

SUSAN DOBSCHA, PH.D.
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GOOGLE SCHOLAR PROFILE: <https://tinyurl.com/2p9ha6x7>

OR QR CODE:



EMPLOYMENT HISTORY

Bentley University, Waltham, MA

Assistant Professor (1994-2000)

Associate Professor (2000-2013)

Professor (2013-2024)

NEOMA, Reims, France (sabbatical)

Visiting Scholar (2013-2014)

CIS, Madrid, Spain

Visiting Instructor (1998)

Virginia Tech, Blacksburg, VA

Marketing Instructor (1990-1994)

EDUCATION

Phd, Marketing, Virginia Tech, VA USA

Dissertation title: Women and the Natural World and Their Marketplace Activities

MBA, Management, University of New Mexico, NM USA

BBA, Marketing, University of New Mexico, NM USA

High School Diploma, Plano Senior High School, TX USA

RESEARCH

Gender Scholarship

Dobscha, Susan, Seth Ketron, and Abigail Nappier-Cherup (2024), "The Tapestry of Sex, Gender, and Sexuality in Marketing and Consumer Research: From "Sex Sells" to Queer Theory," in *Sexuality in Marketing and Consumption: Queer Theory, Feminist Research, and Intersectionality* (1st ed.), London: Routledge.

Gurrieri, Lauren, Andrea Prothero, Shona Bettany, **Susan Dobscha**, Jenna Drenten, Shelagh Ferguson, and Stacey Finkelstein (2022), "Feminist academic organizations: Challenging sexism through collective mobilizing across research, support, and advocacy." *Gender, Work & Organization*, October 12.

Eckhardt, Giana, Belk, Russell, Bradford, Tonya, **Dobscha, Susan**, Ger, Guliz, & Varman, Rohit (2022), "Decolonizing marketing," *Consumption Markets & Culture*, 25(2), 176-186.

Dobscha, Susan (2021), "Connecting DEI to explicit and implicit gendered workplace discrimination, harassment, and assault: a commentary on 2019 Marketing Climate Survey," *Marketing Letters*, 32(3), 341-347.

Spielmann, Nathalie, **Susan Dobscha**, and Tina Lowery (2021), "Real men don't buy "Mrs. Clean": Gender bias in gendered brands," *Journal of the Association for Consumer Research*, 6(2), 211-222.

Dobscha, Susan and Gry Hondsmark (2020), "Gender as a critical perspective in marketing practice," *Oxford Handbook on Consumption*, London: Oxford Press, pg. 501-520.

Dobscha, Susan and Jacob Ostberg (2020), "Introduction to the Special Issue on Gender Impacts", *Journal of Marketing Management*.

Dobscha, Susan, editor (2019), *Handbook of Research on Gender and Marketing*, London: Elgar Publishing.

Dobscha, Susan (2019), "Introduction," in *Handbook of Research in Gender and Marketing*, London: Elgar Publishing.

The **VOICE Group** (2014), "Pregnancy, privacy, and personhood in the consumer socialization of expectant mothers," in *Motherhood, Markets and Consumption*, edited by Stephanie O'Donohoe, Margaret Hogg, Pauline Maclaran, Lydia Martens and Lorna Stevens, London: Routledge.

Bettany, Shona, **Susan Dobscha**, Lisa O'Malley, and Andrea Prothero (2010), "Moving beyond binary opposition: exploring the tapestry of gender in consumer research and marketing," *Marketing Theory*, 10(1), pgs. 3-28.

The VOICE Group* (2010), "Motherhood, Marketization, and Consumer Vulnerability" *Journal of Macromarketing*, 30 (4), pgs. 384-397.

The VOICE Group* (2010), "Buying into Motherhood? Consumption Ambivalence and Liminality in Transitional Phases," *Consumption, Markets, and Culture*, 13 (4), pgs. 373-397.

The VOICE Group* (2008), "Reflections on Collaboration in Interpretive Consumer Research," *Qualitative Market Research: An International Journal*, 11(2), pgs. 147-165.

Dobscha, Susan (2006), "The Changing Image of Women in American Society: What Do Pregnant Women Represent in Advertising?" *Advertising and Society Review*, 7(3).

