

Merlyn A. Griffiths

Department of Marketing, Entrepreneurship, Hospitality & Tourism
University of North Carolina, Greensboro
Bryan School of Business and Economics, 353
P. O. Box 26165
Greensboro, NC 27402-6165

Email: magriff3@uncg.edu

Office: 336-334-4472

Education

- Ph.D. University of California-Irvine
The Paul Merage School of Business
Ph.D., Management, June 2007
Major: Marketing (Consumer Behavior) Minor Emphasis: Environmental Psychology
Dissertation: Consumer Territorial Behaviors in Service Environments
Committee: Drs. Mary C. Gilly (Chair), Cornelia Pechmann, John Graham, L. Robin Keller, Daniel Stokols
- M.B.A. Bentley University
McCallum Graduate School of Business
Concentration: International Business, 1997
- B.S.B.A. Boston University
School of Management
Concentration: Finance, 1988

ADDITIONAL EDUCATION & TRAINING

- 2016 Aspiring Leaders Seminar, AACSB & PhD Project, Tampa, FL, Jul 14-15.
- 2016 Women's Leadership Success in Higher Education, Academic Impressions; Westin Hotel, St. Louis, MO, Nov. 14 - 16
- 2014 Charting Your Path Workshop. The Friday Institute for Educational Innovation, North Carolina State University, Raleigh, NC
- 2012 Master Teacher Program, Georgia State University, Atlanta, GA May 9-11.
- 2010 Grounded Theory (Summer Short Course) Center for Advancement of Research Methods and Analysis (CARMA), Virginia Commonwealth University.
- 2010 Testing Interaction with Linear Regression CARMA, Virginia Commonwealth University.

RESEARCH FOCUS

- Tobacco consumption through hookah/waterpipe; related lifestyle behaviors and choices affecting well-being.
- Consumer-place bonding relationships; territorial behaviors, place attachment and dependence, sense of place and incivility.
- Consumer decision making in risky situations and the influence of vulnerability on consent, dissent and acquiescing behaviors.
- Interdependent relationships in services marketing.
- Brand positioning, elements and leveraging brand associations.

RESEARCH GRANT SUBMISSIONS

National Institutes of Health R21: (App ID225912) Submitted 10/6/2016 Status: Resubmission 10/1/17
Project Title: *Exploring reactions to health warnings on waterpipe tobacco ads.* Co-PI's Dr. Isaac Lipkus (Duke University) and Dr. Caroline Cobb (Virginia Commonwealth University), along with Dr. Wei Pan (Duke University), Dr. Marc Kiviniemi, SUNY-Buffalo, Dr. James Thrasher (University of South Carolina), Seth Michael Noar (University of North Carolina-Chapel Hill).

National Institutes of Health R21: DA043515-01 Submitted: 6/6/2016 Status: Revision Pending
Project Title: *Effects of Messages of Harm and Ad Themes on Waterpipe Tobacco Smoking Risk Appraisals, Attitudes and Desire to Quit.* Co-PI's Dr. Isaac Lipkus (Duke University) and Dr. Caroline Cobb (Virginia Commonwealth University) along with Dr. Ellen Peters (Ohio State University).

ACADEMIC EXPERIENCE

Aug 2013 – present *Associate Professor of Marketing*, Joseph M. Bryan School of Business and Economics
University of North Carolina-Greensboro (UNCG), Greensboro, NC.

Aug 2007 – July 2013 *Assistant Professor of Marketing*, Joseph M. Bryan School of Business and Economics
University of North Carolina-Greensboro, Greensboro, NC.

2001 – 2007 *Graduate Research and Teaching Assistant*, The Paul Merage School of Business
University of California, Irvine, Irvine CA.

1999-2001 *Senior Associate Director of Graduate Admission & Marketing Instructor*
McCallum Graduate School of Business, Bentley University, Waltham, MA.

PROFESSIONAL EXPERIENCE (NON-ACADEMIC)

1997 – 1999 *Strategic Planner*, Hoyts Cinemas Corporation, Boston, MA.

1995 – 1997 *Marketing Manager*, Holographic Products, Polaroid Corporation, Cambridge, MA.

1994 – 1995 *Financial Analyst*, Marketing Financial Planning and Analysis Division, Polaroid Corporation, Cambridge MA.

1990 – 1994 *Financial Analyst*, Integral Coating Manufacturing, Polaroid Corporation, Waltham, MA.

