CONSTANCE ELISE PORTER

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ACADEMIC APPOINTMENTS

Rice University, Jones Graduate School of Business, Houston, TX (from 2011-Present)
Visiting Assistant Professor of Marketing (2011-Present)
- Appointed/Re-Appointed for successive terms (2011-2012; 2012-2015; 2015-2019)

University of Notre Dame, Mendoza College of Business, Notre Dame, IN
Assistant Professor, Department of Marketing (2005-2008; Reappointed 2008-2012)
Instructor, Department of Marketing (2004-2005)

EDUCATION

Georgia State University, Robinson College of Business, Atlanta, GA
Doctor of Philosophy (Business Administration: Marketing), January 2005

    Dissertation: "Achieving relationship marketing outcomes in virtual communities:
          The influence of perceptions of content, embeddedness and interaction on
          consumer attitudes toward and trust in the community sponsor"
    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

University Of Pennsylvania, The Wharton School, Philadelphia, PA
Bachelor of Science in Economics, May 1988
    Double Concentration: Finance; Public Policy & Management

PROFESSIONAL EXPERIENCE

Management Consulting: 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; Services provided included strategic planning, revenue generation, customer service operations analysis, business process reengineering, and information systems requirements development. Managed project teams and sold profitable new business. Projects were based in the United States, Canada and Belgium and engaged a geographically diverse group of client-executives/managers.

Commercial Banking: Completed extended credit training program; Structured financing for highly-leveraged firms in the media industry.

TEACHING & RESEARCH INTERESTS

Research
Published in Financial Times 45 and other high-quality journals, crossing disciplinary boundaries of marketing, management, information systems and communications, in the following domains:

- Trust & Relationship Marketing, Fostering Customer Trust and Engagement in Virtual Communities, Consumer Technology Acceptance & Use

Teaching
An award winning teacher, consistently earning outstanding reviews from MBA and undergraduate students, with experience and/or interest in teaching in the following areas:

- Customer Relationship Management, Core Marketing, Marketing Strategy/Management, Marketing, Fundamentals of Marketing Research, Marketing & Technology, Internet Marketing

HONORS, AWARDS & GRANTS

Scholarly Fellowships, Honors and Awards
- 2013 Best Publication of the Year, awarded by the Association for Information Systems (2014)
- 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 and Awards
- 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)

Teaching Honors and Awards
- Top 30 Faculty Honors (awarded by college through 2008; based on teaching ratings), Mendoza College of Business, University of Notre Dame (2008)(2007)
- Teaching Excellence Award, Georgia State University (2003)

RESEARCH

Book Chapters
1. Porter, C.E., (2015), "Virtual Communities and Social Networks" in **Communication and Technology,** L. Cantoni and J. A. Danowski (Eds.), Volume 5 in the series **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 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 American Marketing Association** 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 the American Marketing Association** 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 American Marketing Association** 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 American Marketing Association** 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 American Marketing Association** 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*

Refereed Presentation at Academic Conferences
- "Customer Engagement via Social Media: Evidence from Firm-Sponsored Virtual Communities," at a special session entitled "Evolving Marketing Strategies in Social Networks," American Marketing Association (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 Highlighted in Media
- "Are Firm-Sponsored Communities More Valuable Than Member Created Communities?,"*Community Geek*, Accessible at: communitygeek.com, 9/9/2013.
- "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, 08-inswd, p.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. (Note: Article reprinted in *Lumen Magazine*, July 2005)

TEACHING

Descriptions of Courses Taught Frequently

Customer Relationship Management/Customer Relationship Management Strategy (MBA elective)
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 differentiation and customer growth/portfolio management. They explore CRM holistically by evaluating the business impact of strategic and operational and aspects CRM. The format includes interactive lectures and case studies.

Marketing Research (MBA elective)
The course is targeted toward the manager who is the ultimate user of marketing research information 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 craft a useful research question, choose an appropriate research design, identify appropriated data requirements and select the appropriate data collection/sampling methods necessary to generate valid research results to support evidence-based decision making. Students also are exposed to strategies that help them turn research into action by managing organizational stakeholder relationships effectively.

Marketing (MBA core)
Students take a marketing manager's perspective as they learn/apply foundational principles of strategic marketing. The course format reflects a combination of lectures, interactive discussions and group-based case analyses, across a variety of industries. Students conduct an individual case analysis in lieu of a final examination.

