

Curriculum Vitae

Dr. Xiaojing Sheng
The University of Texas Rio Grande Valley
Department of Marketing
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Email: xiaojing.sheng@utrgv.edu

Education

PhD, The University of Tennessee - Knoxville, 2009.
Major: Business Administration (Marketing)
Title: Consumer Participation in Using Online Recommendation Agents: Effects of Trust, Perceived Control, and Perceived Risk in Providing Personal Information.

MS, Texas Tech University, 2004.
Major: Business Administration (Management Information Systems)

BA, Wuhan University, 1996.
Major: English
Supporting Areas of Emphasis: Economics

Employment History

Academic - Post-Secondary

Full Professor, University of Texas Rio Grande Valley. (September 2021 - Present).

Associate Professor, University of Texas Rio Grande Valley. (September 2015 – August 2021).

Assistant Professor, University of Texas Pan American. (August 2009 - August 2015).

Research Associate/Instructor, University of Tennessee - Knoxville. (August 2005 - July 2009).

Professional Memberships

American Marketing Association.

Association for Consumer Research.

TEACHING

Teaching Experience

The University of Texas Rio Grande Valley

BADM 9110, Comps Independent Study, 1 course.
BADM 9391, Dissertation-Extension, 4 courses.
BADM 9690, Dissertation-Residency, 1 course.
MARK 3300, Principles of Marketing, 4 courses.
MARK 3340, Consumer Behavior, 4 courses.
MARK 3350, Services Marketing, 5 courses.
MARK 6300, Foundations of Marketing, 2 courses.
MARK 6310, Marketing Strategy, 4 courses.
MARK 6340, Market Research Methods, 3 courses.
MARK 6350, Competing through Services, 5 courses.
MARK 6360, Health Care Marketing, 2 courses.
MARK 6370, Social Media in Business, 10 courses.
MARK 8315, Services Marketing, 1 course.
MARK 8322, Scholarship Sem, 2 courses.

The University of Texas Pan American

INTB 4367, Multimodal Transportation, 1 course.
MARK 3371, Principles of Marketing, 1 course.
MARK 3372, Consumer Behavior, 3 courses.
MARK 3379, Services Marketing, 3 courses.
MARK 6301, Foundations of Marketing, 1 course.
MARK 6331, Market Research, 8 courses.
MARK 6363, Social Media in Business, 1 course.
MARK 6370, Marketing Policy & Mgmt, 9 courses.
MARK 6371, Marketing Seminar, 1 course.
MARK 6376, Competing Through Services, 1 course.
MARK 8315, Global Services Marketing, 3 courses.

Non-Credit Instruction

Guest Lecture, Manufacturing & Industrial Engineering, UTRGV, 30 participants.
(March 2021).

Guest Lecture, Manufacturing & Industrial Engineering, UTRGV, 40 participants.
(September 2020).

Guest Lecture, Manufacturing & Industrial Engineering, UTRGV, 40 participants.
(September 25, 2019).

Guest Lecture, Department of Manufacturing and Engineering, UTRGV, 40 participants.
(September 24, 2018).

Guest Lecture, Department of Manufacturing and Industrial Engineering, UTRGV, 35 participants. (September 18, 2017).

Directed Student Learning

Dissertation Committee Chair, " Consumer well-being and financial literacy: An exploration of gender-role orientation and information avoidance," Department of Marketing, BADM 9690, (August 27, 2018 - Present)
Lorena Garcia

Dissertation Committee Chair, "Brand-initiated engagement activities and consumer response," Department of Marketing, (August 2019 - Present)
Zoila Zambrano

Dissertation Committee Chair, "Consumer responses to service encounters with Artificial Intelligence (A.I.) agents," Department of Marketing, (August 2020 - Present)
Ross Murray

Graduate Supervised Research, "The use of gamification to motivate intention to exercise: The case of mobile running applications," Department of Marketing, (September 2019 - Present)
Suwakitti Amornpan

