

BENÉT DeBERRY-SPENCE
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[B. DeBerry-Spence Engaged Research in Africa \(Video\)](#)

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email: benet@uic.edu

EDUCATION

Ph.D., (Marketing) Northwestern University
MBA, University of Chicago
B.S., University of Notre Dame

ACADEMIC and ADMINISTRATIVE POSITIONS

University of Illinois at Chicago, College of Business (2003 to present)

Department Head, Marketing (formerly part of Managerial Studies), 2020 to present

Department Head, Managerial Studies, 2018-2020

Professor of Marketing, 2016 to present

Associate Professor of Marketing, 2010-2016

Assistant Professor of Marketing, 2003-2010

Courses Taught: Global Marketing-MBA; Intro to Marketing- Core MBA; Consumer Behavior-Ph.D. (Campus, Corporate MBA and Executive Banking Programs) – *Teaching Evaluation Ave: 4.7+/5.0*

Course Methods: Text Cases and ‘Live’ Cases (Case studies involving local businesses)

Teaching Interests: Global Marketing, Marketing Management, Emerging/Developing Markets
Consumer Behavior, Qualitative Research Methods.

Northwestern University, Kellogg School of Management

Instructor, Marketing Management (Special undergraduate course offering) (Fall, 2002)

Lecturer, Global Initiatives in Management (MBA course) (Winter, 2002)

HONORS and AWARDS

American Marketing Association-EBSCO Award for Responsible Research in Marketing (2021)

OpEd Project Public Voices Fellow (2020-2021)

Top Professor, UIC Corporate MBA Program (2020)

Finalist, Journal of the Academy of Marketing Science Sheth Foundation Best Paper Award (2020)

University of Illinois Presidential Fellow (2017-2018) – Focused on innovation and economic development

University of Illinois at Chicago (UIC) College of Business Administration Faculty Award (2016)
– Awarded to one faculty member in recognition of research, teaching and service

UIC College of Business Summer Research Funding Award (2014-2018)

UIC Campus Insights Scholar (2015) “Research and Innovation on a Global Scale: *MASAZI* – Ghana, West Africa” <https://www.youtube.com/watch?v=clNerga6nWw>. University of Illinois Board of Trustees

University of Illinois President’s Executive Leadership Fellow (2014)

UIC Managerial Studies Faculty Research Funding Award (2013-2014)

Excellence in Teaching Award – Managerial Studies Dept. [Largest Dept. in UIC College of Business Administration] (2012)

Great Cities Institute Faculty Scholar, University of Illinois at Chicago (UIC) (2012-2013)

CODESRIA Multinational Working Group Member and Coordinator, Council for the Development of Social Science Research in Africa (2006-2009)

Dean’s Teaching Commendation

Faculty receiving a score of 4.28 or higher (out of 5.0) in response to the survey question, “Compared with other faculty, this instructor is...” (2005-2010: duration of program)

Honorable Mention, Best Professor – UIC Business Liautaud Graduate School (2005)

Great Cities Institute Fellowship, University of Illinois at Chicago (2004-2005)

William R. Davidson Award, Honorable Mention, Best Paper in *Journal of Retailing* (2004) (Volume 78, Special Issue)

Hans E. Panofsky Research Award (2002), Northwestern University Program of African Studies

Center for Comparative and International Studies, Summer Fellow (2002), Northwestern University

Northwestern University Fellow (1999-2000)

ENGAGED TRANSFORMATIVE RESEARCH

DeBerry-Spence, B., Founder, *The MASAZI® Visitor and Welcome Centre*: Accra, Ghana— West Africa (2005 – present).

For over 15 years *The MASAZI® Visitor and Welcome Centre* has exemplified scholarship-in-action. Built and opened in 2005, *MASAZI* works with the community to engage a social agenda by serving as the official visitor and welcome centre for The Centre for National Culture (Accra, Ghana), the largest Arts and Crafts market in Ghana; and as one of three ‘distinguished’ visitor and welcome centres for the capital city of Accra. In 2010, *MASAZI* was extended to include extensive involvement with Accra microbusinesses working in mobile telecom. *MASAZI* contributes to research ideation, theorizing and praxis.

Select examples of *MASAZI* community engagement, scholarship and impact are intended to be demonstrative, but not inclusive of all *MASAZI* contributions to theory and praxis.

