

Dr. Arturo Z. Vasquez-Párraga

Professor of Marketing
The University of Texas Rio Grande Valley
Department of Marketing
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2005 - 2021

Education

- PhD, Texas Tech University, 1990.
Major: Business Administration
Title: Organizational Consequences and Marketing Ethics: A Study of Marketing Managers' Propensity to Reward or Discipline Salepeople's Ethical and Unethical Behavior
- PhD, The University of Texas at Austin, 1986.
Major: Sociology
- MA, The University of Texas - Austin, 1983.
Major: Sociology
- BA, Catholic University of Peru, 1981.
Major: Social Sciences
Title: Capitalism and Cooperative Organization

Employment History

Academic - Post-Secondary

- Professor of Marketing and International Business, University of Texas Rio Grande Valley.
(September 1, 2015 - Present).
- Professor of Marketing and International Business, University of Texas - Pan American.
(September 1, 2005 - August 31, 2015).
- Visiting Professor, Universidad Catolica de la Santisima Concepcion, Concepcion, Chile,
Business professors. (2007 - 2017).
- Visiting Professor, Universidad de Concepcion, Concepcion, Chile, Industrial Engineering: Master
Program. (2010 - 2015).
- Visiting Professor, Universidad de San Ignacio de Loyola, Lima, Perú, Graduate Programs. (2012
- 2014).
- Visiting Professor, Universidad del Norte, Barranquilla, Colombia, Graduate Programs: Master in
Business Administration. (2002 - 2012).
- Visiting Professor, Universidad de Talca, Talca, Chile, Graduate Program: MBA-Executive
Program and MBA-International Business. (1999 - 2010).
- Visiting Professor, Universidad de Chile, Santiago, Chile, Graduate Program: MBA-Ingenieros
Comerciales and Ingenieros Civiles Industriales. (2007 - 2009).

Visiting Professor, Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) Campus Santa Fe, México, División de Programas Graduados. (2007).

Visiting Professor, Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) Campus Estado de México, México, División de Programas Graduados. (1994 - 2007).

Visiting Professor, Universidad de Deusto-Este, San Sebastián, España, Doctoral Program in Economics and Management. (2006).

Visiting Professor, Universidad del Pacifico, Lima, Peru, Graduate Programs: Master in Business Administration. (2006).

Licensures and Certifications

Quality Matters (QM) Certification of Marketing Strategy graduate course in Spanish, UTRGV - COLTT. (June 2021 - Present).

Quality Matters (QM) Certification of Business Ethics graduate course in English, UTRGV - COLTT. (May 2021 - Present).

Quality Matters (QM) Certification of Marketing Strategy graduate course in English, UTRGV - COLTT. (April 2021 - Present).

Quality Matters (QM) Certification of Business Ethics and CSR undergraduate course in English, UTRGV - COLTT. (December 2020 - Present).

Certification of a Graduate Course, Foundations of Marketing, by Quality Matters, UTPA and Quality Matters. (May 2015 - Present).

Certification of a Graduate Course, Business Ethics, by Quality Matters, UTPA and Quality Matters. (April 2015 - Present).

Teaching Online Certification - Blackboard Learn, UTPA Center for Online Learning, Teaching and Technology. (May 2006 - Present).

Certification for Building Competency Models, Workitec, Inc. (March 12, 2008 - March 14, 2008).

Awards and Honors

Outstanding Contribution in Reviewing, Journal of Retailing and Consumer Services, ELSEVIER. (June 2019).

Teaching Excellence Award, Universidad de Concepcion, Chile. (December 17, 2015).

Excellence Award in Mentoring, University of Texas-Pan American. (May 2, 2014).

Student Research Mentor of the Year 2011-2012, UTPA-COBA. (April 18, 2012).

U.S. Professors of the Year Award, UTPA. (September 2011).

2010 Minnie Stevens Piper Award Finalist, UTPA. (November 2010).

2010 College Excellence Award in Teaching, The University of Texas-Pan American. (May 7, 2010).

2009 Best Journal Article - Highly Commended Award from Emerald Literati Network, Emerald Literati Network. (July 28, 2009).

Professional Memberships

Society for Marketing Advances. (2000 - 2021).

Program Co-Chair 2008, Academy of Marketing Science. (1990 - 2021).

American Marketing Association. (1986 - 2021).

President 1995-1996, Business Association of Latin American Studies. (1984 - 2021).

Academy of International Business. (2001 - 2016).

CLADEA. (1986 - 2016).

Asociación Latinoamericana de Académicos de Marketing. (2000 - 2009).

American Society for Competitiveness. (1997 - 2008).

Development Activities Attended

Seminar, "Developing Peer Observation of Teaching Guidelines," UTRGV Center for Teaching Excellence, Edinburg, Texas, United States. (January 2020 - September 2020).

Workshop, "Academic Integrity Violation Sanctioning Guidelines at UTRGV," UTRGV, Edinburg, Texas, USA. (September 14, 2017).

Workshop, "PRIMER At Your Doorstep - Institutional Review Board (IRB) 201," UTRGV and Doctors Hospital at Renaissance, McAllen, Texas, USA. (April 2017).

Continuing Education Program, "Teaching Excellence Workshops," UTPA - COBA - Teaching Excellence Committee, Edinburg, Texas, USA. (September 2013 - May 2014).

Workshop, "Teaching Business Ethics," AACSB, Tampa, Florida, USA. (March 26, 2012 - March 27, 2012).

Workshop, "Structural Equation Modeling," Society for Marketing Advances, New Orleans, Louisiana, USA. (November 4, 2009).

Workshop, "Professional workshop on Building Competency Models.," Workitec, Fort Lauderdale, FL, USA. (March 11, 2008 - March 15, 2008).

TEACHING

Teaching Experience

The University of Texas Rio Grande Valley

BADM 9391, Dissertation-Extension, 13 courses.

BADM 9690, Dissertation-Residency, 2 courses.

MARK, 1 course.

MARK 3300, Principles of Marketing, 1 course.

MARK 3321, Hispanic Marketing, 2 courses.

MARK 3330, Business Ethics & CSR, 8 courses.
 MARK 6300, Foundations of Marketing, 4 courses.
 MARK 6310, Marketing Strategy, 16 courses.
 MARK 6330, Business Ethics, 7 courses.
 MARK 6350, Competing through Services, 1 course.
 MARK 6370, Social media in Business, 2 courses.
 MARK 6390, Marketing Seminar, 1 course.
 MARK 8310, Marketing Strategy, 2 courses.
 MARK 8312, Marketing Theory, 3 courses.
 MARK 8320, Philosophy of Science, 1 course.
 MARK 8322, Scholarship Sem, 2 courses.
 MARK 8388, Special Topics in Marketing, 1 course.
 UNIV 6100, Comp Exam Ext, 1 course.

The University of Texas Pan American

BADM 9391, Dissertation-Extension, 9 courses.
 BADM 9690, Dissertation-Residency, 6 courses.
 ECON 6351, Topics in Economics, 1 course.
 FINA 6342, Financial Topics Seminar, 3 courses.
 INTB 3330, International Business, 2 courses.
 INTB 4365, Int'l Competitiveness, 6 courses.
 MARK 3371, Principles of Marketing, 1 course.
 MARK 3385, Hispanic Marketing, 2 courses.
 MARK 4330, International Marketing, 6 courses.
 MARK 4365, International Competitiveness, 1 course.
 MARK 4385, Hispanic Marketing, 1 course.
 MARK 4389, Marketing Strategy, 1 course.
 MARK 6301, Foundations of Marketing, 7 courses.
 MARK 6370, Marketing Policy & Management, 7 courses.
 MARK 6371, Marketing Seminar, 3 courses.
 MARK 6375, Business Ethics, 6 courses.
 MARK 8312, Marketing Theory, 3 courses.
 MARK 8320, Philosophy of Science Sem, 1 course.
 MARK 8322, Scholarship Seminar, 2 courses.
 MARK 8371, Sem in Marketing Topics, 2 courses.
 MARK 8372, Marketing Issues Seminar, 1 course.
 MGMT 6332, Management Seminar, 3 courses.
 MIS 6335, Seminar in MIS, 2 courses.

Non-UTRGV Courses Taught

Universidad Catolica de la Santisima Concepcion, Concepcion, Chile (2007-2017)
 , Business Ethics.
 Instituto Internacional de Estudios Superiores, Reynosa, México (2006-2015)
 , Strategic Management, Marketing Strategy, Business Ethics,
 Universidad de Puerto Rico, San Juan de Puerto Rico (2015)
 , Business Ethics.
 Universidad de San Ignacio de Loyola, Lima, Peru (2012-2014)
 , Ph.D. Seminars: Strategic Management, Innovation Management, Professional
 Development and Communication.
 Universidad de San Ignacio de Loyola, Lima, Peru (2012-2014)
 , Product Development, Services Marketing.
 University of Concepcion, Concepcion, Chile (2010-2015)
 , Organizational Ethics.

Universidad del Norte, Barranquilla, Colombia (2002-2012)
, International Competitiveness.
Universidad de Talca, Talca, Chile (1999-2010)
, Strategic Management, International Business Ethics, International Competitiveness,
Marketing, International Business.
Universidad de Chile, Santiago de Chile, Chile (2007-2009)
, Business Ethics.
ITESM-Campus Santa Fe, Mexico (2007)
, Ethics Auditing (workshop).
ITESM-Estado de Mexico, Mexico (1994-2007)
, Export Marketing, Negotiations, INCOTERMS, Integrated Marketing Communications,
International Business.
Universidad de Deusto-Este, San Sebastián, España (2006)
, Ph.D. Seminar: International Business.
FEMSA - Mexico
, Business Strategic Planning.
DELPHI, Reynosa, Mexico (2006)
, Work Ethics.

