
CONSTANCE ELISE “CONNIE” PORTER

228 McNair Hall
Jones Graduate School of Business
Rice University
6100 Main Street, MS-531
Houston, TX 77005
Email: constanceporter@rice.edu

ACADEMIC APPOINTMENTS

Rice University, Jones Graduate School of Business, Houston, TX (from 2011-Present)

Senior Associate Dean of Diversity, Equity and Inclusion

Appointed: 2021

Associate Clinical Professor of Marketing

Appointed: 2021

Assistant Clinical Professor of Marketing

Reappointed: 2019-2022

Appointed: 2016-2019

Visiting Assistant Professor of Marketing

Reappointed: 2012-2016

Appointed: 2011-2012

University of Notre Dame, Mendoza College of Business, Notre Dame, IN (2004-2011)

Assistant Professor (Tenure Track), Department of Marketing

Reappointed: 2008-2012

Appointed: 2005-2008

Instructor, Department of Marketing

Appointed: 2004-2005

EDUCATION

Georgia State University, Robinson College of Business, Atlanta, GA

Doctor of Philosophy (Business Administration: Marketing), January 2005

Advisor: Dr. Naveen Donthu

The University of Michigan, School of Business Administration, Ann Arbor, MI

Master of Business Administration, May 1992

Double Emphasis: Corporate Strategy; Operations Management

MBA Fellow, University of Michigan, Consortium for Graduate Studies in Management

University of Pennsylvania, The Wharton School, Philadelphia, PA

Bachelor of Science in Economics, May 1988

Double Concentration: Finance; Public Policy & Management

SUMMARY OF PROFESSIONAL EXPERIENCE

Dr. Porter has consulted with Fortune 500 clients to design and implement major change/business improvement programs in the telecommunications, entertainment, banking, insurance, energy, chemicals and manufacturing industries. She offered services in strategic planning, customer service operations analysis, business process reengineering, and system requirements development. She managed project teams & sold new business. Her projects were based in the US, Canada and Belgium. Prior to consulting, Dr. Porter completed an extended credit training program at a global banking institution, after which she created structured financing for highly-leveraged firms in the media industry.

SUMMARY OF TEACHING, SERVICE & RESEARCH EXPERIENCE

Summary of Teaching & Pedagogical Experience

- *Award-winning teacher.* Recognized for excellence in teaching both MBA and undergraduate students for almost two decades. (See “Honors, Awards, Grants & Recognitions” below). Experienced in traditional, participant-centered learning.
- *Experienced & Trained Online/Hybrid Course Curriculum Developer and Instructor*
 - Lead Instructor for MBA@Rice program (starting January 2019); Designed the Core Marketing course; Trained in Zoom classroom management technology.
 - Instructor for electives in the Full-time, Traditional MBA-Professional Evening/Weekend and Executive MBA programs; Adapted traditional elective courses to Fully Remote and/or Asynchronous + Fully Remote with Live Session modalities (2020-2021)
- *Designer and Coach for MBA Experiential Learning Courses*
 - Designed/Deliver the Marketing Lab course; Solicit client organizations and coach multiple student-teams for this project-based consulting course.
 - Coached multiple teams as a formal advisor for Action Learning Project and informal advisor (as requested by students) to various experiential courses taught by other faculty.
- *Faculty Leader of Team-Taught Courses.* Developed/Delivered multiple, team-taught, multidisciplinary Executive MBA Seminars. Designed interactive and experiential content, focused on leading-edge business topics and skill-building.

Summary of Key Service Experience & Contributions

- *Mentor.* Serve as mentor to undergraduate, MBA and doctoral students via informal and formal initiatives. Formal initiative include serving as MBA Marketing Club faculty sponsorship and PhD Project/Marketing Doctoral Student Association advisor. Informal mentorship occurred with MBA and undergraduates at both Rice University and University of Notre Dame.
- *Diversity & Inclusion Advocate.* Support various D&I initiatives in recruiting and retaining students in underrepresented minority groups via school-based, local and national events/initiatives (e.g. leading in PhD Project Marketing Doctoral Student Association conferences and events; contributing to the Rice Business Task Force on Racial Equity and Social Justice; partnering with alumni to speak National Black MBA Association session sponsored by Rice Business).
- *Brand Builder.* Frequently cited and recognized in local, regional and national media for teaching and research on marketing topics: Marketplace (American Public Radio), Houston Matters (Houston Pubic Radio), Wallet Hub, Houstonia, and Houston Chronicle.
 - #1 ranked for Media Mentions for Rice University, Nov-Dec, 2019 (1500+mentions).

- *Alumni and Business Community Relationship Builder*
 - Promote/Execute courses and events that build relationships with key stakeholders (e.g. Marketing Lab (with alumni clients), Customer Management Symposium, CMO breakfast knowledge-sharing/networking events, Marketing Alumni-Student Career Networking events).
 - Served as founding content creator for Rice Business Wisdom, which helps build and sustain the Rice Business brand among alumni and the broader business community.
- *Board Member/Community Volunteer*
 - Served as a board member and leader on local/national nonprofit boards (e.g. KidsPeace).
 - Volunteer service at nonprofit organizations (e.g. YES prep, MD Anderson).

Summary of Research Contributions

- *Published & Frequently-Cited Researcher*
 - Published in Financial Times (FT) 50 and other high-quality journals: Management Science, Journal of Management Information Systems, and California Management Review.
 - Google Scholar Citation Count: 3100+
- *Ad Hoc Reviewer for FT 50 journals:* Journal of Marketing, Journal of Consumer Research, Journal of Management Information Systems, MIS Quarterly, Organization Science.
- *Editorial Review Board Member.* Journal of Business Research (current), Journal of Consumer Affairs (past).