Dissertation Committee Member, Department of Marketing, (August 2019 - Present)
Sasawan Heingraj

Dissertation Committee Member, Department of Marketing, (August 2019 – August 2021)
Swapnil Saravade

Dissertation Committee Member, "A Comparison of 2 Dimensional and Virtual Reality in Product Placement Gaming: Immersion, Presence, and Recall," Department of Marketing, (July 2017 - Present)
William Locander

Dissertation Committee Member, "A big future from a small thing: developing a consumer decision making map based on neuroscientific methods," Department of Marketing, (August 2017 - August 2019)
Dongjun Rew

Graduate Supervised Research, "Effects of Service Productivity, Customer Satisfaction, and Employee Satisfaction on Service Firm Value," Marketing (UTPA), (May 2015 - August 2019)
Dongjun Rew

Dissertation Committee Member, "The influence of service culture on internal and external value co-creation," Marketing (UTPA), (August 2015 - August 2017)
Samaneh Torkzadeh

Dissertation Committee Member, "Neurological Evidence in the Exploration of "Consumption Philanthropy": Consumption or Philanthropy," Marketing (UTPA), (October 2013 - August 2016)
Nese Nasif

Dissertation Committee Member, Marketing (UTPA), (October 2012 - August 2015)
Miguel Sahagun

Dissertation Committee Member, Marketing (UTPA), (October 2012 - June 2015)
Yi-Chia Wu

Dissertation Committee Member, "Adapting the expectancy confirmation/disconfirmation paradigm model to assess consumer evaluations of corporate social responsibility activities," Marketing (UTPA), (May 2012 - May 2014)
Robert Saldivar

Dissertation Committee Member, "Online co-creation: The impact of decisional control and degree of participation on customer socialization and business-to-consumer long-term relationships," Marketing (UTPA), (July 2011 - August 2012)
Jason Flores

Dissertation Committee Member, "Our celebrities, our selves: Reconstructing ourselves as online personalities," Marketing (UTPA), (August 2010 - August 2012)
Arne Baruca

RESEARCH

Published Intellectual Contributions

Book, Chapter in Scholarly Book-New

Ketron, S. C., Siguaw, J. A., Sheng, X. (2021). Maladaptive Consumer Behaviors and Marketing Responses in a Pandemic. *The Future of Service Post-COVID-19 Pandemic: Transformation of Services Marketing*, in Jungwoo Lee and Spring H. Han (Eds), Volume 2, pp. 27-48, Springer. <https://doi.org/10.1007/978-981-33-4134-0>

Journal Article, Academic Journal

Sheng, X., Ketron, S.C., Wan, Y. Identifying Consumer Segments Based on COVID-19 Pandemic Perceptions and Responses," forthcoming at *Journal of Consumer Affairs*.

