

Dr. Elizabeth A. Minton

Associate Professor of Marketing | University of Wyoming
eminton@uwyo.edu | www.elizabethminton.weebly.com

PROFESSIONAL PROFILE

Thirteen years of teaching and analytical research experience in consumer behavior. Five years of work experience in tourism and small business development. Academic highlights include:

- **Research:** Publications in such outlets as the *Journal of Public Policy & Marketing*, *Journal of Advertising*, & *Journal of Business Ethics* (51 articles total, 34 of which are solo or lead author); 1,404 total citations
- **Teaching:** Face-to-face and online teaching experience (average UW course quality 4.6/5.0), partnered with 56 local businesses for classroom service learning projects since 2014
- **Grants:** External grant recipient of over \$33,000 (recipient of an additional \$76,800 of internal UW funds)
- **Service:** Committee member for 16 UW dissertations/theses, advisory board member for Small Business Development Center for 6 years, advise 2 UW student organizations, serve as an AE and on ERB for journals, initiated & coordinate UW marketing experimental lab

EDUCATION

Ph.D. Marketing (June 2014)

University of Oregon | Eugene, Oregon

- *Dissertation:* The Theoretical Antecedents to Communication Primes: A Holistic Perspective with Public Policy Implications
- *Committee:* Dr. Bettina Cornwell (chair), Dr. Lynn Kahle, Dr. Hong Yuan, & Dr. Nash Unsworth (psychology)

Masters of Science in Marketing (March 2013)

University of Oregon | Eugene, Oregon

Masters of Business Administration (December 2009)

Idaho State University | Pocatello, Idaho

- *Thesis:* Assessment of National Tourist Council Marketing Practices toward Western European Tourist Motivations for Travel
- *Advisor:* Dr. Robert Hoover

Bachelor of Business Administration, Marketing emphasis (May 2008)

University of Alaska Southeast | Juneau, Alaska

RESEARCH INTERESTS

(1) Religion's influence on consumer behavior and (2) Pro-social marketing

HONORS and AWARDS

- College of Business Belt Buckle Research Award, University of Wyoming – *Presented to “associate and full professors for research excellence”* (April 2020 & March 2021)
- Governor Geringer Award for Promising Young Scholars, University of Wyoming – *received Geringer Scholar designation May 2020 – May 2022* (May 2020)
- “Top Prof” Award from the Cap and Gown Chapter of Mortar Board, University of Wyoming (November 2019)
- Access/Capon Teaching Innovation Competition Finalist – one of three finalists (September 2019)
- Daniels Fund Ethics Initiative Fellow (August 2017 – May 2020)
- Overall Best Paper Award for the American Collegiate Retailing Association 2019 Annual Conference (April 2019)
- Best Collaborative Paper Award for the American Collegiate Retailing Association 2019 Annual Conference (April 2019)
- Sponsoring Journal Best Paper Award (from the International Journal of Retail & Distribution Management) for the American Collegiate Retailing Association 2019 Annual Conference (April 2019)
- College of Arts & Sciences Thumbs Up Award, University of Wyoming – *Presented to “campus staff or faculty whom are worthy of recognition in their services to students”* (November 2018)
- Guinness World Record Holder for fastest time to set up a 2-person tent (November 2018)
- Cengage Pride/Ferrell Innovations in Teaching Competition Finalist (August 2017)
- Advertising Educational Foundation's Visiting Professor Program in New York City at DDB (June 2017)
- Best Paper of the Year for 2016 in the *Journal of Consumer Affairs* (March 2017)
- College of Business Advisory Board Faculty Excellence Award, University of Wyoming (March 2017)
- Junior Research Award, University of Wyoming College of Business (April 2016)
- ACR/Sheth Dissertation Award Recipient (August 2013)
- Brenda Derby Memorial Award – *“Presented nationally to an outstanding doctoral student who demonstrates excellence as an emerging policy researcher. The award honors a strong advocate of the public policy and marketing subdiscipline.”* (June 2013)
- Doctoral Fellow, AMA Sheth Consortium (June 2013)

RESEARCH

Summary:

- 51 accepted articles = 6.9 articles/year average since finishing PhD + 1 book, & 6 book chapters = 58 total journal articles, books, or book chapters
- 66.7% of articles solo/lead author
- 1,404 total citations
- 72.5% of articles in Q1 journals (Scimago rank), 74.5% of articles in A journals (ABDC list)
- Collaborative reach: 68 different coauthors in 11 different countries

Publications

Note: Publications fall into two research streams: (1) religion's influence on consumption and (2) pro-social consumption.

- Minton, E.A.** & Gardiner, P. (accepted, awaiting proofs). The Missing Role of Moral Values in Anti-Vaping Messaging. *Journal of Consumer Affairs* (accepted: June 17, 2021). (5 year impact factor: 2.1; 0 citations, Scimago rank: Q1, ABDC rank: A)
- Leong, C-H., Tan, S., **Minton, E.A.**, & Tambyah, S. (accepted, awaiting proofs). Economic Hardship and Neighborhood Diversity: Influences on Consumer Well-Being. *Journal of Consumer Affairs* (accepted: January 28, 2021). (5 year impact factor: 2.1; 0 citations, Scimago rank: Q1, ABDC rank: A)
- Ozanne, L., Luchs, M., Mick, D., Stornelli, J., Bayuk, J., Birau, M., Chugani-Marquez, S., Fransen, M., Herziger, A., Komarova, Y., **Minton, E.A.**,* Reshadi, F., Sullivan-Mort, G., Trujillo, C., Bai, H., Dhandra, T., & Zuniga, M. (accepted, early view online). Enabling and Cultivating Wiser Consumption: The Roles of Marketing and Public Policy. *Journal of Public Policy & Marketing* (accepted: October 31, 2020). (5 year impact factor: 2.5, 0 citations, Scimago rank: Q1, ABDC rank: A) *Middle set of authors from Bayuk to Tujillo is listed alphabetically; I wrote most of the policy section of the paper.
- Johnson, K., **Minton, E.A.**,* & Parde-McCernon, M. (accepted, early view online). Recycling, Relatedness, and Reincarnation: Religious Beliefs about Nature and the Afterlife as Predictors of Sustainability Practices. *Psychology of Religion & Spirituality* (accepted: December 10, 2020). (5 year impact factor: 2.5, 0 citations, Scimago rank: Q1, ABDC rank: NA) * Author note says first and second authors contributed equally to the manuscript.
- Minton, E.A.** & Cabano F. (accepted, early view online). Religiosity's Influence on Stability-Seeking Consumption during Times of Great Uncertainty: The Case of the Coronavirus Pandemic. *Marketing Letters* (accepted: October 6, 2020). (5 year impact factor: 2.3; 1 citation, Scimago rank: Q1, ABDC rank: A)
- Minton, E.A.**, Tan, S., Tambyah, S., & Liu, R. (accepted, early view online). Drivers of Sustainability and Consumer Well-Being: An Ethically-Based Examination of Religious and Cultural Values. *Journal of Business Ethics* (accepted: August 27, 2020). (5 year impact factor: 5.5, 0 citations, Scimago rank: Q1, ABDC rank: A)

