

## **EMRE ULUSOY, Ph.D.**

Associate Professor of Practice in Marketing

College of Business

Stony Brook University

[emre.ulusoy@stonybrook.edu](mailto:emre.ulusoy@stonybrook.edu)

[Google Scholar](#)

### **PERSONAL STATEMENT**

Experienced, student-centered marketing scholar with over 15 years of teaching and research experience. My work bridges consumer behavior, cultural studies, macromarketing, sociology of consumption, and sustainability. I bring a collaborative ethos, experiential pedagogy, and interdisciplinary curiosity to every classroom. Passionate about making marketing education meaningful, inclusive, and globally relevant.

### **EDUCATION**

- ✓ ***Ph.D. in Marketing, University of Texas – Pan American*** (now University of Texas - Rio Grande Valley), Texas, United States, 2013.

Robert C. Vackar College of Business & Entrepreneurship (AACSB-accredited),  
Secondary Area of Emphasis: Social Sciences (Sociology, Anthropology, Psychology)

- *Dissertation Title:* “Toward Understanding the Subcultural Mosaic: Fragmentation of the Culture and the Symbiotic Interplay of the Market and Subcultures”
- *Dissertation Committee:* Dr. A. Fuat Firat (Chair), Dr. Mohammadali Zolfagharian, Dr. Michael S. Minor, Dr. Cory Wimberly

- ✓ ***M.A. in Marketing Communication, Galatasaray University***, Istanbul, Turkey, 2008.

Faculty of Social Sciences

- ✓ ***M.A. in Marketing with eCommerce, PgD, University of Portsmouth***, Portsmouth, United Kingdom, 2006.

Portsmouth Business School

- ✓ ***B.A. in Business Administration, Istanbul Bilgi University***, Istanbul, Turkey, 2004.

Faculty of Economics and Administrative Sciences, Concentration: Marketing /  
Secondary Area of Emphasis: Sociology

## **ACADEMIC POSITIONS**

- ✓ ***Associate Professor of Practice in Marketing,***  
College of Business,  
Stony Brook University. (2025 - Present).
- ✓ ***Associate Professor of Marketing,***  
School of Business,  
University of the Virgin Islands. (2024 - 2025).
- ✓ ***Associate Professor of Marketing,***  
School of Business,  
Pacific Lutheran University. (2022 - 2024).
- ✓ ***Associate Professor of Marketing,***  
Williamson College of Business Administration,  
Youngstown State University. (2018 - 2022).
- ✓ ***Assistant Professor of Marketing,***  
Williamson College of Business Administration,  
Youngstown State University. (2013 - 2018).
- ✓ ***Research/Teaching Assistant,***  
Robert C. Vackar College of Business & Entrepreneurship,  
University of Texas - Rio Grande Valley. (2008 – 2013).

## **PROFESSIONAL POSITIONS**

- ✓ ***In Vegans We Trust*** (A Start-up Company) – Digital Marketing Consultant, 2021 - 2022.
- ✓ ***In Vegans We Trust*** (A Start-up Company) – Chief Marketing Officer, 2020 - 2021.
- ✓ ***Euro.message*** – E-Marketing Specialist and Internet Media Planner, 2007 – 2008.
- ✓ ***MediaCom*** – Strategic Media Planner and Buyer for Procter & Gamble, 2006 – 2007.
- ✓ ***Rapido Advertising Agency*** – Account Executive and Copywriter, 2005 – 2006.
- ✓ ***Eczacibasi Holding*** – Marketing and Human Resource Departments, Internship, 2002 – 2003.

## **AWARDS AND HONORS**

- ✓ ***Research Award***, BUSA Awards, Pacific Lutheran University. (2023-2024).
- ✓ ***Karen Hille Phillips Regency Advancement Research Award***, Pacific Lutheran University. (2023-2024).
- ✓ ***Research Professorship***, Youngstown State University. (2019).
- ✓ ***Beta Gamma Sigma***, International Business Honor Society, YSU. (2018).
- ✓ ***Distance Education Course of the Year Finalist***, Youngstown State University. (2017).
- ✓ ***Distinguished Professor of Scholarship***, Youngstown State University. (2017).
- ✓ ***Research Professorship***, Youngstown State University. (2017).
- ✓ ***Research Professorship***, Youngstown State University. (2016).

- ✓ ***Excellence in Distance Learning***, eYSU Distance Education. (2016).
- ✓ ***University Research Council Research Grant***, \$1,000.00, Youngstown State University. (2016).
- ✓ ***Reassignment Time Award***, Youngstown State University. (2014).
- ✓ ***Annual Conference Travel Grant***, Academy of Marketing Science. (2012).
- ✓ ***Dr. Blandina Cardenas Graduate Travel Scholarship***, UTRGV. (2012).
- ✓ ***Doctoral Research/Teaching Assistantship***, University of Texas - Rio Grande Valley. (2008).
- ✓ ***Postgraduate Fellowship***, University of Portsmouth. (2004).

