KEVIN PHILLIPPE GIANG BARRERA

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January 2026

ACADEMIC POSITIONS

2025 – Present	Assistant Professor Department of Marketing, Management & Supply Chain Woody L. Hunt College of Business, The University of Texas at El Paso
2025 – 2025	Marketing Instructor Department of Marketing J. Mack Robinson College of Business, Georgia State University

EDUCATION

2025	**Ph.D. Business Administration** *(Major: Marketing)* Georgia State University (GSU), USA
2019	**M.Sc. in Marketing** Georgia State University (GSU), USA
2018	**MBA in Enterprise Management** Fundação Getúlio Vargas (FGV), Brazil
2003	**B.Eng. in Mechanical Engineering** (*cum laude*) Universidad Nacional Experimental del Táchira (UNET), Venezuela

INDUSTRY POSITIONS

2014 – 2018	Senior Product Projects Specialist, General Motors do Brazil – São Caetano do Sul, Brazil
2008 – 2014	Product Engineering Supervisor, General Motors de Venezuela – Valencia, Venezuela
2007 – 2008	Product Engineer, General Motors de Venezuela – Valencia, Venezuela
2005 – 2007	Product Engineer, Ford Motor de Venezuela – Valencia, Venezuela
2004 – 2005	Supply Chain Analyst, Ford Motor de Venezuela – Valencia, Venezuela

RESEARCH INTERESTS

Marketing Strategy, Digital Marketing, Technology-Marketing Interface, Innovation, Customer Experience

TEACHING INTERESTS

Digital Marketing, Marketing Analytics, Social Media Intelligence, Marketing Research, Marketing Management

DISSERTATION BASED RESEARCH[1]

Topic: Essays on Customer Experience Management

Essay 1: **Understanding the Metaverse and its implications for Marketing and consumer experiences.**

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[1] Please refer Appendix for the Abstracts.

Overview: In this essay, I look at literature beyond the marketing frontiers to understand the evolution of the modern metaverse. I further integrate the marketing literature in virtual reality and augmented reality marketing with practitioners' views regarding the metaverse to propose a definition of the metaverse, an organizing framework, dimensions for designing consumer experiences in the metaverse, and implications for marketing practice and research.
Current Status: Published

> **Barrera, K. G.**, & Shah, D. (2023). Marketing in the Metaverse: Conceptual understanding, framework, and research agenda. *Journal of Business Research*, 155, 113420. https://bit.ly/3HMBnDH
> Amongst the topmost downloaded articles at the *Journal of Business Research*
> Winner of 2023 Winter AMA Conference Best Overall Research Paper Award
> Winner of 2023 Winter AMA Conference Best Paper in the Digital & Social Media Marketing Track
> Winner of Best Paper Award at the 6th International Conference of Marketing, Strategy, and Policy
> 590+ Google Scholar Citations

Essay 2: **Overcrowding, Dynamic Pricing and Mitigation of adverse Customer Experience (CX): Evidence from text mining and field studies.**

Overview: In this essay, I investigate how dynamic pricing strategies in hedonic services aim to manage overcrowding and enhance customer experience while balancing firm performance. It explores the unintended consequences of these strategies through textual analysis of online reviews and a 3-wave field study at a major U.S. attraction. Findings suggest that dynamic pricing alone does not effectively address crowding issues, advocating instead for integrated managerial planning and real-time mitigation strategies. The study proposes a managerial framework emphasizing transparent communication and consumer experience expectations management along with the implementation of CX-driven crowding mitigation tactics to optimize dual-goal dynamic pricing implementations in hedonic service settings.
Current Status: Received Revised and Resubmit
Targeted Publication: Journal of Marketing
       Finalist of 2024 AMS-Mary Kay Doctoral Dissertation Proposal Competition Award

SELECTED RESEARCH IN PROGRESS

Kevin Giang Barrera, and Denish Shah (1st round review at *Journal of Marketing*). "**Overcrowding, Dynamic Pricing and Mitigation of adverse Customer Experience (CX): Evidence from text mining and field studies.**"

