

AJAY T. ABRAHAM

Albers School of Business & Economics, Seattle University
901 12th Avenue, Pigott 521, Seattle, WA 98122

E-mail: abrahama@seattleu.edu
Phone: 206-296-5709

Employment

<i>Assistant Professor of Marketing</i> , Seattle University, Seattle	2015 – present
<i>Academic Associate</i> , Indian School of Business, Hyderabad, India	2008 – 2009
<i>Academic Evangelist</i> , Microsoft Corp. India Pvt. Ltd., Bangalore, India	2006 – 2008
<i>Systems Engineer</i> , Wipro Technologies Ltd., Hyderabad, India	2003 – 2005
<i>Trainee, Software Engineer</i> , US Software Pvt. Ltd., Trivandrum, India	2001 – 2002
<i>Guest Lecturer</i> , M. A. College of Engineering, Kothamangalam, India	2001

Education

<i>Ph. D. in Business and Management</i> , University of Maryland, College Park Major: Marketing, Minor: Psychology	2015
<i>Post Graduate Programme in Management</i> , Indian School of Business, India	2006
<i>B. Tech. in Computer Science and Engineering</i> , Mahatma Gandhi University, India	2001

Research Interests and Skills

Substantive: Pricing, Morality; *Theoretical*: Perceptual salience; *Methodological*: Meta-analysis, Physiological measures (e.g., eye-tracking).

Academic Honors and Awards

<i>Academic Service-Learning Fellow</i> , Seattle University,	2018-19
<i>Albers Summer Research Fellowship</i> , Seattle University,	2016, 2017
<i>Jesuit Mission Fellow</i> , Seattle University,	2016-17
<i>Doctoral Fellow</i> , American Marketing Association Sheth Foundation Consortium	2014
<i>Marvin A. Jolson Outstanding Marketing Doctoral Student</i> , University of Maryland	2014
<i>1st Place, Oral Presentation</i> , Graduate Research Day, University of Maryland	2014
<i>Best Discussant, Doctoral Fellow</i> , Haring Marketing Symposium, Indiana University	2013
<i>Winner, Behavioral Pricing Dissertation Competition</i> , Fordham Pricing Center	2012
<i>Dean's Summer Research Fellowship</i> , Smith School, University of Maryland	2010 – 2014
<i>Dean's List</i> (Top 10% of graduating class), Indian School of Business	2006
<i>Best Outgoing Student, Departmental First Rank</i> , M. A. College of Engineering	2001

Academic Publications

Isaac, Mathew S., Ajay T. Abraham, and Elaine Richards (2019), "Implementing the Challenger Sales Model at Cars.com: A Case Study," *Journal of Business and Industrial Marketing*, 34(2), 291-302.

Academic Publications (contd.)

Abraham, Ajay T. and Rebecca W. Hamilton (2018), “When Do Partitioned Prices Influence Consumer Preferences? Meta-Analytic Evidence,” *Journal of Marketing Research*, 55(5), 686-703.

Kimbrow, Marinilka B., Ajay T. Abraham, C. Jay Lambe, and Victoria Jones (2018), “Corporate Social Responsibility: The Efficacy of Matched Alliances between Not-for-Profits & Multinational Enterprises in Developed and Emerging Markets,” *Journal of Management for Global Sustainability*, 6(1), 129-151.

Abraham, Ajay T. (2018), “Moderator Meta-Analysis: Partitioned Pricing and Consumer Preference,” *SAGE Research Methods Cases*. <http://dx.doi.org/10.4135/9781526442109>

Hamilton, Rebecca W., Joydeep Srivastava, and Ajay Thomas Abraham (2010), “When Should You Nickel and Dime Your Customers? A Manager’s Guide to Benefits-Based Price Partitioning,” *MIT Sloan Management Review*, 52(1), 59-67.

Papers Under Review

Abraham, Ajay T. and Rebecca W. Hamilton, “How Does Partitioning Prices Influence Consumer Responses?” Under 2nd Review for *Behavioral Pricing* (Edited by Chezy Ofir).

Working Papers

Isaac, Mathew S., Ajay T. Abraham, Carl Obermiller, Mark Borysiak, and Brody Hatch (2019), “The \$5 Latté: Do Whole-Dollar Price Thresholds Influence Sales?” Working paper.

