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# CURRICULUM VITAE

## Sindy Chapa, Ph.D.

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the CENTER FOR HISPANIC  
MARKETING COMMUNICATION

### **Sindy Chapa, Ph.D.**

**Assistant Professor and Director**  
**The Center for Hispanic Marketing Communication**  
**The School of Communication and Information**  
**Florida State University**  
**Office: UCC 4120 F Phone: (850) 645-8129**

### **HIGHLIGHTS**

- 2015 Distinguish Research Award presented by the Academy of Marketing Studies, July 2015.
- 2015 \$20,000 Grant. Hispanics Decision Making And Influence On Career Choice Granted by Wells Fargo.
- 2013-2014 Council of Research & Creativity FYAP Research Grant at Florida State University
- 2013 Foundation of Excellence Award Granted by Student Foundation at Texas State University
- 2012 Winner for Best Paper At the Annual American Marketing Conference – Communication Track
- Winner of the 2011-2012 Presidential Excellence Award in Service; Assistant Professor Rank at Texas State University
- 2012 AAHHE Faculty Fellows Program Recipient. Granted by the American Association of Hispanic in Higher Education
- 2011 Alpha Chi Favorite Professor

### **EDUCATION**

Ph.D., International Business/Marketing, *University of Texas - Pan American*  
Edinburg, TX Summer 2000-Fall 2007

Master in Business Administration, *University of St. Thomas*  
Houston, TX Spring 1997-Fall 1999

B.A., Mass Media Communications, Minor in Television and Art Design, *Valle Del Bravo University*  
Matamoros, Tamaulipas, Mexico Summer 1993-Fall 1996.

Family Orientation Diploma, Concentration Parents School Training, *Tamaulipeco Institute of Educational Research and Didactic Development* - ENLANCE Group  
Matamoros, Tamaulipas, Mexico      Fall 1995- summer 1996

*Additional educational training*

Chinese Culture and Society Seminar - *University of Sichuan*  
Chengdu, Sichuan, China      Summer 2001

French Language Diploma -*Alliance Française*  
Paris, France      Spring 2000

International Management and Regional Studies of Europe - *University of Reading*  
Reading, England      Summer 1999

English Language Diploma. *University of Houston Downtown*,  
Houston, TX January - December 1997

**DISSERTATION TOPIC**

*Modeling the Effects of Televised Political Ads: The Case of Mexico*  
Michael S. Minor, Chair

**PUBLICATIONS IN REFERRED JOURNALS**

Chapa, S. (2015) The Power Of Hispanic Voice-Overs In Radio: Comparing The Effect Of Gendered Voice-Overs Between Hispanics And Non-Hispanics Audiences. At the *Journal of Communication*, Vol 33. (December).

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

Cooley, D., Brice, B. Becerra E. & Chapa, S. (2015). The Effect of Cosmopolitanism on Multi-Ethnic U.S. Markets under Varying Conditions of Diversity in Advertising. Forthcoming at the *Academy of Marketing Studies Journal (Best Paper Award)*.

Chapa, S. & Becerra, E. (2014) Courting the Young Adult Hispanic American The Effect of Generational Status in Language-Tailored Political Advertising. At the *Journal of Advertising Research* 54(3), 356-366.

Chapa, S. & Hernandez, M. (2014) Hope as a Mediator of Ethnocentrism among Hispanics: The Post Analysis of the Nothing Gringo Boycott of 2006. *International Journal of Economic and Business Management*, 2 (1).

Kemp, E., Chapa, S. & Kopp, S. (2013). Regulating Emotions in Advertising: Examining the Effects of Sadness and Anxiety on hedonic Product Advertisements, *Journal of Current Issues and Research in Advertising*, 34, 135-150.

Chapa, S., Hausman, A. & Minor, S. (2011). Understanding the effect of the Message in Televised Political Advertising in Mexico. *American International Journal of Contemporary Research*, 1 (2).

Kemp, E., Bui, M. & Chapa, S. (2011). The Role of Advertising in Consumer Emotion Management. At the *International Journal of Advertising*, 31 (2), 339-353

Cortes, A., Chapa S. & Dania, A. (2011). Approaching the Asian Elephant: Understanding Business-to-Business Relationships in India. At *International Business & Economics Research Journal*, 10 (4), 73-82.

Chapa, S., Hausman, A. & Minor, M. (2011). Partidos Políticos en Guerra: The Impact of Partisanship in Political Advertising in the 2006 Mexican Presidential Election. *Journal of Spanish Language Media*, 4, 150-166.

Chapa, S. & Hausman, A. (2011). "Exploring the Country-of-Origin Indicators Across Products categories: The Case of Mexico and Chile, *Journal of Multidisciplinary Business Review*, Vol. 3 (1), 33-49.

