Marketing Science Conference*, Indianapolis, USA. Jimmy is a doctoral student at UTEP.

- Pangarkar, Aniruddha and Fernando R. Jiménez (2014), "The Role of Cultural Distance in Business Relations: A Transaction Cost Analysis Perspective," Annual International SIG Conference by the *American Marketing Association*, Cancun, Mexico.
- Gau, Roland, Fernando R. Jiménez, Edward Ramirez, and Art Diaz (2014), "Resilience in the Face of Violent Uncertainty in Juarez, Mexico," *Fifth Subsistence Marketplaces Conference*, Champaign, Illinois.
- Jiménez, Fernando R., Bashar Gammoh, and Rand Wergin (2013), "Consumer Evaluations of Ads Portraying Human-like Avatars," *2013 Academy of Marketing Science Conference*, Monterey CA.
- Jiménez, Fernando R., Flor Ornelas, and Monica Olivares (2013), "Hispanic Consumers' Evaluations and Recall of Advertisements of Stigmatized Topics: A Frame-Switching Perspective on Biculturals Cognitive Evaluation," *2013 Southwest Teaching & Learning Conference*, San Antonio, TX. Flor and Monica are undergraduate marketing majors.
- Yang, Shuang, Fernando R. Jiménez, John Hadjimarcou, and Gary Frankwick (2012), "How Do Market Characteristics Influence Brand Country of Origin Effects?" *2012 Academy of Marketing Science Conference*, New Orleans, LA. Shuang is a doctoral student at UTEP.
- Ornelas, Flor and Fernando R. Jiménez (2012), "From Hate to Love: The Role of Introspection in Students' Satisfaction Rates," *UTEP Sun Conference*. Flor is an *undergraduate* marketing major.
- Ornelas, Flor and Fernando R. Jiménez (2011), "Marketing Internships: The Role of Introspection in Students' Satisfaction Rates," *Journal of Administrative Issues Conference*, Weatherford, Oklahoma. Flor is an *undergraduate* marketing major.
- Barua, Maria E., John Hadjimarcou, Fernando R. Jiménez and Donald Michie (2010), "A Generational Analysis of Hispanics in the United States: The Acculturation to a Puffery-Laden World" in Easwar Iyer and Robin Coulter (eds.), 2010 AMA Summer Educator's Conference. Boston, Massachusetts. Maru is a doctoral student at UTEP.
- ElSamen, Amjad A and Fernando R. Jiménez (2010), "Affect, Framing and Warranty Choice: The Mediational Role of Perceived Purchase Risk," in Easwar Iyer and Robin Coulter (eds.), 2010 AMA Summer Educator's Conference. Boston, Massachusetts.
- Jiménez, Fernando R. and Kevin E. Voss (2010), "An Alternative Scale of Emotional Attachment," in Joseph A. Cote and Christopher R. Plouffe (eds.), 2010 AMS Annual Conference. Portland, Oregon.

- Jiménez, Fernando R., Fang Xiang, and Darrell Bartholomew (2010), “Examining the Effectiveness of Language Choice for Different Ad Appeals in Advertising to Bilingual Consumers,” in Michael K. Brady and Michael D. Hartline (eds.), 2010 AMA Winter Educator’s Conference, Volume 21. Chicago, IL: American Marketing Association. P. 361-362.
- Coble, Garrett, Fernando R. Jiménez, and Marlys Mason (2009), “Voices of the Shadow: Immigration Policy and Vulnerability,” 2009 AMA Marketing and Public Policy Conference. Washington, DC.
- Coble, Garrett and Fernando R. Jiménez (2008), “Environmental Barriers to Consumer Acculturation,” 2008 Advances in Consumer Research, Latin Conference. Sao Paulo, Brazil.
- Al Jafari, Abdullah, Fernando R. Jiménez, and Gary Frankwick (2008), “Supplier Orientation: Expanding the Conceptual Scope of Market Orientation,” in Steven P. Brown and Peter A. Dacin (eds.) 2008 AMS Conference, Vancouver, Canada.
- Schumann, Jan H., Anne Stringfellow, Sandra Praxmarer, Vera Blazevic, Fernando Jiménez, Zhilin Yang, G. Shainesh, and Marcin Komor (2008), “Cross-Cultural Differences in the Effects of Word-of-Mouth in Relational Service Exchange: Empirical Evidence for the Moderating Role of Uncertainty Avoidance from an Eight Country Study,” 17<sup>th</sup> Annual Frontiers in Service Conference, Washington DC.
- Jiménez, Fernando R. and Kevin E. Voss (2007), “Emotional Attachment to Objects: Proposed Antecedents,” in Jakki J. Mohr and Robert J. Fisher (eds.) 2007 AMA Educator's Proceedings, Volume 18. Chicago, IL: American Marketing Association. p.290-291.
- Schumann, Jan, F. Wangenheim, Z. Yang, S. Praxmarer, F. Jiménez, M. Komor, and G. Shainesh (2007), “Cross-Cultural Differences in the Development of Trust in Relational Service Exchange - An Empirical Analysis of Trust Building in High versus Low Uncertainty Avoidance Cultures,” in 4th Workshop on Trust within and between Organizations Vol 10. Amsterdam, Netherlands. p. 24 – 26.