Dobscha, Susan (2006), "Does My Bump Look Big in This? – Commentary," *Advertising and Society Review*, 7 (4).

Dobscha, Susan (2006), "The Road to Motherhood – Commentary," *Advertising and Society Review*, 7(3).

Dobscha, Susan and Julie Ozanne (2001), "An Ecofeminist Analysis of Environmentally Sensitive Women: Qualitative Findings on the Emancipatory Potential of an Ecological Life," *Journal of Public Policy and Marketing* (20) 2, pp 201-214.

Dobscha, Susan and Julie Ozanne (2000), "Marketing Divided Selves: Healing the Nature/Women Separation," in *Marketing and Feminism: Current Issues and Research*, Miriam Caterall, Paulina McLaren and Lorna Stevens, eds., Routledge Press: London.

Dobscha, Susan (1993), "Paid vs. Unpaid Labor: A Feminist Analysis of Women's Participation in Environmentally-Related Consumption," Abstract in the *Proceedings of the Gender and Consumer Behavior Conference*, , Janeen Arnold Costa, ed., Volume II, Salt Lake City, UT, p. 227.

Dobscha, Susan (1992), "Women and the Environment: Applying Ecofeminism to Environmentally-Related Consumption," in *Advances in Consumer Research*, Volume XX, Leigh McAlister and Michael L. Rothschild, eds., Provo, UT, pp. 36-40.

Sustainability Scholarship

Dobscha, Susan (2023), "I am NOT a Consumer" or "I Don't WANT to be a Consumer" or "I CAN'T be a Consumer": A Fresh Look at the New Strategies Consumers Use to Avoid the Marketplace," in *Anti-Consumption: Exploring the Opposition to Consumer Culture*, Helene Cherrier, Michael S W Lee, eds. London: Routledge.

Dobscha, Susan and Andrea Prothero (2022), "One, two, three, four, what are we fighting for: Deconstructing climate crisis war messaging metaphors using ecofeminism," in *Marketing and Feminism, 2nd edition*, London: Routledge Press.

Dobscha, Susan, Andrea Prothero, and Pierre McDonagh (2020), "(Re) Thinking Distribution Strategy: Principles from Sustainability" in *Marketing Management: A Cultural Perspective (2nd edition)* edited by Lisa Penalzoa, Nil Toulouse, and Luca M. Visconti, London: Routledge, pgs. 461-474.

Eckhardt, Giana M., and **Susan Dobscha** (2018), “The Consumer Experience of Responsibilization: The Case of Panera Cares.” *Journal of Business Ethics*, January. doi:10.1007/s10551-018-3795-4.

Eckhardt, Giana and **Susan Dobscha** (2014), “Point of Purchase Sustainability: The Case of Panera Cares,” *Recherche Et Applications en Marketing*, April.

Dobscha, Susan and Andrea Prothero (2012), “(Re)Igniting Sustainable Consumption and Production Research Through Feminist Connections,” in *Gender, Culture, and Consumer Behavior*, edited by Cele Otnes and Linda Tuncay Zayer, Chicago, IL: Taylor and Francis.

Dobscha, Susan, Andrea Prothero, and Pierre McDonagh (2012), “(Re) Thinking Distribution Strategy: Principles from Sustainability” in *Marketing Management: A Cultural Perspective* edited by Lisa Penalzoa, Nil Toulouse, and Luca M. Visconti, London: Routledge, pgs. 461-474.

Pierre McDonagh, **Susan Dobscha** and Andrea Prothero (2012), “Sustainable Consumption and Production: Challenges for Transformative Consumer Research,” in *Transformative Consumer Research for Personal and Collective Well-Being*, edited by David Mick, Julie Ozanne, Cornelia Pechman, and Simone Pettigrew, New York, NY: Routledge. g

Prothero, Andrea, **Susan Dobscha**, Jim Freund, William Kilbourne, Michael Luchs, Lucie Ozanne, and John Thorgersen (2011), “Sustainable Consumption and Production: Opportunities for Consumer Research and Public Policy,” *Journal of Public Policy and Marketing*, 30 (1), 31-38.

