

KELLI M. FRIAS

Marketing Area, Rawls College of Business
Texas Tech University, Lubbock, TX 79409-2101
(909) 731-4274; kfrias2@gmail.com

EDUCATION

University of Arizona. Eller College of Management, Tucson, AZ
Ph.D. in Marketing, minor in Law (emphasis in Intellectual Property and Antitrust) August 2011

University of California, Riverside. Anderson School of Management, Riverside, CA
B.S., Business Administration with Honors June 2000

ACADEMIC APPOINTMENT

Texas Tech University, Rawls College of Business
Assistant Professor of Marketing August 2011-Present

CIVIC APPOINTMENT

Office of the Governor, State of Texas
Product Development and Small Business Incubator Board Appointee
Appointed by Governor Greg Abbott 2016-2021

The Product Development and Small Business Incubator Program (PDSBI) is a nine-person board responsible for overseeing a revolving \$45,000,000 loan program administered by the Texas Economic Development Bank. PDSBI provides financing to aid in the development, production, and commercialization of new or improved products and to foster and stimulate the development of small businesses in the state.

OTHER EMPLOYMENT:

West Harbor Intelligence, Labor Relations Consultant, Aliso Viejo, California 2001-2006
Albertsons Grocery Company, Retail Sales, Multiple Locations, California 1995-2001

AWARDS

- Ewing Marion Kauffman Foundation Emerging Scholar Award (\$20,000) (2012-present)
- Rawls College of Business Administration, Dean's Teaching Excellence Award (\$5,000) 2016
- Texas Tech University Summer Research Proposal Grant (\$25,000) 2015
- Institute for the Study of Business Markets (ISBM) Business Marketing Doctoral Support Award Recipient (\$10,000) 2010
- Lisle and Roslyn Payne Outstanding Doctoral Student Award (\$2,500) 2010
- Ewing Marion Kauffman Dissertation Fellowship (\$20,000) 2010
- AMA Sheth Foundation Doctoral Consortium Fellow (Ft. Worth, TX) 2010
- Arizona Graduate Diversity Fellowship (\$10,000) 2008
- Jim Click Doctoral Student Fellowship (\$2,000) 2009

- Dean's Service Award, Eller College of Management 2008
- Best Abstract Award, Transformative Consumer Research Conference 2007

ACADEMIC FOCUS

Research Program

Product development and commercialization decisions, product-form strategy, marketing strategy, innovation, intellectual property and product design, organization strategy

Teaching Focus

Marketing Strategy, New Product Development, Technology Commercialization
Introduction to Marketing

JOURNAL PUBLICATIONS

Ertas, Atila, Heather Greenhalgh-Spencer, Utku Gulbulak, Turgut Batuhan Baturalp, and Kellilynn M. Frias, "Transdisciplinary Collaborative Research Exploration for Undergraduate Engineering Students," *International Journal of Engineering Education*, 2017, (33) 4, 1242-1256.

Frias, Kellilynn M. and James R. Carver, "Re-examining the "Service" of Education from a Service-Dominant Logic Perspective: Implications for Women in Business," *Educational Philosophy and Theory*, (Special Issue): *Gender and Education*, 2016, 1-7.

Ertas, Atila, Kellilynn M. Frias, Derrick Tate, and Susan Back, "Shifting Engineering Education from Disciplinary to Transdisciplinary Practice," *International Journal of Engineering Education*, 2015, (31) 1, 94-105.

Lo, Desmond, Kellilynn M. Frias, and Mrinal Ghosh, "Pricing Formats for Branded Components in Industrial Markets: An Integration of Transaction Cost Economics and the Resource-Based View," *Organization Science*, 2012, (23) 5, 1282-1297.

Sierra, Jeremy, Nina Compton and Kellilynn Frias-Gutierrez, "Brand Response-Effects of Perceived Sexual Harassment in the Workplace," *Journal of Business and Management*, 2008, (14) 2, 175-198.

PUBLISHED BOOK CHAPTERS

Greenhalgh-Spencer, Heather, Kellilynn M. Frias, and Atila Ertas "Transdisciplinary Content Pedagogy in Undergraduate Engineering Education: Being Pulled Up Short," *Transdisciplinary Higher Education: A theoretical basis revealed in practice*, Ed. Gibbs, P. Springer (Eds.), 2017 (peer-reviewed).

