

Jorge Villegas, Ph.D.
Curriculum Vitae

Professor of Marketing
Associate Dean
College of Business and Management
University of Illinois Springfield

Education

Grad. Cert. Health Disparities Research, University of Illinois at Chicago, 2021.
Ph.D. Advertising, University of Texas at Austin, 2002.
MBA Escuela de Graduados en Administración y Dirección de Empresas (EGADE),
Tecnológico de Monterrey (ITESM) - Monterrey, Mexico, 1996.
Dip Film. Vancouver Film School, Vancouver, Canada, 1991.
B.A. Marketing, Tecnológico de Monterrey (ITESM) - Monterrey, Mexico, 1990.

Academic Appointments

2021-Present Professor of Marketing, College of Business and Management, University of Illinois
Springfield (AACSB Accredited).
2013-2021 Associate Professor of Business Administration, College of Business and
Management, University of Illinois at Springfield (AACSB Accredited).
2009-2013 Assistant Professor of Business Administration, College of Business and Management,
University of Illinois at Springfield (AACSB Accredited).
2002-2009 Assistant Professor of Advertising, College of Journalism and Communications,
University of Florida.
2001-2002 Provisional Assistant Professor of Advertising, College of Journalism and
Communications, University of Florida. (Concurrent with doctoral studies).
1999-2000 Instructor, Department of Marketing, McCombs School of Business, University of
Texas at Austin (AACSB Accredited). (Concurrent with doctoral studies).
1996-1997 Assistant professor of Marketing, Tecnológico de Monterrey (ITESM), Monterrey,
Mexico (before doctoral studies).

Faculty Affiliations

2020-Present Affiliate, Discovery Partners Institute.
2008-2020 Global Affiliate Faculty, Tourism Crisis Management Institute, College of Health and
Human Performance, University of Florida.

Leadership Positions

University of Illinois Springfield

2018-Present Associate Dean, College of Business and Management, University of Illinois
Springfield (Interim: August 2018-July 2019).

- Responsibilities and major accomplishments
 - Administration of the college
 - Supervise six direct reports: two undergraduate-level advisors (Online and on campus), a graduate-level advisor, a Director of Graduate Accelerated Programs (Academic Partnerships-related programs), a Coordinator of Accreditation and Assessment, and one Graduate Assistant (FTE 5.5).
 - Coordinated the creation and execution of the CBM's response to UIS Strategic Compass in the 2018 CBM strategic plan. Currently working with faculty and other stakeholders on the 2024-2029 strategic plan.
 - College's representative at the Ph.D. Project.

- Coordinate the internship supervisors for CBM's undergraduate programs.
 - Facilitate the relationship between the college and Shorelight to develop UIS Global, a program to recruit and retain international students.
 - Develop, analyze, and communicate data from Slate and Banner to help departments and the college make data-driven decisions.
 - Develop the agenda and lead the Dean's Academic Cabinet meetings.
 - Coordinate the Faculty Research and Teaching Colloquium Series and other events.
 - Developed guidelines and coordinate the CBM's Staff Service Award.
 - Developed procedures, guided the shared governance process, and execution of the CBM's reorganization.
- Shared governance of the college
 - Developed two college-level committees: Social Impact Committee and Strategic Planning Committee.
 - Create annual committee letters and support the curriculum, faculty development, personnel, and journal review committees.
 - Member, ex-officio, of all college-level committees to focus on the college's mission, continuous improvement, and shared governance policies and procedures.
 - Facilitated the response to the University of Illinois System's audit of the college's shared governance policies and procedures.
- Curricular management
 - Manage college-level student petitions and address student concerns.
 - Coordinate the development or changes of policies and procedures in admissions, financial aid, and CBM's programs for new online graduate programs.
 - Analyze data and address issues of inequality in academic outcomes.
 - Collaborate with the dean's office staff and department chairs on college-level academic issues such as reviewing scheduling, deployment, and hiring adjuncts.
 - Facilitate Illinois Board of Higher Education's Program Review process for the college's programs.
 - Interim MBA Director (January 2020-May 2020). Facilitated the scheduling of fall 2020 courses, admissions processes, and curricular changes.
- Curriculum improvement
 - Continuous development and review of financial and budgeting models for new online graduate programs.
 - Coordinate shared governance processing of all college's curricular changes and initiatives.
 - Facilitate the implementation of Quality Matters guidelines in all courses developed for new graduate programs.
 - Develop innovative offerings ranging from micro-credentialing for cybersecurity professionals to entrepreneurship summer camps for high school students.
 - Review and pilot new pedagogical platforms such as Engageli and YellowDig.
 - Coordinated re-designing the college's core undergraduate curriculum to include relevant knowledge and skills in managerial communication and business analytics.
 - Coordinated the development of enrollment management policies and procedures, marketing, IT support, and financial aid required to successfully implement the university's contract with Academic Partnerships, an Online Program Manager.
- Community engagement
 - Foster a strategic and inclusive approach to developing engagement opportunities

for CBM's faculty, students, and staff with businesses, not-for-profit organizations, governmental agencies, school districts, and diverse stakeholders to create long-term beneficial relationships based on equity and inclusion practices. Activities include:

- Experiential opportunities for students and research projects in collaboration with companies, state agencies, and not-for-profit organizations.
 - Student consulting services for the Illinois Innovation Network's Diverse Supplier program.
 - Specialized career fairs in business and information systems.
 - Finance competitions for local high school students.
 - Relationships with high school-level entrepreneurship programs in the region.
 - Match consulting needs of members of the business and not-for-profit communities with courses that require experiential activities.
- Management of AACSB accreditation processes and policies
 - Supervise the Coordinator for Accreditation and Assessment.
 - Coordinate assessment activities in the undergraduate curriculum and help departments assess their graduate programs.
 - Compile and analyze datasets required to develop Continuous Improvement reports for AACSB.
 - Facilitate the development of the strategic plan and the social impact plan. Coordinate secondary and primary research efforts.
 - Facilitate the maintenance of Sedona, a faculty activity tracking system.
 - Start the process of implementing Interfolio to replace Sedona.
 - Successfully facilitated the development of reaccreditation reports and coordinated a visit of the Peer Review Team in the fall of 2021.
 - Communication
 - Design and implement communication strategies for different stakeholders, including newsletters, digital signage, social media, and other platforms.
 - Climate assessment
 - Coordinated with the Huron Group and the Chancellor's office the college's climate assessment report.

