



RACE IN THE MARKETPLACE RESEARCH FORUM

May 30-June 1, 2017
American University

4400 Massachusetts Ave NW,
Washington, DC 20016, USA

Forum Objectives: To develop a solid understanding of RIM across domains and lay the foundation for a transdisciplinary research network.

AGENDA OVERVIEW

Date		Location
Tue May 30	10:00am – 12:30pm – (Optional) Visit NMAAHC	American University 4400 Massachusetts Ave NW, Washington, DC 20016, USA
	2:00pm – 2:30pm – Check-in	
	2:30pm – 3:00pm – Session 0: Welcome & Forum Overview	
	3:30 pm – 4:30pm – Session 1: Informal Networking Activity	
	5:00pm – 7:00pm – Session 2: Film Screening on Market Inclusion and Q&A	
	7:00 pm– 8:30pm – Drinks & Hors d’Euvres	
Wed May 31	9:00am – 10:45am – Session 3: Why Are We Here?	4400 Massachusetts Ave NW, Washington, DC 20016, USA
	10:45am – 11:00am – Break	
	11:00am – 12:30pm – Session 4: Deeper Dive – Research Speed Networking	
	12:45pm – 2:00pm – Lunch	
	2:15pm – 3:45pm – Session 5: Building an Interdisciplinary Approach to RIM	
	3:45pm – 4:00pm – Break	
	4:00pm – 5:30pm – Session 6: Conceptualizing the Domain of RIM	
	7:00pm – 10:00pm – RIM Dinner	Mulebone, DC
Thurs June 1	09:00am – 10:10am – Session 7: RIM Network Strategic Planning	
	10:10am – 10:25am – Break	
	10:25am – 11:15am – Session 7: RIM Network Strategic Planning (Cont.)	
	11:15am – 11:30am – Brown Bag: Debrief, Summary and Next Steps	
	1:00pm (Optional) Visit NMAAHC	

FORUM OVERVIEW

The RIM Forum is an international gathering of diverse scholars who examine the role of race in the marketplace. We define the marketplace as actual or metaphorical spaces where exchanges between producers and consumers occur. As such, we are engaging scholars who investigate RIM issues across disciplinary fields and scholarly domains (e.g. retailing, health, housing, finance, art, sports).

The broad objective of the Forum is to lay the foundation for an ongoing global transdisciplinary research network which will advance our understanding of the role of race (and its intersecting socio-political constructs – e.g. class, gender, ethnicity, religion, and sexuality) in the marketplace.

The RIM Forum will be held on the American University (AU) campus May 30-June 1 in Washington D.C.

THE ORIGINS OF RIM

As the three of us discussed our individual experiences at multiple diverse conferences – the general lack of race-related research, and its shallowness when it did appear – we began to envision RIM. We also discussed the lack of a critical perspective in the literature that does exist. However, we also knew that there were spaces outside of marketing and consumer research where interesting innovative work focusing on race was more frequent. Researchers in public health, sociology, psychology, economics, and public policy often make race a central construct, and consider its reality within diverse markets. A space where researchers focused on these particular topics could come together and build something new, a transdisciplinary field that integrates learnings from across diverse markets: This is how we envision RIM.

As practical marketplace challenges related to race repeatedly surface in markets worldwide, focused attention is required to address the specific ways in which existing hierarchies hinder inclusive and equitable marketplaces. However, there is presently no coordinating entity or space wherein scholars across disciplines who examine the role of race in the marketplace can meet, share and learn.

The RIM Research Forum is intended to be an initial step in developing a global research network of scholars and allies that work in unison to identify and address race-based market inequities. The RIM Forum will engage the expertise and commitment of scholars who investigate these issues across disciplinary fields and scholarly domains. Through a multifaceted approach, the RIM Research Forum will examine the ways in which markets normalize, reify, and (re)produce systemic and institutionalized racism.

BIOGRAPHIES



Sonya A. Grier
American University
Forum Co-Chair

Dr Grier is Professor of Marketing in the Kogod School of Business at American University. She conducts interdisciplinary research on topics related to Race in the Marketplace, especially as related to the societal impact of targeted marketing efforts, using a diversity of methodological approaches. She has published her research in leading marketing, public health, health policy, and psychology journals and also created two award-winning documentary films. She serves on the Editorial Board for the *Journal of Public Policy & Marketing*, and is a member of both the African-American Collaborative Obesity Research Network (AACORN), and the National Academies Food Forum.



Guillaume D. Johnson
Centre National de la Recherche Scientifique |
Université Paris-Dauphine
Forum Co-Chair

Dr. Johnson's is researcher at French National Centre for Scientific Research (CNRS) based at the Université Paris-Dauphine. His research focuses on the sociopolitical dynamics of multicultural marketing with a special emphasis on race. He has explored these issues in France, South Africa, and the United States, and his work has been published in management, marketing and advertising journals. Prior to joining the CNRS and the Université Paris-Dauphine, he held positions in South Africa and China.



