

# CURRICULUM VITAE

University of Idaho

**NAME:** Mya Pronschinske Groza

**DATE:** January 12, 2023

**RANK OR TITLE:** Associate Professor and Department Head

**DEPARTMENT:** Business

**OFFICE LOCATION AND CAMPUS ZIP:** ALB 225A, MS 3161

**OFFICE PHONE:** (208) 885-1197

**FAX:** (208) 885-5347

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**W.E.B.:**

**DATE OF FIRST EMPLOYMENT AT UI:** August 15, 2022

**DATE OF TENURE:** August 19, 2019

**DATE OF PRESENT RANK OR TITLE:** August 15, 2022

## EDUCATION BEYOND HIGH SCHOOL:

### Degrees:

**Ph.D.**, University of Wyoming, Laramie, Wyoming, May 2014, Management & Marketing, Sustainable Business Practices.

**M.B.A.**, University of Cincinnati, Cincinnati, Ohio, August 2008, Marketing.

**B.B.A.**, University of Cincinnati, Cincinnati, Ohio, June 2007, Finance, Management and Digital Business.

## EXPERIENCE:

### Teaching, Extension and Research Appointments:

**Associate Professor of Marketing**, University of Idaho, Department of Business, August 2022 – Present.

**Associate Professor of Marketing**, Northern Illinois University, Department of Marketing, August 2019 – August 2022.

**Dean's Distinguished Junior Professor of Digital Marketing**, Northern Illinois, College of Business, July 2018 – July 2019.

**Research Fellow**, ENAE Business School, Spain, January 2014 – December 2015.

**Assistant Professor of Marketing**, Northern Illinois University, Department of Marketing, January 2014 – July 2019.

**Teaching Assistant in Marketing**, University of Wyoming, Department of Management & Marketing, August 2012 – December 2013.

**Research Assistant in Marketing**, University of Wyoming, Department of Management & Marketing, August 2010 – August 2012.

**Academic Tutor**, University of Cincinnati Athletic Department, June 2008 – December 2008.

### Academic Administrative Appointments:

**Department Head**, University of Idaho Department of Business, August 2022 – Present.

**Founding Director**, Northern Illinois University Master of Science in Digital Marketing (MSDM) Program, June 2018 – May 2019.

### Non-Academic Employment including Armed Forces:

**Tournament Services**, PGA TOUR, January 2009 – June 2009.

**Compliance Assistant**, University of Cincinnati Athletic Department, August 2007 – June 2008.

**TEACHING ACCOMPLISHMENTS:**

**Areas of Specialization:** Marketing Research, Digital Marketing, Social Media, Sport Marketing,

**Courses Taught:****UNIVERSITY OF IDAHO**

**College of Business & Economics, Moscow, Idaho**

**Fall 2022 – Present**

Course Evaluation Using Item #1 ("Overall, the content and organization of this course contributed to your understanding of this subject": 1 – Strong Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 – Strongly Agree).  
Instructor Evaluation Using Item #7 ("Overall, the instructor's delivery and efforts contributed to your understanding of the course material": 1 – Strong Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 – Strongly Agree).

**UNDERGRADUATE****BUS 190, Integrated Business and Value Creation**

Fall 2022 (59 students)

Course Evaluation: 4.6

Instructor Evaluation: 4.6

**NORTHERN ILLINOIS UNIVERSITY**

**College of Business, DeKalb, Illinois**

**Spring 2014 – Summer 2022**

Course Evaluation Using Item #22 ("Overall, the instructor's performance in teaching this course was": 1 – Unacceptable, 2 – Poor, 3 – Satisfactory, 4 – Good, 5 – Excellent).

