

NATALIE ROSS ADKINS, PH.D.

CURRICULUM VITA

OFFICE

Zimpleman College of Business
2407 University Avenue
Des Moines, Iowa 50311



Natalie.Adkins@drake.edu



@MKTGdrA



Natalierossadkins

EDUCATION

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

Ph.D., Marketing

Minors—Sociology, Social Psychology
December 2001

Ph.D. Dissertation Research

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

Chair: Dr. 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* (A*)

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

B.S. Business Administration, Marketing

May 1990

ACADEMIC EXPERIENCE

Drake University, Des Moines, Iowa
Zimpleman College of Business

Associate Professor (tenured/promoted May 2012)
Assistant Professor (August 2009-May 2012)

Creighton University, Omaha, Nebraska
Heider College of Business

Assistant Professor (August 2000-May 2009)

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

Graduate Instructor (S1996, S1998, S-F1999)
Research Assistant (F1995-F1999)

RESEARCH FOCUS

2023 RESEARCH FOR SOCIAL IMPACT AWARD

Drake University
Zimpleman College of Business

Within the Transformative Consumer Research (TCR) field:

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

	all	Since 2019
Citations	1,354	628
h-Index	12	11
i10-Index	12	11

Source: Google Scholar, accessed July 26, 2024

GUEST EDITORSHIP

2022 Special Issue of the *Journal of Consumer Marketing*: “Health and the Marketplace. Guest Editors: Ann M. Mirabito, Jane E. Machin, Elizabeth Crosby, **Natalie Ross Adkins**, and Justine Rapp Farrell. Volume 39, Number 6

PEER-REVIEWED JOURNAL ARTICLES

- 2024 Farrell, Justine Rapp, Jane E. Machin, Ann M. Mirabito, Jenna Drenten, Christina Chan-Park, Elizabeth Crosby, and **Natalie Ross Adkins**, “Mental illness and marketing: A 50-year scoping review and future research framework,” *Psychology and Marketing*, First published: 26 July 2024. <https://doi.org/10.1002/mar.22070>
- 2023 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>
- 2022 Machin, Jane E., **Natalie Ross Adkins**, Christina Chan-Park, Elizabeth Crosby, Justine Rapp Farrell, and Ann M. Mirabito, “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>
- 2022 Mirabito, Ann, Jane E. Machin, **Natalie Ross Adkins**, Elizabeth Crosby, and Justine Rapp Farrell, “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>
- 2022 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**, “Conversations about Conducting Marketing Research in Mental Health,” *Journal of Consumer Marketing*, 39 (6). <https://doi.org/10.1108/JCM-02-2022-5212>
- 2019 Machin, Jane E., Ann Mirabito, **Natalie Ross Adkins**, Elizabeth Crosby, and Justine Rapp Farrell, “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]
- 2019 Machin, Jane E., **Natalie Ross Adkins**, Elizabeth Crosby, Justine Rapp Farrell, and Ann Mirabito, “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.
- 2018 Pryor, Susie and **Natalie Ross Adkins**, “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>
- 2016 Machin, Jane E., Ann Mirabito, and **Natalie Ross Adkins**, “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]
- 2016 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. Gollnhofer, Aditi Grover, Jess Matias, Natalie A. Mitchell, Edna G. Ndichu, Nada Sayarh, and Sunaina Velagaleti, “The Stigma Turbine: A Theoretical Framework for Conceptualizing and Contextualizing Marketplace Stigma,” *Journal of Public Policy and Marketing*, 35 (2), 170-184.
- 2013 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, “Towards Intercultural Competency in Multicultural Marketplaces,” *Journal of Public Policy and Marketing*, Special issue on Marketplace Diversity & Inclusion (32), 156-64.
- 2013 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, Abhijit Roy, Miguel Angel Zúñiga, “Branding Beyond Prejudice: Cultural Branding and Consumer Well-being in Multicultural Marketplaces,” *Journal of Business Research*, 66 (8), 1186-94.
- 2011 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, Abhijit Roy, and Miguel Angel Zúñiga, “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/
- 2011 Broderick, Amanda J., Catherine Demangeot, Eva Kipnis, Miguel Zúñiga, Abhijit Roy, Chris Pullig, Rene Dentiste Mueller, James Mandiberg, Guillaume Johnson, Geraldine Rosa Henderson, Nakeisha Ferguson and **Natalie Ross Adkins**, “No harm done? Culture-based branding and its impact on consumer vulnerability: A research agenda,” *Social Business*, 1 (3) 263-280.

