

DR. MARK R. MULDER

Associate Professor

Pacific Lutheran University
School of Business
Tacoma, WA 98447

EDUCATION

<i>Ph.D.</i>	<i>Doctor of Philosophy</i> Expertise & Emphasis: Marketing & Consumer Behavior Washington State University	<i>2012</i>
<i>MBA</i>	<i>Master of Business Administration</i> Emphasis: Technology & Innovation Management Pacific Lutheran University	<i>2000</i>
<i>BBA</i>	<i>Bachelor of Business Administration</i> Emphasis: Human Resources and Total Quality Management Pacific Lutheran University	<i>1993</i>
<i>Professional Education</i>	<i>Management Development Program, Harvard University</i> Harvard Graduate School of Education, Harvard Institutes for Higher Education	<i>2002</i>

RESEARCH & PUBLICATIONS – Peer-Reviewed - Journal Articles

- Joireman, J., **Mulder, M.R.**, Gregoire, Y., Sprott, D.S. & Munaganti, P. (2020). You Did What with My Donation?! Betrayal of Moral Mandates Increases Negative Responses to Redirected Donations to Donor-to-Recipient Charities. *Journal of the Association for Consumer Research*, 5 (1), 83-94. [Journal ABDC Rank: pending (anticipated A level)]
- Weaver, T., **Mulder, M.R.**, Koppenhafer, L., Liu, R., & Scott, K. (2019). Diving In Together or Toes In the Water: The Interplay of Community and Nonprofit Engagement in Poverty Alleviation. *Journal of Business Research*, 100, 431-440. [Journal ABDC Rank: A]
- Bublitz, M.G., Peracchio, L.A., Escalas, J.E., Furchheim, P., Grau, S.L., Hamby, A., Kay, M.J., **Mulder, M.R.**, & Scott, A. (2016). Transformative Stories: A Framework for Crafting Stories for Social Impact Organizations. *Journal of Public Policy & Marketing*, 35 (2), 237-248. [Journal ABDC Rank: A]
- Gillespie, B., **Mulder, M.R.**, & Lieb, M. (2016). Who's Laughing Now? The Effect of Simulated Laughter on Consumer Enjoyment of Television Comedies and the Laugh-Track Paradox. *Journal of the Association for Consumer Research*, 1 (4), 592-606. [Journal ABDC Rank: pending (anticipated A level)]
- Mulder, M.R.**, & Joireman, J. (2016). Encouraging Charitable Donations via Charity Gift Cards: A Self-Determination Theoretical Account. *Journal of Nonprofit & Public Sector Marketing*, 28 (3), 234-251. [Journal ABDC Rank: B]
- Mulder, M.R.**, Rapp, J., Hamby, A. & Weaver, T. (2015). Consumer Transformation through Volunteer Service Experiences. *Service Industries Journal*, 35 (15-16), 865-882. [Journal ABDC Rank: B]
- Radighieri, J. & **Mulder, M.R.** (2014). The Impact of Source Effects and Message Valence on Word of Mouth Retransmission. *International Journal of Market Research*, 56 (2), 249-263. [Journal ABDC Rank: B]
- Anderson, L., Ostrom, A.S., Corus, C., Fisk, R.P., Gallan, A.S., Giraldo, M., Mende, M., **Mulder, M.R.**, Rayburn, S. W., Rosenbaum, M.S., Shirahada, K. & Williams, J.D. (2013). Transformative Services Research: An Agenda for the Future. *Journal of Business Research*, 66 (8), 1203-1210. [Journal ABDC Rank: A]
- ** Emerald Insights Citations of Excellence Research Award for most impactful and cited research as awarded by the Emerald Publishing Group (2016)
- ** Recognized as a top 20 cited article in all of Marketing via a meta analysis across all top marketing journals (top 20 ranked May 2016-June 2017),

based on over 210 article citations (as noted by Google Scholar in June 2018). www.marketingscience.org

Sarker, S., Chakraborty, S., Tansuhaj, P., **Mulder, M.R.**, & Dogerlioglu Demir, K. (2013). The “Mail-Order-Bride” (MOB) Phenomenon in the Cyberworld: An Interpretive Investigation. *ACM Transactions on Management Information Systems*, 4 (3), 10-36.

Rosenbaum, M.S., Corus, C., Ostrom, A.L., Anderson, L., Fisk, R.P., Gallan, A.S., Mende, M., **Mulder, M.R.**, Giraldo, M., Rayburn, S.W., Shirahada, K., & Williams, J.D. (2011). Conceptualization and Aspirations of Transformative Service Research. *Journal of Research for Consumers*, (19).

RESEARCH & PUBLICATIONS – Book Chapter & Edited Proceedings

Mulder, M.R., Rapp Farell, J. & Weaver, T. (Eds.). (2019). Proceedings from the 2019 American Marketing Association Marketing and Public Policy Conference - *Uncharted Territories: Consumer Rights, Well-Being and Public Policy*. Chicago, IL: American Marketing Association.

Mulder, M.R., & Liu, R. (2017). An Overview of the Environmental Benefits of Organic Food Production, in Muehling, Darrel & Ioannis Kareklas (Eds), *Deciphering Organic Foods: A Comprehensive Guide to Organic Food Consumption* (1-28). Nova Science: NY. (Publication Date: January 20, 2017: ISBN-13: 978-1536105179).

**Chosen by editors to be lead chapter in book

RESEARCH PUBLICATION - Dissertation – Academic

Mulder, M.R., Joireman, J., Gregoire, Y., Sprott, D.S. & Parks, C. (2012). Emerging Trends in Charitable Giving (Published Doctoral Dissertation). ProQuest Dissertations and Theses (UMI ISBN: 9781267476876 1267476877).

PROFESSIONAL PRESENTATION – Nobel Peace Prize Forum

Mulder, M.R., Rush, C.* & Beiermann, A.* (2017). Digging Deep: How a Quest for Clean Water Transforms Communities and Learners. *Nobel Peace Prize Forum*, Minneapolis, MN. *Presented with undergraduate students serving as Peace Scholars

RESEARCH & PUBLICATIONS – Peer-Reviewed - Conference Proceedings

Scott, K., Koppenhafer, L., **Mulder, M.R.**, Weaver, T., Scott, K. (2020). A Business School with Loans: Empowering Women through Microfinance. Proceedings of the American Marketing Association Marketing and Public Policy Conference, Los Angeles, CA.