Ghosh, Mrinal, Kellilynn M. Frias, and Robert F. Lusch, "Choosing Value-Chain Locations in Marketing Channels: Integrating Service Dominant Logic and Product-Form Strategy Perspectives," *Handbook on Distribution Channels Research*, Jim Brown and Chuck A. Ingene (Eds.), 2017.

Back, Susan, Heather Greenhalgh-Spencer, and Kellilynn M. Frias "The Application of Transdisciplinary Theory and Practice to STEM Education," *Handbook of Research on*

Technology Tools for Real-World Skill Development, Yigel Rosen, Steve Ferrara and Maryam Mosharoff (Eds.), 2015 (peer-reviewed).

PROCEEDINGS

Ertas, A., Frias, K., Greenhalgh-Spencer, H. and Back, S. (2015). "A Transdisciplinary Research Approach to Engineering Education". *Proceedings of the 2015 ASEE Gulf-Southwest Annual Conference*. Copyright © 2015, American Society for Engineering Education (Nominated for Best Paper).

(Frias) Gutierrez, Kellilynn, Linda L. Price, and Eric J. Arnould, "Consuming Family Dinner Time," 2008, *ACR Proceedings* (2008), vol. 35, 189-193.

MANUSCRIPTS UNDER REVIEW

"The Product-Form Strategic Decision in the New Product Development Process: A Multi-Method Investigation," Kellilynn M. Frias, Dale F. Duhan, Narayan Janakiraman, Mrinal Ghosh and Robert F. Lusch, under preparation for 2nd round of reviews at *Journal of Marketing*.

"Legitimacy's Role in Expanding our Understanding of Marketing Competence," James R. Carver, Kellilynn M. Frias, and Robert F. Lusch, under preparation for 2nd round of reviews at *Journal of Marketing Management*.

"Product-Form Strategy: Selling Systems v. Components in Industrial Markets," Mrinal Ghosh, Shantanu Dutta, and Kellilynn M. Frias, under review at *Journal of Marketing Research*.

ADVANCED WORK IN PROGRESS

"Just-in-Time Teaching Techniques: Peer Input in an Interdisciplinary New Product Development Course," Kellilynn M. Frias and Deidre Popovich, under preparation for resubmission at *Marketing Education Review*.

"Risk Assessments of Early-Stage Ventures: A Study of Entrepreneurs and Angel Investors," Kellilynn M. Frias and Dale F. Duhan, under preparation for submission to *Entrepreneurial Theory and Practice*, proposed submission on December 15, 2017.

"Intellectual Property Enforceability and Product-Form Strategy," Kellilynn M. Frias and Mrinal Ghosh, under preparation for submission to *Journal of Law, Economics, and Organization* on December 30, 2017.

"A Theoretical Framework for Understanding Product-Form Strategy," Kellilynn M. Frias, Mrinal Ghosh and Robert F. Lusch, under preparation for submission to *Organization Science* on January 30, 2018.

MANUSCRIPTS UNDER CONSTRUCTION

"The "Real" Role of Marketing according to the Product Development Process Literature," Kellilynn M. Frias under preparation for submission to *Journal of Academy of Marketing Science*.

“Expanding Marketing’s Understanding of Artifacts: The Service Dominant Logic Perspective of Institutions and their Outcomes,” with Stephen L. Vargo and Robert F. Lusch, under preparation for submission to *Journal of Public Policy and Marketing*.

“The Evolution of Industry: The Impact of Technology and Regulation on Interfirm Relationships,” Kellilynn M. Frias, Mrinal Ghosh, and Madhu Viswanathan, under preparation for submission to *Journal of Marketing Research*.

“Product-Industry Fit: The impact of the Ecosystem on Market Offerings,” Kellilynn M. Frias and Mrinal Ghosh, under preparation for submission to *Journal of Business and Industrial Management*.

“A Service-Dominant Logic Perspective of the Business Education,” Kellilynn M. Frias, and James Carver, under preparation for submission to *Journal of Marketing Education*.

“An Introduction to Service-Dominant Logic: A Relevant Framework for Antitrust Theory?” Robert F. Lusch, Stephen L. Vargo, and Kellilynn M. Frias, under preparation for submission to *Journal of Public Policy and Marketing*.

“Patenting Exchange Processes: The Logic of Business Methods Patents,” Kellilynn M. Frias, Stephen L. Vargo and Fred W. Morgan, under preparation for submission to *Journal of Public Policy and Marketing*.