HONORS, AWARDS, GRANTS & RECOGNITIONS

School-level Teaching Awards & Recognitions

- 2021 Nomination for Excellence in Teaching Award by the MBA for Professionals-Evening students
- 2020 Nomination for Excellence in Teaching Award by the MBA for Professionals-Evening students
- Two-time winner of the Top 30 Faculty Honors; Awarded through 2008, based on teaching ratings at Mendoza College of Business, University of Notre Dame. (2008)(2007)
- Teaching Excellence Award, Georgia State University (2003)

Student Citations for Teaching in Poets & Quants

- “2018 MBAs To Watch: David Laborde, Rice University (Jones),” *Poets & Quants*, <https://poetsandquants.com/2018/07/18/2018-mbas-to-watch-david-laborde-rice-university-jones/?pq-category=students&psid=8YPaGRyZGyO>
- “2017 MBAs To Watch: Sylvia Okechukwu, Rice University (Jones),” *Poets & Quants*, <https://poetsandquants.com/2017/08/06/2017-mbas-to-watch-sylvia-okechukwu-rice-university-jones/?pq-category=students&psid=7fM3vVwCuUB>
- “2016 MBAs To Watch: Alex Wesley, Rice University (Jones),” *Poets & Quants* <https://poetsandquants.com/2016/06/22/draft-2016-mbas-watch-alex-wesley-rice-university-jones/?pq-category=students&psid=NxQOFtVYQ5S>

Other Teaching Recognitions:

- “MBA student founds serial startup,” in the Rice Thresher, by Elizabeth Rasich, 10/31/2018, <http://.ricethresher.org/article/2018/10/mba-student-founds-serial-art-startup>
- Frequently sought-out for seminars, consulting and board membership opportunities based on teaching/professional reputation. For example:

- Invited by a former MBA fulltime student to offer a professional development marketing seminar at Minute Maid (2020)
- Invited to join Verisei Consulting, a management consulting firm combining academic rigor with real world execution, by former MBAP-Weekend student (2018)
- Invited to join the Board of EMERGE Fellowship based on recommendation/introduction by former MBAP-Evening student (2016)
- Invited to deliver a Marketing Workshop to business professionals at Cameron on the recommendation of former MBA-fulltime student (2015)
- Invited to join the Board of KidsPeace, shortly after giving a keynote address on behalf of the former Dean of Mendoza College of Business and based on the recommendation of a former colleague and then-Board Chair (Notre Dame, 2007)

Service Awards & Recognitions

- 2019 Honored Guest, The PhD Project's Marketing Doctoral Students Association. Given each year to a single individual for outstanding service, leadership and commitment to the marketing profession, as a supporter and mentor to underrepresented minority doctoral students.

Research Fellowships, Honors and Awards

- 2013 Best Publication of the Year, awarded by the Association for Information Systems in 2014, for manuscript published in Journal of Management Information Systems
- Faculty Fellow, AMA-Sheth Foundation Doctoral Consortium (2009)
- Doctoral Fellow, AMA-Sheth Foundation Doctoral Consortium (2003)
- Doctoral Fellow, INFORMS Doctoral Consortium (2003)
- Doctoral Scholar, Southern Regional Education Board (2003-2004)
- Finalist, Dissertation Proposal Competition, Society for Marketing Advances (2003)
- Best Student Paper Award, AMA Marketing and Public Policy Conference (2001)
- MBA Fellow, University of Michigan, Consortium for Graduate Studies in Management; Awarded a full-tuition fellowship for MBA Program (1990-1992)

Research Grants, Awards & Compensated Consultancy/Collaboration

- \$299,945 National Science Foundation (NSF) Research Grant Project (Award #: 2044879) Collaborator/Consultant; I serve as a compensated consultant to an NSF-funded project, "Advancing Understanding of Student Learning in Virtual Undergraduate Engineering Laboratories," where academic researchers are investigating the learning and experiences of diverse undergraduate students in virtual engineering laboratories. The project explores the effect of language, gender, race, and class on the level of student comfort and participation in virtual lab activities. Findings will inform virtual lab designers in STEM education about environmental inputs that resonate across genders and diverse student populations. (2021-2024)
- Summer Research Support Award (Annual), Mendoza College of Business, University of Notre Dame, (2005-2011)

- \$20,500 research support for “Value of Virtual Communities” research project with S. Devaraj and D. Sun, Dean’s Office, Department of Management and Department of Marketing, Mendoza College of Business, University of Notre Dame, (2006)
- \$10,000 John Funk Research Fellowship, Center for Research in Technology & Innovation, Kellogg School of Management, Northwestern University, (2003)
- \$7,500 Doctoral Support Award, eBusiness Research Center, Penn State University, (2003)

RESEARCH PUBLICATIONS

Book Chapters

1. Porter, C.E., (2015), “Virtual Communities and Social Networks” in **Communication and Technology**, Cantoni and Danowski (Eds.), Vol. 5 in **Handbooks of Communication Science**, Berlin, Germany: De Gruyter Mouton Publications, Chapter 8, 161-180.

Publications in Peer-Reviewed Academic Journals

2. Porter, C.E., S. Devaraj, D. Sun (2013), A test of two models of value creation in virtual communities. **Journal of Management Information Systems**, 30(1), 261-292.
– *2013 Best Publication of the Year, awarded by the Association for Information Systems*
3. Porter, C.E., N. Donthu, A. Baker (2012), Gender differences in trust formation in virtual communities. **Journal of Marketing Theory and Practice**, 20(1), 39-58.
4. Porter, C.E., N. Donthu, W.H. MacElroy, D. Wydra (2011), How to foster and sustain engagement in virtual communities. **California Management Review**, 53(4), 80-110.
– *Among the Top 10 California Management Review Articles Downloaded in 2013*
5. Lohtia, R., D.C. Bello, C.E. Porter (2009), Building trust in US-Japanese business relationships: Mediating role of cultural sensitivity. **Industrial Marketing Management**, 38(3), 239-252.
6. Porter, C.E., N. Donthu (2008), Cultivating trust and harvesting value in virtual communities. **Management Science**, 54(1), 113-128. (*Dissertation-based Article*)
7. Porter, C.E., N. Donthu (2006), Using the technology acceptance model to explain how attitudes determine internet usage: The role of perceived access barriers and demographics. **Journal of Business Research**, 59(9), 999-1007.
8. Porter, C.E. (2004), A typology of virtual communities: A multi-disciplinary foundation for future research. **Journal of Computer-Mediated Communication**, 10(1).