2012-2018 Chair, Business Administration, College of Business and Management, University of Illinois at Springfield.
 Programs under supervision: BBA (2012-2018), BBA-Marketing (2013-2018), BBA-Sports Management (2015-2018), BBA-Finance (2016-2018), BBA-Online (2017-2018); Economics (2015-2018), and Master of Business Administration (2015-2018).

- Responsibilities and major accomplishments
 - Leadership of academic enterprise
 - Supervised personnel processes at the department level, including Annual Performance Review. Reappointment, tenure, and promotion procedures were successful for all tenured and tenure-track faculty of the department.
 - Led search committees to hire promising marketing, economics, and business ethics scholars and mentored new faculty members.
 - Scheduled over 50 sections a semester for five undergraduate programs and the MBA. Course deployment required deployment in two sites (Springfield and Peoria) and modalities (face-to-face and online) appropriate for traditional and non-traditional students. Despite this complexity, Business Administration and

- Economics were consistently ranked in the top five (out of 32 departments) according to UIS effectiveness metrics.
 - Developed a pool of highly qualified adjuncts for ethics, marketing, sport management, operations, and finance courses offered in Springfield, Peoria, and online.
- Curricular innovations
 - Participated in developing proposals, managed shared governance processing, drafted catalog copy, reviewed catalog copy, and scheduled new courses for three undergraduate concentrations and three graduate certificates.
- Assurance of learning
 - Led the department's AACSB Continuous Improvement Review and state-required reviews. Participated in the drafting of reports for the 2016 AACSB Continuous Improvement Review and review of the vision and mission of the college.
- Student recruitment and retention
 - Implemented high-impact practices such as collaboration in a college-wide professional advising office, increased participation of students in the college's honor society and student organizations, and participated in a task force to plan financial-based strategies to increase retention and degree completion. Maintained relationships with universities in China, Vietnam, and Mexico to attract students to exchange programs and our undergraduate and graduate programs.
- Relationship with stakeholders
 - Developed relations in the business community to understand Central Illinois' job market, find opportunities for students, and increase contact with alumni. Recruited students to volunteer in health-related projects to assist underserved populations. Collaborated with other units of the college to develop international academic agreements.
- Promotion of programs
 - Used social media to promote new curricular offerings, events, and the development of relationships with students, alumni, and community members. Organize events and host guest speakers to promote programs on campus and in the different communities UIS serves. Develop an analysis of feeder academic institutions to improve department recruitment activities.
- Fundraising
 - Continuously collaborated with the Development Office and faculty in the department to engage with foundations, alumni, and community members to raise funds for post-doctoral positions and support student activities.

2014-2015 Chair, Campus Senate, University of Illinois at Springfield.

- Responsibilities and major accomplishments
 - Developed the agenda for Executive Committee and Senate meetings.
 - Presided over bi-monthly meetings that led to more than 20 resolutions on academic policy, governance documents, and voicing concerns of Senators and university members.
 - Organized a panel on academic freedom to address faculty concerns.
 - Represented the Senate in meetings with the Provost, Chancellor, and members of the University System.
 - Facilitated activities of 14 Senate committees.

The University of Illinois System

2015-2016 Vice-Chair, University Senates Conference, University of Illinois System.
2013-2014 Chair, University Senates Conference, University of Illinois System.

- Responsibilities and major accomplishments
 - Developed the agenda for the Executive Committee and USC meetings.
 - Presided monthly meetings to coordinate shared governance processes of the three Senates (Urbana-Champaign, Chicago, and Springfield), the University System Administration, and the Board of Trustees that had a system-wide impact. Meetings were also an opportunity for the university system president to consult and inform members of USC of significant issues and concerns.
 - Member of Open Access Task Force and lead writer of policy adopted by the University of Illinois.
 - Member of strategic planning retreat and task force that led to the current University of Illinois Strategic Framework.
 - Represented faculty on discussions related to crisis budget planning and supplemental retirement plans.
 - Member of significant search committees such as President of the University, Chief of Staff, and VP of Academic Affairs.
 - Member of President Easter's Leadership Development Program.

Scholarship

[Google Scholar:](#)

N= 50 (Including selected proceedings), i10-index = 17, Number of citations = 2,005.

ORCID: [0000-0003-1929-9981](https://orcid.org/0000-0003-1929-9981)

Refereed publications

1. Lee, Minjee, Mary A. Gerend, Kelli D. Whittington, Sandra K. Collins, Stacey L. McKinney, Maria C. Franca, Valerie E. Boyer, Richard C. McKinnies, Cheng-Chia Chen, Jorge Villegas, and Eric Adjei Boakye (2024), "Factors Associated with HPV-Associated Sexual Risk Behaviors among Sexually Active College Students," *Journal of Behavioral Medicine*. DOI: [10.1007/s10865-023-00463-1](https://doi.org/10.1007/s10865-023-00463-1)
2. Morton, Cynthia R., Naa Dodoo, Jorge Villegas, Sophia K. Mueller, and Hyesoo Chang (2022), "Advertising in the times of COVID: A Tight-Loose Analysis of Pandemic-Related TV Commercials," *Journal of Current Issues & Research in Advertising*, DOI: [10.1080/10641734.2022.2149640](https://doi.org/10.1080/10641734.2022.2149640)
3. Villegas, Jorge and Cynthia R. Morton (2020), "Controversial Conversations: The Emotions Evoked by Anti-Terrorism Advertising," *Journal of Current Issues & Research in Advertising*, 41 (2), 229-242. DOI: [10.1080/10641734.2020.1727800](https://doi.org/10.1080/10641734.2020.1727800)
4. Lemanski, Jennifer and Jorge Villegas (2019), "Affective Effects of Offering Options in Persuasiveness of Fear Appeals," *Journal of Promotion Management*, 25 (1), 128-142. doi: 10.1080/10496491.2018.1427650
5. Lemanski, Jennifer and Jorge Villegas (2018), "Vaccine Promotion: Impact of Risk Level on Attitudes," *International Journal of Pharmaceutical and Healthcare Marketing*, 12 (2), 181-197, DOI: 10.1108/IJPHM-04-2017-0018
6. Cahyanto, Ignatius, Lori Pennington-Gray, Brij Thapa, Sivaramakrishnan Srinivasan, Jorge Villegas, Corene Matyas, and Spiro Kioussis (2016), "Predicting Information Seeking Regarding Hurricane Evacuation in the Destination," *Tourism Management*, (52), 264-275. doi:10.1016/j.tourman.2015.06.014
7. Lemanski, Jennifer and Jorge Villegas (2015), "Selling Health to the Distracted: Consumer Responses to Source Credibility and Ad Appeal Type in a Direct-to-Consumer Advertisement," *Health Marketing Quarterly*, 32(3), 217-233.