- Taylor, V. & **Minton, E.A.** (accepted, early view online). Holiday Advertising vs. Gift Cards: Influence of Religiosity on Retailer Evaluations. *International Journal of Consumer Studies* (accepted: November 17, 2020). (5 year impact factor: 2.3, 0 citations, Scimago rank: Q2, ABDC rank: A) *Author note indicates that authors contributed equally
- Minton, E.A.**, Wang, C., & Anthony, C. (accepted, early view online). Unleashing Heaven's Power: How Faith Motivates Consumer Exercise Behavior During a Pandemic. *Journal of the Association for Consumer Research* (accepted: September 28, 2020). (5 year impact factor: NA; 0 citations, Scimago rank: NA, ABDC rank: NA)
- Minton, E.A.** & Krsjzaniek, E. (accepted, early view online). Enhancing Marketing Research Learning Outcomes Using the Outdoors. *Marketing Education Review* (accepted: June 22, 2020). (5 year impact factor: NA, 1 citation, Scimago rank: Q3, ABDC rank: C)
- Minton, E.A.** & Liu, R. (2021). Religiosity and Consumer Belonging: Influences on Product Evaluations. *Journal of Consumer Behaviour*, 20(1), 32-47. (5 year impact factor: 2.3, 0 citations, Scimago rank: Q2, ABDC rank: B)
- Peterson, M., **Minton, E.A.**, Liu, R., & Bartholomew, D. (2021). Sustainable Marketing and Consumer Support for Sustainable Businesses. *Sustainable Production and Consumption*, 27, 157-168. (5 year impact factor: 3.7; 0 citations, Scimago rank: Q1, ABDC rank: NA)
- Minton, E.A.**, Cornwell, B., & Yuan, H. (2021). I Know What You Are Thinking: How Theory of Mind and Cognitive Abilities Are Employed in Product Evaluations. *Journal of Business Research*, 128, 405-422. (5 year impact factor: 4.8, 0 citations, Scimago rank: Q1, ABDC rank: A)
- Thunstrom, L., Ritten, C., Bastian, C., **Minton, E.A.**, & Zhappassova, D. (2021). Trust and Trustworthiness of Christians, Muslims, and Atheists/Agnostics in the U.S. *Journal for the Scientific Study of Religion*, 60(1), 147-179. (5 year impact factor: 2.2; 0 citations, Scimago rank: Q1, ABDC rank: NA)
- Thunstrom, L., Ritten, C., Bastian, C., & **Minton, E.A.** (2021). Reply to Comment by Cragun and Speed on 'Trust and Trustworthiness of Christians, Muslims, and Atheists/Agnostics in the U.S.' *Journal for the Scientific Study of Religion*, 60(1), 183-188. (5 year impact factor: 2.2; 0 citations, Scimago rank: Q1, ABDC rank: NA)
- Minton, E.A.**, Sisneros-Kidd, A., & Monz, C. (2020). "Minor Crimes" Against Wildlife: Small Offenses, Lasting Impact, and a Proposed Solution. *Psychology & Marketing*, 37(12), 1708-1719. (5 year impact factor: 3.1; 0 citations, Scimago rank: Q1, ABDC rank: A)
- Minton, E.A.*** & Geiger-Oneto, S. (2020). Making One's Religious Self Feel Better about Luxury Use: The Role of Religiosity in Choice of Disposal Option for Luxury Goods. *Journal of Consumer Behaviour*, 19(6), 581-593. (5 year impact factor: 2.3, 2 citations, Scimago rank: Q2, ABDC rank: B) *Author note indicates that authors contributed equally and are listed in reverse alphabetical order
- Minton, E.A.** (2020). Reducing Crimes Against Wildlife through Promoting Animal-Human Continuity Beliefs. *Psychology & Marketing*, 37(12), 1731-1742. (5 year impact factor: 3.1; 0 citations, Scimago rank: Q1, ABDC rank: A)

- Minton, E.A.**, Johnson, K., Vizcaino, M., & Wharton, C. (2020). Is it Godly to Waste Food? How Understanding Consumers' Religion Can Help Reduce Consumer Food Waste. *Journal of Consumer Affairs*, 54(4), 1246-1269. (5 year impact factor: 2.1; 1 citation, Scimago rank: Q1, ABDC rank: A)
- Spielman, N. & **Minton, E.A.** (2020). Representing Another Nation: The Influence of Foreign Citizen Ambassadors on Product Attitudes. *Journal of Business Research*, 121, 409-419. (5 year impact factor: 4.8, 2 citations, Scimago rank: Q1, ABDC rank: A)
- Wang, C., **Minton, E.A.**, & Zhang, J. (2020). Sense of Power: Policy Insights for Encouraging Consumers' Healthy Food Choice. *Journal of Public Policy & Marketing*, 39(2), 188-204. (5 year impact factor: 2.5, 2 citations, Scimago rank: Q1, ABDC rank: A)
- Minton, E.A.** (2020). When Open-Mindedness Lowers Product Evaluations: Influencers to Consumers' Response to Religious Cues in Advertising. *Psychology & Marketing*, 37(3), 369-383. (5 year impact factor: 3.1; 3 citations, Scimago rank: Q1, ABDC rank: A)
- Sarofim, S., **Minton, E.A.**, Hunting, A., Bartholomew, D., Zehra, S., Montford, W., Cabano, F., & Paul, P. (2020). Religion's Influence on the Financial Well-Being of Consumers: A Conceptual Framework and Research Agenda. *Journal of Consumer Affairs*, 54(3), 1028-1061. (5 year impact factor: 2.1; 1 citation, Scimago rank: Q1, ABDC rank: A)
- Zehra, S., & **Minton, E.A.** (2020). Should Businesses Use Religious Cues in Advertising? A Comparison of Consumer Perceptions Across Christianity and Islam. *International Journal of Consumer Studies*, 44(5), 393-406. (5 year impact factor: 2.3, 9 citations, Scimago rank: Q2, ABDC rank: A)
- Minton, E.A.** & Liu, R. (2019). It's Only Once, So Let's Indulge: Testing Ordinary vs. Extraordinary Experience within Marketing Messaging, Temporal Distance, and Consumer Indulgence. *Journal of Consumer Affairs*, 53(3), 1084-1116. (5 year impact factor: 2.1; 4 citations, Scimago rank: Q1, ABDC rank: A)
- Minton, E.A.**, Johnson, K., & Liu, R. (2019). Religiosity and Special Food Consumption: The Explanatory Effects of Moral Priorities. *Journal of Business Research*, 95, 442-454. (5 year impact factor: 4.8, 30 citations, Scimago rank: Q1, ABDC rank: A)
- *News coverage*: Science Codex, Phys.org, eScienceNews, Parallel State, Bio Portfolio, Pythom, CPG Connect, News Locker, Sustainable Food News, News Medical
- Minton, E.A.*** & Geiger-Oneto, S. (2019). How Religiosity Influences the Consumption of Luxury Goods: Exploration of the Moral Halo Effect. *European Journal of Marketing*, 53(12), 2530-2555. (5 year impact factor: 2.5; 8 citations, Scimago rank: Q1, ABDC rank: A+) * author note says all authors contributed equally, author order on paper is alphabetical
- Minton, E.A.** (2019). Believing is Buying: Religiosity, Advertising Skepticism, and Corporate Trust. *Journal of Management, Spirituality, & Religion*, 16(1), 54-75. (NA impact factor; 15 citations, Scimago rank: Q1, ABDC rank: NA)
- Minton, E.A.**, Spielmann, N., Kim, C.H. & Kahle, L. (2018). The Subjective Norms of Sustainable Consumption: A Cross-Cultural Exploration. *Journal of Business Research*, 82, 400-408. (5 year impact factor: 4.8, 56 citations, Scimago rank: Q1, ABDC rank: A)

- Minton, E.A.,** Liu, R. & Lee, C. (2018). The 101 Calorie Mini Pack: The Interaction between Numerical and Verbal Marketing Cues. *Marketing Letters*, 29(2), 225-239. (5 year impact factor: 2.3; 3 citations, Scimago rank: Q1, ABDC rank: A)
- Minton, E.A.*** & Liu, R. (2018). Faith-Filled Brands: The Interplay of Religious Branding and Brand Engagement in the Self-Concept. *Journal of Retailing and Consumer Services*, 44, 305-314. * author note says all authors contributed equally, author order on paper is alphabetical (5 year impact factor: 3.6, 11 citations, Scimago rank: Q1, ABDC rank: A)
- Bajac, H., Palacios, M., & **Minton, E.A.** (2018). Consumer-Brand Congruence and Conspicuousness: An International Comparison. *International Marketing Review*, 35(3), 498-517. (5 year impact factor: 3.8, 15 citations, Scimago rank: Q1, ABDC rank: A)
- Minton, E.A.** (2018). Affective and Cognitive Religiosity: Influences on Consumer Reactance and Self-Control. *Journal of Consumer Behaviour*, 17(2), 175-186. (5 year impact factor: 2.3, 14 citations, Scimago rank: Q2, ABDC rank: B)
- Minton, E.A.,** Xie, J., Gurel-Atay, E., & Kahle, L. (2018). Greening Up Because of God: The Relations among Religion, Sustainable Consumption, and Subjective Well-Being. *International Journal of Consumer Studies*, 42(6), 655-663. (5 year impact factor: 2.3, 19 citations, Scimago rank: Q2, ABDC rank: A)
- Minton, E.A.** (2018). Religiosity, Monitoring, and Consumer Self-Control. *International Journal of Consumer Studies*, 42(6), 813-828. (5 year impact factor: 2.3, 4 citations, Scimago rank: Q2, ABDC rank: A)
- Minton, E.A.,** Leary, B., & Upadhaya, S. (2018). Religion's Influence on Consumer Response to Moral vs. Justice Message Appeals. *International Journal of Consumer Studies*, 42(6), 768-778. (5 year impact factor: 2.3, 6 citations, Scimago rank: Q2, ABDC rank: A)
- Kalliny, M., **Minton, E.A.,** & Mamoun, B. (2018). Affect as a Driver to Religious-Based Consumer Boycotts: Evidence from Qualitative and Quantitative Research in the United States. *International Journal of Consumer Studies*, 42(6), 840-853. (5 year impact factor: 2.3, 4 citations, Scimago rank: Q2, ABDC rank: A)
- Peterson, M. & **Minton, E.A.** (2018). Teaching Belief Systems in Marketing Classes: Preparing Students for International Stakeholder Interactions. *Journal of International Education In Business*, 11(1), 43-62. (NA impact factor, 3 citations, Scimago rank: Q3, ABDC rank: C)
- Johnson, K., Liu, R., **Minton, E.A.,** Peterson, M., Barhomelew, D., Cohen, A., & Kees, J. (2017). U.S. Citizens' Representations of God and Support for Sustainability Policies. *Journal of Public Policy & Marketing*, 36(2), 362-378. (5 year impact factor: 2.5, 31 citations, Scimago rank: Q1, ABDC rank: A) *Note: Also wrote a Scholarly Insights article for AMA based on the journal article
- Minton, E.A.,** Cabano, F., Gardner, M., Mathras, D., Elliot, E., & Mandel, N. (2017). LGBTQ and Religious Identity Conflict in Service Settings. *Journal of Services Marketing*, 31(4/5), 351-361. (5 year impact factor: 3.2, 15 citations, Scimago rank: Q1, ABDC rank: A)

