

RENÉE D. SHAW HUGHNER

Associate Professor
Morrison School of Agribusiness
W.P. Carey School of Business
Arizona State University
E-mail: renee.hughner@asu.edu

EDUCATION

- Ph.D. Marketing, Arizona State University, Tempe, Arizona (August 2000)
- M.B.A. University of Massachusetts at Amherst (magna cum laude, May 1992)
- B.S. Major: Accounting Minor: French
University of Massachusetts at Amherst (cum laude, May 1987)
“Certificat Élémentaire de Français Pratique”, Alliance Française, 1990

RESEARCH PROGRAM

Refereed Journal Publications

- Grebitus, Carola, Anne Odile Peschel and Renee Shaw Hughner (2018) “Voluntary Food Labeling: The Additive Effect of “Free From” labels and Region of Origin,” *Agribusiness*, 1-14.
- Dumitrescu, Claudia, Renée Shaw Hughner and Clifford J. Shultz II (2018) “Examining Consumers’ Responses to Corporate Social Responsibility Addressing Childhood Obesity: The Mediating Role of Attributional Judgments,” *Journal of Business Research*, Vol 88 (July) 132-140.
- Lacagnina, Gina, Renee Shaw Hughner, Cristina Barroso, Richard Hall and Christopher Wharton (2017) “Supply Chain Barriers to Healthy, Affordable Produce in Phoenix-Area Food Deserts,” *Journal of Food Distribution Research*, November. Vol 48 (3) 1-15.
- Dumitrescu, Claudia, Renée Shaw Hughner and Cliff J. Shultz II (2016) "Why Do Some Consumers Make Unhealthy Food Choices?" *Journal of Food Product Marketing*, May 1-22.
- Dumitrescu Claudia, Renée Shaw Hughner & Clifford J. Shultz II (2016). Policy and Marketing Changes to Help Curb Childhood Obesity: Government Ban Vs. Industry Self-Regulation. *International Journal of Consumer Studies*, 40(5), 519-526.
- Wharton, Christopher M., Renée Shaw Hughner, Lexi MacMillan and Claudia Dumitrescu (2015) "Community Supported Agriculture Programs: A Novel Venue for Theory-Based Health Behavior Change Interventions" *Ecology of Food and Nutrition*, May-Jun 54(3) 280-301.

- Nganje, William, Renée Shaw Hughner and Paul Patterson (2014) "Perception of Risks and Preferences for Locally Grown Produce: A Marketing System Approach" *Journal of Food Products Marketing*, Vol 20 (2) 196-214.
- Nganje, William E., Renée Shaw Hughner and Nicholas E. Lee (2011) "State-Branded Programs and Consumer Preference for Locally Grown Produce" *Agricultural and Resource Economics Review*, 40 (1) 20-32.
- Hughner, Renée Shaw, Jill Maher, Nancy Childs and William Nganje (2009) "Fish: Friend or Foe? Food Policy and Subpopulation Warnings for Consumers" *Food Policy*, 34 (2) 185-197.
- Hughner, Renée Shaw and Susan Schultz Kleine (2008), "What Does Health Mean?: Consumers' Lay Health Theories in Relation to Prevailing and Countervailing Paradigms," *Qualitative Health Research*, 18, (12) 1687-1703.
- Hughner, Renée Shaw, Jill Kurp Maher and Nancy Childs (2008) "Review of Food Policy and Consumer Issues of Mercury in Fish," *Journal of the American College of Nutrition*, April 27 (2) 185-194.
- Hughner, Renée Shaw, Pierre McDonagh, Andrea Prothero, Clifford Shultz II and Julie Stanton (2007) "Who are Organic Food Consumers? A Compilation and Review of Why People Purchase Organic Food," *Journal of Consumer Behaviour*, Vol 6, (2-3) 94-110.
- Hughner, Renee Shaw and Jill Maher (2006) "Factors that Influence Parental Food Purchases for Children: Implications for Dietary Health," *Journal of Marketing Management*, Vol. 22 (9) 929-954.
- Maher, Jill Kurp and John B. Lord, Renée Shaw Hughner, and Nancy M. Childs (2006) "Food Advertising on Children's Television: An Exploratory Look at Changes in Products and Appeals 2000-2005," *Young Consumers: Insight and Ideas for Responsible Marketers*, Vol. 7, (4) 41-52.
- Maher, Jill K. and Renée Shaw Hughner (2005) "Experiential Marketing Projects: Student Perceptions of Live Case and Simulation Methods," *Journal for Advancement of Marketing Education*, Vol. 7 (Winter) 1-10.
- Burkink, Tim, Renée Shaw Hughner, and Raymond Marquardt (2005) "An Analysis of Health Department Violations in Restaurants by Ownership Type," *Journal of Foodservice Business Research*, Vol. 7 (1) 97-115.
- Hughner, Renée Shaw and Susan Schultz Kleine, (2004) "Views of Health from the Lay Sector: A Compilation and Review of How Individuals Think About Health," *Health: An Interdisciplinary Journal for the Social Study of Health, Illness and Medicine*. (October) Vol. 8 (4) 395-422.
- Lastovicka, John, Lance Bettencourt, Renée Shaw Hughner, and Ron Kuntze (1999) "Lifestyle of the Tight and Frugal: Theory and Measurement," *Journal of Consumer Research* (June), Vol. 26 (1) 85-99.

