

Adam W. Craig

Curriculum Vitae
September 2022

Gatton College of Business and Economics (445L)
University of Kentucky
Lexington, Ky 40526

Email: awcrai2@g.uky.edu

Employment and Affiliations

U. S. Securities and Exchange Commission

Visiting IPA Fellow: Office of Investor Research, 2022—Present

Visiting IPA Fellow: Office of the [Investor Advocate](#), [POSITIER](#) Initiative, September 2020—2022

University of Kentucky

Carol Martin Gatton Professorship, 2021—Present

Associate Professor of Marketing (with Tenure), 2019—Present

Ashland Oil Research Fellow, August 2018—2021

Affiliate Professor: Department of Psychology, 2017—Present

Assistant Professor of Marketing, 2013—2019

University of South Florida

Assistant Professor of Marketing, 2011—2013

Research Interests

Financial Decision Making

Investing and saving behavior

Social cognition & influence on consumer spending

Debt management

Consumer Neuroscience (Decision Neuroscience, Neuroeconomics, & Neuromarketing)

Social context effects on neural reward value

Neural and visual response to marketing communications

Intertemporal decision making

Awards/Honors

- Summer Undergraduate Research Grant (stipend for undergraduate RA; \$1500), 2021
- Carol Martin Gatton Professorship, 2021—Present
- Gatton Summer Faculty Research Grant, 2013—Present
- Ashland Oil Research Fellow, 2018—2021
- Gatton Research and Creativity Grant Award (Co-Principal Investigator), 2017—2018
- Affiliate Faculty, University of Kentucky Psychology Department 2017—Present

- Association for Consumer Research Workshop Grant, Co-Recipient (with Martin Reimann and Bill Hedgcock) “Consumer Neuroscience Pre-Conference” (\$2,250), 2016, 2020
- Professors’ Institute, Southern Methodist University, 2016
- Seale Faculty Fellow, Gatton College of Business, 2013
- Pierce Liles Doctoral Student of the Year, Moore School of Business, 2009
- Doctoral Student Research Award, Marketing Dept., Moore School of Business, 2009-2010
- Co-Recipient, McCausland Center for Brain Imaging Grant, 2008
- Fellow, AMA Sheth Doctoral Consortium, 2007
- Phi Beta Kappa, 2004

Education

Ph.D., Business Administration (Concentration: Marketing),
University of South Carolina, 2011

B.A., Psychology (with Honors), Summa Cum-Laude,
University of Kentucky, 2005

B.A., Integrated Strategic Communications, Summa Cum-Laude,
University of Kentucky, 2005

Refereed Journal Publications

*indicates publication coauthored with a PhD student.

Li, W., Hardesty, D., Craig, A. W., & Song, L. (2022) “Hidden Price Promotions: Could Retailer Price Promotions Backfire?” *Journal of Retailing and Consumer Services*, 64, 102797.

Sheehan, D., Ittersum, K. V., Craig, A. W., Romero, M. (2020) “A Packaged Mindset: How Elongated Packages Induce Healthy Mindsets,” *Appetite*, 150, 104657. (IF=3.174).

Chester, D., Bell, S. B., DeWall, C. N., West, S. J., Romero-Lopez, M., Craig, A. W. (2019) “Neural Correlates of Intertemporal Choice in Aggressive Behavior,” *Aggressive Behavior* (IF=2.469), 45 (5), 507-516. [“first-last-author emphasis” convention adopted]

Romero, M., Craig, A. W., & Kumar, A. (2019) “Mapping Time: How the Spatial Representation of Time Influences Intertemporal Choices” *Journal of Marketing Research*, 56 (4), 620-636.

*Li, W., Hardesty, D., & Craig, A. W. (2018) “The Impact of Dynamic Bundling on Price Fairness Perceptions” *Journal of Retailing and Consumer Services*, 40 (January), 204-212.

*Romero, M. & Craig, A. W. (2017) “Costly Curves: How Human-Like Shapes Can Increase Spending,” *Journal of Consumer Research*, 44 (1) 80-98.
Select media mentions: [Psychology Today](#), [Daily Mail](#), [PhysOrg](#), [ScienceNewsOnline](#), [ScienMag](#), [Yahoo Health](#), [Hindustan Times](#), [Business Standard \(India\)](#), [Daily Excelsior \(India\)](#)

Besharat, A., Varki, S., & Craig, A. W. (2015) “Keeping Consumers in the Red: Hedonic Debt Prioritization Within Multiple Debt Accounts,” *Journal of Consumer Psychology*, 25 (2), 311-316.