Kevin D. Thomas
University of Texas-Austin
Forum Co-Chair

Dr. Thomas is Assistant Professor of Advertising & Public Relations, University of Texas at Austin. He investigates the socio-cultural impact of marketing communication and consumer behavior. His primary research interest pertains to understanding the relationship between marketing communication, consumption practices, and notions of self and community. Using a consumer culture theory perspective, he explores the ways in which identity markers are represented in marketing communication and experienced in the marketplace. His research work has appeared in the *Journal of Public Policy and Marketing*, *Journal of Business Research*, *Consumption Markets & Culture*, and *Advertising and Society Review*. He is co-founder of Food for Black Thought and the Black Media Council.



Muadi B. Dibinga

M3D Agency

Forum Facilitator

Ms. Dibinga is a life strategist, motivational speaker, and independent consultant with over 30 years experience working in the nonprofit sector. As a consultant she provides nonprofit and for-profit companies with the information and resources they need to carry out their work. Her specialties include, but are not limited to: organizational assessments, strategic planning, diversity training and fundraising and development. Muadi gained her experience in the areas of organizational development and fundraising during her career in the field. She authored *Put Your Shoes On! A Step-by-Step Guide for Young People Entering the Workforce* (Free Your Mind Publishing, 2014).



Shiriki Kumanyika

Drexel University | Dornsife School of Public Health

Forum Speaker

Dr. Kumanyika is Emeritus Professor of Epidemiology at the University of Pennsylvania Perelman School of Medicine and Research Professor in the Department of Community Health & Prevention at the Dornsife School of Public Health at Drexel University. She founded and continues to chair the African American Collaborative Obesity Research Network (AACORN), which now has its national office at the Dornsife School. AACORN is a national network that seeks to advance the health of black American communities with a particular focus on nutrition, physical activity, and obesity.



Rodney Williams

Moët Hennessy USA

Forum Speaker

Mr. Williams is the Chief Marketing Officer and the Executive Vice President of Moët Hennessy North America (MHUSA). In this role, he oversees the development and implementation of strategic and operational brand plans that are designed to maximize brand growth and the overall consumer experience. Before joining Moët Hennessy, he has worked at Jackson Family Wines, Constellation Wines, General Motors, Procter & Gamble and Johnson & Johnson. Rodney is the Chairman of the Board of Directors of the International Athletic Association (IAA), one of the leading athletic organizations providing recognition and support to professional and amateur athletes. He earned a BA from Amherst College and an MBA from the Kellogg School, Northwestern University.



Ranam Alkayyali

Higher Institute of Business Administration

Dr. Alkayyali is an Assistant Professor at the Higher Institute of Business Administration and is currently a Doctor in cross cultural marketing associated to ESCP Europe and UPEC University. Her thesis focuses on the role of generation and religiosity in the acculturation of Muslim Maghreb migrant women living in Paris. She has presented papers at French and international conferences including: European International Business Academy, Association Francophone de Management International, the European Marketing academy and the Association of Consumer Research, and Global Conference of Islamic Marketing. She published in International Journal of Islamic Marketing and Branding.



Naya Armendarez Jones

Food for Black Thought

RIM Board Member

Dr. Armendarez Jones is a geographer, food justice advocate, and holistic practitioner. Her research focuses on food and healing networks, especially among Black populations in North and Latin America. She is co-founder of Food for Black Thought, an action education initiative and consultancy. Through RootWork, she facilitates meditation with individuals and organizations. Naya holds a PhD in Geography and a MA in Latin American Studies from the University of Texas-Austin. Her first book-in-progress, *Eating While Young and Black*, is based on her dissertation about Black youth and food in a gentrifying city (Austin, Texas). Plenty of time outside keeps her inspired.



Patricia Banks

Mount Holyoke College

Dr. Banks (Harvard University P.h.D. & A.M./Spelman College B.A.) is a sociologist who studies culture, patronage, and markets with a focus on the African Diaspora. At Mount Holyoke College she is an Associate Professor in the Department of Sociology and Anthropology and a faculty member in the Program in Africana Studies and the Program in Entrepreneurship, Organizations, and Society. She is author of the book *Represent: Art and Identity Among the Black Upper-Middle Class* (Routledge 2010) and has published articles in journals such as *Ethnic and Racial Studies*, *Cultural Sociology*, and *Qualitative Sociology*. She has received fellowships from institutions such as the W.E.B. Du Bois Institute at Harvard University and the Woodrow Wilson National Fellowship Foundation. She is currently working on a monograph about philanthropy at African American museums as well as research on the global market for contemporary African art.



Aronté Bennett
Villanova University

Dr. Bennett is an Associate Professor of Marketing at Villanova University. She offers courses on market research and consumer behavior. Her research focuses on marketplace access, brand image and corporate social responsibility. Her work has been published in the Journal of Consumer Psychology, the Journal of Public Policy and Marketing and the International Marketing Review. She completed her B.S. and MBA at Florida A&M University and her Ph.D. at New York University.