MOST CITED ARTICLE IN JOURNAL

Prothero, Andrea, Pierre McDonagh, and **Susan Dobscha** (2010), “Is Green the New Black? Reflections on a Green Commodity Discourse”, *Journal of Macromarketing* 30 (2), pg. 147-159.

Other

Dobscha, Susan and Kitty Li (2024), “Decolonizing Branding: Applying Chinese Principles of Relationships, Loyalty, And Personality,” in *Decolonizing Marketing*, Routledge Press.

Close Scheinbaum, Angeline, Laurel Steinfield, Michael Giebelhusen, and **Susan Dobscha** (2024), “A Transformative Orientation Model for Encouraging Responsible Marketing Actions,” *Journal of Macromarketing*, pgs. Forthcoming.

Spielmann, Nathalie, **Susan Dobscha**, and LJ Shrum (2023), “Brands and Social Justice Movements: The Effects of True vs. Performative Allyship on Brand Evaluation,” *Journal of the Association of Consumer Research, special issue on Discrimination and Racism*, Volume 8 (1), pgs. 83-94.

Dobscha, Susan and Jeffrey S. Podoshen (2017), “Death consumes us – dispatches from the “death professors”, *Consumption Markets & Culture*, 20:5, 383-386, DOI: [10.1080/10253866.2017.1368470](https://doi.org/10.1080/10253866.2017.1368470)

Dobscha, Susan, editor (2015), *Death in a Consumer Culture*, London: Routledge.

Dobscha, Susan (2015), "Introduction," in *Death in a Consumer Culture*, London: Routledge; pgs. 1-15.

Dobscha, Susan and Ellen Foxman (2012), "Mythic Agency and Retail Conquest," *Journal of Retailing*, Volume 88, Issue 2, June 2012, Pages 291-307.

Dobscha, Susan and Ellen Foxman (1998), "Rethinking the Principles of Marketing Course: Focus on Exchange," *Marketing Education Review*, Volume 8, Number 1 (Spring) pp. 47-57.

Fournier, Susan, **Susan Dobscha**, and David Glen Mick (1998), "Preventing the Premature Death of Relationship Marketing," *Harvard Business Review*, Volume 76, Number 1 (January-February), pp. 42-51.

TRANSLATED INTO 15 LANGUAGES

Conference Publications

Elena Elkanova and **Susan Dobscha** (2022), "Whose Voices Should be Included?: Applying (and Critiquing) Stakeholder Theory in the Emerging Cannabis Market in the USA", Public Policy and Marketing Conference, Austin TX.

Rose, Alexander, Abigail Cherup, and **Susan Dobscha** (2019), "Decentering Human Experiences: The Case of CrossFit," American Marketing Association Conference, Austin, TX, February.

Rose, Alexander, Abigail Cherup, and **Susan Dobscha** (2018), "Intersections of Meaning Making: Boundary Objects at the Box," Academy of Marketing Science Conference, New Orleans, LA, May.

Eckhardt, Giana and **Susan Dobscha** (2014), "Pay What You Care: Panera Cares and Conscious Capitalism," Latin American ACR, Guadalajara, Mexico.

The VOICE Group* (2008), "Mothers' Perceptions of Fathers' Involvement in Baby Preparedness," *Advances in Consumer Research*, Ann McGill and Sharon Shavitt, eds., San Francisco.

Davies Andrea, **Dobscha Susan**, Geiger Susi, O'Donohoe Stephanie, O'Malley Lisa, Prothero Andrea, Sørensen Elin Brandi, Thomsen Thyra Uth, (2007), "Challenges of multiplicity in interpretive consumer research: Multiple members, multiple worldviews, multiple locations – one research project?," for Interpretive Consumer Research Workshop, Marseille, France, April.

Davies Andrea, **Dobscha Susan**, Geiger Susi, O'Donohoe Stephanie, O'Malley Lisa, Prothero Andrea, Sørensen Elin Brandi, Thomsen Thyra Uth, (2006), "The Making of A Mother: What Role Does Consumption Play in Mothering Experiences and Identities?," *European Marketing Academy Conference*, Athens: Greece, May.

