

Curriculum Vitae

Sindy Chapa

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General Information

University address: Center for Hispanic Marketing Communication
School of Communication
College of Communication and Information
University Student Center UCC 4120
Florida State University
Tallahassee, Florida 32306-2664
Phone: 850-645-8129; Fax: 850-644-8642

E-mail address: schapa@fsu.edu

Web site: <http://hmc.comm.fsu.edu/#/ms-8/1>

Professional Preparation

2007 Ph.D., University of Texas Pan American. Major: International Business Administration. Marketing. Supervisor: Dr. Michael Minor.

Sindy Chapa. (2007). *Modeling the Effect of Televised Political Ads on Candidate Evaluations: The Case of Mexico.*

1999 Master's Degree, University of St. Thomas. Major: Business Administration. Marketing.

1996 Bachelor's Degree, Universidad Valle Del Bravo, Mexico. Major: Mass Communication. Television. Top Five Students.

Nondegree Education and Training

2001 Chinese Culture and Society Seminar - University of Sichuan.

2000 French Language Diploma - Alliance Francaise.

1996 Family Orientation, Institute of Educational Research and Didactic

Development. Major: Certificate in Education. Family and Parenting Behavior.

Professional Credential(s)

2009–present AdInstruments PowerLab Education - GSR Test Training Registration.

Professional Experience

2025 – current Full Professor, Florida State University

2013–present Director, The Center for Hispanic Marketing Communication, School of Communication at Florida State University.

2017–2023 Coca Coca Company, North America Hispanic Marketing Board.

2018–2024 Associate Professor, Florida State University.

2013–2018 Assistant Professor, Communication, Florida State University.

2008–2013 Associate Director, The Center for Latino Media & Markets, Texas State University.

2008–2013 Assistant Professor, The School of Journalism & Mass Communication, Texas State University.

2008–2010 Adjunct Faculty, MBA Program at the School of Business, Houston Baptist University. Marketing Management course.

2008–2009 Consultant, Austin, Texas, Mercury Mambo.

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

Visiting Professorship(s)

2002 College of Business. Universidad de Talca, Chile.

Honors, Awards, and Prizes

Best Paper Award, 8th Hispanic/Latino Media and Marketing Communication International

Conferenve (2024).

Outstanding Commitment and Service Award, Latino Media and Marketing Communication Research Association (2024).

Outstanding Commitment and Service Award, Latino Media and Marketing Communication Research Association (2024).

FSU 2023 Hispanic Heritage Month Distinguished Faculty, Florida State University, Department of Student Engagement (2023).

Best Paper Award in Track, Association for Marketing Theory and Practice (2023).

Seminole Leadership Award, Florida State University (2022).

Best Paper Award in Track, Association for Marketing Theory and Practice (2022), Association for Marketing Theory and Practice (AMTP) (2022).

Distinguish Graduate Award 2019 & 2020, Office of the Provost (2020).

Access Champion Award, FSU Student Disability Resource Center (2019).

Transformation Through Teaching Award, FSU's Spiritual Life Project and the Center for the Advancement of Teaching (2018).

Distinguished Faculty Award, College Leadership Board (2018).

Hispanic Honor Society Mentor Award, Hispanic Honor Society Oscar Alias. Florida State University (2017).

Top Quantitative Research Paper, Association for Latino Media and Marketing Communication Research (2017).

Graduate Faculty Teaching Award, Florida State University, School of Communication (2016).

Top Conference Paper Award, Association of Marketing Theory and Practice (2016).

Distinguish Research Award, Academy of Marketing Studies (2015).

Foundation of Excellence Award, American Marketing Association - Annual Educators' Conference (2013).

Advertising, Promotion, and Marketing Communications Best in Track Paper Award, American Marketing Association - Annual Educators' Conference (2012).

2011-2012 Award for Excellence in Teaching at the College of Fine Arts, Texas State University, Texas State University (2012).

2010-2011 Presidential Award at Texas State University for Excellence in Service, Texas State University (2011).

Favorite Professor, Alpha Chi (2011).

Elected Fellow Status

Elected as a Fellow of American Association of Hispanics in Higher Education (2012).

Fellowship(s)

Consortium Fellow, 39th American Marketing Association, Sheth Foundation (2004).

Current Membership in Professional Organizations

(CIESPAL) Centro de Investigacion y Estudio Superiores para America Latina
Academy of Marketing Science
American Association of Hispanics in Higher Education
American Marketing Association
Association for Consumer Research
Association for Latinos Media and Marketing Research
Association for Marketing Science
Association for Marketing Theory and Practice
Association of Marketing Theory and Practice
Federation of Schools of Communication in Latin America

Curriculum Development

Revised syllabi for the ADV 3410; face to face and online modes, for the college of Liberal Studies for the University "x" credit classification (2016)
Texas State University participated in the development of the minor in Latino Media and Markets (2008)

Management of Multiple Course Sections

Account Planning (ADV 5605)
Hispanic Marketing Communication (ADV 3410)
Hispanic Marketing Communication (ADV 5415)

Doctoral Committee Chair

Wang, P., doctoral candidate. *A Cross-Cultural Analysis of Impulsive And Compulsive Buying Behaviors Among Chinese Indians And U.S Consumers.*

Yan, S., doctoral candidate. *Exploring the Cognitive and Emotional Impact of Shock Advertising.*

Johns, A., doctoral student. *NA.*

Khahn, T., doctoral student. *NA.*

Noli, A., doctoral student. *NA.*

Tian, M., doctoral student. *Unveiling Gendered Stereotypes in Esports: Exploring the Influence of Stereotype Beliefs, Conformity to Masculine Norms, and Experience on Biased Perceptions of Female Gamers.*

Karimkhanashtiyani, F., doctoral student. *Impact of Influencers on Consumers Perceptions: A*

Cross Cultural Examination.

Sawicki, S., doctoral student. *What's So Funny? Modeling The Effect Of Humorous Advertising On Consumer Behavior Across Age, Gender, And Ethnic Groups.*

Bravo, O., doctoral student. *The Impact Of Moral Intensity Frames And Perceived Importance of an Ethical Issue on Consumers' Boycott Decision Making.*

Doctoral Committee Member

Huber, A., doctoral student. *Diversity representation in doctors' offices.*

Kota, R., doctoral student. *Sport Marketing.*

Mason, T., doctoral student. *Unspecified.*

Leslie, N. S., doctoral student. *When Appearance and Language Disagrees: Effects of Culturally Incongruent Cues in Advertising.* Retrieved from <https://diginole.lib.fsu.edu/islandora/object/fsu:252987>

Doctoral Committee University Representative

Gordillo Barahona, A., doctoral candidate. *Topic in Applied Linguistics. Title TD.*

Roberto, Y., doctoral candidate. *T/A.*

Tousi, A., doctoral candidate. *Examination of the Benefits and Practical Application of Instrumental Technique to Vocal Practice.*

Pacheco, D., doctoral student. *N/A.*

Master's Committee Chair

Manzella, A., graduate. (2023). *Exploring The Effect of Ethnic Identification On Disney Animated Films: The Case of Hispanic Consumers In The Us.* [She did not finish it]

Gouda, I., graduate. (2023). *Understanding the Effects of Anthropomorphism on Consumer Attitudes ad Behaviors Toward New Luxury Brands.*

Savage, B., graduate. (2023). *Out of Many One People: the Study Of African American Diasporas on Social Media.*

Johns, A., graduate. (2022). *Lipsticks & Buzzcuts: How Gender Expression in a Same Gender, 2-Women Relationship Portrayed in an Advertisement Effects Consumer Purchase Behavior.*

Khan, T., graduate. (2021). *Silent Luxury or Revenge Consumption? Reimagining The World of Luxury and Consumer Purchase Intentions Post Covid-19.*

Zhang, Q., graduate. (2021). *How mask wearing differ among different ethnicities in the U.S.*

Tan, M., graduate. (2020). *Why Do People Spend Money On Mobile Games? Using The UTAUT Model To Explain Purchase Intention And Examining The Influence Of Culture.*

Kristopel, T., graduate. (2014). *Smartphone Ownership and Consumption.*

White, S., graduate. (2013). *The Effect Of The Fear Appeal In Advertising On The Link Between*

Motherhood And Environmental Concern.

Master's Committee Member

Tabassum, K., graduate. (2025). *NA*.

Rolle, E., graduate. (2024). *Using Social Norms Theory to Understand Student's Motivation for Career Success.*

Noussier, H., graduate. (2023). *Impact of Tiktok on consumers.*

Barreto, A., graduate. (2020). *Spoilers on Social Media.*

Lai, K., graduate. (2020). *Capstone project: Katie's Cupcakes Marketing Communication Campaign.*

Ivarra, G., graduate. (2018). *Unspecified.* [Media Production Project]

Diwanji, V., graduate. (2017). *A comparison of User Generated Branding versus Generated Advertising on Facebook.*

Zhao, W., graduate. (2015). *Corporate social responsibility in energy industry: A content analysis of leading energy companies' websites.*

Goode, A., graduate. (2013). *Twitter and Fashion.*

Mendez, E., graduate. (2013). *Spanish Language Music Consumption: Taste And Preferences.*

Adrianna Villanueva, graduate. (2011). *Latinas Stereotypes in Hollywood.*

Bachelor's Committee Chair

Velasco, P., student. *Technologies of the counterinsurgency used by paramilitary groups in Colombia.*

Bachelor's Committee Member

Rodriguez, K., student. *Assessment of Hearing Loss and Tinnitus in Hispanic College Students.*

Wilson, H., student. *Linkedin on Virtual Harrasment: A feminist Rhetorical Analysis of Linkedin Professional Community Policies.*

Wilson, H., student. *LinkedIn on Virtual Harassment: A feminist Rhetorical Analysis of LinkedIn Professional Community Policies.*

Velasco, M. P., student. *Honor Thesis: "Right-Wing Political Violence in Modern Colombia (1970-1990): The Threat to State legitimacy.*

Oliveira, G., student. *The Effect of Counting Downward on Consumer Emotions and Behavior.*

Additional Teaching

Diaz. Alyssa, & Chapa, S. (2024). *Capstone Project: The Table Setting Co. Marketing Plan.*

Hammad, H., & Chapa, S. (2019–2020). *Capstone Project: TransCentral Cafe*.