**GRADUATE****MKTG 603, Marketing Research and Analysis**

Spring 2022 (25 students) \*online

--- N/A

Fall 2021 (30 students) \*online

Course Evaluation: 4.60

Spring 2021 (22 students) \*online

--- UFA MOU

Fall 2020 (27 students) \*online

--- UFA MOU

Summer 2020 (17 students) \*online

--- UFA MOU

Spring 2020 (23 students) \*online

--- UFA MOU

Fall 2019 (19 students) \*online

Course Evaluation: 5.00

Spring 2019 (15 students) \*online

Course Evaluation: 5.00

Fall 2018 (28 students) \*online

Course Evaluation: 4.58

**MKTG 660, Marketing Must-Haves**

\*team taught with Drs. Geoffrey Gordon and Mark Groza

Winter Intersession 2017-2018

Course Evaluation: 4.91

Winter Intersession 2016-2017

Course Evaluation: 4.91

Winter Intersession 2015-2016

Course Evaluation: 4.95

Winter Intersession 2014-2015

Course Evaluation: 4.87

**MKTG 684, Capstone Application in Digital Marketing**

Spring 2022 (20 students) \*online

--- N/A

Fall 2021 (20 students) \*online

Course Evaluation: 4.40

Spring 2021 (20 students) \*online

--- UFA MOU

Fall 2020 (10 students) \*online

--- UFA MOU

Spring 2020 (11 students) \*online

--- UFA MOU

Fall 2019 (4 students) \*online

Course Evaluation: 5.00

Summer 2019 (5 students) \*online

Course Evaluation: 5.00

**UNDERGRADUATE**

**MKTG 370, Principles of Digital Marketing**

Summer 2021 (22 students) \*online

--- UFA MOU

**MKTG 443, Marketing Research**

Fall 2021 (31 students) \*online

Course Evaluation: 4.74

Fall 2020 (34 students) \*online

--- UFA MOU

Fall 2019 (25 students) \*online

Course Evaluation: 4.41

Fall 2018 (20 students) \*online

Course Evaluation: 4.75

Fall 2018 (22 students) \*online

Course Evaluation: 4.25

Spring 2018 (27 students) \*online

Course Evaluation: 4.86

Spring 2018 (42 students)

Course Evaluation: 4.88

Spring 2018 (44 students)

Course Evaluation: 4.90

Fall 2017 (25 students) \*online

Course Evaluation: 4.57

Fall 2017 (24 students) \*online

Course Evaluation: 4.50

Spring 2017 (27 students) \*online

Course Evaluation: 4.86

Spring 2017 (34 students)

Course Evaluation: 4.84

Fall 2016 (26 students) \*online

Course Evaluation: 4.25

Fall 2016 (29 students)

Course Evaluation: 4.74

Spring 2016 (31 students)

Course Evaluation: 4.96

Fall 2015 (29 students)

Course Evaluation: 4.85

Fall 2015 (29 students)

Course Evaluation: 4.70

Spring 2015 (36 students)

Course Evaluation: 4.81

Spring 2015 (46 students)

Course Evaluation: 4.88

Fall 2014 (19 students)

Course Evaluation: 4.82

Fall 2014 (22 students)

Course Evaluation: 4.71

Spring 2014 (32 students)

Course Evaluation: 4.73

Spring 2014 (24 students)

Course Evaluation: 4.78

**MKTG 490, Sports Marketing**

Spring 2017 (17 students)

Course Evaluation: 4.92

Spring 2016 (30 students)

Course Evaluation: 4.75

**Students Advised:**

Undergraduate Students: 98 students, 2022.

**Honors and Awards:**

**Dean's Instructional Innovation Summer Fellowship Program**, Northern Illinois University, College of Business, (Awarded: May 6, 2020; Instructional Innovation: MKTG 443, Marketing Research, Fall 2020; Presentation: February 24, 2021).

**SCHOLARSHIP ACCOMPLISHMENTS:****Publications:****Refereed Journal Articles:**

Groza, Mark D., Louis J. Zmich and **Mya P. Groza** (2022), "Growing the Talent Pool: How Sponsorship of Professional Sales Programs Enhances Employer Branding." *Journal of Marketing Education*, 44(1), 72-84.

**Groza, Mya Pronschinske** and Mark D. Groza (2022), "Leveraging Organizational Reputation to Enhance Volunteer Pride and Retention Rates: The Importance of Task Significance and Skill Variety." *Journal of Nonprofit & Public Sector Marketing*, 34(3), 351-370.

**Groza, Mya Pronschinske**, Michele Kaczka and Charles H. Howlett (2021), "Are Sales Graduates

Ready?: A Skills Gap Analysis." *Journal of Selling*, 21(2), 43-59

**Groza, Mya Pronschinske**, Mark D. Groza and Luis Miguel Barral (2020), "Women Backing Women: The Role of Crowdfunding in Empowering Female Consumer-Investors and Entrepreneurs." *Journal of Business Research*, 117(September), 432-442.

