

Dr. Ivonne M. Jasso

New Mexico State University
MARKETING
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Education

Ph D, University of Houston, 2004.
Major: Marketing
Supporting Areas of Emphasis: Sociology

MBA, New Mexico State University, 2001.

BA, University of Texas at El Paso, 1999.
Major: Electronic Media
Supporting Areas of Emphasis: Business

Employment History

Academic - Post-Secondary

Professor, New Mexico State University. (2015 - Present).

Associate Professor, New Mexico State University. (2008 - 2015).

Assistant Professor, New Mexico State University. (2004 - 2008).

Professional Memberships

Academy of Marketing Science. (2003 - Present).

American Marketing Association. (2003 - Present).

Marketing Doctoral Students Association. (2001 - Present).

Development Activities Attended

Seminar/Workshop, "Collaborative Institutional Training Initiative (IRB)." (2017 - Present).

Seminar/Workshop, "QM Review." (2017 - Present).

Seminar/Workshop, "Search committee workshop," Las Cruces, NM. (2017).

Seminar/Workshop, "Search committee workshop," Las Cruces, NM. (April 2015).

Seminar/Workshop, Teaching Academy, Las Cruces, NM. (April 2014).

Conference Attendance, "Academy of International Business Australia and New Zealand Chapter Annual Symposium," Academy of International Business Australia and New Zealand Chapter, Newcastle, Australia. (2013).

Conference Attendance, "American Society of Business and Behavioral Sciences Conference," American Society of Business and Behavioral Sciences, Las Vegas, NV. (2013).

Seminar/Workshop, "Documenting Effective Teaching With Evidence From Students, Instructors, and Other Professionals," Teaching Academy, Las Cruces, NM. (September 2013).

Seminar/Workshop, "Search committee workshop," Las Cruces, NM. (April 2012).

Awards and Honors

Robert O. Anderson Endowed Professorship, NMSU College of Business. (2017).

College of Business Outstanding Undergraduate Teaching Award, NMSU College of Business. (2014).

Newspaper Article, Las Cruces Sun News. (2007).

College of Business Research Award (Junior Faculty), NMSU College of Business. (2006).

Newspaper article, Las Cruces Sun News. (2005).

American Association of University Women Fellowship, AAUW, \$20,000. (2004).

AMA Doctoral Consortium, American Marketing Association. (2003).

Hispanic Scholarship Fund Scholar. (2003).

Texas Commission for Higher Education Fellowship. (2003).

University of Houston Representative for the 21st Annual Doctoral Symposium. (2003).

New Mexico Commission for Higher Education Doctoral Fellowship. (2001).

New Mexico State University Scholarship. (1999).

TEACHING

Teaching Experience

New Mexico State University

MKTG 311V, CONSUMER BEHAVIOR, 7 courses.

MKTG 313, RETAIL MANAGEMENT, 1 course.

MKTG 314, ADVERTISING STRATEGY, 45 courses.

MKTG 449, PROMOTION MGT, 13 courses.

MKTG 459, Promotion Management, 10 courses.

MKTG 489, STRATEGY & POLICY, 34 courses.

MKTG 490, Selected Topics, 1 course.

MKTG 498, Independent Study, 3 courses.

MKTG 500, CONCEPTS IN MKTG, 1 course.

MKTG 503, MARKETING MGMT, 4 courses.

MKTG 620, RES-THEORY INTERFACE, 2 courses.

MKTG 670, MARKETING THEORY, 1 course.

MKTG 698, SELECTED TOPICS, 5 courses.

MKTG 700, DOCTORAL DISSERTATION, 16 courses.

Non-Credit Instruction

Guest Lecture, Presentation to UNIV 150 Freshman Year Experience class, 30 participants. (2019).

Guest Lecture, Las Cruces Chamber of Commerce, 50 participants. (June 21, 2011).

Guest Lecture, Presentation to UNIV 150 Freshman Year Experience class, 30 participants. (2009).

Guest Lecture, American Association of University Women,, 40 participants. (May 20, 2006).

Guest Lecture, Advertising Federation, 250 participants. (May 9, 2006).

Directed Student Learning

Doctoral Committee Chair. (2020 - Present).
Advised: Namra Hussein

Doctoral Committee Chair. (2020 - Present).
Advised: Ryan Defronzo

Doctoral Committee Chair. (2017 - 2021).
Advised: Reza Salehi

Doctoral Committee Chair. (2017 - 2021).
Advised: Rozbeh Madadi

Doctoral Committee Chair. (2017 - 2021).
Advised: Yating Pan

Doctoral Committee Chair. (2019 - 2020).
Advised: Anita Rodriguez

Master's Thesis Committee Member. (2017 - 2020).
Advised: Farzaneh Karimkhan Ashtiyani

Doctoral Committee Chair. (2017 - 2019).
Advised: Elmira Shahriari

Directed Individual/Independent Study. (2013 - 2017).
Advised: Ryan Cruz

Doctoral Committee Chair. (2013 - 2017).
Advised: Ryan Cruz

Directed Individual/Independent Study. (2012).
Advised: Miguel Zuniga

Doctoral Committee Chair. (2012).
Advised: Miguel Zuniga

Internship Advisor, "Las Cruces Symphony Orchestra Internship." (2012).
Advised: Juan Carlos Bolivar

Internship Advisor, "Athletic department." (2012).
Advised: Tymothen Gilliam

Internship Advisor, "Las Cruces Symphony Orchestra Internship." (2012).
Advised: Tymothy Gilliam

Directed Individual/Independent Study. (2011).
Advised: Miguel Zuniga

Doctoral Committee Chair. (2011).
Advised: Miguel Zuniga

Doctoral Committee Chair. (2009).
Advised: Dennis Kopf

Doctoral Committee Chair. (2009).
Advised: Jared Hamilton

Internship Advisor, "Directory Internship." (2008).
Advised: Brandon Sivage

Internship Advisor, "Directory Internship." (2008).
Advised: Dustin Simon

Doctoral Committee Member, "Dissertation Planning." (2007).
Advised: Jared Hamilton

Supervised Research, "Advertising Plan." (2007).
Advised: Jason Quintana

Directed Individual/Independent Study, "Marketing Plan." (2006).
Advised: Alexander Lee

Directed Individual/Independent Study, "Marketing Plan." (2005).
Advised: Ciera Lierz

Directed Individual/Independent Study, "Promotion Plan." (2005).
Advised: Josiah M. Castro

Master's Thesis Committee Member, "Technical Writing." (2005).
Advised: Jessica Haebe

Supervised Research, "Marketing Research." (2005).
Advised: Catrina Hernandez

Awards and Honors

Newspaper Article, The Round Up. (August 2013).

RESEARCH

Published Intellectual Contributions

Book Chapters

Zuniga, M., Jasso, I. M. (2015). Demographics and Ethnic Minority Lifestyles. In Michel Laroche, Lisa Penaloza and Ahmad Jamal (Ed.), *Ethnic Marketing*. Routledge.

Jasso, I. M. (2006). In Nicolas Papadopoulos & Cleopatra Veloutsou (Ed.), *Marketing from the Trenches: Perspectives on the Road Ahead (Ch. 17)*. ATINER.

Refereed Journal Articles

Madadi, R., Jasso, I. M., Fazli-Salehi, R., Zuniga, M. (in press). A Comprehensive Model of Brand Love/Hate. *To appear in Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*.

Madadi, R., Jasso, I. M., Fazli-Salehi, R., Zuniga, M. (in press). Brand Love and Ethnic Identification: The Mediating Role of Brand Attachment Among African American Consumers. *To appear in Journal of Consumer Marketing*.

Madadi, R., Jasso, I. M., Fazli-Salehi, R., Zuniga, M. (in press). Effects of Campaign-Based Logo Changes on Consumers' Attitude and Behavior: A Case of Social Distancing Messages during the COVID-19 Pandemic. *To appear in Asia Pacific Journal of Marketing and Logistics*.

Fazli-Salehi, R., Jasso, I. M., Madadi, R., Zuniga, M. (in press). Impact of Consumers' Impulsiveness and Variety-Seeking Traits on Self-Brand Connection and Communal Brand Connection with High- vs. Low-Involvement Products. *To appear in Journal of Marketing Theory and Practice*.

Madadi, R., Jasso, I. M., Zuniga, M. (in press). Is Love Extendable to Relationship Marketing and Supply Chain Management?. *To appear in Services Marketing Quarterly*.

Fazli-Salehi, R., Jasso, I. M., Madadi, R., Zuniga, M. (in press). Multicultural Advertising: Impact of Consumers' Need to Belong and Brand Use on Self-Brand Connection and Communal-Brand Connection. *To appear in Journal of Marketing Communications*.