Koppenhafer, L., Scott, K., **Mulder, M.R.**, Weaver, T., Scott, K. (2020). Consumer Wellbeing through Entrepreneurship. Proceedings of the 8th Annual Subsistence Marketplaces Conference, Los Angeles, CA.

Cornell-Maier, S. & **Mulder, M.R.*** (2019). Understanding Communication Surrounding Terminal Illness. Proceedings of the American Marketing Association Marketing and Public Policy Conference, Washington, DC.

*Undergraduate Student Mentoring Research Project

Mulder, M.R., Weaver, T., Scott, K., Koppenhafer, L. Liu, R. & Piehl, B.* (2018). Diving In or Driving By: The Inherent Tensions Between Relational and Transactional Approaches in Poverty Alleviation Efforts. Proceedings of the American Marketing Association Marketing and Public Policy Conference, Columbus Ohio.

*Undergraduate Student Mentoring Research Project

Clifford, N.R.*, **Mulder, M.R.**, & Liu, R. (2017). Consumption's Final Act: What Policymakers Can Learn about Waste Diversion By Understanding the Consumer Temporal Perspective & Mental Simulation. Proceedings of the American Marketing Association Marketing and Public Policy Conference, Washington, D.C.

*Graduate Student Mentoring Research Project

Peracchio, L.A., Bublitz, M.G., Escalas, J.E., Furchheim, P., Grau, S.L., Hamby, A., Kay, M.J., **Mulder, M.R.**, & Scott, A. (2016). Transformative Digital Storytelling: A Framework for Crafting Stories for Social Change Organizations. Proceedings of the Association for Consumer Research Conference, Berlin, Germany.

Mulder, M.R. (2016). Transformation Intersection: Global Place-Based Experience and Transformative Learning Pedagogy. Proceedings of the International Transformative Learning Conference (XII), Tacoma, WA.

King, S., **Mulder, M.R.**, & Liu, R. (2016). Investigating Consumer Responses to Nonprofit Overhead Costs. Proceedings of the American Marketing Association Marketing and Public Policy Conference, San Luis Obispo, CA.

- Grau, S. L., Hamby, A., Scott, A. **Mulder, M.R.**, Bublitz, M. & Furchheim, P. (2016). Stories with a Purpose: Leveraging the Art and Science of Storytelling to Promote Social Change. Proceedings of the American Marketing Association Marketing & Public Policy Conference, San Luis Obispo, CA.
- Mulder, M.R.** (2016). A Transformative Marketing Pedagogy via Disorientation: Intersection of Service, Outreach, Crowdfunding, Internships and a Unique Study Away Experience. Proceedings of the Marketing Educators Association National Conference, Denver, CO.
- Radighieri, J. & **Mulder, M.R.**, (2015). Brand Alliances in Sustainability Marketing. Proceedings of the Southwest Decision Sciences Institute, Houston, TX.
- Joireman, J., **Mulder, M.R.**, Gregoire, Y. & Sprott, D.S. (2015). Who Moved My Donation? Benefits and Challenges in Connecting Donors and Recipients via Peer-to-Peer Charities. Proceedings of the International Conference of the Association for Psychological Science, Amsterdam, Netherlands.
- Mulder, M.R.**, Liu, R. & Joireman, J. (2014). Consumer Responses to Charity Disclosures: Potential Downsides of Legislative Approaches. Proceedings of the American Marketing Association Marketing and Public Policy Conference, Boston, MA.
- Mulder, M.R.**, Joireman, J. & Gregoire, Y. (2014). Growing Nonprofit Giving Via Peer-to-Peer Connections: Benefits and Potential Backlash. Proceedings of the Academy of Marketing Science World Marketing Congress, Lima Peru.
- Gillespie, B., **Mulder, M.R.**, & Lieb, M. (2014). Who's Laughing Now? Toward an Understanding of Simulated Laughter and the Laugh-Track Paradox. Proceedings of the Society of Consumer Psychology Conference, Miami, FL.
- Mulder, M.R.**, & Joireman, J. (2012). Managing & Marketing Global Not-For-Profit Services: Encouraging the Gifting of Charity via Charity Gift Cards. Proceedings of the Global Marketing Conference, Seoul, South Korea.
- Gillespie, B., Taylor, D., **Mulder, M.R.**, & Lieb, M. (2012). The Interactive Role of Narrative Transportation on Repeated Viewership and Program Familiarity in Television Programming. Proceedings of the Society for Consumer Psychology Conference, Las Vegas, NV.
- Mulder, M.R.**, Radighieri, J. & Joireman, J. (2012). The Impact of Feedback from Acquaintances, Friends & Experts on the Repurchase Intentions of Sustainable Products. Proceedings of the Society for Consumer Psychology Conference, Las Vegas, NV.

Gillespie, B., Taylor, D., **Mulder, M.R.**, & Lieb, M. (2012). The Interactive Role of Narrative Transportation on Repeated Viewership and Program Familiarity in Television Programming, in *What is Television?: A Conference to Explore the Past, Present and Future of Television*, Portland, OR.

Mulder, M.R., & Joireman, J. (2011). Cause for Concern: The Downside of Connecting Donors and Recipients in P2P Charities. Proceedings of the American Marketing Association Marketing and Public Policy Conference, Washington D.C.

Radighieri, J. & **Mulder, M.R.**, (2010). The Role of the Brand Alliance in Sustainability Marketing. Proceedings of the International Conference on Business and Sustainability, Portland, OR.

Mulder, M.R., Joireman, J. & Lin, Y.S. (2010). A Comparison of Two Interventions for Reducing Aggressive Driving. Proceedings of the American Marketing Association Marketing and Public Policy Conference, Denver, CO.

Mulder, M.R., & Joireman, J. (2010). The Impact of Mortality Salience on Foreign Product Evaluation: an Important Moderator. Proceedings of the Association of Consumer Research Conference, Jacksonville, FL.

RESEARCH - SPECIAL SESSION – Academic – Peer-Reviewed

Tuzovic, S., Simpson, M. & **Mulder, M.R.**, (Forthcoming 2020). Long-Term Impacts of Short-Term MBA Study Abroad Tours. Special Session of the 2020 Marketing Educators' Association National Conference, Seattle, WA.