Sterling A. Bone
Utah State University

Dr. Bone is Associate Professor of Marketing at the Jon M. Huntsman School of Business. He received his B.A. and M.B.A. from Utah State University where he also served on the President's Leadership Council, and his Ph.D. from Oklahoma State University in 2006. His research focuses on public policy and marketplace solutions to real and perceived barriers faced by racial/ethnic minority consumers in accessing life-altering services. Current projects include work that investigates the use of mystery shopping methodologies in banks to shape fair lending practices and public policy enforcement, perceived and actual marketplace discrimination, and how virtual reality can enhance service previewing to help vulnerable consumers manage their consumption journey.



Janet Borgerson
University of London
RIM Board Member

Dr. Borgerson (Ph.D., Philosophy, UW-Madison) studied philosophy, economics, and writing at University of Michigan, Ann Arbor; completed postdoctoral work at Brown University, receiving fellowships from Cranbrook Institute and Harvard School of Public Health; and earned an MA in Islamic Studies, Exeter University. Currently Visiting Research Fellow, University of London. Janet is co-author of *Designed for Hi-Fi Living: The Vinyl LP in Midcentury America* (MIT 2017); *From Chinese Brand Culture to Global Brands* (Palgrave 2013); a Harvard Business School case study; and author of *Caring and Power: A Philosophical Approach to Issues in Female Leadership* (CSP 2018). Former Trustee, Eastman Museum, Rochester NY.



Donnel A. Briley
University of Sydney
RIM Board Member

Dr. Briley is Professor of Marketing at University of Sydney and coordinator of the Business School's Executive MBA module in Silicon Valley. His research examines a range of consumer behavior topics, including the influence of culture and ethnicity on decisions and effective use of social technology. Donnel has published his work in top marketing and psychology journals, including *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, and *Social Cognition*; and he serves on the editorial review board of *Journal of Consumer Research* and *Social and Personality Psychology Compass*. He won the Robert Ferber Award for 2000 article in *Journal of Consumer Research*.



Ruth Chavez
Metropolitan State University of Denver

Dr. Chavez is an Associate Professor of Marketing in the College of Business at Metropolitan State University of Denver. Her research interests include consumer psychology, multicultural marketing, racial, and ethnic disparities, and ethics. Prior to joining MSU Denver, she worked at IBM for 20 years where she held numerous global marketing positions. As a seasoned practitioner, she has extensive experience in creating and implementing innovative solutions to complex marketplace problems. Dr. Chavez received her PhD in Social Psychology from the University of Colorado at Boulder and holds an Executive MBA in Healthcare and Pharmaceutical Administration from the University of Colorado at Denver. She is a native of Colorado who enjoys gardening.



Elizabeth Cotter
American University

Dr. Cotter is an Assistant Professor in the Department of Health Studies at American University (AU). She received her Ph.D. in Counseling Psychology from the University of Wisconsin – Milwaukee. Prior to coming to AU, she completed a postdoctoral research fellowship (focus on health psychology) at Virginia Commonwealth University, where she studied family-based obesity interventions. She completed her pre-doctoral clinical internship at the University of Maryland Counseling Center. Her research is focused on the development of innovative, culturally sensitive obesity prevention strategies in low-income communities most at risk for health disparities.



David Crockett
University of South Carolina
RIM Board Member

Dr. Crockett is Associate Professor of Marketing at University of South Carolina. His primary research interest is in sociological aspects of consumer behavior, particularly the consequences of social inequality. His research investigates the creation, manifestation, and resolution of class, gender and racial inequality in the marketplace, and addresses consumer, managerial, and public policy initiatives designed to alleviate inequality. Emerging areas of interest in his research include health-related policy and social enterprise.



Cassandra Davis
Utah State University

Dr. Davis is an Assistant Professor of Marketing at Utah State University. Cassandra's research interests lie at the intersection of marketing and public policy, with specific interests in areas such as negative social identity, counterpersuasion, and health decision-making. Her research is published in outlets such as the *Journal of Advertising*, *Journal of Business Ethics*, and the *Journal of Public Policy and Marketing*. Prior to academia, Cassandra worked for Philip Morris USA.



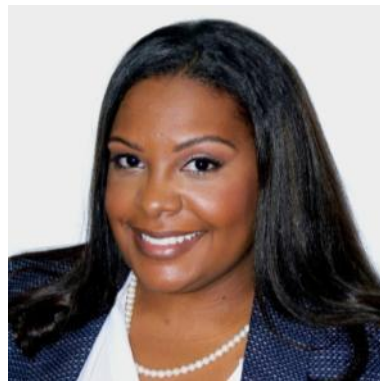
Judy Foster Davis
Eastern Michigan University

Dr. Foster Davis is a Professor of Marketing and Integrated Marketing Communications at Eastern Michigan University, USA. Her research interests concern integrated marketing communications strategies and policies; historical and multicultural marketing topics, including the roles of marketing professionals of color; and online pedagogy. She is a graduate of Howard University (B.A.) and Michigan State University (M.A and Ph.D). She is the author of *Pioneering African-American Women in the Advertising Business: Biographies of MAD Black WOMEN*, published by Routledge in early 2017.