AI in Communication Workshop

Chapa, S., Ayala, J., Peralta, K., & Reyes, S. (2023). *AI in Communication workshop, at the 2023 FELAFACS & CESPAL Congreso in Ecuador*. Federation de Escuelas de Communication Social.

Creative Project/ Class Project

Rangel, J., & Plaia, K. (2015). *Supervised Awarded Marketing Campaign. Minority-women in Guatemala "Grupo Union Eperanza"*.

Research and Original Creative Work

Publications

Refereed Journal Articles

Khan, T., & Chapa, S. (under review). Green Glam for the Gram across the Global North and South- A Comparative Analysis of the US and Pakistan Consumer Perceptions of Sustainable Fashion Communication on Instagram. *Journal of Sustainable Development*. Manuscript submitted for publication, 20 pages.

Karimkhan, F., & Chapa, S. (under review). The "Influential" Relationship: Exploring the Impact of Source Factors on Social Media Fashion Influencers' Effectiveness. *Journal of Applied Marketing Theory and Practice*, 25 pages.

Johns, A., & Chapa, S. (in press). Abusing The Rainbow: The Effect Of Perceived Corporate Social Responsibility & Brand Authenticity on Attitudes Toward The Brand. *Journal of Applied Marketing Theory and Practice*, 24 pages.

Chapa, S., & Bravo, O. S. (2025). How cultural values and ethnicity influence attitude toward boycotting a company in a multicultural marketplace. *Economicus Journal of Business and Economics Insights*, 2(2), 1-14.

Chapa, S., Sumler, S., & Peschiera, A. N. (2025). Comparing LGBTQ+ and Non-LGBTQ+ Video Game Consumers to Understand the Impact of LGBTQ+ Images on Brand Resonance. *Journal of Marketing Development and Competitiveness*, 19(1), 35-50.

Karimkhan, F., & Chapa, S. (2025). Why Do We Buy What They Recommend? Investigating the Effects of Fashion Influencers' Source Factors on Consumer Attitudes and Purchase Intentions. *Journal of Applied Marketing Theory*, 12(1), 5.

Noli, A., & Chapa, S. (2025). Does co-brand placement work on ad recall? Exploring the impact of co-brand placement in storytelling animated advertising. *Economicus Journal of Business and Economics Insights*, 2(1), 26–35, 2, 26-35.

Khan, T., & Chapa, S. (2024). Silent Luxury or Revenge Consumption? Reimagining the World of Luxury and Consumer Purchase Intentions Post-COVID 19. *International Journal of Business and Applied Social Science*, 10(4).

Bravo, O., & Chapa, S. (2024). Testing the effects of moral intensity news frames on consumer boycott intention. *Journal of Consumer Marketing*, 41(2), 21. Retrieved from Purpose This exploratory research examined how emphasizing a brand's unethical behaviour through high moral intensity news framing influences consumer boycott intention. Design/methodology/approach Th doi:0736-3761

Chapa, S., & Khan, T. (2023). Social Influencers or Celebrity Endorsers To Whom Do Multicultural Consumers Pay Attention In Instagram Comparing Medium and High-Involvement Products Across Ethnic Groups. *Journal of Marketing Development and Competitiveness*, 19(1), 19. Retrieved from <https://articlegateway.com/index.php/JMDC/index>

Wang, P., & Chapa, S. (2023). A Cross-cultural Analysis of Impulsive Buying Behavior: The influence of Long-term Orientation and Shopping Values. *Journal of Cultural Marketing Strategy*, 7(2), 174-186. Retrieved from <https://www.ingentaconnect.com/content/hsp/jcms/2023/00000007/00000002/art00005> doi:2056-8010

Wang, P., Chapa, S., & Zhai, S. (2023). Long-Term Orientation to Impulsive Shopping Behavior: A Mediation Model Examining Demographic Factors Differences. *Current Psychology*, 42(33), 28900-28910. Retrieved from <https://link.springer.com/article/10.1007/s12144-022-03935-w> doi:<https://doi.org/10.1007/s12144-022-03935-w>

Huber, A., & Chapa, S. (2022). Measuring the Perception of trust: Two cultural approached. *Journal of Cultural Marketing Strategy*, 7(1), 34-48. Retrieved from <https://www.ingentaconnect.com/content/hsp/jcms/2022/00000007/00000001/art00004> doi:2056-8010

Wang, P., & Chapa, S. (2022). Online Impulse Buying Behavior and Marketing Optimization Guided by Entrepreneurial Psychology under COVID-19. *Frontiers in Psychology*, 13, 939786. Retrieved from <https://doi.org/10.3389/fpsyg.2022.939786> doi:<https://doi.org/10.3389/fpsyg.2022.939786>

10.3389/fpsyg.2022.939786

Karimkhanashtiyani, F., & Chapa, S. (2021). Is Fear of Missing Out (FoMO) a Cultural Construct? Investigation of FoMO from a Marketing Perspective. *Journal of Cultural Marketing Strategy*, 28. Retrieved from <https://www.ingentaconnect.com/content/hsp/jcms/2021/00000005/00000002/art00007>

Shuo, Y., & Chapa, S. (2020). Exploring the use of shock advertising by for-profit and nonprofit organizations in China. *Journal of Cultural Marketing Strategy*. Vol 4(3), 1-11, 5(1), 11-21. Retrieved from <https://www.ingentaconnect.com/content/hsp/jcms/2020/00000005/00000001/art00003> doi:<https://doi.org/10.1080/15252019.2004.10722095>

Chapa, S., Jordan, F., & Lee, J. (2020). How Consumers Expect to be Seen by Others: Exploring Body Image Perceptions Across Gender, Age, and Ethnic groups in the United States. *Journal of Global Fashion Marketing*, 11, 190-206. doi:<https://doi.org/10.1080/20932685.2019.1703780>

Yan, S., & Chapa, S. (2020). Exploring the effect of shocking advertising used by for-profit and nonprofit organizations in the US and China. *Journal of Marketing Development and Competitiveness*, 14(5), 75-86. Retrieved from http://www.digitalcommons.www.nabusinesspress.com/JMDC/JMDC14-5/6_YanFinal.pdf doi:<https://doi.org/10.33423/jmdc.v14i5.3986>

Rojas-Mendez, J., & Chapa, S. (2019). X-Scale: A new scale to measure consumer xenocentrism. *Marketing Intelligence and Planning*, 30. Retrieved from <https://www.emerald.com/insight/content/doi/10.1108/MIP-01-2019-0062/full/html> doi:0263-4503

Jordan, F., Chapa, S., & Lee, J. (2018). The Role of Ethnicity in the Relationship of Media Exposure and Females' Body Dissatisfaction. *Journal of Cultural Marketing Strategy*, 4, 40. Retrieved from <https://doi.org/10.2501/IJA-31-2-339-353> doi:2056-8002

Kota, R., & Chapa, S. (2018). Impact of acculturation and internal and external influences on food consumption behaviour among Asian American ethnic groups. *International Journal of Management and Economics Invention*, 4, 21. doi:2395-7220

Tang, X., Bayona, M., Chapa, S., & Sawiski, S. (2018). Hedonic and utilitarian motivations for coffee consumption: Comparing Hispanic and Asian coffee drinkers in the USA. *Journal of Cultural Marketing Strategy*, 3, 13. doi:2056-8002

Chapa, S. (2017). The Role of Cultural Traditions on Branding and Word-of-Mouth: Keeping Mother's Recipes Alive. *Journal of Applied Marketing Theory*, 7(2), 54-69. Retrieved from <http://www.jamt-online.org/OJS/index.php/JAMT/issue/current> doi:ISSN 2151-3236

Chapa, S., Korzenny, F., & Rodriguez-Mori, H. (2017). Bragging About Online Purchases: Comparing Consumer Word-of-Mouth among Hispanics and Non-Hispanics Groups. *International Journal of Electronic Marketing and Retailing*, 8(2), 157-171. Retrieved from <https://doi.org/10.1504/IJEMR.2017.085701> doi:10.1504/IJEMR.2017.08570

Cooley, D., Brice, J., Becerra, E., & Chapa, S. (2016). The Effect of Cosmopolitanism on Multi-Ethnic U.S. Markets under Varying Conditions of Diversity in Advertising. *Academy of Marketing Studies Journal*, 13(9), 119. Retrieved from <http://web.a.ebscohost.com/abstract?direct=true&profile=ehost&scope=site&authtype=crawler&jrnl=15282678&AN=113071011&h=0q9b%2bYQ4pr5Mhm9yWqZvmCa53kMQO6ZfJIy5VZKJGANkbz0mm5xyU%2fi05unSYtz2Bu2CRT7dY7P%2>

Becerra, E., Chapa, S., & Coley, D. (2016). The Effect of Ethnic Specific Versus Ethnic Diversified Advertising: Comparing Attitudes Among Hispanics, Non-Hispanic-Whites and African American Young Adults. *Journal of Cultural Marketing Strategy*, 1(2), 122-137. Retrieved from <http://www.ingentaconnect.com/content/hsp/jcms/2016/00000001/00000002/art00002>

Pope, J., Chapa, S., & Hausman. (2015). The Effect of Political Stability and Economic Development on IJV Relationship Dissolution. *International Journal of Business Disciplines*, 17(1), 326-330.