Non-Credit Instruction

Review Course, COBA, 24 participants. (May 2011).
Review Course, COBA, 16 participants. (May 2010).
Review Course, COBA, 52 participants. (October 2009 - December 2009).
Workshop, UTPA, 45 participants. (November 17, 2009).

Directed Student Learning

Graduate Supervised Research, "Customer Cyberbullying Behaviors and Its Antecedents,"
Department of Marketing, (June 2017 - Present)
Mei Han
Dissertation Committee Chair, "Fitness Branding and its Effects on Consumer Motivations and
Purchase Behaviors," Department of Marketing, BADM, (September 2016 - Present)
Mei Han
Graduate Supervised Research, "Service Transgression and Its Impact on Attitudes, Perceived
Satisfaction and Repatronage Intentions," Department of Marketing, (June 2015 - Present)
Mei Han
Graduate Supervised Research, "The Effect of Pricing Strategies on Purchase Intention,"
Department of Marketing, (January 2018 - August 2020)
Sudipto Sarkar
Graduate Supervised Research, "The Impact of Perceived Security Breach on Consumer
Repurchase Intention," Department of Marketing, (September 2017 - August 2020)
Sudipto Sarkar
Graduate Supervised Research, "The Nature of Bribery in Eastern and Western Contexts,"
Department of Marketing, (July 2017 - September 2019)
Ngoc Pham

Graduate Supervised Research, "The Three Facets of Quan-he vis-a-vis Western Business Practices," Department of Marketing, (April 2017 - September 2019)
Ngoc Pham

Dissertation Committee Chair, "Consumer Augmented Reality: Formation, Consequences, and Privacy Issues," Department of Marketing, BADM, (July 2014 - August 2019)
Atieh Poushneh

Dissertation Committee Chair, "The Ambivalent Influence of Stakeholders in Environmental Ethics across Borders," Department of Marketing, BADM, (September 2016 - October 2018)
Sergio Robles

Graduate Supervised Research, "Consumers' Propensity to Adopt Marijuana Products," Department of Marketing, (May 2015 - October 2018)
Sergio Robles

Master's Comprehensive Exam Committee Member, Department of Communication, (February 2018 - April 2018)
Michael Betancourt

Graduate Supervised Research, "Explaining Consumer Intentions to Purchase or Adopt Illicit Goods," Department of Marketing, (June 2015 - February 2018)
Sergio Robles

Graduate Supervised Research, "Customer Readiness and Participation in Non-Technology-based Service Delivery," Department of Marketing, (September 2013 - February 2018)
Atieh Poushneh

Graduate Supervised Research, "Customer Dissatisfaction and Satisfaction with Augmented Reality in Shopping and Entertainment," Department of Marketing, (October 2016 - January 2018)
Atieh Poushneh

Dissertation Committee Chair, "Hormonal influence on female consumption of revealing and sexy fashion products," Department of Marketing, (September 2016 - December 2017)
Ngoc Pham

Graduate Supervised Research, "Unethical Consumer Behavior in Retail Settings: Determinants of Ethical Judgment and Intention in Shoplifting," Marketing (UTPA), (May 2016 - August 2017)
Tofazzal Hossain

Postdoctoral Research Supervision, "Intraorganizational and Interorganizational Management Control Systems: Focus on Resources and Capabilities," Marketing (UTPA), (March 2017 - June 2017)
Carolina Leyton

Postdoctoral Research Supervision, "The Effect of Brand Self-Disclosure on Brand Trust and the Mediating Role of Brand Intimacy," Marketing (UTPA), (March 2016 - September 2016)
Richard Huaman-Ramirez

Graduate Supervised Research, "Hormonal Influence on Female Consumption of Fashion Items," Marketing (UTPA), (January 2015 - August 2016)
Ngoc Pham

Dissertation Committee Chair, "Consumer Ambivalent Responses to Imported Products: Product Adoption, Customer Satisfaction, Source of Origin," Marketing (UTPA), (August 2012 - 2015)
Miguel Sahagun

Undergraduate Supervised Research, "Consumer Motivations to Buy Products Derived from Endangered Species," Marketing (UTPA), (September 2012 - 2014)
Amy Wang

Doctoral Advisory Committee Chair, Marketing (UTPA), (June 2013 - July 2014)
Atieh Pushneh

Dissertation Committee Chair, Marketing (UTPA), (July 2013 - June 2014)
Mohamadreza Asgari

Doctoral Advisory Committee Chair, Marketing (UTPA), (September 2011 - June 2014)
Mohammadreza Asgari

Reader and evaluator of a Scholarship Seminar paper, "Effects of Consumption Category on Pay-What-You-Want Pricing," Marketing (UTPA), (December 2013)
Amy Xi Wang

Reader and evaluator of a Scholarship Seminar paper, "Factor Affecting Customers' Preferences for Robots," Marketing (UTPA), (May 2013)
Khaled Khasawneh

Undergraduate Supervised Research, "Customer Responses to Airline Mergers: The Case of United Continental Holdings," Marketing (UTPA), (September 2012 - May 2013)
Mohammadreza Asgari

Master's Thesis Committee Member, "Master comprehensive examination," Other (within UTPA), (March 2013 - April 2013)
Michelle Hernandez

Undergraduate Supervised Research, "Fitting consumer needs to perceived product value: The example of Apple Versus Samsung products," Marketing (UTPA), (September 2011 - December 2012)
Yi-Chia Wu

Undergraduate Supervised Research, Marketing (UTPA), (1998 - 2012)
Jason Flores, Robert Saldívar, Paul Barretta, Miguel Ángel Sahagún, Mohammadreza Asgari, Héctor Romero, Morris Kallini, Yun Chu, Wolfgang Hinck, Sergio Alonso, Jason MacDonald

Dissertation Committee Chair, "The Effect of Choice and Degree of Participation on Customer Value and Performance Outcomes," Marketing (UTPA), (June 2011 - August 2012)
Jason Flores

Doctoral Advisory Committee Chair, Marketing (UTPA), (September 2010 - August 2012)
Miguel Sahagun

Doctoral Advisory Committee Chair, Marketing (UTPA), (September 2008 - August 2012)
Jason Flores

Reader and evaluator of a Scholarship Seminar paper, "Marketing Mix Practices for Coping with Crime-related Insecurity Perception in the Lodging Sector," Marketing (UTPA), (May 2012)
Oliver Cruz

Undergraduate Supervised Research, Marketing (UTPA), (May 2011 - May 2012)
Miguel Sahagun

Undergraduate Supervised Research, "Loyalty between customers and grocery stores in the Rio Grande Valley," Marketing (UTPA), (May 2011 - August 2011)
Pablo Jose Escobedo

Undergraduate Supervised Research, Marketing (UTPA), (November 2010 - August 2011)
Pablo Escobedo

Undergraduate Supervised Research, Marketing (UTPA), (September 2010 - August 2011)
Paul Barretta

Undergraduate Supervised Research, (2008 - 2009)
Kassandra Sandoval, Ricardo Canseco

Dissertation Committee Member, Marketing (UTPA), (2006 - 2008)
Charles Richardson

RESEARCH

Published Intellectual Contributions

Book, Chapter in Scholarly Book-New

Sahagún, M. A., Vasquez-Párraga, A. Z. (2021). *Consumer's Process of Adopting Imported Products: Main and Moderating Effects*. Book Publisher International.

Vasquez-Parraga, A. Z., Sahagun, M. A. (2019). Explaining Customer Loyalty to Retail Stores: A Moderated Explanation Chain of the Process. In Fabio Musso and Elena Druica (Ed.), *Modern Retailing Techniques for Optimal Consumer Engagement and Experiences* (Chapter 2 ed., pp. 15-32). IGI Global.

Vasquez-Parraga, A. Z., Valencia, H. (2016). Acculturation Process of Hispanic Consumers: Theory and Findings. In Mark D. Groza and Charles B. Ragland (Ed.), *Marketing Challenges in Turbulent Business Environment* (2016th ed., pp. 15). Academy of Marketing Science.

Vasquez-Párraga, A. Z., Sahagún, M. A. (2016). Customer Store Loyalty in U.S. Hispanic Markets. In Mark D. Groza and Charles B. Ragland (Ed.), *Marketing Challenges in a Turbulent Business Environment* (2016th ed., pp. 119). Academy of Marketing Science.

Sandoval, E., Vasquez-Parraga, A. Z. (2016). Evaluation of an Emerging Stock Market in Latin America, MILA. In Mark D. Groza and Charles B. Ragland (Ed.), *Marketing Challenges in a Turbulent Business Environment* (pp. 105). Academy of Marketing Science.

Vasquez-Párraga, A. Z., Sahagún, M. A., Escobedo, P. J. (2014). Customer Store Loyalty: Process, Explanation Chain, and Moderating Factors. In Fabio Musso and Elena Druica (Ed.), *Handbook of Research on Retailer-Consumer Relationship Development* (pp. 70-85). IGI Global.

Agüero, C., Vasquez-Párraga, A. Z. (2013). Strategic Planning of Intangible Resources. In Christiaan Stam (Ed.), *European Conference on Intellectual Capital* (pp. 19-26). Haarlem: IN Holland University of Applied Sciences.

Vasquez-Parraga, A. Z. (2011). Validation of Knowledge in Marketing Ethics Research - Learning from Shelby D. Hunt. In John R. Sparks (Ed.), *Legends in Marketing - Shelby D. Hunt, Vol.6: Macromarketing, Ethics, and Social Responsibility: The Research Tradition Period* (vol. 6). Sage.

Vasquez-Parraga, A. Z. (2009). Ethical Decision-Making in the Light of Culture and Control. In Svensson, Goran, and Greg Wood (Ed.), *Business Ethics: Through Time and Across Contexts* (pp. 79-112). Lund: Studentlitteratur AB.