MASAZI:

- Engages with and serves daily the over 400 microbusinesses and 1000 working and operating at The Centre for National Culture (Accra, Ghana)– which is one of the most visited destinations in Ghana and hosts many of the country’s 2 million annual visitors. Works with an additional 50+ community microbusinesses (tailors and other artisan-entrepreneurs) located outside the Centre for National Culture annually to grow their businesses. Has hosted *NY Times* and *BBC World Live*.
- Supports Ghana government tourism efforts. Provides Ghana tourism promotional materials and marketing tourism training. Produces research materials for Government Ministries. Positioning Ghana for collaborating with external constituencies – *United Nations World Tourism Organization Conference*.
- Enacts a dialogical process of engagement between the community and the academy, and practice and theory. – *Journal of Business and Industrial Marketing (2008): Theorizes the ‘in-betweenness’ of research agenda that implicate both theory development and social action*.
- Collaborates with microentrepreneurs to raise awareness about important issues such as water scarcity, bathrooms and business. Securing marketplace water and water tank. – *Journal of Business Research (2010): Theorizes ‘third-space’ enactment through an investigation of business and water*.
- Collaborates with microentrepreneurs to address and manage ‘everyday challenges’, such as security, customer parking, coin shortages, hawking, etc. Achieving government sponsored marketplace security – *Journal of Business Research (2012): theorizes ‘the everyday’, interrogating idiosyncratic, yet mundane aspects of microentrepreneurship*.
- Supports microentrepreneurial growth efforts through business practices that help mitigate infrastructure issues like power rationing and high traffic/transportation, as well as barriers to growth like rising raw material costs and lack of capital – *Journal of Marketing Management (2014): Theorizes ‘development’ and calls for greater activism in transformative research*.
- Contributes to broader discourses on African market development. – “Market Development in The African Context”: Chapter appears in *Marketing Management: A Cultural Perspective (2012)*.
- Extends scholarship-in-action model from arts and crafts tourism to the mobile phone industry. Working side-by-side microentrepreneurs that sell mobile telecom products/services to better understand how markets develop and transform “from the ground up.” – *Journal of Macromarketing (2015): Theorizes ‘development and markets’, drawing on empirical demonstrations from the African mobile telecom industry*.
- Informs relations between microbusinesses and MNCs. – “Bringing together the Big and the Small: Multinational Corporation Approaches to Corporate Social Responsibility and Entrepreneurship in Africa”: Chapter appears in *The Oxford Handbook of Corporate Social Responsibility: Psychological and Organizational Perspectives (2019)*.
- Offers new way of giving voice to vulnerable populations and subsistence marketplace populations through more active and visible participation in research. – *Journal of Public*

Policy & Marketing (2019) – Winner, American Marketing Association-EBSCO Award for Responsible Research in Marketing: Introduces innovative mobile phone visual methodology.

JOURNAL PUBLICATIONS

DeBerry-Spence, B. and Izberk-Bilgin, E. (2021), “Historicizing and Authenticating African Dress: Diaspora Double Consciousness and Narratives of Heritage and Community,” *Consumption Markets & Culture*, 24(2), 147-168.

DeBerry-Spence, B. and Trujillo Torres, L. (2021), “Don't Give Us Death Like This! Commemorating Death in the Age of COVID-19,” *Journal of the Association for Consumer Research*, forthcoming (<https://www.journals.uchicago.edu/doi/10.1086/711832>).

Trujillo Torres, L., and DeBerry-Spence, B. (2019), “Consumer Valorization in Narratives of Traumatic Consumption Experiences,” *Journal of the Academy of Marketing Science*, 47 (3): 516-431. **[Finalist, 2020 Journal of the Academy of Marketing Science Sheth Foundation Best Paper Award]**

DeBerry-Spence, B., Ekpo, A., and Hogan, D. (2019), “Mobile Phone Visual Ethnography (MpVE): Bridging Transformative Photography and Mobile Phone Ethnography,” *Journal of Public Policy & Marketing*, 38 (1): 81-95. **[Winner, 2021 American Marketing Association-EBSCO Award for Responsible Research in Marketing].**

Ekpo, A., DeBerry-Spence, B., Henderson, G. R., and Cherian, J. (2018), “Narratives of technology consumption in the face of marketplace discrimination,” *Marketing Letters*, 29 (4): 451-463.

Figueiredo, B., Chelekis, J., DeBerry-Spence, B., Firat, A., Ger, G., Godefroit-Winkel, D., Kravets, O., Moisander, J., Nuttavuthisit, K., Peñaloza, L., and Tadajewski, M. (2015), “Developing Markets? Understanding the Role of Markets and Development at the Intersection of Macromarketing and Transformative Consumer Research (TCR),” *Journal of Macromarketing*, 35: 257-271.

