

PRISCILLA YAMILET PEÑA

College of Business, The University of Rhode Island
7 Lippitt Road,
South Kingston, Rhode Island
404-966-0497 | pypena@uri.edu | <http://www.linkedin.com/in/priscillapena>

EDUCATION

Ph.D. in Marketing, expected May 2024

The University of Rhode Island, College of Business, South Kingston, RI
Committee: Lauren Labrecque (chair), Kevin Sample, Jerry Xia, Seray Ergene (external member, Management) and Kunal Swani (external member, Wright State University)

M.S in Marketing with a specialization in Digital and Social Media, May 2019

The University of Alabama, Tuscaloosa, AL
Selected as one of the recipients for a full tuition waiver for the Master's in Marketing program and admission into Marketing Ph.D. courses.

B.A. in Psychology and Minor in Marketing, May 2014

Georgia State University, Atlanta, GA
Venice International University, Study Aboard Program, Venice, Italy, Spring 2013

RESEARCH INTERESTS

- Brand activism, specifically inauthentic brand activism and woke-washing
- Negative emotions
- Consumer protection behaviors

PUBLICATIONS

Labrecque I. Lauren*, Ereni Markos*, Kunal Swani*, and **Priscilla Peña** (2021), "When Data Security Goes Wrong: Examining Consumer Attitudes, Expectations, and Protective Responses to Data Breaches," *Journal of Business Research*, 135, 559-571. * All authors contributed equally and are listed alphabetically by last name.
< doi.org/10.1016/j.jbusres.2021.06.054 >

MANUSCRIPTS UNDER REVIEW

Markos Ereni, **Priscilla Peña**, Lauren Labrecque, and Kunal Swani. "Are Data Breaches the New Norm? Exploring data breach trends, consumer sentiment, and responses to security invasions," under fourth-round revision at *Journal of Consumer Affairs*.

RESEARCH GRANTS

Priscilla Peña (Jan. 2023). *The Rise of Brand Activism: A Critical Perspective on the Power of Brands* (Transformative Consumer Research Dialogue Conference Track 1.14). Awarded a \$1,000 DEI Mini Grant by The University of Rhode Island College of Business.

Labrecque Lauren (Principal Investigator) and **Priscilla Peña** (Nov. 2022). *Woke-Washing Allegations: Attributions, Hopelessness, and Recovery Strategies*. Awarded a \$1,000 Enhancement of Graduate Research Award Grant from The University of Rhode Island Graduate School.

Labrecque Lauren (Principal Investigator) and **Priscilla Peña** (Feb. 2022). *Woke-Washing: The Best Apology is Changed Behavior*. Awarded a \$1,750 DEI Mini Grant by The University of Rhode Island College of Business.

RESEARCH IN PROGRESS

Peña Priscilla and Lauren Labrecque, "From Woke-Washing to Authentic Brand Activism and Back," working paper with qualitative and experimental design data collected and analyzed.

Peña Priscilla, Lauren Labrecque, Kevin Sample and Kunal Swani, “*Hopelessness and Society*,” data collection stage.

Peña Priscilla, Lauren Labrecque, Kunal Swani and Jerry Xia, “*The Impact of Corporate Social Responsibility on Shareholder Value Following a Stigmatized- Identity Threat*,” data collection stage.

Peña Priscilla and Kevin Sample, “*Taboo and Consumption*,” ideation stage.

Peña Priscilla, Jen Riley and Nicole Davis, “*Gamification in the Classroom*,” data collection stage.

Rogers Sean, Patricia Crawford*, Courtney Hixon*, Tracy Khan* and **Priscilla Peña***, “*Positive Turnover and Negative Retention: Towards a New, Employee-Centered Theory of Organizational Exit*,” data collection stage. * All authors contributing equally and are listed alphabetically by last name.

Strübel Jessica, Natalie Sabik, Nicole Baker, Rosemary Leger, and **Priscilla Peña**, “*3D Body Scanning, Biometrics and Body Image Evaluation: Implications for Marketing and Manufacturing*,” 3D Body scanning under process.

Woodroof, Parker, Jennifer Tatara, George Deitz, and **Priscilla Peña**, “*Cause-Related Marketing, Institutional Ownership, and Firm Value*,” preparing manuscript for submission to an A* journal, event study completed.

Woodroof, Parker, Jennifer Tatara, Michael Peasley, George Deitz, and **Priscilla Peña**. “*Nonprofit Partners Can Impact Firm Value? A Fresh Look at Cause-Related Marketing*,” preparing manuscript for submission to an A* journal.