Davies Andrea, **Dobscha Susan**, Geiger Susi, O'Donohoe Stephanie, O'Malley Lisa, Prothero Andrea, Sørensen Elin Brandi, Thomsen Thyra Uth, (2006), "What Role Does Consumption Play in the Motherhood Identity? Exploring the Motherhood Institution, Motherhood Ideals and Mothering Experiences", *Macromarketing Conference*, Queenstown: New Zealand, June.

Ozanne, Julie and **Susan Dobscha** (2006), "Transforming Consumer Culture Theory?" in *Advances in Consumer Research*, p. 530, volume 33, San Antonio TX.

Dobscha, Susan (2003), "The Gendering of Public Technology Spaces: A Feminist Analysis of a Public Internet Center," in *Advances in Consumer Research*, Toronto, CA.

Dobscha, Susan (2002), "Introducing Gender into the Analysis of Techno-Consumption," special session summary in *Advances in Consumer Research*, Atlanta, GA.

Dobscha, Susan and Ellen Foxman (2000), "Gendered Communication: Textual Analysis of Letters Written to Filene's Basement," *Gender, Marketing and Consumer Behavior Proceedings*, Cele Otnes and Jonathan Schroeder, eds.

Aylesworth, Andrew, Kenneth Chapman, and **Susan Dobscha** (1998), "Animal Companions and Marketing: Dogs are More than just a Cell in the BCG Matrix!," in *Advances in Consumer Research*, Eric Arnould and Linda Scott, eds., Volume XXVI.

Dobscha, Susan and Ellen Foxman (1998), "Women and Wedding Gowns: Exploring A Discount Shopping Experience," in *Proceedings of the Gender, Marketing, and Consumer Behavior Conference*, Eileen Fischer and Dan Wardlow, eds., Volume IV, San Francisco, pp. 131-141.

Ritson, Mark and **Susan Dobscha** (1998), "Marketing Heretics: Resistance is/is not Futile," in *Advances in Consumer Research*, Eric Arnould and Linda Scott, eds., Volume XXVI.

Dobscha, Susan (1997), "The Lived Experience of Consumer Rebellion Against Marketing," in *Advances in Consumer Research*, Joseph W. Alba and Wes Hutchinson eds., Volume XXV, Denver, CO, pp. 91-97.

Foxman, Ellen and **Susan Dobscha** (1997), "The Filene's Basement Bridal Sale: A Content Analysis of Store-Authoried and Media-Authoried Communications about a Retail Event," in *Developments in Marketing Science*, Proceedings of the Annual Conference of the Academy of Marketing Science, Elizabeth J. Wilson and Joseph F. Hair, Jr. Eds., Volume XX, Coral Gables, FL, pp. 321-326.

Foxman, Ellen and **Susan Dobscha** (1996), "Teaching Principles of Marketing from a Multicultural Perspective: A Proposed Exchange Framework," Abstract in the *Proceedings of the Multicultural Marketing Conference*, Pravat Choudhury, ed., sponsored by the Academy of Marketing Science, Virginia Beach, VA, pp. 214-215.

Dobscha, Susan, John T. Mentzer, and James E. Littlefield (1994), "Do External Factors Play an Antecedent Role to Market Orientation?" in *Developments in Marketing Science*, Proceedings of the Annual Conference of the Academy of Marketing Science, I, Elizabeth J. Wilson and William C. Black, eds., Volume XVI, Coral Gables, FL, pp. 333-337.

Conference Presentations

Elkanova, Elena and **Susan Dobscha** (2022), "Stakeholder Theory in the Cannabis Industry," AMA Public Policy and Marketing Conference, May 12-14, Austin TX

Dobscha, Susan (2022), “Responsibilization panel,” CCT Conference, July 6-8, Corvallis, OR.

Dobscha, Susan (2022), “Responsibilization panel,” ACR Conference, October 22-24, Denver CO.

Dobscha, Susan (2022), “Presidential Address: The State of Gender in the Marketing Academy,” 19th Gender, Marketing, and Consumer Behavior conference, Stockholm, Sweden.

Dobscha, Susan (2022), Discussant: “Gender Effects,” SCP Conference, March 5th, via Zoom.

