TEXAS STATE VITA

I. Academic/Professional Background

A. Name: Jeremy J. Sierra Title: Professor of Marketing

B. Educational Background

Degree	Year	University	Major	Thesis/Dissertation
Ph.D.	2005	New Mexico State University	Marketing	A Dual Process of Horse Race Bettors: The Effect of Cognitive and 'Anticipated' Emotional Factors on Making Uncertain Choices
M.B.A.	2002	New Mexico State University	General Business	Developed a Business Plan for a local non-profit organization (Jardin de los Niños)
B.S.	1998	California State Polytechnic University, Pomona	Hotel and Restaurant Management	N/A

C. University Experience

Position	University	Dates
Professor of Marketing	Texas State University	Fall 2017 – Present
Associate Professor of Marketing	Texas State University	Fall 2011 – Summer 2017
Assistant Professor of Marketing	Texas State University – San Marcos	Fall 2007 – Summer 2011
Assistant Professor of Marketing	Northern Arizona University	Summer 2005 – Summer 2007
Graduate Teaching Assistant	New Mexico State University	Fall 2001 – Summer 2005
Graduate Assistant	New Mexico State University	Fall 2001 – Summer 2005

D. Relevant Professional Experience

Position	Entity	Dates
Various Country Club Positions (e.g., banquet set-up, waiter, housekeeping supervisor)	Frenchman's Creek Country Club, Palm Beach Gardens, FL	November 1998 – January 2000
Front-Desk Operations (i.e., PBX operator, front desk, reservations)	The Scottsdale Plaza Resort, Scottsdale, AZ	August 1998 – November 1998
Waiter	The Scottsdale Princess – The Grill at TPC, Scottsdale, AZ	August 1998 – November 1998
Restaurant Manager	JoJo's Pizza Kitchen, Chino Hills, CA	March 1996 – June 1998
Restaurant Manager	Willie and Pie Pizza Parlour, Rancho Cucamonga, CA	March 1994 – February 1996

II. TEACHING

A. Teaching Honors and Awards:

2016 Recognized as a Favorite Professor by the Alfred H. Nolle Chapter of the Alpha Chi National College Honor Society at Texas State

2014 McCoy College of Business Administration Gregg Master Teacher Symposium Invited Speaker

2014 Recognized as a Favorite Professor by the Alfred H. Nolle Chapter of the Alpha Chi National College Honor Society at Texas State

2012 Faculty Member of the Month for March as awarded by the Texas State Collegiate Chapter of the American Marketing Association

2009 Nominee for the Presidential Award for Excellence in Teaching at Texas State University – San Marcos

2008 – 2009
Recipient of an Emmett & Miriam McCoy College of Business Administration Advisory Board Teaching Excellence Award at Texas State University – San Marcos

2006 – 2007
Received an Outstanding Professor Award in the W. A. Franke College of Business from Students in Greek Life at Northern Arizona University, Flagstaff, AZ.

B. Courses Taught:

Texas State University:
Consumer Behavior
Marketing Management (*graduate* and *undergraduate*)
Marketing Research (*graduate* and *undergraduate*)
Organizational Performance and Competitive Advantage (*graduate*)
Principles of Marketing
Retailing
Services Marketing (*graduate* and *undergraduate*)
Sports Marketing

Northern Arizona University:
International Marketing
Marketing Research
Principles of Marketing

New Mexico State University:
Advertising Strategies
Principles of Marketing
Services Marketing

C. Graduate Theses/Dissertations or Exit Committees (if supervisor, please indicate):

2024 (Fall) – 2025 (Spring)
Served on a Four-Member Committee (with Dr. Gail Zank, Dr. Nancy J. Sirianni, and Dr. Fereshteh Zihagh) for a Master's Thesis (M.B.A.)
Student: Amio Galib Chowdhury

Thesis Title: The Effect of Disclosing Different Degrees of AI Involvement in E-Commerce Product Descriptions (successfully defended April 4, 2025)

2022 (Fall) – 2023 (Spring)
M.B.A. Thesis Supervisor (Committee Members: Sidney T. Anderson and Laurie Brown)
Student: Sidney Naseralla
Thesis Title: Sports and the Future of Streaming Television: A Study of the Value Sports Content Adds to Streaming Services (successfully defended March 2, 2023)

2016 (Spring)
Undergraduate Honors Thesis Supervisor
Student: Ashton Quincey
Thesis Title: Red Bull: The Wings Migration

2013 (Fall) – 2014 (Spring)
Served on a Three-Member Committee for a Master's Thesis (Mass Communications)
Student: Katie Dudley
Thesis Title: Adventure Tourism: The Role of Social Comparison Theory in Successful Advertising Images (successfully defended April 2, 2014)

2013 (Spring)
Served on a Three-Member Committee for a Master's Thesis (Fine Arts)
Student: Talli R. Stewart
Thesis Title: I Can't Use my Cell Phone? Cell Phone Addiction, Restrictive Social Environments and Health of College Students (successfully defended July 5, 2013)

2009 – 2010
Served on a Three-Member Committee for a Master's Thesis in the McCoy College of Business Administration (not completed)
Student: Kate Morris
Thesis Title: Perceived Review Quality Impact on Intention to Purchase

D. Courses Prepared and Curriculum Development:

Advertising Strategies
Consumer Behavior
International Marketing
Marketing Management (*graduate* and *undergraduate*)
Marketing Research (*graduate* and *undergraduate*)
Organizational Performance and Competitive Advantage (*graduate*)
Principles of Marketing
Retailing
Services Marketing (*graduate* and *undergraduate*)
Sports Marketing

III. SCHOLARLY/CREATIVE

A. Works in Print

1. Books (if not refereed, please indicate)

a. Scholarly Monographs:

Sierra, Jeremy J. and Michael R. Hyman (2008), *Anticipated Emotions Matter: Horse-Race Bettors Rely on More than Expected Values*, VDM, Saarbrücken, Germany. ISBN: 978-3-639-09854-9

b. Textbooks:

Sierra, Jeremy J. and Michael R. Hyman (2027), *Marketing Research*, Sage, eBook ISBN: 978-1-071-93606-1, Paperback ISBN: 978-1-071-93604-7 (https://collegepublishing.sagepub.com/products/marketing-research-1-288110)

c. Edited Books:

Hyman, Michael R. and Jeremy J. Sierra (2010), *Marketing Research Kit for Dummies*, John Wiley & Sons, ISBN: 978-0-470-52068-0

d. Chapters in Books:

Sierra, Jeremy J., Harry A. Taute, and Byung-Kwan Lee (2022), "Sport Fans' Defense of the Tribal Brand: Exploring Determinants Across Two Continents," in Ruth M. Crabtree and James J. Zhang (Eds.) *Sport Marketing in a Global Environment: Strategic Perspectives*, Chapter 9, pp. 142-160, London, UK: Routledge, ISBN: 978-1-032-21794-9 https://doi.org/10.4324/9781003270041-9

Sierra, Jeremy J., Michael R. Hyman, and Robert S. Heiser (2010), "A Review of Ethnic Identity in Advertising," in Jagdish Sheth and Naresh Malhotra (Eds.) *Wiley International Encyclopedia of Marketing*, Volume 4, pp. 1-17, John Wiley & Sons, ISBN: 978-14051-6178-7

e. Creative Books:

N/A

2. Articles

a. Refereed Journal Articles:

(50) Badrinarayanan, Vishag, Enrique P. Becerra, and Jeremy J. Sierra (2026), "Star Power on the Shelf: The Spillover Effects of Celebrity Brand – Retailer Relationships on Consumer Evaluations of Retailers," *Journal of Product & Brand Management*, July 27, 1-16. https://doi.org/10.1108/JPBM-10-2025-6420

