

# Melissa Archpru Akaka, Ph.D.

Assistant Professor of Marketing  
Elizabeth and Ali Machado Faculty Fellow

Daniels College of Business, University of Denver  
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## EDUCATION

- Ph.D. University of Hawaii at Manoa (2012)**  
International Management; Concentration in Marketing
- M.B.A. University of Hawaii at Manoa (2007)**  
Emphasis in Marketing
- B.B.A. University of Hawaii at Manoa (2002)**  
Major in Marketing

## ACADEMIC APPOINTMENTS

### **Assistant Professor of Marketing (2012-present)**

Department of Marketing, Daniels College of Business, University of Denver

*Courses: Introduction to Marketing; Methods of Marketing Research; Co-creating the Customer Experience; Collaborative Innovation*

### **Co-Director, Consumer Insights and Business Innovation Center (2017-present)**

Department of Marketing, Daniels College of Business, University of Denver

### **Innovation Fellow, Project X-ITE (2018-present)**

University of Denver

## RESEARCH INTERESTS

Value and Value Co-creation; Innovation; Consumption Experiences

## PUBLICATIONS/PRESENTATIONS

### **Journal Articles**

Wilden, Ralf, Melissa Archpru Akaka, Ingo Karpen and Jan Hohberger (2017), "The Evolution and Prospects of Service-Dominant Logic: An Investigation of Past, Present, and Future Research," *Journal of Service Research*, 20(4), 345-361.

Akaka, Melissa Archpru, Stephen L. Vargo (2015), "Extending the Context of Service: From Encounters to Ecosystems," *Journal of Services Marketing*, 29(6/7), 453-462.

Whalen, Peter S. and Melissa Archpru Akaka, (2015) "A dynamic market conceptualization for entrepreneurial marketing: the co-creation of opportunities." *Journal of Strategic Marketing*, 24(1), 61-75

- Akaka, Melissa Archpru, Stephen L. Vargo, Hope Jensen Schau (2015), "The Context of Experience," *Journal of Service Management*, 26(2), 206-223.
- Vargo, Stephen, Heiko Wieland, Melissa Archpru Akaka (2015), "Innovation through Institutionalization: A Service Ecosystems Perspective," *Industrial Marketing Management*, 44(1), 63-72.
- Akaka, Melissa Archpru, Daniela Corsaro, Carol Kelleher, Paul P. Maglio, Yuri Seo, Robert F. Lusch, Stephen L. Vargo (2014) "The Role of Symbols in Value Co-creation," *Marketing Theory*, 14(13), 311-326.
- Akaka, Melissa Archpru and Stephen L. Vargo (2014), "Technology as an Operant Resource in Service (Eco)Systems," *Information Systems and e-Business Management*, 12(3) 367-384.
- Akaka, Melissa Archpru, Stephen L. Vargo and Robert F. Lusch (2013) "The Complexity of Context: A Service Ecosystems Approach to International Marketing," *Journal of International Marketing*, (21)4, 1-20.
- Vargo, Stephen L. and Melissa Archpru Akaka (2012), "Value Co-creation and Service Systems (Re)formation: A Service Ecosystems View," *Service Science*, 4(3), 207-217.
- Kjellberg, Hans, Kaj Storbacka, Melissa Akaka, Jennifer Chandler, John Finch, Sara Lindeman, Helge Lobler, Katy Mason, Janet McColl-Kennedy, and Suvi Nenonen (2012), "Market Futures/Future Markets: Research Directions in the Study of Markets," *Marketing Theory*, 12(2), 219-223.
- Akaka, Melissa Archpru and Jennifer D. Chandler (2011), "Roles as Resources: A Social Roles Perspective of Change in Value Networks," *Marketing Theory*, 11(3), 243-260.
- Akaka, Melissa Archpru and Dana L. Alden (2010), "Global Brand Positioning and Perceptions: International Advertising and Global Consumer Culture," *International Journal of Advertising*, 29(1), 37-56.
- Vargo, Stephen L. and Melissa Archpru Akaka (2009), "Service-Dominant Logic as a Foundation for Service Science: Clarifications," *Service Science*, 19(1), 32-41.
- Vargo, Stephen L., Paul P. Maglio and Melissa Archpru Akaka (2008), "On Value and Value Co-creation: A Service Systems and Service Logic Perspective," *European Management Journal*, 26(3), 145-152.