Publications in Other Refereed Outlets

9. Porter, C.E., N. Donthu. 2007. Customer relationship management in virtual communities. **MSI Reports/Marketing Science Institute Working Paper Series**, Report No. 07-119.
– *Among the Top 3 MSI Reports Downloaded in 2008*

Publications in Refereed Academic Conference Proceedings (abstract format only)

10. Devaraj, S., C.E. Porter, D. Sun. (2013). Information Attributes in Virtual Communities: How Member-Generated Information Drives Customer Co-Creation of Value via New Product Development," **Proceedings of the American Marketing Association (AMA) Summer Educators' Conference**, Boston
11. Porter, C.E. Devaraj, S., D. Sun. 2009. An empirical test of two models of virtual communities, **Proceedings of the 38th EMAC (European Marketing Academy Conference)**, Jean-Pierre Helfer and Jean-Louis Nicolas (eds.), Nantes, France
12. Devaraj, S., C.E. Porter, D. Sun. (*Authors are listed in alphabetical order*) 2008. The value of virtual communities: An empirical test of two models, **Proceedings of the AMA Summer Educators' Conference**, J.R. Brown, R.P. Dant (eds.), San Diego, Vol. 19.
13. Porter, C.E., N. Donthu. 2006. Gender differences in trust formation among younger consumers in virtual communities, **Proceedings of AMA Summer Educators' Conference**, D. Grewal, M. Levy, R. Krishnan (eds.), Chicago, Vol. 17.
14. Porter, C.E., N. Donthu. 2005. A relationship marketing perspective on the value of virtual communities to marketers: How marketer efforts drive consumer trust and trust-based outcomes, **Proceedings of the AMA Summer Educators' Conference**, M.B. Houston, B. Walker (eds.), San Francisco, Vol. 16.
15. Lohtia, R., D.C. Bello, C.E. Porter. 2005. Building trust in US-Japanese business relationships: The mediating role of cultural sensitivity, **Proceedings of the AMA Summer Educators' Conference**, M.B. Houston, B. Walker (eds.), San Francisco, Vol. 16.
16. Porter, C.E. 2002. Trust in technology-enabled business relationships: Building a new research agenda, **Proceedings of the Center for Business and Industrial Marketing Academic Conference**, M. Rich (ed.), Atlanta, Georgia.
17. Porter, C.E. 2001. The role of perceived risk in explaining and addressing internet adoption by older consumers, **Proceedings of the International Society of Quality-of-Life Studies Conference**, H. E. Spotts, H. L. Meadow, S. Grzeskowiak (eds.), Washington, D.C., Vol. 4.
18. Porter, C.E. 2001. What's in it for me? A consumer perspective on causes and impacts of the digital divide, **Proceedings of the AMA Marketing and Public Policy Conference**, R.P. Hill, C.R. Taylor (eds.), Washington, D.C., Vol. 11.
 - *Winner of the Best Student Paper at Conference Award*

RESEARCH PRESENTATIONS

Refereed Presentations

- "Customer Engagement via Social Media: Evidence from Firm-Sponsored Virtual Communities," at a special session entitled "Evolving Marketing Strategies in Social Networks," AMA Summer Educators' Conference, San Francisco (with N. Donthu) (2011)

- “Trust Formation and Value Creation In Virtual Communities,” participant in the Roundtable on ‘Navigating the Networked Rivers of the Social Web: Emerging Themes for Consumer Behavior Research on Web 2.X’, Association for Consumer Research (ACR) North American Conference, Pittsburgh, PA (2009)
- “Gender in Virtual Communities: Effects on Sponsor Trust and Member Behavior,” at the Marketing Strategy Track’s Special Session entitled “Value Creation and Protection via Online Marketing Strategies: Managing Community and Security Issues,” AMA Summer Educators’ Conference, Washington D.C. (with N. Donthu) (2007)
- “Customer Relationship Management via Virtual Communities,” an Idea Roundtable at the Academic Update, hosted by the Chicago Association of Direct Marketing Educational Foundation and DePaul University, Chicago (2007)
- “Consumer Use of Social Media and Implications for Relationship Marketing Strategy,” at the Relationship Marketing Special Interest Group’s Special Session entitled “The Impact of Emerging Technologies on Relationship Marketing: An Analysis of Consumer vs. Business Markets,” AMA Summer Educators’ Conference, Chicago, Illinois (2006)
- “CRM Implementations: Success and Failures,” Relationship Marketing Special Interest Group’s special session, AMA Summer Educators’ Conference, Chicago, Illinois (2003)
- “Consumer Research in Virtual Communities: Sampling Issues and Methods,” special session, INFORMS Conference, Atlanta, Georgia (2003)
- “Consumer Research in Virtual Communities: A Theoretical Framework for Ethical Practices,” special topic session, ACR European Conference, Dublin, Ireland (2003)
- “Explaining the Digital Gap Using Technology Acceptance Model,” INFORMS Marketing Science Conference, University of Maryland, College Park, Maryland (with N. Donthu) (2003)
- “Consumer Identity Management in Virtual Communities,” Roundtable on Consumer Identity, ACR North American Conference, Atlanta, Georgia (2002)

