

TONYA WILLIAMS BRADFORD

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EXPERIENCE

Associate Professor, Paul Merage School of Business, University of California, Irvine (2020 – present)

Inclusive Excellence Term Chair Professor, University of California, Irvine (2021 – 2024)

Assistant Professor, Paul Merage School of Business, University of California, Irvine (2016 – 2020)

Assistant Professor, Mendoza College of Business, University of Notre Dame (2007 – 2016)

Guest Lecturer, Kellogg School of Management, Northwestern University (2005-2006)

General Manager, S1 Corporation, Atlanta, GA (1999 – 2003)

Principal, Gemini Consulting (now Cap Gemini), USA, UK, Belgium & RSA (1991 – 1999)

Unit Manager, Allstate Insurance Companies, Northbrook, IL (1988 – 1991)

Supervisor, Charles Schwab & Co., Inc., San Francisco, CA (1987 – 1988)

Sales Analyst, Security Pacific Bank (now BankAmerica), San Francisco, CA (1986 – 1987)

EDUCATION

Doctorate of Philosophy, Marketing, Kellogg School of Management, June, 2007

Master of Management, Marketing and Economics, Kellogg School of Management, June 1991

Bachelor of Arts – Anthropology, June 1986
Northwestern University, Evanston, IL

RESEARCH INTERESTS

Rituals, money, sacrifice, community, brand.

RESEARCH

Peer Reviewed Publications

J13 Bradford, Tonya Williams and Vanessa Gail Perry, (*forthcoming*) “Marketing While Black: Commentary on the Galak and Kahn 2019 Academic Marketing Climate Survey.” *Marketing Letters*. <https://doi.org/10.1007/s11002-021-09580-w>

- J12 Scott, Rebecca and Tonya Williams Bradford, (*forthcoming*) “Researching Multisensory Experiences through an Artist’s Eye.” *Journal of Marketing Management*.
- J11 Bradford, Tonya Williams (2021) “We Can Fix This!: Donor Activism for Nonprofit Supply Generation,” *Journal of the Academy of Marketing Science*. 49:397 – 417. DOI: 10.1007/s11747-020-00742-2
- J10 Bradford, Tonya Williams and Naja Williams Boyd (2020) “Help Me Help You!: Employing the Marketing Mix to Alleviate Experiences of Donor Sacrifice,” *Journal of Marketing*, 85 (3), 68 – 85. DOI: 10.1177/0022242920912272
- J9 Bradford, Tonya Williams and Sonya A. Grier (2019), "Restricted pleasure for healthy eating and food well-being", *Qualitative Market Research*, 22 (4), 557-569.
- J8 Bradford, Tonya Williams and John F. Sherry, Jr. (2018) “Dwelling Dynamics in Consumption Encampments: Tailgating as Emplaced Brand Community,” *Marketing Theory*, 18 (2) 203-217.
- J7 Bradford, Tonya Williams, Sonya A. Grier and Geraldine Rosa Henderson (2017) “Weight Loss through Virtual Support Communities: A Role for Identity-Based Motivation in Public Commitment,” *Journal of Interactive Marketing*, 40, 9 -23.
- J8 Bradford, Tonya Williams and John F. Sherry, Jr. (2017) “Grooving in the Ludic Foodscape: Bridled Revelry in Collegiate Tailgating,” *Journal of Consumer Culture*, 17 (3), 774-793.
- J5 Bradford, Tonya Williams and John F. Sherry, Jr. (2015) “Domesticating Public Space through Ritual: Tailgating as Vestaval,” *Journal of Consumer Research*, 42(1), 130 – 151.
- J4 Bradford, Tonya Williams (2015). “Beyond Fungible: Transforming Money into Moral and Social Resources,” *Journal of Marketing*, 79 (2), 79 – 97.
- J3 Bradford, Tonya Williams and John F. Sherry, Jr. (2014), “Hyperfiliation and Cultural Citizenship: African American Consumer Acculturation,” *Journal of Business Research*, 67 (4), 418-424.
- J2 Bradford, Tonya Williams and John F. Sherry, Jr. (2013), “Orchestrating Rituals through Retailers: An Examination of Gift Registry,” *Journal of Retailing*, 89 (2), 158-175.
- J1 Bradford, Tonya Williams (2009), "Intergenerationally Gifted Asset Dispositions," *Journal of Consumer Research*, 36 (1), 93 – 111.