Yeh, M. & **Mulder, M.R.** (2019). Understanding the Interplay of Self, Public and Structural Stigma and the Marketplace: Developing a Research Agenda. Special Session of the 2019 American Marketing Association Marketing & Public Policy Conference, Washington DC.

Mulder, M.R., Rapp, J., Hamby, A. & Weaver, T. (2015). Donde Esta Mi Agua Viva? Perspectives on Water Supply and Social Change, and a Future Research Agenda. *American Marketing Association Marketing & Public Policy Conference*, Washington DC.

Mulder, M.R., Tuzovic, S., Rapp, J. & Rosenbaum, M.S. (2013). Paradox of New Textbook Adoption: When Do 'Newest' Editions Matter to Students? *Marketing Educators Association National Conference*, Portland, OR.

RESEARCH – CONFERENCE PRESENTATIONS – Academic – Peer-Reviewed

Gant, P., Wagner, J., Harris, S., Lam, V., Le, V., Amosun, O., Schultz, M., Frett, M., Fang, Y., Qu, G. & **Mulder, M.R.*** (2019). Exploring the “What’s Next” after Stigma and Terminal Illness Research: Ideas for Positive Engagement in the Marketplace for Individuals and Society. Special session presentation at the American Marketing Association Marketing & Public Policy Conference, Washington DC.

*Graduate Student Client Research Project

Mulder, M.R., & Joireman, J. (2011). Charities & Service Failures: When Good + Good = Bad. Society for Consumer Psychology Conference, Atlanta, GA.

Joireman, J., **Mulder, M.R.**, & Gillespie, B. (2010). Towards Better Control in the Health Setting: The Strength Control Model and the Consideration of Future Consequences. Inland Northwest Health Sciences Symposium.

Mulder, M.R., & Joireman, J. (2010). Does Consumer Ethnocentrism Moderate the Impact of Mortality Salience on Foreign Product Evaluation? Society for Consumer Psychology Conference, St. Petersburg, FL.

RESEARCH GRANTS, AWARDS, SYMPOSIUMS & WORKSHOPS

Human Rights Forum (2019)

Participated in the forum and engaged with speakers such as Leyla Hussein, Asma Khalifa, Jerry Sesanga and many others. Considering development of a new marketing and social change course, “How to be an Activist” created in collaboration with Asma Khalifa.

Research Participant - Endwell (2019)

Participated in a change and researched focused interdisciplinary event with medical doctors, nurses, social workers, health care administrators, educators, researchers and activists around the topic of improving our consideration and preparation for death (for us, and for our loved ones). Participation included participation in the first ever “Let’s Talk About Death Over Dinner: Healthcare Edition” and interaction with Founder, Michael Hebb. This will be a foundation for the 2020 Innovation Seminar course.

TCR Conference Relational Engagement Travel Grant for Non-Academic Stakeholders (2019)
\$3,000 research grant to include nonprofit executive leaders in research.

Transformative Consumer Research Grant (2019)

\$2,500 research grant to support field research in Mexico.

Benson Fellowship/Research Award – Student/Faculty Research (2018)

\$4,000 research grant to support student/faculty research during the summer of 2018. The project seeks to explore the stigma surrounding terminal illness, and to offer insights for patients, family/friends, and caregivers.

Wang Center Research & Development Award – Faculty Development & Research (2018)

\$3,300 grant to connect with EnVia, a nonprofit offering no-interest loans to indigenous women entrepreneurs in Oaxaca, Mexico and surrounding region. This allowed for insights and connections that led to team research for the 2019 Transformative Consumer Research conference (Tallahassee, FL).

Research Presenter – Nobel Peace Prize Forum (2017)

Presented research and experiences around the role of water in community development, peacebuilding and health. This is a Faculty/Student presentation created and co-presented with two undergraduate students at the NPPF in Minneapolis in September (2017).

Research Track Chair – Transformative Consumer Research Dialogical Conference (2017)

Developed and proposed a multi-year and immersive international research track/project around relational engagement and social impact. This track was selected from a record number of applications by groups of researchers to participate in the Association for Consumer Research conference, and as a track chair participant in the Poverty Alleviation through Transformative Relationships: Escalating the Impact of Short-term Interventions Track (co-facilitated by Mark R. Mulder and Todd Weaver). This program is sponsored by the Association for Consumer Research to bring together researchers in areas important to societal and consumer well-being.

Regency Advancement Award – International Student/Faculty Research (2017)

\$4,000 research grant to support student/faculty research in Nicaragua and tied to the 2017 TCR research project. The project seeks to partner with a community in Nicaragua for insights into a community's perspective of projects with nonprofit organizations.

Research Grant, PLU School of Business (2017)

\$1,000 research grant

Leadership Without Borders Seminar – Supporting Undocumented Students (2017)

A seminar focused on understanding and implementing best practices and resources to build and sustain a supportive environment for undocumented students.

Emerald Insights Citations of Excellence Research Award (2016)

Research paper selected by Emerald Publisher's editorial experts as a paper with significant impact; including important content in terms of novelty, inter-disciplinary

interest and relevancy in today's world. ("Transformative service research: An agenda for the future," *Journal of Business Research*, 2013)

Research Grant, PLU School of Business (2016)

\$1,000 research grant

Pedagogy - PLU Teaching Online (PLUTO) Seminar (2016)

Seminar to develop pedagogical skills and tools for online courses. Developing BUSA 340 (Nonprofits) as online course during Summer 2016. Development of BUSA 308 to follow in Fall for Summer 2017 online consideration.

Research Award (Faculty), PLU School of Business (2015)

School of Business award recognizing faculty research impact, productivity, and collaboration with students and clients.

Transformative Consumer Research Dialogical Conference (2015)

Selected from a competitive group of researchers to participate in the Association for Consumer Research conference, and as a participant in the Narratives for Nonprofits Research Track (co-facilitated by Laura Peracchio and Jennifer Escalas). This program is sponsored by the Association for Consumer Research to bring together researchers in areas important to societal and consumer well-being.

Academic Conference on Corporate Social Responsibility (2015)

University of Washington - Tacoma interdisciplinary conference sponsored by the Center for Leadership and Social Responsibility at the Milgard School of Business. **Scholarship Recipient.**

Research Grant - Encouraging Conservation in Communal Living Environments (2014)

\$10,000 research grant from the Independent Colleges of Washington and sponsored by Puget Sound Energy. Co-Led application with Matt Luth & Chrissy Cooley. Advised student research presented to client in December 2014. Competitive application.