- 2010 **Adkins, Natalie Ross** and Haeran Jae, "Marketplace Vulnerability of Limited English Proficient Consumers: Opportunities to Increase Knowledge in Macromarketing," *Journal of Macromarketing*, 31,1 (March), 93-104.
- 2009 **Adkins, Natalie Ross** and Canan Corus, "Health Literacy for Improved Health Outcomes: Effective Capital in the Marketplace," *Journal of Consumer Affairs*, 43 (Summer), 199-222.
- 2005 **Adkins, Natalie Ross** and Julie L. Ozanne, "Critical Consumer Education: Empowering the Low-Literate Consumer," *Journal of Macromarketing*, 25, 2 (December), 153-162.
- 2005 Ozanne, Julie L., **Natalie Ross Adkins**, and Jennifer A. Sandlin, "Shopping [for] Power: How Adult Literacy Learners Negotiate the Marketplace," *Adult Education Quarterly*, 55, 4 (August), 251-268.
- 2005 **Adkins, Natalie Ross** and Julie L. Ozanne, "The Low Literate Consumer," *Journal of Consumer Research*, 32 (June), 93-105. [WINNER-2006 ROBERT FERBER AWARD \(citations as of July 2024: 525\)](#).

BOOK CHAPTERS

- 2024 Machin, Jane E., Ann M. Mirabito, Courtney Nations Azzari, Elizabeth Crosby, and **Natalie Ross Adkins**, "Disadvantaged Consumers, Market Access, and Consumer Well-Being," in *Fostering Consumer Well-Being: Theory, Evidence, and Policy*, Edited by Faith Sonmez, Springer, 69-92.

RESEARCH IN PROGRESS

- Under 2nd Review
JAMS (A*) Mirabito, Ann M., Justine Rapp Farrell, Jane M. Machin, Elizabeth Crosby, and **Natalie Ross Adkins**, "Hijacked, Blindfolded, and Handcuffed: Navigating the Turbulent Consumer Journey for Mental Illness Treatment Services," under 2nd review at the *Journal of the Academy of Marketing Science* (A*); Manuscript number JAMS-D-23-00747R1
- Under 2nd Review
AMSR Machin, Jane E., Josephine Go-Jefferies, Aušra Rūtelionė, **Natalie Ross Adkins**, Elizabeth Crosby, Elaine Holt, Ann M. Mirabito, and Daniela Alcoforado, "From Satisfaction to Sustainability: A Conceptual Introduction to Sustainable Consumer Well-Being," under 2nd review at the *Academy of Marketing Science Review*; Manuscript number AMSR-D-23-00208R1

