

Cuauhtemoc (“Temo”) Luna-Nevarez, Ph.D.
Assistant Professor of Marketing

Department of Management & Marketing
College of Business
Texas A&M University – San Antonio

EDUCATION

- Ph.D. in Business Administration, concentration in Marketing
New Mexico State University, June 2013
- M.B.A., Business Administration
New Mexico State University, August 2009
- M.S., Productivity and Quality Systems
Monterrey Institute of Technology and Higher Education (Monterrey Tech), May 2001
- B.S., Information Systems Engineering
Monterrey Institute of Technology and Higher Education (Monterrey Tech), December 1996

PROFESSIONAL EXPERIENCE

- Texas A&M University – San Antonio, San Antonio, Texas 2018-Present
Position: Assistant Professor of Marketing, Department of Management and Marketing
- Sacred Heart University, Fairfield, Connecticut 2013-2018
Position: Assistant Professor of Marketing, Department of Marketing and Sport Management
Beta Gamma Sigma Honor Society – SHU Chapter Adviser
- New Mexico State University, Las Cruces, New Mexico 2009- 2013
Position: Instructor and Graduate Assistant, Department of Marketing
- Mathematically Connected Communities (MC2), Las Cruces, New Mexico 2007-2009
Funded through a grant from the New Mexico Public Education Department (NMPED), with the U.S. Department of Education.
Position: Website Designer, Programmer, and Consultant
- New Mexico State University, Las Cruces, New Mexico 2007- 2007
Position: Teaching Assistant, Department of Industrial Engineering
- Monterrey Institute of Technology and Higher Education, Mexico 1997-2006
Position: Professor at the College of Engineering and Study Abroad Program Director

RESEARCH INTERESTS

- Consumer behavior in social media and digital environments
- Data mining and quantitative/qualitative analysis of web and social media data
- Digital technologies for marketing education

REFEREED JOURNAL ARTICLES

- Luna-Nevarez, Cuauhtemoc and McGovern, Enda (2018). On the Use of Mobile Apps in Education: The Impact of Digital Magazines on Student Learning. *Journal of Educational Technology Systems*, 47(1), 17-31.
- Rejón-Guardia, Francisco and Luna-Nevarez, Cuauhtemoc (2017). "Showrooming" in Consumer Electronics Retailing: An Empirical Study. *Journal of Internet Commerce*, 16(2), 174-201.
- McGovern, Enda, Luna-Nevarez, Cuauhtemoc and Baruca, Arne (2017). Using Mobile Devices to Enrich the Learning Style of Students. *Journal of Education for Business*, 92(2), 1-7.
- Luna-Nevarez, Cuauhtemoc and Torres, Ivonne M. (2015). "Consumer Attitudes toward Social Network Advertising." *Journal of Current Issues and Research in Advertising*, 36(1), 1-19.
- Tian, Kelly, Sautter, Pookie, Fisher, Derek, Fischbach, Sarah, Luna-Nevarez, Cuauhtemoc, Boberg, Kevin, Kroger, Jim, and Vann, Richard (2014). "Transforming Healthcare: Empowering Therapeutic Communities Through Technology Enhanced Narratives." *Journal of Consumer Research*, 41(2), 237-260.
- Niculescu, Mihai, Payne, Collin R., and Luna-Nevarez, Cuauhtemoc (2014). "Consumer Response to Interruption Features and Need for Cognitive Closure." *Journal of Consumer Behaviour*, 13(1), 60-72.
- Luna-Nevarez, Cuauhtemoc and Hyman, Michael R. (2012). "Common Practices in Destination Website Design," *Journal of Destination Marketing and Management*, 1(1), 94-106.
- Ketelaar, Timothy, Koenig, B. L., Dolgov, Igor, Gambacorta, Daniel, Hor, Daniel, Zarzosa, Jennifer, Luna-Nevarez, Cuauhtemoc, Klungle, Micki, and Wells, Lee. (2012). "Smiles as Signals of Lower Status in Football Players and Fashion Models: Evidence that Smiles are associated with Lower Dominance and Lower Prestige." *Evolutionary Psychology*, 10(3), 371-97.
- Torres, Ivonne M. and Luna-Nevarez, Cuauhtemoc. (2012). "What Products Can Benefit from African American Advertising Appeals? The Moderating Role of Product Involvement," *Journal of Current Issues and Research in Advertising*, 33(1), 37-55.

