

MEREDITH E. DAVID

HANKAMER SCHOOL OF BUSINESS, BAYLOR UNIVERSITY
ONE BEAR PLACE #98007, WACO, TX 76798
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EDUCATION

UNIVERSITY OF SOUTH CAROLINA COLUMBIA, SC
Doctor of Philosophy (Ph.D.) in Business Administration, 2013

WAKE FOREST UNIVERSITY WINSTON-SALEM, NC
Master of Business Administration (MBA), 2008

UNIVERSITY OF SOUTH CAROLINA COLUMBIA, SC
Bachelor of Science in Business Administration (BSBA), 2006

ACADEMIC POSITIONS

BAYLOR UNIVERSITY WACO, TX
Associate Professor, Department of Marketing, 2020-present

BAYLOR UNIVERSITY WACO, TX
Assistant Professor, Department of Marketing, 2014-2020

UNIVERSITY OF SOUTH CAROLINA COLUMBIA, SC
Full-time Instructor, Department of Marketing, 2013-2014

TEXTBOOK

David, Fred R., Forest R. David, and **Meredith E. David** (2020), *Strategic Management Concepts and Cases: A Competitive Advantage Approach*, (17th ed.). Hoboken, NJ: Pearson Education, Inc.

*Note: This is a mainstream strategic management textbook consisting of 11 chapters, 64 assurance of learning exercises, and 30 cases, totaling 691 pages. This text is globally available in many languages, and leads the market in Japan, China, India, Malaysia, Mexico, Peru, Indonesia, Pakistan, Ireland, Singapore, and the Middle East.

RESEARCH

REFEREED JOURNAL PUBLICATIONS

Roberts, James A. and **Meredith E. David** (2022), "Partner Phubbing and Relationship Satisfaction Through the Lens of Social Allergy Theory," *Personality and Individual Differences*, 195 (September), 1-19.

- David, Meredith E.**, and James A. Roberts (2022), "On the Outside Looking In: Social Media Intensity, Social Connection and User Well-Being: The Moderating Role of Passive Social Media Use," *Canadian Journal of Behavioural Science*, accepted for publication on Jan 6, 2022.
- Roberts, James A., and **Meredith E. David** (2022), "Partner Phubbing as a Social Allergen: Support for a Dual Process Model," *Human Behavior and Emerging Technologies*, forthcoming <https://doi.org/10.1155/2022/6432445>.
- Roberts, James A., and **Meredith E. David**, (2021), "Me, My Smartphone, and I: Development of the Smartphone Orientation Scale (SOS)," *International Journal of Human-Computer Interaction*, accepted on October 5, 2021.
- David, Meredith E.**, Forest R. David, and Fred R. David (2021), "Testing and enhancing a pivotal organizational structure decision-making model," *International Journal of Strategic Decision Sciences*, 12 (2), 1-19.
- Roberts, James A., and **Meredith E. David** (2021), "The Pandemic Within a Pandemic: Testing a Sequential Mediation Model to Better Understand Racial/Ethnic Disparities in COVID-19 Preventive Behavior," *Healthcare*, 9 (2), 230-244.
- Meredith E. David**, Fred R. David, and Forest R. David (2021), "Closing the Gap Between Graduates' Skills and Employers' Requirements: A Focus on the Strategic Management Capstone Business Course," *Administrative Sciences*, 11 (1), 10-26.
- Roberts, James A. and **David, Meredith E.** (2021), "Improving Predictions of COVID-19 Preventive Behavior: Development of a Sequential Mediation Model," *Journal of Medical Internet Research*, 23 (3), 1-10.
- David, Meredith E.**, and James A. Roberts (2021), "Smartphone Use During The COVID-19 Pandemic: Social versus Physical Distancing," *International Journal of Environmental Research and Public Health* (Special issue on Media Use and Health), 18 (3), 1-8.
- David, Meredith E.**, and James A. Roberts (2021), "Investigating the Impact of Partner Phubbing on Romantic Jealousy and Relationship Satisfaction: The Moderating Role of Attachment Anxiety," *Journal of Social and Personal Relationships*, 38 (12), 3590-3609.
- David, Meredith E.**, Kealy Carter, and Claudio Alvarez (2020), "An Assessment of Attachment Style Measures in Marketing," *European Journal of Marketing*, 54 (12) 3015-3049.
- David, Meredith E.**, and James A. Roberts (2020), "Developing and Testing a Scale Designed to Measure Perceived Phubbing," *International Journal of Environmental Research and Public Health*, 17 (21), 8152.
- Roberts, James A. and **Meredith E. David** (2020), "Boss Phubbing, Trust, Job Satisfaction and Employee Performance," *Personality and Individual Differences*, 155 (1), 1-8.