PEER-REVIEWED CONFERENCE PRESENTATIONS & PROCEEDINGS








- 2024 "Navigating the Consumer Journey while Hijacked, Blindfolded, and Handcuffed," 2024 Marketing & Public Policy Conference (June), Washington, DC; with Ann M. Mirabito, Justine Rapp Farrell, Jane E. Machin, and Elizabeth Crosby; [BEST CONFERENCE PAPER AWARD](#)
- 2024 "Sensemaking: Navigating Uncertainty in the Turbulent Consumer Journey," 2024 Society of Consumer Psychology Annual Conference (March 7-9), Nashville, TN; with Jane E. Machin, Ann M. Mirabito, Justine Rapp Farrell, and Elizabeth Crosby
- 2023 "From Surviving to Thriving: Conceptualizing and Measuring Consumer Well-Being," 2023 Transformative Consumer Research Dialogical Conference (June 18-20), 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-Jefferies, and Rita Markauskaite
- 2023 "Mental Illness and Marketing: A 50-Year Scoping Review," *Proceedings of the 2023 Marketing & 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; with Jane E. Machin, Justine Rapp Farrell, Ann M. Mirabito, Christina Chan-Park, Elizabeth Crosby, and Jenna Drenten,
- 2022 "Marketing and Mental Illness: A 50-Year Scoping Review," 6th International Conference of Marketing, Strategy & Policy (Park City, UT; online/synchronous; November); with Jane E. Machin, Ann M. Mirabito, Justine Rapp Farrell, Christina Chan-Park, Jenna Drenten, and Elizabeth Crosby; [BEST IMPACT AWARD](#)
- 2022 "Answering the Call: Conducting Research on Mental Health, Public Policy, and the Market," panel discussion, 2022 Marketing & Public Policy Conference (Austin, TX in-person; June); with Jane E. Machin, Ann M. Mirabito, Elizabeth Crosby, and Kate Pounders
- 2022 "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); with Jane E. Machin, Ann M. Mirabito, Elizabeth Crosby, and Justine Rapp Farrell
- 2022 "From Surviving to Thriving: A Conceptual Introduction to Mental Well-Being (MWB)," Association for Marketing and Healthcare Research, Park City, UT (March 7); with Jane E. Machin, Ann M. Mirabito, and Elizabeth Crosby
- 2021 "Design Thinking: Walking in Stigmatized Shoes," Transformative Consumer Research, University of Virginia (Online, June 28); with Jane E. Machin, Ann M. Mirabito, and Elizabeth Crosby