Dobscha, Susan (2019), “Gender, Sustainability, and Public Policy,” American Marketing Association Winter Educators Conference, February, Austin, TX,

Rose, Alexander, Abigail Cherup, and **Susan Dobscha** (2019), “Decentering Human Experiences: The Case of CrossFit,” American Marketing Association Conference, Austin, TX, February.

Rose, Alexander, Abigail Cherup, and **Susan Dobscha** (2018), “Intersections of Meaning Making: Boundary Objects at the Box,” Academy of Marketing Science Conference, New Orleans, LA, May.

Dobscha, Susan, “CCT Students on the Job Market,” (2015), presentation at CCT Conference, Fayetteville, AR.

Dobscha, Susan (2015), organizer and co-chair, *Transformative Consumer Research Conference*, Track Chair, Teaching Track, Villanova, PA.

Dobscha, Susan (2014), presenter, “Pay What You Care: Panera Cares and Conscious Capitalism,” *Latin American ACR*, Guadalajara, Mexico.

Dobscha, Susan (2013), presenter, “The Future of Sustainability Research,” (2013) presentation at *Summer AMA*, Boston, MA.

Dobscha, Susan (2013), Organizer and co-chair, “Gender, Development, and Globalization,” (2013) *Consumer Culture Theory Conference*, Tucson, AZ.

Dobscha, Susan (2013), Conference Participant, *Transformative Consumer Research Conference*, Families, Risk, and Crisis, Lille, France.

Dobscha, Susan (2012), “Death and All His Friends: Death and Consumption,” (2012), Organizer and Chair, *ACR Conference*, Vancouver, Canada.

Dobscha, Susan Roundtable on Sustainability (2012) presented at ACR Asia-Pacific, Queenstown New Zealand.

Dobscha, Susan “The Future of Gender Research in Marketing,” (2012), presented at 10th ACR Conference on Gender, Marketing and Consumer Behavior, Queenstown New Zealand.

Dobscha, Susan “How to Kill a Brand in Three Easy Steps!” (2012) presented to 3rd Consumer-Brand Relationship Conference, June 3rd, Simmons University.

Dobscha, Susan “The Tale of Filene’s Basement and Implications for Retailing,” (2011), presented to AMA Summer Educator’s Conference, August 6th.

Dobscha, Susan Research Roundtable (2009), Sustainability, ACR, Pittsburgh, PA.

Dobscha, Susan Transformative Consumer Research Conference (2009), Sustainability Panel, Philadelphia, PA.

The VOICE Group (2008), “Buying into Motherhood? Consumption Ambivalence and Liminality in Transitional Phases,” presented at Consumer Culture Theory Conference, Boston, MA.

The VOICE Group (2007), “Guiding, Chiding, Providing: Consumption and the Social Networks of Expectant Mothers,” for European Advances in Consumer Research, Milan IT, July 9th-14.

Davies Andrea, **Dobscha Susan**, Geiger Susi, O’Donohoe Stephanie, O’Malley Lisa, Prothero Andrea, Sørensen Elin Brandi, **Thomsen**, Thyra Uth, (2006), “Hall of Mirrors: Methodological Choices for Mothers Researching Mothers” in *Researching Motherhood: Experience, Empowerment and Embodiment*, Special Session, ACR Gender Conference, Edinburgh: Scotland, June.

Dobscha, Susan (2003), “The Gendering of Public Technology Spaces: A Feminist Analysis of a Public Internet Center,” at *Association of Consumer Research Conference*, Toronto, CA.

Dobscha, Susan (2003), “The Feminist’s Wedding: Oxymoronic or Just Moronic,” at *Association of Consumer Research Conference*, Toronto, CA.

Dobscha, Susan (2002), “The Analysis of Gender in Techno-Consumption,” *Association of Consumer Research Conference*, Punam Anand Keller and Dennis Rook, eds., Atlanta, GA.

Dobscha, Susan (2000), "The Three Faces of E-Commerce: Analyzing an Online Shopper's Diary," *Association of Consumer Research Conference*, Mary Gilly and Marsha Richins, Salt Lake City, UT.

Dobscha, Susan and Ellen Foxman (2000), "Gendered Communication: Textual Analysis of Letters Written to Filene's Basement," at the *Gender, Marketing and Consumer Behavior Conference*, Chicago.