- Forest R. David, **Meredith E. David**, and Fred R. David (2020), "A New and Improved Organizational Structure Decision-Making Model," *SAM Advanced Management Journal*, 85 (4), 25-39.
- James A. Roberts and **Meredith E. David** (2020), "The Social Media Party: Fear of Missing Out (FoMO), Social Media Intensity, Connection, and Well-being," *International Journal of Human-Computer Interaction*, 36, 386-392.
* Read by 24,561 according to Research Gate as of September 2022.
- Forest R. David, **Meredith E. David**, and Fred R. David (2020), "Business Curricula: Coverage of Employability Skills in a Strategic Management Course," *SAM Advanced Management Journal*, 85 (1), 1-12.
- James A. Roberts, Chris Pullig, and **Meredith E. David** (2019), "Family Conflict and Adolescent Compulsive Buying Behavior," *Young Consumers*, 20 (3), 208-219.
- James A. Roberts and **Meredith E. David** (2019), "Holier Than Thou: Investigating the Relationship Between Religiosity and Charitable Giving," *International Journal of Nonprofit and Voluntary Sector Marketing*, 24 (1), e1619, 1-8.
- David, Meredith E.** (2018), "I Love the Product but Will You? The Role of Interpersonal Attachment Styles in Social Projection," *Psychology & Marketing*, 35 (3), 197-209.
- David, Meredith E.**, James A. Roberts, and Brett Christenson (2018), "Too Much of a Good Thing: Investigating the Association between Actual Smartphone Use and Individual Well-being," *International Journal of Human-Computer Interaction*, 34 (3), 265-275.
* Read by 2,437 according to Research Gate as of September 2022.
- Meredith E. David** and Fred R. David (2017), "Strategic Planning for Individuals: A Proposed Framework and Method," *SAM Advanced Management Journal*, 82 (4), 40-51.
- David, Meredith E.** and William O. Bearden (2017), "The Role of Interpersonal Attachment Styles in Shaping Consumer Preferences for Products Shown in Relational Advertisements," *Personality and Individual Differences*, 109 (15), 44-50.
- James A. Roberts and **Meredith E. David** (2017), "Put Down Your Phone and Listen to Me: How Boss Phubbing Undermines the Psychological Conditions Necessary for Employee Engagement," *Computers in Human Behavior*, 75 (October), 206-217.
- David, Meredith E.**, William O. Bearden, and Kelly L. Haws (2017), "Priced Just For Me: The Role of Interpersonal Attachment Style on Consumer Responses to Customized Pricing," *Journal of Consumer Behavior*, 16 (6), 26-37.
- Ramirez, Edward, Saeed Tajdini, and **Meredith David** (2017), "The Effects of Pro-environmental Demarketing Campaigns on Consumer Attitudes and Actual Consumption," *Journal of Marketing Theory and Practice*, 23 (3), 291-304.

David, Meredith E., and James A. Roberts (2017), “Phubbed and Alone: Phone Snubbing, Social Exclusion, and Attachment to Social Media,” *Journal of the Association for Consumer Research*, 2 (2), 155-163.

*Read by 17,438 according to Research Gate as of September 2022.

Fred R. David, **Meredith E. David**, and Forest R. David (2017), “The Integration of Marketing Concepts in Strategic-Management Courses: An Empirical Analysis,” *SAM Advanced Management Journal*, 82 (1), 26-36.