RESEARCH IN PROGRESS

- McGovern, Enda, Moreira, Gerardo and Luna-Nevarez, Cuauhtemoc. "An Application of Virtual Reality in Education: Can This Technology Enhance the Quality of Students' Learning Experience?" Status: Received a Revise-and-Resubmit at the *Journal of Education for Business*. Currently under revision.
- Luna-Nevarez, Cuauhtemoc and Torres, Ivonne M. "The Side Effects of Recession: Exploring the Impact of Negative Economic News on Consumer Responses to Online Advertising." To be submitted to the *Journal of Interactive Advertising*. Status: Final Editing
- Luna-Nevarez, Cuauhtemoc. "Understanding the Power of Graphic Narratives in Healthcare Promotion: A Comparative Analysis of Graphic Novels and Video Narratives Using Eye-Tracking" To be submitted to the *Journal of Marketing Communications*. Status: Data Collection (Study 2)
- Moreira, Gerardo, Luna-Nevarez, Cuauhtemoc and McGovern, Enda. "Student Attitudes toward the Use of Virtual Reality (VR) Technology in Marketing Courses: A Structural Equation Modelling Analysis." To be submitted to the *Journal for Advancement of Marketing Education*.
- Status: Data Collection

CONFERENCE PRESENTATIONS/PROCEEDINGS

- Luna-Nevarez, Cuauhtemoc and McGovern, Enda (2019), *"Evaluating the Use of Curated Digital Magazines in Marketing Courses: A Comparative Analysis."* Presented at the Academy of Marketing Science (AMS) Conference, Vancouver, B.C., Canada, May 2019.
- Moreira, Gerardo and Luna-Nevarez, Cuauhtemoc (2019), *"Effects of Psychological Distance on Nostalgic Cultural Brands and Consumers' Purchase Intentions: A Construal Level Theory Perspective."* Presented at the Academy of Marketing Science (AMS) Conference, Vancouver, B.C., Canada, May 2019.
- Luna-Nevarez, Cuauhtemoc and Moreira, Gerardo (2019), *"A Methodology to Understand Consumer Reactions to Brand Scandals: The Case of Nike, Kaepernick and Social Justice."* Presented at the 6th International Consumer Brand Relationships (ICBR) Conference, Cancun, Mexico, May 2019.
- Luna-Nevarez, Cuauhtemoc (2017), *"An Exploratory Analysis of Consumer Opinions, Ethics and Sentiment of Neuromarketing,"* Academy of Marketing Science (AMS) Conference, Coronado Island, CA, May 2017.
- Ruehle, C., Martin, M., Luna-Nevarez, Cuauhtemoc and Barnes, N. (2016), *"Apps for Enhancing Student and Learning,"* Marketing Management Association (MMA) Fall Educators' Conference, Providence, RI, September 2016.
- Luna-Nevarez, Cuauhtemoc (2016), *"Exploring the Use of Twitter Opinion Mining (TOM) in Marketing Courses,"* Marketing Management Association (MMA) Fall Educators' Conference, Providence, RI, September 2016.
- Luna-Nevarez, Cuauhtemoc (2016), *"Consumer Reactions to Destination Marketing Campaigns: A Qualitative Analysis of Web and Social Media Content,"* Marketing Management Association (MMA) Spring Conference, Chicago, IL, April 2016.
- Luna-Nevarez, Cuauhtemoc (2015), *"Helping Students Understand Marketing Phenomena: A 3-Step Method for the Analysis of User-Generated Content (UGC) on Social Media,"* Marketing Management Association (MMA) Fall Educators' Conference, San Juan, PR, September 16th.
*CENGAGE Learning Best Conference Refereed Paper.
- Luna-Nevarez, Cuauhtemoc (2015), *"Understanding the 'Spillover Effect' of Negative Economic News on Consumers' Evaluations of Online Advertising,"* Academy of Marketing Science (AMS) Conference, Denver, CO, May 12th.
- Luna-Nevarez, Cuauhtemoc and Sautter, Elise (2014), *"Understanding the Power of Storytelling in Consumer Health Promotion: A Comparative Analysis of Videos, Graphic Narratives, and Blogs,"* Society for Marketing Advances (SMA) Conference, New Orleans, LA, November 6th.
- Felix, Reto, Luna-Nevarez, Cuauhtemoc, and Baruca, Arne (2014), *"The Relationship between Materialism and Environmental Consciousness: A Multilevel Analysis,"* Academy of Marketing Science (AMS) Conference, Indianapolis, IN, May 22nd.
- Luna-Nevarez, Cuauhtemoc, and Sautter, Elise (2014), *"Comics Are Not Just for Entertainment: An Exploratory Analysis of the Impact of Graphic Narratives in Consumer Health Promotion,"* Society for Consumer Psychology (SCP) Conference, Miami, FL, March 7th.
- Niculescu, Mihai, Payne, Collin, and Luna-Nevarez, Cuauhtemoc (2013), *"The Effect of Interruptions on On-Line vs. Memory-Based Consumer Judgments,"* Summer SCP – APA Division 23 Conference, Honolulu, HI, August 4th.