Peer Reviewed Papers in the Review Process

- S5 Bradford, Tonya Williams and Hope Jensen Schau, “Understanding Dynamism in Consumers’ Relationships with Brands.” (Invited 3rd Revision: *Journal of Consumer Research*)

S4 Zavala, Mariella, Tonya Williams Bradford and Alladi Venkatesh “Consuming Order in Disruptive Marketplaces: A Conceptual Model of the Disruptive Capacities of Place” (Invited 1st Revision: *Journal of Consumer Research*)

S6 Bradford, Tonya Williams and John F. Sherry, Jr. “Retaining Ritual Relevance: Marketers’ Opportunities to Support Ritual Vitality.” (Under 1st Review: *Journal of the Academy of Marketing Science*)

Peer Reviewed Manuscripts in Development

Scott, Rebecca and Tonya Williams Bradford, “Coping with Trauma: The Case of Organ Donation.” (In preparation; target: *Journal of Consumer Research*)

Henderson, Geraldine Rosa, Tonya Williams Bradford and Sonya A. Grier, “Branded Together for Support: The Role of Brand Constellations in Virtual Support Communities.” (Data Analysis; target: *Journal of Marketing*)

Bradford, Tonya Williams and Angela Y. Lee (2013) “Tangible assets versus social connectedness: A self-construal empathy-altruism fit model of charitable giving. Working paper, Kellogg School of Management, Northwestern University.

Peer Reviewed Book Chapters

C6 Bradford, Tonya Williams (2019) “Are We a Perfect Match? Roles for Market Mediators in Defining Perfect Gifts,” *Gifts, Romance, and Consumer Culture*, Eds. Yuko Minowa and Russell W. Belk, Routledge, 19 – 36 (lead chapter).

C5 Bradford, Tonya Williams and John F. Sherry, Jr. (2017) “The Conceit of the Gift: Exploring the Gift Circuits of Registry,” *Contemporary Consumer Culture Theory*, Eds. Eileen Fischer and John F. Sherry Jr., Taylor & Francis, 87 – 106.

C4 Lee, Angela Y. and Tonya Williams Bradford (2015). “The effects of Self-Construal Fit on Motivation, Attitudes and Charitable Giving,” *Handbook on Culture and Consumer Behavior*, in the series *Frontiers of Cultural Psychology*. Eds. Sharon Ng and Angela Y. Lee. Oxford University Press, 135 – 149.

C3 Bradford, Tonya Williams (2014), “From Twins to Strangers: Ethical Considerations of Paired Kidney Donation across Gift and Market Economies”, *Marketing and the Common Good*, Eds. Patrick Murphy and John F. Sherry Jr., Routledge Press, 253-266.

C2 Bradford, Tonya Williams (2013), “Earmarking Money and Consumption,” *Research in Consumer Behavior*, Eds. Russell Belk, Linda Price and Lisa Peñaloza, 15, 167 -183.

C1 Bradford, Tonya Williams, Sonya A. Grier, and Geraldine Rosa Henderson (2012), “Gifts and Gifting in Online Communities,” *Research in Consumer Behavior*, Eds. Russell Belk, Søren Askegaard and Linda Scott, 14, 29 – 46.

Refereed Conference Proceedings

P6 Bradford, Tonya Williams and John F. Sherry (2017). “The Game Day Experience: Consumers, Brands and Brand Celebrations,” *Association for Consumer Research*, Ayelet Gneezy, Vladas Griskevicius, and Patti Williams (Eds.), San Diego, California. Vol. 45, 57 – 62.

