

Roberto “Bobby” Saldivar
Curriculum Vitae

Work Contact:

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EDUCATION

- 2014 **Ph.D.**, Business Administration with a Marketing concentration, University of Texas Rio Grande Valley (previously the University of Texas-Pan American, AACSB Accredited).
- Supporting Areas of Emphasis:** 21 Graduate Hours of Statistical and Research Method Courses
1. Applied Multivariate Data Analysis 1 (3hr)
 2. Applied Multivariate Data Analysis 2 (3hr)
 3. Business Research Foundations (3hr)
 4. Data Analysis (3hr)
 5. Multivariate Analysis (3hr)
 6. Qualitative Research Methods (3hr)
 7. Quantitative Research Methods I (3hr)
- 2009 **M.B.A.**, with a Management concentration, University of Texas Rio Grande Valley (previously the University of Texas-Pan American, AACSB Accredited).
- 2005 **B.B.A.**, with a Marketing concentration, University of Texas Rio Grande Valley (previously the University of Texas at Brownsville, AACSB Accredited).

POSITIONS See ‘*Academic & Industry Positions*’ below for more details.

Academic

- 2024-Present **Assistant Professor**, Texas A&M University–San Antonio, San Antonio, Texas.
- 2021–2024 **Associate Professor (with tenure)**, University of The Incarnate Word, San Antonio, Texas.
- 2016–2021 **Assistant Professor**, University of The Incarnate Word, San Antonio, Texas.
- Fall 2021 **Adjunct Professor**, Bowling Green State University, Bowling Green, Ohio.
- 2014–2016 **Assistant Professor**, Ramapo College of New Jersey, Mahwah, New Jersey.
- 2013–2014 **Lecturer**, University of Texas at Brownsville, Brownsville, Texas.

- 2012–2013 **Graduate Research Assistant, Teaching Assistant, and Teaching Fellow**, College of Business, Marketing Department, University of Texas-Pan American, Edinburg, Texas.
- 2011–2012 **Graduate Research Assistant**, The Office of Curriculum and Institutional Assessment, University of Texas-Pan American, Edinburg, Texas.
- 2010–2011 **Graduate Research Assistant**, College of Education, Psychology & Education Department, University of Texas-Pan American, Edinburg, Texas.

Industry

- 2012–2013 **Research Consultant**, Equity LifeStyle Properties, Inc., Chicago, Illinois.
- 2007–2010 **Videographer**, Bryant Stingley, Harlingen and McAllen, Texas.
- 2006–2007 **Survey Project Support**, Maverick Engineering, Corpus Christi and Harlingen, Texas.
- 2005 **Marketing Intern**, Valley International Airport, Harlingen, Texas.
- 2000–2003 **Sales Associate and Key Holder**, Radio Shack, Austin, Texas.

RESEARCH & PUBLICATION

Interest

Investigating consumer responses to corporate social responsibility, multicultural consumer issues in the marketplace, and other consumer behavior topics using quantitative and qualitative approaches.

Published Journal Article

1. **Saldivar, R.** and Zolfagharian, M. (2022). An Empirical Examination of Consumer CSR Expectations: Attribution, Satisfaction, Referral, and Willingness to Pay a Premium, *Journal of Marketing Management*, 38, (7-8), 800-829.
2. Zolfagharian, M., **Saldivar, R.**, and Williams, J. D. (2020). ‘Owned By’ and ‘Made In’: Cognitive and Affective Dimensions of Country-of-Origin Effect in Immigrant Markets, *International Marketing Review*, 37(1), 29-55.
3. Oyedele, A., **Saldivar, R.**, Hernandez, M. D., and Goenner, E. (2018). Modeling Satisfaction and Repurchase Intention of Mobile Smart Wristbands: The Role of Social Mindfulness and Perceived Value, *Young Consumers*, 19(3), 237-250.

4. Zolfagharian, M., **Saldivar, R.**, and Braun, J. (2017). Country of Origin and Ethnocentrism in the Context of Lateral, Upward and Downward migration, *International Marketing Review*, 34(2), 330-352.
5. Zolfagharian, M., **Saldivar, R.**, and Sun, Q. (2014). Ethnocentrism and Country of Origin Effects Among Immigrant Consumers, *Journal of Consumer Marketing*, 31(1), 68-84.
6. Flores, J., Baruca, A., and **Saldivar, R.** (2014). Is Neuromarketing Ethical? Consumers Say Yes. Consumer Say No. *Journal of Legal, Ethical, and Regulatory Issues*, 17(2), 79-93.

