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E -MAIL JUAN.MUNDEL@ASU.EDU

JUAN MUNDEL

EDUCATION

Ph.D. MEDIA AND INFORMATION STUDIES – MICHIGAN STATE UNIVERSITY 08.2014-03.2018
Concentration: Advertising and Public Relations

M.S. JOURNALISM / M.A. WORLD LANGUAGES – WEST VIRGINIA UNIVERSITY 08.2010-05.2013
Concentration: Advertising and Public Relations

B.S. CORPORATE COMMUNICATION – BLAS PASCAL UNIVERSITY 03.2006-06.2010
(*Licenciatura en Comunicación Institucional*)

ACADEMIC POSITIONS

Associate Professor of Strategic Communication 09.2022-Present
Executive Director of Global Initiatives
ARIZONA STATE UNIVERSITY, AZ, United States

Associate Professor of Strategic Communication 07.2021-09.2022
Director Cronkite Global Initiatives
ARIZONA STATE UNIVERSITY, AZ, United States

Assistant Professor of Public Relations and Advertising 07.2017–06.2021
Director, Latino Media and Communication Program
DEPAUL UNIVERSITY, IL, United States

SCHOLARLY RESEARCH

Refereed Journal Publications (* = Student)

1. **Mundel, J.**, Deng, T., & Kim, H. (Accepted). Branding in a Budding Industry: The Influence of Visual Cues on Consumer Behavior in the Cannabis Market. *Visual Communication Quarterly*.
2. Chu, S., **Mundel, J.** & Deng, T. (Accepted). Impact of Consumer Socialization on TikTok Intensity and Addiction: The Moderating Role of Individual Characteristics. *Journal of Communication Technology*.
3. **Mundel, J.**, Wan, A., & Yang, J. (2023). Processes Underlying Social Comparison with Influencers and Subsequent Impulsive Buying: The Roles of Social Anxiety and Social Media Addiction. *Journal of Marketing Communications*
4. Chu, S., Deng, T., & **Mundel, J.** (2022 online) The Impact of Content Characteristics on Attitude toward Brands on TikTok and Viral Behavioral Intention Outcomes. *Journal of Marketing Communications*.

5. Yang, J., **Mundel, J.**, Huddleston, P., & Behe, B. (2022). The Effect of Hedonic Presentation on Consumers' Willingness to Pay and Purchase Intention for Minimally Branded Products Online. *Journal of Promotion Management*. Ahead of print.
6. **Mundel, J.**, Stantz, J., Deng, T., *Sasiela, N. & *Mucci, S. (2022). Consumer Responses to Visual Cues in Food Ads: Considering Endorser Body Size (In)Congruence with Healthy and Unhealthy Foods. *Visual Communication Quarterly*, 29 (1), 17-33.
7. **Mundel, J.** & Yang, J. (2022). Hispanic Identification with Endorsers in Social Media Ads. *Journal of Interactive Advertising*, 22 (1), 28-41.
8. Yang, J. & **Mundel, J.** (2022). Brand Feedback to Negative eWOM on Social Media: An Expectation Violation Approach. *Journal of Product and Brand Management*, 31(2), 279-292.
9. **Mundel, J.** & Yang, J. (2021). Consumer Engagement with Brands' COVID-19 Messaging on Social Media: The Role of Perceived Brand-Social Issue Fit and Brand Opportunism. *Journal of Interactive Advertising*, 21 (3), 173-190.
10. **Mundel, J.**, Soopramani, D., & Huddleston, P. (2021). Affordable luxuries: Comparing American and Chinese millennial consumers. *Asia Pacific Management Review*, 26 (4), 215-225.
11. **Mundel, J.** (2021). An Asynchronous Approach to Teaching Campaigns Online. *Journal of Advertising Education*, 25(1), 13-27.
12. Yang, J. & **Mundel, J.** (2021). "Are We All in This Together?": Brand Opportunism in COVID-19 Cause-Related Marketing and the Moderating Role of Consumer Skepticism. *Journal of Promotion Management*, 27 (6) 877-899.
13. Alhabash, S., **Mundel, J.**, McAlister, A., Quilliam, E.T., Richards, J., Deng, T., & Lynch, K. (2021) Processing of Social Media Alcohol Advertising among Underage Minors: Effects of Models' Age. *International Journal of Advertising*, 40 (4), 552-581.
14. **Mundel, J.** (2020). International Virtual Collaboration in Advertising Courses: Building international and intercultural skills from home. *Journal of Advertising Education*, 24 (2), 112-134.
15. Nieves-Pizarro, Y., & **Mundel, J.** (2019). Being Black and Latin@: How Telemundo Articulates Blackness within the Latin American Panethnic Identity. *Journal of Latin American Communication Research*, (7), 123-148.
16. Chu, S.C., Yang, C., Yang, J., **Mundel, J.** (2019). Understanding Advertising Client-Agency Relationships in China: The Impact of Relationship Quality and Guanxi on Agency Performance. *Journal of Advertising*, 48(5), 473-494.
17. **Mundel, J.**, Nieves-Pizarro, Y., *Wickham, D. and *Aiello, M. (2019), Malvinas/Falkland Islands War: a look into ads, *Journal of Historical Research in Marketing*, 11 (2), 227-248.