- Siguaw, J.A., Mai, E., Sheng, X. (2021). Word-of-mouth, servicescapes and the impact on brand effects. *SN Business & Economics*, 1(15), <https://doi.org/10.1007/s43546-020-00016-7>
- Rew, D.**, Siguaw, J. A., Sheng, X. (2021). Service Productivity, Satisfaction, and the Impact on Service Firm Performance. *Services Marketing Quarterly*, 41(4).
- Sheng, X., Felix, R., Saravade, S.**, Siguaw, J., Ketron, S., Krejtz, K., Duchowski, A. (2020). Sight unseen: The role of online security indicators in visual attention to online privacy information. *Journal of Business Research*, 111, 218-240. <https://doi.org/10.1016/j.jbusres.2019.11.084>
- Nasif, N.**, Sheng, X., Chilsen, J. (2020). Evaluating Consumer Perceptions of Government Services Quality. *Services Marketing Quarterly*, 41(2).
- Sheng, X., Simpson, P. M., Siguaw, J. A. (2019). Emotions, deliberations, and end-of-life products. *Psychology & Marketing*, 36(7), 659-674. *Lead article
- Siguaw, J., Sheng, X., Simpson, P. (2017). Biopsychosocial and Retirement Factors Influencing Satisfaction with Life: New Perspectives. *The International Journal of Aging and Human Development*, 85(4), 332-353.
- Sheng, X., Simpson, P., Siguaw, J. A. (2017). Communities as Nested Servicescapes. *Journal of Service Research*, 20(2), 171-187.
- Sheng, X., Siguaw, J., Simpson, P. (2016). Servicescape attributes and consumer well-being. *Journal of Services Marketing*, 30(7). www.emeraldinsight.com/doi/pdfplus/10.1108/JSM-03-2016-0116 <https://doi.org/10.1108/JSM-03-2016-0116>
- Simpson, P., Siguaw, J., Sheng, X. (2016). Tourists' Life Satisfaction at Home and Away: A Tale of Two Cities. *Journal of Travel Research*, 55(2), 161-175. <http://jtr.sagepub.com/content/early/2014/07/04/0047287514541004.abstract> 10.1177/0047287514541004
- Sheng, X., Simpson, P. (2015). Healthcare Information Seeking and Seniors: Determinants of Internet Use. *Health Marketing Quarterly*, 32(1), 96-112.
- Sheng, X., Li, J., Zolfagharian, M. (2014). Consumer initial acceptance and continued use of recommendation agents: literature review and proposed conceptual framework. *International Journal of Electronic Marketing and Retailing*, 6(2), 112-127. 10.1504/IJEMR.2014.066467

- Sheng, X., Zolfagharian, M. (2014). Consumer participation in online product recommendation services: augmenting the technology acceptance model. *Journal of Services Marketing*, 28(6), 460-470.
- Sheng, X., Simpson, P., Siguaw, J. (2014). U. S. Winter Migrants' Park Community Attributes: An Importance-Performance Analysis. *Tourism Management*, 43, 55-67. [dx.doi.org/10.1016/j.tourman.2014.01.013](https://doi.org/10.1016/j.tourman.2014.01.013)
- Sheng, X., Simpson, P. (2014). Effects of perceived privacy protection: Does reading privacy notices matter? *International Journal of Services and Standards*, 9(1), 19-36.
- Sheng, X., Simpson, P. (2013). Seniors, Health Information and the Internet: Motivation, Ability and Internet Knowledge. *Cyberpsychology, Behavior, and Social Networking*, 16(10), 740-746.
- Dabholkar, P. A., Sheng, X. (2012). Consumer Participation and the Trust Transference Process in Using Online Recommendation Agents. *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior*, 25, 96-117.
- Zolfagharian, M., Sheng, X. (2012). The CCP scale: Measuring customer co-production of services. *Services Marketing Quarterly*, 33(3), 211-229.
- Sheng, X., Dabholkar, P. A. (2012). Consumer participation in using online recommendation agents: Effects on satisfaction, trust, and purchase intentions. *The Service Industries Journal*, 32(9), 1433-1449. [10.1080/02642069.2011.624596](https://doi.org/10.1080/02642069.2011.624596)
- Dabholkar, P. A., Sheng, X. (2009). The Role of Perceived Control and Gender in Consumer Reactions to Download Delays. *Journal of Business Research*, 62(7), 750-760.
- Dabholkar, P. A., Sheng, X. (2008). Perceived Download Waiting in Using Web Sites: A Conceptual Framework with Mediating and Moderating Effects. *Journal of Marketing Theory and Practice*, 16(3), 259-270.
- Dabholkar, P. A., Sheng, X. (2008). Perceptions of Download Delays: Relation to Actual Waits, Web Site Abandoning, and Stages of Delay. *The Service Industries Journal*, 28(10), 1415-1429.

