

**Jennifer Wiggins**  
Kent State University  
Department of Marketing and Entrepreneurship

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### Education

PhD in Marketing, University of Wisconsin-Madison	2006
MA in Arts Administration, University of Wisconsin-Madison	2001
BBA in Business Management, University of Massachusetts at Amherst	1996

### Academic Positions

Associate Professor, Kent State University	2012-Present
Assistant Professor, Kent State University	2006-2012
Instructor, University of Wisconsin-Madison	2001-2006

### Refereed Publications

Alexiou, Kostas and Jennifer Wiggins (2018), "Measuring Individual Legitimacy Perceptions: Scale Development and Validation," *Strategic Organization*, doi.org/10.1177/1476127018772862.

Cui, Annie Peng and Jennifer Wiggins (2017), "What You Ask Changes What I Pay: Framing Effects in Pay What You Want Pricing," *Journal of Marketing Theory and Practice*, 25(4), 323-339. Awarded Best Article of the Year.

Wiggins, Jennifer, Chanho Song, Dharti Trivedi and Stephen B. Preece (2017), "Consumer Perceptions of Arts Organizations' Strategies for Responding to Critique," *International Journal of Arts Management*, 20(1), 4-20.

Thomas, Veronica, Jennifer Wiggins Johnson, and Robert D. Jewell (2016), "The Tangled Web We Weave: Deceptive Consumption as a Means to Cope with Identity Threat," *Marketing Theory*, 16(4), 493-512.

Shields, Alison B. and Jennifer Wiggins Johnson (2016), "What Did You Do to My Brand? Consumer Responses to Changes in Brands Toward Which They Are Nostalgic," *Psychology & Marketing*, 33(9), 713-728.

Shields, Alison B. and Jennifer Wiggins Johnson (2016), "Childhood Brand Nostalgia: A New Conceptualization and Scale Development," *Journal of Consumer Behaviour*, 15(4), 359-369.

Johnson, Jennifer Wiggins, Stephen B. Preece, and Chan Ho Song (2016), "How Are Arts Organizations Responding to Critique in the Digital Age?" *Arts and the Market*, 6(1), 17-32.

Thomas, Veronica, Robert D. Jewell, and Jennifer Wiggins Johnson (2015), "Hidden Consumption: An Alternative Response to Social Group Influence," *European Journal of Marketing*, 49(3/4), 512-531.

Johnson, Jennifer Wiggins, Joann Peck, and David Schweidel (2014), "Can Purchase Behavior Predict Relationship Perceptions and Willingness to Donate?" *Psychology & Marketing*, special issue on Marketing the Arts, 31(8): 647-659.

Saenger, Christina, Veronica Thomas and Jennifer Wiggins Johnson (2013), "Consumer Focused Self-Expression Word of Mouth: A New Scale and Its Role in Consumer Research," *Psychology & Marketing*, 30(11), 959-970.

Johnson, Jennifer Wiggins and Annie Peng Cui (2013), "To Influence or Not to Influence: External Reference Price Strategies in Pay-What-You-Want Pricing," *Journal of Business Research*, 66(2), 275-281.

Peck, Joann and Jennifer Wiggins Johnson (2011), "Autotelic Need for Touch, Haptics and Persuasion: The Role of Involvement," *Psychology & Marketing*, 28(3), 222-239, special issue on The Role of Touch in Marketing.

Preece, Stephen B. and Jennifer Wiggins Johnson (2011), "Web Strategies and the Performing Arts: An Answer to Difficult Brands," *International Journal of Arts Management*, 14(1), 19-31.

Johnson, Jennifer Wiggins and Bret Ellis (2011), "The Influence of Messages and Benefits on Donors' Attributed Motivations: Findings of a Study With 14 American Performing Arts Presenters," *International Journal of Arts Management*, 13(2), 4-15.

Johnson, Jennifer Wiggins and Pamela Grimm (2010), "Communal and Exchange Relationship Perceptions as Separate Constructs and Their Role in Motivations to Donate," *Journal of Consumer Psychology*, 20(3), 282-294.