ACADEMIC HONORS, ACHIEVEMENTS & AWARDS

- Society for Consumer Psychology Conference Diversity Scholarship valued at \$1,500, Dec. 2022
- Society for Consumer Psychology Conference Doctoral Scholarship valued at \$500, Dec. 2022
- Dholakia Research in Business Award for a Ph.D. Student, URI College of Business, May 2022
- Ph.D. in Business Administration Award for Outstanding Teaching, URI College of Business, May 2022
- Society for Consumer Psychology Conference Doctoral Consortium Fellow, 2020, 2021, 2022
- Association for Consumer Research Conference Doctoral Consortium Fellow, 2020, 2021
- CARMA Short Course Scholarship valued at \$750, July 2021
- Best Paper Award in Ethics, CSR and Religion Track, Society for Marketing Advances Conference, Nov. 2020

PEER REVIEWED CONFERENCE PRESENTATIONS

Upcoming: **Peña Priscilla**** and Lauren Labrecque (2023, June) “*Woke-Washing and Brand Responses*,” will be presented as a competitive paper at the 2023 AMA Marketing + Public Policy Conference, Arlington, Virginia.

Upcoming: **Peña Priscilla**** and Lauren Labrecque (2023, May) “*Woke-Washing Allegations: Attributions and Recovery Strategies*,” will be presented as a competitive paper at the 2023 Academy of Marketing Science Annual Conference, New Orleans, Louisiana.

Peña Priscilla** and Lauren Labrecque (2023, Mar.) “*From Woke-Washing to Authentic Brand Activism*,” will be presented as a competitive paper at the 2023 Society for Consumer Psychology Conference, San Juan, Puerto Rico.

Peña Priscilla**, Lauren Labrecque, and Ereni Markos (2023, Feb.) “*From Woke-Washing to Authentic Brand Activism*,” will be presented as a competitive paper at the 2023 Winter American Marketing Association Academic Conference, Nashville, Tennessee.

Peña Priscilla** and Lauren Labrecque (2022, Aug.) “*From Woke-Washing to Authentic Brand Activism and Back*,” presented at the 3-Minute Thesis competition during The PhD’s Project’s 2022 Marketing Doctoral Student Association Conference, Chicago, Illinois

Hossain Mehdi, **Priscilla Peña****, and Fahmeed Hyder (2022, Mar.) “*Potential Application(s) of Advanced Neuroscientific Methods (fMRI-MRS coupling) in Marketing Research*,” Poster presented at the 2022 Society for Consumer Psychology Conference, Virtually.

Hossain Mehdi, Ashok Lalwani, and **Priscilla Peña**** (2022, Mar.) “*The Effect of Money Priming on Variety Seeking Activating the Concept of Money Increases Variety Seeking*,” Poster presented at the 2022 Society for Consumer Psychology Conference, Virtually.

Hossain Mehdi, Ashok Lalwani, and **Priscilla Peña**** (2021, Oct.) “*The Effect of Money Priming on Variety Seeking*,” Poster presented at the 2021 Association for Consumer Research Annual Conference, Virtually.

Labrecque I. Lauren*, Ereni Markos*, Kunal Swani*, and **Priscilla Peña**** (2021, Aug.), “*When Data Security Goes Wrong: Examining Consumer Attitudes, Expectations, and Protective Responses to Data Breaches*,” * All authors contributed equally and are listed alphabetically by last name. Paper presented at the 3-Minute Thesis competition during The PhD’s Project’s 2021 Marketing Doctoral Student Association Conference, Virtually.

Tan Daphane**, Annika Abell and **Priscilla Peña**** (2021, Feb.) “*Instruction Makes Food Tastier: The Effects of Food Instruction on Taste Perceptions and Consumption*,” Competitive paper presented at the 2021 Winter American Marketing Association Academic Conference, Virtually.

Tatara Jennifer**, Parker Woodroof, **Priscilla Peña****, and George Deitz (2020, November) “*The Effect of Cause-related Marketing on Firm Value: An Investigation of Institutional Ownership & CEO Compensation*,” Paper presented at the 58th Society for Marketing Advances Annual Conference, Virtually. (**Best Paper in Track Award**)

Deitz George, **Priscilla Peña****, Priyanka Singh**, Svetlana Tokareva**, and Robert Evans (2019, November), “*What Makes a TED Talk Go Viral? The Effects of Construal Level, Speech Rate and Syntax Complexity*,” Paper presented at the 57th Society for Marketing Advances Annual Conference, New Orleans, Louisiana.

** presenting author

TEACHING INTERESTS

- Marketing Principles, Social Media Marketing

TEACHING EXPERIENCE (Instructor of Record)

		<u>Medium</u>	<u>Students</u>	<u>Rating</u>
Spring 2023	Social Media Marketing	In-Person	40	TBA
J-Term 2023	Social Media Marketing (42% MBA students)	Online	28	4.9/5
<i>“Thank you for a great J-Term experience! Despite the class being asynchronous, I learned so much and really enjoyed the hands-on learning with the Flipgrid assignments. I also benefited in the real world as well, by being able to update my LinkedIn and receive constructive criticism to make it better, which was super cool to see”</i>				
Fall 2022	Social Media Marketing	In-Person	40	4.5/5
<i>“Great class and great instructor, I learned a lot of great skills and knowledge about the subject matter. I would recommend taking this class and professor for any marketing major.”</i>				
Summer 2022	Social Media Marketing (20% MBA students)	Online	25	4.5/5
<i>“Great, organized course and instructor is more than willing to help!”</i>				
<i>“Really good course and lot of hard work by instructor in setting it up beautifully.”</i>				
Spring 2022	Marketing Principles	In-Person	41	4.2/5
<i>“Overall, a great class that gives students the understanding of marketing. I now know how/why companies act in certain ways such as marketing strategies, target audience, and sustainability.”</i>				
<i>“I really liked how she formed us into groups during the first few classes which we worked with throughout the whole semester. She often asked students for their perspectives and encouraged and incentivized in-class participation. Prof. Pena was definitely one of the best professors I have had at this school.”</i>				