David, Meredith E. and Fred R. David (2017), “Are Key Marketing Topics Adequately Covered in Strategic Management?,” *Journal of Strategic Marketing*, 25 (5-6), 405-417.

David, Meredith E., Fred R. David, and Forest R. David (2017), “The Quantitative Strategic Planning Matrix: A New Marketing Tool,” *Journal of Strategic Marketing*, 25 (4), 342-352.

*Read by 20,517 according to Research Gate as of September 2022.

David, Meredith E. (2016), “The Role of Attachment Style in Shaping Consumer Preferences for Products Shown in Advertisements that Depict Consensus Claims,” *Journal of Advertising*, 45 (2), 227-243.

David, Meredith E. and Kelly L. Haws (2016), “Saying “No” to Cake or “Yes” to Kale: Approach and Avoidance Strategies in Pursuit of Health Goals,” *Psychology and Marketing*, 33 (8), 588-594.

Roberts, James and **Meredith E. David** (2016), “My Life Has Become A Major Distraction from My Cell Phone: Partner Phubbing and Relationship Satisfaction among Romantic Partners,” *Computers in Human Behavior*, 54 (January), 134-141.

* Read by 18,759 according to Research Gate as of September 2022.

Fred R. David, Forest R. David, and **Meredith E. David** (2016), “Benefits, Characteristics, Components, and Examples of Customer-Oriented Mission Statements,” *International Journal of Business, Marketing, and Decision Sciences*, 9 (1), 19-32.

Fred R. David, **Meredith E. David**, and Forest R. David (2016), “How Important is Finance Coverage in Strategic Management? Content Analysis of Textbooks,” *International Journal of Management and Human Resources*, 4 (1), 64-78.

David, Meredith E., Forest R. David, and Fred R. David (2014), “Mission Statement Theory and Practice: A Content Analysis and New Direction,” *International Journal of Business, Marketing, and Decision Sciences*, 7 (1), 95-110.

Ramirez, Ed, **Meredith E. David**, and Mike J. Brusco (2013), “Marketing's SEM Based Nomological Network: Constructs and Research Streams in 1987–1997 and in 1998–2008,” *Journal of Business Research*, 66, 9, 1255-60.

Dagger, Tracey S. and **Meredith E. David** (2012), “Uncovering the Real Effect of Switching Costs on the Satisfaction-Loyalty Association: The Critical Role of Involvement and Relationship Benefits,” *European Journal of Marketing*, 46 (3), 447-68.

David, Fred R., **Meredith E. David**, and Forest R. David (2011), "What Are Business Schools Doing for Business Today?" *Business Horizons*, 54 (1), 51-62.

Dagger, Tracey S., **Meredith E. David**, and Sandy Ng (2011), "Do Relationship Benefits and Maintenance Drive Commitment and Loyalty?" *Journal of Services Marketing*, 25 (4), 273-81.

Ng, Sandy, **Meredith E. David**, and Tracey S. Dagger (2011), "Generating Positive Word-of-Mouth in the Service Experience," *Managing Service Quality*, 21 (2), 133-51.

David, Meredith E., Forest R. David, and Fred R. David (2009), "The Quantitative Strategic Planning Matrix (QSPM) applied to a retail computer store," *Coastal Business Journal*, 8 (1), 42-52.

* Read by 21,884 according to Research Gate as of September 2022.

TEXTBOOK CASE PUBLICATIONS

Meredith E. David, "American Red Cross - 2022," A case in the 18th Edition of David, David, & David's *Strategic Management Concepts and Cases: A Competitive Advantage Approach*, (2023), London, England: Pearson, Inc., (forthcoming 1-5-23).

Meredith E. David, "Constellation Brands - 2022," A case in the 18th Edition of David, David, & David's *Strategic Management Concepts and Cases: A Competitive Advantage Approach*, (2023), London, England: Pearson, Inc., (forthcoming 1-5-23).

