

# NATALIE ROSS ADKINS, PH.D.

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## CURRICULUM VITA

### OFFICE

316 Aliber Hall  
Zimpleman College of Business  
Drake University  
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Des Moines, IA 50311  
(515) 271-1983  
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### RESIDENCE

15716 Burdette Street  
Omaha, NE 68116  
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@MKTGdrA



natalierossadkins

### Education

**Virginia Tech**, Blacksburg, VA  
R.B. Pamplin College of Business

Ph.D., Marketing  
Minor—Sociology, Social Psychology  
December 2001

#### Ph.D. Dissertation Research

*Illiterate Consumers in a Literate Marketplace: Exploring Consumer Literacy & Its Impact*

*Chair:* Julie L. Ozanne

*Awards:* Association of Consumer Research/Sheth Foundation Dissertation Proposal Competition,  
2000 Public Purpose track Co-Winner  
Society for Consumer Psychology/Sheth Foundation Dissertation Proposal Competition, 2000  
Runner-up

**2006 Robert Ferber Award from the *Journal of Consumer Research***

**West Virginia University**, Morgantown, WV  
John Chambers College of Business & Economics

B.S. Business Admin., Marketing  
May 1990

### ACADEMIC EXPERIENCE

**Drake University**, Des Moines, IA  
Zimpleman College of Business

*Associate Professor of Marketing* (May 2012-present)  
Tenured and promoted May 2012  
*Assistant Professor of Marketing* (Aug. 2009-May 2012)

**Creighton University**, Omaha, NE  
Heider College of Business

*Assistant Professor of Marketing* (Aug. 2000-June 2009)

**Virginia Tech**, Blacksburg, VA  
R.B. Pamplin College of Business

*Graduate Instructor of Marketing* (S1996, S1998, S1999;  
Fall 1999)  
*Research Assistant* (1995-1999)

### RESEARCH

**Research for Social Impact Award-2023** Zimpleman College of Business Drake University

Transformative Consumer Behavior Research

- Macromarketing, social marketing and public policy issues of marketing to vulnerable populations and the development of consumer identity
- Consumer literacy across service domains including retail, healthcare, finances, and politics
- Impact of the stigmatization process on consumers' identity and behaviors and associated responses from various marketplace actors

Source: Google Scholar, accessed August 1, 2023

	All	Since 2018
Citations	1,249	612
h-Index	11	11
i10-Index	12	11

## GUEST EDITORSHIP

Special Issue of the *Journal of Consumer Marketing*: "Health and the Marketplace," Guest Editors: Ann Mirabito, Jane Machin, Beth Crosby, **Natalie Ross Adkins**, and Justine Rapp Farrell. 2022, Vol. 39, no. 6.

## PEER-REVIEWED JOURNAL ARTICLES

Crosby, Elizabeth, Kim McKeage, Terri Rittenburg, and **Natalie Ross Adkins**, "Amplifying Marginalised Consumers' Voices: A Case for Trauma-Informed Qualitative Methodologies," *International Journal of Market Research*, 65 (2-3) (March/May), 320-339. <https://doi.org/10.1177/14707853221139576>

Machin, Jane E., **Natalie Ross Adkins**, Christina Chan-Park, Elizabeth Crosby, Justine Rapp Farrell, and Ann M. Mirabito (2022), "Taming Complex Problems Using the Problem-Solution-Impact (PSI) Research Model," *Journal of Consumer Affairs*, 56 (3), 1178-1219. <https://doi.org/10.1111/joca.12469>

Mirabito, Ann, Jane E. Machin, **Natalie Ross Adkins**, Elizabeth Crosby, and Justine Rapp Farrell (2022), "Mental Health and the Marketplace: A Research Agenda," *Journal of Consumer Marketing*, 39 (6), 565-568. <https://doi.org/10.1108/JCM-09-2022-056>

Machin, Jane E., Teri Brister, Robert Bossarte, Jenna Drenten, Ronald Paul Hill, Deborah Holland, Maria Martik, Mark Mulder, Madhubalan Viswanathan, Marie Yeh, Ann Mirabito, Justine Rapp Farrell, Elizabeth Crosby and **Natalie Ross Adkins** (2022) "Conversations about Conducting Marketing Research in Mental Health," *Journal of Consumer Marketing*, 39 (6). <https://doi.org/10.1108/JCM-02-2022-5212>

Machin, Jane E., Ann Mirabito, **Natalie Ross Adkins**, Elizabeth Crosby, and Justine Rapp Farrell (2019), "Coping with Stress in Real Estate," *Keller Center Research Report*, 12 (2). Available at: <https://www.baylor.edu/business/kellercenter/index.php?id=961767> [Trade publication]

Machin, Jane E., **Natalie Ross Adkins**, Elizabeth Crosby, Justine Rapp Farrell, and Ann Mirabito (2019), "The marketplace, mental well-being, and me: Exploring self-efficacy, self-esteem, and self-compassion in consumer coping," *Journal of Business Research*, 100 (July), 410-420, available online 19 December 2018.