## **RESEARCH / INTELLECTUAL CONTRIBUTIONS**

### **BOOK CHAPTERS**

Ulusoy, E., & Barretta, P. G. (2019). Subcultural Ethos: The Dynamic Reconfiguration of Mainstream Consumer Values. In Lynn R. Kahle & Eda Gurel-Atay (Ed.), *Consumer Social Values* (pp. 70–87). New York: Routledge. Retrieved from [doi.org/10.4324/9781315283739](https://doi.org/10.4324/9781315283739)

### **REFEREED JOURNAL ARTICLES**

Ulusoy, E., Vicdan, H., Ekici, A., Tillotson, J. S., Hong, S., & Mimoun, L. (2024). Participatory Food Provisioning via Emerging Technologies: Revisiting Prosumption and Value Creation Beyond the Anthropocene. *Journal of Macromarketing*, 44(3), 582-589.

Vicdan, H., Ulusoy, E., Tillotson, J. S., Hong, S., Ekici, A., & Mimoun, L. (2024). Food prosumption technologies: A symbiotic lens for a degrowth transition. *Marketing Theory*, 24(2), 289-309.

Reday, PA, Genc, O., Ulusoy, E., Kos, A. (2023). International Entry Strategies – A Tactical Approach. *Journal of Academy of Business and Economics*, 23(3), 42-58.

Reday, PA, Ulusoy, E., Iyer, D., Ovaska, t., Kos, A. (2022). International Market Entry Strategies: Selecting Foreign Distributors. *Journal of Academy of Business and Economics*, 22(4), 16-29.

Ulusoy, E. (2021). Elysium as a Social Allegory: At the nexus of Dystopia, Cyberpunk, and Plutocracy. *Markets, Globalization & Development Review*, 5(3), 1-11. Retrieved from [doi.org/10.23860/MGDR-2020-05-03-05](https://doi.org/10.23860/MGDR-2020-05-03-05)

Ulusoy, E., Schembri, S. (2018). Subculture as Learning Context: Subcultural Music Consumption as Language, Channel, and Journey. *Consumption, Markets & Culture*, 21(3), 239-254. Retrieved from [doi.org/10.1080/10253866.2018.1447463](https://doi.org/10.1080/10253866.2018.1447463)

Ulusoy, E., Firat, A. F. (2018). Toward a Theory of Subcultural Mosaic: Fragmentation into and within Subcultures. *Journal of Consumer Culture*, 18(1), 21-42. Retrieved from [doi.org/10.1177/1469540516668225](https://doi.org/10.1177/1469540516668225)

- Dangol, R., Ulusoy, E. (2018). Delineating Links Among Dynamic Capabilities, Operational Capabilities and Firm Performance. *International Journal of Entrepreneurship and Economic Issues*, 1, 1-19. Retrieved from <http://journals.kingscollege.edu.np/index.php/ijeei/article/view/7>
- Batat, W., Peter, P., Manna, V., Vicdan, H., Ulusoy, E., Ulusoy, E., Hong, S. (2017). Alternative Food Consumption (AFC): Idiocentric and Allocentric Factors of Influence among Low Socio-Economic Status (SES) Consumers. *Journal of Marketing Management*, 33(7-8), 580-601. Retrieved from [doi.org/10.1080/0267257X.2017.1289974](https://doi.org/10.1080/0267257X.2017.1289974)
- Bateman, P. J., Ulusoy, E., Keillor, B. D. (2017). Managing Quality and Customer Trust in the E-Retailing Servicescape. *International Journal of Electronic Marketing and Retailing*, 8(3), 232-257. Retrieved from [doi.org/10.1504/IJEMR.2017.086132](https://doi.org/10.1504/IJEMR.2017.086132)
- Manna, V., Ulusoy, E., Batat, W. (2016). Alternative Food Consumption (AFC): What is “alternative”? *Marketing Theory*, 16(4), 561-565. Retrieved from [doi.org/10.1177/1470593116649793](https://doi.org/10.1177/1470593116649793)
- Ulusoy, E., Barretta, P. G. (2016). How Green are You, Really? Consumers’ Skepticism toward Brands with Green Claims. *Journal of Global Responsibility*, 7(1), 72-83. Retrieved from [doi.org/10.1108/JGR-11-2015-0021](https://doi.org/10.1108/JGR-11-2015-0021)
- Ulusoy, E. (2016). Subcultural Escapades via Music Consumption: Identity Transformations and Extraordinary Experiences in Dionysian Music Subcultures. *Journal of Business Research*, 69(1), 244-254. Retrieved from [doi.org/10.1016/j.jbusres.2015.07.037](https://doi.org/10.1016/j.jbusres.2015.07.037)
- Ulusoy, E. (2016). Understanding the Academic Scholarship: Insights from the Field of Marketing. *International Journal of Business Research*, 16(1), 125-132. Retrieved from [dx.doi.org/10.18374/IJBR-16-1.7](https://dx.doi.org/10.18374/IJBR-16-1.7)
- Reday, P. A., Ulusoy, E., Kos, A. J., Ragozine, M. (2016). Big Data versus Little and Thick Data and the Manufacturer’s Representative. *International Journal of Business Research*, 16(4), 19 - 28.
- Ulusoy, E., Reday, P. A. (2016). A Framework for the Development of a Marketing Strategy: Synthesizing the Essential Factors Organizations Need to Consider. *Review of Business Research*, 16(3), 41 - 50.