Fazli-Salehi, R., Jasso, I. M., Madadi, R., Zuniga, M. (in press). The Impact of Consumers' Ethnic Disidentification and Cosmopolitanism on Multicultural Advertising. *To appear in Journal of International Consumer Marketing*.

Fazli-Salehi, R., Jasso, I. M., Madadi, R., Zuniga, M. (in press). The Impact of Interpersonal Traits (Extraversion and Agreeableness) on Consumers' Self-Brand Connection and Communal-Brand Connection with Anthropomorphized Brands. *To appear in Journal of Brand Management*.

Fazli-Salehi, R., Jasso, I. M., Madadi, R., Zuniga, M. (2022). Sales Approach to Key Account Management (KAM) Concept: Toward a Unified View of KAM Deployment and Operationalization. *Services Marketing Quarterly*, 42(3-4), 234-252.

Madadi, R., Jasso, I. M., Fazli-Salehi, R., Zuniga, M. (2022). Hierarchical Relationships Among Brand Equity Dimensions: The Mediating Effects of Brand Trust and Brand Love. *Services Marketing Quarterly*, 42(1-2), 74-92.

Fazli-Salehi, R., Jasso, I. M., Madadi, R., Zuniga, M. (2022). Social Media Reviewing Channels: The Role of Channel Interactivity and Vloggers' Self-Disclosure in Consumers' Parasocial Interaction. *Journal of Consumer Marketing*, 39(2), 244-253.

Fazli-Salehi, R., Jasso, I. M., Madadi, R., Zuniga, M. (2021). Multicultural Advertising: The Impact of Consumers' Self-Concept Clarity and Materialism on Self-Brand Connection and Communal-Brand Connection. *Journal of Business Research*, 137(4), 46-57.

- Madadi, R., Jasso, I. M., Fazli-Salehi, R., Zuniga, M. (2021). The Effects of Advertising Ethnic Cues on Brand Love, Brand Attachment, and Brand Attitude. *To appear in Spanish Journal of Marketing*, 25(2), 329-349.
- Fazli-Salehi, R., Rahim Esfidani, M., Jasso, I. M., Zuniga, M. (2020). Antecedents and Outcomes of Brand Identification with Apple Products among Iranian Consumers. *Journal of Relationship Marketing*, 31(4), 1-21.
- Fazli-Salehi, R., Jasso, I. M., Madadi, R., Zuniga, M. (2020). Conspicuous Consumption: Impact of Narcissism and Need for Uniqueness on Self and Communal Brand Connection in Public vs. Private Use. *To appear in Journal of Consumer Marketing*, 38(7), 802-812.
- Fazli-Salehi, R., Jasso, I. M., Madadi, R., Zuniga, M. (2020). Is Country Affinity Applicable for Domestic Brands? Role of Nation Sentiments in Consumers' Self-Brand Connection with Domestic vs. Foreign Brands. *Asia Pacific Journal of Marketing and Logistics*, 33(3), 731-754.
- Madadi, R., Jasso, I. M., Fazli-Salehi, R., Zuniga, M. (2020). The Impact of Hispanic-Targeted Advertising on Consumers' Brand Love in Services. *Journal of International Consumer Marketing*, 33(2), 137-158.
- Fazli-Salehi, R., Jasso, I. M., Madadi, R., Zuniga, M. (2020). The Role of Self-Construal and Competitiveness in Consumers' Self-Brand Connection with Domestic vs. Foreign Brands. *Journal of International Consumer Marketing*, 33(3), 319-337.
- Pan, Y., Jasso, I. M., Zuniga, M., Fazli-Salehi, R. (2020). Social Network Advertising: The Moderating Role of Processing Fluency, Need for Cognition, Expertise, and Gender. *Journal of Internet Commerce*, 18(1), 1-26.
- Fazli-Salehi, R., Rahim Esfidani, M., Jasso, I. M., Zuniga, M. (2019). Antecedents of Students' Identification with University Brands: A Study on Public Universities in Iran. *Asia Pacific Journal of Marketing and Logistics*, 31(4), 830-854.
- Shahriari, E., Jasso, I. M., Zuniga, M., Alfayez, N. (2019). Picture This: The Role of Mental Imagery in Induction of Food Craving - A Theoretical Framework Based on the Elaborated Intrusion Theory. *Journal of Consumer Marketing*, 37(1), 31-42.
- Shahriari, E., Jasso, I. M., Zuniga, M., Yarlou, P. M. (2019). Values Driving Organic Food Purchase Intention: A Comparative Analysis between a Developing Eastern (Iran) and a Developed Western (the USA) Country. *Journal of International Consumer Marketing*, 31(4), 317-329.
- Fazli-Salehi, R., Jasso, I. M., Zuniga, M. (2019). Customer, Corporation, and Cause: A Comprehensive Model of Cause Selection in Cause Related Marketing. *Journal of Relationship Marketing*, 18(3), 173-195.
- Fazli-Salehi, R., Rahim Esfidani, M., Jasso, I. M., Zuniga, M. (2019). Developing a Specialized Service Quality Model for Universities. *Services Marketing Quarterly*, 40(3), 206-223.
- Pan, Y., Jasso, I. M., Zuniga, M. (2019). Social Media Communications and Marketing Strategy: A Taxonomical Review of Potential Explanatory Approaches. *Journal of Internet Commerce*, 18(1), 73-90.
- Jasso, I. M., Luna Nevarez, C. (2018). What Products Can Benefit from African American Advertising Appeals? The Moderating Role of Product Involvement. *Journal of Current Issues and Research in Advertising*, 32(2), 23-46.

- Zuniga, M., Jasso, I. M. (2017). Millennials' ethical ideology effects on responses to alcohol advertisements: The role of strength of ethnic identification and ethical appraisal of the ad. *Journal of Marketing Communications*, 25(7), 702-719.
- Zuniga, M., Jasso, I. M., Niculescu, M. (2016). A Bilingual's Perspective on Polysemous and Single Meaning Slogans. *Journal of Marketing Theory and Practice*, 24(4), 1-14.
- Haytko, D. L., Parker, R. S., Motley, C. M., Jasso, I. M. (2016). Body image and ethnicity: A qualitative exploration. *Journal of Management and Marketing Research*, 17(2).
- Zuniga, M., Jasso, I. M., Niculescu, M. (2015). Boundary Conditions to the Effect of Fluency and Comprehension on Aad when Targeting Hispanics vs Whites with Single Meaning vs Polysemous Slogans. *Journal of Consumer Marketing*, 32(3), 145-156.
- Luna Nevarez, C., Jasso, I. M. (2015). Consumer Attitudes toward Social Network (SN) Advertising: A Structural Equation Modeling Analysis. *Journal of Current Issues & Research in Advertising*, 36(1), 1-19.
- Hamilton, J., Hyman, M. R., Jasso, I. M., Zuniga, M. (2013). Ads by 527 Groups and the 2004 U.S. Presidential Election. *Journal of Political Marketing*, 12(4), 306-325.
- Kopf, D., Jasso, I. M., Ciganek, A. P. (2012). Advertising and Internet Content Providers. *Journal of Internet Commerce*, 11(2), 81-99.
- Sierra, J. J., Heiser, R. S., Jasso, I. M. (2012). Text Message Copy in Print Ads: A Shrewd Communicative Strategy?. *Journal of Promotion Management*, 18(1), 119-143.
- Jasso, I. M., Hyman, M. R., Hamilton, J. (2012). Candidate-Sponsored TV Ads for the 2004 U.S. Presidential Election: A Content Analysis. *Journal of Political Marketing*, 11(3), 189-207.
- Kopf, D., Jasso, I. M., Enomoto, C. E. (2011). Advertising's Unintended Consequence- Economic Growth. *Journal of Advertising*, 40(4), 5-18.
- Al-shaikh, M. S., Jasso, I. M., Zuniga, M., Ghunaim, A. (2011). Jordanian Pharmaceutical Companies: Are Their Efforts Paying Off?. *Health Marketing Quarterly*, 28(2), 174-189.
- Kopf, D. A., Boje, D. M., Jasso, I. M. (2011). The Good, the Bad and the Ugly: Dialogical Ethics and Market Information. *Journal of Business Ethics*, 94, 285-297.
- Jasso, I. M., Limbu, Y. (2010). Effects of Attitudes toward Direct-to-Consumer Advertising of Prescription Drugs. *Journal of Current Issues and Research in Advertising*, 32(2), 59-70.
- Al-Shaikh, M. S., Jasso, I. M., Zuniga, M., Ghunaim, A. (2010). Internet Commerce in Jordanian Firms. *Journal of Internet Commerce*, 9(2), 67-82.
- Briggs, E., Landry, T., Jasso, I. M. (2010). Services' Influence on Minority Portrayals in Magazine Advertising. *Journal of Services Marketing*, 24(3), 209-218.
- Sierra, J. J., Hyman, M. R., Jasso, I. M. (2009). Using a Model's Apparent Ethnicity to Influence Viewer Responses to Print Ads: A Social Identity Theory Perspective. *Journal of Current Issues and Research in Advertising*, 31(Fall), 41-66.
- Limbu, Y., Jasso, I. M. (2009). The Effects of Involvement and Ad Type on Attitudes toward Direct-to-Consumer Advertising of Prescription Drugs. *Journal of Health & Human Services Administration*, 32(1), 51-82.