- Minton, E.A.,** Cornwell, B., & Kahle, L. (2017). A Theoretical Review of Consumer Priming: Prospective Theory, Retrospective Theory, and the Affective-Behavioral-Cognitive Model. *Journal of Consumer Behaviour*, 16(4), 309-321. (5 year impact factor: 2.3, 30 citations, Scimago rank: Q2, ABDC rank: B)
- Xie, J., **Minton, E.A.,** & Kahle, L. (2016). Cake or Fruit? Influencing Healthy Food Choice through the Interaction of Automatic and Instructed Mental Simulation. *Marketing Letters*, 27(4), 627-644. (5 year impact factor: 2.3; 24 citations, Scimago rank: Q1, ABDC rank: A)
- Leary, B., **Minton, E.A.,** & Mittelstaedt, J. (2016). Thou Shalt Not? The Influence of Religion on Beliefs of Stewardship and Dominion, Sustainable Behaviors, and Marketing Systems. *Journal of Macromarketing*, 36(4), 457-470. (5 year impact factor: 2.4; 53 citations, Scimago rank: Q2, ABDC rank: A)
- Minton, E.A.,** Kahle, L., Tambyah, S., & Tan, S. (2016). Addressing Criticisms of Global Religion Research: A consumption-based exploration of status and materialism, sustainability, and volunteering behavior. *Journal for the Scientific Study of Religion*, 55(2), 365-383. (5 year impact factor: 2.2; 48 citations, Scimago rank: Q1, ABDC rank: NA)
- Minton, E.A.** (2016). Sacred Attributions: Implications for Behavior in the Marketplace. *Psychology & Marketing*, 33(6), 437-448. (5 year impact factor: 3.1; 36 citations, Scimago rank: Q1, ABDC rank: A)
- Minton, E.A.** & Cornwell, B. (2016). The Cause Cue Effect: Cause-Related Marketing and Consumer Health Perceptions. *Journal of Consumer Affairs*, 50(2), 372-402. (5 year impact factor: 2.1; 36 citations, Scimago rank: Q1, ABDC rank: A)
- Winner of best paper of year in 2016 for the *Journal of Consumer Affairs*
 - *News coverage:* Science Daily, Yahoo News, The New Age, The Gulf Time, e! Science News, First for Women Online
- Minton, E.A.** (2015). In Advertising We Trust: Religiosity's Influence on Marketplace and Relational Trust. *Journal of Advertising*, 44(4), 403-414. (5 year impact factor: 4.3; 70 citations, Scimago rank: Q1, ABDC rank: A)
- Minton, E.A.,** Kahle, L., & Kim, C.H. (2015). Religion and Motives for Sustainable Behaviors: A Cross-Cultural Comparison and Contrast. *Journal of Business Research*, 68(9), 1937-1944. (5 year impact factor: 4.8; 165 citations, Scimago rank: Q1, ABDC rank: A)
- Krumwiede, D., Lin, R., Sheu, C., Yang, C., & **Minton (Stickel), E.A.** (2013). Efficacy of Purchasing Activities and Strategic Involvement: An International Comparison. *International Journal of Operations & Production Management*, 33(1), 49-68. (5 year impact factor: 3.9; 41 citations, Scimago rank: Q1, ABDC rank: A); *although this paper may appear outside my steam of research, the topic was on cross-cultural business operations, which relates to my current research on religion*
- Minton, E.A.,** Lee, C., Orth, U., Kim, C.H., & Kahle, L. (2012). Sustainable Marketing and Social Media: A Cross-Country Analysis of Motives for Sustainable Behaviors. *Journal of Advertising*, 41(4), 71-87. (5 year impact factor: 4.3; 203 citations, Scimago rank: Q1, ABDC rank: A)

Minton (Stickel), E.A. (2011). Predictors of Terrorism Related Air Travel Reductions and Associated Tourism Impacts. *Tourism Analysis*, 16(5), 623-628. (NA impact factor; 2 citations, Scimago rank: Q2, ABDC rank: A)

Books

Minton, E.A. & Kahle, L. (2014). *Belief Systems, Religion, and Behavioral Economics: Marketing in Multicultural Environments*. New York, NY: Business Expert Press. (177 citations)

- *News coverage*: Laramie Boomerang, Sweetwater Now

Book Chapters

Minton, E.A. & Kahle, L. (2019). Religion: The New Individual Difference Variable and Its Relationship to Core Values. *Consumer Social Values*. Gurel-Atay, E. & Kahle, L. (Eds). New York, NY. Routledge. 171-182.

Minton, E.A. & Kahle, L. (2016). Religion and Consumer Behavior. *International Handbook of Consumer Psychology*. Jansson-Boyd, C. & Zawisza, M. (Eds). Sussex, United Kingdom. Taylor & Francis. 292-311.

Gurel-Atay, E., Kahle, L., & **Minton, E.A.** (2016). *Sustainability and Marketing: A Review*. *International Handbook of Consumer Psychology*. Jansson-Boyd, C. & Zawisza, M. (Eds). Sussex, United Kingdom. Taylor & Francis. 505-523.

Kahle, L., **Minton, E.A.**, & Chung-Hyun, K. (2016). *Religious Values as a Predictor of Sustainable Consumption Behaviors: A Cross-Cultural Comparison*. Obal, M.W., Krey, N., & Buschardt, C. (Eds). New York, NY. Springer. 273-278.

Minton, E.A. (2014). How Religious Affiliation Grouping Influences Consumer Behavior Findings. *Religions as Brands. New Perspectives on the Marketization of Religion and Spirituality*. Usunier, J.C. & Stolz, J. (Eds). Oxon, United Kingdom. Ashgate. 157-173.

Minton, E.A. (2014). Religion and Religiosity's Influence on Sustainable Consumption Behaviors: An Exploratory Study. *Communicating Sustainability for the Green Economy*. Kahle, L. & Gurel-Atay, E. (Eds). Armonk, NY: M.E. Sharpe. 73-87.

Book Reviews

Minton (Stickel), E.A. (2012). Review of: The Church and New Media: Blogging Converts, Online Activists, and Bishops Who Tweet. *Journal of Religion and Popular Culture*, 24(2), 334-335.

