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EDUCATION

Ph.D. 1992 University of Illinois at Urbana-Champaign (Institute of Communications Research); Major: Advertising & Consumer Behavior; Minor: Social Psychology

M.S. 1989 University of Illinois at Urbana-Champaign; Major: Advertising

B.B.A. 1986 University of Houston; Major: Finance

ACADEMIC EMPLOYMENT

9/05 – present Professor of Marketing, University of Texas at San Antonio

9/07 – present Visiting Professor of Marketing, Tulane University
(Bridge Doctoral Program & Executive MBA)

5/10 – 6/10 Visiting Professor of Marketing, University of Sydney

9/02 – 8/05 Associate Professor of Marketing, University of Texas at San Antonio

9/96 – 8/02 Associate Professor of Marketing, Rider University

1/97 – 12/01 Visiting Associate Professor of Marketing, The Wharton School of the University of Pennsylvania

1/01 – 5/01 Visiting Associate Professor of Marketing, Stern School of Business, New York University

9/00 – 12/00 Visiting Associate Professor of Marketing, Ecole Supérieur de Commerce de Paris (ESCP)

9/92 – 8/96 Assistant Professor of Marketing, Rider University

PUBLICATIONS

Refereed Journal Articles

Wong, Nancy, L. J. Shrum, Farrah Arif, Sunaina Chugani, Alexander Gunz, Tina M. Lowrey, Agnes Nairn, Mario Pandelaere, Spencer M. Ross, Ayalla Ruvio, Kristin Scott, and Jill Sundie (forthcoming), "A Process View of Materialism," *Journal of Business Research*.

Wong, Nancy, L. J. Shrum, Farrah Arif, Sunaina Chugani, Alexander Gunz, Tina M. Lowrey, Agnes Nairn, Mario Pandelaere, Spencer M. Ross, Ayalla Ruvio, Kristin Scott, and Jill Sundie (2011), "Rethinking Materialism: A Process View and Some Transformative Consumer Research Implications," *Journal of Research for Consumers*, 19, in press.

Baxter, Stacey, and Tina M. Lowrey (2011), "Phonetic Symbolism and Children's Brand Name Preferences," *Journal of Consumer Marketing*, 28 (7), 516-523.

Chaplin, Lan Nguyen, Wilson Bastos, and Tina M. Lowrey (2010), "Beyond Brands: Happy Adolescents See the Good in People," *Journal of Positive Psychology*, 5 (5), 342-354.

Chaplin, Lan Nguyen, and Tina M. Lowrey (2010), "The Development of Consumer-Based Consumption Constellations in Children," *Journal of Consumer Research*, 36 (5), 757-777.

Sabbane, Lalla Ilhame, Tina M. Lowrey, and Jean-Charles Chebat (2009), "The Effectiveness of Cigarette Warning Label Fear Threats on Non-Smoking Adolescents," *Journal of Consumer Affairs*, 43 (2), 332-345.

Lowrey, Tina M., and L. J. Shrum (2007), "Phonetic Symbolism and Brand Name Preference," *Journal of Consumer Research*, 34 (3), 406-414.

Lowrey, Tina M. (2006), "The Relation Between Script Complexity and Commercial Memorability," *Journal of Advertising*, 35 (3), 7-15.

Lowrey, Tina M., Cele C. Otnes, and Mary Ann McGrath (2005), "Shopping with Consumers: Reflections and Innovations," *Qualitative Market Research: An International Journal*, 8 (2), 176-188.

Lowrey, Tina M., Cele C. Otnes, and Julie A. Ruth (2004), "Social Influences on Dyadic Giving Over Time: A Taxonomy From the Giver's Perspective," *Journal of Consumer Research*, 30 (4), 547-558.

Lowrey, Tina M., L. J. Shrum, and Tony M. Dubitsky (2003), "The Relation Between Brand-Name Linguistic Characteristics and Brand-Name Memory," *Journal of Advertising*, 32 (3), 7-17.

Lowrey, Tina M., Basil G. Englis, Sharon Shavitt, and Michael R. Solomon (2001), "Response Latency Verification of Consumption Constellations: Implications for Advertising Strategy," *Journal of Advertising*, 30 (1), 29-39.

Lowrey, Tina M., Ralph Gallay, and L. J. Shrum (1998), "The Influence of Nutrition Information and Advertising Claims on Product Perceptions," *The Journal of the Association of Marketing Educators*, 2 (1), 23-37.

Lowrey, Tina M. (1998), "The Effects of Syntactic Complexity on Advertising Persuasiveness," *Journal of Consumer Psychology*, 7 (2), 187-206.

Otnes, Cele, Tina M. Lowrey, and L. J. Shrum (1997), "Toward an Understanding of Consumer Ambivalence," *Journal of Consumer Research*, 24 (1), 80-93.

Otnes, Cele, Mary Ann McGrath, and Tina M. Lowrey (1995), "Shopping with Consumers: Usage as Past, Present and Future Research Technique," *Journal of Retailing and Consumer Services*, 2 (2), 97-110.

Shrum, L. J., Tina M. Lowrey, and John A. McCarty (1995), "Applying Social and Traditional Marketing Principles to the Reduction of Household Waste: Turning Research Into Action," *American Behavioral Scientist*, 38 (4), 646-657.

Shrum, L. J., John A. McCarty, and Tina M. Lowrey (1995), "Buyer Characteristics of the Green Consumer and Their Implications for Advertising Strategy," *Journal of Advertising*, 24 (2), 71-82.

Shavitt, Sharon, Suzanne C. Swan, Tina M. Lowrey, and Michaela Wanke (1994), "The Interaction of Endorser Attractiveness and Involvement in Persuasion Depends on the Goal That Guides Message Processing," *Journal of Consumer Psychology*, 3 (2), 137-162.

Shrum, L. J., Tina M. Lowrey, and John A. McCarty (1994), "Recycling as a Marketing Problem: A Coherent Framework for Strategy Development," *Psychology and Marketing*, 11 (4), 393-416.

Otnes, Cele, Tina M. Lowrey, and Young Chan Kim (1993), "Gift Selection for Easy and Difficult Recipients: A Social Roles Interpretation," *Journal of Consumer Research*, 20 (2), 229-244.

Shavitt, Sharon, Tina M. Lowrey, and Sang-Pil Han (1992), "Attitude Functions in Advertising: The Interactive Role of Products and Self-Monitoring," *Journal of Consumer Psychology*, 1 (4), 337-364.

Books

Acevedo, Claudia R., José Mauro C. Hernandez, and Tina M. Lowrey, eds. (2009), *Latin American Advances in Consumer Research*, Vol. II, Association for Consumer Research.