P5 Bradford, Tonya Williams and John Schouten (2015). “Understanding Dynamism in Consumers’ Relationships with Brands through Assemblage Theory,” *Association for Consumer Research*, Kristen Diehl and Carolyn Yoon (Eds.), New Orleans, Louisiana. Vol. 43, 56 – 61.

P4 Nordhielm, Christie and Tonya Williams Bradford (2007). “Head, Heart, and Hand: A Videographic Exploration of Functional and Emotional Aspects of Brand Relationships,” *Association for Consumer Research*, Angela Y. Lee and Dilip Soman (Eds.), Nashville Tennessee. Vol. 35, 179 – 180.

P3 Williams, Tonya P. and Angela Y. Lee (2005). “Benjamin My Friend or My Money? The Role of Transaction vs. Relationship Wealth in Subjective Well-being.” *Association for Consumer Research*, Cornelia Pechmann and Linda L. Price (Eds), Austin, Texas. Vol. 33, 218-219.

P2 Williams, Tonya P. and John F. Sherry, Jr. (2005). “Constructing a Past for Today: Appropriated Collective Memory for Identity (Re)presentation.” *Association for Consumer Research*, Cornelia Pechmann and Linda L. Price (Eds), Austin, Texas. Vol. 33, 191-192.

P1 Williams, Tonya P. (2005). “Money and Meaning: Social Capital and Inter Vivos Gifting.” *Association for Consumer Research*, Cornelia Pechmann and Linda L. Price (Eds), Austin, Texas. Vol. 33, 84-85.

Invited Talks

Isenberg School of Management, University of Massachusetts Amherst
Consumer Culture Theory Regional Conference, RMIT University, Melbourne, Australia
University of Illinois, Chicago
Filene’s Center for Consumer Decision Making, Money Talk, A Filene Colloquium
Rutgers University, Newark Campus, New Jersey
Clemson University, School of Business, South Carolina
Iowa State University, Ivy College of Business, Ames, Iowa
Smithsonian Institute, Washington, D.C.
University of Arizona, Eller College of Business, Tucson, Arizona
University of California, Irvine, Paul Merage School of Business
University of California, Irvine, The Institute for Money, Technology & Financial Inclusion

University of Michigan, Ross School of Business, Ann Arbor, Michigan
University of Notre Dame, Mendoza College of Business, South Bend, Indiana
University of San Diego, School of Business, San Diego, California
University of San Francisco, School of Management, San Francisco, California

Refereed Conference Presentations

Henry, Jazmin, Kevin D. Bradford and Tonya Williams Bradford, "From Print to Protest: Examining How Advertisements May Spur Social Activism," Academy of Marketing Science, Virtual, 2021.

Scott, Rebecca and Tonya Williams Bradford, "Bodies as Gardens: Charitable Given through Organ Donation as Coping," Association for Consumer Research Conference, Virtual / Paris, France, 2020.

Jemison, Courtney and Tonya Williams Bradford, "Rituals in Rap: Remaking the Road to Riches," Association for Consumer Research Conference, Virtual / Paris, France, 2020.

Scott, Rebecca and Tonya Williams Bradford, "Coping with Trauma: The Case of Organ Donation," Consumer Culture Theory Conference, Montreal, Canada, July, 2019.

Jemison, Courtney and Tonya Williams Bradford, "Lyrics as Consumption Objects: Spending, Saving, and the Hustler," Consumer Culture Theory Conference, Montreal, Canada, July, 2019.

Bradford, Tonya Williams and Hope Jensen Schau, "Dynamism and Interruption in Consumer-Brand Relationships," Consumer Culture Theory Conference, Montreal, Canada, July, 2019.

Bradford, Tonya Williams, "Supply Money Can't Buy: Transcendent Consumer Experiences through Living Organ Donation," American Marketing Association Conference, Austin, Texas, February, 2019.