Research in Progress

Under Review / Revise & Resubmit

Journals

All papers under review have been removed from this document to ensure anonymity in the review process

In Preparation

- Cabano, F. & **Minton, E.A.** (revising for resubmission to another journal). When Consumers Represent an Avoidance Group for a Service Provider: Outcomes for the Service Experience and Marketplace Inclusion. Revising, target *International Journal of Research in Marketing*.
- Schindler, R. & **Minton, E.A.** (revising for resubmission to another journal). Sacredness and the Behavior of Strong Positive Affect. Revising, target *TBD*.
- Blocker, C., Zhang, J., Hill, R., Roux, C., Corus, C., Hutton, M., Dorsey, J., & **Minton, E.A.** (revising for resubmission to another journal). Beyond Resource Scarcity among Affluent Consumers: A Transformative Agenda for Serving the Impoverished. Revising, target *Journal of Consumer Psychology*.
- Spielmann, N., **Minton, E.A.**, & Gomez, P. (revising for resubmission to another journal). Consumers' Rejection of Misshapen Produce: When Violating Shape Norms is Immoral and Disgusting. Revising, target *Psychology & Marketing*.
- Gomez, P., **Minton, E.A.**, & Spielmann, N. (revising for resubmission to another journal). It's All About the Shape: The Role of Shape-Related Essentialist Beliefs in the Devaluation of Misshapen Produce. Revising, target *TBD*.
- Ritten, C., Thunstrom, L., Bastian, C., **Minton, E.A.** (revising for resubmission to another journal). Interaction of Gender and Religion on Trust and Trustworthiness. *Revising*, target *TBD*.
- Cabano, F., Attari, A., & **Minton, E.A.*** (in progress). Religiosity and Perceptions of Companies' Ethical Actions. Conducting studies, target *Journal of Marketing Research*. *Final author order has yet to be determined.
- Minton, E.A** & Liu, R. (in progress). Subtle Religious Cues in Brand Names. Conducting studies, target *Journal of Marketing Research*. *Final author order has yet to be determined.
- Minton, E.A.**, Fox, A., Anthony, C., & Wang, C. (in progress). Marketing Help for Pregnancy and Infant Loss. Conducting studies, target *Journal of Consumer Research*.
- Kaplan, B., & **Minton, E.A.***, & Cabano, F. (in progress). Religion and response to artificial intelligence. Conducting studies, target *Journal of Consumer Research*. *Final author order has yet to be determined.
- Minton, E.A** (in progress). Pandemics and Consumers' Well-Being. Invited commentary article to lead special issue I am co-editing, target *Journal of Consumer Affairs*.

Scholarly/Refereed Presentations at Professional Meetings/Conferences

- Minton, E.A.** & Cabano F. (May 2021). *Caring for Downtown Like I Care for My Neighbors: The Influence of Religiosity on Support for Local Businesses During a Pandemic*.

- Presented at the *Global Conference on Services and Retail Management* in a virtual environment on May 11-13, 2021.
- Moal-Ulvoas, G., Taylor, V. & **Minton, E.A.** (March 2021). "*Merry Christmas!*" & "*Happy Holidays!*" *Consumer Reactions to Holiday Advertising Messaging*. Presented at the *2021 Association of Marketing Theory and Practice Conference* in a virtual environment on March 18-20, 2021.
- Minton, E.A.** & Cabano F. (February 2021). *Why More Toilet Paper Makes My Life Feel Stable: Religiosity's Influence on Pandemic Stability-Seeking Consumption*. Presented at the *2021 American Marketing Association Winter Academic Conference* (virtual conference due to COVID) on February 19-21, 2021.
- Minton, E.A.** & Cabano F. (December 2020). *Caring for Downtown Like I Care for My Neighbors: The Influence of Religiosity on Support for Local Businesses During a Pandemic*. Presented at the *2020 Academy of Marketing Science Conference* (virtual conference due to COVID) on December 15-17, 2020.
- Minton, E.A.**, Peterson, M., Liu, R., & Bartholomew, D. (July 2020). *Explaining Consumer Support for Sustainable Businesses*. Presentation accepted to proceedings at the 45th Annual Macromarketing Conference on July 7-10, 2020 (virtual conference due to COVID, with no actual presentations, just discussion groups and peer reviewed conference presentations published in the conference proceedings).
- Minton, E.A.** & Oneto, S. (July 2020). *Making One's Religious Self Feel Better about Luxury Use: The Role of Religiosity in Choice of Disposal Option for Luxury Goods*. Presentation accepted to proceedings at the 45th Annual Macromarketing Conference in Bogota, Columbia on July 7-10, 2020 (virtual conference due to COVID, with no actual presentations, just discussion groups and peer reviewed conference presentations published in the conference proceedings).
- Cabano, F. & **Minton, E.A.** (June 2020). *How Can Policy Makers Address Highly Religious vs. LGBT Service Confrontations? Exploring a Common Ingroup Identity Intervention*. Presented at the 42nd Annual ISMS Marketing Science Conference on June 10-13, 2020 (virtual conference due to COVID).
- Minton, E.A.** & Gardner, P. (May 2020). *Anti-Vaping Messaging: The Case of Moral Values*. Presented at the 2020 Marketing and Public Policy Conference on May 28-30, 2020 (virtual conference due to COVID).
- Cabano, F. & **Minton, E.A.** (May 2020). *How Can Policy Makers Address Highly Religious vs. LGBT Service Confrontations? Exploring a Common Ingroup Identity Intervention*. Presented at the 2020 Marketing and Public Policy Conference on May 28-30, 2020 (virtual conference due to COVID).
- Minton, E.A.**, Johnson, K., Vizcaino, M., & Wharton, C. (May 2020). *Tapping into Religious Values to Aid in Food Waste Reduction*. Presented at the 2020 Marketing and Public Policy Conference on May 28-30, 2020 (virtual conference due to COVID).
- Ozanne, L., Luchs, M., Mick, D., Stornelli, J., Bayuk, J., Birau, M., Chugani-Marquez, S., Fransen, M., Herziger, A., Komarova, Y., **Minton, E.A.**,* Reshadi, F., Sullivan-Mort, G.,

- Trujillo, C., Bai, H., Dhandra, T., & Zuniga, M. (May 2020). *Enabling and Cultivating Wiser Consumption: The Roles of Marketing and Public Policy*. Presented at the 2020 Marketing and Public Policy Conference on May 28-30, 2020 (virtual conference due to COVID). *Middle set of authors is listed alphabetically; I wrote most of the policy section of the paper
- Ozanne, L., Luchs, M., Mick, D., Stornelli, J., Bayuk, J., Birau, M., Chugani-Marquez, S., Fransen, M., Herziger, A., Komarova, Y., **Minton, E.A.**,* Reshadi, F., Sullivan-Mort, G., Trujillo, C., Bai, H., Dhandra, T., & Zuniga, M. (May 2020). *Consumer Wisdom*. Presented at the 2020 American Council on Consumer Interests Conference (virtual conference on May 19-21, 2020 due to COVID). *Middle set of authors is listed alphabetically; only myself, Michael Luchs, and Lucie Ozanne delivered this presentation.
- Wang, C. & **Minton, E.A.**, & Zhang, J. (February 2020). *Sense of Power: Policy Insights for Encouraging Consumers' Healthy Food Choice*. Presented at the Winter American Marketing Association Conference in San Diego, CA on February 14-16, 2020.
- Minton, E.A.**, Park, H., & Spielmann, N. (September 2019). *Framing Death Primes in Marketing Communications: Cross-Cultural Differences in Ad Response*. Presented at the Fourteenth Royal Bank International Research Seminar in Montreal, Canada on September 26-28, 2019.
- Minton, E.A.** (September 2019). *Teaching Market Research Using the Outdoors*. Presented at the Marketing Management Association Fall Educators' Conference in Santa Fe, NM on September 18-20, 2019.
- Minton, E.A.** (May 2019). *Transformative Health Trials: The Journey to Consumer Wisdom*. Presented at the 2019 Transformative Consumer Research Conference in Tallahassee, FL on May 19-21, 2019.
- Cabano, F. & **Minton, E.A.** (April 2019). *When Consumers Represent an Avoidance Group for a Service Provider: Outcomes for the Service Experience and the Adoption of a Common Ingroup Identity*. Presented at the 2018 American Collegiate Retailing Association 2019 Conference in Tucson, AZ on April 4-6, 2019.
- Cabano, F. & **Minton, E.A.** (November 2018). *When Consumers Represent an Avoidance Group for a Service Provider: Outcomes for the Service Experience and the Adoption of a Common Ingroup Identity*. Presented at the 2018 Society for Marketing Advances Conference in West Palm Beach, FL on October 31 – November 3, 2018.
- Minton, E.A.** & Geiger-Oneto, S. (July 2018). *Religiosity and Disposal of Luxury Products: Psychological Influencers and Recommendations for Promoting Sustainable Disposal on Social Media*. Presented at the 2018 Global Marketing Conference at Tokyo in Tokyo, Japan on July 26-29, 2018.
- Mamoun, B., Kalliny, M., & **Minton, E.A.** (June 2018). *Effects of Religion and Leadership on Consumer Boycotts: Comparison across Qualitative and Quantitative Research*. Presented at the Academy of International Business in Minneapolis, MN on June 25-28, 2018.