- Heiser, R. S., Sierra, J. J., Jasso, I. M. (2008). Creativity via Cartoon Spokespeople in Print Ads: Capitalizing on the Distinctiveness Effect. *Journal of Advertising*, 37(4), 75-84.
- Jasso, I. M., Briggs, E. (2007). Identification Effects on Advertising Response: The Moderating Role of Involvement. *Journal of Advertising*, 36(3), 97-108.
- Jasso, I. M., Sierra, J. J., Heiser, R. S. (2007). The Effects of Warning Label Placement in Print Ads: A Social Contract Perspective. *Journal of Advertising*, 36(2), 40-62.
- Jasso, I. M. (2007). A Tale of Two Theories- Sympathy or Competition. *Journal of Business Research*, 60(3), 197-205.
- Jasso, I. M., Briggs, E. (2005). Does Hispanic-Targeted Advertising Work for Services?. *Journal of Services Marketing*, 19(3), 150-156.
- Jasso, I. M., Gelb, B. D., Noriega, J. L. (2003). Warning and Informing the Domestic International Market – En Su Idioma. *Journal of Public Policy & Marketing*, 22(2), 216-222.
- Jasso, I. M., Gelb, B. D. (2002). Hispanic-Targeted Advertising: More Sales?. *Journal of Advertising Research*, 42(6), 69-75.

Conference Proceedings

- Madadi, R., Jasso, I. M., Fazli Salehi, R., Zuniga, M. (2022). *The Effect of Fluency and Comprehension on Brand Love and Behavioral Outcomes*. American Marketing Association Conference.
- Fazli Salehi, R., Jasso, I. M., Madadi, R., Zuniga, M. (2022). *The Impact of Consumers' Ethnic Disidentification (an Anti-ingroup Trait) and Cosmopolitanism (a Prooutgroup Trait) in Multicultural Advertising*. American Marketing Association Conference.
- Fazli Salehi, R., Jasso, I. M., Madadi, R., Zuniga, M. (2022). *The Impact of Consumers' Need to Belong and Brand Use as an Identity Signal on Self-Brand Connection in Multicultural Advertising*. American Marketing Association Conference.
- Madadi, R., Jasso, I. M., Fazli Salehi, R., Zuniga, M. (2022). *The Effect of Changing the Logo on Accepting Social Distancing Guidelines Due to COVID-19 with Moderation Effect of Product Involvement*. Academy of Marketing Science Conference.
- Fazli Salehi, R., Jasso, I. M., Madadi, R., Zuniga, M. (2022). *The Impact of Consumers' Need to Belong and Brand Use as an Identity Signal on Self-Brand Connection in Multicultural Advertising*. Academy of Marketing Science Conference.
- Fazli-Salehi, R., Jasso, I. M. (2020). *Conspicuous Consumption: The impact of Narcissism and Need for Uniqueness on Self and Communal Brand Connection in Public vs. Private use*. American Marketing Association Conference.
- Fazli-Salehi, R., Jasso, I. M. (2020). *Country Affinity applicable for domestic brands? (The role of Nation Sentiments in consumers' Self-Brand Connection with domestic vs. foreign brands)*. American Marketing Association Conference.
- Madadi, R., Jasso, I. M. (2020). *Does Hispanic-Targeted Advertising Make Consumers Fall in Love with Brands in Services*. American Marketing Association Conference.

- Madadi, R., Jasso, I. M., Zuniga, M. (2020). *Food Advertising with Emojis: Persuasive Effects of Emotional versus Functional Ads*. American Marketing Association Conference.
- Fazli-Salehi, R., Jasso, I. M. (2020). *The role of Channel Interactivity and Self-Disclosure in viewers' Parasocial Interaction with vloggers*. American Marketing Association Conference.
- Fazli-Salehi, R., Jasso, I. M. (2020). *The role of Self-Construal and Competitiveness in consumers' Self Brand Connection with domestic vs. foreign brands*. American Marketing Association Conference.
- Shahriari, E., Jasso, I. M., Zuniga, M., Alfayez, N. (2020). *The Impact of Priming Weight-Loss Strategies on Consumers' Food Choice*. Academy of Innovation, Entrepreneurship, and Knowledge Conference.
- Madadi, R., Jasso, I. M., Gandhi, S., Dharba, S., Zuniga, M. (2020). *Food Advertising with Emojis: Persuasive Effects of Emotional versus Functional Ads*. 23rd Annual Academic Conference of the Society of Business, Industry, and Economics.
- Fazli-Salehi, R., Jasso, I. M., Madadi, R., Zuniga, M. (2020). *Is Country Affinity applicable for domestic brands? (The role of Nation Sentiments in consumers' Self-Brand Connection with domestic vs. foreign brands)*. 23rd Annual Academic Conference of the Society of Business, Industry, and Economics.
- Madadi, R., Jasso, I. M., Gandhi, S., Dharba, S., Zuniga, M. (2020). *Food Advertising with Emojis: Persuasive Effects of Emotional versus Functional Ads*. Society for Advancement of Management.
- Dharba, S., Jasso, I. M., Gandhi, S., Madadi, R., Zuniga, M. (2020). *Who skips YouTube ads? The moderating role of personality traits*. Society for Advancement of Management.
- Madadi, R., Jasso, I. M. (2019). *The Investigation of Brand Equity Dimensions by Mediating Effect of Brand Trust and Brand Love*. American Marketing Association Conference.
- Fazli-Salehi, R., Jasso, I. M. (2019). *The role of Innovativeness, Impulsiveness, and Variety Seeking in Consumers' SelfBrand Connection*. American Marketing Association Conference.
- Fazli-Salehi, R., Jasso, I. M. (2019). *The role of Personality Traits in Consumers' SelfBrand Connection with Anthropomorphized Brands*. American Marketing Association Conference.
- Zuniga, M., Jasso, I. M. (2019). *The Impact of Fatalism and Power Distance Belief on Decision-Making* (1st ed.). Vancouver, Canada: Academy of Marketing Science Conference.
- Jasso, I. M., Zuniga, M., Shahriari, E., Madadi, R., Fazli-Salehi, R. (2019). *Influence of Collectivist and Individualistic Cultural Orientation and Regulatory Construal Fit on Brand Attitudes*. 22nd Annual Academic Conference of the Society of Business, Industry, and Economics.
- Jasso, I. M., Zuniga, M., Shahriari, E., Madadi, R., Fazli-Salehi, R. (2019). *Portrayals of Hispanic Americans in Magazine Advertising: A 15-Year Analysis*. 22nd Annual Academic Conference of the Society of Business, Industry, and Economics.
- Shahriari, E., Jasso, I. M., Zuniga, M., Abbasi Hosseini, H. (2018). *Factors Influencing American Consumers' Attitude towards Green Energy Adoption and Their Purchase Intention: the Case of Solar Energy* (1st ed.). West Palm Beach, FL: Society for Marketing Advances Conference.