Craig, A. W., Komarova, Y., Wood, S., & Vendemia, J. M. C. (2012) "Suspicious Minds: An fMRI Investigation of Deception Detection Processes in the Marketplace." *Journal of Marketing Research*, 49 (3), 361-372. Select media mentions: [McClatchyDC](#), [Newsobserver.com](#)

Hockett, J., Saucier, D., Hoffman, B., Smith, S., Craig, A. (2009) "Oppression through acceptance? Predicting rape myth acceptance and attitudes toward rape victims," *Violence Against Women*, 15 (8), 877-897.

DelVecchio, D., & Craig, A. W. (2008) "Mode Matters: An Exemplar Prototype Hybrid (EPH) Model of Reference Price Formation," *Journal of Product and Brand Management*, 17 (4), 272 – 279.

Select Working Manuscripts

(Titles have been altered to preserve double-blind review process)

*indicates manuscript coauthored with a PhD student.

Romero, M., Kumar, A., Mormann, M., & Craig, A. W., "The Effects of Numbers on Decision Making"

Invited Revision, 3rd round, Journal of Consumer Research.

Scholl, B., Craig, A. W., Chin, A. "Mutual Funds and Visual Aids,"

Under review, 1st round, Journal of the Association for Consumer Research.

Kull, A., Romero, M., & Craig, A. W., "Promoting Brand Experiences,"

In preparation for submission, Journal of Marketing.

*Lundberg, J., Peloza, J., & Craig, A. W. "Sequential Images and Non-Profit Donation"

In preparation for submission, Journal of Marketing.

Select Research in Progress

Craig, A. W., & Commerford, B., "Financial Document Temporal Orientation" (5 studies complete; manuscript in preparation)

Romero, M., & Craig, A. W., "Anticipated Time Duration" (studies ongoing)

Ziegler, A., DeCarlo, T., Barone, M., & Craig, A. W., "Sales Context Suspicion"

Grant Submissions

1. 9/15/20-9/16/23, Securities and Exchange Commission, Intergovernmental Personnel Act Fellowship. Funded (\$60,149 + \$82,600 + \$18,100, including 20%, 30%, 10% salary coverage, plus fringe benefits).

2. 7/1/21 – 6/30/25, National Institute of Health R01 “The impact of cultural practices, media exposure, and family communication about meat consumption behavior in cancer-related disparities” (Co-Investigator), Not funded.
3. 7/1/20 – 6/30/24, National Institute of Health R01 “The impact of cultural practices, media exposure, and family communication about meat consumption behavior in cancer-related disparities” (Co-Investigator), *Scored 34%, not funded.*
4. “Minimizing misinformation's effectiveness using tags classification and tags value prediction” *Igniting Research Collaboration, University of Kentucky* (Co-Principal Investigator, with Hana Khamfroush, 2018). Not funded.
5. “Crossing the Finish Line – Moving From Second Round To Publication” *Gatton Research and Creativity Grant Award, University of Kentucky* (Co-Principal Investigator, with Aaron Garvey, Dan Sheehan, John Peloza, & David Hardesty, 2017). Funded (\$7,680 [\$2,560 individual]).

Conference Roundtables

1. “Consumer Neuroscience” *Conference methods workshop Co-Organizer (with Hilke Plassmann and Moran Cerf), 2022 Association for Consumer Research, Denver, CO.*
2. “Roundtable: Theoretical Advances in Consumer Neuroscience: How Affective, Cognitive, and Social Neuroscience Informs Consumer Behavior (and Vice Versa)”. *Pre-conference workshop and Roundtable Co-Organizer (with Martin Reimann & William Hedgcock), 2017 Association for Consumer Research, San Diego, CA.*
3. “Consumer Neuroscience: Conceptual, Methodological, and Substantive Opportunities for Collaboration at the Interface of Consumer Research and Functional Magnetic Resonance Imaging,” *Pre-conference workshop and Roundtable Co-Organizer (with Martin Reimann & William Hedgcock), 2016 Association for Consumer Research, Berlin, Germany.*
4. “10 Years of Consumer Neuroscience: Progress, Challenges, and Promises,” *Invited Discussant, 2014 Association for Consumer Research, Baltimore, MD.*
5. “Reading the Mind of the Consumer: Promises and Challenges of Predictive Methods in Consumer Neuroscience,” *Roundtable Co-Organizer (with Ming Hsu), 2013 Association for Consumer Research, Vancouver, BC.*
6. “Roundtable Session: Neuroscience, Marketing, and Vulnerable Consumers: Integrative Approaches to Advancing Theory and Social Welfare (Open to All),” *Invited Discussant, 2010 Association for Consumer Research.*
7. “Consumer Neuroscience: Current State of Knowledge and Future Research Directions” *Invited Discussant, 2009 Association for Consumer Research.*