Kleine, Susan Schultz and Renée Shaw Hughner (1999) "Paradigm Shifts in Health Care: Consumers' Personal Theories of Health," *Alternative Health Practitioner* (Winter) Vol 5 (3).

Referred Conference Proceedings

Hughner, Renée Shaw, Claudia Dumitrescu, Russell Branaghan and Clifford Shultz II "How Sweet It Is: A look at the Efficacy of Warning Labels on Sugar Sweetened Beverages" in *Proceedings of the 2017 International Food Marketing Research Symposium*, Mark Lang, Marina Tomic, and Marija Cerjak. eds., Dubrovnik, Croatia: June 14-16, 2017.

Grebitus, Carola and Renée Shaw Hughner "Consumer Preferences for Foods Labeled as GM-Free AND Pesticide-Free" accepted to the 2017 Agricultural & Applied Economics Association (AAEA) Annual Meeting in Chicago, Illinois.

Grebitus, Carola, Renée Shaw Hughner and Anne O. Peschel "Drivers of Demand for Specialty Crops – The example of Arizona-Grown Medjool Dates" in the Proceedings of the Agricultural & Applied Economics Association (AAEA) 2016 Annual Meeting, July 31 – August 2, 2016, Boston Massachusetts.

Hughner, Renée Shaw, Carola Grebitus, and Anne O., Peshcel "Drivers Of Demand for Specialty Crops: The Case Of Arizona-Grown Medjool Dates" in *Proceedings of the 2016 International Food Marketing Research Symposium*, John L. Stanton, Mark Lang, Maurizio Canavari. eds., Bologna, Italy: June 13-14, 2016.

Hughner, Renée Shaw "Stage I: Examining Foodservice Broker Consolidation in the U.S.: The Manufacturer Perspective " in *Proceedings of the 2015 International Food Marketing Research Symposium*, John L. Stanton, Mark Lang. eds., Chania, Crete, Greece: June 2015.

Hughner, Renee Shaw, Christopher Wharton, Claudia Dumitrescu, and Gina Lacagnina "Development and Evaluation of Cross-Disciplinary Educational Materials Designed for College Students: Promoting the Understanding of Food Deserts, Nutrition and Importance of Access," *Proceedings of the 40th Annual Macromarketing Conference*, Clifford ShultzII, Raymond Benton and Olga Kravets eds., Chicago, IL: June 2015: 863

Wharton, Christopher M., Renée Shaw Hughner, Lexi MacMillan, and Claudia Dumitrescu "Community Supported Agriculture Programs: A Novel Venue for Theory-Based Health Behavior Change Interventions" in *Proceedings of the 2014 International Food Marketing Research Symposium*, John L. Stanton, Mark Lang, Klaus Grunert, eds., Aarhus, Denmark: June 2014.