Pryor, Susie and **Natalie Ross Adkins** (2019), "Collisions: Negotiating tensions in a shared marketplace," *International Journal of Nonprofit and Voluntary Sector Marketing*, 24 (2), p.e1632-n/a. <https://doi.org/10.1002/nvsm.1632>

Machin, Jane E., Ann Mirabito, and **Natalie Ross Adkins** (2016), "The Stigma Turbine: (De)Stigmatization in the Real Estate Market," *Keller Center Research Report*, 9 (4). Available at: <https://www.baylor.edu/business/kellercenter/index.php?id=940912> [Trade publication]

Mirabito, Ann M., Cele C. Otnes, Elizabeth Crosby, David B. Wooten, Jane E. Machin, Chris Pullig, **Natalie Ross Adkins**, Susan Dunnett, Kathy Hamilton, Kevin D. Thomas, Marie A. Yeh, Cassandra Davis, Johanna F. Gollhofer, Aditi Grover, Jess Matias, Natalie A. Mitchell, Edna G. Ndichu, Nada Sayarh, and Sunaina Velagaleti (2016), "The Stigma Turbine: A Theoretical Framework for Conceptualizing and Contextualizing Marketplace Stigma," *Journal of Public Policy and Marketing*, 35 (2), 170-184.

Demangeot, Catherine, **Natalie Ross Adkins**, Rene Dentiste Mueller, Geraldine Rosa Henderson, Nakeisha S. Ferguson, James M. Mandiberg, Abhijit Roy, Guillaume D. Johnson, Eva Kipnis, Chris Pullig, Amanda J. Broderick, Miguel Angel Zúñiga (2013), "Towards Intercultural Competency in Multicultural Marketplaces," *Journal of Public Policy and Marketing*, Special issue on Marketplace Diversity & Inclusion (32), 156-64.

- Kipnis, Eva, Amanda J. Broderick, Catherine Demangeot, **Natalie Ross Adkins**, Nakeisha S. Ferguson, Geraldine Rosa Henderson, Guillaume Johnson, James M. Mandiberg, Rene Dentiste Mueller, Chris Pullig, Abhjit Roy, Miguel Angel Zúñiga (2013), "Branding Beyond Prejudice: Cultural Branding and Consumer Well-being in Multicultural Marketplaces," *Journal of Business Research*, 66 (8), 1186-94.
- Broderick, Amanda J., Catherine Demangeot, **Natalie Ross Adkins**, Nakeisha S. Ferguson, Geraldine Rosa Henderson, Guillaume Johnson, Eva Kipnis, James M. Mandiberg, Rene Dentiste Mueller, Chris Pullig, Abhjit Roy, and Miguel Angel Zúñiga, (2011), "Consumer Empowerment in Multicultural Marketplaces: Navigating Multicultural Identities to Reduce Consumer Vulnerability," *Journal of Research for Consumers*, available online at: [http://jrconsumers.com/Academic\\_Articles/issue\\_19/](http://jrconsumers.com/Academic_Articles/issue_19/)
- Broderick, Amanda J., Catherine Demangeot, Eva Kipnis, Miguel Zúñiga, Abhjit Roy, Chris Pullig, Rene Dentiste Mueller, James Mandiberg, Guillaume Johnson, Geraldine Rosa Henderson, Nakeisha Ferguson and **Natalie Ross Adkins** (2011), "No harm done? Culture-based branding and its impact on consumer vulnerability: A research agenda," *Social Business*, 1 (3) 263-280.
- Adkins, Natalie Ross** and Haeran Jae (2010), "Marketplace Vulnerability of Limited English Proficient Consumers: Opportunities to Increase Knowledge in Macromarketing," *Journal of Macromarketing*, 31, 1 (March), 93-104.
- Adkins, Natalie Ross** and Canan Corus (2009), "Health Literacy for Improved Health Outcomes: Effective Capital in the Marketplace" *Journal of Consumer Affairs*, 43 (Summer), 199-222.
- Adkins, Natalie Ross** and Julie L. Ozanne (2005), "Critical Consumer Education: Empowering the Low-Literate Consumer," *Journal of Macromarketing*, 25, 2(December), 153-162.
- Ozanne, Julie L., **Natalie Ross Adkins**, and Jennifer A. Sandlin (2005), "Shopping [for] Power: How Adult Literacy Learners Negotiate the Marketplace," *Adult Education Quarterly*, 55, 4 (August), 251-268.
- Adkins, Natalie Ross** and Julie L. Ozanne (2005), "The Low Literate Consumer," *Journal of Consumer Research*, 32 (June), 93-105. [WINNER-2006 Robert Ferber Award \(citations as of October 2022: 483\)](#).