Groza, Mark D. and **Mya Pronschinske Groza** (2018), "Salesperson Regulatory Knowledge and Sales Performance." *Journal of Business Research*, 89(August), 37-46.

**Groza, Mya Pronschinske** and Sandy Domagalski (2017), "Social Media Engagement Mitigates Ad Decay Effects for Super Bowl Advertisements." *Marketing Management Journal*, 27(2), 103-115.

**Groza, Mya Pronschinske** and Geoffrey L. Gordon (2016), "The Effects of Nonprofit Brand Personality and Self-Brand Congruity on Brand Relationships." *Marketing Management Journal*, 26(2), 117-129.

**Groza, Mya Pronschinske** (2015), "Advertising Interference: Factors Affecting Attention to Super Bowl Advertisements and Their Effectiveness." *Marketing Management Journal*, 25(2), 123-133.

Krishnan, Vijay, Mark D. Groza, **Mya Pronschinske Groza**, Robert M. Peterson, and Elisa Fredericks (2014), "Linking Customer Relationship Management (CRM) Processes to Sales Performance: The Role of CRM Technology Effectiveness." *Marketing Management Journal*, 24(2), 162-171.

**Pronschinske Mya**, Mark D. Groza, and Matthew Walker (2012), "Facebook 'Fans': The Importance of Authenticity and Engagement as a Social Networking Strategy for Professional Sport Teams." *Sport Marketing Quarterly*, 21(4), 221-231.

Groza, Mark D., **Mya Pronschinske**, and Matthew Walker (2011), "Perceived Organizational Motives and Consumer Responses to Proactive and Reactive C.S.R." *Journal of Business Ethics*, 102(4), 639-652.

#### **Peer Reviewed Proceedings/Scholarly Presentations:**

Zmich, Louis J., **Mya P. Groza**, and Mark D. Groza (2022), "Organizational Innovativeness and Firm Performance: Does Sales Management Matter?" *Academy of Marketing Science Annual Conference*; Monterey, California, May 25 – 27.

**Groza, Mya Pronschinske** (2022), "Who is Behind the Shop? Consumers Desire for and Support of Retail Identity Marketing Signage" *American Collegiate Retailing Association Annual Conference*; Online, March 2 – 4.

**Groza, Mya Pronschinske** and Stephanie Van Tieghem (2021), "Identity Marketing Signage: Inclusive Consumers Support Small Business Owners' Displayed Social Identities" *Marketing Management Association Spring Conference Track within MBAA International Conference*; Online, March 25 – 26.

**Groza, Mya Pronschinske** and Aaron David Schubert (2021), "The Impact of Social Media Usage on Self Brand Connection" *Marketing Management Association Spring Conference Track within MBAA International Conference*; Online, March 25 – 26.

Zmich, Louis L., **Mya Pronschinske Groza** and Mark D. Groza (2020), "Organizational Innovativeness and Firm Performance: Does Sales Management Matter?" *Academy of Marketing Science Virtual Conference*; Online, December 16 – 18.

**Groza, Mya Pronschinske** and Jock Sommese (2020), "The Accelerated Need for Digital Marketing for Small Businesses during COVID-19 Stay-at-home Orders" *Marketing Management Association Fall Educators Conference: A Virtual Experience*; Online, October 28 - 30.