Bradford, Tonya Williams "Resources for Value Creation in Healthcare," Forums on Markets and Marketing, Tucson, Arizona, December, 2018.

Bradford, Tonya Williams and John F. Sherry, Jr., "The Game Day Experience: Consumers, Brands, and Brand Celebrations," Association for Consumer Research, San Diego, California, October, 2017.

Bradford, Tonya Williams, "Understanding Gestation via Sacrifice: The Gift of Living Organ Donors," Consumer Culture Theory Conference, Fayetteville, Arkansas, June, 2015.

Bradford, Tonya Williams, "Paying for Stuff," Consumer Culture Theory Conference, Tucson, Arizona, June, 2013.

Bradford, Tonya Williams, Geraldine R. Henderson and Sonya A. Grier, "Branded Together for Support: The Role of Brand Constellations in Virtual Support Communities" with American Marketing Association, Winter Educators Conference, Las Vegas, February, 2013.

Bradford, Tonya Williams and John F. Sherry, Jr., "Creating Home and Community in Public Spaces: Vestaval in Tailgating," Association for Consumer Research, Vancouver, Canada, October, 2012.

Bradford, Tonya Williams, Sonya A. Grier and Geraldine R. Henderson, "Gifts and Gifting in Online Communities," Consumer Culture Theory Conference, Oxford University, Oxford, England, August, 2012.

Bradford, Tonya Williams and John F. Sherry, Jr., "A Cultural Analysis of Tailgating on a Midwestern American Collegiate Campus," Consumer Culture Theory Conference, Northwestern University, Evanston Illinois, July, 2011.

Bradford, Tonya Williams and Naja Williams Boyd, "Organ Donation as Gifting," Association for Consumer Research Conference, Jacksonville Florida, October, 2010.

Bradford, Tonya Williams and John F. Sherry, Jr., "Integrating Theories of the Gift," Consumer Culture Theory Conference, University of Michigan, Ann Arbor, Michigan, June, 2009.

Bradford, Tonya Williams and John F. Sherry, Jr., "Retail Ritual Efficacy," Consumer Culture Theory Conference, University of Michigan, Ann Arbor, Michigan, June, 2009.

Bradford, Tonya Williams and Christie Nordhielm, "Head, Heart, Hand: An Exploration of Brand Relationships," Consumer Culture Theory Conference, Boston, Massachusetts, June, 2008.

Bradford, Tonya Williams and Christie Nordhielm, "Head, Hand, Hand: A Videographic Exploration of Functional and Emotional Aspects of Brand Relationships," Association for Consumer Research Conference, Nashville Tennessee, October, 2007.

Bradford, Tonya Williams and John F. Sherry, Jr., "Constructing a Past for Today: Appropriated Collective Memory for Identity (Re)presentation," Association for Consumer Research Conference, Austin, Texas, September, 2005.

Williams, Tonya P. and Angela Y. Lee, "Benjamin My Friend or My Money? The Role of Transaction vs. Relationship Wealth in Subjective Well-being," Association for Consumer Research Conference, Austin, Texas, September, 2005.

Williams, Tonya P., "Money and Meaning: Social Capital and Inter Vivos Gifting," Association for Consumer Research Conference, Austin, Texas, September, 2005.

Media Activity

“6 Tips for a Regret-Free Wedding Registry,” New York Times, by Joanne Chen, August 26, 2019

“Tailgating’s Unusual Origins,” WUWM Milwaukee NPR, by Ann-Elise Henzl, October 26, 2018.