Johnson, Jennifer Wiggins and Adam Rapp (2010), "A More Comprehensive Understanding and Measure of Customer Helping Behaviors," *Journal of Business Research*, 63(8), 787-792.

Johnson, Jennifer Wiggins, Veronica Thomas, and Joann Peck (2010), "Do Specialized MBA Programs Cultivate Alumni Relationships and Donations?" *Journal of Marketing For Higher Education*, 20(1), 119-134.

Peck, Joann and Jennifer Wiggins (2006), "It Just Feels Good: Customers' Affective Response to Touch and Its Influence on Persuasion," *Journal of Marketing*, 70(October), 56-69.

Wiggins, Jennifer (2004) "Motivation, Ability, and Opportunity to Participate: A Reconceptualization of the RAND Model of Audience Development," *International Journal of Arts Management*, 7(Fall), 22-33.

### **Invited Publications**

Wiggins, Jennifer (2018), "Can Consumers Perceive Collective Psychological Ownership of an Organization?" *Handbook of Psychological Ownership*, Joann Peck and Suzanne Shu, editors, Cham, Switzerland: Springer International Publishing, 177-194.

Johnson, Jennifer Wiggins (2013), "Audience Valuation and Pricing the Performing Arts," *The Routledge Companion to Arts Marketing*, Daragh O'Reilly, Ruth Rentschler, and Theresa Kirchner, editors, London: Routledge, 109-118.

Preece, Stephen B. and Jennifer Wiggins Johnson (2013), "Web-Based Strategies for Engaging Audiences," *The Routledge Companion to Arts Marketing*, Daragh O'Reilly, Ruth Rentschler, and Theresa Kirchner, editors, London: Routledge, 142-150.

Johnson, Jennifer Wiggins and Pamela E. Grimm (2012), "Motivations to Donate: New Perspectives from Psychology, Economics, and Marketing," *Handbook on Psychology of Motivation: New Research*, Hauppauge, NY: Nova Science Publishers, 35-60.

## Conference Proceedings and Presentations

Alexiou, Kostas, Jennifer Wiggins and Stephen B. Preece, "Does Crowdfunding Act as a Funding Substitute or a Legitimizing Signal for Arts Organizations?" *Workshop: Entrepreneurship in the Cultural and Creative Industries*, Dijon, France.

Kuchmaner, Christina, Jennifer Wiggins and Pamela E. Grimm (2017), "A Brand Community's Response to the Brand's Transgression: The Role of Collective Psychological Ownership," *Association for Consumer Research Conference*, San Diego, CA, Working Paper.

Kuchmaner, Christina, Jennifer Wiggins and Colin Campbell (2017), "It's Not Us, It's Me: When Co-Production Leads Consumers to Abandon a Firm for a Do-It-Yourself Alternative," *Association for Consumer Research Conference*, San Diego, CA, Working Paper.

Wang, Yiru, Jennifer Wiggins and Cesar Zamudio (2017), "How Notifications of Product Changes Influence Consumer Ambivalence," *Association for Consumer Research Conference*, San Diego, CA, Working Paper.

Groening, Christopher, Jennifer Wiggins and Iman Raoofpanah (2017), "Wish List Thinking: Can Psychological Ownership of Products Substitute for Purchasing Them?" *Workshop: The Future of Ownership Research*, Vienna, Austria.

Alexiou, Kostas, Stephen B. Preece and Jennifer Wiggins (2017), "Understanding the Role of Crowdfunding in the Performing Arts Fundraising Portfolio," *14<sup>th</sup> International Conference on Arts and Cultural Management (AIMAC)*, Beijing, China.

Cui, Annie Peng, Pamela E. Grimm and Jennifer Wiggins (2017), "A Cross-National Study of Public Support, Crowdfunding, and Collective Psychological Ownership of the Arts," *14<sup>th</sup> International Conference on Arts and Cultural Management (AIMAC)*, Beijing, China.

Alexiou, Kostas, Stephen B. Preece and Jennifer Wiggins (2016), "Understanding the Role of Crowdfunding in the Performing Arts Fundraising Portfolio," *42<sup>nd</sup> International Conference on Social Theory, Politics and the Arts*, Montreal, QC.