Invited Presentations

- “Building Blocks of Engagement: Practical Components of Research Community Design,” Insights 2.0 Symposia presentation at The Market Research Event, a conference sponsored by Institute for International Research, (with B. MacElroy) (2008)
- “The Value of Virtual Communities: A Test of Two Models” (with S. Devaraj and D. Sun), Kelley School of Business, Indiana University, Indianapolis (2006)
- “Relationship Marketing in Virtual Communities”; Sharing Scholarship Series, Department of Marketing, Mendoza College of Business, University of Notre Dame (2006) & Fuqua Faculty Series, Marketing Area, Duke University (2005)

- "Current Issues and Future Trends in Customer Relationship Management," keynote speaker, Guam Marketing Conference on Customer Relationship Management, School of Business and Public Administration, University of Guam (2006)
- "Advances in Relationship Marketing Thought and Practice: The Influence of Social Network Theory," a research seminar, Fall Talk Series on Networks and Complex Systems, Indiana University, Bloomington (2006)
- "Using Technology Acceptance Model to Explain Internet Usage," Scholarship Sharing Series, Marketing Department, Robinson College of Business, Georgia State University (with N. Donthu) (2003)
- "Causes and Impacts of the Digital Divide," Scholarship Sharing Series, Marketing Department, Robinson College of Business, Georgia State University (2000)

Research (work in progress)

- "An Empirical Assessment of Information Attributes in Virtual Communities," (with S. Devaraj, D. Sun), Status: Draft manuscript completed/Revisions underway on data analysis.
- "The Influence of Product Complexity, Dependency, Uncertainty and Risk on Value Creation in Virtual Communities" (with S. Devaraj, D. Sun), Status: Data collected

TEACHING INNOVATIONS

Experiential and Online/Blended Learning

- *Asynchronous +Fully Remote Curriculum Design and Execution.* Adapted a 6-week, face-to-face Introduction to Marketing Research course in MBAP-Evening/Weekend programs to hybrid modality (Since Fall 2020)
- *Lead Instructor, MBA@RICE.* Created content for both students and live session instructors for a 10-week core Marketing course. Participated in promotional activities, hire/manage live session instructors, etc. (Since 2018)
- *Marketing Lab Design & Development.* Designed, developed and taught a new experiential learning course focused on marketing-related, project-based work for MBA students, across all MBA programs; Engaged Houston business leaders and alumni to create a supply of projects to offer students. Marketing Lab supports initiatives intended to support experiential learning students that are reflected in national program rankings. (launched Spring 2019)
- *Lead Instructor for Executive Seminars.* Partnered with Dean Ost diek to plan semester-long, credit-based, executive seminars, as part of a re-designed MBA for Executives Program; Coordinate with multiple faculty and external stakeholders to deliver sessions that deploy various pedagogical methods and offer innovative, curriculum content (Fall 2014 - Present).
- *Executive MBA Crisis Management Simulation Courseware Development.* Developed curriculum for Executive MBAs by overseeing the design, development and implementation of a Crisis Management Simulation offered in Executive Seminar II. Partnered with Rice Business IT

staff and ES Faculty to implement the design that has become core content for the Executive Seminar. (Since 2016)

- *Faculty Advisor for Action Learning Project (ALP) (2014) (2013)*. Offered marketing expertise to full-time student teams; coached teams to offer consultative services to organizations as a first-year capstone learning experience.

TEACHING

Descriptions of Courses Taught

Marketing Research (MBA elective) – Traditional, Fully Remote, and Asynchronous + Fully Remote Modalities

The course is targeted toward the manager who is the ultimate user of marketing research output and/or the person responsible for determining the scope and direction of marketing research activities within a firm. Students learn how to deal with issues confronted during the upfront stages of the marketing research process, including how to identify a useful research question, choose an appropriate research design, identify appropriate data requirements and select the appropriate data collection/sampling methods necessary to generate valid research results to support evidence-based decision making. Research methods covered in the course include qualitative methods (e.g. in-depth interviews, focus groups, corporate ethnography) and quantitative methods (test markets, surveys). Teaching methods include interactive lectures, cases, simulation and guest speakers.

Marketing Lab (MBA Experiential Learning elective)-Traditional and Fully Remote Modalities

Marketing Lab projects focus on a strategically important, marketing-related problems and challenge student-teams to apply their curriculum-based knowledge to achieve clearly articulated deliverables specified in a project charter. Students have a substantive, collaborative learning experience during the semester-long projects. No traditional lectures are offered. Instead, student teams received supportive coaching from both the Marketing Lab client and instructor.

Marketing (MBA@RICE core)-Asynchronous +Fully Remote Modality

Students take a strategic perspective as they learn/apply foundational principles of marketing to real-life situations. Course content includes customer designed and developed asynchronous content and synchronous content. The course format reflects a combination of recorded lectures, interactive live session discussions, scripted and non-scripted video content as well as case analyses, across a variety of industry settings.

Marketing (MBA core)- Traditional, Fully Remote, and Asynchronous + Fully Remote Modalities

Students take a strategic perspective as they learn/apply foundational principles of marketing to real-life situations. The course format reflects a combination of lectures, interactive discussions, guest speakers and group-based case analyses, across a variety of industry settings. Students conduct an individual case analysis in lieu of a final examination.

Customer Relationship Management/Customer Relationship Management Strategy (MBA elective)-Traditional Modality

Students take a marketing manager's perspective as they examine how firms identify and manage complex issues related to managing customer relationships including acquisition,

retention, customer loyalty/engagement, customer experience management, customer differentiation and customer growth/portfolio management. They explore CRM holistically by evaluating the business impact of strategic/operational and aspects CRM. Methods include includes interactive lectures, guest speakers and case studies.

Executive Seminars. Serve as faculty leader for semester-long, credit-based, executive seminars. I coordinate with multiple faculty and external guest speakers/facilitators to deliver credit-based seminars that deploy various pedagogical methods and offer innovative, curriculum content.