Dumitrescu, Claudia, Renée Shaw Hughner, and Clifford J. Shultz II "Companies Can Do Well by Doing Good: Consumers' Responses to Corporate Social Responsibility Addressing Childhood Obesity" Marketing & Public Policy Conference, Boston, MA (June 2014)

- Dumitrescu, Claudia, Clifford J. Shultz II, and Renée Shaw Hughner (2014), “The Benefits and Negative Consequences of Global Marketing Systems in the Balkans – The Case of Romania” in *Macromarketing and the Crisis of the Social Imagination: Proceedings of the 39th Annual Macromarketing Conference*, A. Bradshaw, M. Laamanen, & A. Reppel, eds., London, UK: University of London, July 2-5, 2014.
- Dumitrescu, Claudia, Renée Shaw Hughner, and Clifford J. Shultz II “An Attributional Explanation of Consumers’ Unexpected Attitudes and Behavior Toward Poor-Nutritional Products, with Implications for Childhood Obesity,” Association for Consumer Research North American Conference, (October 2013).
- Dumitrescu, Claudia, Renée Shaw Hughner, and Clifford J. Shultz II (2013), “Unhealthy Food Choices Explained by Attitudes toward Obesity,” in *Proceedings of the 2013 International Food Marketing Research Symposium*, John L. Stanton & Mark Lang, eds., Budapest, Hungary: Szent Istvan University, June 20-21, 2013.
- William E. Nganje, Renée Shaw Hughner and Paul Patterson (2012) “Stated and Revealed Preference for Locally Grown Produce: Implications for Food Marketing Systems,” Institute of Food Marketing Research Symposium. *Philadelphia, PA* St Joseph's University: June 2012.
- Nganje, William E., Renee Shaw Hughner and Nicholas E. Lee, “Identification of the Attributes of an Effective State-Branding Program,” NAREA Economics of Local Food Markets Workshop: June 2010.
- Hughner, Renee Shaw, William E. Nganje and Nicholas E. Lee, “Identification of the Attributes of an Effective State-Branding Program,” Exploring the Frontiers of Macromarketing, 35th Annual Macromarketing Conference: June 2010.
- Wharton, Christopher and Renee Shaw Hughner and L. MacMillan “The roles and values of community supported agriculture: Opinions of CSA members and nutrition experts [poster presentation].” *. Presented at the Association for the Study of Food and Society Conference, State College, PA, 2009.
- Jessica Robinson, Renée Shaw Hughner, William Nganje, and Paul Patterson (2008) “Stated and Revealed Preference for Locally Grown Produce: Implications for Food Marketing Systems,” *Macromarketing: Systems, Causes and Consequences*. Western Education and Research Activities Committee on Agribusiness (WERA) WERA-72 2008 Meeting, Eds. William Nganje and Wes Harrison.
- Hughner, Renée Shaw, Jessica Robinson, William Nganje (2008) “Stated and Revealed Preference for Locally Grown Produce: Implications for Food Marketing Systems,” *Macromarketing: Systems, Causes and Consequences. Papers of the 33rd Annual Macromarketing Conference*, Eds. William E. Kilbourne and John D. Mittelstaedt, p. 136.
- Cadwallader, Susan, Claudia M. Bridges, Thomas C. Boyd, Katrin R. Harich, and Renee Shaw Hughner (2008) “The Class Less Traveled – Teaching Innovations that Make a Difference,” *Reaching New Heights in Marketing Education. 2008 Marketing Educators’ Association Conference Proceedings*, Eds. Robert A. Lupton and Barbara L. Gross, p.81.