- Zuniga, M., Jasso, I. M. (2018). *The Impact of Power Distance Belief on Decision-Making* (1st ed.). West Palm Beach, FL: Society for Marketing Advances Conference.
- Jasso, I. M., Zuniga, M., Shahriari, E., Madadi, R., Fazli-Salehi, R. (2018). *Portrayals of Hispanic Americans in Magazine Advertising: A 15-Year Analysis*. Atlantic Marketing Association.
- Fazli-Salehi, R., Jasso, I. M., Zuniga, M. (2018). *Strategic Selection of Cause and CSR Domain in Cause Related Marketing*. 17th Colloquium on Arts, Heritage, Nonprofit and Social Marketing.
- Madadi, R., Jasso, I. M., Shahriari, E., Fazli-Salehi, R., Abbassi, H. (2018). *A Comprehensive Model of Brand Love/Hate*. American Marketing Association Conference.
- Fazli-Salehi, R., Jasso, I. M., Madadi, R. (2018). *Consumer Country Congruence*. American Marketing Association Conference.
- Fazli-Salehi, R., Jasso, I. M., Madadi, R. (2018). *Foreign Brand Consumption and Self-Brand Connection: A Comprehensive Model*. American Marketing Association Conference.
- Madadi, R., Jasso, I. M., Shahriari, E., Fazli-Salehi, R., Abbassi, H. (2018). *The Effect of Inter-Firm and Intra-Firm Network Capabilities on Firm Performance and Corporate Brand Equity*. American Marketing Association Conference.
- Zuniga, M., Jasso, I. M. (2018). *Influence of Collectivist and Individualist Cultural Orientation and Regulatory Construal Fit on Brand Attitudes* (1st ed.). Valencia: Global Innovation and Knowledge Academy Conference.
- Zuniga, M., Jasso, I. M. (2018). *The Impact of Power Distance Belief and Psychological Distance on Decision-Making* (1st ed.). New Orleans, LA: Academy of Marketing Science Conference.
- Jasso, I. M., Zuniga, M., Shahriari, E., Pan, Y. (2018). *Influence of Collectivist and Individualistic Cultural Orientation and Regulatory Construal Fit on Brand Attitudes*. 21st Annual Academic Conference of the Society of Business, Industry, and Economics.
- Jasso, I. M., Zuniga, M., Shahriari, E., Madadi, R. (2018). *Portrayals of Hispanic Americans in Magazine Advertising: A 15-Year Analysis*. 21st Annual Academic Conference of the Society of Business, Industry, and Economics.
- Zuniga, M., Jasso, I. M. (2016). *A Bilingual's Perspective to Understand the antecedents of Aad and Abrand*. New York, NY: Institute for Public Policy and Economic Analysis.
- Zuniga, M., Jasso, I. M., Niculescu, M. (in press). *Bilinguals' Perspective on Polysemous and Single Meaning Slogans*. Academy of Marketing Science World Marketing Congress.
- Zuniga, M., Jasso, I. M. (2016). *Language and Processing Fluency: A New Business Perspective*. International Academy for Advancement of Business Research.
- Zuniga, M., Jasso, I. M., Niculescu, M. (2016). *Bilinguals' Perspective on Polysemous and Single Meaning Slogans*. Global Conference on Business and Finance.
- Zuniga, M., Jasso, I. M. (in press). *Generation Y College Aged Hispanic and White Cohorts' Ethical Ideology Effects on Alcohol Advertising Appraisals: The Role of Strength of Ethnic Identification and Ethical Appraisal*. Academy of Marketing Science World Marketing Congress.

- Zuniga, M., Jasso, I. M., Niculescu, M. (in press). *Bilinguals' Perspective on Polysemous and Single Meaning Slogans*. Global Innovation and Knowledge Academy Conference.
- Zuniga, M., Jasso, I. M. (in press). *Cultural Cues in Hispanic-Targeted Magazines: A Content Analysis from 1998 to 2013*. National Association of Hispanic and Latino Studies.
- Zuniga, M., Jasso, I. M. (2014). *Effects of Cultural Orientation and Regulatory Construal Fit on Brand Attitudes*. Society for Marketing Advances.
- Zuniga, M., Jasso, I. M. (2014). *Generation Y Hispanic Cohorts' Ethical Ideology Effects on Alcohol Advertising Appraisals: The Role of Strength of Ethnic Identification and Ethical Appraisal*. American Psychological Association.
- Zuniga, M., Jasso, I. M. (2014). *Portrayals of Hispanic Americans in Magazine Advertising: A 15-Year Analysis*. International Academy of Business and Public Administration Disciplines Conference.
- Zuniga, M., Jasso, I. M. (2014). *Ethnic Identification and Ethical Ideology Effects on Alcohol Advertising Appraisals*. International Academy of Business and Public Administration Disciplines Conference.
- Zuniga, M. A., Jasso, I. M. (2014). *Influence of Cultural Orientation and Regulatory Construal fit on Brand Attitudes*. Global Conference on Business and Finance (GCBF).
- Zuniga, M., Jasso, I. M. (2013). *Influence of Collectivist and Individualistic Cultural Orientation and Regulatory Construal Fit on Brand Attitudes*. Australia and New Zealand Chapter Annual Symposium.
- Zuniga, M., Jasso, I. M. (2013). *Ethical Ideology Effects on Alcohol Advertising Appraisals: The Moderating Role of Ethnic Identification*. Assessing the State of Spanish-Language & Latino-Oriented Media International Conference.
- Zuniga, M., Jasso, I. M. (2013). *Ethical Ideology Effects on Alcohol Advertising Appraisals: The Moderating Role of Ethnic Identification*. Eastern Academy of Management.
- Zuniga, M., Jasso, I. M. (2013). *Ethical Ideology Effects on Alcohol Advertising Appraisals: The Moderating Role of Strength of Ethnic Identification* (vol. 24, pp. 133-134). American Marketing Association, Summer Marketing Educators' Conference.
- Zuniga, M., Jasso, I. M. (in press). *Ethical Ideology Effects on Alcohol Advertising Appraisals*. Istanbul, Turkey: International Academy of Business and Public Administration Disciplines Conference.
- Zuniga, M., Jasso, I. M. (2013). *Ethical Ideology Effects on Alcohol Advertising Appraisals: The Moderating Role of Ethnic Identification*. Monterey, CA: Academy of Marketing Science Conference.
- Zuniga, M., Jasso, I. M. (2013). *Ethical Ideology Effects on Alcohol Advertising Appraisals* (1st ed., vol. 16). San Antonio, TX: Society for Consumer Psychology Annual Winter Conference.
- Zuniga, M., Jasso, I. M. (2013). *Portrayals of Hispanic Americans in Magazine Advertising: A 12-Year Analysis*. Las Vegas, NV: American Society of Business and Behavioral Sciences.
- Zuniga, M., Jasso, I. M. (2013). *Ethical Ideology Effects on Alcohol Advertising Appraisals*. Orlando, FL: International Academy of Business and Public Administration Disciplines Conference.

- Zuniga, M., Jasso, I. M. (2012). *Portrayals of Hispanic Americans in Magazine Advertising: A 12-Year Analysis*. International Academy of Business and Public Administration Disciplines Conference.
- Zuniga, M., Jasso, I. M. (2012). *Ethnic Identification Influence on Advertising*. Hawaii International Conference on Business.
- Zuniga, M., Jasso, I. M. (2012). *Portrayals of Hispanic Americans in Magazine Advertising: A 12-Year Analysis*. International Journal of Arts and Sciences Conference.
- Zuniga, M., Jasso, I. M. (2011). *Influence of Hispanic Americans' Ethnic Identification on Advertising Persuasion*. National Association of Hispanic and Latino Studies, Western Regional Conference.
- Zuniga, M., Jasso, I. M., Niculescu, M. (2011). *Dual Processing and Meanings: Bilinguals' Perspective on Polysemous and Single Meaning Slogans*. American Marketing Association, Summer Marketing Educators' Conference.
- Zuniga, M., Jasso, I. M. (2011). *Portrayals of Hispanic Americans in Magazine Advertising: A 12-Year Analysis*. International Journal of Arts and Sciences Conference, Cambridge 2011.
- Zuniga, M., Jasso, I. M. (2011). *Central and Peripheral Routes to Aad and Abrand: Moderating Effects of Ethnic Identification and Slogan Meaning*. Transformative Consumer Research Conference, Association for Consumer Research.
- Zuniga, M., Jasso, I. M., Niculescu, M. (2011). *Comprehension of Polysemous Advertisements: A Bilingual's Perspective*. Society for Consumer Psychology (SCP) 2011, Atlanta.
- Zuniga, M., Jasso, I. M. (2011). *Strategizing for Effective Adaptation to Diverse Consumer Markets*. American Society of Business and Behavioral Sciences Conference.
- Sierra, J. J., Heiser, R. S., Jasso, I. M. (2011). *Text Message Copy in Print Ads And Confiding in the Brand: A Communication Trust Theoretical Perspective* (1st ed., vol. 18, pp. 848-858). American Society of Business and Behavioral Sciences.
- Zuniga, M., Jasso, I. M. (2010). *Advertising Language and Processing Fluency: A New Perspective*. Academy of Marketing Science Cultural Perspectives in Marketing (CPM) Conference, IESEG.
- Sierra, J. J., Heiser, R. S., Jasso, I. M. (2010). *Text Message Copy in Print Ads And Confiding in the Brand: A Communication Trust Theoretical Perspective* (pp. 25-26). Society for Marketing Advances.
- Jasso, I. M. (2007). In Jake Zhu and Wall I. Mondal (Ed.), *Effects of Cross Functional Teams in New Product Development*. Las Vegas, Nevada: American Society of Business and Behavioral Sciences (ASBBS) Conference.
- Jasso, I. M. (2007). *Foreign Product Evaluations: The Case of Involvement*. Verona, Italy: Thirteenth Biennial World Marketing Congress (AMS).
- Jasso, I. M. (2007). *Functional diversity and its effect on new product development project team performance*. Puerto Rico, PR: National Business and Economic Society (NBES Conference).