Conference Proceeding

- Murray, R., Sheng, X., Felix, R. (2021). *Impacts of Perceived Robot Eeriness on Future Approach Intentions of Third-party Observers*. Boston: American Marketing Association Summer Academic Conference.
- Murray, R., Sheng, X., Minor, M. (2021). *Impacts of Face Coverings, Background Noise, Perceived Customer Attractiveness, and Intelligibility of Speech on Frontline*

- Employee Job Stress*. Boston: American Marketing Association Summer Academic Conference.
- Murray, R., Sheng, X., Morgeson, F. (2021). *Thriving or Surviving? The Role of Mindsets in Times of Crises: Evidence from the COVID-19 Pandemic*. Seattle: Association for Consumer Research Academic Conference.
- Sheng, X., Siguaw, J. A., Wan, Y., Felix, R., Garcia Ramon, L.** (2020). *Unsought Goods: A Consumer Behavior Perspective*. San Francisco: American Marketing Association Summer Academic Conference.
- Siguaw, J. A., Sheng, X. (2020). *Making Sense of Meaningful Third Places: Effects of Servicescape, Place Meanings, And Emotions*. Coral Gables, FL: The 2020 Academy of Marketing Science Annual Conference.
- Siguaw, J. A., Mai, E. S., Sheng, X., Hoffman, D. (2019). *Servicescape and Brand: The Moderating Role of Word-of-Mouth*. 2019 AMA Summer Academic Conference Proceedings.
- Garcia Ramon, L.**, Sheng, X., Felix, R. (2019). *Consumer Motivations and Fake Online Reviews*. 2019 AMA Summer Academic Conference Proceedings.
- Rew, D.**, Sheng, X. *Effects of service productivity, customer satisfaction, and employee satisfaction on service firm value*. Orlando, Fla.: The 2017 Winter AMA Conference Proceedings.
- Nasif, N.**, Sheng, X., Minor, M. S. (2014). *Regret and opportunity cost: the agony of choice*. New Orleans, LA: Society for Marketing Advances 2014 Annual Conference.
- Nasif, N.**, Sheng, X. (2014). *Understanding Public Sector Services Quality*. New Orleans, LA: Proceedings of the Society for Marketing Advances 2014 Conference.
- Nasif, N.**, Sheng, X. (2014). *Using SERVQUAL to Evaluate Public Sector Services Quality: Are We Missing Something?* Las Vegas, NV: Proceedings of the Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior 2014 Conference.
- Sheng, X., Simpson, P., Nasif, N.** (2013). *Does Anyone Actually Read the Fine Print?* Society for Marketing Advances 2013 Annual Conference.
- Nasif, N.**, Sheng, X. (2013). *For-Profit Universities: A Resource Advantage Theory Perspective*. Society for Marketing Advances 2013 Annual Conference.
- Sheng, X., Dabholkar, P. A. (2012). In Goodwin, Stephen (Ed.), *Do Consumers Trust and Use Online Product Recommendation Agents?* (vol. 24). La Verne, California: Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior.

