



**KRISTEN (SAN JOSE) SCHIELE, PhD, MBA**

University of Southern California

Marshall School of Business

Associate Professor, Clinical Marketing

Academic Director, MS Marketing Program

**EDUCATION**

UNIVERSITY OF CALIFORNIA, IRVINE

**Ph.D. in Management, Marketing Emphasis, 2012**

CHAPMAN UNIVERSITY

**Master of Business Administration, 2006**

CHAPMAN UNIVERSITY

**B.S. Business Administration, 2004. Area of Concentration: Marketing. Minor: English**

**AWARDS**

1. 2025 Evan C. Thompson Teaching and Learning Innovation Award
2. 2023-2024 Luso-American Development Foundation (FLAD) grant
3. 2022-2023 Fulbright Scholar Award (Lisbon, Portugal)
4. 2023- iPodia Faculty Fellow, USC
5. 2021-2022 Provost's Teacher Scholar Award, California Polytechnic State University, Pomona
6. 2021-2022 Strategic Interdisciplinary Research Grant Recipient (SIRG)
7. 2021-2022- Special Projects for Improving the Classroom Experience (SPICE) Grant Recipient
8. 2020-2021 Provost's Teacher Scholar Award
9. 2019- Professor of the Month (August) Stukent
10. 2018- Service-Learning Faculty Fellows Program, Center for Community Engagement
11. 2018- Provost's Teacher-Scholar Award
12. 2018- Wall of Cool Recipient, Cal Poly Pomona
13. 2017- Provost's Teacher Scholar Award
14. 2016-2017 "DOLCE 3.0 grant: Using Quality Matters framework for multi-section courses"
15. 2015 "Best Overall Civic-Minded Project" Award, Civic Engagement Symposium
16. 2012-2013 "Professor of the Year" Award, Woodbury University
17. 2012- Beta Gamma Sigma Honors
18. 2011- Yale Whitebox Conference Grant
19. 2007-2011- Research Assistantship Grant
20. 2007-2012- University of California Fellowship

## JOURNAL PUBLICATIONS

1. Schiele, Kristen, Louie, L. and Chen, S. (2020). "Marketing Feminism in Youth Media—A Study of Disney and Pixar Animation". Business Horizons.
2. Schiele, Kristen and Chen, Steven (2018). "Design Thinking and Digital Marketing Skills in Marketing Education: A Module on Building Mobile Applications". Marketing Education Review.
3. Chen, Steven. & Schiele, Kristen (2017). "Positioning SMEs with a Lone Designer: A Qualitative Study of Small Design Firms", Journal of Marketing Theory and Practice.
4. Schiele, Kristen., Matzen Jr., R., & Bridgewater, M. (2017). "Digitizing the Student Experience: Using e-Portfolios to Demonstrate High-Impact Educational Practices and Promote Student Employment Success", Journal of Higher Education Theory and Practice.
5. Schiele, Kristen, & Venkatesh, Alladi (2016). Regaining control through reclamation: how consumption subcultures preserve meaning and group identity after commodification. Consumption Markets & Culture, 1-24.

## TEXTBOOK

1. McCabe, Becker, and **Schiele**. (2022, 2023, 2024 editions) Mobile Marketing Essentials. Stukent Publishing.

## TEXTBOOK CHAPTER

1. Jung, Jae Min, Sam Min Kyeong, **Kristen Schiele**, Anthony Kim, Jing Hu, Xin Liu, Curtis P. Haugtvedt, and James J. Kellaris (2022), "Cross-Cultural Differences in Social Media Use: Implications for International Social Media Marketing Strategy," in *Handbook of Digital Marketing and Social Media*, Annmarie Hanlon and Tracy Tuten, eds. SAGE.
2. Schiele, Kristen (2018) "Utilizing Gamification to Promote Sustainable Practices: Making Sustainability Fun and Rewarding," in Handbook of Engaged Sustainability (Eds. Dhiman/Marques). <https://www.springer.com/us/book/9783319713113>

## TEACHING EXPERIENCE

**Associate Professor of Clinical Marketing, University of Southern California**  
August 2022- present (MBA and Undergraduate)

**Associate Professor- California State Polytechnic University, Pomona**  
Fall 2021 to August 2022 (MBA and Undergraduate)

**Assistant Professor- California State Polytechnic University, Pomona**  
Fall 2015 to Fall 2021 (MBA and Undergraduate)

**Assistant Professor- Woodbury University**

Fall 2012 to Summer 2015 (MBA and Undergraduate)

**Adjunct Professor- Woodbury University**

Summer 2012: Marketing Strategy (MBA)

**Adjunct Professor- Vanguard University**

Spring 2012: Marketing Research (Undergraduate)

Summer 2012: Research Methods (Undergraduate)

Summer 2012: Principles of Marketing (Undergraduate)

**Adjunct Professor – California State University Fullerton**

Spring 2011: Buyer Behavior (Undergraduate)

Summer 2011: Marketing Management (MBA)

Fall 2011: Marketing Management (MBA)

Spring 2012: Principles of Marketing (Undergraduate)

