

RESUME

Felipe Korzenny, Ph.D.

Professor of Advertising
& Integrated Marketing
Communication, and

Director of the Center for Hispanic
Marketing Communication, Florida
State University



Blog: [http://
felipekorzenny.blogspot.com/](http://felipekorzenny.blogspot.com/)

Contact Information:

School of Communication

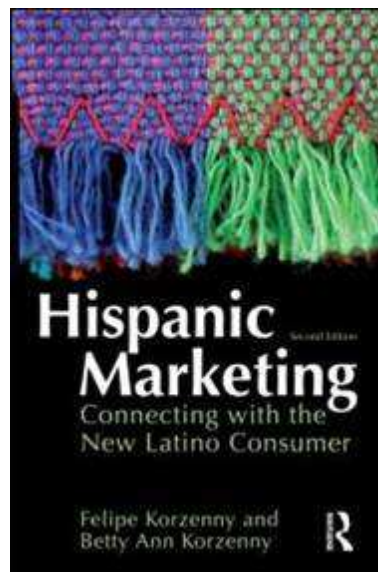
296 Champions Way

P.O. Box 3062664

Tallahassee, FL32306-2664

Phone: 850-583-0378

E-mail: Click Here



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[My Blog](#)

[The Center for Hispanic Marketing Communication at FSU](#)

[Certificate Program in Multicultural Marketing Communication](#)

Felipe Korzenny, Ph.D.

EDUCATION

Ph. D. Michigan State University, December, 1977. Major: Communication Research with two areas of concentration: (1) Communication of Innovations Across Cultures, and (2) Effects of Mass Communication.

M.A. Michigan State University, September, 1975. Major: Communication Research with main emphasis on Mass Communication.

B.A. Universidad Iberoamericana, Mexico City, Mexico, July, 1973. Major: Advertising; Minor: Television Production.

AREAS OF SPECIALIZATION

- Marketing and Market Research
- Advertising Account Planning and Research
- Hispanic Marketing
- Multicultural Marketing
- Integrated Marketing Communication
- Intercultural Communication
- Communication of Innovations: Ideas, Practices, Products
- Research Methods in Communication
- Effects of Mass Communication
- Communication in Organizations

PROFESSIONAL EXPERIENCE

Professor of Communication, [Advertising and Integrated Marketing](#)

[Communication](#), [Director of the Center for Hispanic Marketing Communication](#)
at Florida State University, Fall 2003 present

Principal and Co-Founder, Cheskin, 1999 2003.

President & CEO, [Hispanic & Asian Marketing Communication Research](#), 1987 -
1999.

President, SuperDatos de México, 1992 2003.

Professor of Communication, Department of Speech and Communication
Studies, San Francisco State University. 1984-1992.

Coordinator of Graduate Studies, Department of Speech and Communication
Studies, San Francisco State University. Summer 1986-1992.

Associate Professor of Communication, Department of Communication, Michigan
State University, East Lansing. 1982-1984.

Director of Research and Development, Comunicología Aplicada de México,
México City. 1981-1982 (while on leave from Michigan State University)

Assistant Professor of Communication, Department of Communication, Michigan
State University, East Lansing. 1977-1982.

Consultant to National and International Organizations in the areas of Marketing,
Hispanic Marketing, Multicultural Marketing, Development Communication, and
Intercultural Training and Research,. 1976-present.

Professor of Advertising and Photography, Universidad Iberoamericana, Mexico
City. 1971-1973.

Account Executive, Manager, and Manager of Production at three advertising
Agencies in Mexico City. 1970-1972.

TEACHING EXPERIENCE

Principal Courses Taught

[Hispanic Marketing Communication](#)

[Account Planning](#)

[Integrated Marketing Communication](#)

[Multicultural Marketing Communication](#)

Advertising Campaign Design

Communication of Innovations and Change

Cross-Cultural/Intercultural Communication

Effects of Mass Communication

Research Methods

Human Communication and New Technologies

Intracultural Communication

Introduction to Human Communication/Fundamentals

PhotographyPublic Speaking

Quantitative Strategies in Communication Research

Re-Entry Transition Management Communication Workshops for the Agency for
International Development

The Role of Media Technologies in Development

ADVISING AND MENTORING

At Florida State University, Michigan State University, and at San Francisco State University have advised multiple students, both graduate and

undergraduate, every year. Served as committee member and/or chair and/or thesis/dissertation director of many Master and Doctoral students.

Mentored over 50 researchers at Hispanic & Asian Marketing Communication Research and at Cheskin (1991 2003) in the areas of research design and execution and in marketing strategy.

Received an Outstanding Mentor Award from San Francisco State University in 1989.

Lucinda Watson, a former advisee, dedicated her book: [How They Achieved](#) to Felipe Korzenny as her "best mentor."

BOOKS, MONOGRAPHS, & REPORTS

With Betty Ann Korzenny, [Hispanic Marketing: Connecting with the New Latino Consumer](#). New York, NY: Routledge, Published August 2011.

Jerome D. Williams, Rajeev Batra, Felipe Korzenny, Wendy Moe, and David Stewart. [2010 Census Integrated Communications Campaign. Academic Assessment Panel Final Report](#). US Census Bureau, September 8, 2009.

primary contributor to the **Yankelovich MONITOR Multicultural Marketing Study 2009.**

primary contributor to the **Yankelovich MONITOR Multicultural Marketing Study 2008.**

With Betty Ann Korzenny, and the collaboration of Madhurima Sarkar and senior researchers at DMS Research, [Online Technology Ownership: Report # 2 of the Multicultural Marketing Equation Series 2007](#). A study of the Florida State University Center for Hispanic Marketing Communication and DMS Research (An AOL LLC Company). March 2008.

With Betty Ann Korzenny, and the collaboration of Madhurima Sarkar and senior researchers at DMS Research, [Old and New Media: Report # 1 of the](#)

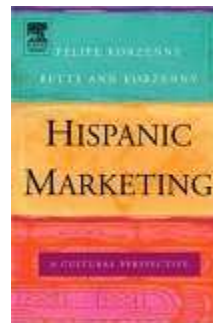
[Multicultural Marketing Equation Series 2007](#). A study of the Florida State University Center for Hispanic Marketing Communication and DMS Research (An AOL LLC Company). September 2007.

with Betty Ann Korzenny, Holly McGavock, and Maria Gracia Inglessis, [The Multicultural Marketing Equation: Media, Attitudes, Brands and Spending](#). A study of the Florida State University Center for Hispanic Marketing Communication and AOL/DMS. September 2006.

primary contributor to the **Yankelovich MONITOR Multicultural Marketing Study 2007**.

primary contributor to the **Yankelovich MONITOR Multicultural Marketing Study 2006**.

with Betty Ann Korzenny, [Hispanic Marketing: A Cultural Perspective](#). Burlington, MA: Butterworth-Heinemann/Elsevier, Published September 15, 2005. Top six finalist for the American Marketing Association Berry Book Prize Award.



primary contributor to the **Yankelovich MONITOR Multicultural Marketing Study 2005**.

primary contributor to the **Yankelovich MONITOR Multicultural Marketing Study 2003**, a study conducted with the collaboration of Cheskin and Images USA

primary contributor to the **Yankelovich/Cheskin 2002 Hispanic MONITOR**.

with Stella Ting-Toomey (Eds.). ***Effects of the Media Across Cultures***.