“Interfirm Relationships, Marketing, and Product-Form Strategy,” Kellilynn M. Frias, Mrinal Ghosh, and Madhu Viswanathan, under preparation for submission to *Journal of Marketing*.

AWARDED RESEARCH SUPPORT (Total: \$174,270)

GLEAMM, Texas Tech University, Technology Commercialization, (\$50,000), Solar Powered Digital Classroom in a Box, submitted October 2017, funding to begin November 1, 2017. This commercialization strategies proposal intends to provide researchers with an opportunity to collect customer discovery data and diagnostic research about a previously funded Texas Instruments funded innovation deployed in the electrical engineering department. The technology, a solar powered digital classroom in a box, is intended to provide a digital content delivery system for use in electricity, internet, and technology limited locations. The content and system are suitable for encouraging early childhood literacy and numeracy as well as assisting in teaching in content areas such as medicine and health. Seed funding have made initial testing possible for deployment in Africa and Mexico.

VentureWell Foundation (\$25,000), March 2017-August 2019 (written and submitted November 2016), “Civil-Military Pre-hospital Care Innovation Curriculum A Scalable Pilot Program” (proposal #15533-16). Pre-hospital care is an expansive area for insertion of innovative ideas, procedures, and commercialized products and services. Yet, veteran students often lack opportunities to utilize their specialized skills in traditional classroom settings. For medical students, pre-hospital care in varying settings is often a limited part of their curriculum. As such, it is also challenging for medical students to meet the needs of demanding environments outside of a traditional medical facilities. These complex, resource-challenging environments often require interdisciplinary collaborations and varied skills to identify potential solutions. One opportunity to utilize these diverse skills, domain-specific knowledge, and the passion of many of students is to create collaborative e-teams. Designed to identify critical challenges in these

settings, learn collectively about commercialization of technology through the business model canvas and lean startup approaches, and to offer commercial solutions for the current deficits in this market, these teams will be charged with improving the current solutions to these complex problems. Thus the ultimate goals are twofold: to reduce preventable fatalities to zero and to simultaneously expand a new area of experiential entrepreneurship to students across the campus. We anticipate this pilot will be expandable and sustainable in collaboration with established resources housed in the Research Park at Texas Tech University and the Southwest NSF I-Corps training program.

VentureWell Foundation (\$18,000), January 2016-2017 (written and submitted in May 2015), Integrative E-learning Course: Bringing Together Business, Engineering, and Autism Spectrum Disorder Students. This grant is a joint collaboration with Dr. Tim Dallas, Professor of Electrical and Computer Engineering, Dept. of Electrical Engineering, Whitacre College of Engineering and Dr. DeAnn Lechtenberger, Director of Technical Assistance and Community Outreach for the Burkhart Center for Autism Education and Research. The grant is designed to facilitate technology research and development by diverse populations. The data utilized from this grant will be submitted for publication to academic journals across several fields including strategy, marketing education, and engineering education.

National Science Foundation, I-Corps L Program (\$50,000), January 2015, (written and submitted Aug-Oct 2014): Commercializing Technology: Cybersecurity Exercises, Instructional Modules Development for Exercise-based Teaching of Cybersecurity Concepts. This grant is a joint collaboration with Dr. Akbar Namin, Associate Professor of Computer Science, Dept. of Computer Science and Dr. Fethi Inan, Associate Professor of Instructional Technology, Dept. of Education at Texas Tech University. The grant is designed to facilitate market research and analysis for potential market entry decisions. Findings from 105 qualitative interviews provide data for analysis and submission to scholarly journals in marketing and management.

Mason Greenstar: Early-Stage Technology Ventures (\$11,270), May 2014, this grant provided for funds to analyze early-stage venture funding and cost structure analysis with an emphasis on understanding the evolution of the product offering from inception through commercialization. The research is an extension of my dissertation work, which examined the evolution of a technological idea to a market offering for technology-based, early stage ventures. The data utilized from this grant will be submitted for publication to a top-tier marketing journal.

Ewing Marion Kauffman Foundation Emerging Scholars Award (\$20,000), May 2010, this grant provided funds to collect data with angel investors in several locations across the Southwestern part of the United States. The purpose of this study was to understand the underlying heuristic used by investors seeking to support early-stage, technology ventures. Experimental data was collected across five angel networks. Findings revealed technological factors, intellectual property, and the marketing expertise of founding members of the venture have an impact on the investors' desired Product-Form strategy.