- 2021 "Buyers' Quest for Mental Health Care," 2021 Marketing & Public Policy Conference, American Marketing Association (June 24); with Jane E. Machin, Ann M. Mirabito, Justine R. Farrell and Elizabeth Crosby
- 2020 "Walking in Stigmatized Shoes," 2020 Marketing and Public Policy, American Marketing Association, Los Angeles, CA (Online, June); with Jane E. Machin, Ann M. Mirabito, and Elizabeth Crosby
- 2020 ""Mental Health Consumer Journey," Society for Consumer Psychology, (Online, March 4); with Jane E. Machin, Ann M. Mirabito, Justine R. Farrell and Elizabeth Crosby
- 2019 "Stepping in Stigmatized Shoes: Developing Empathy through Design Thinking," Transformative Consumer Research, Association for Consumer Research, Jacksonville, FL., (May); with Jane E. Machin, Ann M. Mirabito, and Elizabeth Crosby
- 2019 "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); with Jane E. Machin, Ann M. Mirabito, Elizabeth Crosby, and Justine Rapp Farrell; **BEST PAPER AWARD**
- 2018 "Marketplace, Mental Illness, and Me: Exploring Self-Esteem, Self-Compassion, and Self-Efficacy in Consumer Well-being," 2018 Marketing & Public Policy Conference, American Marketing Association, Columbus, OH (June) with Jane E. Machin, Ann M. Mirabito, Elizabeth Crosby, and Justine Rapp Farrell
- 2017 "Exploring their Stories: The Role and Impact of Narratives in the Stigmatization Process," Transformative Consumer Research Conference, Association for Consumer Research, Cornell University, Ithaca, NY (June); with Ann M. Mirabito, Jane E. Machin, Elizabeth Crosby, and Justine Rapp Farrell
- 2016 "The Stigma Turbine: Generating Policy Prescriptions for (De)Stigmatization in the Marketplace," 2016 Marketing & Public Policy Conference, American Marketing Association, San Luis Obispo, CA (June); 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
- 2009 "Exploring the Political Literacy of Low Literate Consumers," 2009 Marketing & Public Policy Conference, American Marketing Association, Washington, DC (May); with Randall E. Adkins
- 2008 "Consumer Characteristics as Embodied Stigmata," 2008 Winter Educator's Conference, American Marketing Association, Austin, TX (February)
- 2006 "Collisions: People's Spaces & Business Places," Association for Consumer Research North American Conference, Orlando, FL (September); with L. Susie Pryor
- 2006 "Low Literate Consumers Perception of Stigma Impacts Success in Navigating the Marketplace" Association for Consumer Research North American Conference, Orlando, FL (September); **2006 ROBERT FERBER AWARD PRESENTATION**
- 2006 "Improving Consumer Well-Being in the Healthcare Industry: Patients with Literacy Difficulties" 2006 Marketing & Public Policy Conference, American Marketing Association, Long Beach, CA (June)
- 2006 "The Co-Creation of Health Literacy by Pharmacists and Low Literate Consumers," 2006 Marketing & Public Policy Conference, American Marketing Association, Long Beach, CA (June); with Julie L. Ozanne, Canan Corus, and Bige Saaticioglu
- 2005 "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
- 2004 "The Low Literate Consumer in the Pharmacy," 2004 Marketing & Public Policy Conference, American Marketing Association, Salt Lake City, UT (May)
- 2004 "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)
- 2003 "Political Advertising in an Era of Reform: What effect will the McCain-Feingold campaign finance law have on television advertising?" 2003 Marketing & Public Policy Conference, American Marketing Association, Washington, DC (Poster presentation) (May); with Randall E. Adkins
- 1998 "Between Functional Literacy and Consumer Literacy," Association for Consumer Research North American Conference, Montreal, Quebec, Canada (October 2-4); with Julie L. Ozanne
- 1998 "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); with Edward F. Fern, Terry Bristol, and Carter Mandrik,
- 1998 "Searching for the Vulnerable Consumer: A Review of Previous Research and a Roadmap for Future Study," 1998 Marketing & Public Policy Conference, American Marketing Association, Washington, DC (June)
- 1997 "Johnny's Mom Can't Read: The Stigma of Low Literacy in the Marketplace" 1997 Marketing & Public Policy Conference, American Marketing Association, Boston, MA (May); with Julie L. Ozanne

INVITED PRESENTATIONS

- 2022 Mental Health and Stigma," ACR-TCR Seminar Series, Transformative Consumer Research. (via Zoom January 25); with Jane E Machin, Ann M. Mirabito, Elizabeth Crosby, Justine Rapp Farrell, and Megan McGee
- 2021 "Mental Health Matters: Crafting a Research Agenda," Association for Consumer Research North American Conference (Online, October 29); with Jane E Machin, Ann M. Mirabito, Elizabeth Crosby, and Justine Rapp Farrell
- 2021 "Mental Health Matters: Making Mental Well-Being a Marketing Research Priority," Association for Consumer Research North American Conference (Online, October 8); with Jane E Machin, Ann M. Mirabito, Elizabeth Crosby, and Justine Rapp Farrell
- 2021 "Doing Research on Transformative Consumer Behavior: Mental Health and Marketing," Villanova University Marketing Graduate Program, Villanova, PA (May 5); with Jane E. Machin

TEACHING FOCUS

-  Marketing & Public Policy/Business for Good
-  First Year Experience: Money or Mission? Why You Don't Have to Choose
-  Direct & Interactive Marketing (including B2B, CRM, and Email)
-  Principles of Marketing
-  Consumer Behavior
-  Behavioral Sales
-  Services Marketing