International and Intercultural Communication Annual, SCA, Vol. XVI. Beverly Hills, CA.: SAGE Publications, 1992.

with Stella Ting-Toomey (Eds.). ***Interpersonal Communication Across***

Cultures. International and Intercultural Communication Annual, SCA, Vol. XV. Beverly Hills, CA.: SAGE Publications, 1991.

with Stella Ting-Toomey (Eds.). ***Communicating for Peace: Diplomacy and***

Negotiation. International and Intercultural Communication Annual, SCA, Vol. XIV. Beverly Hills, CA.: SAGE Publications, 1990.

with Stella Ting-Toomey (Eds.). ***Language, Communication, and Culture***.

International and Intercultural Communication Annual, SCA, Vol. XIII. Beverly Hills, CA.: SAGE Publications, 1989.

with Bradley S. Greenberg, Michael Burgoon, and Judee Burgoon. ***Mexican***

Americans and the Mass Media. Norwood, N.J.: ABLEX Publishing Company, 1983.

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BOOK CHAPTERS

Carlos Valdez, Felipe Korzenny, and Holly McGavock. *Testing Key Hypotheses*

About The US Hispanic Consumer Behavior: Marketing Assumptions Or Reality? In Michael B. Hinner (ed). *The Interface of Business and Culture*.

Frankfurt am Main: Peter Lang, Europaischer Verlag der Wissenschaften, Vol. 7, 2010, pp. 317 - 340.

Segmenting Hispanics: The Next Iteration. In Hispanic Marketers Guide to Cable,

2008 Edition. N.Y.: Cabletelevision Advertising Bureau, 2008, pp. 74 75.

With Maria Gracia Inglessis, Hispanic Ad Agencies: Taking the Pulse of Their Market. In Michael B. Hinner (ed.), *The Influence of Culture in the World of Business*. Frankfurt am Main: Peter Lang, Europaischer Verlag der Wissenschaften, Vol. 4, 2007, pp 435 442.

To Translate Or Not to Translate, That is the Nagging Problem! In Michael B. Hinner (ed.), *Introduction to Business Communication*. Frankfurt am Main: Peter Lang, Europaischer Verlag der Wissenschaften, 2005, pp. 319-320

With Betty Ann Korzenny, A Psycho-Socio-Cultural Approach to Hispanic Market Research in the United States. In Michael B. Hinner (ed.), *Introduction to Business Communication*. Frankfurt am Main: Peter Lang, Europaischer Verlag der Wissenschaften, 2005, pp. 309-318

Relevance and Application of Intercultural Communication Theory and Research. In Samovar, Larry A. and Porter, Richard E. *Intercultural Communication: A Reader* (6th Ed.). Belmont, CA: Wadsworth, 1991.

with Peter Yapple, Mass Communication Across Cultures, in Asante, M. and W.B. Gudykunst (Eds.), *Handbook of Intercultural Communication* (Second Edition). Beverly Hills, CA.: SAGE Publications, 1989.

with Betty Ann Korzenny, Quantitative Research in Intercultural Communication, in W. B. Gudykunst and Y. Y. Kim (Eds.), *Methods for Intercultural Communication Research*. International and Intercultural Communication Annual, SCA, Vol. VIII. Beverly Hills, CA: SAGE Publications, 1984.

Communication and Problem Solving Across Cultures, in Gary Althen, (Ed.), *Learning Across Cultures*. Washington, D.C.: National Association for Foreign Student Affairs, 1981.

with Betty Ann Griffis, Education in Intercultural Training, in D.R. Barker (ed.), *Handbook for Intercultural Trainers*, Ch. 3. Washington, D.C.: SIETAR, 1980.

with Bradley S. Greenberg and Charles K. Atkin, Trends in the Portrayal of the

Elderly, in B.S. Greenberg (Ed.), *Life on Television*, Ch. 3. Norwood, N.J.: ABLEX, 1980.

with Bradley S. Greenberg, Nadyne Edison, Carlos Fernandez-Collado, and Charles K. Atkin, Antisocial and Prosocial Behaviors on Television, in B.S. Greenberg (Ed.), *Life on Television*, Ch. 8. Norwood, N.J.: ABLEX, 1980.

with Bradley S. Greenberg, David Graef, Carlos FernandezCollado, and Charles K. Atkin, Sexual Intimacy on Commercial Television During Prime time, in B.S. Greenberg (Ed.), *Life on Television*, Ch. 9. Norwood, N.J.: ABLEX, 1980.

with Bradley S. Greenberg, Carlos Fernandez-Collado, David Graef, and Charles K. Atkin, Trends in the Use of Alcohol and Other Substances on Television, in B.S. Greenberg (Ed.), *Life on Television*, Ch. 10. Norwood, N.J.: ABLEX, 1980.

with Bradley S. Greenberg and Charles K. Atkin, Styles of Parental Disciplinary Practices as a Mediator of Children's Learning From Antisocial Television Portrayals, in D. Nimmo (Ed.s), *Communication Yearbook 3*. New Brunswick, N.J.: Transaction Books, 1979.

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JOURNAL/TRADE PUBLICATION ARTICLES AND PROCEEDINGS

Leisa Reinecke Flynn, Ronald E. Goldsmith, and Felipe Korzenny, Brand Engagement in Self-Concept: A Psychometric and Demographic Analysis, *Journal of Multidisciplinary Research*, Vol. 3. No. 2, Summer 2011, pp 5 18.

Ronald Goldsmith, Leisa R. Flynn and Felipe Korzenny. Brand Engagement and Consumer Innovativeness. Proceedings of the Association of Marketing Theory and Practice, 2010.

Lee Vann and Felipe Korzenny. [A Year Of Social Media Marketing](#). *MediaPost*, Thursday, December 10, 2009.

Felipe Korzenny and Lee Vann. Tapping Into Their Connections: The Multicultural World of Social Media Marketing. *Quirk's Marketing Research Review*, Volume XXIII, Number 6, June 2009, pp. 48 51.

Li-Shiue Gau and Felipe Korzenny. An Examination of Values Associated with Sports Attitude and Consumption Behavior: An Exploratory Study. *Journal of Social Behavior and Personality*, Volume 37, No. 3, 2009, pp. 299 306.

Maria Gracia Inglessis, Holly McGavock, and Felipe Korzenny. Hispanic TV Advertising, Where did all the Mariachis Go? *Journal of Spanish Language Media*, Volume 2, 2009, pp. 3 19.