PENDING RESEARCH SUPPORT (Total \$1,159,043)

National Science Foundation, ITEST (\$1,159,043), *ITEST Strategies*, submitted September 2017 (projected 3-year program). This ITEST Strategies proposal addresses ITEST questions regarding the types of experiences with emerging technology that students—including students from underrepresented groups—need in order to fully participate in the STEM-related workforce of today and in the future. The project also researches the efficacy of a specific pedagogical model that aims to promote engagement in STEM concepts, as well as STEM career awareness and

motivation toward STEM career pathways. In order to get more high school students to transition into the STEM workforce, students need to be engaged in their high school STEM courses; Make connections between STEM high school courses and real-world jobs; Establish a sense of one's own STEM identity (The students see themselves as 'STEM people.');

and Establish one's own sense of STEM self-efficacy. (Students feel they can succeed in STEM endeavors.) In order to address the needs above, this proposal develops and tests a new pedagogical model that will create: increased engagement, connections between high school STEM courses and the workforce or other STEM options after graduation, and an increase in STEM identity and STEM self-efficacy for students. Entrepreneurship, product development, and commercialization of technology modules will provide students with additional insights about careers within established firms or startups. This pedagogical model, deployed in multiple STEM courses, includes kinesthetic learning opportunities with wearable sensors combined with mentoring by those already in the STEM workforce or STEM studies in college. The project tests this model in both urban and rural contexts, and across diverse student populations. The project will affect ~700 students, in 3 high schools, over the life of the grant. This proposal is aimed at early stage exploratory research.

CONFERENCE PRESENTATIONS

“Nascent Entrepreneurs and Angel Investor’s Perspectives of Venture Risk: The Impact of Product Modularity, Intellectual Property Enforceability, and Marketing Resources,” (with Dale F. Duhan), Special Session: New Issues and Perspectives in the Interface between Entrepreneurship and Marketing, American Marketing Association Summer Educator’s Conference, San Francisco, CA 2017.

“Resource Integration: Intellectual Property Rights from Service-Dominant Logic Lens and the Evolving Boundaries of Innovation,” (with Stephen L. Vargo and Robert F. Lusch), Naples Forum on Service-Dominant Logic, Sorrento, Italy 2017.

“The Entrepreneurial University: Culture & Ecosystems” (with Annette Sobel and Kimberly Gramm), Deshpande Symposium, University of Massachusetts, Lowell, MA, 2017.

“Inclusiveness in Entrepreneurship Coursework: Texas Tech University’s integrative e-learning course bringing together business, engineering, and students with Autism Spectrum Disorder,” (with Tim Dallas and Deann Lechtenberger) Deshpande Symposium, University of Massachusetts Lowell, MA, 2016.

“Product-Form Strategy for Early Stage Ventures,” (with Dale F. Duhan, Mrinal Ghosh, Narayan Janakiraman, and Robert F. Lusch), Texas Marketing Research Symposium, Arlington, TX, 2016.

“A Transdisciplinary Research Approach to Engineering Education,” (with Atila Ertas, Heather Greenhalgh-Spencer, and Susan M. Back), American Society for Engineering Education proceedings (ASEE) GSW 2015 conference, San Antonio, TX, 2015.

“How Colleges of Business Can and Should be Leaders in Promoting an Expanded Definition of Diversity and Inclusiveness on Campuses Nationwide,” panel discussant, American Accounting Association (AAA) 2015 conference, Atlanta, GA, 2015.

“Product-Form Strategy for Early-Stage Ventures,” (with Mrinal Ghosh and Robert F. Lusch), at the Kauffman Foundation Emerging Scholars Conference, Kauffman Foundation, Kansas City, October 2014.

“Product-Form Strategies: Choosing Business Models in Technology Markets,” (with Mrinal Ghosh and Robert F. Lusch), at the McGuire Center for Entrepreneurship Colloquium, University of Arizona, Tucson, October 2012.

“Product-Form Strategy: Selling Systems versus Components in Industrial Markets,” (with Mrinal Ghosh and Shantanu Dutta) at the 2012 ISBM Conference, Chicago, August 2012.

“Product-Form Strategy: Selling Systems versus Components in Industrial Markets,” (with Mrinal Ghosh and Shantanu Dutta), at the 7th International Symposium in Marketing, Korea University, Seoul, Korea, May 2012.