### **INVITED COMMENTARY**

- Ulusoy, E. (2020). Why Go Vegan?: Understanding Vegan Consumers in the Quest of Vegan Marketing and Making the Connections between Ethics, Environmental Sustainability, and Health. In *Vegans We Trust Blog*, 1(1).
- Ulusoy, E. (2015). Music Consumption as a Therapeutic Process: Subcultures at the Convergence of Affective, Cognitive, and Conative Conditions. *Journal of Biomusical Engineering*, 3(1), 1-3.

## **MEDIA APPEARANCES AND INTERVIEWS**

Ulusoy, E. (2025). The Statesman (Stony Brook University's student newspaper): Interviewed by the Art Editor for an article on recent cinema trends and the cultural and economic dynamics of franchise versus independent films.

Ulusoy, E. (2020). Harvard Political Review (Harvard University's student newspaper): Interviewed by a writer for an article on veganism and sustainable diets, focusing on their cultural significance in Western societies.

## **CONFERENCE PROCEEDINGS**

Ulusoy, E. (2025). From Soil to Soul: Revitalizing U.S. Virgin Islands Agriculture Through Sustainable Practices and Emerging Technologies. Annual Agriculture and Food Fair of the U.S. Virgin Islands.

Firat, AF., Ulusoy, E. (2023). Critical Macromarketing and the Better Post-Pandemic World. Macromarketing Conference.

Vicdan, H., Ulusoy, E., Capeau, F., Ekici, A., Hong, S., Mimoun, L., Tillotson, J. (2021). The Impact of Technology on Transforming the Food Consumption/Production : The Bright Future of Technologically De(re)contextualized Food System and Sustainability. Transformative Consumer Research. HAL Post-Print

Ulusoy, E., Vicdan, H. (2021). Organizing Subcultural Lives and Mobilizing Them Into Social Movements: Through the Lens of Critical Performativity. Advances in Consumer Research.

Ulusoy, E. (2015). I Think, Therefore I am Vegan: Veganism, Ethics, and Social Justice (pp. 419-424). Macromarketing Conference.

Ulusoy, E. (2014). Subcultural Escapades via Fun: Radical Self-Expression, Therapeutic Praxis, and Controlled Chaos. Advances in Consumer Research.

Ulusoy, E. (2013). Anti-Brand Movement: Politico-Cultural Resistance and Ethical Commitment. Chicago, IL, Association for Consumer Research: Advances in Consumer Research.

Ulusoy, E. (2012). In Leroy Robinson, Jr. (Ed.), Internet Literacy and Attitudes toward Internet Advertising: A Cross-Cultural Study (vol. 32, pp. 300-302). New Orleans, LA: Academy of Marketing Science: Proceedings of the Annual Conference of the Academy of Marketing Science.

Ulusoy, E. (2012). In Leroy Robinson, Jr. (Ed.), Revisiting Marketing Strategy: Towards Detecting the Main Factors in Developing a Marketing Strategy (vol. 32, pp. 580-583). New Orleans, LA: Academy of Marketing Science: Proceedings of the Annual Conference of the Academy of Marketing Science, Vol. 32, ed. Leroy Robinson, Jr.