- Sheng, X., Simpson, P., Ghaddar, S., Gressel, J. W. (2012). The Role of eHealth Literacy in Consumer Using Health Information on the Internet. *2012 AMHCR Conference Proceedings*. Association of Marketing & Health Care Research.
- Sheng, X., Dabholkar, P. A. (2011). In William J. Kehoe and Linda K. Whitten (Ed.), *Using Online Product Recommendation Agents: Does Consumer Participation Increase Trust?* (pp. 181-182). Society for Marketing Advances.
www.marketingadvances.org/associations/6141/files/2011%20SMAProceedings.pdf
- Sheng, X., Olson, M. (2010). In Goodwin, Steve, Kevin Celuch, and Steve Taylor (Ed.), *An Integrative Framework of Attitude-Behavior Relations* (vol. 23, pp. 83-94). Chicago, IL: CS/D&CB Inc. and the Journal of the Consumer Satisfaction, Dissatisfaction, and Complaining Behavior.
- Sheng, X., Dabholkar, P. A. (2009). *Consumer Participation in Using Online Recommendation Agents: An Empirical Study* (2nd ed., vol. 6, pp. 802-803). Dallas, TX: Proceedings of the International Academy of Business and Public Administration Disciplines Conference.
- Dabholkar, P. A., Sheng, X. (2008). *Consumer Differences in Reactions to Download Delays and Satisfaction with Web Sites* (pp. 163-166). LAS VEGAS, NV: Proceedings of the Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference.
- Sheng, X., DABHOLKAR, P. A. (2008). *The Role of Consumer Participation in Using Online Recommendation Agents: Satisfaction, Trust, and Purchase Intentions* (pp. 209-214). Las Vegas: Proceedings of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference.
- Sheng, X. (2007). In William J. Kehoe and Linda K. Whitten (Ed.), *Recommendation Agents' Acceptance: Prior Use and Continued Use* (pp. 255-256). San Antonio, TX: Proceedings of the 2007 Society for Marketing Advances Conference.
- Sheng, X., DABHOLKAR, P. A. (2007). In Andrea L. Dixon and Karen A. Machleit (Ed.), *Reactions to Download Waiting: Moderating Effects within an Attitudinal Framework* (vol. 18, pp. 221-222). San Diego, CA: Proceedings of the 2007 AMA Winter Educators' Conference.

Presentations Given

- Murray, R., Sheng, X., Felix, R. (2021). *Impacts of Perceived Robot Eeriness on Future Approach Intentions of Third-party Observers*. Boston: American Marketing Association Summer Academic Conference.
- Murray, R., Sheng, X., Minor, M. (2021). *Impacts of Face Coverings, Background Noise, Perceived Customer Attractiveness, and Intelligibility of Speech on Frontline*

- Employee Job Stress*. Boston: American Marketing Association Summer Academic Conference.
- Murray, R., Sheng, X., Morgeson, F. (2021). *Thriving or Surviving? The Role of Mindsets in Times of Crises: Evidence from the COVID-19 Pandemic*. Seattle: Association for Consumer Research Academic Conference.
- Sheng, X., Siguaw, J. A., Wan, Y., Felix, R., Garcia Ramon, L.** (2020). *Unsought Goods: A Consumer Behavior Perspective*. San Francisco: American Marketing Association Summer Academic Conference.
- Siguaw, J. A., Sheng, X. (2020). *Making Sense of Meaningful Third Places: Effects of Servicescape, Place Meanings, And Emotions*. Coral Gables, FL: The 2020 Academy of Marketing Science Annual Conference.
- Garcia Ramon, L.**, Sheng, X., Felix, R., (August 10, 2019). *Consumer Motivations and Fake Online Reviews*, 2019 American Marketing Association Academic Conference American Marketing Association in Chicago.
- Sheng, X., Mai, S. E., Siguaw, J. A., Hoffman, D., (August 10, 2019). *Servicescape and Brand: The Moderating Role of Word-of-Mouth*, 2019 American Marketing Association Academic Conference American Marketing Association in Chicago.
- Sheng, X., Felix, R., Saravade, S.**, (August 10, 2018). *Internet Privacy and Security Concerns: Insights from an Eye Tracking Study*, 2018 Summer AMA American Marketing Association in Boston, MA.
- Garcia Ramon, L.**, Sheng, X., (February 23, 2018). *Consumer Motivations and Fake Online Reviews*, 2018 AMA Winter Academic Conference American Marketing Association in New Orleans, Louisiana.
- Rew, D.**, Sheng, X., (February 19, 2017). *Effects of service productivity on customer satisfaction, employee satisfaction and services firm value*, 2017 Winter AMA Conference American Marketing Association in Orlando, FL.
- Hosseinzadeh, A.**, Braun, J.**, Torkzadeh, S.**, Saldivar, R.**, Sheng, X., Zolfagharian, M., (February 2015). *The good and the bad of customer contribution to services: traits, expectations, and perceptions.*, 2015 American Marketing Association's Winter Marketing Educators' Conference American Marketing Association in San Antonio, TX.
- Nasif, N.**, Sheng, X., Minor, M. S., (November 7, 2014). *Regret and Opportunity Cost: The Agony of Choice*, Society for Marketing Advances: Annual Conference in New Orleans, LA.

