

Kelly D. Martin

Colorado State University
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EDUCATION

Doctor of Philosophy Business Administration	Washington State University, Carson College of Business May 2007 (Marketing Emphasis)
Master of Business Administration	Creighton University, Heider College of Business August 2002
Bachelor of Business Administration	Gonzaga University May 1999 (Marketing, Operations Management)

ACADEMIC APPOINTMENTS

Colorado State University

Tinberg "Business for a Better World" University Professor	2022-present
Core Faculty, School of Global Environmental Sustainability	2021-present
Professor of Marketing	2019-present
Associate Professor of Marketing	2013-2019
Assistant Professor of Marketing	2007-2013

University of Passau, Germany

Mercator Fellowship, Center for Digital Platform Ecosystems	2023-present
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North-West University, Potchefstroom, South Africa

Extraordinary Professor, School of Management Sciences	2023-present
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RESEARCH PROGRAM

Research Interests

Customer data privacy, political marketing strategy, and firm approaches to reducing consumer vulnerability specifically; marketing ethics and firm nonmarket strategy generally.

Research Impact

Marketing ethics scholar with 6,225 (March 2024) citations; i10-index 40/h-index 27 via Google Scholar. Top 10% (2023) of SSRN authors based on all-time downloads.

Refereed Journal Articles

39. Zimmermann, Johanna, Kelly D. Martin, Jan Schumann, and Thomas Widjaja (2024), "Consumers' Multistage Data Control in Technology-Mediated Environments," *International Journal of Research in Marketing*, 41 (1), 56-76.
38. Brough, Aaron R., Bernadette Kamleitner, and Kelly D. Martin (2023), "Physical and Digital Privacy: How Developed and Developing Countries Differ in both Vulnerability and Protection," *Journal of International Marketing*, 31 (4), 76-79.
37. Salisbury, Linda Court, Gergana Y. Nenkov, Simon J. Blanchard, Ronald Paul Hill, Alexander L. Brown, and Kelly D. Martin (2023), "Beyond Income: Dynamic Consumer Financial Vulnerability," *Journal of Marketing*, 87 (5), 657-678.
*Part of *Journal of Marketing*, "Challenging the Boundaries" Series.
36. Steinhoff, Lena and Kelly D. Martin (2023), "Putting Data Privacy Regulation into Action: The Differential Capabilities of Service Frontline Interfaces," *Journal of Service Research*, 26 (July), 330-350.
35. Quach, Sara, Park Thaichon, Kelly D. Martin, Scott Weaven, and Robert W. Palmatier (2022), "Digital Technologies: Tensions in Privacy and Data," *Journal of the Academy of Marketing Science*, 50 (November), 1299-1323.
34. LaBarge, Monica, Kristen L. Walker, Courtney Azzari, Maureen Bourassa, Stacey Finkelstein, Alexei Gloukhovtsev, James Leonhardt, Kelly D. Martin, Maria Quaid, Mehrnoosh Reshadi, and Jesse Catlin (2022), "Digital Exchange Compromises: Teetering Priorities of Consumers and Organizations at the Iron Triangle," *Journal of Consumer Affairs*, 56 (Fall), 1220-1243.
33. Martin, Kelly D. and Stasha Burpee (2022), "Marketing as Problem Solver: In Defense of Social Responsibility in Marketing," *Academy of Marketing Science Review*, 12 (July), 44-51.
32. Vadakkepatt, Gautham, Sandeep Arora, Kelly D. Martin, and Neeru Paharia (2022), "Shedding Light on the Dark Side of Firm Lobbying: A Customer Perspective," *Journal of Marketing*, 86 (May), 79-97.
31. Martin, Kelly D. and Grace Fox (2022), "The Data-Based Nature of Customer Relationships in Service Industries," *Journal of Service Management Research*, Commentary Series edited by Lena Steinhoff and Robert W. Palmatier, 6 (January), 4-9.
30. Martin, Kelly D., Brett Josephson, Gautham Vadakkepatt, and Jean L. Johnson (2021), "Lobbying and the Like: Managing the Regulatory Environment," *NIM Marketing Intelligence Review*, 13 (2), 38-43.
29. Brough, Aaron R. and Kelly D. Martin (2021), "Consumer Privacy During (and After) the COVID-19 Pandemic," *Journal of Public Policy & Marketing*, 40 (January), 108-110.
*3rd Most Cited Article in the Journal in 2022.
28. Martin, Kelly D., Jisu J. Kim, Robert W. Palmatier, Lena Steinhoff, David W. Stewart, Beth A. Walker, Yonggui Wang, and Scott Weaven (2020), "Data Privacy in Retail," *Journal of Retailing*, 96 (December), 474-489.
*Winner, 2021 Davidson/*Journal of Retailing* Best Article Award.
*Featured in *The Economist*, Special Report on the "Retail Renaissance," March 13, 2021.

27. Korschun, Daniel, Kelly D. Martin, and Gautham Vadakkepatt (2020), "Marketing's Role in Understanding Political Activity," *Journal of Public Policy & Marketing*, 39 (October), 378-387.
26. Brough, Aaron R. and Kelly D. Martin (2020), "Critical Roles of Knowledge and Motivation in Privacy Research," *Current Opinion in Psychology*, 31, 11-15.
25. Martin, Kelly D., Brett W. Josephson, Gautham G. Vadakkepatt, and Jean L. Johnson (2018), "Political Management, R&D, and Advertising Capital in the Pharmaceutical Industry: A Good Prognosis?" *Journal of Marketing*, 82 (May), 87-107.
24. Martin, Kelly D., Robert W. Palmatier, and Abhishek Borah (2018), "A Strong Privacy Policy Can Save Your Company Millions," *Harvard Business Review*, featured on hbr.org, February 2018.
 *Reprinted in *Customer Data and Privacy: The Insights You Need from Harvard Business Review*, Boston: Harvard Business Press.
23. Martin, Kelly D. and Patrick E. Murphy (2017) "The Role of Data Privacy in Marketing," *Journal of the Academy of Marketing Science*, 45 (Spring), 135-155.
 *Lead article with invited commentary.
 *Finalist Sheth Foundation Best Paper Award (2017) for Most Significant Contribution in JAMS.
22. Martin, Kelly D., Abhishek Borah, and Robert W. Palmatier (2017), "Data Privacy: Effects of Customer and Firm Performance," *Journal of Marketing*, 81 (January), 36-58.
 *Winner, Sheth Foundation/*Journal of Marketing* Award for Long-Term Impact, 2022.
 *Finalist for *Journal of Marketing* Shelby D. Hunt/Harold H. Maynard Award, 2018.
 *Finalist for MSI/H. Paul Root Award, 2018.
 *Invited *AMA Journal Reader*, "Data Privacy and the Neglected Role of the Customer."
 *Invited *AMA Scholarly Insights, Marketing News*, "How Should Marketers Manage Data Privacy?"
 *Selected as Blast from the Past: *JM* Editor Picks from 2017.
 *Selected for inclusion as "Research Highlight" in *Nature*, Human Behavior section.
21. Martin, Kelly D. and Ronald Paul Hill (2015), "Saving and Well-Being at the Bottom of the Pyramid: Implications for Transformative Financial Services," *Journal of Service Research*, (Special Issue on Transformative Consumer Services), 18 (3), 405-421.
 *Finalist for AMA-EBSCO Inaugural Award for Responsible Research in Marketing, 2020.
20. Mariadoss, Babu John, Jean L. Johnson, and Kelly D. Martin (2014), "Strategic Intent and Performance: The Role of Resource Allocation Decisions," *Journal of Business Research*, 67 (November), 2393-2402.
19. Hill, Ronald Paul and Kelly D. Martin (2014), "Broadening the Paradigm of Marketing as Exchange: A Public Policy and Marketing Perspective," *Journal of Public Policy & Marketing*, 33 (Spring) 17-33.
 *Winner Thomas C. Kinnear Award for Most Significant Contribution in *JPP&M*, 2016.
 *Finalist for AMA-EBSCO Inaugural Award for Responsible Research in Marketing, 2020.
18. Martin, Kelly D., John B. Cullen, and Michael W. Martin (2013), "What's Yours is Now Mine: Deviant Consumption as Acquisitive Crime," *Journal of Public Policy & Marketing*, 32 (Spring), 140-157.
17. Bame-Aldred, Charles W., John B. Cullen, Kelly D. Martin, and K. Praveen Parboteeah (2013), "National Culture and Firm-Level Tax Evasion," *Journal of Business Research*, 66 (3), 390-396.