18. **Mundel, J.**, Huddleston, P., Behe, P., Sage, L., & Latona. (2018). An Eye-Tracking Study of Minimally Branded Products: Hedonism and Branding as Predictors of Purchase Intentions. *Journal of Product and Brand Management*, 27 (4), 146-157.
19. **Mundel, J.**, & Nieves, Y. (2017 online). Advertising in times of war: Themes in Argentine print advertising during the Malvinas/Falklands War. *Journal of Marketing Communications*, (2019) 25 (2), 158-179.
20. **Mundel, J.**, Huddleston, P., & Vodermeier, M. (2017). An exploratory study of consumers' perceptions: What are affordable luxuries? *Journal of Retailing and Consumer Services*, 35, 68-75.
21. Ahn, H. & **Mundel, J.** (2015 online). Luxury brand advertising in Argentina: Changes following import restrictions. *Journal of Marketing Communications*, (2018) 24 (3) 291-303.

Editor-Reviewed Book Chapters (* = Student)

1. Wan, A., Yang, J. & Mundel, J. (accepted). Impulsive and Compulsive Buying and Consumer Wellbeing: A Review. In *Consumer Psychological Wellbeing*. Ed: Sonmez, F. Springer
2. **Mundel, J.**, Yang, J., & Wan, A. (2022). Influencer Marketing and Consumer Well-Being: A Multi-Faceted Look at Unintended Effects. In *The Emerald Handbook for Computer-Mediated Communication and Social Media*. Ed: Freberg, K. Bingley, West Yorkshire, England: Emerald.
3. Kim, H., Deng, T., & **Mundel, J.** (2022). A Computational Text Analysis Study on Marijuana Edible Product Use on Twitter. In *The Emerald Handbook for Computer-Mediated Communication and Social Media*. Ed: Luttrell, R. Bingley, West Yorkshire, England: Emerald.
4. **Mundel, J.**, Close, S., & *Sasiela, N. (2022). Drag Dollars: Making Room for the Queens in Advertising. In *Queer Visibility, Online Discourse and Political Change: From RuPaul's Drag Race to Drag in the Global Digital Public Sphere*. Gudelunas, D. & Brennan, N. (Eds). New York, NY: Routledge.
5. **Mundel, J.** & DeMoya, M. (2022). Pulling Back the Curtain on Advertisers' Perceptions of Male Images in U. S. Ads. In *The rhetoric of masculinity: Male body image, media, and gender role stress/conflict*. Ed: Pompper, D. Lanham, MD: Rowman & Littlefield.
6. Nieves-Pizarro, Y. & **Mundel, J.** (2021) #RickyRenuncia: The Hashtag that Took Collective Outrage from Social Media to the Streets, in *Latin American Diasporas in Public Diplomacy*, eds. Bravo, V. & DeMoya, M. New York, NY: Palgrave Macmillan Series in Global Public Diplomacy.
7. **Mundel, J.**, Quintero, E., DeMoya, M. (2019). Internationalization Opportunities for Strategic Communication, Case Study: Engaging with Latin America and the Latino Communities in Public Relations and Advertising Courses. In *Internationalizing the Communication Curriculum in an Age of Globalization: Why What, and How*. Eds: Turner, P., Bardhan, S., Quigley Holden, T., Mutua, E. New York, NY: Routledge.

