

AGNIESZKA CHWIALKOWSKA, Ph.D.

Curriculum Vitae

ACADEMIC EXPERIENCE

- January 2017-** Assistant Professor of Marketing
Department of Marketing and Real Estate
Richards College of Business, University of West Georgia
- May 2019** Teaching Fellow – The Governor’s Teaching Fellows Program
University of Georgia
- August 2014 – May 2016** Researcher | Ph.D. student
Department of Marketing
University of Vaasa
- October 2011 – August 2014** Researcher | Instructor | International Office Assistant | Ph.D. student
Faculty of Economic Sciences and Management
Nicolaus Copernicus University, Torun (Poland)

EDUCATION

- May 2017** Ph.D. Marketing
Department of Marketing, University of Vaasa, Vaasa (Finland)
Dissertation title: Motivational drivers of consumer engagement with company content in social media. A cross-cultural perspective
- February 2016** Ph.D. Management (AACSB)
Department of Business Excellence, Nicolaus Copernicus University, Torun (Poland)
Dissertation title: Building relationships with consumers through social media. Evidence from baby-products industry
- June 2011** M.A. Business Administration
Nicolaus Copernicus University, Torun (Poland)
- September – December 2010** Exchange Student
LAUREA University of Applied Sciences, Espoo (Finland)
1 semester study abroad

- September 2009 – July 2010** Socrates Erasmus Student (International Marketing focus)
Upper Austria University of Applied Sciences, Steyr (Austria)
2 semesters (1 academic year) study abroad
- June 2009** B.A. Management and Marketing
Nicolaus Copernicus University

INTELLECTUAL CONTRIBUTIONS

Referred Journal Articles

Chwialkowska, Agnieszka, Flicinska, Joanna, Overcoming perceived sacrifice as a barrier to the adoption of green behavior *International Journal of Consumer Studies*. (Accepted for publication in July 2020). (A-level journal - ABDC 2019 Journal Quality List)
<https://doi.org/10.1016/j.jclepro.2020.122305>

Chwialkowska, Agnieszka, Bhatti, Waheed, Glowik, Mario. (2020) The Influence of Cultural Values on Pro-environmental behavior. *Journal of Cleaner Production*, Vol. 268.
<https://doi.org/10.1016/j.jclepro.2020.122305> (A-level journal – ABDC 2019 Journal Quality List)

Chwialkowska, Agnieszka, (2020). Underemployment of skilled self-initiated expatriates – a skills mismatch or categorisation? *Journal of Education and Work*. (Accepted for publication in June 2020). (B-level journal - ABDC 2019 Journal Quality List; ABS 2018 -2)

Chwialkowska, Agnieszka. (2020). Maximizing Cross-Cultural Learning from Exchange Study Abroad Programs. Transformative Learning Theory. *Journal of Studies in International Education*. <https://journals.sagepub.com/doi/abs/10.1177/1028315320906163>

Nickell, David, Chwialkowska, Agnieszka (2020). Social Media Use and Sponsorship: An examination of an NFL franchise. *International Journal of Sales, Retailing, and Marketing*, Vol. 9, No. 2., p. 7-15.

Chwialkowska, Agnieszka, (2019). The Effectiveness of Brand- and Customer-Centric Content Strategies at Generating Shares, 'Likes', and Comments. *Journal of Promotion Management*, Vol. 25, No. 2, p. 270-300. (B-level journal - ABDC 2019 Journal Quality List; ABS 2018 -2)
<https://www.tandfonline.com/doi/abs/10.1080/10496491.2018.1443307?journalCode=wjpm20>

Chwialkowska, Agnieszka, (2019). How Sustainability Influencers Drive Green Lifestyle Adoption on Social Media: The Process of Green Lifestyle Adoption Explained through the Lenses of the Minority Influence Model and Social Learning Theory. *Management of Sustainable Development Journal*, Vol. 11, No. 1, p. 33-42. <https://www.semanticscholar.org/paper/How-Sustainability-Influencers-Drive-Green-Adoption-Chwia%C5%82kowska/ffdfa0a78355aaf8552b056a01bc72fa9a6449b>

Chwialkowska, Agnieszka, Kontkanen, Minnie (2018). How culture shapes user responses to firm-generated content on social media: the role of cultural dimensions of In-Group Collectivism, Indulgence, and Masculinity. *International Journal of Export Marketing*, Vol. 1, No. 4, p. 328-356.

