TEXAS STATE VITA

I. Academic/Professional Background

A. Name and Title

Name: Dr. Enrique P. Becerra Title: Professor

B. Educational Background

Degree	*Year*	*University*	*Major*	*Thesis/Dissertation*
PHD	2006	Florida Atlantic University	Business Administration	Influence of Consumers' Trust Beliefs on Intentions to Transact on The Online Environment: An e-Tail Study
MBA	1984	University of Florida	Admin-Finance	
BS	1982	Purdue University Main Campus	Civil Engineering	

C. University Experience

Position	*University*	*Comments*	*Dates*
Professor, Department of Marketing	Texas State University. San Marcos, TX, United States		September 2017 - Present
Chair, Marketing	Texas State University. San Marcos, TX, United States		January 1, 2020 - May 31, 2023
Interim Chair, Department of Marketing	Texas State University. San Marcos, TX, United States		September 2019 - December 2019
Associate Professor, Department of Marketing	Texas State University. San Marcos		August 2011 - August 2017
Interim Director Center for the Study of Latino Media and Markets, School of Journalism and Mass Communications	Texas State University. San Marcos, TX, United States		September 2013 - August 2014
Visiting Professor	Pontificia Universidad Javeriana Cali		2012 - 2013
Assistant Professor	Texas State		August 2005 -

	University-San Marcos	August 2011
Visiting Professor, Marketing	University of Vienna. Vienna, Austria	May 2008 - July 2008
Teaching Assistant	Florida Atlantic University	2001 - 2005

E. Other Professional Credentials (licensure, certification, etc.)

Canvas Essentials, Texas State University. (May 19, 2020).
certificate Canvas Essentials-1.pdf
Additional Comments: Training on canvas Essentials - 8 hours

Cybersecurity Training, Texas State University. (May 4, 2020).
Completion Confirmation-1.PDF
Additional Comments: Self-pace training on Cybersecurity - 4 hours plus exam.

Design your own online course, Quality Matters and Texas State University. (January 16, 2020).
QM_PD_Completion_Certificate to teach Online-1.pdf
Additional Comments: 8 8hour training leading to certificate to teach online at Texas State University

II. TEACHING

A. Teaching Honors and Awards:

Award / Honor Recipient: Honorary Professor of International Studies, Texas State University.
October 1, 2018 - Present
Honorary Professorship International Studies-1.docx
Additional Comments: It's a teaching and research honorary professorship from Center of International Studies

B. Courses Taught:

Texas State University:

B A 2310 - INTRO BUS GLOB ENV

MKT 3301 - INTRODUCTION TO MARKETING

MKT 3343 - PRIN OF MARKETING

MKT 3350 - CONSUMER BEHAVIOR

MKT 3377 - INTERNATIONAL MARKET

MKT 3385 - ETHNIC & NICHE MKT

MKT 4310 - INTL MARKETING

MKT 4330 - PROMOTION STRATEGY

MKT 4392 - SALES INTERNSHIP

MKT 4395 - INDEPENDENT STUDY

MKT 5330 - INTERNATIONAL MKTG

MKT 5395 - INDEP STUDY IN MKT

C. Directed Student Learning (i.e. theses, dissertations, exit committees, etc.):

Member of final exam committee, Status: Completed. (2012). Other (Within Texas State University - San Marcos).
Student(s): Lorena del Carman Barroso.

Member of the final exam committee, Status: Completed. (2010).
Student(s): Javier Mere Prado.

Additional Comments: International Studies graduate student

Member, Master's Thesis Committee Member, "Preceived Review Quality Impact on Intention to Purchase", Status: Completed. (2010).
Student(s): Kate Morris.

Directed Individual/Independent Study, "The Influence of Students' Cognitive Dissonance on their Credit Purchases", Status: Completed. (July 2010 - August 2010). Marketing.
Student(s): Caleb Curtis.
Additional Comments: MKT 4395.751. 3 credit hours.

Directed Individual/Independent Study, "The Influence of Trust, Emotion, and Commitment on Brabd Loyalty towards the NBA", Status: Completed. (July 2009 - August 2009). Marketing.
Student(s): John Raybak.
Additional Comments: MKT 4395.751. 3 credit hours.

Directed Individual/Independent Study, "The Influence of Social Media on Musci Preferences", Status: Completed. (July 2009 - August 2009). Marketing.
Student(s): Matthew Adams.
Additional Comments: MKT 4395.751. 3 credit hours.

D. Courses Prepared and Curriculum Development:

Multicultural Curriculum Transformation of International Marketing classes (MKT 5530 and MKT 4310), Curriculum Development: 2006 - Present.

Additional Comments: Developed the undergraduate course in multicultural marketing - Ethnic and Niche Marketing (MKT3380); effective fall 2009. Developed, with Dr. Ruth Taylor, the MKT 4310 assessment plan, including outcomes, methods, and expectations.

F. Other:

Guest Lecture, Lecture on Marketing Strategy and its relationship with sale, Universidad ICESI, Cali, Colombia. Cali, Colombia. 11. (May 9, 2020).
Carta Invitacion ICESI Cali Talk on Marketing and its relations with sales-1.pdf
Mosaico Relación de las estrategias de mercadeo con las ventas-1.pdf
Additional Comments: Lecture to graduate students on "Marketing and its relationship with sales," 10 graduate students attended as well as professor

G. Teaching Professional Development Activities Attended

Continuing Education Program, "Camp Canvas" Canvas Essentials," Texas State University, San Marcos, TX, United States. (May 19, 2020).
certificate Canvas Essentials-1.pdf
Additional Comments: Webinar on Canvas Essentials as well as practice - Camp Canvas; 8 hours.