Lowrey, Tina M., ed. (2008), *Brick & Mortar Shopping in the 21st Century*, New York, NY: Lawrence Erlbaum Associates.

Lowrey, Tina M., ed. (2007), *Psycholinguistic Phenomena in Marketing Communications*, Mahwah, NJ: Lawrence Erlbaum Associates.

Otnes, Cele C., and Tina M. Lowrey, eds. (2003), *Contemporary Consumption Rituals: A Research Anthology*, Mahwah, NJ: Lawrence Erlbaum Associates.

Dubois, Bernard, Tina M. Lowrey, L. J. Shrum, and Marc Vanhuele, eds. (1999), *European Advances in Consumer Research*, Vol. IV, Provo, UT: Association for Consumer Research.

Book Chapters

McCarty, John A., and Tina M. Lowrey (forthcoming), "Product Integration: Current Practices and New Directions," in *The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion*, 2nd edition, ed. L. J. Shrum, New York, NY: Taylor and Francis, scheduled for publication in 2012.

McCarty, John A., L. J. Shrum, and Tina M. Lowrey (2010), "Environmental Consumer Behavior," in R. Bagozzi and A. Ruvio (volume eds.), *Wiley International Encyclopedia of Marketing, Vol. 3 – Consumer Behavior*, eds. J. Sheth and N. Malhotra, West Sussex, UK: Wiley, 147-149.

Kim, Youngseon, and Tina M. Lowrey (2011), "Advertising and the Integrated Marketing Communications (IMC) Process," in *Wiley International Encyclopedia of Marketing; Volume 4 "Advertising and Integrated Communication"*, eds. G. E. Belch and M. Belch, West Sussex, UK: Wiley, 17-18.

Kim, Youngseon, and Tina M. Lowrey (2011), "Brand Extensions and Flanker Brands," in *Wiley International Encyclopedia of Marketing; Volume 4 "Advertising and Integrated*

Communication," eds. G. E. Belch and M. Belch, West Sussex, UK: Wiley, 44-48.

Kim, Youngseon, and Tina M. Lowrey (2011), "Marketing Communication on the Internet," in *Wiley International Encyclopedia of Marketing; Volume 4 "Advertising and Integrated Communication*," eds. G. E. Belch and M. Belch, West Sussex, UK: Wiley, 135-136.

McCarty, John A., L. J. Shrum, and Tina M. Lowrey (2010), "Psychographics," in *Green Consumerism: An A-Z Guide*, ed. J. Mansvelt, Thousand Oaks, CA: Sage Publications, forthcoming.

Shrum, L. J., Tina M. Lowrey, and Yuping Liu (2009), "Current Issues in Advertising Research," in *Handbook of Media Processes and Effects*, eds. M. B. Oliver and R. Nabi, Thousand Oaks, CA: Sage Publications, 299-312.

Acevedo, Claudia R., José Mauro C. Hernandez, and Tina M. Lowrey (2009), "Preface," in *Latin American Advances in Consumer Research*, Vol. II, eds. Claudia R. Acevedo, José Mauro C. Hernandez, and Tina M. Lowrey, Association for Consumer Research, iii.

Lowrey, Tina M. (2008), "The Case for a Complexity Continuum" in *Go Figure: New Directions in Advertising Rhetoric*, eds. Edward F. McQuarrie and Barbara J. Phillips, Armonk, NY: ME Sharpe, 159-177.

Lowrey, Tina M. (2008), "Preface," in *Brick & Mortar Shopping in the 21st Century*, New York, NY: Lawrence Erlbaum Associates, xxiii-xxvi.

Lowrey, Tina M. (2007), "Preface," in *Psycholinguistic Phenomena in Marketing Communications*, ed. Tina M. Lowrey, Mahwah, NJ: Lawrence Erlbaum Associates, ix-xii.

Shrum, L. J., and Tina M. Lowrey (2007), "Sounds Convey Meaning: The Implications of Phonetic Symbolism for Brand Name Construction," in *Psycholinguistic Phenomena in Marketing Communications*, ed. Tina M. Lowrey, Mahwah, NJ: Lawrence Erlbaum Associates, 39-58.

Otnes, Cele C., Julie A. Ruth, Tina M. Lowrey, and Suraj Commuri (2006), "Capturing Time," in *Handbook of Qualitative Research Methods in Marketing*, ed. Russell W. Belk, Cheltenham, UK: Edward Elgar, 387-399.

Lowrey, Tina M., L. J. Shrum, and John A. McCarty (2005), "The Future of Television Advertising" in *Marketing Communication: New Approaches, Technologies, and Styles*, ed. Allan J. Kimmel, Oxford, UK: Oxford University Press, 113-132.

Lowrey, Tina M., and Cele C. Otnes (2003), "Consumer Fairy Tales of the Perfect Christmas: Villains and Other *Dramatis Personae*," in *Contemporary Consumption Rituals: A Research Anthology*, eds. Cele C. Otnes and Tina M. Lowrey, Mahwah, NJ: Lawrence Erlbaum Associates, 99-122.

Otnes, Cele C., and Tina M. Lowrey (2003), "Preface," in *Contemporary Consumption Rituals: A Research Anthology*, eds. Cele C. Otnes and Tina M. Lowrey, Mahwah, NJ: Lawrence Erlbaum Associates, xvii-xxiii.

Lowrey, Tina M., Cele Otnes, and L. J. Shrum (1998), "Consumer Ambivalence: Perspectives Gained from Shopping with Consumers," in *New Developments and Approaches in Consumer Behavior Research*, eds. Ingo Balderjahn, Claudia Mennicken, and Eric Vernet, London: MacMillan, 307-320.

Lowrey, Tina M., Cele Otnes, and Kevin Robbins (1996), "Values Influencing Christmas Gift Selection: An Interpretive Study," in *Gift Giving: A Research Anthology*, eds. Cele Otnes and Richard F. Beltramini, Bowling Green, OH: Popular Press, 37-56.

Shrum, L. J., Tina M. Lowrey, and John A. McCarty (1995), "Using Marketing and Advertising Principles to Encourage Pro-Environmental Behaviors," in *Marketing and Consumer Behavior Research in the Public Interest*, ed. Ronald P. Hill, Beverly Hills, CA: Sage Publications, 197-216 (refereed).

Lowrey, Tina M., and Cele Otnes (1994), "Construction of a Meaningful Wedding: Differences in the Priorities of Brides and Grooms," in *Gender Issues and Consumer Behavior*, ed. Janeen A. Costa, Thousand Oaks, CA: Sage Publications, 164-183 (refereed).