16. Hill, Ronald Paul, Kelly D. Martin and Lan Nguyen Chaplin (2012), "A Tale of Two Marketplaces: Consumption Restriction, Social Comparison, and Life Satisfaction," *Marketing Letters*, 23 (September), 731-744.
15. Johnson, Jean L., Kelly D. Martin, and Amit Saini (2012), "Antecedents of Market Orientation: The Role of the Firm's Strategic Culture," *Industrial Marketing Management*, 41 (July), 715-724.
14. Martin, Kelly D. and Ronald Paul Hill (2012), "Life Satisfaction, Self-Determination, and Consumption Adequacy at the Bottom-of-the-Pyramid," *Journal of Consumer Research*, 38 (April), 1155-1168.
 *Highlighted in *Science Daily*, *AOL Money and Finance*.
 *Reprinted as Lead Article in *JCR Research Curations: Financial Insecurity and Deprivation Curation*, Summer 2012, S78-S91.
13. Hill, Ronald Paul and Kelly D. Martin (2012), "Absolute and Relative Restriction and Consumer Behavior: Implications for Global Consumption," *Journal of Consumer Affairs*, 46 (Spring), 37-61.
12. Martin, Kelly D., Jean L. Johnson, and Joseph J. French (2011), "Institutional Pressures and Marketing Ethics Initiatives: The Focal Role of Organizational Identity," *Journal of the Academy of Marketing Science*, 39 (August), 577-594.
11. Johnson, Jean L., Kelly D. Martin, and Amit Saini (2011), "Strategic Culture and Environmental Dimensions as Determinants of Anomie in Publicly-Traded and Privately-Held Firms," *Business Ethics Quarterly*, 21 (July), 473-502.
10. Martin, Kelly D. and Jean L. Johnson (2010), "Ethical Beliefs and Information Asymmetries in Supplier Relationships," *Journal of Public Policy & Marketing*, 29 (Spring), 38-51.
 *Feature article, *JPPM* journal website.
 *Reprinted in *Marketing Ethics, Five Volume Set* (2012). Patrick E. Murphy and N. Craig Smith, editors. London: Sage.
9. Saini, Amit and Kelly D. Martin (2009), "Strategic Risk-Taking Propensity: The Role of Ethical Climate and Marketing Output Control," *Journal of Business Ethics*, 90 (December), 593-602.
8. Martin, Kelly D. and John B. Cullen (2009), "Appreciating the Meta-Analytic Methodological Context: Rejoinder to a Reply," *Journal of Business Ethics*, 88 (September), 763-766.
7. Kracher, Beverly and Kelly D. Martin (2009), "A Moral Evaluation of Online Business Protest Tactics and Implications for Stakeholder Management," *Business and Society Review*, 114 (Spring), 59-83.
6. Martin, Kelly D., Jean L. Johnson, and John B. Cullen, (2009) "Organizational Change, Normative Control Deinstitutionalization, and Corruption," *Business Ethics Quarterly*, 19 (January), 103-128.
5. Martin, Kelly D. and Beverly Kracher (2008), "A Conceptual Framework for Online Business Protest Tactics and Criteria for Their Effectiveness," *Business & Society*, 47 (September), 291-311.
 *Winner Best Paper Award, Society for Business Ethics Annual Meeting, 2003.
4. Martin, Kelly D. and Jean L. Johnson (2008), "A Framework for Ethical Conformity in Marketing," *Journal of Business Ethics*, 80 (June) 103-109.
 *Excellence in Ethics Dissertation Proposal Competition Finalist, University of Notre Dame.

3. Martin, Kelly D. and N. Craig Smith (2008), "Commercializing Social Interaction: The Ethics of Stealth Marketing," *Journal of Public Policy & Marketing*, 27 (Spring), 45-56.
 *Highlighted in *Business Respect: CSR News and Resources, Strategy + Business, Marketing Management, Baltimore Sun*.
 *SSRN Top Ten Download in Consumer Social Responsibility Topics.
 *Reprinted in *Marketing Ethics, Five Volume Set* (2012). Patrick E. Murphy and N. Craig Smith, editors. London: Sage.
2. Martin, Kelly D., John B. Cullen, Jean L. Johnson, and K. Praveen Parboteeah (2007), "Deciding to Bribe: A Cross-Level Analysis of Firm and Home Country Influences on Bribery Activity," *Academy of Management Journal*, 50 (December), 1401-1422.
1. Martin, Kelly D. and John B. Cullen (2006), "Continuities and Extensions of Ethical Climate Theory: A Meta-Analytic Review," *Journal of Business Ethics*, 69 (December), 175-194.
 *Google Scholar Classic Distinction for Top 10 Most Cited Article in All Ethics Areas.

***Journal of Public Policy & Marketing* Editorials and Guest Editorials**

Scott, Maura L. and Kelly D. Martin (2023), "Editorial: And Still We Rise: Inclusive Impact Through Rigorous Research to Improve the Well-Being of Individuals, Society, and the Environment," *Journal of Public Policy & Marketing*, 42 (4), 297-302.

