

CECILIA RUVALCABA

University of The Pacific
Eberhardt School of Business
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EDUCATION

Doctor of Philosophy 2015
Field: Management with a concentration in Marketing
University of California Irvine

Master of Business Administration 2006
Area of Concentration: Marketing Management & International Business
Loyola Marymount University

Bachelor of Science in Business Administration 2003
Area of Concentration: Business Information Systems
DeVry University

TEACHING EXPERIENCE

Assistant Professor

Eberhardt School of Business, University of the Pacific

Fall 2015

Course: Marketing Management (Two Sections, Undergraduate)

Overall Evaluation (evaluations planned)

Adjunct Professor

College of Business and Public Management, University of La Verne

Spring 2015

Course: Principles of Marketing (Online course, Undergraduate)

Overall Evaluation 3.54/4.00

Course: Marketing Management (Graduate)

Overall Evaluation 3.82/4.00

Winter 2015

Course: International Marketing (Graduate)

Overall Evaluation 3.67/4.00

Course: Marketing Management (Graduate)

Overall Evaluation 3.83/4.00

Fall 2014

Course: International Marketing (Two Sections, Undergraduate)

Overall Evaluation 3.81/4.00 and 3.87/4.00

Course: International Marketing (Online Course, Graduate)

Overall Evaluation 2.84/4.00

Spring 2014

Course: Marketing Management (Graduate)

Overall Evaluation: 3.91/4.00

Winter 2014

Course: International Marketing (Graduate)

Overall Evaluation: 3.98/4.00

Fall 2013

Course: International Marketing (Undergraduate)

Overall Evaluation: 3.50/4.00

Fall 2012

Course: Introduction to Hispanic Culture (Graduate)

Created a course tailored to a new graduate program. The purpose of the course was to provide an in-depth understanding and analysis of Hispanic culture and its implications in all areas of business.

Overall Evaluation: (evaluations not collected)

Teaching Associate

Paul Merage School of Business, University of California Irvine

Winter 2014

Course: International Marketing (Undergraduate)

Overall Evaluation: 3.54/4.00

Teaching Assistant

The Paul Merage School of Business, University of California Irvine

Winter 2009 to Winter 2015

Courses:

Business Communications (Professor Jennifer Hite; Undergraduate)

Conducted weekly discussion sessions which included in-depth analysis of course concepts and assignments for hands-on application. Repeat TA assignment for six courses.

Overall Evaluation: 3.8/4.0

Marketing Management (Professor Imran Currim; Executive MBA; Health Care Executive MBA; Fully Employed MBA)

Repeat TA assignment for fourteen courses.

Overall Evaluation: 3.8/4.0

Consumer Behavior (Professor Loraine Lau-Gesk; Fully Employed MBA; Full-Time MBA)

Guest lecturer and teaching assistant.

Overall Evaluation: (evaluations not activated)

Consumer Behavior (Professor Nivein Behairy; Full-Time MBA)

Overall Evaluation: (evaluations not activated)

Introduction to Business Management (Professor Thomas G. Eppel; Undergraduate)

Overall Evaluation: (evaluations not activated)

Entrepreneurship (Professor Charlie Baecker; Undergraduate)

Overall Evaluation: 3.8/4.0

Brand Management (Professor Debbie Letourneau; Undergraduate)

Overall Evaluation: 3.8/4.0

Introduction to Marketing (Professor Dante Pirouz; Undergraduate)

Overall Evaluation: 3.8/4.0

Advertising and Communications (Professor Robert Mancuso; Undergraduate)

Overall Evaluation: 3.8/4.0

University Training Workshops/Certifications

Student-Centered Course Design Certificate Program
UCI Campus Writing Center: Grading Student Writing Workshop
Teaching Assistant Professional Development Program
Electronic Educational Environment Communication Tools
Using Google Apps for Education
Organizing and Teaching with Visual Images
Multimedia Video Creation
Assessment Basics Workshop

AREAS OF RESEARCH INTEREST

Market Legitimacy
Value Co-Creation and Legitimacy
Hispanic Small Business Consumption (Technology & Social Media)
Hispanic Market Consumption
Market and Marketer Acculturation
Multicultural Marketing
Market Framing

RESEARCH/PROFESSIONAL EXPERIENCE

Research Assistant

The Paul Merage School of Business, University of California Irvine
Fall 2008 to Summer 2012

Assisted with research projects and conducted book chapter reviews.

Consumer Behavior Research Review

Solomon, Mike (2011) Consumer Behavior 10th Edition. Prentice Hall.