Chwialkowska, Agnieszka, (2018). The role of the family in the adoption of a vegan diet. The implications for customer socialization into sustainable consumption. *Journal of Marketing Development and Competitiveness*, Vol. 12, No. 4, p. 11-37.

Chwialkowska, Agnieszka, (2018). Can marketing communication prime you to act 'green'?. *Management of Sustainable Development Journal*, Vol. 10, No. 2, p. 73-86.

Chwialkowska, Agnieszka, Ganiyu, Isau (2017). How Nordic companies in Nigeria respond to host-country risks: a network theory approach. *International Journal of Export Marketing*, Vol. 1, No. 3, p. 240-263.

Conference Papers/Presentations

Bhatti, Waheed, Chwialkowska, Agnieszka, Glowik, Marjo, (2020). The Role of Power and Network Positioning in Technology Firms' Business Ecosystems. Presented at *2020 Academy of Management Conference*, Vancouver, Canada, 7-9 August 2020. (virtual edition/COVID-19)

Rollins, Minna, Chwialkowska, Agnieszka (2020). Chinese Parents' Attitudes and Purchase Intention of Functional Foods for Children. Poster presented at *2020 Academy of Marketing Association Marketing and Public Policy Conference*, Virtual, 28-30 May 2020. (virtual edition/COVID-19)

Chwialkowska, Agnieszka (2020). Applying the QM rubric standards to designing a study abroad program. Submitted to *2020 University System of Georgia Teaching and Learning Conference*, Athens, Georgia, USA, 7-9 April 2020 (Conference cancelled – COVID-19).

Bhatti, Waheed, Chwialkowska, Agnieszka, Glowik, Marjo, (2019). Relationship Knowledge Development Process: An Opportunity Space Odyssey. Presented at *45th European International Business Academy Annual Conference 2019*, University of Leeds (Leeds, UK), 13 – 15 December 2019

Chwialkowska, Agnieszka, Glowik, Marjo, Bhatti, Waheed (2019). How Culture Influences Propensity to Act Green? Presented at *15th Vaasa Conference on International Business*, Vaasa (Finland), 19-21 August 2019.

Chwialkowska, Agnieszka (2019). Overcoming Consumers' Barriers to the Adoption of Green Behaviors. Presented as a poster at *2019 AMA Summer Marketing Academic Conference*, Chicago, USA, 9-11 August 2019.

Nickell, David, Chwialkowska, Agnieszka, Ott, Zeb (2019). The Beauty of B2B Sponsorship. The importance of Brand Activations. Presented at *2019 Center for Business & Industrial Marketing International Conference*, Berlin, Germany (June 18-20, 2019).

Chwialkowska, Agnieszka (2019). What Makes Study Abroad Programs Effective? Presented at *University System of Georgia Teaching and Learning Conference* (April 10-12, 2019).

Chwialkowska, Agnieszka (2018). The Socialization of Children and Cruelty-Free Consumption. Presented at *33rd Annual Interdisciplinary Conference in Humanities*, Carrollton, USA, 25-27 October 2018.

Chwialkowska, Agnieszka (2018). The Role of Family in Adopting a Vegan Diet. Presented (poster presentation) at *AMA Summer Marketing Academic Conference*, Boston, USA, 8-12 August 2018.

Chwialkowska, Agnieszka (2017). Driving Green Lifestyle Adoption Through Social Media Communication. Presented at *AMA Winter Marketing Academic Conference*, Orlando, USA, 17-19 February 2017.

Chwialkowska, Agnieszka (2016). Cultural Influence on the Motives for Engagement with Company Social Media Content. Presented at *EIBA 2016 42nd Annual Conference of the European International Business Academy*, Vienna, Austria, 2-4 December 2016.