### **Invited Commentaries**

- Vargo, Stephen, L., Melissa Archpru Akaka, Claudia Vaughan (2018), "Conceptualizing Value: A Service-ecosystem View," *Journal of Creating Value*, 3(2), 117-124.
- Vargo, Stephen L., Heiko Wieland and Melissa Archpru Akaka (2016), "Innovation in Service Ecosystems," *Journal of Serviceology*, 1(1), 1-5.

### **Peer Reviewed Book Chapters**

- Akaka, Melissa Archpru, Stephen L. Vargo and Heiko Wieland (2017), "Extending the Context of Innovation: The Co-creation and Institutionalization of Technology and Markets," in Tiziana Russo-Spena, Cristina Mele and Maaria Nuutinen (Ed), *Innovating in Practice*, Springer International Publishing, Switzerland.

- Wieland, Heiko, Stephen L. Vargo, Melissa Archpru Akaka (2016), “Zooming Out and Zooming In: Service Ecosystems as Venues for Collaborative Innovation,” *Service Innovation: Novel Ways of Creating Value in Actor Systems*, Springer, 35-50.
- Akaka, Melissa Archpru, Angeline Nariswari (2015), “Value Co-creation: Ethics,” *Encyclopedia of Public Administration and Public Policy*, Third Edition, Taylor & Francis Group.
- Vargo, Stephen L., Robert F. Lusch and Melissa Archpru Akaka (2014), “Rethinking the Roles of Marketing and Operations: A Service-ecosystems View,” in Roland Rust (ed), *Handbook of Service Marketing Research*, Edward Elgar Publishing Ltd. Glos, UK, 467-488.
- Akaka, Melissa Archpru, Hope Jensen Schau and Stephen L. Vargo (2013), “The Co-creation of Value-in-Cultural-Context,” in Russell W. Belk (Ed) *Research in Consumer Behavior*, Volume 15, Emerald, Bingly, UK, 265-284.
- Akaka, Melissa Archpru, Stephen L. Vargo and Robert F. Lusch (2012), “An Exploration of Networks in Value Co-creation: A Service Ecosystems View,” in Stephen L. Vargo and Robert F. Lusch (eds.) *Review of Marketing Research, Special Issue – Toward a Better Understanding of the Role of Value in Markets and Marketing*, Volume 9, Emerald.
- Vargo, Stephen L, Robert F. Lusch, Heiko Wieland and Melissa Archpru Akaka (2012), “Knowledge Service Engineering: A Service-dominant Logic Perspective,” in Jussi Kantola and Waldemar Karwowski (eds.) *Knowledge Service Engineering Handbook*, CRC Press.
- Lusch, Robert F., Stephen L. Vargo, and Melissa Archpru Akaka (2011) “Reframing Marketing with Service-Dominant Logic” in H. M. Pattinson and David R. Low (eds.), *E-Novation for Competitive Advantage in Collaborative Globalization: Technologies for Emerging E-Business Strategies*, Business Science Reference.
- Vargo, Stephen L, Robert F. Lusch, and Melissa Archpru Akaka (2010), “Advancing Service Science with Service-Dominant Logic: Clarifications and Conceptual Development,” in P. Maglio and J. Spohrer, eds) *Handbook of Service Science*, Springer.
- Akaka, Melissa Archpru, Stephen L. Vargo, and Robert F. Lusch (2010), “A Service Perspective of Marketing, Operations, and Value Creation,” in, Waldemar Karwowski and Gavriel Salvendy, (eds.), *Introduction to Service Engineering*, Wiley.
- Vargo, Stephen L., Robert F. Lusch, Melissa Archpru Akaka and Yi He (2010), “The Service-Dominant Logic of Marketing: A Review and Assessment,” *Review of Marketing Research*.