Alexiou, Kostas and Jennifer Wiggins (2016), "Crowdfunding Social Entrepreneurs: Communicating Legitimate Hybrid Identities," *Global Research Symposium on Marketing and Entrepreneurship*, San Diego, CA.

Alexiou, Kostas and Jennifer Wiggins Johnson (2015), "Projecting Legitimate Hybrid Identities in New Social Enterprise," *12<sup>th</sup> Annual Social Entrepreneurship Research Conference*, New York University.

Johnson, Jennifer Wiggins, Chanho Song, Dharti Trivedi and Stephen B. Preece (2015), "Consumer Perceptions of Strategies for Responding to Critical Reviews," *Association for Consumer Research Conference*, New Orleans, LA, Working Paper.

Cui, Annie Peng, Jennifer Wiggins Johnson and Pamela E. Grimm (2015), "Individual and Collective Psychological Ownership and Willingness to Donate: Is It Better for Me to Give or for Us to Receive?" *13<sup>th</sup> International Conference on Arts and Cultural Management (AIMAC)*, Aix-en-Provence, France.

Johnson, Jennifer Wiggins, Stephen B. Preece, Chanho Song and Dharti Trivedi (2015), "Consumer Perceptions of Arts Organizations' Strategies for Responding to Critique," *13<sup>th</sup> International Conference on Arts and Cultural Management (AIMAC)*, Aix-en-Provence, France.

Mellema, Hillary and Jennifer Wiggins Johnson (2014), "Understanding the Decision Making Processes of Indecisive Consumers," *Association for Consumer Research Conference*, Baltimore, MD, Working Paper.

Cui, Annie Peng and Jennifer Wiggins Johnson (2013), "Messages and Mindsets: Framing Effects in Pay What You Want Pricing," *American Marketing Association Summer Educators' Conference*, Boston, MA.

Cui, Annie Peng and Jennifer Wiggins Johnson (2013), "Messages and Mindsets: Framing Effects in Pay What You Want Pricing," *12<sup>th</sup> International Conference on Arts and Cultural Management (AIMAC)*, Bogota, Colombia, Best Marketing Paper Finalist.

Jewell, Robert D., Jennifer Wiggins Johnson and Hyun Jung Lee (2012), "The 'No Hard Feelings' Effect: Voters' Resolution of Ambivalence to Make a Choice Between Candidates," *Advances in Consumer Research*, Vol. 40, p. 349-356.

Shields, Alison B. and Jennifer Wiggins Johnson (2012), "What Did You Do to My Brand? Consumer Responses to Changes in Brands Toward Which They Are Nostalgic," *Association for Consumer Research Conference*, Vancouver, BC.

Shields, Alison B. and Jennifer Wiggins Johnson (2011), "What Did You Do to My Brand? Consumer Responses to Changes in Brands Toward Which They Are Nostalgic," *American Psychological Association Conference, Society for Consumer Psychology Division*, Washington, D.C.

Johnson, Jennifer Wiggins and Annie Peng Cui (2011), "Reference Price Anchors in Pay-What-You-Want Pricing: How Do Consumers Choose What to Pay?" *11<sup>th</sup> International Conference on Arts and Cultural Management (AIMAC)*, Antwerp, Belgium, Best Marketing Paper Finalist.

Johnson, Jennifer Wiggins and Stephen B. Preece (2011), "From Critical Review to Audience Dialogue: Responding to Critique in the Digital Age," *11<sup>th</sup> International Conference on Arts and Cultural Management (AIMAC)*, Antwerp, Belgium.

Saenger, Christina, Robert Jewell, and Jennifer Wiggins Johnson (2010), "Using Visual Interference to Establish New Brand-Attribute Linkages," *Association for Consumer Research Conference*, Jacksonville, FL, Working Paper.

Johnson, Jennifer Wiggins and Pamela Grimm (2009), "The Influence of Intrinsic and Extrinsic Messages and Benefits on Motivations to Donate," *Association for Consumer Research Conference*, Pittsburgh, PA, Working Paper.

Johnson, Jennifer Wiggins and Annie Peng Cui (2009), "Anchors in Range Pricing: How Do Consumers Choose What to Pay?" *Association for Consumer Research Conference*, Pittsburgh, PA, Working Paper.