Kevin Giang Barrera, Barbara Duffek and Denish Shah (*manuscript preparation*). "**Virtual Twinning in Marketing: Conceptual Framework and Implications**"

Kevin Giang Barrera, Barbara Duffek and Denish Shah (*data collection*). "**The Emergence of Autonomous Customer Relationships. A theories-in-use perspective.**"

Kevin Giang Barrera, Shivam Agarwal, Anabella Donnadieu, and Alberto Lopez (*data collection*). "**Effective AI Service Recovery Experiences: An Experiential Framework for Healing Service Failures with AI Chatbots**"

Anabella Donnadieu, Alberto Lopez, and **Kevin Giang Barrera** (*manuscript preparation*). "**Contagion Experiences and Consumer Behavior: A Systematic Literature Review, Organizing Framework, and Research Agenda**"

AWARDS AND HONORS

RESEARCH RELATED AWARDS:
- 2025 John A. Howard/AMA Doctoral Dissertation Award competition, *Honorable Mention*, 2025.

- 2024 AMA SERVSIG | Arizona State University's Center for Services Leadership Liam Glynn Travel Scholarship *Recipient*, 2024
- 2024 AMS-Mary Kay Doctoral Dissertation Proposal Competition, *Finalist*, 2024
- GSU University-wide Internal Grant ($2,000) *Recipient*, 2023
- AMA Winter Academic Conference *Best Paper in Conference Winner*, 2023
- AMA Winter Academic Conference *Best Paper in Digital & Social Media Marketing Track Winner*, 2023
- Marketing, Strategy, and Policy (MSP) Conference *Best Paper in Conference Winner*, 2022
- The GSU's Alumni Association Graduate Student *Scholarship*, Fall 2019

TEACHING RELATED AWARDS:
- 2024 GTA Teaching Excellence Award, *Recipient* 2024 (Business school-wide award)
- *Outstanding Teaching Performance* (MGT3100 CRN89190), Fall 2018

CONSORTIUM FELLOWSHIPS & NOMINATIONS:
- 30th AMA SERVISIG Doctoral Consortium *Fellow*, 2024
- 2024 AMS Doctoral Consortium *Fellow*, 2024
- AMA-Sheth Foundation Doctoral Consortium *Fellow*, 2023
- J. of Product and Innovation Management (*JPIM*) *Reviewer Development Program Fellow*, 2022
- Product Development Management Association (PDMA) Doctoral Consortium *Fellow*, 2022
- Marketing Strategy Consortium *Fellow*, 2022, 2023
- Society for Marketing Advances Doctoral Consortium *Fellow*, 2021
- AIM-AMA-Sheth Foundation Doctoral Consortium *Fellow*, 2020, 2021, 2022

TEACHING EXPERIENCE: INSTRUCTOR

Generative AI Applications in Marketing
| Summer 2025 | *Rating:* 5.0/5 | *Modality:* Face-to-Face | | *Level:* Undergraduate |

Social Media Intelligence
| Spring 2025 | *Rating:* 4.5/5 | *Modality:* Hybrid | | *Level:* Graduate M.Sc./MBA |
| Spring 2024 | *Rating:* 4.7/5 | *Modality:* Hybrid | | *Level:* Graduate M.Sc./MBA |

Marketing Research
Fall 2025	*Rating:* TBD/5	*Modality:* Face-to-Face		*Level:* Undergraduate
	Rating: TBD/5	*Modality:* Face-to-Face		*Level:* Undergraduate
Spring 2025	*Rating:* 4.1/5	*Modality:* Asynchronous Online	*Level:* Undergraduate
Fall 2024	*Rating:* 4.8/5	*Modality:* Asynchronous Online	*Level:* Undergraduate
	Rating: 4.4/5	*Modality:* Asynchronous Online	*Level:* Undergraduate
Spring 2024	*Rating:* 4.2/5	*Modality:* Asynchronous Online	*Level:* Undergraduate
Fall 2023	*Rating:* 4.0/5	*Modality:* Asynchronous Online	*Level:* Undergraduate
	Rating: 4.9/5	*Modality:* Face-to-Face		*Level:* Undergraduate
Spring 2023	*Rating:* 4.8/5	*Modality:* Face-to-Face		*Level:* Undergraduate
Fall 2022	*Rating:* 4.8/5	*Modality:* Face-to-Face		*Level:* Undergraduate