“How Social Media Can Help People Lose Weight,” ScienceDaily, November 28, 2017

“Can Social Media Help You Lose Weight?” Pursuit, by Noelle Tolman, December 3, 2017

“Pretty in Pink: Princess is Good for Nation of Shopkeepers,” New York Times, May 3, 2015
AP Wire story published in: Washington Post, Huffington Post, 500+ international outlets

“I do...cost a lot: Wedding by the numbers,” CNN International. August 9, 2013

“Convenience vs. Personal Touch,” South Bend Tribune, March 17, 2013

“Wedding Registry: Study Says Stores Now Do the Wedding Planning, Not Families,”
Huffington Post. March 4, 2013

“Gift Registries Dampen Wedding Experience for Guests,” Business News Daily, March 4, 2013

“Tailgating Isn’t Just a Party, Research Shows,” USA Today, by Judy Keen, October 4, 2012
30+ newspapers from New Jersey to Nevada

“Tailgate Parties are a ‘Powerful Impulse’ and a Microcosm of Society,” Wired, by Beth Carter, September 21, 2012

“ND Study: Tailgating Not Just a Party,” South Bend Tribune, September 7, 2012

HONORS, GRANTS AND RECOGNITIONS

Merage Junior Faculty Research Award (2021)

Merage Exceptional Service Award (2021)

UCI Black Leadership Advancement Coalition (B.L.A.C.) Award (2021)

“Building Community through the Launch of the Black Management Association,” Inclusive Excellence Spirit Award, University of California Irvine (2020)

CORCLR Faculty Research Grant, The Paul Merage School of Business, University of California Irvine (2017, 2019)

“Understanding Gestation via Sacrifice: The Gift of Living Organ Donors,” Consumer Culture Theory Conference, Fayetteville, Arkansas; ‘Competitive Track: *Best Paper Award*.’ (2015)

Notre Dame Swim Team Faculty Appreciation Day Honoree (2011)

Morrissey Manor, Favorite Faculty Honoree (2011)

Notre Dame Volleyball Faculty Appreciation Day Honoree (2008)

Graduate Fellowship, Northwestern University (2003 – 2007)

General Electric Scholar (2003 – 2004)

TEACHING

Doctoral Program	Current Topics in Consumer Culture Theory Qualitative Research Methods
Masters Programs	Marketing Management (Core: FT / FE / MS) Strategic Brand Management (Elective)
Undergraduate Program	Principles of Marketing Brand Management (Elective)

SERVICE

Doctoral Advising

Advisor:	Jazmin Henry, Doctoral Student Jacob Williams, Doctoral Student
Co-Advisor:	Mariella Zavala, PhD, June 2020 (Appointed Assistant Professor, Gonzaga University, September 1, 2020)
Committee Member:	Nea North, PhD, June 2021 (Appointed Assistant Professor, University of Rhode Island, August 1, 2021) Dominique Braxton, PhD, June 2019 (Appointed Assistant Professor, Loyola Marymount University, July 1, 2019)

Department

Member, Master’s Program Committee, University of California Irvine (2016 – 2018; 2020 - present)

Member, Joint Master’s Degree Committee, University of California Irvine (2016 – 2018; 2020 - present)

Member, Marketing Core Curriculum Sub-Committee, University of California Irvine (2017 – 2018)

Member, Undergraduate Curriculum Committee, University of Notre Dame (2015 – 2016)

Developer, Principles of Marketing Quantitative Problem Sets, Mendoza College of Business, University of Notre Dame (2011, 2012)

Producer, “Marketing by the Numbers,” Mendoza College of Business, University of Notre Dame (2011)

Invited Presenter, Exploring Frontiers of Marketing, Mendoza College of Business, University of Notre Dame (2008 – present)

Coordinator, Marketing Doctoral Student Colloquia, Kellogg School of Management, Northwestern University (2004 – 2005)

College

Keynote Speaker, West Region EMBA Council (Summer 2021)

Keynote Speaker, MBA Preview Day (Summer 2021)

Founder & Faculty Advisor, Paul Merage Black Management Association (2020 – present)

Faculty Co-Coordinator, Paul Merage Doctoral Student Weekly Writing Group (2021)

Faculty Coordinator, Paul Merage Doctoral Student Quarterly Writing Retreats (2019 – 2020)

Technical Advisor, University of California Irvine / Merage Consulting Project (2018, 2019)