Other Teaching Experience

- *Guest Lecturer.* "Branding Begins at Home: The Value of Internal Branding in the Modern Nonprofit," Volunteers of America Executive Education, Mendoza College of Business (2007)
- *Guest Lecturer.* "Marketing Excellence in the Modern Nonprofit," Nonprofit Business Excellence, an institute for nonprofit executives, Master of Nonprofit Administration Program, Mendoza College of Business (2007)
- *Guest Lecturer.* "Growing Your Business by Increasing Customer Value," professional development seminar for Graduate Alumni, Mendoza College of Business (2006)
- *Guest Lecturer.* "CRM the Non-Profit Way," Master of Nonprofit Administration Orientation, Mendoza College of Business (2006)
- *Guest Lecturer.* "The Role of Virtual Communities in Marketing Strategy," Internet Marketing courses taught by Prof. Robert Dreves, Department of Marketing (2005)(2004)

Pedagogical Skill-Building

- 2U Training (2U is the online platform program partner for MBA@Rice.)
 - Zoom Classroom Management Training Sessions (2020)
 - Online Training for Course Planner for MBA@RICE (2018)
- Rice University Fall 2020 Dual Delivery and Fully Online Courses Training (2020). I successfully completed a 6-module suite of courses, in advance of the Fall 2020 semester.
- Rice Business Custom Zoom-Classroom Training – Executing Breakout Sessions (2020)
- Harvard Business School Live Training Webinar: "Adapting Quickly To Teaching Online." (2020)
- Harvard Business School professional development seminar: "Art & Craft of Discussion Leadership Part 1" (2012).

PROFESSIONAL BOARD SERVICE AND MEMBERSHIPS

Board Service: KidsPeace Board of Directors (2007-2016); EMERGE Fellowship Board (2015-2016); Southern Regional Education Board, Doctoral Scholars Association Board (2004-2007)

Professional Memberships/Affiliations: American Marketing Association (AMA); AMA Teaching & Learning SIG; PhD Project, INROADS, Inc. Alumni Association; Delta Sigma Theta Sorority, Inc.

SERVICE

Contributions to Curriculum Innovations

- *Lead Instructor for MBA@RICE.* Developed content for students and live session instructors for the 10-week core Marketing course in MBA@RICE; Participated in MBA@RICE launch videos, hired live session instructors, etc. (Starting 2018)
- *Marketing Lab Design & Development.* Developed a new experiential learning course focused on marketing-related, project-based work for MBA students, across all MBA programs; Engaged Houston business leaders and alumni to design a supply projects to offer students. Marketing Lab supports initiatives intended to support experiential learning students that are reflected in national program rankings. (Since Spring 2019)
- *Lead Instructor for Executive Seminars.* Partnered with Dean Ost diek to plan semester-long, credit-based, executive seminars, designed by the JGSB Curriculum Committee, as part of the re-designed MBA for Executives Program; Coordinate with multiple faculty and external guest speakers to deliver credit-based seminars that deploy various pedagogical methods and offer innovative, curriculum content (Since Fall 2014).

Contributions to Branding and Communications Innovations

Founding Content Creator for Rice Business Wisdom (launched by Dean K. Ramesh), Partnered with Dean Ramesh to develop an article template to align with strategic objectives; Wrote 12 articles in support of the JGSB Faculty Research Communication Ad Hoc Committee's recommendation to guide the development of an online repository to share big ideas from scholarly research with internal and external stakeholders (Fall 2013)

Citations for Expert Opinion/Research in Media

Frequently requested for media interviews, based on marketing expertise, by local, regional and national outlets, including radio and print media.

- #1 ranked for Media Mentions for Rice University from November – December 2019 (1500+mentions), per 2019 ranking report produced by Rice National Media Relations.

2021 Citations

- "2021's Best Places for Valentine's Day" published at *WalletHub*, (2/2/2021), by Adam McCann, <https://wallethub.com/edu/best-and-worst-cities-for-valentines-day/10056> cited for expert opinion in Ask an Expert: https://wallethub.com/edu/best-and-worst-cities-for-valentines-day/10056#expert=Constance_Porter

2020 Citations

- "Will physical stores still matter as online shopping gains popularity?" (May 26, 2020) <https://www.creditdonkey.com/buy-mattress-online-or-store.html#interview=constance-porter>, an expert opinion at Creditdonkey.com
- "Until Texas Businesses Can Reopen, It's 'Retail-To-Go'" Houston Public Media (4/29/20), <https://www.houstonpublicmedia.org/articles/news/2020/04/29/368156/texas-businesses-reopen-retail-to-go-coronavirus-covid-19/>

2019 Citations

- "Toys R Us opens second store with a focus on experiences" (12/25/19) <https://www.marketplace.org/2019/12/25/toys-r-us-opens-second-store-with-a-focus-on-experiences/>

- Broadcast commentary on *Marketplace Morning Report*, an American Public Radio/NPR program, 12/25/19, <https://www.npr.org/podcasts/381444599/marketplace-morning-report>
- “With a New Concept And a New Store in Houston, Toys R Us Hopes to Make a Comeback,” in *Houston Public Media, In Depth News* 88.7, (12/18/2019) <https://www.houstonpublicmedia.org/articles/news/in-depth/2019/12/18/354637/with-a-new-concept-and-a-new-store-in-houston-toys-r-us-hopes-to-make-a-comeback/>
- Broadcast commentary on *Houston Matters*, a Houston Public Media radio program broadcast on News 88.7, 12/17/19. <https://www.houstonpublicmedia.org/shows/houston-matters/>
- “Men Spend More for Valentine’s Day,” in *Tech Explorist*, (2/12/2019), <https://www.techexplorist.com/men-spend-valentines-day/20883/>
- “Nearly half of people would end a relationship over irresponsible spending,” in *Consumer Affairs*, 2/7/2019, <https://www.consumeraffairs.com/news/nearly-half-of-people-would-end-a-relationship-over-irresponsible-spending-020719.html>
- “Valentine’s Day Spending Survey” published at *WalletHub*, (2/5/2019), by John S Kiernan <https://wallethub.com/blog/valentines-day-survey/57387/#> cited for expert opinion in Ask an Expert: <https://wallethub.com/blog/valentines-day-survey/57387/#expert=constance-elise-porter>