TEACHING EXPERIENCE: TEACHING ASSISTANT | GUEST LECTURER

MK8706: Social Media Intelligence
| Spring 2023 | *Graduate TA & Guest Lecturer | Level:* Graduate M.Sc./MBA |

MK8700: Digital and Social Media Marketing
| Spring 2023 | *Graduate TA & Guest Lecturer in Metaverse Marketing | Level:* Graduate M.Sc./MBA |
| Spring 2022 | *Graduate TA & Guest Lecturer in Social Media Intelligence | Level:* Graduate M.Sc./MBA |

EMBA8010: Strategic Digital Transformation
| Spring 2022 | *Graduate TA | Level:* Graduate Exec. MBA |

MK3010: S Marketing Management
Summer 2021   *Graduate TA | Level:* Undergraduate

MGT3100: Business Analysis
Fall 2018   *Graduate TA | Level:* Undergraduate | *Rating*: 4.6/5
                    Awarded *Outstanding Teaching Performance*

OTHER PUBLICATIONS & RESEARCH

Lothia, R., **Barrera, K. G.**, Fendler, R. and Crowther, K. (2024). Navigating Pedagogical Transitions: Perceptions of Teaching Effectiveness in the Era of Emergency Remote Teaching during COVID-19. *Advances in Online Education* (*Published*)

Tatara, J.H. and **Barrera, K**. (2020), "Bit by Bit, Step By Step: Why and When Consumers Need to See It to Believe It in Change Advertisements". *Journal of Marketing Research Scholarly Insights*. Available at: https://bit.ly/3HIaHUC

Umair Usman and **Kevin Giang Barrera**, "Virtual Transgenderism: How Gender Bending Influences Consumers' Choices in the Metaverse." (*project ideation*)

PRESENTATIONS & TALKS
- Workshop in Metaverse Marketing and AI | GSU AMA Chapter, April 2025 (USA)
- Workshop in Social Media Intelligence | GSU AMA Chapter, November 2024 (USA)
- Frontiers in Service Conference, June 2024 – Amelia Island, FL (USA)
- Academy of Marketing Science Annual Conference, May 2024 – Coral Gables, FL (USA)
- Theory + Practice in Marketing Conference, May 2024 – Austin, TX (USA)
- AMA Winter Academic Conference, February 2024 – St. Petersburg, FL (USA)
- Invited talk in Research Seminar at FGV | EAESP, May 2023 (Brazil)
- Cumbre del Marketing: Monetiza tu Conocimiento, April 2023 (Venezuela)
- AMA Winter Academic Conference, February 2023 – Nashville, TN (USA)
- Marketing, Strategy, and Policy (MSP) Conference, November 2022 (Online)
- Inter-University Research Symposium, Clemson University, February 2022 – Clemson, SC (USA)

DOCTORAL CONSORTIUMS & ACADEMIC CONFERENCES
- Winter AMA Conference, 2025
- Inter-University Research Symposium, Clemson University Fellow, February 2025.
- AMA Summer Conference, 2024
- Frontiers in Service Conference, 2024
- Academy of Marketing Science Annual Conference, 2024
- Theory + Practice in Marketing Conference, 2024
- AMA Winter Academic Conference, 2024
- Inter-University Research Symposium, Clemson University Fellow, February 2024.
- AMA Winter Academic Conference, 2023
- Inter-University Research Symposium, Clemson University Fellow, February 2023.
- Marketing, Strategy, and Policy (MSP) Conference, 2022
- AMA Summer Conference, 2022
- PDMA Doctoral Consortium Fellow, 2022
- Marketing Strategy Consortium Fellow, 2022
- 10th AIM-AMA Sheth Foundation Doctoral Consortium Fellow, 2022
- Inter-University Research Symposium, Clemson University Fellow, February 2022.
- Winter AMA Conference, 2022
- Society for Marketing Advances Doctoral Consortium Fellow, 2021
- 9th AIM-AMA Sheth Foundation Doctoral Consortium Fellow, 2021