Hernandez, M. & Chapa, S. (2010). Adolescent, Advergame and Snack Food: Effect of Positive Affect and Experience on Memory Choice. *Journal of Marketing Communications*, 16 (1), 59-68.

Chapa, S. & Mendoza, A. (2007).Mexicans' Responses toward Televised Political Ads during the 2006 Presidential Election; Negative vs. Positive Ads. At the Special DVD Issue of *Consumption, Markets and Culture: Resonant Representations*, 10 (2), 141.

Vicdan, H., Chapa, S. & De Los Santos, G. (2007).Understanding Compulsive Buyers' Online Shopping Incidence: A Closer Look at the Effects of Sales Promotions and Bargains on Hispanic Americans. *Journal of Customer Behaviour*, 6 (Spring), 57-74.

Chapa, S., Minor, M. S. & Maldonado, C. (2006).Product Category and Origin Effects on Consumer Responses to Counterfeits: Comparing Mexico and the US. *Journal of International Consumer Marketing*, 18 (4), 79 – 99.

Pope, J. & Chapa S. (2006).The Effect of Political Stability and Economic Development on IJV Relationship Dissolution. *International Journal of Business Disciplines*, 17 (1).

Hernandez, M., Chapa, S., Minor, M. S., Maldonado, C. &Barranzuela, F. (2004).Hispanic Attitudes Toward Advergames: A Proposed Model of their

Antecedents. *Journal of Interactive Advertising*, Vol. 5, No. 1.

## BOOK

Hispanic Marketing: The Power of the New Latino Consumer. 3<sup>rd</sup> Edition. Felipe, Kozenny, Sindy Chapa and Betty Ann Korzenny. Forthcoming in Fall 2016. Rutledge Publisher.

## BOOK CHAPTERS

Hyun, Y., Jaspersen, A. & Chapa S. (2010). New voices and new voters: ethno-technology in reactions to candidate messages in the 2008 campaign. In L. Kaid (Ed.), *Techno-politics and presidential campaigning: new technologies, new voices, new voter*. Rowman & Littlefield Publisher, Inc.

Hernandez, M. & Chapa, S. (2009). The effect of arousal on adolescent's memory of brand placements in advergaming. In Nigel K. Ll. Pope, Kerri-Ann L. Kuhn and Forster, J. (Ed.), *Digital sport for performance enhancement and competitive evolution: intelligent gaming technologies*. Griffith University, Australia.

Chapa, S., & Hernandez, M. (2006). Modeling the indicators of purchasing behavior toward counterfeits: An exploratory study in China. In Chantal Ammo, (Ed.), *Global consumer behavior*. Hermes Sciences Lavoisier, U.K.

Hernandez, M., Minor, M.S., Suh, J., Chapa, S. & Salas, J. A. (2004). Brand recall in the advergaming environment: A cross-country comparison. In M. Stafford & R. J. Faber, (Eds.), *Advertising, promotions and news media*, M.E. Sharpe, Inc.

## PUBLICATIONS IN REFEREED PROCEEDINGS

Chapa, S. (2016). The Role of Cultural Traditions on Branding and Word-of-Mouth: Keeping Mother's Recipes Alive. Forthcoming presentation at the *2016 Association of Marketing Theory and Practice*.

Rojas, J. & Chapa. S. (2016). Rescuing Xenocentrism: The Missing Construct In Consumer Behavior. Forthcoming Presentation at the Academy of Marketing Science.

Chapa, S. and Morris, H. (2015). Bragging About Online Purchases: Comparing Consumer Word-of-Mouth among Hispanics and Non-Hispanics Groups, to be presented at the FELAFAC Annual Conference in Medellin, Colombia in October.

Becerra, E., S. Chapa and D. O. Cooley (2012). Ad Strategy for Multi-Ethnic Markets: The Influence of Cosmopolitanism Accepted for a Competitive Paper Session presentation at the 2012 AMA Summer Marketing Educators' Conference.

Chapa, S. (2011, June). The effect of gender voice-over on radio commercials: A comparison between Latinos and non-Latinos in Texas. At the 10<sup>th</sup> Annual Hawaii International Conference on Social Science Proceedings.

Chapa, S., Halbrook, S. & Becerra, E. (2010, February). Se habla español: Exploring Latino's emotional reactions toward political language tailored-ads. At the Winter American Marketing Association Conference 2010 proceedings.

Minor, M., S. Chapa, C. Rolston & A. Baruca (2009, May). Artists as entrepreneurs: The arts incubator and innovation. At the 10<sup>th</sup> International Conference on Arts and Cultural Management, AIMAC.