Academic Conference on Corporate Social Responsibility (2014)

University of Washington - Tacoma interdisciplinary conference sponsored by the Center for Leadership and Social Responsibility at the Milgard School of Business. **Scholarship Recipient.**

Research Grant, Association of Consumer Research (2013)

\$1,000 research grant for the exploration of Transformative Charity Experiences. Co-Led application with Justine Rapp, Todd Weaver & Anne Hamby. Competitive Application.

Research Grant, PLU School of Business (2013)

\$3,500 research grant

Research Grant, PLU School of Business (2012)

\$3,500 research grant

Transformative Consumer Research Dialogical Conference (2011)

Baylor University conference participant in the Transformative Services Research (TSR) Track, co-facilitated by Amy Ostrom, Ph.D. and Laurel Anderson, Ph.D. (Arizona State University). Competitive application. **Scholarship and Travel Grant Recipient.**

Marketing & Public Policy Doctoral Consortium (Scholarship/Participant 2011)

Research focused seminar seeking to inspire research with government agencies, nonprofits and organizations to generate knowledge in areas of societal needs. (Washington D.C.). Competitive application. **Scholarship Recipient.**

American Marketing Association - Sheth Consortium Research Fellow (2011)

Oklahoma State University innovative research focus, with research ideas presented to 100 of the nation's top marketing researchers. Voted by Marketing Faculty to represent WSU as Sheth research fellow. **Scholarship and Travel Grant Recipient.**

International Conference on Business and Sustainability, 4th Annual Conference (2010)

Interdisciplinary conference blending academic and practitioner ideas for collaborative research.

Academic Conference on Social Responsibility: Connecting Across the Disciplines (2010)

University of Washington - Tacoma interdisciplinary conference sponsored by the Center for Leadership and Social Responsibility at the Milgard School of Business. Competitive application. **Scholarship and Travel Grant Recipient.**

AMA Marketing and Public Policy Doctoral Research Workshop (2010)

Research intensive four day workshop focused on developing skills and research tracks in the area of public policy and marketing. Consortium presenters included distinguished marketing researchers to inspire consideration of research where societal needs and marketing research intersect. (Colorado State University). Competitive application. **Scholarship Recipient.**

Robert Mittelstaedt Marketing Doctoral Symposium (2010)

University of Nebraska - Lincoln. Voted by Marketing Faculty to represent WSU at Doctoral Research Symposium. **Scholarship and Travel Grant Recipient.**

Conceptualizing Conscious Capitalism (2009)

Academic workshop with presenting faculty such as Jag Sheth, Raj Sisodia, C.B. Bhattacharya, Edward Freeman and Mark Albion along with industry practitioners such as John Mackey (CEO, Whole Foods), Bentley University.

AWARDS – Teaching, Community, Service and Academic Scholarship

Volunteer Excellence - Community Partner Award, Board of Franklin Pierce Schools (2017)

Excellence in Teaching Award, PLU School of Business (2016)

LIVE UNITED Service & Leadership Award, Tacoma/Pierce County United Way (2016)

Project Volunteer Recognition in 2014 Living Water International Annual Report (2015)

Excellence in Teaching Award, Wells Fargo/PLU School of Business (2014)

Professor of the Year Award, Beta Gamma Sigma Business Honor Society, PLU Chapter (2014)

Excellence in Mentoring Award Nominee, PLU (2014)

David T. Alger Service Award, Pacific Lutheran University (2013)

Volunteer Service Award, Brookdale & Franklin Pierce School District (2013)

Nominee - Graduate Professional Student Association TA Excellence Award (2009 & 2010)

Scholarship/Graduate Assistantship – WSU College of Business (2008-2012)

Beta Gamma Sigma. International business honor society (2000 Lifetime inductee)

Quigg Excellence and Innovation Award. Pacific Lutheran University (2007)

Presidential (U.S.) Service Award. Selfless and significant service (2005, 2006 & 2007)

Forty under 40 Leadership Award. Business Examiner - Tacoma, WA (2005)

City Service Award. City of Fife (WA) for community contributions (2005)

Outstanding Community Service Award. Pacific Lutheran University (2004)

Innovation Award. Sequoia Retail Systems (2002 & 2003)

Best of the Northwest Award. Washington State Substance Abuse Coalition (1996)

Community Service Award. American Red Cross Northwest (1995)

Don Jerke Leadership Award. Recognizing scholarship, leadership, service (1993)

Beta Gamma Sigma / Zurfluh Honorable Scholarship. Pacific Lutheran University (1992)

SERVICE – University, Community and to the Profession

UNIVERSITY: Leadership and Service in the University (Pacific Lutheran University)

Faculty Chair – PLU School of Business elected position – (2019-2020)
Peace Scholars Committee (2019-present)
Mentor – Human Rights Forum, Student Peace Scholar Mentor (2019)
Mentor - New Faculty Mentoring Program – PLU Office of the Provost (2019-2020)
Collective Dialogue Facilitator – The People’s Gathering: A Revolution of Consciousness (2019)
New Course Development – Innovation Studies Seminar (2018-2019)
Faculty Chair – PLU School of Business elected position – (2017-2018)
Distinctiveness Visioning Process Lead, School of Business Faculty and Staff Sessions (2018)
Distinctiveness Visioning Process Lead, School of Business Executive Advisory Board (2018)
Faculty Lead, PLU MBA International Experience (Peru) (2018)
Co-Chair – Associate Dean Search – School of Business (2017-2018)
PLUTO Advisory Committee, PLU Provost’s Office (2016-2018)
Wild Hope Steering Committee, Committee Member (2017-2018)
Panel Speaker, Alaska Airlines CEO Brad Tilden Event (2017)
Supporting Undocumented Students Training Program (2017)
Selection Committee – Carlson, Carroll, Cheney & Murray-Danielson Scholarships (2017)
PLU Undergraduate Research Symposium – Reviewer and Planning Committee (2017)
Panel Presenter – PLUTO Training (2017)
Faculty Executive Committee – Elected School of Business Position (2016-2018)
Peace Scholars Committee – Committee Member (2016 – 2018)
Panel Presenter – PLU Common Reading Program (2016)
Environmental Studies Committee (2016 - 2018)
HPRB University Research, Departmental Reviewer, School of Business (2016-2017)
Nonprofit Leadership Minor (NPLM) Program Mentor, PLU School of Business, (2016-2017)
Search Committee, Director of PLU Career Connections (2016)
Mentor, PLU/Community Crowdfunding Project via USEED (2016, 2017)
PLU President’s & Regents’ Scholar Selection & Interview Team (2016)
NicarAGUA Course & Well Project – Faculty Leader (2016)
Undergraduate Committee – PLU School of Business (2016)
Panel Member, ASPLU Let’s Talk About Series - Violence on School Campuses (2015)