Refereed Conference Proceedings

1. Adesegun, O., and **Saldivar, R.**, (2024). Consumers Purchase Decision for Cultural Products Outside their Countries of Origin in Craft Retailing Context. Accepted to the 2024 AMA Winter Academic Conference.
2. Ulusoy, E., Baruca, A., and **Saldivar, R.**, (2023). I Wanna Know What (Brand) Love Is, I Want You to Show Me: Exploring Expression of Brand Love: An Abstract. In: Jochims, B., Allen, J. (eds) *Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs*. AMSAC 2022. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham. https://doi.org/10.1007/978-3-031-24687-6_93.
3. Ulusoy, E., **Saldivar, R.**, and Baruca, A., (2022). Entertainment Value in Pop-up Retailing: An Abstract. In: Pantoja, F., Wu, S. (eds) *From Micro to Macro: Dealing with Uncertainties in the Global Marketplace*. AMSAC 2020. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham. https://doi.org/10.1007/978-3-030-89883-0_139.
4. Herjanto, H., **Saldivar, R.**, and Amin, M. (2022). The Role of Customer Agility and Communication Styles on Seller-Buyer Relationship. *Proceedings of the Marketing Management Association Conference, San Antonio, TX*.
5. Flores, J, Flores, M., **Saldivar, R.**, and Baruca, A., (2020). To Kneel or Not to Kneel? Just Do It! Assessing Consumer Responses to Organizational Engagement in Political Discourse: An Abstract. In: Wu, S., Pantoja, F., Krey, N. (eds) *Marketing Opportunities and Challenges in a Changing Global Marketplace*. AMSAC 2019. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham. https://doi.org/10.1007/978-3-030-39165-2_72.
6. Oyedele, A., **Saldivar, R.**, and Hernandez, M. (2019). Perceived Value and Satisfaction with a Retail Store's Omnichannel Customer Experience and Usage of Omnichannel Commerce Application (OCA). *Proceedings of the American Marketing Association Summer Marketing Educators' Conference, Chicago, IL*.

7. **Saldivar, R.**, Leung, R., and Oyedele, A. (2018). Developing a Typology of Native Advertising: An Abstract. In: Krey, N., Rossi, P. (eds) *Boundary Blurred: A Seamless Customer Experience in Virtual and Real Spaces*. AMSAC 2018. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham. https://doi.org/10.1007/978-3-319-99181-8_188.
8. Oyedele, A., Hernandez, M., and **Saldivar, R.** (2017). Assessing the Effects of Social Media Attachment and Peer Influence in Modeling Consumer Acceptance of Mobile Marketing Offers. *Proceedings of the American Marketing Association Summer Marketing Educators' Conference*, San Francisco, TX.
9. Braun, J. and **Saldivar, R.** (2016). Craving for Cosmopolitanism: The Necessity of Foreign Cuisine for Mexican Immigrants. In Kim, D. (eds) *Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing?*. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham. https://doi.org/10.1007/978-3-319-26647-3_18.
10. Baruca, A., **Saldivar, R.**, and Flores, J, (2016). Is Fantasy Becoming Reality and Leaving Reality Behind? Investigating the Impact of Fantasy Leagues on Professional Sports League Consumption. In Kim, D. (eds) *Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing?*. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham. https://doi.org/10.1007/978-3-319-26647-3_121.
11. Leung, R. and **Saldivar, R.** (2016). How Many Ads Can You Spot? Investigating Consumers' Knowledge of Native Advertising. *Proceedings of the New York State Communication Association Conference*, Callicoon, NY.
12. Zeno, K. W., Torres-Baumgarten, G., and **Saldivar, R.** (2016). The Role of Marketing and International Business in Fostering Ambiguity Tolerance and Enhanced Decision-Making. *Proceedings of the Marketing Educators Association Annual Conference*, Denver, CO.
13. Zolfagharian, M. and **Saldivar, R.** (2016). Country of Origin and Ethnocentrism in The Context of Lateral, Upward and Downward Migration. *Proceedings of the American Marketing Association Winter Marketing Educators' Conference*, Las Vegas, NV.
14. **Saldivar, R.**, Zolfagharian, M., and Braun, J. (2015). Does Communicating Corporate Social Responsibility Contribution Overcome Unfavorable Country of Origin Cues?. *Proceedings of the Society for Marketing Advances Annual Conference*, San Antonio, TX.
15. **Saldivar, R.** and Nasif, N. (2015). Towards a Typology of Consumption Philanthropy: Understanding the Implications for Consumer and Business

- Strategy. Proceedings of the Society for Marketing Advances Annual Conference, San Antonio, TX.
16. Budeva, D., **Saldivar, R.**, and Zeno K. (2015) Experiential Learning: An Assessment of Impact and Engagement in the Marketing Curriculum Using Klob's Learning Styles. Proceedings of the Marketing Educators Association Annual Conference, Las Vegas, NV.
 17. **Saldivar, R.** and Zolfagharian, M. (2015). Corporate Social Responsibility, Attribution, and Customer Satisfaction: New Findings from the Expectancy Confirmation/Disconfirmation Paradigm. Proceedings of the American Marketing Association Winter Marketing Educators' Conference, San Antonio, TX.
 18. **Saldivar, R.** (2015). Antecedents of Consumers' Corporate Social Responsibility Evaluations: Incorporating Consumer Expectations. Proceedings of the American Marketing Association Winter Marketing Educators' Conference, San Antonio, TX.
 19. **Saldivar, R.** and Baruca, A. (2015). The Effect of Age, Gender and Consumer Susceptibility in Purchase Recommendations: An Analysis of Three Different Recommendation Settings. In: Dato-on, M. (eds) The Sustainable Global Marketplace. Developments in Marketing Science: : Proceedings of the Academy of Marketing Science. Springer, Cham. https://doi.org/10.1007/978-3-319-10873-5_205.
 20. Tanguma, J. and **Saldivar, R.** (2015). Interpretation of Logistic Regression Models in Marketing Journals. In: Dato-on, M. (eds) The Sustainable Global Marketplace. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham. https://doi.org/10.1007/978-3-319-10873-5_2.
 21. Zolfagharian, M. A., Sun, Q., and **Saldivar, R.** (2013). Immigrant Consumers, Ethnocentrism, Country of Origin. Proceedings of the American Marketing Association Winter Marketing Educators' Conference, Las Vegas, NV.