Hyun, Y. J, Jaspersen, A. & Chapa, S. (2009, May). Geo-ethnic campaign playgrounds: co-effects of geopolitical competitiveness and ethnic political culture on attitude vulnerability. At the Broadcast Education Association, Annual Conference proceedings.

Halbrook, S. & Chapa, S. (2009, February). The Effect of Televised Political Advertising Targeted to Latinos: The Case of Obama. At the 2<sup>nd</sup> International Conference of the State of the Spanish Language Media 2009.

Pridgen, S. & Chapa, S. (2009, February). Measuring the effect of comparative versus non-comparative TV ads among Latinos in Texas: The case of Miller Lite. At the 2<sup>nd</sup> International Conference of the State of the Spanish Language Media, Proceeding.

Chapa, S. & Hernandez, M. (2008, May). A day without a Mexican shopper on the U.S. border: The Case of the Nothing Gringo Boycott of 2006. Latin America Conference, Association for Consumer Research, Proceeding.

Chapa, S., Hausman A. & Minor M.S., (2008, May). Cognitive and affective evaluations of political advertising in Latin America: The effect of message strategy. Latin America Conference, Association for Consumer Research, Proceeding.

Hernandez, M. & Chapa, S. (2008, August). The effect of arousal on adolescent's memory of brand placements in advergimes. American Marketing Association - Summer Educators Conference 2008, Proceeding.

Chapa, S., A. Hausman, & M. Minor (2008). Understanding the role the message strategy and partisanship in political advertising: The case of the 2006 Mexican presidential election. Academy of Marketing Science Annual Conference, Proceeding.

Hernandez, M. & Chapa, S. (2008, May). Effects of positive affect and experience on adolescent's memory of brand placements on advergimes. Academy of Marketing Science Annual Conference, Proceeding.

Chapa, S. & Monica Hernandez (2008, September). The effect of counterfeit/genuine brand parity on attitude toward counterfeit products: A comparative study between Chinese and American consumers. Academy of Marketing Science Conference, Multicultural Conference, Proceeding.

Chapa, S. & M. Hernandez, (2008, September). "Social aspects in professional

service delivery: dental service in Mexico. Academy of Marketing Science Conference, Multicultural Conference, Proceeding.

Vicdan, H. & Chapa, S. (2008, September). The Influence of Sales Promotions and Bargains on Compulsive Buyers in the Online Environment.” Academy of Marketing Science Conference, Multicultural Conference, Proceeding.

Vicdan, H. & Chapa, S. (2007, May). Compulsive buyers on the Internet: Exploring sales promotions and bargain proneness,” Academy of Marketing Science Annual Conference, Proceeding.

Cortes, A., Chapa, S., & Dania, A. (2006, May) Modeling the role of physical distance and social formality in business-to-business relationship in India at the Academy of Marketing Science, Proceeding.

Chapa, S. & Antuñez, C. (2005, June). The role of the husband in family syncretic decision-making in the United States, China and Peru at the World Marketing Conference, Proceeding.

Chapa, S. & Antuñez, C. (2004). An examination of the role of the child in the decision-making process concerning family purchases in the United States China and Peru. Academy of Marketing Science, Multicultural Conference, Proceeding.

Hernandez M. & Chapa, S. (2004). Gender differences in attitudes toward advergimes: A Mexican, Peruvian and American comparison. Academy of Marketing Science, Multicultural Conference 2004, Proceeding

Chapa, S. & Minor, M. S. (2004), Understanding family members’ influence in grocery shopping decisions: The case of Chilean families. INFORMS Marketing Science Conference, Proceedings.

Pope, J., Chapa, S. & Hausman, A. (2004). Joint venture dissolution in developed and less developed countries: Exploring political stability and types of termination. At the Academy of Marketing Science Conference Proceedings, 27, 326

Hernandez, M., Chapa, S. & Minor, M. S. (2004). A model of the antecedents to the formation of attitudes toward advergimes. American Marketing Association Winter Educators Conference Proceedings, 15, 257

Chapa, S., Minor, M.S. & Pope, J. (2003, August) The effect of gender on gendered TV advertising of neutral products; a bi-cultural investigation American Marketing Association Educators’ Conference, Proceeding, 14, 316.

Chapa, S., (2003, July), Does product category influence COO perceptions? Exploring the country of origin effect among Chilean consumers. Academy of International Business, Monterrey California. Proceeding, 99

Chapa, S. & Hausman, A. (2003, February). Country of origin effect among residents

of border towns: A preliminary analysis. American Marketing Association, Proceeding, 14, 198.