- Nasif, N.**, Sheng, X., (November 6, 2014). *Understanding Public Sector Services Quality*, Society for Marketing Advances: Annual Conference in New Orleans, LA.
- Nasif, N.**, Sheng, X., (June 2014). *Using SERVQUAL to Evaluate Public Sector Services Quality: Are We Missing Something?*, Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior 2014 Conference University of Nevada-Las Vegas in Las Vegas, NV.
- Sheng, X., (May 2014). *Dissertation and the work search process*, Dissertation Workshop The Ph.D. Program, UTPA in College of Business Administration.
- Sheng, X., Simpson, P., Nasif, N.**, (November 2, 2013). *Does Anyone Read the Fine Print?*, 2013 Society for Marketing Advances Annual Conference Society for Marketing Advances in Hilton Head, SC, USA.
- Sheng, X., Dabholkar, P. A., (June 23, 2012). *Do Consumers Trust and Use Online Product Recommendation Agents?*, Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference 2012 Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference in La Verne, California.
- Sheng, X., Simpson, P., Ghaddar, S., Gressel, J. W., (February 2012). *The role of eHealth literacy in consumer using health information on the Internet*, Association for Marketing & Health Care Research in Park City, Utah.
- Sheng, X., Dabholkar, P. A., (November 2011). *Using online product recommendation agents: Does consumer participation increase trust?*, Society for Marketing Advances Society for Marketing Advances in Memphis, TN.
- Ghaddar, S., Simpson, P., Sheng, X., Valerio, M., (November 8, 2010). *eHealth Literacy of Older Adults: Findings from Winter Visitors to the Rio Grande Valley of Texas*, American Public Health Association 138th Annual Meeting in Denver.
- Ghaddar, S. F., Simpson, P., Sheng, X., Valerio, M. A., (November 8, 2010). *EHealth literacy of older adults: Findings from winter visitors to the Rio Grande Valley of Texas*, APHA Annual Meeting American Public Health Association in Denver, Colorado.
- Sheng, X., Olson, M., (June 17, 2010). *An Integrative Framework of Attitude-Behavior Relations*, Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference CS/D&CB Inc. and the Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior in Chicago, IL.
- Sheng, X., (April 24, 2009). *Consumer Participation in Using Online Recommendation Agents: An Empirical Study*, International Academy of Business and Public Administration Disciplines Conference International Academy of Business and Public Administration in Dallas, TX.

Sheng, X., DABHOLKAR, P. A., (June 26, 2008). *The Role of Consumer Participation in Using Online Recommendation Agents: Satisfaction, Trust, and Purchase Intentions*, Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference CS/D&CB, Inc. and the Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior in Las Vegas, NV.

DABHOLKAR, P. A., Sheng, X., (June 25, 2008). *Consumer Differences in Reactions to Download Delays and Satisfaction with Web Sites*, Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference CS/D&CB, Inc. and the Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior in Las Vegas, NV.

Sheng, X., (November 18, 2007). *Adoption and Continued Use of Online Product Recommendation Agents*, 2007 Decision Science Institute Annual Meeting Decision Science Institute in Phoenix, AZ.

Sheng, X., (November 9, 2007). *Recommendation Agents' Acceptance: Prior Use and Continued Use*, 2007 Society for Marketing Advances Conference Society for Marketing Advances in San Antonio, TX.

Sheng, X., DABHOLKAR, P. A., (February 18, 2007). *Reactions to Download Waiting: Moderating Effects within an Attitudinal Framework*, 2007 AMA Winter Educators' Conference American Marketing Association in San Diego, CA.