Tadajewski, M., Chelekis, J., DeBerry-Spence, B., Figueiredo, B., Kravets, O., Nuttavuthisit, K., Peñaloza, L., Firat, F., Ger, G., and Moisander, J. (2014), “The Discourses of Marketing and Development: Towards “Critical Transformative Marketing Research,” **[Lead Article]** *Journal of Marketing Management*, 30 (17-18): 1728-1771.

DeBerry-Spence, B., Ekpo, A., Adalokun, M., Gunay, H. (2013), “Towards Marketplace Diversity: A Multi-measure, Multi-dimensional Study of the Journal of Public Policy & Marketing”, **[Lead Article]** *Journal of Public Policy & Marketing*, 32 (May): 6-15.

DeBerry-Spence, B. and Abbam-Elliott E., (2012), “African Microentrepreneurship: The Reality of Everyday Challenges,” *Journal of Business Research*, 65 (12): 1665-1673.

- DeBerry-Spence, B. (2010), "Making Theory and Practice in Subsistence Markets: An Analytic Autoethnography of MASAZI in Accra, Ghana," *Journal of Business Research*, 63 (6): 608 – 616.
- DeBerry-Spence, B. (2008), "Consumer Creations of Product Meanings in the Context of African-Style Clothing," *Journal of the Academy of Marketing Science*, 36 (3): 395 – 408.
- DeBerry-Spence, B. (2008), "Third-Space Scholars: Bridging the Marketing Academy and Emerging Markets," **[Lead Article]** *Journal of Business and Industrial Marketing*, 23 (6): 368 – 373.
- Bonsu, S. and DeBerry-Spence, B. (2008), "Consuming the Dead: Identity and Community Building Practices in Death Rituals," *Journal of Contemporary Ethnography*, 37 (6): 694 – 719.
- Kozinets, R., Sherry, J., Storm, D. Duhachek, A., Nuttavuthisit, K., DeBerry-Spence, B. (2004), "Ludic Agency and Retail Spectacle," *Journal of Consumer Research*, 31 (3): 658 – 672.
- Sherry, J. F., Kozinets, R. V., Duhachek, A., DeBerry-Spence, B., Nuttavuthisit, K., Storm, D., (2004), "Gendered Behavior in a Male Preserve: Role Playing at ESPN Zone Chicago," *Journal of Consumer Psychology*, 14 (1&2), pp. 151 –158.
- Kozinets, R. V., Sherry, J. F., DeBerry-Spence, B., Duhachek, A., Nuttavuthisit, K., Storm, D., (2002), "Themed Flagship Brand Stores in the New Millennium: Theory, Practice, Prospects," *Journal of Retailing*, Volume 78, pp. 17 – 29.
[Winner, William R. Davidson Honorable Mention Award for Best Paper]
 Reprinted in *Räume des Konsums. Über den Funktionswandel von Räumlichkeit im Zeitalter des Konsumismus* (2007), Kai-Uwe Hellmann / Guido Zurstiege (Hrsg.), Wiesbaden: VS Verlag, 87-118.
- Sherry, J. F., Kozinets, R. V., Storm, D. Duhachek, A., Nuttavuthisit, K., DeBerry-Spence, B. (2001), "Being in the Zone: Staging Retail Theater at ESPN Zone Chicago," *Journal of Contemporary Ethnography*, 30 (4), pp. 465 – 510.

BOOK CHAPTERS AND CURATIONS

- DeBerry-Spence, B., Arnoté, M. B., Cross, N.N. S, Ekpo, A. E., Sobande, F. (2020), "A Call for Further Research at the Intersection of Race, Marketing, and Public Policy," *Journal of Public Policy & Marketing*, <https://www.ama.org/2020/08/04/a-call-for-further-research-at-the-intersection-of-race-marketing-and-public-policy/>.
- DeBerry-Spence, B., Trujillo Torres, L., Hinson, R. E. (2019), "Bringing together the Big and the Small: Multinational Corporation Approaches to Corporate Social Responsibility and Entrepreneurship in Africa" In McWilliams; A.; Rupp, D.; Siegel, D.; Stahl, G.; and Waldman, D., editors. *The Oxford Handbook of Corporate Social Responsibility: Psychological and Organizational Perspectives*. London, England: Oxford University Press, 391-411.

DeBerry-Spence, B., Bonsu, S. K. and Arnould, E. J. (2012), "Market Development in The African Context" In Peñaloza, L., Toulouse, N., Visconti, L., editors. *Marketing Management: A Cultural Perspective*. New York, NY: Routledge, 93-109.

CONFERENCE PRESENTATIONS AND PROCEEDINGS

DeBerry-Spence, B. Thomas, K., Yeh, M. (2021), "Marketplace Diversity– The Challenge of Privilege: Unpacking Advantage," *American Marketing Association* (Winter Conference), (Online due to COVID).