Fall 2021 **Marketing Principles** In-Person 48 4.5/5

“Professor Pena is extremely kind and understanding and does her best to answer questions and assist in getting assignments done. She also encourages us to share ideas in class and work as a group, which is usually more interesting than a typical lecture. She also works hard to introduce new ideas, such as bringing in guest speakers to discuss the marketing field and how we can apply our knowledge to a career.”

“Loved this class! Thought the class was very enjoyable and interesting. Favorite Professor this semester!”

Summer 2021 **Marketing Principles** Online 18 4.7/5

“Wow!! What an amazing class, from the design, the presentation and everything. I really enjoyed this class and learned a lot about marketing and its principles, through the various channels Professor Peña was able to facilitate. The speaker series were very informative and the projects engaging. Thank you, Professor Peña, for your wonderful presentation, thank you!”

“Best teacher ever! I really appreciate taking this class with an amazing instructor such as Priscilla Pena.”

PROFESSIONAL SERVICE

- AMA Sheth Foundation Doctoral Consortium Fellow, (upcoming) June 2023
- AMS Doctoral Consortium Fellow, (upcoming) May 2023
- Session Chair, Brand Activism Session at SCP, Mar. 2023
- Trainee Reviewer, Journal of Public Policy & Marketing, Nov. 2022
- Reviewer, Academy of Marketing Science Annual Conference, Nov. 2022
- University Representative, Rhode Island Hispanic Chamber of Commerce Annual Breakfast & Expo, Nov. 2022
- President, The PhD Project, Marketing Doctoral Student Association, Aug. 2022 – Present
- President, The Business, Economic, & Resources Research Society, Aug. 2022- Present
- Vice President, The PhD Project, Marketing Doctoral Student Association, Aug.2021 – Aug.2022
- Vice President, The Business, Economic, & Resources Research Society, Oct. 2021- Sept. 2022
- Student Coordinator, Society for Consumer Psychology Conference, Mar. 2022
- Communication Liaison, The PhD Project, Marketing Doctoral Student Association, Feb. 2021- Aug. 2021
- Reviewer, Society for Marketing Advances Annual Conference, Nov. 2019, 2020

INVITED PRESENTATIONS & SPEAKING ENGAGEMENTS

- Panel Invite, The PhD Project Annual November Conference, Nov. 2020, 2021, 2022
- Effective teaching for College of Business Graduate Practicum in Business Teaching course, Mar. 2022

PROFESSIONAL MEMBERSHIPS

- American Marketing Association (AMA)
- American Council on Consumer Interests (ACCI)
- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- Society for Marketing Advances (SMA)

RESEARCH LAB EXPERIENCE

CoB Behavioral Lab Jan. 2022- Present

Lab Manager – URI College of Business

- Managed and opened new lab that houses virtual reality equipment and 3-D body scanner for the College of Business

Customer NeuroInsights Research (C-NRL) Laboratory Aug. 2019 – May 2020

Research Assistant - Fogelman College of Business & Economics Department

- Received training and ability to use technologies and methods associated with consumer neuroscience, including EEG, eye tracking, automated facial expression recognition, GSR, pupillometry, heart rate and heart rate variability (HR/HRV), and implicit testing to advances scientific understanding and managerial practice

The Interactive Decision Experiment Lab (TIDE) Laboratory Aug. 2018 – May 2019

Research Assistant - Culverhouse College of Business Marketing Department

- Administered participants through the entire research process ranging from survey-based studies to interactive studies using virtual reality.

Brain Electrophysiology of Language & Literacy Systems (BELLS) Laboratory

Jan. 2015– Mar. 2016

Research Assistant - Dr. Gwen Frishkoff

- Assisted in the investigation of the neural mechanisms as it relates to the reading and comprehension of the English language amongst ESL native Spanish speakers and received EEG net training application along with acquiring an understanding of how to read and analyze complex data information.

Individual Differences in Executive Attention (IDEA) Laboratory

May 2014- July 2014

Research Assistant - Dr. David Washburn

- Assisted in the study of attention, executive function, and cognitive competencies between individuals.

Tools Used:

Netstation	CITI Online Ethics Training	GSR
EEG	Bilingual (Spanish and English)	Body Scanning
Filemaker Pro	Microsoft Office	Virtual Reality
SPSS	Adobe	
SONA	R Software	
SAS Software	iMotions Software	
Eye-Tracking	Qualtrics	

Certifications:

Twitter	Instagram
YouTube	Google Analytics
Hootsuite	Google Ad Search
HubSpot	