

Erin Baca Blaugrund, Ph.D.

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EDUCATION

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|---|--------------------|
| The University of Mississippi <i>Major: Marketing; Minors: Management & Psychology</i> <i>Dissertation: "The Impact of Mother-Child Interactions and Narrative Style on a Child's Recall, Recognition and Comprehension of Advertising Messages"</i> | Ph.D., 2000 |
| New Mexico State University <i>Concentration: Marketing</i> | MBA, 1993 |
| New Mexico State University <i>Major: Marketing</i> | BBA, 1991 |

TEACHING EXPERIENCE

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| 2017-Present | New Mexico State University , <i>Director of the Daniels Fund Ethics Initiative at NMSU</i> |
| 2015-Present | New Mexico State University , <i>College Assistant Professor & Member of Graduate Faculty</i> |
| 2013-2014 | New Mexico State University , <i>Adjunct Faculty</i> |

Undergraduate:

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|------------------------------------|-----------------------------------|
| MKTG 303 – Principles of Marketing | MKTG 312 – Personal Selling |
| MKTG 313 – Retail Management | MKTG 357 – Social Media Marketing |
| MKTG 311V – Consumer Behavior | |

Graduate (Cohort-Based Distance MBA)

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| MKTG 500 – Concepts in Marketing | BA 590 – Professional Paper & Presentation |
| MKTG 503 – Marketing Management | |

2011-2014 **Park University – Fort Bliss**, *Adjunct Professor & Member of Graduate Faculty*

- Principles of Marketing
- International Marketing
- Principles of Management
- Intro to Mgmt./Org. Behavior

Graduate

- Strategic Marketing

2008-2010 **University of Texas at El Paso**, *Visiting Assistant Professor of Marketing*

2001-2005 **University of Texas at El Paso**, *Assistant Professor of Marketing*

Undergraduate:

- Advertising/Sales Promotion
- Principles of Marketing
- Personal Selling/Sales Mgmt.
- Strategic Marketing
- Intro to Mgmt./Org. Behavior

Graduate (Accelerated MBA & Traditional MBA)

- Marketing Management

1994-2001 **The University of Mississippi**, *Teaching Assistant - full teaching responsibilities (College of Business & College of Pharmacy)*

- Introduction to Advertising
- Buyer-Seller Communications
- Consumer Behavior
- Logistics Management
- Research Assistant in Marketing
- Pharmaceutical Sales
- Principles of Marketing
- Sales Management
- Online/Correspondence Courses
- Research Assistant in Pharmacy

- 1997-1998** **Arkansas Tech University, Visiting Professor of Marketing**
- Principles of Marketing
 - Marketing Management
 - Introduction to Advertising
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ACADEMIC RESEARCH

Refereed Journal Articles Published:

- 2005** **Baca, Erin E.,** Juan Holguin, Jr., and Andreas W. Stratemeyer
“Direct-To-Consumer Advertising and Young Consumers: Building Brand Value,”
Journal of Consumer Marketing, Winter 2005, 22 (7), 379-87.
- 2000** Vitell, Scott J., **Erin Baca Dickerson,** Troy Festervand
“Ethical Problems, Conflicts and Beliefs of Small Business Professionals,”
Journal of Business Ethics, November 2000, 28 (1), pp. 15-24.

Articles Under Review

- 2017** **Blaugrund, Erin Baca** and Juan Holguin
“Deviant Behavior in Sales: Positive, Negative or Indifferent?” *Journal of Selling*, Special Issue: “The Dark Side of Selling” Submitted: September, 2017.

Book Chapters Published:

- 2017** Rodriguez, Anita G. and **Erin Baca Blaugrund** (Forthcoming)
Genetically Modified Food Product Labeling Effects: How Dietary Restraint Impacts Consumer Cognition and Behavior. In S. Publishers, S. Matsumoto, & T. Otsuki (Eds.), *Consumers' Perception of Food Attributes*. CRC Press/Taylor & Francis Group.

Refereed Conference Proceedings Published:

- 2017** **Blaugrund, Erin Baca** and Juan Holguin
“Educating a Fragmented Generation: Pedagogical Challenges of the Millennial Generation,”
The American Marketing Association International Collegiate Conference, Marketing Technology Track, New Orleans, LA, March 2017.
- 2016** **Blaugrund, Erin Baca** and Juan Holguin
Unplanned Yet Intentional Cheating in the Classroom: Opportunity or Accident? *The American Marketing Association International Collegiate Conference*, Marketing Education Track, New Orleans, LA, March 2016.
- 2009** **Blaugrund, Erin Baca**
“The Ethics of Patients’ Request for Prescriptions: The Implications of Influencing Patients and Physicians,” *Society for Marketing Advances*, November 2009.
- 2005** Holguin, Juan and **Erin E. Baca**
“International versus Domestic Advertising Campaign Announcements: Assessing the Impact on Stock Return,” *Society for Marketing Advances*, November 2005.
- 2003** Rose, Gregory M., **Erin E. Baca,** Linda Horton, Jeffrey Blodgett
“Consumer Susceptibility to Interpersonal Influence and the Importance of Brands in a High-Versus a Low-Context Culture,” *Academy of Marketing Science* (Vancouver, Canada).