Martin, Kelly D. and Maura L. Scott (2022), "Editorial: We Get by with a Little Help from Our Friends: Progress Toward the Future and an Invitation to Approach Policy Questions Through Novel Perspectives," *Journal of Public Policy & Marketing*, 41 (3), pages 197-202.

Scott, Maura L., Corinne M.K. Hassler, and Kelly D. Martin (2022), "Editorial: Here Comes the Sun: Present and Future Impact in Marketing and Public Policy Research," *Journal of Public Policy & Marketing*, 41 (1), 1-9.

Martin, Kelly D., Abhishek Borah, and Maura L. Scott (2021), "Editorial: Journal of Public Policy & Marketing at 40: Celebrating History and Impact," *Journal of Public Policy & Marketing*, 40 (3), 301-321.

Scott, Maura L. and Kelly D. Martin (2021), "Editorial: Inequalities and Divides as We Continue to Grapple with a Global Pandemic," *Journal of Public Policy & Marketing*, 40 (1), 83-88.

Martin, Kelly D. and Maura L. Scott (2021), "Editorial: Journal of Public Policy & Marketing: A Strategic Vision for Rigor, Relevance, and Inclusivity," *Journal of Public Policy & Marketing*, 40 (1), pages 1-6.

Martin, Kelly D., and Robert W. Palmatier (2020), "Guest Editorial: Data Privacy in Retail: Navigating Tensions and Directing Future Research," *Journal of Retailing*, 96 (4), 449-457.

Scott, Maura L., Kelly D. Martin, Joshua L. Wiener, Pam Scholder Ellen, and Scot Burton (2020), "Editorial: The COVID-19 Pandemic at the Intersection of Marketing and Public Policy," *Journal of Public Policy & Marketing*, 39 (3), 257-265.

Gambetti, Rossella, T.C. Melewar, and Kelly D. Martin (2017), "Guest Editorial: Ethical Management of Intangible Assets in Contemporary Organizations," *Business Ethics Quarterly*, 27 (3), 381-392.

Books, Chapters, and Published Working Papers

Chisam, Nataile, Jordan Moffett, Kelly D. Martin, and Robert W. Palmatier (2023), "Leading on Privacy: How Firms and Build Trust and Enhance Performance Across Authenticity Indicators," *MSI Working Paper Series*, No. 22-136.

*Feature article in MSI's Source Newsletter.

Evans, David C., Kelly D. Martin, Robert W. Palmatier, Bradley D. Olson and Peyton Hawkins (2022), "From Privacy Vulnerability to Privacy Resilience," *Microsoft Corp. Technical Report*.

Palmatier, Robert W. and Kelly D. Martin (2019), *The Intelligent Marketer's Guide to Data Privacy*. New York: Palgrave Macmillan.

*Winner of the 2021, AMA Leonard L. Berry Book Award.

Martin, Kelly D., Jean L. Johnson, and Amit Saini (2019), "Organizational Improvisation, Market Orientation, and Performance Implications in Varying Industry Conditions," in *Marketing Strategy and Bottom-Line Impact: A Roadmap for Research Opportunities*. Babu John Mariadoss and Raj Echambadi, editors. New York: Nova Science.

Martin, Kelly D. (2018), "How Do Marketers Bring Back the Voice of the Customer?" in *Mapping Out Marketing: Navigation Lessons from the Ivory Trenches*. Ronald Hill, Cait Lamberton, and Jennifer Swartz, editors. London: Routledge, 100-102.

Martin, Kelly D., Abhishek Borah, and Robert W. Palmatier (2016), "Understanding and Managing the Effects of 'Big Data' on Customer Performance," *MSI Working Paper Series*, No. 16-104.

*Winner MSI Robert D. Buzzell Best Paper Award (2018) for most significant contribution to marketing practice and thought (selected by MSI Company Trustees).

*Recipient of MSI funding.

*Feature article in *MSI Insights*.

*Top most viewed MSI content of 2018.

Murphy, Patrick E. and Kelly D. Martin (2016), "Marketing Ethics," in *Marketing Theory: A Student Text*, 3rd Edition. Michael J. Baker and Michael Saren, editors. London: Sage, 90-103.

Martin, Kelly D. and Jean L. Johnson (2014), "Marketing Ethics and Differentiation: Implications for Normalized Deviance," in *Handbook of Marketing Ethics*. Alexander Nill, editor. Northampton, MA: Edward Elgar, 150-67.

Hill, Ronald Paul and Kelly D. Martin (2014), "A Global Perspective for Responsibly Serving Consumers," in *Handbook of CSR and Marketing*. Ronald Paul Hill and Ryan Langan, editors. Northampton, MA: Edward Elgar, 333-54.

Parboteeah, K. Praveen, Kelly D. Martin, and John B. Cullen (2010), "An International Perspective on Ethical Climate," in *Handbook of Organizational Culture and Climate*, 2nd Ed. Neal Ashkanasy, Celeste P. M. Wilderom, and Mark F. Peterson, editors. Thousand Oaks: Sage, 600-16.

Media Mentions

Nature, New York Times, The Economist, ABC News, NBC News, Women's Wear Daily, The Marketplace Report, Colorado Public Radio, iHeart Radio 24/7 News, AOL Financial, Denver Post, Inside Higher Ed.

Selected Work in Progress

"Firm Data Stewardship," (working title) with Natalie Chisam, Jordan Moffett, and Rob Palmatier (second revision requested at *Journal of Marketing*).

"Communal Conspicuous Destruction," (working title) with Robin Coulter and Liezl-Marié van der Westhuizen (fourth revision requested at *Journal of Consumer Research*).

"Youth and Luxury-Brand Inspired Subcultures," (working title) with Robin Coulter, Liezl-Marié van der Westhuizen, and Justin Sieow (second revision requested at *Journal of Consumer Psychology*).

"Privacy-Related Decision-Making in B2B," (working title) with Jan H. Schumann, Johanna Zimmermann, Lena Steinhoff, Dirk Totzek, and Michel van der Borgh (under first review at *Journal of Business Research*, Special Issue on Service Research in Business-to-Business Marketing).

"Leveraging Consumer Financial Data for Marketing Research and Practice," (working title) with Simon Blanchard and Linda Salisbury (writing in progress, targeting *Journal of Marketing*).

"The Privacy-Safety Paradox," (working title) with Matlida Dorotic (data collection completed, writing in progress, targeting *Journal of Marketing*).

"Privacy, Gender, and Identity," (working title) with Kristen Walker (conceptualization and writing in progress, targeting *Journal of Consumer Research*).

"Multistage Data Disclosure," (working title) with Johanna Zimmermann and Lena Steinhoff (data collection in progress, targeting *Journal of Marketing*).