Journal Article, Academic Journal

Galindo, M. K., Gallegos, J. A., Vasquez-Parraga, A. Z. (2021). Explaining loyalty in higher education: A model and comparative analysis from the policy of gratuity, a case applied to Chile. *Sustainability*.

Huaman-Ramirez, R., Renaud, L., Vasquez-Parraga, A. Z. (in press). How brand self-disclosure helps brand create intimacy with customers: The role of information valence and anthropomorphism. *Psychology and Marketing*.

Torres-Moraga, E., Vasquez-Parraga, A. Z., Vidal-Buitano, A. (in press). The ambiguous impact of consumer hedonism on destination brand love and tourist behavior. *Journal of Retailing and Consumer Services*.

Chu, Y., Vasquez-Parraga, A. Z., Ma, J. (2020). The Drivers of Customer Satisfaction, Trust, Commitment, and Loyalty among Chinese Consumers. *International Journal of Business and Systems Research*.

Han, M., Vasquez-Parraga, A. Z. (2020). Examination of Cyber Aggression by Adult Consumers: Ethical Framework and Drivers. *Journal of Information, Communication and Ethics in Society*. DOI: 10.1118/JICES (09-2019-0106)

Gallegos, J. A., Vasquez-Parraga, A. Z. (2019). Explaining University Student Loyalty: Theory, Method and Empirical Research in Chile. *Academia Revista Latinoamericana de Administración-ARLA*, 32(4), 525-540. <https://doi.org/10.1108/ARLA-022019-0049>

Poushneh, A., Vasquez-Parraga, A. Z. (2019). Emotional Bonds with Technology: The Impact of Customer Readiness on Upgrade Intention, Brand Loyalty, and Affective Commitment through Mediation Impact of Customer Value. *Journal of Theoretical and Applied Electronic Commerce Research*, 14(2). 1201 West University Dr. 10.4067/S0718-18762019000200108

Guiñez-Cabrera, N., Vasquez-Parraga, A. Z. (2018). Customer Loyalty Formation Towards Non-Banking Credit Cards. *Opcion*, 34(87), 128-154.

Sahagun, M. A., Vasquez-Parraga, A. Z. (2018). The Effects of Ethnocentrism on Purchase Intentions of Products: The Role of Product Acceptance as a Mediator. *International Journal of Business, Marketing, and Decision Sciences*, 11(1), 60-72.

Poushneh, A., Vasquez-Parraga, A. Z. (2018). The Role of Customer Readiness in Non-technology-based Service Delivery. *Journal of Consumer Marketing*, 35(6), 588-600. doi.org/10.1108/JCM-11-2016-2006

Sahagun, M. A., Vasquez-Parraga, A. Z. (2018). Dominant Norms in Ethical Decisions and Attitudes of University Students: Theory and Empirical Test in Mexico. *Revista Iberoamericana para la Investigación y el Desarrollo Educativo (RIDE)*, 9(17), 388-418. DOI: 10.23913/ride.v9i17.386

- Chu, Y., Vasquez-Párraga, A. Z., Ma, J. (2018). Antecedents of Store Loyalty Among Chinese Customers. *International Journal of Business*, 23(2), 151-165.
- Robles, S., Vasquez-Párraga, A. Z. (2018). Consumer Propensity to Adopt Illicit Goods: Theory, Methods, and Results. *Theoretical Economics Letters*, 8(3), 292-315.
- Poushneh, A., Vasquez-Parraga, A. Z. (2017). Customer Present Dissatisfaction and Future Satisfaction with Augmented Reality Used in Shopping and Entertainment. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 30(2), 97-118.
- Sahagun, M., Vasquez-Parraga, A. Z. (2017). How Do Consumers Adopt Imported Products in an Era of Product Overcrowding? *Theoretical Economics Letters*, 7(7), 2019-2039.
- Pham, N., Vasquez-Parraga, A. Z., Felix, R. (2017). Attitudes and Preferences for Sex-Appealing Products by Vietnamese Women in Their Ovulation Cycle. *Theoretical Economics Letters*, 7, 1986-2007.
- Vasquez-Párraga, A. Z., Guíñez-Cabrera, N. (2017). Ethical Orientation of Business Students in Higher Education: Theory and Research. *CAPIC REVIEW*, XXVII(10-24).
- Poushneh, A., Vasquez-Parraga, A. Z. (2017). Discernible Impact of Augmented Reality on Retail Customer's Experience, Satisfaction and Willingness to Buy. *Journal of Retailing and Consumer Services*, 34, 229-234.
- Vasquez-Parraga, A. Z., Valencia, H. (2017). Five-Stage Acculturation Process of Hispanic Consumers: Theory, Method and Findings. *International Trade Journal*.
dx.doi.org/10.1080/08853908.2016.1272506
- Torres, E., Vasquez-Parraga, A. Z., Barra, C., Farias, P. (2016). The Effects of Service Quality on Customer Trust and Satisfaction in Internet Banking. *Estudios de Administración*, 23, 111-124.
- Wu, Y.-C., Vasquez-Párraga, A. Z. (2016). Fitting Consumer Needs to Perceived Product Value Differentially: The Example of Apple versus Samsung Products. *Atlantic Marketing Journal*, 5(2), 150-166.
- Vasquez-Parraga, A. Z. (2016). Mandatory Instructor-Student Interaction: How to Do It. *Marketing Education Review*, 26(2), 119-123.
- Guíñez-Cabrera, N., Vasquez-Parraga, A. Z. (2015). Ethical Orientation of Accounting Students: Empirical Research and Application to Teaching. *CAPIC REVIEW*, XXVI.
- Sandoval, E., Vasquez, A. Z., Sabat, R. (2015). Stock Market Integration of Chile, Colombia and Peru in MILA. *Innovar, Journal of Administrative and Social Sciences*, 25(Special Issue).
- Flores, J., Vasquez-Parraga, A. Z. (2015). The Impact of Choice on Co-produced Customer Value Creation and satisfaction. *Journal of Consumer Marketing*, 32(1), 15-25.
- Vasquez, A. Z., Sahagun, M. A. (2014). Explaining Customer Loyalty to Retail Stores in U.S. Hispanic Markets. *International Journal of Economic Behavior (IJEB)*, 4, 3-16.
- Sahagún, M. A., Vasquez, A. Z. (2014). Can Fast-food Consumers be Loyal Customers, if so how? Theory, Method and Findings. *Journal of Retailing and Consumer Services*, 21(2), 168-174.

- Vasquez-Parraga, A. Z. (2014). Evaluation of how Peruvian firms compete internationally. *Labor Analysis*, 37(447), 29-32.
- Vasquez-Parraga, A. Z. (2014). Employment and Economy in Mexico under the Shadow of NAFTA in the last 20 Years (1994 – 2014). *Labor Analysis*, 38(445), 9-11.
- Vasquez-Parraga, A. Z. (2014). Work Ethics in Peru Twenty-Five Years Later. *Labor Analysis*, 38(414), 14-16.
- Torres-Moraga, E., Vasquez, A. Z., Barra, C. (2014). Internet Banking: How does Service Quality Impact on Customer Relationships in Internet Banking. *Journal of Internet Banking and Commerce*.
- Marquina, P., Vasquez-Párraga, A. Z. (2013). Consumer Social Responses to CSR Initiatives Versus Corporate Abilities. *Journal of Consumer Marketing*, Volume 30(Number 2), 100-111.
- Vasquez-Parraga, A. Z. (2012). Firm Competitiveness: Who is the Dog and Who is the Tail? *Labor Analysis*, 36(420), 9-11.
- Vasquez-Parraga, A. Z. (2011). Ethical Leader, Ethical Brand and Firm Competitiveness. *Labor Analysis*, 35(405), 40-42.
- Vasquez-Parraga, A. Z. (2011). Ethics and Electoral Politics: Who Should be Ethical and Why. *Labor Analysis*, 35(407), 47-49.
- Vasquez-Parraga, A. Z. (2011). The Ethical Leadership of a Manager or Director Relies on His Organization's Control System and Ethics Auditing. *Labor Analysis*, 35(406), 47-48.
- Barra, C., Torres, E., Vasquez-Párraga, A. Z. (2011). Formation and Antecedents of Patient Loyalty in the Context of Private Medical Services. *Estudios de Administración*, 18(2), 49-78.
- Zamora, J., Vasquez-Párraga, A. Z., Rodríguez, A., González, A. (2011). Road Travelers' Motivations and Loyalty: Train Versus Bus Services. *Journal of Travel & Tourism Marketing*, 28, 541-555.
- Zamora, J., Vasquez-Párraga, A. Z., Diaz, R., Grandon, M. (2011). Towards an Understanding of Restaurant Customer Loyalty. *Studies and Perspectives in Tourism*, 20(2), 563-583.
- Vasquez-Parraga, A. Z. (2010). The Manager's Dilemma Is Not "To Be or Not To Be" But "To Be Ethical or Not Ethical". *Labor Analysis*, 34(401), 42-44.
- Torres, E., Vasquez-Párraga, A. Z., Barra, C. (2010). How to Measure Service Quality in Internet Banking. *International Journal of Services and Standards*, 6(3/4), 236-255.
- Vasquez-Parraga, A. Z. (2010). A Foul is Neither Tolerated in Soccer nor in Business and Daily Life. *Labor Analysis*, 34(399), 40-42.
- Flores, J., Vasquez-Párraga, A. Z. (2010). Ethical Orientations and Attitudes of Hispanic Business Students. *Journal of Academic Ethics*, 7(4), 261-275.
- Vasquez-Parraga, A. Z. (2010). Planning a Competency-based Learning Program for the Company. *Labor Analysis*, 34(395), 35-36.
- Vasquez-Parraga, A. Z. (2010). Competency Models for the Job. *Labor Analysis*, 34(393), 38-40.