1997 Baca, Erin E.

“Toward a General Theory of the Ethics of Children’s Advertising,” *Southwestern Marketing Association*, Ethics Track, New Orleans, LA, March 1997.

1997 Vitell, Scott J., Anusorn Sindhapakdi, James Thomas, Erin Baca Dickerson

“Consumer Ethics: An Application and Empirical Testing of the Hunt-Vitell Theory of Ethics,” *Southern Marketing Association*, Ethics Track, Atlanta, GA, November 1997.

Refereed Conference Presentations:

2016 Blaugrund, Erin Baca and Juan Holguin

“Unplanned Yet Intentional Cheating in the Classroom: Opportunity or Accident?” *The American Marketing Association International Collegiate Conference*, New Orleans, LA, March 2016.

WORK IN PROGRESS:

Erin Baca Blaugrund

“Advertising Messages and Children: How Narrative Style Can Enhance Advertising Comprehension Levels in Children”

Article being prepared for: *Journal of Advertising*
JA Special Issue: “Advertising and Children”

Abstract: Children are increasingly recognized as an important market segment, as demonstrated by increases in advertising directed at children. Parent-child discussions are fundamental to our understanding of the effects of a child’s comprehension of advertising messages. To date, studies of consumer socialization have typically employed a survey methodology, focused on either the parent or the child, and inferred the effects of parent-child interactions on child outcomes through broad overall self-reported measures. The proposed model examines the effects of narrative style, a method of established communication between a parent and their child on three child outcomes: recall, recognition, and comprehension. The model further examines the effects of two antecedents, parental style and family communication on narrative style, and the impact of narrative style of a child’s understanding of advertising messages.

Juan Holguin, Jr. and Erin Baca Blaugrund

“Do New Advertising Campaign Announcements Enhance Firm Value? International vs. Domestic Reactions”

Article being prepared for: *Journal of Business Research*

Abstract: Using event study methodology, we examine the effectiveness of advertising campaign announcements from the perspective of a firm’s shareholders. More specifically, we hypothesize and find that new advertising campaign announcements, domestic and international, have different impacts on the stock returns of publicly traded firms. Our findings suggest that shareholders may react differently to new domestic campaigns than to new international campaigns; new international campaign announcements create shareholder value while new domestic campaign announcements undermine share price.

Erin Baca Blaugrund

“Direct-to-Consumer Advertising and Patients’ Request for Prescriptions: Influences of Patients and Physicians

Article being prepared for: *Journal of Consumer Marketing*

Abstract: The influences of direct-to-consumer advertising and promotional activities are examined from the patient, physician and pharmaceutical representative. Further examined are the ethical implications of such influential activity. The data revealed that patients are likely to receive prescriptions for requested drugs when physicians feel pressure to protect their practice. The data further revealed an increasingly competitive environment in which the ethics of promotional activity to physicians can influence such prescribing practices and thus may have future research implications.

CONSULTING EXPERIENCE

Delta Dental – 2017

Marketing Consultant – “Branding and Selling”

Presented a seminar to Delta Dental CEO and various employees on branding and selling concepts for Delta Dental. The seminar was a full day with activities and insight into the selling process to expand the Delta Dental market to the small business market. Additionally, we developed propositions around how to deal with brokers since much of their small and big business market is handled by brokers.

Iron Real Estate Group – 2013 to Present / Viva Real Estate Group – 2010 to 2013

Marketing Consultant

Duties include providing secondary data collection, expertise and guidance for Viva Real Estate Group (dba Iron Real Estate Group); a commercial/industrial real estate company intended to identify development opportunities within the commercial real estate market. Research duties include complete segmentation analysis within the Paso del Norte Region (El Paso, Las Cruces, Juarez) for various clients of Iron Real Estate Group such as the Outlet Shoppes of El Paso, Darden Restaurants (*Red Lobster, Olive Garden, Longhorn Steakhouse*), Front Burner Restaurants (*Twin Peaks, Ojos Locos, Bone Fish*) Pappadeaux, etc. Creating videos, Site Brochures, detailed Consumer Segmentation Analysis, PowerPoint presentations, Logos, etc. as needed.