1989 – 1990 *Assistant Regional Credit Manager*, Customer Financial Services Division, Polaroid Corporation, Needham, MA.

1988 – 1989 *General Analyst*, International Tax Group, Polaroid Corporation, Cambridge, MA.

1984 – 1988 *Bank Boston*, Administrative and Clerical Roles, Boston MA.

INVITED SPEAKER PRESENTATIONS

- Hookah Hubbub and Marijuana Mystique (2017), **Community Anti-Drug Coalitions of America (CADCA) Center for Disease Control and Prevention (CDC)**, Mid-Year Training Institute, July 27, Marriott Marquis, Atlanta, GA.: <http://www.cadca.org/hookah-hubbub-and-marijuana-mystique>
- Give me a Reason: Consumer Recreation Motivations and Behaviors (2017), **North Carolina Recreation and Park Association (NCRPA)** Marketing Summit, May 9, High Point, NC.
- Hookah Culture: Much More than Smoking (2016), **Community Anti-Drug Coalitions of America (CADCA) Center for Disease Control and Prevention (CDC)**, Mid-Year Training Institute, July 18-21, Mirage Hotel, Las Vegas, Nevada. <http://www.cadca.org/hookah-culture-marketing-and-appeal-waterpipe-smokingmuch-more-just-smoking>

- Hookah Culture: The Marketing and Appeal of Waterpipe Smoking...Much More Than Just Smoking, Center for Tobacco Products, (2016) *Food and Drug Administration (FDA)* Waterpipes and Waterpipe Tobacco Public Workshop, March 17-18, Silver Springs, MD.
<http://www.fda.gov/TobaccoProducts/NewsEvents/ucm480233.htm>.
- “Food Marketing,” (2015) Nutrition Applications and Process - UNCG
- “Marketing with Power: A Look at Ethnic Marketing” (2012) *Allen University*, Columbia, SC. March 2.
- “Academic Job Market: Guidelines for Determining ‘True Fit’” (2007), American Marketing Association Summer Educator Conference Doctoral Students Special Interest Group: Washington, DC.

PUBLICATIONS AND PRESENTATIONS

Book

Griffiths, Merlyn A., and James, Channelle D. *Mastering the Art: An Entrepreneurial Guide to a Profit-Driven Marketing Plan* (forthcoming), Kendall Hunt Publishing.

Refereed Journal Articles

Hwang, J., & **Griffiths, M. A.** (2017). Share more, drive less: millennials value perception and behavioral intent in using collaborative consumption services. *Journal of Consumer Marketing*, 34(2), 132-146.

Griffiths, Merlyn A. (2014). Consumer Acquiescence to Informed Consent: The Influence of Vulnerability, Motive, Trust and Suspicion. *Journal of Customer Behaviour*, 13(3), 207-235.

Griffiths, Merlyn A., and Eric W. Ford. (2014) “Hookah Smoking: Behaviors and Beliefs among Young Consumers in the United States.” *Social Work in Public Health*, 29 (1) 17-26.

Griffiths, Merlyn A. and Gilly, Mary C., (2012), “DIBS! Customer Territorial Behaviors.” *Journal of Service Research*, 15(2), 131-149. **2012 JSR Best Article Award. Lead Article in Journal Issue.**
(Media Coverage/Mentions: BBC World News, MSNBC, The Atlantic Wire, etc.)

Griffiths, Merlyn A. and Gilly, Mary C., (2012) “Sharing Space: Extending Belk’s (2010) “Sharing.”” *Journal of Research for Consumers*, 22, [available at http://jrconsumers.com/Academic_Articles/issue_22/Griffiths-Gilly-AcademicArticle.pdf]

Griffiths, Merlyn A., Harmon, Tracy R., (2011), “Aging Consumer Vulnerabilities: Influencing Factors of Acquiescence to Informed Consent.” *Journal of Consumer Affairs*, 45(3), 445-466.

Griffiths, Merlyn A., Harmon, Tracy R, and Gilly, Mary C. (2011), “Hubble Bubble Trouble: The Need for Education and Regulation of Hookah Smoking.” *Journal of Public Policy and Marketing*, 30(1), 119-132.
(Media Coverage/Mentions: Wall Street Journal.)