Meredith E. David, "Caterpillar, Inc. - 2022," A case in the 18th Edition of David, David, & David's *Strategic Management Concepts and Cases: A Competitive Advantage Approach*, (2023), London, England: Pearson, Inc., (forthcoming 1-5-23).

Meredith E. David, "Chevron Corporation - 2022," A case in the 18th Edition of David, David, & David's *Strategic Management Concepts and Cases: A Competitive Advantage Approach*, (2023), London, England: Pearson, Inc., (forthcoming 1-5-23).

Meredith E. David, "IBM - 2022," A case in the 18th Edition of David, David, & David's *Strategic Management Concepts and Cases: A Competitive Advantage Approach*, (2023), London, England: Pearson, Inc., (forthcoming 1-5-23).

Meredith E. David, "Colgate-Palmolive - 2022," A case in the 18th Edition of David, David, & David's *Strategic Management Concepts and Cases: A Competitive Advantage Approach*, (2023), London, England: Pearson, Inc., (forthcoming 1-5-23).

Meredith E. David (2019), PepsiCo, Inc., *a case published in Strategic Management Concepts and Cases: A Competitive Advantage Approach*, 2020, by Fred R. David, Forest R. David and Meredith E. David, (17th edition), Pearson Education, Inc., Hoboken, New Jersey, 07030.

Meredith E. David (2019), PetMed Express, Inc., *a case published in Strategic Management Concepts and Cases: A Competitive Advantage Approach*, 2020, by Fred R. David, Forest R. David and Meredith E. David, (17th edition), Pearson Education, Inc., Hoboken, New Jersey, 07030.

Meredith E. David (2019), Whirlpool Corporation, *a case published in Strategic Management Concepts and Cases: A Competitive Advantage Approach*, 2020, by Fred R. David, Forest R. David and Meredith E. David, (17th edition), Pearson Education, Inc., Hoboken, New Jersey, 07030.

Meredith E. David and David Akin Oladipo (2019), National Audubon Society, *a case published in Strategic Management Concepts and Cases: A Competitive Advantage Approach*, 2020, by David et al., (17th edition), Pearson Education, Inc., Hoboken, New Jersey, 07030.

- Meredith E. David** (2019), L'Oréal Inc., *a case published in Strategic Management Concepts and Cases: A Competitive Advantage Approach*, 2020, by David et al., (17th edition), Pearson Education, Inc., Hoboken, New Jersey, 07030.
- Meredith E. David** (2016), Dunkin' Brands Group, Inc., *a case published in Strategic Management Concepts and Cases: A Competitive Advantage Approach*, 2017, by Fred R. David and Forest R. David, (16th edition), Pearson Education, Inc., Hoboken, New Jersey, 07030.
- Forest R. David and **Meredith E. David** (2016), Hershey Company, Inc., *a case published in Strategic Management Concepts and Cases: A Competitive Advantage Approach*, 2017, by Fred R. David and Forest R. David, (16th edition), Pearson Education, Inc., Hoboken, New Jersey, 07030.
- Meredith E. David** and Alvaro A. Polanco (2016), Michael Kors, Inc., *a case published in Strategic Management Concepts and Cases: A Competitive Advantage Approach*, 2017, by Fred R. David and Forest R. David, (16th edition), Pearson Education, Inc., Hoboken, New Jersey, 07030.
- Meredith E. David** and Forest R. David (2016), Revlon, Inc., *a case published in Strategic Management Concepts and Cases: A Competitive Advantage Approach*, 2017, by Fred R. David and Forest R. David, (16th edition), Pearson Education, Inc., Hoboken, New Jersey, 07030.