Presentations

1. Adesegun, O., and **Saldivar, R.**, (2024). Consumers Purchase Decision for Cultural Products Outside their Countries of Origin in Craft Retailing Context. Accepted to the 2024 AMA Winter Academic Conference.
2. Herjanto, H., **Saldivar, R.**, and Amin, M. (2022). The Role of Customer Agility and Communication Styles on Seller-Buyer Relationship. Present at the Marketing Management Association Fall Educators' Conference, San Antonio, TX.
3. Ulusoy, E., Baruca, A., and **Saldivar, R.** (2022). I Wanna Know What (Brand) Love Is, I Want You to Show Me: Exploring Expression of Brand Love. Presented at the Academy of Marketing Science Annual Conference, Monterey, CA.

4. Ulusoy, E., **Saldivar, R.**, and Baruca, A. (2020). Entertainment Value in Pop-up Retailing. Virtual Presentation at the Academy of Marketing Science Annual Conference, Coral Gables, FL.
5. Oyedele, A., **Saldivar, R.**, and Hernandez, M. (2019). Perceived Value and Satisfaction with a Retail Store's Omnichannel Customer Experience and Usage of Omnichannel Commerce Application (OCA). Presented at the American Marketing Association Summer Marketing Educators' Conference, Chicago, IL
6. Flores, J, Flores, M., **Saldivar, R.**, and Baruca, A. (2019). To Kneel or Not to Kneel? Just Do It! Assessing Consumer Responses to Organizational Engagement in Political Discourse. Presented at the Academy of Marketing Science Annual Conference, Vancouver, BC, Canada.
7. **Saldivar, R.**, Leung, R., and Oyedele, A (2018). Developing a Typology of Native Advertising. Presented at the Academy of Marketing Science Annual Conference, New Orleans, LA.
8. Leung, R. and **Saldivar, R.** (2016). How Many Ads Can You Spot? Investigating Consumers' Knowledge of Native Advertising. Presented at the New York State Communication Association Conference, Callicoon, NY
9. Oyedele, A. and **Saldivar, R.** (2017). How Cross-Border Transactions Transpire Between U.S. SMEs and German Importers, Presented at the Southwest Fulbright Symposium, San Antonio, TX.
10. Zeno, K. W., Torres-Baumgarten, G., and **Saldivar, R.** (2016). The Role of Marketing and International Business in Fostering Ambiguity Tolerance and Enhanced Decision-Making. Presented at the Marketing Educators Association Annual Conference, Denver, CO.
11. Zolfagharian, M. and **Saldivar, R.** (2016). Country of Origin and Ethnocentrism in The Context of Lateral, Upward and Downward Migration. Presented at the Winter Marketing Academic Conference, Las Vegas, NV.
12. **Saldivar, R.**, Zolfagharian, M., and Braun, J. (2015). Does Communicating Corporate Social Responsibility Contribution Overcome Unfavorable Country of Origin Cues?. Presented at the Society for Marketing Advances Annual Conference, San Antonio, TX.
13. **Saldivar, R.** and Nasif, N. (2015). Towards a Typology of Consumption Philanthropy: Understanding the Implications for Consumer and Business Strategy. Presented at the Society for Marketing Advances Annual Conference, San Antonio, TX.