Research Awards and Honors

AMA-Sheth Foundation Doctoral Consortium Faculty Invitation (2023), BI Norwegian Business School.

Government Relations Faculty Ambassador (2022-2024), Colorado State University.

Tinberg "Business for a Better World" University Professorship, 2022-present.

Sheth Foundation/*Journal of Marketing* Award (2022) for Long-Term Impact and Contributions to the Field of Marketing.

Faculty Mentor (2022), Marketing and Public Policy Doctoral Symposium, Baylor University, Waco, Texas, June 6-9.

AMA Foundation, Leonard L. Berry Book Award (2021) for an "Exceptional Marketing Book that has Set the Standard for Excellence."

Sonny Lubick Pinnacle Award for Overall Excellence (2021), College of Business, Colorado State University.

Journal of Retailing Davidson Award (2021) for Best Article Published in the *Journal*.

Consortium Faculty (2021), AIM-AMA Sheth Foundation Doctoral Consortium (virtual), invitation only.

AMA-EBSCO Responsible Research in Marketing Inaugural Award (2020), Finalist (two articles selected, noted above).

Business for a Better World Scholarship Award (2020), Inaugural Award Winner, College of Business, Colorado State University.

MSI Robert D. Buzzell Best Paper Award Winner (2018) for Most Significant Contribution to Marketing Practice and Thought in the *Marketing Science Institute Working Paper Series* (article listed above).

Transformative Consumer Research (TCR) Association, Competitive Grant Award (2018), "Consumption Before Well-Being: The Izikhothane Problem," Recipient of Tier 2 Funding, (working paper listed above).

Faculty Mentor and Invited Speaker, Marketing & Public Policy Workshop and Doctoral Seminar, American Marketing Association, Columbus, Ohio, June 4-7, 2018.

Google Scholar Classic Distinction for Top 10 Most Cited Article among all Ethics Research, 2017 (article listed above).

Dean's Distinguished Research Fellowship, College of Business, Colorado State University, 2016-2022.

Thomas C. Kinnear Award Winner (2016), AMA Foundation Award for Significant Research Contribution in the *Journal of Public Policy & Marketing* (article listed above).

CSU SOGES Global Challenge Research Team Award, "[Over]Consumption: The Culprit Causing an Environmental Crisis in Your Closet," \$20,000 Research Expense Funding, 2016-2017.

FirstBank Faculty Fellowship, College of Business, Colorado State University, 2015-2016.

Monfort Professorship for Early Career Research, Monfort Excellence Fund, Colorado State University, 2014-2016.

Affiliated Research Faculty, Sales and Marketing Strategy Institute, University of Washington, 2015-present.

Excellence in Research Award, College of Business, Colorado State University, 2013.

Faculty Fellow, Marketing & Public Policy Workshop and Doctoral Seminar, American Marketing Association, Washington, D.C., May 30, 2013.

Emerging Scholar Award for Early Career Research, American Marketing Association Marketing and Society SIG, 2012 (Inaugural Award Recipient).

Dean's Scholar for Published Research, College of Business, Colorado State University, 2008-present.

Outstanding Graduate Student Research Award, College of Business, Washington State University, 2007.

Harriett B. Rigas Doctoral Student Research Award, Honorable Mention, Washington State University, Association for Faculty Women, 2007.

Excellence in Ethics Dissertation Proposal Competition Finalist, University of Notre Dame, 2007.

**Cross-Disciplinary Competition, Only Marketing Dissertation Selected*

AMA Sheth Doctoral Consortium Fellow, University of Connecticut, 2005.

Robert A. Mittelstaedt Doctoral Symposium Fellow, University of Nebraska-Lincoln, 2005.

Best Paper Award, Society for Business Ethics Annual Meeting, Seattle, Washington, 2003.

Invited Presentations

Keynotes

Martin, Kelly D. (2023), "Consumer Privacy and Data Control in Digital Environments," Seminar Series, *EMAC Digital Marketing SIG*, virtual, November 14.

Martin, Kelly D. (2023), "Privacy Actions and their Outcomes," *Microsoft*, Redmond, Washington, October 26.

Martin, Kelly D. (2022), "Having Impact Beyond the Journal Pages," Editorial Keynote, *Marketing Strategy and Policy Conference*, November 11, 2022.

Martin, Kelly D. and Maura L. Scott (2022), "Having Impact Beyond the Journal Pages," *AMA Expert Workshop Series*, Summer Educators' Conference, August 12.

Martin, Kelly D. (2021), "Customer Privacy as Competitive Advantage: Implications for Marketing Strategy and Public Policy," Keynote Address, *Southern African Institute for Management Scientists Conference*, September 13, 2021.

Martin, Kelly D. and Kristen L. Walker (2021), "Privacy Research in Marketing as Social Responsibility," *AMA Expert Workshop Series*, Summer Educators' Conference, August 6.

Martin, Kelly D. (2021), "Protecting Customer Privacy is Good for Firms: Research Insights and Implications for Digital Platform Ecosystems," Distinguished Keynote for Series on Digital Platform Ecosystems, University of Passau, Germany, May 3.

Martin, Kelly D. (2015), "Consumption at the Extremes: Social and Cultural Influences," *Monfort Community Lecture*, Colorado State University, November 18.

Martin, Kelly D. (2012), "Dimensions of Ethics and Trust in Marketing," *Business Ethics for Contemporary Leaders*, Colorado State University, August 16-17.

University Invited Talks

Northwestern University, 2024
 University of Central Florida, 2024
 WU University, Vienna, 2023
 University of North Carolina-Charlotte, 2022
 University of Kentucky, *CEDAR Speaker Series*, 2022
 University of Connecticut, *Voya Financial Colloquium*, 2022
 University of North Florida, 2022
 Boston College, 2021
 The George Washington University, 2021
 University of Manitoba, *Bill Moir Marketing Speaker Series*, Asper College of Business, 2021
 Utah State University, *Huntsman Marketing Distinguished Speaker Series*, 2018
 University of Muenster, Institute for Value-Based Marketing, Muenster, Germany, 2014
 University of Notre Dame, Mendoza College of Business, 2013
 Villanova University, *Center for Marketing and Public Policy Research Distinguished Speaker Series*, 2012

Other Invited Speaking

Martin, Kelly D. (2023), "Doing Well by Doing Good: Plenary Session," *Association for Consumer Research*, Seattle, Washington, October 26.

Martin, Kelly D. (2020), "Diversity and Inclusion and Consumer Behavior: A Marketer Perspective," *Association for Consumer Research*, Online Preconference, Raji Srinivasan and Carolyn Yoon, Co-Chairs, September 30.

Martin, Kelly D. and Aaron R. Brough (2020), "The Privacy Mindset," Invited Presentation in Special Session, Balancing Act: Identifying Opportunities and Threats in a Technology-Oriented Society, *Winter AMA Educators' Conference*, San Diego, California, February 15.