- Minton, E.A., Liu, R., & Lee, C.** (June 2018). *Why are Policy Makers Not Regulating Calorie Information to the 1 Unit Increment?* Presented at the *2018 Marketing and Public Policy Conference* in Columbus, OH on June 7-9, 2018.
- Geiger-Oneto, S. & **Minton, E.A.** (March 2018). *Religiosity and Luxury Consumption: The Role of Guilt, Shame, and Identity.* Presented at the *Sustainability, Ethics, and Entrepreneurship Conference* in Washington DC on March 2-4, 2018.
- Minton, E.A., Gurel-Atay, E., Hu, J., & Kahle, L.** (February 2018). *The Journey to Consumer Subjective Well-Being: The Map from Religion and Sustainable Consumption.* Presented at the *Winter American Marketing Association Conference* in New Orleans, LA on February 23-25, 2018.
- Minton, E.A., Gurel-Atay, E., Hu, J., & Kahle, L.** (February 2018). *The Journey to Consumer Subjective Well-Being: The Map from Religion and Sustainable Consumption.* Presented at the *Society for Consumer Psychology Conference* in Dallas, TX on February 15-17, 2018.
- Geiger-Oneto, S. & **Minton, E.A.** (October 2017). *When Moral Mindsets Increase Unethical Consumption: The Influence of Religion and Moral Emotions on Luxury Consumption.* Presented at the *Association for Consumer Research Conference* in San Diego, CA on October 26-29, 2017.
- Spielmann, N. & **Minton, E.A.** (September 2017). *Representing Another Nation: The Influence of Foreign Citizen Ambassadors on Product Evaluations.* Presented at the *Twelfth Royal Bank International Research Seminar* in Montreal, Canada on September 21-23, 2017.
- Liu, R. & **Minton, E.A.** (August 2017). *Ordinary versus Extraordinary Experiences and Resulting Effects on Consumer Indulgence.* Presented at the *2017 APA Annual Convention* in Washington, D.C. on August 3-6, 2017.
- Johnson, K., Liu, R., **Minton, E.A.**, Peterson, M., Barthomelew, D., Cohen, A., & Kees, J. (August 2017). *Representations of God and Sustainability Behaviors.* Presented at the *Summer American Marketing Association Conference* in San Francisco, CA on August 4-6, 2017.
- Geiger-Oneto, S. & **Minton, E.A.** (August 2017). *When Moral Mindsets Increase Unethical Consumption: The Influence of Religion and Moral Emotions on Luxury Consumption.* Presented at the *AMA Summer Educator's Conference* in San Francisco, CA on August 4-6, 2017.
- Geiger-Oneto, S. & **Minton, E.A.** (June 2017). *When Moral Mindsets Increase Unethical Consumption.* Presented at the *Macromarketing Conference 2017* in Queenstown, New Zealand on June 19-23, 2017.
- Johnson, K., Liu, R., **Minton, E.A.**, Peterson, M., Barthomelew, D., Cohen, A., & Kees, J. (June 2017). *Concepts of God and Support for Sustainability Policies.* Presented at the *Marketing & Public Policy Conference* in Washington D.C. on June 1-3, 2017.

- Minton, E.A.,** Leary, B., & Upadaya, S. (June 2017). *Religion, Message Appeals, and Ethical Behavior: An Exploratory Investigation*. Presented at the *Marketing & Public Policy Conference* in Washington D.C. on June 1-3, 2017.
- Minton, E.A.** (April 2017). *Traditional vs. Naturopathic Healthcare: Fighting Insurance to Find Wellness Without Borders*. Presented at the *21st Annual Shepard Symposium on Social Justice* in Laramie, WY on April 5 - 8, 2017.
- Minton, E.A.** (March 2017). *Sustainability & Religion: Consumption Insights from a Western vs. Eastern Comparison*. Presented at the *6th Annual Sustainability, Ethics, & Entrepreneurship Conference* in San Juan, Puerto Rico on February 28 – March 2, 2017.
- Liu, R. & **Minton, E.A.** (February 2017). *Ordinary vs. Extraordinary Experiences and Resulting Effects on Consumer Indulgence*. Presented at the *SCP/APA Annual Conference* in San Francisco, CA on February 16-18, 2017.
- Kalliny, M. & **Minton, E.A.** (December 2016). *The Impact of Religion on Consumer Anti-Consumption: The Case of Brand Rejection*. Presented at the *International Centre for Anti-Consumption Research Conference* in Auckland, NZ on December 9-10, 2016.
- Minton, E.A.,** Gardner, M., Mathras, D., Cabano, F., Mandel, N., & Elliot, E. (June 2016). *The Intersection of Religion and Policy: Business and Consumer Response to Competing Institutional Logics*. Presented at the *2016 Public Policy & Marketing Conference* in San Luis Obispo, CA on June 24-26, 2016.
- Minton, E.A.,** Spielmann, N., Kim, C.H. & Kahle, L. (September 2015). *Social Desirability and Sustainable Consumption: A Cross-Cultural Exploration*. Presented at the *10th Royal Bank International Research Seminar* in Montreal, Canada on September 24-26, 2015.
- Xie, J., **Minton, E.A.,** & Kahle, L. (August 2015). *Cake or Fruit? How Consumers' Automatic and Advertisers' Instructed Mental Simulation Interact to Influence Healthy Choice*. Presented at the *American Marketing Association Winter Educator's Conference* in Chicago, IL on August 14-16, 2015.
- Minton, E.A.** (June 2015). *In Advertising We Trust: Religiosity, Trust, and Susceptibility to Persuasion*. Presented at the *2015 Public Policy & Marketing Conference* in Washington, DC on June 5-6, 2015.
- Kahle, L., **Minton, E.A.,** Tambyah, S., & Tan, S. (May 2015). *Consumer Behavior and Religion: An Investigation in Singapore*. Presented at the *2015 Academy of Marketing Science Annual Conference* in Denver, CO on May 12-14, 2015.
- Minton, E.A.,** & Kahle, L. (August 2014). *Religion as an Individual Difference Variable and its Relation to Social Values*. Presented at the *American Marketing Association Pre-Conference Event on Social Values* in San Francisco, CA on August 1, 2014.
- Minton, E.A.** & Cornwell, B. (June 2014). *Meal Preparation Attitudes: One Key to Healthy Food Preferences in Children*. Presented at the *2014 Public Policy and Marketing Conference* in Boston, MA on June 5-7, 2014.

- Minton, E.A.,** Kahle, L. & Kim, C.H. (May 2014). *Religious Values as a Predictor of Sustainable Behaviors: A Cross-Cultural Comparison*. Presented at the *Academy of Marketing Science Conference* in Indianapolis, IN on May 21-23, 2014.
- Xie, J., **Minton, E.A.,** & Kahle, L. (March 2014). *Those Mushrooms Smell Bad: How Automatic Simulation Influences Healthy Food Choice*. Presented at the *University of Oregon Graduate Research Forum* in Eugene, OR on March 7, 2014.
- Minton, E.A.,** Kahle, L., & Kim, C.H. (November 2013). *Religion and Sustainability*. Presented at the *Annual Meeting of the Society for the Scientific Study of Religion* in Boston, MA on November 8-10, 2013.
- Minton, E.A.,** Kahle, L., & Kim, C.H. (October 2013). *Religious Values as a Predictor of Sustainable Behaviors: A Cross-Cultural Comparison*. Presented at the *Conference on Religious Faith and Social and Applied Sciences* in Orem, Utah on October 10-12, 2013.
- Minton, E.A.** (May 2013). *Be a Good Cookie: Cause-Related Marketing's Influence on Health Halo Formation*. Presented at the *AMA Public Policy and Marketing Conference* on May 31 – June 1, 2013. ** Brenda Derby Memorial Award for outstanding research in public policy and marketing
- Minton, E.A.** (May 2013). *Understanding and Regulating Cause-Related Marketing to Improve Consumer Health*. Presented at the *University of Oregon Graduate Research Forum* on May 9, 2013.
- Minton, E.A.,** Gurel-Atay, E., & Kahle, L. (February 2013). *An Analysis of Data Collection Methods in Marketing: Featuring Amazon mTurk, Secondary Data, and College Student Samples*. Presented at the *American Marketing Association Winter Educator's Conference* in Las Vegas, Nevada on February 15-17, 2013.
- Minton, E.A.** (November 2012). *Incorporating Religion in a Model of Sustainability*. Presented at the *International Conference on Business and Sustainability* in Portland, Oregon on November 7-9, 2012.
- Minton, E.A.,** Lee, C., Kahle, L., Orth, U., & Kim, C.H. (November 2012). *Why do Consumers Participate in Sustainable Behaviors? An Investigation across Cultures and Social Media*. Presented at the *International Conference on Business and Sustainability* in Portland, Oregon on November 7-9, 2012.
- Kahle, L., Kim, C.H., Orth, O., **Minton, E.,** & Lee, C. (October 2012). *Marketing Sustainable Behaviors on Facebook and Twitter: Motivational Differences from Three Continents*. Presented at the *DMEF Direct/Interactive Marketing Research Summit* in Las Vegas, Nevada on October 13-14, 2012.
- Minton (Stickel), E.A.** (February 2012). *The Influence of Religion on Sustainable Attitudes and Product Choice*. Presented at the *Graduate Student Research Forum at the University of Oregon* in Eugene, Oregon on February 10, 2012.
- Minton (Stickel), E.A.** (October 2011). *How Religious Affiliation Grouping Influences Consumer Behavior Findings*. Presented at the *Religion as Brands: The Marketization of Religion and Spirituality Conference* in Lausanne, Switzerland, October 13-15, 2011.