- Groza, Mark D., **Groza, Mya Pronschinske** and Gordon, Geoffrey L. (2019), "Let's be Friends: Examining the Importance of Sales-Firm Integration" *Marketing Management Association Fall Educators Conference*; Santa Fe, New Mexico, September 18 – 20.
- Gordon, Geoffrey L., **Groza, Mya Pronschinske**, Schoenbachler, Denise D. and Groza, Mark D. (2019), "Challenging Environments may lead to Strange Bedfellows; The Evolution of an Online Master of Science in Digital Marketing Program" *Marketing Management Association Fall Educators Conference*; Santa Fe, New Mexico, September 18 – 20.
- Zmich, Louis J., **Mya Groza**, Tobias Schaefer and Mark Groza (2018), "Abstract Thinking and Salesperson Entrepreneurial Orientation" presented at the *Academy of Marketing Science Annual Conference*; New Orleans, LA, May 23 – May 25.
- Groza, Mark D., Louis J. Zmich and **Mya Pronschinske Groza** (2018), "Sponsoring the Professional Sales Program: A Win-Win for Students and Companies" presented at the *National Conference in Sales Management*; San Diego, CA, April 11 – April 13.
- Groza, Mya Pronschinske**, Mark D. Groza and Geoffrey Gordon (2017), "Adventures in Team Teaching an M.B.A. Course" presented at the *Marketing Management Association Fall Educators' Conference*; Pittsburgh, PA, September 20 – 22.
- Groza, Mya**, Mark D. Groza and Luis Miguel Barral (2016), "The Role of Pride in Retaining Sport Event Volunteers" presented at the *Academy of Marketing Science Annual Conference*; Lake Buena Vista, FL, May 18 – May 20.
- Groza, Mya**, Mark D. Groza and Luis Miguel Barral (2015), "A Preliminary Examination in the Motivating Factors of Crowdfunding Backers" presented at the *Academy of Marketing Science Annual Conference*; Denver, CO, May 12 – May 14.
- Groza, Mya** (2014), "The (Additional) Missing Link: The Role of Tailors as a Service Provider for Customization" presented at the *World Marketing Congress*; Lima, Peru, August 5 – August 8.
- Leary, R. Bret, Richard J. Vann and **Mya Pronschinske Groza** (2014), "Consumer Product Evaluation Updating: The Impact of Online and Interpersonal Social Influence on Evaluation Certainty" presented at the *Academy of Marketing Science Annual Conference*; Indianapolis, IN, May 21 – May 23.
- Pronschinske, Mya** and Kent Drummond (2013), "I've Got You under My Skin: Tactile Stimulation of Clothing" presented at the *Academy of Marketing Science Annual Conference*; Monterey, CA, May 15 – May 18.
- Pronschinske, Mya**, Mark D. Groza, and Mark Peterson (2012) "Without the Volunteers the Event Cannot Go On: Examining Retention with a Behavioral Reasoning Theory Approach" presented at the *American Marketing Association Summer Educators' Conference*; Chicago, IL, August 17 - August 19.
- Pronschinske, Mya** and Kent Drummond (2012), "Come Out, Come Out, Angel and Monster: Deconstructing and Reconstructing Performances of Femininity and Competition" presented at the *Consumer Culture Theory Conference*; Oxford, England, August 16 - August 19.
- Pronschinske, Mya** and Kent Drummond (2011), "Gaining Entry into Evaluative Consumption Experiences and the Assessment and Awarding of Capital" included in the proceedings of the *2012 Robert Mittelstaedt Doctoral Symposium*; Lincoln, NE, March 29 - March 31, 45-64.
- Pronschinske, Mya** (2011), "Conversations to Cause Change: A Proposed Typology of Consumers Utilizing Facebook to Enact Consumer Boycotts" presented at the *American Marketing Association Summer Educators' Conference*; San Francisco, CA, August 5 - August 7.

Groza, Mark D., Joe Cobbs, Tobi Schaefer, and **Mya Pronschinske** (2011), "The Effect of Multiple Sponsor Congruence on the Brand Equity of a Sponsored Enterprise" presented at the *15th A.M.S. World Marketing Congress*; Reims, France, July 20 - July 23.

**Pronschinske, Mya**, Mark D. Groza, and Matthew Walker (2010), "Strategic C.S.R. Communication: The Effect of Source and Valence of Message on Consumers' Perceptions" presented at the *13th Public Relations Research Conference*; Miami, FL, March 10 - March 13.

**Refereed/Adjudicated (currently scheduled or submitted):** (provide citations)

**Peer Reviewed/Evaluated (currently scheduled or submitted):**

**Presentations and Other Creative Activities:**

**Presenter**, "NIU COB Alumni Unity Circle #5, "Small Businesses – The Importance of Connecting Online with Consumers and Sharing your Entrepreneurial Story," NIU. College of Business, Online. (March 17, 2022).

**Panelist**, "Wednesday Night Wisdom: Utilizing Social Media to Connect and Engage in a Digital World," Northern Illinois University College of Business, Online. (December 8, 2021).

**Panelist**, "Skills, Ethics, Certifications: Curricular Innovations to Prepare Students for Career Readiness," Marketing Management Association Fall Educators' Conference: A Virtual Experience, Online. (October 30, 2020).

**Panelist**, "Data Science and Visualization in the Classroom," Marketing Management Association Fall Educators' Conference, Santa Fe, New Mexico, U.S.A. (September 20, 2019).