Martin, Kelly D. (2019), "Editorial Insights," University of Denver, Executive Ph.D. Seminar, July 12.

Martin, Kelly D. (2019), "Global Privacy Trends: Implications for the Retail Environment," *Thought Leaders' Conference on Privacy in Marketing*, University of Florence, June 7.

Martin, Kelly D. (2018), "MSI: Linking Academic Theory and Marketing Practice" *AMA Summer Educators' Conference*, Boston, Massachusetts (Invited by Marketing Science Institute, Special Session on MSI Collaboration from Award Winning Researchers).

Martin, Kelly D. (2018), "What is Policy, and How Do We Develop Policy-Relevant Research?" *Public Policy & Marketing Workshop and Doctoral Consortium*, Ohio State University, June 5.

Martin, Kelly D. (2015), "Managerial Highlights from Recent Academic Research: Sheltering Data Breaches Using Privacy Policies," *Center for Sales and Marketing Strategy, SalesMark Summit*, University of Washington, Foster School of Business, September 17.

Martin, Kelly D. (2014), Invited Guest Discussant, Ph.D. Seminar in Consumer Behavior, Dr. José Antonio Rosa, University of Wyoming, September 17.

Martin, Kelly D. (2014), "Individual Aspirations and Saving Behavior in Subsistence Marketplaces," *5th Annual Subsistence Marketplaces Conference*, June 14, Champaign, Illinois.

Martin, Kelly D. (2014), "The Role of Societal Conditions and Individual Aspirations on Saving," *Sustainable Consumption and Material Well-Being Research Event*, University of Wyoming, April 25.

Martin, Kelly D. (2013), "Using Secondary Data for Global Policy Research," *Marketing & Public Policy Workshop and Doctoral Seminar*, May 30, Washington, D.C.

Martin, Kelly D. (2013), "Vulnerable Consumer Segments: Future Research at the Bottom of the Pyramid," *AMA Winter Educators' Conference*, Las Vegas, Nevada (Invited by AMA Academic Council for Special Session).

Chaired Conferences and Special Sessions

Brough, Aaron R. and Kelly D. Martin (2023), "JACR Consumer Privacy Special Issue Idea Workshop," *Association for Consumer Research*, Seattle, Washington.

Akaka, Melissa, Linda L. Price, and Kelly D. Martin (2023), "Second Annual Rocky Mountain Marketing Research Symposium," Daniels College of Business, Dick and Maggie Scarlett Chair, Center for Marketing and Social Impact, University of Denver, September 21-23.

Martin, Kelly D. and Linda L. Price (2022), "Rocky Mountain Marketing Research Symposium," Center for Marketing and Social Impact and University of Wyoming, Dick and Maggie Scarlett Chair partnership, Colorado State University, March 24-26.

Martin, Kelly D. and Maura L. Scott (2021), "40th Anniversary of the Journal of Public Policy & Marketing: Celebrating the Past and Looking to the Future," *AMA Marketing and Public Policy Conference*, virtual format.

Martin, Kelly D. and Maura L. Scott (2021), "COVID-19 at the Intersection of Marketing and Public Policy: Expert Panel Discussion," *AMA Winter Educators' Conference*, virtual format.

Vadakkapatt, Gautham, Daniel Korschun, and Kelly D. Martin (2020), "Political Activity and Marketing: A Special Session Devoted to the *JPP&M* Special Issue," *AMA Marketing and Public Policy Conference*, virtual format.

Palmatier, Robert, Kelly Martin, Raffaele Donvito, Gaetano Aiello, and Francesca Sotgiu (2019), "Thought Leaders' Conference on Privacy in Marketing," University of Florence, June 6-8.

Martin, Kelly D. (2015), "Broadening the Paradigm of Marketing as Exchange: Reflections from the Field and Insights Moving Forward," *AMA Winter Educators' Conference*, San Antonio, Texas.

Martin, Kelly D. and Ronald Paul Hill (2014), "Broadening the Paradigm of Marketing as Exchange: Reflections from the Field and Insights Moving Forward," *AMA Marketing & Public Policy Conference*, Boston, Massachusetts.

Martin, Kelly D., David E. Sprott, and Michael W. Martin (2012), "Past, Present, and Future of Covert Marketing: Implications for Marketing and Public Policy," *AMA Marketing & Public Policy Conference*, Atlanta, Georgia.

Sprott, David E. and Kelly D. Martin (2006), "The 'Lurking Marketer': Ethical, Policy, and Theoretical Issues Surrounding Covert Marketing Activities," *AMA Winter Educators' Conference*, St. Petersburg, Florida.

Conference Presentations and Published Proceedings

Chisam, Natalie, Jordan Moffett, Kelly D. Martin, and Robert W. Palmatier (2023), "Privacy as Differentiation: Data Stewardship, Power, and Performance," *American Marketing Association Summer Educators' Conference*, San Francisco, California (abstracted in the proceedings).

Salisbury, Linda Court, Gergana Y. Nenkov, Simon J. Blanchard, Ronald Paul Hill, Alexander L. Brown, and Kelly D. Martin (2023), "Beyond Income: Dynamic Consumer Financial Vulnerability," *Marketing & Public Policy Conference*, Arlington, Virginia (abstracted in the proceedings).

Zimmermann, Johanna, Jan H. Schumann, Thomas Widjaja, and Kelly D. Martin (2022), "Investigating Control Perceptions in AI-Based Data Disclosure Processes," *Frontiers in Services*, Babson College, Wellesley, Massachusetts (abstracted in the proceedings).

Zimmermann, Johanna, Jan H. Schumann, Thomas Widjaja, and Kelly D. Martin (2022), "Investigating Control Perceptions in AI-Based Data Disclosure Processes," *12th Annual ServSig*, Glasgow, Scotland (abstracted in the proceedings).

Vadakkepatt, Gautham G., Sandeep Arora, Neeru Paharia, and Kelly D. Martin (2021), "Consumer Reactions to Firm Lobbying," *Association for Consumer Research*, virtual (abstracted in the proceedings).

Brough, Aaron R. and Kelly D. Martin (2020), "The Privacy Mindset," *Society for Consumer Psychology*, Huntington Beach, California (abstracted in the proceedings).

Vadakkepatt, Gautham G., Neeru Paharia, Kelly D. Martin, and Sandeep Arora (2020), "Consumer Reactions to Firm Lobbying," *AMA Winter Educators' Conference*, San Diego, California (abstracted in the proceedings).

van der Westhuizen, Liezl-Marié, Robin Coulter, and Kelly D. Martin (2019), "Brand Consumption and Destruction in the Quest for Fame," *Journal of Consumer Research*, Future of Brands Conference, Hosted by the Center on Global Brand Leadership at Columbia Business School, New York.