**Adjunct Professor – California Polytechnic University, Pomona**

Fall 2011: Marketing Seminar (MBA)

**Adjunct Professor – Rio Hondo College**

Spring 2011: Marketing for Small Business Owners (Undergraduate)

**Teaching Assistant – University of California, Irvine**

Marketing Management with Dr Imran Currim, 2008-2011

**Guest Lecturer**

University of California, Irvine- Qualitative Research (PhD course)

University of California, Irvine- Design Innovation and Marketing (MBA course)

Chapman University- Entrepreneurship (Undergrad course)

Chapman University- Creativity and Innovation (MBA course)

California State University, Long Beach- Entrepreneurship (MBA course)

**CONFERENCE PAPERS AND PRESENTATIONS**

1. Schiele, Chen, Hu (2023), “#theStruggleisReal: Moms, Memes and Coping during Times of Change”. AMA Winter Academic Conference, February 10-12.
2. Schiele, Fabrize, Myers, diFranco, Ghosn, Chen Shah and Ozkaya (2022), Serving Students in the New Normal”, 2022 Marketing Educators’ Association Conference, Seattle, April 21-23.
3. Schiele, McCabe, and Becker (2022), “Designing A Strategic Mobile Marketing Course Curriculum”, 2022 Marketing Educators’ Association Conference, Seattle, April 21-23.

4. Schiele, Kristen (2021) "Moms, Memes, and Coping During Covid: Using Social Media to Communicate Injustice", Association of Consumer Research, October 2021 Virtual Conference.
5. Schiele, Kristen (2021) "#Momlife and Memes: Visual Analysis of the Motherhood Experience", Academy of Marketing 2021 Conference, July 2021, Virtual Conference.
6. Schiele, Kristen (2021) "Covid and Client-based Projects- Using Course Concepts to Solve Pandemic Problems", Marketing Educator Association Conference, April 2021 Virtual Conference.
7. Fabrizo, Schiele, Ong, Oakley, Myers, and Ozkaya (2021) "FEAR: The Final Frontier for Teaching in a Pandemic", Marketing Educator Association Conference, April 2021 Virtual Conference.
8. Schiele, Kristen (2020) "Embracing Innovation in Marketing Education" Marketing Educator Association Conference, April, Seattle, WA.
9. Schiele, Kristen (2019) "Learn by Design: Using the Design Thinking Process to Improve Critical Thinking Skills", at the 2019 CSU Teaching and Learning Symposium, March 9, in Fresno.
10. Fabrizo, Whitson, Roxas, Hu, Myers, Schiele, Bryant, Oakley, & Di Franco (2019) "Engaging Industry in Marketing Education" at the Marketing Educators' Association Conference", April 4<sup>th</sup>-6<sup>th</sup> in Phoenix, AZ.
11. Schiele, Kristen (2019) "You Got Game: Utilizing Gamification Practices in Hybrid Course Design" at the Marketing Educators' Association Conference, April 4<sup>th</sup>-6<sup>th</sup> in Phoenix, AZ.
12. Schiele, Kristen (2019) "Converting Digital Marketing Courses to Meet QM Standards". Quality Matters Regional Conference, April 25-26, in New York.
13. Schiele, Kristen (2018) "Keep it Moving, Going Mobile: Creating Curriculum for Mobile Marketing Course" Marketing Educators' Association Conference, April 19-21, 2018 Santa Fe, NM.
14. Whitson, Roxas, Hu, Ong, Myers, Schiele, Bryant, Oakley, Fabrizo & Di Franco (2018) "Interactive Teaching Techniques that Bring the Real World to the Classroom Experience", 2018 Marketing Educators' Association Conference, April 19-21, 2018 Santa Fe, NM.
15. Jae Min Jun, Kyeong Sam Min, Kristen R. Schiele, Anthony Kim, Jing Hu, Xin Liu, Curtis P. Haugtvedt and James J. Kellaris (2018) "Impact of Culture on Social Media Use: How, When, and Why?" 2018 Global Marketing Conference, Tokyo, Japan, July 26-29, 2018.