Washington Business Week – PLU Scholarship Award Presenter (2015)
Washington Business Week – Volunteer/PLU Appreciation Presentation (2015)
Faculty Lead/Convener, Faculty Wild Hope Seminar (2014-2015)
Voices of Parkland Community Project – Participant/Interviewee (2015)
Mentor - First Pilot Project – PLU/USEED Crowdfunding Platform - NicarAGUA (2015)
Mentor - Student Research Project - Sustainability Grant from PSE (2014-2015)
NicarAGUA Course & Well Project – Faculty Leader (2015)
MBA International Experience – Leader - Peru (2015)
Site Visit & Outreach Team – PLU Study Away Gateway Program – Oaxaca, Mexico (2014)
Speaker, Annual Marketing Conference – UV Marketing (Nashville, TN) (2014)
Crowdfunding/Peer-to-Peer Advisor, PLU Office of Advancement (2014)
Instructional Resources Committee, Elected PLU Faculty Service (2014-2015)
Search Committee – School of Business Marketing Faculty Search (2014)
NicarAGUA Course & Well Project – Faculty Leader (2014)
Well Project Coordinator – RESOLUTE Article - NicarAGUA feature (2014)
Master of Science in Marketing Research – Program Design Committee (2013-2014)
Graduate Committee, PLU School of Business (2013-2014 & 2014-2015)
Speaker, PLU Explore! Vocational Weekend (2014)
Speaker, PLU Chapel Service (2014)
Judge, PLU Wang Center Study Away Competition (2014)
Panelist, Finding Hillywood Movie Premier at PLU (2013)
Faculty Leader, Nicaragua Course: Nonprofits and Social Businesses (2013-2014)
Speaker, International Day of Peace (2013)
Speaker, PLU New Student Orientation Leader Training (2013)
Faculty Advisor, American Marketing Association Marketing Club (2013-2015)
Student Academic Advisor, School of Business (2013-present)
Graduate Committee, PLU School of Business (2013-2014)
Nobel Peace Prize Program, PLU Microfinance Discussion Co-Leader (2013)
PLU Professional Development Day, Panel Member - Parkland Community (2013)
Undergraduate Committee, School of Business (2012-2013)
Career Connections on the Road Liaison - Alaska Airlines & World Vision Visits (2013)
PLU President's & Regents' Scholar Selection & Interview Team (2013)

MBA International Experience – Peru (2013)
Nonprofit Leadership Minor Program Team, School of Business (2012-2013)
Community Business Development Program, Coordinator (2005-2008)
Mid-County Community Leadership Group, Member (2006-2008)
University Center Renovation Task Force, Member (2006-2007)
Garfield Activity Center Task Force, Pierce County Council Appointee (2005-2006)
Campus Master Plan Committee, Member (2005-2006)
Pacific Avenue Redevelopment Task Force, Member (2004-2005)
Renovation Steering Committee (Eastvold), Co-chair (2002-2008)
Emcee, PLU Veteran’s Day Ceremony (2004, 2005)

University Related Service (Washington State University)

Campus Speaker - WSU Common Reading Program. Represented College of Business with a featured presentation “How Business Can Make a Positive Difference in the World” (2011)

President’s Student Advisory Board. Served on committee to provide recommendations regarding campus initiatives to WSU President Elson Floyd, Ph.D. (2009-2010)

PROFESSION: Leadership & Service in the Profession (Marketing, Strategy & Nonprofit Related)

American Marketing Association: Faculty Fellow (2020)

Invited by the AMA to be a faculty mentor at the 2020 Marketing and Public Policy Research Pre-Conference for doctoral students and junior faculty. Will present a session and serve as a research discussant for emerging research ideas from participants.

American Marketing Association Marketing & Public Policy Conference Co-Chair (2017-19)

Asked by the AMA to organize and execute the 2019 national conference in Washington D.C. Responsible for the entire conference research infrastructure – call for papers, reviewer recruitment, paper submissions, reviews and selection. Coordinated pre-conference workshop and keynote speakers.

Researcher & Organization Liaison– Transformative Consumer Research (2018-2020)

Coordinated a research project with a microfinance organization in Oaxaca, Mexico (offering no-interest loans to indigenous, women entrepreneurs) with a team of researchers working on a multi-year research project around poverty alleviation programs.

Research Track Co-Chair – Transformative Consumer Research Conference (2017-18)

Co-led a team of researchers working on a multi-year research project around short-term poverty alleviation efforts (included undergraduate student/faculty research).

Nonprofit Branding - Transformative Consumer Research Dialogical Conference (2015)

Contributed to research and a publication in the Journal of Public Policy and Marketing focused on nonprofit branding efforts (co-facilitated by Laura Peracchio and Jennifer Escalas).

Research Grant - Encouraging Conservation in Communal Living Environments (2014)

Co-led a research team (faculty and students) which conducted environmental behavior research and presented the findings to Puget Sound Energy for use in their sustainability projects. Funded by \$10,000 research grant.

Transformative Consumer Research Dialogical Conference (2011)

Conducted research with colleagues in the area of Transformative Services Research (TSR), co-facilitated by Amy Ostrom, Ph.D. and Laurel Anderson, Ph.D. (Arizona State University). Research was published in the Journal of Business Research and informs the work of businesses, organizations, NGO's and scholars.