2018 Citations

- “Why are exclamation points everywhere?!” by Jennifer Latson, *Houston Chronicle*, (11/26/2018), <https://www.houstonchronicle.com/local/gray-matters/article/cultural-shift-communication-exclamation-points-13422482.php>
- “Please Stop Giving Everything a Standing Ovation,” by C. Pugh, *Houstonia*, (4/30/2018)
- Article reprinted: “How Do You Know It’s Time to Jump To Your Feet?” *Rice Business Wisdom* (5/1/2018), <https://business.rice.edu/wisdom>,
- “How To Help Online Communities Love Your Company,” *Rice Business Wisdom*, , (2/13/2018), <https://business.rice.edu/wisdom>

Other Media Citations (Before 2018)

- “Firm-Sponsored And Consumer-Driven Online Communities Both Offer Value To Businesses” *Rice Business Wisdom*, (11/15/2015), , <https://business.rice.edu/wisdom>
- “Are Firm-Sponsored Communities More Valuable Than Member Created Communities?,” *Community Geek*, (9/9/2013), Accessible at: communitygeek.com,
- “Private “I”: What’s the Value of Privacy in the Digital Age,” *Notre Dame Business Magazine*, (Spring 2013)
- “The Virtual Voice: Online Communities Can Be Valuable...If Companies Listen,” *Notre Dame Business Magazine*, (Winter 2012), p.10.
- “Building Trust in the Virtual World,” *BizEd*, 7(2), (March/April 2008), p. 56.
- “Looking Beyond Holiday Sales Figures,” *NDWorks*, 5(11), (2/7/2008). p.1.
- “The Value of Virtual Communities,” *Insights from MSI*, Winter 2008, pp.7-8.
- “Relationship Marketing in Virtual Communities,” *Black Ph.D./Ed.D. Magazine*, (Fall 2005), p.20, 39.
- “Marketers Look Inside Virtual Communities,” *Notre Dame Business Magazine*, Spring 2005, p.9.
 - Article reprinted in *Lumen Magazine*, July 2005

Contributions to Alumni/Corporate Engagement Initiatives (Rice JGSB: since 2011)

- *Invited Speaker.* “Marketing Research Considerations for Cost-Conscious Entrepreneurs,” Rice Alumni Entrepreneur & Innovators Roundtable discussion, August, 2019.
- *Marketing Lab (2018-Present).* Engaged several alumni in developing projects for the Inaugural Marketing Lab for Spring 2019.
- *Organizer.* Marketing Alumni-Student Career Networking Event, sponsored by the Marketing Faculty Group/MBA Marketing Club (2016)(2015)(2014)
- *Faculty Co-Host & Organizer (with Vikas Mittal).* Inaugural Executive Breakfast Series, a networking/knowledge-sharing event, attended by senior executives within the Houston business community, including both JGSB alumni and non-alumni attendees and/or sponsors. (2016)
- *Faculty Supporter.* JGSB Council of Overseers Reception (January 2014).
- *Faculty Supporter.* JGSB Jones Partners Opening Reception (Fall 2013).
- *Invited Faculty Participant.* JGSB National Oilwell Varco Alumni-Student Lunch (2012)
- *Panelist.* “Ethical Implications of Datamining to Support Customer Relationship Management,” John A. Berges Lecture Series in Business Ethics, Center for Ethics and Religious Values in Business/Institute for Ethical Business Worldwide, (2007)

Contributions to Student Engagement Initiatives (Rice JGSB: since 2011)

- *Co-Advisor.* JGSB MBA Marketing Club; Co-Advise the club on execution of annual signature events such as Customer Management/Marketing Symposiums, Case Competitions (Fall 2012-Present)
- *Marketing Group Faculty Representative.* Jones Student Association Elective Preview for Second-Year Daytime Students (Fall 2016)
- *Faculty Panelist.* Preview Day for JGSB EMBA Immersion (2013)
- *Faculty Moderator.* JGSB Career Forum-Consulting Panel (2012)
- *Speaker.* “Discerning Choices in Career Path,” Discernment Dinner sponsored by the Office of the Provost and the Office of Student Affairs, (2010)(2008)(2006)
- *Presenter of Gift.* Opening Mass, coordinated by the Office of the Provost (2010)
- *Platform Party Representative.* Presentation of Marketing Candidates, Undergraduate Graduation Recognition Ceremony. Mendoza College of Business (2009)
- *Doctoral Student Research Support.* Doctoral Dissertation Competition Reviewer (2008), co-sponsored by the AMA Relationship Marketing Special Interest Group
- *Participant.* “Ask More of Me” campaign video to the support launch of a re-designed website to align with a new fundraising campaign for the business school (2009)
- *Panelist.* Orientation to Business, Marketing Department Session, Spring Visitation Weekend, Mendoza College of Business (2005)

Contributions to Support Diversity and Inclusion Initiatives

School-Sponsored Diversity and Inclusion Initiatives, (Rice JGSB: since 2011)

- *Faculty Member.* Rice Business Task Force on Racial Equity and Social Justice, charged with researching, evaluating and recommending actions to be taken by Rice Business to promote racial equity and social justice (2020)