(49) Rayburn, Steven W., Luis García-Tello, Sidney T. Anderson, Alejandro Fontana, and Jeremy J. Sierra (2026), "To Do is to Be: Workplace Design to Support Employee Prosocial Motivation at the Organizational Frontline," *European Journal of Marketing*, 60 (13), 175-201. https://doi.org/10.1108/EJM-02-2025-0166

(48) Rayburn, Steven W., Sidney T. Anderson, Gail M. Zank, Anna M. Turri, and Jeremy J. Sierra (2025), "Future Thinking Climate Change: Consumers' Sustainability Perspectives, Predictions, Preferences, and Paths Forward," *Journal of Macromarketing*, 45 (4), 812-830. https://doi.org/10.1177/02761467251335534

(47) Giraldo, Mario, Luis Javier Sanchez Barrios, Steven W. Rayburn, and Jeremy J. Sierra (2024), "Low-Income Consumers' Informal and Formal Financial Service Experiences: Perceptions of Access, Inclusion, and Social Dependence," *Journal of Services Marketing*, 38 (8), 994-1011. https://doi.org/10.1108/JSM-04-2024-0152

(46) Anderson, Sidney, Steven W. Rayburn, Jeremy J. Sierra, Ken Murdock, and Anthony McGeorge (2022), "Consumer Buying Behavior and Retailer Strategy Through a Crisis: A Futures Studies Perspective," *Journal of Marketing Theory and Practice*, 30 (4), 457-475. https://doi.org/10.1080/10696679.2021.1982648

(45) Sierra, Jeremy J., Michael R. Hyman, and Anna M. Turri (2022), "Positive Psychology's Mindset Precursors of Attitude-toward-Advertising-in-General," *Journal of Promotion Management*, 28 (7), 1019-1054. https://doi.org/10.1080/10496491.2022.2054905

(44) Rayburn, Steven W., Anthony McGeorge, Sidney Anderson, and Jeremy J. Sierra (2022), "Crisis-Induced Behavior: From Fear and Frugality to the Familiar," *International Journal of Consumer Studies*, 46 (2), 524-539. https://doi.org/10.1111/ijcs.12698

(43) Rayburn, Steven W., Sidney Anderson, and Jeremy J. Sierra (2021), "Future Thinking Continuity of Learning in Marketing: A Student Perspective on Crisis Management in Higher Education," *Marketing Education Review*, 31 (3), 241-255. https://doi.org/10.1080/10528008.2020.1837633

(42) Rayburn, Steven W., Sidney Anderson, and Jeremy J. Sierra (2020), "Future Thinking: A Marketing Perspective on Reducing Wildlife Crime," *Psychology & Marketing*, 37 (12), 1643-1655. https://doi.org/10.1002/mar.21413

(41) Lee, Byung-Kwan, Taewon Suh, and Jeremy J. Sierra (2020), "Understanding the Effects of Physical Images on Viewers in Social Comparison Contexts: A Multi-Study Approach," *Journal of Promotion Management*, 26 (1), 1-18. https://doi.org/10.1080/10496491.2019.1612496

(40) Anderson, Sidney, Steven W. Rayburn, and Jeremy J. Sierra (2019), "Future Thinking: The Role of Marketing in Healthcare," *European Journal of Marketing*, 53 (8), 1521-1545. https://doi.org/10.1108/EJM-10-2017-0779

(39) Sierra, Jeremy J. and Harry A. Taute (2019), "Brand Tribalism in Technology and Sport: Determinants and Outcomes," *Journal of Brand Management*, 26 (2), 209-225. https://doi.org/10.1057/s41262-018-0121-5

(38) Sierra, Jeremy J., Michael R. Hyman, and Anna M. Turri (2018), "Determinants and Outcomes of Superstitious Beliefs: A Multi-Study Approach," *Journal of Marketing Management*, 34 (15-16), 1397-1417. https://doi.org/10.1080/0267257X.2018.1544923

(37) Badrinarayanan, Vishag A. and Jeremy J. Sierra (2018), "Inferred Social Approval and Brand Tribalism: A Tale of Two Communities," *Journal of Product & Brand Management*, 27 (4), 363-374. https://doi.org/10.1108/JPBM-10-2017-1597

(36) Badrinarayanan, Vishag A. and Jeremy J. Sierra (2018), "Triggering and Tempering Brand Advocacy by Frontline Employees: Vendor and Customer-Related Influences," *Journal of Business & Industrial Marketing*, 33 (1), 42-52. https://doi.org/10.1108/JBIM-06-2016-0137

(35) Sierra, Jeremy J., Harry A. Taute, and Byung-Kwan Lee (2017), "A Brand Foci Model to Explain Achievement Needs: A Contradictory Explanation," *Asia Pacific Journal of Marketing and Logistics*, 29 (4), 743-758. https://doi.org/10.1108/APJML-09-2016-0161

(34) Sierra, Jeremy J., Michael R. Hyman, Byung-Kwan Lee, and Taewon Suh (2017), "Intrinsic Religiosity and Attitude toward Finales as Precursors of Superstitious Beliefs: A Cross-Cultural Investigation," *Asian Journal of Business Research*, 7 (1), 58-78. https://magscholar.com/joomla/images/docs/ajbr/ajbrv7n1/ajbr170031.pdf

(33) Taute, Harry A., Jeremy J. Sierra, Larry L. Carter, and Amro A. Maher (2017), "A Sequential Process of Brand Tribalism, Brand Pride, and Brand Attitude to Explain Purchase Intention: A Cross-Continent Replication Study," *Journal of Product & Brand Management*, 26 (3), 239-250. https://doi.org/10.1108/JPBM-08-2016-1289

(32) Sierra, Jeremy J., Vishag A. Badrinarayanan, and Harry A. Taute (2016), "Explaining Behavior in Brand Communities: A Sequential Model of Attachment, Tribalism, and Self-Esteem," *Computers in Human Behavior*, 55 (Part B), 626-632. https://doi.org/10.1016/j.chb.2015.10.009

(31) Sierra, Jeremy J., Anna M. Turri, and Harry A. Taute (2015), "Unhealthy Food and Beverage Consumption: An Investigative Model," *Journal of Foodservice Business Research*, 18 (5), 470-488. https://doi.org/10.1080/15378020.2015.1093453

(30) Sierra, Jeremy J., Michael R. Hyman, Byung-Kwan Lee, and Taewon Suh (2015), "Antecedents and Consequences of Extrinsic Superstitious Beliefs: A Cross-Cultural Investigation," *Asia Pacific Journal of Marketing and Logistics*, 27 (4), 559-581. https://doi.org/10.1108/APJML-01-2015-0015

(29) Sierra, Jeremy J., Harry A. Taute, and Anna M. Turri (2015), "Determinants of Intentions to Purchase Unhealthy Food and Beverage Options: A Dual-Process Theoretical Perspective," *Journal of Food Products Marketing*, 21 (5), 503-520. https://doi.org/10.1080/10454446.2014.885862

(28) Badrinarayanan, Vishag A., Jeremy J. Sierra, and Kinnon Martin (2015), "A Dual Identification Framework of Online Multiplayer Video Games: The Case of Massively Multiplayer Online Role-Playing Games (MMORPGs)," *Journal of Business Research*, 68 (5), 1045-1052. https://doi.org/10.1016/j.jbusres.2014.10.006

(27) Taute, Harry A. and Jeremy J. Sierra (2015), "An Examination of Emotional Information Management in Gift Giving and Receipt," *Psychology & Marketing*, 32 (2), 203-218. https://doi.org/10.1002/mar.20773

(26) Badrinarayanan, Vishag A., Jeremy J. Sierra, and Harry A. Taute (2014), "Determinants and Outcomes of Online Brand Tribalism: Exploring Communities of Massively Multiplayer Online Role-Playing Games (MMORPGs)," *Psychology & Marketing*, 31 (10), 853-870. https://doi.org/10.1002/mar.20739