- AIML and Business Analytics Conference, 2021
- 8th AIM-AMA Sheth Foundation Doctoral Consortium Fellow, 2020
- Conference on Metrics and Analytics in Retailing, Journal of Retailing, 2019

PROFESSIONAL SERVICE

Academic Organizations Service
- Vice-Chair of Special Events Marketing for Higher Education SIG, 2023-2024 (*active*)
- Immediate Past Chair, AMA Doctoral Student Special Interest Group (DocSIG), 2023-2024
- Chair, AMA Doctoral Student Special Interest Group (DocSIG), 2022-2023
- Chair-Elect, AMA Doctoral Student Special Interest Group (DocSIG), 2021-2022
- Vice-Chair of Online Engagement AMA Doctoral Student Special Interest Group (DocSIG), 2020-2021

Ad-Hoc Reviewer
- *J. of Consumer Behaviour, J. of Product Innovation Management, J. of Business Research, California Management Review*

Academic Conference Reviewer
Summer AMA Conference, 2023, 2025 | Winter AMA Conference, 2023, 2024, 2026 | Academy of International Business (AIB) Conference, 2022 | Academy of Marketing Science (AMS) Conference, 2022, 2024

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA), Society for Marketing Advances (SMA), Academy of Marketing Science (AMS), Beta Gamma Sigma (BGS)

PUBLICATION ABSTRACTS

Barrera, K. G., & Shah, D. (2023). **Marketing in the Metaverse: Conceptual understanding, framework, and research agenda**. *Journal of Business Research*, 155, 113420.

A hyper-connected digital universe referred to as the 'metaverse' bears the promise of fundamentally changing how consumers, brands, and firms will transact and interact in a seamlessly interconnected space of virtual realities. The potential of the metaverse is being accelerated by the increasing tendency of (i) consumers engaging and transacting in virtual spaces and (ii) firms investing millions of dollars in developing metaverse-related technologies. However, given the rapid evolution, there is a lack of clear understanding of the current scope of the metaverse and the consequent implications for marketing practice and research. This study integrates the findings from an extensive literature review of multiple disciplines and expert viewpoints of industry leaders to propose a definition and an organizing framework for the emergent metaverse. Subsequently, the authors discuss how metaverse-induced changes contribute to novel implications for marketing practice and propose a research agenda to guide future academic studies and marketing initiatives.

Lothia, R., **Barrera, K. G.**, Fendler, R. and Crowther, K. (2024). **Navigating Pedagogical Transitions: Perceptions of Teaching Effectiveness in the Era of Emergency Remote Teaching during COVID-19**. *Advances in Online Education: A Peer-Reviewed Journal,* 3(2), 134-151.

In the aftermath of the global COVID-19 epidemic, the educational sector experienced an unprecedented transition to emergency remote teaching (ERT). Scholars have extensively examined the factors impacting teaching and learning during this phase. However, a significant research gap exists concerning the influence of these factors on teaching effectiveness. Using survey data from 466 instructors at a large Southeastern U.S. university, this study scrutinizes the relationships between various instructor, instructional, and institutional factors and educators' perceptions of their teaching effectiveness both before and after the ERT shift. Key questions posed include the circumstances under which instructor and instructional elements moderate the effect of institutional support factors on teaching effectiveness perceptions. Robust multiple regression analysis reveals instructor preparedness and number of resources used positively predicted effectiveness ratings, while reducing planned assessments negatively predicted effectiveness. Synchronous instruction and adequate preparation time also showed positive marginal effects. Notable moderating effects suggest offering resources and training benefits unprepared instructors, retaining assessment plans amplifies the impact of preparation time, and peer assistance negatively interacts with greater resource use. These findings provide theoretical and practical implications to inform institutional strategies for supporting instructor teaching effectiveness during abrupt pedagogical transitions.