Akon E. Ekpo
Rutgers University

Dr. Ekpo is an Assistant Professor of Marketing at Rutgers University. Her research investigates how consumer use of information technology to navigate marketplace marginalization may transform well-being. Her research has been published in the *Journal of Public Policy & Marketing*, *Journal of Business Research*, and *Marketing Theory*; and presented at various marketing and consumer research conferences. Dr. Ekpo has over ten years of experience in the IT industry as a software developer and project manager. She received her Ph.D. in Marketing from the University of Illinois at Chicago, and B.S. in Information Systems from DePaul University.



Yuvay Meyers Ferguson
Howard University

Dr. Ferguson is an Associate Professor and the Department Chairperson in the Department of Marketing at Howard University's School of Business. She teaches Marketing Communications, Consumer Behavior, and Brand Management at the University. Dr. Ferguson graduated with honors from Howard University with a Bachelors degree in International Business Marketing and then went on to American University to obtain a Masters Degree in Public Communications. Before returning to graduate school, she worked in advertising for a couple of years with clients such as the American Red Cross and BellSouth. Dr. Ferguson completed her Ph.D. in Advertising at the University of Texas at Austin. Her research interests focus on representation of Blacks and Millennials in advertising and their consumer behavior in the marketplace.



Corey D. Fields
Stanford University

Dr. Fields is an Assistant Professor of Sociology at Stanford University. Corey's research explores the role of identity – at both the individual and collective level – in structuring social life. His work emphasizes the role of meaning and recognizes that identities are enacted in specific social contexts. He is the author of *Black Elephants in the Room: The Unexpected Politics of African-American Republicans*. The book explores the dynamic relationship between race and political behavior in contemporary U.S. politics. His next project examines the relationship between social and profession identity through the experiences of African Americans in the advertising industry.



Nicholas Freudenberg
City University of New York

Dr. Freudenberg is Distinguished Professor of Public Health at City University of New York Graduate School of Public Health and Health Policy, where he also directs the CUNY Urban Food Policy Institute. His book *Lethal but Legal: Corporations, Consumption and Protecting Public Health* (Oxford, 2015) examines the health and social impact of business practices such as marketing and retail distribution and political practices such as lobbying and litigation of multinational corporations in six sectors: food and beverages, firearms, automobiles, alcohol, pharmaceuticals and tobacco. He has also worked with young people in East and Central Harlem to design and launch local counter marketing campaigns against unhealthy food.



Anthony Kwame Harrison
Virginia Polytechnic Institute and State University
RIM Board Member

Dr. Harrison is the Gloria D. Smith Professor of Africana Studies and Associate Professor of Sociology at Virginia Polytechnic Institute and State University. He is author of *Hip Hop Underground* (Temple University Press, 2009) and has published widely in the fields of popular music studies and qualitative research methodologies. Much of Kwame's research is situated at the nexuses of race, space, material and popular cultures—including work on racial identification in hip hop, Black skiing, and the history of African American automobility. Kwame is currently President of Virginia Tech's Academy of Teaching Excellence and President-Elect of the General Anthropology Division of the American Anthropological Association.



Geraldine Rosa Henderson ("Gerri")
Loyola University Chicago
RIM Board Member

Dr. Henderson is an Associate Professor in the department of marketing at the Quinlan School of Business at Loyola University Chicago. Her research is on global marketplace diversity and inclusion, and consumer well-being. She is a co-author of the book, *Consumer Equality: Race and the American Marketplace* (Praeger, 2016). Geraldine received her B.S.E.E. Degree from Purdue University and went on to earn her MBA and PhD in marketing from Northwestern University's Kellogg School of Management. Prior to pursuing her Ph.D., she worked for several years at IBM in Relationship Marketing (specializing in the Healthcare, Insurance, and Pharmaceutical Industries) and in Brand Management at Kraft Foods.



Ronald Paul Hill
Villanova University
RIM Board Member

Dr. Hill is the Richard J. and Barbara Naclerio Endowed Chair, Villanova School of Business and former Senior Associate Dean, Intellectual Strategy. He has authored nearly 200 journal articles, book chapters, and conference papers on a variety of topics. Areas include restricted consumer behavior, marketing ethics, corporate social responsibility, and public policy. Outlets for this research include *Journal of Marketing Research*, *Journal of Consumer Research*, *Business and Society*, *International Journal of Research in Marketing*, *Human Rights Quarterly*, *Journal of the Academy of Marketing Science*, *Harvard Business Review*, and *Journal of Public Policy and Marketing*. His term as Editor of the *Journal of Public Policy and Marketing* extends from July 1, 2006 until June 30, 2012.



Joni Jackson
Chicago State University

Dr. Jackson is Assistant Professor of marketing at Chicago State University; she joined the faculty in 2014. Her research interests lie in the study of privacy and surveillance and the impact of unfettered access to data on consumer choice and behavior. The potential for the use or misuse of data increases, particularly among vulnerable populations, as the methods of tracking and collection become more sophisticated and less obtrusive. These are the questions she will explore in her current program of research. She earned her Ph.D. in social psychology from Indiana University Bloomington and M.B.A. in marketing from The University of Chicago Booth.