8. Cahyanto, Ignatius, Lori Pennington-Gray, Brij Thapa, Sivaramakrishnan Srinivasan, Jorge Villegas, Corene Matyas, and Spiro Kiouisis (2014), "An Empirical Evaluation of the Determinants of Tourist's Hurricane Evacuation Decision-Making," *Journal of Destination Management and Marketing*, 2 (4), 253–265.
9. Villegas, Jorge, Corene Matyas, Sivaramakrishnan Srinivasan, Ignatius Cahyanto Brij Thapa, and Lori Pennington-Gray (2013), "Cognitive and Affective Responses of Florida U.S. Tourists after Exposure to Hurricane Warning Messages," *Natural Hazards*. 66, 97-116. doi: [10.1007/s11069-012-0119-3](https://doi.org/10.1007/s11069-012-0119-3)
10. Graham, Amanda L., Ye Fang, Jose L. Moreno, Shawn Streiff, Jorge Villegas, Ricardo F. Munoz, Kenneth P. Tercyak, Jeanne S. Manderblatt, and Donna M. Valone (2012), "Impact and Costs of Online Advertising to Reach and Recruit Latino Smokers to an Internet Cessation Program," *Journal of Medical Internet Research*. doi: [10.2196/jmir.2162](https://doi.org/10.2196/jmir.2162).
11. Valdez, Carlos, Jorge Villegas, and Evan Gallagher (2011), "Marketing's Influence as an Antecedent of Differences of Sales-Marketing Thought Worlds in Mexican Companies," *International Business: Research, Teaching and Practice*, 5(2), 48-59.
12. Matyas, Corene, Sivaramakrishnan Srinivasan, Ignatius Cahyanto, Brij Thapa, Lori Pennington-Gray, and Jorge Villegas (2011), "Risk Perception and Evacuation Decisions of Florida Tourists Under Hurricane Threats: A Stated Preference Analysis," *Natural Hazards*, 59, 871–890.
13. Jung, Wan Seop and Jorge Villegas (2011), "The Effects of Message Framing, Involvement, and Nicotine Dependence on Anti-Smoking Public Service Announcements," *Health Marketing Quarterly*, 28 (3), 219-231.
14. Villegas, Jorge, Jennifer Lemanski, and Carlos Valdez (2010), "Marianismo and Machismo: The Portrayal of Females in Mexican TV Commercials," *Journal of International Consumer Marketing*, 22 (4), 327-346.
15. Morris, Jon D., Nelson J. Klahr, Feng Shen, Jorge Villegas, Paul Wright, Guojun He, and Yijun Liu (2009), "Mapping a Multi-Dimensional Emotion in Response to Television Commercials," *Human Brain Mapping*, 30 (3), 789-796.
16. Rice, Kenneth G., Chun-Chung Choi, Yanmei Zhang, Jorge Villegas, Huan Jacqueline Ye, Debra Anderson, Aleksandra Nestic, and Monica Bigler (2009) "International Student Perspectives on Graduate Advising Relationships," *Journal of Counseling Psychology*, 56 (3), 376-391.
17. Jin, ChangHyun and Jorge Villegas (2008), "Mobile Phone Users' Behaviors: The Motivation Factors of the Mobile Phone Users," *International Journal of Mobile Marketing*, 3 (2), 4-14.
18. Villegas, Jorge and Aarambh Shah (2008), "The Price of Laughter: Differences Between Hispanic Groups' Responses to the use of Humor in Financial Services Advertising," *Family and Consumer Sciences Research Journal*, 37 (1), 39-51.
19. Dees, Windy, Gregg Bennett, and Jorge Villegas (2008), "Measuring the Effectiveness of Sponsorship of an Elite Intercollegiate Football Program," *Sports Marketing Quarterly*, 17, 79-89.
20. Jin, ChangHyun and Jorge Villegas (2007), "Consumer Responses to Advertising on the Internet: The Effect of Individual Difference on Ambivalence and Avoidance," *CyberPsychology & Behavior*, 10 (2), 258-266.
21. Jin, ChangHyun and Jorge Villegas (2007), "The Effect of the Placement of the Product in Film: Consumers' Emotional Responses to Humorous Stimuli and Prior Brand Evaluation," *Journal of Targeting, Measurement and Analysis for Marketing*, 15, 244-255.
22. Morton, Cynthia R. and Jorge Villegas (2005), "Political Issue Promotion in the Age of 9-11," *Journal of Non-Profit & Public Sector Marketing*, 14 (1/2), 269-284.
23. Stout, Patricia A., Jorge Villegas, and Nancy Jennings (2004), "Images of Mental Illness in the Media: Directions for Future Research," *Schizophrenia Bulletin*, 30(3), 543-561.
24. Stout, Patricia A., Jorge Villegas, and Hyojin Kim (2001), "Linking Learning and Interactivity on Health-Related Web Sites," *Health Education Research*, 16, 721-733.

Books, contributor of chapters

1. Stout, Patricia A., Jennifer G. Ball, and Jorge Villegas (2007), "Health Marketing and the Internet," in *Internet Advertising*, David W. Schumann and Esther Thorson (eds.) Lawrence Erlbaum Associates: New York. (pp. 363-395).
2. Morton, Cynthia R. and Jorge Villegas (2004), "Political Issue Promotion in the Age of 9-11," in *Current Issues in Political Marketing*, Walter W. Wymer and Jennifer Lees-Marshment (eds.) Haworth Press: New York. (pp. 269-284).
3. Stout, Patricia A. and Jorge Villegas (2004), "Health Promotion and Interactive Technology: Do Gender Differences Matter in Message Design?" in *Diversity in Advertising*, Jerome D. Williams, Wei-Na Lee, and Curtis P. Haugtvedt (eds.) Lawrence Erlbaum Associates: New York. (pp. 383-399).