- Torres, E., Vasquez-Párraga, A. Z., Barra, C. (2010). Antecedents of donor trust in an emerging charity sector: The role of reputation, familiarity, opportunism and communication. *Transylvanian Review Administrative Science*, 29E(February), 159-177.
- Vasquez-Parraga, A. Z. (2010). Competency-based Learning for the Job. *Labor Analysis*, 34(392), 46-48.
- Olavarrieta, S., Torres, E., Vasquez-Párraga, A. Z., Barra, C. (2009). Derived Versus Full Name Brand Extensions. *Journal of Business Research*, 62(9), 899-905.
- Rojas, J., Vasquez-Párraga, A. Z. (2009). Determinants of Student Loyalty in Higher Education: A Tested Relationship Approach in Latin America. *Latin American Business Review*, 10(1), 21-39.
- Torres, E., Vasquez-Parraga, A. Z., Barra, C. (2009). The Path of Patient Loyalty and the Role of Doctor Reputation. *Health Marketing Quarterly*, 26(3), 183-197.
- Torres, E., Vasquez-Párraga, A. Z., Zamora, J. (2008). Customer Satisfaction and Loyalty: Start with the Product, Culminate with the Brand. *Journal of Consumer Marketing*, 25(5), 302-313.
- Sandoval, E., Vasquez-Párraga, A. Z. (2008). The Effect of Exchange Rate Risk on the Conditional Relationship Between Beta Risk and Return in International Equity Markets. *The International Journal of Business and Finance*, 2(2), 1-18.
- Sandoval, E., Vasquez-Párraga, A. Z. (2008). The Pricing of Exchange Rate Risk in Up and Down World Stock Market Periods. *Global Journal of Business Research*, 3(1), 27-39.
- Vasquez-Parraga, A. Z. (2007). Competencies for the Job: Competency-Based Learning; Needs and Possibilities. *Labor Analysis*, XXXI (365), 27-35.
- Guo, C., Vasquez-Párraga, A. Z., Wang, Y. (2006). An Exploratory Study of Motives for Mexican Nationals to Shop in the US: More than Meets the Eye. *Journal of Retailing and Consumer Services*, 13(5), 351-362 (A in ABDC's List).
- Valenzuela, F., Vasquez-Párraga, A. Z., Llanos, O., Vilches, S. (2006). The Influence of Service Recovery Evaluation on Customer Post-Complaint Behavior. *International Journal of Business and Information*, 1(1), 53-73.
- Valenzuela, F., Vasquez-Párraga, A. Z. (2006). Trust and Commitment as Mediating Variables in the Relationship Between Satisfaction and Hotel Guest Loyalty. *Socioeconomic Panorama*, 24(32), 18-23.
- Vasquez-Párraga, A. Z., Hinck, W. (2006). Criteria to Evaluate Knowledge: Scientific Requirements and Practical Tools for Research Applications. *The International Journal of Knowledge, Culture & Change Management*, 5(10), 39-44.
- Torres, E., Vasquez-Párraga, A. Z. (2005). Integrating the Benefits for Bank Service Customers: Traditional Versus Internet Banking. *Socioeconomic Panorama*, 23(31), 8-21.
- Tello, J., Vasquez-Párraga, A. Z. (2005). Profiles and Strategic Positions of the Viti viticulture Firms of the Maule Region. *Socioeconomic Panorama*, 23(31), 46-56.
- Bravo, M., Vasquez-Párraga, A. Z., Zamora, J. (2005). Loyalty in the Air: Real and Fictitious Factors in the Formation of Loyalty Among Airline Passengers. *Studies and Perspectives in Tourism*, 14(2), 101-126.

Sandoval, E., Vasquez-Párraga, A. Z. (2005). Management Performance Measures and Shareholder Value Creation: The Case of Latin American Companies. *Journal of Business & Economics Research*, 3(9), 57-68

Conference Proceeding

Han, M., Vasquez-Párraga, A. Z. (2019). *Cyber Aggression by Adult Consumers: Motivations and Ethical Evaluation*. Society for Marketing Advances, SMA.

Vasquez-Parraga, A. Z. (2019). *Rationalizing and Integrating Strategic Marketing Knowledge: Applying the Resource-Advantage Theory*. Academy of Marketing Science-World Marketing Congress.

Vasquez-Párraga, A. Z., Guiñez-Cabrera, N., Mellado, C., Morales, F. (2019). *A Cross-national Study of the Judgment-Intention Gap in the Ethics of University Business Students: A Quasi-experiment*. Global Innovation & Knowledge Academy (GIKA).

Gallegos, J. A., Vasquez-Parraga, A. Z. (2019). *Explaining University Student Loyalty: Theory, Method and Empirical Research in Chile*. Global Innovation & Knowledge Academy (GIKA).

Vasquez-Parraga, A. Z. (2018). *Integrating Marketing Knowledge: Applying the R-A Theory Concepts, Relationships, and Tools*. Society for Marketing Advances: Back to the Future - Revisiting the Foundations of Marketing.

Vasquez-Párraga, A. Z., Pham, N., Sahagún, M., Guiñez, N., Mellado, C., Goñi, N. (2018). *Incongruity between Judgment and Action in Business Student Ethics: Multinational Research*. Academy of Marketing Science-World Marketing Congress.

Pham, N., Vasquez-Parraga, A. Z., Felix, R. (2018). *Sex-Appealing Clothing: Attitudes and Preferences of Women in Their Ovulation Cycle*. Academy of Marketing Science-World Marketing Congress.

Sahagun, M., Vasquez-Parraga, A. Z., Carter, L. (2018). *The Consequences of Consumer Ethnocentrism upon Product Perceptions within Emerging Markets: The Case of Mexico*. Academy of Marketing Science-World Marketing Congress.

Pham, N., Vasquez-Parraga, A. Z. (2017). *When Fashion Choice is Influenced by Human Biological Stages*. Society for Marketing Advances.

Leyton-Pavez, C., Vasquez-Parraga, A. Z., Gil-Martin, J. C. (2017). *Resource Advantage Application to Inter-Organizational Control Systems in Chile's Public Health*. International Conference on Regional Science.

Han, M., Vasquez-Parraga, A. Z. (2017). *The Influence of Customer Type on Customers' Responses to Service Transgressions*. Society for Marketing Advances.

Sarkar, S., Vasquez-Parraga, A. Z. (2017). *The Mediated Impact of Perceived Security Breach on Consumer Repurchase Intention*. Society for Marketing Advances.

Robles, S., Vasquez-Parraga, A. Z. (2017). *Explaining Consumer Purchase or Adoption of Illicit Products: Motivations and Ethical Orientation*. Society for Marketing Advances.

Han, M., Vasquez-Parraga, A. Z. (2017). *Fitness Branding Impacts on Consumer's Purchase Intention*. Society for Marketing Advances.

- Robles, S., Vasquez-Parraga, A. Z. (2017). *Marijuana Product Users: Motivations and Ethical Orientation*. Society for Marketing Advances.
- Pham, N., Vasquez-Parraga, A. Z. (2017). *Quan he and Guanxi Define Relationship Marketing in Asian Markets*. Society for Marketing Advances.
- Vasquez-Parraga, A. Z., Guinez-Cabrera, N. (2017). *How Do Undergraduate and Graduate Students Differ in Ethical Orientation? Theory, Methods and Empirical Research*. ENEFA Proceedings.
- Vasquez-Parraga, A. Z., Guinez-Cabrera, N. (2016). *Drivers of Store Customer Loyalty: Theory and Empirical Research*. ENEFA Proceedings.
- Guiñez-Cabrera, N., Mellado, C., Vasquez-Párraga, A. Z. (2016). *College Student Ethics in Chile: Public versus Private Universities*. Business Association of Latin American Studies (BALAS) Proceedings.
- Guinez-Cabrera, N., Vasquez-Parraga, A. Z. (2016). *Ethical Orientation of Business Students in Higher Education: Empirical Research in Chile*. CAPIC Proceedings.
- Poushneh, A., Vasquez-Parraga, A. Z. (2015). *How Do Customers Become Ready to Use Augmented Reality for Shopping? The Impact of Customer Readiness on Customer's Willingness to Use Augmented Reality*. San Antonio: Society for Marketing Advances.
- Vasquez-Parraga, A. Z. (2015). *How Does Culture from Emerging Markets Impact on their Managers' Ethical Decision Making? Latin versus Indian Managers*. San Antonio: Society of Marketing Advances.
- Poushneh, A., Vasquez-Párraga, A. Z. (2015). *Self-service Technologies or Personal Interaction*. San Antonio: Society for Marketing Advances.
- Poushneh, A., Vasquez-Parraga, A. Z. (2015). *The Interaction of Customer's Internet Self-efficacy and Customer's Time Effort in Online Shopping*. San Antonio: Society for Marketing Advances.
- Pouhneh, A., Vasquez-Parraga, A. Z. (2015). *Why do Consumers Upgrade their Products? The Role of Customer Readiness and Customer Value*. San Antonio: Society for Marketing Advances.
- Vasquez-Párraga, A. Z., Guiñez-Cabrera, N. (2015). *Proceso de construcción de la lealtad del cliente hacia las tarjetas de crédito no bancarias*. ENEFA.
- Vasquez-Parraga, A. Z. (2015). *Incorporating Ethics and Social Responsibility in International Business Curricula*. Western Hemispheric Trade Conference.
- Poushneh, A., Vasquez-Parraga, A. Z. (2015). *The Role of Customer Readiness in Customer Participation in Non-technology-based Service Delivery and its Outcomes*. Academy of Marketing Science.
- Vasquez-Parraga, A. Z. (2014). *Incorporating Ethics and Social Responsibility in Marketing Curricula*. Association of Marketing Management.
- Sandoval, E., Vasquez-Parraga, A. Z. (2014). *Evaluation of an Emerging Stock Market in Latin America, MILA*. Academy of Marketing Science - World Marketing Congress.