Jasso, I. M. (2007). In Michel Laroche (Ed.), *What Products Can Benefit from Ethnic Advertising: The Case of Black-Targeted Advertising* (pp. 68-77). Montreal, CA: Special dossier on Cultural perspectives RBIRS Conference Proceedings.

Jasso, I. M. (2005). In Michel Laroche (Ed.), *Sympathy or Competition in Ethnic Advertising* (pp. 52-59). Montreal, CA: Impact of Culture on Marketing Strategy (RBIRS Conference).

Jasso, I. M. (2005). *The Effects of Involvement on Foreign Product Evaluations*. Athens, Greece: International Conference on Business, Economics, Management and Marketing.

Jasso, I. M. (2004). *Hispanic-targeted Advertising: Does It Work for Every Product?*. Puebla, Mexico: Academy of Marketing Science Conference.

Jasso, I. M. (2003). In Michel Laroche (Ed.), *Ethnic Identification and Involvement* (pp. 43-48). Montreal, CA: Cultural Perspectives in Marketing (RBIRS Conference).

Journal Articles

Kopf, D. A., Jasso, I. M. (2014). Advertising, Information and Society. *NMSU Business Outlook*.

Kopf, D. A., Jasso, I. M. (2014). Advertising, Information and Society. *NMSU Business Outlook*.

Other

Jasso, I. M. (2011). *Advertising & Promotion* (ed.). McGraw-Hill.

Jasso, I. M. (2011). *Advertising and Integrated Brand Promotion* (ed.). Mason, Ohio: Thomson Learning/South-Western.

Jasso, I. M. (2009). *Advertising and Integrated Brand Promotion* (ed.). Mason, Ohio: Thomson Learning/South-Western.

Jasso, I. M. (2009). *Marketing Management Review* (ed.). Cengage Learning.

Jasso, I. M. (2005). *Advertising and Integrated Brand Promotion* (ed.). Mason, Ohio: Thomson Learning/South-Western.

Jasso, I. M. (2005). *Principles of Advertising & Integrated Marketing Communication with Ad Simulation CD-Rom* (2nd ed.). McGraw Hill.

Presentations Given

Madadi, R., Jasso, I. M., Fazli-Salehi, R., Zuniga, M., American Marketing Association Conference, "The Effect of Fluency and Comprehension on Brand Love and Behavioral Outcomes," Chicago, IL. (August 12, 2022).

Fazli-Salehi, R., Jasso, I. M., Madadi, R., Zuniga, M., American Marketing Association Conference, "The Impact of Consumers' Ethnic Disidentification (an Anti-ingroup Trait) and Cosmopolitanism (a Pro-outgroup Trait) in Multicultural Advertising," Chicago, IL. (August 12, 2022).

Fazli-Salehi, R., Jasso, I. M., Madadi, R., Zuniga, M., American Marketing Association Conference, "The Impact of Consumers' Need to Belong and Brand Use as an Identity Signal on Self-Brand Connection in Multicultural Advertising," Chicago, IL. (August 12, 2022).

- Madadi, R., Jasso, I. M., Fazli-Salehi, R., Zuniga, M., Academy of Marketing Science Conference, "The Effect of Changing the Logo on Accepting Social Distancing Guidelines Due to COVID-19 with Moderation Effect of Product Involvement," Monterrey Bay, CA. (May 25, 2022).
- Fazli-Salehi, R., Jasso, I. M., Madadi, R., Zuniga, M., Academy of Marketing Science Conference, "The Impact of Consumers' Need to Belong and Brand Use as an Identity Signal on Self-Brand Connection in Multicultural Advertising," Monterrey Bay, CA. (May 25, 2022).
- Fazli-Salehi, R., Jasso, I. M., American Marketing Association Conference, "Conspicuous Consumption: The impact of Narcissism and Need for Uniqueness on Self and Communal Brand Connection in Public vs. Private use," San Francisco, CA. (August 2020).
- Fazli-Salehi, R., Jasso, I. M., American Marketing Association Conference, "Country Affinity applicable for domestic brands? (The role of Nation Sentiments in consumers' Self-Brand Connection with domestic vs. foreign brands)," San Francisco, CA. (August 2020).
- Madadi, R., Jasso, I. M., Fazli-Salehi, R., American Marketing Association Conference, "Does Hispanic-Targeted Advertising Make Consumers Fall in Love with Brands in Services," San Francisco, CA. (August 2020).
- Madadi, R., Jasso, I. M., Zuniga, M., American Marketing Association Conference, "Food Advertising with Emojis: Persuasive Effects of Emotional versus Functional Ads," San Francisco, CA. (August 2020).
- Fazli-Salehi, R., Jasso, I. M., American Marketing Association Conference, "The role of Channel Interactivity and Self-Disclosure in viewers' Parasocial Interaction with vloggers," San Francisco, CA. (August 2020).
- Fazli-Salehi, R., Jasso, I. M., American Marketing Association Conference, "The role of Self-Construal and Competitiveness in consumers' Self Brand Connection with domestic vs. foreign brands," San Francisco, CA. (August 2020).
- Shahriari, E., Jasso, I. M., Zuniga, M., Alfayez, N., Academy of Innovation, Entrepreneurship, and Knowledge Conference, "The Impact of Priming Weight-Loss Strategies on Consumers' Food Choice," Madrid, Spain. (June 2020).
- Madadi, R., Jasso, I. M., Gandhi, S., Dharba, S., Zuniga, M., 23rd Annual Academic Conference of the Society of Business, Industry, and Economics, "Food Advertising with Emojis: Persuasive Effects of Emotional versus Functional Ads," Destin, Florida. (April 2020).
- Fazli-Salehi, R., Jasso, I. M., Madadi, R., Zuniga, M., 23rd Annual Academic Conference of the Society of Business, Industry, and Economics, "Is Country Affinity applicable for domestic brands? (The role of Nation Sentiments in consumers' Self-Brand Connection with domestic vs. foreign brands)," Destin, Florida. (April 2020).
- Madadi, R., Jasso, I. M., Gandhi, S., Dharba, S., Zuniga, M., Society for Advancement of Management International Business Conference, "Food Advertising with Emojis: Persuasive Effects of Emotional versus Functional Ads," Nashville, TN. (March 2020).
- Dharba, S., Jasso, I. M., Gandhi, S., Madadi, R., Zuniga, M., Society for Advancement of Management International Business Conference, "Who skips YouTube ads? The moderating role of personality traits," Nashville, TN. (March 2020).

- Madadi, R., Jasso, I. M., American Marketing Association Conference, "The Investigation of Brand Equity Dimensions by Mediating Effect of Brand Trust and Brand Love," Chicago, IL. (August 2019).
- Fazli-Salehi, R., Jasso, I. M., American Marketing Association Conference, "The Role of Innovativeness, Impulsiveness, and Variety Seeking in Consumers' SelfBrand Connection," Chicago, IL. (August 2019).
- Fazli-Salehi, R., Jasso, I. M., American Marketing Association Conference, "The Role of Personality Traits in Consumers' SelfBrand Connection with Anthropomorphized Brands," Chicago, IL. (August 2019).
- Zuniga, M., Jasso, I. M., Academy of Marketing Science Conference, "The Impact of Fatalism and Power Distance Belief on Decision-Making," Vancouver, Canada. (May 29, 2019).
- Jasso, I. M., Zuniga, M., Shahriari, E., Madadi, R., Fazli-Salehi, R., 22nd Annual Academic Conference of the Society of Business, Industry, and Economics, "Influence of Collectivist and Individualistic Cultural Orientation and Regulatory Construal Fit on Brand Attitudes," Destin, Florida. (April 2019).
- Jasso, I. M., Zuniga, M., Shahriari, E., Madadi, R., Fazli-Salehi, R., 22nd Annual Academic Conference of the Society of Business, Industry, and Economics, "Portrayals of Hispanic Americans in Magazine Advertising: A 15 -Year Analysis," Destin, Florida. (April 2019).
- Shahriari, E., Jasso, I. M., Zuniga, M., Abbasi Hosseini, H., Society for Marketing Advances Conference, "Factors Influencing American Consumers' Attitude towards Green Energy Adoption and Their Purchase Intention: the Case of Solar Energy," West Palm Beach, FL. (October 2018).
- Zuniga, M., Jasso, I. M., Society for Marketing Advances Conference, "The Impact of Power Distance Belief on Decision-Making," West Palm Beach, FL. (October 2018).
- Fazli-Salehi, R., Jasso, I. M., Zuniga, M., 17th Colloquium on Arts, Heritage, Nonprofit and Social Marketing, "Strategic Selection of Cause and CSR Domain in Cause Related Marketing," Birmingham, UK. (September 2018).
- Jasso, I. M., Zuniga, M., Shahriari, E., Madadi, R., Fazli-Salehi, R., Atlantic Marketing Association, "Portrayals of Hispanic Americans in Magazine Advertising: A 15 -Year Analysis," New Orleans, LA. (September 2018).
- Fazli-Salehi, R., Jasso, I. M., Madadi, R., American Marketing Association Conference, "Consumer Country Congruence," Boston, MA. (August 2018).
- Fazli-Salehi, R., Jasso, I. M., Madadi, R., American Marketing Association Conference, "Foreign Brand Consumption and Self-Brand Connection: A Comprehensive Model," Boston, MA. (August 2018).
- Madadi, R., Jasso, I. M., Shahriari, E., Fazli-Salehi, R., Abbasi, H., American Marketing Association Conference, "The Effect of Inter-Firm and Intra-Firm Network Capabilities on Firm Performance and Corporate Brand Equity," Boston, MA. (August 2018).
- Zuniga, M., Jasso, I. M., Global Innovation and Knowledge Academy Conference, "Influence of Collectivist and Individualist Cultural Orientation and Regulatory Construal Fit on Brand Attitudes," Valencia, Spain. (June 2018).