## **VIDEOS**

Chapa, S. & Laura S., (2008). Cucci or Gucci? An exploratory study of counterfeits on the U.S.- Mexico border. Presented at the Society for Marketing Advances 2006 Conference; at the 2006 Exploring Consumption Video Workshop. Funded by the Ph.D. Program from the University of Texas-Pan American; and at Latin America Association for Consumer Research 2008 Film Festival.

Chapa, S. & Mendoza, A. (2007). Mexicans' responses toward televised political ads during the 2006 presidential election Negative vs. positive ads. Publication at the Special DVD Issue of *Consumption, Markets and Culture: Resonant Representations 2007*.

Chapa, S. & E-DuCharme, K. (2006, October). Too Much Passion: The Telenovelas Consumption in Mexico. Presented at the Latin America Association for Consumer Research Annual Conference - Film Festival.

Chapa, S. (2005, October). Las Cubanas: An Exploration of Life in Cuba. Presented at Association for Consumer Research Annual Conference - Film Festival.

Chapa, S. & Escobedo, L. (2004, October). Xantolo, the Day of the Dead Celebration in the Huasteca Region of Mexico: Symbols and Consumption. Association for Consumer Research Annual Conference - Film Festival.

## **SUBMISSION TO ACADEMIC JOURNALS/REVIEW PROCESS**

Chapa, S. Korzenny, F. & Rodriguez-Mori H. Bragging About Online Purchases: Comparing Consumer Word-of-Mouth among Hispanics and Non-Hispanics Groups. Submitted for publication at the Journal of Electronic Marketing and Retail.

## **SUBMISSION TO ACADEMIC CONFERENCES/REVIEW PROCESS**

Chapa, S. (2016). The Role of Cultural Traditions on Branding and Word-of-Mouth: Keeping Mother's Recipes Alive. Submitted for presentation at the *2016 Association of Marketing Theory and Practice*.

Rojas, J. & Chapa. S. Rescuing Xenocentrism: The Missing Construct In Consumer

Behavior. Submitted for Presentation at the Academy of Marketing Science.

## **PRESENTATIONS IN SPECIAL SESSIONS AND CONFERENCES**

Chapa, S. and Rodriguez-Morris H. (2015) Bragging About Online Purchases: Comparing Consumer Word-of-Mouth among Hispanics and Non-Hispanics Groups", At the - Mutaciones de la Cultura y la Comunicación en en las Américas y en la Península Ibérica - At the FELAFAC Annual Conference

Chapa S. ( May, 2015) The Relevance of Hispanic Culture in Marketing Communication at the Latina Women Leadership Conference Mujeres del Mañana – The H.I.L.L. of NE Florida. Jacksonville, Florida

Chapa S. (February, 2015) More than Just Numbers: Selling to Multicultural Consumers. Multicultural Seminar The Anatomy of Multicultural Marketing: Unveiling the Mystery, Denver, Colorado.

Chapa, S. (2014, April). Identified Attitudes Toward Blogging As a Business. Hispanize 2014 at the Inter-Continental Miami Hotel

Chapa.S. (2014, March). Creating Emotional Reactions in Hispanic Consumers. Panel at the New Mainstream Business Summit at Geoscape’s Savvy University.

Chapa. S. (2013, November). Manipulation of Fears in the Process Tracing of Hispanic Emotional Responses to Advertising at the at the Hispanic Communication Conference at Florida Atlantic University.

Chapa, S. (2013, March). Ad Strategy for Multi-Ethnic Markets: The Influence of Cosmopolitanism at the America Association for Hispanics in Higher Education.

Chapa, S. (2013, February). How Spanish Language & Latino Oriented Media are Studied and Researched in Academic Settings Across the Country – Panel at the 4<sup>th</sup> International Conference on Spanish Language Media and Latino- Oriented Markets.

Chapa, S. (2012, September). Tailoring Advertising Campaign to the Latino Market. Graduate Colloquium at the School of Communication at Florida State University

Chapa, S. (2011, November) At the International Research Conference for Graduates Students at Texas State University. Topic: Tailoring Advertising Campaigns to the Latino Market. Presentation in the Hispanic/Latino Research Panel.

Chapa, S. (2011, September).At the “Strong Inspirational Achievers” Workshop. At the Sigma Iota Alpha Annual Meeting.

Chapa, S. (2011, September).At the “Hispanic Serving Institution” Panel at Texas State University.



Chapa, S. (2010, October). Hasta que el dinero nos separe - Latinos Avanzando– at the Latinos’ High School Parents Visit during Mass Comm Week – SJMC at Texas State University.

Chapa, S., (2009, April). Career and Family. At the Latinas Unidas Annual Meeting at Texas State University.

Subervi, F & Chapa, S. (2007, September). Situational latinidad and the impact of online promotions directed to Hispanic consumers. Presentation at the OQPC 12<sup>th</sup> Annual U.S. Hispanic Marketing Conference, San Diego, CA, September 2007.