Raghubir, Priya, Ana Valenzuela, and Ajay T. Abraham, “Does Random Placement to Central Positions Improve Performance? Centre Effects in the Classroom and the Olympics,” Working paper.

Hamilton, Rebecca W., Zachary G. Arens, and Ajay T. Abraham, “Managing Customer Relationships When Customers Mischoose,” Working paper.

Kirmani, Amna, In Hye Kang, and Ajay T. Abraham, “Marketplace Morality: A Conceptual Framework and Directions for Future Research,” Working paper.

Datar, Vinay and Ajay T. Abraham, “The Negative Impact of Brokerage Fees for Retirement Plans,” Working paper.

Ajay T. Abraham, “Pedagogical Research on Community-Engagement Projects and Mission-Oriented Learning,” Working paper.

Working Papers (contd.)

Abraham, Ajay T., Anastasiya Pocheptsova, and Rosellina Ferraro, “‘Call Me Maybe!’ Do Mobile Phones Make Us Less Prosocial?” Working paper.

Interviewed/featured on *ABC 7, Fox 5 News, Maryland Public Television, WBAL Radio, The Atlantic, Rotman Magazine, The Daily Orange, Terp Weekly Edition, and Smith Behavioral Lab Newsletter.*

Research in Progress

Abraham, Ajay T. and Rebecca W. Hamilton, “Attention! The Relative Influence of Base Price Anchoring and Surcharge Salience on Consumer Preference for Partitioned Prices,” Data analysis completed.

Winner, *2012 Behavioral Pricing Dissertation Competition*, Fordham Pricing Center.
Featured in *2012 Spring Smith Behavioral Lab Newsletter*, University of Maryland.

Kirmani, Amna, In Hye Kang, and Ajay T. Abraham, “Marketplace Morality: Empirical Findings on Mechanisms and Moderators,” Data collection ongoing.

Abraham, Ajay T. and Rebecca W. Hamilton, “When Dividing Prices Multiplies Customer Dissatisfaction,” Data collection ongoing.

Abraham, Ajay T., “Moderator File-Drawer Analysis: A New Method,” Data analysis ongoing.

Lambe, C. Jay, Ajay T. Abraham, and Anup Krishnamurthy, “A Generalized International CSR Model of Alliance Success,” Conceptualization ongoing.

Abraham, Ajay T. and Sridhar Samu, “What is Marketing Fit?” Data collection ongoing.

Mathew, Alexander and Ajay T. Abraham, “Hierarchy, Trust, and Control: A Structural Approach to Leadership Emergence in Organizations,” Working paper.

Abraham, Ajay T., Anastasiya Pocheptsova, and Taehoon Park, “Bundle Pricing: The Role of Goal Conflict and Relative Sizes of Partitions,” Data collection ongoing.

Publications in Conference Proceedings

Raghubir, Priya, Ana Valenzuela, and Ajay T. Abraham (2018), “Does Random Placement to Central Positions Improve Performance? Centre Effects in the Classroom and the Olympics,” in *E – European Advances in Consumer Research Volume 11*, eds. Maggie Geuens, Mario Pandelaere, Michel Pham, and Iris Vermeir, Duluth, MN: Association for Consumer Research.

Publications in Conference Proceedings (contd.)

- Abraham, Ajay and Rebecca Hamilton (2015), "When Do Partitioned Prices Increase Demand? Meta-Analytic and Experimental Evidence," in *NA – Advances in Consumer Research Volume 43*, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, Pages: 443-444.
- Abraham, Ajay, Rebecca W. Hamilton, and Joydeep Srivastava (2012), "When Dividing Prices Multiplies Expectations," in *Abstract Book of the 21st Annual Frontiers in Service Conference, June 14-17, 2012*, College Park, MD, Pages: 128-129.
- Abraham, Ajay, Anastasiya Pocheptsova, and Rosellina Ferraro (2012), "The Effect of Mobile Phone Use on Prosocial Behavior," in *Proceedings of the Society for Consumer Psychology 2012 Annual Winter Conference, February 16-18, 2012*, Las Vegas, NV, Pages: 28-29.
- Abraham, Ajay, Rebecca Hamilton, and Joydeep Srivastava (2011), "When Partitioning Prices, Firms Better Deliver!" in *NA – Advances in Consumer Research Volume 39*, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research, Pages: 252.
- Anastasiya Pocheptsova, Rosellina Ferraro, and Ajay Abraham (2011), "The 'Cellph'-Ish Effects of 'Self'-Phone Usage," in *NA – Advances in Consumer Research Volume 39*, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research, Pages: 160-161.