Panelist, Fully Employed MBA Orientation: Faculty Panel, University of California Irvine (2017)

Faculty Participant, Paul Merage Undergraduate Dean’s Welcome Reception, University of California Irvine (2016, 2017)

Founder & Faculty Sponsor, Mendoza Behavioral Lab, Mendoza College of Business, University of Notre Dame (2008 – 2015)

Invited Presenter, Hesburgh-Yusko Program Inaugural Class Visit, University of Notre Dame (2010)

Coordinator, Women of Mendoza Reception, Mendoza College of Business, University of Notre Dame (2009, 2010, 2011)

University

Mentor, EmpowerHER Summit (2021)

Discussion Facilitator, “Financial Legacies: Slavery and the History of Banking,” 1619 Project at UCI (2020)

Member, Graduate Council (2020 – present)

Member, Undergraduate Research Opportunities Program Faculty Advisory Board (2020)

Member, Subcommittee on International Education, University of California Irvine (2019 – 2020)

Invited Presenter, “Orchestrating Consumer Sacrifice in the Marketplace,” Institute for Money, Technology & Financial Inclusion and the Department of Anthropology, University of California Irvine (2017)

Invited Presenter, “When Money Isn’t Fungible,” Filene’s Center for Consumer Decision Making, Money Talk, A Filene Colloquium, University of Arizona (2016)

Invited Presenter, Washington Fellowship Program for Young African Leaders, Mendoza College of Business, University of Notre Dame (2014)

Invited Presenter, Martin Luther King Prayer Service, University of Notre Dame (2013)

Invited Faculty Participant, Undergraduate Viewbook, University of Notre Dame (2013)

Invited Faculty Participant, Suicide Prevention Program, University of Notre Dame (2009 – 2012)

Invited Faculty Participant, University of Notre Dame Black Alumni Spirit Campaign (2010)

Invited Faculty Participant, Stir into Flame Symposium, National Black Catholic Congress, African American Catholic Bishops, Institute for Church Life, University of Notre Dame (2010)

Invited Faculty Participant, Football Development: Recruiting Brunch, University of Notre Dame (2008, 2010)

Committee Member, Valedictorian Selection Committee, University of Notre Dame (2009)

Gift Bearer, Opening Mass, Office of the Provost, University of Notre Dame (2009)

Invited Faculty Participant, University of Notre Dame Spring Visitation, University of Notre Dame (2008 – 2014)

Faculty Advisor, Student International Business Council, University of Notre Dame (2009)

Faculty Panelist, Discernment Dinner, University of Notre Dame (2007, 2008, 2009)

Discipline

Co-Chair, Qualitative Data Analysis Workshop, Oregon (2022)

Contributor, Journal of Consumer Research Teaching Resources (2021)

Co-Chair, Qualitative Data Analysis Workshop, Virtual (2021)

Member, Geraldine Rosa Henderson Award and Symposium (Inaugural Committee; 2020 – present)

Co-Chair, Association for Consumer Research Conference, Seattle, Washington (2021)

Associate Editor, *Journal of Retailing* (2020 – present)

Associate Editor, *Journal of Public Policy and Marketing* (2020 – present)

Editorial Review Board Member, *Journal of Consumer Research* (2020 – present)

Editorial Review Board Member, *Journal of Marketing* (2020 – present)

Founding Organizer & Board Member, Southern California Consumer Culture Community (2017- present)

Award Evaluator, 2020 American Marketing Association, Responsible Research for Business and EBSCO Award

Reviewer, 2019 Alden G. Clayton Dissertation Proposal Award, Marketing Science Institute

Member, Sidney J. Levy Award Selection Committee (2018)

Editorial Review Board Member, *Journal of the Academy of Marketing Science* (2015 – present)

Ad hoc Reviewer

Journal of Advertising (2021 – present)

International Journal of Research in Marketing (2021 – present)

Journal of Interactive Marketing (2017 – present)