Refereed Conference Presentations and Posters (Most recent ten-year period)

1. Chen, Cheng-Chia (Brian), Min Jee Lee, Jorge Villegas, Meghan Elgee, and Allison Spenner (2023), "Unveiling the Power of Social Media in HPV Vaccination Campaigns," *American Public Health Association Conference*, Atlanta, GA, November.
2. Villegas, Jorge, Min Jee Lee, Cheng-Chia (Brian) Chen, Meghan Elgee, and Allison Spenner, (2023), "Impact of Social Media Messages on Perceived Risk and Severity of Adverse Effects and Regret of HPV Vaccination: The Moderating Role of Decision-Making Preference," *American Society of Clinical Oncology Conference*, Chicago, IL, June.
3. Valdez, Carlos, Jorge Villegas, and David Penn (2023), "Personal Brand Equity in LinkedIn: Impression Management as an Antecedent and Behaviors as Consequences," *Association of Marketing Theory and Practice Conference*, Hilton Head, SC, March. Extended abstract is available in [Digital Commons](#).
4. Valdez, Carlos, Jorge Villegas, and David Penn (2022), "The Effects of Brand Logos on LinkedIn Profiles on Personal Branding," *Society for Marketing Advances Conference*, Charlotte, NC, November.
5. Valdez, Carlos and Jorge Villegas (2022), "Building a Personal Brand using Impression Management in Social Networks," *Association of Marketing Theory and Practice Conference*, Destin, FL, March. Extended abstract is available in [Digital Commons](#).
6. Villegas, Jorge, Cheng-Chia (Brian) Chen, and Jennifer Lemanski (2021), "Effects of Health communication Via Social Media and Health Literacy on the Perception of HPV Vaccine Adverse Reactions and Interactions," *American Public Health Association Conference*, Denver, CO. Online Live Conference, October.
7. Doodoo, Naa A., Cynthia R. Morton, Jorge Villegas, Sophia K. Mueller, and Hyesoo Chang (2021), "Advertising in the times of COVID: A Tight-Loose Analysis of Pandemic-Related TV Commercials," *Association for Education in Journalism and Mass Communication's Annual Conference*. Online Live Conference, August.
8. Villegas, Jorge and Cheng-Chia (Brian) Chen (2020), "Sharing Decisions in Medical Encounters: Effects on Vaccine-Related Social Media Messages," *Illinois Public Health Association's 79th Annual Meeting*, Online Live Webinar, October.
9. Villegas, Jorge, Tracey Smith, and Augusto C. Schmidt, (2019), "Deep Dive into the Data: Assessing the Effects of a Community-Based Program in Health Care Utilization," *American Public Health Association*, Philadelphia, PA. November.
10. Chen, Cheng-Chia (Brian), Jennifer Lemanski, and Jorge Villegas (2019), "Share, Like or Scroll Past? Effects of Health Literacy on Perceptions of HPV Vaccine Adverse Reactions and their Effect on the Sharing of Scientific-Based Social Media Health Information," *American Public Health Association*, Philadelphia, PA. November.
11. Habib, Sabrina, Jorge Villegas, and Thomas Vogel (2019), "Creativity and Technology," *Creativity Conference at Southern Oregon University*, Ashland, OR. July.

12. Smith, Tracey, Jorge Villegas, and Augusto C. Schmidt, (2019), "Developing Tools to Assess the Effectiveness of a Community-Based Program," *Annual Symposium for Teaching and Learning*, Southern Illinois University School of Medicine, Springfield, IL. April.
13. Habib, Sabrina, Jorge Villegas, and Thomas Vogel (2019), "Teaching Creativity in The Age of Artificial Intelligence and Data Stream," *American Academy of Advertising Conference*, Dallas, TX. March. Abstract published in proceedings.
14. Villegas, Jorge and Tracey Smith (2018), "This is our Legacy, and this is How we can Help: Empathically Understanding the Effects of Marketing among the Most Vulnerable," *Summer American Marketing Association Conference*, Boston, MA. August.
15. Habib, Sabrina, Thomas Vogel, and Jorge Villegas (2018), "Creative Thinking: Insights from Advertising Educators and Practitioners," *American Academy of Advertising Conference*, New York, NY. March. Abstract published in proceedings.
16. Villegas, Jorge, Sabrina Habib, Thomas Vogel, and Jeff Williams (2018), "Creativity, Data, and Artificial Intelligence: The New Team," *American Academy of Advertising Conference*, New York, NY. March. Abstract published in proceedings.
17. Villegas, Jorge and Thomas Vogel (2017), "Disruption in Advertising Agencies: Creativity as a Strategic Resource," *Society for Advancement of Management*, Orlando, FL. April. Abstract published in proceedings.
18. Carls, Brittany, Sarah Rowlands, Tracey Smith, and Jorge Villegas (2016), "A Win-Win: Reducing the Cost Burden of Super-Utilizers while Improving Patient Outcomes," *Illinois Public Health Association's 75th Annual Meeting*, Springfield, IL. September.
19. Villegas, Jorge (2016), "The Expanding Role of Marketing in the New Healthcare Environment," *Society for Advancement of Management*, Arlington, VA. April. Abstract
20. Hadidi, Rassule, Ron McNeil, Lemuria Carter, and Jorge Villegas (2016), "Healthcare Informatics: The Uses of Information Technology to Improve Healthcare Delivery System," *Society for Advancement of Management*, Arlington, VA. April.
21. Rowlands, Sarah, Brittany E. Carls, Tracey Smith, and Jorge Villegas (2016), "Training Inter-Professional Students about the Development of a Network of Care: Increasing Health Outcomes and Reducing Costs among Super-Utilizers of Health Services," *Association for Prevention Teaching and Research Conference*, Albuquerque, NM, March. (Student-led poster presentation).
22. Villegas, Jorge and Jennifer Lemanski (2015), "A Discussion of Research in Progress: Marianismo and Health Outcomes for Latino Females with Asthma," *National Association for Hispanic and Latino Studies' International Research Forum*, South Padre Island, TX, October.
23. Vogel, Thomas, and Jorge Villegas (2015), "Creative [Thinking] skills of tomorrow," *American Academy of Advertising Annual Conference*, Chicago, IL, March. Abstract published in proceedings.
24. Villegas, Jorge, Thomas Vogel, Jerry Krishnan, and Nina Bracken (2014), "Branded Engagement Model: Community Members as Health Collaborators," *142nd American Public Health Annual Meeting*, New Orleans, LA, November.
25. Vogel, Thomas, Jorge Villegas, and Roxana Maiorescu (2014), "Philosophy of Creativity in Advertising Agencies," *American Academy of Advertising Annual Conference*, Atlanta, GA, March. Abstract published in proceedings.