Minton (Stickel), E.A., Gurel-Atay, E., Andrews, S., & Armstrong Soule, C. (July 2011). *Ducks who Tweet: An Aviary Segmentation of Lifestyle Behaviors*. Presented at the *World Marketing Congress* in Riems, France.

Minton (Stickel), E.A. (May 2011). *Investigating an Untapped Market: Religion and Religiosity's Influence on Environmental Behaviors*. Presented at the *Society for Consumer Psychology Conference on Advertising and Consumer Psychology* in Eugene, OR.

Non-Refereed/Invited/Service Presentations

Minton, E.A. (April 2019). *The Mock Consultancy Project*. Presented at *Spring 2019 Assignment Showcase at the University of Wyoming*, Laramie, WY.

Minton, E.A. (February 2019). *Religion & Marketing: A Compilation of Studies*. Presented at *Society for Personality and Social Psychology Preconference on the Psychology of Religion and Spirituality*, Portland, OR.

Minton, E.A. (December 2017). *Marketing Around Laramie*. Presented at *Leadership Laramie*, Laramie, WY.

Minton, E.A. (November 2017). *Are Religious Cues in Ads Good? An Evaluation in Secular Messaging*. Presented at the *Management & Marketing Research Series*, Laramie, WY.

Minton, E.A. (June 2017). *Religion and Use By Financial Providers and Policy Makers*. Presented at the *Transformative Consumer Research Conference*, Ithaca, NY.

Minton, E.A. (June 2017). *Causes as Informational Cues: When Fried Chicken Becomes Healthy*. Presented at DDB (invited presentation as part of Visiting Professor Program through the Advertising Education Foundation), New York, NY.

Minton, E.A. (April 2017). *The Cause Cue Effect: Cause-Related Marketing and Consumer Health Perceptions*. Presented at the *American Council on Consumer Interests Annual Conference* (invited presentation based on winner *Journal of Consumer Affairs* best paper of the year award), Albuquerque, NM.

Minton, E.A. (September 2016). *Effective Service-Learning in the Classroom: The Case of the Laramie Soup Kitchen*. Presented at the *Service-Learning Symposium*, Laramie, Wyoming.

Minton, E.A. (August 2016). *Sustainability and Public Policy*. Presented at the *Macromarketing and Sustainability Workshop*, Laramie, Wyoming.

Minton, E.A. (May 2016). *Preparing for Case Teaching: Takeaways from the Harvard Case Teaching Seminar*. Presented at the *John P. Elbogen Summer Institute on Active and Engaged Learning*, Laramie, Wyoming.

Minton, E.A. (December 2015). *Resisting the Double Chocolate Fudge Cookie: How Religiosity Influences Marketplace Self-Control*. Presented at the *Management & Marketing Research Series*, Laramie, Wyoming.

Minton, E.A., & Cornwell, B. (October 2014). *Consumer Responses to Marketing Cues: The Influence of Individual and Social Mechanisms*. Presented at the *Colorado State University – University of Wyoming Joint Conference*, Ft. Collins, Colorado.

Minton, E.A. (November 2013). *The PROCESS Macro: Conducting Bootstrapped Mediation Analysis*. Presented at the *Marketing Forum at the University of Oregon*, Eugene, Oregon.

Minton, E.A. (May 2013). *Marketing & Obesity: The Influence of Non-Profit Partnerships*. Presented at the *3 Minute Thesis Competition at the University of Oregon*, Eugene, Oregon.

Xie, J. & Minton, E.A. (February 2013). *The Dark Side of Mental Simulation*. Presented at the *Judgment and Decision Making Brown Bag at the University of Oregon Department of Psychology*, Eugene, Oregon.

Minton, E.A. & Lee, C. (May 2012). *Sustainable Marketing and Social Media: A Cross-Country Analysis of Motives for Sustainable Behaviors*. Presented at the *Marketing Forum at the Lundquist College of Business*, Eugene, Oregon.

Minton, E.A. (June 2007). *Go Green Campaign*. Presented at the *University of Alaska Foundation Meeting*, Anchorage, Alaska.

Minton, E.A. (April 2007). *Go Green Campaign*. Presented at the *Juneau Small Business Roundtable on Climate Change*, Juneau, Alaska.

Non-Refereed Publications / Articles

Minton, E.A. (March/April 2019). *Trekking to the Ice Caves*. *Last Frontier Magazine*, p. 8-13.

TEACHING EXPERIENCE

Note: All courses are taught via face-to-face instruction, unless otherwise specified.

University of Wyoming (Fall 2014 to Present)

- MKT 3210 (Introduction to Marketing)
 - Course Quality (CQ) and Instructor Quality (IQ):
 - Spring 2018 (in lecture hall – CQ: 4.2/5.0, IQ: 4.4/5.0)
- MKT 4430 (Marketing Management)
 - Course Quality (CQ) and Instructor Quality (IQ):
 - Spring 2017 (CQ: 4.8/5.0, IQ: 4.5/5.0)
 - Fall 2016 (CQ: 4.6/5.0, IQ: 4.4/5.0)
 - Spring 2016 (CQ: 4.6/5.0, IQ: 4.6/5.0)
 - Fall 2015 (CQ: 4.6/5.0, IQ: 4.2/5.0)
 - Spring 2015 (CQ: 4.6/5.0, IQ: 4.6/5.0)
 - Fall 2014 (CQ: 4.6/5.0, IQ: 4.7/5.0)
- MKT 4450 (Advanced Marketing Management)
 - Course Quality (CQ) and Instructor Quality (IQ):
 - Fall 2020 (CQ: 4.8/5.0, IQ: 4.9/5.0)

- Spring 2020 (CQ: 4.3/5.0, IQ: 4.0/5.0) *Note this semester covid forced online instruction midway through and most of the clients for the class dropped out creating a highly challenging situation for course instruction
- Fall 2019 (Section 1 – CQ: 4.6/5.0, IQ: 4.6/5.0, Section 2 – CQ: 5.0/5.0, IQ: 4.5/5.0)
- Spring 2019 (CQ: 4.6/5.0, IQ: 4.6/5.0)
- Fall 2018 (CQ: 4.7/5.0, IQ: 4.4/5.0)
- Spring 2018 (Section 1 – CQ: 4.9/5.0, IQ: 5.0/5.0; Section 2 – CQ: 4.9/5.0, IQ: 4.9/5.0)
- Fall 2017 (Section 1 – CQ: 4.7/5.0, IQ: 4.9/5.0; Section 2 – CQ: 4.6/5.0, IQ: 4.4/5.0)
- Spring 2017 (CQ: 4.9/5.0, IQ: 4.8/5.0)
- Fall 2016 (CQ: 4.4/5.0, IQ: 4.4/5.0)
- Spring 2016 (CQ: 4.9/5.0, IQ: 4.9/5.0)
- Fall 2015 (CQ: 4.8/5.0, IQ: 4.7/5.0)
- Spring 2015 (CQ: 4.7/5.0, IQ: 4.4/5.0)
- Fall 2014 (CQ: 5.0/5.0, IQ: 5.0/5.0)
- MKT 4520 (Marketing Research & Analysis)
 - Course Quality (CQ) and Instructor Quality (IQ):
 - Fall 2020 (CQ: 4.4/5.0, IQ: 4.6/5.0)
 - Spring 2020 (CQ: 4.6/5.0, IQ: 4.7/5.0)
 - Fall 2019 (CQ: 4.1/5.0, IQ: 3.6/5.0)
- MKT 4910 (Special Topics: Marketing Research – Nature & the Self)
 - Course Quality (CQ) and Instructor Quality (IQ):
 - Spring 2019 (CQ: 4.7/5.0, IQ: 4.7/5.0)
- MKT 5250 (Behavioral Theory I)
 - Fall 2018 (no course evaluations provided)
 - Spring 2021 (no course evaluations provided)
- Teaching Workshops
 - Ellbogen Center for Teaching and Learning 2018 International Faculty Learning Community on the Scholarship of Teaching and Learning
 - ECTL Summer Institute on Active & Engaged Learning