Chapa, S. (2015). The Power of Hispanic Voice-Overs In Radio: Comparing The Effect of Gendered Voice-Overs Between Hispanics And Non-Hispanics Audiences. *Revista Comunicación*, 33(2), 11-26. doi:ISSN: 0120-1166

Chapa, S., & Becerra, E. (2014). Courting the Young Adult Hispanic American The Effect of Generational Status in Language-Tailored Political Advertising. *Journal of Advertising Research*, 54(3), 356-366. Retrieved from <http://www.journalofadvertisingresearch.com/content/54/3/356> doi:DOI: 10.2501/JAR-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), 10-18.

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. Retrieved from <http://www.tandfonline.com/doi/abs/10.1080/10641734.2013.754719> doi:<http://dx.doi.org/10.1080/10641734.2013>

Cortes, A., Chapa, S., & Dania, A. (2011). Approaching the Asian Elephant: Understanding

Business-to-Business Relationships in India. *International Business & Economics Research Journal*, 10(4), 73-82. doi:<https://doi.org/10.19030/iber.v10i4.4185>

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*, 3(1), 33-49.

Chapa, S., Hausman, A., & Minor, M. (2011). Partidos Politicos en Guerra: The Impact of Partisanship in Political Advertising in the 2006 Mexican Presidential Election. *Journal of Spanish Language Media*, 4, 150-166. Retrieved from <https://s3.amazonaws.com/academia.edu.documents/8809980/vol4jslm.pdf?AWSAccessKeyId=AKIAIWOWYYGZ2Y53UL3A&Expires=1505527977&Signature=lsjBWoM%2BZykUz63W62lc7dNyDY%3D&response-content-disposition=inli>
doi:1940-0810

Kemp, E., Bui, M., & Chapa, S. (2011). The Role of Advertising in Consumer Emotion Management. *International Journal of Advertising*, 31(2), 339-353. doi:<http://dx.doi.org/10.2501/IJA-31-2-339-3>

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. doi:<http://dx.doi.org/10.1080/13527260903342>

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. *Consumption, Markets and Culture: Resonant Representations*, 10(2), 141-145. doi:<http://dx.doi.org/10.1080/10253860701256>

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, 57-74. doi:<https://doi.org/10.1362/147539207X198374>

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. doi:<http://www.tandfonline.com/doi/abs/10.13>

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*, 5(1), 74-83. doi:<http://dx.doi.org/10.1080/15252019.2004>

Invited Books

Korzenny, F., Chapa, S., & Korzenny, B. A. (2024). *Hispanic Marketing Communication 4th Edition: The Evolution of the Hispanic Consumer Fourth Edition*. London: Routledge, Taylor & Francis Group.

Korzenny, F., Chapa, S., & Korzenny, B. A. (2017). *Hispanic Marketing: The Power of the New Latino Consumer, Third Edition*. London: Rutledge Taylor & Francis Group. Retrieved from <https://www.routledge.com/Hispanic-Marketing-The-Power-of-the-New-Latino-Consumer-3rd-Edition/Korzenny-Chapa-Korzenny/p/book/9781138917798>

Invited Book Chapters

Chapa, S. (2019). Chapter 11. Tapping into Hispanic/Latinx Buying Power: AN overview of Hispanic Marketing and Advertising in the U.S. In Coronado and Rodriguez- Knight (Ed.), *Latinx Voices: Hispanics in the Media in the U.S* (pp. 43). Routledge. Taylor and Francis Group.

Hyun, Y., Japerson, A., & Chapa, S. (2010). Ethno-Technology In Reactions To Candidate Messages in the 2008 campaign. In Kaid, Linda and John Allen Hendricks (Ed.), *Techno Politics in Presidential Campaigning: New Voices, New Technologies, And New Voters*. In Kaid, Linda and Jhon Allen Hendricks (Ed.), *Techno politics in presidential campaigning : new voices, new technologies, and new voters*. Rowman & Littlefield Publisher, Inc.

Refereed Book Chapters

Chapa, S. (2022). The Use of Bilingual Advertising Targeting Hispanics; at the Communicative Spaces in Bilingual Contexts: Discourses, Synergies and Counterflows in Spanish and English. In Sanchez, Ana and Jessica Retis (Ed.), *Communicative Spaces in Bilingual Contexts Discourses, Synergies and Counter flows in Spanish and English* (pp. 30). Routledge.

Bravo, O., & Chapa, S. (2018). Exploring the role of personal values on young adults' attitude toward the boycott and boycott intention. In In J.G. Fowler & J. Weiser (Ed.), *Changing the 'Rhythm' of Marketing: Are We Listening?* (pp. 598-600). New Orleans, LA: Society for Marketing Advances.

Pope, J., Chapa, S., & Hausman, A. (2015). Joint Venture Dissolution in Developed and Less Developed Countries: Exploring Political Stability and Types of Termination. In *Assessing the Different Roles of Marketing Theory and Practice in the Jaws of Economic Uncertainty* (pp. 326-230). Springer Cham. Retrieved from https://link.springer.com/chapter/10.1007/978-3-319-11845-1_114

Hernandez, M., & Chapa, S. (2009). The Effect of Arousal on Adolescent's Memory of Brand Placements in Advergames. 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., Mi S, S., Chapa, S., & Salas, J. (2004). Brand Recall in the Advergaming Environment: A Cross-Country Comparison. In M. Stafford & R. J. Faber (Ed.), *Advertising, promotions and news media*. M.E. Sharpe, Inc.

Refereed Proceedings

Wang, P., & Chapa, S. (2021). Post-pandemic Impulse Buying Behavior: Exploring the Antecedents of Impulsive Buying Across Product Categories During Post COVID-19 Era in the China. In *Annual Conference AMTP 2021* (pp. 19). https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2021/31/. Retrieved from https://digitalcommons.georgiasouthern.edu/cgi/viewcontent.cgi?article=1020&context=amtp-proceedings_2021

Pope, J., Chapa, S., & Hausman, A. (2004). Joint Venture Dissolution in Developed and Less Developed Countries: Exploring Political Stability and Types of Termination. In *Academy of Marketing Science Conference Proceedings* (pp. 27, 326). Academy of Marketing Science.

Chapa, S., & Minor, M. S. (2003). The Effect of Gender on Gendered TV Advertising of Neutral Products; a Bi-cultural Investigation. In *American Marketing Association Educators' Conference, Proceedings* (pp. 14, 316). American Marketing Association Educators' Conference.

Chapa, S. (2003). Does Product Category Influence COO Perceptions? Exploring the Country of Origin Effect Among Chilean Consumers. In *Academy of International Business Proceeding* (pp. 99). Monterrey California: Academy of International Business.

Chapa, S., & Hausman, A. (2003). Country of Origin Effect among Residents of Border Towns: A Preliminary Analysis. In *American Marketing Association, Proceeding* (pp. 14, 198). American Marketing Association.

Nonrefereed Books

Kozenny, F., Chapa, S., & Kozenny, B. A. (submitted). *Fourth Edition, Hispanic Marketing: the Evolution of the Latino Consumer*. Manuscript submitted for publication.

Presentations

Invited Papers at Conferences

Bravo, O., & Chapa, S. (presented 2019, April). *The contribution of values on U.S. Hispanic youth's boycott attitudes*. Paper presented at . Presented at the Hispanic Graduate Student Association Annual Talks, HIGSA FSU, Tallahassee, FL. (Local)

Blacker, L., Escobar, N., Galindo, C., & Chapa, S. (presented 2017, February). *Comparing Spanish-Preferred & English-Preferred Hispanics' Social Media Usage*. Paper presented at Latino Media and Marketing Communication Conference, Association of Latino Media and Marketing Communication Research. (International)

Brown, S., Salvador, C., & Chapa, S. (presented 2017, February). *Factors influencing high-involvement purchase decisions among Hispanic Millennials*. Paper presented at Hispanic/Latino Media & Marketing International Conference, Association of Latino Media and Marketing Communication Research, Los Angeles, California. (International)

Chapa, S., & Smith, A. (presented 2017, February). *Motivational Factors Impacting Hispanics' Attitudes toward Skin Care*. Paper presented at Hispanic/Latino Media & Marketing Conference, Association of Latino Media and Marketing Communication Research, Los Angeles, California. (International)

Chapa, S. (presented 2014, April). *Identified Attitudes Toward Blogging As a Business*. Paper presented at Hispanizes 2014, Hispanizes, Miami, Florida. (International)

Chapa, S. (presented 2013, March). *Ad Strategy for Multi-Ethnic Markets: The Influence of Cosmopolitanism*. Paper presented at American Association of Hispanics in Higher Education Conference, AAHHE, San Antonio, Texas. (National)

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

Chapa, S. (presented 2011, September). *At the "Hispanic Serving Institution" Panel at Texas State University*. Paper presented at "Hispanic Serving Institution" Panel, Texas State University. (International)

Chapa, S. (presented 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.* Paper presented at Texas Speech Communication Association Meeting, Texas Speech Communication Association, Texas. (Regional)

Refereed Papers at Conferences

Savage, B., & Chapa, S. (submitted). *Out of many: the study of African American diasporas on social media.* Paper submitted for presentation.