8. Alhabash, S., **Mundel, J.**, Hussain, S. (2017). Social Media Advertising: Unraveling the Mystery Box, in *Digital Advertising*. Eds. Rodgers, S. & Thorson, E. New York, NY: Routledge.

REFEREED CONFERENCE PRESENTATIONS

(* = Student)

- Wan, A., Kim, J.K., & **Mundel, J.** (07/2023). Exploring consumers' perception of luxury fashion brands in sugar dating websites' social media. Recent Advances in Retailing and Consumer Science Conference. Lyon, France.
- Yang, J., **Mundel, J.**, Huddleston, P., & Behe, B. (07/2023). Consumer Responses to "Multicultural Marketing." Recent Advances in Retailing and Consumer Science Conference. Lyon, France.
- Mundel, J.** (04/2023). Multiculturalism in Social Media Ads. Western Decision Sciences Institute Annual Meeting 2023, Portland, OR.
- Close, S. & **Mundel, J.** (05/2023). Fandom, Rivalry, and Racism in *RuPaul's Drag Race*. 73rd Annual ICA Conference, Toronto, Canada.
- *Madouh, M., **Mundel, J.** & Janoske, M. (08/2022). Chatting with #Ana and #Mia: Instagram Community & Eating Disorder Recovery. *Association for Education in Journalism and Mass Communication 2022 Annual Conference*, Detroit, MI.
- Mundel, J.** & Yang, J. (07/2022). Comparison and Identification with (Dis)Similar Models in Ads: Latinx Consumer Responses to Social Media Ads. *Recent Advances in Retailing and Consumer Science Conference*, Baveno, Italy.
- Mundel, J.**, Deng, T., Kim, H., & Stantz, J. (04/2022). Marijuana Goes Mainstream: Adopting Traditional Marketing Principles. *Western Decision Sciences Institute*, Hawaii, HI.
- Huddleston, P., Alhabash, S., Kononova, A., **Mundel, J.**, McAlister, & A., Richards, J. (04/2022). When "Made In USA" Is Or Isn't. *Western Decision Sciences Institute*, Hawaii, HI.
- Yang, J. & **Mundel, J.** (03/2021). "Are We All in This Together?": Brand Opportunism in COVID-19 Cause-Related Marketing and the Moderating Role of Consumer Skepticism. *American Academy of Advertising Annual Conference*, Virtual Conference (**Top Paper Award**)
- Yang, J. & **Mundel, J.** (08/2020). Brand Feedback to Negative eWOM on Social Media: An Expectation Violation Approach. *Association for Education in Journalism and Mass Communication 2020 Annual Conference*, San Francisco, CA.
- Mundel, J.** (05/2020). Going for the healthy, never overweight, look A qualitative study of advertisers' perspectives on images of men in ads. *International Communication Association*, Gold Coast, Australia.
- Stantz, J., Deng, T., *Sasiela, N., & **Mundel, J.** (03/2020). Visual Attention to Models in Food Ads. *American Academy of Advertising Annual Conference*, San Diego, CA.
- Pett, R. & **Mundel, J.** (11/2019). Gendered Foods: An exploratory study of associations between marketing communication, gender-based food perceptions, and food consumption patterns. *National Communication Association Annual Convention*, Baltimore, MD. (nominated top faculty paper)
- Mundel, J.**, Deng, T., *Hope, C. (07/2019). Effects of multiple brand endorsements by non-celebrity influencers. *Global Fashion Management Conference*, Paris, France.
- Mundel, J.** (03/2019). Branding for Health Products Effect on Condom Purchase and Use Intentions. *American Academy of Advertising Annual Conference*, Dallas, TX.