### RESEARCH IN PROGRESS

- Machin, Jane E., **Natalie Ross Adkins**, Ann M. Mirabito, Elizabeth Crosby, Daniela Alcoforado, Aušra Rūtelionė, Elaine Holt, Josephine Go Jeffries, and Rita Markauskaite, "From Surviving to Thriving: Conceptualizing Consumer Well-Being."
- Machin, Jane E., Justine Rapp Farrell, Ann M. Mirabito, Christina Chan-Park, **Natalie Ross Adkins**, Elizabeth Crosby, and Jenna Drenten, "Mental Disorders and Marketing: A 50-Year Scoping Review."
- Mirabito, Ann M., **Natalie Ross Adkins**, Jane E. Machin, Elizabeth Crosby, and Justine Rapp Farrell, "Navigating the Customer Journey While Blindfolded and Handcuffed," to be submitted to *Journal of Marketing* (A\*).

### REFEREED/PEER-REVIEWED/INVITED PRESENTATIONS & PROCEEDINGS

- "From Surviving to Thriving: Conceptualizing and Measuring Consumer Well-Being," 2023 Transformative Consumer Research Dialogical Conference (June 18-20, 2023), Royal Holloway University of London, England UK with Jane E. Machin, Jane E., Ann M. Mirabito, Elizabeth Crosby, Daniela Alcoforado, Aušra Rūtelionė, Elaine Holt, Josephine Go Jeffries, and Rita Markauskaite,
- "Mental Illness and Marketing: A 50Year Scoping Review," (2023) with Jane E. Machin, Justine Rapp Farrell, Ann Mirabito, Christina Chan-Park, Elizabeth Crosby, and Jenna Drenten, *Proceedings of the 2023 Marketing and Public Policy Conference—Policy and Change: The Role of Marketing and Public Policy in Securing a Sustainable Future*, eds. Beth Vallen and Jeremy Kees, (Arlington, VA), 33, 94-97.