- Shaw Hughner, Renée, Pierre McDonagh, Andrea Prothero, Clifford J. Shultz II and Julie Stanton "The Big O?: Organic Food Aesthetics in American Everyday Life," Forthcoming. Accepted for publication in the Proceedings of the 2007 International Society of Marketing and Development and The Macromarketing Society Joint Conference.
- Shaw Hughner, Renée, Jill Kurp Maher and Nancy Childs "Fish, Methylmercury and Health: Exploring a Market-Oriented Public Advisory," Forthcoming. Accepted in the Proceedings of the 2007 International Society of Marketing and Development and The Macromarketing Society Joint Conference.
- Childs, Nancy, Renée Shaw Hughner and Jill Kurp Maher "Fish: Friend or Foe? Food policy, Health Claims and Subpopulation Warnings for Consumers," Forthcoming. Accepted for publication in the Proceedings of the 2007 Institute of Food Technologists (IFT) Annual Meeting.
- Maher, Jill Kurp, Renée Shaw Hughner and Nancy Childs, "Mercury Warning Disclosure Efficacy on Consumer Beliefs and Purchase Intentions of Fish," Forthcoming. Accepted for publication in the Proceedings of the 2007 European Association for Consumer Research Conference.
- Stanton, Julie, Renée Hughner, Pierre McDonagh and Andrea Prothero (2005) "Consumer Attitudes Toward Organic Foods: A Cross-Cultural Examination of U.S. and Irish Market Segments," *Macromarketing at 30: Discourse, Diversity and Distinction. Papers of the 30th Annual Macromarketing Seminar*, Eds. Mark Peterson and Ronald Paul Hill p.11.
- Hughner, Renée Shaw and Jill Kurp Maher, and Neil A. Granitz (2004) "Why Parents Buy: An Exploratory Investigation of the Influences Affecting the Purchase of Children's Food Products," *Macromarketing Scholarship & Education for a Global Century: Papers of the 29th Annual Macromarketing Seminar*, Eds. John D. Mittelstaedt and Stanley J. Shapiro pg. 258.
- Burkink, Tim, Renée Hughner, and Raymond Marquardt (2004), "An Analysis of Health Department Violations in Restaurants by Ownership Type," *Macromarketing Scholarship & Education for a Global Century: Papers of the 29th Annual Macromarketing Seminar*, Eds. John D. Mittelstaedt and Santley J. Shapiro, pg.255.
- Hughner, Renée Shaw, Pierre McDonagh, Andrea Prothero, Julie Stanton and Clifford Shultz II, (2003) "Exploring Organic Food Consumption: Issues, Findings and Prognoses," *European Advances in Consumer Research*, Eds. Darach Turley and Stephen Brown Volume 6 pg. 240.
- Hughner, Renée Shaw and Jill Maher, (2003) "Changing Students' Lives: Facilitating Learning through the Incorporation of Supplementary Books" *MEA Diamond Attractions: Ideas for Innovation Conference Proceedings*, Eds. John Schibrowsky and Beverlee B. Anderson.
- Hughner, Renée Shaw and Susan Schultz Kleine, (2000) "Consumers' Personal Theories of Health in an Environment of Shifting Paradigms," *Advances in Consumer Research*, Eds. Stephen J. Hoch and Robert J. Meyer, Volume 27.

Refereed Conference Presentations

Lacagnina, Gina, Christopher Wharton and Renée Shaw Hughner " Association for the Study of Food and Society /Agriculture, Food & Human Values Society 2014, The University of Vermont.

Dumitrescu, Claudia, Renée Shaw Hughner, and Clifford J. Shultz II, "Consumers' Responses to Government Regulation and Corporate Self-Regulation, with Implications for Childhood Obesity," *2013 American Marketing Association Winter Educators' Conference*, Special Session on Food Marketing, Corporate Social Responsibility, and Public Policy, Las Vegas, NV, February 15-17, 2013

Lee, Nicholas E., William Nganje, and Renee Shaw Hughner "State Branded Programs and Consumer Preference for Locally Grown Produce", AAEA Selected Presentation, AAEA, CAES, & WAEA Joint Annual Meeting in Denver, July 2010.