**Presenter**, "STEM Café, "How Businesses are Surviving and Thriving in DeKalb County During COVID-19 Stay-at-Home Orders," NIU STEAM, Online. (June 3, 2020).

**Webinar Presenter**, "DeKalb County Small Business Survey Results," DeKalb County UNITES, Online. (May 27, 2020).

**Webinar Presenter**, "Reaching and Retaining Customers Post-Lockdown," DeKalb County UNITES, Online. (April 29, 2020).

**Presenter**, "STEM Café, "The Savvy Digital Consumer," NIU. Money Smart Week, Fatty's Pub and Grille, DeKalb, IL, U.S.A. (April 25, 2017.)

**Honors and Awards:**

**Department of Marketing Research Productivity Award**, Northern Illinois University, Department of Marketing, (Awarded: June 5, 2020), first faculty member to achieve three publications during rolling period AY2018 – 2021.

**SERVICE:**

**Major Committee Assignments:**

**UNIVERSITY OF IDAHO**

**University:**

**Task Force Member**, University of Idaho Onboarding Implementation Task Force, December 2022 – Present.

**Search Committee Member**, University of Idaho College of Business & Economics Barker Director, November 2022 – Present.

**Search Committee Member**, University of Idaho College of Business & Economics Dean, September

2022 – Present.

**Search Committee Member**, University of Idaho College of Business & Economics Interim Associate Dean, August 2022.

**College:**

**Task Force Chair**, Sustainability Core Taskforce, University of Idaho College of Business & Economics, October 2022 – Present.

**Committee Member**, Goal 1 Committee, University of Idaho College of Business & Economics, Fall 2022 – Present.

**NORTHERN ILLINOIS UNIVERSITY**

**University:**

**Subgroup Co-leader**, Faculty Experience In and Beyond the Classroom Subgroup, Northern Illinois University Remote Working Task Force, April 2021 – August 2021.

**Committee Chair**, Northern Illinois University Libraries Advisory Committee, Fall 2020 – Spring 2021.

**Fellow**, Remote Teaching Fellows, March 2020 – August 2020.

**College of Business Representative**, Northern Illinois University Outreach Advisory Committee, Fall 2019 – Spring 2022.

**College of Business Representative**, Northern Illinois University Graduate School Faculty Awards Committee, Fall 2019 – Spring 2022.

**Board Member**, Northern Illinois University Child Development & Family Center Parent Advisory Board, Spring 2019 – Spring 2022.

**College of Business Representative**, Northern Illinois University Libraries Advisory Committee, Fall 2018 – Spring 2021.

**Search Committee Member**, Northern Illinois University Department of Marketing Sales Assistant Professor, Summer & Fall 2018.

**Departmental Representative**, Northern Illinois University Libraries Committee, Fall 2016 – Spring 2018.

**College of Business Representative**, Northern Illinois University Graduate Colloquium Committee, Fall 2016 – Spring 2020.

**Search Committee Member**, Northern Illinois University Director of Marketing & Communications, Graduate School, Spring 2016.

**College:**

**Co-Faculty Advisor**, Northern Illinois University Women in Business Professions Student Organization, Spring 2022.

**Committee Chair**, Northern Illinois University College of Business Graduate Curriculum Committee, Fall 2020 – Spring 2022.

**Committee Chair**, Northern Illinois University College of Business Belonging & Impact Group (BIG) Task Force, Fall 2020 – Spring 2021.

**Department of Marketing Representative**, Northern Illinois University College of Business Graduate Curriculum Committee, Fall 2019 – Spring 2022.

**Departmental:**

**Committee Member**, Northern Illinois Department of Marketing Personnel Committee, Fall 2021, Spring 2022.

**Committee Member**, Northern Illinois University Department of Marketing Curriculum Committee, Fall 2016, Spring 2017, Fall 2018, Spring 2019, Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Spring 2022.

**Committee Member**, Northern Illinois University Department of Marketing Digital Marketing Strategic Planning Committee, Fall 2019 – Fall 2020.