Custom Executive Education and Other Teaching Experience
- *Clinical Executive Workshop Facilitator,* Designed & delivered a workshop to marketing executives at energy product/service provider *on* "Developing & Implementing Compelling Value Propositions" (2015)
- *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 NonProfit 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 Drevs, Department of Marketing (2005)(2004)

PROFESSIONAL BOARD SERVICE & MEMBERHIPS

Board Service: KidsPeace Board of Directors (2007-present); Southern Regional Education Board, Doctoral Scholars Association Board (2004-2007)

Professional Memberships/Affiliations: American Marketing Association; INROADS, Inc. Alumni Association; Delta Sigma Theta Sorority, Inc.; French Wine Society

ACADEMIC SERVICE

Service the Academic Community

Editorial Review Board Membership
- Journal of Business Research (2016-Present)
- Journal of Consumer Affairs (2005-2012)

Reviewer for Academic Journals, Books and Events
- *Invited Ad Hoc Reviewer (2005-2015):*
  - *FT 45 Journals:* California Management Review(2015) MIS Quarterly (2015)(2009), Organization Science (2013), Journal of Marketing (2008), Journal of Consumer Research (2008),
  - *Other Journals:* Journal of Management Information Systems (2015)(2013) International Journal of Electronic Commerce (2015)(2014)(2013), Journal of the Association of Information Systems (2014), International Journal of Electronic Marketing and Retailing

(2012), Psychology & Marketing (2007), Marketing Management (2007), Journal of Business Research(2006), Journal of Consumer Affairs (2003-2005), Journal of Computer-Mediated Communication (2005)

- *Editorial Advisory Board Member (2014):* <u>Maximizing Commerce and Marketing Strategies Through Micro-Blogging</u>**,** J.N. Burkhalter &.T. Wood (editors), IGI Global
- *Textbook Reviewer:* Routledge: Taylor & Francis (2014)(2012); Sage Publications, Thousand Oaks, CA(2008)
- *Doctoral Dissertation Competition Reviewer* (2008), co-sponsored by the AMA Relationship Marketing Special Interest Group

<u>Service to Academic Research Conferences</u>
- *Conference Proceedings Reviewer(2001-2013):*
  - 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)

Service to University Mission & Stakeholders

Support for Student/Alumni (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, Alumni Career Networking Event, and Case Competitions (Fall 2012-Present)
- *Faculty Advisor for Action Learning Project (ALP),* Part of three-person faculty advisor team to full-time student teams that provide consultative services to organizations as a capstone learning experience (2014)(2013).
- *Faculty Panelist*, Preview Day for JGSB EMBA Immersion (2013)
- *Invited Faculty Participant*, JGSB National Oilwell Varco (NOV) Alumni-Student Lunch (2012)
- *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)
- *Participant,* "Ask More of Me" campaign video to support launch of re-designed website for (2009)
- *Speaker*, "The Value of Recent Library Acquisitions to Faculty Research and Teaching," Library Advisory Council Meeting, Fall Semester, (2006)
- *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)
- *Panelist*, Orientation to Business, Marketing Department Session, Spring Visitation Weekend, Mendoza College of Business (2005)

Support for Academic Programs & Strategic Initiatives of the Deans Office
- *Lead Instructor for Executive Seminars,* Plan and execute three semester-long, credit-based, executive seminars as part of the re-designed MBA for Executives Program; Coordinate with multiple faculty and external guest speakers to deliver three, sequenced, credit-based seminars that deploy various pedagogical methods and offer innovative, curriculum content (Fall 2014 - Present).
- *Founding Content Creator for Business Wisdom at Rice,* created article template and wrote 12 articles in support of the JGSB Faculty Research Communication Ad Hoc Committee's charge to guide the development of online repository to share big ideas from scholarly research with internal and external stakeholders (Fall 2013)
- *Faculty Supporter for JGSB Admissions,* Supported JGSB recruiting events for various MBA programs (e.g. MBAAdmit Reception in Janaury 2016), including consistently hosting prospective MBA-Professionals Program candidates in scheduled classroom sessions from 2012-2015.
- *Faculty Supporter, JGSB Council of Overseers* Reception (January 2014).
- *Faculty Supporter, JGSB Jones Partners* Opening Reception (Fall 2013).
- *Volunteer Faculty Contributor to AACSB Accreditation External Reviews*
    - JGSB, Rice University (2013)
    - Mendoza College of Business, University of Notre Dame (2009)
- *Volunteer Faculty Contributor to JGSB Dean's Strategy Review* Session with Faculty (2013)

Support for School-Sponsored Diversity and Inclusion Initiatives, (Rice JGSB: since 2011)
- *JGSB Women@Rice Admissions Event,* Marketing Group Faculty Representative (2015)
- *National Black MBA Association (NBMBAA) Leaders of Tomorrow (LOT) Case Competition,* Final Round Judge, hosted and co-sponsored by JGSB, Rice University, (2015)
- *JGSB Preview Jones Diversity Weekend* recruiting event, Guest Speaker, "Product Management Strategies," sponsored by JGSB, Rice University (2014)
- *JGSB National Black MBA Association (NBMBAA) Conference Workshop,* Guest Speaker, "Charting a Successful Game Plan in the New World of Marketing: Lessons from the Field,"with Julian Duncan, (2013)
- *JGSB Women's Preview Weekend* recruiting event, Guest Speaker, "Product Management Strategies," sponsored by JGSB, Rice University (2013)
- *JGSB Management Leadership for Tomorrow* event**,** Guest Speaker, "Product Management Strategies" 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)

Support for 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–Present)
  - 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)