### **Conference Presentations/Proceedings**

- Akaka, Melissa Archpru and Gia Nardini (2017), “What is a Consumption Experience?,” Roundtable Discussion at *Association for Consumer Research Conference*, San Diego, California (October)
- Akaka, Melissa Archpru and Hope Jensen Schau (2017), “Owning the Wave: Use Ownership of Public Spaces and Ephemeral Assets,” *Consumer Culture Theory Conference*, Anaheim, California (June)
- Akaka, Melissa Archpru, Ana Babic-Rosario, Ange Nariswari and Hope Jensen Schau (2017), “The Hybridization of Cultural Forms: A Bottom-up Systems Perspective of Cultural Change,” *Consumer Culture Theory Conference*, Anaheim, California (June)
- Segabinazzi, Rodrigo, Hope Schau, Walter Nique, and Melissa Akaka (2016), “The Global Surf Narrative: Using Narratives in Global Market Strategy”, in NA – Advances in Consumer Research Volume 44, eds. Page Moreau and Stefano Puntoni, Tuluth, MN: Association for

- Consumer Research, Pages: 615-616 (October)
- Chandler, Jennifer D. and Melissa Archpru Akaka (2016), "Service Practices and Firm Performance: Toward a Middle Range Theory Based on Service-Dominant Logic," *Forum on Markets and Marketing*, Venice, Italy (June)
- Chandler, Jennifer D., Ilias Danatzis, Carolin Wernicke, Melissa Archpru Akaka, David Reynolds, Irene Ng (2016), "Toward a Personal Resource Planning (PRP) Schema in Big Data and the Internet of Things: Data Contextualization through the Hub-of-All-Things (HAT)," *Service Systems Forum*, Venice, Italy (June)
- Akaka, Melissa Archpru, Vi Narapareddy (2016), "Developing Collaborative Advantage with the Base of the Pyramid: The Case of a Social MNE," *Annual Sustainability, Ethics and Entrepreneurship (SEE) Conference*, Denver, Colorado (May)
- Nariswari, Angelina, Xin Zhao, Melissa Archpru Akaka (2015), "Consumer Resistance and Marketer Acculturation: Embracing Chinese New Year in Indonesia," *Consumer Culture Theory Conference*, Laffeyete, Arkansas (June)
- Akaka, Melissa Archpru and Stephen L. Vargo (2015), "Market (Re)creation Through Innovation and Entrepreneurship," Special Session, *Academy of Marketing Science Annual Conference*, Denver, Colorado (May)
- Akaka, Melissa Archpru, Hope Jensen Schau, Stephen L. Vargo (2015), "User Innovation in the Surfing Industry: An Exploration of Marketplace Role Fluidity," *American Marketing Association Winter Educator's Conference*, San Antonio, Texas (February)
- Akaka, Melissa Archpru, David Goodwin, Jill Tomasson Goodwin, Glenn Stillar (2014), "Developing Relationships in Innovation Ecosystems," *American Marketing Association Summer Educator's Conference*, San Francisco, California (August)
- Whalen, Peter S., Melissa Archpru Akaka (2014), "The Customer's Role in the Co-creation of Opportunities," Global Research Symposium on Marketing and Entrepreneurship, Santa Cruz, CA (July)
- Whalen, Peter S., Melissa Archpru Akaka (2014), "An Entrepreneurial Logic for Marketing," *Forum on Markets and Marketing*, Karlstad, Sweden (June)
- Baack, Daniel and Melissa Archpru Akaka (2014), "Skin Lightening Practices and Local, Regional and Global Structures of Beauty," *University of Denver's First Annual Internationalization Summit*, Denver, Colorado (April)
- Whalen, Peter S., Melissa Archpru Akaka, and Stephen L. Vargo (2014), "The Co-creation of Opportunities," *Entrepreneurship Research Exemplars Conference*, Keystone, Colorado (March)
- Akaka, Melissa Archpru, Hope Jensen Schau, and Stephen L. Vargo (2014), "The Context of Experience," *American Marketing Association Winter Educators' Conference*, Orlando, Florida (February)
- Akaka, Melissa Archpru, and Vi Naraparaddy (2013), "A Value Co-creation Approach to Global Strategy and Building Sustainable Advantage," *Strategic Management Society Conference*, Atlanta, Georgia (October)
- Akaka, Melissa Archpru, Daniel W. Baack, and Susan M. Mudambi (2013), "Consumer-driven Adaptation in International Markets: A Practices Perspective on Beauty Product Consumption," *2013 Academy of International Business Conference*, Istanbul, Turkey (July)
- Akaka, Melissa Archpru, Daniela Corsaro, Carol Kelleher, Robert F. Lusch, Paul Maglio, Yuri