Multicultural Marketing and the Reasons Why. *Journal of Advertising Research*, Volume 48, No. 2, June 2008, pp. 173 176.

Segmenting Hispanics for Marketing. Guest Editorial in *Today's Grocer*, Vol. 50, No. 12, August 2006, p. 1B and 7B.

With Maria Gracia Inglessis, Taking the Pulse of their Market, *Quirk's Marketing Research Review*, Advertising Research Issue, Volume XX, Number 4, April 2006, pp. 48 -53.

Evolving Views of the US Hispanic Market. Exclusive Report in *Today's Grocer*, Volume 49, No. 12, August 2005, pp. 1B and 2B.

Your language, their language, or both? A new perspective on Hispanic Media Planning. *Quirk's Marketing Research Review*, Vol. XIX, Number 6, June 2005, pp. 54-57.

Hispanic Consumers and Hispanic Media Evolve. Guest Editorial in *Today's Grocer*, Vol. 48, Number 12, August 2004, pp. 1C and 9C.

Hispanic Marketing Q&A. *Quirk's Marketing Research Review*, Vol. XVIII,

Number 4, April 2004, pp. 48 - 55.

The Hispanic Grocery Store Experience. Guest Editorial in *Today's Grocer*, Vol. 47, Number 12, August 2003, p. 3G.

Hispanic and Entertainment: Insights for Culturally Relevant Marketing. *Hispanics Today*, a publication of the Hispanic Association on Corporate Responsibility. April 2003, pp. 93-98.

Key to Reaching Hispanics: Word of Mouth, Door-to-door, and Network Marketing, in the special marketing section of the March/April 2003 issue of *Minorities in Business Magazine*.

Establishing a bond: The evidence for Spanish language marketing and marketing research. *Quirk's Marketing Research Review*, Vol. XVI, Number 4, April 2002, pp 34-39.

Tendencies in a Future Without Wires, *Latino Business Association Journal*, Fall 2001

Location, Location, Location! *Latino Business Association Journal*, Summer 2001

The Brave New World of 3G, *Latino Business Association Journal*, Spring 2001
with Lyle Personette and Denise Klarquist, *The Digital World of the US Hispanic II*, Cheskin publication, January 2001.

E-Commerce and Gap, *Latino Business Association Journal*, Fall 2000

Predicting the Future: Hispanic Business Opportunities in a Technology Driven World, *Latino Business Association Journal*, July/August 2000

The Digital Hispanic World, *Latino Business Association Journal*, June 2000

Hispanic Business Challenges and Opportunities For The New Millennium, *Hispanic Business Journal*, January 2000.

Acculturation vs. Assimilation Among Hispanics: e-mail Self-Reports. *Quirk s Marketing Research Review*, Vol. XIII, No. 10, November 1999, pp. 50-54.

with Rebecca Abravanel, Ph.D., Acculturation: Conceptualization and Measurement. *Quirk s Marketing Research Review*, Vol. XII, No. 4, April 1998, pp 32-37.

with Betty Ann Korzenny, Ph.D., Trends in Hispanic Research. *Quirk s Marketing Research Review*, February 1998

with Rebecca Abravanel, Ph.D., and Adrien Lopez Lanusse, Research Uncovers Hispanic Advertising Impact. *Quirk s Marketing Research Review*, April 1997

with Betty Ann Korzenny, Ph.D., Rebecca Abravanel, Ph.D., and Adrien Lopez Lanusse, Spanish-language Advertising Boosts Loyalty. *Quirk s Marketing Research Review*, January 1996.

with Betty Ann Korzenny and Sandra M.J. Wong, Imagery in cross-cultural research. *Quirk s Marketing Research Review*, January, 1995.

with Betty Ann Korzenny, Cultural adaptation of research procedures and instruments in Hispanic and other cultures. *Quirk s Marketing Research Review*, January, 1994.

with Betty Ann Korzenny, When a Hispanic is not a Hispanic: Issues in conducting Hispanic qualitative research. *Quirk s Marketing Research Review*, November, 1992.

with Betty Ann Korzenny, Psycho-socio-cultural Hispanic research. *Quirk s Marketing Research Review*, February, 1992.

with Joyce McLure and Barbara Rzyttki, Ethnicity, Communication, and Drugs. *Journal of Drug Issues*, Volume 20, No. 1, Winter 1990, pp. 87-98.

with Patricia Dollinger, Stranger Ethnicity and Communication. *Arizona Communication Journal*, 1989.

with Mike Durance, Focus Groups for Translation Equivalence Among Hispanics. *Marketing News*, September, 1989.

with Elizabeth Schiff, Hispanic American Perceptions of Communication Discrimination.

- Hispanic Journal of the Behavioral Sciences, Vol. 9, No. 1, 1987, pp. 33-48.
- with Wanda del Toro and James Gaudino, International News Media Exposure, Knowledge, and Attitudes, Journal of Broadcasting and Electronic Media, Vol. 31, No. 1, Winter 1987, pp 73-87.
- with Betty Ann Korzenny and Gema Lopez Montes de Opitz, Mass Communications in México, Studies In Latin American Popular Culture, Vol. 6, 1987, pp. 197-216.
- with Milton J. Shatzer and Betty Ann Griffis-Korzenny, Adolescents Viewing Shogun: Cognitive and Attitudinal Effects. Journal of Broadcasting and Electronic Media, Vol. 29, No. 3, Summer 1985, pp. 341-346.
- with Betty Ann G. Korzenny and Gilda S nchez de Rota, Women's Communication in Mexican Organizations. Sex Roles: A Journal of Research, Vol. 12, Nos. 7/8, April 1985, pp. 867-876.
- with George B. Armstrong and Tatiana Galv n, Para Comunicar la Planificaci n Familiar: El Caso de México. Cuadernos de Comunicacion, Edici n Anual, No. 94, Diciembre 1984, pp. 60-68.
- with George B. Armstrong and Tatiana Galv n, Mass Communication, Cosmopolite Channels and Family Planning Knowledge, Attitudes and Practice Among Rural Villagers in México. Development and Change, Vol. 14, 1983, pp. 237-253.
- with Kimberly A. Neuendorf, The Perceived Reality of Television and Aggressive Predispositions Among Children in México. International Journal of Intercultural Relations, Vol. 7, 1983, pp. 33-51.
- with Kimberly Neuendorf, Michael Burgoon, Judee K. Burgoon, and Bradley S. Greenberg, Cultural Identification as a Predictor of Content Preferences of Hispanics. Journalism Quarterly, Vol. 60, No. 4, Winter 1983, pp. 477-485
- with Carrie Heeter, Bradley S. Greenberg, Bradley E. Mendelson, Judee K. Burgoon and Michael Burgoon, Cross Media Coverage of Local Hispanic American News. Journal of Broadcasting, Vol. 27, No. 4, Fall 1983, pp.395-402.
- with Bradley S. Greenberg, Carrie Heeter, Judee K. Burgoon, and Michael Burgoon,