- Vasquez-Párraga, A. Z., Valencia, H. (2014). *Five-Stage Acculturation Process of Hispanic Consumers: Theory and Findings*. Academy of Marketing Science - World Marketing Congress.
- Valencia, H., Vasquez-Párraga, A. Z. (2014). *An Exploratory Study of the Ethnocentric Tendencies of Mexican-American Consumers*. Business Association of Latin American Studies.
- Flores, J., Vasquez-Párraga, A. Z. (2014). *Customer Participation Design Impacts Customer Value and Performance Outcomes*. Orlando, FL: Winter Marketing Educators' Conference.
- Vasquez-Parraga, A. Z. (2013). *Bank Customer Loyalty: Core Process and the Influence of Context*. Society for Marketing Advances.
- Vasquez-Parraga, A. Z. (2009). *Managers' Religion and Ethics across Cultures*. Proceedings of the Global Business and Technology Association (GBATA).
- Torres, E., Vasquez-Parraga, A. Z., Barra, C., Farias, P. (2008). *The Role of Service Quality in Generating Trust Towards Internet Banking*. Puebla: Proceedings of CLADEA, Latin American Council of Business Schools, Universidad de las Americas.
- Vasquez-Parraga, A. Z. (2008). *Store Choice and Loyalty Among Supermarket Users*. Zagreb: 15th Recent Advances in Retailing and Services Science, European Institute of Retailing and Services Studies (EIRASS).
- Sandoval, E., Vasquez-Párraga, A. Z. (2008). *The Effects of Exchange Rate Risk on the Conditional Relationship Between Beta Risk and Return in International Equity Markets*. San Jose: Proceedings of the 2008 Costa Rica Global Conference on Business and Finance.
- Zamora, J., Vasquez-Párraga, A. Z. (2008). *Road Travelers' Motivations and Loyalty in Intercity Services*. New Orleans, Academy of Marketing Science: Proceedings of the 2008 AMS Cultural Perspectives in Marketing Conference.
- Rojas-Méndez, J., Vasquez, A. Z. (2007). *Determinants of Student Loyalty in Higher Education: A Relationship Marketing Approach*. Coral Gables, FL: Proceedings of 2007 Academy of Marketing Science.
- Torres, E., Vasquez-Párraga, A. Z. (2006). *A Loyalty Model Proposal: Separating Product Loyalty from Brand Loyalty Brand*. Puebla: Proceedings of the XIX Latin American Congress on Strategies - SLADE 2006.
- Torres, E., Olavarrieta, S., Vasquez-Párraga, A. Z., Barra, C. (2006). *Derived Brand Extension Versus Conventional Extension: An Experimental Study*. Algarrobo: Proceedings of ENEFA.
- Rojas-Méndez, J., Vasquez-Párraga, A. Z. (2006). *Determinants of Student Loyalty in Higher Education: Tested Model in Relationship Marketing*. Algarrobo: Proceedings of ENEFA.
- Vasquez-Parraga, A. Z. (2006). In Harlan Spotts (Ed.), *Global Ethics Versus Local Ethics: How Do Marketing Managers Make Ethical Decisions Across Cultures*. Coral Gables, FL: Developments in Marketing Science.
- Sandoval, E., Vasquez-Párraga, A. Z. (2005). *The Effects of Management Performance Measures on Shareholder Value Creation Across Countries and Industries*. Mérida, Yucatán: Proceedings of IX Congreso de Investigación de la Academia de Ciencias Administrativas.

Valenzuela, F., Vasquez-Párraga, A. Z., Llanos, O., Vilches, S. (2005). *The Influence of Service Recovery Evaluation on Customer Post-Complaint Behaviour*. Hong Kong: Proceedings of the International Conference on Business and Information.

Vasquez-Párraga, A. Z., Rojas, J. (2005). In C. DeMoranville (Ed.), *The Process of Building Loyalty in Bank Customers: Latin American Versus Anglo-Saxon Perspectives*. Munster: Proceedings of World Marketing Congress / Academy of Marketing Science.

Valenzuela, F., Vasquez-Párraga, A. Z. (2005). *Trust and Commitment as Mediating Variables in the Relationship Between Satisfaction and Hotel Guest Loyalty*. Perth: Proceedings of ANZMAC.

Torres, E., Barra, C., Vasquez-Párraga, A. Z. (2005). *Brand Extension, Derived Versus Traditional: Analysis of Category Similarity and Its Impact on the Brand*. Santiago de Chile: Proceedings of CLADEA, Latin American Council of Business Schools.

Presentations Given

Vasquez, A. Z., (March 1, 2019). *Effectiveness of Online Teaching: Challenges, Alternatives, Examples*, Excellence in Online Learning Conference UTRGV Center for Online Learning & Teaching Technology in Edinburg, Texas.

Poushneh, A., Vasquez, A. Z., (February 24, 2019). *Artificial Intelligence, Flow Experience, and Users' Attitudes and Behavior*, AMA Winter Academic Conference American Marketing Association (AMA).

Vasquez-Parraga, A. Z., Robles, S., Pham, N., Sarkar, S., Han, M., (November 9, 2017). *Incorporating Scientific Ethics in Marketing Research and Teaching*, SMA Conference Society for Marketing Advances in Louisville, KY.

Vasquez-Parraga, A. Z., Hossain, T., (November 8, 2017). *Consumer Shoplifting: Motivations and Ethical Orientation*, SMA Conference Society for Marketing Advances in Louisville, KY.

Vasquez-Parraga, A. Z., Robles, S., (October 26, 2017). *Border Asymmetries: Environmental Ethics Issues in the Texas-Tamaulipas International Region*, Second International Conference on Border Studies University of Texas Rio Grande Valley in Brownsville.

Sahagun, M. A., Vasquez-Parraga, A. Z., (September 2017). *Customer Loyalty Under Low-switching Cost Conditions: Fast Food Consumers*, The BIT's 6th. Annual World Congress of Food and Nutrition (FODS) in Shenyang, China.

Vasquez-Parraga, A. Z., Flores, J., Sahagun, M., Guinez, N., Mellado, C., Pham, N., (April 8, 2017). *Discrepancy between Judgment and Action in College Student Ethics: Multinational Research*, AMA Global SIG Conference American Marketing Association (AMA) in Habana, Cuba.

Poushneh, A., Vasquez-Parraga, A. Z., (February 18, 2017). *Future of Shopping: Augmented Reality and Shopping Experience*, Winter AMA Conference American Marketing Association (AMA) in Orlando, Florida.

Guinez-Cabrera, N., Vasquez-Parraga, A. Z., (November 18, 2016). *Factores Determinantes de la Lealtad de los Clientes Hacia los Supermercados: Evidencia Empírica en el Contexto Chileno*, ENEFA Conference Encuentro Nacional de Escuelas y Facultades de Administración y Economía (ENEFA).

- Guinez-Cabrera, N., Vasquez-Parraga, A. Z., (October 21, 2016). *Orientacion Etica de los Estudiantes de Negocios en la Educacion Superior: Una Investigacion Empirica*, CAPIC Conference Conferencia Academica Permanente de Investigacion Contable (CAPIC) in Universidad Catolica del Maule - Talca - Chile.
- Sahagun, M., Vasquez-Parraga, A. Z., (July 22, 2016). *Differential Consumer Adoption of Imported Products: Process, Purchase Intention, Market Development Level*, World Marketing Conference Academy of Marketing Science in Paris, France.
- Vasquez-Parraga, A. Z., Sahagun, M., Guinez-Cabrera, N., Lopez, F., (March 17, 2016). *The Differential Impact of Trust and Commitment on Customer Loyalty: Evidence from Retail Store Consumers in the U.S., Mexico and Chile*, BALAS Conference Business Association of Latin American Studies (BALAS) in Guayaquil, Ecuador.
- Vasquez-Parraga, A. Z., Guinez-Cabrera, N., (November 13, 2015). *Proceso de Construcción de la Lealtad del Cliente Hacia las Tarjetas de Crédito no Bancarias*, ENEFA Conference Encuentro Nacional de Escuelas y Facultades de Administración y Economía (ENEFA) in Santiago de Chile.
- Vasquez-Párraga, A. Z., Flores, J., Sahagún, M., Mellado, C., Guinez-Cabrera, N., (November 6, 2015). *Researching Student Ethics Internationally: Cross-cultural Methodological Issues*, 2015 SMA Conference Society for Marketing Advances in San Antonio.
- Poushneh, A., Vasquez, A. Z., (November 6, 2015). *How Do Customers Become Ready to Use Augmented Reality for Shopping? The Impact of Customer Readiness on Customer's Willingness to Use Augmented Reality*, SMA in San Antonio.
- Poushneh, A., Vasquez, A. Z., (November 6, 2015). *The Interaction of Customer's Internet Self-efficacy and Customer's Time Effort in Online Shopping*, SMA in San Antonio.
- Poushneh, A., Vasquez, A. Z., (November 6, 2015). *Why do consumers upgrade their products? The Role of Customer Readiness and Customer Value*, SMA in San Antonio.
- Vasquez-Párraga, A. Z., (November 5, 2015). *Mandatory Instructor-Students Interaction: How to Do It*, 2015 SMA Conference Society for Marketing Advances in San Antonio.
- Poushneh, A., Vasquez, A. Z., (November 5, 2015). *Self-service Technologies (SST) or Personal Interaction*, SMA in San Antonio.
- Wu, Y.-C., Vasquez-Parraga, A. Z., (August 2015). *Fitting Consumer Needs to Perceived Product Value: The Example of Apple Versus Samsung Products*, Atlantic Marketing Conference Atlantic Marketing Association.
- Poushneh, A., Vasquez, A. Z., (May 13, 2015). *The role of customer readiness in customer participation in non-technology-based service delivery and its outcomes*, AMS in Colorado.
- Vasquez-Párraga, A. Z., Guinez-Cabrera, N., (November 15, 2014). *¿Cuán Diferentes son los Alumnos Chilenos y Americanos en su Orientación Ética? Teoría, Método e Investigación Empírica*, ENEFA Conference Encuentro Nacional de Escuelas y Facultades de Administración y Economía (ENEFA).
- Guinez-Cabrera, N., Vasquez-Párraga, A. Z., (October 18, 2014). *¿Cuál es la Orientación Ética de los Alumnos de Pregrado y Postgrado en la Universidad Chilena? Teoría, Método e Investigación Empírica*, CAPIC Conference XXV Conferencia Académica Permanente de Investigación Contable (CAPIC) in Universidad de la Frontera.