Reports Solicited by Not-for-profit Organizations

1. Thapa, Brijesh, Lori Pennington-Gray, Siva Srinivasan, Jorge Villegas, Corene Matyas, and Ignatius P. Cahyanto (2010) "Identifying the Factors that Influence the Evacuation Decisions of Florida Tourists when Hurricanes Strike," Report prepared for the *Eric Friedheim Foundation*.

Reviews/Solicited Manuscripts/Blog Posts (Most recent ten-year period)

1. Villegas, Jorge (2019), "Time to Use ANDs instead of ORs? The Role of Business Schools in Advertising Education," *Journal of Advertising Education*, 23(1), 60-64.

2. “The Business of Hotspotting” SIU Healthy Dose Blog, <http://www.sjr.com/article/20151222/BLOGS/312229999/10243>. Published in 2015. (Co-authored)

Funded and Submitted Research/Projects

2023	Member, “Evaluation of a Social Media Intervention on HPV Vaccination on a University Campus,” National Cancer Institute R15, (\$300,000), PI: Dr. Min Jee Lee (School of Medicine, Southern Illinois University). Submitted 02/2024, waiting for decision after resubmission.
2018	Co-PI, “Behavioral Effects of Warm Glow Recycling Bins,” PepsiCo Recycling Zero Impact Fund (\$3,654), Co-PIs: Carolee Rigsbee and Megan Styles.
2015-2018	Faculty member, "Interprofessional Student Team Hot Spotting Mini-Grants," Camden Coalition of Healthcare Providers, Primary Care Progress, and the Association of American Medical Colleges. UIS students involved in the project: Brittany Carls and Sarah Rowlands (2015); Regina Bolin and Colleen McMahon (2016); Chelsey Witkowiak and Mike Kirchesner (2017).
2015-2016	Co-Coordinator, “Alcohol Awareness Campaign on the UIS campus,” The Foundation for Advancing Alcohol Responsibility, (\$15,000), Co-coordinator: Valerie Gebhardt.
2009-2010	Co-PI, “The Role of Emotions and Endorser Characteristics in Consumer Responses to DTC Advertising,” American Academy of Advertising’s Research Fellowship, (\$2,750), Co-PIs: Hyojin Kim and Chunsik Lee.
2009	Co-PI, “Hurricane Response Among Tourists in Florida,” Eric Friedheim Foundation, (\$20,000), PI: Brijesh Thapa.
2008-2010	Consultant, “Recruiting Latino Smokers via the Internet: The Feasibility of Online Advertising,” National Cancer Institute (R21), (\$378,293), PI: Amanda Graham.
2008-2009	Researcher, “Faculty Learning Community: Intercultural Communications at UF, Faculty Development,” University of Florida, (\$20,000). PI: Michael Leslie.
2004	PI, “Exploring drama advertising in Hispanic television,” Dean’s Seed Money, (\$713.50).
2004-2005	Researcher, “Measuring Advertising as a Co-Creative Process,” Advertising Research Federation, (\$10,000), PI: Jon Morris.
2002	Co-PI, “Explore the role of emotion in communications as it relates to health and mental health” Dean’s Seed Money (\$6,000), Co-PIs: Jon Morris and Jooyoung Kim.
2002	Co-PI, “Impact of source credibility on the emotional response to threatening appeals,” AAA Research Fellowship Award, (\$2,480), Co-PI: Cynthia Morton.
2001-2003	Graduate Research Assistant & Consultant, “Stigma of mentally ill people in mass media,” National Institute of Mental Health, (\$75,000), PI: Patricia A. Stout.
2001	Co-PI, “The impact of source credibility on the emotional response to threatening appeals,” Dean’s Seed Money, (\$660), Co-author: Cynthia Morton.
2000	Graduate Research Assistant, “Countermeasures to Biological and Chemical Threats,” DTRA/SBCCOM /ARL, (\$216,437), Funded, PI: Ellen Wartella; Co-PI: Charles Whitney.

Mentorship of Undergraduate/Graduate Research (Most recent ten-year period)

1. Marissa Jones and Caleb Froidcoeur (2019). Co-mentors: Megan Styles and Carolee Rigsbee. “Do Bedazzled Bins Motivate Consumers to Recycle More?,” *Student Technology, Arts, &*

Research Symposium, University of Illinois at Springfield, Springfield, IL: April. (Presentation). Mentored by Carolee Rigsbee, Megan Styles, and Jorge Villegas.

2. Jingyu Meng (2018). " Business Strategy Analysis of Uniqlo: Products and Business Culture," Graduate Student Research Grant (\$1,000), University of Illinois at Springfield.
3. Rachel Hettrick (2018). "The New Business of True Crime," *Graduate Student Research Grant* (\$516), University of Illinois at Springfield.
4. Regina Bolin and Colleen McMahon (2017). "Sustainable Growth of Interprofessional Care Programs: Paving the Way to New Healthcare Business Models," *Student Technology, Arts, & Research Symposium*, University of Illinois at Springfield, Springfield, IL: April. (Poster presentation).
5. Sarah Rowlands and Brittany Carls (2016). "Training Inter-Professional Students about the Development of a Network of Care: Increasing Health Outcomes and Reducing Costs among Super-utilizers of Health Services," *Student Technology, Arts, & Research Symposium*, University of Illinois at Springfield, Springfield, IL: April. (Poster presentation).

Graduate Studies Guidance

Chair of Master Committees

2009	Lee, Jaejin*	Effects of online brand communities
2009	Harris, Keitra	Hispanic code-switching
2008	Kim, Mi Jung*	Mobile advertising and cultural orientation
2008	Jung, Wan Seop*	Anti-smoking PSAs
2008	Kim, Yeuseung *	Consumer-generated content and trust
2007	Chen, Huan*	Ethnocentrism and COO
2007	Lee, Hyoungdong	Product placement and sponsorships
2006	Park, Ji Mi	Brand extension in technology products.
2006	Millwee, Casey	Costa Rica and US content analysis
2006	Teagle, Maya	Music in advertising.
2006	Ghanimi, Ziad	Sponsorships in advertising.
2005	Fowler, Rebecca	Shock advertising.
2004	Harmala, Sara	Cultural vs. product appeals.
2003	Shah, Aarambh	Money, humor, and Hispanic subgroups.
2002	Lemanski, Jennifer*	Fear appeals and options

Chair of Doctoral Dissertation Committee and Host of International program, EGADE, Tecnológico de Monterrey (ITESM)

2005	Valdez, Carlos*	Emotional response to mixed messages
------	-----------------	--------------------------------------

Chair (co-chair) of Dissertation Committees

2007	Lemanski, Jennifer*	Cognitive load and advertisement processes
2006	Jin, ChangHyun*	Classical conditioning and animation

* Faculty members at higher education institutions in the USA or Korea.