- Ulusoy, E. (2012). In Leroy Robinson, Jr. (Ed.), Revisiting Netnography: Implications for Social Marketing Research Concerning Controversial and/or Sensitive Issues (vol. 32, pp. 422-425). New Orleans, LA: Academy of Marketing Science: Proceedings of the Annual Conference of the Academy of Marketing Science.
- Ulusoy, E. (2012). In Leroy Robinson, Jr. (Ed.), The Role of Religion on Anti-Consumption Tendencies: Religiosity as a Different Form of Consumer Resistance (vol. 32, pp. 51-53). New Orleans, LA: Academy of Marketing Science: Proceedings of the Annual Conference of the Academy of Marketing Science, Vol. 32, ed. Leroy Robinson, Jr.
- Ulusoy, E., Barretta, P. (2011). In Mary Conway (Ed.), In Brands that are Proclaimed Sustainable, Consumers do not Trust (vol. 34, pp. 70). Coral Gables, FL: Academy of Marketing Science: Proceedings of the Annual Conference of the Academy of Marketing Science.
- Ulusoy, E. (2011). In Mary Conway (Ed.), The Impact of Variability of Front-Line Service Employees on the Customer Perceptions of Service Quality (vol. 34, pp. 424). Coral Gables, FL: Academy of Marketing Science: Proceedings of the Annual Conference of the Academy of Marketing Science.
- Ulusoy, E. (2011). In Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca Ratner (Ed.), The Meaning of Border and Its Effects on Cross-Border Consumption (vol. 39, pp. 892). Duluth, MN: Association for Consumer Research: Advances in Consumer Research.
- Ulusoy, E., Firat, F. A. (2010). In Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer (Ed.), Revisiting the Subculture: Fragmentation of the Social and the Venue for Contemporary Consumption (vol. 38, pp. 558). Duluth, MN: Association for Consumer Research: Advances in Consumer Research.

## **PRESENTATIONS**

- Ulusoy, E., Association for Consumer Research Conference, "Technology-driven Cooperativism for Food Prosumption: A Conceptual Exploration," Washington, D.C. (2025).
- Ulusoy, E., Agriculture and Food Fair, "From Soil to Soul: Revitalizing U.S. Virgin Islands Agriculture Through Sustainable Practices and Emerging Technologies," (2025).
- Firat, AF., Ulusoy, E., Macromarketing Conference, "Macromarketing for Changing the Contemporary Logic of 'Good Life'," Helsinki, Finland. (2024).
- Ulusoy, E., Association for Consumer Research Conference, "Veganism as an Ideology Critique: Going Against the Grain for 'Spreading Good...Well,'" Seattle, WA. (2023).
- Firat, AF., Ulusoy, E., Macromarketing Conference, "Critical Macromarketing and the Better Post-Pandemic World," Seattle, WA. (2023).
- Reday, P., Ulusoy, E., Iyer, D., Ovaska, T., Kos, A., IABE Conference, "International Market Entry Strategies: Selecting Foreign Distributors," Las Vegas, NV. (2022).

Ulusoy, E., Vicdan, H., Association for Consumer Research, "Organizing Subcultural Lives and Mobilizing them into Social Movements: Through the Lens of Critical Performativity," Virtual in October. (2021).

Ulusoy, E. (Track co-chair), Vicdan, H., Transformative Consumer Research, "The Impact of Technology on Transforming the Food Consumption/Production: The Bright Future of Technologically De(re)contextualized Food Systems and Sustainability," June. (2021).

Ulusoy, E., AMA Winter Academic Conference, "Consumer Resistance in Progress: Veganism and Animal Rights Activism as the Missing Links," Austin, TX. [Accepted]. (2019).

Ulusoy, E., International Association for Business and Society, "Cross-border Consumption: A Postmodern Approach," San Diego, CA. [Accepted]. (2019).

Ulusoy, E., AMA Winter Marketing Educators' Conference, "Veganism for Deconstructing the Status Quo of Food: Dominant Ideology as an Impediment to Consumer Health and Well-Being," Orlando, FL. (2017).

Ulusoy, E., Association for Consumer Research, "The Emancipatory Alliance for Social Activism: the Symbiotic Interplay between Subcultures and Social Movements," San Diego, CA. (2017).

Ulusoy, E., Consumer Culture Theory, "Subcultural Resistance to Market Co-optation: Avant-gardist and Cryptic Praxis with Antagonism toward Injunctions and Sell-outs." [Accepted]. (2017).

Ulusoy, E., Transformative Consumer Research, "A Vegan Approach to Understanding Sustainable Consumption: Implications for Marketing and Public Policy," [Accepted]. New York. (2017).

Ulusoy, E., Reday, P. A., International Academy of Business and Economics, "A Framework for a Marketing Strategy: Synthesizing the Essential Factors Organizations Need to Consider for Development," IABE, Las Vegas, NV. (2016).

Reday, P. A., Ulusoy, E., Kos, A. J., Ragozine, M., International Academy of Business and Economics, "Big Data versus Little and the Manufacturer's Representative," IABE, Las Vegas, Nevada. (2016).

Ulusoy, E., International Academy of Business and Economics, "Understanding the Academic Scholarship: Insights from the Field of Marketing," Orlando, FL. (2016).

Ulusoy, E., AMA Winter Marketing Educators' Conference, "'Symbolic Acts, So Vivid. Yet at the Same Time Were Invisible': Subcultural Resistance through Symbolic Manifestations," Las Vegas, NV. (2016).