- Vasquez, A. Z., (September 12, 2014). *The Strategic Keys of Firm Competitiveness Today*, IX International Week CENTRUM, School of Business, Pontifical Catholic University of Peru in Lima, Peru.
- Vasquez, A. Z., (December 18, 2013). *The ethics of students: Theory, methodology and findings*, Faculty and students of Universidad del Bio-Bio, Chile Universidad del Bio-Bio in Chillan, Chile.
- Vasquez, A. Z., (December 17, 2013). *University Student Ethics: Research-based Learning - Using Science to Understand Ethical Behavior*, Faculty and Students of University of Concepcion - Chile University of Concepcion - Chile in Concepcion - Chile.
- Vasquez, A. Z., (November 2, 2013). *Bank Customer Loyalty: Core Process and the Influence of Context*, 2013 SMA Conference Society for Marketing Advances in Hilton Head-South Carolina.
- Vasquez, A. Z., (November 1, 2013). *What if a Student Fears Human Interaction in Class?*, 2013 SMA Conference Society for Marketing Advances in Hilton Head - South Carolina.
- Vasquez, A. Z., Sahagún, M. A.** (June 8, 2013). *Customer Loyalty to Retail Stores: Theory, Test and Explanation*, International Conference in Economics and Administration University of Bucharest, Romania in Bucharest, Romania.
- Vasquez, A. Z., Sahagún, M. A.** (April 12, 2013). *Is Cheating Justified in Sport Activities?*, Spring Marketing Brown Bag UTPA Marketing Department in Edinburg.
- Vasquez, A. Z., (February 15, 2013). *Utilitarianism Versus Deontology in Student Ethics: Recent Research*, Spring Marketing Brown Bag UTPA Marketing Department in Edinburg, TX.
- Vasquez, A. Z., (December 13, 2012). *Crisis in Europe and its Economic and Financial Repercussions in Chile and the U.S.*, Faculty and Students of University of Concepcion - Chile University of Concepcion - Chile in Concepcion - Chile.
- Vasquez, A. Z., (July 21, 2011). *When Ethics is Reduced to Utilitarianism*, World Marketing Congress Academy of Marketing Science and Reims Management School in Reims, France.
- Vasquez, A. Z., Sahagún, M. A.** (April 14, 2011). *The Environmental Crisis in the Gulf of Mexico: Causes and Consequences*, Pan American Days 2011 UTPA Office of International Studies in Edinburg.
- Vasquez, A. Z., (December 18, 2010). *How Does Culture From Emerging Markets Impact on Their Managers' Ethical Decision Making?*, Emerging Markets in the New World Order: The Paradigm Shift American Marketing Association-Academy of Indian Marketing in New Delhi, India.
- Vasquez, A. Z., (December 9, 2010). *BP and Environmental Ethics: Explainign the Gulf of Mexico Oil Spill and Environmental Disaster on the Basis of Ethics Research*, Symposium on Environmental Crises Universidad de Concepcion in Concepcion, Chile.
- Vasquez, A. Z., Sahagún, M. A., (November 17, 2010). *How Prepared are Mexican College Students to Confront Future Moral Challenges?*, International Days 2010 UTPA in Edinburg.
- Vasquez, A. Z., (May 28, 2010). *How to develop Competency-based Learning for University Students*, Symposium on Competency-based Learning Universidad Inca Garcilaso de la Vega in Lima, Peru.

- Vasquez, A. Z., (May 26, 2010). *Developing Competency-based Learning for University Students*, Symposium on Competency-based Learning University Wiener in Lima, Peru.
- Vasquez, A. Z., Flores, J.** (November 2009). *Student Ethics: How Ethical We Are and How Ethical We Should Be*, International Week - Global Health and Welfare University of Texas - Pan American in Edinburg, Texas.
- Vasquez, A. Z., (November 17, 2009). *Student Ethics at UTPA: Results of the Research on Student Ethics*, Symposium on Student Ethics at UTPA UTPA International Week 2009 in Edinburg, Texas.
- Vasquez, A. Z., (July 30, 2009). *Mortgage and Financial Crisis: Causes and Effects on International Businesses*, Symposium on the Causes and Effects of the Financial Crisis Universidad de Concepcion in Concepcion, Chile.
- Vasquez, A. Z., (June 20, 2009). *Firm Competitiveness: Studies Performed in the Rio Grande Valley*, Conference on Competitiveness in the State of Tamaulipas State of Tamaulipas, Mexico in Reynosa.
- Vasquez, A. Z., (May 20, 2009). *Student Ethics in Mexico: Diagnosis and Correctives*, University Consortia of Tamaulipas University Consortia of Tamaulipas in Reynosa.
- Vasquez, A. Z., (April 8, 2009). *Who are Responsible for the U.S. Mortgage and Financial Crisis? Why? A Scientific Explanation of the Crisis on the Basis of Ethics Research*, Spring Brownbag MMIB-UTPA in Edinburg.
- Vasquez, A. Z., (November 4, 2008). *Marketing Ethics: The Challenge of Research Validation*, Fall Brownbag MMIB-UTPA in Edinburg.
- Vasquez, A. Z., (September 1, 2008). *Firm Competitiveness: How Should Modern Firms be Created and Sustained in the Current Environment of International Competitiveness*, IIES in Reynosa.
- Vasquez, A. Z., (August 19, 2008). *International Competitiveness: Role of the Firm Versus Role of the State; Myths and Challenges*, Universidad de Concepcion in Santiago de Chile.
- Vasquez, A. Z., (August 12, 2008). *Entrepreneurs and Executives! Michael Porter Became Obsolete, What is Next?*, Universidad de Talca in Santiago de Chile.
- Vasquez, A. Z., Flores, J.** (April 2008). *How Ethical Are Hispanic Students? Recent UTPA Survey Results*, Pan American Days - Changes and Challenges in the Americas University of Texas - Pan American in Edinburg, TX.
- Vasquez, A. Z., (April 17, 2008). *How Ethical Are Hispanic Students: Recent UTPA Survey Results*, 2008 Pan American Days University of Texas-Pan American in Edinburg, TX.
- Vasquez, A. Z., (April 17, 2008). *Latin and Hispanic Consumers: Aren't They Different?* 2008 Pan American Days University of Texas-Pan American in Edinburg, TX.
- Vasquez, A. Z., (January 18, 2008). *The Theoretical and Methodological Challenges of Studying Customer Loyalty Across Cultures*, 2008 AMS Cultural Perspectives in Marketing Conference AMS in New Orleans, LA.
- Vasquez, A. Z., (August 16, 2007). *Ethics and Firm Strategy Today*, Universidad de Concepcion in Concepcion, Chile.

- Vasquez, A. Z., (August 12, 2007). *The Role of Ethics Audit in Business Success*, Universidad de Bio-Bio in Concepcion, Chile.
- Vasquez, A. Z., (May 12, 2007). *How to Solve Ethical Dilemmas in the Workplace*, Delphi Company in Reynosa, Tamaulipas.
- Vasquez, A. Z., (April 13, 2007). *Reciprocal Loyalty: From Customer-Employee Interface to Company Loyalty Policies*, Spring Brownbag MMIB at UTPA in Edinburg, TX.
- Vasquez, A. Z., (April 5, 2007). *Economic Development and Demographic Change in Latin America: New Trends*, 2007 Pan American Days UTPA in Edinburg, TX.
- Vasquez, A. Z., (November 20, 2006). *Entrepreneurs and Executives! Michael Porter Became Obsolete, What is Next?*, Universidad de Concepcion in Concepcion, Chile.
- Vasquez, A. Z., (October 20, 2006). *The Psychosocial Determinants of Customer Loyalty: Theory and Method*, 2006 National Congress of Psychology National Congress of Psychology in Talca, Chile.
- Vasquez, A. Z., (August 2006). *Is It Time for a General Theory of Marketing?*, 2006 American Marketing Association Summer Educators' Conference - Special Session American Marketing Association in Chicago, IL.
- Vasquez, A. Z., (May 2006). *Research validation in Marketing Ethics*, 2006 Academy of Marketing Science Conference - Special Session Academy of Marketing Science in San Antonio, TX.
- Vasquez, A. Z., (April 6, 2006). *Hemisphere Free Trade: Pro's and Con's*, 2006 Pan American Days UTPA in Edinburg, TX.
- Vasquez, A. Z., (April 6, 2006). *Populist Movement Trends in Latin America*, 2006 Pan American Days UTPA in Edinburg, TX.
- Vasquez, A. Z., (April 3, 2006). *Is It the End of Market Economics in Latin America?*, 2006 Pan American Days UTPA in Edinburg, TX.
- Vasquez, A. Z., (March 9, 2006). *How to Solve Ethical Dilemmas in Business*, University Forum for Business Instituto Internacional de Estudios Superiores in Reynosa, Tamaulipas.
- Vasquez, A. Z., (February 28, 2006). *Competing for the Future, Domestically and Internationally*, Visiting Graduate Students from the University of Luneburg, Germany UTPA in Edinburg, TX.
- Vasquez, A. Z., (November 18, 2005). *U.S. and European Universities for Global Marketing*, 2005 International Week UTPA in Edinburg, TX.
- Vasquez, A. Z., (November 11, 2005). *Explaining Customer Loyalty: From Discovery to Justification, and Back to Discovery*, Fall Brownbag MMIB at UTPA in Edinburg, TX.