- Chu, S.C., Yang, C., Yang, J., **Mundel, J.** (03/2019). Understanding Advertising Client-Agency Relationships in China: The Impact of Relationship Quality and *Guanxi* on Agency Performance. *American Academy of Advertising Annual Conference*, Dallas, TX.
- Mundel, J.** (02/2019). Influence of Food Marketing, Race, and Socioeconomic Status on Eating Disorders Among Disadvantaged Males in the Midwest. *American Marketing Association Winter Conference*, Austin, TX.
- Mundel, J.** & Huddleston, P. (08/2018). Reinvestigating the Beauty Match Up in Food Ads. *Association for Education in Journalism and Mass Communication 2018 Annual Conference*, Washington DC.
- Uysal, N., & **Mundel, J.** (08/2018). Does Geographical Location Matter in Business-to-Business Advertising Expenditure Decisions? Evidence from Manufacturing Firms. *Association for Education in Journalism and Mass Communication 2018 Annual Conference*, Washington DC.
- Deng, T., **Mundel, J.**, Lynch, K., Kononova, A., and Alhabash, S. (08/2018). Predicting Cellphone Use while Driving and Walking Among College Students. *Association for Education in Journalism and Mass Communication 2018 Annual Conference*, Washington DC.
- Soopramani, D., **Mundel, J.**, & Huddleston, P. (07/2018). A cross-country comparison of the conceptualization of affordable luxuries by American and Chinese Millennial Consumers. *Recent Advances In Retailing And Services Science Conference*, Madeira, Portugal.
- Mundel, J.**, Lynch, K., Nelson, M., Alhabash, S., Clark, E., Deng, T., Hussain, A., Kanver, D., McAlister, A., Nieves-Pizarro, Y., Quilliam, E.T., & Richards, J. (04/2018). *The effect of model's age on evaluations and behavioral intentions related to alcohol social media advertisements*. Cognitive Science of Communication Symposium, East Lansing, MI.
- Lynch, K., **Mundel, J.**, Alhabash, S., McAlister, A., Quilliam, E. T., & Richards, J. I. (04/2018). Effects of models' age on the effectiveness of social media advertising of alcohol among underage minors. *Western Decision Sciences Institute*, Hawaii, HI.
- Mundel, J.**, Lynch, K., Nelson, M., et al. (08/2017). Investigating Psychophysiological Processing of Alcohol Advertising on Social Media among Underage Minors: Policy Implications. *Association for Education in Journalism and Mass Communication (AEJMC)*, Chicago, IL.
- Yang, J., **Mundel, J.**, Behe, B., Huddleston, P. (08/2017). The Effect of Hedonic Presentation of Horticultural Product on Consumers' Willingness to Pay and Purchase Intention. *Association for Education in Journalism and Mass Communication (AEJMC)*, Chicago, IL.
- Nieves, Y. & **Mundel, J.** (08/2017). "Afro Latinos' Representation on TV: How Latino media articulates blackness within Latino Panethnicity." *Association for Education in Journalism and Mass Communication (AEJMC)*, Chicago, IL.
- Mundel, J.**, Nieves-Pizarro, Y., *Wickham, D., *Aiello, M. (08/2017). A Comparative Content Analysis of Argentine and British Print Advertisements During the Malvinas/Falkland Islands War. *Association for Education in Journalism and Mass Communication (AEJMC)*, Chicago, IL.
- Mundel, J.**, Yang, J., Huddleston, P., Behe, B., Sage, L. (07/2017). Impact of product presentation on online shopping: can the Internet stimulate plant purchase intentions? *European Association for Education and Research in Commercial Distribution Conference*, Dublin, Ireland.
- Mundel, J.**, Lynch, K., Nelson, M., et al. (04/2017). The effect of model's age on evaluations and behavioral intentions related to alcohol social media advertisements. D.C. *Health Communication Conference (DCHC)*, Washington DC.
- Mundel, J.**, Sanders-Jackson, A. (03/2017). Plain Packaging and Tobacco Regulation: A Comparative Study on Preventive Strategies in the US and the UK. *National Conference on Tobacco or Health (NCTOH)*, Austin, TX.