ACTIVE & SERVICE-LEARNING PROJECTS

Direct & Interactive Marketing, 2019-2024*

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 non-profit entities

- 2024 **Project Pink'd**, a 501(c)3 organization based in Omaha, NE dedicated to helping breast cancer survivors in Nebraska and Western Iowa thrive; Campaign focus: Increase Fundraising and Add Programming
- 2023 **Drake University Alumni & Development**; Campaign focus: Increase Engagement of Young Alumni
- 2022 **Osher Lifelong Learning Institute (OLLI)**; Campaign focus: Increase Membership
- Zimpleman College of Business**, Drake University; Campaign focus: Reduce Melt
- 2019-20 **Zimpleman College of Business**, Drake University; Campaign focus: Increase Yield

*course not offered in 2021 due to faculty sabbatical

Financial Services Marketing (Independent Study), 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. Student teams competed against teams from University of Iowa, Iowa State University, University of Northern Iowa, Grandview University, and Graceland University.

- 2018 *Runner-Up*
- 2017 *First place*
- 2016 *First place*

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.

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

Marketing EDGE Collegiate ECHO National Competitions: 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 in conjunction with Chief Marketing Officer and other representatives from client

- 2016 **Facebook**
- 2014 **Domino's**; *two national Honorable Mention Awards for Marketing Research and Creative Execution*
- 2013 **Delia*s**
- 2012 **SkyMall**; *two national Semi-Finalists; national Honorable Mention Award for Smartest Budgeting & ROI*
- 2011 **charity:water**
- 2010 **Microsoft Bing**; *national Silver (2nd) Award Winner; national Honorable Mention Award for Media Planning*
- 2008 **Pitney Bowes**; *national Bronze (3rd) Award Winner; national Honorable Mention Award for Best Creative Execution*
- 2007 **Litle & Company**
- 2006 **United States Postal Service**; *three national Semi-Finalists*
- 2005 **ING Direct**; *national Silver (2nd) Award Winner; Nine national Semi-Finalists*
- 2004 **Advanta**; *national Bronze (3rd) Award Winner; four national Semi-Finalists*
- 2003 **Mazda, USA**; *three 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 across the United States and Canada

Miscellaneous Marketing Courses, 2001-2016

After identifying specific marketing needs for "clients," students prepared marketing campaign recommendations and presented their work to company representatives.

Superior Honda of Omaha	Game Wear, Inc. , Hoboken, NJ	TeamMates , youth mentoring program
Turner Events and Marketing	Release Ministries	Creighton University Athletics
Haunted in the Bluffs , <i>all community event</i>	Metropolitan Entertainment Convention Authority/College World Series	InPlay & Forte Conference Center
Mid-America Council of Boy Scouts of America	Omaha Municipal Orchestra	Dave & Buster's
Maverick Stampede , <i>annual community run/walk</i> ;	Union Pacific Railroad Museum•Historic General Dodge House•RailsWest Museum Partnership , <i>educational outreach program</i>	Ak-Sar-Ben Knights Professional Hockey Team , <i>NHL Calgary Flames class A team in Omaha</i>

PROFESSIONAL EXPERIENCE (details available upon request)

Bostrom Corporation, Chicago, Illinois—*an association management firm*

- 1994-1995 **Manager of Publications and Communications**
- Associate Publisher**, *The Planning Review*

The Planning Forum, Oxford, Ohio—*The International Society for Strategic Management and Planning*

- 1994 **Marketing Manager**

Investment Research Institute, Inc., Cincinnati, Ohio—*Publisher of Financial Advisory Newsletters*

- 1992-1994 **Marketing Communications Product Specialist/Copywriter**
- 1991-1992 **Executive Assistant to the President**

Aspen Systems, Huntington, West Virginia—*government contractor providing litigation support for federal agencies*