Continuing Education Program, "Designn your coruse Online," Quality Matters and Texas State University, San Marcos, TX, United States. (January 16, 2020).
QM_PD_Completion_Certificate to teach Online-1.pdf
Additional Comments: Training on designing your own course online to obtain certificate to teach online; 8 hours training

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press):

1. Books:

d. Chapters in Books:

Refereed:

Becerra, E. P. (2013). International Marketing. In S. Mayo & P. J. Larke (Eds.), *Integrating Multiculturalism into the Curriculum: From the Liberal Arts to the Sciences* (pp. 211– 220). New York, NY: Peter Lang Publishing.

Non-refereed:

Wilkinson, K. T., & Becerra, E. P. (2025). Hispanic/Latino Audience Engagement in the United States. In *Media Engagement*. https://doi.org/https://doi.org/10.4324/9781003585671

Additional Comments: https://doi.org/10.4324/9781003585671

Becerra, E. P. (2022). The Hispanic Market: Practical Implications for Researchers and Practitioners. In *Handbook of Research on Ethnic and Intra-cultural Marketing, Brodowsky, G.H, Schuster, C. P., and Perren R. Editors.* Northampton, MA, USA: Edward Elgar Publishers.
Chapter 11_ Segmenting the Hispanic market_ practical implications for researchers and practitioners-1.pdf

2. Articles:

a. Refereed Journal Articles:

Badrinarayanan, V. A., Becerra, E. P., & Sierra, J. J. (2026). Star Power on the Shelf: The Spillover Effects of Celebrity Brand – Retailer Relationships on Consumer Evaluations of Retailers. *Journal of Product & Brand Management*, 1–16. https://doi.org/10.1108/JPBM-10-2025-6420 (Quality Indicator: ABDC = A)

Korgaonkar, P. K., Becerra, E. P., & Londono, J. C. (2024). Why is Social Network Site Advertising Ineffective? Seeking Answers Using a Holistic Theoretical Framework, Multi-Platform Approach. *Journal of Promotion Management*, 157–186. https://doi.org/https://doi.org/10.1080/10496491.2023.2253242

Additional Comments: https://www.tandfonline.com/doi/full/10.1080/10496491.2023.2253242

Becerra, E. P., Carrete, L., & Arroyo, P. (2023). A study of the antecedents and effects of green self-identity on green behavioral intentions of young adults. *Journal of Business Research*, *155, Part B*, 113380. https://doi.org/https://doi.org/10.1016/j.jbusres.2022.113380

Additional Comments: https://www.sciencedirect.com/science/article/abs/pii/S0148296322008451

Becerra, E. P., Brynildsen, G., & Korgaonkar, P. K. (2022). The Effects of Acculturation on Perceptions: Acculturation Effects on Hispanic-Americans' Perceptions of Retailing Theft. *Journal of Retailing and Consumer Services*, *68*(September). https://doi.org/https://doi.org/10.1016/j.jretconser.2022.103006 https://www.elsevier.marketing/journal/Journal-of-Retailing-and-Consumer-Services

Additional Comments: https://doi.org/10.1016/j.jretconser.2022.103006

Korgaonkar, P., Becerra, E. P., Mangleburg, T., & Bilgihan, A. (2021). Retail Employee Theft: When Retail Security Alone is Not Enough. *Psychology & Marketing*, *38*(5), 721–734. https://doi.org/http://dx.doi.org/10.1002/mar.21460 https://onlinelibrary.wiley.com/doi/10.1002/mar.21460

Badrinarayanan, V. A., & Becerra, E. P. (2019). Antecedents and Consequences of Shoppers' Attitude toward Branded Store-Within-Stores: An Exploratory Framework of Patronage Intentions. *Journal of Business Research*, *105*, 189–200.

Additional Comments: **[Quality Indicators: ABDC - A]**

Badrinarayanan, V. A., & Becerra, E. P. (2019). Shoppers' Attachment with Retail Stores: Antecedents and Impact on Patronage Intentions. *Journal of Retailing and Consumer Services*, *50*(September), 371–378. Retrieved from https://doi.org/10.1016/j.jretconser.2018.07.012 https://doi.org/10.1016/j.jretconser.2018.07.012

Additional Comments: **[Quality Indicators: ABDC - A]**

Becerra, E., Chapa, S., & Cooley, D. O. (2016). The Effect of Ethnic Specific versus Ethnic Diversified Advertising: Comparing Attitudes Among Hispanics, Non-Hispanic Whites and African American Young Adults. *Journal of Cultural Marketing Strategy*, *1*(2), 122–137.

Colley, D. O., Brice, J., Becerra, E., & Chapa, S. (2015). The Effect of Cosmopolitanism on Multi-Ethnic Markets Under Varying Conditions of Diversity in Advertising. *International Academy of Marketing Studies Journal*, *19*(3), 119–138.

Badrinarayanan, V., Becerra, E., & Madhavaram, S. (2014). Influence of Congruity in Store-Attribute Dimensions and Self-Image on Purchase Intentions in Online Stores of Multichannel Retailers. *Journal of Retailing and Consumer Services*, *21*(6).

Additional Comments: **[Quality Indicators: ABDC - A]**

Korgaonkar, P. K., Maria, P., & Becerra, E. (2014). Shopping Orientations, Income and Patronage Preferences for Internet Auctions. *Journal of Retailing and Distribution Management*, *42*(5), 352–368.