Khan, T., Kharkwal, A., Khan, N., & Chapa, S. (submitted). *Decoding Health Technology Adoption in the Global South: Application of the Fogg Behavior Model to predict the Utilization Rate of Decision Support Systems for the Management of Lifestyle Diseases and Healthy Behaviors.* Paper submitted for presentation.

Wan, Y., & Chapa, S. (submitted). *Exploring Artificial Intelligence in Account Planning: Enhancing Customer Relationships and Communication Effectiveness.* Paper submitted for presentation.

Khan, T., Kharkwal, A., Khan, N., & Chapa, S. (submitted). *AI-mazing Influence on the Gram: Reimagining the smart marketing landscape on Instagram and exploring consumer attitudes to AI influencers.* Paper submitted for presentation.

Chapa, S., Penate, V., & Peralta, K. (accepted). *Examining the Factors Influencing Intentional Consumption of AI Tools: Integrating the Technology Acceptance Model (TAM) and Proposing the Adoption of Artificial Intelligence Consumption Model (AIICM).* Paper to be presented at AMPT 2025 Annual Conference, Association of Marketing Theory and Practice, Myrtle Beach, North Carolina. (National)

Chapa, S., Reyes, S., Matos, S., Lazo, H., Peralta, K., & Madrid, S. (presented 2024, April). *An Examination of Hispanic Marketing and Media Consumption.* Paper presented at 8th Latino Media and Marketing Conference 2024, Latino Media and Marketing Communication Research Association, East Lansing, Michigan. (International) Retrieved from <https://almmacr.com/>

Chapa, S., Johns, A., & Peralta. Katherinne. (presented 2024, April). *Connecting through Social Media: A Study of Social Media Consumption between Hispanic and Non-Hispanic Populations in the US.* Paper presented at Latino Media and Marketing Conference 2024, Association for Latino Media and Marketing Communication (ALMMACR), East Lansing, Michigan. (International) Retrieved from <https://almmacr.com/>

Khan, T., & Chapa, S. (presented 2024). *Green Glam for the Gram across the Global North and South- A Comparative Analysis of the US and Pakistan Consumer Perceptions of*

Sustainable Fashion Communication on Instagram. Paper presented at National Communication Association Convention 2024, NCA, New Orleans, Lousiana. (National)

Bravo, O., & Chapa, S. (presented 2024). *How Do Hispanic Feel about Boycott? An Examination of Hispanic 's Attitudes Toward Corporate Boycott in a Multicultural Setting.* Paper presented at 8th Latino Media and Marketing Conference 2024, Association of Marketing Theory and Practice, East Lansing, Michigan. (International) Retrieved from <https://almmacr.com/>

Khan, T., & Chapa, S. (presented 2024). *Luxury Consumption Shifts Among Hispanic and Non-Hispanics in a Post-Covid World.* Paper presented at 8th Latino Media and Marketing Conference 2024, Latino Media and Marketing Communication Research Association, East Lansing, Michigan. (International) Retrieved from <https://almmacr.com/>

Johns, A., & Chapa, S. (presented 2024). *The Culture of Lipsticks & Buzzcuts: Understanding the impact of cultural and moral values on consumer perceptions of diverse gender expressions of women in lesbian relationships in advertisements.* Paper presented at National Communication Association 2024 Convension, NCA, New Orleans, Lousiana. (National)

Marks, A., Graham, C., & Chapa, S. (presented 2023, October). *Bigger Than the Brand : Examining the National Football League's Brand Authenticity Through Social Justice.* Paper presented at 93rd Annual Convention: (Re)Inventing Communication, Florida Communication Association, Tampa. (State)

Chapa, S., Gordillo, J., & Lane, C. (presented 2023, October). *What Motivates People to Engage in Cause-Related Buying? The impact of cause-related marketing on US customers, both Hispanic and non-Hispanic.* Paper presented at Congreso CIESPAL FELAFAC Comunicación 2030, Federacion Latino Americana de Escuelas de Comunicación Social (FELAFACS), & Centro Internacional de Estudios Superiores de Comunicación para América Latina (CIESPAL), Quito Ecuador. (International)

Chapa, S., & Noli, A. (presented 2023, August). *Does Co-brand Placement Work on Ad Recall? Exploring the Impact of Co-Brand Placement.* Paper presented at Summer Educators AMA Conference 2023, American Marketing Association, San Francisco, California. (National)

Chapa, S., & Noli, A. (presented 2023, August). *Does co-brand placement work on ad recall? Exploring the impact of co-brand placement in storytelling animated advertising.* Paper presented at Summer Educators AMA Conference 2023, American Marketing Association. (National)

Huber, A., & Chapa, S. (presented 2023, July). *"Improving Perceptions of Preventative Care Among Underserved Female Populations: Testing Two Cultural Approaches to Medical*

Marketing". Paper presented at National Conference on Health Communication, Marketing and Media, NCHC, Atlanta. (National)

Chapa, S. (presented 2023, April). *The Growth of Hispanic Market in the US.* Paper presented at Higsa Talks 2023, Florida State University Hispanics Graduate Student Association, Tallahassee, Florida. (Local)

Chapa, S., Sawicki, S., & Wang, P. (presented 2023, March). *A Study of Consumers' Cultural Values Across Ethnic Groups in the US.* Paper presented at Association of Marketing Theory and Practice Conference 2023, AMTP, Hilton Head Island, SC. (National)

Johns, A., & Chapa, S. (presented 2023, March). *Abusing the Rainbow: The Effect of Perceived Corporate Social Responsibility and Brand Authenticity on Attitudes Toward the Brand.* Paper presented at Association of Marketing Theory and Practice Conference 2023, Association of Marketing Theory and Practice, Head Island South Carolina. (Regional)

Johns, A., & Chapa, S. (presented 2023, March). *Abusing the Rainbow: The Effect of Perceived Corporate Social Responsibility and Brand Authenticity on Attitudes Toward the Brand.* Paper presented at Annual Conference AMTP 2023, Association of Marketing Theory and Practice, Head Island South Carolina. (National)

Noussier, H., & Chapa, S. (presented 2023, March). *Ethnicity & Tiktok Influencers: How Ethnicity Affects Consumers' Perceptions towards a Brand.* Paper presented at Association of Marketing Theory and Practice Conference 2023, Association of Marketing Theory and Practice, Head Island South Carolina. (Regional)

Noussier, H., & Chapa, S. (presented 2023, March). *Ethnicity & Tiktok Influencers: How Ethnicity Affects Consumers' Perceptions towards a Brand.* Paper presented at Association of Marketing Theory and Practice Conference 2023, Association of Marketing Theory and Practice, Head Island South Carolina. (National)

Manzella, A., & Chapa, S. (presented 2023, March). *Exploring the Effect of Ethnic Identification on Disney Animated Films: The Case of Hispanic Consumers in the US.* Paper presented at Annual Conference AMTP 2023, Association of Marketing Theory and Practice, Head Island South Carolina. (National)

Chapa, S. (presented 2022, December). *The Art of Teaching Multicultural Marketing Communication: Case Studies to Illustrate the Use of Cultural Intelligence.* Paper presented at Scientific Committee of the 4th World Conference on Education and Teaching, World Conference in education and teaching, Paris, France. (International)

Johns, A., & Chapa, S. (presented 2022, November). *Abusing the Rainbow: The Effect of Perceived Corporate Social Responsibility and Brand Authenticity on Attitudes Toward the Brand.* Paper presented at Annual Conference AMTP 2023, Association of Marketing

Theory and Practice, Head Island South Carolina. (National)

Noussier, H., & Chapa, S. (presented 2022, November). *Ethnicity & Tiktok Influencers: How Ethnicity Affects Consumers' Perceptions towards a Brand*. Paper presented at Annual Conference AMTP 2023, Association of Marketing Theory and Practice, Head Island South Carolina. (National)

Wang, P., & Chapa, S. (presented 2022, March). *Chinese' Impulsive Shopping Behavior in a Post-Pandemic Era: Exploring the Impact of Long-Term Orientation on Self Control, and Utilitarian and Hedonic Shopping Values*. Paper presented at Annual Conference AMTP, Association of Marketing Theory and Practice, Destin, Florida. (National)

John's, A., Chapa, S., Brooks, N., Coleman, H., & DuBois, M. (presented 2022, March). *Rainbow-washing away customers: Does the consumers' perception toward rainbow-washing affect consumer behavior?* Paper presented at Annual Conference AMTP 2022, Association of Marketing Theory and Practice, Sandestin, FL. (National)

Noli, A., Castillo, D., & Chapa, S. (presented 2022, March). *Saving Face: Comparing the Effects of Endorsement Marketing Strategies on Millennial Americans*. Paper presented at Annual Conference AMTP 2022, Association of Marketing Theory and Practice, Sandestin, FL. (National)

Chapa, S., & Khan, T. (presented 2021, May). *Social Influencer Or Celebrity Endorser, To Whom Do Multicultural Consumers Pay Attention In Instagram? Comparing Medium- And High Involvement Products Across Ethnic Groups*. Paper presented at AMS 2021 Conference, Academy of Marketing Science. (National)