Ulusoy, E., Macromarketing Conference, "I Think, Therefore I am Vegan: Veganism, Ethics, and Social Justice," Chicago, IL. (2015).

- Ulusoy, E., Macromarketing Conference, "With or Without You: The Paradoxical Discourses of Subcultures on the Market," Chicago, IL. (2015).
- Ulusoy, E., Association for Consumer Research, "Subcultures as a Learning Community and Sites of Education: Subcultural Schooling for Social Change," New Orleans. (2015).
- Ulusoy, E., Heretical Consumer Research, "Music, Culture, and Heritage," New Orleans. (2015).
- Ulusoy, E., Transformative Consumer Research, "Can Veganism Save the Planet? Veganism as an Alternative Diet and a Cultural Movement." (2015).
- Ulusoy, E., Association for Consumer Research, "Subcultural Escapades via Fun: Radical Self-Expression, Therapeutic Praxis, and Controlled Chaos," ACR, Baltimore, MD. (2014).
- Ulusoy, E., AMA Summer Marketing Educators' Conference, "Subcultural Discourses on the Market Institution: Dialectical versus Dialogical Orientations," American Marketing Association, San Francisco, CA. (2014).
- Ulusoy, E., AMA Marketing & Public Policy Conference, "Vegan Consumerism as the Core of all Well-Being: In Pursuit of Making the Connections between Ethics, Environmental Sustainability, and Health," AMA, Boston, MA. (2014).
- Ulusoy, E., Association for Consumer Research, "Anti-Brand Movement: Politico-Cultural Resistance and Ethical Commitment," ACR, Chicago, IL. (2013).
- Ulusoy, E., Academy of Marketing Science, "Internet Literacy and Attitudes toward Internet Advertising: A Cross-Cultural Study," AMS, New Orleans, LA. (2012).
- Ulusoy, E., Academy of Marketing Science, "Revisiting Marketing Strategy: Towards Detecting the Main Factors in Developing a Marketing Strategy," AMS, New Orleans, LA. (2012).
- Ulusoy, E., Academy of Marketing Science, "Revisiting Netnography: Implications for Social Marketing Research Concerning Controversial and/or Sensitive Issues," AMS, New Orleans, LA. (2012).
- Ulusoy, E., Academy of Marketing Science, "The Role of Religion on Anti-Consumption Tendencies: Religiosity as a Different Form of Consumer Resistance," AMS, New Orleans, LA. (2012).
- Ulusoy, E., Association for Consumer Research, "The Meaning of Border and Its Effects on Cross-Border Consumption," ACR, St. Louis, MO. (2011).
- Ulusoy, E., Barretta, P., Academy of Marketing Science, "In Brands that are Proclaimed Sustainable, Consumers do not Trust," AMS, Coral Gables, FL. (2011).
- Ulusoy, E., Academy of Marketing Science, "The Impact of Variability of Front-Line Service Employees on the Customer Perceptions of Service Quality," AMS, Coral Gables, FL. (2011).



Ulusoy, E., Firat, F., Association for Consumer Research, "Revisiting the Subculture: Fragmentation of the Social and the Venue for Contemporary Consumption," ACR, Jacksonville, FL. (2010).

Ulusoy, E., International Conference on Markets and Development, "The Meaning of Border and Its Effect on Cross-Border Consumption," Special Session on Borders and Development, proposed by A. Fuat Firat and Mohammadali Zolfagharian, Hanoi, Vietnam, [Accepted]. (2010).

### **RESEARCH CURRENTLY IN PROGRESS**

- Food Consumption as an Expression of Ideology: Veganism as an Alternative Culture for Sustainability.
  - Target: Journal of Consumer Research
- Making Sense of the Subcultural Mosaic: Interpretation via Reflexivity and Cross-Over Researcher Status.
  - Target: Qualitative Research Journal
- Organizing Subcultural Lives and Mobilizing them into Social Movements: Through the Lens of Critical Performativity.
  - Target: Journal of Consumer Culture
- We are not Selling Out, We are Buying In: The Symbiotic Interplay of the Market and Subcultures.
  - Target: Journal of Consumer Research
- Marketing in an Ever Fragmenting Market and the Growing Importance of Subcultures in Consumption: Insights from Music-Based Subcultures.
  - Target: Marketing Theory or European Journal of Marketing
- Subcultural Resistance to Market Co-optation: Avant-gardist and Cryptic Praxis with Antagonism toward Injunctions and Sell-outs.
  - Target: Journal of Consumer Culture
- In Pursuit of Symbolic Borders: The Influence of Perceived Meanings of U.S.-Mexico Border on Cross-Border Consumption and Experiences.
  - Target: International Journal of Consumer Studies
- Critical Macromarketing and the Better Post-Pandemic World.
  - Target: Journal of Macromarketing
- Veganism for Deconstructing the Status Quo of Food: Dominant Ideology as an Impediment to Consumer Health and Well-Being.
  - Target: Journal of Public Policy & Marketing
- Vegan Approach to Understanding Sustainable Consumption: Implications for Marketing and Public Policy.
  - Target: Journal of Public Policy & Marketing
- Investigating Consumers' Meaning Production and Resistance in Do-it-Yourself Practices.
  - Target: Journal of Consumer Culture