Hughner, Renee Shaw, William Nganje, and Nicholas E., "State Branded Programs and Consumer Preference for Locally Grown Produce", *Northeastern Agricultural Resource Economics Association* , Workshop: The Economics of Local Food Markets June 2010.

Wharton, Christopher and Renée Shaw Hughner, "The Role of Community Supported Agriculture: Talking with Current, Former, and Nonmembers," The 2009 Joint Annual Meeting of the Agriculture, Food and Human Values Society and the Association for the Study of Food and Society.

Hughner, Renee Shaw and Jill Maher, "Mercury Rising: The Effect of a Warning Disclosure on Consumer Perceptions of a Healthful Product," The 2006 Annual Macromarketing Seminar. June 2006.

Burkink, Tim, Renée Hughner, and Raymond Marquardt (2003), "An Analysis of Health Department Violations in Restaurants by Ownership Type," Conference of the *Food Distribution Research Society*. Mississippi State University: Biloxi, MS.

Kleine, Susan Schultz and Renée Shaw Hughner (2001) "Understanding How Consumers Incorporate Conventional and Complementary Health Beliefs into their Health Paradigms, 17th Annual Q-Methodology Conference, Ball State University, Muncie, Indiana.

Shaw, Renée and James Marshall (1996) "Consumption and Identity in a Minority Subculture," *Association for Consumer Research Conference*, Tucson, Arizona.

Shaw, Renée and John Lastovicka (1996) "Toward An Understanding of Consumer Frugality: Measure Development and Validation," *Advances in Consumer Research*, Eds. Kim P. Corfman and John G. Lynch, Jr. Volume 23.

Research Presentations and Workshops

Grebitus, Carola Grebitus and Renee Shaw Hughner. Food and Farm Forum. May 2018, Agritopia, Gilbert, AZ

Grebitus, Carola Grebitus and Renee Shaw Hughner. *Southwest Agricultural Summit*. February 22-22 2017, Yuma, Arizona.

Grebitus, Carola Grebitus and Renee Shaw Hughner. *ASU Workshop on Medjool Dates*. November 2016, Arizona State University, Morrison School of Agribusiness at the Polytechnic Campus.

Hughner, Renee Shaw (2002), “Marketing and Promotion” Presented to Balkan Advertising Executives in conjunction with The Russian & East European Studies Consortium at Arizona State University (May 2002)

Hughner, Renée Shaw (2000) “Changing Health Paradigms” Presented at The Erivan K. Haub School of Business Research Forum, Saint Joseph's University, February.

Hughner, Renee (Advisor), Logan Rohloff, Mariah Chacon, Mariah Kerr , Josh Reyes, Daisy Solis-Alvarez “Circulars: Love ‘em, hate ‘em, can’t live without ‘em? A Case Solution,” Presented at poster session in *Innovations in Sustainable Food Systems: Improving Youth Engagement and Entrepreneurship on the Farm and Beyond*, May 4-6, 2015, Arizona State University.

Hughner, Renee (Advisor), Logan Rohloff, Mariah Chacon, Colton Hernandez, Mariah Kerr, and Daisy Solis-Alvarez “Developing and pitching a marketing plan for a NEW product: Hands-on learning in The Morrison School” Presented at poster session in *Innovations in Sustainable Food Systems: Improving Youth Engagement and Entrepreneurship on the Farm and Beyond*, May 4-6, 2015, Arizona State University.

Professional Publications

Maher, Jill Kurp and John B. Lord, Renée Shaw Hughner, and Nancy M. Childs (2007) “Food Advertising on Children’s Television: An Exploratory Look at Changes in Products and Appeals 2000-2005,” *SJU Obesity Impact and Issues for the Food Industry* Ed. Nancy Childs.

Dissertation

Hughner, Renee D. Shaw (2000) “A Cultural Analysis of Health Belief Systems: Identifying and Understanding Consumers’ Health Care Paradigms,” (August).