14. Braun, J. and **Saldivar, R.** (2015). Craving for Cosmopolitanism: The Necessity of Foreign Cuisine for Mexican Immigrants. Presented at the Academy of Marketing Science Annual Conference, Denver, CO.
15. Baruca, A., **Saldivar, R.**, and Flores, J, (2015). Is Fantasy Becoming Reality and Leaving Reality Behind? Investigating the Impact of Fantasy Leagues on Professional Sports League Consumption. Presented at the Academy of Marketing Science Annual Conference, Denver, CO.
16. Budeva, D., **Saldivar, R.**, and Zeno K. (2015) Experiential Learning: An Assessment of Impact and Engagement in the Marketing Curriculum Using Klob's Learning Styles. Presented at the Marketing Educators Association Annual Conference, Las Vegas, NV.
17. **Saldivar, R.** and Zolfagharian, M. (2015). Corporate Social Responsibility, Attribution, and Customer Satisfaction: New Findings From the Expectancy Confirmation/Disconfirmation Paradigm. Presented at the American Marketing Association Winter Marketing Educators' Conference, San Antonio, TX.
18. **Saldivar, R.** (2015). Antecedents of Consumers' Corporate Social Responsibility Evaluations: Incorporating Consumer Expectations. Presented at the American Marketing Association Winter Marketing Educators' Conference, San Antonio, TX.
19. Baruca, A., Minor, M., and **Saldivar, R.** (2014). Am I a Celebrity Online? I Don't Know but You Can Test It: The Development of the Online Self-Celebrization Scale. Presented at the Southwest Decision Science Institute Conference, Dallas, TX.
20. Zolfagharian, M. A., Sun, Q., and **Saldivar, R.** (2013). Immigrant Consumers, Ethnocentrism, Country of Origin. Presented at the American Marketing Association Winter Marketing Educators' Conference, Las Vegas, NV.
21. Flores, J., Baruca, A., and **Saldivar, R.** (2013). Is Neuromarketing Ethical? Consumers Say Yes. Consumer Say No. Presented at the Allied Academics International Conference, San Antonio, TX.
22. Braun, J., and **Saldivar, R.** (2013). Who Has Favorite Things? Consumer Characteristics as Predictors of Product Attachment. Presented at the Academy of Business Research Conference, San Antonio, TX.
23. Zolfagharian, M. A., Sun, Q., and **Saldivar, R.** (2013). Immigrant Consumers, Ethnocentrism, Country of Origin. Presentation at the American Marketing Association Winter Marketing Educators' Conference, Las Vegas, NV.
24. Zolfagharian, M. A., Sun, Q., and **Saldivar, R.** (2012). Immigrant Consumers, Ethnocentrism, Country of Origin. Presented at the University of Texas-Pan American's International Days Conference, Edinburg, TX.

25. **Saldivar, R.** and Baruca, A. (2011). The Effect of Age, Gender, and Consumer Susceptibility in Purchase Recommendations: An Analysis of Three Different Recommendation Settings. Presented at the Academy of Marketing Science Annual Conference, Coral Gables, FL.
26. Tanguma, J. and **Saldivar, R.** (2011). Interpretation of Logistic Regression Models in Marketing Journals. Presented at the Academy of Marketing Science Annual Conference, Coral Gables, FL.
27. **Saldivar, R.** and Tanguma, J. (2011). Use of Exploratory Factor Analysis and Principal Component Analysis in Computer Information Journals. Presented at the Decision Science Institute Annual Conference, Boston, MA.

Conference Posters

1. Torkzadeh, S. Zolfagharian, M., and **Saldivar, R.** (2019). Psychological Tourist Engagement and Co-Creation of Value: Airbnb. Poster Session at the American Marketing Association Winter Marketing Educators' Conference, Austin, TX.
2. Flores, J., Baruca, A., and **Saldivar, R.** (2013). Exploring Consumers' Perceptions of the Use of Neuromarketing by Profit and Nonprofit Organizations. Poster Session at the American Marketing Association Summer Marketing Educators' Conference, Boston, MA.
3. Baruca, A., Flores, F., and **Saldivar, R.** (2011). Are Fantasy Sports a Threat to Professional Sports Franchises? A Behavioral Analysis of Fantasy Sports Players and Their Interest in Professional Sports Fandom. Poster Session at the Sports Marketing Association Annual Conference, Houston, TX.

Conference Special Session

1. Proposed, Organized, and Participated in *The Good and the Bad of Customer Contribution to Service: Traits, Expectations, and Perceptions* special session at the 2015 AMA Winter Marketing Educators' Conference, San Antonio, TX, Feb 13–15, presented *Antecedents of Consumer's Corporate Social Responsibility Evaluations: Incorporating Consumer Expectations*.

TEACHING

Interest

Marketing Analytics, International Marketing, Digital and Social Media Marketing, Marketing Research, Integrated Marketing Communications, Marketing Management, and Sales.

Teaching Format Experience (alphabetical order)

1. Face-to-Face
2. Hybrid/Blended
3. HyFlex
4. Online

University of the Incarnate Word (alphabetical order)

1. Consumer Behavior (Undergraduate)
2. Integrated Marketing Communications (Undergraduate)
3. International Marketing (Undergraduate)
4. Marketing Analytics, Special Topics in Marketing (Undergraduate)*
5. Marketing Management (Undergraduate and Graduate)
6. Marketing Research (Undergraduate and Graduate)
7. Marketing Research and Analytics (Undergraduate)*
8. Professional Selling (Undergraduate)*
9. Services Marketing (Undergraduate)

* *New Course Development*

Ramapo College of New Jersey (alphabetical order)

1. Consumer Behavior (Undergraduate)
2. Marketing Principles and Practice (Undergraduate)
3. Principles of Corporate Social Responsibility, Advanced Topics in Marketing (Undergraduate)
4. Sales Management (Undergraduate)

The University of Texas at Brownsville (alphabetical order)

1. Marketing Research (Undergraduate)
2. Marketing Strategy (Undergraduate)
3. Principles of Marketing (Undergraduate)
4. Promotion Management (Undergraduate)

The University of Texas-Pan American (alphabetical order)

1. Integrated Marketing Communication (Undergraduate)
2. International Business (Undergraduate)
3. Marketing Research (Undergraduate and Graduate)
4. Music Marketing (Undergraduate)

Certificates & Continuing Education

Nov 2023

Virtual Colloquium, Advertising and Society Quarterly, Different Boats, The Same Storm: Implementing DEI in Changing Times.