Journal of Public Policy & Marketing (2017)

Journal of Business Research (2012 – present)

Journal of Consumer Research (2011 – 2020)

Journal of Marketing (2011 – 2020)

Consumption, Markets and Culture (2007 – present)

Academic Conference Ad-hoc Reviewer

American Marketing Association, Summer Educators Conference (2016 – present)

American Marketing Association, Winter Educators Conference (2013 – present)

Consumer Culture Theory Conference (2009 – present)

Association for Consumer Research Conference (2008 – present)

European Association for Consumer Research Conference, Milan, Italy (2007)

Academic Conference Committees

Program Committee, Society for Consumer Psychology, Virtual (2021)

Co-chair, Consumption, Markets and Culture Track, American Marketing Association Winter Educators Conference, Virtual (2021)

Program Committee, Association for Consumer Research, Virtual / Paris, France (2020)

Co-chair, Poster Session, Consumer Culture Theory, Montreal, Canada (2019)

Forum Co-Chair, Association for Consumer Research, Dallas, Texas (2018)

Co-chair, Consumer Culture Theory Track, American Marketing Association, San Francisco, California (2017)

Program Committee, Consumer Culture Theory, Irvine, California (2017)

Program Committee, Association for Consumer Research, Berlin, Germany (2016)

Co-chair, Consumer Culture Theory Track, American Marketing Association Winter Educators Conference, San Antonio, Texas (2015)

Program Committee, Association for Consumer Research, Baltimore, Maryland (2014)

Co-chair, Poster Session, Consumer Culture Theory, Tucson, Arizona (2013)

Program Committee, Consumer Culture Theory, Evanston, Illinois (2011)

Program Committee, Consumer Culture Theory, Madison, Wisconsin (2010)

Academic Conferences

Panelist, Journal of Public Policy & Marketing Workshop with the Association of African Business Schools (2020)

Panelist, Society for Consumer Psychology Doctoral Consortium, Huntington Beach, California (2020)

Panelist, Advancing Diversity, Equity and Inclusion in Consumer Research, Association for Consumer Research Pre-conference Workshop, Virtual / Paris, France (2020)

Faculty Mentor, Association for Consumer Research Doctoral Symposium, Atlanta, Georgia (2019)

Faculty Mentor, Qualitative Data Analysis Workshop, Montreal, Canada (2019)

Panel Moderator, "Navigating Analytical Issues through the Review Process," Qualitative Data Analysis Workshop, Montreal, Canada (2019)

Faculty Mentor, Association for Consumer Research Doctoral Symposium, Dallas, Texas (2018)

Panelist, "How to Make an Impact with Limited Resources," Association for Consumer Research Doctoral Symposium, San Diego, California (2017)

Panelist, "The Future of CCT," Consumer Culture Theory Conference, UC Irvine, Anaheim, California (2017)

Mentor, Qualitative Data Analysis Workshop, Long Beach, California (2017)

Mentor, AMA-Sheth Foundation Doctoral Consortium, Tippie College of Business, University of Iowa (2017)

Mentor, Association for Consumer Research: Doctoral Symposium, New Orleans, Louisiana (2015)

Mentor, Qualitative Data Analysis Workshop, Consumer Culture Theory Conference, Fayetteville, Arkansas (2015)

Session Chair, Consumer Culture Theory Conference, Fayetteville, Arkansas (2015)

Session Chair, Consumer Culture Theory Conference, Oxford, England (2012)

Session Chair, Consumer Culture Theory Conference, Evanston, Illinois (2011)

Session Chair, Consumer Culture Theory Conference, Madison Wisconsin (2010)

Session Co-Chair, American Marketing Association Summer Educators Conference, Chicago, Illinois, (2009)

Session Chair, European Association for Consumer Research, Milan, Italy (2007)

Association for Consumer Research Doctoral Symposium (2004, 2005)