SERVICE

Department Service

Faculty Mentor, Mentor of Faculty Member Reto Felix. (September 2013 - Present).

Marketing Doctoral Faculty Committee. (September 2005 - Present).

Marketing Department Committee. (September 1996 - Present).

Committee Member, Admission of Ph.D. Applicants to the Marketing Field. (September 2020 - August 2021).

Committee Member, Department Faculty Search Committee. (September 2020 - August 2021).

Committee Member, Doctoral Comprehensive Examination Committee. (September 2020 - August 2021).

Committee Member, Doctoral Preliminary Examination Committee. (September 2020 - August 2021).

Committee Member, Tenure and Promotion. (September 2020 - August 2021).

Committee Member, Mary G. Moad Ethics Award. (September 2017 - August 2021).

Endowed Chair Search Committee. (August 2020 - May 2021).

Committee Member, Departmental Faculty Search Committee. (September 2019 - August 2020).

Committee Member, Tenure and Promotion, and Annual Evaluation Committee. (September 2019 - August 2020).

Committee Member, Ph.D. Admissions, Content, and Curriculum Committee (PHDACC). (September 2017 - August 2020).

Committee Chair, Doctoral Comprehensive Examination Committee. (June 2017 - August 2020).

Committee Chair, Doctoral Preliminary Examination Committee. (May 2017 - August 2020).

Participant, Peer Observation of Teaching Workshop. (February 2020 - May 2020).

Participant, Search Committee Training. (January 2020 - May 2020).

Committee Chair, Tenure & Promotion, and Tenure Track 4th. Year. (September 2018 - August 2019).

Faculty Advisor. (June 2013 - August 2019).

Participant, Majors Graduate Fair. (2012 - 2018).

Committee Member, Promotion Committee to Full Professor. (2011 - 2018).

Committee Member, Tenure and Promotion. (2011 - 2018).

Committee Chair, Tenure & Promotion and Tenure Track 4th. Year. (April 2018 - August 2018).

Committee Member, Post-tenure Review Committee. (July 2016 - August 2018).

Faculty Advisor, Marketing Brown Bags. (2011 - 2017).

Committee Member, Endowed Chair Search Committee. (September 2016 - August 2017).

Committee Member, Doctoral Comprehensive Examination Committee. (2010 - 2016).

Committee Member, Faculty Search Committee. (August 2016 - September 2016).

Committee Member, 2016 Mary G. Moad Ethics Award. (March 2016 - April 2016).

Committee Member, Faculty Search Committee. (February 2016 - March 2016).

Faculty Advisor. (2010 - 2015).

Committee Member, Faculty Search Committee. (October 2015 - November 2015).

Committee Member, Post-tenure Review Committee. (2012 - 2014).

Faculty Advisor. (2011 - June 2014).

Committee Chair, Committee to develop Guidelines and Forms for External Review of Faculty. (November 2013 - May 2014).

Committee Member, Mary G. Moad 2014 Ethics Award. (January 2014 - February 2014).

Committee Member, Department Merit Evaluation Committee. (2012 - 2013).

Committee Chair, Ph.D. Admissions, Content, and Curriculum Committee (PHDACC). (2011 - 2013).

Committee Chair, Committee to develop a Rubric for Peer Review of Teaching. (January 2013 - May 2013).

Committee Chair, Promotion Committee to Full Professor. (2010 - 2011).

Committee Chair, Tenure and Promotion Committee. (2010 - 2011).

Committee Member, Ph.D. Admissions, Content, and Curriculum Committee (PHDACC). (2007 - 2011).

Committee Member, Doctoral Comprehensive Examination Committee. (2009 - 2010).

Committee Chair, Promotion Committee to Full Professor. (2008 - 2010).

Faculty Advisor. (2007 - 2010).

Committee Member, Tenure and Promotion Committee. (2007 - 2010).

Committee Chair, Academic Marketing Program Review Self-Study. (2008 - 2009).

Committee Member, Department Merit Evaluation Committee. (2008 - 2009).

Committee Member, Doctoral Comprehensive Examination Committee. (2008 - 2009).

Originator of Proposal to Create an Executive Seminar, "How to Make a Business Competitive," a two-day executive seminar. (2007 - 2008).

Committee Chair, Doctoral Comprehensive Examination Committee. (2007 - 2008).

Committee Chair, Post-tenure Review Committee. (2007 - 2008).

Committee Member, Department Target Journals. (2006 - 2007).

Committee Member, Department Merit Committee. (2005 - 2007).

Committee Chair, Faculty Search Committee. (2005 - 2006).

Committee Member, Task Force for Hispanic Business Studies. (2004 - 2005).

College Service

Committee Member, MBA Subcommittee - Joint Degree Projects in Chile. (September 2015 - Present).

Committee Member, Task Force for Key Policies and Faculty Performance Evaluation. (September 2015 - Present).

Committee Member, Robert C. Vackar College of Business and Entrepreneurship Professorship Selection. (September 2020 - August 2021).

Faculty Advisor, Faculty Advisor for Doctoral Student Mei Han. (2015 - 2020).

Committee Chair, College Faculty Development Leave Program. (January 2019 - August 2020).

Committee Member, Ph.D. Admission, Content, and Curriculum Committee. (September 2017 - August 2020).

Faculty Advisor, Faculty Advisor for Doctoral Student Atieh Poushneh. (2013 - 2019).

Committee Chair, College Tenure & Promotion and Tenure Track 4th. Year. (September 2018 - August 2019).

Faculty Advisor, Faculty Advisor for Doctoral Student Sergio Robles. (2015 - 2018).

Faculty Advisor, Faculty Advisor for Doctoral Student Tofazzal Hossain. (2016 - 2017).

Faculty Advisor, Faculty Advisor for Doctoral Student Ngoc Pham. (2014 - 2017).

Committee Member, MBA Committee. (September 2015 - August 2017).

Committee Chair, College Tenure and Promotion Committee. (2014 - 2015).

Faculty Advisor, Faculty Advisor for Doctoral Student Miguel Angel Sahagun. (2010 - 2015).

Committee Member, Teaching Excellence Committee. (September 2012 - May 2015).

Faculty Advisor, Faculty Advisor for Doctoral Student Mohammadreza Asgari. (2011 - 2014).

Committee Chair, Academic Appeals Committee. (June 8, 2014 - June 11, 2014).

Committee Member, Committee for Promotion to Full Professor in Finance. (September 2013 - May 2014).

Committee Chair, COBA Awards Committee. (2012 - 2013).

Committee Member, COBA Council. (2011 - 2013).

Committee Chair, Ph.D. Admissions, Content, and Curriculum Committee (PHDACC). (2011 - 2013).

Committee Member, COBA Representative to the Academic Integrity Council. (2008 - 2013).

Committee Member, AAA Advocate for the Department of Management. (2010 - 2011).

Committee Member, COBA Representative to the Faculty Research Council (FRC). (2008 - 2011).

Committee Member, Ph.D. Admissions, Content, and Curriculum Committee (PHDACC). (2007 - 2011).

Faculty Advisor, Faculty advisor for Doctoral Student Hector Romero. (2009 - 2010).

Faculty Advisor, Faculty advisor for Doctoral Student Jason Flores. (2007 - 2010).

Committee Chair, Promotion Committee to Full Professor. (2007 - 2010).

Committee Member, Tenure and Promotion Committee. (2007 - 2010).

Faculty evaluator, Ad-hoc Team to Assess Student Performance of Strategic Management Courses at COBA. (May 2010).

Special assignment from the Dean of the College, Ad-hoc Faculty Evaluator. (2009).

Committee Member, Ad-hoc Committee to Investigate the Case of Misconduct/Fraud in Research. (2008 - 2009).

Committee Chair, Academic Appeals Committee. (2008).

Committee Chair, Post-tenure Review Committee. (2007 - 2008).

Committee Member, Tenure and Promotion Committee to Advise the Dean on Changes in the COBA Evaluation Criteria. (2007 - 2008).

Committee Member, Doctoral Dissertation Committee for Charles Richardson. (2006 - 2008).

Faculty Advisor, Students in Free Enterprise (SIFE). (2005 - 2007).

COBA Representative, Faculty Development Council. (2005 - 2006).

Faculty Advisor, Students in Free Enterprise (SIFE). (April 2006 - May 2006).

Faculty Advisor, Faculty Advisor for Doctoral Student Morris Kallini. (2004 - 2005).

COBA Representative, Faculty Development Council. (2004 - 2005).

University Service

Committee Member, UTRGV Centers-Institutes Committee. (September 2015 - October 2020).

Committee Member, UTRGV Academic Program Working Group. (September 2013 - 2017).

Committee Member, UTRGV IRB Committee. (July 2016 - August 2017).

Committee Member, UTPA University Academic Integrity Council. (2008 - 2013).

Committee Member, International Advisory Committee. (September 2009 - August 2012).

Committee Member, UTPA Faculty Research Council. (2008 - 2011).

Committee Member, Latin American Studies Advisory Committee. (2004 - 2009).