CONFERENCE PRESENTATIONS (* denotes presenter)

- David, Meredith E.** and Luke C. Lorick (2019), “Do Families that Tailgate Together Stay Together?” Atlantic Marketing Association Annual Conference in Asheville, North Carolina, September 2019.
- David, Meredith E. and **James A. Roberts** (2019), “‘I Can’t Live Without It’: Development of the Smartphone Orientation Scale (SOS),” Society for Consumer Psychology (SCP) Boutique Conference on Addiction and Maladaptive Consumption in Seattle, Washington, August 2019.
- David, Meredith E.** and James A. Roberts (2019), “How Phubbing (Phone Snubbing) Upsets the Social Applectart,” Society for Consumer Psychology (SCP) Boutique Conference on Consumers and Technology in Montreal, Canada, June 2019.
- David, Meredith E.** and Fred R. David (2018), “The Dynamics of Organizational Structure,” International Academy of Business and Public Administration Disciplines (IABPAD) Conference in Dallas, Texas, April 2018.
- David, Meredith E.** and Fred R. David* (2017), “Strategic Planning for Individuals: A Proposed Framework and Method,” Academy of Business Research (ABR) Conference, Atlantic City, NJ.
- David, Meredith E.,*** Fred R. David, and Forest R. David (2016), “Should Strategic-Management Courses Be Interdisciplinary? A Content Analysis and Empirical Analysis,” Academy of Management Annual Meeting, Anaheim, CA.
- Meredith E. David** (2016), “The Role of Interpersonal Attachment Styles in Consumer Tendencies to Engage in Social Projection,” American Marketing Association Annual Winter Conference, Las Vegas, NV.
- Roberts, James and **Meredith E. David*** (2016), “My Life Has Become A Major Distraction from My Cell Phone: Partner Phubbing and Relationship Satisfaction among Romantic Partners,” American Marketing Association Annual Winter Conference, Las Vegas, NV.

- David, Fred R.,* **Meredith E. David**, and Forest R. David (2016), “How Important is Finance in Strategic Management?,” International Academy of Business and Public Administration Disciplines (IABPAD) Conference in New Orleans, Louisiana, October, 2016.
- David, Fred R., Forest R. David, and **Meredith E. David*** (2016), “Benefits, Characteristics, and Components of Customer-Oriented Mission Statements,” International Academy of Business and Public Administration Disciplines (IABPAD) Conference in Dallas, Texas, April 2016.
- Cooper, Marjorie, Chris Pullig*, and **Meredith E. David** (2015), “Will Donating My Time Make Me Look Good?: Role of Brand and Personality in Determining Donation of Time to Charitable Organizations,” presented at the AMA Marketing and Public Policy Annual Conference, Washington, D.C.
- Carter, Kealy* and **Meredith E. David** (2015), “The Role of Attachment Styles and Anthropomorphism in Sustainable Consumption,” presented at the AMA Marketing and Public Policy Annual Conference, Washington, D.C.
- David, Meredith E.** and Kelly L. Haws* (2015), “Saying ‘No’ to Cake or ‘Yes’ to Kale: Approach and Avoidance Strategies in Pursuit of Health Goals,” presented as part of a Symposium Proposal entitled “The Behavioral Science of Eating: Using Colors, Approach/Avoidance, and Sampling, to Nudge Consumers towards Healthful Consumption” at the Society for Consumer Psychology (SCP) Second International Conference, Vienna, Austria.
- Carter, Kealy* and **Meredith E. David*** (2015), “Sustainamorphism: The Role of Attachment Styles and Anthropomorphism in Sustainable Consumption,” American Marketing Association (AMA) Annual Winter Conferences, San Antonio, Texas.
- David, Meredith E.*** and Fred R. David (2015), “Mission Statements as a Key Tool for Marketing Strategy,” American Marketing Association (AMA) Annual Winter Conferences, San Antonio, Texas.
- David, Meredith E.,*** Forest R. David*, and Fred R. David* (2015), “The QSPM: A New Marketing Tool,” International Academy of Business and Public Administration Disciplines (IABPAD) Conference, Dallas, Texas.
- David, Meredith E.*** and Kelly L. Haws (2014), “Saying ‘No’ to Cake or ‘Yes’ to Kale: Plans to Exclude or Include Foods to Reach Health Goals,” Association for Consumer Research (ACR) Annual Conference, Baltimore, Maryland.
- David, Meredith E.***, William O. Bearden, and Kelly L. Haws (2014), “The Role of Interpersonal Attachment Anxiety and Security on Consumer Responses to Customized Pricing,” Association for Consumer Research (ACR) Annual Conference, Baltimore, Maryland.
- David, Meredith E.***, William O. Bearden, and Kelly L. Haws (2014), “Consumer Responses to Customized Pricing Mechanisms and the Key Role of Interpersonal Attachment Styles,” AMA Summer Educators’ Conference, San Francisco, California.
- David, Meredith E.*** and William O. Bearden (2014), “The Benefits of Fit Between Interpersonal and Normative Stimuli in Ads and Consumer’s Attachment Styles,” AMA Summer Educators’ Conference, San Francisco, California.