Refereed Published Conference Proceedings

Baxter, Stacey, Tina M. Lowrey, and Kristin Trask (2012), "Brand Name-Logo Congruence: Phonetic Symbolism and Children's Preferences," eds. A. Chakravarti and A. Mukhopadhyay, Las Vegas: Society for Consumer Psychology, forthcoming.

Shrum, L. J., Tina M. Lowrey, Mark Nespoli, and Victor J. Cook (2012), "The Impact of Phonetic Symbolism on Stock Performance," in *Advances in Consumer Psychology*, eds. A. Chakravarti and A. Mukhopadhyay, Las Vegas: Society for Consumer Psychology, forthcoming.

Baxter, Stacey, and Tina M. Lowrey (2011), "Children's Brand Name Preference: Considering the Role of Phonetic Symbolism," in *Advances in Consumer Psychology*, eds. N. Mandel and D. Silvera, Atlanta: Society for Consumer Psychology, forthcoming.

Baxter, Stacey, and Tina M. Lowrey (2011), "Sounding it Out: Phonetic Symbolism and Children's Brand Name Preferences," in *Australia-New Zealand Marketing Academy Conference Proceedings*, forthcoming.

Lowrey, Tina M., and Youngseon Kim (2011), "Boundary Conditions for Copy Complexity Enhancement Effects," in *Advances in Consumer Psychology*, eds. N. Mandel and D. Silvera, Atlanta: Society for Consumer Psychology, forthcoming.

Lowrey, Tina M., and Youngseon Kim (2011), "Boundary Conditions for Copy Complexity Enhancement Effects," in *Advances in Consumer Research*, Vol. 38, eds. D. W. Dahl, G. V. Johar, and S. M. van Osselaer, Association for Consumer Research, forthcoming.

Shrum, L. J., Tina M. Lowrey, David Luna, Dawn Lerman, and Min Liu (2011), "Processes and Generalizations for Phonetic Symbolism Effects," in *Advances in Consumer Psychology*, eds. N. Mandel and D. Silvera, Atlanta, Society for Consumer Psychology, forthcoming.

Shrum, L. J., Tina M. Lowrey, David Luna, Dawn Lerman, and Min Liu (2011), "Testing Phonetic Symbolism Effects on Brand Name Preference for Bilinguals Across Multiple Languages," in *Advances in Consumer Research*, Vol. 38, eds. D. W. Dahl, G. V. Johar, and S. M. van Osselaer, Association for Consumer Research, forthcoming.

Chaplin, Lan Nguyen, and Tina M. Lowrey (2009), "You Drive a Prius? I Bet I Know What Brand of Cereal You Eat!: Children's Understanding of Consumption Constellations," in *2009 Marketing and Public Policy Conference Proceedings*, Vol. 19, eds. E. S. Moore and W. L. Wilkie, American Marketing Association, 281-282.

Kim, Youngseon, and Tina M. Lowrey (2009), "Moderate Copy Complexity Enhances the Persuasiveness of Direct Mail," in *Advances in Consumer Research*, Vol. 36, eds. A. McGill and S. Shavitt, Association for Consumer Research, 1028.

Shrum, L. J., and Tina M. Lowrey (2009), "Effects of Articulatory Suppression on Phonetic Symbolism Effects on Brand Name Preference," in *Latin American Advances in Consumer Research*, Vol. 2, ed. C. R. Acevedo, J. M. C. Hernandez, and T. M. Lowrey, 9.

Lowrey, Tina M., David Luna, and Dawn Lerman (2008), "Phonetic Symbolism and Brand Name Preferences in French and English," in *European Advances in Consumer Research*, Vol. 8, eds. S. Borghini, M. A. McGrath, and C. Otnes, Association for Consumer Research, 118-119.

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Lowrey, Tina M., and Jill G. Klein (2007), "Giving and Sharing in Concentration Camps: The Impact of Third Party Influences," in *Advances in Consumer Research*, Vol. 34, eds. G. Fitzsimons and V. Morwitz, Association for Consumer Research, 95-96.

Lowrey, Tina M., and L. J. Shrum (2006), "Phonetic Symbolism and Brand Name Preference," in *Latin American Advances in Consumer Research*, Vol. 1, eds. S. Gonzalez and D. Luna, Association for Consumer Research (won "Best Competitive Paper" award), 23.

Klein, Jill G., and Tina M. Lowrey (2006), "Giving and Receiving Humanity: Gifts Among Prisoners in Nazi Concentration Camps," in *Advances in Consumer Research*, Vol. 33, eds. C. Pechman and L. Price, Association for Consumer Research, 659.

Lowrey, Tina M., L. J. Shrum, and John A. McCarty (2005), "Phonetic Symbolism in Brand Names," in *Society for Consumer Psychology 2005 Winter Conference Proceedings*, eds. A. M. Brumbaugh and G. R. Henderson, Society for Consumer Psychology, 74.

Lowrey, Tina M., Cele C. Otnes, and Julie A. Ruth (2004), "An Exploration of Social Influence on Dyadic Giving," in *Advances in Consumer Research*, Vol. 31, eds. B. E. Kahn and M. F. Luce, Association for Consumer Research, 112.

Otnes, Cele, Tina M. Lowrey, and Michelle Nelson (1999), "Long-Term Lessons Learned from Shopping with Consumers," in *Advances in Consumer Research*, Vol. 26, eds. E. J. Arnould and L. M. Scott, Association for Consumer Research, 176.

Lowrey, Tina M., L. J. Shrum, and Tony M. Dubitsky (1997), "Psycholinguistic Characteristics of Brand Names: Their Impact on Advertising Recall," in *Society for Consumer Psychology 1997 Winter Conference Proceedings*, eds. C. Pechmann and S. Ratneshwar, Society for Consumer Psychology, 144-145.

Otnes, Cele, Tina M. Lowrey, and Mary Ann McGrath (1997), "Women as Generation-Spanners: A Longitudinal Study of Giving to Parents and Grandparents, and Giving as Parents," in *Advances in Consumer Research*, Vol. 24, eds. M. Brucks and D. J. MacInnis, Association for Consumer Research, 20.

Lowrey, Tina M., Ralph Gallay, and L. J. Shrum (1996), "Effects of Nutrition Labels and Advertising Claims on Product Perceptions," in *1996 Marketing and Public Policy Conference Proceedings*, Vol. 6, eds. R. P. Hill and C. R. Taylor, American Marketing Association, 28-29.