- Seo and Stephen L. Vargo (2013), "The Role of Symbols in Value Co-creation," Presented as part of "Building a Bridge: Perspectives from FMM12" a plenary session at the *Naples Forum on Service*, Ischia, Italy (June)
- Akaka, Melissa Archpru, Hope Jensen Schau and Stephen L. Vargo and Robin Canniford (2013), "User Innovation and Symbolic Adaptation: Surfing as a Maker Movement," *Consumer Culture Theory Conference*, Tucson, Arizona (June).
- Akaka, Melissa Archpru, Hope Jensen Schau, Stephen L. Vargo (2013), "The Divergence of Local Institutions in Global Market Cultures," *Consumer Culture Theory Conference*, Tucson, Arizona (June) (Special Session Co-chair).
- Schau, Hope Jensen and Melissa Archpru Akaka (2013), "When Goliath Relies on David: User Innovation and Particularized Entrepreneurship in the Board Sport Industry," presented to the UCI Anthropology in Markets Conference (March).
- Schau, Hope Jensen and Melissa Archpru Akaka (2013), "When Goliath Relies on David: User Innovation and Particularized Entrepreneurship in the Board Sport Industry," Friends of the McGuire Center, Eller College of Management, University of Arizona (March).
- Akaka, Melissa Archpru and Stephen L. Vargo (2012), "Markets as Cultures: An Exploration of Values and Symbols in Value Co-creation and the (Re)contextualization of Markets," *Forum on Markets and Marketing*, University of Auckland, Auckland, New Zealand (December).
- Vargo, Stephen L. and Melissa Archpru Akaka (2012), "A Service Ecosystems Approach for International Marketing," *Keynote Speech at the Forum on Markets and Institutional Logics*, Meiji University, Tokyo, Japan (September).
- Akaka, Melissa Archpru, Hope Jensen Schau, Stephen L. Vargo (2012), "The (Re)Contextualization of a Global Market Culture," *Consumer Culture Theory Conference*, University of Oxford, Oxford, UK (August).
- Nariswari, Angeline, Melissa Archpru Akaka, Stephen L. Vargo (2012), "Glocalization through Value Co-creation: Translating Practices and (Re)contextualizing Markets," *ASA Section on Consumers and Consumption Conference*, Denver, CO (August).
- Akaka, Melissa Archpru and Stephen L. Vargo, (2011) "Complexity and Context in International Marketing: From Standardization/Adaptation to Value Co-creation," *2011 AMA Summer Educators' Conference*, San Francisco (August).
- Akaka, Melissa Archpru and Jennifer D. Chandler (2010), "Practices, Processes, Positions and Propositions: A Resource-based Approach to Value Co-creation in Value Networks," *Forum on Markets and Marketing*, Cambridge, UK (September).
- Alden, Dana, Rajeev Batra and Melissa Archpru Akaka (2010), "The Creolization of Global Brands in Asia," *Global Brand Management Conference*, Istanbul, Turkey (June).
- Akaka, Melissa Archpru, and Stephen L. Vargo (2008), "Reframing Innovation with Service-Dominant Logic," *17<sup>th</sup> Annual Frontiers in Service Conference*, Washington D.C. (October)
- Wu, Lilian, Melissa Archpru Akaka, and Stephen L. Vargo (2008), "Rethinking Value Creation: From Product- to Service-oriented Operations," *Logic & Science of Service*, Honolulu (June).
- Akaka, Melissa Archpru, and Stephen L. Vargo (2008), "Toward a Service-Dominant Logic for International Marketing," *AMS Annual Conference*, Vancouver, B.C. (May).
- Lusch, Robert F., Stephen L. Vargo and Melissa Archpru Akaka (2008), "The Service Dominant Logic of Marketing: Progress and Prospects," *Global Marketing Conference: Marketing in the Dynamic Global World*, Shanghai, China (March).