Saenger, Christina, Veronica Thomas, and Jennifer Wiggins Johnson (2009), "Exposing Consumer Exhibitionism: The Development and Validation of the Consumer Exhibitionism Scale," *Association for Consumer Research Conference*, Pittsburgh, PA, Working Paper.

Preece, Stephen B. and Jennifer Wiggins Johnson (2009), "Web Strategies and the Performing Arts: An Answer to Difficult Brands," *10<sup>th</sup> International Conference on Arts and Cultural Management (AIMAC)*, Dallas, TX.

Johnson, Jennifer Wiggins, Joann Peck, and Veronica Thomas (2009), "Individual Social Responsibility versus Relationships in Consumer Helping Behavior," *AMA Winter Educators' Conference Proceedings*, Vol. 20, p. 228-236.

Johnson, Jennifer Wiggins, Adam Rapp, and Claudia Costiuc (2007), "A Measure of Customer Extra-Role Behavior: Scale Development and Validation," *American Marketing Association Summer Educators' Conference*, Washington, D.C.

Johnson, Jennifer Wiggins (2007), "How Does Your Audience See You? Perspectives on Audience Relationships from Both Sides of the Dyad" *9th International Conference on Arts and Cultural Management (AIMAC)*, Valencia, Spain.

Wiggins, Jennifer and Joann Peck (2007), "I Have Enough Friends, I Just Want to Be a Customer: When Communal Company-Consumer Relationships Go Bad," *Society for Consumer Psychology Conference*, Las Vegas, NV.

Wiggins, Jennifer (2005), "We Need Your Help! The Influence of Company-Consumer Relationships on Consumer Responses to Requests for Help," *8th International Conference on Arts and Cultural Management (AIMAC)*, Montreal, QC.

Peck, Joann and Jennifer Wiggins (2003), "Persuasion and Haptic Information: There's More to Touch than Meets the Eye," *Association for Consumer Research Conference*, Toronto, ON, Working Paper.

Wiggins, Jennifer (2003), "Motivation, Ability, and Opportunity to Participate: A Reconceptualization of the RAND Model of Audience Development," *7th International Conference on Arts and Cultural Management (AIMAC)*, Milan, Italy.

Peck, Joann and Jennifer Wiggins (2002), "Persuasion and Haptic Information: There's More to Touch than Meets the Eye," *Haring Symposium*, Bloomington, IN.

### **Professional Presentations and Speaking Engagements**

Keynote Presentation: "The Psychology of Philanthropy" September 2016  
*Bolz Center for Arts Administration Alumni Collegium*

Panel Moderator: "Strategies and Tactics of Philanthropy" September 2016  
*Bolz Center for Arts Administration Alumni Collegium*

Panel Moderator: "Mastering Your Business Writing" January 2009  
*Akron/Canton Professional Chapter of the American Marketing Association*

Keynote Presentation: "Developing an Actionable Marketing Plan" September 2008  
Write it Right: Crafting Your Message for Print and Electronic Mediums  
*Center for Nonprofit Excellence and Akron/Canton Professional Chapter of the American Marketing Association*

"How Do Audiences Value the Arts" October 2004  
*Bolz Center for Arts Administration Alumni Collegium*  
Andrew Taylor, Director

Keynote Presentation: "Understanding Your Audience" June 2003  
*Wisconsin Presenters Network Summer Institute*

## **Board Memberships and Leadership Positions**

- Associate Editor, International Journal of Arts Management, 2015-present
- Scientific Committee Member, International Association for Arts and Cultural Management, 2013-present
- Track Chair for Strategic Marketing, International Conference on Arts and Cultural Management, 2013-present
- Editorial Board, International Journal of Arts Management, 2013-2015

## **Ad Hoc Reviews**

- Journal of Consumer Research
- Journal of Consumer Psychology
- Journal of Business Research
- Psychology and Marketing
- European Journal of Marketing
- Journal of Services Marketing
- Journal of Social Psychology
- Journal of Socio-Economics
- International Journal of Nonprofit and Voluntary Sector Marketing
- Journal of Retailing and Consumer Services
- Association for Consumer Research Conference
- American Marketing Association Educators' Conference
- Society for Consumer Psychology Conference
- Reviewer for 3<sup>rd</sup> edition, *Marketing for Cultural Organizations*, 2011