Chwialkowska, Agnieszka (2016). Cultural Perspective on the Motivational Drivers of Engagement with Company Content on Social Media: A Set of Research Propositions. Presented at *ECSM 2016 European Conference on Social Media*, Caen, France, 12-12 July 2016.

Chwialkowska, Agnieszka, Kontkanen, Minnie (2016). The Context of Brand Content Communication Enhancing Social Media Experience. Presented at *Global Innovation and Knowledge Academy 2016*, Valencia, Spain, 20-23 March 2016.

Nickell, David, Chwialkowska, Agnieszka (2016). The Intersection of Social Media and Sponsorship-Linked Marketing: A Longitudinal Study of Brand Attitudes and Electronic Word of Mouth. Presented at *AMA Winter Marketing Academic Conference*, Las Vegas, USA, 26-28 February 2016.

Chwialkowska, Agnieszka (2015). Cross-Cultural Perspective on Customer Engagement Behavior In Social Media: A Conceptual Framework. Presented at *13th Vaasa Conference on International Business*, Vaasa – Finland, August 26-28 2015.

Chwialkowska, Agnieszka (2015). The Role of Culture in Building Customer Engagement with Firm-Generated Content in Social Media – GLOBE Framework Perspective. Doctoral Tutorial in International Business at the *13th Vaasa Conference on International Business*, Vaasa - Finland, August, 26 2015.

Chwialkowska, Agnieszka (2015). Cross-cultural perspective on consumer engagement with firm-generated content on social media: The study of Nordic and Eastern-European GLOBE clusters. Poster presentation at *ECSM 2015: European Conference on Social Media*, Porto, Portugal July 9-10 2015.

Chwialkowska, Agnieszka (2014). Advertising on social media – customers' attitudes and motives for interaction: A cross-cultural comparison. *Doctoral Tutorial in International Business* in Oulu - Finland, November 3-4, 2014.

Chwialkowska, Agnieszka (2013). The use of social media in Human Resource Management – employees' expectations (Original title: Social HRM – media społecznościowe jako narzędzie wspierające zarządzanie zasobami ludzkimi w organizacji). Presented at: *Systemy wspomaganie organizacji SWO 2013*. Katowice, Poland, October 21-23, 2013, p. 62- 81.

Chwialkowska, Agnieszka (2013). Universities in social media – results from a netnography research (Original title: Uczelnie w mediach społecznościowych – oczekiwania adresatów a publikowane treści). Presented at: *IV Europejskie Forum Marketingu Instytucji Naukowych i Badawczych*. Warszawa, Poland, November 21-22, 2013.

Turkiewicz, Joanna, Chwialkowska, Agnieszka (2013). Bloggers as opinion leaders – the case study of culinary bloggers (Original title: Blogerzy jako liderzy opinii – badanie blogów kulinarnych). Presented at: *Nowe media w zarządzaniu komunikacją. Nowe trendy i wyzwania*, Torun, Poland, March 6-7, 2013.

Chwialkowska, Agnieszka (2012). How companies deal with crisis in social media? (Original title: Zarządzanie kryzysem w mediach społecznościowych). Presented at: *III Europejskie Forum Marketingu Instytucji Naukowych i Badawczych*. Warszawa, Poland, November 15-16, 2012.

GRANTS AND FELLOWSHIPS

- 2020-2022** *Chancellor's Learning Scholar* 2020-2022
University System of Georgia
- 2020** *Robert J. Stone Endowment For Entrepreneurial Studies*
Research grant
- 2019** *Governor's Teaching Fellowship*
Institute of Higher Education, University of Georgia
- 2018** Richards College of Business' 2018 *Research Scholars Program*
Grant: \$5,000
- 2018** *Faculty Research Grant* from the UWG Office of the Provost and Vice President for Academic Affairs: \$4,950
- 2016** *LSR Huugo and Vilma Oksasen Foundation*
Research grant no. 10-5464: 2,000 €
- 2015** *Foundation for Economic Education* (Liikesivistysrahasto)
Research grant no. 8-4639: 5,000 €
- 2015** *Finnish Cultural Foundation* (Etelä-Pohjanmaan Kulttuurirahasto)
Research grant: 12,000 €
- 2015** Faculty of Economic Sciences, Nicolaus Copernicus University
Research grant no. 2023-E
- 2014** Faculty of Economic Sciences, Nicolaus Copernicus University
Research grant no. 1841-E