Chapa, S., & Becerra, E. (2014). The Effect of Generational Status and Language-Tailored Political Advertising. *Journal of Advertising Research*, *54*(3).

Kemp, E., Jillapalli, R., & Becerra, E. (2014). Health Care Branding: Developing Emotionally Based Consumer Brand Relationships. *Journal of Services Marketing*, *28*(2), 126–137.

Becerra, E., & Badrinarayanan, V. (2013). Influence of Brand Trust and Brand Identification on Brand Evangelism. *Journal of Product and Brand Management*, *22*(5/6), 371–383.

Additional Comments: **[Quality Indicators: ABDC - A]**

Becerra, E., Badrinarayanan, V., & Kim, C. H. (2013). The Influence of Thinking Tendencies on the Online Transactions of Hybrid retailers. *Journal of Business Research*, *66*(3), 336–344.

Additional Comments: **[Quality Indicators: ABDC - A]**

Badrinarayanan, V., Becerra, E., Kim, C. H., & Madhavaram, S. (2012). Transference and Congruence Effects on Purchase Intentions in Online Stores of Multi-Channel Retailers: Initial Evidence from the U.S. and South Korea. *Journal of the Academy of Marketing Science*, *40*(4), 539–557.

Additional Comments: **[Quality Indicators: Financial Times Top 50 (FT50); ABDC - A*]**

Lee, S., Mendez, F., Becerra, E., & Cook, J. (2012). Approximation queries for building energy-aware data warehouses on mobile ad hoc networks. *International Journal Information and Decision Sciences*, *4*(1).
IJIDS040101 MÉNDEZ MEDIAVILLA-1.pdf

Becerra, E., & Korgaonkar, P. K. (2011). Effects of trust beliefs on consumer online transactions. *European Journal of Marketing*, *45*(6), 936–962.

Korgaonkar, P. K., Becerra, E., O'leary, B., & Goldring, D. (2010). Product classifications, consumer characteristics and online auctions. *Journal of Retailing and Consumer Services*, *17*(4), 270–277.

Korgaonkar, P. K., Silverblatt, R., & Becerra, E. (2010). The Hispanic View of email, popup, and banner advertising. *International Journal of E-Business Research*, *6*(2), 45–58.

Becerra, E., & Korgaonkar, P. k. (2010). The Influence of Ethnic identification in digital advertising: How Hispanic Americans' response to Pop-Up, Email and

Banner Advertising Affects Online Purchase. *Journal of Advertising Research*, *50*(3), 279–291.

Shah, V., Lee, S., & Becerra, E. (2009). Aiding Fair Trade Online Through Place Branding. *Communications of the IIMA*, *9*(3), 91–105.

Becerra, E., & Korgaonkar, P. K. (2009). Hispanics' information Search and Patronage Intentions Online. *Journal of Electronic Commerce Research*, *10*(2), 76–93.

Becerra, E. (2009). The effect of price and trust beliefs on Online evaluations. *International Journal of Electronic Marketing and Retailing*, *2*(4), 299–316.

Becerra, E., & Stutts, M. A. (2008). "Ugly Duckling by Day, Super Model by Night: The Influence of Body Image on the Use of Virtual Worlds." *Journal of Virtural Worlds Research*, *1*(2), an online journal.

b. Non-refereed Articles:

Badrinarayanan, V., & Becerra, E. P. (2019). Shoppers' attachment with retail stores: Antecedents and impact on patronage intentions. *Journal of Retailing and Consumer Services*, *50*, 371–378. https://doi.org/10.1016/j.jretconser.2018.07.012 http://dx.doi.org/10.1016/j.jretconser.2018.07.012

Shah, V., Lee, H.-M., & Becerra, E. P. (2014). Aiding Fair Trade Online Through Place Branding. *Communications of the IIMA*, *9*(3). https://doi.org/10.58729/1941-6687.1115 http://dx.doi.org/10.58729/1941-6687.1115

3. Conference Proceedings:

a. Refereed Conference Proceedings:

Becerra, E. P., De La Paz, L., Arroyo, P., & Castillo, G. (2025). The Moderating Effects of Celebrity Postings, Brand Expectations and Gender on eWOM Valence and Behavior Towards New Brands.
CCRC.08 Acceptance Letter-1.pdf

Wilkinson, K. T., & Becerra, E. P. (2025). Understanding and targeting the U.S. Latino youth market 2000-2025.
WMEMC 2025-1.pdf

Becerra, E. P., & Korgaonkar, P. (2023). The Effects of Thinking Styles on Perceptions and Behavior Toward Social Media Site Advertising: An Exploratory Study of US Consumers.
CCRC.13 Acceptance Letter for Thinking Styles-1.pdf

Becerra, E. P., & Korgaonkar, P. (2023). The Effect of Hispanics' Ethnic Identification and Time Spent on Social Network Sites on Intentions Toward Social Network Site Advertising.
CCRC.01 Acceptance Letter for Hispanic research-1.pdf

Becerra, E. P., & Londono-Roldan, J. C. (2020). Can the Brand Affect Wearer of It? USA and Colombia Study.
CCRC 2019 San Juan_Book of Abstracts-1.pdf
Additional Comments: Abstract included in Proceedings

Becerra, E. P., & Chapa, S. (2020). The Impact of Ethnic-Specific Ads on An Era of Multiracial and Multicultural Consumers: Comparing Consumers' Ethnicity, Acculturation and Age.
CCRC 2019 San Juan_Book of Abstracts-2.pdf
Additional Comments: Abstract in proceedings

Badrinarayanan, V. A., & Becerra, E. P. (2019). Influence of Brand Attractiveness and Brand-Self Connections on Brand Evangelism.