Funded Research Grants

Grebitus, Carola (PI) and Renee Shaw Hughner (Co PI) “Perception of Arizona Grown Medjool Dates” Arizona Department of Agriculture, Specialty Crop Block Grant Program, February 2018 for \$79,165

Grebitus, Carola (PI) and Renee Shaw Hughner “Target Marketing fir Medjool Date Consumer Segments” Arizona Department of Agriculture, Specialty Crop Block Grant Program, Awarded November 2016 \$40,664

Grebitus, Carolla (PI) and Renee Shaw Hughner “Driving Demand for Arizona Grown Medjool Dates” Arizona Department of Agriculture, Specialty Crop Block Grant Program, \$75,052 Awarded May 2015

Hughner, Renee Shaw (PI) and Christopher Wharton (Co-PI) “Transforming food marketing education: development of modules to integrate social justice education and research training across undergraduate curricula” Saint Joseph’s University Department of Food Marketing, \$12,000 Awarded April 2013

Hughner, Renee Shaw (Co-PI), Winifred Scott (Co-PI), and David Forsyth “Micro-Business Consulting and Technical Services” Community Food Connections, \$12,150 (eff: November 7, 2008, end: January 31, 2009).

Hughner, Renee Shaw (Co-PI) and William Ngange (Co-PI) "Identification of the Attributes of an Effective, Private-Sector Funded, State-Branding Program: The Case of Arizona Grown", Arizona Department of Agriculture, \$49,277. (eff: November 1, 2007, exp: August 31, 2009).

Hughner, Renee Shaw (PI) "Peace Corps FY 2008", Peace Corps, \$17,845 (start: October 1, 2007, end: June 30, 2008).

Shultz, Clifford J. (PI), Mark Manfredo, Raymond Marquardt, Troy Schmitz and Renee Shaw Hughner "The Balkans & Black Sea Project: American-Greek-Romanian Initiatives to Enhance Understanding of Multicultural Market Opportunities, Trade and Develop", USDA-U.S. Department of Agriculture, \$99,969 (start: April 1, 2006, end: March 31, 2007).

Patterson, Paul M (PI), Richards, Timothy J., and Hughner, Renee Shaw, "An Analysis of the WGA Pilot Certification Program", Rousseau Farming Company, \$30,050. (start: October 24, 2005, end: April 30, 2006).

Hughner, Renee Shaw (PI) "U.S. Peace Corps Strategies FY2006", Peace Corps, \$16,992. (start: October 1, 2005, end: June 30, 2006).

Hughner, Renee Shaw (PI) "US Peace Corps Strategies FY2005", Peace Corps, \$16,992 (start: October 1, 2004, end: September 30, 2005).

Hughner, Renee Shaw (PI) "US Peace Corps Strategies - FY2004", Peace Corps, \$20,000 (start: October 1, 2003, end: September 30, 2004).

Hughner, Renee Shaw (PI) "PEACE CORPS STRATEGY 2002-2003", Peace Corps, \$19,500 (start: October 1, 2002, end: September 30, 2003).

TEACHING PROGRAM

Mentoring & Extracurricular Student Activities

Master Thesis Committee Member, Gina Lagicini, Nutrition Completed May 2016

Dissertation Committee Member, Sophie Theron, completed May 2014.

Dissertation Advisor, Claudia Dumitrescu, completed May 2013.

Barrett Honor College Student Thesis Member, Amanda Zehring, completed December 2012