Harmon, Tracy R. and **Griffiths, Merlyn A.** (2008), “Franchisee Perceived Relationship Value.” *Journal of Business & Industrial Marketing*, 23(4), 256-263.

Other Publications

Griffiths, Merlyn (2013) “The Unhappy Hookah” in *The Wall Street Journal*, February 27, p. A11
[Available at: <http://online.wsj.com/article/SB10001424127887324196204578296360034708362.html>]

Select Referred Proceedings Published

Scott, Andrea, **Griffiths, Merlyn A.** and Gross, Barbara (2015). “Interpreting the Signs: Cultural Challenges and Message Framing in a Long-term Road Safety Campaign (1980 – 2006), *Marketing and Public Policy Conference, June 4-6 2015, Washington DC.*

Griffiths, Merlyn A. and Gilly, Mary C., (2009), “A Typology of Consumer Territorial Rudeness,” in

Advances in Consumer Research, Ann L. McGill and Sharon Shavitt, eds. Duluth, MN: Association for Consumer Research, 36, 769-770.

Griffiths, Merlyn A. and Harmon, Tracy R., (2009), "Consumer Hookah Consumption: Is the Hubble Bubble the New Coffee and Cocktail?" in *Advances in Marketing: Embracing Challenges & Change - A Global Perspective*, William J. Kehoe and Linda K. Whitten, eds. Tuscaloosa, AL: Society for Marketing Advances,

Griffiths, Merlyn A. and Harmon, Tracy R., (2009). "Advice from a Caterpillar: Mainstreaming Hookah Consumption into American Pop Culture," in *Advances in Consumer Research Volume 36*, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, Pages: 866-867.

Griffiths, Merlyn A., (2005a), "Product Involvement and Place Attachment: Insights from the Environmental Psychology Literature," in *Marketing Theory and Practice*, Kathleen Seiders and Glenn B. Voss, eds. American Marketing Association Proceedings, 16 (Winter), 209-215.

Griffiths, Merlyn A., (2005b), "Consumer Authorization: Acquiescing to Informed Consent in High Risk Situations," in *Academy of Marketing Science*, Tampa, FL: Developments in Marketing Science, 28,173-174.

Select Conference Presentations

James, Channelle and **Griffiths, Merlyn A.** (2017), "Disruptive Luxury: Entrepreneurs at the Margins," Global Research Symposium on Marketing and Entrepreneurship, August 8-10, San Francisco, CA.

Lefebvre, Sarah, Cook, Laurel Aynne, and **Griffiths, Merlyn** (2017) "Genetic Engineering: The Influence of Disclosure and Food Type on Consumer Perceptions and Purchase Intentions." *American Marketing Association Conference* (Winter, Feb 2017).

Griffiths, Merlyn A. (2016), "It's all in the name: The impact of brand vulgarity on reputation, image and corporate social responsibility," Society for Marketing Advances Conference, November 2-5, Atlanta, GA.

Griffiths, Merlyn A., Lefebvre, Sarah, Cook, Laurel and James, Channelle, (2016) Pluralist Masculinity: New Sexuals in Male Marketing Atlantic Marketing Association Conference, September 14-18, Charleston, SC.

Griffiths, Merlyn A. and Eldemire, Flavia (2015). "Scholar Identity: Is Legitimacy in the Work You Do or Who You Are?" Southern Management Association Conference, October 27-31, St. Pete Beach, Florida.

Lefebvre, Sarah, Cook, Laurel Aynne and **Griffiths, Merlyn A.** (2014) "The Evolution of Transgenic Food Perceptions: A Mixed-Method Approach" *American Marketing Association Summer Educators Conference*, August 1-3, San Francisco, CA.

Griffiths, Merlyn A., Eldemire, Flavia L., and Kadiyala, Kartik, (2013) "Organizational Deviance as Evidenced in Brand Vulgarity: The Impact on Employee Incivility" *Southern Management Association Conference*, November 6-9, New Orleans, LA.

Griffiths, Merlyn A. and Eldemire, Flavia L., (2011), "Scholar Brand Identity: The Struggle to Legitimize Qualitative Methodological Choice" at Southern Management Association, Savannah Georgia, November 9-13, 2011. **Won the Most Innovative Session Award - Workshop/Symposia.**

Harmon, Tracy R. and **Griffiths, Merlyn A.**, (co-presenter), (2011), "Brand My Ride: Donks, Bubbles and Boxes Extended Self-Brand Connections among Auto Expressionists" Association for Consumer Research Film Festival, October 13-16, 2011, St. Louis, Missouri. **Won the People's Choice for Best Film Award.**

Griffiths, Merlyn A. (presenter), and Gilly, Mary C., (2009), "A Typology of Consumer Territorial Rudeness," *Association for Consumer Research*, Pittsburgh, PA.