Badrinarayanan, V. A., & Becerra, E. P. (2019). When the Star Beckons: Celebrity-Branded Products and Retailer Resonance.

Becerra, E. P., & Chapa, S. (2018). Diversity Seeking for Ads and Culture Orientation Effects on Young Adult's Preference for Ethnic Target-Specific Ads. In *Hispanic/Latino Media and Markets*.

Additional Comments: Forthcoming

Becerra, E. P., & Henriquez, M. C. (2018). Fear of Crime, Consumption and Culture. In *Academy of Marketing Science World Marketing Conference 2018*. Springer.

Additional Comments: Forthcoming Presented in July 2018

Becerra, E. P., Badrinarayanan, V., & Henriquez, M. C. (2018). Perceived Security Risk and Shopping Behavior: An Exposition in Emerging Markets. In *Academy of Marketing Science 2017 Conference Proceedings*. Springer.
978-3-319-66023-3_213-1.pdf

Badrinarayanan, V. A., & Becerra, E. P. (2018). Understanding Negativity Toward Brands: A Framework of Antecedents of Online Brand Derision.

Becerra, E. P., Londoño, J. C., & Henríquez, M. C. (2017). Can the Brand Make Us Beautiful: A Study on Brand Transference. In *Association for Consumer Research LA 2017* (Vol. 4). Association for Consumer Research. Retrieved from http://acrwebsite.org/volumes/1700015/la/v4_pdf/LA-04 http://acrwebsite.org/volumes/1700015/la/v4_pdf/LA-04la_v4_pdf_laacr_vol4_1700015-1.pdf

Becerra, E. P., & Badrinarayanan, V. (2017). Cultural Orientation and Ethnic Orientation as Triggers of Impulse Buying Behavior in Multi-Ethnic Markets. In *Academy of International Business Proceedings of 59th Conference*. Retrieved from https://documents.aib.msu.edu/events/2017/AIB2017_Proceedings.pdf https://documents.aib.msu.edu/events/2017/AIB2017_Proceedings.pdf

Becerra, E. P., & Badrinarayanan, V. A. (2017). Cultural Orientation and Ethnic Orientation as Triggers of Impulse Buying Behavior in Multi-Ethnic Markets.

Becerra, E. P. (2017). Culture Orientation and Its relationship to Ethnic Orientation: A Study of Hispanic Americans and Impulse Buying. In *Cross Cultural Research Conference Proceedings*.

Becerra, E. P., Chitturi, R., Henriquez, M. C., & Londono, J. C. (2017). Latin America Advances in Consumer Research, Volume 4. In *Latin American Advances* (Vol. 4). Duluth; MN: Association for Consumer Research. Retrieved from http://www.acrwebsite.org/search/search-conference-proceedings.aspx?VolumeId=86 http://www.acrwebsite.org/search/search-conference-proceedings.aspx?VolumeId=86

Becerra, E. P., Badrinarayanan, V. A., & Henriquez-Daza, M. C. (2017). Perceived Security Risk and Shopping Behavior: An Exposition in Emerging Markets.

Becerra, E. P., Carlos Londoño, J., & Cecilia Henriquez Daza, M. (2016). Brand Transference Effects on Attractiveness: How Most and Least Favorite Brand Transfer their Image to Make You More or Less Attractive. Lima Peru: International Society of Markets and Development.

Badrinarayanan, V., & Becerra, E. (2016). Online Brand Derision: When Brand Animosity Drives Avoidance and Negative Communication (Vol. 2016). Academy of Marketing Science.

Badrinarayanan, V., & Becerra, E. (2016). The Influence of Branded Stores Within a Store (Vol. 2016). Academy of Marketing Science- World Marketing Congress.

Becerra, E. P., & Cecilia Henríquez Daza, M. (2015). Crime Effects on Consumers.

Becerra, E. P., & Cecilia Henríquez Daza, M. (2015). Crime Effects on Consumers: A Study of Fear of Crime Risk and Culture and their Consequences in Consumer Behavior.

Badrinarayanan, V., & Becerra, E. (2015). Branded Store-within-Stores: Differential Impact of “Star” Versus “Supporting Cast” Brands on Brand and Retailer Outcomes. Academy of Marketing Science 2015 Annual Conference Proceedings.

Becerra, E., Henriquez-Daza, M. C., & Guzman-Enriquez, M. C. (2014). Perceived Security Risk on Consumer Purchase Behavior (Vol. 2014). ACR Latin America.

Becerra, E., Chapa, S., & Cooley, D. O. (2013). The Effects of ethnic target-specific and non-ethnic target-specific ads on young adults (Vol. 2013). 15th Cross-Cultural Research Conference.

Becerra, E., Henriquez-Daza, M. C., & Guzman-Enriquez, M. C. (2013). The Effects of Perceived Security risk on Consumer Purchase Behavior (Vol. 2013). 15th Cross-Cultural Research Conference.

Becerra, E., Chapa, S., & Cooley, D. O. (2012). Ad strategy for multi-ethnic markets: the Influence of cosmopolitanism (Vol. 2012). AMA Summer Conference.