Member of graduate committees

- Former member of eight doctoral dissertation committees and 35 master thesis committees at the University of Florida.
- Dean's representative of five graduate thesis committees for the College of Liberal Arts and Science's Department of Communication at UIS.
- Member of a Doctor of Public Administration dissertation committee for the College of Public

Affairs and Administration at UIS (2020-2022).

Invited Presentations/Workshop Trainer (Most recent ten-year period)

- 2023 Speaker, “How the US Healthcare System is Financed and Why Should You Care,” *HotSpotting Skills Lab*, SIU School of Medicine, Online, January.
- 2022 Speaker, “Using Assessment to Continuously Improve our Curriculum,” *Assurance of Student Learning Day*, *University of Illinois Springfield*, Online, April.
- 2021 Speaker, “Value in Healthcare,” *HotSpotting Skills Lab*, SIU School of Medicine, Online, November.
- 2019 Invited participant, Third National Latino Business Education Leadership Roundtable, *Association of Latino Professionals for America*. Nashville, TN, August.
- 2018 Invited participant, Second National Latino Business Education Leadership Roundtable, *Association of Latino Professionals for America*. Las Vegas, NV, July.
- 2017 Speaker, “Small Data Creates Big Impact,” *Campaign Kickoff: Back to Class*, *Office of Advancement*, University of Illinois at Springfield. Springfield, IL, October.
- 2016 Panelist, “The Community Can Teach me That! Moving Out of the Classroom to the Real World,” *7th Annual Symposium of Teaching and Learning*, *School of Medicine*, Southern Illinois University, Springfield, IL, April.
- 2015 Panelist, “Latin America/ns: Relating Diversity, History, Experiences and Assimilation in the US: Panel Discussion”, *ECCE Speaker Series*, University of Illinois at Springfield, Springfield, IL, September.
- 2015 Speaker, “Looking for Engagement in all the Right Places,” *Research Colloquium of the Kinesiology and Community Health Department*, University of Illinois at Urbana Champaign, Urbana, IL, February.
- 2014 Trainer, “Improve the Health Literacy of Your Office to Improve Patient Outcomes: A Three-Session Workshop for Health Care Providers,” *Training Workshop*, *School of Medicine*, *Southern Illinois University*, Springfield, IL, September, October, & November.

Memberships

American Academy of Advertising
American Society of Clinical Oncology
American Public Health Association
Illinois Public Health Association

Teaching Experience

University of Illinois at Springfield (2009-Present)

- Undergraduate courses: Principles of Marketing, Advertising (including online delivery), Consumer Behavior (including online delivery), Healthcare Marketing, and independent studies in social marketing.
- Graduate courses: Business Perspectives, Marketing Management (including blended and online delivery), Leadership & Consumer Insights (Online. Quality Matters certified), and US Survey of Health Care System (Online. Quality Matters certified).
- Executive programs: International Program in Advertising (Media Planning), ESAN, Lima, Peru.

University of Florida (2001-2009)

- Undergraduate courses: Advertising Strategy, International and Multicultural Advertising, Advertising Research, Advertising Campaigns, and Elements of Advertising (Distance Education).
- Graduate courses: Advertising Theory, International Advertising, and Experimental Methods (Doctoral course).
- Executive programs: MBC – International program Casper Libero, Brazil; Kobaco executive program, Korea; LG executive program, Korea, Universidade de Sao Paulo, and executive program, Brazil.

University at Texas at Austin (1999-2000)

- Undergraduate course: Business in Latin America.

Tecnológico de Monterrey (ITESM) - Monterrey, Mexico (1996-1997)

- Undergraduate courses: Principles of Advertising and Advertising Campaigns.
- Executive programs: Advertising Creativity.

Service to Academia/Community (Most recent ten-year period)

Member: Expert Panels

2021-2023	Member, Development of Health Equity Quality Measurement Expert Panel, Yale Center for Outcomes Research and Evaluation.
2021-2023	Member, Development of Measure for Patient Receipt of Key Information following an Outpatient Procedure Technical Expert Panel, Yale Center for Outcomes Research and Evaluation.
2019-2022	Member, Person & Family Engagement Network, Rainmaker Strategies Solutions.
2018-2019	Member, IMPACT Act Technical Expert Panel, Yale Center for Outcomes Research and Evaluation.
2017-2019	Member, Person & Family Engagement Network, Yale Center for Outcomes Research and Evaluation.

Reviewer: Grant applications

2016	Stakeholder reviewer, Patient-Centered Outcomes Research Institute's Assessment of Prevention, Diagnosis, and Treatment Options (APDTO) Merit Review. Reviewed proposals requesting more than \$8 million in funding.
------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Ad hoc Reviewer: Academic Journals

- Marketing/Advertising: *Communication & Society (Universidad de Navarra), Corporate Social Responsibility & Environmental Management, International Journal of Advertising, International Journal of Electronic Marketing and Retailing, International Journal of Internet Marketing and Advertising, Journal of Advertising, Journal of Advertising Education, Journal of Consumer Behavior, Journal of Current Issues & Research in Advertising, Journal of Interactive Marketing, Journal of Marketing Communications, Journal of Media Management, Journal of Promotion Management, Marketing Theory.*
- Health/Psychology: *American Journal of Preventive Medicine, Decision-Making Policy & Practice, Journal of Medical Internet Research, Journal of Medical Internet Research-Rehabilitation and Assistive Technologies, Journal of Medical Internet Research- Research Protocols, Journal of Participatory Medicine, Personality and Individual Differences, Psychological Reports.*
- Risk: *International Journal of Disaster Risk Reduction, Journal of Risk Research, Risk*

Analysis.