Fall 2010 to Winter 2011

Conducted review of interpretive, qualitative, and transformative consumer culture research for consumer behavior textbook.

Research Assistant

Loyola Marymount University

Fall 2004 to Spring 2006

Assisted with research projects and conducted book chapter reviews.

PRESENTATIONS

Presenter

The Paul Merage School of Business, University of California Irvine

Spring 2013: Ethnographic Research in Consumer Behavior

Winter 2013: Ethnographic Research Analysis Software

Peer Reviewed Conference Presentations

Ruvalcaba, C. (2015). Market Legitimacy: An Investigation into the Institutionalization and Legitimation of Hispanic Cultural Markets. Consumer Culture Theory Conference. Fayetteville, Arkansas. (Presentation)

Ruvalcaba, C. (2015). Market Legitimacy: An Investigation into the Institutionalization and Legitimation of Cultural Markets. American Marketing Association Winter Marketing Educators' Conference. San Antonio, Texas. (Poster)

PUBLICATIONS

Ruvalcaba, Cecilia and Alladi Venkatesh (2015), "**An ethnoconsumerist approach to Hispanic small businesses' adoption of internet technology,**" in *The Routledge Companion to Ethnic Marketing*, Ahmad Jamal, Lisa Peñaloza and Michel Laroche eds. Oxon and New York: Routledge.

This study investigates Internet and e-Commerce related business opportunities and challenges facing an ethnic business community – Hispanic-owned small businesses. We looked to understand what technological tools are used, how these tools are integrated into their business operations, and what barriers to adoption are faced. In understanding how technology is used by Hispanic small businesses, we identified the challenges in adoption and provided policy implications and recommendations for marketing or more specifically, ethnic marketing.

RESEARCH IN PROGRESS

Market Legitimacy: An Investigation into the Institutionalization and Legitimation of Cultural Markets (manuscript in preparation for submission to *Consumption Markets and Culture*)

Legitimation of Value Co-Creation in Markets (manuscript in preparation for submission to *Marketing Theory*)

Hispanic Small Business and Technology Adoption: A Look at Social Media (with Alladi Venkatesh; data collection)

Cultural Segmentation and Identity Conflict: Market Measurements in a Multicultural World (with Jennifer Zarzosa, Cinthia Saturnino and Rebeca Perren; literature review and data collection)

Consumer Welfare or Predatory Practices? The Seduction of Higher-Education and Its Impact on Vulnerable Consumers: An Analysis of Higher-Education Marketing Practices. (with Lauren Louie and Jennifer Zarzosa; Data for first study collected)

ACADEMIC SERVICE

Latin American Studies Committee (current)

Matsuri Japan Club Advisor (current)

ACADEMIC WORKSHOPS AND CONFERENCES

American Marketing Association Sheth Foundation Doctoral Consortium Fellow (2013)

Seminar on Consumption, Markets, and Culture. Bilkent, University, Ankara Turkey. (2011)

PhD Project Minority Doctoral Students Association Conference (2009, 2010, 2011, 2012, 2013, 2014, 2015)

Association for Consumer Research Conference and Doctoral Consortium (2008, 2010, 2011, 2012, 2013)

Consumer Culture Theory Conference (2011, 2013, 2015)

American Marketing Association Conference (2009, 2010, 2011, 2012, 2013, 2014, 2015)

Winter American Marketing Association Conference (2015)

Society for Consumer Psychology Conference (2009)

UC/USC Marketing Colloquium (2010, 2011, 2012, 2013)

PROFESSIONAL SERVICE

American Marketing Association 2015 Winter Marketing Educators' Conference Reviewer

Markets, Culture, and Consumption Workshop 2014 Conference Coordinator

Anthropology of Markets and Consumption Conference 2013 Conference Assistant

Ethnic Marketing book chapter reviewer

Association for Consumer Research 2013 Conference Reviewer

Journal of Consumer Research 2011 Trainee Reviewer

Society for Marketing Advances 2011 Conference Reviewer

PhD Project Representative at 2011 Annual Society of Hispanic Professional Engineers (SHPE)
Conference

UC Irvine Paul Merage School of Business Recruitment Representative at the 2010 Annual PhD
Project Conference

UC Irvine Merage PhD Program Committee 2009 Social Chair

PROFESSIONAL MEMBERSHIPS

The American Marketing Association

The Association for Consumer Research

Consumer Culture Theory Consortium

PhD Project Marketing Doctoral Student Association

PhD Project Marketing Ethnic Faculty Association

National Society of Hispanic MBAs