Research Reviewer – Academic – Peer-Reviewed Journals & Conferences

Journal of Service Research

Society for Consumer Psychology

Services Industries Journal

American Marketing Association – Marketing & Public Policy Conference

Professional Academic Service - Consulting & Research Projects with Students & Clients

Endwell & Convivium – Innovation Projects – INOV 350 (SP 2020)

Carstar – Research and Creative Branding Projects – BUSA 468 (SP 2020)

Willka T'ika Eco Resort (Urubamba, Peru) – Branding Project – BMBA 513 (FA 2019)

Cooperative Utility Websites – Market Research & Branding – BMMA 502 (FA 2019)

(Re)style Clothing – Marketing & Branding Campaign – BUSA 363 (FA 2019)

Chief Gratitude Officer – Research and Marketing Recommendations – BMMR 528 (SP 2018)

Washington Traffic Safety Commission – Marketing Campaign – BMMR 502 (FA 2017)

Purely Africa – Market Research & Branding – BMBA 513 (FA 2017)

Sustainability Campaigns – 8 Partner Projects – BUSA 363 (FA 2017)

Purely Africa – Product Design and Branding Project – BUSA 468 (SP 2017)
Skagit County Economic Development – Branding Project – BMBA 513 (FA 2016)
Sound Outreach – Branding Microfinance & Poverty Alleviation – BMMR 502 (FA 2016)
Parkland Community Organizations – Positive Parkland Project – BUSA 363 (FA 2016)
Franklin Pierce Schools Foundation – Research & Creative Content – BMMR 528 (SP 2016)
Franklin Pierce School District – Voter Outreach – BUSA 308 (SP 2016)
Living Water International – Global Water Campaigns – BUSA 308 (SP 2016)
EnVia: Branding & Retailing to Support Microcredit – BUSA 468 (SP 2015)
LeMay Family Collection Market Research & Marketing Plan – BUSA 513 (FA2014)
Living Water International – Global Water Campaigns – BUSA 308 (FA2014)
Griot’s Garage Market Research & Marketing Plan – BUSA 468 (SP2014)
UV Marketing Market Research & Marketing Plan – BUSA 513 (SP2014)
Living Water International – Social Media Campaigns – BUSA 308 (SP2014)
CenterForce Market Research & Marketing Plan – BUSA 513 (FA2013)
Social Marketing Projects – PLU Well Project – BUSA 308 (FA 2013)
Garfield Station Market Research & Marketing Plan – Korsmo/Affinity – BUSA 513 (SP2013)
PLU Athletics/NCAA Program Promotion – BUSA 308 (SP2013)
Living Water International – Alternative Spring Break Research– BUSA 308 (SP2013)
Living Water International – College Demographic Market Research – BUSA 467 (FA2012)
P.T. Houston Trust – Digital BAG Product/Charitable Research – BUSA 513 (FA2012)

Supporting the Profession via Faculty/Student Research, Mentoring & Student Research Collaboration

Natalie Muller, Spring 2020 Internship

Business Building: Language, Art & Culture

Jordan Jackson, Spring 2020 Independent Study

Foundations of Creative Marketing and Branding

Sarah Cornell-Maier, Student/Faculty Research, Summer (2018)

An Exploration of the Stigma Surrounding Terminal Illness

Bethany Piehl, Faculty/Student Research, Spring/Summer/Fall (2017)

Poverty Alleviation Interventions for nonprofits and NGOs – International Research in Nicaragua, 2017 Transformative Consumer Research Conference (Cornell)

Sarah Swift, Capstone Research (2017-2018)

Research for a music degree that explores the impacts of a nonprofit and international music program El Sistema programs on communities and students involved.

Nicki Clifford, Faculty/Student Research, Fall/Spring (2016-2017)

How to Impact Consumer Perceptions of Disposal and Recycling

Sammy Morris, JTerm 2017 Internship

Growing Nonprofit Operations in India

Melissa Munson, Fall 2016 Internship

Supporting Nonprofits in Chile (via CIEE International)

Jenna Harmon, Spring 2016 Capstone Research

*Helping to Recruit Volunteers in Social Change Organizations**

**with Sergia Hay, Philosophy Professor, Pacific Lutheran University*

Thomas Horn, Summer 2016 Internship

Creating Relevancy and Engaging Millennials in Purpose and Fundraising – Insights from Holden Village

Ty Donahou, Summer 2016 Internship

Marketing and the Aerospace Industry

Angelica Martinez, Fall 2015 Independent Study and Marketing Project

Marketing for Microfinance and Women Entrepreneurs at EnVia

Neil Wagner, Aiko Nakagawa, Ashley Connors, 2014 Research Grant (\$10,000)*

Encouraging Conservation in Communal Living Environments

Research present to Puget Sound Energy and Independent Colleges of Washington

**with Matt Luth, Management Professor, Pacific Lutheran University*

Catherine Miolla, Fall 2014 Internship

Nonprofit Management & Outreach in the Tacoma Rescue Mission

Andrea Adams, Fall 2014 Internship

United Way – Turning on the Passion Conversation

Lindsey Campbell, Spring 2014 Internship

Insights for Nonprofit Interactions: The Disney Way

Kaitlynn Cory, Spring 2014 Internship

Donor Engagement: Ideas for Contagious Outreach at Palmer Scholars

Michael Jorgenson, January 2014 MBA Independent Study

Branding Recycled Products: Northwest Pallet Designs

Kathleen Doerr & Kaylen McRae, Spring 2011 Internship
Assisting Charities with Gift Cards – What Do Consumers Think?

Katie Mathes, Spring 2010 Internship
Funding Charity Overhead with Optional Tips – Comparison of Approaches conducted
in cooperation with Citizen Effect, a Washington D.C. non-profit with global projects

COMMUNITY: Leadership & Service in the Community (Tacoma, Washington and Beyond)