- Mundel, J., Huddleston, P., Behe, P., Latona, C., & Sage, L.** (07/2016). Does brand matter? Effects of brand display on potted agricultural products. *Recent Advances In Retailing And Services Science Edinburgh Conference*, Edinburgh, Scotland.
- Mundel, J., Huddleston, P., & Vodermeier, M.** (07/2016). Bridging industry and consumers' trends: what are affordable luxuries?. *Recent Advances In Retailing And Services Science Edinburgh Conference*, Edinburgh, Scotland.
- Mundel, J., & Nieves, Y.** (08/2016). War Advertising: Themes in Argentine Print Advertising During the Malvinas / Falklands War. *Association for Education in Journalism and Mass Communication (AEJMC)*, Minneapolis, MN.
- Nieves, Y., **Mundel, J.**, et al. (08/2016). Cultural Adaptation in U.S. and Mexican Beer Ads: The Moderating Effect of Automatic Bias Against Hispanics on Visual Attention. *Association for Education in Journalism and Mass Communication (AEJMC)*, Minneapolis, MN.
- Mundel, J., & Ahn, H.** (05/2013). The Effects of Currency and Imports Restrictions on Luxury Advertising in Argentina: Content Analysis of Ads in Argentine Fashion Magazines. *American Academy of Advertising (AAA) Global Conference*, Hawaii, HI.

PANEL PRESENTATIONS

Invited

- Mundel, J.** (03/2022). Diversity, Equity, & Inclusion in Action: Advertising Research, Teaching, And Practice. *American Academy of Advertising 2022 Annual Conference*, St. Petersburg, FL. - **Presenter**
- Mundel, J.** (03/2021). The complexity of brands taking a stand. *American Academy of Advertising 2021 Annual Conference*, Virtual Conference. – **Presenter**

Proposed Panel Presentations

- Mundel, J.** (08/2021). Contextual Advertising and BLM Appropriation. *Association for Education in Journalism and Mass Communication 2020 Annual Conference*, Virtual Conference (New Orleans). – **Organizer/Presenter**
- Mundel, J.** (03/2017). Panel: Rising to the Top: Hispanic Women in Advertising. *Instituto Cervantes*. Chicago, IL. – **Organizer/Moderator**

Discussant

- Mundel, J.** (03/2021). Translating Consumer Neuroscience into Advertising Research and Education. *American Academy of Advertising 2021 Annual Conference*, Virtual Conference. - **Presenter**
- Mundel, J.** (08/2020). Innovative Audience and Consumer Research: Behaviors, Emotions and Moments. *Association for Education in Journalism and Mass Communication 2020 Annual Conference*, San Francisco, CA. - **Presenter**
- Mundel, J.** (08/2020). The Role of the Media in Puerto Rico during Times of Crisis. *Association for Education in Journalism and Mass Communication 2020 Annual Conference*, San Francisco, CA. - **Presenter**
- Mundel, J.** (03/2020). Diversity, Equity, & Inclusion in Action: Advertising Research, Teaching, And Practice. *American Academy of Advertising 2020 Annual Conference*, San Diego, CA. - **Presenter**
- Mundel, J.** (03/2018). Panel: Preparing Undergraduate Students for Industry by Enhancing Research and Communication Skills. *American Academy of Advertising 2018 Annual Conference*, New York, NY. - **Presenter**

GRANTS

External Grants

- Mundel, J.,** Silcock, B. & McManus, K. (2023). Empowering Future Journalists: Advancing Media Education and Fostering Innovation. US Department of State. \$249,951. Awarded.
- Mundel, J.** (2023). *Hubert H Humphrey Fellowship Program*. Institute of International Education. \$290,800. Awarded.
- Mundel, J.** (2023). Strengthening Journalism Education in Georgia. *International Center for Journalists (ICFJ)*. \$67,000. Subaward from Assistance for Europe, Eurasia, and Central Asia (AEECA) & Economic Support Fund (ESF) Public Diplomacy, by ICFJ (\$249,634). Funded.
- Roschke, K. & **Mundel, J.** (2022). *Study of the United States Institute*. Meridian International Center. Funded. \$173,703
- Websdale, N., Katz, C., **Mundel, J.**, Gilpin, D., Pendyala, R., Polzin, S. Kreiser, K., & Cruz, E. *Restitución de Derechos de Víctimas y Sobrevivientes de la Violencia de Género (2022)*. US Agency for International Development (USAID). \$35,000,000. Funded.
- Mundel, J.** (2022). *Hubert H Humphrey Fellowship Program*. Institute of International Education. \$309,803. Awarded.
- Mundel, J.** (2022). *Ethnic Identification Among Multicultural Audiences in Ads*. Dean's Summer Research Grant. *Arizona State University*. Funded. \$6,000
- Mundel, J.** (2022) *Images of People or Plants: Which Sells More?* Horticultural Research Institute. \$30,000. Funded. (Subaward from Behe, Huddleston, Yang, & Mundel, \$34,000).
- Roschke, K. & **Mundel, J.** (2022). *Study of the United States Institute*. Meridian International Center. Funded. \$173,701
- Gilpin, D. & **Mundel, J.** (2022). *Study of the United States Institute*. University of Montana. Funded. \$301,101. Funded.
- Mundel, J.** (2021). *Hubert H Humphrey Fellowship Program*. Institute of International Education. \$314,000. Funded.
- Mundel, J. (2019). *AEJMC's Minorities in Communication Division Poindexter Grant*. \$500. Funded.
- Alhabash et al. (2016). *Identification with Models in Beer Ads*. Grant Project Manager - Michigan Applied Public Policy Research Paper (MAPPR). \$20,000. Funded.