## **Research Partnerships and Consulting**

- Oakland University Department of Music, Theatre, and Dance, Rochester, MI, to improve their audience development strategy and develop a new pricing model, March 2011.
- Broward Center for the Performing Arts, Fort Lauderdale, FL, to develop a better segmentation model for their audience base, September 2007, September 2009.
- Overture Center for the Performing Arts, Madison, WI, to understand the motivations of their donors and potential donors, May 2009.
- Major University Presenters Consortium, to understand donor motivations and improve segmentation of donor bases, through WolfBrown & Associates, November 2008.
- Long Wharf Theater, New Haven, CT, with Alan S. Brown & Associates, to determine the best pricing structure for parking at their new theater, July 2006.
- North Shore Music Theatre, Beverly, MA, with Alan S. Brown & Associates, to design a new ticket pricing model based on smooth pricing practices, May 2005.
- Madison Symphony Orchestra and Madison Children's Museum, Madison, WI, to develop direct mail materials, May 2003.

## **Courses Taught**

### ***Kent State University College of Business Administration***

<i>Ph.D. Courses</i>	<i>Semesters</i>	<i>Average Rating</i>
Buyer Behavior	Spring 2016, 2018	4.98/5.00
Marketing Theory	Fall 2009-2010, 2012-2016, Spring 2012	4.97/5.00
College Teaching	Spring 2007-2008, 2010, 2015-2018, Fall 2010-2013	4.92/5.00
Readings in Marketing Team-Taught Seminar	Spring 2007, 2009	Not Applicable

<i>Undergraduate Courses</i>	<i>Semesters</i>	<i>Average Rating</i>
Marketing Tools	Fall 2006-2017	4.59/5.00
Marketing Policies and Strategies	Summer 2015	4.58/5.00
Consumer Behavior – Honors	Spring 2015	4.67/5.00
Customer Analysis	Spring 2010-2013	4.66/5.00
Marketing Applications	Fall 2008, Summer 2009-2010	4.61/5.00
Consumer Behavior	Summer 2009, 2017	4.68/5.00
Services Marketing	Summer 2006, Spring 2007	4.53/5.00

<i>Additional Courses</i>	<i>Semesters</i>	<i>Average Rating</i>
International Marketing Study Abroad Program	Summer 2011-2013	4.41/5.00
AMA Case Competition Team	Fall 2007-2012	Not Applicable
Young Business Scholars High School Summer Program	Summer 2011-2012	Not Applicable

### ***University of Wisconsin-Madison School of Business***

<i>Undergraduate Courses</i>	<i>Semesters</i>	<i>Average Rating</i>
Consumer Behavior	Spring 2006	4.82/5.00
Marketing Strategy	Fall 2005, Spring 2006	4.47/5.00
Marketing Management	Summer 2002, 2003, 2005	4.72/5.00
Marketing Research	Summer 2004	4.70/5.00

## Guest Lectures

- “Entrepreneurial Marketing” Annual Event August 2007-2016  
Entrepreneurship Immersion Week Program (Undergraduate)  
*Entrepreneurship Education Consortium*
- “Starting Your Own Music Business” July-August 2009  
“Marketing Yourself as a Musician”  
“Fundraising and Development for Musicians”  
Kent/Blossom Summer Music Program (Masters), Jerome Lacorte, coordinator  
*Kent State University*
- “The Business Side of Chamber Music” October 2008  
Kent/Blossom Intensive Chamber Music Program (Masters), Jerome Lacorte, coordinator  
*Kent State University*
- “Arts Marketing and Audience Development: A Historical Review” November 2004  
Arts Administration Seminar (MBA), Andrew Taylor, Instructor  
*University of Wisconsin-Madison*
- “Audience Development: The RAND Model and the MOA Model” October 2004  
Arts Marketing (undergraduate), Megan Matthews, Instructor  
*University of Wisconsin-Whitewater*