Aylesworth, Andrew B., Kenneth Chapman, and **Susan Dobscha** (1998), “Animal Companions and Marketing: Dogs are More than just a Cell in the BCG Matrix!,” *Association of Consumer Research Conference*, Eric Arnould and Linda Scott, eds., Montreal, CA.

Dobscha, Susan (1998), “Marketing Heretics: Resistance is/is not Futile,” *Association of Consumer Research Conference*, Eric Arnould and Linda Scott, eds., Montreal, CA (October).

Dobscha, Susan (1998), "Women and Wedding Gowns: Exploring A Discount Shopping Experience," *Gender, Marketing, and Consumer Behavior Conference*, Eileen Fischer and Dan Wardlow, eds., Volume IV, San Francisco, (June).

Dobscha, Susan (1997), "Elucidating the Women-Nature Link," Academy of Management Conference, Boston, MA (August).

Dobscha, Susan (1997), "The Lived Experience of Consumer Rebellion Against Marketing," *Association of Consumer Research Conference*, Denver, CO (October).

Dobscha, Susan (1996), "Teaching Principles of Marketing from a Multicultural Perspective: A Proposed Exchange Framework," presented at the Multicultural Marketing Conference, Virginia Beach, VA (March).

Dobscha, Susan and Ed Petkus (1995), "Deep, Dark Green: An In-Depth Look at Environmentally-Sensitive Consumers' Participation in Environmental Organizations," presented at the Advances in Consumer Research Conference, Nashville, TN (October).

Dobscha, Susan (1994), "Do External Factors Play an Antecedent Role to Market Orientation?," presented at the Academy of Marketing Science Conference, Nashville, TN (July).

Dobscha, Susan (1993), "Ecofeminism: Principles and Practices for Researchers," presented at the Women in World Development Lecture Series, Virginia Tech, Blacksburg, VA (May).

Dobscha, Susan (1993), "Paid vs. Unpaid Labor: A Feminist Analysis of Women's Participation in Environmentally-Related Consumption," presented at the Gender and Consumer Behavior Conference, Salt Lake City, UT (June).

Dobscha, Susan (1993), "Women and the Environment: Applying Ecofeminism to Environmentally-Related Consumption," presented at the Advances in Consumer Research Conference, Vancouver, Canada (October).

Other

Fournier, Susan, **Susan Dobscha** and David Glen Mick (1998), "Invited Letter to the Editor," *Harvard Business Review*, May-June, pp.180, 182.

Dobscha, Susan (1997), Book Review of *Researching Culture: Qualitative Method and Cultural Studies* by Pertti Alasuutari, *Journal of Marketing Research*, XXXIV (May), pp. 303-305.

Dobscha, Susan (1995), Book Review of *Gender Issues in Consumer Behavior* by Janeen Arnold Costa, *Journal of Marketing Research*, Volume XXXII (August), pp.379-380.

Article Reprints

Fournier, Susan, **Susan Dobscha**, and David Glen Mick (1998), "Preventing the Premature Death of Relationship Marketing," *Harvard Business Review*, reprinted in:

- *Harvard Business Review on Customer Relationship Management (2001)*, Boston MA: Harvard Business School Press.

Dobscha, Susan and Julie L. Ozanne (2001), "An Ecofeminist Analysis of Environmentally Sensitive Women Using Qualitative Methodology: Findings on the Emancipatory Potential of an Ecological Life," *Journal of Public Policy and Marketing*, Vol. 20, 2 (Fall), 201-14, reprinted in:

- *Critical Marketing: Contemporary Issues in Marketing (2008)*, ed. Mark Tadajewski and Douglas Brownie, John Wiley, pp. 217-300.
- *Marketing Theory (2008)*, Mark Tadajewski, Michael A. J. Saren, and Pauline Maclaran (ed.), vol. 3, London: Sage.
- *Critical Marketing Studies (2009)*, vol. 2, Mark Tadajewski and Pauline Maclaran (ed.), London: Sage.

Other Research Activity

Co-Chair (2019), 13th, ACR Conference on Gender, Marketing, and Consumer Behavior, October 8-9, Dallas, TX.

Co-Chair (2018), 1st Gender Pop-up Workshop, Bentley University, June.