Nelson, Michelle, Cele Otnes, Mary Ann McGrath, and Tina M. Lowrey (1996), "Shopping with Consumers: Retrospective and Prospective Methodological

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Applications," in *Advances In Consumer Research*, Vol. 23, eds. K. P. Corfman and J. G. Lynch, Jr., Association for Consumer Research, 160.

Lowrey, Tina M., and Cele Otnes (1995), "Brides and Their Weddings: What's Advertising Got to Do With It?" in *Proceedings of the American Academy of Advertising*, ed. C. S. Madden, American Academy of Advertising, 230.

Lowrey, Tina M. (1994), "The New Advertising Major at Rider University," in *Proceedings of the American Academy of Advertising*, ed. K. King, American Academy of Advertising, 246.

Otnes, Cele, Kyle Zolner, and Tina M. Lowrey (1994), "In-Laws and Outlaws: The Impact of Divorce and Remarriage Upon Christmas Gift Exchange," in *Advances in Consumer Research*, Vol. 21, eds. C. Allen and D. John, Association for Consumer Research, 25-29.

Otnes, Cele, and Tina M. Lowrey (1993), "Construction of a Meaningful Wedding: Differences Between the Priorities of Brides and Grooms," in *Proceedings of the Second Gender and Consumer Behavior Conference*, 150.

Otnes, Cele, and Tina M. Lowrey (1993), "Til Debt Do Us Part: The Selection and Meaning of Artifacts in the American Wedding," in *Advances in Consumer Research*, Vol. 20, eds. L. McAlister and M. L. Rothschild, Association for Consumer Research, 325-329.

Lowrey, Tina M. (1992), "The Relation Between Syntactic Complexity and Advertising Persuasiveness," in *Advances in Consumer Research*, Vol. 19, eds. J. Sherry and B. Sternthal, Association for Consumer Research, 270-274.

Otnes, Cele, Young Chan Kim, and Tina M. Lowrey (1992), "Ho, Ho, Woe: Christmas Shopping for 'Difficult' People," in *Advances in Consumer Research*, Vol. 19, eds. J. Sherry and B. Sternthal, Association for Consumer Research, 482-487.

Shavitt, Sharon, and Tina M. Lowrey (1992), "Attitude Functions in Advertising Effectiveness: The Interactive Role of Product Type and Personality Type," in *Advances in Consumer Research*, Vol. 19, eds. J. Sherry and B. Sternthal, Association for Consumer Research, 323-328.

Lowrey, Tina M. (1991), "The Use of Diffusion Theory in Marketing: A Qualitative Approach to Innovative Consumer Behavior," in *Advances in Consumer Research*, Vol. 18, eds. R. H. Holman and M. R. Solomon, Association for Consumer Research, 644-650.

Lowrey, Tina M. (1990), "A Qualitative Exploration of Consumer Innovativeness: A New Look at Diffusion Theory," in *Applied Economic Psychology in the 1990's*, eds. S. Lea, P. Webley, and B. Young, Exeter, England: International Association for Research In Economic Psychology, 282-293.

Shrum, L. J., John A. McCarty, and Tina M. Lowrey (1990), "The Usefulness of the Values Construct in Marketing and Advertising: A Re-Examination," in *Proceedings of the American Academy of Advertising*, ed. P. Stout, American Academy of Advertising, 45-54.

Other Publications

Lowrey, Tina M. (2002), "Does Language Matter?" guest editorial, *Psychology & Marketing*, 19 (7-8), 569-572.

Lowrey, Tina M. (1989), "Research in Consumer Complaining and Word-of-Mouth Activities," in *Advances in Consumer Research*, Vol. 17, ed. T. K. Srull, Association for Consumer Research, 30-32.

WORKS IN PROGRESS

Manuscripts Under Review

Klein, Jill G., and Tina M. Lowrey, "A Gift-Giving Typology for Constrained and Impoverished Contexts," being revised for third review at *Journal of Consumer Research*.

Kronrod, Ann, and Tina M. Lowrey, "Phonetic Similarity in Brand Name Innovation," being revised for *Journal of Marketing Research*.

Shrum, L. J., and Tina M. Lowrey, "Phonetic Symbolism Effects Are Spontaneous and Eliminated Through Articulatory Suppression," under review at *Psychological Science*.

Shrum, L. J., Tina M. Lowrey, David Luna, Dawn Lerman, and Min Liu, "Processes and Generalizations for Phonetic Symbolism Effects on Brand Name Preference," being revised for *International Journal of Research in Marketing*.

Manuscripts in Preparation

Baxter, Stacey, and Tina M. Lowrey, "Phonetic Symbolism of Brand Names and Logo Designs: Their Effects Among Children," data collection in progress (targeted at *Journal of Consumer Research*).

Chaplin, Lan Nguyen, Tina M. Lowrey, and Kristin Trask, "Children's Preferences for Experiences vs. Objects," data analysis in progress (targeted at *Journal of Consumer Research*).

Johnsen, David, Tina M. Lowrey, and Maggie Taylor, "The Impact of Script Complexity on Persuasion Outcomes," data collection in progress (targeted at *Journal of Advertising*).

Kronrod, Ann, and Tina M. Lowrey, "An Intercultural Investigation of Embodiment Effects in Language," data collection in progress (targeted at *Journal of Consumer Research*).

Liu, Fan, Tina M. Lowrey, and Carolyn Massiah, "Really, Really Free Markets: Sharing the Fun," data collection in progress (targeted at *Journal of Consumer Research*).

Lowrey, Tina M., "Boundary Conditions for Copy Complexity Enhancement Effects," data analysis in progress (targeted at *Journal of Advertising*).

Otnes, Cele, Julie Ruth, and Tina M. Lowrey, "The Backstage of Retailing," data collection in progress (targeted at *Journal of Consumer Research*).

Shrum, L. J., Tina M. Lowrey, and Victor Cook, "Phonetic Symbolism Effects on Wall Street," data analysis in progress (targeted at *Journal of Marketing*).

Trask, Kristin, Sommer Kapitan, and Tina M. Lowrey, "Running and Triathlon Consumption Sub-Cultures," data collection in progress (targeted at *Journal of Consumer Research*).

PRESENTATIONS

Conferences/Symposia Organized

Co-chair, Consumer Behavior Track, American Marketing Association's Winter Educators' Conference, Austin, TX, February 2011.

Chair, Texas Marketing Colloquium, San Antonio, TX, March 2010.

Co-chair, Second Latin American Association for Consumer Research Conference, São Paulo, Brazil, July 2008.

Chair, Advertising and Consumer Psychology Conference of the Society for Consumer

Psychology, Houston, TX, May 2006.

Chair, "Marketing Your Library" Workshop, Alamo Area Library System, San Antonio, TX, May 2005.

