

## Wenkai Zhou, Ph.D.

Crummer Graduate School of Business at Rollins College  
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### ACADEMIC APPOINTMENTS

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<b>Crummer Graduate School of Business at Rollins College</b>	
Associate Professor of Marketing	2024 - Present
<b>University of Central Oklahoma</b>	
Assistant Professor of Marketing	2019 - 2024
<b>University of Wisconsin-Green Bay</b>	
Assistant Professor of Marketing	2017- 2019
<b>New Mexico State University</b>	
Marketing Instructor	2014 - 2017
Graduate Teaching Assistant	2013 - 2017

### EDUCATION

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<b>New Mexico State University</b>	
Ph.D., Business Administration (Marketing)	2017
<b>University of California, Riverside</b>	
M.B.A., Marketing & Management	2013
<b>Eastern Washington University</b>	
B.A., Magna Cum Laude, Business Administration (Marketing)	2010

### SCHOLARLY JOURNAL PUBLICATIONS

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**Zhou, W.**, Hyman, M. R., Liu, R., & Wang, D. (2024 in press). E-guanxi: Theoretical underpinnings and scale development. *International Journal of Market Research*.  
<https://doi.org/10.1177/14707853241284764>

Jiang, L. A., Feng, Y., **Zhou, W.**, Yang, Z., & Su, X. (2024). Too anthropomorphized to keep distance: The role of social psychological distance on meat inclinations. *Appetite*, 196, 107272. <https://doi.org/10.1016/j.appet.2024.107272>

Curriculum Vitae - November, 2024

Yan, T., Hyman, M. R., Aguirre, G. C., & **Zhou, W.** (2024). A synthetic model of Chinese business ethics in business-to-business contexts. *Journal of Business-to-Business Marketing*, 31(1), 67-86. <https://doi.org/10.1080/1051712X.2024.2315337>

Yao, Q., Hu, C., & **Zhou, W.** (2024). The impact of customer privacy concerns on service robot adoption intentions: A credence/experience service typology perspective. *Technological Forecasting and Social Change*, 198, 122948. <https://doi.org/10.1016/j.techfore.2023.122948>

Chen, J., **Zhou, W.**, & Frankwick, G. L. (2023 in press). Firm AI adoption intensity and marketing performance. *Journal of Computer Information Systems*. <https://doi.org/10.1080/08874417.2023.2277751>

**Zhou, W.**, Zhang, C., Wu, L., & Shashidhar, M. (2023). ChatGPT and marketing: Analyzing public discourse in early Twitter posts. *Journal of Marketing Analytics*, 11(4), 693-706. <https://doi.org/10.1057/s41270-023-00250-6>

Zhang, C., Vorhies, D.W., & **Zhou, W.** (2023). An integrated model of retail brand equity: The role of consumer shopping experience and shopping value. *Journal of Brand Management*, 30(5), 398-413. <https://doi.org/10.1057/s41262-023-00311-2>

Zhang, W., Jiang, Y., **Zhou, W.**, & Pan, W. (2023). Antecedents of knowledge-seeking intentions and efforts within new product development teams: Empirical evidence from knowledge-based Chinese companies. *Journal of Knowledge Management*, 27(2), 356-382. <https://doi.org/10.1108/JKM-08-2021-0617>

Li, H., Wang, X., Wang, S., **Zhou, W.**, & Yang, Z. (2023). The power of numbers: An examination of the relationship between numerical cues in online review comments and perceived review helpfulness. *Journal of Research in Interactive Marketing*, 17(1), 126-139. <https://doi.org/10.1108/JRIM-09-2021-0239>

Jiang, L., **Zhou, W.**, Ren, Z., & Yang, Z. (2022). Make the apps stand out: Discoverability and perceived value are vital for adoption. *Journal of Research in Interactive Marketing*, 16(4), 494-513. <https://doi.org/10.1108/JRIM-03-2021-0076>

Yao, Q.\*, Tao, X.\*, & **Zhou, W.\*** (2022). To make your mouth water or not? How field dependence/independence and occasion-setting cues affect consumers' food intake intention. *European Journal of Marketing*, 56(11), 2862-2891. \*Denotes equal contribution. <https://doi.org/10.1108/EJM-07-2021-0571>

Yao, Q., Wu, Z., & **Zhou, W.** (2022). The impact of social class and service type on preference for AI service robots. *International Journal of Emerging Markets*, 17(4), 1049-1066. <https://doi.org/10.1108/IJOEM-05-2021-0804>