- Sept 2023 **Digital Marketing Foundations Certificate**, LinkedIn Learning.
- July 2023 **Social Media Marketing Foundations Certificate**, LinkedIn Learning.
- May 2018 **Teaching Marketing Analytics Certificate**, Academy of Marketing Science Marketing Education Professional Development Series Program 3.
- May 2018 **Teaching Digital Marketing Certificate**, Academy of Marketing Science Marketing Education Professional Development Series Program 3.
- Dec 2017 **Quality Matters "Applying the Quality Matters Rubric" Certificate**, Quality Matters.
- Nov 2014 **Doctoral Consortium**, Society for Marketing Advances.

Teaching Workshops

- Dec 2023 **What Happens to Learning When Generative AI Can See, Hear**, Harvard Business Publishing.
- Oct 2023 **Artificial Intelligence and Academics: Friend or Foe**, Dr. Chunling Niu.
- Sept 2023 **Reinventing the Student Experience: Lessons from Challenger Universities**, Harvard Business Publishing.
- Aug 2023 **Introduction to GhatGPT: Uses Inside and Outside the Classroom**, University of the Incarnate Word Center for Teaching and Learning.
- Jun 2023 **How ChatGPT and Other AI Tools Can Maximize the Learning Potential of Your Case-Based Classes**, Harvard Business Publishing.
- Nov 2022 **Why Undergraduate Students (and Faculty) Struggle with Active Learning**, Harvard Business Publishing.
- Sep 2022 **Incorporating Data Analysis and Visualization in the Classroom Workshop**, Marketing Management Association.
- Jul 2022 **Student Engagement Strategies That Work: How to Make Your Classroom Safe and Noisy**, Harvard Business Publishing.

- Oct 2021 **Normal Isn't Coming Back. What Can Educators and Students Do to Adapt In Our Ever-Changing Learning Environment?**, Harvard Business Publishing.
- Sep 2021 **The Hybrid Classroom: How to Engage Students to Promote Individual and Collective Learning**, Harvard Business Publishing.
- Jun 2020 **Flipped Learning Course**, University of the Incarnate Word Center for Teaching and Learning.
- F 2017–SP 2018 **Writing Academy Workshops**, University of the Incarnate Word Center for Teaching and Learning.
- F 2015 **RCNJ Faculty Resource Center**, Teaching Circle Participant Learner-Centered Teaching.

SERVICE

University of the Incarnate Word

Department

- SP, F 2023 **Curriculum Development**, Co-Developed Sales Courses, i.e., Advanced Professional Selling, Professional Selling, Sales Management, and Sales Negotiation and Conflict Resolution.
- SP 2023 **Outreach to Students**, Updated Marketing Department's Promotional Flyers Used by Admission Office.
- SP 2023 **Mentoring Faculty Colleagues**, Peer Evaluation of Teaching, Halimin Herjanto.
- SP 2022 **Mentoring Faculty Colleagues**, Peer Evaluation of Teaching, Halimin Herjanto.
- SP 2019 **Curriculum Development**, Developed Marketing Research and Analytics Course.
- SP 2019 **Mentoring Faculty Colleagues**, Peer Evaluation of Teaching, Alberto Rubio.
- F 2018 **Curriculum Development**, Developed Marketing Analytics Special Topics Course.
- F 2018 **Curriculum Development**, Revised Marketing Syllabi for Undergraduate Course Catalogue, i.e., Integrated Marketing

Communications, International Marketing, Marketing Management, and Marketing Research.

College

SP 2023–Present	Curriculum Development , Co-Developed Sales Minor Proposal.
SP 2023–Present	Curriculum Development , Co-Developed Sales Center Proposal.
Oct 2023–Present	Faculty Advisor , Mentoring Student Group Competing in the Annual Health of Advertising: A Brand Challenge Competition with Omnicom Health Group.
SP–Present	Faculty Advisor , University Membership Program with the Association for National Advertisers (ANA), The ANA Educational Foundation, and Omnicom Health Group.
SP 2022–Present	Assessment, Committee Member, Secretary , Continuous Improvement and Accreditation Committee.
F 2022–Present	Committee Chair , HEBSBA Rank and Tenure Committee Chair.
SP 2020–Present	Faculty Advisor , Served as Co-Advisor for the <i>MARKeting</i> Student Organization (previously the UIW American Marketing Association Student Organization).
Aug–Nov 2023	Faculty Advisor , Co-Advised Sales Competition Hosted by <i>MARKeting</i> Student Organization and the HEBSBA Marketing Department.
Aug–Oct 2023	Faculty Advisor , Co-Advised Sales Workshops Hosted by <i>MARKeting</i> Student and the HEBSBA Marketing Department.
F 2023	Assessment , Developed Assessment for BBA in Marketing Student Learning Outcome.
F 2023	Faculty Advisor , Kendra Gives Back Fundraising Event with UIW American Marketing Association Student Organization and now with the UIW <i>MARKeting</i> Student Organization.
Oct 2022	Faculty Advisor , Co-Advised and Chaperoned HEBSBA Startup Bus Tour with the Brownsville Wellness Coalition, Brownsville, Texas.
Jan 2022–Aug 2022	Assessment and Lead Researcher , Needs Assessment and Program Evaluation Report, Volunteer Group Committee.