Chen, A., Xiao, X., & Chapa, S. (presented 2021, March). *How Cultural Factors Affect Chinese Americans' Attitudes Towards Seeking Mental Health Services*. Paper presented at Annual Conference AMTP 2022, Association of Marketing Theory and Practice, Sandestin, FL. (National)

Wang, P., & Chapa, S. (presented 2021, February). *A cross-cultural investigation of consumer impulsive buying behavior during the COVID-19 pandemic: US and China*. Paper presented at American Marketing Association Conference Summer 2021, American Marketing Association. (International)

Bravo, O., & Chapa, S. (presented 2021, February). *Framing brand misbehavior: The effects of moral intensity frames and perceived moral intensity on boycott intention*. Paper presented at 2021 American Marketing Association Annual Conference, AMA. (National)

Zang, Q., & Chapa, S. (presented 2021, February). *How mask wearing differ among different ethnicities in the U.S.* Paper presented at 2021 AMS Conference, Academy of Marketing Science. (National)

Napoli, M., Wang, P., & Chapa, S. (presented 2021, February). *The impact of power-distance belief on consumer's social media engagement for luxury brands – a three countries comparison*. Paper presented at AMA- ACRA 2021, American Marketing Association. (National)

Zang, Q., Hammad, H., Perez, C., Chapa, S., & Routzon, C. (presented 2021, February). *The Intention to Purchase Vintage Apparel Among Gen Y and Gen Z Across Ethnicities*. Paper presented at Winter 2021 AMA Conference, American Marketing Association, Virtual. (National)

Wang, P., & Chapa, S. (presented 2021, January). *Pandemic Impulse Buying Behavior: Exploring the Antecedents of Impulsive Buying Across Product Categories During COVID-19 in the US*. Paper presented at 2021 AMS Conference, Academy of Marketing Science. (National)

Khan, T., Nicolase, C., Garder, J., Johnson, Lori-Joelle, & Chapa, S. (presented 2020, November). *What Lies Behind The Tinder Profile: Comparing The Tinder Consumption Effect Across Ethnicities*. Paper presented at ICA 2021 Conference, International Communication Association. (International)

Tian, M., Chapa, S., Wendorf Muhamad, J., & Lee, J. (presented 2020, November). *Why do People Spend Money on Mobile Games? Using the UTAUT Model to Explain Purchase Intention and Examining the Influence of Culture*. Paper presented at NCA 106th Annual Convention, NCA. (National)

Karimkhanashtiyani, F., & Chapa, S. (presented 2020, October). *eWOM; Understanding the intent to provide online reviews among ethnic consumers*. Paper presented at Atlantic Marketing Association, Atlantic Marketing Association, Virtual. (National)

Karimkhanashtiyani, F., & Chapa, S. (presented 2020, October). *FOMO "Fear of Missing Out"; Association with Cultural Dimensions and Media Usage*. Paper presented at AIB Conference, Academy of International Business, New York. (National)

Sawicki, S., & Chapa, S. (presented 2020, August). *Growing Apart: Power Distance and Acculturation Among Hispanics*. Paper presented at AMA 2020 Conference, American Marketing Association, Virtual. (National)

Shuo, Y., & Chapa, S. (presented 2020, March). *Exploring the Effect of Shocking Advertising Used by For-profit and Nonprofit Organizations in the US and Chinese Consumers*. Paper presented at Association of Marketing Theory and Practice, Annual Conference, AMTP, Destin, Florida. (National)

Sawicki, S., & Chapa, S. (presented 2020, January). *Growing Apart: Power Distance and*

Acculturation Among Hispanics. Paper presented at America Marketing Association, Summer Educators Conference, AMA, New York. (National)

Tan, M., & Chapa, S. (presented 2020, January). *The Internet Adoption among Hispanic Older Adults: A Cross –Cultural Investigation of Internet Use over a 12-Year Period.* Paper presented at AMA National Educators Conference, AMA. (National)

Tan, M., & Chapa, S. (presented 2020). *Are Eco-Friendly Cars More Favorable? An exploratory study of attitude toward eco-friendliness among multiethnic consumers in the U.S.* Paper presented at Association of Marketing Theory and Practice, Annual Conference, AMTP, Destin, Florida. (National)

Bravo, O., & Chapa, S. (presented 2020). *Exploring the role of personal values on U.S. young adults' attitude toward the boycott and boycott intention.* Paper presented at Society for Marketing Advances Conference, Annual Conference, SMA, New Orleans, Louisiana. (National)

Becerra, E., & Chapa, S. (presented 2019, December). *Target- Ethnic-Specific Ads on Age of Diversity Acceptance: A Study of U.S. Ethnic Groups' Ad Preferences.* Paper presented at 18th Cross cultural Research Conference, JBR Cross Cultural, Puerto Rico. U.S. (International)

Bravo, O., & Chapa, S. (presented 2019, November). *Exploring the role of personal values on U.S. young adults' attitude toward the boycott and boycott intention.* Paper presented at Society for Marketing Advances Conference, Annual Conference, SMA, New Orleans, Louisiana. (National)

Lane, C., Chapa, S., Gordillo, J., & Jackson, C. (presented 2019, November). *What Incentivizes Individuals to Partake in Cause-Related Marketing? Chloe, Lane, Jennifer Gordillo, Charlie Jackson.* Paper presented at Society for Marketing Advances Conference, Annual Conference, SMA, New Orleans, Louisiana. (National)

Shuo, Y., & Chapa, S. (presented 2019, November). *Who Is More Justifiable to Use Shocking Ads? An Investigation of the Effectiveness of Shocking Advertising in Chinese Consumers.* Paper presented at Society for Marketing Advances Conference, Annual Conference, SMA, New Orleans, Louisiana. (National)

Yan, S., & Chapa, S. (presented 2019, September). *Who's Left? An Investigation of Cultural Identity Among Americans.* Paper presented at DIRECTO 2nd Annual Symposium on Diversity & Inclusion in Research & Teaching, Florida State University, FSU, Tallahassee, FL. (Local)

Bravo, O., & Chapa, S. (presented 2019, April). *The mechanisms consumers use to maintain a positive self-concept: Evidence from Facebook posts about the 2018 H&M boycott.* Paper

presented at Second Annual CCI Qualitative Symposium, School of Communication, Florida State University, Tallahassee, FL. (Local)

Sawicki, S., & Chapa, S. (presented 2019, February). *A Regional Examination of Acculturation among Hispanics*. Paper presented at the 7th Hispanic/Latino Media & Marketing International Conference, ALMMCR, Dallas, Texas. (International)

Chapa, S., & Becerra, E. (presented 2019, February). *Target– Ethnic-Specific Ads on Age of Diversity Acceptance: A Study of U.S. Ethnic Groups' Ad Preferences*. Paper presented at Latino/Hispanic Media and Marketing Conference, Association of Latino Media and Marketing Communication Research, UT Arlington. (International)

Bravo, O., & Chapa, S. (presented 2019). *Do personal and cultural values count? A comparative study of U.S. multi-ethnic and Hispanic millenials' attitudes towards the boycott*. Paper presented at the 7th Hispanic/Latino Media & Marketing International Conference, ALMMCR, Dallas, Texas. (International)

Chapa, S., & Karimkhanashtiyani, F. (presented 2019). *El miedo a perderse algo especial: estudio sobre el consumo de las redes sociales y el efecto del fenómeno FOMO*. Paper presented at Bi-Annual International Conference FELAFACS, Federación de Escuelas de Comunicación Social. (International)

Sawicki, S., & Chapa, S. (presented 2019). *How Fast Do They Change? A Regional Examination of Acculturation among Hispanics*. Paper presented at Hispanic/Latino Media and Marketing Conference, Association for Latino Media and Marketing Communication Research, Arlington Texas. (International)

Chapa, S., & Sawiski, S. (presented 2018, March). *An Understanding of Culture in Hispanic Marketing and Media Consumption*. Paper presented at AAHHE Annual Conference, American Association of Hispanic In Higher Education, Irvine, California. (National)

Sumler, S., & Chapa, S. (presented 2018, March). *Article: The Role of LGBTQ Images on Brand Resonance: Comparing LGBTQ+ and Non-LGBTQ+ Video Game Consumers*. Paper presented at Annual AAA Conference, American Academy of Advertising, New York, NY. (National)

Bravo, O., & Chapa, S. (presented 2018, March). *Ethnocentrism and Xenocentrism's role in Jamaicans' product evaluations and purchase intention*. Paper presented at AMTP Annual Conference, Association for Marketing Theory and Practice, Ponte Vendra, FL. (National)

Sawicki, S., & Chapa, S. (presented 2018, March). *Growing Apart: Collectivism and Acculturation*. Paper presented at AMTP Annual Conference - Association for Marketing Theory and Practice, Association for Marketing Theory and Practice. (National)

Kota, R., & Chapa, S. (presented 2018, March). *Impact of Acculturation and Internal and External Influences on Food Consumption Behavior Among Asian American Ethnic Groups*. Paper presented at AMTP Association for Marketing Theory and Practice, Association for Marketing Theory and Practice, Ponte Vendra, FL. (National)

Yan, S., & Chapa, S. (presented 2018, March). *What Happens After You are Shocked? An Investigation of Emotional Response, Brand Attitude, Attitude toward AD and Purchase Intention of Shock Advertising in Chinese Consumers*. Paper presented at AMTP Association for Marketing Theory and Practice Annual Conference, Association for Marketing Theory and Practice, Ponte Vendra, FL. (National)