Other Publications

- Abraham, Ajay and Babita Joy (2014), "Christian Journeys" in *Souvenir of the XV National Sevika Sangham Conference*, ed. Nancy Thomas, Washington, DC: Mar Thoma Church Diocese of North America and Europe, Pages: 49-54.

Research Presentations (* indicates presenter)

- Bee, Sarah*, Jani Medeiros*, and Ajay T. Abraham (2020), "The Albers Arrupe Group: Continued Mission Engagement in a Jesuit Business School," Accepted for presentation at *Justice in Jesuit Higher Education Conference*, Washington, DC.
- Ajay T. Abraham* (2019), "Pedagogical Research on Community-Engagement Projects and Mission-Oriented Learning," *IAJBS World Forum*, Bhubaneswar, India.
- Datar, Vinay and Ajay T. Abraham* (2019), "The Negative Impact of Brokerage Fees for Retirement Plans Full Paper," *IAJBS World Forum*, Bhubaneswar, India.
- Khuong, Hannah*, Valentina Zamora*, and Ajay T. Abraham* (2019), "Research Opportunities using Eye-Tracking Data," *Albers School of Business and Economics, Seattle University*, Seattle, WA.

Research Presentations (contd.)

- Abraham, Ajay T.* (2018), "Some Insights from Pricing Research," *Starbucks Corporation*, Seattle, WA.
- Kimbro, Marinilka B.*, Ajay T. Abraham, C. Jay Lambe, and Victoria Jones (2018), "Corporate Social Responsibility: The Efficacy of Matched Alliances between Not-for-Profits & Multinational Enterprises in Developed and Emerging Markets," *IAJBS World Forum/CJBE Annual Meeting*, Seattle, WA.
- Raghubir, Priya, Ana Valenzuela*, and Ajay T. Abraham (2018), "Does Random Placement to Central Positions Improve Performance? Centre Effects in the Classroom and the Olympics," *European ACR Conference*, Ghent, Belgium.
- Kirmani, Amna*, In Hye Kang, and Ajay T. Abraham (2017), "Marketplace Morality," *Behavioral Group Presentation, Robert H. Smith School of Business and Economics, University of Maryland*, College Park, MD.
- Abraham, Ajay T.* (2017), "Moderator File-Drawer Analysis: A New Method," Poster presentation, *2017 American Marketing Association Annual Conference*, San Francisco, CA.
- Abraham, Ajay T.* and Rebecca W. Hamilton (2017), "When Do Partitioned Prices Influence Consumer Preferences? Meta-Analytic and Experimental Evidence," *2016-17 Albers Scholarship Seminar Series, Seattle University*, Seattle, WA.
- Abraham, Ajay T.* (2017), Discussion of Lacznia, Gene R., and Nicholas J. C. Santos, S. J., "The 2016 Jesuit Task Force Report on 'Justice in the Global Economy:' Analysis, Implications and Actions for Jesuit Business Schools," *Albers Arrupe Alumni Group, Seattle University*, Seattle, WA.
- Abraham, Ajay T.*, Anastasiya Pocheptsova, and Rosellina Ferraro (2016), "Call Me Maybe! Do Mobile Phones Make Us Less Prosocial?" *Great Lakes Institute of Management*, Chennai, India.
- Abraham, Ajay T.*, Anastasiya Pocheptsova, and Rosellina Ferraro (2016), "Call Me Maybe! Do Cell Phones Make Us Less Prosocial?" *2015-16 Albers Scholarship Seminar Series, Seattle University*, Seattle, WA.
- Abraham, Ajay T.* and Rebecca W. Hamilton (2015), "When and Why Do Partitioned Prices Influence Consumer Preferences? Meta-Analytic and Experimental Evidence," *43rd Annual Association for Consumer Research North American Conference*, New Orleans, LA.
- Abraham, Ajay T.* and Rebecca W. Hamilton (2014), "A Multi-Method Examination of Surcharge Pricing," *Job Talk, Seattle University*, Seattle, WA.

Research Presentations (contd.)