SP 2022	Committee Member , McGuire Scholarship Committee.
F 2021–SP 2022	Program Development, Committee Member , Strategic Planning Committee.
F 2021	Assessment , Co-Developed Policies, Procedures, and Documents to Assess Catholic Social Justice Student Learning Outcome (SLO) for the HEBSBA MBA Curriculum.
F 2019–F 2021	Program Development, Committee Chair, Vice Chair , International and Technology Committee.
F 2017–SP 2020	Faculty Advisor , Founding Faculty Advisor for the UIW American Marketing Association Student Organization.
F 2019–SP 2020	Committee Member , Marketing Professor Search Committee.
F 2018–SP 2019	Committee Member , Master of Health Administration Search Committee.
F 2019	Faculty Advisor , Kendra Gives Back Fundraising Event with UIW American Marketing Association Student Organization.
Feb 2018	Program Development, Proposal Author , HEBSBA Faculty Research Funding Award.
F 2018	Faculty Advisor , Kendra Gives Back Fundraising Event with UIW American Marketing Association Student Organization.
F 2017–SP 2018	Committee Member , Master of Health Administration Search Committee.
F 2017–SP 2018	Committee Member , Management Information Systems Search Committee.
F 2017	Program Service, Presenter , HEBSBA Brown Bag Seminar.
F 2017	Faculty Advisor , Kendra Gives Back Fundraising Event with UIW American Marketing Association Student Organization.
Aug 2017	Professional Service , University of the Incarnate Word, Business Journal-Woman's Leadership Award Banquet.
Jun 2017	Assessment , Attended AACSB Assurance of Learning Conference in Tampa, Florida.

- May–Aug 2017 **Assessment, Committee Member**, HEBSBA Assurance of Learning Summer Committee, Developing Student Learning Outcomes.
- F 2016–SP 2017 **Committee Member**, International Business Search Committee.
- F 2016–F 2018 **Program Development, Committee Member**, Strategic Planning Committee.
- F 2016 **Professional Service, Committee Member**, Business Plan Planning Competition Committee Judge.

University

- F 2023 **Committee Member**, 2023 Fundraising Campaign Captain.
- F 2020–SP 2021 **Committee Member**, 5th Annual Mission Academy.
- F 2019–SP 2021 **Committee Member**, Nominations and Elections Committee.
- Sep 6, 2019 **Committee Member**, Meet the Mission at St. PJ's Children Home, Outdoor Beautification, San Antonio, Texas.
- F 2017–SP 2019 **Committee Member**, Faculty Development Fund Committee.

Ramapo College of New Jersey

Department

- Jan–May 2016 **Faculty Advisor**, Spring Internships, Five Students.
- Sep–Dec 2015 **Faculty Advisor**, Fall Internships, Three Students.
- May–Sep 2015 **Faculty Advisor**, Independent Study Seminar on Hispanic Marketing, One Student.
- May–Sep 2015 **Faculty Advisor**, Summer Internships, Two Students.

College

- F 2015–SP 2016 **Faculty Advisor**, Co-Advisor for Enactus Student Organization.
- F 2015–SP 2016 **Faculty Advisor**, Co-Advisor for the Marketing Student Organization.
- Apr 2015 **Faculty Advisor**, Co-Advised and Chaperoned Students at the National Enactus' Conference.

- F 2015–F 2016 **Assessment, Committee Member**, Student Learning Outcomes Assessment Committee.
- F 2014–SP 2016 **Faculty Mentoring, Committee Member**, Faculty Mentoring Program.
- Oct 9, 2014 **Recruiting, Mentoring Students**, Major/Minor Fair.

University

- F 2014–SP 2016 **Committee Member**, Business School Representative on the Institutional Review Board Committee.

University of Texas at Brownsville

College

- F 2013–SP 2014 **Faculty Advisor**, University Scholars Program, Faculty Advisor for Two Business School Students.
- F 2013–SP 2014 **Faculty Advisor**, Co-Advised Students in the School of Business Center for Innovation and Commercialization.

University of Texas-Pan American

College

- Oct 2012 **Recruiting Students**, Business School Representative at the Ph.D. Project Annual Recruiting Conference in Chicago, Illinois.

Peer-Reviewed Journal Reviewer

- 2014–2018 **Reviewer**, Journal of Consumer Marketing.
- 2017 **Reviewer**, Journal of Promotional Marketing.