- "Marketing and Mental Illness: A 50 Year Scoping Review," 6<sup>th</sup> International Conference of Marketing, Strategy & Policy (2022), online, synchronous. November 9-11 with Jane E. Machin, Ann M. Mirabito, Justine Rapp Farrell, Christina Chan-Park, Jenna Drenten, and Elizabeth Crosby **BEST IMPACT AWARD**
- "Answering the Call: Conducting Research on Mental Health, Public Policy, and the Market," panel discussion, 2022 Marketing and Public Policy Conference (Austin, TX in-person, June) with Jane E. Machin, Ann M. Mirabito, Elizabeth Crosby, and Kate Pounders
- "Self-Compassion Bests Self-Esteem and Self-Efficacy in Mental Well-Being," The Wellness and Well-Being Summit (available at: <https://app.knowmia.com/ECRU>). (Virtual, recorded April 2022) with Jane E. Machin, Ann M. Mirabito, Elizabeth Crosby, and Justine Rapp Farrell
- "From Surviving to Thriving: A Conceptual Introduction to Mental Well-Being (MWB)," Association for Marketing and Healthcare Research, Park City, Utah. (March 7, 2022) with Jane E. Machin, Ann M. Mirabito, and Elizabeth Crosby
- "Mental Health and Stigma," ACR-TCR Seminar Series, Transformative Consumer Research. (via Zoom January 25, 2022) with Jane E Machin, Ann M. Mirabito, Elizabeth Crosby, Justine Rapp Farrell, and Megan McGee
- "Mental Health Matters: Crafting a Research Agenda," Association for Consumer Research North American Conference (Online) (October 29, 2021) with Jane E Machin, Ann M. Mirabito, Elizabeth Crosby, and Justine Rapp Farrell
- "Mental Health Matters: Making Mental Well-Being a Marketing Research Priority," Association for Consumer Research North American Conference (Online) (October 8, 2021) with Jane E Machin, Ann M. Mirabito, Elizabeth Crosby, and Justine Rapp Farrell
- "Design Thinking: Walking in Stigmatized Shoes," Transformative Consumer Research, University of Virginia (Online) (June 28, 2021) with Jane E. Machin, Ann M. Mirabito, and Elizabeth Crosby
- "Buyers' Quest for Mental Health Care," 2021 Marketing & Public Policy, American Marketing Association (June 24, 2021) with Jane E. Machin, Ann M. Mirabito, Justine R. Farrell and Elizabeth Crosby
- "Doing Research on Transformative Consumer Behavior: Mental Health and Marketing," Villanova University Marketing Graduate Program, Villanova, PA (May 5, 2021) with Jane E. Machin
- "Mental Health Consumer Journey," Society for Consumer Psychology, (Online) (March 4, 2021) with Jane E. Machin, Ann M. Mirabito, Justine R. Farrell and Elizabeth Crosby
- "Walking in Stigmatized Shoes," 2020 Marketing and Public Policy, American Marketing Association, Los Angeles, CA (Online) (June 2020) with Jane E. Machin, Ann M. Mirabito, and Elizabeth Crosby
- "Stepping in Stigmatized Shoes: Developing Empathy through Design Thinking," Transformative Consumer Research, Association for Consumer Research, Jacksonville, FL., (May 2019) with Jane E. Machin, Ann M. Mirabito, and Elizabeth Crosby
- "Consumer's Self-Concept Goals Influence Their Ability to Manage Stress," Association for Marketing & Health Care Research (AMHCR) 2019 Annual Conference, Jackson Hole, WY (February 2019) with Jane E. Machin, Ann M. Mirabito, Elizabeth Crosby, and Justine Rapp Farrell. Winner, **Best Paper Award**
- "Marketplace, Mental Illness, and Me: Exploring Self-Esteem, Self-Compassion, and Self-Efficacy in Consumer Well-being," 2018 Marketing and Public Policy, American Marketing Association, Columbus, OH (June 2018) with Jane E. Machin, Ann M. Mirabito, Elizabeth Crosby, and Justine Rapp Farrell
- "Exploring their Stories: The Role and Impact of Narratives in the Stigmatization Process," Transformative Consumer Research, Association for Consumer Research, Cornell University, Ithaca, NY (June 2017) with Ann M. Mirabito, Jane E. Machin, Elizabeth Crosby, and Justine Rapp Farrell