Becerra, E., & Badrinarayanan, V. (2012). Influence of Brand-Related Antecedents and Extraversion on Consumers’ Online Brand Referrals. Academy of Marketing Science 2012 Annual Conference Proceedings.

Badrinarayanan, V., Becerra, E., & Madhavaram, S. (2012). Purchase Intentions in Online Store of Multichannel Retailers: Influence of Congruity in Store-Attribute Dimensions and Self-Image. American Marketing Association.

Badrinarayanan, V., Jillapalli, R., & Becerra, E. (2010). Distal salesperson-supervisor relationship: A conceptual integration of self-determination, leadership, and communication theories (Vol. 2010). Academy of marketing Science Annual Conference.

Chapa, S., & Becerra, E. (2010). Se habla espanol: Exploring latinos’ emotional reactions toward political language tailored-ads (Vol. 2010). AMA Winter Conference.

Shah, V., Hsum-Ming, L., & Becerra, E. P. (2009). Aiding Fair Trade Online Through Place Branding.

Becerra, E., & Kim, C. H. (2009). Trust Transference, Hybrid Retailing, and Culture: The Influence of Trust Transference Across-Cultures on Purchase Intentions in the Online Store of a Hybrid Retailer (Vol. 2009). AMA Summer Conference.

Badrinarayanan, V., & Becerra, E. (2007). Conversion Rates in Online Stores of Hybrid Retailers: Impact of Image Congruity with Parent Physical Store and Rival Online Prototype. Chicago, Illinois: 2007 Spring Marketing Management Association Conference.

Becerra, E., & Badrinarayanan, V. (2007). Store Image Congruity, Culture, and Online Conversion Rates: A Framework for Hybrid Retailers. In N. Bendapudi, S. Kim, & D. W. Stewart (Eds.). Coral Gables, Florida: 2007 Academy of Marketing Science Proceedings.

Becerra, E. (2007). The Effects of Price and trust on consumers' Intentions to transact online (Vol. 2007). Academy of marketing Science Annual Conference.

Korgaonkar, P. K., Becerra, E., & Silverblatt, R. (2005). Online Patronage and Hispanics (Vol. 2005). Society of Marketing Advances Annual Conference.

6. Book Reviews:

Becerra, E. P., Harden, L., & Hayman, B. (2010). *AMACON, in ESIC Market*.

Additional Comments: September – December, in English and Spanish.

B. Works Not in Print:

1. Papers Presented at Professional Meetings:

Becerra, E., Mendez, F., McCoy College of Business Research Grant Forum, "Reassessing Ethnic Differences in America: A Anglo, African, and Hispanic-American Impulse Buying Study," Texas State University-San Marcos, San Marcos, TX. (2009).

Becerra, E., Stutts, M. A., McCoy College of Business Research Grant Forum, "Ugly Duckling by day, Super Model by Night: The Influence of Body Image on the Use of Virtual Worlds," Texas State University-San Marcos, San Marcos, TX. (2008).

Becerra, E., McCoy College of Business Research Grant Forum, "The Effects of Price and Trust on Consumer's Intentions to Transact Online," Texas State University-San Marcos, San Marcos, TX. (2006).

2. Invited Talks, Lectures, and Presentations:

Hastings, C. (Speaker & Workshop Coordinator), Becerra, E. (Speaker), Oskam, J. B. (Speaker), Ausbrooks, A. (Speaker), Matt, B. (Speaker), Luizzi, V. (Speaker), Chair/Director Training, "Leading your Team: Leading and Supervising Faculty and Staff," Texas State University Faculty Development, On campus and on line, San Marcocs, TX, United States. (October 28, 2021).
Session 2 - Leading Your Team 10.28.21-1.pdf
Additional Comments: Texas State University
Chair/Director Training

Becerra, E. P., "Consumer Behavior," Pontificia Universidad Javeriana Cali, Cali, Colombia. (May 10, 2017).

Becerra, E. P., Pontificia Unviersidad Javeriana Cali, "Consumer Behavior, lecture to graduate students." (August 2016).

Becerra, E. P., Pontificia Universidad Javeriana Cali, "Branding, Emotions and the Consumer." (November 2013).

Becerra, E. P., University of Vienna, "Speaker on Global branding." (May 2008).

Becerra, E. P., Texas State - Race, Ethnicity, & Place Conference, "Panel member of the Latin American Business Program panel." (November 2006).

5. Other Works not in Print:

b. Works "in progress":

Journal Articles:

Becerra, E. P., & Korgaonkar, P. (In Preparation; Not Yet Submitted). Social Network Sites Advertising: Antecedents of Hispanics' Behavioral Intentions. *Journal of Advertising Research*.

Becerra, E. P., Carrete, L., Arroyo, P., & Castillo, G. (In Preparation; Not Yet Submitted). The Moderating Effects of Brand Expectations and Gender on eWOM Valance and Behavior.

Becerra, E. P., & Badrinarayanan, V. (In Preparation; Not Yet Submitted). Derision and Its Consequences to Brands.

Becerra, E. P., & Londono, J. C. (In Preparation; Not Yet Submitted). Can the Brand Make You Like Me: Brand Transference Effects.

Becerra, E. P., Cecilia Henriquez Daza, M., & Badrinarayanan, V. A. (In Preparation; Not Yet Submitted). Fear of Crime and Its Effects on Consumer Behavior.

Becerra, E. P., & Chapa, S. (In Preparation; Not Yet Submitted). Multicultural Advertising vs. Cultural Specific Advertising: Exploring Young Adults Perceptions of Advertising.