- Zuniga, M., Jasso, I. M., Academy of Marketing Science Conference, "The Impact of Power Distance Belief and Psychological Distance on Decision-Making," New Orleans, LA. (May 2018).
- Jasso, I. M., Zuniga, M., Shahriari, E., Pan, Y., 21st Annual Academic Conference of the Society of Business, Industry, and Economics, "Influence of Collectivist and Individualistic Cultural Orientation and Regulatory Construal Fit on Brand Attitudes," Destin, Florida. (April 2018).
- Jasso, I. M., Zuniga, M., Shahriari, E., Madadi, R., 21st Annual Academic Conference of the Society of Business, Industry, and Economics, "Portrayals of Hispanic Americans in Magazine Advertising: A 15 -Year Analysis," Destin, Florida. (April 2018).
- Jasso, I. M., Cruz, R., Zuniga, M., Creating Global Change An Interdisciplinary Conference in Women's and Gender Studies, "Dual Job Holding in the WTA and ATP: Does Playing Doubles Alleviate the Gender Pay Gap?," Murfreesboro, TN. (March 2017).
- Zuniga, M., Jasso, I. M., Institute for Public Policy and Economic Analysis Conference, "A Bilingual's Perspective to Understand the antecedents of Aad and Abrand," New York, NY. (August 2016).
- Zuniga, M., Jasso, I. M., Academy of Marketing Science World Marketing Congress, "A Bilingual's Perspective on Polysemous and Single Meaning Slogans," Paris, France. (July 2016).
- Zuniga, M., Jasso, I. M., International Academy for Advancement of Business Research, "Language and Processing Fluency: A New Business Perspective," Orlando, FL. (March 2016).
- Zuniga, M., Jasso, I. M., Global Conference on Business and Finance (GCBF), "A Bilingual's Perspective on Polysemous and Single Meaning Slogans," Honolulu, Hawaii. (January 2016).
- Zuniga, M., Jasso, I. M., Academy of Marketing Science World Marketing Congress, "Generation Y College Aged Hispanic and White Cohorts' Ethical Ideology Effects on Alcohol Advertising Appraisals: The Role of Strength of Ethnic Identification and Ethical Appraisal," Bari, Italy. (July 2015).
- Zuniga, M., Jasso, I. M., Global Innovation and Knowledge Academy Conference, "A Bilingual's Perspective on Polysemous and Single Meaning Slogans," Valencia, Spain. (July 2015).
- Zuniga, M., Jasso, I. M., Society for Marketing Advances Conference, "Effects of Cultural Orientation and Regulatory Construal Fit on Brand Attitudes," New Orleans, LA. (November 2014).
- Zuniga, M., Jasso, I. M., American Psychological Association Convention, "Generation Y Hispanic Cohorts' Ethical Ideology Effects on Alcohol Advertising Appraisals: The Role of Strength of Ethnic Identification and Ethical Appraisal," Washington, D.C. (August 2014).
- Zuniga, M., Jasso, I. M., National Association of Hispanic and Latino Studies, Eastern Regional Conference, "Cultural Cues in Hispanic-Targeted Magazines: A Content Analysis from 1998 to 2013," Tampa Bay, FL. (August 2014).
- Zuniga, M., Jasso, I. M., International Academy of Business and Public Administration Disciplines Conference, "Portrayals of Hispanic Americans in Magazine Advertising: A 15-Year Analysis," Madrid, Spain. (July 2014).

- Zuniga, M., Jasso, I. M., Global Conference on Business and Finance (GCBF), "Influence of Collectivist and Individualist Cultural Orientation and Regulatory Construal Fit on Brand Attitudes," Honolulu, Hawaii. (January 2014).
- Zuniga, M., Jasso, I. M., International Academy of Business and Public Administration Disciplines Conference, "Ethical Ideology Effects on Alcohol Advertising Appraisals," Orlando, Florida. (January 2014).
- Zuniga, M., Jasso, I. M., Academy of International Business Australia and New Zealand Chapter Annual Symposium, "Influence of Collectivist and Individualist Cultural Orientation and Regulatory Construal Fit on Brand Attitudes," Newcastle, Australia. (November 2013).
- Zuniga, M., Jasso, I. M., American Marketing Association, Summer Marketing Educators' Conference, "Ethical Ideology Effects on Alcohol Advertising Appraisals: The Moderating Role of Strength of Ethnic Identification," Boston, MA. (August 2013).
- Zuniga, M., Jasso, I. M., International Academy of Business and Public Administration Disciplines Conference, "Ethical Ideology Effects on Alcohol Advertising Appraisals," Istanbul, Turkey. (July 2013).
- Zuniga, M., Jasso, I. M., Academy of Marketing Science Conference, "Ethical Ideology Effects on Alcohol Advertising Appraisals: The Moderating Role of Ethnic Identification," Monterey, CA. (May 2013).
- Zuniga, M., Jasso, I. M., Eastern Academy of Management, "Ethical Ideology Effects on Alcohol Advertising Appraisals: The Moderating Role of Ethnic Identification," Baltimore, MD. (May 2013).
- Zuniga, M., Jasso, I. M., Society For Consumer Psychology Annual Winter Conference, "Ethical Ideology Effects on Alcohol Advertising Appraisals," San Antonio, TX. (March 2013).
- Zuniga, M., Jasso, I. M., American Society of Business and Behavioral Sciences Conference, "Portrayals of Hispanic Americans in Magazine Advertising: A 12-Year Analysis," Las Vegas, NV. (February 2013).
- Zuniga, M., Jasso, I. M., Assessing the State of Spanish-Language: Latino-Oriented Media International Conference, "Ethical Ideology Effects on Alcohol Advertising Appraisals: The Moderating Role of Strength of Ethnic Identification," San Marcos, TX. (February 2013).
- Zuniga, M., Jasso, I. M., International Academy of Business and Public Administration Disciplines Conference, "Ethical Ideology Effects on Alcohol Advertising Appraisals," Orlando, FL. (January 2013).
- Zuniga, M., Jasso, I. M., International Academy of Business and Public Administration Disciplines Conference, "Portrayals of Hispanic Americans in Magazine Advertising: A 12-Year Analysis," Honolulu, HI. (August 2012).
- Zuniga, M., Jasso, I. M., Hawaii International Conference on Business, "Ethnic Identification Influence on Advertising," Honolulu, Hawaii. (May 2012).
- Zuniga, M., Jasso, I. M., AMERICAN SOCIETY OF BUSINESS AND BEHAVIORAL SCIENCES CONFERENCE, "Portrayals of Hispanic Americans in Magazine Advertising: A 12-Year Analysis." (March 2012).