William Trevor Jamerson
Chicago State University

Mr. Jamerson is a PhD student in Virginia Tech's sociology department. His research interests include critical race and tourism studies, indigenous studies, and digital sociology. Jamerson has previously published writing on intersections between critical theoretical perspectives on race and tourism as well as the influence of TripAdvisor within the online tourism domain. His current research involves articulating a relationship between the online community of TripAdvisor and the physical community of Harlem as it relates to the commodification of race within the global market. Jamerson currently teaches Minority Group Relations and Introduction to Sociology.



Naa Oyo A. Kwate

Rutgers University

RIM Board Member

Dr. Kwate, Ph.D., is Associate Professor at Rutgers – New Brunswick, jointly appointed in the departments of Africana Studies and Human Ecology. A psychologist by training, she has wide ranging interests in racial inequality and African American health. Her research has centered primarily on the ways in which urban built environments reflect racial inequalities in the United States, and how racism directly and indirectly affects African American health. Much of her work has been in New York City. Recent work includes "Racism Still Exists (RISE)", a public health intervention that comprised an ad campaign about the persistence of racism in the U.S.



Illana Lancaster

Center for Applied Conflict Transformation

Dr. Lancaster is a Senior Program Officer in the Center for Applied Conflict Transformation where she works in the Academy. Her areas of work include managing the initiatives on Conflict Management Training for Peacekeepers, Capacity Development for Educational Institutions, and Participatory Action Research. Illana came to the Institute from the field of international training and education with over 20 years of experience. Her areas of specialization include curriculum and training design, professional development of educators and trainers, and international education policy. Her work is informed by the analytical lens of intersectionality (race, class and gender) and social spatiality.



Roland Leak

North Carolina A&T State University

Dr. Leak is an Associate Professor of Marketing at North Carolina A&T State University in Greensboro, NC. His focal teaching areas are consumer behavior and marketing strategy. His research focuses on the following content areas affecting consumer behavior: intra-ethnic stereotyping (i.e., how members of one ethnic group – particularly minorities – stereotype in-group members), phenotypicality bias, and ideology (e.g., conservatism, ethnic color blindness).



Angelica Morris
University of Texas-Austin

Dr. Morris recently received her PhD in Advertising from The University of Texas at Austin. Her research marries scholarship from consumer culture theory, critical theory, and media effects theory to explore the links between media use, marketplace experiences, strategic communication, and consumer ideas of the self and broader society. Specifically, she seeks a better understanding of how consumers' identities, knowledge of other cultures and nationalities, and their adoption or rejection of social trends influence three areas: 1) reception of advertising and communication messages, 2) product and brand preferences and uses, 3) and use of digital and social media platforms.



Rhonda Moore
US Food and Drug Administration

Dr. Moore is a Social Scientist and Medical Anthropologist with the Office of Science, Center for Tobacco Products at the US Food and Drug Administration. Her research has focused on the social determinants of health and illness, biobehavioral mechanisms of health and, patient reported outcomes, including the experience and meaning of chronic pain in vulnerable populations. Understanding the cultural, environmental and socioeconomic factors that influence the adoption of digital and novel tobacco in vulnerable populations, the influence of sensory and targeted marketing on consumer use behaviors, and the impact of targeted tobacco marketing in video games on vulnerable consumers is the focus of her recent work. Rhonda earned a MA and PhD in Cultural Anthropology from the Stanford University.



Nicholas Pendarvis
California State University, Los Angeles

Dr. Pendarvis is Assistant Professor of Marketing at California State University, Los Angeles. He received his Ph.D. in Marketing and an International MBA from the University of South Carolina. He studied Portuguese and Latin American business culture in Brazil. His research draws on sociological and cultural theories to generate insight on consumer behavior. His work primarily concerns the negotiation and cultural production of meaning in the context of consumption communities, collective framing processes, consumer movements, and social change processes within the marketplace.



Vanessa Gail Perry
George Washington University
RIM Board Member

Dr. Perry is Professor of Marketing, Strategic Management and Public Policy at the George Washington University School of Business. Her research is focused on consumers in financial and housing markets, public policy, and marketplace discrimination, and has been widely published in scholarly and industry-oriented outlets. She has served as Senior Advisor to the Secretary of the U.S. Department of Housing and Urban Development, as an expert appointee at the U.S. Consumer Financial Protection Bureau, and as a consultant to numerous public and private sector clients. Before joining the faculty at GWU, Perry was a Senior Economist at Freddie Mac.



Cassi Pittman
Case Western Reserve University

Dr. Pittman is Assistant Professor of Sociology at Case Western Reserve University. Her scholarship examines the underlying social and cultural processes that affect racial minorities' economic behavior. Utilizing qualitative methods her work focuses on lived experiences of African American consumers. She has investigated African Americans' experiences in the consumer market, as well as the mortgage market. In her upcoming book tentatively titled *Black Power and Privilege* she paints a picture of the everyday lives of middle-class African-Americans, revealing how both race and class affect their reality and inform their consumption preferences as displayed at work, in their neighborhoods, and at sites of leisure.