## Research Awards and Grants

- *Journal of Marketing Theory and Practice* Article of the Year, 2017.
- Kent State University Travel Grant of \$750, 2017.
- Kent State University College of Business Administration Summer Research Grant of \$2000, 2015.
- Kent State University Research Council Summer Research Appointment of \$6,500, 2013.
- Kent State University College of Business Administration Summer Research Grant of \$616, 2013.
- Kent State University Travel Grant of \$500, 2013.
- Kent State University College of Business Administration Grant of \$2400, 2012.
- Kent State University Research Council Grant of \$499, 2011.
- Kent State University Travel Grant of \$500, 2011.
- Kent State University Research Council Grant of \$499, 2008.
- Andrew W. Mellon Foundation Research Grant of \$3500, 2007.
- Kent State University Research Council Grant of \$2000, 2007.
- Journal of Consumer Research University of Wisconsin Dissertation Scholarship, 2005.
- AMA-Sheth Doctoral Consortium Fellow, 2004.

## Teaching Awards

- Paul L. Pfeiffer Professional and Creative Teaching Award, 2011.
- Beta Gamma Sigma Professor of the Year, 2008.
- Inducted into the University of Wisconsin Teaching Academy, 2003.



## University Service

- Program Coordinator, PhD Program, 2015-present
  - Coordinate recruiting, admission, advising and curriculum for Marketing and Entrepreneurship
  - Department representative on PhD Subcommittee and Graduate Council
- PhD Teaching Mentor, 2006-present
  - Developed the Constructivist Teaching for Marketing workshop in 2006, which replaced the College Teaching course for all first-semester College of Business PhD students in 2010.
  - Mentor PhD students who teach the Hands-On Technology Lab.
  - Developed peer mentoring program for Marketing PhD students' first year of teaching.
  - Conduct teaching evaluations for all second- and third-year Marketing PhD students.
- Program Coordinator, Managerial Marketing Program, 2012-2015
  - Coordinated the collaboration and integration of courses across cohort-based program
  - Managed client projects for the Customer Analysis and Integrated Marketing Strategy courses
- Member, Managerial Marketing Curriculum Committee, 2006-present
  - Revised the Marketing Tools and Customer Analysis courses.
  - Redesigned the Marketing Tools Lab and Marketing Research Lab.
- Member, Marketing Curriculum Committee, 2006-present
  - Created the Marketing Applications course and taught several PhD students to teach it.
  - Worked on redesigning and restructuring the Marketing curriculum.
- Advisor, KSU Collegiate Chapter of the American Marketing Association, 2006-2013
  - Mentored executive board in annual chapter planning and assessment.
  - Mentored AMA student market research teams on research projects.
  - Accompanied AMA members to the National Collegiate Conference each year.
- Coach, KSU Undergraduate Case Competition Team, 2007-2013
  - Coached the 2007, 2008, 2009, 2010, 2011, 2012, and 2013 KSU teams entering the American Marketing Association International Collegiate Case Competition.
  - The 2008, 2012, and 2013 Teams placed in the competition semi-finals, and the 2009, 2010, and 2011 Teams placed third in the competition finals.
- Coordinator, International Experience in Marketing Program, 2011-2013
  - Created this two-week program in London, England and Dublin, Ireland to meet the needs of undergraduates who are unable to participate in traditional study abroad programs.
  - Developed the curriculum for a three-week program focused on international marketing strategy and cross-cultural consumer behavior.
  - Created a series of 40 journal exercises for students to choose from to enhance their study of English and Irish culture while on the program.
  - Developed a marketing plan project to tie the travel portion of the program to the course material.
  - Supervised and guided between ten and twenty undergraduate students through a successful trip abroad during each year of the program.

- Academic Coordinator, Young Business Scholars Program, 2011-2012
  - Created the curriculum for this new College of Business program for high school students.
  - Designed a hands-on business plan project for students to work on in teams, culminating in a competition to win \$1,000 scholarships to attend Kent State.
  - Developed hands-on activities to guide the students through developing their business plans.
  - Coordinated faculty presentations from each of the College of Business departments.
  - Recruited, trained, and coordinated a team of undergraduate student coaches for the teams.
  