Viva Auto Group; Viva Powersports, LLC – 2010 to 2013

Marketing Consultant

Engaged in the overall construction and implementation of a unified marketing plan developed for Viva Auto Group (*5 Dealerships, 9 brands*). Additionally, reviewed and developed competitive marketing plans for other business opportunities such as Fiat of El Paso, Viva Powersports, LLC and/or ventures for Viva Auto Group. During this time, marketing and/or business plans were written and successfully obtained franchise operations including - Honda Motorsports, Yamaha, Ducati, Polaris Motorsports, Suzuki, Triumph, and more.

Handgards – June 2010

Marketing Seminar

Presented a seminar educating the Handgards marketing team on the foundation of marketing, the new product development process, and the role/importance of research in the marketing process. The seminar was developed primarily to facilitate the new product development process and understand the role of different individuals in contributing to this process. The team also reviewed the importance of paying attention to the market as a whole to enhance the process as well as identify potential market opportunities for the company.

Womens Council of Realtors- El Paso del Norte Chapter – 2004

Presentation on Marketing Your Business

Presentations - Spring: *Developing a Marketing Plan: The Concept of Building Relationships and Understanding Service Quality*; **Fall:** *Psychology of Sales/Customer Behavior*

Spoke for 100+ individuals on the identification of the role of sales within your business, opportunities that may be missed, and development of a personal marketing plan to enhance your business. The presentation was to empower individuals to develop a roadmap for success both individually and professionally.

Small Business Executive Education Program (SBEEP) – 2002 & 2001

Seminar Presentations

(2002) *Marketing Your Business: The Concept of Building Relationships and Understanding Service; Market Segmentation, Targeting, and Positioning Strategies*

(2001) *Strategies for Services and Relationship Marketing*

Provided in depth seminars regarding marketing issues surrounding small businesses [specifically minority owned firms under the 8(a) program] and how this relates to competition on both a large and small scale.

PROFESSIONAL EXPERIENCE

GlaxoSmithKline – 2006 to 2008

Senior Sales Representative

Sales representative for the El Paso, Texas and Southern New Mexico Region. Duties included calling on specialists, internal medicine, and family practice doctors. Daily activities employed practices of continuing education for Doctors, Physician's Assistants, Nurse Practitioners, and Medical Assistants to emphasize the benefits of each product to their patients and practice. As a sales representative, individual goals were set and utilized to build relationships with offices for continuous growth for each product. Additional recognitions and duties included being recognized as number one in the region across five states in 2nd quarter for 2008 and selected as the Diversity Champion for our territory in 2007 and Territory Analyst for our team in 2008.

United States Department of Energy, Office of Public and Consumer Affairs – Summer 1993

Intern for the Secretary of Energy - Hazel O'Leary

Selected through the Hispanic Association of Colleges and Universities to serve as an intern under the Secretary of Energy. Duties included assisting with all research activities for upcoming speeches and or known/potential questions encountered by press or others, speech writing activities for the Secretary of Energy and obtaining surrogate speakers in her absence.

New Mexico State University, Center for Business Research – Spring 1993

Graduate Research Assistantship

Researched the North American Free Trade Agreement on the U.S. economy. The project consisted of an analysis of NAFTA and the implications for the nation as a whole as well as the southwestern region of the U.S. The final report provided a breakdown of economic, agricultural, social, political, and environmental implications.

New Mexico State University, Graduate Assistant in Marketing – 1992 to 1993

Duties included admission and advising of students into the Professional Golf Management Program. Served as an academic advisor for the students throughout their curriculum.

New Mexico State University, Computing Research Laboratory (CRL) – 1990 to 1992

Conference Coordinator/Marketing Consultant

Conference coordinator included full responsibility for paper submissions, proceedings publications and other activities, with 50-250 participants.

Marketing consultant included conducting focus groups and surveys to develop a five-year marketing plan for CRL.

SERVICE

Professional Memberships:

Member, American Marketing Association (AMA), 1990-Present

Member, Society for Marketing Advances (SMA), 1994-2010

Member, Association of Collegiate Marketing Educators (ACME), 1994-2006

Member, Academy of Management, 1994-1998

Academic and Professional:

- 2016-2017** 1 Year+ Program (OCIP)
- 2017** QM Informal Reviewed Course: (BA 590 – Professional Paper & Presentation; Marketing 357 – Social Media Marketing)
- 2016** APPQMR Certification
- 2016** QM Nationally Recognized Course (Marketing 503 – Marketing Management)
- 2015** QM Informal Reviewed Course (Marketing 500 – Concepts in Marketing)
- 2015** Honors Thesis co-advisor (*with* Terry Adler)
 - Louise Teixeira Pinheiro “*Children with Autism and Their Potential Interaction With Toys: An AIDA Model Perspective*”
- 2015** Reviewer: MindTap - Assessment, Quiz, and Homework Activities;
 - Cengage Learning: *Principles of Marketing*
- 2015** OCIP Training – Quality Matters
- 2015** Principles of Marketing Symposium, McGraw-Hill, New Orleans, LA
- 2015** NMSU Conference on Assessment 2015, NMSU-Las Cruces Campus
- 2014** Marketing Symposium, McGraw-Hill, Del Mar, CA
- 2001-2010** Recruiter/Liaison, UTEP Football Program
- 2009** Session Chair: *Impact of Company Strategies on Consumers’ Behavior*, Society for Marketing Advances, New Orleans, LA.
- 2006** Proceedings Coordinator, 37th Annual Meeting of the Decision Sciences Institute, San Antonio, TX
- 2002** Track Chair, Association of Collegiate Marketing Educators, St. Louis, MO
- 2001-2003** Editorial Review Board, Journal of Executive Education
- 2001** Session Chair, Association of Collegiate Marketing Educators, New Orleans, LA
- 2000** Assistant to the President /Sign Coordinator, Society for Marketing Advances, Orlando, FL
- 1999** Sign Coordinator, Society for Marketing Advances, Atlanta, GA

- 1999** Discussant, Society for Marketing Advances; Issues and Applications in Service Quality Track, Atlanta, GA
- 1995** Co-Chair, University of Mississippi/University of Memphis Consortium
- 1995** Session Chair, Southwestern Marketing Association, Marketing Research Track, Houston, TX
- 1994** Reviewer, International Academy of Business Disciplines

University/College/Department:

- 2017-Present** Undergraduate Committee Chair
- 2017-Present** Faculty Senate
- 2017-Present** Faculty Affairs – (Sub-Committee for Faculty Senate)
- 2017-Present** Faculty Advisor, Student Center for Public Trust (*student organization*)
- 2016-Present** Undergraduate Committee Member
- 2016-Present** Career Services Liaison – *College of Business*
- 2015-Present** Faculty Advisor, American Marketing Association (*student organization*)
- New Mexico State University
- 2015-2016** Assurance of Learning Committee (AOL) Member, Marketing Department
- New Mexico State University
- 2015-Present** Assessment Coordinator, Marketing Department
- New Mexico State University
- 2015-Present** Graduate Faculty, Marketing Department
- New Mexico State University
- 2012-2015** Graduate Faculty, Marketing Department
- Park University
- 2012-2014** Faculty Mentor (*new faculty*)
- Park University – Ft. Bliss Campus
- 2004-2005** President’s Advisory Committee on Women
- University of Texas at El Paso
- 2002-2006** Undergraduate Scholarship Committee
- University of Texas at El Paso
 - 2003-2004 Vice-Chair
 - 2002-2003 Committee Member
- 2002-2003** Library Liaison, College of Business Administration
- University of Texas at El Paso
- 2001-2003** Advisor, American Marketing Association
- University of Texas at El Paso
- 2001-2010** Graduate Faculty, Marketing Department,
- University of Texas at El Paso
- 1995-1996** President – College of Business: Doctoral Student Association
- University of Mississippi
- 1994-1995** Vice-President/Social Chairman-College of Business: Doctoral Student Association
- University of Mississippi
- 1993-1994** Graduate Student Representative-College of Business: Doctoral Student Association
- University of Mississippi
- 1993-1995** Junior Advisor - American Marketing Association (*student organization*)
- University of Mississippi
- 1994-2000** Academic Advisor
- University of Mississippi

- 1990-2000** American Marketing Association (*student organization*);
- New Mexico State University
 - 1992-1993; *Vice-President of Communications*
 - 1991-1992; *President*
 - 1990-1991; *Vice-President of Activities*
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HONORS

- 2017** Outstanding Service to the University (2016-2017)
 - New Mexico State University – College of Business
- 2014** Instructor of the Term, Fall II
 - Park University – Ft. Bliss Campus
- 2002** Outstanding Service as a Track Chair for the Association of Collegiate Marketing Educators (ACME)
- 2000** The University of Mississippi: School of Pharmacy, “Ole Prof”
Outstanding Performance as a Visiting Lecturer
- 1999** AMA Consortium Fellow, Los Angeles, CA
- 1996** Who’s Who Among American Colleges and Universities
 - The University of Mississippi
- 1995** SMA Consortium Fellow, Orlando, FL
- 1993-2000** Minority Fellowship
 - University of Mississippi
- 1992-1993** Sigma Iota Epsilon, (Honorary Management Fraternity)
 - New Mexico State University
- 1993** American Marketing Association: NMSU-Collegiate Case Competition (First Place)
 - New Mexico State University
- 1991** American Marketing Association: Collegiate Case Competition (First Place)
 - New Mexico State University
- 1992** American Marketing Association
 - New Mexico State University
 - *George Hay Brown Marketing Scholar of the Year*