DeBerry-Spence, B. Bennett, A., Cross, S., Ekpo, A., Sobande, F. (2021), "The Intersection of Race, Marketing, and Public Policy: A Call to Action Through Future Research," Session revised and dedicated to Jerome D. Williams, Ph.D. (co-chaired with Kevin Thomas), "Race, Marketing, and Public Policy: A Retrospective of the Research and Impact of Jerome D. Williams," *American Marketing Association* (Winter Conference), (Online due to COVID).

Trujillo Torres, L. Ekpo, A., DeBerry-Spence, B., Wen, Y. (2020), "The Influence of Public Discourse on Charitable Giving," *Association for Consumer Research*. (Online due to COVID).

Gardner, M.P., Roux, C., Jain, S.P. (chairs), DeBerry-Spence (contributor), (2020), "Shining a Light on Maladaptive Consumption: The Journey so Far and the Roads Less Traveled," *Association for Consumer Research*. (Online due to COVID).

Trujillo Torres, L. Ekpo, A., DeBerry-Spence, B., Wen, Y. (2020), "The Influence of Public Discourse on Charitable Giving," *Association for Consumer Research*. (Online due to COVID).

DeBerry-Spence, B., Trujillo Torres, L.; Sengupta, R., Chen, J., Matsumoto, K. (2020), "Marketing's Role in Promoting the Common Good: A Systematic Examination and an Agenda For Future Inquiry," *Association for Consumer Research*. (Online due to COVID).

Trujillo Torres, L., Wen, Y., Ekpo, A. E., DeBerry-Spence, B. (2020), "The Influence of Public Discourse on Charitable Giving," *Association for Consumer Research*. (Online due to COVID).

DeBerry-Spence, B., Trujillo Torres, L., Sengupta, R., Chen, J. and Matsumoto, K. (2019), "A Systematic Examination of Marketing's Contribution to Creating a Better World and an Agenda for Future Inquiry," *American Marketing Association*. Chicago, IL.

Ekpo, A. E., DeBerry-Spence, B., Henderson, G. R., Cherian, J. (2019), "Lived Marginalization: An Exploratory Study of Microaggressions in the Marketplace," *Race in the Marketplace*. Paris, France.

Matsumoto, K., DeBerry-Spence, B., Trujillo Torres, L., Sengupta, R., and Chen, J. (2019), "The Role of Corporate CEOs in Public Discourse from 1992-2017," *American Marketing Association*. Chicago, IL.

- DeBerry-Spence, B. (2018), "Theory + Research in the African Context: Ethnographic Perspectives," *International Academy of African Business Development*, Durban, South Africa.
- DeBerry-Spence, B. (2018), "Mobile Sellers: Reconceptualizing Mobile Street Vendors," *International Academy of African Business Development*, Durban, South Africa.
- Trujillo Torres, L. DeBerry-Spence, B., Askegaard, S. and Grier, S. (2018) ,"Public Discourse and Cultural Valorization in the Cancer Marketplace", in *NA - Advances in Consumer Research*, Volume 46, eds. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN: *Association for Consumer Research*, 50-56.
- Trujillo Torres, L., and DeBerry-Spence, B. (2018), "Consumer Valorization in Narratives of Traumatic Consumption Experiences," *Consumer Culture Theory Conference*. Odense, Denmark.
- Ekpo, A. E. Henderson, G. R., DeBerry-Spence, B. and Cherian, J. (2017), "Acts of Liberation from Marginalized Habitus," *Consumer Culture Theory Conference*. Anaheim, CA.
- DeBerry-Spence, B. "Relational Engagement: A Conceptual Framework for Increasing Knowledge Dissemination and Impact," With Julie Ozanne. June 2017. *Transformative Consumer Research Conference*. Ithaca, NY.
- DeBerry-Spence, B. (2017), "Consuming space: how to foster pro-social transformations," Track participant in *Transformative Consumer Research* dialogical conference. Ithaca, NY.
- DeBerry-Spence, B. Ekpo, A. E. and Hogan, D. (2016), "Research Reflections on Mobile Phone Visual Ethnography in Ghana, West Africa: Bridging Mobile Phone Ethnography and Transformative Photography," in *NA - Advances in Consumer Research*, Volume 44, eds. Page Moreau and Stefano Puntoni, *Duluth, MN: Association for Consumer Research*, 727-727.
- DeBerry-Spence, B. and Hogan, D. (2016), "Mobile Phone Visual Ethnography: Emerging Methodological Insights for Transformative Research," *Subsistence Marketplaces Conference: Developing Pathways at the Intersection of Interdisciplinary Research and Practice*. Campaign, IL.
- Limkangvanmongkol, V. DeBerry-Spence, B., Ekpo, A. E., Trujillo Torres, L., and Anlamlier, M. E. (2015), "Selfie Me. I am (micro) Celeb!: Understanding the Role of MicroCelebrity Practice in Selfie Culture," in *NA - Advances in Consumer Research*, Volume 43, eds. Kristin Diehl and Carolyn Yoon, *Duluth, MN: Association for Consumer Research*, 797-797.
- Anlamlier, M. E., DeBerry-Spence B., Ekpo A. E., Trujillo Torres L., and Limkangvanmongkol, V. (2015), "Understanding "Wealthie": Deliberate Show-off on Social Media," *American Marketing Association*. Chicago, IL.