Chapa, S. & King, T. (2006, October). The Era of Counterfeiting Consumption. Group Discussion Session, Society for Marketing Advances Conference.

Chapa, S., (2003, October). The Effect of Femininity on TV Ads of Neutral Products in the U.S. and Mexico. Panel session: “Gendered messages in television ads: What is really being said. Presented at the Texas Speech Communication Association.

Chapa, S., (October, 2003). The Country-of-Origin Effect and its Managerial Implications. Presented at the “2<sup>nd</sup> Congress of Global Knowledge at the Universidad Tecnológica de Celaya, Guanajuato, Mexico.

## **GRANTS**

Travel Grant – FSU Provost Office \$1,500.

\$20,000 External Grant Award (summer 2015). Research Topic: Cultural Drives of Hispanic Millennials’ Decision-Making in Career Choice. Granted by Wells Fargo Company. Ongoing

Recipient of the First-Year Assistant Professor Grant with the Council of Research and Creativity at FSU, summer 2014. Approved funding \$20,000.

Winner of fall 2011 Equity and Access Diversity Grant at Texas State University. Proposal on “Imágenes Que Hablan: An International Documentary Workshop”. Approved funding of \$5,000.

Winner of Spring 2012 School of Journalism and Mass Communication Research Grant. Proposal "Exploring Young Adult Emotional Responses to Fear Appeal Advertising: Exploring the Impact of Advertising on Alcohol Abuse Consumption;" approved funding of \$750.

Winner of fall 2010 Equity and Access Diversity Grant at Texas State University. Proposal on “Lazos: Developing Bonds between Latino Students in the U.S. and the World”; approved funding of \$5,000.

Winner of fall 2010 City of San Marcos Art Commission Grant. Proposal on “Puntos

de Vista 2011: The Second International Spanish Documentary Festival”; approved funding of \$2,000.

Winner of spring 2010 Equity and Access Diversity Grant at Texas State University. Proposal on “Puntos de Vista: The First International Spanish Documentary Festival”; approved funding of \$4,000.

Winner of the spring 2010 Library Grant at Texas State. Proposal on “Marketing Scales Textbook for the Research Methods Class MC 5304”; approved funding of \$700.

Winner of spring 2010 McCoy School of Business Research Grant with Dr. Enrique Becerra. Proposal on "Culture, Advertising, and Millenials Research Study”; approved funding of \$2,000.

Winner of spring 2010 School of Journalism and Mass Communication Research Grant. Proposal “Mind-Gamers: A Multi-Comparative Analysis of the effect of Video Games on Youth Students Education”; approved funding of \$750.

Winner of the fall 2009 Equity and Access Diversity Grant at Texas State University. Proposal on “New Trends in International Social Media: A Key Resource in Education”; approved funding of \$5,000.

## **RESEARCH IN PROGRESS**

The impact of advertising on children and cognitive formation  
Chapa, S. Measuring the Effectiveness of Fear Appeal Advertising– Using Galvanic Skin Response Measurements. Las America NCA Pre Conference, 2016

Chapa, S. The Effect of Gender on Gendered Radio Advertising.

## **SERVICE**

### Administrative

Associate Director of the Center for Hispanic Marketing Communication at Florida State University

Associate Director of the Center for the Study of Latino Media & Markets

Internships Coordinator at the Center for the Study of Latino Media and Markets

Coordinator of the Center for the Study of Latino Media and Markets Research Lab

## School and/or College Committees

Chair of the International Conference on Hispanics Media and Markets 2015.

President and founder of the Puntos de Vista International Documentary Festival 2010 -2014 Committee.

Co-Chair of “The 5th International Conference on Hispanic/Latino Oriented Media and Marketing 2015 ”.

Co-Chair of “The 4<sup>nd</sup> Spanish-Language Media and Markets International Conference”.

Co-Chair of “Latinos a Salvo: Emergency of Communication Forum 2010”.

Co-Chair of “The 2<sup>nd</sup> Spanish-Language Media and Markets International Conference”.

Advertising Tenure Track Position - Search Committee, spring 2010, fall 2010, spring, 2012.

## University Committees/Other University Service

Member of the 2012 Presidential Excellence Award Committee at Texas State University.

Member of “La Feria del Mariachi” – College of Fine Art and Communication - Committee at Texas State University, 2009 & 2010.

## International Service

Pioneer and member at Large of the Association for Latino Media and Markets and Communication Research.

Representative of “Enlace de Las Americas” At the Federation of the School of Communication in LatinAmerica (FELAFACS) and the National Communication Association (NCA).