- David, Meredith E.,*** Forest R. David*, and Fred R. David* (2014), “Mission Statement Theory and Practice: Content Analysis and New Direction,” International Academy of Business and Public Administration Disciplines (IABPAD) Conference, Dallas, Texas.
- David, Meredith E.*** and Thomas Kramer (2012), “Feeling Lucky while Feeling Good: The Relative Impacts of Superstitious Beliefs and Affect on Consumer Judgment and Choice,” ACR Annual Conference, Vancouver, British Columbia.
- David, Meredith E.*** and William O. Bearden (2012), “The Role of Goal Specificity In Initial and Subsequent Decisions Regarding Consumption of Healthy or Unhealthy Foods,” AMA Summer Marketing Educators’ Conference, Chicago, Illinois.
- David, Meredith E.*** and William O. Bearden (2012), “Mitigating America’s Obesity Epidemic: A Consumer Behavior Analysis as to When the ‘Fat Tax’ Approach May Be Effective,” AMA Marketing and Public Policy Annual Conference, Atlanta, Georgia.
- Ng, Sandy*, **Meredith E. David**, and Tracey S. Dagger (2011), “How Do Novice and Experienced Customers Construct Relationship Quality Perceptions?” AMS World Marketing Congress, Reims, France.
- David, Meredith E.*** and Fred. R. David (2010), “Are Business Students Learning What Businesses Need?” Academy of Marketing Science (AMS) Annual Conference, Portland, Oregon.
- Ramirez, Edward*, **Meredith E. David**, and Michael J. Brusco (2010), “The Evolution of Marketing Thought: An Examination of the Structural Equation Models that Compose Marketing’s Nomological Network,” Global Marketing Conference, Tokyo, Japan (September 9-12).
- David, Meredith E.*** and Tracey S. Dagger (2009), "Satisfaction-Loyalty: It’s Not That Simple," Academy of Marketing Science (AMS) Annual Conference, Baltimore, Maryland.

MEDIA COVERAGE

- My research has been featured in major newspapers across the country including: The Wall Street Journal, The Washington Post, New York Times, USA Today, Chicago Tribune, Kiplinger’s financial Newsletter, and many other newspapers both in the U.S. and abroad.
- My research has been featured or discussed on major U.S. television news networks including NBC’s Good Morning America and Fox’s The O’Reilly Factor.
- My research has been featured in major popular press magazines and research reports including Women’s Health Magazine, Consumer Reports, Cosmopolitan, Health News Digest, Business Insider, across the country including: The Wall Street Journal, The Washington Post, New York Times, USA Today, Chicago Tribune, Kiplinger’s financial Newsletter, and many other newspapers both in the U.S. and abroad.
- I have spoken on numerous public radio stations across the U.S.
- The *Wall Street Journal* validated the significance of my pioneering article on partner phubbing (published in *Computers in Human Behavior*) by discussing earlier mentions of the term phubbing and stating the following in the December 22, 2016 *Wall Street Journal*:

“But the life of phubbing had just begun. In January, the journal *Computers in Human Behavior* published an article on “partner phubbing,” or “p-phubbing” for short. And in May, Oxford Dictionaries announced that an entry for phubbing would be included in their latest online update.”