Abraham, Ajay T.* and Rebecca W. Hamilton (2014), "A Multi-Method Examination of Surcharge Pricing," *Job Talk, Indian School of Business, Philadelphia, PA.*

Abraham, Ajay T.* and Rebecca W. Hamilton (2014), "Surcharge Surfeit: Meta-Analytic and Experimental Evidence on Atypical Surcharges," Poster presentation, *4th Marketing Academic Research Colloquium, Georgetown University, Washington, DC.*

Abraham, Ajay T.* and Rebecca W. Hamilton (2014), "A Meta-Analysis of Partitioned Pricing," *2014 Graduate Research Interaction Day, University of Maryland, College Park, MD.*

1st Place, *Oral Presentation.*

Abraham, Ajay T.* and Rebecca W. Hamilton (2014), "A Meta-Analysis of Partitioned Pricing," *2nd Mid-Atlantic Marketing Doctoral Symposium, Temple University, Philadelphia, PA.*

Abraham, Ajay T.* (2013), Discussion of Lee, Hyojin, Xiaoyan Deng, and H. Rao Unnava, "The Effects of Color vs. Black-and-White on Information Processing," *43rd Haring Symposium Promoting Doctoral Research in Marketing, Indiana University, Bloomington, IN.*

Awarded *Best Discussant.*

Abraham, Ajay T.* and Rebecca W. Hamilton (2012), "When Do Consumers Like Surcharges? The Relative Influence of Base Price Anchoring and Surcharge Salience for Partitioned Prices," *14th Annual Behavioral Pricing Conference, Wayne State University, Detroit, MI.*

Abraham, Ajay T., Anastasiya Pocheptsova, and Rosellina Ferraro* (2012), "Call Me Maybe! Do Cell Phones Make Us Less Prosocial?" *Society for Consumer Psychology International Conference, Florence, Italy.*

Abraham, Ajay T.*, Rebecca W. Hamilton, and Joydeep Srivastava (2012), "When Dividing Prices Multiplies Expectations," *21st Annual Frontiers in Service Conference, University of Maryland, College Park, MD.*

Abraham, Ajay T.*, Anastasiya Pocheptsova, and Rosellina Ferraro (2012), "The Effect of Mobile Phone Use on Prosocial Behavior," *2012 Annual Society for Consumer Psychology Winter Conference, Las Vegas, NV.*

Abraham, Ajay T.*, Rebecca W. Hamilton, and Joydeep Srivastava (2011), "When Partitioning Prices, Firms Better Deliver!" *39th Annual Association for Consumer Research North American Conference, St. Louis, MO.*

Abraham, Ajay T.*, Anastasiya Pocheptsova, and Rosellina Ferraro (2011), "The 'Cellph'-ish Effects of 'Self'-Phone Usage," *39th Annual Association for Consumer Research North American Conference, St. Louis, MO.*

Research Presentations (contd.)

Mathew, Alexander* and Ajay Thomas Abraham (2009), “Hierarchy, Trust, and Control: A Structural Approach to Leadership Emergence in Organizations,” *69th Annual Academy of Management Meeting*, Chicago, IL.

Mathew, Alexander* and Ajay Thomas Abraham* (2009), “Leadership Emergence: Contrasting Effects of Hard and Soft Influence Tactics,” Poster presentation, *24th Annual Society for Industrial & Organizational Psychology Conference*, New Orleans, LA.

Other Presentations

Keynote address on Sustainability in Marketing (January 24th, 2020), *International Conference on “Sustainability Challenges in the Emerging Social and Business Landscape,” St. Joseph’s Institute of Management*, Bengaluru, India.

Keynote address on Marketing in the 21st Century (December 10th, 2019), *International Conference on “Unfolding Contemporary Marketing: A Roadmap for Future Innovation,” St. Joseph’s College of Commerce*, Bengaluru, India.

Introduction to Marketing (2019), *Summer Business Institute, Seattle University*, Seattle, WA.

Navigating Life’s Ebbs and Flows (2019), *Religica Seeking Wisdom Series* (<https://religica.org/seeking-wisdom-series/>), *Seattle University*, Seattle, WA.

Seeking Meaning from Multiple Intersecting Identities (2019), *Religica Seeking Wisdom Series* (<https://religica.org/seeking-wisdom-series/>), *Seattle University*, Seattle, WA.

What Is Diversity, What Are its Main Goals, and How Do We Achieve Diversity? (2019), *Religica Seeking Wisdom Series* (<https://religica.org/seeking-wisdom-series/>), *Seattle University*, Seattle, WA.