## **MENTORING – CONFERENCE PROCEEDINGS**

### Fall 2015

How Visual Cues in Advertisements Affect The Lesbian, Gay, Bi-Sexual, and Transgender (LGBT) Community Mackenzie Sawyer, Tasha Hendershot, & Shala Nettles, Communication and Information, Florida State University

### Summer 2015

Supervised Awarded Marketing Campaign. Minority-women in Guatemala “Grupo Union Eperanza”. Plan and Execution Campaign. Students’ Trip to Guatemala Sponsored by Farmer-to-Famer Org. Jennifer Rangel and Katie Plaia

Spring 2015 Communicating Social Responsibility Through the Web: Comparing Between Hispanic and Non-Hispanic Energy Websites. Student: Wen Zhao Presented At The 2015

International Conference On Hispanic Media And Marketing in February.

Spring 2015 Tourism In The New Multicultural Society: A Cross-Cultural Study Of Factors That Influence Where People Travel For Leisure. DIS Student: Katherine Cook, Presented At The 2015 International Conference On Hispanic Media And Marketing in February.

Fall 2013 Research Team at the Center for Hispanic Marketing Communication: Karen Garza, Katherine Cook, Joana Wong, Alejandra Guacanegre, and Art Schwartz. Findings presented at the Conference on Hispanic Marketing and Media in November.

Spring 2014 Research Team” Karen Garza, Katherine Cook and Art Schwartz presented at the Geoscape 2014 Summit in March

Spring 2013. Thesis Chair. Graduate Student. White Shawna. “Fear Appeal Advertising: The Effect On Motherhood And Environmental Concern.” April 2013.

Spring, 2013. Thesis Committee Member. Graduate Students: Goode Ashley. “Twitter and Fashion.” April 2013.

Spring 2013. Thesis Committee Member. Graduate Student: Eva Mendez. “Spanish Language Music Consumption: Taste And Preferences.” April 2013

Spring 2013. Independent Study. Student: Shawna White. ”Green Advertising: Exploring the Impact of Fear Appeal Advertising on Madres Latinas.” Presented at the 4<sup>th</sup> International Conference on Spanish Language Media and Markets. February 2013.

Fall, 2012. Independent Study. Student: Shawna White. “The Effect Of The Fear Appeal In Advertising On The Link Between Motherhood And Environmental Concern.” Presented at the International Graduate Conference at Texas State University, November 2012.

Fall 2012. A Class Project. Graduate Students: Omoni, Femi; Twilliger, Josh; and Enrnstein, Jacob. “The Impact of Social Media on Adolescents: A Comparative Study Among Ethnic Groups.” Presented at the International Graduate Conference at Texas State University, November 2012. Presented at

Fall 2011. The Center for the Study of Latino Media & Markets Newsletter Advisor.

Fall 2011. Educate: News Trends in Social Communication. A Documentary produced by Students at the Center for the Study of Latino Media and Markets. Production Advisor.

Fall, 2011. Independent Study. Topic: “Pain Ball Case Study in Latin America Market.” Graduate Student: Maria Elena Villarreal.

Fall, 2011, A Class Project. Graduate Students: Pengra, Katie; Fitzgerald, Kiana; Handoyo, Chris; Vela, Kristie. “Encouraging Risk Reduction of Sexual Practices Aimed Towards Men Who Have Sex with Men (MSM) Through Educational Advertisements on Online Dating Sites.” At the International Research Conference at Texas State University, November 2011.

Fall, 2011. A Class Project. Graduate Students: Roeder, Chelsea; Stewart, Ryan; Dullye, Shawn. “Exploring the Adoption of Twitter as a Credible News Source.” Presented At the International Research Conference at Texas State University, November 2011.

Fall, 2011. A Class Project. Graduate Students: Black, Brittany; Bummara, Valene; Goode, Ashley; Lovelady, Megan. “Social Ads: The Effects of Celebrity Endorsers on the Public’s Intent to Donate.” Presented At the International Research Conference at Texas State University, November, 2011.

Fall, 2011. A Class Project. Graduate Students: Raybuck, Susan; Kilgore, Megan; Helms, Robert. “The impact of anti-immigrant rhetoric in cable TV news commentary shows on viewers' attitude formation.” Presented At the International Research Conference at Texas State University, November 2011.

June, 2011. A Class Project. Graduate Students: Kristen McLaughlin and Eileen Suarez. “An Exploratory Study of the Impact of Facebook Consumption on Interpersonal Relationships.” Presented at the 2011 Hawaii International Conference on Social Science in Honolulu, HI.

September, 2011. Guest Speaker at the “Strong Inspirational Achievers” Workshop. At the Sigma Iota Alpha Annual Meeting.