- 1990-1991 **Document Coder and Analyst**










SERVICE FOCUS

TO THE FIELD/DISCIPLINE

Editorial Review Boards

 *Journal of Consumer Affairs*  *Journal of Public Policy & Marketing*

Ad-Hoc Reviewing

 *European Journal of Marketing*  *International Marketing Review*
 *Journal of the Academy of Marketing Science (A*)*  *Journal of Business Research*
 *Journal of Consumer Psychology*  *Journal of Consumer Research (A*)*
 *Journal of Macromarketing*  *Journal of Marketing Education*
 *Journal of Political Marketing*

Invited Tenure Outside Reviewer

Leslie Koppenhafer, *Boise State*

Invited Edited Book Chapter Review

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

Conference Paper & Special Session Reviewer

2022 Society of Consumer Psychology Conference
1999, 2006, Marketing & Public Policy Conference
2009
2009 Marketing Management Association Conference
2007 Association for Consumer Research North American Conference
2007 American Marketing Association Summer Educators' Conference
2006 American Marketing Association Winter Educators' Conference

2022 **Invited AMA/Sheth Foundation Dissertation Awards Reviewer**

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

Conference Engagement

Transformative Consumer Research Dialogical Conference
2023 Consumer Mental Well-Being, Track 2 (co-chair), University of London, Royal Holloway
2021 Stepping In Stigmatized Shoes, Track 3, University of Virginia
2019 Developing Empathy through Design Thinking, Florida State University
2017 Stigma and Storytelling, Cornell University
2015 Intersection of Stigma and the Marketplace, Villanova University
2011 Multicultural Marketplaces, Baylor University



Marketing & Public Policy Conference

Program Committee (2000, 2002, 2007, 2008, 2012, 2022)
Session Discussant (2005, 2007, 2016, 2022)

American Marketing Association Summer Educator's Conference



Session Discussant (2007)
Facilitator, "Academic Job Markets for New Ph.D.s: Observations, Facts, Myths, & an Interactive Discussion" (1999)

Membership Groups

1997-present  **American Marketing Association**
2009-present  **AMA-Iowa Professional Chapter**
2012-2013 *Re-Branding Committee*

1996-present		American Marketing Association- Marketing & Society Special Interest Group (MASSIG)
1996-2000		American Marketing Association- Doctoral Student Special Interest Group (docSIG)
1999-2000		<i>President</i>
1998-1999		<i>Membership Coordinator</i>
2000-2009		AMA-Omaha Professional Chapter
2006		<i>Pinnacle Awards Celebration, Dinner & Entertainment Committee Chair</i>

TO THE UNIVERSITY (DRAKE/CREIGHTON) AND COLLEGE (ZIMPLEMAN/HEIDER)







2022-2024	Drake	Ad-Hoc Faculty Senate Committee on Bookstore Vendor Selection
2016-2018	Drake	Faculty Manual Revisions Committee
2014-2016	Drake	Intercollegiate Athletics Committee
2012, 2014	Drake	School of Journalism and Mass Communications, Public Relations Faculty Search
2011-2014	Drake	Faculty Liaison to Board of Trustees' Committee on Student Life
2022-present	Zimpleman	Undergraduate Curriculum Committee
2010-2012		
2024	Zimpleman	Senior of the Year Selection Committee
2023	Zimpleman	Junior of the Year Selection Committee
2014-2016	Zimpleman	Graduate Programs Committee
2012	Zimpleman	Academic Integrity Committee
2014	Zimpleman	Strategic Planning Committee
2013-2015	Zimpleman	Promotion and Tenure Committee
2013, 2015	Zimpleman	Marketing Faculty Search Committee
2011, 2013	Zimpleman	Uganda Travel Delegation
2010	Zimpleman	Economics Faculty Search Committee
2007-2009	Creighton	Athletics Board (campus-wide elected position)  <i>Chair—Financial Integrity Subcommittee (2008—2009)</i>  <i>Chair—Academic Integrity Subcommittee (2007—2008)</i>
2004-2009	Creighton	Greek Life Task Force
2003	Creighton	NCAA Compliance Audit Visit
2002	Creighton	Soup & Silent Auction Fundraising Committee/On-Campus Marketing for Russell Child Development Center
2004-2005, 2007	Heider	Faculty Search Committee
2005-2006	Heider	Undergraduate Curriculum Committee
2002	Heider	Rank and Tenure Committee (filled vacancy due to faculty sabbatical)
2000	Heider	Faculty participant in Mass of the Holy Spirit and Creighton University Presidential Inauguration