Becerra, E. P. (In Preparation; Not Yet Submitted). Understanding Diversity and Its Effects on Marketing.

c. Other Works Not in Print:

Panels:

Becerra, E. P. (Panelist), Villarreal, R. (Panelist), Ruiz de Maya, S. (Panelist), Chapa, S. (Moderator), Hispanic/Latino Media and Marketing conference for 2021, "Hispanic Consumer During Covid-19," ALMMCR, Virtual. (February 26, 2021).

Additional Comments: See ALMMACR Website: ALMMACR.com

C. Scholarly / Creative Grants and Contracts:

1. Funded External Grants and Contracts:

Becerra, Enrique P, Mogab, John W, Blanco, Ivan, Yi, Ha Chin, Zank, Gail Marie. Business and International Education Program Grant, U.S. Dept. of Education, Federal, $163,233.00. (Funded: 2006 - 2009). Grant.

Additional Comments: Sister City Program

2. Submitted, but not Funded, External Grants and Contracts:

Becerra, Enrique P (Principal), Lopez, Omar (Co-Principal), Collins, Kristina H (Co-Principal), Cordero, Rafael (Ray) A (Co-Principal). Engineering Science Technology and Mathematics (ESTEMA) Center for Community Coordination NSF-HSI-NET 22-602, National Science Foundation, Federal, $7,000,000.00. (Submitted: December 15, 2022, Funded: 2023 - 2029). Sponsored Research.

Becerra, Enrique (Co-Principal), Mogab, John (Principal). Trends and Demographics of Hispanics in Texas, Texas Association of Mexican-

American Chamber of Commerce, Private / Foundation / Corporate, $60,000.00. (Funded: August 2008 - May 2010). Grant.

3. Funded Internal Grants and Contracts:

Badrinarayanan, Vishag A, Becerra, Enrique P. Research Enhancement Program, Texas State University, $16,000.00. (Submitted: October 2018, Funded: January 2019 - May 2020). Grant.

Badrinarayanan, Vishag A, Becerra, Enrique P. Research Enhancement Program, Texas State University, $16,000.00. (Funded: January 1, 2017 - May 31, 2018). Grant.

Becerra, Enrique (Principal), Chapa, Sindy (Co-Principal). Research Grant, McCoy College of Business Administration, Texas State University, $2,000.00. (Funded: 2009 - 2010). Grant.

Becerra, Enrique, Mendez, Francis. Research Grant, McCoy College of Business Administration, Texas State University, $2,000.00. (Funded: 2008 - 2009). Grant.

Becerra, Enrique, Stutts, Mary Ann. The Effect of Advertising in Virtual Reality on Consumer Behavior, McCoy College of Business Administration, Texas State University, $2,000.00. (Funded: 2007 - 2008). Grant.

Becerra, Enrique, Badrinarayanan, Vishag. Research Enhancement Program Grant, Texas State University-San Marcos, Texas State University, $15,181.00. (Funded: 2006 - 2008). Grant.

Becerra, Enrique. Research Grant, McCoy College of Business Administration, Texas State University, $1,000.00. (Funded: 2006 - 2007). Grant.

Becerra, Enrique (Principal). Faculty Development Grant, McCoy College of Business Adminsitration, Texas State University, $1,400.00. (Funded: August 2006 - May 2007). Grant.

Becerra, Enrique. Research Grant, McCoy College of Business Administration, Texas State University, $1,000.00. (Funded: 2005 - 2006). Grant.

4. Submitted, but not Funded, Internal Grants and Contracts:

Becerra, Enrique P. Research Enhancement Program Grant – with Dr. Francis Mendez, $16,000.00. (Funded: 2014 - 2015). Grant.

Becerra, Enrique (Co-Principal), Chapa Sindy (Principal). Research Enhancement Grant, Texas State University, Texas State University, $16,000.00. (Funded: August 2009 - May 2011). Grant.

Becerra, Enrique (Co-Principal), Mendez, Francis (Principal). Research Enhancement Grant, Texas State University, Texas State University, $16,000.00. (Funded: 2007 - 2009). Grant.

D. Scholarly / Creative Fellowships, Awards, Honors:

Award / Honor Recipient: Excellence in research, McCoy College of Business Administration.
2015

Additional Comments: 2014-2015 academic year

Award / Honor Recipient: Best paper in advertising track – 2012 Summer American Marketing Association Conference.
2012

Award / Honor Recipient: Gary V. Woods Research Award, McCoy College of Business Administration.
2011 - 2012

Award / Honor Nominee: McCoy College of Business Administration Wood's Research Award.
2011

Additional Comments: 2010-2011 academic year
2010

Additional Comments: 2009-2010 academic year

Award / Honor Nominee: Nominated by the McCoy College of Business Administration to the President Award in Excellence in Research.
2011

Additional Comments: 2010-2011 academic year

E. Scholarly / Creative Professional Development Activities Attended:

Seminar, "Export Fellows Program," Texas State University-San Marcos, San Marcos, TX, United States. (2006).

Workshop, "Embargoes and Export Controls: The Challenge for U.S. Universitys?," Texas State University-San Marcos, San Marcos, TX, United States. (2006).
Additional Comments: Office of Sponsored Programs, Massachusetts Institute of Technology.

Continuing Education Program, "Program for Excellence in Teaching and Learning," Texas State University-San Marcos, San Marcos, TX, United States. (2005 - 2006).