- Insight from Baylor University’s Communications Office shows the impact of my research, as Eric Eckert from the Communications Office shared the following with me in an email during 2018:
 - “Your phubbing and diet research has been HUGE for Baylor, in terms of positive coverage and earned media. I think phubbing has reached a potential audience of several BILLION. Probably worth several million bucks in earned media — per our software (Cision).”

TEACHING

BAYLOR UNIVERSITY <i>Associate Professor, Marketing Department</i>	WACO, TX Fall 2020 - present
BAYLOR UNIVERSITY <i>Assistant Professor, Marketing Department</i>	WACO, TX Fall 2014 - 2020
UNIVERSITY OF SOUTH CAROLINA <i>Full-time Instructor, Department of Marketing</i>	COLUMBIA, SC Fall 2013 – Spring 2014
UNIVERSITY OF SOUTH CAROLINA <i>Instructor, Department of Marketing</i>	COLUMBIA, SC Spring 2011 – Summer 2013
FLORIDA STATE UNIVERSITY <i>Instructor, Department of Marketing</i>	TALLAHASSEE, FL Summer 2009 and 2010

SERVICE

EXTERNAL SERVICE

European Journal of Marketing

Reviewer for Journal Articles, 2019-present

Pearson Education

Invited Attendee, Pearson Education Summit, *Digital Learning Summit: Business, Economics, & IT*, Orlando, Florida, 2018

Journal of Business Research

Reviewer for Journal Articles, 2018-present

Personality and Individual Differences

Reviewer for Journal Articles, 2018-present

Journal of Business Ethics

Reviewer for Journal Articles, 2018-present

Journal of Computer-mediated Communication

Reviewer for Journal Articles, 2018-present

Mc-Graw Hill Education

Invited Attendee, Marketing Symposium, *Teaching without Limits Symposium for Learning and Leadership in the 21st Century*, La Jolla, California, 2017

Computers in Human Behavior

Reviewer for Journal Articles, 2016-present

Journal of Management Education

Reviewer for Journal Articles, 2016-present

Monterrey Institute of Technology and Higher Education

(Instituto Tecnológico y de Estudios Superiores de Monterrey, ITESM)

Invited to Host an Interactive Workshop at the Industrial Congress XXII, 2015

Journal of Consumer Research (JCR)

Trainee Reviewer, Fall 2012

Association for Consumer Research (ACR)

Conference Submission Reviewer, 2012 Annual Conference in Vancouver, British Columbia

American Marketing Association (AMA)

Session Chair, 2016 Winter Conference in Las Vegas, Nevada

Reviewer, 2016 Winter Conference in Las Vegas, Nevada

Session Chair, 2015 Winter Conference in San Antonio, Texas

Session Chair and Reviewer, 2012 Summer Marketing Educators' Conference in Chicago, Illinois

AMA Marketing and Public Policy (MPPC)

Reviewer, 2012 Annual Conference in Atlanta, Georgia

Participant, 2012 Marketing and Public Policy Research Workshop, Georgia State University

Society for Marketing Advances (SMA)

Reviewer, 2016, Annual Conference in Atlanta, Georgia

INTERNAL SERVICE

Marketing Department Faculty Representative, Baylor's Fall 2021 Majors Fair, October 19, 2021.

Committee Member, Baylor University Communications/Media Committee, 2018-2024.

Invited Presenter, Seminar on "Minimizing Zoom Fatigue," Academy of Teaching and Learning, Baylor University, October 14, 2020.

Engaged Student in Research, Helped Christine Stein conduct research, Baylor University, Fall 2020.

Campus Safety Volunteer, Served two three-hour shifts, Baylor Institutional Events, August 26-27, 2020.

Invited Expert Guest Speaker, Baylor Connections, weekly podcast, December 27, 2019.

Invited Attendee, Newsmakers Luncheon with President Livingstone, Baylor University, October 7, 2019.

Program Director, New Study Abroad Program to China, Baylor Business in Shanghai, Summer 2019.

Invited Attendee, Newsmakers Luncheon with President Livingstone, Baylor University, September 27, 2018.