(25) Taute, Harry A. and Jeremy J. Sierra (2014), "Brand Tribalism: An Anthropological Perspective," *Journal of Product & Brand Management*, 23 (1), 2-15. https://doi.org/10.1108/JPBM-06-2013-0340

(24) Taute, Harry A., Jeff Peterson, and Jeremy J. Sierra (2014), "Perceived Needs and Emotional Responses to Brands: A Dual-Process View," *Journal of Brand Management*, 21 (1), 23-42. https://doi.org/10.1057/bm.2013.21

(23) Sierra, Jeremy J., Harry A. Taute, and Michael R. Hyman (2013), "Efficacy of Sporting Event Ads with Textese (SMS-type Copy)," *International Journal of Sport Management and Marketing*, 14 (1), 4-22. https://doi.org/10.1504/IJSMM.2013.060637

(22) Sierra, Jeremy J. and Harry A. Taute (2013), "Experiential Consumption of Video Game and In-Show Ads: Phenomenological Explanation through Thought Experimentation," *Journal of Research for Consumers*, 24, 57-87. http://www.jrconsumers.com/Consumer_Articles/issue_24/Issue24-3Consumer-Sierra.pdf

(21) Sierra, Jeremy J., Ravi Jillapalli, and Vishag A. Badrinarayanan (2013), "Determinants of a Lasting Purchase: The Case of the Tattoo Patron," *Journal of Retailing and Consumer Services*, 20 (4), 389-399. https://doi.org/10.1016/j.jretconser.2013.01.014

(20) Sierra, Jeremy J., Michael R. Hyman, and Robert S. Heiser (2012), "Ethnic Identity in Advertising: A Review and Meta-Analysis," *Journal of Promotion Management*, 18 (4), 489-513. https://doi.org/10.1080/10496491.2012.715123

(19) Sierra, Jeremy J., Harry A. Taute, and Robert S. Heiser (2012), "Explaining NFL Fans' Purchase Intentions for Revered and Reviled Teams: A Dual-Process Perspective," *Journal of Retailing and Consumer Services*, 19 (3), 332-342. https://doi.org/10.1016/j.jretconser.2012.03.007

(18) Sierra, Jeremy J., Robert S. Heiser, and Ivonne M. Torres (2012), "Text Message Copy in Print Ads: A Shrewd Communicative Strategy?" *Journal of Promotion Management*, 18 (1), 119-143. https://doi.org/10.1080/10496491.2012.646223

(17) Hyman, Michael R. and Jeremy J. Sierra (2012), "Adjusting Self-Reported Attitudinal Data for Mischievous Respondents," *International Journal of Market Research*, 54 (1), 129-145. https://doi.org/10.2501/IJMR-54-1-129-145

(16) Sierra, Jeremy J. and Michael R. Hyman (2011), "Outlet Mall Shoppers' Intentions to Purchase Apparel: A Dual-Process Perspective," *Journal of Retailing and Consumer Services*, 18 (4), 341-347. https://doi.org/10.1016/j.jretconser.2011.03.002

(15) Hyman, Michael R. and Jeremy J. Sierra (2010), "Idolizing Sports Celebrities: A Gateway to Psychopathology?" *Young Consumers*, 11 (3), 226-238. https://doi.org/10.1108/17473611011074296

(14) Sierra, Jeremy J., Robert S. Heiser, Jerome D. Williams, and Harry A. Taute (2010), "Consumer Racial Profiling in Retail Environments: A Longitudinal Analysis of the Impact on Brand Image," *Journal of Brand Management*, 18 (1), 79-96. https://doi.org/10.1057/bm.2010.24

(13) Sierra, Jeremy J., Harry A. Taute, and Robert S. Heiser (2010), "Personal Opinions and Beliefs as Determinants of Collegiate Football Consumption for Revered and Hated Teams," *Sport Marketing Quarterly*, 19 (3), 143-153. https://doi.org/10.1177/106169341001900304

(12) Taute, Harry A., Jeremy J. Sierra, and Robert S. Heiser (2010), "Team Loving and Loathing: Emotional Determinants of Consumption in Collegiate Football," *Journal of Intercollegiate Sport*, 3 (1), 182-199. https://doi.org/10.1123/jis.3.1.182

(11) Sierra, Jeremy J. (2010), "Shared Responsibility and Student Learning: Ensuring a Favorable Educational Experience," *Journal of Marketing Education*, 32 (1), 104-111. https://doi.org/10.1177/0273475309344802

(10) Sierra, Jeremy J., Michael R. Hyman, and Ivonne M. Torres (2009), "Using a Model's Apparent Ethnicity to Influence Viewer Responses to Print Ads: A Social Identity Theory Perspective," *Journal of Current Issues and Research in Advertising*, 31 (2), 41-66. https://doi.org/10.1080/10641734.2009.10505265

(9) Sierra, Jeremy J. and Michael R. Hyman (2009), "In Search of Value: A Model of Wagering Intentions," *Journal of Marketing Theory and Practice*, 17 (3), 235-249. https://doi.org/10.2753/MTP1069-6679170303

(8) Sierra, Jeremy J., Robert S. Heiser, and Shaun McQuitty (2009), "Exploring Determinants and Effects of Shared Responsibility in Service Exchanges," *Journal of Marketing Theory and Practice*, 17 (2), 111-128. https://doi.org/10.2753/MTP1069-6679170202

(7) Sierra, Jeremy J., Nina Compton, and Kellilynn M. Frias-Gutierrez (2008), 1"Brand Response-Effects of Perceived Sexual Harassment in the Workplace," *Journal of Business and Management*, 14 (2), 175-197. http://jbm.johogo.com/pdf/volume/1402/JBM-vol-1402.pdf#page=89

(6) Heiser, Robert S., Jeremy J. Sierra, and Ivonne M. Torres (2008), "Creativity via Cartoon Spokespeople in Print Ads: Capitalizing on the Distinctiveness Effect," *Journal of Advertising*, 37 (4), 75-84. https://doi.org/10.2753/JOA0091-3367370406

(5) Sierra, Jeremy J. and Michael R. Hyman (2008), "Ethical Antecedents of Cheating Intentions: Evidence of Mediation," *Journal of Academic Ethics*, 6 (1), 51-66. https://doi.org/10.1007/s10805-008-9056-x

(4) Torres, Ivonne M., Jeremy J. Sierra, and Robert S. Heiser (2007), "The Effects of Warning Label Placement in Print Ads: A Social Contract Perspective," *Journal of Advertising*, 36 (2), 49-62. https://doi.org/10.2753/JOA0091-3367360203

(3) Sierra, Jeremy J. and Shaun McQuitty (2007), "Attitudes and Emotions as Determinants of Nostalgia Purchases: An Application of Social Identity Theory," *Journal of Marketing Theory and Practice*, 15 (2), 99-112. https://doi.org/10.2753/MTP1069-6679150201

(2) Sierra, Jeremy J. and Michael R. Hyman (2006), "A Dual-Process Model of Cheating Intentions," *Journal of Marketing Education*, 28 (3), 193-204. https://doi.org/10.1177/0273475306291464

(1) Sierra, Jeremy J. and Shaun McQuitty (2005), "Service Providers and Customers: Social Exchange Theory and Service Loyalty," *Journal of Services Marketing*, 19 (6), 392-400. https://doi.org/10.1108/08876040510620166

b. Non-refereed Articles:

(28) Hyman, Michael R. and Jeremy J. Sierra (2015), "Different Types of Marketing Research Surveys (Part 2)," *New Mexico Business Outlook*, (October).

(27) Hyman, Michael R. and Jeremy J. Sierra (2015), "Different Types of Marketing Research Surveys (Part 1)," *New Mexico Business Outlook*, (October).

(26) Hyman, Michael R. and Jeremy J. Sierra (2015), "What You Should Expect from a Marketing Researcher," *New Mexico Business Outlook*, (September).