Chair (2013), Gender, Globalization, and Development Salon, Tucson, AZ.

Participant (2013), Transformative Consumer Research Conference, Families and Risk Track.

Chair (2012), Death and Consumption Roundtable, ACR, Vancouver, CA.

Co-Chair (2010), Sustainability Roundtable, European ACR, London, England.

Co-Chair (2009), 12th Heretical Consumer Research Conference, Pittsburgh, PA.

Co-Chair, (2008), The 9th ACR Conference on Gender, Marketing, and Consumer Behavior, June 16th-19th, 2008, Simmons College, Boston, MA.

Participant, (2008), Panel on Transformative Consumer Research, ACR, San Francisco, October.

Chair, Special Session (2003), "The Gendered Nature of the Evolving Technoscape: Evaluating Identity, Representation, and Locality," *Association of Consumer Research*, Toronto, CA.

Chair, Special Session (2002), "The Analysis of Gender in Techno-Consumption," *Association of Consumer Research Conference*, Atlanta, GA.

Master of Ceremonies, "Heretical Consumer Research Conference," Salt Lake City, UT (2000).

Invited Panel Member, "Perspectives of the Job Market from Professors in the Field of Marketing," American Marketing Association Winter Educator's Conference, St. Petersburg, FL, 1999.

Invited Panel Member, "Women in Marketing Academia," American Marketing Association Winter Educator's Conference, Saint Petersburg, FL, 1999.

Discussant, "Ecological Consumption", American Marketing Association Winter Educator's Conference, Austin, TX, 1998.

Invited Panel Member, "Perspectives of the Job Market from Professors in the Field of Marketing," American Marketing Association Winter Educator's Conference, Austin, TX. 1998.

Chair, Special Session, Public Policy and Marketing Conference, Boston, MA. 1997.

Discussant, "Consumption and Subcultures," Advances in Consumer Research, Denver, CO, 1997.

Organizer, Roundtable on Gender and Consumer Behavior, Advances in Consumer Research Conference-1996.

Participant, Roundtable on Qualitative Data Analysis, Advances in Consumer Research Conference-1996.

Publications Where Research is Discussed

Responsibilization

- Nature (2023)
- Fast Company (May 2018)
- Quartz (March 2019)

Gender Research

- The Philadelphia Inquirer (2020)
- The New York Times (2020, 2021)
- Washington Post (2019; 2021)
- Wharton School Podcast (2019)
- Business Insider Podcast (2019)
- Better Business Bureau Podcast (2019)
- Philadelphia Inquirer (2010)
- Advertising Age (2012)

Sustainability Research

- Politifact (2023)
- Vox (2019)

TEACHING EXPERIENCE

| Courses | Self-Created | UG | MBA | PhD |
|--|---------------------|-----------|------------|------------|
| Honors Seminar in Gender and Marketing | ✓ | ✓ | | |
| Honors Seminar on Representation | ✓ | ✓ | | |
| Gender in Organizations | ✓ | ✓ | | |
| Marketing and Social Media | ✓ | ✓ | | |
| Honors Seminar in Marketing | ✓ | ✓ | | |
| Marketing and Sustainability | ✓ | ✓ | ✓ | ✓ |
| Marketing Theory | ✓ | | ✓ | ✓ |
| Honors Research Methods | | ✓ | ✓ | ✓ |

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|---|---|---|---|---|
| First Year Experience/Freshman Seminar | | ✓ | ✓ | ✓ |
| Distribution Channels and Supply Chain Management | | ✓ | ✓ | ✓ |
| Introduction to Marketing | | ✓ | ✓ | ✓ |
| Consumer Behavior | | ✓ | ✓ | ✓ |
| Marketing Research | | ✓ | ✓ | ✓ |
| Qualitative Research Methods | | ✓ | ✓ | ✓ |
| Modules | | ✓ | ✓ | ✓ |
| Transformative Consumer Research Module | ✓ | ✓ | ✓ | ✓ |
| Marketing Research Module | | ✓ | ✓ | ✓ |

OTHER TEACHING ACTIVITY

Course Development

Honors Seminar in Marketing; Gender and Marketing Honors Seminar

Undergraduate honors course developed for college-wide honors program. Responsible for:

- syllabus development
- materials selection
- final project development
- assignment creation

Gender In Organizations

Responsible for:

- course development
- materials selection
- syllabus creation
- final project development
- guest speaker invitations

Principles of Marketing with Special Emphasis on Green Marketing

- course development
- materials selection
- syllabus creation
- final project development
- guest speaker invitations
- In addition to the required materials, incorporated green marketing assignments, projects, and readings to illustrate the core principles being presented.