University of Oregon (Fall 2010 to Spring 2014)

- BA 317 (Introduction to Marketing)
 - Course Quality (CQ) and Instructor Quality (IQ): Fall 2012 (CQ: 4.5/5.0, IQ: 4.3/5.0)
- MKTG 420 (Marketing Communications)
 - Course Quality (CQ) and Instructor Quality (IQ): Summer 2012 (4.4/5.0, IQ: 4.5/5.0)
- MKTG 435 (Consumer Behavior)
 - Course Quality (CQ) and Instructor Quality (IQ): Fall 2011 (CQ: 4.4/5.0, IQ: 4.4/5.0), Summer 2011 (CQ: 3.9/5.0, IQ: 4.0/5.0)
- PSY 612 (Data Analysis II: Regression) – teaching assistant
- PSY 613 (Data Analysis III: Multivariate Statistics) – teaching assistant

University of Alaska Southeast (Summer 2013 to Summer 2014)

- BA 343 (Introduction to Marketing) – online delivery
 - Course Quality (CQ) and Instructor Quality (IQ):
 - Summer 2014 (CQ: 4.5/5.0, 4.8/5.0)
 - Spring 2014 – section 1 (CQ: 4.2/5.0, IQ: 4.3/5.0), section 2 (CQ: 4.3/5.0, 4.7/5.0)
 - Fall 2013 (CQ: 4.8/5.0, 4.8/5.0)
 - Summer 2013 (CQ: 4.3/5.0, IQ: 4.5/5.0),

Idaho State University (Fall 2008 to Spring 2009)

- CIS 101 (Introduction to Computer Systems) – teaching assistant
- BA 302 (Professional Development III) – web design and online career portfolio development, taught both face-to-face and online versions of this course, teaching assistant
- BA 400 (Professional Development IV) – builds on BA302, preparation for interviews, teaching assistant

TEACHING INTERESTS

- | | | |
|---------------------------------|----------------------------|---------------------------|
| • Consumer Behavior | • Marketing Communications | • Special Topics |
| • Introductory Marketing | • Marketing Research | (nature therapy, tourism) |
| • Marketing Management/Strategy | • Experimental Design | |

SERVICE

Current Professional and Academic Association Memberships

- American Marketing Association (AMA), 2010 to Present
- Society for the Scientific Study of Religion (SSSR), 2011 to Present
- Association of Consumer Research (ACR), 2017 to Present
- American Council for Consumer Interests (ACCI), 2017 to Present
- Association for Psychology Science (APS), 2016 to Present

Service to Academic Associations and Journals

- Associate Editor:
 - Journal of Consumer Affairs, 2018 to Present
- Special Issue Editor:
 - Journal of Consumer Affairs (Topic: Pandemics and Consumer Well-Being), 2020 to Present
 - Sustainability (Topic: Religion's Influence on Sustainable Consumption), 2020 to Present
- Editorial Review Board:
 - Journal of Public Policy & Marketing, 2020 to Present
 - Journal of Consumer Affairs, 2018
- Ad Hoc Reviewer:
 - Journal of Business Ethics, 2021
 - Psychology & Marketing, 2019 - 2021

- International Journal of Consumer Studies, 2017 – 2018, 2020-2021
- Journal of Business Research, 2015 - 2021
- Journal of Advertising, 2019-2020
- Journal of Consumer Marketing, 2016, 2018-2020
- Personality and Social Psychology Bulletin, 2020
- Journal of Consumer Behaviour, 2016, 2020
- Journal of Public Policy & Marketing, 2016 – 2020
- Journal of Macromarketing, 2015 - 2019
- Routledge Books, 2019
- Japan International Cooperation Agency, 2018-2019
- Journal of Marketing for Higher Education, 2019
- Review of Religious Research, 2018
- International Journal of Advertising, 2014, 2016 - 2017
- Journal of Consumer Affairs, 2017
- Conference Reviewer:
 - AMA Public Policy and Marketing Conference, 2012 to Present
 - Macromarketing Conference, 2020
 - World Marketing Congress, 2016
 - Association for Consumer Research Conference, 2013 to 2014
 - AMA Summer Educator's Conference, 2013
- Conference Volunteer Roles:
 - Track Chair for Society of Marketing Advances Conference, 2019 to Present
 - Session Chair for Marketing and Public Policy Conference, 2018
 - Religion & Marketing Track Co-Chair for Transformative Consumer Research Conference, 2015, 2017
 - Society for Consumer Psychology Conference on Advertising and Consumer Psychology Steering Committee & Public Relations Committee, 2011
 - AACE Global Learn Conference Volunteer, May 2010
- Professional Organization Volunteer Roles:
 - American Council on Consumer Interests (ACCI) Membership Committee, 2019 to Present
 - Travel and Tourism Research Association (TTRA) Technology Committee, 2009 to 2012

University, College, and Department Involvement

Service Learning

- University of Wyoming, Coordinate Wyoming-based Service Learning Projects
 - Fall 2020: Yellowstone Track Systems, Culver's ACRES Farm, Ratchet's Chop Shop, UW Outdoor Program, Boba Café/Thai Spice, Curiosity Shop, Laramie Investment Company, GLDN Trout, Cavalryman, Spine & Injury Clinic, Wyoming View Painting, Cowboy Creamery, The Lodge, Chaco's Tacos, Nature's Composites, Killian Florest
 - Spring 2020: Box Canyon Bread, Golden Prairie Bakery, Laramie Plastic Bag Initiative, Wyo Theater
 - Fall 2019: Elevation Crossfit, Wyoming FBLA, Capital Clarity, Dubois City
 - Spring 2019: Interfaith Good Samaritan, Smartscales
 - Fall 2018: Grown in Wyoming, Snowy Range Academy

- Spring 2018: Glow Workwear, Wyoming Survey & Analysis Center, Black Market Farm, Westgate Sports & Trading Post, Laramie Landscaping
- Fall 2017: Little America, DirtBags Bike Packing, UW Tourism Degree, Barnyards & Backyards
- Spring 2017: Wyoming Game & Fish, Right Angle Rehab, Still in Style, Premier Bone & Joint
- Fall 2016: Wyoming Office of Tourism, Spring Wind Nursing Home, Cheyenne Chamber of Commerce
- Spring 2016: Laramie Soup Kitchen, Out There Podcast, Express Employment
- Fall 2015: Warren FCU, Union Wireless, Jeny Originals
- Spring 2015: Home Instead, WyoBuffalo Co., FlyDragon Design
- Fall 2014: Cheyenne YMCA, Painteristas

Graduate/Honors Student Committees

- University of Wyoming Doctoral Dissertation Committee Member
 - Saman Zehra, Marketing, Spring 2018 to Present (chair of committee)
 - Ignacio Godinez, Marketing, Spring 2020 to Present
 - Heejung Park, Marketing, Spring 2018 to Spring 2020 (chair of committee)
 - Rachel Patrick, Marketing, Spring 2018 to Fall 2019 (chair of committee)
 - Amanda Garrison, Marketing, Fall 2019 to Present
 - Cristian Sepulveda, Marketing, Fall 2018 to Spring 2019
 - Eric Krszjaniek, Marketing, Fall 2016 to Spring 2018
 - Matt Lunde, Marketing, Fall 2016 to Spring 2018
 - Edna Ndichu, Marketing, Summer 2015 to Spring 2017
- University of Wyoming Master's Thesis Committee Member
 - Kevin Shumway, Communications, Spring 2016 to Spring 2019
 - Ryan Devries, Communications, Fall 2016 to Spring 2017
 - Hollie Deis, Communications, Spring 2015 to Spring 2016
- University of Wyoming McNair Scholar Mentor
 - Natalie Thibault, Family & Consumer Sciences, Spring 2017 to Spring 2018
- University of Wyoming Honors Thesis Committee Member
 - Annika Belser, Marketing, Spring 2019 to Present
 - Katie Kernan & Alison Geary, Marketing, Spring 2018
 - Hunter Rowe, Marketing, Fall 2017

Other

- UW in Jerusalem Program Member, Spring 2021 to Present
- Tenure and Promotion Committee, Outside Member, Haub School, Fall 2019 to Present
- Experimental Lab Faculty Coordinator, Department of Management & Marketing, University of Wyoming, Fall 2017 to Present
- Assessment Committee, College of Business, University of Wyoming, May 2019 to Present
- Interdisciplinary Tenure & Promotion Guidelines Committee, November 2018 to Present
- Curriculum Committee, Department of Management & Marketing, University of Wyoming, February 2018 to Present
- Showcase Saturday, Teaching Volunteer, College of Business at the University of Wyoming, 2014, 2017, 2018, 2019