Conference Presentations (presenter)**

1. Scholl, B., **Craig, A. W., & Chin, A. “Helping People Make Decisions about Mutual Funds using Visual Aids” *2022 Rand Behavioral Finance Symposium* (Virtual), Los Angeles, CA.
2. Josh Lundberg**, Adam Craig, John Peloza, “Strike While the Iron is Hot: Temperature Affects Consumers' Appetite for Risk," *2021 Association for Consumer Research, Virtual*.
3. Josh Lundberg**, John Peloza, Adam Craig (2021), "When and Why Process Simulation Can Increase Donation Intentions," *Association for Consumer Research, working paper session, Virtual*.
- 4.
5. Josh Lundberg**, Adam Craig, John Peloza (2021), “Double Down when the Deck is Hot, Fold When It is Cold: Temperature Effects on Risky Behavior,” *Southeastern Marketing Symposium, Oxford, MS*.
- 6.
7. Josh Lundberg**, Adam Craig, John Peloza (2021), “Double Down when the Deck is Hot, Fold When It is Cold: Temperature Effects on Risky Behavior,” *Society for Consumer Psychology, Working Paper Session, Virtual*.
8. Nathaniel Hudson**, Hana Khamfroush, Brent Harrison and Adam Craig (2020) “Smart Advertisement for Maximal Clicks in Online Social Networks Without User Data,” IEEE SMARTCOMP 2020.
9. Li, W.**, Hardesty, D. M., and Craig, A. W. “Hidden Price Promotions: Could Your Price Promotions Backfire,” American Marketing Association Winter Marketing Academic Conference, Austin, TX, February 2019.
10. Li, W.**, Hardesty, D., & Craig, A. W. “Hidden Price Promotions” *Southwest Decision Sciences Institute, Houston, TX*.
11. Craig, A. W.**, “Substantive Consumer Neuroscience” *Organizer Presentation, Consumer Neuroscience Preconference, 2017 Association for Consumer Research, San Diego, CA*.
12. Romero, M., Craig, A. W., Kumar, A., Moorman, M.**, “Influence of Number Format on Consumer Attention,” *Presented at the 2017 Association for Consumer Research, San Diego, CA*.
13. Li, W.**, Hardesty, D., Craig, A. W., “Comparing Apples with Oranges: The Impact of Dynamic Bundling on Price Fairness Perceptions,” *Presented at the 2017 Winter American Marketing Association meeting, San Antonio, TX*.
14. Romero**, M. & Craig, A. W., “The Costly Influence of Human-like Products and Stereotype Endorsement on Consumer Spending,” *Presented at the 2015 Association for Consumer Research, New Orleans, LA*.
15. Romero**, M. Craig, A. W., Kumar, A., “Mapping Time: How the Spatial Representation of Time Influences Intertemporal Choices,” *Presented at the 2015 Association for Consumer*

Research, New Orleans, LA.