Escobar, N., & Chapa, S. (presented 2018, March). *Why I Purchase What I See On Facebook: Comparing The Impact of Electronic Word-of-Mouth Between Hispanic And Non-Hispanic Consumers*. Paper presented at AMTP Annual Conference Association for Marketing Theory and Practice, Association for Marketing Theory and Practice, Ponte Vendra, FL. (National)

Chapa, S., Estrada, A., & Zhang, M. (presented 2017, July). *The Role of Brand Predisposed Preferences on the Effectiveness of Product Placement: Comparing Hispanic and Non-Hispanic Moviegoers in the US*. Paper presented at ACR Latin America, Association for Consumer Research, Cali, Colombia. (International)

Rojas, J., & Chapa, S. (presented 2017, July). *What is Xenocentrism? A Scale Proposal (Xscale) for Measuring its Consumer and Social Dimensions*. Paper presented at AIB 2017 Dubai Conference, Academy of International Business, Dubai. (International)

Chapa, S. (presented 2017, March). *Cultural Drivers of Hispanic Millenials in their Career Choices*. Paper presented at Annual Conference on Hispanics in Higher Education, AAHHE American Association of Hispanics in Higher Education, Irvin, California. (National)

Chapa, S., & Bravo, O. (presented 2017, March). *Selling Fear Across Ethnic Consumers: Modeling Emotional Arousal and Validating The Impact of Galvanic Skin Responses in Advertising*. Paper presented at Annual Conference of Marketing Theory and Practice, Association of Marketing Theory and Practice, Myrtle Beach. (National)

Chapa, S., Jordan, F., & Lee, J. (presented 2017, February). *Cultural Perceptions of the Ideal Body Image: Exploring the Impact of New Media on Body Appreciation between Hispanics and other Ethnic Groups in the United States*. Paper presented at 6th International Conference on Hispanics Media and Marketing Communication, Association of Latino Media and Marketing Research, Los Angeles, California. (International)

Bayona, M. F., Wilson, B., Prince, M., Lyu, X., Tang, X., & Chapa, S. (presented 2017, February). *Hedonic vs Utilitarian coffee consumption across cultures*. Paper presented at Hispanic Latino Media & Marketing International Conference, Association for Latino Media & Marketing Communication, Fullerton, California. (International)

Chapa, S., Estrada, A., & Mengying, Z. (presented 2017, February). *The Role of Brand Predisposed Preferences on the Effectiveness of Product Placement: Comparing Hispanic and Non-Hispanic Moviegoers in the US*. Paper presented at Association for Consumer Research Latin America Conference, Association for Consumer Research (ACR), Cali, Colombia. (International)

Rojas, J., & Chapa, S. (presented 2016, May). *Rescuing Xenocentrism: The Missing Construct In Consumer Behavior*. Paper presented at Annual Conference Academy of Marketing Science Annual Conference, Academy of Marketing Science Annual Conference, Orlando, Florida. (National)

Chapa, S. (presented 2016, March). *The Role of Cultural Traditions on Branding and Word-of-Mouth: Keeping Mother's Recipes Alive*. Paper presented at Annual Conference on Marketing Theory and Practice, Association for Marketing Theory and Practice. (National)

Chapa, S., & Rodriguez-Mori, H. (presented 2015, October). *Bragging About Online Purchases: Comparing Consumer Word-of-Mouth among Hispanics and Non-Hispanics Groups*. Paper presented at NCA PRE-FELAFAC Encuentro de la Americas, FELAFACS, Medellin, Colombia. (International)

Pengra, K., Fitzgerald, K., Handoyo, C., Vela, K., & Chapa, S. (presented 2014, November). *Encouraging Risk Reduction of Sexual Practices Aimed Towards Men Who Have Sex with Men (MSM) Through Educational Advertisements on Online Dating Sites*. Paper presented at Presented at the International Research Conference at Texas State University, College of Graduate TSU. (International)

White, S., & Chapa, S. (presented 2014, November). *The Effect Of The Fear Appeal In Advertising On The Link Between Motherhood And Environmental Concern*. International Graduate Conference at Texas State University. Paper presented at Presented at the International Graduate Conference at Texas State University, College of Graduate at TSU. (International)

White, & Chapa, S. (presented 2014, February). *Green Advertising: Exploring the Impact of Fear Appeal Advertising on Madres Latinas*. Paper presented at Presented at the 4th International Conference on Spanish Language Media and Markets, Association for Latino Media and Marketing Communication Research, San Marcos, Texas. (International)

Becerra, E., Chapa, S., & Cooley, D. O. (presented 2012, August). *Ad Strategy for Multi-ethnic Markets: The Influence of Cosmopolitanism*. Paper presented at AMA summer Marketing Educators' Conference, American Marketing Association. (National)

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

Chapa, S. (presented 2011, May). *The Effect of Gender Voice-Over on Radio Commercials: A Comparison between Latinos And Non-Latinos in Texas*. Paper presented at 10th annual Hawaii International Conference on Social Science, Academy of Social Science. (International)

Chapa, S., Holbrook, S., & Becerra, E. (presented 2010, March). *Se Habla Español: Exploring Latino's Emotional Reactions toward Political Language Tailored-Ads*. Paper presented at Winter American Marketing Association Conference 2010, American Marketing Association. (National)

Hyun, U. J., Japerson, A., & Chapa, S. (presented 2009, November). *Geo-ethnic Campaign Playgrounds: Co-effects of Geopolitical Competitiveness and Ethnic Political Culture on Attitude and Vulnerability*. Paper presented at BEA Annual Conference, Broadcast Education Association. (National)

Pridgen, S., & Chapa, S. (presented 2009, February). *Measuring The Effect of Comparative Versus Non-Comparative TV Ads Among Latinos in Texas: The Case of Miller Lite*. Paper presented at 2nd International Conference of the State of the Spanish Language Media, Association for Latino Media and Marketing Communication Research. (International)

Holbrook, S., & Chapa, S. (presented 2009, February). *The Effect of Televised Political Advertising Target to Latinos: The Case of Obama*. Paper presented at 2nd International Conference of the State of the Spanish Language Media, Association for Latino Media and Marketing Communication Research. (International)

Chapa, S. (presented 2009). *Artists as Entrepreneurs: The Arts Incubator and Innovation*. Paper presented at 10th International Conference on Arts and Cultural management, AIMAC. (National)

Hernandez, M., & Chapa, S. (presented 2008, August). *The Effect of Arousal on Adolescents Memory of Brand Placements in Advergames*. Paper presented at Annual American Marketing Association Summer Educators Conference, American Marketing Association. (National)

Chapa, S. (presented 2008). *A Day Without A Mexican Shopper on The U.S. Border: The Case of*

The Nothing Gringo Boycott Of 2006. Paper presented at Latin America Conference, Association for Consumer Research, Proceeding, Association for Consumer Research. (International)

Chapa, S., Hausman, A., & Minor, M. S. (presented 2008). *Cognitive and Affective Evaluations of Political Advertising in Latin America : The Effect of Message Strategy.* Paper presented at Latin America Conference, Association for Consumer Research, Association for Consumer Research. (National)

Hernandez, M., & Chapa, S. (presented 2008). *Effects of Positive Affect And Experience on Adolescent's Memory of Brand Placements on Advergames.* Paper presented at Academy of Marketing Science Annual Conference, Academy of Marketing Science. (National)

Chapa, S., & Hernandez, M. (presented 2008). *Social Aspects in Professional Service Delivery: Dental Service in Mexico.* Paper presented at Academy of Marketing Science Conference, AMS, Academy of Marketing Science. (National)

Chapa, S., & Hernandez, M. (presented 2008). *The Effect of Counterfeit/Genuine Brand Parity on Attitude toward Counterfeit Products: A Comparative Study between Chinese and American Consumers.* Paper presented at Academy of Marketing Science Conference, Multicultural Conference, Academy of Marketing Science, Puebla, Mexico. (International)

Vicdan, H., & Chapa, S. (presented 2008). *The Influence of Sales Promotions and Bargains on Compulsive Buyers in the Online Environment.* Paper presented at Academy of Marketing Science Annual Conference, Academy of Marketing Science. (National)

Chapa, S., Hausman, A., & Minor, M. S. (presented 2008). *Understanding The Role The Message Strategy and Partisanship in Political Advertising: The Case of The 2006 Mexican Presidential Election.* Paper presented at Academy of Marketing Science Annual Conference, Academy of Marketing Science. (National)

Vicdan, H., & Chapa, S. (presented 2007). *Compulsive Buyers on The Internet: Exploring Sales Promotions and Bargain Proneness.* Paper presented at Compulsive Buyers on The Internet: Exploring Sales Promotions and Bargain Proneness, Academy of Marketing Science. (National)

Cortes, A., Chapa, S., & Dania, A. (presented 2006). *Modeling The Role of Physical Distance and Social Formality in Business-to-Business Relationship in India.* Paper presented at Annual Academy of Marketing Science Conference, Academy of Marketing Science. (National)

Antúnez, C., & Chapa, S. (presented 2005). *The Role of The Husband in Family Syncratic Decision-Making in The United States, China and Peru.* Paper presented at World

Marketing Conference, Academy of Marketing Science. (International)

Hernandez, M., Chapa, S., & Minor, M. S. (presented 2004, March). *A Model of the Antecedents to the Formation of Attitudes Toward Advergames*. Paper presented at American Marketing Association Winter Educators Conference, American Marketing Association. (National)