Brough, Aaron R. and Kelly D. Martin (2019), "The Privacy Mindset," *Association for Consumer Research*, Atlanta, Georgia (abstracted in the proceedings).

van der Westhuizen, Liezl-Marié, Robin Coulter, and Kelly D. Martin (2019), "Status Consumption and a Luxury-Brand Inspired Subculture: Paradoxes of Physical Well-Being for Impoverished Consumers," *Association for Consumer Research*, Atlanta, Georgia (abstracted in the proceedings).

Vadakkepatt, Gautham G., Kelly D. Martin, Neeru Paharia, and Sandeep Arora (2019), "Unintended Consequences of Lobbying," *AMA Winter Educators' Conference*, Austin, Texas (abstracted in the proceedings).

*Winner Best Paper in Track, Complexity of Firm Relationships with Other Stakeholders and Social Movements.

Kruger, Liezl-Marié, Robin Coulter, and Kelly D. Martin (2019), "Consumption for Well-Being: The Izikhothane Phenomena," *AMA Winter Educators' Conference*, Austin, Texas (abstracted in the proceedings).

*Winner Best Paper in Track, Marketing and Consumption Around the World Track.

Vadakkepatt, Gautham G., Kelly D. Martin, Neeru Paharia, and Sandeep Arora (2018), "Unintended Consequences of Corporate Lobbying," *Association for Consumer Research*, Dallas, Texas (abstracted in the proceedings).

Vadakkepatt, Gautham G. and Kelly D. Martin (2018), "Firm Lobbying Issue-by-Issue: Investigating Consumer Response," *Data, Dollars, and Votes: The Intersection of Marketing and Politics Conference*, Georgetown University, Washington, D.C.

Kruger, Liezl-Marié, Robin Coulter, and Kelly D. Martin (2017), "Self-Brand Play: The Izikhothane Journey," *Association for Consumer Research*, San Diego, California (abstracted in the proceedings).

Martin, Kelly D., Abhishek Borah, and Robert W. Palmatier (2016), "Understanding the Effect of Customer Data Vulnerability on Performance," *AMA Winter Educators' Conference*, Las Vegas, Nevada (abstracted in the proceedings).

Hill, Ronald Paul and Kelly D. Martin (2013), "Profiles of Consumer Saving: Societal Conditions and Individual Aspirations," *Association for Consumer Research*, Chicago, Illinois (abstracted in the proceedings).

Sprott, David E., Kelly D. Martin, and Michael W. Martin (2012), "Consumer Response to Blog Authenticity and Disclosure: An Examination of the FTC's Concerns," presented at the *AMA Marketing & Public Policy Conference*, Atlanta, Georgia (abstracted in the proceedings).

Martin, Kelly D. and Ronald Paul Hill (2012), "Survival at the Bottom-of-the-Pyramid: Life Satisfaction, Consumption, and Saving Behavior of Impoverished Consumers," presented at the *AMA Marketing & Public Policy Conference*, Atlanta, Georgia (abstracted in the proceedings).

Hill, Ronald Paul, Kelly D. Martin, and Lan Nguyen Chaplin (2012), "Keeping Up with the Jones in the Developing World?" presented at the *4th Annual Subsistence Marketplaces Conference*, Chicago, Illinois (abstracted in the proceedings).

Hill, Ronald Paul and Kelly D. Martin (2012), "Transnational Business and the Mandate to Serve Consumers," presented at the *AMA Winter Educators' Conference*, St. Petersburg, Florida (published in the proceedings).

Bame-Aldred, Charles W., John B. Cullen, Kelly D. Martin, and K. Praveen Parboteeah (2009), "Organizational Tax Evasion: The Impact of National Culture," presented at the *Cross-Cultural Research Conference*, Puerto Vallarta, Mexico (abstracted in the proceedings).

Martin, Kelly D. and Jean L. Johnson (2008), "The Moderating Role of Managerial Ethical Predispositions in Dyadic Marketing Exchange," presented at the *AMA Winter Educators' Conference*, Austin, Texas (abstracted in the proceedings).

Martin, Kelly D. and Jean L. Johnson (2005), "Change and the Marketing Organization," presented at the *AMA Winter Educators' Conference*, San Antonio, Texas (abstracted in the proceedings).

Martin, Kelly D., John B. Cullen, and Jean L. Johnson (2005), "Drivers of Corruption: A Cross-National Study of Institutional Anomie Theory and Bribery Activity," presented at the *University of Nebraska Robert A. Mittelstaedt Doctoral Symposium*, Lincoln, Nebraska.

Kracher, Beverly and Kelly D. Martin (2003), "Online Business Protests," presented at the *Society for Business Ethics Annual Meeting*, Seattle, Washington.

**Winner Best Paper of Conference Award*

Kracher, Beverly and Kelly D. Martin (2002), "Online Environmental Activism," presented at the *International Interdisciplinary Conference on the Environment*, Toronto, Canada.

Other Research Activities

Transformative Consumer Research Conference Participant (2021), Dialogical Track 1.3: Digital Compromises: Negotiating Consumer Vulnerability, Access, and Power, McIntire School of Commerce, University of Virginia.

Invited Senior Scholar, International Marketing Ethics Symposium, April 2-4, 2017, University of Notre Dame, South Bend, Indiana.

Marketing Science Institute (MSI) and *Journal of the Academy of Marketing Science* Invitation-Only Conference on Customer Engagement, June 3-5, 2015, Paris, France.

Visiting Faculty of the Institute for Value-Based Marketing, University of Muenster, Fall 2014, Muenster, Germany.

Marketing Science Institute (MSI), "Marketing Analytics in a Data-Rich Environment," July 31-August 1, 2014, San Francisco, California.

Marketing and Public Policy Research Workshop, Ken Manning, Kathleen Kelly, David Sprott, Ingrid Martin, and Marlys Mason, Chairs. May 16-20, 2010, Colorado State University.

Institute for Ethical Business Worldwide, "Ethical Dimensions in Business: Reflections from the Business Academic Community," October 26-27, 2006, University of Notre Dame.

Experimental Economics Pre-Doctoral Research Assistantship, Mariah D. Tanner Ehmke, Facilitator. May 5-11, 2006, University of Wyoming, Laramie.

University of Notre Dame and AMA, "Workshop on Marketing Ethics," Patrick E. Murphy, Chair. May 23-25, 2005, South Bend, Indiana.

TEACHING ACTIVITIES

Colorado State University

Executive Education

Seminar in Managing Customer Data Privacy for Competitive Advantage

Graduate Teaching

Marketing Data Analytics Practicum (*current*)

Marketing Management (*current*)
 Quantitative Business Analysis (EMBA, Professional MBA, Impact MBA)

Undergraduate Teaching

Marketing Practicum, Student-Client Project Format
 Marketing Strategy and Management
 Marketing and Public Policy
 Principles of Marketing

Teaching Awards and Honors

Best Teacher Award Nominee, Colorado State University Alumni Association, 2022-2023, 2023-2024.