16. Jae Min Jung, Kristen R Schiele, Anthony Kim, Jing Hu, Xin Liu (2017) "How Does Culture Shape Social Media Use and Influences in Terms of Seven Functional Blocks of Social Media?" Marketing Edge Summit in New Orleans, LA, October 2017.
17. Jung, Jae Min, Kyeong Sam Min, Kristen R. Schiele, Anthony Kim, Jing Hu, Xin Liu, and Curtis Haugtvedt, "Impact of Culture on Social Media Use and Influences: Through the Lens of Hofstede's Five Cultural Dimensions," in Book of Abstracts from the 17<sup>th</sup> Cross Cultural Research Conference, Francisco Guzman, eds. Maui: Hawaii, 24-25.
18. Schiele, K (2016) "Cyberhood vs. Neighborhood: How Geographic Proximity Affects Consumer Trust of Online Reviews" (with Brian Baldus) Direct/Interactive Marketing Research Summit Proceedings.
19. Schiele, K (2016) "Digitizing the Student Experience: Using e-Portfolios to Demonstrate High-Impact Educational Practices and Promote Student Employment Success" (with Richard Matzen & Matthew Bridgewater, Woodbury University) Marketing Educator Association Conference Proceedings.
20. Schiele, K (2015) "How Managers Sense and Seize "Hyped" Technologies: A Case of Online Consumer Reviews" (with Pernille Rydén) Direct/Interactive Marketing Research Summit Proceedings.
21. Schiele, K (2015) "Big Data, Big Problems: The Challenges of Big Data Ethics & Digital Privacy" (with Jack McAlpin) Direct/Interactive Marketing Research Summit Proceedings.
22. Schiele, K. (2015) "Civic Engagement & Cross-Disciplinary Curriculum Development" (with Danielle Ramirez) Marketing Educator Association Conference Proceedings.
23. Schiele, K. (2015) "Building Mobile Applications & Empathy: How to Utilize Design Thinking in Marketing Education" Marketing Educator Association Conference Proceedings.
24. Schiele, K. (2014) "Learning One-on-One: Creating a Beneficial Directed Study Experience" Marketing Educator Association Conference Proceedings.
25. Schiele, K. (2013) "Possession Rituals of the Digital Consumer: A Study of Pinterest" (with Mine Ucok-Hughes) European Association of Consumer Research Conference Proceedings.
26. Schiele, K. (2013) "Blogging as a Teaching Methodology". Marketing Educator Association Conference Proceedings.

27. Schiele, K. (2013) "Transfer and Classification of Knowledge Structures of Digital Consumers" (with Dr. Mine Ucock-Hughes) Academy of Marketing Science Conference Proceedings.
28. San Jose, K. (2010) "Seeds of Fashion: Eastern vs. Western Counter-Culture Movements and a Look at the Gothic Lolitas of Harajuku, Japan". In P.R. Cateora, M.C. Gilly, & J.L. Graham (Eds.), *International Marketing*, Burr Ridge, IL: McGraw-Hill.
29. San Jose, K. (2010) "Visual Analysis: Application of an Emerging Tool for Visual Research". Consumer Culture Theory Conference.
30. San Jose, K. "Reception of Restructured Cultural Goods: How Meanings Transform in the Re-Diffusion Process". Consumer Culture Theory Conference.
31. San Jose, K. & P.K. Shukla (2007) "Entrepreneurship Education: Students, Needs, Wants, and Fears", Southwestern Decision Science Institute Annual Conference.
32. San Jose, K. & P.K. Shukla (2005) "An Exploratory Study of Gender Self-Bias in Entrepreneurial Start-Up Decision". Western Decision Sciences Conference.

## **SERVICE**

2025-present: Co-Academic Director, MS Marketing program  
 2025-present: President-Elect, Marketing Educators Association  
 2024-2025: Vice President, Marketing Educators Association  
 2023: Peer Evaluation Group (PEG) for Candidacy for Promotion, Marketing department  
 2023-present: Curriculum Committee, Marketing department, Marshall School of Business  
 2022-present: USC Pre-College program, Digital Marketing video series  
 2022-present: USC Skill-up program, Digital Marketing video series  
 2016-present: Board of Directors, Marketing Educators Association  
 2021-2022: Champions for Accessibility and Inclusivity (CHAI) representative  
 2020-2022: Chair, Institutional Review Board (IRB)  
 2019- 2022: Member, SPICE Committee Member  
 2019- 2022: Member, Department Faculty Search Committee  
 2019-2022: Advisor, Digital Marketing Career Track  
 2019-2020: Member, Department Search Committee  
 2018-2020: Vice Chair, Institutional Review Board (IRB)  
 2018-2022: Department Scholarship Committee, International Business & Marketing  
 2018-2022: Faculty Advisor, Virtual Reality Alliance (student organization)  
 2017- 2019: Advisor, General Marketing  
 2016-2022: Institutional Review Board (IRB) member  
 2016: Honors Project Mentor, California Polytechnic University, Pomona  
 2015-2022: Paper Reviewer, Consumption Markets Culture Journal  
 2015- Paper Reviewer, Direct/Interactive Market Research Summit  
 2015- Dissertation Committee Member, Monica Shukla, Chapman University  
 January 2011-June 2012: Honors Project Mentor, California State University, Fullerton

2011: Paper Reviewer, Association for Consumer Research Annual Conference  
2010: Paper Reviewer, Consumer Culture Theory Annual Conference

#### MEMBERSHIPS

2012-present: Marketing Educators Association, Board Member  
2012-present: Beta Gamma Sigma Society, Member  
2007-present: Association for Consumer Research, Member  
2007-present: American Marketing Association, Member

#### PROFESSIONAL EXPERIENCE

Marketing Consultant	2011-present
Chief Marketing Officer, Fit for Green	2011-2012
Sr. Staff Accountant- The Irvine Company	2005-2007
Marketing Assistant- Susan's Healthy Gourmet	2004-2005
Marketing- Quiksilver	2002-2004