Reviewer: Academic Conferences

2017-Present	<i>American Marketing Association's Marketing and Public Policy Conference.</i>
2015-Present	<i>Annual meeting of the American Public Health Association.</i>
2010-Present	<i>American Marketing Association's summer and winter conferences.</i>
2004-Present	<i>American Academy of Advertising's Annual Conference.</i>
2003-2021	<i>Association for Education in Journalism and Mass Communication Convention (Advertising Division).</i>
2016-2019	<i>Annual North American meeting of the Society of Medical Decision Making.</i>

Reviewer: Other

2020	Reviewer of a graduate marketing program for a comprehensive university in Canada.
2018	Tenure application review for a faculty member of an advertising and public relations program at a comprehensive university.
2018	Tenure application review for a faculty member of a marketing program at a liberal arts college.
2017	Proposal for undergraduate marketing textbook requested by Palgrave McMillan.
2017	Promotion application review for a faculty member of a college of medicine at a comprehensive university.
2015	Tenure application review for a faculty member from a college of communication at a research-intensive university.
2014	Proposal for marketing book requested by University of Toronto Press.

Service to Editorial Boards

2011-Present	Member, Editorial Board, <i>Journal of Advertising Education.</i>
2017-2018	Co-editor, <i>SAM – Advanced Management Journal.</i>

Service to Academic Organizations

2023-Present	Member, Investment Management Committee, <i>American Academy of Advertising.</i>
2023-Present	Chair, Finance Committee, <i>American Academy of Advertising.</i>
2022-2023	Member, Policy Review Committee, Medical Care Section, <i>American Public Health Association.</i>
2022-2023	Member, Annual Meeting Planning Committee, <i>Association of University Programs in Health Administration.</i>
2021-2022	Member, Policy and Legislative Committee, <i>Illinois Public Health Association.</i>
2021-2023	Member, Finance Committee, <i>American Academy of Advertising.</i>
2018-2021	Member, Research Committee, <i>American Academy of Advertising.</i>

Community Service

2018-Present	Member, iVenturED - Sangamon CEO Board, Springfield, IL. Secretary (2023-Present). Chair (2021-2023). Vice-Chair (2019-2021). Member of the Selection Committee and Curriculum Committee (2019-Present). Chair, Advisory Planning Committee (2020).
2019-2020	Member, Marketing Committee, Kidzeum of Health and Science.

University Service (Most recent ten-year period)Department and College

2020	Member, Evaluation Committee, Request for Proposal for Online Learning Support.
2017-2018	Faculty advisor, Finance Club, College of Business and Management, University of Illinois at Springfield.
2014-2018	Faculty advisor, Young Professional Marketers, College of Business and Management, University of Illinois at Springfield.
2014-2018	Member, College Executive Committee, College of Business and Management, University of Illinois at Springfield. (Chair 2017-2018)
2011-2017	Faculty advisor, Beta Gamma Sigma, College of Business and Management, University of Illinois at Springfield. (Chapter Honors, 2014-2015).
2017	Member, Department Staff and Student Advisor search, College of Business and Management, University of Illinois at Springfield.
2017	Chair, Graduate assistant search, Department of Business Administration, College of Business and Management, University of Illinois at Springfield.
2016	Chair, Graduate assistant search, Department of Business Administration, College of Business and Management, University of Illinois at Springfield.
2016	Member, College advisor search, College of Business and Management, University of Illinois at Springfield.
2016	Chair, Accreditation Coordinator Search, College of Business and Management, University of Illinois at Springfield.
2015-2016	Chair, Economics faculty search, Business Administration, College of Business and Management, University of Illinois at Springfield.

University

2024-Present	Member, Sense of Belonging Student Survey Research Group, University of Illinois Springfield.
2024-Present	Member, Equity Planning Taskforce, University of Illinois Springfield.
2023-Present	Member, Belonging, Dignity, and Justice Committee, University of Illinois Springfield.
2023-Present	Chair, Search Committee, Director of Innovate Springfield, University of Illinois Springfield.
2023-Present	Senator- Administration representative, Campus Senate, University of Illinois Springfield.
2022-Present	Member, Faculty Workload Working Group, University of Illinois Springfield.
2022-Present	Member, Graduate Academic and Admissions Committee, University of Illinois Springfield-Shorelight.
2021-Present	Member, Advisory Board, Continuing & Professional Education (CAPE), University of Illinois Springfield.
2019-Present	Member, Faculty and Staff Campaign Council, University of Illinois at Springfield.
2023-2024	Member, Carnegie Leadership for Public Purposes Elective Classification Task Force, University of Illinois Springfield.
2023-2024	Member, Staff and Faculty Leadership Lab Task Force, University of Illinois Springfield.
2023	Member, Search Committee, Interim Associate Dean, College of Public Affairs and Education, University of Illinois Springfield.
2022-2023	Member, Search Committee, Director of Research Administration, University of Illinois Springfield.
2022	Member, Equity Plan Committee, University of Illinois Springfield.

2022	Member, Search Committee, Sponsorship Account Executive, NPR Illinois.
2021-2022	Member, International Support Implementation Team, University of Illinois Springfield.
2022	Member, Task Force on Faculty Recruitment & Retention, University of Illinois Springfield.
2020-2021	Member, UIS-Discovery Partners Institute Task Force, University of Illinois Springfield.
2020	Member, Associate Director of Admissions Search Committee, University of Illinois Springfield.
2020	Member, Center for State Policy and Leadership Executive Director Search Committee, University of Illinois Springfield.
2019	Member, Associate Director, Continuing & Professional Education (CAPE) Search Committee, University of Illinois at Springfield.
2019	Member, Director of UIS Peoria Center Search Committee, University of Illinois at Springfield.
2019	Member, Faculty Awards Advisory Commission, University of Illinois at Springfield.
2019	Member, Director of Marketing Search Committee, University of Illinois at Springfield.
2018	Member, Task Force School of Continuing Education, Online Education, and Professional Engagement (SCOPE), University of Illinois at Springfield.
2017-2018	Co-Chair, Strategic Compass Steering Committee, University of Illinois at Springfield.
2018	Member, Recruitment and Contract Manager Search Committee, Graduate Public Service Internship Program, University of Illinois at Springfield.
2017-2018	Member, Canvas Pilot Testing Task Force, University of Illinois at Springfield.
2016-2018	Member, Sustainability Committee, University of Illinois at Springfield.
2012-2017	Member, Social Media Task Force, University of Illinois at Springfield.
2017	Member, Associate Vice Chancellor for Undergraduate Education Search Committee, University of Illinois at Springfield.
2017	Co-facilitator, Retention and Graduation Initiatives Working Group (Finance), University of Illinois at Springfield.
2016-2017	Co-chair, Provost and Vice Chancellor of Academic Affairs Search Committee, University of Illinois at Springfield.
2016-2017	Member, Director of Career Development Center Search Committee, University of Illinois at Springfield.
2015	Member, Director of Development Search Committee, University of Illinois at Springfield.
2015	Member, Associate Chancellor for Public Affairs Search Committee, University of Illinois at Springfield.
2011- 2015, 2016- 2017	Senator, Campus Senate, University of Illinois at Springfield.
2013-2014	Chair of the Subcommittee on Governance and Diversity, Higher Learning Commission Accreditation Team, University of Illinois at Springfield.
2010-2014	Member, Undergraduate Council, University of Illinois at Springfield.
<u>System</u>	
2024-Present	Sponsor, Professional Staff Leadership Academy, University of Illinois.
2024-Present	Member, Online Strategy Task Group, University of Illinois.
2023-Present	Representative, National Commission on Innovation and Competitiveness Frontiers, US Council on Competitiveness, University of Illinois.