Favorite Faculty Award, Evening and Online MBA, Marketing Data Analytics MBA, 2021-2022.

Excellence in Graduate Teaching Award, College of Business, Colorado State University, 2018.

Daniels Fund Ethics Initiative Faculty Fellowship, College of Business, Colorado State University, 2010-2015.

Outstanding Faculty Adviser Nominee, Colorado State University Honors Program, 2013.

Excellence in Teaching Award, College of Business, Colorado State University, 2010.

Best Teacher Award Nominee, Colorado State University Alumni Association, 2010.

Delta Sigma Pi Business Fraternity Faculty Brother (nominated by students), Colorado State University, Inducted 2009.

Most Influential Professor Nominee, Beta Gamma Sigma, Colorado State University, 2008, 2009.

Teaching Development

Duarte, DataStory Teaching Development Workshop, June 16-17, 2022.

Inclusive Pedagogy Training, Series of Five Workshops, College of Business, Fall 2020.

SafeZone Training, Colorado State University Pride Resource Center, 2019.

TILT Summer Institute, Introduction to Online Course Design, Colorado State University, May 31-June 17, 2016.

Duarte Visual Story Workshop, Colorado State University, College of Business, October 28, 2013 (*participation by invitation only*).

Northern Colorado Engaged Faculty Institute, *Service-Learning Institute*, February 16-17, 2012
 Sponsored by TILT CSU and Colorado Campus Compact.

Bill Daniels Teaching Business Ethics 'Boot Camp,' October 21-22, 2010, University of New Mexico, Albuquerque.

Harvey Brightman Master Teacher Workshop, Colorado State University, College of Business Summer 2007.

Student Advising

International Partnership Graduate Advising

Fulbright Academic Training Mentorship, Andreama Castellanos, 2015-2016.

Fulbright Academic Training Mentorship, Mamohlomi Raswoko, 2014-2015.

Graduate Advising

- Dissertation Committee Outside Member, Susanne Ruckelshausen, WU University, Vienna, 2022-present (Bernadette Kamleitner, Chair).
- Dissertation Committee Outside Member, Johanna Zimmermann, University of Passau, 2021-present (Jan Schumann, Chair).
- Dissertation Committee Outside Member, André Martin, University of North Carolina-Chapel Hill, 2022-2023 (Katrijn Gielens, Chair).
- Dissertation Committee Outside Member, Joshua Egbuka, University of Missouri, 2020-present (Lisa Scheer, Chair).
- Faculty Board Member, Red Panda Privacy, PMBA Capstone, Spring 2019.
- GSSE MBA Faculty Advisor, Cohort 10 (Fall 2016-Fall 2017), Women's Programs Team.
- Outside Member, Phillip Krening and Julie Sabattis, Lionfish Economic Impact Study, Belize. Department of Human Dimensions of Natural Resources, 2016.
- GSSE MBA Faculty Advisor, Cohort 9 (Fall 2015-Fall 2016), Interfirm Material Sourcing Team.
- GSSE MBA Faculty Advisor, Cohort 7 (Fall 2013-Fall 2014), Growing Capital, Income Generation and Agriculture Team.
- GSSE MBA Faculty Advisor, Cohort 6 (Fall 2012-Fall 2013), Janani Product Development.
- Master Thesis Committee, 2011-2012, Joseph Gavronsky, Philosophy Department.
- GSSE Plan B Master Project Chair, 2008, Kristin Brinkman.

Undergraduate Advising

- Faculty Advisor, *Daniels Fund Ethics Initiative Case Competition*, April 13, 2012, Denver, CO. *Colorado State University Chosen as Winning University among Initiative Schools.
- Honors Thesis Chair: Grady Gardner, Chandra Roam, Caitlin Cerra, Colin Hornback, Brittany Schuette, Melanee Sprengel, Jasmine Williams, Nicole Wiese, Tiffany Iwamura, Cara Hubl, Kendall Hershey, Nicolle Fagan, Kat Balster, Joe Santini, Lauren Buckley, Aubrey Lawrence, Lindsey Gross.
- Honors Thesis Committee: Lauren Fry, Jacki Cella, Brooke Cunningham, Alison Van Cleave, Nick Malensek, Bonnie Cleveland, Andrew Willard, Megan Bretti, David Cross, Andrea Romero, Megan Bush, Claire Eppley, Ashlyn Foster.

SERVICE ACTIVITIES

Journal Leadership and Selected Reviewing

Joint Editor-in-Chief

Journal of Public Policy & Marketing, 2020-2023.

Associate Editor

Journal of Marketing (Guest Associate Editor), 2019-present.

Journal of Public Policy & Marketing, 2017-2020.

Business Ethics Quarterly, 2016-2020.

Editorial Review Board

Journal of Marketing

Journal of the Academy of Marketing Science

Business Ethics Quarterly

Journal of Retailing

Academy of Marketing Science Review

Other Reviewing

Journal of Marketing Research, *Journal of Consumer Research*, *Academy of Management Journal*, *International Journal of Research in Marketing*, *Strategic Management Journal*, RRBM AMA/EBSCO Research Awards, MSI Alden G. Clayton Dissertation Award, NSF Law & Science Dissertation Grant Program, Marketing & Society SIG Dissertation Competition, RRBM Dare to Care Scholarship.

Reviewing Awards and Honors

Outstanding Reviewer Award, *Journal of Marketing*, 2018-2019.

Top 10 Reviewer for *Journal of Public Policy & Marketing*, 2017.

Outstanding Reviewer Award, *Journal of Public Policy & Marketing*, 2015.

Selected Professional Service

Co-Chair (2024), American Marketing Association “Marketing for a Better World” Affinity Group, with Christian Anicete.

Guest Editor (2023), Special Issue on Consumer Privacy, *Journal of the Association for Consumer Research*, with Aaron Brough and Bernadette Kamleitner.

Guest Editor (2020), Special Section on Privacy and Big Data in Retailing, *Journal of Retailing*, with Robert W. Palmatier.

Guest Editor (2020), Special Issue on Political Activity in Marketing, *Journal of Public Policy & Marketing*, with Daniel Korschun and Gautham Vadakkepatt.

Best Paper Selection Committee (2020), *Business Ethics Quarterly*, with Jerry Goodstein and Juliane Reinecke.

Guest Editor (2017), Special Issue on Ethical Management of Intangible Assets, *Business Ethics Quarterly*, with Rossella Gambetti and T.C. Melawar.