- Zuniga, M., Jasso, I. M., International Journal of Arts and Sciences Conference, "Portrayals of Hispanic Americans in Magazine Advertising: A 12-Year Analysis," Las Vegas, NV. (March 2012).
- Zuniga, M., Jasso, I. M., International Academy of Business and Public Administration Disciplines Conference, "Ethical Ideology Effects on Alcohol Advertising Appraisals." (January 2012).
- Zuniga, M., Jasso, I. M., National Association of Hispanic and Latino Studies, Western Regional Conference, "Influence of Hispanic Americans' Ethnic Identification on Advertising Persuasion," San Diego, CA. (September 2011).
- Zuniga, M., Jasso, I. M., Niculescu, M., American Marketing Association, Summer Marketing Educators' Conference, "Bilinguals' Perspective on Polysemous and Single Meaning Slogans," San Francisco, CA. (August 2011).
- Zuniga, M., Jasso, I. M., International Journal of Arts & Sciences Conference, "Portrayals of Hispanic Americans in Magazine Advertising: A 12-Year Analysis," Cambridge, Massachusetts. (June 2011).
- Zuniga, M., Jasso, I. M., Transformative Consumer Research Conference, Association of Consumer Research, "Central and Peripheral Routes to Aad and Abrand: Moderating Effects of Ethnic Identification and Slogan Meaning," Waco, TX. (June 2011).
- Sierra, J. J., Heiser, R. S., Jasso, I. M., American Society of Business and Behavioral Sciences, "Text Message Copy in Print Ads And Confiding in the Brand: A Communication Trust Theoretical Perspective," Las Vegas, NV. (February 2011).
- Zuniga, M., Jasso, I. M., American Society of Business and Behavioral Sciences Conference, "Strategizing for Effective Adaptation to Diverse Consumer Markets," Las Vegas, NV. (February 2011).
- Zuniga, M., Jasso, I. M., Niculescu, M., Society for Consumer Psychology Conference, "Comprehension of Polysemous Advertisements: A Bilingual's Perspective," Atlanta, GA. (February 2011).
- Zuniga, M. (Other), Jasso, I. M. (Discussant), Cultural Perspectives in Marketing Conference, "Advertising Language and Processing Fluency," Academy of Marketing Science, Lille, France. (July 2010).
- Jasso, I. M., Ph.D. Project Conference, "Ph.D. in Marketing: Balancing Academia and Family," Chicago, IL. (November 2008).
- Jasso, I. M., Royal Bank Research Seminar, "What Products Can Benefit from Ethnic Advertising? The Case of Black-Targeted Advertising," RBIRS, Montreal CA. (September 2007).
- Jasso, I. M., Thirteenth Biennial World Marketing Congress, "Foreign Product Evaluations: The Case of Involvement," Verona, Italy. (July 2007).
- Jasso, I. M., National Business and Economic Society, "A 21st Century Examination of Black and Asian American Portrayals in Magazine Advertising: Are Services Leading the Way?," Puerto Rico, PR. (March 2007).

- Jasso, I. M., American Society of Business and Behavioral Sciences (ASBBS), "Creativity via Cartoon Spokespeople in Print Ads: Capitalizing on the Distinctiveness Effect," Las Vegas, Nevada. (February 2007).
- Jasso, I. M., American Association of University Women, "Empathy or Competition." (May 2006).
- Jasso, I. M., Ph.D. in Marketing: Women in Academia, AAUW Conference, Houston, TX. (May 2006).
- Jasso, I. M., Ph.D. Project Conference, "Ph.D. in Marketing: A more in-depth understanding of doctoral study and academic careers in the marketing discipline," Chicago, IL. (November 2005).
- Jasso, I. M., Royal Bank International Research Seminar, "A Tale of Two Theories Do Minority Consumers Feel Sympathetic or Competitive When Other Minorities Are Targeted with Ethnic Advertising," Montreal, Canada. (September 2005).
- Jasso, I. M., International Conference on Business, Economics, Management and Marketing, "The Effects of Involvement on Foreign Product Evaluations," Athens, Greece. (June 2005).
- Jasso, I. M., Academy of Marketing Science Conference, "Ethnic Identification and Involvement," Puebla, Mexico. (September 2004).
- Jasso, I. M., "The Effects of Ethnic Cues in Print Ads," Marketing Doctoral Students Association, Chicago, Illinois. (August 2004).
- Jasso, I. M., Royal Bank International Research Seminar, "Does Hispanic-targeted Advertising Work for Services?," Montreal, Canada. (September 2003).
- Jasso, I. M., Doctoral Symposium University of Houston, "Differential Advantage of Hispanic Advertising: Myth or Reality?," Houston, TX. (April 2003).
- Jasso, I. M., "Relationship of Customer Orientation, Job Satisfaction, and Intrinsic Motivation," Marketing Doctoral Students Association, San Diego, California. (July 2002).
- Jasso, I. M., 20th Doctoral Symposium, "Warning Labels Marketing Trends," Houston, Texas. (April 2002).
- Jasso, I. M., Doctoral Students Association marketing Section Conference, "Consumer Disadvantage: A study in social stratification and collective action," Chicago, Illinois. (July 2001).

Media Contributions

Audio/Video Production

- NBC news. (December 2020).
- NBC News (Channel 9). (November 2020).

Opinion Pieces (Op-Ed)

- Gabriel Flynn (English department). (August 2017).

Other

The Round Up. (August 2013).

Las Cruces Sun News. (May 9, 2007).

Las Cruces Sun News. (October 31, 2005).

Intellectual Contributions in Submission

Refereed Journal Articles

Madadi, R., Jasso, I. M., Fazli-Salehi, R., Zuniga, M. Social Identification Theory and the Elaboration Likelihood Model: The Impact of Strength of Ethnic Identification Among African American Consumers on Service Evaluations. *Spanish Journal of Marketing*.

Cruz, R., Jasso, I. M. Assessment of the Motivational Antecedents and Behavioral Consequences of Sport Commitment. *Journal of Sports Marketing*.

Zuniga, M., Jasso, I. M. (2014). Ethical Ideology Effects on Alcohol Advertising Appraisals. *Journal of Current Issues and Research in Advertising*.

Zuniga, M. A., Jasso, I. M. Influence of Cultural Orientation and Regulatory Construal fit on Brand Attitudes. *European Marketing Journal*.

Zuniga, M., Jasso, I. M. Portrayals of Hispanic Americans in Magazine Advertising: A 15-Year Analysis. *International Marketing Review*.

Luna-Nevarez, C., Jasso, I. M. The Effect of Interruptions on Advertising Attitudes. *Journal of Marketing*.

Luna Nevarez, C., Jasso, I. M. Getting Into the Mind of Consumers: An Exploratory Analysis of Consumer Opinions and Sentiment of Neuromarketing. *Journal of Research in Interactive Marketing*.

Zuniga, M. A., Jasso, I. M. Influence of Cultural Orientation and Regulatory Construal fit on Brand Attitudes. *Journal of Advertising*.

Zuniga, M., Jasso, I. M. Portrayals of Hispanic Americans in Magazine Advertising: A 15-Year Analysis. *Journal of Marketing*.

Luna Nevarez, C., Jasso, I. M. The Side Effects of Recession: Exploring the Impact of Negative Economic News on Consumers' Responses to Advertising. *Journal of Internet Commerce*.

Research Currently in Progress

"Getting Into the Mind of Consumers: An Exploratory Analysis of Consumer Opinions and Sentiment of Neuromarketing" (On-Going).

SERVICE

Department Service

Committee Chair, Doctoral Committee for Namra Hussain. (2022 - Present).

Committee Chair, Doctoral Committee for Ryan DeFronzo. (2022 - Present).

Faculty Mentor. (2021 - Present).

Faculty Mentor. (2021 - Present).

Faculty Mentor. (2019 - Present).

Faculty Mentor. (2019 - Present).

Faculty Mentor. (2019 - Present).

Faculty Mentor. (2019 - Present).

Committee Chair, Marketing Promotion and Tenure Committee. (2019 - Present).

Assessment Coordinator, Assessment (Higher Learning Commission). (2017 - Present).

Committee Member, Marketing Ph.D. Committee. (2017 - Present).

QM review. (2017 - Present).

Committee Chair, Search Committee. (2021 - 2022).

Committee Chair, Doctoral Committee for Reza Fazli-Salehi. (2017 - 2021).

Committee Chair, Doctoral Committee for Rozbeh Madadi. (2017 - 2021).

Committee Chair, Doctoral Committee for Yating Pan. (2017 - 2021).

Committee Chair, Doctoral Committee for Anita Rodriguez. (2017 - 2020).

Student Mentor. (2019).

Committee Member, Doctoral Committee for Chaddy Robinson. (2017 - 2019).

Committee Chair, Doctoral Committee for Elmira Shahriari. (2017 - 2019).

Committee Member, Doctoral Committee for Jiani Jiang. (2017 - 2019).

Committee Member, Doctoral Committee for Megan Good. (2017 - 2019).

Committee Member, Graduate Thesis Ms. Farzaneh Karimkhan Ashtiyani (Communications). (2017 - 2019).

Committee Chair, Doctoral Committee for Ryan Cruz. (2013 - 2017).

Committee Chair, Doctoral Committee for Alyssa Reynolds. (2013 - 2014).

Committee Chair, Search Committee. (2012).