Committee Member, Planning Committee for the International Week. (1999 - 2009).

Committee Member, Planning Committee for the Pan American Days. (1999 - 2009).

Committee Member, Study Abroad Committee. (1999 - 2009).

Committee Chair, UTPA Faculty Development Council. (2005 - 2006).

Committee Member, Latin America Academic Advisory Committee. (1999 - 2006).

Vice Chair, UTPA Faculty Development Council. (2004 - 2005).

Professional Service

Reviewer, Ad Hoc Reviewer, Psychology and Marketing. (February 2021 - Present).

Reviewer, Ad Hoc Reviewer, Information Technology and People. (January 2021 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Information, Communication & Ethics. (January 2020 - Present).

Reviewer, Ad Hoc Reviewer, The International Review of Retail, Distribution and Consumer Research. (June 2019 - Present).

Reviewer, Ad Hoc Reviewer, Annals of Tourism Research. (July 2015 - Present).

Reviewer, Ad Hoc Reviewer, Management Research Review. (January 2015 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Retailing and Consumer Services. (2013 - 2021).

Reviewer, Ad Hoc Reviewer, Journal of Consumer Marketing. (2012 - 2021).

Editorial Review Board Member, Multinational Business Review (MBR). (2007 - 2021).

Editorial Review Board Member, Journal of Marketing Theory and Practice (JMTP). (2006 - 2021).

Reviewer, Ad Hoc Reviewer, Journal of Business Ethics (JBE). (1998 - 2021).

Editor, Associate Editor, Journal of Marketing Theory and Practice. (August 2018 - August 2021).

Reviewer, Ad Hoc Reviewer, Society of Marketing Advances. (2000 - 2020).

Editorial Review Board Member, International Journal of Economic Behavior (IJEB). (2013 - 2019).

Editorial Review Board Member, Innovar, Journal of Administrative and Social Sciences. (2010 - 2019).

Editorial Review Board Member, Journal of International Consumer Marketing. (2006 - 2019).

Editorial Review Board Member, European Business Review (EBR). (2005 - 2019).

Editorial Review Board Member, Socioeconomic Panorama, Talca. (2003 - 2019).

Editorial Review Board Member, Journal of Managerial Horizons, Concepcion. (2001 - 2019).

Reviewer, Ad Hoc Reviewer, AMS World Marketing Congress. (1996 - 2019).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science (JAMS). (2000 - 2018).

Editorial Review Board Member, Journal of International Business and Technology (JIBAT). (1998 - 2018).

Reviewer, Ad Hoc Reviewer, AMA Winter Educators' Conference (American Marketing Association). (1996 - 2018).

Reviewer, Ad Hoc Reviewer, Academy of Marketing Science Conference. (1995 - 2018).

Reviewer, Ad Hoc Reviewer, AMA Summer Educators' Conference (American Marketing Association). (1995 - 2018).

Reviewer, Ad Hoc Reviewer, Latin American Council of Business Schools (CLADEA) Conference. (2006 - 2016).

Reviewer, Ad Hoc Reviewer, Journal of Reviews on Global Economics. (March 2013 - May 2013).

Journal of Business Research (JBR). (2004 - 2011).

Academy of International Business. (2007 - 2010).

Journal of Business and Industrial Marketing (JBIM). (2006 - 2010).

Journal of International Management (JIM). (2004 - 2010).

Asociación Latinoamericana de Académicos de Marketing (ALAM). (2000 - 2010).

Society of Marketing Advances Conference. (1997 - 2010).

Academy of Marketing Science. (1990 - 2010).

American Marketing Association. (1986 - 2010).

Business Association of Latin American Studies (BALAS). (1984 - 2010).

Symposium on Student Ethics at UTPA: How Ethical We are and How Ethical We Should Be, Edinburg, Texas. (November 2010).

University of Puerto Rico, San Juan, Puerto Rico. (April 2010 - May 2010).

Journal of Retailing (JR). (2002 - 2009).

Manuscript referee, Journal of Services Marketing. (1998 - 2009).

Marketing Management by Dawn Iacobucci. (July 2009 - August 2009).

Applied Research in Quality of Life (ARIQOL). (2007 - 2008).

American Society for Competitiveness. (1997 - 2008).

Journal of Administrative Sciences, Sinaloa. (1997 - 2008).

2006 Marketing and Society (AMA SIG) Dissertation Proposal Competition. (2006).

Manuscript referee, Advanced Research in Quality of Life. (2006).

Manuscript referee, Thunderbird International Business Review. (1998 - 2006).

Appointed Judge in a Team of Four to Select the Best Awarded Conference Paper, 2006 ENEFA National Conference, Algarrobo. (November 12, 2006 - November 13, 2006).

Business Association of Latin American Studies (BALAS) Conference. (1988 - 2005).

Session Moderator, Special Session on Global Education and NAFTA: Exploring the Opportunities for International Education, 2005 International Week at the University of Texas-Pan American, Edinburg, TX. (November 18, 2005).

Committee

Committee Member, Texas Woman's University, San Antonio, Texas. (September 2018 - December 2018).

Judge, Pennsylvania State University, New Kensington, Pennsylvania. (June 2011 - August 2011).

Committee Member, Pace University, New York, New York. (2006 - 2008).

External evaluator of faculty tenure, Missouri University of Science and Technology, Rolla, Missouri. (October 2008 - November 2008).

Other

Guest Speaker, Universidad de San Ignacio de Loyola, Lima. (2012 - 2016).

Guest Speaker, Universidad del Bio-Bio, Concepción. (1999 - 2016).

Guest Speaker, Universidad Católica del Perú, Lima. (1998 - 2016).

Chairperson, U.S. Universities -Ph.D. Project. (2004 - 2015).

Guest Speaker, Universidad del Norte, Barranquilla. (2002 - 2012).

Guest Speaker, University of Puerto Rico, San Juan, Puerto Rico. (March 2011 - April 2011).

Guest Speaker, Universities of Talca, Talca. (1999 - 2010).

Workshop Organizer, Universidad Católica de la Santísima Concepción, Concepción. (2007 - 2009).

Guest Speaker, University of Chile, Santiago de Chile. (2007 - 2009).

Workshop Organizer, Instituto Internacional de Estudios Superiores, Reynosa, Tamaulipas. (2004 - 2009).

2008 Academy of Marketing Science Cultural Perspectives in Marketing Conference, New Orleans, LA. (January 16, 2008 - January 19, 2008).

Chairperson, Universidad del Pacifico, Lima. (2005 - 2006).

Program Coordinator

Committee Co-Chair, 2008 Academy of Marketing Science Cultural Perspectives in Marketing Conference, New Orleans, LA. (January 16, 2008 - January 19, 2008).

Review Session

Committee Chair, 2008 Academy of Marketing Science Cultural Perspectives in Marketing Conference, New Orleans, LA. (January 16, 2008 - January 19, 2008).

Session Chair, Symposium on the Psychosocial Determinants of Customer Loyalty in Services, 2007 National Congress of Psychology, Talca. (October 20, 2006).

Session Chair, Special Session on Is It Time for a General Theory of Marketing? 2006 American Marketing Association Summer Educators' Conference, Chicago, IL. (August 4, 2006 - August 7, 2006).

Session Chair, Special Session on Ethics and Social Responsibility Track, 2006 Academy of Marketing Science Conference, San Antonio, TX. (May 24, 2006 - May 27, 2006).

Public Service

Judge, Mary G. Moad Ethics Award - Better Business Bureau of South Texas, Mc Allen, Texas. (2016 - 2021).

Reviewer, Textbook, Business Ethics - Textbook by Andrew Crane et al. (October 2020 - July 2021).

Reviewer, Textbook, Ethical Theory and Business. (August 2020 - May 2021).

Reviewer, Textbook, Business Ethics -Textbook by Denis Collins. (June 2020 - May 2021).

Guest Speaker, The Rider - UTRGV Newspaper - Interview. (August 2020 - November 2020).

Guest Speaker, Universidad Autonoma de Tamaulipas, Rio Bravo, Tamaulipas. (November 15, 2018).

Guest Speaker, IDEA College Preparatory IB World School in Donna, Donna, TX. (October 26, 2012 - November 9, 2012).

Guest Speaker, AELE. (May 2012).

External evaluator for faculty tenure and promotion, Pennsylvania State University, New Kensington, Pennsylvania. (June 2011 - August 2011).

Workshop Organizer, AELE, Talara, Piura. (May 2011).

Workshop Organizer, AELE, Lima, Lima. (May 2010).

Academic Advisor for mission re-assessment and curriculum re-structuring, Instituto Internacional de Estudios Superiores (IIES), Reynosa, Tamaulipas. (2004 - 2009).

External evaluator for faculty promotion and tenure, Missouri University of Science and Technology, Rola, Missouri. (October 2008 - November 2008).

Workshop Organizer, UCSC Faculty Training. (August 2008).

Workshop Organizer, IIES Faculty Training, Reynosa, Tamaulipas. (June 2008).

Workshop Organizer, UCSC Faculty Training. (August 2007).

Workshop Organizer, IIES Faculty Training. (June 2007).

Workshop Organizer, ITESM Faculty Training. (June 2007).

Workshop Organizer, ITESM Faculty Training. (June 2007).

Workshop Organizer, Delphi Company, Reynosa, Tamaulipas. (May 12, 2007).

Workshop Organizer, Universidad de Talca Faculty Training. (September 2006 - December 2006).

Co-Coordinator, Texas Internship Program for the University of Talca's MBA Graduates, Edinburg, TX. (2004 - 2005).

Consulting

Academic, Executive and Professional Workshops dedicated to 1) Competency-based Learning, 2) Ethics Auditing, and 3) Scientific Research for Journal Publications. (2007 - Present).