- Dissertations Chaired
  - Christina Kuchmaner, proposal defended July 2018
  - Dharti Trivedi, proposal defended May 2018
  - Kostas Alexiou, defended July 2017
  - Hillary Mellema, defended July 2015
  - Chanh Song, defended April 2015
  - Alison Shields, defended April 2013
  - Christina Saenger, Co-Chair with Robert Jewell, defended March 2012
  - Veronica Thomas, Co-Chair with Robert Jewell, defended March 2011
  
- Dissertation Committees
  - Jessica Peck, proposal defended February 2018
  - Katherine Robisch, prospectus accepted April 2016
  - Stephanie Vincent, defended April 2016
  - Andrey Kretinin, defended June 2015
  - Karla Mendoza, defended April 2013
  - Claudia Costiuc, defended July 2009
  - Jun Ma, defended July 2007
  
- PhD Research Mentorship Projects
  - Iman Raoofpanah, Fall 2016-Spring 2017
  - Mehrnoosh Reshadi, Fall 2016-Spring 2018
  - Yiru Wang, Fall 2016-Spring 2017
  - Christina Kuchmaner, Fall 2015-Spring 2017
  - Catherine Hessick, Fall 2015-Spring 2016
  - Kostas Alexiou, Fall 2014-Spring 2015
  - Dharti Trivedi, Fall 2014-Spring 2016
  - Erik Zemljic, Fall 2013-Spring 2014
  - Paul Mills, Fall 2012-Spring 2014
  - Hillary Mellema, Fall 2011-Fall 2013
  - Rebecca Dingus, Spring 2011-Spring 2012
  - Alison Shields, Fall 2010-Fall 2011
  - Veronica Thomas, Spring 2008-Spring 2009
  - Christina Saenger, Fall 2008-Spring 2009
  - Hyun Jung Lee, Fall 2007-Spring 2009
  - Bret Ellis, Spring 2008-Fall 2008
  - Claudia Costiuc, Fall 2007

- Undergraduate and Masters Mentorship Projects
  - Carleton Whitmore, Honors Thesis Committee, Fall 2017
  - Jacob Williams, Honors Project, Fall 2016
  - Alexandra Nemeth, Honors Project, Spring 2016
  - Gabrielle Mingrone, Honors Project, Fall 2012
  - Roberto Chavez, Masters Individual Investigation, Spring 2011
  
- Additional Department and College Service Activities
  - Search Committee, TT Marketing Faculty, 2018.
  - Search Committee, TT Entrepreneurship Faculty, 2017.
  - Search Committee, NTT Sales Faculty, 2017.
  - Graduate Council, 2015-present.
  - PhD Subcommittee, 2015-present.
  - College Advisory Committee, 2016-2017.
  - NTT Reappointment and Promotion Committee, 2016.
  - Search Committee, Stark Campus TT Position, 2015.
  - Assessment Committee, 2014-2015.
  - Chair, Department of Marketing and Entrepreneurship Strategic Planning Committee, 2013.
  - Search Committee, International Marketing NTT Position, 2013.
  - Chair, Department Chair Review Committee, 2012.
  - Advised Undergraduate Curriculum Committee on Business Writing Course Proposal, 2012.
  - Search Committee, TT Marketing Faculty, 2008, 2011, 2012.
  - AQ/PQ Standards Committee, 2010-2011.
  - Mentor, Learning to Lead, Spring 2010.
  - Speaker for the Doctoral Student Management Association, 2007, 2010, 2011, 2012, 2013.
  - Strategic Planning Committee, 2009-2010.

## Professional Experience

Marketing and Development Coordinator <i>Madison Boychoir, Madison, Wisconsin</i>	2000-2002
Coordinator – Sunday Afternoon Live Concert Series <i>Elvehjem Museum of Art, Madison, Wisconsin</i>	2000-2001
Publicist/Front of House Manager <i>Williams College Department of Theatre, Williamstown, Massachusetts</i>	1997-1999
Sales/Operations Manager <i>Contemporary American Theater Festival, Shepherdstown, West Virginia</i>	Summer 1997, 1998
Box Office Manager <i>Pirate Playhouse – Island Theatre Group, Inc., Sanibel Island, Florida</i>	1997