## **Book Chapters**

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Pérez Armendáriz, B., Y. Mayett, F. Jiménez, et. al. (2010), in *Hacia un Desarrollo Sostenible del Sistema de Producción-Consumo de los Hongos Comestibles y Medicinales en Latinoamérica: Avances y Perspectivas en el Siglo XXI*. Chapter 26, pp. 497-515. D. Martínez-Carrera, N. Curvetto, M. Sobal, P. Morales & V. M. Mora.(eds.): Red Latinoamericana de Hongos Comestibles y Medicinales: Producción, Desarrollo y Consumo. ISBN 970-9752-01-4

## **Grants and Funded Research**

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Western Hemispheric Trade Research Professorship. Period: September 2013 – May 2015. Amount: \$7,000.00 per year for research expenses. UTEP.

Principal Investigator, University Research Institute (URI) Research Fund Award.  
Project: The Relationship Between Perceived Organizational Bicultural Orientation and Job/Customer Satisfaction. Period: January 2010 – October 2010. Amount: \$5,000.00.

Awarded the COBA Summer Research Support Grant in 2013 and 2014. Amount: \$12,000 each summer.

Awarded funds to hire an undergraduate student in the COURI Research Experience Program in fall 2013.

Awarded Funding to hire an undergraduate research assistant under the UTEP's Student Research Experience Program in summer 2012.

## **TEACHING**

### **Courses Taught at UTEP**

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Ph.D. seminars: Marketing Theory, International Marketing, Consumer Behavior  
MBA courses: Marketing Strategy  
Undergraduate: Marketing Principles, Marketing Research, Consumer Behavior, Personal Selling and Sales Management, Services Marketing, International Marketing.

### **Invited Teaching**

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2021 Market Growth Strategy, McCombs School of Business, Executive Education, The University of Texas at Austin, Acelera Peru, Peru.  
2021 International Marketing, Universidad Católica de la Santísima Concepción, UCSC, Chile.  
2017 International Marketing, Universidad Católica de la Santísima Concepción, UCSC, Chile.  
2010 International Marketing, Instituto Tecnológico Autónomo de México, ITAM, Mexico.  
1999 – 2003 Part-time undergraduate business courses, Universidad del Valle de México (UVM), Universidad Siglo XXI, Universidad Autónoma del Estado de México (UAEM)

## **Dissertations and Theses**

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### *Dissertation Chair:*

Jessica Felix, Ph.D. Business Administration, UTEP. Expected May 2023

Zhuofan Zhang, Ph.D. Business Administration, UTEP. Defended June 2018. Dr. Zhang is a Tenure-track Assistant Professor of Marketing at Texas A&M Kingsville.

Shuang Yang, Ph.D. International Business, UTEP, Successfully defended in April 2014. Dr. Yang is a Lecturer of Marketing in the College of Business Administration at Zhejiang Gongshang University in Hangzhou China.

Cynthia Cordoba (Co-Chair), MBA, Universidad Autónoma de Ciudad Juárez, 2014.

### *Dissertation Committee Member:*

Mirsolava Barua, Ph.D. in Electrical and Computer Engineering, Proposal defended 2021  
Jing Chen, PhD. Marketing, UTEP, Graduated 2019.

Gabriel Frieze, Ph.D. Health Psychology, UTEP, Graduated 2018.

Al-Riyami Said, Ph.D. International Business, UTEP, Graduated 2014.

Jose A. Cabriaes, Ph.D. Psychology, UTEP, Graduated 2014.

Maria E. Barua, Ph.D. International Business, UTEP, Graduated 2013.

### *Master's Thesis Committee Member:*

Steven Mueller, M.A. Psychology, UTEP. Graduated 2017.

Francisco Salgado, MSc. Psychology, UTEP. Graduated 2011.

## **SERVICE**

### **Service to the field**

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Editorial Review Board, Journal of International Marketing (JIM)

Editorial Review Board, European Journal of Marketing (EJM)

EJM Recognition as Outstanding Reviewer 2013, 2015

Ad hoc reviewer, Journal of Interactive Marketing

Ad hoc reviewer, Journal of International Marketing

Ad hoc reviewer, Journal of Business Research

Ad hoc reviewer, AMA conferences, PDMA

Session Chair, Academy of Marketing Science Conference 2014.

### **Service to the University**

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Chair, Teaching Effectiveness and Development Committee, Faculty Senate, 2020-2023

Faculty Advisor, UTEP Survey Software Implementation, 2020

Dean Search Committee, February 2018 – August 2018

Faculty Senate Representative, College of Business, September 2014 – September 2016.

Fellow, CETaL Council of Fellows Committee, September 2015 – 2018

Faculty Senate Representative for the College of Business, September 2014 – 2016.