- Local Newspaper Coverage of Mexican Americans. *Journalism Quarterly*, Vol. 60, No. 4, Winter 1983, pp.
- with Betty Ann Korzenny, *Mujeres en Comunicaci n: Teor a e Investigaci n*. Chasqui, (CIESPAL) Julio, Agosto, Septiembre, 1982, N mero 4, pp. 12-17.
- La Comunicaci n y la Resoluci n de Problemas Interculturales*, Cuadernos de Comunicaci n, No. 78, Febrero 1982, pp.13-24.
- with Connie Bauer, Testing the Theory of Electronic Propinquity: Organizational Teleconferencing. *Communication Research*, Vol 8, No. 4, October 1981, pp. 479-498.
- with Betty Ann Griffis, Bradley S. Greenberg, Judee Burgoon, and Michael Burgoon, Los contextos comunicativos hispanos en USA. *Cuadernos de Comunicaci n*, No. 75, Noviembre, 1981, pp. 23-43.
- with Betty Ann Griffis and Patricia Cannon, Overall 1980 SIETAR Conference Evaluation. *International Journal of Intercultural Relations*, Vol. 4, 1980, pp. vii-xi.
- with Kimberly Neuendorf, Television Viewing and Self-Concept of the Elderly. *Journal of Communication*, Vol. 30, No. 1, Winter 1980, pp. 71-80.
- with Bradley S. Greenberg, David Graef, Carlos Fernandez-Collado, and Charles K. Atkin, Sexual Intimacy on Commercial Television During Prime Time. *Journalism Quarterly*, Vol. 57, No. 2, Summer 1980, pp. 211-215.
- with Bradley S. Greenberg and Charles K. Atkin, Control de los Paders sobre los ni os que ven televisi n. *Cuadernos de Comunicaci n*, A o 6, n meros 62-63, agosto-septiembre 1980, pp. 35-44.
- with Nicky Stoyanoff, Martin Ruiz, and Amnon Ben David, Metric Multidimensional Scaling and Automatic Message Generation Applied to the Tourism Industry: The Case of Israel. *International Journal of Intercultural Relations*, Vol. 4, 1980, pp. 77-95.

- with Charles K. Atkin, Bradley S. Greenberg, and Steven McDermott, Data Relating to the Selective Exposure Hypothesis: Evidence from Entertainment Program Selection. *Journal of Broadcasting*, Vol. 23, No. 1, Winter 1979, pp. 5-13.
- with Bradley S. Greenberg and Charles K. Atkin, Trends in the Portrayal of the Aging on Commercial Television. *Research on Aging*, Vol. 1, No. 3, Sept., 1979, pp. 319-334.
- with Bradley S. Greenberg, Carlos Fernandez-Collado, David Graef, and Charles K. Atkin, Trends in Use of Alcohol and Other Substances on Television. *Journal of Drug Education*, Vol. 9, No. 3, 1979, pp.243-253.
- with Bradley S. Greenberg, David Graef, Carlos Fernandez-Collado, and Charles K. Atkin, Sexualidad en la TV norteamericana. *Cuadernos de Comunicación*, No. 51, septiembre 1979, pp. 25-32.
- Teoría de la proximidad electrónica. *Cuadernos de Comunicación*, No. 41, noviembre, 1978
- A Theory of Electronic Propinquity: Mediated Communication in Organizations. *Communication Research*, Vol. 5, No.1, January 1978, pp. 3-24.
- with Richard V. Farace, Communication Networks and Social Change in Developing Countries. *International and Intercultural Communication Annual*, Speech Communication Association, Vol. IV, 1978, pp. 69-94.
- with Carlos Fernandez-Collado, Bradley S. Greenberg, and Charles K. Atkin, Sexual Intimacy and Drug Use in TV Series. *Journal of Communication*, Vol. 28, No. 3, Summer 1978, pp. 30-37.

DISSERTATION AND THESES

Styles of Parent-Child Interaction as a Mediating Factor in Children's Learning from Antisocial Television Portrayals. Ph. D. Dissertation, Michigan State

University, East Lansing, 1977.

The Perceived Reality of Television and Aggressive Predispositions Among Children in Mexico. M.A. Thesis, Michigan State University, East Lansing, 1975.

A Comparison of Direct Reinforcement and Positive and Negative Communication in Promoting Tooth Brushing Behavior in Children. B.A. Thesis, Universidad Iberoamericana, México, D.F., México, 1973.

BOOK REVIEWS

Interethnic Communication: Current Research. International and Intercultural Communication Annual, Volume X. Young Yun Kim (Ed.). Newbury Park, CA: Sage Publications, 1986. Review published in the International Journal of Intercultural Relations, Vol. 11, 1987, pp. 411-414.

Recognition and Respect, Critical Review of: *Black Families and the Medium of Television* edited by Anthony W. Jackson. Ann Arbor, Mich.: Bush Program in Child Development and Social Policy, University of Michigan, 1982; *Images of Life On Children's Television: Sex Roles, Minorities and Families* by F. Earle Barcus. New York: Praeger, 1983; *Television and the Socialization of the Minority Child* edited by Gordon L. Berry and Claudia Mitchell-Kernan. New York: Academic Press, 1982; *Unequal Opportunities: The Case of Women and the Media* by Margaret Gallagher. Paris: UNESCO Press, 1981. Review published in *Journal of Communication*, Vol. 34, No. 3, Summer 1984, pp. 223-226.

Diffusion of Innovations (Third Edition) by Everett M. Rogers. New York, N.Y.: The Free Press, 1983. Review published in *Development Communication Report*, No. 44, December 1983, p.9.

Cultural Autonomy in Global Communications by Cees J. Hamelink. New York,

N.Y.: Longman, Inc., 1983. Review published in *Development Communication Report*, No. 43, September 1983, p.9.

Radio for Education and Development, by Dean T. Jamison and Emile G.

McAnany. Beverly Hills, Ca.: SAGE Publications, 1978. Review published in Nemi C. Jain (Ed.), *International and Intercultural Communication Annual*, Vol. V. Falls Church, VA: Speech Communication Association, December 1979, pp. 116-117.

CONFERENCE AND PAPER PRESENTATIONS

Workshop on Incorporating Hispanic Culture in the MBA Curriculum, Presented to the business faculty of La Verne University, La Verne, California March 9, 2012.

Hispanic Marketing: A Cultural Connection. Keynote presentation to the Procter & Gamble North America Consumer & Market Knowledge Symposium at the US Hispanic Session, Cincinnati, Ohio, August 11, 2011.

THE MARKETER S BLIND SPOT: Successful Hispanic Marketing Initiatives. Keynote address and chair of the Hispanic Reach 2011 Conference, Dallas, TX, June 22.

Hispanic Marketing: A Cultural Perspective for Health Care. Keynote presentation to the National Association of Hispanic MBA s Summit on Healthcare and the Community Sponsored by the Cleveland Clinic, Cleveland, Ohio, May 20, 2011.