Barrett Honor College Student Honors Contract, Analiese Way, Spring 2018

- Masters Thesis Committee Member, Nicholas Lee, Completed Winter 2009.
- Masters Thesis Committee Member, Jodi Smith, Completed Summer 2009.
- Masters Thesis Committee Member, Michelle B. Wolfe “U.K. Consumers’ Reaction to Food Scare and Preferences for Turkey Products with Price Promotion Strategy” Completed Summer 2008.
- Masters Thesis Committee Member, Daniel Voica ““Is There Evidence of Dominant Offsetting Behavior in Food Safety?” Completed Spring 2008.
- Masters Thesis Committee Member, Eric Carlson “Salmonella Growth in Orange Juice,” Completed December 2005.
- Masters Thesis Committee Member, Scott Lyons “Cost-Benefit of the Hazard Analysis Critical Control Point (HACCP) System” Completed Spring 2005.
- Masters Thesis Committee Member, An Van Khanh “Do Consumers Care about Producers?: An Assessment of the Coffee Value Chain from Vietnam to America and Implications for Strategic Management of that Chain” Completed May 2004.
- Advisor, Student Chapter NAMA (National Agri-marketing Association), 2010-current. Attend Annual NAMA conference with students; Advisor for students in Marketing Competition.
 - Faculty Coordinator and Advisor for NGA Show. Arrange for Morrison School students to attend the National Grocers Association’s Annual Convention in Las Vegas; Advisor for student case competition. 2006-current.
 - Faculty Coordinator and Mentor for the FMI Show. Arrange for Morrison School students to attend the annual Food Marketing Institute’s trade show. Select and mentor students; organize trip, 2003-2008.
 - Collaborate with local businesses to bring business experiences into the classroom.
 - Doctoral Seminar Instruction Fall 2008; Spring 2010, Spring 2011 “Topics in Agribusiness”.

Courses Taught

Marketing Management	Strategic Marketing	Marketing Research
Consumer Behavior	Marketing Communications	Management & Org Behavior
Financial Accounting	Managerial Accounting	Agribusiness Marketing
Food Retailing	Current Topics in Food Retailing	

Advisor-related Achievements

First Place in the NGA Collegiate Video Competition	2012
Second Place in the NGA Collegiate Case Competition	2012
Finalist, 5 th Place in the NAMA Marketing Plan Collegiate Competition	2013
First Place in the 2015 NGA Collegiate Case Competition	2015
Second Place in the 2016 NGA Collegiate Case Competition	2016
First Place in the 2016 PBH Foundation Formula Five Marketing Competition	2016
Most Innovative Product Idea Award, National Agri-Marketing Association	2016
First Place in the PBH Foundation Formula Five Marketing Competition	2017
Finalist in the PBH Foundation Formula Five Marketing Competition	2018

SERVICE

University

Committee Member, W.P. Carey Undergraduate Curriculum Committee, 2016 – current
Peace Corps ASU Faculty Representative, 2002- Spring 2008
Faculty Advisor, ASU/Peace Corps International Master's Program, 2003-2006
ASU East Commission on the Status of Women, 2004
Committee Member, ASU East Awards of Excellence Committee, 2003-2004

School

Advisor, Student Marketing Team PBH Formula Five Competition (Produce for Better Health Foundation), 2015- current
Advisor, Student Chapter NAMA (National Agri-marketing Association), 2010 - current
Advisor, National Grocers Association (NGA) Collegiate Case Competition and Student Experience, 2006 - current
Committee Chair, MSABR Undergraduate Curriculum Committee 2017
Committee Chair, MSABR Scholarship Committee 2005-2016
Committee Member, MSABR Scholarship Committee, 2003, 2004, 2017
Advisor, Produce Marketing Association (PMA), student trip 2009 – current
CTI National Competitions Task Force 2011 - 2012
Coordinator, Morrison Guest Speaker Series, 2012- current
Advisor, Food Marketing Institute (FMI) for student trip, 2002-2009
Committee Member, Graduate Academic Standards Committee, 2013
Committee Member, Curriculum Committee 2013
Committee Member, Ad-hoc Appeals Committee 2013
Committee Member, MSABR Doctoral Committee, 2007
Committee Member, MSABR Graduate Committee, 2002-2012
Committee Member, VCC, 2004-current
Committee Member, Standards Committee, 2005
Committee Member, Internships and Career Committee, 2005
Committee Member, MSMA Retail Professor Search Committee, 2008
Committee Member, MSMA Accounting and Finance Professor Search Committee, 2006
Instructor in “Topics in Agribusiness” Doctoral Seminar 2008-2010 .