Chair, American Psychological Association Conference -- Division 23, Boston, MA, August 1999.

Co-chair, Association for Consumer Research Summer European Conference, Jouy-en-Josas, France, June 1999.

Chair, "Marketing and Partnering" Workshop, New Jersey Health Care in Transition conference, Rider University, Lawrenceville, NJ, November 1996.

Chair, "The Iterative Relationship Between Advertising and Ritualistic Consumption," Special Topics Session, American Academy of Advertising conference, Norfolk, VA, March 1995.

Chair, Third Annual New Jersey All-State Marketing Conference, Rider University, Lawrenceville, NJ, April 1994.

Chair, "The Use of Psycholinguistic Theory in Advertising Research," Special Topics Session, Association for Consumer Research conference, Chicago, IL, October 1991.

Refereed Unpublished Conference Presentations

Kronrod, Ann, Tina M. Lowrey, and Mark Nespoli, "Nestle and Tastle: Brand Name Innovation and the Effect of Phonetic Similarity," poster presented at the Association for Consumer Research conference, St. Louis, MO, October 2011.

Chaplin, Lan Nguyen, Tina M. Lowrey, Chris Manolis, and Kristin Trask, "Experiential versus Material Purchases: Why Children are Happier with Material Purchases," presented at the American Marketing Association Marketing and Public Policy conference, Washington, DC, June 2011.

Chaplin, Lan Nguyen, Chris Manolis, Tina M. Lowrey, and Kristin Trask, "Materialism in Children: Preferences for Possessions vs. Experiences," presented at the Transformative Consumer Research conference, Waco, TX, June 2011.

Chaplin, Lan Nguyen, and Tina M. Lowrey, "Response Latency Verification of Children's Consumption Constellations," presented at the Society for Consumer Psychology conference, New Orleans, LA, February 2008.

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Lowrey, Tina M., and L. J. Shrum, "The Effect of Phonetic Symbolism on Brand Name Preference," presented at the American Psychological Association (Division 23) conference, New Orleans, LA, August 2006.

Lowrey, Tina M., L. J. Shrum, and John A. McCarty, "Positive and Negative Symbolism in Brand Names," presented at the American Psychological Association (Division 23) conference, Honolulu, HI, July 2004.

Otnes, Cele, Jackie Kacen, and Tina M. Lowrey, "Consumer Innovativeness and Christmas Gift Giving," presented at the American Marketing Association Winter Educators' conference, Scottsdale, AZ, February 2001.

Lowrey, Tina M., L. J. Shrum, and Tony M. Dubitsky, "The Impact of Linguistic Characteristics of Brand Names on Advertising Effectiveness," presented at the American Psychological Association (Division 23) conference, Boston, MA, August 1999.

Lowrey, Tina M., "The Relation Between Syntactic Complexity and Product Involvement," presented at the Society for Consumer Psychology conference, Hilton Head, SC, February 1996.

Lowrey, Tina M., "Advertising Copy: The Relation Between Argument Strength, Product Involvement, and Syntactic Complexity," presented at the American Psychological Association (Division 23) conference, New York, NY, August 1995.

Lowrey, Tina M., and Cele Otnes, "A Theoretical and Interpretive Exploration of Ambivalence Within the Context of the Wedding," presented at the Association for Consumer Research conference, Boston, MA, October 1994.

Swan, Suzanne C., Sharon Shavitt, and Tina M. Lowrey, "The Effects of Attribute Salience, Involvement, and Source Attractiveness on Persuasion: Turning a Peripheral Cue into Substantive Information," presented at the Midwestern Psychological Association conference, Chicago, IL, May 1992.

Lowrey, Tina M. and Sharon Shavitt, "Attitude Functions in Advertising: Product Category and Self-Monitoring Interactively Affect Choice of Appeals," presented at the Midwestern Psychological Association conference, Chicago, IL, May 1991.

Lowrey, Tina M., "Everyday Experiences with Innovative Consumer Technologies: The Issue of Control," presented at the Conference on Family and Household Behavior-Consumption and Production Perspectives, Irvine, CA, March 1991.

Whitney, D. Charles, Jon Dalagar, Matthew Ehrlich, Mark Fenster, Debra Gruenfeld,

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Christine Horak, Tina M. Lowrey and Haydee Seijo-Maldonado, "The Evolution of a News Source: Jeremy Rifkin and Elite American Media in the 1980's," presented at the International Communication Association conference, Dublin, Ireland, June 1990.

Invited Presentations

Lowrey, Tina M., "Testing Phonetic Symbolism Effects on Brand Name Preferences Among Bilinguals Across Multiple Languages," Hautes Etudes Commerciales (HEC), Jouy-en-Josas, France, November 2011.

Lowrey, Tina M., Doctoral Consortium, Society for Consumer Psychology, February 2011.

Lowrey, Tina M., Doctoral Consortium, Association for Consumer Research, October 2010.

Chaplin, Lan Nguyen, and Lowrey, Tina M., "Children's Consumption Constellations," University of Newcastle, Newcastle, Australia, June 2010.

Chaplin, Lan Nguyen, and Tina M. Lowrey, "The Development of Consumer-Based Consumption Constellations," Monash University, Caulfield East, Australia, May 2010 (posted on website to share with Monash campuses in Malaysia and South Africa).

Chaplin, Lan Nguyen, and Tina M. Lowrey, "Children's Consumption Constellations," Melbourne Business School, Melbourne, Australia, May 2010.

Chaplin, Lan Nguyen, and Tina M. Lowrey, "The Development of Consumer-Based Consumption Constellations," University of Sydney, Sydney, Australia, May 2010.

Chaplin, Lan Nguyen, and Lowrey, Tina M., "Children's Consumption Constellations: How Children Develop, Store, and Use Brand Name Associations in Memory," University of Wisconsin-Milwaukee, November 2009.

Chaplin, Lan Nguyen, and Tina M. Lowrey, "The Development of Consumer-Based Consumption Constellations in Children," UTSA Mktg. Dept. Research Colloquia, October 2009.

Lowrey, Tina M., "Careers in Advertising & Marketing," Natalia Independent School District/NHS Career Day, February 2008.

Lowrey, Tina M., "Time Management," New Faculty Orientation Panel Discussion, University of Texas at San Antonio, August 2006.

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Lowrey, Tina M., and L. J. Shrum, "The Implications of Phonetic Symbolism for Brand Names," Psychology Research Speaker Series, University of Texas at San Antonio, March 2006.

Lowrey, Tina M., "Adidas, Nike & Abercrombie: How Brand Name Consciousness Affects Our Kids," conversation leader, UTSA Honors College 2006 *Great Conversation!*, February 2006.