- Consumer Resistance in Progress: Veganism as the Missing Piece of the Puzzle.
  - Target: Consumption, Markets & Culture
- Understanding the Precision of Scholarly Work and Communication: A Review on Syntax, Semantics, and Pragmatics.
  - Target: Journal of Marketing & Social Research
- Social Marketing via Subculture: Straightedge Subculture for Positive Change and Beyond.
  - Target: Journal of Social Marketing
- Social Movement via Anti-Brand Communities: Consumer Resistance and Ethical Commitment.
  - Target: Journal of Consumer Culture
- Exploring Consumer Resistance through Subcultures: A Longitudinal Discourse Analysis of Hardcore/Punk Music Lyrics.
  - Target: ACR Conference
- The Interplay of Neo-Classical Economics, Marketing System, Ideology of Consumption, and Quality-of-Life.
  - Target: Markets, Globalization & Development Review
- Vegan Consumption: Taking an Interdisciplinary View of Ethics in Consumption.
  - Target: Journal of Business Ethics
- Radical Plural Democracy and Consumer Ethics.
  - Target: Journal of Business Ethics
- The New Shape of Punk to Come: The Market Logics and Subcultural Reflexes.
  - Target: ACR Conference
- Revisiting the (non-)depiction of People with Disabilities in Consumer Culture: An Ethical Investigation.
  - Target: ACR Conference
- The Do-it-Yourself Ethic and the Spirit of Anti-Consumerism.
  - Target: ACR Conference, Film Session

## **TEACHING EXPERIENCE**

### ***STONY BROOK UNIVERSITY, 2025 – Present.***

- ✓ Principles of Marketing (scheduled for Spring)
- ✓ Marketing Research
- ✓ Consumer Behavior

### ***UNIVERSITY OF THE VIRGIN ISLANDS, 2024 – 2025.***

- ✓ Principles of Marketing
- ✓ Marketing Research
- ✓ Consumer Behavior
- ✓ Services Marketing
- ✓ International Marketing
- ✓ Advertising & Promotional Strategy

***PACIFIC LUTHERAN UNIVERSITY, 2022 – 2024.***

- ✓ Marketing Strategy & Consumer Behavior (Master of Science in Marketing Analytics)
- ✓ Advanced Research Methods (Master of Science in Marketing Analytics)
- ✓ Digital Marketing Analytics (Master of Science in Marketing Analytics)
- ✓ Graduate Research Project in Marketing (Master of Science in Marketing Analytics)
- ✓ Data Mining (Master of Science in Marketing Analytics)
- ✓ Marketing Management (MBA)
- ✓ Principles of Marketing
- ✓ Marketing Research

***YOUNGSTOWN STATE UNIVERSITY, 2013 – 2022.***

- ✓ Consumers in a Digital World (MBA)
- ✓ Business Ethics & Social Responsibility (MBA)
- ✓ Accounting Ethics and Professionalism (MBA)
- ✓ Consumer Behavior
- ✓ Marketing Research and Analytics
- ✓ Marketing Concepts & Practice
- ✓ International Marketing

***UNIVERSITY OF TEXAS - RIO GRANDE VALLEY, 2009 – 2013.***

- ✓ Consumer Behavior
- ✓ Principles of Marketing
- ✓ International Marketing
- ✓ Marketing Strategy
- ✓ E-Marketing
- ✓ International Business

**SERVICE**

***COLLEGE AND DEPARTMENT SERVICES***

- Committee Member, Area Head/Faculty Hiring Committee. SBU. (2025 – present).
- Committee Chair, Research & Technology Committee. UVI. (2024 – 2025).
- Committee Member, Graduate Committee. UVI. (2024 – 2025).
- Committee Chair, Curriculum Committee. PLU. (2023 – 2024).
- Faculty Co-Advisor, DECA – PLU Chapter. PLU. (2023 – 2024).
- Scholarship Reader, BUSA Scholarships for PLU students. PLU. (2023).
- Faculty Sponsor/Adviser, International Experience Research Project in MBA. PLU. (2023).
- Student Advisor, School of Business – Marketing Concentration. PLU. (2022 – 2024).
- Committee Member, Undergraduate Program Director Hiring Committee. PLU. (2023).
- Committee Member, Graduate Committee. PLU. (2022 – 2023).
- Faculty Assessor, Learning Objectives of our MSMA Program. PLU. (2022 – 2024).