- Luna-Nevarez, Cuauhtemoc, Niculescu, Mihai, and Payne, Collin (2013), *“Please Don’t Interrupt Me Now! The Role of Need for Cognitive Closure in Interrupted Consumers’ Decision Processes,”* Society for Consumer Psychology (SCP) Conference, San Antonio, TX, February 28th.
- Luna-Nevarez, Cuauhtemoc and Zarzosa, Jennifer (2012), *“Exploring Consumer Attitudes toward Social Network Advertising,”* Association for Consumer Research (ACR) Conference, Vancouver, CA, October 5th.
- Zarzosa, Jennifer and Luna-Nevarez, Cuauhtemoc (2012), *“Grotesque Imagery in Fashion Advertising,”* Association for Consumer Research (ACR) Conference, Vancouver, CA, October 5th.
- Luna-Nevarez, Cuauhtemoc and Zarzosa, Jennifer (2012), *“The Side Effects of Recession: Exploring the Impact of Bad Economic News on Consumers’ Attitudes toward Advertising,”* Society for Consumer Psychology (SCP) Conference, Las Vegas, NV, February 17th.
- Luna-Nevarez, Cuauhtemoc (2011), *“Can Unexpected Events Affect Purchase Decisions? Exploring the Impact of Interruptions on Product Evaluations,”* Society for Marketing Advances (SMA) Conference, Memphis, TN, November 3rd.
- Sautter, Elise, Tian, Kelly, Fischbach, Sarah, and Luna-Nevarez, Cuauhtemoc, (2011), *“Graphic Novels: Exploring the Relevance for Marketing Promotion and Learning,”* Society for Marketing Advances (SMA) Conference, Memphis, TN, November 4th.
- Zarzosa, Jennifer and Luna-Nevarez, Cuauhtemoc (2011), *“Artistic Stylistic Properties of Fashion Luxury Advertisements,”* Association for Consumer Research (ACR) Conference, Saint Louis, MO, October 15th.
- Fischbach, Sarah and Luna-Nevarez, Cuauhtemoc (2011), *“Traveling to Hawaii? An Exploratory Study of the Impact of Social Media and Website Design on Destination Marketing,”* Marketing Management Association (MMA) Conference, Chicago, IL, March 25th.
- Tian, Kelly and Luna-Nevarez, Cuauhtemoc (2010), *“Marketized Education and Commercial Learning Brands: The Construction of Consumer Vulnerability in the ‘New Global Knowledge Society’,”* Marketing Educator’s Association (MEA) Conference, Seattle, WA, April 8th.