Peer-Reviewed Conference Reviewer

- 2023 **Reviewer**, Conference Paper, Academy of Marketing Science Marketing Conference.
- 2023 **Reviewer**, Conference Paper, Association of Collegiate Marketing Educators Conference.
- 2022 **Reviewer**, Conference Paper, Academy of Marketing Science Marketing Conference.

- 2021 **Reviewer**, Conference Paper, Academy of Marketing Science Marketing Conference.
- 2020 **Reviewer**, Conference Paper, Association of Collegiate Marketing Educators Conference.
- 2020 **Reviewer**, Conference Paper, Academy of Marketing Science Marketing Conference.
- 2019 **Reviewer**, Conference Paper, Academy of Marketing Science Marketing Conference.
- 2018 **Reviewer**, Conference Paper, Academy of Marketing Science Marketing Conference.
- 2018 **Reviewer**, Conference Paper, Academy of Marketing Science World Marketing Conference.
- 2016 **Reviewer**, Conference Paper, Society for Marketing Advances Conference.
- 2016 **Reviewer**, Conference Paper, American Marketing Association Winter Conference.
- 2015 **Reviewer**, Conference Paper, American Marketing Association Winter Conference.
- 2014 **Reviewer**, Conference Paper, Academy of Marketing Science World Marketing Conference.
- 2014 **Reviewer**, Conference Paper, Society for Marketing Advances Conference.

Conference Track Chair

- 2020 **Conference Track Co-Chair**, ACME Annual Conference, San Antonio, Texas.

Beyond University Service: Invited Guest Speeches, Lectures and Other Community Service

- Jun 2023 **Invited Guest Speaker**, Presentation on Service Quality and The Service Profit Chain at the Executive Education Seminar, 410th Contracting Support Brigade Army Acquisitions, San Antonio, Texas.

- SP 2022 **Professional Service**, Pro Bono Consulting Services for FatPete LLC, Strategic Implementation Consulting, Brownsville, Texas.
- Mar 2022 **Invited Guest Speaker**, Presentation on Service Quality at the 502 Force Support Group Commander Call meeting at Randolph Air Force Base, San Antonio, Texas.
- Nov 2015 **Invited Guest Lecturer**, Presentation on the Intersection of Business and Journalism, Ramapo College of New Jersey, Mahwah, New Jersey.
- Jul 2015 **Invited Guest Speaker**, Presentation at the Milton Hershey Emerging Leaders Seminar at the Hershey Company in Hershey, Pennsylvania.
- May 2012, 13 **Professional Service**, Judge for the Better Business Bureau of South Texas Mary G. Moad Business Ethics Award Program.

AWARDS, SCHOLARSHIP, & GRANTS

- 2019 **Faculty Research Fund Award**, University of the Incarnate Word HEBSBA.
- 2014 **Outstanding Ph.D. Student of the Year Award in Marketing**, The University of Texas-Pan American, College of Business Administration.
- 2014 **Fellow**, Society for Marketing Advances Doctoral Consortium.
- 2009–2014 **Travel Grant Recipient Award**, Ph.D. Project-Marketing Doctoral Student Association and American Marketing Association Annual Conference.
- 2013 **Distinguished Research Award**, Allied Academics, Academy of Legal, Ethical and Regulatory Issues.
- 2013 **Best Session Paper Award**, Academy of Business Research Conference.
- 2012 **Valuing Diversity New Faculty Scholarship**, American Marketing Association.
- 2011 **Travel Grant Recipient Award**, Academy of Marketing Science Conference.

PROFESSIONAL AFFILIATION

1. Academy of Marketing Science

2. American Marketing Association
3. Association for National Advertisers
4. Society for Marketing Advances
5. Ph.D. Project

ACADEMIC & INDUSTRY POSITIONS

Academic Positions

- 2021–2024 **Associate Professor (with tenure)**, University of The Incarnate Word, San Antonio, Texas.
- Demonstrate excellence in teaching a diverse range of marketing courses at the undergraduate and master’s levels, utilizing face-to-face, online, hybrid, and HyFlex instructional methods.
 - Provide expert guidance and mentorship to students enrolled in undergraduate and master’s programs.
 - Conduct and publish impactful research projects, contributing to advancing knowledge in the field.
 - Led initiatives to enhance assurance of learning, assessment, and program development, aligning them with AACSB standards and stakeholder needs.
 - Actively participate in strategic planning and implementation activities, contributing to the college’s overall objectives and growth.
 - Represent the department and college in interactions with external stakeholders, fostering collaborative partnerships to enhance the institution’s reputation.
 - Promote sales education across the university and working towards the foundation of a sales center at the HEBSBA.
 - Present research findings at conferences, showcasing a commitment to scholarly and pedagogical excellence.
- 2016–2021 **Assistant Professor**, University of The Incarnate Word, San Antonio, Texas.
- Delivered marketing courses to students at the undergraduate and master’s levels through face-to-face, online, hybrid, and HyFlex formats.
 - Offered guidance and mentorship to students enrolled in undergraduate and master’s programs.
 - Led and published marketing research projects.