Chapa, S., & Antuñez, C. (presented 2004). *An Examination of The Role of The Child in The Decision-Making Process Concerning Family Purchases in The United States China and Peru*. Paper presented at Academy of Marketing Science, Multicultural Conference, Academy of Marketing Science. (International)

Hernandez, M., & Chapa, S. (presented 2004). *Gender Differences in Attitudes Toward Advergames: A Mexican, Peruvian and American Comparison*. Paper presented at Academy of Marketing Science, Multicultural Conference, Academy of Marketing Science. (International)

Pope, J., Chapa, S., & Housman, A. (presented 2004). *Joint Venture Dissolution in Developed and Less Developed Countries: Exploring Political Stability and Types of Termination*. Paper presented at Academy of Marketing Science Conference, Academy of Marketing Science. (National)

Chapa, S., & Minor, M. S. (presented 2004). *Understanding Family Members' Influence in Grocery Shopping Decisions: The Case of Chilean Families*. Paper presented at INFORMS Marketing Science Conference, Academy of Marketing Science. (National)

Chapa, S., & Hanuman, A. (presented 2003, August). *Country of Origin Effect Among Residents of Border Towns: A Preliminary Analysis*. Paper presented at American Marketing Association Summer Conference, American Marketing Association. (National)

Chapa, S., & Minor, M. S. (presented 2003, August). *The Effect of Gender on Gendered TV Advertising of Neutral Products: A Bi-Cultural Investigation A*. Paper presented at American Marketing Association Educators' Conference, American Marketing Association. (National)

Chapa, S. (presented 2003). *Does Product Category Influence COO Perceptions? Exploring The Country of Origin Effect Among Chilean Consumers*. Paper presented at Academy of International Business Annual Conference, Academy of International Business. (International)

Nonrefereed Papers at Conferences

Chapa, S., & King, T. (presented 2006, October). *The Era of Counterfeiting Consumption*. Paper

presented at . Group Discussion Session, Society for Marketing Advances Conference, Society for Marketing Advances Conference. (Regional)

Invited Keynote and Plenary Presentations at Conferences

Chapa, S. (presented 2023, September). *The Hispanic Advantage: Why the Latinx Community is Pivotal to Your Organization's Success*". Keynote presentation at Multicultural Marketing Series, School of Business, University of Colorado, Denver, Colorado. (Regional)

Chapa, S. (presented 2019, May). *Hispanic Marketing Communication*. Keynote presentation at UNCW Integrated Marketing Communication Conference, University of North Carolina, Wilmington, NC. (Regional)

Chapa, S. (presented 2015, March). *More than Just Numbers: Selling to Multicultural Consumers. Multicultural Seminar The Anatomy of Multicultural Marketing*. Keynote presentation at Multicultural Marketing Symposium, XEdge Multicultural Group, Denver, Colorado. (National)

Invited Presentations at Conferences

Chapa, S. (presented 2022, April). *Bilingualism and Connecting with Hispanic Audiences Panel*. Presentation at Latino Media and Marketing Conference 2022, Association for Latino Media and Marketing Communication (ALMMACR), Online. (International)

Chapa, S. (presented 2022, April). *Navigating Higher Education Panel*. Presentation at Latino Media and Marketing Conference 2022, Association for Latino Media and Marketing Communication (ALMMACR), Online. (International)

Chapa, S. (presented 2021, February). *Hispanic Consumers during COVID 19*. Presentation at Latino Media and Marketing Conference 2021, Association for Latino Media and Marketing Communication (ALMMACR), Online. (International)

Chapa, S. (presented 2018, March). *The Future of Hispanics Panel*. Presentation at ABF Annual Conference, The American Bar Foundation (ABF), Miami Dade College. (National)

Chapa, S. (presented 2011, September). *At the "strong Inspirational Achievers" Workshop*. Presentation at Sigma Iota Alpha Annual Meeting, Sigma Iota Alpha. (Local)

Nonrefereed Presentations at Conferences

Chapa, S., Peralta, K., Lazo, Helen, Madrid, S., Reyes, S., & Matos, S. (presented 2024, April).

Hispanic Marketing Communication: A post-pandemic reflection of consumers' media habits and shopping behavior. Presentation at Latino Media and Marketing Conference, Association for Latino Media and Marketing Communication, East Lansing, Michigan. (International) Retrieved from <https://almmacr.com/>

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

Invited Workshops

Chapa, S., Ayala, J., Peralta. Katherinne, & Reyes, S. (2023, October). *Ai in Communication [El Uso de la Inteligencia Artificial en communication].* Workshop delivered at Congreso Ciespal & FELAFAC Comunicacion 2030, Quito, Ecuador. (International) Retrieved from <https://congresociespalfelafacs.org/agenda-academica/>

Chapa, S. (2023, October). *Creating Digital Survey. Desarrollo de Encuestas Digitales.* Workshop delivered at Congreso Ciespal & FELAFAC Comunicacion 2030, Quito, Ecuador. (International) Retrieved from <https://congresociespalfelafacs.org/agenda-academica/>

Chapa, S. (2016, April). *Connecting with Hispanics.* Workshop delivered at Diversity Chamber of Commerce Workshop, Tallahassee, Florida. (Local)

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.* Workshop delivered at Latinos' High School Parents Visit Mass Comm Week - SJMC. (National)

Invited Lectures and Readings of Original Work

Chapa, S. (2023, April). *Understanding Hispanic Consumers at the 2023 Higsa Talks.* Delivered at HIGSA, FSU Campus, Tallahassee, Florida. (Local)

Chapa, S. (2021, October). *Connecting with Hispanic Consumers - IP Diversity and Inclusion Talk Series.* Delivered at Florida State University International Programs, Virtual. (Local)

Chapa, S. (2020, December). *Marketing US Latinos.* Delivered at Centro Latinoamericano-Suizo de la Universidad de San Gallen Universität St.Gallen (HSG). (International)

Chapa, S. (2020, September). *Understanding Hispanic Marketing Communication: Hispanic Heritage Talk series.* Delivered at Horizon Media, Virtual. (National)

Chapa, S. (2017, October). *All Star Hispanic Marketing Panel*. Delivered at AMA Tampa Bay Chapel, JCC Tampa Bay, Tampa, Florida. (Local) Retrieved from <https://www.eventbrite.com/e/all-star-hispanic-marketing-panel-coming-in-october-tickets-38002227686#>

Chapa, S. (2017, October). *Latino Media and Communication Speaker Series, Main Speaker*. Delivered at De Paul University, <https://drive.google.com/file/d/12Iv36Q4kkDxrKVfgu5CuZvjuaUe4bY7V/view>. (Local)

Chapa, S., & Chapa, S. (2012, October). *Tailoring Advertising Campaign to the Latino Market. Graduate Colloquium at the School of Communication at*. Delivered at FSU. (Local)

Chapa, S. (2003, October). *The Country-of-Origin Effect and its Managerial Implications*. Delivered at Universidad Tecnologica de Celaya, Guanajuato, Mexico. (International)

Digital Projects

Refereed Digital Projects

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 [Video]. and; presented at the 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* [Video].

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 [Video]. Latin America Association for Consumer Research Annual Conference - Film Festival.

Chapa, S. (2005, October). *Las Cubanias: An exploration of Life in Cuba* [Video]. 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* [Video]. Association for Consumer Research Annual Conference - Film Festival.

Nonrefereed Digital Projects

Chapa, S. (Producer). (2011). *Educate: News Trends in Social Communication* [A documentary produced by Students at the Center for the Study of Latino Media and Markets].

Contracts and Grants

Contracts and Grants Funded

Chapa, S. (Aug 2020–May 2021). *Studying Consumer attitudes toward Copeland refrigeration Units in Latino America*. Funded by Emerson Company. Total award \$25,000.

Chapa, S. (Oct 2019–Feb 2020). *15th anniversary event for the Center for Hispanic Marketing Communication*. Funded by Coca-Cola Company Office of Latin America Affairs. Total award \$15,000.

Chapa, S. (Feb 2019–Mar 2019). *Presentations at the International Latino Media and Marketing Conference in Dallas Texas*. Funded by Office of the Provost. Total award \$1,000.

Chapa, S. (Mar 2017–Jun 2017). *Travel Grant to present at the 2017 AAHHE National Conference American Association of Hispanics in Higher Education*. Funded by FSU Provost Office. Total award \$1,000.

Chapa, S. (Apr 2016–2017). *Hispanics Communication Day*. Funded by Wells Fargo. Total award \$5,000.

Chapa, S. (Oct 2015–Dec 2015). *Bragging About Online Purchases: Comparing Consumer Word-of-Mouth among Hispanics and Non-Hispanics Groups, FELAFAC Annual Conference in Medellin, Colombia in October*. Funded by Provost Office. Total award \$1,500.

Chapa, S. (Jul 2015–Jul 2016). *Hispanics Decision Making And Influence On Career Choice*. Funded by Wells Fargo. (02061). Total award \$20,000.

Chapa, S. (Jun 2014–Aug 2014). *Exploring the Four Dimensional Theory of Arousal Formation in Fear Appeal Advertising*. Funded by FSU Office of Research. Total award \$20,000.

Chapa, S. (2012–2012). *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;"*. Funded by Texas State University. Total award \$750.