Lowrey, Tina M., and L. J. Shrum, "Phonetic Symbolism and Brand Attributes," guest lecture, Stellner Distinguished Scholar Series, University of Illinois, Champaign, IL, April 2005.

Chaplin, Lan, Tina M. Lowrey, Tara Gerstner, Leslie Jinks, and Chandra Kalapatapu, "Children's Consumption Constellations," Texas Marketing Consortium, Baylor University, Waco, TX, March 2005.

Shrum, L. J., and Tina M. Lowrey, "Universal (?) Phonetic Symbolism of Brand Names," Texas Marketing Consortium, Baylor University, Waco, TX, March 2005.

Lowrey, Tina M., and L. J. Shrum, "Career Management," Transitions Workshop, American Marketing Association Winter Educators' Conference, San Antonio, TX, February 2005.

Lowrey, Tina M., "Is TV Advertising Driving You Crazy?" conversation leader, UTSA Honors College 2005 *Great Conversation!*, February 2005.

Lowrey, Tina M., and L. J. Shrum, "Phonetic Symbolism," Department of Marketing, University of Houston, Houston, TX, October 2004.

Lowrey, Tina M., "Legibility and Readability of Advertising Copy," Department of Marketing, HEC Montreal, Montreal, Canada, September 2004.

Lowrey, Tina M., "Psycholinguistics in Advertising," guest presentation, UTSA COB Advisory Council Meeting, San Antonio, TX, April 2004.

Lowrey, Tina M., "Getting Manuscripts Accepted in Elite Journals," guest presentation, UTSA Department of Information Systems, San Antonio, TX, February 2004.

Lowrey, Tina M., "Psycholinguistic Factors Contributing to Advertising Effectiveness," guest lecture, Dept. of Marketing Economics, Norwegian School of Economics & Business Administration, Bergen, Norway, November 2000.

Lowrey, Tina M., and L. J. Shrum, "Qualitative Research: Theoretical Underpinnings

Tina M. Lowrey

and Practical Considerations," guest lectures, Department of Marketing, New York University, New York, NY, 1996-1999.

Lowrey, Tina M., "The Use of Reaction Time Methodology to Verify the Existence of Consumption Constellations," guest lecture, Department of Marketing, University of Oregon, Eugene, OR, April 1999.

Lowrey, Tina M., Cele Otnes and L. J. Shrum, "Consumer Ambivalence: Perspectives Gained from Shopping with Consumers," College of Business Brown Bag Series, Rutgers University, Camden, NJ, April 1997.

Lowrey, Tina M., Cele Otnes and L. J. Shrum, "Consumer Ambivalence: Lessons Learned from Shopping with Consumers," Work-in-Progress (WIP) Seminar at the College of Business Administration, Rider University, Lawrenceville, NJ, April 1997.

Lowrey, Tina M., Cele Otnes and L. J. Shrum, "Toward an Understanding of Consumer Ambivalence," French-German Consumer Behavior Workshop, Potsdam, Germany, September 1996.

Lowrey, Tina M., Ralph Galloway and L. J. Shrum, "Effects of Nutrition Labels and Advertising Claims on Product Perceptions," WIP Seminar at the College of Business Administration, Rider University, Lawrenceville, NJ, March 1996.

Lowrey, Tina M., "The Relation Between Syntactic Complexity and Product Involvement in Determining the Persuasiveness of Television Commercials," WIP Seminar at the College of Business Administration, Rider University, Lawrenceville, NJ, November 1995.

Lowrey, Tina M., "Consumption and Nonconsumption," discussant comments presented at the Association for Consumer Research conference, Boston, MA, October 1994.

Lowrey, Tina M., and Cele Otnes, "Management of Ritual: The Influence of Gender on Wedding Planning," WIP Seminar at the School of Business Administration, Rider College, Lawrenceville, NJ, March 1994.

Lowrey, Tina M., "The Language of Advertising: An Exploration," WIP Seminar at the School of Business Administration, Rider College, Lawrenceville, NJ, May 1993.

Lowrey, Tina M., "Issues Concerning Advertising for Charities and the Public Sector," discussant comments presented at the American Academy of Advertising conference, Montreal, Canada, April 1993.

Tina M. Lowrey

Lowrey, Tina M., "The Relationship Between Psycholinguistic Structure and Advertising Effectiveness," New Jersey All-State Marketing Conference, Wayne, NJ, April 1993.

Lowrey, Tina M., "Syntactic Complexity and the Effectiveness of Headlines," American Psychological Association (Division 23) conference, Washington, D.C., August 1992.

Lowrey, Tina M., "How People Deal with Household Electronic Technology," panel discussion, Institute of Communications Research/Speech Communication Colloquium, University of Illinois, Urbana-Champaign, IL, November 1990.

Lowrey, Tina M., "The Use of Attractive Female Models in Advertising," panel discussion, University of Illinois, Urbana-Champaign, IL, September 1989.

Lowrey, Tina M., "Media Planning Strategies," guest lecture, Department of Marketing, Columbia University, New York, NY, July 1989.

MEDIA COVERAGE

NPR Philadelphia (12/20/11)
WCCO-AM Radio Minneapolis (12/5/11)
KIRO-FM CBS Radio Seattle (12/11)
Louisville Courier Journal (12/11)
Reno Gazette Journal (12/11)
SmartMoney Online (12/11)
The Times Online (12/11)
Alexandria Daily Town Talk (11/11)
Coshocton Tribune (11/11)
Daily Comet (11/11)
Detroit Free Press (11/11)
Houma Courier (11/11)
KSDK-TV Online (11/11)
Livingston County Daily (11/11)
Pensacola News Journal (11/11)
San Antonio Express News (11/11)
South Bend Tribune (11/11)
The Lansing State Journal (11/11)
USA Today (11/11)
SmartMoney.com (11/11)
University of Illinois' *Perspectives* (10/11)
Real Simple (9/11)
iWatchNews.org – Center for Public Integrity (6/11)
San Antonio Express News (6/22/11)