“Product-Form Strategy: Offering Systems v. Components in Industrial Markets,” (with Mrinal Ghosh and Shantanu Dutta), Theory and Practice in Marketing Conference: Harvard Business School, Cambridge, MA, May 2012.

“Product-Form Choice: Selling Systems versus Components in Industrial Markets,” (with Mrinal Ghosh and Shantanu Dutta), at the BI Norwegian School of Management, Oslo, Norway, June 2011.

“Institutional Environments and Product-Form Choice,” (with Mrinal Ghosh and Robert Lusch) at the Winter American Marketing Association Conference, Austin, TX, February 2011.

“The Impact of Venture Capital on Product-Form Strategies in High-Technology Market,” (with Mrinal Ghosh and Robert Lusch) at the Kauffman Foundation Workshop, Allied Social Science Association/American Economic Association Conference, Atlanta, GA, January 2010.

“When do Vendors Choose to Offer Systems versus Components,” (with Mrinal Ghosh and Shantanu Dutta), at the INFORMS Marketing Science Conference, Ann Arbor, Michigan, June 2009.

“Pricing Formats for Branded Components in B2B Markets,” (with Desmond Lo and Mrinal Ghosh) at the INFORMS Marketing Science Conference, Vancouver, June 2008.

“Consuming Family Dinnertime,” (with Linda L. Price and Eric J. Arnould) at the Advances in Consumer Research Conference, Memphis, Tennessee, June 2008.

“An Introduction to Service-Dominant Logic: A Relevant Framework for Antitrust Theory?” (with Robert F. Lusch) at the American Antitrust Institute Invitational Symposium, Washington, D.C., July 2007.

“Consuming Family Dinnertime: Is Family Dinner a Recipe for Success?” (with Linda L. Price) at the Transformative Consumer Research Conference, Hanover, New Hampshire, July 2007.

“The Future of Business Methods Patents,” (with Stephen L. Vargo and Fred W. Morgan) at the American Marketing Association Marketing and Public Policy Conference Proceedings, Washington D.C., May 2003.

SERVICE PRESENTATIONS

“Marketing and New Product Development in Pre-Hospitalization Contexts,” Texas Tech University Health Sciences Center, Lubbock, Texas, October 2, 2017.

“Marketing Strategy and Operational Effectiveness,” Texas Tech University Accelerator Program, Innovation Hub, Lubbock, Texas, August 14, 2017.

"Entrepreneurship and Transition Opportunities for Veterans in West Texas," Veteran's Art in Medicine Symposium, TTU HSC, National Ranching Heritage Center, Lubbock Texas, November 17, 2016.

“Product-Form Strategy for Early-Stage Ventures,” Texas Tech Accelerator, Innovation Hub, Texas Tech University, Lubbock, Texas, March 7, 2016.

“Innovation in Early-Stage Ventures,” Night of the Innovators, Texas Tech University Research Park, Lubbock, Texas, December 7, 2015.

“What will your Startup Sell?,” Guest lecture to Electrical Engineering Department, Texas Tech University, Lubbock, Texas, April 14, 2014.

“Pursuing a Ph.D. in Marketing,” Ph.D. Project Recruiting Conference, Chicago, Illinois, November 2008.

“Ten Guides to Being a Great Doctoral Student: Introduction for First Year Ph.D. Students,” Ph.D. Project Conference, Chicago, Illinois, August 2006.

TEACHING EXPERIENCE

Texas Tech University

- Mktg 4383- Marketing Strategy (Fall 2013-Present)
- Mktg 4385- New Product Development (Winter Intersession 2016)
- Mktg 3350- Principles of Marketing (Fall 2011-Spring 2012)
- BA 5322- Technology Commercialization (Summer 2015, 2016)
- Mktg 3350- Principles in Marketing (Fall 2011-Spring 2013)

University of Arizona

- Mktg 370- Marketing and Public Policy (Spring 2009, Summer 2008)
- Mktg 361- Introduction to Marketing (Summer 2007, 2006)

Dissertation Committees:

- Moran, Daniel, *Supply-Side Product-Form Strategies to support the Marketing of Emerging High Tech Ideas: How to Identify the Value Chain Location*, Expected graduation June 2019, Ph.D. in Mechanical Engineering/Transdisciplinary Program, co-chair.
- Lie, Zen, *Computational Approach for Identifying and Visualizing Innovation in Patent Networks*, Ph.D. in Mechanical Engineering/Transdisciplinary Program, March 2013, committee-member (Process Engineer, Intel Corporation).