Board of Directors, Parkland Light & Water (2019-present)
Safe Streets Community Conference for Community Mobilization (2019)
Winterfest Volunteer, Parkland Community Coalition (2019)
Keynote Speaker, Phi Theta Kappa National Honor Society Regional Conference (2019)
Consultant/Volunteer, Foundation EnVia, Oaxaca Mexico (2018)
Member, Yes for Pierce Libraries, Levy Campaign Committee (2018)
Winterfest Volunteer, Parkland Community Coalition (2018)
Member, Citizens for Franklin Pierce Schools, Levy Campaign Committee (2017-2018)
Co-Chair, Franklin Pierce Schools, \$150M+ Bond Funding Campaign (2015-2017)
Piper Jaffray School Elections Conference, Presenter (2017)
Well Project in Nicaragua Team Leader, Parkland Community Project (2017)
Pierce County Sheriff, Strategic Plan Review Advisory Board (2017)
Special Board Advisor, Walking with a Purpose (NY & Nicaragua) Startup Nonprofit (2017-)
Speaker, Global Water and What You Can Do, Keithley Middle School (2017)
SAFE Streets, Community Support & Action Training (2017)
Speaker, Service above Self (and Finding Self), Sunrise Rotary of Tacoma (2016)
40 Under Forty Presenter/Emcee, Business Examiner Media (2016)
Pierce County Sheriff's Department – Community Research & Idea Session (2016)
Rainier View International Water Project – Organizer & Leader (2016-2017)
Washington Business Week, CEO Programmatic Study Session (2016)
Keynote Speaker, Phi Theta Kappa National Honor Society Regional Conference (2016)
Keynote Speaker, National Honor Society Induction, Franklin Pierce Schools (2016)
Presentation to Franklin-Pierce School Board – Vision 2030 Bond Proposal (2015)
Speaker, FPSD Captains Council – Using Sport for Building Awareness - Seminar (2015)
Well Project Participant – Nicaragua (Rivas/Granada) December (2015)
Presenter: FPSD Board of Directors, School Bond Proposal (2015)

Franklin Pierce Schools 2030 Visioning and Bond Planning – District Committee (2015)

Minds in Action Presenter – Keithley Campus Day at PLU (2015)

Schools in Action Participant, Franklin Pierce School District (2014)

NicarAGUA Well Project Community Partnerships:

FPSD: Athletics & Leadership Programs (2015-2016)

FPSD: District-Wide Integration (2015-2016)

FPSD: Keithley Middle School (2014-2015)

FPSD: Brookdale Elementary School (2013-2014)

Parkland Light & Water (2013-2014)

Trinity Lutheran Church (2013-present)

Rainier View Christian Church (2013-2016)

Author & Interviewee, Parkland Ruralite Magazine, Nicaragua Project (2013-2014)

Interviewee, Business Examiner Media Article about REI Strategy (2014)

Speaker, Annual Marketing Conference – UV Marketing (Chicago, IL) (2013)

Marketing Scholars/Garrett's Well Project Leader, Rivas Nicaragua (2013)

Company Advisor (Week) & Program Speaker, Washington Business Week (2012, 2013)

40 Under Forty Judging Committee, Puget Sound Business Examiner (2009, 2010)

Board of Directors, Chamber (Tacoma/Pierce County F-P-S Division 2000-2008)

President, Chamber of Commerce (Tacoma/Pierce County F-P-S Division 2004-2005)

Executive Board of Directors, Tacoma/Pierce County Chamber of Commerce (2004-2005)

Police Officer (Reserve), City of Fife (2003-2008)

Washington Business Week, Company Advisor/Program Emcee (2006-2008)

Tacoma/Pierce County Community Leadership program (2006)

President, Diaconal Council, TCCRC (2004-2005)

Treasurer, TCRCC (2003-2004)

Diaconal Council, TCRCC (2002-2005)

Mentor/Tutor, KidREACH program with Boze Elementary School (2001-2002)

Pierce County Sheriff's Department Community Academy (Session 35, graduate #861)

Pierce County Sheriff's Department Advanced Community Academy (Session 3)

Bacchus & Gamma Peer Education Network, Washington State Coordinator (1996)

Washington State Substance Abuse College Task Force, Member (1994-1996)

Washington State Substance Abuse Coalition, Member (1994-1996)

COURSE TEACHING & ACADEMIC INTERNSHIP MENTORING

School of Business – Pacific Lutheran University - Tacoma, WA (Tenured & Tenure track)

<i>Marketing Management</i>	BUSA 468, SP20	Undergraduate
<i>Innovation Studies Seminar</i>	INOV 350, SP20	Undergraduate - Interdisc
<i>Nonprofit Internship</i>	BUSA 495, SP20	Undergraduate
<i>Marketing Independent Study</i>	BUSA 491, SP20	Undergraduate
<i>Nonprofit Management/Marketing</i>	BUSA 340, JT20	Undergraduate – PLUTO
<i>Marketing Management</i>	BMBA 513, FA19	Graduate - MBA
<i>Marketing Mgmt & Cons Behavior</i>	BMMR 502, FA19	Graduate - MSMR
<i>Consumer Behavior</i>	BUSA 363, FA19	Undergraduate
<i>Research & Growth Sabbatical</i>	2018-2019 Academic Year	
<i>Marketing Strategy</i>	BMMR 528, SP18	Graduate - MSMR
<i>Marketing Internships (2)</i>	BUSA 495, SP18	Undergraduate
<i>Nonprofit Management/Marketing</i>	BUSA 340, JT18	Undergraduate – PLUTO
<i>Global Business*</i>	BMBA 509, JT18	Graduate – MBA - Peru
	<i>*Includes Study Away in Spring 2018</i>	
<i>Marketing Management</i>	BMBA 513, FA17	Graduate - MBA
<i>Marketing Management</i>	BMMR 502, FA17	Graduate - MSMR
<i>Consumer Behavior</i>	BUSA 363, FA17	Undergraduate
<i>Principles of Marketing (1)</i>	BUSA 308, FA17	Undergraduate (Oaxaca indep)
<i>Nonprofit Management/Mktg (1)</i>	BUSA 340, FA17	Undergraduate (Oaxaca indep)
<i>Principles of Marketing (1)</i>	BUSA 308, SU17	Undergraduate (independent)
<i>Nonprofit Management/Mktg (1)</i>	BUSA 340, SU17	Undergraduate (independent)
<i>Marketing Management</i>	BUSA 468, SP17	Undergraduate
<i>NicarAGUA Study Away</i>	BUSA 485, SP17	Undergraduate - Nicaragua
<i>Marketing Internships (8)</i>	BUSA 495, SP17	Undergraduate
<i>Nonprofit Management/Marketing</i>	BUSA 340, JT17	Undergraduate – PLUTO
<i>Nonprofit Internship</i>	BUSA 495, JT17	Undergraduate
<i>Marketing Management</i>	BMBA 513, FA16	Graduate - MBA
<i>Marketing Management</i>	BMMR 502, FA16	Graduate - MSMR
<i>Consumer Behavior</i>	BUSA 363, FA16	Undergraduate
<i>Marketing Internship</i>	BUSA 495, FA16	Undergraduate (via CIEE)
<i>Graduate Research Course</i>	BMMR 599, SU16	Graduate – MSMR
<i>Marketing Internships (2)</i>	BUSA 495, SU16	Undergraduate