Diversity-Focused Service

Invited Presenter, “The Intersectionality of COVID-19 & The Small Business Community: Another New Normal—Rituals and Consumption in Post-Pandemic Lockdown America,” Women Impacting Public Policy (2021)

Session Chair, Decolonizing the Business School, Virtual (2021)

Discussion Moderator, Financial Legacies: Slavery and the History of Banking, 1619 Project Series, UC Irvine (2020)

Faculty Participant, UC Irvine Black Graduation and Awards Ceremony (2019)

Merage Faculty Host, Black Leadership Advancement Coalition (BLAC) Gala, UC Irvine (2019)

Faculty Participant, Black Leadership Advancement Coalition (BLAC) Gala, UC Irvine (2017, 2018)

Mentor, AnBryce Scholars, University of Notre Dame (2013 – 2016)

Committee Member, AnBryce Scholars Initiative Selection Committee, University of Notre Dame (2014 – 2016)

Faculty Advisor, Multicultural Peace Equality Community Club of Notre Dame, University of Notre Dame (2015 – 2016)

Invited Presenter, The Right People are in the Room. Now What? Notre Dame Diversity Conference at the Mendoza College of Business, University of Notre Dame (2014)

Guest Speaker, MBA Women’s Symposium, University of Notre Dame (2013 – 2014)

Faculty Advisor, NAACP Club of Notre Dame, University of Notre Dame (2013 – 2015)

Guest Speaker, Inter-race Forum: Retail Me Not, University of Notre Dame (2013)

Mentor, Building Bridges Mentoring Program, University of Notre Dame (2013 – 2016)

Moderator, The Role of Differences in Organizational Change, Notre Dame Diversity Conference at the Mendoza College of Business, University of Notre Dame (2012)

Invited Faculty Participant, Leading Ladies at Our Lady’s University, Cavanaugh Hall, University of Notre Dame (2012)

Invited Faculty Participant, International Student Introduction, University of Notre Dame (2012)

Invited Presenter, African American Scholars Program, University of Notre Dame (2009, 2010, 2011)

Invited Presenter, Women in Business Series, Breen-Phillips Hall, University of Notre Dame (2009)

Invited Faculty Participant, Shades of Ebony Year End Ceremony, University of Notre Dame (2008)

Diversity-Focused Service, Professional

Member, American Marketing Association Williams Qualls Spratlen Award Selection Committee (2019)

Member, American Marketing Association Valuing Diversity Scholarship Award Selection Committee (2019)

Sub-Committee Member, Safety & Inclusion Committee, Association for Consumer Research (2019)

Invited Presenter, How to Create Rigorous Research: From Idea to Publication, Marketing Doctoral Student Association Conference, The Ph.D. Project Conference (2015)

Invited Presenter: Research Roundtable, Marketing Doctoral Student Association Conference, The Ph.D. Project Conference (2008, 2011)

Guest Speaker, The Ph.D. Project, Chicago, Illinois (2007)

Invited Presenter, “The PhD Lifecycle: The Doctoral Student,” The Ph.D. Project Conference, Chicago, Illinois (2004, 2005)

Academic Recruiting, PhD Project Conference, Chicago, Illinois (2003, 2004, 2005)

Public / Community Service

Executive Vice President, Vista Verde Elementary School PTA (2021 – 2022)

Committee Member, Site Council, Vista Verde Elementary School (2018 – 2020)

“American History (After Hours): The Great American Tailgate,” Smithsonian Institute, National Museum of American History (2016)

Chair, Prayer + Praise Convocation, South Bend, Indiana (2014, 2015, 2016)

Board Member, United Network of Organ Sharing, Virginia (2009 – 2013)

Board Member, Girl Scouts of Northern Indiana Michiana, Indiana (2009 – 2012)

PROFESSIONAL AFFILIATIONS

Member, Consumer Culture Theory Consortium

Member, American Marketing Association

Member, Association for Consumer Research

Member, Marketing Ethnic Faculty Association

Founding & Board Member, Southern California Consumer Culture Community