(25) Hyman, Michael R. and Jeremy J. Sierra (2015), "Low-cost Alternatives for Marketing Research Assistance," *New Mexico Business Outlook*, (September).

(24) Hyman, Michael R. and Jeremy J. Sierra (2015), "Using Bayesian Analysis to Assess the Value of Conducting Marketing Research (Part 2)," *New Mexico Business Outlook*, (August).

(23) Hyman, Michael R. and Jeremy J. Sierra (2015), "Using Bayesian Analysis to Assess the Value of Conducting Marketing Research (Part 1)," *New Mexico Business Outlook*, (July).

(22) Hyman, Michael R. and Jeremy J. Sierra (2015), "Marketing Research Ethics: Clients and Field Services," *New Mexico Business Outlook*, (June).

(21) Hyman, Michael R. and Jeremy J. Sierra (2015), "Your Obligations to Survey Participants," *New Mexico Business Outlook*, (May).

(20) Hyman, Michael R. and Jeremy J. Sierra (2015), "Marketing Research Process: Six Stages," *New Mexico Business Outlook*, (April).

(19) Hyman, Michael R. and Jeremy J. Sierra (2015), "What is Marketing Research? (Part 2)," *New Mexico Business Outlook*, (March).

(18) Hyman, Michael R. and Jeremy J. Sierra (2015), "What is Marketing Research? (Part 1)," *New Mexico Business Outlook*, (February).

(17) Hyman, Michael R., Jeremy J. Sierra, and Harry A. Taute (2014), "Viewers' Responses to Sporting Event Ads with Textese," *New Mexico Business Outlook*, (September).

(16) Hyman, Michael R. and Jeremy J. Sierra (2010), "Your Obligations to Survey Participants," *New Mexico Business Outlook*, (August).

(15) Hyman, Michael R. and Jeremy J. Sierra (2010), "Semantic Differential Scales: Deal or No Deal?" *New Mexico Business Outlook*, (July).

(14) Hyman, Michael R. and Jeremy J. Sierra (2010), "Likert Scales: Design Issues," *New Mexico Business Outlook*, (May).

(13) Hyman, Michael R. and Jeremy J. Sierra (2010), "Marketing Research Tips for Business Managers," *New Mexico Business Outlook*, (April).

(12) Sierra, Jeremy J., Nina Compton, and Kellilynn M. Frias-Gutierrez (2010), "Brand Response-Effects of Perceived Sexual Harassment in the Workplace," *New Mexico Business Outlook*, (March).

(11) Hyman, Michael R. and Jeremy J. Sierra (2010), "Selecting a Sample Size for Your Customer Survey," *New Mexico Business Outlook*, (February).

(10) Hyman, Michael R. and Jeremy J. Sierra (2009), "What You Should Expect from a Marketing Researcher," *New Mexico Business Outlook*, (November).

(9) Hyman, Michael R. and Jeremy J. Sierra (2009), "Sport Celebrity Idolatry: A Problem?" *B>Quest*, available at https://www.westga.edu/~bquest/2009/idolatry09.pdf (*Refereed*)

(8) Hyman, Michael R. and Jeremy J. Sierra (2009), "Low-cost Alternatives for Marketing Research Assistance," *New Mexico Business Outlook*, (September).

(7) Hyman, Michael R. and Jeremy J. Sierra (2009), "The Dangers of Sport Celebrity Idolatry," *New Mexico Business Outlook*, (May).

(6) Sierra, Jeremy J. (2008), "Using Cognitive and Emotive Factors to Explain Outlet Mall Shoppers Intentions to Purchase Apparel: A Dual-Process Perspective," *Research Enhancement Program Final Reports*, Paper 173.

(5) Sierra, Jeremy J. and Michael R. Hyman (2008), "Emotions Matter: Horse-Race Bettors Rely on More than Expected Values," *New Mexico Business Outlook*, (August).

(4) McQuitty, Shaun and Jeremy J. Sierra (2007), "Attitudes and Emotions as Determinants of Nostalgia Purchases: An Application of Social Identity Theory," *New Mexico Business Outlook*, (June).

(3) Hyman, Michael R. and Jeremy J. Sierra (2006), "Academic Cheating: An Ethics Perspective and Solutions," *New Mexico Business Outlook*, (October).

(2) Sierra, Jeremy J. and Shaun McQuitty (2004), "Creating Customer Loyalty: Using Social Exchange Theory in Service Industries," *New Mexico Business Outlook*, (January).

(1) Peterson, Robin and Jeremy J. Sierra (2003), "Where is Marketing Headed?" *New Mexico Business Outlook*, (December).

3. Abstracts:

N/A

4. Reports:

N/A

5. Book Reviews:

Barlow, Janelle and Paul Stewart (2004), *Branded Customer Service: The New Competitive Edge*, Berrett-Koehler Publishers, Inc., San Francisco, CA, *Journal of Product & Brand Management*, (2005) 14 (7), 468-469.

6. Other:

2022 Rayburn, Steven W., Anthony McGeorge, Sidney Anderson, and Jeremy J. Sierra, "Crisis-Induced Behavior: From Fear and Frugality to the Familiar," *International Journal of Consumer Studies*, 46 (2), 524-539, is available in the World Health Organization COVID-19 Research Database (https://pesquisa.bvsalud.org/global-literature-on-novel-coronavirus-2019-ncov/resource/en/covidwho-1201352) and the U.S. Department of Agriculture Database (https://pubag.nal.usda.gov/catalog/7680533) (USDA, PubAg).

2018 Guest Editor: *Journal of Promotion Management*, Virtual Special Issue, "Moving Forward by Looking Back: A Celebration of Impactful JPM Articles and Directions for Advancing Promotion Management Research."

2015 The 16-item, 4-dimensional brand tribalism scale my coauthor (Harry A. Taute), and I developed in, "Brand Tribalism: An Anthropological Perspective," *Journal of Product & Brand Management* (23 (1), 2-15, 2014) is published in *The Handbook of Brand Management Scales* (2015), by Lia Zarantonello and Véronique Pauwels-Delassus, London, U.K.: Routledge, pp. 154-157.

2015 Sierra, Jeremy J., Anna M. Turri, and Harry A. Taute, "Unhealthy Food and Beverage Consumption: An Investigative Model," *Journal of Foodservice Business Research*, 18 (5), 470-488, is available in the U.S. Department of Agriculture Research Database (https://pubag.nal.usda.gov/catalog/4656035) (USDA, PubAg).

2015 Sierra, Jeremy J., Harry A. Taute, and Anna M. Turri, "Determinants of Intentions to Purchase Unhealthy Food and Beverage Options: A Dual-Process Theoretical Perspective," *Journal of Food Products Marketing*, 21 (5), 503-520, is available in the U.S. Department of Agriculture Research Database (https://pubag.nal.usda.gov/catalog/4087085) (USDA, PubAg).