Curriculum Vitae - November, 2024

Yao, Q., Wan, Q., Li, S., **Zhou, W.**, & Yang, Z. (2022). Perceived power and smile intensity in service encounters. *Marketing Intelligence & Planning*, 40(3), 372-387.  
<https://doi.org/10.1108/MIP-07-2021-0216>

Chen, J.\*, & **Zhou, W.\*** (2022). Drivers of salespeople's AI acceptance: What do managers think? *Journal of Personal Selling & Sales Management*, 42(2), 107-120. \*Denotes equal contribution. <https://doi.org/10.1080/08853134.2021.2016058> (The Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice Runner-up)

Kostyk, A., **Zhou, W.**, Hyman, M.R., & Paas, L. (2021 Editorial). Securing higher-quality data from self-administered questionnaires. *International Journal of Market Research*, 63(6), 685-692. <https://doi.org/10.1177/14707853211057172>

Liu, R., An, E., & **Zhou, W.** (2021). The effect of online search volume on financial performance: Marketing insight from Google Trends data of the top five US technology firms. *Journal of Marketing Theory and Practice*, 29(4), 423-434.  
<https://doi.org/10.1080/10696679.2020.1867478>

**Zhou, W.**, Yang, Z., & Hyman, M.R. (2021 Editorial). Contextual influences on marketing and consumerism: An East Asian perspective. *International Marketing Review*, 38(4), 641-656. <https://doi.org/10.1108/IMR-11-2020-0274>

Hyman, M.R., **Zhou, W.**, Taillon, B.J., & Steiner, S.D. (2021). Self-customizable online courses: One size does not fit all. *Journal of Higher Education Theory and Practice*, 21(3), 12-20. <https://doi.org/10.33423/jhftp.v21i3.4137>

Kostyk, A., **Zhou, W.**, & Hyman, M.R. (2019). Using surveytainment to counter declining survey data quality. *Journal of Business Research*, 95(February), 211-219.  
<https://doi.org/10.1016/j.jbusres.2018.10.024>

**Zhou, W.**, Lee, Y.F.L., & Hyman, M.R. (2017). When old meets new: How China's 'Double-Eleven' Day challenges Confucianism. *Asian Journal of Business Research*, 7(1), 27-42. <https://doi.org/10.14707/ajbr.170029>

#### **PEER-REVIEWED CONFERENCE PRESENTATIONS & PROCEEDINGS**

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Wang, X., **Zhou, W.**, & Wang, D. (2022). How e-commerce assurance mechanisms affect corporate reputation. Extended abstract appeared in *Proceedings of the 2022 American Marketing Association Winter Academic Conference*, and presented at the virtual conference.

Zhang, C., & **Zhou, W.** (2022). An integrated model of retail brand equity. Extended abstract appeared in *Proceedings of the 2022 American Marketing Association Winter Academic Conference*, and presented at the virtual conference.

Curriculum Vitae - November, 2024

Hyman, M.R., **Zhou, W.**, Taillon, B.J., & Steiner, S.D. (2020). Self-customizable online marketing research course. Summary brief appeared in *Proceedings of the 2020 Society for Marketing Advances Annual Conference*, and presented at the virtual conference.

Chu, C., **Zhou, W.**, & Huang, T. (2019). Re-examination of the IKEA effect using the hedonic pricing method. Extended abstract appeared in *Proceedings of the 2019 American Marketing Association Summer Academic Conference*, and presented in Chicago, IL.

Kostyk, A., **Zhou, W.**, & Hyman, M.R. (2019). Use of surveytainment elements in knowledge-assessment tests. Abstract appeared in *Proceedings of the 2019 Academy of Marketing Science Annual Conference*, and presented in Vancouver, Canada.

Chu, C., Huang, T., & **Zhou, W.** (2019). How can second-degree price discrimination inform product bundling arrangements? Abstract appeared in *Proceedings of the 2019 Marketing Management Association Annual Conference*, and presented in Chicago, IL.

Gai, L., **Zhou, W.**, & Li, Y. (2018). Could the superheroes save retail? Summary brief to appear in *Proceedings of the 2018 Society for Marketing Advances Annual Conference*, and presented in West Palm Beach, FL. (**Best Paper in Retailing Track**)

Bansal, G., & **Zhou, W.** (2018). Web-image signifier congruency theory (WISC): Conceptualization and examination in an online donation context. Complete research appeared in *Proceedings of the Americas Conference on Information Systems (AMCIS 2018)*, and presented in New Orleans, LA.