- “The Stigma Turbine: Generating Policy Prescriptions for (De)Stigmatization in the Marketplace,” 2016 Marketing and Public Policy, American Marketing Association, San Luis Obispo, CA (June 2016) with Jane E. Machin, Ann M. Mirabito, Cele C. Otnes, Elizabeth Crosby, David B. Wooten, Chris Pullig, Kevin D. Thomas, Marie A. Yeh, Cassandra Davis, Susan Dunnett, Johanna F. Gollnhofer, Aditi Grover, Kathy Hamilton, Jess Matias, Natalie A. Mitchell, Edna G. Ndichu, Nada Sayarh, and Sunaina Velagaleti
- “Exploring the Political Literacy of Low Literate Consumers,” 2009 Marketing & Public Policy, American Marketing Association, Washington, DC (May 2009) with Randall E. Adkins
- “Consumer Characteristics as Embodied Stigmata,” 2008 Winter Educator’s Conference, American Marketing Association, Austin, TX (February)
- “Collisions: People’s Spaces & Business Places,” Association for Consumer Research North American Conference, Orlando, FL (September 2006) with L. Susie Pryor
- “Low Literate Consumers Perception of Stigma Impacts Success in Navigating the Marketplace” Association for Consumer Research North American Conference, Orlando, FL (September 2006) with Julie L. Ozanne [2006 Ferber Award Presentation.](#)
- “Improving Consumer Well-Being in the Healthcare Industry: Patients with Literacy Difficulties” 2006 Marketing & Public Policy, American Marketing Association, Long Beach, CA (June 2006)
- “The Co-Creation of Health Literacy by Pharmacists and Low Literate Consumers,” 2006 Marketing and Public Policy, American Marketing Association, Long Beach, CA (June 2006) with Julie L. Ozanne, Canan Corus, and Bige Saaticioglu
- “The Social Construction of Consumer Literacy: An Empirical Examination of Consumer Empowerment among Adult Literacy Learners,” Proceedings of the 2005 Adult Education Research Conference with Julie L. Ozanne and Jennifer A. Sandlin
- “The Low Literate Consumer in the Pharmacy,” 2004 Marketing and Public Policy, American Marketing Association, Salt Lake City, UT (May 2004) with Nichole Nardon and Julie L. Ozanne,
- “Exploring Student Perceptions of Learning through the Use of a National Competition in the Classroom,” 2004 Winter Educator’s Conference, American Marketing Association, Tucson, AZ (February 2004).
- “Political Advertising in an Era of Reform: What effect will the McCain-Feingold campaign finance law have on television advertising?” 2003 Marketing and Public Policy, American Marketing Association, Washington, DC (Poster presentation) (May 2003) with Randall E. Adkins
- “Between Functional Literacy and Consumer Literacy,” Association for Consumer Research North American Conference, Montreal, Quebec, Canada (October 2-4, 1998) with Julie L. Ozanne
- “The Effects of Gender and Acquaintanceship on Intimate Self-Disclosures in Focus Groups,” Association for Consumer Research North American Conference, Montreal, Quebec, Canada (October 2-4, 1998) with Edward F. Fern, Terry Bristol, and Carter Mandrik
- “Searching for the Vulnerable Consumer: A Review of Previous Research and a Roadmap for Future Study,” 1998 Marketing and Public Policy, American Marketing Association, Washington, DC (June 1998).
- “Johnny’s Mom Can’t Read: The Stigma of Low Literacy in the Marketplace,” 1997 Marketing and Public Policy, American Marketing Association, Boston, MA (May 1997) with Julie L. Ozanne

## TEACHING

### INTERESTS & EXPERTISE

- Marketing, Public Policy, and Society
  - First Year Seminar: *Money or Mission? Why You Don't have to Choose*, Fall 2023
- Direct and Interactive Marketing (*including: CRM, B2B, e-commerce and social media*)
- Marketing Principles
- Consumer and Market Behavior
- Services Marketing

### ACTIVE & SERVICE LEARNING PROJECT CLIENTS

#### Direct & Interactive Marketing, 2019-2023\*

Students demonstrated their understanding of and ability to apply basic principles of direct and interactive marketing through the development of an integrated direct marketing campaign proposal for various entities on the Drake University campus.

Fall 2019 Spring 2020 Fall 2020	<b>Zimpleman College of Business</b>	Yield Campaign
Spring 2022	<b>Zimpleman College of Business OLLI (Osher Lifelong Learning Institute)</b>	Melt Campaign Membership Campaign
Fall 2022 Spring 2023	<b>OLLI Drake University Alumni &amp; Development</b>	Membership Campaign Engagement of Young Alumni Campaign

\*Course was not offered in 2021 due to faculty sabbatical

#### Financial Services Marketing, 2016-2018

Mentored teams of six, junior-level marketing majors through the creation and development of a marketing strategy in response to **Principal Financial Group's** Voice of the Young Consumer University Partnership challenge each Spring semester. Student teams presented their recommendations to a panel of judges from Principal Financial Group and competed against students from The University of Iowa, Iowa State University, University of Northern Iowa, Grandview University, and Graceland University.

- 2016-first place
- 2017 first place
- 2018 finalist

#### Service Learning in Uganda, 2014

Guided a team of students in the creation of a direct marketing effort to raise additional funds for the Kikandwa, Kasawo, Uganda Medical Clinic.

#### Field Applications in Marketing, 2012

Students consulted with **Spinrite LP** (leading manufacturer of yarn in hobby & craft industry) on a marketing research project addressing the organization's goals and objectives. Emphasis on developing an understanding of qualitative marketing research methods and the practical use of both qualitative methods and the quantitative methods presented in earlier coursework. Students presented recommendations to Spinrite Marketing Manager and Director of Marketing.