2013 Press release in *Psychology Today* about an article entitled "Idolizing Sports Celebrities: A Gateway to Psychopathology?" Coauthored with Michael R. Hyman (published in *Young Consumers*, (2010), 11 (3), 226-238.
(http://www.psychologytoday.com/blog/time-out/201310/is-it-safe-worship-athletes)

B. Works not in Print

1. Papers Presented at Professional Meetings:

(36) Rayburn, Steven W., Sidney Anderson, Gail Zank, Karen Smith, and Jeremy J. Sierra (2022), "Future Thinking Climate Change: Consumer Perspectives, Predictions, Preferences, and Paths Forward," *AMA Marketing and Public Policy Conference*, Austin, TX (abstract only)

(35) Sierra, Jeremy J. (2020), "Brand Tribalism, Brand Pride, and Dual-Process Theory: A Model to Explain Fan Behavior," *Academy of Marketing Science*, Developments in Marketing Series, Coral Gables, FL (full paper, not presented)

(34) Anderson, Sidney, Steven W. Rayburn, and Jeremy J. Sierra (2018), "Future Thinking the Role of Marketing in Healthcare Delivery," *AMA Winter Marketing Educators' Conference*, New Orleans, LA (abstract only)

(33) Sierra, Jeremy J., Michael R. Hyman, and Anna M. Turri (2017), "Nostalgia and Astrometry as Precursors of Superstitious Beliefs," *Academy of Marketing Science*, San Diego, CA (abstract only)

(32) Sierra, Jeremy J. and Harry A. Taute (2017), "Explaining Motivational Needs through Positive Affect and Brand Tribalism," *Academy of Marketing Science*, San Diego, CA (abstract only)

(31) Sierra, Jeremy J., Harry A. Taute, and Byung-Kwan Lee (2017), "A Brand Foci Model to Explain Achievement Needs: A Contradictory Explanation," *Academy of Marketing Science*, San Diego, CA (abstract only)

(30) Sierra, Jeremy J., Michael R. Hyman, Byung-Kwan Lee, and Taewon Suh (2016), "A Cross-Cultural Investigation of Intrinsic Religiosity and Attitude toward Endings as Precursors of Superstitious Beliefs," in Maximilian Stieler, ed. *Academy of Marketing Science*, Lake Buena Vista, FL, pp. 395-396. (abstract only)

(29) Sierra, Jeremy J., Michael R. Hyman, and Anna M. Turri (2016), "Superstition, Astrometry, and Suspension of Disbelief: An Explanatory Model of Risk-Seeking Tendencies," in Maximilian Stieler, ed. *Academy of Marketing Science*, Lake Buena Vista, FL, pp. 985-986. (abstract only)

(28) Sierra, Jeremy J., Harry A. Taute, and Larry Carter (2016), "When Purchase Intent is Not the Endgame: A Sequential Process to Understand Brand Tribalism, Brand Love, and Motivational Needs," in Maximilian Stieler, ed. *Academy of Marketing Science*, Lake Buena Vista, FL, pp. 1091-1092. (abstract only)

(27) Sierra, Jeremy J., Michael R. Hyman, Byung-Kwan Lee, and Taewon Suh (2015), "Antecedents and Consequences of Extrinsic Superstitious Beliefs: A Cross-Cultural Investigation," in Rebecca VanMeter and Jeri Weiser, eds. *Society for Marketing Advances*, San Antonio, TX, pp. 232-233. (abstract only)

(26) Sierra, Jeremy J., Vishag A. Badrinarayanan, and Harry A. Taute (2015), "Explaining Behavior in Brand Communities: A Sequential Model of Attachment, Tribalism, and Self-Esteem," in Kacy K. Kim, ed. *Academy of Marketing Science*, Denver, CO, pp. 543-544. (abstract only)

(25) Sierra, Jeremy J., Anna M. Turri, and Harry A. Taute (2015), "An Investigative Model to Explain Unhealthy Food and Beverage Purchase Intentions," in Kacy K. Kim, ed. *Academy of Marketing Science*, Denver, CO, pp. 53-54. (abstract only)

(24) Sierra, Jeremy J., Harry A. Taute, Anna M. Turri (2013), "Probing Determinants of Intentions to Purchase Processed Foods and Soft Drinks: Explanation through Mediation," in Krzysztof Kubacki, ed. *Academy of Marketing Science*, Monterey, CA, p. 297. (abstract only)

(23) Sierra, Jeremy J., Ravi Jillapalli, and Vishag A. Badrinarayanan (2012), "Affect and Self-Expression as Determinants of a Lasting Purchase: The Case of the Tattoo Patron," in Leroy Robinson, Jr., ed. *Academy of Marketing Science*, New Orleans, LA, p. 520. (abstract only)

(22) Sierra, Jeremy J., Harry A. Taute, and Robert S. Heiser (2012), "Explaining NFL Fans' Purchase Intentions for Revered and Reviled Teams: A Dual-Process Perspective," in Leroy Robinson, Jr., ed. *Academy of Marketing Science*, New Orleans, LA, p. 356. (abstract only)

(21) Sierra, Jeremy J., Harry A. Taute, and Michael R. Hyman (2012), "Efficacy of Ads with Short Message Service (SMS) Copy," in Leroy Robinson, Jr., ed. *Academy of Marketing Science*, New Orleans, LA, p. 128. (abstract only)

(20) Taute, Harry A. and Jeremy J. Sierra (2012), "Brand Tribalism: An Anthropological Perspective," in Leroy Robinson, Jr., ed. *Academy of Marketing Science*, New Orleans, LA, p. 206. (abstract only)

(19) Sierra, Jeremy J., Robert S. Heiser, and Ivonne M. Torres (2011), "Text Message Copy in Print Ads and Confiding in the Brand: A Communication Trust Theoretical Perspective," *American Society of Business and Behavioral Sciences*, Volume 18, Las Vegas, NV, pp. 848-858.

(18) Sierra, Jeremy J., Robert S. Heiser, and Ivonne M. Torres (2010), "The Effects of Text Messaging Lingo in Print Ads: A Distinctive Execution in Advertising Design," in William J. Kehoe and Linda K. Whitten, eds. *Society for Marketing Advances*, Atlanta, GA, pp. 25-26. (abstract only)

(17) Sierra, Jeremy J. and Michael R. Hyman (2010), "Outlet Mall Shoppers' Intentions to Purchase Apparel: A Dual-Process Perspective," in William J. Kehoe and Linda K. Whitten, eds. *Society for Marketing Advances*, Atlanta, GA, pp. 208-209. (abstract only)

(16) Sierra, Jeremy J., Harry A. Taute, and Robert S. Heiser (2010), "Personal Opinions and Beliefs as Determinants of Collegiate Football Consumption for Revered and Hated Teams," in Dawn R. Deeter-Schmelz, ed. *Academy of Marketing Science*, Portland, OR. p. 84. (abstract only)

(15) Hyman, Michael R. and Jeremy J. Sierra (2009), "Adjusting Self-Reported Attitudinal Data for Mischievous Respondents," in William J. Kehoe and Linda K. Whitten, eds. *Society for Marketing Advances*, New Orleans, LA, pp. 157-158. (abstract only)

(14) Sierra, Jeremy J., Michael R. Hyman, and Robert S. Heiser (2009), "Ethnic Identity in Advertising: A Review and Meta-Analysis," in William J. Kehoe and Linda K. Whitten, eds. *Society for Marketing Advances*, New Orleans, LA, pp. 11-12. (abstract only)
(Received Best Paper in Track Award)

(13) Taute, Harry A., Jeremy J. Sierra, and Robert S. Heiser (2009), "Team Loving and Loathing: Determinants of Consumption in Collegiate Football," in William J. Kehoe and Linda K. Whitten, eds. *Society for Marketing Advances*, New Orleans, LA, pp. 314-315. (abstract only)

(12) Sierra, Jeremy J., Robert S. Heiser, and Harry A. Taute (2009), "Consumer Racial Profiling in Retail Environments: A Longitudinal Analysis of the Impact on Brand Image," in Kristy Reynolds and J. Chris White, eds. *AMA Winter Marketing Educators' Conference*, Tampa, FL, pp. 192-193. (abstract only)

(11) Sierra, Jeremy J. (2009), "Shared Responsibility and Student Learning: Ensuring a Favorable Educational Experience," in Kristy Reynolds and J. Chris White, eds. *AMA Winter Marketing Educators' Conference*, Tampa, FL, pp. 389-390. (abstract only)

(10) Hyman, Michael R. and Jeremy J. Sierra (2008), "Idolizing Sports Celebrities: A Gateway to Psychopathology?" in William J. Kehoe and Linda K. Whitten, eds. *Society for Marketing Advances*, St. Petersburg, FL, pp. 195-196. (abstract only)

(9) Taute, Harry A. and Jeremy J. Sierra (2008), "A Preliminary Examination of Emotional Information Management in Gift Giving and Receipt," in William J. Kehoe and Linda K. Whitten, eds. *Society for Marketing Advances*, St. Petersburg, FL, pp. 98-99. (abstract only)