RESEARCH GRANTS

- “Understanding the Impact of Graphic Narratives in Consumer Health Promotion: An Eye-tracking Analysis” (\$4,000), URCG Committee at SHU (August 2017 – July 2018).
- “Health-consequence Holograms and Web-based Graphic Pathographies: The Effects of ICT Interventions on Individuals’ Self-managed Health Care,” (\$50,000), Elise “Pookie” Sautter (Co-PI), Kelly Tian (Co-PI), James Kroger (Co-PI), Cuauhtemoc Luna-Nevarez and Sarah Fischbach (Supporting). (Funded as Interdisciplinary Research Grant by New Mexico State University, August 2011 – July 2012).

TEACHING INTERESTS

Digital Marketing/E-marketing	Social Media Marketing	Consumer Behavior
Marketing Research	Visual Media Marketing	Website Design and Optimization

TEACHING EXPERIENCE

Courses prepared/taught at Texas A&M University – San Antonio (2018 – Present):

- Graduate Courses (Program: MBA):

- Special Problems in Marketing: Digital Marketing (1 hybrid section)
- Undergraduate Courses (Program: Marketing Major; Certificate in Digital Marketing):
 - Digital Marketing (4 on-ground sections)
 - Social Media Marketing (3 on-ground section)
 - Visual Media Marketing (1 on-ground section)
 - Consumer Behavior (2 on-ground section)

Courses prepared/taught at Sacred Heart University (2013 – 2018):

- Graduate Courses (Program: M.S. in Digital Marketing):
 - Digital Marketing (3 on-ground sections; 1 online section)
 - Social Media Marketing (2 on-ground sections)
 - Marketing Research for Digital Marketers (1 on-ground section)
 - Qualitative Analysis of Web and Social Media Data (1 on-ground section)
- Undergraduate Courses (Program: Marketing Major; Minor in Digital Marketing):
 - E-Marketing Strategy (6 on-ground sections; 4 online sections)
 - Social Media Marketing (5 on-ground sections; 6 online sections)
 - Consumer Behavior (6 on-ground sections)
 - Software Tools for Design (3 on-ground sections)
 - Tourism and Marketing (1 on-ground section)
 - Principles of Marketing (14 on-ground sections; 4 online sections)

Courses prepared/taught at New Mexico State University (2009 – 2013):

- Consumer Behavior (Spring 2013 online; Summer 2013 online), Instructor
- International Marketing (Spring 2011 face-to-face, Spring/Fall 2012 online), Instructor
- Marketing Research (Spring 2010 face-to-face, Summer 2010 online), Instructor
- Principles of Marketing (Fall 2010 blended), Teaching Assistant

Courses prepared/taught at Monterrey Tech (1997-2006; face-to-face and blended):

- C/C++ Programming
- Multimedia and Website Design w/Photoshop, Dreamweaver, and Flash
- Industrial Design w/AutoCAD
- College Pre-calculus and Calculus
- College Physics
- Introduction to Engineering

TEACHING EVALUATIONS

Available upon request

ACADEMIC HONORS AND AWARDS

- Service Award, College of Business, Sacred Heart University, December 2017.
- Dr. Marian Calabrese Outstanding Faculty Award Nominee, Sacred Heart University, April 2016.
- CENGAGE Learning Best Conference Refereed Paper, MMA 2015 Fall Educators' Conference
- Honor Grad Award Ph.D. (GPA: 4.0), New Mexico State University, 2013.
- AMA-Sheth Doctoral Consortium Fellow, 2012
- SMA Doctoral Consortium Fellow, 2011
- NMSU Merit-Based Enhancement Fellowship (Amount: \$4,000), 2011

- NMSU Outstanding Graduate Assistantship Award (Amount: \$1,000), 2010
- NMSU Research Assistantship, 2009-2013
- Honor Grad Award, M.B.A., New Mexico State University, 2009.
- Inducted to Beta Gamma Sigma, 2009
- Professor Training Certification, Monterrey Institute of Technology and Higher Education, Mexico, 2002
- Best Instructor Award, Monterrey Institute of Technology and Higher Education, Mexico, 1998
- Honor Grad Award, B.S. Information Systems Engineering, Monterrey Institute of Technology and Higher Education, Mexico, 1996

PROFESSIONAL CERTIFICATIONS

- Certificate in Effective College Instruction, received after completion of the ACUE's Course of in Effective Teaching Practices by the Association of College and University Educators and the American Council on Education, July 2018, Fairfield, CT.