The Jewish Journal of San Antonio (9/10)
The Sombrilla (Summer 2010)
MarketWatch (8/25/09)
KQXT-FM (8/5/09)
WOAI Radio (8/4/09)
National Public Radio (8/09)
Charles Adler Show (7/30/09)
Common Dreams (7/30/09)
Simi Sara Show (7/30/09)
Wade Sorochan Show (7/30/09)
Times Colonist (7/30/09)
The Calgary Herald (7/29/09)
Canada.com (7/29/09)
CH Red Deer (CHCA-TV) (7/29/09)
Dose.ca (7/29/09)
The Edmonton Journal (7/29/09)
The Montreal Gazette (7/29/09)
The Ottawa Citizen (7/29/09)
The Province (7/29/09)
Regina Leader-Post (7/29/09)
Star Phoenix (7/29/09)
The Vancouver Sun (7/29/09)
The Windsor Star (7/29/09)
EurekAlert! (7/23/09)
Science Daily (7/23/09)
RedOrbit (7/21/09)
PhysOrg.com (7/20/09)
Medical News Today (6/6/09)
Science Daily (6/4/09)
Genetic Engineering & Biotechnology News (6/3/09)
News-Medical.Net (6/3/09)
ScienceNews (12/8/08)
San Antonio Express-News (11/9/08)
MySA.com (10/21/07)
San Antonio Express-News (10/30/04)
The News Journal (12/11/98)
National Public Radio's "Marketplace" (12/97)
Self (12/97)
Lexington Herald-Leader (12/25/97)
The Plain Dealer (12/23/97)
Bucks County Courier Times (12/21/97)
Chicago Tribune (12/21/97)
Boston Globe (12/7/97)

Times Union (11/27/97)
The Courier News (12/96)
The Times (12/22/96)
The Lawrence Ledger (12/19/96)
Daily Times (12/25/95)
Press & Sun-Bulletin (12/25/95)
The Washington Post (12/17/95)
New Age Journal (11-12/94)
American Demographics (12/93)
The Star-Ledger (11/26/93)
The New Jersey Herald (11/25/93)
The Hamilton Observer (12/11/92)
The Lawrence Ledger (12/10/92)
North Brunswick Post (12/10/92)
Advertising Age (8/24/92)
The Daily Illini (12/5/91)

GRANTS

UTSA College of Business Summer Research Grant, competitive, 2011, \$5,000

UTSA College of Business Summer Research Grant, competitive, 2010, \$5,000

UTSA College of Business Summer Research Grant, competitive, 2009, \$5,000

UTSA College of Business Summer Research Grant, competitive, 2008, \$5,000

UTSA College of Business Summer Research Grant, competitive, 2007, \$5,000

UTSA Faculty Research Award, competitive, December 2006, \$5,000

Quebec Health Research Council, competitive, 2002-2004 (with C. Chebat-Gelinas & J.-C. Chebat), \$100,000

Jesse H. Harper Professorship, competitive, 1998-1999, \$35,000

Rider Summer Research Reimbursement, competitive, March 1997, \$300

Rider Summer Research Fellowship/Reimbursement, competitive, March 1996, \$5,915

Rider Summer Research Fellowship, competitive, March 1995, \$5,335

Rider Davis Fellowship, competitive, October 1993, \$10,000

American Academy of Advertising, competitive, April 1993 (with B. G. Englis, S. Shavitt, and M. Solomon), \$3,000

Rider Summer Research Fellowship, competitive, March 1993, \$4,100

American Academy of Advertising, competitive, March 1992, \$1,000

PROFESSIONAL ACTIVITIES & AFFILIATIONS

Editorial Review Boards

Journal of Advertising (Outstanding Reviewer Awards, 2006 & 2010)

Journal of Consumer Psychology

Media Psychology

Psychology & Marketing

Guest Editor

Special Issue Editor (2002), "Psychology, Marketing, & Psycholinguistics," *Psychology & Marketing*, 19 (7-8).

Ad Hoc Reviewer

Flemish Science Fund (FWO)

National Science Foundation

Research Grants Council, Hong Kong

Applied Cognitive Psychology

British Medical Journal (Tobacco Control)

Communication Studies

Critical Studies in Mass Communication

Human Communication Research

International Review of Modern Sociology

Journal of the Academy of Marketing Science

Journal of Advertising

Journal of Applied Psychology

Journal of Applied Social Psychology

Journal of Business Research

Journal of Consumer Policy

Journal of Consumer Psychology

Journal of Consumer Research

Journal of Managerial Psychology

Journal of Marketing Management

Journal of Marketing Research
Journal of Public Policy & Marketing
Journal of Research for Consumers
Journal of Retailing
Journal of Ritual Studies
Journal of Services Marketing
Marketing Letters
Marketing Theory
Media Psychology
Psychological Reports: Perceptual & Motor Skills
Psychology & Marketing
Academy of Marketing Science
Advertising Education Foundation
American Academy of Advertising
American Marketing Association (Mktg. & Public Policy conference &
Winter Educator's conference)
Association for Consumer Research
Consumer Culture Theory Conference
European Marketing Academy
Integrated Marketing Communications Conference
International Research Seminar in Marketing
La Londe Seminar on Consumer Behavior
Laurence King Publishing Ltd.
Lawrence Erlbaum Associates, Inc.
Marketing Science Institute Clayton Dissertation Award
Psychology Press
Routledge
Sage Publications
Society for Consumer Psychology
Society for Consumer Psychology Sheth Dissertation Award
Society for Marketing Advances Retail Strategy & Patronage Behavior
Symposium
Taylor & Francis Group

Committees: Professional Organizations

Associate Editor of Competitive Papers, Association for Consumer Research
North American Conference (Vancouver, Canada, 2012)
Co-Chair, Society for Consumer Psychology Branding & Design
Committee (2011-2012)
Conference Programme Committee, Association for Consumer Research
European Conference (London, England, 2010)
Association for Consumer Research -- Treasurer (2008 & 2009)

Conference Program Committee, Association for Consumer Research Asian Conference (Hyderabad, India, 2009)
Association for Consumer Research Officer Nominations Committee (2008)
Associate Editor of Competitive Papers, Association for Consumer Research North American Conference (San Francisco, CA, 2008)
Conference Program Committee, Association for Consumer Research European Conference (Milan, Italy, 2007)
Young Contributor Award Evaluation Committee, *Journal of Consumer Psychology*, Society for Consumer Psychology (2007)
Conference Program Committee, Association for Consumer Research Latin American Conference (Monterrey, Mexico, 2006)
Conference Program Special Local Arrangements Committee, Association for Consumer Research North American Conference (San Antonio, TX, 2005)
Conference Program Committee, Association for Consumer Research North American Conference (Toronto, Canada, 2003)
Conference Program Committee, Advertising and Consumer Psychology Conference, Society for Consumer Psychology (New York, NY, 2002)
Conference Committee, Society for Consumer Psychology (1997-2002)
Publications Committee, American Academy of Advertising (1993-1997)
Industrial Relations Committee, American Academy of Advertising (1992-1993)