Best Paper Selection Committee (2017), *Business Ethics Quarterly*, with Jerry Goodstein and Tom Donaldson.

AMA Marketing and Society SIG, Emerging Scholar Award Selection Committee, 2013-present.

Theme Co-Chair (2014), *5th Annual Subsistence Marketplaces Conference*, Diverse Geographies Theme, Champaign, Illinois.

Track Chair (2012), *AMA Summer Educators' Conference*, Ethical, Legal, Social, and Public Policy Issues Track, Chicago, Illinois.

Best Paper and Best Reviewer Selection Committee, *Society for Business Ethics Annual Meeting*, Selected for a Three-Year Term, 2009-2011.

Conference Planning Committee, *Marketing & Public Policy Conference*, 2009 to present.

Track Chair (2010), *AMA Winter Educators' Conference*, Corporate Affairs, Social Responsibility, and Sustainability Track, New Orleans, Louisiana.

Panelist (2010), "Strategies and Solutions for a Tumultuous Job Market," *AMA Winter Educators' Conference*, New Orleans, Louisiana.

Best Paper Selection Committee (for journal articles published in 2008), *Business Ethics Quarterly*, 2009.

Marketing Department Service

- Marketing Department Faculty Search Committee (two lines), Fall 2023.
- Chair, Promotion and Tenure Committee, 2022-present.
- Director, Center for Marketing and Social Impact, 2022-present.
- Marketing Department and Center for Marketing and Social Impact Post-Doc Search Committee Chair, Spring 2023.
- Co-Organizer, Rocky Mountain Marketing Research Symposium, Hosted by University of Wyoming and CSU, Center for Marketing and Social Impact, March 24-26, 2022.
- Training, Recognize and Respond to Bias Workshop, Tuesday, October 25, 2022.
- Co-Director, Center for Marketing and Social Impact, Fall 2019-Fall 2021.
- Marketing Department Enterprise Funds Allocation Committee, Fall 2019.
- Marketing Department Faculty Search Committee, Fall 2018.
- Marketing Department Visiting Faculty Search Committee, Spring 2018.
- Marketing and Data Analytics MBA Oversight Committee, 2017-present.
- Marketing Department Faculty Search Chair, Fall 2016.
- College of Business Research Committee, Marketing Department Representative, 2016-present.
- Coordinator, Marketing Department Guest Scholar Program, 2015-16, Rob Palmatier.
- Marketing Department Faculty Search Committee (two lines), Fall 2015.
- Marketing Department Faculty Search Committee, Spring 2013.
- Marketing Department Clinical Professor Search Committee, Spring 2011.
- Marketing Department Faculty Search Committee, Fall 2010.
- Coordinator, Marketing Department Guest Scholar Program, 2008-09, C.B. Bhattacharya.
- Marketing Department Faculty Search Committee (two lines), Fall 2007.

College of Business Service

- Faculty Guest Lecture, First-Gen Summit, 2022.
- Academic Council, Professional MBA Program, College of Business, 2019-present.
- MBA Program Innovation Task Force, 2019-2021.
- Academic Council, Global Social & Sustainable Enterprise MBA, College of Business, 2014-2018.
- Faculty Panelist, "Improving Academic Performance," College of Business, Rock 3.0 Academic Success Workshop, 2018.

- Commencement Speaker, CSU College of Business Fall Commencement, 2015.
- Faculty Presenter, “MBA Student Tips for Success,” CSU College of Business INTO Day, 2015-present.
- Faculty Presenter, “Student Tips for Success,” CSU College of Business Ram Welcome, 2010-present.
- Venture Process Task Force, GSSE MBA, College of Business, 2015-present.
- MBA Program Review Task Force, College of Business, 2013-2014.
- Business Ethics Special Appointment Faculty Search Committee, Spring 2014.
- Faculty Presenter, CSU Admitted Student Visit Day, College of Business, 2012-present.
- Technology Committee, College of Business, Spring 2012.
- Faculty Advisory Committee, College of Business, 2010-2012.
- Behavioral Research Lab Committee, College of Business, 2010-2012.
- Facilitator, College of Business and Daniels Fund Ethics Boot Camp, 2012.
- Guest Lecturer, BUS 100, “The Marketing Concentration,” CSU College of Business, 2007-present.
- Case Competition Judge, Business Leadership Institute, 2009.
- Faculty Greeter, CSU College of Business Ram Welcome, 2009.
- Guest Discussant, “The Marketing Concentration,” Undeclared Business Student Seminar, 2008.

Colorado State University Service

- Review Committee, Vice President for Research Scholarship Awards, Spring 2023.
- SOGES, Global Research Challenge Competition Reviewer, Spring 2022.
- Executive Committee, School of Global Environmental and Sustainability, 2019-present.
- C-ALT Canvas Analytics Study, Faculty Test Case for BUS 601, Spring 2017.
- Monfort Professor (2017-2019) Selection Committee.
- Faculty Council, Marketing Department Representative, Colorado State University, 2016-2017.
- Faculty Judge, Graduate Research Showcase, Colorado State University, 2016-present.
- One Health Strategic Planning Workshop, Colorado State University, January 28-30, 2016.
- Monfort Professor (2015-2017) Selection Committee.
- Faculty Council, Marketing Department Representative, Colorado State University, 2012-2015.
- Faculty Presenter, CSU Admitted Student Visit Day: Fort Collins, Office of Admissions, 2014-present.
- Faculty Judge, Celebrate Undergraduate Research and Creativity Showcase, Colorado State University, 2013-present.
- SoGES Curriculum Committee, Colorado State University, 2012.
- Faculty Volunteer, NCAA College Athlete Recruitment, Colorado State University Athletic Department, 2010 to present.

Community Service

- Volunteer, “A Little Help” Elderly Support Services, 2024-present.
- Colorado Arsenal Soccer 2008 Boys Gold Elite, Team Co-Treasurer, 2017-present.
- Parent Member, Expect Respect Anti-Bullying Committee, Leshar Middle School, 2019-2022.
- Parent Ambassador, International Baccalaureate Certification Visit, Dunn Elementary, 2018.
- Parent Co-Chair, School Improvement/School Accountability Committees, Dunn Elementary, 2015-2020.
- Dunn Elementary Classroom Volunteer, 2013-2019.
- Invited Speaker, City of Fort Collins Women’s Professional Group, July 17, 2014.
- Technical Advisory Board, NEON Market Research, 2011-2014.

- Parent Advisory Committee, Colorado State University Early Childhood Center, 2013-2016.
- Poudre School District Advisory Board, Dunn Elementary Representative, 2013-2015.
- School Improvement/School Accountability Committee Member, Dunn Elementary, 2013-2015.
- Advisory Board, Larimer County Compass Research Program, 2010-2011.

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)

Society for Business Ethics (SBE)

European Marketing and Management Association Women's Forum