Continuing Education Program, "Multicultural Curriculum Transformation," Texas State University, San Marcos, TX. (May 2006).
Additional Comments: Curriculum transformation for MKT4310 and MKT5330

F. Media Recognition:

Internet, MoneyGeek.com. (December 12, 2023).
MoneyGeek Expert Advice-1.docx
Additional Comments: Selected as a marketing/finance expert by MoneyGeek.com on 11/2023. https://www.moneygeek.com/credit-cards/cash-back/#expert=dr-enrique-becerra

Internet, Interview by Pontificia Universidad Javeriana. (June 27, 2017).

Additional Comments: https://www.youtube.com/watch?v=yKRSHfGWifs

Radio, Marketplace by NPR (PBS). (August 10, 2020).

Additional Comments: https://www.marketplace.org/2020/08/10/amazon-in-talks-with-simon-property-group-taking-over-mall-space/

Radio, Javeriana Estereo. (July 9, 2017).

Additional Comments: https://www.javerianacali.edu.co/podcast/enrique-becerra-9-de-julio-de-2017

Radio, Caracol Radio. (July 5, 2017).

Additional Comments: https://caracol.com.co/emisora/2017/07/05/cali/1499253203_773452.html

IV. SERVICE

A. Institutional

1. University:

Member, Faculty of Color at Texas State (FoCATS). (2019 - Present).

Founder, officer and Vicepresident, Association for Latino Media, Markets, and Communication Research. (April 1, 2015 - Present).

Ally of Texas State. (2006 - Present).

Interim Advisor, American Marketing Association Collegiate Chapter TXST. (October 11, 2024).

Additional Comments: Replaced Professor Miller as Advisor to TXST AMA in their trip to Houston to attend Regional Conference at TSU; conference started at 9 am and ended at 2:0 pm; 7 hours car drive.

Member, New department Chair/School Director Training. (May 17, 2021 - May 31, 2023).

Member, Council of Chairs. (September 2019 - May 31, 2023).

Member, Director School of Criminal Justice and Criminology search. (May 1, 2022 - December 2022).

Member, Graduate Fulbright Commitee. (August 1, 2022 - September 1, 2022).

Member, Restorative Justice Chair/Dean Cohort. (February 2, 2021 - December 15, 2021).

Member, Assistant VP for Enrollment Management & Director of Undergraduate Admissions Search Committee. (June 16, 2021 - August 30, 2021).

Member, Search Committee - Agricultural Economics Assistant Professor. (March 20, 2021 - June 30, 2021).

Member, Dean and Chair Cohort Restorative Justice University Process. (April 23, 2021 - May 14, 2021).

Faculty Consultant, Multicultural Curriculum Transformation Institute. (2020).

Additional Comments: Aids faculty in their multicultural transformation process.

Member, Presidential Award for Excellence in Scholarly/Creative Activities and Presidential Seminar Committee. (2016 - 2017).

Latino Studies Working Group member. (2015 - 2017).

Co-Chair, Association for Consumer Research Latin American Conference. (2015 - 2017).

Committee member, Planning Committee for the Common Experience: Bridged Stories 2015-2016 academic year. (2014).

Intercultural Search Committee Member, Department of Communications Studies, College of Fine Arts and Communications. (2014).

Interim Director, Center for the Study of Latino Media and Markets. (2013 - 2014).

Committee Member, Center for the Study of Latino Media & Market – Associate Researcher. (2009 - 2014).

Committee member and finance director, Latin Media Conference. (2009 - 2012).

Panel member, Infusing International Content into your courses (ADA) led by Dr. A. Yazendjian. (March 1, 2011).

Judge, 1st International Spanish Documentary Festival. (2010).

Judge, International Advertising competition – Mass Comm. Department. (2010).

Committee Member, Hispanic/Latino Media & Marketing Conference. (2009 - 2010).

Additional Comments: Member of conference committe that organizes conference.

Member, Graduate College – Industrial Technology – Ms. Lorena del Carmen Barroso. (2009).

Member, Graduate College – International Studies – Mr. Javier Mere Prado. (2007).

2. College:

Member, MBA Online Task Force. (August 2021 - December 2022).

Chair, Finance and Economics Chair Search Committee. (September 15, 2021 - May 15, 2022).

Internationalization Faculty Advisory Group. (2010 - 2018).

Member, Curriculum Committee. (2009 - 2014).

Interviewer, Mock Job Fair for Business Learning Community. (2010).

Committee Member, Latin America Business Program Committee. (2005 - 2010).

Committee Member, Graduate Policies Committee. (2008).

Committee Member, Latin America Business Advisory Council Award Banquet. (2008).

Committee Member, Research Enhancement Program Committee. (2008).

Sister City Program. (2006 - 2008).

Additional Comments: Supervised the successful completion of the Sister City Program, part of the Education Business Program Grant. Firms from the San Marcos area were paired with companies from the Monclova area. The mayor of San Marcos, City Manager, and representatives from the Hispanic Chamber of Commerce, Chamber of Commerce, Policy, and Fire Rescue department were taken to Monclova on the fall 2008 completing the grant's goal. However, a trip of Monclova dignitaries to San Marcos is planned for mid May, 2009, to complement the accomplishments of the last fall.

3. Department/School:

Chair, Department of Marketing. (September 1, 2019 - May 31, 2023).

Help Coordinate, International Marketing Class. (2018 - 2020).

Chair. (September 1, 2019 - December 31, 2019).

Additional Comments: Interim Chair Department of Marketing

Aided the Marketing Search Committee – interviewed candidates at 2009 AMA conference. (2009).