Spring, 2011. Thesis Committee Member. Graduate Student: Adrianna Villanueva. Latinas Stereotypes in Hollywood.

Fall, 2008. Independent Study. Topic: “The Effect of Televised Political Advertising Targeted to Latinos: The Case of Obama.” Graduate Student: Stephen Halbrook. -Presented at the 2<sup>nd</sup> International Conference of the State of the Spanish Language Media 2009.

Fall 2010. A Class Project. Graduate Students: Delaney, Shannon; Balsam, Jacob; Junek, Kinsey. Emotional Responses to Modern Horror Films: A Gender Study- presented at the International Research Conference for Graduate Students in Texas State University.

Fall 2010. A Class Project. Graduate Students: Martinez, Nicole; Suarez, Eileen; McLaughlin, Kirsten; Seliger, Doug – Topic: Facebook Affects Interpersonal Relationships among College Students presented at the International Research Conference for Graduate Students in Texas State University.

Fall 2010. A Class Project. Graduate Students: Araiza, Jose; Sandoval, Graciela; Sisk, Barbara; Miller, Melissa – Topic: “Measuring the Effect of Sustainable Messaging on College Students” - submitted to the International Research Conference for Graduate Students in Texas State University.

Spring, 2009. A Class Project. Student: Stephanie Pridgen (2009) “Measuring the Effects of Comparative versus Non-Comparative TV Ads among Latinos in Texas: The Case of

Miller Lite. Presented at the Spanish Language Media and Market Conference at Texas State University, February 2009.

## **MENTORING: INDEPENDENT STUDIES**

Spring 2015- Hispanic Marketing Campaign for ACE – Leon County School District. Students: Yvonne Nicholas

Spring 2015 – Research Topic: A Study on Media Use and Consumption in Multicultural Markets. Student: Komal Zutchi

Fall 2014 Research Topic: Tourism In The New Multicultural Society: A Cross-Cultural Study Of Factors That Influence Where People Travel For Leisure. DIS Student: Katherine Cook

Spring 2014 Marketing Project: Puntos de Vista International Documentary Festival - Marketing and Event Planning: Students: Fernando Jaramuzchett

Spring 2014: Research Topic Hispanic Language Preference on Media Consumption. Student: Karen Garza

Fall 2013 Marketing Project: A Social Media Campaign for CARE. Student: Mercy Corlew

Fall 2013 Marketing Project: The Center's Newsletter Project – Student: Alejandra Guacaneme

Fall 2013 Marketing Project: Hispanic Marketing Plan for CLASE – United Way of America. Student: Joana Wang

Spring 2012-2013 **Topic: Fair Appeal Advertising Effect on Mothers.** Graduate Student: White Shawna at Texas State University, San Marcos, TX, United States, and spring 2012 – 2013.

Spring 2010 **Research Topic: Pain Ball Case Study in Latin America Market.** Graduate Student: Maria Elena Villarreal. At Texas State University, San Marcos, TX, United States.

Summer 2009 **TOPIC: Fear in Advertising: A Cross-Cultural Persuasive Technique.** Undergraduate Student: Shannon McFadden. At Texas State University, San Marcos, TX, United States.

Fall 2008 **TOPIC: The Effect of Televised Political Advertising Targeted to Latinos: The Case of Obama.** Graduate Student: Stephen Hallbrook at Texas State University, San Marcos, TX, United States.

## **PAPERS/FILM REVIEWED**

Journal of Spanish Language Media, January 2012

Journal of Fashion Marketing and Management, December 2010

Journal of Spanish Language Media, December 2010

Multidisciplinary Business Review, September 2010

Multidisciplinary Business Review, January 2010

Quest for Global Competitiveness Conference, February 2010

Journal of Spanish Language Media, December 2009

Journal of Fashion Marketing and Management, summer 2009.

World Marketing Congress 2007, AMS.

Journal of Consumption, Markets and Culture: Resonant Representations, Special  
DVD 2007 Edition.

Association for Consumer Research 2006 Film Festival, North America.

The 12<sup>th</sup> Biennial Academy of Marketing Science, World Marketing Congress 2005.

## **EDITORIAL BOARD MEMBER**

- International Journal of Latino Media
- Journal of Multicultural Marketing
- International Journal of Spanish Media
- The Journal of Brand Strategy - Multicultural Editorial Board. 2015 Special Edition

## **TEACHING EXPERIENCE**

### **COURSES TAUGHT**

**Multicultural Marketing** - Florida State University, Spring 2015, ADV 5416

**Account Planning** - Florida State University, Tallahassee, Florida. Spring 2014. ADV 5605

**Communication Skills Practice** – Florida State University, Tallahassee, Florida. Spring 2014. COM 3933

**Hispanic Marketing Communication** – Florida State University, Tallahassee, Florida.

Fall 2013 & Spring 2014. ADV 3410.