Chu, C., Huang, T., & **Zhou, W.** (2018). The pricier the merrier: How the law of demand informs value-based pricing. Abstract appeared in the *Proceedings of the 2018 Academy of Marketing Science World Marketing Congress*, and presented in Porto, Portugal.

**Zhou, W.** (2018). Exploring the structure of Chinese consumers' attitudes toward genetically modified foods. Abstract appeared in the *Proceedings of the 2018 Academy of Marketing Science Annual Conference*, and presented in New Orleans, LA.

Jiang, J., Huhmann, B.A., & **Zhou, W.** (2017). Emerging male gender portrayals in Chinese advertising. Summary brief published in *Proceedings of the 2017 Society for Marketing Advances Annual Conference*, and presented in Louisville, KY.

**Zhou, W.**, Hyman, M.R., & Leonhardt, J. M. (2017). Examining online Chinese buyer-seller relationships: Understanding E-guanxi. Abstract to appear in *Proceedings of the 2017 Academy of Marketing Science Annual Conference*, and presented in Coronado Island, CA.

**Zhou, W.**, Hyman, M.R., & Jiang, J. (2016). Managing emotions in buyer-seller relationships: Enhancing sales performance through proactive presales service. Summary brief published in *Proceedings of the 2016 Society for Marketing Advances Annual Conference*, and presented in Atlanta, GA.

Curriculum Vitae - November, 2024

Kostyk, A., **Zhou, W.**, & Hyman, M.R. (2016). Surveytainment: A possible solution to declining survey data quality. Summary brief published in *Proceedings of the 2016 Society for Marketing Advances Annual Conference*, and presented in Atlanta, GA. (**Best Paper in Marketing Research Track**)

**Zhou, W.**, Lee, Y.F.L., & Hyman, M.R. Is e-commerce transforming sales in Confucian culture? Implications of China's Double-Eleven Day. Presented at poster session of *the 2016 American Marketing Association Summer Academic Conference*, Atlanta, GA.

**Zhou, W.**, Lee, Y.F.L., & Hyman, M.R. (2016). How China's 'Double-Eleven' Day challenges Confucianism. Abstract published in *Proceedings of the 2016 Academy of Marketing Science Annual Conference*, and presented in Lake Buena Vista, FL.

**Zhou, W.** (2013). Misconceptions recognized from my business studies in China and abroad. Full paper published in *Proceedings of the 2013 International Conference on Advanced ICT for Education*, Hainan, China

## **BOOK CHAPTERS**

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**Zhou, W.** (2022). The social shopping movement in China: From TaoBao to WeChat. In A. Hanlon and T. Tuten (Eds.), *The SAGE Handbook of Social Media Marketing*. SAGE Publishing.

Zhang, R., & **Zhou, W.** (2018). Quantum storytelling network analysis of supply chain management: A case study. In D. Boje and M. Sanchez (Eds), *The Handbook of Quantum Storytelling Consulting*. Emerald Group Publishing.

## **EDITORIAL EXPERIENCE AND RESPONSIBILITY**

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**Co-editor** (with Dr. Michael R. Hyman, Dr. Alena Kostyk, and Dr. Leo Paas), special issue of *International Journal of Market Research* (August 2019- October 2021). This journal is ranked an A journal by the Australian Business Deans Council. Link to the Full Special Issue: <https://journals.sagepub.com/toc/mre/63/6>

**Lead Co-editor** (with Dr. Michael R. Hyman and Dr. Zhilin Yang), special issue of *International Marketing Review* (February 2018- June 2021). This journal is ranked an A journal by the Australian Business Deans Council. Link to the Full Special Issue: <https://www.emerald.com/insight/publication/issn/0265-1335/vol/38/iss/4>

**Editorial Review Board Member, *Journal of Global Marketing***, (January 2019 - Present)

**Editorial Review Board Member, *Journal of Information Technology Case and Application Research***, (March 2019 - Present)

## **CHINESE ACADEMIC PUBLICATION**

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**Zhou, W.** (2010). Business negotiation viewed from both Chinese and Western cultures. *Economic Research Guide*, 77(3), 159-163. (Article in Chinese with English Abstract).