Antonieta Reyes Echezur a and Felipe Korzenny. **Cross-cultural Differences in Brand Engagement**. Presented at the INFORMS Marketing Science Conference 2011, Houston, TX, June 9 11, 2011.

Brian T. Parker, Felipe Korzenny, and Leisa Reinecke Flynn. **The Relationship Between Consumer Acculturation and Brand Engagement Among US Hispanics**. Presented at the 2011 Annual Meeting of the Association of Marketing Theory and Practice, Panama City Beach, Florida, March 24 26, 2011.

Felipe Korzenny & Cesar Melgoza. **Why In-Culture Marketing is Critical to the Long-Term Success of Any American Enterprise**. Presented to a General Session of the Hispanic Retail 360 Summit 2010, La Jolla, California, August 9, 2010.

Ron Goldsmith, Leisa R Flynn, and Felipe Korzenny. **Brand Engagement and Consumer Innovativeness**. Presented at the 2010 Annual Meeting of the Association of Marketing Theory And Practice, Hilton Head, South Carolina March 25 27, 2010.

Engaging the Latino/Hispanic Consumer in Today s Market: Better & Best Practices. Presentation to the Brown-Forman Latino Employee Resource Group (COPA), Louisville, Kentucky, December 4, 2009.

Importance & Influence of Hispanics on The US Overall Marketplace: Trends to Watch. Presented at The Hispanic Achievement & Business Leadership Awards Ceremony, Atlanta, Georgia, October 15, 2009.

Culturally Informed Strategy Based on Grounded Research: Properly Planned and Executed Market Research with US Hispanics From Focus Groups to Segmentation. Presented to the American Marketing Association 2009 Hot Topic Series Seminars on Hispanic Marketing in Los Angeles, CA on May 14, 2009, and in Chicago, Illinois on June 9, 2009.

The Evolution of Hispanic Marketing and What s Ahead: Implications for Corporate America. Presented to the American Marketing Association 2009 Hot Topic Series Seminars on Hispanic Marketing in Los Angeles, CA on May 14, 2009, and in Chicago, Illinois on June 9, 2009.

Overview of Trends in the US Hispanic Market. Presented at the ESPN Town Hall on the US Hispanic Sports Fan, New Haven, Connecticut, December 3, 2008.

Marketing to Hispanics: One Culture Uniting Many People. Presented to the Credit and Collections Symposium of the Americas, Miami, Florida, October 28, 2008.

Multiculturalism: Catching Up with the Future of Marketing. Presented to the Legal Referral Information Services Workshop of the American Bar Association, Anaheim, California, October 18, 2008.

La oportunidad del mercado hispano de EU. Presented to the Seminario Univisi n, Mexico City, October 1, 2008.

Hispanic Audience Segmentation: The Complexities of Acculturation. Presented at the Ad: Tech Miami Conference. Miami Conference Center, Miami Florida, June 3, 2008.

The Brave New World of an Emerging Diverse Online Majority. Presented to the 14th Annual Marketing to US Hispanics and Latin America conference of the Strategic Research Institute, Coral Gables, Florida, January 29, 2008

Gau, L. S., & Korzenny, F. (2007). **Exploration of the values associated with spectator sport consumption**. (). 2007 Sports, Health,

and Leisure Academic Conference, Kaohsiung County, Taiwan. (2007), Cheng Shiu University, December 22, 2007.

The US Hispanic Market: Evolution, Language, and Emergent Media Behaviors. Keynote presentation at the University of North Texas conference on Spanish Language Media, Denton, Texas, Nov. 8-10, 2007.

The New Hispanic Consumer. Presented at the Hispanic Advisory Council of the President of Clorox, October 10, 2007.

Chen, Y., Gau, L., & Korzenny, F. **The effects of the Internet and electronic games on the ethnic identity and self-expression of young adults.** Paper presented at the Association of Internet Researchers Conference, Vancouver, Canada, October 18-20, 2007.

Gau, L. S. & Korzenny, F. **A model examining the relationship between Hofstede's cultural dimensions and sport attitudes and team identification.** Presented in the 22nd Annual Conference of the North American Society for Sport Management, Ft. Lauderdale, Florida, May 30-June 2, 2007.

The Multicultural Marketing Equation, Presentation to the Blue Cross Blue Shield of Florida 2007 Diversity Leaders Conference and Luncheon, Jacksonville, Florida, May 18, 2007.

The Evolving Hispanic Marketing Opportunity. 1st Wednesday Presentation to General Mills International, Minneapolis, Minnesota, May 2, 2007.

Hispanic Consumers in The Multicultural Marketing Equation, Presented to 3rd Annual Hispanic Marketing Conference VOZ LATINA Messaging. Media. Marketing. Miami, Florida, April 26, 2007.

The Hispanic Market Opportunity, Presentation to the 2007 Invitational Seminar and Outing of Emerson Climate Technologies, Sawgrass Resort, Ponte Vedra Beach, Florida, April 15, 2007.

Marketing & Social Marketing to Hispanics: Targeting Your Campaign to Increase Effectiveness, Presentation to the Center for Health, Intervention, & Prevention, University of Connecticut, April 12, 2007.

The Multicultural Marketing Equation: Online Media, Attitudes, Brands and Spending, Presented to the 4th Annual Multicultural Marketing for the Financial Services and Insurance Industries Conference of the Center for Business Intelligence, Brooklyn, New York, March 30, 2007.

Insights into the Hispanic Consumer, presentation to the 2007 Dairy Innovation Forum of Dairy Management Inc., Scottsdale, AZ, February 15, 2007.

Multicultural Media Explosion! Panel moderation at the 2007 Mid-Winter Conference of the Electronic Retail Association, Miami, Florida, January 29, 2007.

Hispanic Marketing: A Cultural Perspective, presentation to the College of Mass Communications and the Lubbock community at the Merket Alumni Center, Texas Tech University, Lubbock, TX, February 9, 2007.

Li-Shuie Gau and Felipe Korzenny, **An Examination of the Impact of Ethnicity on Sport Attitudes and Team Identification**. Poster paper presentation at the 8th Annual Florida State University Sports Management Conference, Tallahassee, Florida, October 26-28, 2006.

Marketing to the Next Generation of Hispanics The Sequel, address to the meeting of the National Hispanic Corporate Council meeting at Wal-Mart Headquarters, in Bentonville, AK, October 21, 2006.

Marketing Lawyer Referral Information Services to the Hispanic Community, presented to the 2006 National Lawyer Referral Workshop, Albuquerque, NM, October 14, 2006.

Putting Identity to Work, panel participation at the 21st Semi-Annual Conference of the Association of Hispanic Advertising Agencies, Miami, FL, September 20, 2006.

Brand New Insights from the Florida State University AOL DMS Study on Multicultural Marketing and Consumer Behavior. Keynote presentation at the 13th Annual Ethnic and Multicultural Marketing Omnibus, Atlanta, GA, September 28, 2006.