#### Direct & Interactive Marketing (Drake University); Advertising & Promotions/IMC (Creighton Univ.)

##### **Marketing EDGE Collegiate ECHO National Competitions**

Collegiate ECHO Competition gives students the special opportunity to turn theory into practice. Using hands-on learning and real-world experience, students must combine their knowledge, research, and creativity to develop a



direct marketing assignment from the corporate sponsor, their client. Entrants judged by a panel of industry professionals to determine semi-finalists. Semi-finalist projects are judged by the client's Chief Marketing Officer and representatives. Three awards are given annually at the undergraduate level. Clients have included **Facebook** (2016), **Domino's** (2014)—*2 national Honorable Mention Awards for Marketing Research and Creative Execution*; **Delia's** (2013), **SkyMall** (2012)—*2 national semi-finalists, national Honorable Mention for Smartest Budgeting & ROI*; **charity:water** (2011); **Microsoft Bing** (2010)—*National Silver (2<sup>nd</sup>) Award Winner, national Honorable Mention for Media Planning*; **Pitney Bowes** (2008)—*National Bronze (3<sup>rd</sup>) Award Winner, national Honorable Mention for Best Creative Execution*; **Little & Co.** (2007); **US Postal Service** (2006)—*3 national semi-finalists*; **ING Direct** (2005)—*National Silver (2<sup>nd</sup>) Award Winner, 9 national semi-finalists*; **Advanta** (2004)—*National Bronze (3<sup>rd</sup>) Award Winner, 4 national semi-finalists*; **Mazda, USA** (2003)—*3 national semi-finalists*

Marketing Management, 2001

**Alpha Omicron Pi Foundation of the AOII International Fraternity & the Arthritis Research Foundation**

Student group proposal "Strike Out Arthritis!" adopted in 2002 as the international philanthropic event for chapters of AOII International Fraternity.

Other Marketing Courses, 2001—2016

Students completed applied projects for clients identifying specific marketing needs. Dependent upon the course and needs assessments with the organizations, students prepared marketing campaign recommendations and presented their work to company representatives. Clients have included **Superior Honda of Omaha**; **GameWear, Inc.** (based in Hoboken, NJ); **Turner Events and Marketing**; **Union Pacific Railroad Museum•Historic General Dodge House•RailsWest Museum Partnership** (*educational outreach program*); **Metropolitan Entertainment Convention Authority/College World Series**; **Haunted in the Bluffs** (*all community event*); **Creighton University Athletics**; **TeamMates** (*youth mentoring program*); **Mid-America Council of Boy Scouts of America**; **Ak-Sar-Ben Knights Professional Hockey Team** (*NHL Calgary Flames class A team in Omaha*); **Dave & Buster's**; **InPlay & Forte Conference Center**; **Maverick Stampede** (*annual community run/walk*); **Omaha Municipal Orchestra**; and **Release Ministries**

## PROFESSIONAL EXPERIENCE

**BOSTROM Corporation**, Chicago, IL — *an association management firm*

Manager of Publications and Communications (November 1994 to July 1995)

Managed public relations campaign for annual international strategic management conference. Developed staff time budget allocation and monitored employee billable hours to ensure sound financial management in publications division with \$600,000+ budget. Served as liaison between headquarters staff, publications committee and international board of directors for The Planning Forum. In capacity of Associate Publisher, coordinated efforts of managing editor, authors, art director, printer, and advertising sales assistants to maintain timely production and mailing of *Planning Review*, a magazine devoted to strategic management issues with a circulation figure greater than 8,000 management professionals.

**The Planning Forum**, Oxford, OH — *International Society for Strategic Planning & Management*

Marketing Manager (April 1994-November 1994)

Participated in design and execution of member needs assessment research study employing qualitative and quantitative research methodologies under the direction of Larry A. Huston, then Manager Total Quality Worldwide, Research & Development at the Procter & Gamble Company. Developed and administered chapter marketing and recruitment campaign. Coordinated marketing activities for *Planning Review*.

**Investment Research Institute, Inc.**, Cincinnati, OH — *publisher of financial advisory newsletters*

Marketing Communications Product Specialist/Copywriter (August 1992 to April 1994)

Wrote copy, prepared original artwork, designed response devices and package insertion sequences for sales collaterals, prepared promotional schedules and customer service briefings for assigned product lines. Contracted

graphic artists and printing companies to produce cost-effective direct mail. Selected and negotiated list rental agreements. Performed revenue projections and analyzed promotional performance.