### **OTHER PUBLICATIONS AND PUBLISHED INTERVIEW**

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Hyman, M.R., Kostyk, A. & **Zhou, W.** (2015). Surveytainment: A possible solution to declining data quality. *NMSU Business Outlook*. August, 13(8), 1-8.

Niculescu, M., Payne, C. & **Zhou W.** (2014). It's all about discovery at our consumer behavior lab. *NMSU Business Outlook*. March, 1-4.

Boje, D.M. (2014). Meet our faculty: Dr. David M. Boje, Management (**W. Zhou**, Interviewer). *NMSU Business Outlook*. June, 1-4.

### **SEMINAR TALK**

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Invited Keynote Speaker and Panel Commentator, The 1<sup>st</sup> High-end Marketing Strategy Conference and *International Marketing Review* Special Issue Workshop, School of Business Administration, Dongbei University of Finance and Economics, Dalian, China. October 13-14, 2018.

### **TEACHING EVALUATIONS**

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#### **Instructor, University of Central Oklahoma (MBA-level Teaching)**

- Market-Driven Strategies (MBA 5342 MBA/Face-to-Face and Online), Spring 2023
  - **Overall course rating: 3.91/4 (section 22835-online);**
  - **Overall course rating: 3.92/4 (section 22295- face-to-face)**
- Market-Driven Strategies (MBA 5342 MBA/Face-to-Face and Online), Fall 2022
  - **Overall course rating: 3.98/4 (section 12590-online);**
  - **Overall course rating: not enough responses (section 12366- face-to-face)**
- Market-Driven Strategies (MBA 5342 MBA/Face-to-Face and Online), Spring 2022
  - **Overall course rating: 3.75/4 (section 24821-online);**
  - **Overall course rating: 3.64/4 (section 22940-face-to-face)**
- Decision Making in Marketing (MBA 5432 MBA/ Face-to-Face), Fall 2021
  - **Overall course rating: 3.85/4 (section 12946);**
  - **Overall course rating: 3.95/4 (section 12947)**
- Decision Making in Marketing (MBA 5432 MBA/ Face-to-Face), Spring 2021
  - **Overall course rating: 3.45/4 (section 22985)**
- Decision Making in Marketing (MBA 5432 MBA/ Face-to-Face), Fall 2020
  - **Overall course rating: 3.89/4 (section 13587);**
  - **Overall course rating: 3.79/4 (section 13589)**
- Decision Making in Marketing (MBA 5432 MBA/ Face-to-Face), Fall 2019
  - **Overall course rating: 3.72/4 (section 15138);**
  - **Overall course rating: 3.51/4 (section 15140)**

#### **Instructor, University of Central Oklahoma (Undergraduate-level Teaching)**

- Principles of Marketing (MRKT 3013 Undergraduate/ Online), Spring 2023

## Curriculum Vitae - November, 2024

- **Overall course rating: 3.66/4 (section 20664);**
- Consumer and Market Behavior (MRKT 3423 Undergraduate/ Face-to-Face), Spring 2023
  - **Overall course rating: not enough responses (section 24184)**
- Principles of Marketing (MRKT 3013 Undergraduate/ Online), Fall 2022
  - **Overall course rating: 3.8/4 (section 12360);**
  - **Overall course rating: 3.77/4 (section 15132)**
- Principles of Marketing (MRKT 3013 Undergraduate/ Online), Spring 2022
  - **Overall course rating: 3.74/4 (section 20775);**
  - **Overall course rating: 3.24/4 (section 22334)**
- Principles of Marketing (MRKT 3013 Undergraduate/ Online), Fall 2021
  - **Overall course rating: 3.59/4 (section 12940);**
  - **Overall course rating: 3.26/4 (section 17967)**
- Principles of Marketing (MRKT 3013 Undergraduate/ Face-to-Face and Virtual), Spring 2021
  - **Overall course rating: 3.56/4 (section 28574)**
- Principles of Marketing (MRKT 3013 Undergraduate/ Online), Spring 2021
  - **Overall course rating: 3.54/4 (section 20782)**
- Principles of Marketing (MRKT 3013 Undergraduate/ Online), Fall 2020
  - **Overall course rating: 3.69/4 (section 13525)**
- Principles of Marketing (MRKT 3013 Undergraduate/ Online), Spring 2020
  - **Overall course rating: 3.54/4 (section 20821)**
- Marketing Research (MRKT 4113 Undergraduate/ Face-to-Face), Spring 2020
  - **Overall course rating: 3.72/4 (section 22278)**
- Consumer & Market Behavior (MRKT 3423 Undergraduate/ Face-to-Face), Spring 2020
  - **Overall course rating: 3.83/4 (section 21973)**
- Principles of Marketing (MRKT 3013 Undergraduate/ Face-to-Face), Fall 2019
  - **Overall course rating: 3.64/4 (section 10221)**