Akaka, Melissa Archpru (2008), "An Exploration of Acculturation in Exchange," *AMS Cultural Perspectives in Marketing Conference*, New Orleans (January).

Akaka, Melissa Archpru (2007), "The Operant Nature of National Culture: Acculturation through International Exchange," *12<sup>th</sup> Cross-cultural Research Conference*, Honolulu, Hawaii (December).

Vargo, Stephen L., Robert F. Lusch, Melissa Archpru Akaka, and Yi He (2007), "The Service-Dominant Logic of Marketing: Progress and Prospects," Special Session at the *2007 AMA Summer Educators' Conference*, Washington D.C. (August).

Akaka, Melissa Archpru and Stephen L. Vargo (2007), "Creating Service Innovation through Systems Reconfiguration," *DSI Miniconference on Service Science*, Pittsburgh (May).

### **WORKING PAPERS UNDER REVIEW**

#### ***"How Does Innovation Emerge in Service Ecosystems?"***

In this study, researchers take an abductive approach anchored in over three years of exploratory case study data regarding a high-technology innovation in an Internet-of-Things setting. This study empirically outlines the recursive process by which an innovation emerges in service ecosystems, within and across its components. Because of the nonlinear nature of innovation, managers should focus on introducing norms, rules, and beliefs that support an innovation throughout all components and levels of a service ecosystem.

\* Under Fourth Round of Review at *Journal of Service Research*

#### ***"The Role of Cocreation And Dynamic Capabilities in Service Provision and Performance: A Configurational Study"***

The success of a professional service firm relies on its capacity to adapt day-to-day service provision capabilities to changing requirements (i.e., dynamic capabilities) and to create meaningful relationships with clients (i.e., cocreation capabilities). However, previous research does not provide specific evidence of how these two higher-order capabilities (also called operant resources) relate to industry specific service provision capabilities in professional service firms. Furthermore, little is known about how organizational trade-offs between different capabilities relate to performance. This study uses data from 279 marketing advisory firms to explore the relationship between higher-order dynamic and cocreation capabilities and lower-order service provision capabilities, and how different configurations of capabilities lead to similar or different outcomes.

\* Under Fourth Round of Review at *Industrial Marketing Management*

#### ***"Structure from Practice: The Emergence and Evolution of Structures of Common Difference"***

Prior research demonstrates local practices are often connected to other localities through common global structures. However, little is known about how and why these common structures form and the role of consumption in shaping them. We address this research gap by studying the emergence and evolution of common structures that frame an indigenous Polynesian practice, surfing. We explore surfing as a topological narrative and extend a structure of common difference framework by drawing on a practice theoretic approach to structural formation. Our historical analysis reveals shifts in power through efforts to increase respectability and

reputation. These efforts are enacted through particular practices that build up the scaffolding of several common structures – guilds, markets and contests – which emerge and reemerge over time and space.