Maria Gracia Inglessis, Felipe Korzenny, and Holly McGavock, **Hispanic TV Advertising: Where Did All The Mariachis Go?** Poster paper presented at the Conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA, August 2-5, 2006.

Evolving Segmentation for the Hispanic Market: Are you Using Yesterday's Tools? Presentation to the 7th Annual Hispanic Boom Conference of the Strategic Research Institute, Los Angeles, CA, June 14, 2006.

Hispanic Marketing: A Cultural Perspective, Keynote address at the 10th Annual Hispanic Market Midwest Conference, Minneapolis, Minnesota, April 26, 2006.

Se Habla Español and English, Panel Moderator and Presenter at the Marketing to Hispanics Symposium at the National Postal Forum, Orlando, Florida, April 4, 2006

Marketing to the New US Hispanics, Keynote Presentation to the 13th Annual DMA Directo Days Conference Offered by the Direct Marketing Association Directo: Council for Hispanic Marketing, New York, April 3, 2006

Marketing to the Next Generation of Hispanics, presented to the 20th Annual Conference of the National Hispanic Corporate Council, Chicago, Illinois, October 7, 2005.

The Evolution of US Hispanic Media, panel presentation sponsored by Yahoo! en Español during Advertising Week at the Reuters Building in New York, September 28, 2005.

Obtaining Relevant Market Research, the How-To Guide of Purchasing and Conducting Research with Hispanic Consumers. Workshop presented at the 10th Annual IQPC US Hispanic Marketing Conference, September 19, 2005.

The Hispanic Bakery: Marketing with a Difference, presented to the IDDBA's Dairy-Deli-Bake 2005 Seminar and Expo, Minneapolis, Minnesota, June 5, 2005.

Marketing to the Evolving US Hispanic Market, presented at the Voz Latina Marketing To Hispanics 2005, Hosted by Marketing y Medios, Billboard, and the Hollywood Reporter, Miami, Florida, April 28, 2005.

Capitalizing on Hispanic Cultural and Linguistic Change, presented at the 9th Annual Midwest Hispanic Marketing Conference, Saint Paul, Minnesota, April 26, 2005.

Media and the Evolution of Hispanic Language and Culture, presented at the Annual Conference and Show of the National Association of Broadcasters, Las Vegas Convention Center, Nevada, April 20, 2005.

With Maria Gracia Inglesis and Naida Saavedra, **New Frontiers For Hispanic Marketing & Advertising - State-of-the Business Alert**, presented at the 11th Annual **Marketing to US Hispanics and Latin America** conference of the Strategic Research Institute, Miami, Florida, January 25, 2005.

Workshop **Optimizing Hispanic Research Techniques To strengthen Your Strategic Advantage In The Hispanic Market** presented at the 11th Annual **Marketing to US Hispanics and Latin America** conference of the Strategic Research Institute, Miami, Florida, January 24, 2005.

Keynote address **A New Communication Paradigm for the US Hispanic Market: Language and Cultural Approaches for Emerging Latino Markets**, and workshop on **Marketing to the Hispanic Female Head of Household**, both presented at the **US Hispanic Marketing 2004** conference of the International Quality and Productivity Center, Miami, Florida, December 13 and 14, 2004.

Keynote Address **Hispanic 21**. Presented at the launch of the US Hispanic Initiative of National City Bank, Cleveland, Ohio, November 15, 2004.

General Session **The US Hispanic Market: A 650 Billion Dollar Communication Opportunity**. Presented at the 2004 Florida Public Relations Association Conference "Crystal Clear PR Tactics & Trends" in St. Petersburg, Florida, August 10, 2004.

Presentation addressing **The Changing Macro Factors of the Hispanic Market and the Implications for Marketing** at the National Hispanic Corporate Council and Florida International University Symposium, Miami, Florida, June 16 - 18, 2004.

Keynote address **New Cultural and Linguistic Identity of the Hispanic Consumer - How do you Choose the Right Mix of Spanish, and/or English for your Brand.** Presented at the 5th Annual US Hispanic Market Boom Conference of the Strategic Research Institute, Los Angeles, California, June 10, 2004.

Workshop Leader "**Marketing to US Latinas,**" at the US Hispanic Marketing 2004 conference of IQPC, Miami, Florida May 17 - 18, 2004.

Keynote Speaker "**Connecting with the Lucrative Hispanic Market**" at the Second Annual Program of the Tucson Advertising Federation, Tucson, Arizona, January 20, 2004.

With Cathy Von Fange and Stephen Palacios, **Optimizing Hispanic Marketing Productivity**, Webinar presented to a national audience of marketers affiliated with Directo, the Hispanic branch of the Direct Marketing Association, January 7, 2003.

The US Hispanic Market Opportunity for Chilean Exports, presented at the Graduate School of The Diego Portales University Faculty of Economy and Business and at the newspaper El Financiero, November 20 and 21, 2003.

With Lou Lopez, Hispanics, **The Culture of Hispanic Entertainment**, presentation at the ARF Week of Workshops of the Advertising Research Foundation, New York, September 23, 2003.

With Lou Lopez, **Hispanics and Entertainment: Insights for Culturally Relevant Marketing**, presentation at the Symposium of the Hispanic Association on Corporate Responsibility, Chicago, Illinois, July 1, 2003.

Unraveling Cultural Archetypes to Develop Healthcare Products and Positioning Solutions, presentation and Co-Chair of the 4th Annual US Hispanic Market BOOM & Profitable Customer Relationship Strategies conferences of the Strategic Research Institute, Los Angeles, CA, June 5 - 6,

2003.

Cross-Cultural Marketing: The Case of the US Hispanic market,
presentation to the Kitchen & Bath Industry Show & Conference, Orlando
Convention Center, Florida, April 10, 2003.

How to Increase Seafood Retail Sales to Hispanic Consumers, presentation
to the 2003 International Boston Seafood Show, Hynes Convention Center,
March 11, 2003.

With Cathy Von Fange, Opening Keynote Address: **Influencing the Future -
Emerging Hispanic Market Trends, Attitudes, and Targets.** Presented to the
Direct Marketing Association 10th Annual Directo Days Conference, New York,
March 3, 2003.

With Lou Lopez, **Hispanics & Entertainment: Key findings from the 2002
HOT Study by People in Español Magazine.** Presented at the Proven
Marketing Strategies that Resonate with US Hispanic Communities Conference
of the World Research Group, Miami, FL, November 20, 2002.

**Cultural Archetypes, Family Dynamics, and Implications for
Positioning.** Presented at the US Hispanic Marketing 2002 conference of the
International Quality and Productivity Center, Miami, Florida, November 19,
2002.

How to Increase Retail Sales to the Hispanic Consumer. Presented to
Expo Comida Latina: The Hispanic Food & Beverage Show, Los Angeles
Convention Center, November 4, 2002.