Sonja Martin Poole
University of San Francisco

Dr. Poole is Assistant Professor of Marketing at the University of San Francisco. Her research centers on nonprofit and public sector marketing strategy with an emphasis on schools, colleges, and universities. She has a particular interest in investigating diversity and inclusion marketing communications for higher education institutions. Dr. Poole holds B.A., M.A., and Ph.D. degrees from the University of California, Berkeley where she studied Economics, African American Studies, and Education Policy and Organization. She also has an M.A. degree in Economics from California State University-East Bay and a post-doctoral degree in Marketing from Tulane University.



Louis Prisock **Rutgers University**

Dr. Prisock is Assistant Professor of Africana Studies at Rutgers University. He received his M.A. and PhD in sociology from University of Massachusetts, Amherst. Louis is the author of several articles examining conservatism among African Americans and has written reviews for *Contemporary Sociology* and *Social Forces*. Louis is currently finishing work on a forthcoming book entitled, *The Inescapability of Race: African American Participation in Conservative Political, Intellectual, Social, and Religious Movements* and plans to embark on a future project that examines the financial difficulties of upper middle class Americans entitled: *American Dream American Nightmare: The Financial Mirages of Upper Middle Class Americans*.



Ashanté M. Reese **Spelman College**

Dr. Reese is Assistant Professor of Anthropology and Sociology at Spelman College. She completed her PhD in anthropology at American University in 2015. Her dissertation, “*Groceries and Gardens: Race, Place, and Food Access in Washington, D.C.*” is an ethnographic exploration of food access and community building in a D.C. neighborhood. Situating the neighborhood in historical and contemporary perspectives, she examines the roles of race and class in the gradual decline in food access and in the ways residents actively navigated (and resist) the decline. She has also conducted ethnographic fieldwork in Baltimore, during which she interviewed aging Baltimore residents about their diabetes care and management to ascertain similarities and differences across race, gender, and class.



Lauren Rhue **Wake Forest University**

Dr. Rhue is an Assistant Professor of Management Information Systems and Analytics at the Wake Forest School of Business. Her research uses empirical and econometric methods to explore the economic and social implications of technology. Her most recent research has examined the racial implications of Kickstarter success, and she is interested in investigating the intersection of race, economics, and technology on online platforms. Lauren lives outside of Charlotte, NC and is an alumna of NYU’s Stern School of Business (Ph.D.) and Stanford University (B.S.).



Marcel Rosa Salas
New York University

Ms. Salas is approaching her fourth year in New York University's cultural anthropology PhD program, where her research interests include critical race and ethnic studies, media studies, epistemology, and visual anthropology. Marcel is interested in understanding the relationship between racial segregation and consumer segmentation in the U.S. marketing industry. Her dissertation research focuses on American marketing and advertising professionals' understanding of the General Market. In particular, she ethnographically studies contemporary industry debates about race and Total Marketing. Marcel holds a B.A. in Africana Studies from the University of Pennsylvania. Prior to graduate school, she worked as a culture marketer at Red Bull North America.



Paul Schor
Université Paris-Diderot
RIM Board Member

Dr. Schor is Associate Professor in American History and American Studies at the Université Paris-Diderot (Paris, France). He is visiting researcher at the French Institute for Demographic Research (INED) for the academic year 2016-17. *Counting Americans*, his book on the history of racial and ethnic categories in the US Census will be out in English in June at Oxford UP. His current book project is on the standardization of everyday life in the US from 1865 to 1940 through the actions of public and private actors, with an emphasis on minorities and the contradictions of economic inclusion/exclusion.



Jonathan Schroeder
Rochester Institute of Technology
RIM Board Member

Dr. Schroeder is the William A. Kern Professor in the School of Communication, Rochester Institute of Technology in New York, and a Visiting Fellow in the Department of Media and Communications, London School of Economics for 2016-2017. He has published widely on visual communication, consumer aesthetics and identity. His current research involves four intersecting areas: aesthetic leadership, branding, ethics of representation, and visual culture – photography, in particular. His books include *Visual Consumption* (Routledge, 2002), the *Routledge Companion to Visual Organization* (2014), and *Designed for Hi-Fi Living: The Vinyl LP in Midcentury America* (MIT Press, 2017). He is Editor-at-Large of *Consumption Markets & Culture*.



Douglass Smith

Emporia State University

Dr. Smith has spent several years as a technology entrepreneur, engaging clients like the City of Chicago, State of Illinois, and the Federal Government. His more recent professional experiences include serving as a project manager at Propylon, Inc, a Dublin, Ireland based software services firm and before that the first chief information officer for the Kansas Dept. of Agriculture for three years until 2005. Over the last several years, Dr. Smith has turned his talents to teaching others. He has taught technology and business courses including project management for a number of institutions of higher learning.