**Instructor, University of Wisconsin-Green Bay**

- Introductory Marketing (BUS ADM 322 Undergraduate/ Face-to-Face), Spring 2019
  - **Overall course rating: 8.4/10 (section 0001);**
  - **Overall course rating: 8.3/10 (section 0002)**
- Marketing Management (BUS ADM 426 Undergraduate/ Online), Spring 2019
  - **Overall course rating: 8.27/10**
- Marketing Research (BUS ADM 424: Undergraduate/ Face-to-Face), Fall 2019
  - **Overall course rating: 8.5/10 (section 0001);**
  - **Overall course rating: 8.2/10 (section 0002)**
- Introductory Marketing (BUS ADM 322 Undergraduate/ Online), Fall 2019
  - **Overall course rating: 8.67/10**
- Consumer Behavior (BUS ADM 428: Undergraduate/Online), Summer 2018
  - **Overall course rating: 9.13/10**
- Introductory Marketing (BUS ADM 322: Undergraduate/Face-to-Face), Spring 2018
  - **Overall course rating: 8.2/10 (section 0001);**
  - **Overall course rating: 9.0/10 (section 0002)**
- Marketing Management (BUS ADM 426: Undergraduate/Face-to-Face), Spring 2018
  - **Overall course rating: 7.5/10**
- Introductory Marketing (BUS ADM 322: Undergraduate/Face-to-Face), Fall 2017
  - **Overall course rating: 8.8/10**

## Curriculum Vitae - November, 2024

- Marketing Research (BUS ADM 424: Undergraduate/Face-to-Face), Fall 2017
  - **Overall course rating: 8.2/10 (section 0001);**
  - **Overall course rating: 8.3/10 (section 0002)**

**Instructor, New Mexico State University**

- International Marketing (MKTG 317: Undergraduate/Online), Summer 2017
  - **Overall instructor rating: 4.80/5**
- International Marketing (MKTG 317: Undergraduate/Face-to-Face), Spring 2017
  - **Overall instructor rating: 4.57/5**
- International Marketing (MKTG 317: Undergraduate/Face-to-Face), Fall 2016
  - **Overall instructor rating: 4.73/5**
- Marketing Research (MKTG 310: Undergraduate/Online), Summer 2016
  - **Overall instructor rating: 4.63/5**
- International Marketing (MKTG 317: Undergraduate/Online), Spring 2015
  - **Overall instructor rating: 4.53/5 (section M70);**
  - **Overall instructor rating: 4.75/5 (section M80)**
- International Marketing (MKTG 317: Undergraduate/Online), Fall 2014
  - **Overall instructor rating: 4.25/5**
- International Marketing (MKTG 317: Undergraduate/Online), Summer 2014
  - **Overall instructor rating: 4.40/5**

**HONORS AND AWARDS**

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- The Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice Runner-up (for a 2022 paper), *Journal of Personal Selling & Sales Management*, 2023
- Distinguished Teacher-Scholar Recognition (twice), The 21st Century Pedagogy Institute at the University of Central Oklahoma, 2022 and 2023
- Best Paper in Retailing Track, 2018 Society for Marketing Advances Annual Conference
- Student Nominated Teaching Award Nomination (nomination unsolicited but did not win award), University of Wisconsin-Green Bay, Spring 2018
- Stan Fulton Research Award, NMSU College of Business, Fall 2017
- Best Paper in Marketing Research Track, 2016 Society for Marketing Advances Annual Conference
- Society for Marketing Advances Doctoral Consortium Fellow, 2015
- Marketing Management Association Doctoral Teaching Consortium Fellow, 2014 & 2015
- Tuition Fellowship Award, The Graduate School, New Mexico State University, 2013 – 2016
- International Alumni Scholarship, New Mexico State University, 2013

**SERVICE TO THE PROFESSION**

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- Ad-Hoc Reviewer – *Journal of Personal Selling & Sales Management*, July 2024
- Ad-Hoc Reviewer – *Journal of Marketing Analytics*, July 2023, & October 2023