**Getting Your Pulse On The Cultural Bases of Hispanic Perceptions of
Consumer Credit & Debt.** Presented at the Annual Conference & Expo
Multicultural Consumer Credit & Finance, Profitable Customer ACquisition &
CRM Strategies of the Strategic Research Institute, Orlando, FL, October 28,
2002.

Understanding Key Family Dynamics in Developing Successful Hispanic Marketing Strategies. Presented at the 3rd annual US Hispanic Market Boom conference of the Strategic Research Institute, Los Angeles, CA, June 24 - 25, 2002.

Chair and presenter of **Cultural Archetypes, Family Dynamics, and Implications for Positioning** at the Marketing to US Hispanic Youth conference of Kidscreen, Los Angeles, CA, June 18 - 20, 2002.

Marketing Dairy Products to the Hispanic Consumer. Presented at the 38th annual seminar and expo of the International Dairy-Deli-Bakery Association, Orlando, Florida, June 2, 2002.

Chair and Workshop Leader at the US Hispanic Marketing 2002 conference of IQPC, Miami, Florida April 30 - May 1, 2002.

Chair, Workshop Leader, and presenter of **Understanding the Hispanic Consumer at the Foods and Beverages** for the Hispanic Consumer Conference of the World Research Group, Houston, TX, April 16 - 17, 2002.

Opportunities in the US Hispanic Market, Panel presentation at the The Digital Media Revolution in the Americas Conference, produced by Institute of the Americas, November 29-December 3, 2001, Pasadena, CA.

Chair, Panel Moderator, and presenter of **Overview of the Current State of the US Hispanic Market** at the US Hispanic Marketing 2001, Creating a Road Map for Developing, Implementing and Measuring a Successful US Hispanic Marketing Campaign of International Quality and Productivity Center, Los Angeles, CA, November 12 - 14, 2001.

International Keynote Speaker on the **Case of the US Hispanic Market** at the Multicultural Business and Communication Strategies, by Marcus Evans Ltd., Sydney, Australia, August 27-28, 2001.

Hispanics and Digital Technology and lead a workshop on Hispanic Youth

Marketing. Presented at the Hispanic Marketing Conference by IQPC, Miami, FL, May 21-22, 2001.

The Digital World of the US Hispanic, Presented at the 5th Annual Hispanic Marketing Midwest Conference, by Aguilar productions, Minneapolis, MN May 14-15, 2001.

US Hispanics and the Internet. Panel presentation at the Hispanic Internet Summit, presented by HNBA, USHCC, LULAC, and NSHMBA, San Juan, Puerto Rico, April 26-29, 2001.

Chair, US Multicultural Marketing Summit: Leading-Edge Strategies to Adapt Traditional Marketing Tools for Minority Consumers, The Advanced Learning Institute, Los Angeles, CA, April 23-25, 2001.

Online Behaviors of Hispanics of Different Age Groups. Presented at the E-Marketing to US Hispanics & Latin America, by SRI, Miami, FL. March 12-13, 2001.

The Digital World of the US Hispanic presentation at the U.S. Hispanics & Latin America Marketing Conference, Strategic Research Institute's 7th Annual Conference, Miami, FL, January 25-26, 2001.

Hispanic Teens. Presented at the Latino Youth Power Conference by Kidpower Xchange, Miami FL, Feb. 23-24, 2000.

Multicultural Advertising Research: How to Communicate Successfully with the US Hispanic Market. Presented at the 12th Annual Se Habla Espanol Hispanic Market and Media Expo, Burbank, CA, November 15-17, 1999 .

Culture & Communication: Insights into the Mindset of the Hispanic Consumer. Presented at the Third Annual Hispanic Marketing Midwest Conference, Minneapolis, MN, May 1999 and Se Habla Espanol Conference, Los Angeles, CA, November 1998 .

The US Hispanic Market: Career Options for Marketing Majors. Presented at Santa Clara University, Graduate School of Business, Santa Clara, CA., March 1999 .

The Conceptualization and Measurement of Acculturation. Presented at the Marketing Research Association Fall Education Conference, San Diego, CA., November 1998 .

Importance of the US Hispanic Market. Presented at High Tech and Hispanics: The New Frontier, San Jose, CA., October 1998 .

Strategic Marketing to Hispanics. Presented at the Silicon Valley Hispanic Chamber of Commerce, Bridge 98 Business & Technology Conference, San Jose, CA, June 1998.

Acculturation vs. Assimilation: Implications for Hispanic Marketing.

Presented at Se Habla Espanol Conference, Anaheim, California, November 1997.

with Michael Quinn. **Conflict Communication and Ethnicity.** Paper presented at the annual conference of the International Communication Association, San Francisco, CA., May 25-29, 1989.

Relevance and Application of Intercultural Communication Theory and Research. Paper presented at the Spotlight Program Why Study Culture? at the Sixth Annual Intercultural and International Communication Conference, University of Miami, Hotel Inter-Continental, Miami, Florida, February 8-10, 1989.

AIDS Communication and Beliefs. Paper presented at the 1988 symposium on Science Communication: Environmental and Health Research. Sponsored by the Environmental Protection Agency. Hosted by the Annenberg School of Communications, University of Southern California. Los Angeles, CA. December 15-17, 1988.

with Milton J. Shatzner, Judee K. Burgoon, and Michael D. Miller. **A Cross-Cultural Comparison of Compliance Gaining Styles between Japanese and North Americans.** Paper presented at the annual conference of the International Communication Association, New Orleans, Louisiana, May 29-June 2, 1988.

with Joyce McLure and Barbara Rzyttki, **Ethnicity, Communication, and Drugs.** Paper presented at the annual conference of the Western Speech Communication Association, San Diego, CA, Feb. 19-23, 1988.

with Patricia Dollinger, **Stranger Ethnicity and Communication.** Paper to be presented at the annual conference of the Western States Speech Communication Association, Salt Lake City, UT, February 14-17, 1987.

with Elizabeth Schiff, **Hispanic American Perceptions of Communication Discrimination.** Presented at the annual conference of the Western States Speech Communication Association, Tucson, AZ, February 15-18, 1986.

with Josep Rota, **Media Use by Adults in Mexico City as a Function of Socio-Economic Status and Sex.** Presented at the XXXV annual conference of the International Communication Association, Honolulu, Hawaii, May 23-27, 1985.

with Wanda del Toro, **Work and Media Behaviors Among Women.** Presented at the 34th annual conference of the International Communication Association, San Francisco, CA, May 1984.

with Wanda del Toro and James Gaudino, **International News Media Exposure and International Knowledge, Attitudes, and Opinions.** Presented at the 34th annual conference of the International Communication Association, San Francisco, CA, May 24-28, 1984.