- DeBerry-Spence, B. and Oduro-Frimpong, J. (2015), Exhibit: "Everyday African Middle Class Consumerism," *Consumer Culture Theory Conference*. Fayetteville, AR.
- DeBerry-Spence, B. and Abbam Elliot E. (2015), "African Microentrepreneurs and Market Literacy: Navigating Marketing Systems," *Macromarketing Conference*, Chicago, IL.
- DeBerry-Spence, B. (2015), "Life Satisfaction: Development and Well-Being," Accepted Track participant in *Transformative Consumer Research Dialogical Conference*. Villanova, PA.
- Trujillo Torres L. E., DeBerry-Spence, B., Ekpo A.E., Anlamlier, M.E., and Limkangvanmongkol, V. (2015), "Co-Production in Altruistic Crowd Funding Narratives," *Consumer Culture Theory Conference*. Fayetteville, AR.
- Trujillo Torres L. E., DeBerry-Spence, B., Ekpo A.E., Anlamlier, M.E., and Limkangvanmongkol, V. (2015), "Not As Innocuous As It Seems: The Pitfalls and Hidden Implications of Altruistic Crowdfunding," *Macromarketing Conference*. Chicago, IL.
- DeBerry-Spence, B., Abbam Elliot, E., and Ekpo, A. E. (2014), "Community Agency and Coopetition: An Empirical Examination of an African Arts and Crafts Market," *Subsistence Marketplaces Conference*. Champaign, IL.
- Ekpo, A. E. and DeBerry-Spence, B. (2013), "Technology Usage and Identity Construction in the Context of African Middle Class Consumers," *Cross Cultural Research Conference*. Antigua, Guatemala.
- DeBerry-Spence, B. and Izberk-Bilgin, E. (2013), "Cultural Authentication: Historical Narratives of African Clothing, Identity, and Heritage," in *NA - Advances in Consumer Research Volume 41*, eds. Simona Botti and Aparna Labroo, Duluth, MN: *Association for Consumer Research*, 753-754.
- DeBerry-Spence, B., Ekpo, A. E., Adalokun, M., Gunay, H. (2013), "Towards Marketplace Diversity: A Multi-measure, Multi-dimensional Study of the Journal of Public Policy and Marketing," [part of special session: Breaking New Ground in Diversity and Inclusion Research and Public Policy: JPP&M Special Issue Marks Pivotal Stage for Research Domain] *Marketing & Public Policy Conference*. Boston, MA.
- DeBerry-Spence, B. (2013), "Developing Markets: *MASAZI*," Proposal accepted for and participation in Developing Markets Track at *Transformative Consumer Research Dialogical Conference*. Lille, France.
- Abbam Elliot, E. and DeBerry-Spence, B. (2011) "Value Co-Creation in Substance Markets: an Empirical Study", in *NA - Advances in Consumer Research Volume 39*, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: *Association for Consumer Research*, 794-795.