Griffiths, Merlyn A. (presenter), and Eldemire, Flavia., (2009), "Consumer Perception of Security Warnings: The Impact of Role Behavior and Social Order." *Southern Management Association Annual Meeting*, Asheville, NC.

Griffiths, Merlyn A. (presenter), and Harmon, Tracy R., (2006). “Acquiescing to Informed Consent: The Mediating Role of Judgment of Motive and Trust.” *Marketing and Public Policy Conference*, Long Beach, CA.

Griffiths, Merlyn A., (2005). “Consumer Authorization: Acquiescing to Informed Consent in High Risk Situations.” Academy of Marketing Science Conference, Tampa, FL. ***Won the Jane K. Fenyo Best Paper Award.***

Media Coverage of Published Work (sample)

Featured Guest

Is Social Media Making Us Meaner? WFMY News 2 11:45 p.m. EDT May 7, 2014

<http://www.wfmynews2.com/story/life/2014/05/07/social-media-making-us-meaner/8707261>

Publisher Coverage

Podcast Sage Publication 2013 “Dibs! Customer Territorial Behaviors”

<http://jsr.sagepub.com/site/misc/indexa/podcasts.xhtml>

Available on iTunes at <https://itunes.apple.com/us/podcast/sage-podcast/id281473116>

Sage Publication Blog Feature –Management INK, October 15, 2013. Dibs! Customer Territorial Behaviors. <http://managementink.wordpress.com/2013/10/15/jsr-award-winners/>

Radio/TV

KTVN Channel 2-Reno Tahoe, June 6, 2012: “UNCG Researcher: Feed Your Head with Knowledge Not Hookah.” <http://www.ktvn.com/story/18718056/uncg-researcher-feed-your-head-with-knowledge-not-hookah>

BBC World News, May 13, 2012: On-Air Interview about Dibs! Customer Territorial Behaviors in Service Environments in Journal of Service Research.

American Public Media On-Air Interview May 9, 2012: “Study: More Consumers Using Public Spaces as Work Spaces” Marketplace Morning Report. Interview by Jeremy Hobson and Stacey Vanek Smith. Listen at: <http://www.marketplace.org/topics/business/mid-day-update/study-more-consumers-using-public-spaces-work-spaces>

MSNBC “Study identifies 4 types of cafe Wi-Fi hogs” by Devin Coldewey
<http://digitallife.today.msnbc.msn.com/news/2012/05/10/11623872-study-identifies-4-types-of-cafe-wi-fi-hogs?lite>

Print and Online Media

The Washington Post, July 8, 2015 “Did you buy that latte 2 hours ago? Think about leaving the coffee shop.” https://www.washingtonpost.com/lifestyle/style/you-ordered-that-latte-two-hours-ago-think-about-leaving-the-coffee-shop/2015/07/08/caa597bc-19ef-11e5-bd7f-4611a60dd8e5_story.html

The Huffington Post, June 13, 2012 “Coffee Shop Politics: Professor Studies How We Mark Our Territory,” http://www.huffingtonpost.com/2012/06/13/coffee-shop-territory-study_n_1590653.html

The Orange County Register, July 3, 2012: “UCI Study Looks at How Coffee Shop Customers Mark Their Spot,” <http://www.ocregister.com/news/customers-361941-people-coffee.html>

San Francisco Chronicle, June 6, 2012: “UNCG Researcher: Feed Your Head with Knowledge not Hookah,” <http://www.sfgate.com/cgi-bin/article.cgi?f=/g/a/2012/06/06/prweb9571348.DTL>

Yahoo Voices, May 11, 2012: “Researchers Find Wi-Fi Hot-Spot Users Abusing Privileges: Study Shows Offering Free Wi-Fi Not Always Appreciated,” by S. E. Jones <http://voices.yahoo.com/researchers-find-wi-fi-hot-spot-users-abusing-privileges-11329656.html>