Faculty Representative, Invitation to Excellence Opening Reception, Baylor University, January 19, 2018.

Session Chair, Presenter, and Attendee, Texas Marketing Consortium, Baylor University, March 23-27, 2017.

Faculty Mentor, Distinguished Scholars Day Luncheon, Hankamer School of Business, Baylor University, October 30, 2017.

Faculty Expert, Baylor University Media Communications Department, April 25, 2017-present.

Attendee, Baylor Round Table Style Show Luncheon, Baylor University, May 2, 2017.

Invited Attendee, Studio on Camera Media Training, Baylor Media Communications, Baylor University, October 27, 2016.

Invited Attendee, Classroom Module on Media Communications, Baylor Media Communications, Baylor University, October 13, 2016.

Speaker/Workshop Host, Baylor's Student Activities Leadership Training Retreat, Glen Rose, Texas, August 28, 2016.

Research Committee Member, Marketing Department, Hankamer School of Business, Baylor University, Spring 2016-present.

Keynote Speaker, Baylor’s American Marketing Association for Students, Annual Meeting on “Dress for Success,” April 2015.

Honors College Thesis Committee Member, Kelsey Murray, Hankamer School of Business, Baylor University, Spring 2015

Faculty Mentor, Distinguished Scholars Day Luncheon, Hankamer School of Business, Baylor University, November 3, 2014

New Student Dinner Attendee, Hankamer School of Business, Baylor University, August 22, 2014

Faculty Recruiting Committee Member, Marketing Department, Hankamer School of Business, Baylor University, Fall 2014

SACS Accreditation Review Assistant, Marketing Research Courses, Department of Marketing, Darla Moore School of Business, University of South Carolina, Spring 2013.

President, Doctoral Student Association, Darla Moore School of Business, University of South Carolina, January 2013 – December 2013.

Treasurer, Doctoral Student Association, Darla Moore School of Business, University of South Carolina, August 2011 - January 2013.

Committee Member, South Carolina Honors College Thesis for Gillian Fishman, “Analyzing the Effectiveness of the University of South Carolina Honors College Advisement System,” Defended in May 2012.

Coordinator, Behavioral Laboratory Sessions, Darla Moore School of Business, University of South Carolina, Fall 2012.

ADDITIONAL INFORMATION

- Retained as Expert Witness in Marketing Research and Consumer Behavior for Several Cases involving Consumer Surveys. Example cases include: *Tortilla Factory, LLC v. GT’s Living Foods LLC* (Case No.: 2:17-cv-07539-FMO-GJS) and *Charles Grigson et al. v. Farmers Group Inc.* (Case No. 1:17cv88LY).
- Granted Tenure at Baylor University, Spring 2020.
- Recognized by Baylor University as an accomplished researcher with a National Reputation as an expert in Consumer Behavior and Well-being, December 5, 2020.
- Invited to speak at the Budapest Business School and the University of Debrecen in Hungary, 2019.
- Awarded the Outstanding Reviewer Recognition by *Computers in Human Behavior* for being in top 10th percentile of reviewers for the Journal, 2017.
- Taught abroad at Shanghai Jiao Tong University (Courses: Strategic Management, Introduction to Marketing, and Introduction to Organizational Behavior) in Shanghai, China, Summer 2017 and Summer 2018.
- Granted the Young Researcher Award, Hankamer School of Business, Baylor University, Spring 2016.
- Invited to speak and host an Interactive Workshop at the Industrial Congress XXII at the Monterrey Institute of Technology and Higher Education (ITESM) in Monterrey, Mexico, 2015.
- Received the “Best Paper Award” for the Consumer Behavior Track of the Annual American Marketing Association Summer Educator’s Conference, 2014.
- Traveled abroad to Australia, Bosnia, Canada, China, Costa Rica, Croatia, Curacao, England, France, Germany, Hong Kong, Hungary, Iceland, Indonesia, Ireland, Japan, Lebanon, Macau, Malaysia, Mexico, Peru, Portugal, Romania, Taiwan, and Thailand.