Becoming Intercultural: Self-reflections. Presented at the 33rd annual conference of the International Communication Association, Dallas, TX, May

26-30, 1983.

with Betty Ann Korzenny and Gema Lopez Montes de Opitz, **Mass Communication Research in Mexico**. Presented at the 33rd annual conference of the International Communication Association, Dallas, TX, May 26-30, 1983.

with Betty Ann Korzenny, **Qualitative vs. Quantitative Research in the Study of Human Communication**. Presented at the 33rd annual conference of the International Communication Association, Dallas, TX, May 26-30, 1983.

with Milton Shatzer and Betty Ann Korzenny, **Shogun on TV: Who Watched and with What Effects Among Midwestern Teenagers?** Presented at the Annual Conference of the International Communication Association, Boston, MA, May 1982.

with Betty Ann Griffis, Bradley S. Greenberg, Judee Burgoon, and Michael Burgoon, **Hispanic American Communication Environments: Accounts of Hispanic Leaders in Six Western U.S. Communities**. Presented at the 31st annual conference of the International Communication Association, Minneapolis, MN, May 21-25, 1981.

with Kimberly Neuendorf and Betty Ann Griffis, **Teaching Intercultural Communication in the 1980's**. Presented at the annual meeting of the Speech Communication Association, New York, N.Y., November 13-16, 1980.

with Betty Ann Griffis and Gilda Rota, **An Exploratory Study of Communication Behaviors of Women in Mexican Organizations**. Presented at the 30th meeting of the International Communication Association, Acapulco, México, May 18-23, 1980.

with Kimberly Neuendorf and G. Blake Armstrong, **Cultural Identity, Communication Style and Television Behaviors Among Mexican Americans**. Presented at the 30th meeting of the International Communication

Association, Acapulco, México, May 18-23, 1980.

with G. Blake Armstrong and Tatiana Galv n, **Mass Communication and Family Planning Knowledge and Practices Among Rural Villagers in Mexico.** Presented at the 30th meeting of the International Communication Association, Acapulco, México, May 18-23, 1980.

with G. Blake Armstrong and Kimberly Neuendorf, **Cultural Identity and Communication Style Among Mexican Americans.** Presented at the 65th annual meeting of the Speech Communication Association, San Antonio, TX, November 10-13, 1979.

with Kimberly Neuendorf, **TV and the Aging: Exposure, Functions, Perceptions, and Self-concept.** Presented at the annual meeting of the American Association for Public Opinion Research, Buck Hill Falls, Pennsylvania, May 31-June 3, 1979.

with Connie Bauer, **A Preliminary Test of the Theory of Electronic Propinquity: Organizational Teleconferencing.** Presented to the International Communication Association at its annual meeting, Philadelphia, PA, May 1-5, 1979.

with Bradley S. Greenberg and Charles K. Atkin, **Styles of Parental Disciplinary Practices as a Mediator of Children's Learning from Antisocial Television Portrayals.** "Top Three Paper" presented to the Mass Communication Division of the International Communication Association at its annual meeting, Philadelphia, PA, May 1-5, 1979.

with Nicky Stoyanoff, Martin Ruiz and Amnon Ben David, **Metric Multidimensional Scaling and Automatic Message Generation Applied to the Tourism Industry: The Case of Israel.** Presented to the International Communication Association at its annual meeting, Chicago, IL., April 25-29, 1978.

with Richard V. Farace, **Communication Networks and Social Change in Developing Countries.** Presented at the annual convention of the Association for Education in Journalism, Madison, WI, August, 1977.

with Charles K. Atkin, Bradley S. Greenberg, and Steven McDermot, **Data Relating to the Selective Exposure Hypothesis: Evidence from Entertainment Program Selection.** Presented at the annual convention of the Speech Communication Association, Washington, D.C., November, 1977.

A Theory of Electronic Propinquity: Mediated Communication in Organizations. Presented at the annual convention of the International Communication Association, Berlin, West Germany, July, 1977.

with Nadyne G. Edison, Laura L. Henderson, and Katrina W. Simmons, **Children and Television.** Presented to the Michigan Speech Association, 1976.

with Bradley S. Greenberg, **The Content of Television, 1976, and Some Social Effects of Television in Mexico and Costa Rica.** Presented to the Primer Foro Latinoamericano de Televisi n para Ni os, Mexico City, 1976.

The Perception of Reality of Television and Aggressive Predispositions Among Children in Mexico. Paper presented at the annual convention of the International Communication Association, Portland, OR, May, 1976.

JOURNAL ARTICLE AND BOOK REFEREE/REVIEWER FOR

Academic Press

Communication Monographs

Communication Research

Communication Yearbooks 8, 9 and 10, ICA (Editorial Board Member 1983-

1986)

Communication Yearbook 29, ICA, *Communication and the Future* (2004)

Human Communication Research

International and Intercultural Communication Annual, SCA (Editorial Board
Member 1982-1986)

Journal of Broadcasting and Electronic Media

Journal of Computer Mediated Communication (2003)

Journal of Communication

Prentice Hall

Progress in Communication Sciences

SAGE Publications

Studies in Latin American Popular Culture

Wadsworth Publishers

MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS

American Marketing Association

Association of Hispanic Advertising Agencies

Advertising Research Foundation

International Communication Association

Qualitative Research Consultants Association

OTHER CONSULTING AND RESEARCH EXPERIENCE

Recent Consulting of Note

Consulted with the US Bureau of the Census as part of the Academic Assessment Panel of the Integrated Marketing Communication Campaign for the Census 2010.

Consulted with the Yankelovich Monitor on the Hispanic Segment of their Multicultural Marketing Study From 2004 to 2009.

Consulted with Captura Group as senior strategy consultant from Summer 2008 to Summer 2009.

Consulted with the Cuban American National Council on its re-branding strategy, Summer 2008 to February 2009.

Senior Consultant to Cheskin, Fall 2003 Fall 2007

Expert Witness on three trademark cases

AWARDS AND DISTINCTIONS

Burning Spear Guardian of the Flame Award Recipient for the College of Communication & Information, for demonstrating a dedication to students and to advancing the Florida State University as a leading institution of higher Education, March 13, 2012

Annual Distinguished Faculty Award of the Florida State University College of Communication & Information Leadership Board, Presented November 19, 2011

Member of the Board of Friends of Mission St. Luis, Tallahassee, FL, 2010 -

Member of the Board of the Adrenalina Human Sciences Institute, 2009 - 2010

Board member of the Advertising Research Foundation, 2007 -

Member of the Hispanic Advisory Council to the President of Clorox, 2007 -

Member of the Hispanic Advisory Council to the President of Coca-Cola North America, 2005 -

Member of the Advisory Board of Brandt Information Systems, 2005 - 2007

First HispanSource Award, from the James J. Hill Business Library, for Achievement in Hispanic Marketing Research, June 2005.

Distinguished Alumni Award, Michigan State University, 2003. This is the highest award bestowed by the MSU Alumni Association and is presented to MSU graduates who have demonstrated outstanding volunteer service and who have achieved the highest level of professional accomplishment including special honors or recognition and who demonstrate personal integrity and character.

Outstanding Alumni Award, College of Communication Arts and Sciences, Michigan State University, 1997