Committee Member, Marketing Faculty Search Committee. (2006).

Additional Comments: Participated in the review of CV's, attend meetings relating to candidates, and interview candidates.

B. Professional:

Editorial Review Board Member, ESIC Marketing, Madrid, Spain. (January 2020 - Present).

Editorial Review Board Member, International Journal of Hispanic Media. (2018 - Present).
Invitation to Editorial Board International Journal of Hispanic Media 2018-1.pdf
Additional Comments: Invited to participate in editorial board and to help journal

Editorial Review Board Member, Journal of Marketing Analytics. (2017 - Present).

Reviewer / Referee, Journal of Product and Brand Management. (2015 - Present).

Reviewer / Referee, Journal of Services Marketing. (2015 - Present).

Reviewer / Referee, Journal of Business Research. (2013 - Present).

Editorial Review Board Member, Journal of Advertising Research. (2012 - Present).

Reviewer / Referee, Hispanic/Latino Media and Marketing Conference. (2009 - Present).

Additional Comments: Committee member of conference and reviewer for all tracks.

Chief Financial Office and member of board, Austin American Marketing Association, Austin, TX, United States. (June 2022 - December 2025).

Attendee / Participant, Marketverse CMO COnfeence, Austin, TX, United States. (October 26, 2025 - October 28, 2025).
Marketverse conference recap-1.pdf

Additional Comments: Conference for Chief Marketing Officers from the USA and the world; attended all workshops nd seminars; provided recap to chair. https://marketverse.sincusa.com/marketverse-2025/

Officer, Association for Latino Media, Markets and Communication Research. (February 2019 - July 2025).

Additional Comments: Association was disbanded due to IRS tax implications and lack of funds.

Coordinator / Organizer, Association for Latino Media, Markets & Communication Research Conference. (April 1, 2007 - March 2024).

Additional Comments: https://almmacr.com/conference

Reviewer / Referee, International Journal of Internet Marketing and Advertising. (2017 - 2020).

Reviewer / Referee, Cross Cultural Consumer Research Conference. (2009 - 2020).

Reviewer / Referee, Journal of Retailing. (2017 - 2019).

Reviewer / Referee, Journal of Consumer Affairs. (2015 - 2019).

Editorial Review Board Member, ESIC Marketing Journal. (2010 - 2019).

Reviewer / Referee, ESIC Marketing Journal. (2010 - 2019).

Reviewer / Referee, AMS Conference. (2007 - 2019).

Additional Comments: Session chair of the Electronic and Interactive Marketing Track on "Understanding Online Transactions and Communications.

Reviewer / Referee, Journal of Global Fashion Marketing. (2017 - 2018).

Co-Chair, Association of Consumer Research Latin America Conference, Cali, Colombia. (2014 - 2017).

Member, Organization Committee, Hispanic Media and Marketing Conference. (2015).

Reviewer / Referee, Internet Research. (2015).

Reviewer / Referee, Journal of Product and Brand Management. (2012 - 2015).

Reviewer / Referee, Journal of Digital Marketing. (2013).

Reviewer / Referee, Journal of Vitual Reality. (2013).

Reviewer / Referee, Latin America ACR Conference, Brazil. (2008).

Panel Member, Latin American Business program in the conference on Race, Ethnicity and Place. (2006).

C. Community:

Speaker, Austin AMA, Austin, TX. (November 30, 2023 - Present).

Additional Comments: Panelist on 2024 Market Trends

Speaker, Austin AMA, Austin, TX. (September 21, 2023 - Present).

Additional Comments: Panel Moderator for Panel on Career Opportunities and Tips

Board Member, AMA Austin chapter, Austin, TX. (June 1, 2022 - March 19, 2026).

Additional Comments: Board member and Chief Financial Office

Speaker, Austin Professional Photographers Association, Austin, TX. (August 19, 2024).

Additional Comments: Spoke on Marketing Plans, Strategy, Niche Marketing, and Online Marketing - 2.5 hour presentation, with 4 hour preparation

Presented at a Highschool - recruiting, Leander, TX. (August 2021 - October 19, 2021).
Presentation Highschools-1.pptx
Additional Comments: Invited to speak to high school students - freshman (39 attended) and sophomore (26 attended); took several hours to plan and create presentations

Speaker, Monterrey TEC Toluca, Toluca. (April 25, 2019 - April 26, 2019).
Presentacion TEC Students-1.pdf
Additional Comments: Two presentations - One to students on Trends in Digital Marketing; and one to research group - Consumer Behavior - on my current research

Invited speaker, Branding and Emotions by the Pontificia Universidad Javeriana. (November 2013).

Spent a year at the Pontificia Universidad Javeriana, Cali, Colombia, doing research on the influence perceptions of insecurity on consumer behavior, and teaching a course on consumer behavior for young executives enrolled in the graduate marketing program. (August 2012 - May 2013).

Guest Speaker, Kiwanis, TX. (2007).

D. Organization Memberships:

Academy of Marketing Science (AMS). (2020).

American Marketing Association (AMA). (2020).

Association for Consumer Research (ACR). (2018).

Decision Science Institute. (2015).

E. Service Honors and Awards:

Award / Honor Recipient: McCoy COBA Service Award, McCoy College Of Business Adminsitration.
2016 - 2017

G. Service Professional Development Activities Attended:

Seminar, "Lessons for Aspiring Deans," AACSB, Phoenix, AZ, United States. (November 3, 2018 - November 4, 2018).