- Committee Member, WCBA College Review Committee. YSU. (2021 – 2022).
- Committee Member, Diversity, Equity & Inclusion Committee. YSU. (2020 – 2022).
- Committee Member, Distinguished Professors Award Committee. YSU. (2020 – 2021).
- Committee Member, WCBA College Promotion Committee. YSU. (2020 – 2021).
- Committee Member, Governance Document Committee. YSU. (2020 – 2021).
- Committee Member, WCBA Distinguished Professor Committee. YSU. (2019 – 2020).
- Co-Developer, OMBA Course Development. YSU. (2019 – 2020).
- Faculty Co-Advisor, AMA - YSU Chapter. YSU. (2018 – 2022).
- Committee Member, Department Tenure and Promotions Committee. YSU. (2018 – 2022).
- Committee Member, Assurance of Learning Assessment. YSU. (2018 – 2019).
- Committee Chair, Department Promotions Committee. YSU. (2018 – 2019)
- Committee Member, Center of Excellence in International Business. YSU. (2017 – 2020).
- Committee Member, Undergraduate Curriculum. YSU. (2016 – 2021).
- Committee Member, Faculty Hiring Committee. YSU. (2016 – 2017).
- Speaker, Professional Development Summit. YSU. (2016).
- Committee Member, Faculty Hiring Committee. YSU. (2014 – 2015).
- Committee Member, Dean's Advisory Council. YSU. (2014 – 2015).
- Committee Member, Faculty Hiring Committee. YSU. (2013 – 2014).
- Judge, Brazilian MBA Student's Retailing Presentations. YSU. (2013 – 2014).
- Speaker, Williamson College of Business Administration Majors Day. YSU. (2013).

### **UNIVERSITY SERVICE**

- Committee Member, General Education Committee. UVI (2025).
- Committee Member, AI Ad-hoc Committee. UVI (2025).
- Committee Chair, Elections Committee for the Academic Senate. YSU. (2020 - 2022).
- Committee Member, Research Professorship Committee. YSU. (2020 - 2022).
- Committee Member, Academic Integrity Board/Student Academic Grievance Committee. YSU. (2019).
- Committee Member, Urban Research Cornerstone Committee. YSU. (2018 - 2020).
- At-Large Senator, Academic Senate. YSU. (2014 - 2022).
- Committee Member, Balloting & Elections Committee of the Academic Senate. YSU. (2013-2020).
- Committee Member, Excellence in Scholarship Committee. YSU. (2017 - 2018).
- Committee Member, Data Coding Team. YSU. (2015 - 2016).
- Committee Member, Youngstown State University Marketing Campaign. YSU. (2014 - 2015).

### **PROFESSIONAL SERVICE**

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

- Journal of Macromarketing. (2022 – Present).

- Journal of International Food & Agribusiness Marketing. (2020 - Present).
- Psychology & Marketing. (2019 - Present).
- Journal of Global Marketing. (2018 - Present).
- International Association for Business and Society. (2018 - Present).
- Journal of Consumer Culture. (2017 - Present).
- Markets, Globalization & Development Review. (2017 - Present).
- Arts and the Market. (2016 - Present).
- Consumption, Markets & Culture. (2016 - Present).
- International Academy of Business and Economics. (2016 - Present).
- International Journal of Electronic Marketing and Retailing. (2016 - Present).
- Journal of Business Research. (2015 - Present).
- Marketing Theory. (2015 - Present).
- AMA Marketing & Public Policy Conference. (2013 - Present).
- American Marketing Association (AMA) Conference. (2010 - Present).
- Online International Journal of Arts and Humanities. (2010 - Present).
- Association for Consumer Research (ACR) Conference. (2009 - Present).
- International Society for Markets and Development (ISMD) Conference. (2010 - 2011).

#### ***Editorial Review/Advisory Board Member***

- Journal of Global Business Insights. (2016 - Present).
- Journal of Interdisciplinary Business-Economics Advancement. (2016 - Present).
- Journal of International Management Studies. (2016 - Present).
- Marketing and Branding Research. (2016 - Present).
- American Journal of Social Issues and Humanities. (2013 - Present).

#### ***Other Service***

- Track Organizer/Co-chair, Transformative Consumer Research. (2020).
- Judge, Marketing for Higher Ed SIG (AMA). (2016).
- Committee Member, Association of North America Higher Education Int. (2015 - Present).
- Judge, Better Business Bureau of Greater Houston and South Texas/Mary G. Moad Business Ethics Award Program, Edinburg, TX. (2012).
- Coordinator and Organizer Assistant, the Consuming Body and Markets Ph.D. Seminar at University of Texas - Rio Grande Valley. (2012).
- Session Chair, Association for Consumer Research (ACR) Conference: "Consumers in all their Glory!" Jacksonville, FL. (2010).