- Abbam Elliot, E., DeBerry-Spence, B., and Casakin, H. (2011), "Transcultural Tourism: the Role of Cultural Metaphors in Enhancing Destination Image," in *NA - Advances in Consumer Research* Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: *Association for Consumer Research*, 751-752.
- Abbam Elliot, E. and DeBerry-Spence, B. (2010), "Transmodern Metaphors and Consumer Spirituality," in *NA - Advances in Consumer Research*, Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: *Association for Consumer Research*, 792-793.
- DeBerry-Spence, B. (2008), "Reinforcing Traditions in Global Markets," at *Subsistence Marketplaces: Sustainable Consumption and Commerce for a Better World*. Sponsored by the University of Illinois at Champaign/Urbana, the University of Illinois at Chicago and the University of Wyoming, Chicago, IL.
- Ozanne, J., DeBerry-Spence, B. and Crockett, D. (2008), "Building the Transformative Research Community: Opportunities and Obstacles for Rising Scholars," [Roundtable co-organizer and co-chair: pre-conference survey conducted with roundtable participants] in *NA - Advances in Consumer Research* Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: *Association for Consumer Research*, 812.
- DeBerry-Spence, B. (2006), "Third Spacing in the Academy." *International Academy of African Business Development*. Accra, Ghana.
- DeBerry-Spence, B. and Izberk-Bilgin, E. (2006), "Wearing Identity: The Symbolic Uses of Africa Clothing by African Americans" in *Advances in Consumer Research*, Volume 33, eds. Cornelia Pechmann and Linda L. Price, Duluth, MN: *Association for Consumer Research*, 192-193.
- Otnes, C., DeBerry-Spence, B. and Coulter, R. (2006), "Shopping with Consumers (SWC) at Subsistence Marketplaces," *Subsistence Marketplaces Conference*. Chicago, IL.
- DeBerry-Spence, B. and Izberk-Bilgin, E. (2005), "African Americans and African Clothing: Toward a Theory of Consumer Comfort," *International Academy of African Business and Development*. Dar es Salem, Tanzania.
- DeBerry-Spence, B. (2004), "Experiencing Ghana: Creating Memorable Encounters," *International Academy of African Business and Development*. Atlanta, GA.
- DeBerry-Spence, B. (2004), "Rethinking Meaning Transfer: A Theory Building Study of African-American Consumption of African Clothing," *International Academy of African Business and Development*. Atlanta, GA.
- Nuttavuthisit, K., and DeBerry-Spence, B., (2003), "New Retail Design Development" in *Advances in Consumer Research*, Volume 30, eds. Punam Anand Keller and Dennis W. Rook, Valdosta, GA: *Association for Consumer Research*, 209.

Nuttavuthisit, K. and DeBerry-Spence, B. (2002), "A Typology of Gender Retail Practices Within the Retail Environment," in *GCB - Gender and Consumer Behavior* Volume 6, eds. Pauline Maclaran, Paris, France: *Association for Consumer Research*, 195-198.

Nuttavuthisit, K., and DeBerry-Spence, B. (2002), "New Retail Design Development," *Association for Consumer Research*. Atlanta, GA.

Sherry, J. F., Kozinets, R. V., Duhachek, A., DeBerry-Spence, B., Nuttavuthisit, K., Storm, D. (2002), "Gendered Behavior in a Male Preserve: Role Playing at *ESPN Zone Chicago*," in *GCB - Gender and Consumer Behavior* Volume 6, eds. Pauline Maclaran, Paris, France: *Association for Consumer Research*, Pages: 55-56.

DeBerry-Spence, B. and Nuttavuthisit, K., (2002), "When Cultural Products Become Transcultural," *African Studies Association Annual Conference*. Ann Arbor, MI.

DeBerry-Spence, B. (2002), "How Consumption Context Affects Product Meanings: Multi-Site Ethnography," 4th *Annual Conference on Ethnography*. Chicago, IL.

INVITED TALKS and WORKSHOPS

Association of African Business Schools (2020), "Engaging with the Journal of Public Policy & Marketing," (Online).

University of Illinois Board of Directors (2018), "Faculty Research– Driving University Ecosystem Linkages: Case insights from MASAZI," Chicago, IL.

Transformative Consumer Research Conference (2017), "Relational Engagement: A Conceptual Framework for Increasing Knowledge Dissemination and Impact," Ithaca, NY. With Julie Ozanne.

University of Illinois Board of Directors (2017), "Diversity & Inclusion: Faculty Perspectives," Springfield, IL.

Chicago Consumer Culture Community (2016), "Putting in Face Work: An Exploration of how Consumers Manage Social Identity in the Face of Identity Threat," Chicago, IL. With Akon Ekpo and Geraldine Henderson.

Northwestern University Kellogg School of Management (2016), Panel on "Mobile Payments in Africa: Obstacles and Opportunities," Evanston, IL.

Subsistence Marketplaces Conference (2016), Developing Pathways at the Intersection of Interdisciplinary Research and Practice. Plenary session co-organizer and co-chair, "Junior Scholar Mentorship," Champaign, IL. With Lisa Jones Christensen.

Northwestern University Kellogg School of Management, Marketing (2016), "Picture This: Mobile Phone Visual Ethnography In Africa," Evanston, IL.

Explore UIC (2015) "Marketing Practices and African Markets," Chicago, IL.

Africa Mobile & ICT Expo (2015), Panel on M-Commerce. Speaking on “Opportunities and Risks of M-Commerce,” Accra, Ghana.

Avis, West Africa/Land Tours (2015), “Everyday Engagement, Companies and Customers,” Accra, Ghana.