Management INK, May 11, 2012: Readings Writings and other Scholarly Pursuits, <http://managementink.wordpress.com/2012/05/03/dibs-customer-territorial-behaviors/>

The Atlantic Wire, May 10, 2012: “Free WiFi Makes Us Rude” by Rebecca Greenfield <http://www.theatlanticwire.com/technology/2012/05/free-wifi-making-us-rude-were-eating-too-much-grouper/52188/>

The Telegraph, May 10, 2012: “Coffee-shop conquerors, just take your latte and go” by Bryony Gordon <http://www.telegraph.co.uk/foodanddrink/foodanddrinknews/9257305/Coffee-shop-conquerors-just-take-your-latte-and-go.html>

Herald.ie News, May 10, 2012: “Café wars as Wi-Fi squatters a turn-off to other customers” by James Hall <http://www.herald.ie/news/cafe-wars-as-wifi-squatters-a-turnoff-to-other-customers-3104007.html>

Metro UK, May 10, 2012: “Why we boil at the “Coffee Shop Conquerors”” by Tariq Tahir <http://www.metro.co.uk/lifestyle/898626-why-we-boil-at-the-coffee-shop-conquerors>

MailOnline News UK, May 10, 2012: “Internet café rage caused by customers armed with laptops who turn large areas into makeshift offices” <http://m.dailymail.co.uk/mobile/news/article.html?articleID=2141918>

Red Orbit News, May 10, 2012 “King of the Coffee Shop” by Michael Harper, <http://www.redorbit.com/news/technology/1112532389/king-of-the-coffee-shop/>

The Telegraph, May 9, 2012: “Wi-fi 'lingerers' in coffee shops are causing territorial disputes, academic research finds” by James Hall <http://www.telegraph.co.uk/news/uknews/9254698/Wi-fi-lingerers-in-coffee-shops-are-causing-territorial-disputes-academic-research-finds.html>

Boston College, May 8, 2012: “The Café Conundrum: Territorial Customers Brew Trouble,” by Ed Hayward <http://www.cisionwire.com/boston-college/r/the-cafe-conundrum--territorial-customers-brew-trouble,c9257446>

The Orange County Register, July 19, 2007: “Territorial Behavior at Starbucks and Other Cafes” by Cathy Tran, <http://www.ocregister.com/news/griffiths-133346-customers-territorial.html>

TEACHING

Teach required and elective courses to graduate and undergraduate students in a range of formats, from small seminars to large classes with over 140 students. Successfully used a wide range of interactive teaching methods including highly experiential assignments, lectures, guest speakers, advertisements and films, case study, and product analysis. Taught online and face-to-face, using Canvas and Blackboard learning management systems.

Courses Taught Marketing Management (MBA) – Fall 2007-Spring 2009, Summer 2015-present - UNCG
Brand Management (MBA) – Fall 2008-present - UNCG
Consumer Behavior (MBA) – Spring 2008-present - UNCG
Principles of Marketing (UG) – Fall 2007-present – UNCG
Principles of Marketing (UG) – Fall 1999-Spring 2001 - Bentley University

New Course Development: Marketing Management (Course redesign for online delivery) Summer 2015, 2016, 2017
Consumer Behavior (semester long) for new MBA program 2010
Brand Management (semester long) for new MBA program 2010

GRADUATE STUDENT ADVISING

- External Member Doctoral defense and dissertation committee of Delisia M. Matthews. *“Swapping Styles: An Exploration of Fashion Leadership, Brands and Group Membership in the Context of Clothing Swaps,”* (Chair, Dr. Nancy Hodges) 2012. UNC-Greensboro, Consumer Apparel and Retail Studies Department.
- External Member Master’s Thesis Committee of Yinjie Ou. *“Application of Apparel Mass Customization: Perceptions of Chinese Consumer”* (Chair, Dr. Nancy Hodges) 2009- 2011 UNC-Greensboro, Consumer Apparel and Retail Studies Department.
- Adviser: Sarah Crisp (MBA) Graduate Research Project: 2014-2015 *Natural Healing: Consumer Perceptions of Food as Cures* UNC-Greensboro, Department of Marketing, Entrepreneurship, Hospitality and Tourism
- Adviser Sarah Lefebvre (MBA), Graduate Research Project: 2010 *“Consumer Perceptions of Genetically Modified Foods: An Examination of Consumer’s Opinions of Genetically Modified Fish”* UNC-Greensboro, Department of Business Administration.
- Adviser Kelly Morgan, Graduate Research Project: 2009 *“Consumer Withdrawal: Exploring the Psychological Contract in Customer-Service Provider Relationships.”* UNC-Greensboro, Department of Business Administration.