Professional Service

Chair, Arizona Food and Drug Industry Education Foundation Board 2018 - current
Vice-Chair, Arizona Food and Drug Industry Education Foundation Board 2017 - 2018
Trustee, Arizona Food and Drug Industry Education Foundation Board 2014 - 2017
Chairperson, National Grocers Association Food Industry University Coalition, 2013-2015
Vice-Chair, National Grocers Association Food Industry University Coalition, 2011-2013
Member, National Grocers Association (NGA) Food Industry University Coalition, 2006-2011
Advisory Board Member, Produce Marketing Association (PMA) Pack Foundation 2013 - 2014
Board Member, Institute of Food Products Marketing (IFPM) 2012 - current
Advisory Committee Member, New Root Farm Program of the International Rescue Committee 2010-current
Judge, National Grocers Association Creative Choice Awards, 2011-current

Session co-chair, “Services in Marketing Education,” 2009 Marketing Educators' Association Annual Meeting: Advancing the Practice and Scholarship of Marketing Education
Editorial Review Board, Journal of Macromarketing, 2006-current
Reviewer, Journal of Consumer Affairs - 2014 - current
Reviewer, Journal of Consumer Affairs - 2014 - current
Reviewer, Journal of Food Products Marketing 2013 - current
Reviewer, Journal of Food Distribution Research 2014- current
Reviewer, Agricultural & Human Values, 2010-current
Reviewer, Food Policy, 2009-current
Reviewer, Journal of Consumer Behaviour, 2006-current
Reviewer, Food Quality and Preference – 2016
Reviewer, 2007 Marketing and Public Policy Conference
Reviewer for the *Food Marketing Systems* track at the 2010 Annual Macromarketing Conference
Reviewer for the *Food, Agribusiness, & Aquaculture* track at the 2007 Annual Macromarketing Conference
Reviewer for the *Food and Agribusiness* track at the 2005 Annual Macromarketing Conference
Participant in the Arizona Marketing Consortium 2002-2004
MSABR Representative, Food Marketing Institute Human Resource Conference, 2003
American Marketing Association, 1993-present
Association for Consumer Research, 1993-present
Judge, FFA (Future Farmers of America) Marketing Competition at their Annual Statewide Meeting 2012-present

HONORS AND AWARDS

Recipient, Huizingh Outstanding Undergraduate Service to Students Award, 2014
Recipient, College of Technology and Innovation's Professor of the Year Award, 2012
Nominated ASU Parents Association Professor of the Year, 2012
The Center for Services Marketing and Management at Arizona State University Dissertation Research Grant, 1999
Gene Gallop Fellowship, 1997
Department of Marketing Nominee for College of Business Doctoral Student Teaching Excellence Award 1996, 1997
Doctoral Research Fellowship Award. First Interstate Center for Services Marketing
Regents Graduate Academic Scholarship, 1994-1997

EMPLOYMENT HISTORY

Associate Professor of Food Marketing, Morrison School of Agribusiness and Resource Management, Arizona State University, Mesa, Arizona (August 2009 – Current).

Assistant Professor of Food Marketing, Morrison School of Agribusiness and Resource Management, Arizona State University, Mesa, Arizona (August 2002 – 2009).

Assistant Professor of Food Marketing, Erivan K. Haub School of Business, Saint Joseph's University, Department of Food Marketing Philadelphia, Pennsylvania (August 1999 – August 2001).

Graduate Student Marketing Instructor, Arizona State University, Tempe, Arizona (September 1994 – August 1999).

Graduate Research Assistant, Arizona State University, Tempe, Arizona (September 1994 – August 1999).

Graduate Student Accounting Instructor, Isenberg School of Business, University of Massachusetts at Amherst, Massachusetts (September 1990 – May 1992).

Internal Auditor, Unilever United States, Inc., New York, New York (May 1991-August 1991). MBA internship position. Audit engagements included T.J. Lipton, Chesebrough-Ponds and Calvin Klein Cosmetics Corp.

Public Accountant, Peat Marwick Main, & Co., Boston, Massachusetts (August 1987-January 1990).

File name: vitae posted