TO THE STUDENT BODY

		Faculty Advisor
2015-present		Delta Sigma Pi International Business Fraternity
2010-2014		Drake Sports Business Network
2011-2014		Drake Triathlon Club
2000-2008		Blue J's Integrated Marketing Group
1999-2000		Virginia Tech Collegiate Chapter of the American Marketing Association
2000-present		Academic Advisor
2007-2008		Ratio Studiorum Faculty Preceptor
2004-2007		CU Immersion Conducted simulated class for incoming business students during freshmen orientation. <u>My presentation format used as model for other sessions across the university.</u>
2009-present		Admissions' Visit Host Professor

2001-2008

PROFESSIONAL MEMBERSHIPS

-  American Marketing Association, Iowa Chapter
-  American Marketing Association, MASSIG
-  Association for Consumer Research
-  Beta Gamma Sigma National Business Honorary
-  Transformative Consumer Research
-  Delta Sigma Pi International Business Fraternity

AWARDS AND HONORS

- 2023 Drake University Zimpleman College of Business [Research for Social Impact](#)
- 2011 Drake University Zimpleman College of Business [Summer Research Grant](#), \$5,000
- 2010-2011 Drake University [Office of the Provost Research Grant](#), “Managing Consumer Vulnerability: Limited English Proficient Consumers and their Para-Phrasers,” \$3,000
- 2010 Drake University Zimpleman College of Business [Summer Research Grant](#), \$5,000
- 2010 Drake University Zimpleman College of Business, Faculty Initiate, Alpha Iota Chapter of Delta Sigma Pi Business Fraternity
- 2009 Creighton University Gamma Phi Beta Sorority [SHINE Outstanding Faculty Member—2009](#)
- 2007 Creighton University [Outstanding Faculty Member of the Year—2007](#), Order of Omega Leadership Honorary
- 2007 Faculty Presenter Social Marketing Conference Workshop for Doctoral Students and Early Career Faculty, American University
- 2007-2008 Creighton University Peer Education “Go To” Safe Person
- 2007 Creighton University Heider College of Business [Summer Research Grant](#), “A Framework to Explore the Marketplace Engagement by Linguistically Isolated Consumers in the US,” \$3,225
- 2006 Creighton University Inaugural Academic Affairs Research Forum [Featured Presenter](#)
- 2006 Creighton University Heider College of Business [Summer Research Grant](#), “Consumer Well-Being in the Healthcare Industry,” \$6,450
- 2005 [“Ten Creighton Professors You Should Know,”](#) feature in *Creighton Magazine*
- 2005 Creighton University Honors Students and Family Luncheon, [Keynote Speaker](#)
- 2004 Creighton University Heider College of Business [Summer Research Grant](#), “Low Literate Consumer in the Pharmacy,” \$6,450
- 2003 Creighton University Heider College of Business [Summer Pedagogical Grant](#), development of Sports Marketing elective course, \$1,250
- 2002 Creighton University Heider College of Business [Summer Research Grant](#), “Learning from Low Literate Consumers: Implications for Public Policy Makers on the Local, State, and National Levels,” \$6,200
- 2001 [Very Important Professor](#), VIP Program, Promotional Products Assoc. Intl., Dallas, TX
- 2001 [Fellow](#), 2001 Chicago Area Direct Marketing Association Seminar Program, Chicago, IL
- 2000 [Fellow, American Marketing Association/Sheth Foundation Doctoral Consortium](#), University of Western Ontario
- 1999 [Fellow, 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