UNDERGRADUATE STUDENT ADVISING

- Adviser AleksanderKrajisnik, Honors Project 2015: *The Impact of Marketing on Adolescents.* UNC-Greensboro, Department of Marketing, Entrepreneurship, Hospitality and Tourism.
- Adviser Luis Jaurez, Honors Project 2011: *Black and Latino Achiever Program: Review of the Effectiveness of Marketing and Advertising Programs Used by YMCA in Attracting and Retaining Mentees.* UNC-Greensboro, Department of Business Administration.
- Adviser Chara Garmon, Honors Project 2010: *“The Role of Music as an Influence on Youth Culture in Hong Kong”* UNC-Greensboro, Department of Business Administration.

AWARDS

- 2013 **Best Journal Article Award**, Journal of Service Research (based on all published articles for 2012).
- 2012 **Teaching Excellence Award**, Bryan School of Business and Economics, UNCG
- 2011 **Most Innovative Session Award** - Workshop/Symposia. Southern Management Association, New Orleans, LA.
- 2011 **People’s Choice for Best Film Award**, Association for Consumer Research, St Louis, MO.
- 2005 **Jane K. Fenyo Best Research Paper Award** “Consumer Authorization: Acquiescing to Informed Consent. Academy of Marketing Science, Tampa, FL.

SPECIAL HONORS

- 2012 **Chancellor’s Nominee**, BRIDGES Academic Leadership for Women Program, UNC-Chapel Hill
- 2011 **Nominee**, Teaching Excellence Award, Bryan School of Business and Economics, UNCG
- 2011 **Invited Fellow**, Villanova University School of Business: Emerging Scholars Research Consortium, Washington DC, June.
- 2009 **Recipient**, \$500 Research Award / UNCG New Faculty Mentoring Program
- 2009 **Invited Fellow**, University of Notre Dame Mendoza College of Business: Emerging Scholars Research Consortium: Stepping Forward in the Marketing and Society Field, Washington DC, June, 2009.
- 2006 **Invited Scholar**, University of Southern California: Risk Research Workshop, Los Angeles, CA, 2006.
- 2005 **Fellow**, AMA-Sheth Foundation Doctoral Consortium, University of Connecticut, CT.
- 2005 **Recipient**, Academy of Marketing Science/Sheth Foundation/PhD Project Marketing Doctoral Student Association Travel Fellowship, AMS Conference, Tampa, FL.
- 2004 **Fellow**, Society for Marketing Advances Doctoral Consortium, Tampa, FL.
- 2002-03 **Fellow**, University of California Faculty-Mentor Award

2002 **Recipient**, Cultural Dimensions of Business Research Seminar, University of Southern Denmark-Odense.
One of 25 doctoral students worldwide to participate in research symposium,
1984-88 **Scholar**, Boston University Four-year Academic Scholar, Boston, MA.

PROFESSIONAL DEVELOPMENT

2016: Presenter: PhD Project Marketing Doctoral Student Association, Atlanta, GA Aug 4-6
2011: AMA Summer Educators Conference, San Francisco CA, August 5-8.
2011: Presenter: PhD Project Marketing Doctoral Student Association, San Francisco, CA Aug 6.
2011: AMA Marketing and Public Policy Conference, Washington DC, June 2-4.
2009: Invited Scholar: Marketing and Public Policy Emerging Scholars Consortium, sponsored by University of Notre Dame, Mendoza College of Business.
2009: Completed UNCG New Faculty Mentoring Program, August 2008 – June 2009
2009: UNCG Blackboard workshop. Attended Blackboard Safe Assign and Plagiarism workshop
2008: American Marketing Association Winter Educators Conference, Austin, Texas
2007: Office of Research Compliance. Certificate of Training in IRB Procedures and the Protection of Human Participants in Research.
2007: Teaching and Learning Center. Working Together Through Research Compliance Oversight.
2007: Teaching and Learning Center. Support for Research Scholarship and Creative Activity through the Office of Research and Public/Private Sector Partnerships at UNCG.
2007: Teaching and Learning Center. Undergraduate Research Opportunities at UNCG.
2007: Teaching and Learning Center. Submitting a Proposal at UNCG.
2007: Teaching and Learning Center. Services for Your Research, Office of Contracts & Grants at UNCG.
2007: UNCG Blackboard workshop. Completed: Introduction to Blackboard and Intermediate Blackboard Workshops.