Marketing and the Natural Environment

Solely responsible for:

- syllabus creation
- readings and case selection

- class format
- World Wide Web incorporation
 - Creating and maintaining a web site dedicated to the course
 - Incorporating web pages of organizations into class and case discussions
 - Creating and maintaining an online course syllabus

Marketing and the New Social Media

- Syllabus creation (no previous syllabus existed)
- Readings and case selection
- Guest speakers
- Incorporating all new technologies into class:
 - Wikis
 - Blogs
 - Social networking sites
 - RSS feeds

PROFESSIONAL ACTIVITIES

Professional Offices Held

- President, GENMAC, (2018-present)
 - First President of Organization
 - Responsible for drafting bylaws
 - Running elections,
 - Developing website,
 - Initiating projects with board members
 - Collecting Dues
 - Organizing conference locations and dates
 - Advocating for members who are victims of harassment, discrimination, and assault

Professional Association Memberships

- American Marketing Association
- Association of Consumer Research
- Academy of Marketing Science
- Academy of Management
- Consumer Culture Theory
- GENMAC

Journal Reviewing

- **ERB**, Journal of Advertising, 2022-present.
- **Associate Editor**, European Journal of Marketing, 2010-2016.
- Journal of Consumer Research-2019 to present.
- Journal of Business Research-2019 to present.
- Journal of Business Ethics, 2010-present.

- Journal of Public Policy and Marketing, 2001-present.
- Journal of the Academy of Marketing Science, 2003-present.
- Marketing Education Review-2000.
- Journal of Consumer Affairs, 2000-present.
- Journal of Marketing Management, 2004 –present.
- Journal of Macromarketing-2000-present.
- Consumption, Markets and Culture, 1998-present.

Conference Reviewing

- GENMAC, 1993-present.
- Consumer Culture Theory Conference, 2008-present.
- Public Policy and Marketing Conference, 2006-present.
- American Marketing Association Summer Educator's Conference-2000.
- Academy of Marketing Science-2000.
- Advances in Consumer Research-Europe, 1999.
- Marketing Theory and Practice-1999.
- Advances in Consumer Research-1998-present.
- American Marketing Association Winter Educator's Conference-1994, 1997.
- Creative Communications track of the 1997 American Marketing Association Conference on “New and Evolving Paradigms: The Emerging Future of Marketing”-1996.
- World Marketing Congress-1993.
- Academy of Management, Social Issues in Management Division-1992.

SERVICE ACTIVITIES

Service to Bentley University Marketing Department

Departmental Committee Appointments

- Chair, Phd. Program for Marketing Department – 2012-present
- Chair, Candidate Search Committee – 2002, 2012, 2014, 2015, 2016, 2017, 2018, 2019
- Member, Scholarly Activities Committee—2005-present
- Member, Technology Committee--1998-present
- Member, Curriculum Committee--1994-1995
- Member, Textbook Selection Committee--1995-1996

Service to Bentley University

College-Wide Committee Appointments

- Member, Ph.D. Council (2019-present).
- Member, College-wide Promotion and Tenure Committee, 2010-2013.
- Member, Honors Council, 2002-present.
- Chair, Salary and Benefits Committee, 2007-2012.
- Member, Salary and Benefits Committee, 2003-2012.

- Secretary, Academic Standards Committee, 1998-2000.
- Member, Senate Nominations Committee, 1999-2002.
- Member, Student Affairs and Enrollment Management Committee, 1995-1999.
- Chair, Student Affairs and Enrollment Management Committee, 1996-1999.
- Member, Bentley College Gun Policy Committee, 1995-present.
- Member, Blue Ribbon Committee, created to determine feasibility of moving the athletic program to Division I-1998.

References available upon Request