Panelist, The Importance of Mentoring, Graduate School, and the Center for Faculty Leadership and Development, April 27, 2017.



Presenter, The Dissertation Defense Workshop, Graduate School, March 30, 2017.  
Faculty Advisor, UTEP Centennial Student Awareness Team, 2013 – 2014.  
Faculty Advisor, University Bookstore Business Committee, 2012 – 2013.  
Faculty Scholar, UTEP 21<sup>st</sup> Century Scholar Program, February 11, 2015.  
Faculty Scholar, UTEP 21<sup>st</sup> Century Scholar Program, February 19, 2014.  
Faculty Advisor, University Committee for Survey Tool Selection, 2011.

### **Service to the College**

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Member, MBA Policy Committee, 2018 - 2023  
Member, College Journal Evaluation Committee, 2021 - 2022  
Member, College Undergraduate Degree Requirement Compliance Committee, 2021-22  
Associate Dean for Academic Affairs, 2019  
Member, Workload Policy Committee, 2018  
Member, Research Resource Committee, 2018- 2020  
Member, Ph.D. Policy Committee, 2015- 2018  
Member, COBA Undergraduate Curriculum Committee, 2013 – 2019  
Faculty Advisor, SGA-CoBA StratX Simulation Competition, November 12, 2016.  
Faculty Advisor, COBA Undergraduate Lab Course Design Committee, 2014 – 2015.  
Faculty Advisor, MBA Corporate Engagement Market Research (Coca-Cola), Fall 2012.  
Member, Big Data/Hispanic Marketing Center Committee, 2012.

### **Service to the Marketing and Management Department**

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Chair, Assurance of Learning Committee – Marketing, 2020-2023  
Member, Doctoral Program Committee – Marketing & Management, 2021-2023  
Coordinator, Department Class Schedule, Marketing, 2021-2023  
Faculty Teaching Mentor for Doctoral Students, Fall 2012 – Present.  
Faculty Research Mentor for Doctoral Students, 2010 – Present.  
Member, Ph.D. Student Evaluation Committee, 2009-Present.  
Chair, Faculty Search Committee for Tenure-track position, 2020  
Chair, Faculty Search Committee for Visiting position, 2020  
Chair, Promotion and Tenure Committee, 2020  
Coordinator, Ph.D. Program - Marketing, 2015 - 2018  
Chair, Search Committee Marketing Faculty Recruitment, 2015 – 2016  
Co-Chair, Search Committee Marketing Faculty Recruitment, 2015 - 2016  
Member, Ph.D. Student Selection, 2009 – 2015.  
Member, Faculty Search Committee, 2009 – 2015.  
Faculty Advisor, American Marketing Association UTEP Chapter, 2013 – 2014.  
Member, MBA Course Development Committee, 2012.  
Member, Marketing Curriculum Committee, Department of Marketing, 2011-2012.

### **Professional Affiliations**

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Member, American Marketing Association.  
Member, Marketing Ethnic Faculty Association  
Member, Association for Consumer Research.  
Member, Academy of Marketing Science.  
Member, Comunidad de Ex-becarios CONACYT

## **HONORS AND AWARDS**

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- 2018 Teaching Excellence Award, Ph.D. in Business Administration, UTEP
- 2017 UTEP nominee for the UT System Outstanding Teaching Award
- 2016 Outstanding Research Award, Marketing and Management, UTEP
- 2016 Teaching Excellence Award, Marketing and Management, UTEP
- 2015 Literati Network Award for Excellence, Outstanding Reviewer, European Journal of Marketing
- 2015 Selected Fellow Member at The Center of Excellence in Teaching and Learning
- 2013 Excellence in Undergraduate Instruction Award, Marketing and Management
- 2013 Western Hemispheric Trade Research Professorship, UTEP
- 2013 Literati Network Award for Excellence, Outstanding Reviewer, European Journal of Marketing
- 2013 UTEP's Giraffe Award for Innovation in Teaching and Learning
- 2012 Awarded Funding for UTEP's Student Research Experience Program
- 2011 Outstanding Research Award, Marketing and Management, UTEP
- 2011 Journal of Service Research "Best Article" Award Finalist
- 2010 University Research Institute Award. UTEP
- 2008 AMA Sheth Foundation Doctoral Symposium Fellow
- 2005 Mercedier Cunningham Academic Excellence Scholarship
- 2005 Phi Beta Delta Honor Society Inductee
- 2004 President-Elect of the Student Association for Global Affairs
- 2001 Honors Award, Undergraduate Thesis, UAEM

## **Non-Academic Professional Experience**

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|-------------|-----------------------------|----------------------------|
| 2001 – 2003 | Global Management Solutions | Toluca, México.            |
|             | Position: Consultant        |                            |
| 2001        | Visaflor (Flower Exporter)  | Ixtapan de la Sal, México. |
|             | Position: Outlet manager    |                            |
| 1997-1999   | Sam's Club                  | Metepc, México.            |
|             | Position: Cash Office       |                            |