2013 Faculty of Economic Sciences, Nicolaus Copernicus University
Research grant no. 1475-E

AWARDS AND HONORS

2020 University System of Georgia *Chancellor's Learning Scholar* 2020-2022

2020 Richards College of Business' *Excellence in Service Award*

2019 Institute of Higher Education, University of Georgia *Governor's Teaching Fellowship*

2019 Richards College of Business' *Excellence in Teaching Award*

2019 Richards College of Business' *Faculty Development Award*

2018 Richards College of Business' *Excellence in Research Award*

2018 Richards College of Business' *Faculty Development Award*

2016 *Outstanding Dissertation Award*

Faculty Board of the Faculty of Economic Sciences and Management
Nicolaus Copernicus University, Torun (Poland)

TEACHING EXPERIENCE

2017 – Assistant Professor of Marketing
Department of Marketing and Real Estate
Richards College of Business, University of West Georgia, GA (USA)

2015 – 2016 Teaching Assistant
University of Vaasa, Vaasa (Finland)

2012 – 2014 Instructor
Faculty of Economic Sciences and Management
Nicolaus Copernicus University, Torun (Poland)

Face-to-face, hybrid (blended), and online classes:

Undergraduate Classes

Advertising Practices (QM Certified)
Consumer Behavior
Social Media and Online Marketing
International Marketing (QM Certified)
Cross-cultural Communication (FYS)
International Business
Services Marketing
Retailing
Principles of Marketing
Social Media Marketing
Principles of Management and Marketing
Leveraging Social Media for Employer
Branding
Managing Crisis in Social Media
Personal Branding in Social Media

Graduate Classes

Consumer Behavior
Social Media Marketing
International Marketing
Service Marketing
Communication
Managerial Skills
Strategic Management (TA)
Management Simulations (TA)

Quality Matters Course Certifications

Advertising Practices course (MKTG 3809)

International Marketing course (MKTG 4866)

Related Qualifications

2020-2022 Chancellor's Learning Scholar

2019 Governor's Teaching Fellowship

2017 Teaching Online Certificate
Quality Matters <https://www.qualitymatters.org/>

2017 Quality Matters-Certified Peer Reviewer
(Higher Education – Online Courses)
Quality Matters

2015 University Pedagogical Studies
University of Vaasa

Student Internships

Supervisor of Marketing Internships

Student Achievements

As a faculty advisor, I have guided students participating in Ball State 3rd Annual Social Media Competition (April 6- 7, 2018) to win the first prize and the Best Strategy Award.

Mentoring Activities

- YouScience Project – Aptitude assessment at Carrollton High School
- Job Shadow Day Project – Mentoring Carrollton High School students

Judge / Moderator at Student Competitions

- Served as a judge for the Richards College of Business “Big Night” Undergraduate Student Research Competition (April 17, 2018)
- Served as a moderator at West Georgia High School Ethics Bowl (February 2, 2019)

Invited Talks

- February 2014** Turku University of Applied Sciences, Turku (Finland)
International Week 2014: Social Media Marketing
- April 2013** Trakiyski University in Stara Zagora, Stara Zagora (Bulgaria)
Business 2.0; Intensive International Program 2013:
Leveraging Social Media for Employer Branding
Managing Crisis in Social Media
- May 2012** Upper Austria University of Applied Sciences, School of
Management,
Steyr (Austria)
International Week 2012: Social Media Marketing
- April 2012** Szechenyi Istvan University, Gyor (Hungary) Presentation Skills
Business 2.0; Intensive International Program 2012:
Personal Branding in Social Media