Chapa, S. (2011–2011). *Winner of fall 2011 Equity and Access Diversity Grant at Texas State University. Proposal on "Imagenes Que Hablan: An International Documentary*

Workshop". Funded by Texas State University. Total award \$5,000.

Chapa, S. (2010–2010). *2010 Equity and Access Diversity Grant. Proposal on "Lazos: Developing Bonds between Latino Students in the U.S. and the World"*. Funded by Texas State University. Total award \$5,000.

Chapa, S. (2010–2010). *2010 City of San Marcos Art Commission Grant. Proposal on "Puntos de Vista 2011: The Second International Spanish Documentary Festival"*. Funded by City of San Marcos. Total award \$2,000.

Chapa, S. (2010–2010). *2010 Equity and Access Diversity Grant. Proposal on "Proposal on "Puntos de Vista: The First International Spanish Documentary Festival"*;. Funded by Texas State University. Total award \$4,000.

Chapa, S. (2010–2010). *Spring 2010 Library Grant at Texas State: "Marketing Scales Textbook for the Research methods Class MC 5304"*. Funded by Texas State University. Total award \$700.

Chapa, S., & Becerra, E. (2010–2010). *2010 McCoy School of Business Research Grant. "Culture, Advertising, and Millenials Research Study"*. Funded by McCoySchool Of Buisness Research. Total award \$2,000.

Chapa, S. (2010–2010). *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"*;. Funded by School of JOurnalism and Mass Communication Research. Total award \$750.

Chapa, S. (2009–2009). *Winner of Fall 2009 Equity and Access Diversity Grant. Proposal on "New Trends in International Social Media: A key Resource in Education"*. Funded by Texas State University. Total award \$5,000.

Chapa, S. (Sep 2000–May 2021). *Consumers' Perceptions toward condensing Units in LA*. Funded by Emerson. Total award \$25,000.

Resource Grant

Chapa, S. (2023, March–May). A grant of \$1,000. *Hispanified Note Day 2023 President's Mini-Grant*. Sponsored by President Office.

Chapa, S. (2022, February–December). A grant of \$1,000. *Hispinified Day at FSU*. Sponsored by FSU Equity and Diversity Committee.

Contracts and Grants Pending

Chapa, S. (Sep 2025). *Fostering Knowledge in The Use of Technology and AI in Marketing Communication: An American and Uruguayan Collaborative Research*. Submitted to Fulbright. Unspecified award amount.

Ortiz, A., & Chapa, S. (Nov 2017). *INCLUDES Coordination HUB Project. Hispanic Marketing Communication Advisory*. Submitted to NSF INCLUDE. Unspecified award amount.

Contracts and Grants Denied

Chapa, S., & Erlebacher, G. (Jun 2019). *NFS AWARD NUMBER: 19-552 ADVANCE: Organizational Change for Gender Equity in STEM Academic Professions (ADVANCE)*. Submitted to NSF. Unspecified award amount.

Chapa, S. (Jun 2019). *This study investigates the role of cultural values as key determinants of career retention and success*. Submitted to Acenture HR. Unspecified award amount.

Chapa, S. (May 2019). *IME Becas Higher Education 2019. Mexican Consulate in US*. Submitted to Mexican Embassy. Unspecified award amount.

Chapa, S. (May 2015). *Partnership proposal to the Coca Cola Company*. Submitted to Coca Cola Company. Unspecified award amount.

Chapa, S. (2009). *NSF Career Grant Proposal E-Power Rangers: The Impact of E-learning on Hispanic Children's Attitude Formation*. Submitted to The National Science Foundation. Unspecified award amount.

Reviews of My Research and Original Creative Work by Other Authors

Reviews Appearing on a Web Site

Chapa, S. (2023). *Communicacion Digital; Mesa 4.(CIESPAL) Centro de Investigacion y Estudio Superiores para America Latina y Federacion de Escuelas de Communicacion Social*. <https://congresociespalfelafacs.org/>.

Additional Research or Original Creative Work Not Reported Elsewhere

Chapa, S. (2023). *Hispanified Day*. Center for Hispanic Marketing Communication.

Chapa, S. (2023). *Hispanified Day -*. Center for Hispanic Marketing Communication.

Chapa, S. (2023). *Hispanified Day*. Center for Hispanic Marketing Communication.

Chapa, S. (2022). *Happified day - Note for a day*. Center for Hispanic Marketing Communication.

Chapa, S. (2019). *Hispanified day*.

Chapa, S. (2018). *Hispanified Day*. Center for Hispanic Marketing Communication.

Co-Editor, Proceedings

Chapa, S. (2013). *4th International Conference on Spanish Language Media and Marketing*.

Chapa, S. (2009). *2nd International Conference on Spanish Language Media and Markets*.

Editor, Proceedings

Chapa, S. (2015). *5th International Conference on Latino Media and Marketing*.

Report

Chapa, S. (2016). *7 Years Centers/Institute Report submitted to the FSU President Office*. Center for Hispanic Marketing Communication.

Research/ Independent Study/ Mentoring

White, S., & Chapa, S. (2013). *Green Advertising: Exploring the Impact of Fear Appeal Advertising on Madres Latinas*.

Service

Florida State University

FSU College Service

Member, ByLaws Committee (2022–2023).

Chair, Latino Media and Marketing Conference hosted at FSU (2014–2015).

FSU Department Service

member, School Structure Committee (2019–present).

Member, PTE Committee (2021–2024).

Member, Ph.D. Committee (2020–2022).

member, Ph.D. Program Admission Committee (2020–2022).

member, New Structure Committee (2020–2021).

member, Assessing the Faculty Evaluation Form Committee (2020–2021).

member, School of Communication Structure Evaluation (2020).

member, Online Master Committee (2017–2020).

member, School Director Search Committee (2019).

member, Capstone Review Committee (2019).

Member, Faculty Mentorship Committee (2019).

Member, Academic Affair Committee (2017–2018).

Member, Curriculum's Tracks of the School of Communication Evaluation Committee (2017).

Member, Multicultural Marketing Communication in Health Job Search (2016–2017).

Member, Evaluation Committee of the School of Communication's Administrative Structure (2016).

Member, Grade Appeal Committee (2013–2014).

Member, Longevity Search Committee (2014).

Member, Advertising Job Position Search Committee (2011).

FSU Institute or Center Service

Member, Florida state University Senate's Teaching Evaluation Committee (2023–present).

Member, HSI (Hispanic Serving Institution) Learning Team (2023–present).

Advisor, Graduate Hispanic Student Association (2018–present).

Advisor, Multicultural Marketing Student Association (2013–present).

Member, School of Communication Scholarship Committee (2013–present).

Member, FSU (QEP) Quality Excellent Plan Committee (2022–2024).

Member, Minority Scholarship Committee, at the FSU International Program (2022–2023).

Member, FSU CMO (Chief of Marketing) Search Committee (2022).

FSU Program Service

Director, Multicultural Marketing Certificate (2013–present).

The Profession

Editorial Board Membership(s)

Cultural Marketing Strategy (2015–present).

International Spanish Language Media (2012–present).

Guest Reviewer for Refereed Journals

Journal of Applied Marketing Theory (Dec 2017–present).

Multidisciplinary Business Review (2014–present).

Chair of a Symposium

Chapa, S., Ayala. Jose, Peralta, K., & Reyes, S. (Chair). (2023, October). *Inteligencia Artificial*

en Comunicacion - AI in communication. Symposium conducted at the meeting of Federacion latinoamericana de Escuelas de Comunicacion Social (FELAFACS), & Centro Internacionasl de Estudios Superiores de Comunicacion para America Latina (CIESPAL), Quito, Ecuador.

Chapa, S. (Chair). (2021, February). *2021 Hispanic Media And Marketing Conference, Co Chair.* Symposium conducted at the meeting of Association for Latino Media and Marketing Communication, Virtual.

Chapa, S., & Korzenny, F. (Chair). (2015, February). *5th International Conference on Latino Media and Marketing.* Symposium conducted at the meeting of Association for Latino Media and Marketing Research, Florida State University, Tallahassee, FL.

Chapa, S., & Subervi, F. (Chair). (2013, February). *4th International Conference on Spanish Language Media and Marketing.* Symposium conducted at the meeting of Association for Latino Media and Marketing Research, Texas State University, San Marcos, Texas.

Chapa, S., & Subervi, F. (Chair). (2009, February). *2nd International Conference on Spanish Language Media and Markets 2009.* Symposium conducted at the meeting of Association for Latino Media and Marketing Research, Texas State University, San Marcos, Texas.

Service to Professional Associations

US Representative, Federación de Escuelas de Comunicación Social (2018–present).

Marketing Communication, Conference Track Chair, Association of Marketing Theory and Practice (2017–present).

Secretary - Executive Committee, Association for Latino Media and Marketing Communication Research (2019–2024).

At Large, Research, Association for Latino Media and Marketing Research (2015–2019).

The Community

Reviewer, Journal of Consumer Marketing (2025–present).

Reviewer, Revista Comunicacion (2024–present).

Scientific Committee, Federacion latinoamericana de Escuelas de Comunicacion Social (FELAFACS), & Centro Internacionasl de Estudios Superiores de Comunicacion para America Latina (CIESPAL) (2023–present).

Representative in US, FELAFACS Federation de LatinoAmerica de facultades de Comunicación Social (2015–present).

Member, Scholarship Committee (2013–present).

Consultation

Salva Terra. Communication Advisor (2021–present).

Coca Cola Company. Hispanic Advisory Council (2018–2023).