Sheng, X., (November 10, 2006). *Download Waiting in Using Web Sites: An Attitudinal Framework*, 2006 First-Year PhD Students Research Project Presentation Department of Marketing and Logistics, University of Tennessee in Knoxville, TN.

Contracts, Grants and Sponsored Research

Funded Grant

Osatuyi, B., Sheng, X., Simpson, P., "Undergraduate Research Initiative Spring 2014," Sponsored by Undergraduate Research & Service Learning (Funded), The University of Texas Rio Grande Valley, \$2,000.00. (March 1, 2014 - August 31, 2014).

Intellectual Contributions under Submission

Journal Articles

Kim, S., Sheng, X., Information seeking and consumer hoarding.

GarciaRamon, L.**., Sheng, X., Felix, R., Fake review.

Murray, R.**., Sheng, X., Felix, R., Robot eeriness.

Conference Submissions

GarciaRamon, L.**, Sheng, X., Gender roles and financial knowledge, 2022 Winter AMA.

** indicates graduate student

SERVICE

Department Service

Committee Member, Department Admin hiring committee. (May 2021 – June 2021).

Committee Chair, Three-Year Lecturer hiring committee. (February 2021 – March 2021).

Committee Chair, Professor of Practice hiring committee. (December 2020 – March 2021).

Committee Member, Assistant professor hiring committee. (February 2021 – March 2021).

Committee Member, Department Chair hiring committee. (October 2020 – January 2021).

Committee Chair, Visiting assistant professor hiring committee. (June 25, 2020).

Committee Chair, Marketing Search Committee. (September 2019 - December 2019).

Committee Chair, One-year appointment Marketing lecturer hiring committee. (September 1, 2019 - December 3, 2019).

Committee Member, Marketing Faculty Recruitment and Search Committee. (September 2016 - November 2017).

Committee Member, Annual Review Committee. (2009 - present).

Committee Member, Tenure & Promotion Committee. (2015 - present).

Committee Member, Master's program subcommittee. (September 2018 - May 2019).

Committee Member, PhD Students Prelim and Comprehensive Exam Committee. (2009 - present).

Reviewer, Scholarship Seminar Paper Reviewer. (April 2017).

Peer observation of teaching. (2015, 2016, 2019, 2021).

Committee Chair, PhD Students Comprehensive Exam Committee. (2010, 2014, 2015).

Committee Chair, Faculty Annual Review Committee. (September 2014 - October 2014).

Course syllabi and inventory reconciliation project. (April 2014 - June 2014).

Committee Member, Faculty Performance Expectations Research Sub-Committee. (August 2012).

Faculty Advisor, The UTPA Chapter of American Marketing Association. (August 2010 - August 2012).

Committee Member, the Full-Time Lecturer Recruitment Committee. (September 2009).

College Service

Committee Member, Strategic Planning Committee. (January 2020 – May 2021).

Committee Member & EDA (Equity Diversity Advocate), IBEL (Department of International Business & Entrepreneurship) Professor of Practice hiring committee. (December 2020 – April 2021).

Committee Member & EDA (Equity Diversity Advocate), Department of Management Professor of Practice hiring committee. (November 2020 – February 2021).

Committee Member, Student Scholarship & Awards Committee. (September 2019 - Present).

Committee Member, Search Committee Pool. (September 2018 - Present).

Committee Member, COBE MBA Policy and Curriculum Committee. (2012-2014; 2016-2018).

Faculty Advisor, Hospitality and Tourism Management Program. (July 2014 - 2016).

Committee Member & EDA (Equity Diversity Advocate), Management Hiring Committee. (October 8, 2019 - March 2020).

Committee Member, MBA Faculty Qualifications. (September 1, 2017 - August 31, 2018).

Committee Chair, Hospitality and Tourism Program Director Search Committee. (October 2017 - May 2018).

Committee Member, COBE tenure and promotion policy development task force. (September 2014 - March 2016).