FACULTY DEVELOPMENT

Completed Courses, Workshops, Conferences and Attended Learning Communities

- November 2020** Workshop on ***Designing Your Blended Course*** for instructional designers
- This workshop explores the eight General Standards in the QM Rubric and provides a framework to build a blended course by using the QM Rubric to review key blended elements and develop a plan for one module for your blended course.
- November 5-19, 2020 (Virtual, 30 hours)
Quality Matters
- September 2020** Conference on ***Intercultural Competence and Communication***
Virtual Conference, September 25, 2020,
Clayton State University, Morrow (Georgia, USA)
Center for International Business Education and Research
- September 2020** Conference: ***Data in Real Life***
September 21-25, 2020 (virtual)
Institute for Social Research, University of Michigan
- July 2020** Faculty Senate's Inaugural Teachers' Academy – ***Dual Modality***
July 31, 2020
Senate's Teaching and Learning Committee, UWG
- July 2020** Conference on ***The Humanity of Inclusive Practices: Inclusive Practices in the Classroom***
July 6-13, 2020
Teaching and Learning Academy Course, Gardner Institute
- June-July 2020** Workshops on ***Effective Online Teaching Strategies***
Teaching and Learning Centers Program - a set of six online seminars focusing on effective online teaching strategies:
- Humanizing Your Online Course
 - Facilitating Online Discussions in Both Synchronous and Asynchronous Environments
 - Supporting Students During Uncertain Times
 - Providing Meaningful Feedback and Streamlining Grading
 - Including Collaborative Activities in Your Online Class
 - Online Course Design and Course Planning
- June 18-July 23, 2020 (Virtual)
The University System of Georgia, the Office of Faculty Development
- May-June 2020** Workshops on ***Effective Online Teaching*** - a set of six online seminars focusing on generating student engagement in online classroom setting:

- Incorporating Live Teaching in the Online Environment
- Motivating Online Learners
- Small Teaching Online: Minor Changes, Big Impact
- Creating Engaging Learning Materials
- Designing Meaningful Assessments
- Designing a Better Online Course – Instructional Technology Workshop

May 19-June 18, 2020 (Virtual)

University of West Georgia, Center for Teaching and Learning

June 2020 Conference on: ***Globalizing the Future: Teaching About Africa in a Global Context***

Virtual Conference, June 19, 2020,

Clayton State University, Morrow (Georgia, USA)

Center for International Business Education and Research

May 2020 2020 ***AMA Marketing and Public Policy Conference***

Virtual Conference, 28-29 May 2020

American Marketing Association

May 2020 Conference on ***Innovations in Pedagogy***

May 27, 2020 (online edition)

UWG, Center for Teaching and Learning, Carrollton (GA, USA)

April 2020 Diversity, Equity, and Inclusion Connections: Demystifying Asian Pacific Islander Bias During Covid-19

April 23, 2020 (webinar)

University of West Georgia, Center for Diversity and Inclusion

April 2020 Best/Worst Practices and Resources for Teaching Entrepreneurship Virtually to College Students

April 22, 2020 (webinar)

Georgia University Entrepreneurship Initiative

January-April 2020 Backwards Design and Transparent Teaching and Learning Methods - Faculty Learning Community

The Chancellor's Learning Scholars Program, organized by the University System of Georgia

February 2020 AMA Winter Marketing Academic Conference

February 14-16, San Diego (California, USA)

American Marketing Association

September-November 2019 Teaching Online - Faculty Learning Group

University of West Georgia

October 2019 Workshop: Designing Effective Teaching and Significant Learning Planning for and Integrating Course Design

October 27, 2019, Grapevine (Texas, USA)