- Spearheaded initiatives for learning assurance, assessment, and program development, aligning them with AACSB standards and stakeholder needs.
- Worked with the HEBSBA Office of the Dean to promote teaching hybrid courses within the business school.
- Actively participated in strategic planning and execution of college objectives.
- Represented the department and college in interactions with external stakeholders.
- Collaborated with the HEBSBA Office of the Dean to establish a faculty research award.

Fall 2021

Adjunct Professor, Bowling Green State University, Bowling Green, Ohio.

- Delivered a marketing research course in online synchronies Zoom format and held office hours to meet with students.

2014–2016

Assistant Professor, Ramapo College of New Jersey, Mahwah, New Jersey.

- Taught undergraduate level marketing courses in face-to-face and online instructional methods.
- Provided guidance and mentorship to students pursuing degrees in the undergraduate program.
- Successfully initiated and executed research projects and presented research findings at conferences and workshops.
- Oversaw student marketing internships.
- Actively participated in various assurance of learning, assessment, and program development efforts to ensure alignment with AACSB standards.
- Played a key role in the strategic planning and implementation of college objectives.
- Represented the marketing department and college in external engagements with university stakeholders.

2013–2014

Lecturer, University of Texas at Brownsville, Brownsville, Texas

- Fostered an interactive and spirited learning environment for students by delivering engaging and informative lectures in the undergraduate program.
- Provided academic advising and mentoring to undergraduate students.
- Initiated and completed marketing research projects and presented research findings at conferences.

2012–2013

Graduate Research Assistant, Teaching Assistant, and Teaching Fellow, College of Business, Marketing Department, University of Texas-Pan American, Edinburg, Texas

- Instructed both face-to-face and online marketing courses within the undergraduate program.
- Crafted course materials and assessments to ensure high-quality educational experiences.
- Collaborated closely with the research team and faculty advisors to design and execute research studies.
- Presented research findings at conferences and workshops.

2011–2012

Graduate Research Assistant, College of Business, Management Department, University of Texas-Pan American, Edinburg, Texas

- Collaborated closely with faculty advisors to design and execute research studies.
- Actively participated in data collection and analyzed data.

2010–2011

Graduate Research Assistant, The Office of Curriculum and Institutional Assessment, University of Texas-Pan American, Edinburg, Texas

- Contributed to the preparation of assurance of learning and assessment reports for the university to ensure compliance with institutional standards and objectives.
- Actively engaged in data collection and analysis to evaluate the effectiveness of the curriculum and instructional programs.

2009–2010

Graduate Research Assistant, College of Education, Psychology & Education Department, University of Texas-Pan American, Edinburg, Texas

- Provided valuable support for researchers in the Department of Educational Psychology.
- Organized, managed, and analyzed data.

Industry Positions

2012–2013

Research Consultant, Equity LifeStyle Properties, Inc., Chicago, Illinois

- Conducted research on customer experiences at RV parks in the Rio Grande Valley.
- Collected and analyzed quantitative and qualitative data to evaluate customer experience, satisfaction, retention, and loyalty.
- Developed a detailed report that provided recommendations to enhance customer satisfaction and improve customer loyalty for Equity LifeStyle Properties' RV parks in the region.
- Presented findings to CEO, CFO, COO, CMO, and other managers.

2007–2010

Videographer, Bryant Stingley, Harlingen and McAllen, Texas

- Used professional-grade video equipment to record depositions.

- Ensured all video equipment was properly set up and functioning before each recording, including cameras, microphones, lighting, and other necessary tools.
- Handled sensitive legal video content with utmost confidentiality and ensured that the video content was securely stored and transmitted.

2006–2007

Survey Project Support, Maverick Engineering, Corpus Christi and Harlingen, Texas

- Played a crucial role in cultivating and sustaining strong client relationships.
- Contributed to the preparation of proposal documents for clients, such as the Texas Department of Transportation and Valero Energy.
- Provided project budget updates and status reports to stakeholders.
- Promoted excellent communication and collaboration between engineering and survey departments.
- Managed work schedules for land survey crews to ensure prompt project completion.
- Worked closely with land survey crews, ensuring projects were executed within budget and on schedule.
- Worked in the field with land survey crews when needed.

2005

Marketing Intern, Valley International Airport, Harlingen, Texas

- Worked closely with the Marketing Director to implement the new marketing campaign objectives.
- Assisted in organizing and executing marketing events with local businesses to increase brand visibility and attract more passengers.
- Assisted in designing and producing monthly reports for airport's upper management.
- Collaborated with customer service teams to address passenger inquiries, feedback, and complaints promptly.

2000–2003

Sales Associate and Key Holder, Radio Shack, Austin, Texas

- Assisted in training new employees to ensure all sales associates were knowledgeable about products and sales techniques.
- Oversaw daily activities, including opening and closing procedures, cash handling, inventory management, and adherence to store policies and procedures.
- Resolved customer issues to ensure that all customers had a positive shopping experience.
- Ensured that the store layout and displays complied with visual merchandising guidelines.