Professional Affiliations

American Academy of Advertising
Association for Consumer Research
Society for Consumer Psychology (APA – Division 23)

External Evaluator for Tenure/Promotion

Linda Tuncay Zayer, Loyola University Chicago, 2010

Bruce A. Huhmann, New Mexico State University, 2007

Diane Phillips, Saint Joseph's University, 2002

UNIVERSITY SERVICE

UTSA Faculty Appreciation Committee (2011)
UTSA Faculty Grievance Panel (2009-2011; 2005-2008)
(Chair of Hearing Panel; Fall 2006)
UTSA Graduate Council – Academic Policy & Requirements (2004-2006)
UTSA Graduate Courses and Programs Committee (2006-2009)
UTSA Standing Committee on University Scholarship (2003-2007)

UTSA COB Awards Selection Committee (2009/2010)
UTSA COB CFRAC – P&T Committee (2005-2007; 2009-2010)
(Chair: 2006/2007)
UTSA COB Communications Task Force (2003-2005)
UTSA COB Doctoral Studies Committee (2008-2011) (Chair: 2008-2010)
UTSA COB Faculty Development Leave Committee (2005/2006)
UTSA COB Graduate Faculty Forum Executive Committee (2002-2007)
UTSA COB International Business Advisory Board (2002-2003)
UTSA COB Learning Assessment Steering Committee (2009)
UTSA COB MBA Program Committee (2002-2005; 2007-2009)
UTSA Dept. of Communication New Faculty Search Committee (2006/2007)
UTSA Dept. of Management Periodic Performance Evaluation FRAC (2011)
UTSA Dept. of Mktg. DFRAC – P&T Committee (2009)
UTSA Dept. of Mktg. Learning Assessment Task Force (2009)
UTSA Dept. of Mktg. Library Liaison (2002-2007)
UTSA Dept. of Mktg. New Faculty Search Committee (2004-2005;
Chair 2008; 2011)
UTSA Dept. of Mktg. Ph. D. Coordinator (2008-2011)
UTSA Dept. of Mktg. Research Colloquia Coordinator (2006-2011)
UTSA Dept. of Mktg. Visiting Professor Search Committee (Chair 2010-2011)
UTSA Tourism Management Program Scholarship Committee (2004/2005)
Rider University Academic Policy Committee (1996/1997)
Rider University Athletic Council (1993-1997), Secretary: 1994/1995
Rider University Status Promotions Committee (1993/1994)
Rider CBA Academic Policy Committee (1995-1997)
Rider CBA Curriculum Committee, Chair: 1998-2000
Rider CBA Davis Fellowship Selection Committee (1993/1994)
Rider CBA Harper Fellowship Selection Committee (1998/1999)
Rider CBA Quality Council (1994-2002), Chair: 1997-2000
Rider CBA WIP Seminar Committee (1993-1998), Chair: 1994/1995
Rider Dept. of Mktg. Adv. Curriculum Comm. (1992-2002), Chair: 1994-2002
Rider Dept. of Mktg. Adv. Major Assessment Team, Chair: 2001/2002
Rider Dept. of Mktg. Program Committee (1994-1996)
Rider Dept. of Mktg. Social Committee (1992-1994), Chair: 1993/1994

COURSES TAUGHT

Undergraduate: Advertising Campaigns (Rider)
Advertising Copy & Layout (Rider)
Advertising Management (UTSA)
Advertising Principles (Rider & ESCP)
Consumer Behavior (New York University)
Introduction to Media Planning (Rider & University of Illinois)

Marketing Communications (ESCP)
Marketing Principles (Rider & Wharton)
CREW (partial credit seminar at Rider)
Freshman Seminar (non-credit seminar at Rider)

MBA: International Business Essays (UTSA)
International Marketing (Tulane & UTSA)
Marketing Communications Management (Rider)
Marketing Management (UTSA)
Non-Profit Marketing Management (Rider)
Problems in Marketing Management (Rider)

Ph. D.: Behavioral Seminar II (UTSA)
Consumer Behavior (Tulane Bridge Program)
Marketing Research Colloquium (partial credit seminar at UTSA)
Seminar in Behavioral Research (co-taught seminar at
University of Sydney)

Dissertation Committees:

Ashley Arsena (current), UTSA, Dept. of Marketing, "Moderation and Self-Control"

Justin Goss (current), UTSA, Dept. of Marketing, "Information Transmission"

Youngseon Kim (current), UTSA, Dept. of Marketing, "How Does Power State Affect the Extendibility of Luxury Brands?"

Deandra Travis (current), UTSA, Dept. of Management, "The Contribution of Linguistic Factors to High Organizational Performance Through the Cultivation of Positive Emotion"

Jaehoon Lee (2011), UTSA, Dept. of Marketing, "Symbolic Self and Symbolic Consumption"

Tammy E. Beck (2006), UTSA, Dept. of Management, "Understanding Swift Trust in Temporary Interorganizational Relationships"

Honors Theses:

Maya Gonzalez (2010), UTSA, Dept. of Marketing, "The Perception of Organic Foods: Are They as Good as Advocates Claim?"

Erica Schneid (2006), UTSA, Dept. of Psychology, "Feature Salience in Category

Activation”

INDUSTRY EXPERIENCE

- Consulting: AT&T: Consumer Marketing:
New Concept Development
New Product Development
Marketing Research
AVANCE Parent-Child Education Program (external audit)
Brin & Brin Law Offices (expert on deceptive advertising)
Catholic Charities - Diocese of Trenton (research project)
Community Blood Council of Mercer County (class project)
Educational Testing Service (reviewer)
Family Services Association-San Antonio (independent study)
General Motors (class project)
M&M/MARS Division of Mars, Inc. (concept development)
Mercer County Bar Association (research project)
Mercer Partnership for Community Health (research project)
National Security Administration (class project)
Nimble Bicycle Company (research project)
Rider University Office of Career Placement (class project)
Sapient Financial (research project)
Target Stores (class project)
U.S. Central Intelligence Agency (class project)
U.S. Department of Homeland Security (class project)
U.S. Federal Bureau of Investigation (class projects)
U.S. Food and Drug Administration (expert on branding)
U.S. Navy (class projects)
U.S. Office of Personnel Management (class project)
Valley Baptist Health systems (independent study)
Wilford Hall Medical Center (independent study)
Wilson Memorial Community Hospital (independent study)
- Development: School of Visual Arts Course (1997)
Visiting Professor at Warwick, Baker & Fiore, New York, NY (1993)
- Board Service: Sapient Financial’s Women’s Advisory Board (2009-present;
Chair for 2012)
New World Wine & Food Festival (2004-2009)