Committee Chair, Doctoral Committee for Miguel Zuniga. (2011 - 2012).

Attendee, Meeting, Departmental research colloquium. (2011).

Faculty Advisor, American Marketing Association Collegiate Chapter Recruiting sessions. (2004 - 2010).

Faculty Advisor, American Marketing Association Collegiate Chapter. (2004 - 2010).

Committee Chair, Doctoral Committee for Dennis Kopf. (2007 - 2009).

Committee Chair, Doctoral Committee for Jared Hamilton. (2007 - 2009).

2008 Faculty Search Committee. (2008).

Student Recruiter. (2008).

Committee Member, Graduate Thesis Ms. Jessica Haebe (English). (2005 - 2006).

Committee Chair, Honors thesis Ms. Amanda Reyes (Communication Studies-Marketing). (2005 - 2006).

Committee Member, Doctoral Committee for Pia Albinsson. (2005).

Committee Member, Doctoral Committee for Sarita Raychaudhury. (2005).

College Service

Faculty Advisor, Doctoral Business Student Association. (2017 - Present).

Reviewer, Major Fields Test ETS review. (2017 - Present).

Committee Member, Management Promotion and Tenure committee. (2021).

Committee Member, COB Promotion and Tenure committee. (2017 - 2018).

Committee Member, Graduate Thesis Mr. Bryan Koller. (2016).

Committee Member, Undergraduate Committee. (2011 - 2014).

Attendee, Meeting, Graduate Committee's workshop on Critical Thinking. (2011).

Committee Member, Graduate Thesis Ms. Mina Alinejadfarshi. (2011).

Committee Member, Strategic Planning Committee. (2008 - May 2010).

Committee Member, Assurance of Learning. (2007).

Committee Member, Assessment Subcommittee for the MBA program. (2006 - 2007).

Committee Member, Graduate Committee. (2004 - 2007).

University Service

Faculty Mentor, Annual Giving. (2017 - Present).

Grant Proposal Reviewer, Internal, College of Education (Title V). (2017 - Present).

General Education Assessment. (2017 - Present).

Faculty Mentor, Mentors and Faculty Proteges. (2017 - Present).

Special Institutional Assignment, President's Communications Council. (2014 - Present).

Committee Member, Massively open online courses committee. (2013 - Present).

Committee Member, Syllabus review committee. (2012 - Present).

Special Institutional Assignment, Logo Review Committee. (2011 - Present).

Special Institutional Assignment, Ph.D. Project. (2011 - Present).

Committee Member, Graduate Thesis Ms. Farzaneh Karimkhan Ashtiyani (Communications). (2017 - 2020).

Special Institutional Assignment, President's Communications Council. (2019).

Special Institutional Assignment, President's Communications Council. (2019).

Special Institutional Assignment, President's Communications Council. (2018).

Special Institutional Assignment, President's Communications Council. (2018).

Special Institutional Assignment, President's Communications Council. (2018).

Special Institutional Assignment, President's Communications Council. (2017).

Special Institutional Assignment, President's Communications Council. (2017).

Special Institutional Assignment, President's Communications Council. (2016).

Special Institutional Assignment, President's Communications Council. (2016).

Special Institutional Assignment, President's Communications Council. (2016).

Special Institutional Assignment, President's Communications Council. (2016).

Special Institutional Assignment, President's Communications Council. (2015).

Special Institutional Assignment, President's Communications Council. (2014).

Committee Member, University Teaching Council. (2012 - 2014).

Attendee, Award Ceremony, Roberts/Hubbard/Orozco reception. (2011).

Committee Member, Roberts/Hubbard/Orozco Scholarships. (2011).

Committee Member, Diversity Council. (2007 - 2009).

Professional Service

Program Reviewer, Online vs. Face-to-face course teaching, Morgan State University. (2017 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Business Research. (2008 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Advertising. (2003 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Consumer Research. (2003 - Present).

External Letter for Promotion and Tenure Reviewer, Miguel Zuniga Promotion and Tenure, Morgan State University. (2017 - 2018).

Reviewer, Journal Article, Royal Bank International Research Seminar. (2016).

Reviewer, Journal Article, Royal Bank International Research Seminar. (2015).

Reviewer, Journal Article, Royal Bank International Research Seminar. (2013).

Reviewer, Journal Article, Royal Bank International Research Seminar. (2012).

International Journal of Arts and Sciences Conferences. (2011).

Academy of Marketing Science Cultural Perspectives in Marketing (CPM) Conference. (2009 - 2010).

Committee Chair, Academy of Marketing Science. (2009 - 2010).

Reviewer, Journal Article, Royal Bank International Research Seminar. (2009).

Reviewer, Journal Article, Journal of Business Ethics. (2008).

Reviewer, Journal Article, Academy of Marketing Science. (2007).

American Society of Business and Behavioral Sciences. (2007).

Reviewer, Journal Article, American Society of Business and Behavioral Sciences. (2007).

Reviewer, Journal Article, Journal of Advertising. (2007).

Reviewer, Journal Article, Journal of Business Research. (2007).

National Business and Economic Society. (2007).

Reviewer, Journal Article, National Business and Economic Society. (2007).

Panel member, PhD Project Conference. (2007).

Royal Bank International Research Seminar. (2007).

Reviewer, Journal Article, Royal Bank International Research Seminar. (2007).

World Marketing Congress. (2007).

Reviewer, Journal Article, Journal of Advertising. (2006).

Advertising and Integrated Brand Promotion. (2005).

Session Chair, International Conference on Business, Economics, Management and Marketing. (2005).

Reviewer, Journal Article, International Conference on Business, Economics, Management, and Marketing. (2005).

Reviewer, Ad Hoc Reviewer, Journal of Business Research. (2005).

Reviewer, Journal Article, Journal of Services Marketing. (2005).

Panel member, Marketing Doctoral Association. (2005).

Panel member, PhD Project Conference. (2005).

Royal Bank International Research Seminar. (2005).

Reviewer, Journal Article, Academy of Marketing Science Conference. (2004).

Session Chair, Academy of Marketing Science Conference. (2004).

Panel member, Marketing Doctoral Association. (2004).

Committee Chair, PhD Project Marketing Doctoral Association. (2004).

Doctoral Symposium University of Houston. (2003).

Panel member, Marketing Doctoral Students Association. (2003).

Royal Bank International Research Seminar. (2003).

Invited Discussant, 20th Doctoral Symposium in Marketing. (2002).

Panel member, Marketing Doctoral Students Association. (2002).

Invited Discussant, Doctoral Students Association marketing Section Conference. (2001).

Public Service

Workshop Organizer. (September 16, 2013).

Las Cruces Chamber of Commerce. (2011).

Keep Las Cruces Beautiful, Dia del Rio, and Keep State Great. (2007 - 2010).

American Association of University Women Local Branch. (2006 - 2007).

Keynote Speaker, AAUW. (2006).

Consulting

Construction Trades Partnership, Las Cruces.

Department Of State, Las Cruces.

First Light Federal Credit Union, El Paso.

Government of the country of Morocco., USA.

National GeoSpatial-Intelligence Agency (NGA).

National Security Agency (NSA), Las Cruces.

New Mexico Cable News Channel.

NMSU MBA PROGRAM, Las Cruces. (2019 - Present).

NMSU ONLINE, Las Cruces. (2019 - Present).

NMSU RISK MANAGEMENT INSURANCE PROGRAM, Las Cruces. (2019 - Present).

EPCC-DACC COMPARATIVE STUDY, Las Cruces. (2018 - Present).

NMSU TV COMMERCIAL, Las Cruces. (2018 - Present).

NMSU's "Be Bold. Shape the Future" campaign, Las Cruces. (2018 - Present).

Best in Our Borderland-NMSU Chancellor, Las Cruces. (2017).

Pistol Pete's 1888 Ale, Las Cruces. (2017).

AGGIE UPTOWN-NMSU Chancellor, Las Cruces. (2016).

NMSU Golf course, Las Cruces. (2016).

University Communications, Las Cruces. (2016).

University Communications, Las Cruces. (2016).

Non-Profit, Aggie Athletic Club, Las Cruces. (2013).

Management, The Round Up Newspaper, Las Cruces. (2013).

Management, Wells Fargo Bank (Patrick Lamb), Las Cruces. (2013).

Aggie Athletic Club, Las Cruces. (2012).

Las Cruces Symphony Orchestra, Las Cruces. (2012).

Gift Baskets by G, Las Cruces. (2011).

Barnes & Noble Bookstore, Las Cruces. (2010 - 2011).

Round Up Newspaper, Las Cruces. (2010).

NMSU College of Business, Las Cruces. (2009).

Cadillac, New Mexico. (2007).