**Strategy Communication Campaigns: Latino Market** - at Texas State University, San Marcos, TX, United States, spring 2012 -2013. MC 5340

**Promotional Strategies** – at McCoy College of Business Administration, Texas State University, TX. MKT 4330. Summer 2011.

**International Advertising And PR Issues** – at Texas State University, San Marcos, TX, United States, Spring 2010. MC 5302

**Research Methods MC 5304 (Graduate)** – at Texas State University, San Marcos, TX, United States, Spring and Fall 2010, Fall 2011 & Spring 2012.

**Marketing Management, MBA** – at Houston Baptist University, Houston, TX, United State, fall 2008& spring 2010

**International Advertising** – at Texas State University, San Marcos, TX, United States, Summer 2008 – Mini-session 2009 – Spring and Fall 2010. MC 4303

**Music Marketing and Media: Emphasis in the Latino Market**, a forthcoming graduate class at Texas State University, San Marcos, TX, United States, spring 2011.

**Mass Media Research Methods** - at Texas State University, San Marcos, TX, United States, 2008 – 2011. MC 3360

**Mass Media and Society** – at Texas State University, San Marcos, TX, United States 2008

**International Business** - at the University of Texas - Pan America, Edinburg, TX, United States, 2007

**Marketing Research** - at the University of Texas - Pan America, Edinburg, TX, United States, 2006

**Principles of Marketing** - at the University of Texas - Pan America, Edinburg, TX, United States, 2005

**Consumer Finance** - at the University of Texas - Pan America, Edinburg, TX, United States, 2005

**Consumer Behavior**- at the University of Texas – Pan American, Edinburg, TX, United States, 2003

**International Marketing**- at the Universidad de Talca, Chile, 2002

**Introduction to International Business** - at the University of Texas - Pan American,



Edinburg TX, United States, 2001

**Latino Family and Leadership** - at the Niños Heroes Parent School, Mexico, 1996

## **PROFESSIONAL EXPERIENCE**

Associate Director, The Center for the Study of Latino media & Markets at Texas State University, San Marcos Texas, 2008 – Current.

Consulting for Mercury Mambo. Austin, Texas, 2009.

PR Assistant Director at Department of Education and Culture, City of Matamoros, Mexico. 1992-1995.

## **SPECIAL SKILLS**

Languages: Spanish, English and French

Knowledge of the following software programs: SPSS, AMOS, Pinnacle, FinalCut Pro, InDesign

## **PROFESSIONAL INTERESTS**

### **AREAS OF TEACHING INTEREST**

International Advertising

Promotional Strategy

Hispanic Consumer Behavior

Marketing Management

Integrated Marketing Communication

Research Methods

Music Marketing and Media

Communication Campaigns

Political Advertising

### **PRIMARY RESEARCH INTERESTS**

- Advertising Strategies targeting the Latino Communities in the U.S.

- Gender and Advertising
- Political Advertising
- Advergaming

## **AREAS OF INTEREST FOR COURSE DEVELOPMENT**

- Cross-Cultural Consumers – Emphasis on Hispanic/Latino Consumers
- Marketing Communications with an emphasis in the Latino Market
- Consumer Research and its Application in Advertising Campaigns
- Latino Promotional Campaigns

## **MY TEACHING PHILOSOPHY**

My philosophy of teaching starts from the bone-deep belief that students are important, that they deserve the respect that we professors expect from them. Motivation is my principal concern because it has to do with the students' desire to participate in the learning process. Therefore, I consider that students need to have their effort at schoolwork recognized and rewarded. A positive relationship is also essential to build student motivation. Having direct contact with the entire student, learning everyone's names, spending time in introductory classes to know the students, helping students, being integrated in the group, and being interested in each student's development are key responsibilities. Finally, I believe that the most important role I have as a teacher is that of guide and that is what I intend to be.

## **MY TEACHING GOALS**

*My principal objective is to guide students to acquire knowledge and critical thinking.*

Classroom tasks should be intrinsically motivating to students by being inherently interesting or by being directly related to students' current interests and identity. Therefore, one of the things that I want to reinforce is students' learning perspective by helping them to define their personal goals and relate them to learning goals.

On the other hand, I want to strive to educate students to read critically, to reason logically, and to write clearly. I believe that students learn best by doing. Thus, classroom participation, research interactivity with other students, and other appropriate academic exercises are some examples of the activities that must be involved in the student learning process. Business courses must emphasize logical reasoning. Therefore, problem-solving exercises will be utilized in order to help students to develop professional expertise to be prepared for the real world.