PROFESSIONAL DEVELOPMENT: CONFERENCES, SEMINARS AND WORKSHOPS ATTENDED

- 2019 Academy of Marketing Science (AMS), Vancouver, B.C., Canada, May 2019.
- 2019 6th International Consumer Brand Relationships (ICBR) Conference, Cancun, Mexico, May 2019.
- 2017 Academy of Marketing Science (AMS), Coronado Island, CA, May 2017.
- 2016 Marketing Management Association (MMA) Fall Educators' Conference, Providence, RI, September 2016.
- 2016 Marketing Management Association (MMA) Spring Conference, Chicago, IL, April 2016.
- 2015 Marketing Management Association (MMA) Fall Educators' Conference, San Juan, PR, September 2015.
- 2015 Academy of Marketing Science (AMS) Annual Conference, Denver, CO, May 2015.
- 2014 Society for Marketing Advances (SMA) Conference, New Orleans, LA, November 2014
- 2014 Academy of Marketing Science (AMS) Annual Conference, Indianapolis, IN, May 2014.
- 2014 Society for Consumer Psychology (SCP) Conference, Miami, FL, March 2014.
- 2013 SCP – APA Division 23 Conference, Honolulu, HI, August 2013.
- 2013 Society for Consumer Psychology (SCP) Conference, San Antonio, TX, March 2013.
- 2012 AMA-Sheth Doctoral Consortium, Seattle, WA, June 2012
- 2012 Society for Consumer Psychology (SCP) Conference, Las Vegas, NV, February 2012
- 2011 Society for Marketing Advances (SMA) Conference and Doctoral Consortium, Memphis, TN, November 2011
- 2011 North America Association for Consumer Research (ACR) Conference and Doctoral Symposium, St. Louis, MO, October 2011
- 2011 Marketing Management Association (MMA) Conference, Chicago, IL, March 2011
- 2010 North America Association for Consumer Research (ACR) Conference and Doctoral Symposium, Jacksonville, FL, October 2010
- 2010 Marketing Educator's Association (MEA) Conference, Seattle, WA, April 2010

PROFESSIONAL AFFILIATIONS

- Academy of Marketing Science (AMS)
- Society for Marketing Advances (SMA)
- Marketing Educators' Association (MEA)

DEPARTMENT/PROFESSIONAL SERVICE

- Academic Advising:
 - 2017-2018 – 104 undergraduate students advised, approximately 104 hours spent.
 - 2016-2017 – 96 undergraduate students advised, approximately 96 hours spent.
 - 2015-2016 – 100 undergraduate students advised, approximately 100 hours spent.
 - 2014-2015 – 30 undergraduate students advised, approximately 30 hours spent.
 - 2013-2014 – 8 undergraduate students advised, approximately 10 hours spent.
- Chapter Adviser for Beta Gamma Sigma Honor Society (2016 – 2018)
- Member of the Faculty Research Committee (2017 – 2018)
- Member of the COB Assurance of Learning (AOL) committee, which coordinates the activities for AACSB reaccreditation (2014 – 2017)
- Member of the UUA Rules Committee (2015 – 2018)
- Member of the Faculty Affairs Committee (2015 – 2018)
- Advisor of the Marketing Club (2013 – 2018)
- Chair of Marketing Faculty Search Committee (2016, 2017)
- Reviewed manuscripts several Marketing conferences
- Conducted two focus groups for NMSU Communications Department
- Conducted two focus groups for NMSU Athletics Department

LANGUAGES

English, Spanish

SOFTWARE SKILLS

SPSS, SAS, Amos, Qualtrics, NVivo, Photoshop, InDesign, Illustrator, Wix, Microsoft Office

REFERENCES

Available upon request