Internal Grants

- Vizcaino, M., **Mundel, J.**, & Wharton, C. (2022). *A Mixed Methods Approach to Explore Current Social Media Content That Facilitates and/or Hinders Health-Related Behavior Change to Prevent T2D among US Hispanics*. Cronkite-CHS Collaborative Seed Grant Program. Funded. \$7,447.11
- Mundel, J.** (2020). *Consumer Perceptions of Brand Opportunism During Tumultuous Times*. DePaul University Research Council Grant. \$4,500. Funded
- Mundel, J.** (2019). *Age Identification for Shoppers in Ads*. Sponsored by Michigan State University. \$1900. Funded.
- Mundel, J.** & Haug, E. (2019). *DePaul University's Global Learning Experience: PRAD 335, Advertising and Society*. DePaul University. \$3,500. Funded.
- Mundel, J.** (2019). *Cultural Identification with Latinx Models in Ads and Risky Behaviors*. DePaul University's College of Communication Summer Research Grant. \$4,500. Funded.
- Mundel, J.** & Janoske, M. (2019) *Chatting with #Ana and #Mia: Instagram Community & Eating Disorder Recovery*. DePaul University Research Council Grant. \$4,500. Funded.

- Mundel, J., & Dillard, S.** (2018). *A multi-faceted plan for increasing enrollment and diversity in Advertising at DePaul University*. Academic Growth and Innovation Fund awarded by DePaul University. \$374,350. Partially Funded (\$280,000).
- Mundel, J.** *Food Marketing in the Midwest*. (2017). Research Council Competitive Grant awarded by DePaul University. \$3,500. Funded.
- Mundel, J.** (2017). *Charles Strosacker Fund for Health Communication Research* awarded by Michigan State University.
- Mundel, J.** (2016). Communication Arts & Sciences Summer Research Excellence Fellowship awarded by Michigan State University.
- Mundel, J.** (2015). *Charles Strosacker Health Communication Grant* awarded by Michigan State University.
- Mundel, J.** (2015). *Communication Arts & Sciences Summer Research Excellence Fellowship* awarded by Michigan State University.
- Mundel, J.** (2015). *Department of Advertising and Public Relations Janet L. Loria Scholarship* awarded by Michigan State University.

AWARDS AND HONORS

- ASU' Advanced Leadership Initiative Fellow (2022-2023):** Nominated by Dean Batts and selected by Provost Gonzalez.
- Outstanding Service Award (2022):** Awarded by the Advertising Division at the *Association for Education in Journalism and Mass Communication*
- Best Journal Paper (2022):** An Asynchronous Approach to Teaching Campaigns Online. Awarded by *Journal of Advertising Education*
- Early Career Teaching Excellence Award (2021):** Awarded by the Advertising Division at the *Association for Education in Journalism and Mass Communication*
- Conference Top Paper (2021):** Yang, J. & Mundel, J. (2021). "Are We All in This Together?": Brand Opportunism in COVID-19 Cause-Related Marketing and the Moderating Role of Consumer Skepticism. Awarded by the American Academy of Advertising
- Ph.Digital Bootcamp Fellowship (2020):** Awarded by Texas State Univ. & Knight Foundation
- 35 Under 35 Young Leaders Making an Impact in Chicago (2020):** Awarded by Chicago Scholars
- Excellence in Teaching Citation (2017):** Awarded by the College of Communication Arts & Sciences at Michigan State University
- Outstanding Doctoral Student (2016):** Awarded by the College of Communication Arts & Sciences at Michigan State University
- Spartan Venture Fellowship (2016):** Awarded by Spartan Innovations at Michigan State University.