## SERVICE

### FIELD/DISCIPLINE

**Faculty Mentor**, Qualitative Data Analysis Workshop, University of Arkansas, June 2015

#### Reviewing Activities

##### **Editorial Review Board**

*Journal of Public Policy and Marketing*

*Journal of Consumer Affairs*

##### **Ad-Hoc Reviewer**

*European Journal of Marketing*

*International Marketing Review*

*Journal of the Academy of Marketing Science*

*Journal of Consumer Research*

*Journal of Consumer Psychology*

*Journal of Marketing Education*

*Journal of Macromarketing*

*Journal of Business Research*

*Journal of Political Marketing*

##### **Invited Tenure Review**

Leslie Koppenhafer, *Boise State*

##### **Invited Edited Book Chapter Review**

Crockett, David et al., "A Consumer Vulnerability Perspective on Eviction"

##### **Invited AMA/Sheth Foundation Dissertation Awards Review, 2022**

#### Conference Participation

##### • **Invited Track Participant**

Transformative Consumer Research Conference

- Consumer Mental Well-Being, Track 2 2023 (co-chair)
- Stepping In Stigmatized Shoes, Track 3 2019
- Stigma and Storytelling Track 2017
- Intersection of Stigma and the Marketplace Track 2015
- Multicultural Marketplaces Track 2011

##### • **Program Committee Member**

Marketing and Public Policy Conference 2000, 2002, 2007, 2008, 2012, 2022

##### • **Conference Paper/Session Reviewer**

Society for Consumer Psychology, 2022

Association for Consumer Research, 2007

AMA Summer Educators', 2007

AMA Winter Educators', 2006

Marketing and Public Policy Conference, 1999, 2006, 2009

Marketing Management Association Conference, 2009

##### • **Session Discussant**

Marketing and Public Policy Conference, 2005, 2007, 2016, 2022

AMA Summer Educators', 2007



- **Session Moderator**

“Academic Job Markets for New Ph.D.s: Observations, Facts, Myths, and an Interactive Discussion,” 1999

## MEMBERSHIP GROUPS

- **American Marketing Association**, 1997—present
- **AMA-Iowa Professional Chapter**, 2009—present
  - Re-Branding Committee, 2012—2013
- **AMA-Marketing & Society Special Interest Group (MASSIG)**, 1996-present
  - Active participant and dissertation proposal competition reviewer
- **AMA-Doctoral Student Special Interest Group (docSIG)**, 1996-2000
  - President, 1999
  - Membership Coordinator, 1998
- **AMA-Omaha Professional Chapter**, 2000—2009
  - Pinnacle Awards Celebration, Dinner & Entertainment Committee Chair, 2006

## UNIVERSITY, COLLEGE AND DEPARTMENT

Drake University, Ad-Hoc Faculty Senate Committee on Bookstore Vendor Selection, 2022-2023  
 Drake University, Faculty Manual Revisions Committee, 2018-2019  
 Drake University, Intercollegiate Athletics Committee, 2016—2018  
 Drake University, Zimpleman College of Business (Zimpleman) Graduate Programs Committee, 2014—2016  
 Drake University, Zimpleman Strategic Planning Committee, 2014  
 Drake University, Zimpleman Promotion and Tenure Committee, 2013—2015  
 Drake University, School of Journalism and Mass Communications Public Relations Faculty Search Committee, 2012, 2014  
 Drake University, Faculty Liaison to Board of Trustees Committee on Student Life, 2011—2014  
 Drake University, Zimpleman Marketing Faculty Search Committee, Fall 2013, 2015  
 Drake University, One-on-One with Women’s Basketball Title IX Celebration, Fall 2012  
 Drake University, Zimpleman Academic Integrity Committee, 2012  
 Drake University, Zimpleman Undergraduate Curriculum Committee, 2010—2012  
 Drake University, Zimpleman Uganda traveling delegation, 2011, 2013  
 Drake University, Zimpleman Economics Faculty Search Committee, 2010  
 Creighton University, Athletics Board, campus-wide elected position, 2007—2009  
 Chair—Academic Integrity Subcommittee, 2007—2008  
 Chair—Financial Integrity Subcommittee, 2008—2009  
 Creighton University, College of Business Faculty Search Committee, F2004, S2005, F2007  
 Creighton University, Greek Life Task Force, Spring 2004—2009  
 Creighton University, College of Business Undergraduate Curriculum Committee, 2005-2006  
 Creighton University, NCAA Compliance Audit Visit, 2003  
 Creighton University, Soup and Silent Auction Fundraising Committee/On-campus marketing for Russell Child Development Center, 2002  
 Creighton University, Rank and Tenure Committee, 2002 (filled vacancy caused by sabbatical)  
 College faculty representative participant in Mass of the Holy Spirit and Creighton University Presidential Inauguration, 2000