Francesca Sobande

University of Dundee

Ms. Sobande is a marketing doctoral candidate at the University of Dundee, Scotland, with a background in sociology, politics, and communications. Her research foregrounds digital diasporic dynamics amidst the media marketplace experiences of Black women in Britain. Francesca has received international conference presentation awards and has been involved in the organisation of symposia, including *Black Feminism, Womanism and the Politics of Women of Colour in Europe* (University of Edinburgh), and *Examining Normativity in Consumer Culture and Labour Markets* (University of St Andrews). She is on the editorial team behind the forthcoming collection *To Exist is to Resist: Black Feminism in Europe*.



Laurel Steinfield

Bentley University

Dr. Steinfield is Assistant Professor of Marketing at Bentley University. She has a PhD from Saïd Business School at the University of Oxford. Her research focuses on social enterprises, emerging markets consumers and women entrepreneurs, and considers how corporate programs can assist women in developing countries. Much of her work centers on consumers and interventions in Africa, drawing upon her ten years of living and working in the region.



Taquan S. Stewart
California State University, Los Angeles

Dr. Stewart is a University Supervisor and teaches STE(A)M Integration at California State University, Los Angeles. An educator for 25 plus years, Taquan's interests lay in the disparity in achievement levels between African-American and Hispanic students and their White and Asian peers in science; urban education; culturally responsive pedagogy; and the relationship between schools and prisons. He recently released *Thoughts of a Ghetto Scatterbrain: The EP* – a text using the intersection of science fiction and critical race to jump start the minds of educators (teachers, administrators, parents, family and community members). As a teacher educator, Dr. Stewart stresses a humanizing pedagogy.



Brandi Thompson Summers
Virginia Commonwealth University

Dr. Summers is an Assistant Professor of African American Studies and Associate Director of the Institute for Inclusion, Inquiry and Innovation (iCubed) at Virginia Commonwealth University. She received her Ph.D. in Sociology from the University of California, Santa Cruz, her MA in Social Sciences from the University of Chicago, and her BA in History from the University of Pennsylvania. Dr. Summers' research and teaching interests focus on race, gender, urban aesthetics, fashion, media studies, and visual culture. Her forthcoming book project, *Black in Place: The Spatial Aesthetics of a Post-Chocolate City*, explores the way that competing notions of blackness structure efforts to raise capital and develop land in Washington, D.C.



Takisha S. Toler
Stevenson University

Dr. Toler is Assistant Professor of Marketing and Faculty Lead of the Digital Marketing Degree program at Stevenson University. Takisha holds a Ph.D. in International Business and Marketing from Saint Louis University. In addition to a combined 15-plus years' experience in global marketing, not-for-profit human resources, sales, B2C and B2B, Takisha has research interests in Cross-Cultural Crisis Response, Multiethnic Consumer Behavior and Racial-Ethnic Self Schema Development. She currently serves as President of the Marketing Ethnic Faculty Association and Vice President of Collegiate Relations for the Baltimore American Marketing Association.



Frederick Wherry

Yale University

RIM Board Member

Dr. Wherry is Professor of Sociology at Yale University. He is an economic and cultural sociologist who toggles between domestic and global investigations of money, value, and social life. Since 2008, he has published five books and a four volume encyclopedia. He serves as vice-president of the Social Science History Association and will serve as president starting in November 2017. He is also chair-elect of the Economic Sociology Section of the American Sociological Association and past-chair of the Consumers and Consumption Section. His work is now focused on financial inclusion and budgeting practices for low- and moderate-income consumers in the US and abroad.



Jerome Williams

Rutgers University

RIM Board Member

Dr. Williams is Provost and Executive Vice Chancellor of Rutgers University-Newark. He also is a Distinguished Professor in Marketing and the Prudential Chair in Business. He began his academic career at Penn State University and has held endowed chair positions at four different universities, prior to Rutgers, including the Wharton Business School at the University of Pennsylvania, Howard University, University of Texas at Austin, and Nanyang Technological University in Singapore. He currently serves as an Associate Editor of the *Journal of Public Policy & Marketing*. He received his Ph.D. from the University of Colorado in Marketing.

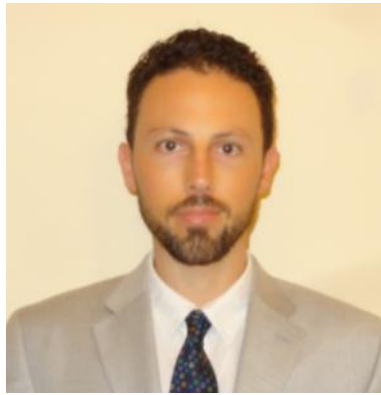


Jonathan Wilson

Richmond American University London

RIM Board Member

Dr. Wilson is Associate Professor of Business and Management at Richmond American University London. He started his career over twenty years ago in the advertising industry, then moved into academia and consulting. He specializes in what he calls the ABCDs of Business and Culture: Advertising, Branding, Communications, and Digital. He has spoken at conferences across the globe, and published over 200 pieces of work. He holds roles as: a Halal Branding and Marketing Consultant to the Ministry of Tourism, Republic of Indonesia; Editor-in-Chief for the *Journal of Islamic Marketing*; and an Executive Trainer for Al Jazeera Media Network in Qatar. Islamica 500 lists him in the *Top 50 Global Thought Leaders* for his work in Islamic Economics, Halal Branding, and Muslim consumers.