Teaching Evaluations:

(Effectiveness of instructor; 5-point scale)

Course Prefix	Course Number	Title	Sec	Enrollment	Teaching Effectiveness	Department Average	College Average
Spring 2017							
MKT	4385	Marketing Strategy	001	34	4.7*	4.3	4.3
MKT	4385	Marketing Strategy	002	35	4.3		
Fall 2016							
MKT	4385	Marketing Strategy	001	34	4.67	4.49	4.36
MKT	4385	Marketing Strategy	002	35	4.86		
Spring 2016							
MKT	4383	Special Topics in Marketing: New Product Development (Study abroad course)*	260	13	4.12	4.64	4.53
MKT	4385	Marketing Strategy	001	34	4.76		
MKT	4385	Marketing Strategy	002	34	4.89		
Summer 2016							
BA	5322	Technology Commercialization	001	17	Unavailable**		
Fall 2015							
MKT	4385	Marketing Strategy	001	34	4.67	4.61	4.54
MKT	4385	Marketing Strategy	002	34	4.67		
Spring 2015							
MKT	4385	Marketing Strategy	001	30	4.89	4.47	4.45
MKT	4385	Marketing Strategy	002	30	4.76		
Summer 2015							
BA	5322	Technology Commercialization	001	14	4.58		
Fall 2014							
MKT	4385	Marketing Strategy	001	30	5.00	4.52	4.43
MKT	4385	Marketing Strategy	002	30	4.42		
Spring 2014							
MKT	4383	Marketing Strategy	001	30	Unavailable**	4.55	4.40
MKT	4383	Marketing Strategy	002	30	4.88		
Fall 2013							
MKT	4383	Marketing Strategy	001	30	4.76	4.36	4.38
MKT	4383	Marketing Strategy	002	30	4.76		
Spring 2013							
MKT	3350	Intro to Marketing	001	50	4.63	4.47	4.37
MKT	3350	Intro to Marketing	002	50	4.44		
Fall 2012							
MKT	3350	Intro to Marketing	001	50	4.08	4.37	4.35
MKT	3350	Intro to Marketing	002	50	4.05		
Spring 2012							
MKT	3350	Intro to Marketing	001	50	4.08	4.45	4.43
MKT	3350	Intro to Marketing	002	50	4.05		
Fall 2011							
MKT	3350	Intro to Marketing	001	76	4.11	4.52	4.34

*Shaded boxes denote when my evaluations were equivalent or higher than the department and college averages. Also, spring 2017 evaluations were computed utilizing a new, online method (implemented by the university) which averages to one decimal point.

**Evaluations for this course were submitted within the college but not located after being collected by another department on campus.

PROFESSIONAL SERVICE

Department, College, and University Service

- Rawls College of Business Representative, Hispanic Serving Institution (HSI) Committee, 2017-present
- Ph.D. Project Faculty Representative, Rawls College of Business, 2011-present
- Latino Hispanic Faculty and Staff Member, 2016-present
- Innovation Hub, Texas Tech University, Technology Accelerator Mentor, 2016-present
- 3-Day Startup, Mentor, Fall 2014-Present
- Technology Accelerator Guest Instructor, Spring 2014-Present
- Faculty Recruitment Committee in the Marketing Area, 2013-2017
- Rawls Day Diversity Panelist, September, 2015
- Marketing Scholarship Committee Chair in the Marketing Area, 2015
- TEDxTexasTechUniversity, Co-Organizer & Author of University License, 2014
- National Collegiate Ethics Case Competition, Faculty Advisor, 2014
- Marketing Scholarship Committee, Faculty Evaluator, 2011-Present
- Marketing Textbook Committee, Member, 2011-2014
- Faculty Advisor, Office of Research Commercialization, 2011-2014
- Ph.D. Project Faculty Representative, Rawls College of Business, 2011, 2012

Scholarly Manuscript Reviews

- American Marketing Association, 2013-present
- Marketing Science, Ad Hoc Reviewer 2007
- Association for Consumer Research Conference, Reviewer 2007

REFERENCES

Tim Dallas, Ph.D.
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of Electrical and Computer Engineering
Whitacre College of Engineering
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