(8) Sierra, Jeremy J., Robert S. Heiser, and Shaun McQuitty (2007), "The Effects of Shared Responsibility on Customer Perceptions of Value in Service Exchanges," in William J. Kehoe and Linda K. Whitten, eds. *Society for Marketing Advances*, San Antonio, TX, pp. 244-245. (abstract only)

(7) Sierra, Jeremy J., Nina Compton, and Kellilynn M. Frias-Gutierrez (2007), 1"Brand Response-Effects of Perceived Sexual Harassment in the Workplace," *International Business & Economics Research Conference*, Las Vegas, NV. (abstract only)

(6) Sierra, Jeremy J. and Michael R. Hyman (2006), "Ethical Antecedents of Cheating Intentions," in William J. Kehoe and Linda K. Whitten, eds. *Society for Marketing Advances*, Nashville, TN, pp. 134-135. (abstract only)

(5) Sierra, Jeremy J. and Michael R. Hyman (2005), "In Search of Value: A Model of Wagering Intentions," in William J. Kehoe and Linda K. Whitten, eds. *Society for Marketing Advances*, San Antonio, TX, pp. 303-304. (abstract only)
(Received Best Paper in Track Award)

(4) Sierra, Jeremy J. and Michael R. Hyman (2004), "The Effects of Ethnic Cues in Print Ads: An Application of Social Identity Theory," in William J. Kehoe and Linda K. Whitten, eds. *Society for Marketing Advances*, St. Petersburg, FL, pp. 15-16. (abstract only)

(3) Sierra, Jeremy J. (2003), "Linking the Human Service Provider and the Consumer: Inseparability and Emotional Exchange," *International Business & Economics Research Conference*, Las Vegas, NV. (abstract only)

(2) Sierra, Jeremy J. and Nina Compton (2003), "Employment at Will: Exceptions to the Rule," *International Business & Economics Research Conference*, Las Vegas, NV.
(Received Best Paper in Track Award)

(1) Compton, Nina and Jeremy J. Sierra (2002), "Piercing the Corporate Veil," *International Business & Economics Research Conference*, Las Vegas, NV.

2. Invited Talks, Lectures, and Presentations:

2012 Invited Presentation, Texas State University, as the 2010 – 2011 Recipient of the Gary V. Woods McCoy College of Business Administration Research Award, an Overview of My Research Agenda was Presented.

2010 Invited Presentation, Texas Marketing Faculty Colloquium, University of Texas at San Antonio College of Business, "The Effects of Text Messaging Lingo in Print Ads: A Distinctive Execution in Advertising Design," (co-authors Robert S. Heiser and Ivonne M. Torres).

2007 Delivered a guest lecture on Principles of Marketing and Marketing Employment Opportunities in Management 101 at Northern Arizona University, Spring Semester.

2006 Delivered a guest lecture on Principles of Marketing and Marketing Employment Opportunities in Management 101 at Northern Arizona University, Fall Semester.

2006 Served as a panelist at the Doctoral Student SIG at the AMA Summer Marketing Educators' Conference in Chicago, IL.
Session Title: "The Academic Market: Current Trends, Hiring, and Interviewing in the Marketing Field"

2006 Delivered a guest lecture on Targeting and Segmenting in Marketing 303 at Northern Arizona University, Spring Semester.

2006 Presented a manuscript titled, "A Dual-Process Model of Cheating Intentions," to W. A. Franke College of Business faculty at Northern Arizona University, as part of the 'Brown Bag' series (co-authored with Michael R. Hyman).

2005 Served as a panelist at a 'breakout session' on Dissertation Management at the Marketing Doctoral Student Association (PhD Project) Conference in San Francisco, CA.

2005 Delivered a guest lecture on False Advertising in Business Law 316 at New Mexico State University, Spring Semester.

2003 Made a poster board presentation, titled "Linking the Human Service Provider and the Consumer: Inseparability and Emotional Exchange," at the Marketing Doctoral Student Association (PhD Project) Conference in Chicago, IL.

2002 Delivered a guest lecture on False Advertising in Business Law 316 at New Mexico State University, Fall Semester.

3. Consultancies:

2011 Worked with Oliver Animal Hospital of Austin, TX to help develop novel in-store and online marketing strategies to grow brand equity and strengthen customer relationships.

2002 Developed a marketing plan for Jardin de los Ninos (NPO) of Las Cruces, NM.

4. Workshops:

2011 Led an SPSS workshop for undergraduate business students in the McCoy College of Business Administration at Texas State University – San Marcos, Spring Semester.

2009 Helped develop and lead an SPSS workshop, with Dr. Gail Zank, for undergraduate business students in the McCoy College of Business Administration at Texas State University – San Marcos, Spring Semester.

5. Other:

Research in Progress

Rayburn, Steven W., Jeremy J. Sierra, and Jeffrey E. Anderson, "Exploring and Mapping the Promise and Limitations of AI in Qualitative Research: Applying AI-Assisted Analysis to Marketing Research Pedagogy," submitted to *Marketing Education Review* (8/18/26).

Hyman, Michael R., Jiani Jiang, and Jeremy J. Sierra, "Classification Scheme for Brands Based on Attribute Observability," submitted to *AMS Review* (10/18/26).

García-Tello, Luis, Steven W. Rayburn, Jeremy J. Sierra, Masoud Moradi, Sidney T. Anderson, and Alejandro Fontana, "The Importance of Work Design for Employee Fulfillment: Elucidating Determinants and Outcomes of Prosocial Motivation in a B-to-B Service Context," revision #1 submitted to *Journal of Services Marketing* (9/21/26).

Sierra, Jeremy J., Harry A. Taute, and Anna M. Turri, "Determinants and Outcomes of Brand Tribalism: Investigating a Brazilian Smartphone Subculture," working manuscript.

Watson, Amy, Jeremy J. Sierra, Anna M. Turri, and Gail M. Zank, "Shrugging off Tanning Warnings: Consumer Motivations Underlying Addictive Tanning Behavior," submitted to *Health Marketing Quarterly* (9/8/26).

C. Grants and Contracts

1. Funded External Grants and Contracts:

N/A

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

N/A

3. Funded Internal Grants and Contracts:

2007 Received a Grant from the Research Enhancement Program, Texas State University – San Marcos

D. Fellowships, Awards, Honors:

2024 An article published in *International Journal of Consumer Studies* (2022), "Crisis-Induced Behavior: From Fear and Frugality to the Familiar," (co-authored with Steven Rayburn, Anthony McGeorge, and Sidney Anderson), is one of the Journal's top 10 most-cited papers from Jan. 1, 2022 – Dec. 31, 2023.

2022 Recipient of a College Achievement Award for Excellence in Scholarly/Creative Activities in the McCoy College of Business at Texas State

2021 Recipient of the Article of the Year Award in *Marketing Education Review* for an article, "Future Thinking Continuity of Learning in Marketing: A Student Perspective on Crisis Management in Higher Education" (co-authored with Steven W. Rayburn and Sidney Anderson, 31 (3), 241-255).

2016 Nominee for the Presidential Award for Excellence in Scholarly/Creative Activities at Texas State

2016 Recipient of a Highly Commended Paper in the *Asia Pacific Journal of Marketing and Logistics* for an article, "Antecedents and Consequences of Extrinsic Superstitious Beliefs: A Cross-Cultural Investigation" (co-authored with Michael R. Hyman, Byung-Kwan Lee, and Taewon Suh, 27 (4), 559-581).

2016 An article published in *Journal of Marketing Theory and Practice* (2007), "Attitudes and Emotions as Determinants of Nostalgia Purchases: An Application of Social Identity Theory," (co-authored with Shaun McQuitty) is featured in a special issue in *Journal of Marketing Theory and Practice* (April 2016) as one of the Top 20 cited articles in this outlet over the past 10 years.