<i>Consumer Behavior</i>	BMMR 528, SP16	Graduate - MSMR
<i>Principles of Marketing</i>	BUSA 308, SP16	Undergraduate
<i>NicarAGUA Study Away</i>	BUSA 485, SP16	Undergraduate
<i>Marketing Internships (6)</i>	BUSA 495, SP16	Undergraduate
<i>Family Leave - Semester</i>	Fall Semester, 2015	
<i>Marketing Management</i>	BUSA 468, SP15	Undergraduate
<i>Study Away - Nicaragua</i>	BUSA 485, SP15	Undergraduate
<i>Marketing Internships (6)</i>	BUSA 495, SP15	Undergraduate
<i>MBA International Experience</i>	BUSA 509, J15	MBA in Peru
<i>Marketing Management</i>	BUSA 513, FA14	Graduate - MBA
<i>Principles of Marketing</i>	BUSA 3081, FA14	Undergraduate
<i>Principles of Marketing</i>	BUSA 3082, FA14	Undergraduate
<i>Marketing Internship</i>	BUSA 495, FA14	Undergraduate
<i>Marketing Management</i>	BUSA 513, SP14	Graduate - MBA
<i>Marketing Management</i>	BUSA 468, SP14	Undergraduate
<i>Principles of Marketing</i>	BUSA 308, SP14	Undergraduate
<i>Study Away - Nicaragua</i>	BUSA 485, SP14	Undergraduate
<i>Marketing Internship</i>	BUSA 495, SP14	Undergraduate
<i>Marketing Internship</i>	BUSA 495, SP14	Undergraduate
<i>Marketing Ind. Study</i>	BUSA 591, JT13	Graduate – MBA
<i>Marketing Management</i>	BUSA 513, FA13	Graduate - MBA
<i>Principles of Marketing</i>	BUSA 308, FA13	Undergraduate
<i>Principles of Marketing</i>	BUSA 308, FA13	Undergraduate
<i>Marketing Management</i>	BUSA 513, SP13	Graduate - MBA
<i>Marketing Management</i>	BUSA 468, SP13	Undergraduate
<i>Principles of Marketing</i>	BUSA 308, SP13	Undergraduate
<i>MBA International Experience</i>	BUSA 509, JAN13	MBA in Peru
<i>Marketing Research</i>	BUSA 467, FA12	Undergraduate
<i>Marketing Management</i>	BUSA 513, FA12	Graduate – MBA

College of Business - Washington State University - Pullman, WA (Instructor – PhD Candidate)

<i>Principles of Marketing</i>	MKTG 360, SU11	Undergraduate
<i>Retail Management*</i>	MKTG 470, FA10	Undergraduate
*Course included student service projects with three local businesses		
<i>Retail Management</i>	MKTG 470, SU10	Undergraduate
<i>International Business</i>	IBUS 380, SU09	Undergraduate Online Course

*Retail Management** MKTG 470, SU09 Undergraduate
*Course included student fair trade service project with local business

School of Business - Pacific Lutheran University - Tacoma, WA (Adjunct Faculty)

MBA Special Topics: Building Collaborative Partnerships, January 2007 (BUSA 587)

Value Creation in a Global Environment, Spring & Fall 2007 (BUSA 190)

Cosmopolitanism – Citizenship in a Globalizing World, January 2008 (PHIL 228)

Co-facilitated with Brendan Hogan, Ph.D. International course with 16 students in Sao Paulo, Brazil and Buenos Aires, Argentina for 23 days. I led the fair trade and microfinance lecture topics and site visits to four worker cooperative businesses.

Teaching Training / Workshops / Pedagogy

LGBTQ Core Competency Curriculum – Rainbow Center (2019)

Gender Identity Training – Rainbow Center (2019)

PLU Teaching Online Training – Extended – PLU Provost (2019)

Crafting Questions to Enhance Critical Thinking – PLU Provost (2019)

PLU Undergraduate Research Symposium – PLU Provost (2017)

Transformative Learning Conference/TLT as Pedagogy (2016)

PLUTO (PLU Teaching Online) Training – PLU Provost (2016)

Wild Hope Faculty Seminar – Center for Vocation (2014-2015)

Appreciative Advising – PLU Academic Advising Workshop (2014)

Harvard Business School – Case Method Teaching Workshop (2013)

Marketing Educators Workshop – Marketing Pedagogy (2013)

Book Discussion & Study Group – PLU Provost's Office (2013)

WSU Graduate School and WSU Teaching Academy - Graduate Teaching Workshop – Teaching Small Classes (2011).

WSU Graduate School – Grant Writing Workshop – 2-day training (2010).

WSU Graduate School and WSU Teaching Academy - Graduate Teaching Workshop – Teaching Large Classes (2010).

WSU Graduate School and WSU Teaching Academy - Graduate Teaching Workshop –
Effective Classroom Techniques (2009).

WSU Teaching Academy mentoring program (2009 – 2010).

Invited Guest Lecturer (Courses)

Doctoral

Consumer Behavior	Transformative Consumer Research (WSU)	(2013)
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Undergraduate

Innovation Studies	Marketing and Innovation	(2019)
Marketing	Social Marketing – WSU Program - Greece	(2016)
Communications	Peace & Social Justice	(2016)
Intro to Business	Why Marketing Matters	(2012-2015)
Philosophy	The Global Water Crisis & Social Business	(2014)
Consumer Behavior	Can't Buy Me Love? Qualitative Research	(2008-2012)
Marketing Research	Marketing Research and the \$10M Question	(2008-2012)
International Business	Fair Trade & Social Responsibility	(2008-2012)
International Marketing	Triple Bottom Line & Social Entrepreneurship	(2008-2012)
Nonprofit Management	Approaches to Overhead Contribution “Tips”	(2010)
Social Psychology	Attitude & Behavior Change in Marketing	(2009)

PROFESSIONAL ASSOCIATION MEMBERSHIPS*

American Marketing Association

Association for Consumer Research

Society for Consumer Psychology

Academy of Marketing Science

Marketing Educators' Association

Beta Gamma Sigma National Business Honor Society

**present and past association memberships*