#### **PROFESSIONAL AFFILIATIONS**

- ❖ Association for Consumer Research
- ❖ American Marketing Association
- ❖ Transformative Consumer Research

- ❖ Macromarketing Society
- ❖ Academy of Marketing Science
- ❖ International Academy of Business and Economics

## **LICENSURES AND CERTIFICATIONS / PROFESSIONAL DEVELOPMENT**

- ✓ 2025, Certification, "Annual Faculty and Staff Cybersecurity Compliance Training," Stony Brook University
- ✓ 2024 (in progress), Course, "Sales and CRM Overview," Salesforce
- ✓ 2024 (in progress), Certification, "Sales Force Sales Operation," Salesforce
- ✓ 2024 (in progress), Certification, "Digital Marketing & E-commerce," Google
- ✓ 2024 (in progress), Certification, "UX Design," Google.
- ✓ 2024, ACME 2024 Fall Colloquium, Panel Session | AI-Driven Digital Transformation in Marketing: Opportunities and Challenges |
- ✓ 2023, Certification, "Digital Marketing Professional," DMI (Digital Marketing Institute)
- ✓ 2023, Certification, "AMA Professional Certified Marketer PCM in Digital Marketing," AMA
- ✓ 2023, Certification, "Implicit Bias Training," PLU.
- ✓ 2022, Certification, "SEO Fundamentals Certification," SEMrush
- ✓ 2022, Certification, "Hootsuite Professional Certification," Hootsuite
- ✓ 2021, Webinar, "How to Create High-Impact Educational Practices: The Client-Consultant Toolkit," Stukent.
- ✓ 2021, Webinar, "Making Project-Based Learning Work in an Online Curriculum," Harvard Business.
- ✓ 2021, Training, "CITI Program for Social/Behavioral Research," Youngstown State University.
- ✓ 2021, Webinar, "Building the Foundation for a Solid Online Course," Cengage.
- ✓ 2021, Certification, "HubSpot Marketing Software," HubSpot
- ✓ 2020, Certification, "Flipping the Classroom," LinkedIn Learning.
- ✓ 2019, Certification, "Harassment & Discrimination Prevention," Youngstown State University.
- ✓ 2017, Webcast, "2017 Survey of Faculty Attitudes on Technology," Inside Higher Ed.
- ✓ 2017, Webcast, "New Challenges in Graduate and Professional Education," Inside Higher Ed.
- ✓ 2017, Webinar, "Digital Marketing Essentials: Teaching a Digital Marketing Course in 2017 and Beyond," Stukent.
- ✓ 2017, Webinar, "How & Why Visual Media Marketing Fits In Business/Marketing Courses," Stukent.
- ✓ 2016, Webinar, "Lessons from Disney: Customer Service Tips to Attract & Keep Students."
- ✓ 2015, Workshop, "Independent Applying the QM Rubric (APPQMR): (Statewide Systems)," Quality Matters.
- ✓ 2015, Workshop, "Stukent Internet Marketing Boot Camp," AMA, San Antonio, TX.
- ✓ 2015, Training, "Security Awareness Training," Youngstown State University.
- ✓ 2014, Training, "EDU: Stop Harassment & Discrimination," Youngstown State University.

- ✓ 2014, Training, "Recognize & Prevent Workplace Violence," Youngstown State University.
- ✓ 2014, Training, "EDU: Eliminate Campus Sexual Violence (OH)," Youngstown State University.
- ✓ 2014, Workshop, "Protecting Human Research Participants," The National Institutes of Health (NIH) Office of Extramural Research.
- ✓ 2014, Certification, "YSU Search Committee Compliance Training," Youngstown State University.
- ✓ 2013, Workshop, "Tips for Yearly Evaluation toward Tenure and Promotion," Youngstown State University.
- ✓ 2013, Workshop, "VING Training," Youngstown State University, WCBA.
- ✓ 2012, Seminar, "The Consuming Body and Markets," University of Texas - Rio Grande.
- ✓ 2012, Workshop, "Teaching in Second Life – Innovations in Teaching Excellence," UTRGV Center for Online Learning, Teaching and Technology.
- ✓ 2011, Workshop, "Teaching with Online Course Management Systems," UTRGV Center for Online Learning, Teaching and Technology.
- ✓ 2010, Seminar, "Brands and Their Global Impacts," UTRGV, Marketing Department.
- ✓ 2010, Workshop, "Developing Successful Graduate Mentor Relationships," UTRGV Office of Graduate Studies.
- ✓ 2006, Workshop, "Strategic Planning and Customer Relationships," Foundation of Advertising.
- ✓ 2004, Workshop, "Corporate Social Responsibility and Sustainable Competitiveness," The World Bank Institute.