## Curriculum Vitae - November, 2024

- Ad-Hoc Reviewer – *Information Technology & People*, April 2023
- Ad-Hoc Reviewer – *Journal of Research in Interactive Marketing*, November 2021, & October 2024
- Ad-Hoc Reviewer – *Electronic Commerce Research and Applications*, April 2021, & May 2022
- Ad-Hoc Reviewer – *Frontiers in Psychology*, October 2021
- Ad-Hoc Reviewer – *Journal of Marketing Theory and Practice*, September 2020
- Ad-Hoc Reviewer – *Asia Pacific Journal of Marketing and Logistics*, October 2019, & October 2021
- Ad-Hoc Reviewer – *International Journal of Retail and Distribution Management*, July 2019; March 2020, & December 2020
- Ad-Hoc Reviewer – *Journal of Marketing Channels*, April 2019
- Ad-Hoc Reviewer – *Journal of Advertising*, March & July 2019
- Ad-Hoc Reviewer – *Sustainability (Journal)*, November 2018
- Ad-Hoc Reviewer – *European Journal of Marketing*, August 2018
- Ad-Hoc Reviewer – *Journal of Business Ethics*, July 2016; March 2015; November 2015, January, 2018, June, September, 2018, November, 2019, August & October, 2020
- Ad-Hoc Reviewer – *International Journal of Bank Marketing*, July & March 2016
- Editorial Review – *Journal of Information Technology Case and Application Research* (on-going)
- Editorial Review – *Journal of Global Marketing* (on-going)
- Ad-Hoc Reviewer – *American Marketing Association*, March 2016, September 2017, March 2018, March 2020, & October 2021
- Ad-Hoc Reviewer – *Society for Marketing Advances*, June 2015, July 2016, & August 2018
- Ad-Hoc Reviewer – *Academy of Marketing Science*, November 2016
- Ad-Hoc Reviewer – *Global Information Technology Management Association*, February 2018
- Ad-Hoc Reviewer – *International Conference on Information Systems*, June 2019

### **INSTITUTIONAL AND DEPARTMENTAL SERVICE**

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- Academic Supervisor of Professor Xingji Shi, Visiting Scholar of University of Wisconsin-Green Bay from Shanxi University, China (April 2018 - October 2018).
- Member, Curriculum Committee – Austin E. Cofrin School of Business at University of Wisconsin-Green Bay (Fall 2017- Spring 2019)
- Member, Search Committee for Assistant Professor of Finance position – Austin E. Cofrin School of Business at University of Wisconsin-Green Bay (Fall 2017 - Spring 2018)
- Member, Graduate Faculty Committee – Austin E. Cofrin School of Business at University of Wisconsin-Green Bay (Fall 2017- Spring 2019)
- Member, Curriculum Committee – College of Business at University of Central Oklahoma (Fall 2019 – Fall 2020)
- Member, MBA Committee – College of Business at University of Central Oklahoma (Fall 2020 - Present)

## Curriculum Vitae - November, 2024

- Member, Assessment Committee – College of Business at University of Central Oklahoma (Spring 2021 - Present)
- Member, Scholarship Committee – Marketing Department at University of Central Oklahoma (Spring 2022 and 2023)
- Member, Marketing Coordinator Screening Committee – College of Business at University of Central Oklahoma (Spring 2023)
- Member, University DEI Strategy Committee –University of Central Oklahoma (Summer 2023 – Spring 2024)

## **PROFESSIONAL DEVELOPMENT AND INDUSTRY EXPERIENCE**

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<b>The Oklahoma Center for Community and Justice</b> Participant of the Inclusive Leadership Institute	September - October 2023
<b>University of Central Oklahoma</b> Attendee of the 21 CPI Collegium on College Teaching Practices	August 2021, 2022, and 2023
<b>University of Wisconsin System</b> Faculty College Attendee	May 2018 - June 2018
<b>UWGB Center for the Advancement of Teaching &amp; Learning</b> Online Teaching Fellow	January 2018 - January 2018
<b>NMSU Consumer Behavior Lab, Las Cruces, NM</b> Lab Administrator	January 2014 - May 2014
<b>University of Oxford, Oxford, United Kingdom</b> Global Enterprise Management Seminar Participant	March 2012 - March 2012
<b>Web International English, Xi'an, Shaanxi, China</b> Bilingual Education Consultant and Salesperson	August 2010 - July 2011