Quality Matters

- October 2019** 12th Annual Conference on Quality Assurance in Online Learning
October 27-30, 2019, Grapevine (Texas, USA)
Quality Matters
- October 2019** AAC&U Crossing Borders and Boundaries Conference.
Transforming Higher Education
October 17-19, 2019, San Antonio (Texas, USA)
Association of American Colleges and Universities
- August 2019** 2019 AMA Summer Marketing Academic Conference
Chicago, USA, 9-11 August 2019
American Marketing Association
- May 13-24, 2019** **Governor's Teaching Fellowship**
Summer Symposium
University of Georgia Athens, (GA, USA)
- January-May 2019** **Learner-Centered Course Enrichment-** Faculty Learning
Community
The Chancellor's Learning Scholars Program, organized by the
University System of Georgia
- January-May 2019** **Inclusive Pedagogy** - Faculty Learning Community
The Chancellor's Learning Scholars Program, organized by the
University System of Georgia
- January-May 2019** **Academic Mindset** - Faculty Learning Community
The Chancellor's Learning Scholars Program, organized by the
University System of Georgia
- February-May 2019** **Course Development with Background Course Design -**
Faculty Learning Community
The Chancellor's Learning Scholars Program, organized by the
University System of Georgia
- April 2019** Workshop: **European Union Quo Vadis? Transformation And
Challenges**
Faculty Development Workshop.
April 12, 2019, Clayton State University, Morrow (Georgia, USA)
Center for International Business Education and Research
- April 2019** Conference: **University System of Georgia Teaching and
Learning Conference**
April 10-11, 2019, Athens (GA, USA)
University of Georgia
- March 2019** Workshop: **Crossing Cultures with Competence Training of
Trainers**
Advanced workshop for experienced intercultural professionals
focused on how to deliver support to people in intercultural
transition.
March 25-26, 2019, Boston (Massachusetts, USA)
The Interchange Institute
- February 2019** Conference: CUR Dialogues 2019. Advancing Future Research:
Strategies for Long-Term Sustainability
February 14-17, 2019, Arlington (Virginia, USA)

Council on Undergraduate Research

October 2018 Workshop on ***Designing Quality Courses with Learning*** for instructional designers
Environment Modeling (Pre-conference workshop, 8 h)
October 30, St. Louis (Missouri, USA)
Quality Matters

October/November 2018 10th Annual Conference on Quality Assurance in Online Learning
October 30-November 2, St. Louis (Missouri, USA)
Quality Matters

October 2018 Conference On Integrating Latin American Perspectives Into Social Science, Humanities, Education And Business Courses
Faculty Development Workshop.
October 12, Clayton State University, Atlanta (Georgia, USA)
Center for International Business Education and Research

October 2018 33rd Annual Interdisciplinary Conference in Humanities
October 25-27, Carrollton (Georgia, USA)
College of Arts and Humanities, University of West Georgia

August 2018 AMA Summer Marketing Academic Conference
August 8-12, Boston (Massachusetts, USA)
American Marketing Association

June 2018 Quality Matters Rubric Update Course
Quality Matters

May 2018 ***Migration Matters. Implications for Teaching in Business Schools. Faculty Development*** Workshop.
May 30, 2018, Atlanta (Georgia)
Center for International Business Education and Research & Georgia State University

May 2018 Innovations in Pedagogy Conference
May 15, 2018
UWG, Center for Teaching and Learning, Carrollton (GA, USA)

March 2018 Research Visit
Nicolaus Copernicus University
March 10-29, Torun (Poland)

March 2018 Qualtrics Insight Summit
March 6-9, 2018, Salt Lake City (Utah, USA)
Qualtrics

March 2018 Faculty Development Workshop on ***Teaching about Modern India***
March 2, Clayton State University, Atlanta (Georgia, USA)
Center for International Business Education and Research

February 2018 AMA Winter Marketing Academic Conference
February 23-25, New Orleans (Louisiana, USA)