16. Besharat**, Varki, & Craig, “Keeping Consumer in the Red: Hedonic Debt Prioritization within Multiple Debt Accounts,” *Presented at the 2014 Association for Consumer Research, Baltimore, MD.*
17. Vendemia, J.M.C.**, Boswell, C., Meek, S.W., Phillips, M., & Craig, A. “The Future of Lie Detection.” *The 2014 American Association of Police Polygraphers. Las Vegas, NV.*
18. Vendemia, J.M.C.**, Craig, A. W., DaSilva, A. Phillips-Meek, M., Meek, S., & Boswell, C., “Insights into the Neural Processes of Deception: A Converging Lines of Evidence Approach.” *Presented at the Border’s External Review Session, University of Arizona, Tuscon, Arizona, November 2013.*
19. Nguyen**, Kumar, & Craig, “Humor and Deception in Advertising: When Laughter May Not Be The Best Medicine.” *Presented at the 2012 American Psychological Association Annual Conference, Orlando, FL.*
20. Craig**, Wood, & Vendemia, “More Than Just ‘Sex Sells’: The Economics of Attraction Motives Complex Social Consumption Contexts.” *Presented at the 2012 American Psychological Association Annual Conference, Orlando, FL.*
21. Vendemia, J.M.C.**, Meek, S., Phillips, M., Craig, A.W., Buzan, R., & Boswell, C., “Insights into Neural Processes of Deception,” *Presented at American Polygraph Association, Singapore, February 2012.*
22. Craig**, Wood, & Vendemia, “Sex Sells”: The Impact of Social Context on Nucleus Accumbens Activity and Status Signaling.” *Presented at the 2011 Association for Consumer Research, St. Louis, MI.*
23. Craig, A.W., H.M. Johnson**, S. Wood, Y.A. Komarova, and J. Vendemia, “The Sensation of Luxury: Reward-Related Brain Response to Luxury Brands Depends on Goal-Congruent Cues.” *Presented at the 2011 Association for Consumer Research, St. Louis Missouri.*
24. Craig, A.W., H. M. Johnson**, S. Wood, Y.A. Komarova, and J. Vendemia, “The Sensation of Luxury: Reward-Related Brain Response to Luxury Brands Depends on Goal-Congruent Cues.” *Presented at the 2010 Society for Consumer Psychology.*
25. Wood, S., Craig**, A. W., Smith, D. V., Huettel, S., & Vendemia, J. M. C. “The Power of Celebrity: fMRI Evidence of Neural Response to Beauty and Fame,” *Poster presented at 2010 Cognitive Neuroscience Society Annual Conference in Montreal, Canada.*
26. Craig, A. W. & Silk**, T. “Schedules of Reinforcement, Learning, and Frequency Reward Programs,” *Competitive paper presented at 2009 annual meeting of the Society for Consumer Psychology.*
27. Craig**, A. W., Komarova**, Y. A., Wood, S. L., & Vendemia, J. “Suspicious Minds: An fMRI Investigation of Deception Detection Processes in the Marketplace,” *Paper presented in special*

Consumer Neuroscience session at 2008 annual meeting of the Association for Consumer Research.

28. Wood**, S. L. & Craig, A. W. “Happy Now or Overall? The Measurement of Local versus Global Well-Being,” *Competitive paper presented at 2008 annual meeting of the Association for Consumer Research.*
29. Craig, A. W. & Silk**, T. “Schedules of Reinforcement, Learning, and Frequency Reward Programs,” *Competitive paper presented at 2008 annual meeting of the Association for Consumer Research.*
30. Craig**, A. W., Komarova, Y., Wood, S. L., & Vendemia, J. “Neural Correlates of Deception Detection: A BOLD Imaging Study,” *Poster presented at 2008 Cognitive Neuroscience Society annual conference.*
31. Wood, S. L., Craig**, A. W., & Vendemia, J. “Thinking Anew: Neural Correlates of Processing Innovative Options,” *Poster presented at 2008 Cognitive Neuroscience Society annual conference.*
32. Craig**, A. W. & Poynor, C. “Scarcity Priming: Incidental Effects of Ambient Economic Conditions,” *Poster presented at the Society for Consumer Psychology 2008 Annual Meeting in New Orleans, LA.*
33. Craig**, A. W., Leak**, R. & Poynor, C. “The Second Wind Phenomenon: Recovery from Cognitive Fatigue with Sensory Arousal,” *Poster presented at the annual meeting of the 2006 Association for Consumer Research, Orlando, Florida.*
34. Phillips**, M., Meek, S., Nair, V., Sanchez, C., Craig, A., Komarova, Y., Smarandescu, L., Vijayakumar, D., & Vendemia, J. “Event-Related Potential Correlates of Switching Between Truthful and Deceptive Responses,” *Poster presented at the annual meeting of the 2007 Cognitive Neuroscience Society, New York, NY.*
35. Craig**, A. W., Jelsone, L., Komarova, Y., Meek, S., Nair, V., Phillips, M., Sanchez, C., Vijayakumar, D., Vendemia, J. “Anterior Cingulate Activation During Task Switching: Dipole Source Modeling of the N2b/P3a Complex with fMRI Activations,” *Poster presented at the annual meeting of the 2007 Cognitive Neuroscience Society, New York, NY.*

Service

Journals:

Editorial Review Board,

Journal of Consumer Research, 2021—Present

Frontiers in Decision Neuroscience (2012—2014)

Ad-hoc Reviewer,

Journal of Consumer Research

Journal of Marketing

Journal of Consumer Psychology
Journal of Marketing Research
Journal of Public Policy and Marketing
Journal of Environmental Psychology
Journal of Retailing and Consumer Services
Industrial Marketing Management
International Journal of Research in Marketing
European Journal of Marketing
Frontiers in Neuroscience-Decision Neuroscience
Frontiers in Psychology-Personality and Social Psychology
NeuroImage: Clinical
Journal of Management
Marketing Letters
Journal of the Association for Consumer Research
Consumer Aesthetics Issue, 2019
Behavioral Pricing Issue, 2020
Maladaptive Consumption Issue, 2020

Professional Associations:

Association for Consumer Research,
Membership Director (Appointed) 2019—2022
Competitive Paper Reviewer
Newcomers Breakfast Chair, 2022
Consumer Neuroscience ACR Pre-Conference, Co-Organizer, 2016—2017, 2020
Society for Consumer Psychology,
Paper Reviewer
Program Committee, 2019, 2020
Boutique Conference (Vice and Virtue), Program Committee, 2017
Academy of Marketing Science World Marketing Congress
Program Committee, 2020
Southeast Marketing Symposium,
William O. Bearden Student Research Award Reviewer (2014—2018)

Internal:

USF Marketing Dept. Search Committee for Full Professor, 2012
USF Marketing Dept. Search Committee for Instructor, 2012
UK Business Enterprise LLP Ad Hoc Cmte, 2014
UK Marketing Doctoral Program
Comprehensive Exam Grading Cmte, 2014-Present
Advisory Committee, 2015-2019
Director Graduate Studies, 2019—Present (1 year Sabbatical taken Fall '20)
UK Marketing Committees
UK Gatton Supply Chain Master's Degree Committee, 2019—2020
Annual Review Committee, 2021—Present
Sales Hire Search Committee, Spring 2022 (Hired Divya Anand)
UK Gatton College of Business Behavioral Lab Equipment Committee, 2015
UK Gatton College of Business Upper-Division Appeals Cmte, 2015—2017
UK Gatton College of Business Recruiting Video Participant, 2017
UK Gatton College of Business Dean's Excellence Award Committee, 2022

UK Gatton College of Business VPR Presenter, 2019
UK Gatton College of Business New Faculty Welcome Panel, 2019
UK Gatton Staff and Faculty Development Cmte, 2016—2019
 Diversity and Inclusion Subcommittee, 2017—2019
 Projects: World Café, Gatton Inclusion Vision Statement
 Staff & Faculty Satisfaction Survey, design/analysis, 2017
UK EXP 396 External Internship Faculty Sponsor
UK MKT 395 Independent Research Faculty Sponsor, 2016—2022
UK MKT 310 Conversion to Honors Credit, 2016
UK PSY 394 Independent Research Faculty Sponsor, 2017—2022
UK Neuroscience 395 Sponsor, 2022
UK PSY 499 Senior Thesis Faculty Sponsor, 2019, 2022—2023

Student Committees:

Doctoral Dissertation Co-Chair,
 Marisabel Romero (USF, Placed: Colorado State University), 2016
 Wenjing Li (UK, Placed: Stephen F. Austin University), 2018
 Josh Lundberg (UK, Expected 2023)

Doctoral Dissertation Committee,
 Ryan Langan (USF), 2014
 David Chester (Psychology; UK), 2016
 Ben Ng (Psychology; UK), 2017
 Michael Lee (Psychology; UK), 2018
 Alexander Ziegler (UK), 2019
 Blake Holman (Accounting; UK), Expected 2023
 Daniel Chavez (UK), 2022
 Umair Usman (UK), Expected 2023
 Yaxiang Song (Economics, UK), 2022

Doctoral Qualifying Committee,
 Sarah Beth Bell (Psychology; UK), 2017
 Daniel Chavez, 2020
 Umair Usman, 2020
 Josh Lundberg, 2020
 McAllister Stephens (Psychology; UK), 2022

Doctoral Comprehensive Exam Committee,
 Ben Ng (Psychology; UK), 2015
 Sarah Beth Bell (Psychology, UK), 2017

Undergraduate Honors Thesis Chair
 Name Removed, 2018
 Name Removed, 2018

UK PSY 495-496 Mentor
 Name Removed 2022-2023

UK Chellgren Scholars
 Name Removed 2021

UK Gaines Fellowship
 Name Removed (Committee Member 2018-2019)
 Name Removed (Committee Chair 2019-2020)

Community Advising

Andover Common Property,

Board of Directors (served as HOA representative on negotiation and sale of former Andover Country Club for \$1.8 million).

