

JAZMIN J. HENRY

Area: Marketing
Paul Merage School of Business
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Education

Ph.D. in Management with a Concentration in Marketing University of California, Irvine	June 2025 (Expected)
M.B.A. in Marketing University of North Carolina, Greensboro	May 2013
B.S. in Business Administration with a Concentration in Management Fayetteville State University	May 2011

Research Interests

Race in the marketplace
Social media
Sociocultural influences of consumer behavior

Refereed Journal Articles/Conference Proceeding Publications

Henry, Jazmin, Kevin D. Bradford and Tonya Williams Bradford (2021) "From Print to Protest: Examining How Advertisements May Spur Social Activism." *Academy of Marketing Science*. Lauren Beitelspacher and Marko Sarstedt (Eds). Virtual Conference.

Manuscripts Under Review

2021 Henry, Jazmin and Tonya Williams Bradford, "Light vs. Dark: Understanding the Roles of Colorism through Advertisements in the Marketplace" Association of Consumer Research Conference. Presenter.

Works in Progress

Henry, Jazmin, "Understanding the Roles of Colorism through Advertisements in the Marketplace," first year paper stage.

Dissertation

TBD – Anticipated June 2025

Invited Conference Presentations

2021 Henry, Jazmin, Kevin D. Bradford and Tonya Williams Bradford, "From Print to Protest: Examining How Advertisements May Spur Social Activism." *Academy of Marketing Science*. Lauren Beitelspacher and Marko Sarstedt (Eds). Virtual Conference.

Poster Presentations

2011 Henry, Jazmin and Dothang Truong., “An Empirical Study of Factors Affecting the Extent of Online Social Network Usage”. The 25th Annual Ronald E. McNair Symposium and Celebration, North Carolina A&T State University

Awards and Honors

2020 University of California, Irvine Minority Serving Institution Enhancement (MSIE) Award Recipient

2012 Lincoln Financial Award Recipient

2011 Fayetteville State University’s Chancellor’s List

2011 Fayetteville State University’s Dean’s List

2011 Who’s Who Among Students in American Colleges & Universities Recipient

2011 Fayetteville State University’s Chancellor for a Day Recipient

2010 Delta Sigma Theta Sorority, Inc. South Atlantic Region Superior Academic Award Recipient

2010 Order of Omega Greek Leadership Honor Society Inductee

2010 The International Business Honor Society Beta Gamma Sigma Inductee

Teaching Interests

Marketing Management
Marketing Research
Consumer Behavior
Brand Management
Introduction to Marketing

Teaching Experience

Teaching Assistant – Paul Merage School of Business, UC Irvine

Undergraduate Courses Facilitated:
Introduction to Marketing, 2021 Winter Quarter

MBA Courses Facilitated:
Marketing Management, MBA, Fully Employed Program, 2021 Spring Quarter

Professional Development

2021 Canon of Classics Theory Workshop
Selected to participate in this course that critically investigates many of the key classics that contribute to the foundation for many of the theories in consumer research. A few of

the authors discussed during the seminar include Mikhail Bakhtin, Jean Baudrillard, Pierre Bourdieu, and Michel Foucault.

- 2021 National Center for Faculty Development & Diversity 14-day Writing Challenge
Enrolled in a 14-day writing-intensive workshop that required participants to write at least 30 minutes per day.
- 2021 National Center for Faculty Development & Diversity WriteNow Access Writing Workshop
Enrolled in an 8-week writing-intensive workshop that required participants write at least 30 minutes per day.
- 2021 Qualitative Data Analysis Workshop
Selected to participate in the event that offers various sessions surrounding data collection, data analysis, writing for academic journals, and responding to academic journal reviewers.
- 2021 PhD Program Writing Group
Weekly writing sessions comprised of three writing blocks each session. Setting three attainable goals and aiming to complete them each week is the responsibility of all participants.
- 2020-21 Southern California Consumer Culture Theory Community Presentations
Learn about various topics in marketing and how to deliver research-focused presentations efficiently.
- 2020 The PhD Project Marketing Doctoral Students Association Emerging Scholars and Boston University Research Symposium
Attended various sessions. In particular a session led by Chaumanix Dutton titled, “Only the Best”, “Save the Best for Last”, or “Eat Dessert First”: How People Plan Consumer-Structured Experiences” that discussed how consumers who are labeled ‘obese’ perceive different advertisements that use the label and how it influences their consumption patterns.
- 2020 Black Doctoral Network Conference
Attended various sessions related to blacks in higher education. With this conference including individuals with various doctoral specializations, provided a fresh perspective on other types of research related to blacks.
- 2020 Association for Consumer Research Conference
Attended various sessions that catered to research topics surrounding social movements/consumer movements/racism in the marketplace.
- 2020 American Marketing Association Conference
Attended live sessions that provided presentations related to various research topics, such as social movements/consumer movements/racism in the marketplace.

- 2020 PhD Project Marketing Doctoral Student Association Conference
Attended many sessions, some catered specifically for first-year students that discussed topics such as what to expect during your first year and how to successfully survive your first year in a marketing PhD program.
- 2010 Urban Financial Services Coalition – MARK I Emerging Leaders Conference
Within a team, created the company, “The Big Move” and its business plan to meet the needs of college students and busy parents as students move into and out of their dorm rooms during the school year. Created online social network account to promote newly created company and presented business plan to panel of financial advisors and mentors. Competed with four teams for the most innovative and implementable company and was awarded first place recognition.

Service

- 2021 Special Session Chair for session entitled “Black Consumers: Understanding Experiences of Race in the Marketplace” at the Association of Consumer Research Conference (virtual). Session presents three papers that consider the Black experience in the American marketplace. Across studies of market messages and offerings, these studies present explanations of how Black consumers experience the marketplace and provide some insights into how those experiences may be improved.
- 2015 Guest speaker for the McNair Scholars Graduation Celebration and Reunion where I spoke about the importance of continuing education to the doctoral level while providing encouragement and inspiration.

Professional Affiliations

American Marketing Association
Association for Consumer Research
Consumer Culture Theory Consortium
Southern California Consumer Culture Colloquia (SC4)
The PhD Project
Delta Sigma Theta Sorority, Inc.

Doctoral Coursework

Marketing

Experimental Analysis
Affect & Cognition
Marketing Models of Perception, Preference, and Choice
Marketing & Culture – Consumer Culture Theory

Connie Pechmann
Loraine Lau-Gesk
Imran Currim
Tonya Bradford

Sociology

Ethnographic & Qualitative Methods
Cultural Consequences of Social Movements
Social Movements

Rocio Rosales
Edwin Amenta & Francesca Polletta
David Meyer

Additional Information

Computer: SPSS

References

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Merlyn Griffiths
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Ann Hironaka
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