Conjoint Analysis to Quantitatively Reveal Hidden Preferences (2019), *American Marketing Association Chapter, Seattle University*, Seattle, WA.

Conjoint Analysis to Quantitatively Reveal Hidden Preferences (2018), *American Marketing Association Chapter, Seattle University*, Seattle, WA.

Conjoint Analysis to Quantitatively Reveal Hidden Preferences (2017), *American Marketing Association Chapter, Seattle University*, Seattle, WA.

Marketing in the 21st Century (2016), *1st Year B. Com. Students, St. Joseph’s College*, Bengaluru, India.

Marketing in the 21st Century (2016), *2nd Year B. Com. Students, St. Joseph’s College*, Bengaluru, India.

Other Presentations (contd.)

Market Research (2016), *Guest Lecture in Strategic Marketing for Nonprofits Class, Seattle University, Seattle, WA.*

Symposia/Special Sessions Organized

“Selfish Consumers: Prosociality and (Im)Morality in Forecasts and Behavior,” Symposium Chair, *2012 Annual Society for Consumer Psychology Winter Conference, Las Vegas, NV.*

“The Good, the Bad, and the Ugly: Pro-Social, Selfish, and Unethical Behavior,” Special Session Co-Chair, *39th Annual Association for Consumer Research North American Conference, St. Louis, MO.*

Teaching Interests

Marketing Management, Marketing Research, Marketing Ethics, Integrated Marketing Communications, Consumer Behavior

Teaching Experience

Teaching (MBA Level)

Marketing Management

Seattle University, 2018, 2019

Teaching (Undergraduate)

Personal Selling

Seattle University, 2018

Introduction to Marketing

Seattle University, 2015 – 2019

Consumer Analysis

University of Maryland, 2011

Operating Systems, Algorithm Analysis & Design

M. A. College of Engineering, 2001

Teaching Assistance (MBA Level)

Marketing Management (Dave Godes)

University of Maryland, 2013

Marketing Decision Making (Jagmohan Raju, Pradeep Bhardwaj), Marketing Research (Naresh Malhotra), Consumer Behavior (Priya Raghbir, Joydeep Srivastava), Marketing Strategy (George Day, V. Kumar), International Marketing (Venkatesh Shankar)

Indian School of Business, 2008, 2009

Service

Professional Service

Ad Hoc Reviewer, *Journal of Marketing Research*, 2017 – 2019

Ad Hoc Reviewer, *Journal of Consumer Research*, 2018 – 2019

Ad Hoc Reviewer, *Journal of the Academy of Marketing Science*, 2017 – 2019

Ad Hoc Reviewer, *Journal of Consumer Psychology*, 2015 – 2018

Ad Hoc Reviewer, *Israel Science Foundation*, 2018

Ad Hoc Reviewer, *Journal of Interactive Marketing*, 2018

Service (contd.)

Professional Service (contd.)

Ad Hoc Reviewer, Great Lakes Institute of Management (India) Grant Proposals, 2018
Ad Hoc Reviewer, European Journal of Marketing, 2016
Ad Hoc Reviewer, Social Influence and Consumer Behavior, Social Influence, 2012
Reviewer, Working Papers, Association for Consumer Research Conference, 2011, 2013, 2016 – 2019
Reviewer, Competitive Papers, Society for Consumer Psychology Conference, 2013, 2016, 2019
Reviewer, Working Papers, Society for Consumer Psychology Conference, 2013, 2019
Reviewer, Behavioral Pricing Dissertation Competition, Fordham Pricing Center, 2013
Trainee Reviewer, Journal of Consumer Research, 2012
Volunteer, IAJBS World Forum/CJBE Annual Meeting, Seattle University, 2018
Volunteer, Frontiers in Service Conference, University of Maryland, 2012
Volunteer, Association for Consumer Research North American Conference, St. Louis, 2011
Volunteer, Association for Consumer Research APAC Conference, Hyderabad, India, 2009

University Service

Common Text Programming Committee, Seattle University, 2019
Common Text Selection Committee, Seattle University, 2019, 2020
Ignite Student Mentor, Seattle University, 2018 – present
Common Text Discussion Leader, Seattle University, 2018, 2019
Panelist, 2017-18 Jesuit Mission Fellows Retreat, Seattle University, 2017
Commencement Assistant Marshal, Baccalaureate Mass, Seattle University, 2017, 2019
Commencement Assistant Marshal, Graduate Commencement, Seattle University, 2016
Presentation to 1st Year and 2nd Year B. Com. Students, St. Joseph's College, Bengaluru, India, 2016
Guest Lecture, Strategic Marketing for Nonprofits, Master of Nonprofit Leadership, Seattle University, 2016