Doe Anderson Advertising Agency

Hyperthesis, LLC

Invited Presentations (Academic & Industry, Post Job Market)

- U.S. Securities and Exchange Commission, 2021
- NeuroCats, Spring 2021
- Gatton Interdepartmental Research Seminar, Fall 2020
- “Conducting Consumer Neuroscience Research” Southeast Marketing Symposium Pre-Conference, University of Memphis, Spring 2019
- “Mapping Time: How the Spatial Representation of Time Influences Intertemporal Choices, University of Kentucky, Behavioral Neuroscience & Psychology Department
- “Substantive Consumer Neuroscience” *Organizer Presentation*, Consumer Neuroscience Preconference, 2017 ACR.
- CB CLIK Research Forum (University of Louisville), Spring 2017
- Psychology Department, Morehead State University, Spring 2017
- Marketing Department, Oklahoma State University, Spring 2014
- Marketing Department, University of Kentucky, Fall 2012
- Central Pasco Chamber of Commerce, Spring 2013
- Tampa Bay Rays, Spring 2012
- Marketing Department, University of Florida, Fall 2011
- Decision Neuroscience Symposium, Temple University, Fall 2011
- Sociology Department, University of South Carolina, Spring 2011

Professional Affiliations (Current and Prior)

- Association for Consumer Research
- American Marketing Association
- Society for Consumer Psychology
- Cognitive Neuroscience Society
- Society for NeuroEconomics

Teaching Experience Overview

Fall 2022, Gatton College of Business and Economics.

PSY 394, Independent Research

PSY 495

MKT 601 Consumer Insights

Spring 2021 (Sabbatical Year), Gatton College of Business and Economics.
PSY 394, Independent Research

Fall 2020 (Sabbatical Year), Gatton College of Business and Economics.
MKT 395, Independent Research
PSY 394, Independent Research

Spring 2020, Gatton College of Business and Economics.
MKT 395, Independent Research
PSY 394, Independent Research

Fall 2019, Gatton College of Business and Economics.
MKT 310 Consumer Behavior, Undergraduate, 1 section
MKT 771 Business Administration Seminar (Advanced Topics in Behavioral Research)

Spring 2019, Gatton College of Business and Economics.
MKT 395, Independent Research

Fall 2018, Gatton College of Business and Economics.
PSY 394, Independent Research
MKT 310 Consumer Behavior, Undergraduate, 3 sections

Spring 2018, Gatton College of Business and Economics.
HONORS 398, Honors Capstone Independent Research Project
PSY 394, Independent Research

Fall 2017, Gatton College of Business and Economics.
PSY 394, Independent Research
MKT 310 Consumer Behavior, Undergraduate, 3 sections

Spring 2017, Gatton College of Business and Economics.
MKT 395, Independent Research

Fall 2016, Gatton College of Business and Economics.
MKT 395, Independent Research
MKT 310 Consumer Behavior, Undergraduate, 3 sections

Fall 2015, Gatton College of Business and Economics.
MKT 310 Consumer Behavior, Undergraduate, 3 sections

Spring 2015, Gatton College of Business and Economics.
MKT 310 Consumer Behavior, Undergraduate, 1 section

Fall 2014, Gatton College of Business and Economics.
MKT 310 Consumer Behavior, Undergraduate, 2 sections

Spring 2014, Gatton College of Business and Economics.
MKT 310 Consumer Behavior, Undergraduate, 1 section

Fall 2013, Gatton College of Business and Economics.
MKT 310 Consumer Behavior, Undergraduate

Spring 2013, College of Business, University of South Florida.
Marketing Research, Undergraduate

Fall 2012, College of Business, University of South Florida.
Buyer Behavior, Undergraduate
Marketing Research, Undergraduate

Spring 2012, College of Business, University of South Florida.
Marketing Research, Undergraduate

Fall 2011, College of Business, University of South Florida.
Buyer Behavior, Undergraduate

Spring 2011, Moore School of Business.
Consumer Behavior, Undergraduate