Stanford|SEED (Stanford Institute for Innovation in Developing Economies) and Knoxxi/Corenett (2015), “Everyday Challenges and Mobile Money Distribution,” Accra, Ghana.

Graduate Marketing Associations of DePaul University, Loyola University and the University of Illinois at Chicago (2014), Panel on Global Marketing: Building Brand Engagement. Speaking on “Branding with African Consumer-Merchants,” Chicago, IL.

Global Africa Partnership Forum (2014), Global Institute of Sustainable Development. Panel on University and Community Partnership for Sustainable Development. Speaking on Scholar-Activism and Community Engagement,” Chicago, IL.

Subsistence Marketplaces Conference (2014), Consumption & Entrepreneurship in Subsistence Marketplaces: Spanning Geographies & Substantive Domains. Plenary session co-organizer and co-chair, “Curricular Innovation Workshop,” Champaign, IL. With Niels Billou.

Chicago Consumer Culture Community (2013), “Subtle Faces of Discrimination: An Exploratory Study of Microaggressions in the Marketplace,” Chicago, IL. With Akon Ekpo and Geraldine Henderson.

Northwestern University Kellogg School of Management (2013), iAfrica: Innovation in Africa’s Emerging Industries. Panel on “Harnessing Africa’s Green Revolution: Seeding New Innovations in Agriculture,” Evanston, IL.

Great Cities Institute, UIC (2013), “Rethinking Marketplace Literacy: Transforming African Markets,” Chicago, IL.

Northwestern University Kellogg School of Management (2011), Africa’s Golden Age: Seizing Opportunities in an Exciting New Area. Panel on “Financing Africa’s Growth: Who holds the Key,” Evanston, IL.

Ashesi University (2010), “Case Research and Teaching: Theory and Practice,” Accra, Ghana.

University of Illinois Faculty Retreat (2010), “Breaking Research Paradigms: Insights from a Transformative Research Agenda,” Chicago, IL.

Northwestern University Kellogg School of Management (2010), African Small Businesses Investment and Growth. Panel on “The Aspiring African Consumer Marketplace - Capturing The Opportunity,” Evanston, IL.

- Fulbright (2010; 2009), “Global Challenges, Local Solutions: Fostering Change through Social Entrepreneurship,” [presenter and panel participant based on MASAZI engaged research]. Chicago, IL.
- University of Notre Dame (2009), “Making Theory and Practice in Subsistence Markets: An Analytic Autoethnography of MASAZI in Accra, Ghana,” Notre Dame, IN.
- Chicago Consumer Culture Community (2007), “MASAZI: A Case Study of Third Space,” Chicago, IL.
- Great Cities Institute, UIC (2007), “Theories of Third Space: Reconceptualizing the Conceptual,” Chicago, IL.
- Japanese International Cooperation Agency (2006), “Branding Ghana: Back to the Basics and Beyond,” Accra, Ghana.
- Ghana Ministry of Tourism and Diaspora Relations (2006), “Experiencing Ghana: Creating Memorable Encounters,” Accra, Ghana.
- Ghana Ministry of Tourism/Ministry of Communications (2005), “Conceptual Branding: *A Golden Experience*”. Accra, Ghana.
- Great Cities Institute, UIC (2004), “Ethnographic Marketing Research”. Chicago, IL.
- National Black MBA Association (2004): “Corporate and Academy: At the Crossroads,” Chicago, IL.
- Northwestern University, Program of African Studies (2004), “Successfully Managing the Dissertation and Writing Process,” Evanston, IL.
- York University (2003), “Rethinking Meaning Transfer: Ethnographic Insights from the Consumption of African Clothing,” Toronto, Canada.

AD-HOC REVIEWER

Association for Consumer Research

American Marketing Association

Consumer Culture Theory

Consumption Markets & Culture

Journal of African Business

Journal of the Academy of Marketing Science

Journal of Business Research

Journal of Consumer Psychology

Journal of Public Policy & Marketing

Journal of Service Research

ASSOCIATE EDITOR & EDITORIAL REVIEW BOARD

Journal of Public Policy & Marketing (AE)

Journal of the Academy of Marketing Science (ERB)

SPECIAL ISSUE EDITOR

Journal of Business & Industrial Marketing (2008): Culture and Marketing in Emerging Markets
[with Dadzie, K.]