\* Revising for Third Round of Review at the *Journal of Consumer Research*

### ***“Reflexivity in Consumption Journeys: Cultivating the Continuation of Value Creation”***

This study explores how reflexivity contributes to the continuation of value creation throughout consumption journeys. Reflexivity is awareness of the self within the world. Consumption journeys are identity projects that involve progressive engagement with a practice. A process theorization approach is applied to investigate outcomes of reflexivity and their influence on the continuation of value creation through extended engagement with a particular practice, surfing. Our findings reveal that reflexivity manifests through (mis)alignment between identity and institutions. We discover different types of reflexive outcomes – improvement, imagination, reconciliation, and disengagement – influence the continuity of practice in various ways. Furthermore, different combinations of reflexive (mis)alignment and practice (dis)continuity can lead to immersion, adaptation, dissolution and innovation of a practice. We discuss how firms can cultivate the continuation of value creation, as well as practice innovation, by 1) identifying occurrences of reflexive (mis)alignment and 2) sparking reflexivity to foster engagement with a practice.

\*Revising for Third Round Review at the *Journal of the Academy of Marketing Science*

### **GRANTS AND AWARDS**

Elizabeth and Ali Machado Faculty Fellowship, Daniels College of Business, DU (2018)

Outstanding Faculty Member of the Year, Daniels College of Business, DU (2017)

Faculty Research Fund Grant, University of Denver (2015)

Internationalization Grant, University of Denver (2015)

Joseph I. Moreland Grant, University of Denver (2015)

Highly Commended Award Winner of 2013 Emerald Outstanding Doctoral Research Awards (received in 2014) for dissertation research, titled “Toward a Theory of Market Culture”

Honorable Mention for Service Science Best Paper Award (2013) for 2009 paper with Stephen Vargo, “Service dominant logic as a foundation for Service Science: Clarifications”

Outstanding Author Contribution Award (2013) for chapter titled “An Exploration of Networks in Value Co-creation: A Service-Ecosystems View” in *Review of Marketing Research*

Internationalization Grant, University of Denver (2013)

Graduate Student Organization Grant, University of Hawaii at Manoa, for attendance to the AMA Summer Educators’ Conference (2011)

CIBER Research/Travel Grant, University of Hawaii at Manoa, for attendance to the AMA Summer Educators’ Conference (2011)

AMA-Sheth Foundation Doctoral Consortium Fellow (2011)

Doctoral Student Scholarship Award, Forum on Markets and Marketing (2010)

Graduate Student Organization Grant, University of Hawaii at Manoa, for attendance to the Forum on Markets and Marketing (2010)

Graduate Student Organization Grant, University of Hawaii at Manoa, for attendance to the Frontiers in Service Conference (2008)

CIBER Research/Travel Grant, University of Hawaii at Manoa, for attendance to the Frontiers in Service Conference (2008)

CIBER Research/Travel Grant, University of Hawaii at Manoa, for attendance to the AMS Cultural Perspectives Conference (2008)

AMS Doctoral Student Travel Award, Academy of Marketing Science, for attendance to the AMS Cultural Perspectives Conference (2008)

CIBER Research Grant, University of Hawaii at Manoa, for attendance to the 12<sup>th</sup> Cross-cultural Research Conference (2007)

DSI Miniconference Travel Scholarship Award, Decision Science Institute (2007)

Graduate Student Organization Grant, University of Hawaii at Manoa, for attendance to the DSI Miniconference (2007)

### **SERVICE ACTIVITIES**

Editorial Review Board (2015-Present) – Journal of Services Marketing; Journal of Service Theory and Practice