- *Faculty Representative*. Rice University Chapter of the National Association of Women MBA (NAWMBA), Alumni Dinner (2016)
- *Panel Moderator*. "Why Rice?" an alumni panel at the Management Leadership for Tomorrow (MLT) MBA Prep Summer Seminar, hosted by JGSB, Rice University (2016)
- *Panel Moderator*. "Personal Branding: Crafting Your Own Story," Women in Leadership Conference, Rice University Chapter of the National Association of Women MBA (NAWMBA), (2016)
- *Marketing Group Faculty Representative*. JGSB Women@Rice Admissions Event, (2015)
- *Final Round Judge*, National Black MBA Association (NBMBA) Leaders of Tomorrow (LOT) Case Competition, hosted and co-sponsored by JGSB, Rice University, (2015)
- *Guest Speaker*. "Product Management Strategies," JGSB Preview Jones Diversity Weekend recruiting event, sponsored by JGSB, Rice University (2014)
- *Rice Faculty Supporter and Representative*. University of Houston Table Talk Event (2014)
- *Guest Speaker*. "Charting a Successful Game Plan in the New World of Marketing: Lessons from the Field," with Julian Duncan, JGSB National Black MBA Association (NBMBA) Conference Workshop, (2013)
- *Guest Speaker*. "Product Management Strategies," JGSB Women's Preview Weekend recruiting event, sponsored by JGSB, Rice University (2013)
- *Guest Speaker*. "Product Management Strategies" JGSB Management Leadership for Tomorrow (MLT) event, at Class of 2015 Admissions Kickoff, co-sponsored by JGSB, Rice University (2012)
- *Faculty Participant*. Closing Dinner of the Seminar for African-American Scholars, sponsored by Office of Pre-College Programs, (2010)
- *Speaker*. "Managing Identity in the Workplace," a Professional Development Seminar, sponsored by Black Alumni of Notre Dame (2008)
- *Panelist*. "NAACP Relationship Forum", sponsored by Multicultural Student Programs and Services (2008)
- *Panelist*. "Faces of the Ages: Addressing the Trends and Concerns of African American Women Today," sponsored by Shades of Ebony and Welsh Family Hall (2007)
- *Midwest Black Man's Think Tank*. Co-sponsored by the Multicultural Student Programs and Services, University of Notre Dame (2006)
- *University of Pennsylvania Multicultural Recruitment Program for Undergraduates*. Atlanta Alumni Secondary School Committee (2003)
- *McNair Scholars Program Panelist*. "Conducting Research with Faculty as a Doctoral Student," Georgia State University (2002)

Industry-Sponsored Diversity and Inclusion Initiatives, (Rice JGSB: since 2011)

- *The Ph.D. Project, Marketing Doctoral Student Association (MDSA) Conferences*
 - *Faculty Advisor*. MDSA Conference Planning Committee (2014-2017)
 - MDSA Faculty Alumni Association (Marketing Ethnic Faculty Association) Liaison (2015-2016)
 - *Faculty Panelist*. "Research Roundtable" (2010); "Making the Most of Your Status" (2005)(2003)(2001); "Balancing Teaching with Doctoral Studies" (2002)
 - *Faculty Mock Interviewer for Doctoral Candidates* (2010)(2005)
 - *Student Leader of MDSA Conference Planning Committee*. Past-President (2003-2004), President (2002-2003), Vice President (2001-2002)
 - *Student Session Moderator*. "Career and Mobility Choices" (2003); "Research Toolbox: Qualitative Methods" (2002); "Keeping It Real" (2002)

- *The Ph.D. Project (Non-MDSA Conference Events)*
 - *Panelist for Annual Conference. “The Ph.D. Lifecycle”* (2004); *Doctoral Studies in the Marketing Discipline,”* (2002)
 - *Recruiter. Summit on Leading Diversity, Atlanta* (2003); *Annual Conference* (2002)(2001)

Diversity and Inclusion Research Project

I serve as a compensated consultant to an NSF-funded project (NSF Award #: 2044879) “Advancing Understanding of Student Learning in Virtual Undergraduate Engineering Laboratories,” where academic researchers are investigating the learning and experiences of diverse undergraduate students in virtual engineering laboratories. The project explores the effect of language, gender, race, and class on the level of student comfort and participation in virtual lab activities. Findings will inform virtual lab designers in STEM education about environmental inputs that resonate across genders and diverse student populations.

Contributions to Staff Engagement Initiatives (Rice JGSB: since 2011)

- Faculty Representative, Staff Awards Committee (Spring 2021)

Contributions to School Admissions and Accreditation (Rice JGSB: since 2011)

- *Faculty Panelist. Professional MBA Admitted Students-Virtual Meet the Faculty* (June 2020)
- *Faculty Supporter for JGSB Admissions. Supported JGSB recruiting events for various MBA programs* (ongoing).
- *Faculty Host. Hosted prospective MBA-Professionals Program candidates in scheduled classroom sessions from 2012-2018.*
- *Volunteer Faculty Contributor to AACSB Accreditation External Reviews (Dean’s Office)*
 - JGSB, Rice University (2013)
 - Mendoza College of Business, University of Notre Dame (2009)
- *Volunteer Faculty Contributor. JGSB Dean’s Strategy Review Session with Faculty* (2013)
- *Speaker. “The Value of Recent Library Acquisitions to Faculty Research and Teaching,”*; requested by Dean’s office to speak at Library Advisory Council Meeting, (2006)

Contributions to Academic Teaching & Pedagogical Support

Online Learning

- *Lead Instructor, MBA@RICE. Successfully designed and developed content for students and live session instructors for the Marketing course. Participated in MBA@RICE launch videos, hired live session instructors, etc. (Course Development Start: 2018; Course Delivery Start: 2019).*
- *Remote Online/Hybrid Delivery of Traditional Courses During COVID-19 Response. Successfully designed and taught courses in a remote delivery format, across MBA-Professional, Daytime and Executive Programs.*

Experiential Learning

- *Marketing Lab Design & Development. Developed a new experiential learning course (launching Spring 2019) focused on marketing-related, project-based work for MBA students, across all MBA programs; Engaged Houston business leaders and alumni to*

design projects to offer students. Marketing Lab supports initiatives intended to support experiential learning students that are reflected in national program rankings.