Service to Academia

Editorial Review Boards/Editorships

Journal of Advertising Education Editing Board (2021-2022)

Journal of Advertising Education, Editor (2022-)
 Journal of Marketing Communications, Editorial Review Board (2023 -)

Academic Associations and Conferences

Forum on Education Abroad – 2022 European Conference Organizing Committee

LGBTQ+ Interest Group Executive Committee Member (AEJMC – 2021-)

- LGBTQ+ Interest Group Research Chair (2021-2022)

Advertising Division Executive Committee Member (AEJMC – 2018-)

- Helped plan and organize division's and members.
- Chair of the Graduate Paper Student Competition (2018-2019)
- Advertising Division Research Chair (2019-2020)
- Advertising Division Vice Head (2020-2021)
- Advertising Division Head (2021-2022)
- Past Head Council (2022-)
- Excellence in Teaching Awards Committee (2023-)

Journal Reviewer

International Journal of Retail & Distribution Management, International Journal of Advertising, Journal of Retailing and Consumer Services, International Journal of Hospitality Management, Social Media + Society, Journal of Interactive Advertising, Journal of Marketing Theory and Practice, Food Science, and Natural Resources Forum a United Nations Sustainable Development Journal, Journal of Marketing Communications, Journal of Advertising Education.

Conference Reviewer

American Academy of Advertising, Association for Educators of Journalism and Mass Communication, International Communication Association, American Collegiate Retailing Association.

SPEECHES AND INVITED PRESENTATIONS

- Becas de Grado y Posgrado: Experiencias, Itinerarios y Oportunidades en EE. UU. (November 2022). Universidad Nacional de San Luis. Argentina.
- Audiencias Digitales para Relaciones Públicas (August 2022). Universidad del Salvador. El Salvador.
- Vinculación Universidad Empresa y su Contribución al Desarrollo Regional (Invited). Universidad Gerardo Barrios, El Salvador.
- Backing Creativity with Data. In “Conversations with Neuroscientists” seminar (May 2021). DePaul University, USA.
- Collaborative Online International Learning: Internationalization from Home (June 2020). Universidad Blas Pascal, Argentina.
- From City Branding to City Marketing (May 2019). University of Applied Sciences Amsterdam, Netherlands.

PROFESSIONAL SERVICE: POPULAR AND PROFESSIONAL PRESS ARTICLES

Comment on Facebook as more than a social media platform (2018, April 25). Facebook's Targeted Ads Are More Complex Than It Lets On. *Wired*. Retrieved from <https://www.wired.com/story/facebook-targeted-ads-are-more-complex-than-it-lets-on/>

- Comment on Hispanic audience marketing (2020, April 16). A new logo is being rolled out to unite the Hispanic community. But will it catch on?. *Chicago Tribune*. Retrieved from <https://www.chicagotribune.com/business/ct-biz-nonprofit-launches-hispanic-star-campaign-20200416-ehqj52mo3rgdvksmliprsbwil4-story.html>
- Comment on online advertising (2019, November 17). Cracking the online-ad game — the BJP outperforms the Congress. *The Hindu* (India). Retrieved from <https://www.thehindu.com/news/national/bjp-outperforms-the-congress-in-online-ad-game/article30000699.ece>
- Comment on Hispanic communities' business practices (2019, July 08). 'All the resources were in downtown': Chicago's Latino entrepreneurs struggle to find help, but business groups are stepping up. *Chicago Tribune*. Retrieved from <https://www.chicagotribune.com/business/ct-biz-latino-business-programs-remain-unused-20190708-ylihffstf5aexkiaqdwu7y6ha-story.html>
- Comment on Facebook's advertising practices (2018, September 18). ACLU says Facebook allows employers to post discriminatory ads. *CNN*. Retrieved from <https://money.cnn.com/2018/09/18/technology/facebook-aclu-discrimination-complaint/index.html>