- Grade Contesting Committee, College of Business, January 2019
- Admitted Students Day Mock Class Teacher, University of Wyoming, April 2019
- Assistant Professor & Professor of Practice Search Committees, Natural Resource Recreation Tourism Degree, University of Wyoming, August 2018 to December 2018
- College of Business Marketing Staff Position Search Committee, University of Wyoming, August 2018 to December 2018
- New Faculty Search Committee, Department of Management & Marketing, University of Wyoming, 2015 to 2016 and 2017 to 2018
- University of Wyoming American Marketing Association Chapter Advisor, August 2014 to Present
- University of Wyoming Campus Ventures Advisor, September 2016 to Present
- Women's Entrepreneurship Day Speaker, University of Wyoming, November 2017
- College of Business Welcome Orientation Teacher, University of Wyoming, September 2017
- Mentor, Service Learning Faculty Learning Community, University of Wyoming, January 2017 to May 2017
- New Student Move-In Volunteer, 2016
- University of Wyoming Majors Fair, Management & Marketing Department Representative, March 2015
- University of Alaska Southeast Students in Free Enterprise Advisory Board, Fall 2008 to Spring 2014
- University of Oregon Graduate Student Advisory Board, Fall 2010 to Spring 2012
- University of Alaska Southeast MBA Advisory Board, Fall 2009 to Fall 2011

Community Service Activities

- Alive Alone Webmaster – volunteer position for a child loss organization, March 2021 to Present
- Laramie Pregnancy and Infant Loss Retreat Organizer, April 2021 to Present
- Wyoming Small Business Development Center, Advisory Board Member, March 2015 to Present
- 4H Jumprope Instructor, Albany County, Wyoming, April 2020
- Full Member/Volunteer, Albany County Search and Rescue, January 2017 to June 2019
- Senator Enzi's Inventor's Conference, Panel Member, October 2015
- Oregon Public Broadcasting (OPB) Public Insight Network, December 2012 to June 2014
- University Fellowship Volunteer, September 2012 to August 2013
- International Economic Summit Volunteer, April 2010

GRANTS

1. Summer Research Support, College of Business, University of Wyoming (July 2021), \$2000 for data, travel, or student support for research
2. University of Wyoming Grand Challenges Initiative Grant, "Innovative Methods to Develop Adaptive Capacity through Transdisciplinarity (IMPACT)" with Bethann Merkle (lead), Maggie Bourque, Anna Chalfoun, Katie Christensen, Ellen Currano, Mariah Ehmke, Rick Fisher, Brandon Gellis, Alyson Hagy, Randa Jabbour, Kelly Kinney, Corrie Knapp, Kristen Landreville,

- Jeff Lockwood, Sylvia Parker, Janel Seeley, J.J. Shinker, Corey Tarwater, Karen Vaughan, Rachel Watson (June 2021), \$20,000 for project costs
3. Star Legacy Foundation Research Grant, “Marketing Strategies to Help After Baby Loss” with Alexa Fox, Cindy Wang, and Carissa Anthony (May 2021), \$4485 for participant incentives and transcription costs
 4. Stukent Research Grant, “Vaping Social Media Messaging” with Paige Gardiner (February 2020), \$500 for running Facebook ads
 5. Wyoming Center on Aging Grant, “Ageing and Experiential Learning” (November 2019), \$3000 for conference travel
 6. College of Business Academy of Research Excellence Grant, “Religion, Nature, and Tech Use: Implications for Marketing and Consumer Well-Being” with Rachel Patrick and Domenic Bravo (June 2019), \$9,000 for subject incentives and research materials
 7. College of Business Academy of Research Excellence Grant, “Religious Quest and Brand Evaluations” (June 2018), \$7,500 for subject incentives and research materials
 8. JumpStart Grant, “The CARE-H Project: Improving Christians’ Attitudes Regarding Ecological Health” with Kathy Johnson and Chris Wharton (May 2018), \$17,600 for subject incentives, conference travel, and consulting fees
 9. Community Engagement Mini-Grant, “Local Marketing Consulting Projects” (August 2017), \$550 for students to develop marketing materials for client presentations
 10. University of Wyoming College of Business Grants, "Religion and Branding" (March 2017), \$5000 for subject incentives and GA support
 11. Sustainable Business Practices Fund, “Religion & Sustainability: A Qualitative Exploration” (March 2017), \$3000 for data analysis tools and support
 12. Sustainable Business Practices Fund, “Religiosity’s Influence on Sustainable Disposal Methods for Luxury Products” with Stephanie Oneto (February 2017), \$6000 for subject incentives
 13. Neoma Business School Local Improvement Grant, “Influence of National Identity and Spokespeople” with Nathalie Spielman (January 2017), \$10,796 (USD equivalent, grant given in euros) for subject incentives
 14. Community Engagement Mini-Grant, “Local Marketing Consulting Projects” (January 2017), \$700 for students to develop marketing materials for client presentations
 15. Community Engagement Mini-Grant, “Local Marketing Consulting Projects” (August 2016), \$600 for students to develop marketing materials for client presentations
 16. Sustainable Business Practices Fund, “Sustainability & Religious Motives” (April 2016), \$6000 for subject incentives
 17. Sustainable Business Practices Fund, “Religion & Luxury Brand Consumption” with Stephanie Oneto (April 2016), \$6000 for subject incentives
 18. Sustainable Business Practices Fund, “Religious Affiliation & Fair Trade” with Shikha Upadhyaya (April 2016), \$1500 for subject incentives
 19. Elbogen Center for Teaching and Learning Mini-Grant, “Harvard Case Method Teaching Seminar” (October 2015), \$950 for travel and registration
 20. Sustainable Business Practices Fund, "Consumers' Awareness of Sustainability at Mass Crowd Events: The Explanatory Power of Belief Systems" (December 2014), \$5000 for subject incentives
 21. Sustainable Business Practices Fund, "How Should Organizations Communicate their Support for Disaster Events? Sustaining the Identity of Brands, Causes, and Community Members" with Stacey Baker (December 2014), \$5000 for subject incentives

22. 2013 ACR/Sheth Foundation Dissertation Grant for Topics in Cross-Cultural and Public Purpose Consumer Research (August 2013), \$2000 for Dissertation Research

CERTIFICATIONS

- Academic-Based:
 - Teaching and Learning Certification (100 hours of training), Ellbogen Center, University of Wyoming, September 2018
 - Human Subjects Research by CITI (citiprogram.org), Updated certification in April 2020
 - Microsoft Certified Application Specialist in Excel & Word, October 2008
- Community-Based:
 - Wilderness First Responder, August 2017 (recertified: March 2020)
 - Basic Life Support Certified, March 2020
 - Certified Professional Life Coach, August 2019
 - Certified Christian Counselor, August 2019
 - Certified Personal Trainer, October 2018
 - Advanced Nutrition Certification, October 2018
 - CPR, August 2017
 - IS-700a (National Incident Management System), February 2017

OTHER RELEVANT SKILLS

- *Data Analysis*: SPSS, LISREL, AMOS
- *Data Collection*: Qualtrics, Amazon Mechanical Turk (mTurk)
- *Citation Management*: EndNote
- *Stimuli Design*: Canva, Photoshop/Adobe Suite
- *Learning Management Systems*: Blackboard, Moodle, Canvas
- *Marketing Tools*: Google Analytics (completed Digital Analytics Fundamentals course offered by Google)

PROFESSIONAL EXPERIENCE

Associate Professor of Marketing, July 2018 to Present
University of Wyoming | College of Business | Laramie, Wyoming

Guest Instructor for Rock Climbing/Backpacking Course, July 2018
Solid Rock Outdoor Ministries | Laramie, Wyoming

Assistant Professor of Marketing, August 2014 to June 2018
University of Wyoming | College of Business | Laramie, Wyoming

Graduate Teaching Fellow, September 2010 to June 2014
University of Oregon | Lundquist College of Business | Eugene, Oregon

Adjunct Instructor of Marketing, June 2013 to August 2014
University of Alaska Southeast | School of Management | Juneau, Alaska

Graduate Research Assistant, January 2010 to June 2010
Idaho State University | Intermountain Center for Education Effectiveness | Pocatello, Idaho

Community Review Intern, January 2010 to May 2010
Idaho Rural Partnership | Boise, Idaho

Graduate Teaching Assistant, August 2008 to Dec. 2009
Idaho State University | College of Business | Pocatello, Idaho

Mystery Shopper, Sept. 2007 to Aug. 2008
Safeway | Based in Phoenix, AZ

Sales/Accountant Technician & Tour Guide, May 2005 to August 2008
Coastal Helicopters | Juneau, Alaska

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