ACADEMIC SERVICE

University Service (UNCG)

Mentor, University New Faculty Mentor Program, 2014-2016
Member, Search Committee: Assoc. Vice Chancellor for Marketing & Strategic Communications, 2013-2014
Member, Academic Policies and Regulations Committee, 2013-2014
Faculty Advisor for Youth Taking Charge Student Group of 30+ students: UNCG 2010-present
Member, Provost Diversity Focus Group for Faculty Recruitment and Retention: 2008-2009

Bryan School of Business and Economics

Faculty President, Beta Gamma Sigma, UNCG Chapter 2017-present
Chair, Marketing Faculty Search Committee, 2016-2017
Member, Marketing Faculty Search Committee, 2015-2016
Member, MEHT Annual Evaluation Committee, 2013-present
Member, MEHT Planning and Faculty Development Committee, 2013-present
Faculty Advisor, American Marketing Association Student Chapter, 2012-present
Member, MBA Program Committee, 2012-2016
Chair, Admissions Sub-Committee of the MBA Program Committee, 2015-2016
Chair: Curriculum Sub-Committee of the MBA Program Committee, 2014-2015
Member, MEHT Department Head Search Committee, 2012-2013
Member, MBA Program Committee-Admissions Sub-Committee 2012- 2016
Founding Faculty Advisor, American Marketing Association Bryan School Chapter, 2012, 2013
Member, Faculty Planning Committee, 2009-2010
Recruit Doctoral Students for UNC-Greensboro Information Systems and Economic PhD Programs, Ph.D. Project Annual Conference, Chicago, IL. Fall 2007

Departmental Service

Chair, Faculty Search Committee – 2016-
Promotion and Tenure Committee – 2013-present
Annual Review committee – 2013-present
Planning and Faculty Development 2013-present
MEHT Department Funding Task Force – Lead, Fall 2013-2014
Marketing Faculty Recruiting Committee, 2012-2013 (MEHT)
Marketing Faculty Recruiting Committee, 2011- 2012 (Business Administration Department)
Marketing Faculty Recruiting Committee, Spring and Fall 2010 (Business Administration Department)
Marketing Journals Review and Rating Committee, 2009-2011(Business Administration Department)

Service to the Profession

Reviewer, Journal of Consumer Marketing, 2016
Reviewer, Consumer Behavior Today, v. 1.0 by M. Joseph Sirgy, Don R. Rahtz, and Laura Portolese Dias, 2015
Reviewer, Journal of Service Research, 2011 - present
Reviewer, American Journal of Public Health, 2013 - present
Reviewer, International Journal of Hospitality Management, 2013 - present
Reviewer, Journal of Marketing and Public Policy, 2010-present
Reviewer, Journal of Consumer Affairs, 2010
Reviewer, Journal of Business and Psychology, 2009
Reviewer, Consumer Culture Theory Conference, 2010, 2011
Reviewer, Association for Consumer Research Conference, 2006-2010
Track Chair, Advertising and Marketing Communications Track Society for Marketing Advances Conference, New Orleans, LA, November 4-8, 2009
Discussant, Consumer Identity and Advertising Session, Society for Marketing Advances Conference, New Orleans, LA, November 4-8, 2009
Moderator, Best of the Best in Advertising with Journal Editors and Reviewers, Society for Marketing Advances Conference, New Orleans, LA, November 4-8, 2009
Reviewer, American Marketing Association Winter Educators Conference, Instructional Innovation Track, 2009
Reviewer, Academy of International Business Conference, International Markets & Export Track, 2008
Reviewer, European Association for Consumer Research, 2007
Reviewer, Academy of Marketing Science Conference, 2005
President, PhD Project Marketing Doctoral Student Association, 2005-2006
Vice President, PhD Project Marketing Doctoral Student Association, 2004-2005

PROFESSIONAL MEMBERSHIPS

Association for Consumer Research
American Marketing Association
Southern Management Association
Academy of Marketing Science
The KPMG Ph.D. Project
National Black MBA Association
PhD Project Marketing Ethnic Faculty Association