2015 – 2018
Awarded the Stephen R. "Steve" Gregg, Sr. Excellence Professorship in the McCoy College of Business at Texas State

2015 Recipient of the 2014 Outstanding Paper in the *Journal of Product & Brand Management* for an article, "Brand Tribalism: An Anthropological Perspective" (co-authored with Harry A. Taute, 23 (1), 2-15).

2013 Received a Fulton Research Award in the College of Business at New Mexico State University for a paper entitled, "Adjusting Self-Reported Attitudinal Data for Mischievous Respondents" (co-authored with Michael R. Hyman and published in the *International Journal of Market Research* (2012), 54 (1), 129-145).

2012 Nominee for the Presidential Award for Excellence in Scholarly/Creative Activities at Texas State

2011 Recipient of the Gary V. Woods McCoy College of Business Administration Research Award

2009 Received the Best Paper in the Advertising & Marketing Communications Track Award at Society for Marketing Advances in New Orleans, LA for a paper, "Ethnic Identity in Advertising: A Review and Meta-Analysis" (co-authored with Michael R. Hyman and Robert S. Heiser)

2005 Received the Best Paper in the Sports, Entertainment & Event Marketing Track Award at Society for Marketing Advances in San Antonio, TX for a paper, "In Search of Value: A Model of Wagering Intentions" (co-authored with Michael R. Hyman)

2003 Received the Best Paper in Track Award at the International Business & Economics Research Conference in Las Vegas, NV for a paper, "Employment at Will: Exceptions to the Rule" (co-authored with Nina Compton)

2001 – 2003
Received a scholarship from the National Society of Hispanic MBAs

1998 Received the Murbach Scholarship in Recognition of Academic Performance at the Collins School of Hospitality Management, California State Polytechnic University, Pomona, CA.

1998 Received the Food and Beverage Management Award at the Collins School of Hospitality Management, California State Polytechnic University, Pomona, CA.

1995 Received the Howard Lowder Award for Athletic Achievement at Chaffey College – Baseball, Rancho Cucamonga, CA.

IV. SERVICE

A. University:

2026 (Fall) – Present
Serve on the M.B.A. Admissions Committee

2024 (Summer) – 2024 (Winter)
Served on the Online M.B.A. Curriculum Review Task Force

2020 (Spring) – Present
Serve on the College Review Group

2019 (Fall) – 2022 (Fall)
Served on the Research Enhancement Program (REP) Committee

2019 (Spring) – Present
Serve on the Presidential Award Selection Committee for Scholarly and Creative Activities

2018 (Fall)
Served on the Research Enhancement Program (REP) Committee

2018 (Fall)
Served on the Endowed Professorship Committee

2017 (Fall) – 2020 (Spring)
Served on the Undergraduate Curriculum Committee

2016 (Fall) – 2026 (Spring)
Served as Chair of the Research Committee in the McCoy College of Business at Texas State University

2015 (Fall) – 2017 (Summer)
Served on the Research Enhancement Program (REP) Committee

2015 (Spring) – 2015 (Fall)
Served as Search Committee Chair for the hiring of two Assistant Professors of Marketing in the McCoy College of Business at Texas State University

2013 (Fall) – 2014 (Spring)
Served on the Impact of Research Task Force in the McCoy College of Business at Texas State University

2012 (Fall) – 2016 (Summer)
Served on the Research Committee in the McCoy College of Business at Texas State University

2013 (Fall)
Served on the Search Committee for the hiring of two Assistant Professors of Marketing in the McCoy College of Business at Texas State University

2012 (Fall) – 2014 (Spring)
Served on the College Ethics, Diversity, and Sustainability Committee

2012 (Fall) – 2013 (Spring)
Served on the Undergraduate Curriculum Committee (as a fill-in)

2012 (Fall) – 2013 (Spring)
Served as Search Committee Chair for the hiring of an Assistant Professor of Marketing in the McCoy College of Business at Texas State University

2011 (Fall) – 2012 (Spring)
Served on the Search Committee for the Jerry D. & Linda Gregg Fields Chair in Ethics and Corporate Responsibility

2010 (Fall) – 2011 (Spring)
Served on the Impact of Research Task Force

2010 (Fall)
Served on the Research Enhancement Program (REP) Committee
Evaluated 10 Research Proposals

2009 – 2014 (Fall)
Served on the Pride and Tradition Committee

2009 (Fall) – 2010 (Spring)
Served on the AQ/PQ Task Force in the McCoy College of Business

2009 (Fall)
Served on a five-member Creativity Committee in the Department of Marketing at Texas State University – San Marcos

2008 – 2010
Served on a six-member hiring committee for an Assistant Professor of Marketing in the McCoy College of Business at Texas State University – San Marcos

2007 Served on a five-member hiring committee for a Computer Information Systems Lecturer, a Business Law Lecturer, and a Management Lecturer in the W. A. Franke College of Business at Northern Arizona University (Summer Session)

2007 Served on a four-member hiring committee for a Marketing Lecturer in the W. A. Franke College of Business at Northern Arizona University (Spring Semester)

2006 – 2007
Established and served as advisor of the Multi-Cultural Business Society in the W. A. Franke College of Business at Northern Arizona University

B. Departmental:

2026 (Fall) – Present
Serve on a Search Committee for the hiring of an Assistant Professor of Marketing

2025 (Spring) – Present
Serve on the PC Subcommittee for Faculty Evaluation

2024 (Winter) – 2025 (Spring)
Served as Search Committee Chair for the hiring of two Assistant Professors of Marketing

2019 (Fall) – Present
Serve on the MSMRA (M.S. in Marketing Research & Analysis) Committee

2018 (Spring) – 2018 (Fall)
Served as Chair of the Merit Policy Committee

2016 (Summer) – 2017 (Spring)
Served on the Merit Policy Committee

2015 (Spring) – Present
Serve as Core Course Coordinator – MKT 3370

2015 (Fall) – 2021 (Fall)
Served on the Subject Pool Committee

2012 (Fall) – 2014 (Spring)
Served on the Behavioral Research Lab Committee in the Department of Marketing

2012 Served on the Marketing Department Academic Plan Committee

2011 – 2019
Served on the Research Seminar Committee

2009 (Spring)
Served on a two-member committee with Dr. Ruth Taylor that drafted Alumni survey questions

2009 (Spring)
Compiled a Departmental suggested book reading list for Marketing Graduates

2009 – 2021
Served on the Marketing Journal & Conference Ranking Committee

2007 – 2011
Served as co-advisor (with Dr. Gail Zank) of the Texas State Collegiate Chapter of the American Marketing Association

C. Community:

2019 Volunteered at Vacation Bible School at Shepherd of the Hills Church, Austin, TX

2018 Volunteered at Vacation Bible School at Shepherd of the Hills Church, Austin, TX

2017 Volunteered at Vacation Bible School at Shepherd of the Hills Church, Austin, TX

2016 Volunteered at Vacation Bible School at Shepherd of the Hills Church, Austin, TX

2015 Volunteered at Vacation Bible School at Shepherd of the Hills Church, Austin, TX

2014 Volunteered at Vacation Bible School at Shepherd of the Hills Church, Austin, TX

2013 Volunteered at Vacation Bible School at Shepherd of the Hills Church, Austin, TX

2007 Developed a research project for United Way Capital Area to help with university student involvement and awareness of their organization

D. Professional:

Membership in Professional Organizations

N/A

Development

2025 Certification Completed: Teaching Online at Texas State University, Texas State Online and Extended Programs, April 26.

2022 Completed Power Point Digital Accessibility Training, Texas State University, Division of Information Technology, presented by Evan Pickrel via Zoom, October 10.

2022 Completed Word Digital Accessibility Training, Texas State University, Division of Information Technology, presented by Evan Pickrel via Zoom, September 26.