**Committee Member**, Northern Illinois University Department of Marketing Portfolio Review Committee, Spring 2016, Fall 2016, Spring 2017, Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021

**Departmental Representative**, Northern Illinois University Libraries Committee, Fall 2016 – Spring 2018.

**Co-Faculty Advisor**, Northern Illinois University American Marketing Association (A.M.A.), Fall 2015 – Spring 2019.

**Professional and Scholarly Organizations:** (including memberships, committee assignments, editorial services, offices held and dates)

**Reviewer**, Journal of Sport Marketing (Ad-hoc), May 2022.  
**Co-Track Chair**, International Society of Marketing Spring Conference, “Branding and Product Development”, 2022.  
**Reviewer**, Journal of Business Research (Ad-hoc), December 2021  
**Reviewer**, “Racism and Discrimination in the Marketplace” Boutique Online Conference, 2021.  
**Reviewer**, Marketing Management Association Spring Conference, 2021  
**Reviewer**, Journal of Business Research (Ad-hoc), December 2020  
**Reviewer**, Marketing Management Association Fall Conference, 2020  
**Certificate Awardee**, Teaching Digital Marketing Seminar, Academy of Marketing Science Annual Conference, 2018  
**Session Chair**, Academy of Marketing Science Annual Conference, 2018  
**Co-Track Chair**, Academy of Marketing Science Annual Conference, “Sensory and Food/Beverage Marketing”, 2016  
**Host**, Academy of Marketing Science Doctoral Consortium, 2016  
**Reviewer**, Marketing Management Journal (Ad-hoc), March 2014, March 2015, March 2016, February 2017, February 2018, February 2019,  
**Reviewer**, Academy of Marketing Science Annual Conference, 2013 – 2019  
**Reviewer**, Society of Marketing Advances Spring Conference, 2014  
**Reviewer**, Marketing Management Association Spring Conference, 2014 – 2020  
**Reviewer**, World Marketing Congress, 2012 – 2015  
**Reviewer**, Consumer Culture Theory Conference, 2012 – 2013  
**Reviewer**, A.M.A. Summer Marketing Educators' Conference, 2011 – 2013  
**Reviewer**, Association for Consumer Research Conference, 2011 – 2013

**Outreach Service:** (Including popular press, interview articles, newspaper articles, workshops-seminars-tours organized, Extension impact statements)

Featured story in NIU TODAY, Digital marketing grads tackle needs of small businesses during pandemic, June 15, 2020.

Radio interview at 94.9 WDKB, DeKalb County UNITES Consumer Sentiment Survey <https://www.949wdkb.com/dekalb-county-u-n-i-t-e-s-consumer-sentiment-survey/>, May 28, 2020.

Radio interview at 94.9 WDKB, Take the DeKalb County UNITES Consumer Sentiment Survey, May 22, 2020.

Newspaper mention in the Daily Chronicle, Business experts talk customer retention during COVID-19 crisis in DeKalb County, April 30, 2020.

University Faculty Member, DeKalb County UNITES (University & Neighbors Investing Together for Economic Success), March 2020 – August 2020.

Featured in BSchools.org Blog as Professor to Know in Online Digital Marketing Master’s Programs. *M.B.A. Alternatives: M.S. in Digital Marketing*, December 7, 2018  
<https://www.bschoools.org/blog/mba-alternatives-ms-digital-marketing>

Tour Organized, Chicago Cubs, Northern Illinois University Sport Marketing Course, May 1, 2016.

## PROFESSIONAL DEVELOPMENT:

### Teaching:

**Design Academy Training Participant**, “Online Course Design Academy,” Northern Illinois University



Center for Innovative Teaching and Learning, DeKalb, IL, U.S.A. (May 11, 2020 - June 1, 2020.)

**Participant & Certificate Awardee**, Teaching Digital Marketing Certificate Program, Academy of Marketing Science Annual Conference, May 23, 2018.

**Workshop Participant**, “Developing a Quality Online Course for the Department of Marketing,” Northern Illinois University Center for Innovative Teaching and Learning, DeKalb, IL, U.S.A. (March 9, 2018.)

**Scholarship:**

**University Faculty Participant**, “Racism and Discrimination in the Marketplace,” Journal of the Association for Consumer Research, Boutique Online Conference. (June 17 – 18, 2021).

**University Faculty Participant**, “Inclusive Product Management Summit,” University of Washington Foster School of Business, Online. (May 7, 2021).

**Outreach:**

**Administration/Management:**

**Emerging Faculty Leader**, Northern Illinois University, Provost’s Office, August 2021 – May 2022.