Ad-hoc Reviewer (AY17/18) – Journal of Service Research; Marketing Theory; Academy of Marketing Science Review; Journal of the Academy of Marketing Science; Journal of Service Theory and Practice; Journal of Service Management

Ad-hoc Reviewer (AY16/17) – Journal of Service Research; Marketing; Academy of Marketing Science Review; Journal of the Academy of Marketing Science; Journal of International Marketing; Marketing Theory

Ad-hoc Reviewer (AY15/16) – Journal of Service Research; European Journal of Marketing; Marketing Theory; Journal of Services Management; Journal of Marketing Education; Service Science

Ad-hoc Reviewer (AY14/15) – Journal of Consumer Research; Journal of Business Research; Association of Consumer Research Conference; Academy of Marketing Science Conference; Journal of Association of Consumer Research

Ad-hoc Reviewer (AY13/14) – European Journal of Cross-cultural Competence and Management; Marketing Theory; Consumer Culture Theory Conference; European Journal of Marketing; Journal of International Marketing; Managing Service Quality; Service Science

Ad-hoc Reviewer (AY12/13) – Marketing Letters; American Marketing Association Conference; HICSS Conference; MIS Quarterly; Information Systems Management; Industrial Marketing Management; Journal of International Marketing; Managing Service Quality; Services Industry Journal; European Journal of Marketing

Ad-hoc Reviewer (AY11/12) – Journal of Marketing Education; Journal of Business Research; Service Science

Ad-hoc Reviewer (AY10/11) – Review of Marketing Research; International Conference on Information Systems; American Marketing Association Summer Educators Conference;

Ad-hoc Reviewer (AY09/10) – Journal of Marketing Management; Journal for Global Business and Community - Consortium for Undergraduate International Business Education

Reviewer (2009) – Forum on Markets and Marketing, Special Combined Issue  
President, International Management PhD Association, UHM (2008-2009)  
Co-founder and Vice President, International Management PhD Association, UHM (2007-2008)  
Volunteer, American Marketing Association DocSig (2008)  
Volunteer, PACE, High School Marketing Plan Competition Judge (2008)  
Volunteer, DECA, High School Marketing Plan Competition Judge (2007)  
Reviewer (2007) – Cross-cultural Research Conference, Honolulu, HIS  
Reviewer for Selected Chapters in Babin, Barry and Eric Harris (2008), *CB*, Mason, OH: South Western College (2007)

### **OTHER ACADEMIC EXPERIENCE**

**Graduate Instructor, University of Hawaii at Manoa (Spring and Fall 2010)**

*Course: Principles of Marketing*

**Graduate Assistant, University of Hawaii at Manoa (Jan. 2007 – Dec. 2010)**

*Program: International Management PhD Program*

**Graduate Assistant, University of Hawaii at Manoa (Jul. 2005 – Dec. 2006)**

*Program: Pacific Asian Management Institute, Center for International Business Research*

### **INDUSTRY EXPERIENCE**

**Marketing Manager, Goodwill Industries of Hawaii, Inc. (Aug. 2003 – Jul. 2005)**

Developed agency promotional materials, both conventional and on-line. Raised agency funds through private trust/foundation grants and special events.

**Project Coordinator, Hawaii Visitors & Convention Bureau (Aug. 2002 – Aug. 2003)**

Assisted member organizations with developing online marketing communications.  
Recruited and maintained over 500 business accounts (over \$300,000 annually).

**Marketing Assistant, School of Accountancy (SOA), UH Manoa (May 2001 – May 2002)**

Marketed programs for the SOA through advertising and public relations.

**Assistant Manager, Town & Country Surf Recreations (Oct. 2000 – May 2001)**

Trained retail staff to meet sales goals and provide excellent customer service. Promoted from Sales, Cashier, Supervisor, and Manager Trainee (Oct. 1997 – Oct. 2000).

### **PROFESSIONAL MEMBERSHIPS**

American Marketing Association

Association of Consumer Research

Consumer Culture Theory