American Marketing Association

- October – December 2017** **Teaching Online** Workshops for instructional designers
- The QM Teaching Online Certificate enables instructors to demonstrate their knowledge mastery of online teaching. The seven workshops that make up the Teaching Online Certificate include competencies aligned with QM's [Online Instructor Skill Set](#). Instructors who take the series are provided with the background knowledge needed for teaching online. The workshops will provide both current and potential online instructors with the experience of learning online from the student's perspective.
- October-December 2017 (75 hours)
Quality Matters
- May-November 2017** **Peer Reviewer of Online Courses** (Higher Education)
Workshops for instructional designers
(30 hours)
Quality Matters
- October 2017** Workshop on ***the History, Politics, and Cultural Aspects of Doing Business in China***
October 27, Georgia Highlands College, Cartersville (Georgia, USA)
Center for International Business Education and Research
- September 2017** Alternative Learning Providers in Higher Education
September 27-28, Fort Worth (Texas, USA)
Quality Matters
- September 2017** 10th Annual Conference on Quality Assurance in Online Learning
September 24-27, Fort Worth (Texas, USA)
Quality Matters
- September 2017** Workshop on ***Interdisciplinary Perspectives on Emerging Africa Themes and Implications for Teaching***
September 15, Clayton State University, Atlanta (Georgia, USA)
Center for International Business Education and Research
- May 2017** Research Seminar: ISC Paris Business School, University of La Rochelle, & Richards College of Business
May 22-24, Paris (France)
- March 2017** Qualtrics Insight Summit
March 1-3, Salt Lake City (Utah, USA)
Qualtrics
- February 2017** AMA Winter Marketing Academic Conference
February 17-19 Orlando (Florida, USA)
American Marketing Association

UNIVERSITY, COLLEGE, AND DEPARTMENTAL SERVICE

-
- 2020**
- Mentor to the new Chair of the Academic Policies Committee (AY 20-21)
 - Chair of the Academic Policies Committee (Senate Standing Committee) (AY 19-20)
 - Member of the Executive Committee (Senate Standing Committee) (AY 19-20)
 - Member of the Institutional Policies Committee (AY 19-20)
 - Member of the New Building Committee, University of West Georgia
 - Senator, Faculty Senate, University of West Georgia
 - Member of the Academic Policies Committee, University of West Georgia
-
- 2019**
- Chair of the Academic Policies Committee (Senate Standing Committee) (AY 19-20)
 - Member of the Executive Committee (Senate Standing Committee) (AY 19-20)
 - Member of the Institutional Policies Committee (AY 19-20)
 - Resident Scholar – Center for the Diversity and Inclusion
 - Member of ORSP Advisory Board (Office of Research and Sponsored Projects), University of West Georgia
 - Represented the Department of Marketing at the Major's Fair (October 1, 2019)
 - Reviewed 4 submissions to UWG Innovations in Pedagogy Conference organized by UWG Center for Teaching and Learning (May 2019)
 - Helped plan Faculty Development Workshop on Grant Opportunities (with Dr. Brad Prince and Dr. Julie Hawk)
 - McCalman Executive Roundtable (April 5, 2019)
 - Represented the Department of Marketing at the Major's Fair (February 19, 2019)
 - Served as a moderator at West Georgia High School Ethics Bowl (February 2, 2019)
 - Member of the New Building Committee
 - Chair elect of the Academic Policies Committee, University of West Georgia
 - Member of the New Building Committee, University of West Georgia
 - Senator, Faculty Senate, University of West Georgia
-
- 2018**
- Fall Preview Day (November 4, 2018)
 - Preparation of Promotional Display for the Preview Days
 - Supervised 2 marketing internships (Spring & Summer 2018)
 - Served as a judge for the Richards College of Business "Big Night" Undergraduate Student Research Competition (April 17, 2018)
 - Faculty coach for Ball State 3rd Annual Social Media Competition (April 6-7, 2018). My students won the first prize and the Best Strategy Award.
 - Job Shadowing/UWG Promotion among Carrollton High School students (January 31, 2018)
 - Winter Preview Day (January 28, 2018)
 - Chair elect of the Academic Policies Committee, University of West Georgia
 - Member of the New Building Committee, University of West Georgia
 - Senator, Faculty Senate, University of West Georgia
 - Member of the Academic Policies Committee, University of West Georgia

- 2017**
- McCalman Executive Roundtable (November 2017)
 - Fall Preview Day (November 2017)
 - Women Empowering Women Event (September 2017)
 - Summer Graduation (July 2017)
 - UWG Representative at ISC/UWG/La Rochelle Research Seminar (May 2017)
 - Attendee, Graduation, Graduation Commencement (May 2017)
 - Majors Fair (April 2017)
 - McCalman Executive Roundtable (February 2017)
 - Preview Day (January 2017)