## STUDENT BODY

### **Faculty Advisor**

Delta Sigma Pi International Fraternity (Business), 2015—present  
 Drake Sports Business Network, 2010—2014

Drake Triathlon Club, 2011—2014  
 Blue J's Integrated Marketing Group (Creighton University collegiate chapter of the American Marketing Association), 2000—2008  
 Virginia Tech Collegiate Chapter of the AMA, 1999—2000  
**Academic Advisor**, 2000—present  
**Ratio Studiorum Faculty Preceptor**, 2007—2008  
**CU Immersion**, 2004—2007  
 Conduct simulated class for incoming CoBA Students during freshmen orientation. My presentation format used as model for other sessions across the university.  
**Admissions' Visit Host Professor**, S2001—2008 (Creighton); 2009—present (Drake)  
 Meet with potential students and their parents to discuss College curriculum.

## PROFESSIONAL MEMBERSHIPS

American Marketing Association, Iowa Chapter  
 American Marketing Association, MASSIG (Marketing and Society Special Interest Group)  
 Association for Consumer Research  
 Beta Gamma Sigma National Business Honorary  
 Consumer Culture Theory  
 Delta Sigma Pi International Fraternity (Business)

## AWARDS AND HONORS

- Drake University Zimpleman College of Business **Research for Social Impact**, 2023
- Drake University Zimpleman College of Business **Summer Research Grant**, 2011, \$5000.
- Drake University **Office of the Provost Research Grant**, 2010—2011, “Managing Consumer Vulnerability: Limited English Proficient Consumers and their Para-Phrasers,” \$3000.
- Drake University Zimpleman College of Business **Summer Research Grant**, 2010. \$5000.
- Delta Sigma Pi Business Fraternity—2010, Faculty Initiate, Drake University
- **SHINE Outstanding Faculty Member—2009**, Gamma Phi Beta Sorority, Creighton University
- **Outstanding Faculty Member of the Year—2007**, Order of Omega Leadership Honorary, Creighton University
- Faculty Presenter, 2007 Social Marketing Conference Workshop for Doctoral Students and Early Career Faculty, American University
- “Go To” Safe Person—2007—2008, Peer Education at Creighton University
- College of Business **Summer Research Grant**, 2007, “A Framework to Explore the Marketplace Engagement by Linguistically Isolated Consumers in the US,” \$3225.
- **Robert Ferber Award—2006**, *Journal of Consumer Research*, v. 32, best article from a dissertation
- Featured Presenter, 2006 Inaugural Academic Affairs Research Forum, Creighton University
- College of Business **Summer Research Grant**, 2006, “Consumer Well-Being in the Healthcare Industry,” \$6450.
- **“Ten Creighton Professors You Should Know,”** 2005 feature in *Creighton Magazine*
- Keynote Speaker, 2005 Honors Students and Family Luncheon, Creighton University
- College of Business **Summer Research Grant**, 2004, “Low Literate Consumer in the Pharmacy,” \$6450.
- College of Business **Summer Pedagogical Grant**, 2003, development of Sports Marketing elective course, \$1250.
- College of Business **Summer Research Grant**, 2002, “Learning from Low Literate Consumers: Implications for Public Policy Makers on the Local, State, and National Levels,” \$6200.
- **Very Important Professor**, 2001 VIP Program, Promotional Products Assoc. Intl., Dallas, TX
- Fellow, 2001 Chicago Area Direct Marketing Association Seminar Program, Chicago, IL
- **Co-Winner** Public Purpose track, 2000 Association of Consumer Research/Sheth Foundation Dissertation Proposal Competition
- Runner-Up, 2000 Society for Consumer Psychology/Sheth Foundation Dissertation Proposal Competition

- **Fellow, 2000 American Marketing Association/Sheth Foundation Doctoral Consortium**, University of Western Ontario
- **Fellow, 1999 Marketing & Society Doctoral Consortium**, University of Notre Dame

## **CERTIFICATIONS**

Certified Mental Health First Aid Instructor, National Council for Mental Well-Being (certified August 2022)

## **COMMUNITY INVOLVEMENT**

**Project Pink'd, Inc.**, a 501(c)(3) organization dedicated to providing tools, resources and a strong network to strengthen and renew the mind, body, and spirit of breast cancer survivors in Nebraska and Western Iowa  
—Dare to Thrive Honoree, Spring-Summer 2023