2020 Certification Completed: Designing Your Online Course (DYOC) by Quality Matters (QM), Texas State University, January 17.

2018 Attended Digital Summit, February 21-22, Phoenix, AZ.

2015 Attended the Analytics Conference presented by SAS, October 26-27, Las Vegas, NV.

2015 Attended the Global Retailing Conference supported and operated by the Terry J. Lundgren Center for Retailing at the University of Arizona, April 22-24, Tucson, AZ.

2014 Attended Brand ManageCamp, September 18-19, Las Vegas, NV.

2013 Successfully completed Part I of the Case Method Teaching Seminar (presented by Harvard Business Publishing), October 18, Phoenix, AZ.

2013 Attended Brand ManageCamp, September 16-17, Las Vegas, NV.

Journal Reviewer (*Editorial Review Board*)

2019 (Sep) – 2024 (Nov)
Journal of Promotion Management [*Associate Editor*]

2017 (Mar) – 2022 (Aug)
Journal of Global Scholars of Marketing Science

2017 (Mar) – Present
Journal of Product & Brand Management

2015 (Jan) – 2020 (Dec)
Psychology & Marketing

2014 (Mar) – 2016 (Dec)
Marketing Management Journal

2012 (Jan) – 2019 (Sep)
Journal of Promotion Management

2010 (Aug) – Present
Journal of Services Marketing

2010 (Feb) – 2014 (Mar)
Journal of Advertising

2007 – 2023 (Jan)
Journal of Marketing Theory and Practice

2006 – Present
Marketing Education Review

Journal Reviewer (*Ad hoc*)

2026 Journal of Brand Management
2026 Asia Pacific Journal of Marketing and Logistics
2026 Journal of Global Scholars of Marketing Science
2026 Journal of Business Ethics

2025 Journal of Macromarketing
2024 Journal of Global Scholars of Marketing Science
2023 Journal of Promotion Management (2)
2023 Journal of Brand Management
2023 Personality and Individual Differences
2020 Journal of Business Research
2020 Journal of Consumer Behaviour
2020 Journal of Business Ethics
2020 Journal of Brand Management
2020 European Journal of Marketing
2019 Current Issues in Tourism
2019 Journal of Current Issues & Research in Advertising
2019 Journal of Product & Brand Management (Special Issue: ‘Exploring Human Brands’)
2019 Journal of Business Research
2018 Journal of Brand Management (2)
2018 Journal of Business Research
2017 Journal of Cross-Cultural Psychology
2017 Journal of Retailing and Consumer Services
2017 Sport Marketing Quarterly
2016 Asia Pacific Journal of Marketing and Logistics
2016 Journal of Advertising
2016 Journal of Business & Industrial Marketing
2016 Journal of Hospitality Marketing & Management
2016 Journal of Customer Behaviour
2016 Journal of Business Ethics
2016 Journal of Product & Brand Management (2)
2016 Social Science Journal
2015 Journal of Applied Social Psychology
2015 Journal of Business Ethics
2015 Asian Business & Management
2015 Journal of Academic Ethics
2015 International Journal of Information Management
2015 Journal of Advertising
2015 Asia Pacific Journal of Marketing and Logistics
2014 Journal of Brand Management
2014 Journal of Current Issues & Research in Advertising
2014 Journal of Business Ethics (3)
2014 Marketing Management Journal
2013 Higher Education
2013 International Journal of Sport Management and Marketing
2013 European Journal of Marketing (2)
2013 Journal of Brand Management (2)
2012 Open Business Journal
2012 European Journal of Marketing
2011 European Journal of Psychology of Education
2011 Substance Abuse Treatment, Prevention, and Policy
2011 Journal of Interactive Advertising
2011 Journal of Promotion Management (2)
2011 Journal of Sport Management (2)

2010 Journal of Promotion Management
2010 Asia Pacific Management Review
2010 Journal of Marketing Education
2010 International Journal of Disclosure and Governance
2010 Journal of Business Research
2010 Journal of Brand Management
2010 Journal of Advertising
2010 Journal of Services Marketing (3)
2009 Journal of Services Marketing
2009 Journal of Advertising
2008 Journal of Marketing Education (2)
2008 Journal of Business Ethics
2006 Journal of Business Research
2006 Journal of Advertising
2002 Journal of Business and Entrepreneurship

Proceedings Reviewer

2024 Academy of Marketing Science
2020 Academy of Marketing Science
2018 Academy of Marketing Science World Marketing Congress Porto
2018 Academy of Marketing Science
2017 Association for Consumer Research – Latin America (2)
2017 Academy of Marketing Science (2)
2016 Marketing Management Association
2016 Academy of Marketing Science
2016 American Academy of Advertising (2)
2015 Academy of Marketing Science (3)
2015 American Academy of Advertising (2)
2015 Society for Consumer Psychology (6)
2015 AMA Winter Marketing Educators' Conference
2014 Association for Consumer Research North American Conference (4)
2014 American Academy of Advertising (2)
2013 Society for Marketing Advances
2013 Academy of Marketing Science (2)
2013 American Academy of Advertising (2)
2012 Academy of Marketing Science
2012 Society for Consumer Psychology (4)
2011 Society for Marketing Advances
2010 Society for Marketing Advances
2010 AMA Winter Marketing Educators' Conference
2009 North American Conference of the Association for Consumer Research
2009 AMA Winter Marketing Educators' Conference
2008 Academy of Marketing
2008 AMA Summer Marketing Educators' Conference
2007 Academy of Marketing
2007 AMA Summer Marketing Educators' Conference
2007 AMA Winter Marketing Educators' Conference
2006 AMA Summer Marketing Educators' Conference

2004 Marketing and Public Policy Conference
2002 AMA Summer Marketing Educators' Conference

E. Organizations

1. Honorary:

N/A

2. Professional:

2020 Promotion and Tenure External Reviewer for Ibrahim A. M. Al Nawas, Assistant Professor of Marketing, Qatar University.

2017 Session Chair, Academy of Marketing Science: Doing "Me": Factors Influencing Consumer Identity and Performance

2017 Session Chair, Academy of Marketing Science: Brand Community: Customers, Employees, and Tribes

2016 Session Chair, Academy of Marketing Science: Astrometry, Salespeople and Word-of-Mouth: Consequential Encounters

2015 Promotion and Tenure External Reviewer for Tim Daly, Assistant Professor of Marketing, United Arab Emirates University

2015 Session Chair, Society for Marketing Advances: Cross-Cultural Investigations

2015 Track Chair, Society for Marketing Advances: Promotions

2015 Session Chair, Academy of Marketing Science: Food/Health

2014 Promotion and Tenure External Reviewer for Kevin Trainor, Assistant Professor of Marketing, Northern Arizona University

2014 Promotion and Tenure External Reviewer for Dennis Kopf, Assistant Professor of Marketing, University of Wisconsin – Whitewater

2014 – 2015
Served on the American Academy of Advertising Research Committee

2012 Session Chair: AMS Annual Conference Session Title:
"The Influence of Perceived Control on Consumer Attitudes and Behaviors"

2012 AMA Collegiate Annual Report / Chapter Plan Judge

2011 AMA Collegiate Annual Report / Chapter Plan Judge

2010 Session Chair, Academy of Marketing Science: Wine, Sport, and Handy-Persons

2009 Co-Moderator for Best of the Best Research Series: Services & Retailing, Society for Marketing Advances

2009 Track Co-Chair, Society for Marketing Advances: Services Marketing

2009 SMA Dissertation Proposal Competition Judge

2009 AMA Collegiate Case Competition Judge

2006 Session Chair, AMA Summer Marketing Educators' Conference: Exploring Diverse Tools to Advance Marketing Education

F. Service Honors and Awards:

2014 College Achievement Award for the Presidential Award for Excellence in Service at Texas State

2014 Outstanding Reviewer for the *Journal of Services Marketing* Emerald Literati Network Awards for Excellence