- *Lead Instructor for Executive Seminars.* Partnered with Dean Ostdiek to plan semester-long, credit-based, executive seminars, designed by the JGSB Curriculum Committee, as part of the re-designed MBA for Executives Program; Coordinate with multiple faculty and external guest speakers to deliver credit-based seminars that deploy various pedagogical methods and offer innovative, curriculum content (Since Fall 2014).
- *Executive MBA Crisis Management Simulation Courseware Development.* Developed curriculum for Executive MBAs by overseeing the design, development and implementation of a Crisis Management Simulation offered in Executive Seminar II. Partnered with Rice Business IT staff and ES Faculty to implement the design that has become core content for the Executive Seminar (Since 2016)
- *Faculty Advisor for Action Learning Project (ALP).* Offered marketing expertise by coaching and advising full-time student teams who provided consultative services to organizations as a capstone learning experience. (2013& 2014)

Contributions to the Academic Research Community

Editorial Review Board Membership

- Journal of Business Research, Marketing Area (2016-Present)
- Journal of Consumer Affairs (2005-2012)
- *Book Editorship.* Served as Editorial Advisory Board Member (2014): Maximizing Commerce and Marketing Strategies Through Micro-Blogging, J.N. Burkhalter & T. Wood (editors), IGI Global
- *Textbook Reviewer.* Routledge: Taylor & Francis (2014)(2012); Sage Publications, Thousand Oaks, CA (2008)

Invited Ad Hoc Reviewer for Academic Journals, Books and Events

- *FT 50 Journals:* Journal of Management Information Systems (2019)(2018)(2016)(2015)(2013), MIS Quarterly (2015)(2009), Organization Science (2013), Journal of Marketing (2008), Journal of Consumer Research (2008)
- *Other Journals:* Journal of Interactive Marketing (2020), International Journal of Electronic Commerce (2019) (2018)(2015)(2014)(2013), Journal of Business Research (2018)(2016)(2006), California Management Review(2015), Journal of the Association of Information Systems (2014), International Journal of Electronic Marketing and Retailing (2012), Psychology & Marketing (2007), Marketing Management (2007), Journal of Consumer Affairs (2003-2005), Journal of Computer-Mediated Communication (2005)

Service to Academic Research Conferences

- *Planning Committee Member,* DEI Pre-Conference Workshop for the Informs Society for Marketing Science Conference (2021).
- *Conference Proceedings Reviewer.* American Marketing Association (AMA): Summer Educators' Conference (2013)(2008)(2005)(2004); Winter Educators' Conference (2006); Academy of Marketing Science (AMS) (2011); Association for Consumer Research (ACR), North American Conference (2009); Marketing & Public Policy Conference (2005)(2002)(2001); Association for Information Systems (AIS): International Conference on

Information Systems (ICIS) (2010)(2004); European Conference on Information Systems (ECIS) (2006)

- *Session Chair*. New Technologies and E-marketing Track, European Marketing Academy Conference (EMAC), 38th Annual EMAC, Nantes, France (2009)
- *Track Chair*. Innovation and New Product Development Track, Society for Marketing Advances (SMA) Annual Conference, (2006)
- *Discussant*. "E-Satisfaction and Other Perceptions of Online Users," American Marketing Association (AMA) Summer Educators' Conference, Washington D.C., (2005)
- *Track Chair*. Pricing and Product Development Marketing Track, Academy of Marketing Science (AMS) Annual Conference, (co-chaired with N. Donthu) (2005)
- *Discussant*. "Idea Assets: Intellectual Property and Knowledge Management," AMA Marketing and Public Policy Conference, Washington D.C., (2005)
- *Track Chair*. Special Sessions for Doctoral Students Track, AMA Winter Educators' Conference, Orlando, Florida (2003)
- *Session Chair*. "Meet the Editors", AMA Winter Educators' Conference, Orlando, (with G. Henderson and T. DeWitt) (2003)
- *Session Chair & Organizer*. "Defining the Value of Virtual Communities," AMA Summer Educators' Conference, San Diego, (with N. Donthu) (2002)
- *Discussant*. "Consumer Issues in Relationship Management," AMA Winter Educators' Conference, Austin, Texas, (2002)
- *Discussant*. "Privacy Issues and Public Policy," AMA Marketing and Public Policy Conference, Atlanta, Georgia, (2002)
- *Session Chair & Organizer*. "Closing the Digital Divide: Debating the Issues," AMA Marketing and Public Policy Conference, Washington D.C. (with D. L. Cook) (2001)
- *Session Chair*. "Qualitative Research on Public Policy Issues," AMA Marketing and Public Policy Conference, Washington D.C., (2001)

Contributions to the Local Community

- *MD Anderson Cancer Center On-site Volunteer*. Visit hospitalized patients to offer support and encouragement (since 2018); Read about my advocacy for volunteer service here:
 - "Paying It Forward," CURE magazine cover story:
<https://www.curetoday.com/publications/cure/2019/winter-2019/paying-it-forward>
 - "Breast cancer survivor: Why I volunteer at MD Anderson" in MD Anderson's *Cancerwise*:
<https://www.mdanderson.org/publications/cancerwise/breast-cancer-survivor--why-i-volunteer-at-md-anderson.h00-159378789.html>
- *MD Anderson Cancer Center myCancerConnection Program Volunteer*. Connect with patients with a matched diagnosis to offer support and encouragement, while patients are on-site for appointments (since 2019)
- *EMERGE Fellowship*
 - Speaker, EMERGE Leadership Institute (2016); EMERGE HISD Welcome Address Speaker (2016)
- *YES Prep North Central Special Events Volunteer*
 - Served as Faculty Judge for Senior Honors Presentations (2015)
 - Served as Faculty Participant in Shark Week student event (2015)is
- *YES Prep Senior Signing Day, Invited Guest* (2015)(2013)