Participant, COBE Phd Program Professional Development Seminar Series. (March 11, 2016).

Faculty Advisor, COBE Phd Program Professional Development Seminar Series. (October 23, 2015).

Faculty Advisor, VCOBE PhD Student Orientation. (August 24, 2015).

Committee Member, PhD Admission and Curricula Committee. (September 2013 - July 2015).

Faculty Advisor, Spring 2015 COBA Dissertation Workshop. (May 8, 2015).

Faculty Advisor, Spring 2014 COBA Dissertation Workshop. (May 2, 2014).

Committee Member, COBA Engagement Committee. (February 2013 - September 2013).

University Service

Committee Member, Photography Search Committee. (November 13, 2019 - March 2020).

Professional Service

Editorial Review Board Member, Journal of Consumer Affairs. (August 2019 - Present).

Reviewer, Ad Hoc Reviewer, Journal of International Marketing. (1 review, 2021).

Reviewer, Ad Hoc Reviewer, Journal of Services Marketing. (7 reviews, 2018 - Present).

Reviewer, Conference Paper, AMA Conference. (September 2016 - Present).

Reviewer, Journal Article, Asian Pacific Management Review. (1 review, May 2016).

Reviewer, Journal Article, Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior, Normal, Illinois. (1 review, January 2012).

Reviewer, Ad Hoc Reviewer, The Service Industries Journal. (1 review, January 2012).

Reviewer, Ad Hoc Reviewer, Journal of Service Management. (1 review, June 2010).

Reviewer, Journal Article, International Journal of Electronic Marketing and Retailing. (1 review, December 2014).

Reviewer, Conference Paper, Society for Marketing Advances. (May 2014 - June 2014).

Reviewer, Journal Article, Journal of Consumer Affairs. (5 reviews, June 18, 2020 - July 19, 2020).

Reviewer, Book, Springer. (2 reviews, June 1, 2020 - June 10, 2020).

Reviewer, Journal Article, Journal of Business and Industrial Marketing. (4 reviews, March 2017, April 2018, December 2018, June 2019).

Reviewer, Journal Article, Design Science. (1 review, May 2019 - July 2019).

Reviewer, Conference Paper, American Marketing Association. (2 reviews, March 2019 - March 15, 2019).

Reviewer, Journal Article, International Journal of Human Computer Interaction. (1 review, May 5, 2018).

Reviewer, Ad Hoc Reviewer, SMA Doctoral Dissertation Proposal Competition. (2 reviews, July 2017 - September 2017).

Reviewer, Journal Article, Information and Management. (2 reviews, February 2016, June 2017).

Reviewer, Journal Article, Journal of Consumer Behaviour. (1 review, January 2017).

Public Service

Judge; evaluating applications for the annual Mary G. Moad Ethics Award, Mary G. Moad Ethics Award Application Evaluation. (March 2019 - April 2019).

Guest Speaker, Leonelo H. Gonzalez Elementary School, McAllen TX, McAllen, TX. (December 21, 2016).

Licensures and Certifications

Course Completion Certification, Introduction to Moderation, Mediation and Conditional Process Analysis. (July 2021).

Quality Matters Certification, Quality Matters. (August 2015 - Present).

Completion of the smart PLS 3.0 Training Workshop. (March 2015 - Present).

Awards and Honors

PhD Faculty Excellence Award, VCOBE. (June 11, 2021).

Faculty Travel Award, Office of Faculty Affairs and Diversity. (June 6, 2018).

Demand/Supply Integration Ph.D. Dissertation Research Award, University of Tennessee. (August 2008).

2008 AMA Sheth Foundation Doctoral Consortium, AMA Sheth Foundation. (June 2008).

2007 Decision Sciences Institute Doctoral Student Consortium, DSI. (November 2007).

Best Paper Award Recipient in the JMTP Track, 2007 Society for Marketing Advances, Society for Marketing Advances. (November 2007).