School Service

Undergraduate Business Core Review Taskforce, Albers School of Business and Economics, 2018-19
Speaker, Online MBA Kickoff Brunch, Albers School of Business and Economics, 2019
Online MBA Design Group, Albers School of Business and Economics, 2018-19
Administrator, Albers Scholarship Seminar Series, Albers School of Business and Economics, 2017 – present
Member, Albers Strategic Taskforce, Albers School of Business and Economics, 2017 – present
Member, Diversity, Equity, and Inclusion Taskforce, Albers School of Business and Economics, 2016 – present
Co-Chair, Albers Arrupe Alumni Group, Seattle University, 2018-present
Member, IAJBS World Forum/CJBE Annual Meeting Paper Committee, Seattle University, 2018
Planning Committee, St. Joseph's Institute of Management Study Tour, 2018, 2019

Service (contd.)

School Service (contd.)

Teaching Peer Evaluator, Nathan Colaner, Albers School of Business and Economics, 2017
Student Recommendations, Albers School of Business and Economics, 2017 – present
Discussant, Research Talk by Nicholas Santos, SJ, Albers Arrupe Alumni Group, 2017
Instructor, Summer Business Institute, Albers School of Business and Economics, 2019
Judge, HERA Project Presentations, Albers School of Business and Economics, 2015
Bridge MBA Recruiting Sessions, Albers School of Business and Economics, 2018-19
Panelist, Ph. D. Info session, Orientation, Teaching workshop, Smith School of Business, 2013, 2014
Member, Young Leaders and Torchbearers Awards Committee, Indian School of Business, 2008-09
Interviewer, Admission interviews, Indian School of Business, 2006 – 2009

Department Service

Volunteer, Fall Preview Day, Spring “Phone-a-Thon,” Spring Open House, 2017 – 2019
Member, Marketing Search Committee, Albers School of Business and Economics, 2016, 2018
Member, Management & Marketing Senior Administrative Assistant Search Committee, Albers School of Business and Economics, 2016
Grader, Marketing Department Assessment of Learning, 2016, 2017
Guest Speaker, Business Integration (BUAD 1000) Class, 2015 – 2018
Speaker, Seattle University American Marketing Association Student Chapter, 2017, 2018
Guest Lecture, New Venture Marketing (MKTG 5340) Class, 2018
Guest Lecture, Marketing Management (MKTG 5170) Class, 2018
Guest Lecture, Introduction to Marketing (MKTG 3500) Class (2 sections), 2016
Coordinator, Faculty Research Overview Series, Smith School of Business, 2014-15.
Trainer, Eye-tracking and MTurk trainings, Smith School of Business, 2012 – 2015
Graduate Assistant, Smith Behavioral Lab and Smith eLab online panel, Smith School of Business, 2012-13
Volunteer, Marketing Academic Research Colloquium, University of Maryland, 2011

Professional Development

Center for Digital Learning and Innovation Online Course Design Program, Seattle University, 2019
Creating Instructor Presence in Online Courses, Seattle University, 2019
Center for Digital Learning and Innovation Course Design Program, Seattle University, 2018
Academic Service-Learning Fellows Program, Seattle University, 2018-19
Collegium Colloquy, College of the Holy Cross, 2018
Inter-Religious Dialog Initiative, Seattle University, 2017 – present
Jesuit Mission Fellows Program, Seattle University, 2016-17
Arrupe Seminar on the Foundations and Vision of Jesuit Education, Seattle University, 2016-17
Catholic Intellectual Tradition Seminar, Seattle University, 2017
Summer Justice Seminar, Seattle University, 2017

Professional Development (contd.)

Albers Arrupe Alumni Retreat on Cultural Sensitivity, Seattle University, 2017

Albers Arrupe Alumni Retreat on “The Name of God is Mercy,” Seattle University, 2016

Affiliations

Association for Consumer Research, 2009 – present

American Marketing Association, 2017-18

Decision Science Field Committee, University of Maryland, 2013 – 2015

Association for Psychological Science, 2012

Society for Consumer Psychology, 2012