2023-Present	Member, Credentials Working Group, University of Illinois.
2021-Present	Member, Mexican & Mexican-American Students Initiative (I-MMÁS), University of Illinois.
2023-2024	Member, Director of University of Illinois System's Mexico City Office Search Committee, University of Illinois.
2019	Reviewer, Discovery Partners Institute Activity Proposals, University of Illinois.
2018-2020	UIS Institutional Lead, Discovery Partners Institute's Health and Wellness Working Group, University of Illinois.
2017-2018	Member, Vice President and Chief Financial Officer/Comptroller Search Committee, University of Illinois.
2014-2017	Member, Faculty Advisory Committee, Office of the Vice President for Research, University of Illinois.
2012-2017	Member, Faculty Advisory Committee, Office of the Vice President of Academic Affairs, University of Illinois.
2012-2017	Member, University Senates Conference, University of Illinois.
2014-2017	Member, Hospital and Health Affairs Committee, University Senates Conference, University of Illinois.
2016	Member, Executive Vice President and Vice President for Academic Affairs Search Committee, University of Illinois.
2014-2016	Chair, Hospital and Health Affairs Committee, University Senates Conference, University of Illinois.
2015-2016	Member, Budget Reduction Working Group, University of Illinois.
2015-2016	Member, Strategic Plan Steering Committee, University of Illinois.
2014-2015	Member, University Administration Budget Review Advisory Committee, University of Illinois.
2011-2015	Reviewer, President's Research in Diversity Travel Award, University of Illinois.
2015	Member, President's Transition Team Group, University of Illinois.
2014-2015	Member, Office of Government Relations Director Search Committee, University of Illinois.
2014	Member, Presidential Search Committee, University of Illinois.
2014	Member, Open Access Task Force, University of Illinois.
2014	Member, Special Assistant to the President Search Committee, University of Illinois.
2014	Member, Supplementary Retirement Plan Working Group, University of Illinois.

Awards and Other Distinctions

2022, 2023	Nominee, Chancellor's Academic Professional Excellence Award, University of Illinois Springfield.
2018	Awarded one semester Sabbatical Leave (Deferred) to study consumer decision-making processes in healthcare contexts, University of Illinois System.
2017	Selected by the Vice Chancellor of Academic Affairs & Provost Office to participate in the American Council on Education's Academic Chair Leadership Academy.
2017	Spencer Faculty Service Award (\$5,000), University of Illinois at Springfield.
2014-2015	Selected by the College of Business and Management to participate in Leadership Seminar for Academic Chairs, University of Illinois at Springfield.
2014	Elected by the University Senates Conference to participate in President Robert Easter's Leadership Development Program, University of Illinois.

- 2012 Honorary Varsity Letter Award, Athletics Department, University of Illinois at Springfield.
- 2012-Present Member, Beta Gamma Sigma, Business Honor Society.
- 2008 Teacher of the Year, College of Journalism and Communications.
- 2006 Co-author, "The Wages of Fear: Unintended emotions associated with terrorism-awareness Messages," *Association for Marketing and Health Care Research's Best Faculty Paper*. Co-author: Cynthia Morton.
- 2005 Chair of a dissertation committee, "Mixed emotional messages and their effect on attitude, cognition, and emotions," *American Academy of Advertising's Best Dissertation Award*. Awarded to Carlos Valdez.

Most Relevant Working/Consultant Experience

- 2020-2021 Consultant, Burness (Bethesda, MD). Design and implementation of a national research project using quantitative and qualitative approaches to understand public opinions on systemic thinking in health-related issues.
- 2016 External reviewer, Office of Communications and Marketing, MacMurray College (Jacksonville, IL). Led a holistic review of OCM's staff, administration, and services.
- 2007 Consultant, Silver Associates (New York, NY). Design and implement a market research project to assess the brand equity of a sport in the US.
- 1997-2000 Consultant, Click in (Austin, TX). Data analysis and questionnaire design for a pioneer in online research in the US.
- 1989-2000 Freelance writer. Wrote plays, advertisements, promotional materials, and other forms of communication. Clients: Mary-Kay Cosmetics, Artestudio, ITESM, among others.
- 1992-1996 Co-owner, principal researcher, and manager of *Mercadotecnia Estrategica*, a market research and advertising agency in Monterrey, MX. Projects included public opinion polls, qualitative and quantitative market research for new products and markets, and the development of creative strategies. Clients: Celular de Telefonía, Financiera Comercial America, among others.
- 1992-1996 Co-owner and head writer of *Alta Imagen*, a video production company. Responsibilities included writing, planning, and production of educational, promotional, and corporate videos. Clients: Social Communication Agency of Nuevo Leon, Committee of Ecology, ANSPAC –Cemex, among others.

Fellowships, Assistantships, and Awards Received during Graduate Studies

- 1998-2001 Graduate Research Assistant, College of Communication, University of Texas at Austin.
- 1997-2001 Professors Abroad Program, ITESM-Monterrey, MX.
- 2000 Morris Hite and Tracy Locke: Endowed Presidential Award, University of Texas at Austin.
- 2000 University Continuing Fellowship: Office of Graduate Studies, University of Texas at Austin.
- 2000 Office of Graduate Studies: Two Professional Development Awards.
- 1999 Graduate Research Assistant, Marketing Department, University of Texas at Austin.
- 1993-1995 Teaching Assistant, Marketing Department, ITESM-Monterrey.