UNIVERSITY SERVICE

Chicago Public Schools, Young Men of Color Summit (2021) (March, April)

UIC, Recruitment, Enrollment, and Retention Initiative–Student Welcome & Recruitment (2021)

UIC, The Power of Black Women's Leadership (2021)

Senate Executive Committee [elected], UIC (2005 – Present)

Senate [elected], UIC (2004 – Present)

Honors College Faculty Fellow (2020 – 2021)

Faculty Advisory Committee, Office of the Vice President For Academic Affairs (2015 – 2021)

Vice Chancellor of Health Affairs Advisory Group (appointed, UIC Chancellor) (2017- 2020)

University Senates Conference [Faculty advisory group to the University of Illinois President and Board of Trustees] [elected] (2012 – 2018)

Vice President for Economic Development and Innovation Search Committee, [appointed by President of University of Illinois] (2016 – 2017)

University Senates Conference, Academic Affairs and Research Committee (2015 – 2018)

College of Business Administration Scholars Mentoring Program, UIC (2013–2014, 2017-Present)

Faculty Advisory Committee, Office of the Vice President/Chief Financial Officer and Comptroller (2016 – 2017)

Managerial Studies Department Faculty Advisory Committee [elected] (2013–2014; 2011– 2012; 2017-2018)

Managerial Studies Dept. Faculty Search Committee, UIC (2013-2014; 2012-2013, 2017)

Chancellor's UIC Resource Strategy Team [appointed by UIC Chancellor] (2015-2016)

University Senates Conference, Nominating Committee (2016-Chair; 2015)

Provost Search Committee, UIC [appointed by UIC Chancellor] (2015)

Promotion and Tenure Mentoring Workshop, UIC (2015; 2014; 2010)
 College of Business Administration Executive Committee, UIC [elected] (2015; 2013; 2011)
 Fulbright Interviewer, UIC (2014)
 Chancellor's Search Committee, UIC [appointed by President of University of Illinois] (2014)
 Chancellor's Health Sciences Task Force (2014) [appointed by UIC Chancellor]
 Chancellor's Diversity Advisory Committee [appointed] (2014 – Present)
 University Senates Conference, Finance, Budget and Benefits Committee (2013–2015)
 College of Business Dean's Search Committee, UIC [appointed by interim Dean] (2011)
 University of Illinois Enterprise Risk Management: Senior Advisory Group [appointed by Senate President] (2010- 2011)
 Grace Holt Scholars Proposal Development Committee, UIC (2009)
 Great Cities Institute, Faculty Scholar Review Committee UIC (2008)
 UIC Alumni Day, Presenter–In cooperation with UIC Chancellor and President (2007)
 College of Business Assoc. Dean Search Committee, UIC [appointed by Interim Dean] (2005)
 African American Academic Network Mentor, UIC (2003-2004)

DOCTORAL THESIS WORK

Lagnajita Chatterjee – Marketing, Committee Member (2020) “An Investigation of the (Not So) Painful Duality of Envy and Consumer Decision Making,” Placement: Worcester State University

Lez Trujillo Torres – Marketing, Committee Chair “Valorization Dynamics in the Consumption of Cancer Treatment Health Services,” Placement: *Essec Business School*.

Esi Abbam Elliot –Marketing, Committee Chair (2012) “Value Co-creation in Subsistence Markets: Microenterprises and Financial Services firms in Ghana,” Placement: *George Washington University*.

Akon Ekpo –Marketing, Committee Member (2012) “Transcending Habitus with IT: Understanding How Marginalized Consumers Use Information Technology,” Placement: *Western Michigan University*.

Kelly Weidner –Marketing, Committee Member (2012) “Sustainable Innovation: Drivers, Conditions and Impact on Triple Bottom Line Performance,” Placement: *Dominican University of California*.

Gary Schirr –Marketing, Committee Member (2008) “New service development: User collaboration in a unique process,” Placement: *Radford University*.

Elif Izberk-Bilgin –Marketing, Committee member (2005) “Love it or hate it: consumer resistance to global brands from a cross-cultural perspective,” Placement: *University of Michigan, Dearborn*.

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
International Academy of African Business Development
National Black MBA Association
Ph.D. Project

OTHER AFFILIATIONS

Chicago Sister Cities (Past member, Appointed)
Ghana Ministry of Tourism; Advisor
Royal Neighbors of America (Fraternal Benefits Organization), Past Board Member
StreetWise (Largest North American street-newspaper serving the homeless)
Past Board of Directors President and Past Board Member

INDUSTRY EXPERIENCE

Monsanto, G.D. Searle (now Pfizer) Skokie, IL
Senior Director, New Products
Director, Global Cardiovascular Businesses
Director, Global New Businesses

Northwestern Healthcare Network (now Northwestern Memorial Hospital) Chicago, IL
Assistant to the President

Baxter International (Baxter Healthcare Corp and Baxter Renal) Deerfield, IL
Senior Marketing Manager
Marketing Manager
Product Manager
Market Research Manager
Market Research Analyst