Miguel Angel Zúñiga
Morgan State University

Dr. Zúñiga is Assistant Professor of Marketing at Morgan State University in Baltimore, MD. His research interests include consumer vulnerability, cultural persuasion, ethnic marketing, cross-cultural marketing, business ethics, and ethnic identification. Dr. Zúñiga grew up working the agricultural fields of New Mexico among Latino immigrants. This experience influenced his academic and personal goals to understand marketplace consumer vulnerability, the detrimental effects on racial minority consumers, and the potential of marketing to mitigate or escalate these effects.

....and a special word of appreciation to the RIM assistant:



Kianna Gousby
American University
Forum Assistant

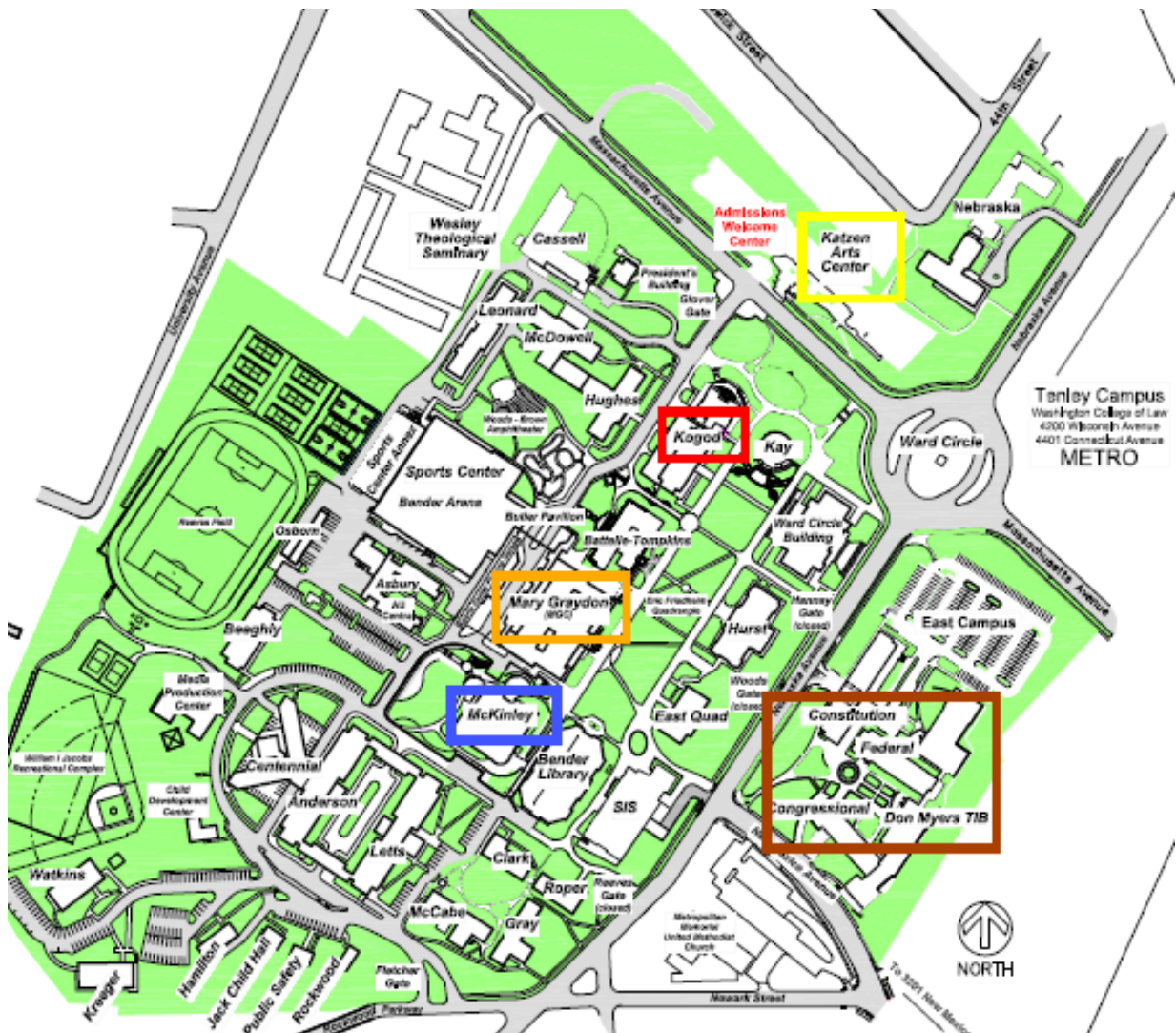
Ms. Gousby, a Boston native, received her BS in Business Administration from American University, Kogod School of Business in May 2017. She is a 2017 recipient of the Eagle Endowment Service Award and plans to continue to service the DC metro area. Kianna has interned for non-profits, small businesses, and regularly volunteers at the Dunbar-Alexandria Olympic Boys and Girls Club. In the fall she will pursue her Master's degree in marketing at American University, Kogod School of Business.

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