

Mariella Zavala, Ph.D.

Curriculum vitae

August 2023

Assistant Professor of Marketing
School of Business Administration
Gonzaga University
502 E. Boone Ave.
Spokane, WA 99258

Email: zavala@gonzaga.edu
Phone: (956) 562-5058

Education

- Ph.D. in Management with a Concentration in Marketing, June 2020
University of California, Irvine
- B.B.A. in Marketing with a Second Major in Philosophy, May 2015
University of Texas-Pan American (Now University
of Texas-Rio Grande Valley)

Research Interests

Sociocultural aspects of consumer behavior
Secondhand consumption
Marginalized consumers
Sustainability
Consumer experience in built environments

Refereed Journal Articles

Murray, Jeff B., Zafeirenia Brokalaki, Anoop Bhogal-Nair, Ashley Cermin, Jessica Chelekis, Hayley Cocker, Toni Eagar, Brandon McAlexander, Natalie Mitchell, Rachel Patrick, Thomas Robinson, Joachim Scholz, Anastasia Thyroff, **Mariella Zavala**, and Miguel A. Zuniga (2018), "Toward a Processual Theory of Transformation," **Journal of Business Research**.

Works in Progress

Mende, Martin, Tonya Williams Bradford, Anne L. Roggeveen, Maura Scott, **Mariella Zavala**, "From Static to Dynamic: Toward a Better Understanding of Consumer Vulnerability Pathways," 1st revise and resubmit at **Journal of the Academy of Marketing Science**.

Zavala, Mariella, "Newness as an Experience: Insights from Secondhand Consumption." Developing manuscript for submission at Journal of Marketing.

Zavala, Mariella & Robert Arias. "Degrowth and Reuse: Rascuache Perspectives of Resourcefulness." Developing manuscript for submission at Marketing Theory.

- Nappier Cherup, Abigail, Rohan Venkatraman, Julie L. Ozanne, Iana Castro, **Mariella Zavala**, “The Emancipatory Potential of Retailscapes: A Strategic Framework for Allyship with Stigmatized Consumers.” Developing manuscript.
- Vann, Richard, **Mariella Zavala**, William Montford, Bret Leary, and Brian Henning, “From the Good to the Great Work: Environmental Ethics, Self-Stewardship, and Envisioning a Better Future Beyond Sustainable Consumption.” Developing manuscript.
- Bull Schaefer, Rebecca A., **Mariella Zavala**, “Deconstructing the SWOT Analysis: Teaching Students the Process of Strategic Analysis as Introspection.” Developing manuscript.
- Zavala, Mariella**, “Luxury and Secondhand Consumption.” Conceptual stage.

Peer Reviewed Conference Presentations

- 2023 Bull Schaefer, R.A., & Zavala, M. Deconstructing the SWOT Analysis: Teaching Students the Process of Strategic Analysis as Introspection. Presentation at the Colleagues in Jesuit Business Education Conference: University of San Diego: San Diego, CA. July 13-16.
- 2023 Zavala, Mariella, “Newness as an Experience: Insights from Secondhand Consumption,” Presentation at the Consumer Culture Theory Conference. Lund, Sweden. June 27-30.
- 2022 Zavala, Mariella, “Concentrated Difference in Place: Structure and Agency in a Thrift Store Environment,” Poster presentation at the Consumer Culture Theory Conference. Oregon State University, Corvallis, Oregon, USA. July 7-9.
- 2019 Zavala, Mariella, “Contamination, Imagined Product History, and Ownership in Marketplaces of Consumed Things,” Poster presentation at the 11th Annual Merage Doctoral Student Research Fest. University of California, Irvine, USA. May 20.
- 2018 Zavala, Mariella C., “Heterotopic Market Spaces and Secondhand Consumption,” Poster presentation at the 10th Annual Merage Doctoral Student Research Fest. University of California, Irvine, USA. May 17.
- 2017 Zavala, Mariella C., “Heterotopic Market Spaces: The Thrift Store, Agency, and Low-Income Consumers,” Presentation at the 2017 Consumer Culture Theory Conference. Anaheim, CA. July 9-12.
- 2017 Zavala, Mariella C., “Cyber-Heterotopias in Social Media Platforms: The Illusion of Intimacy in Ephemeral ‘Stories,’” Poster presentation at the Association for Consumer Research North American Conference. San Diego, CA, USA. October 26-29.
- 2017 Zavala, Mariella C., “Heterotopic Market Spaces: The Thrift Store, Agency, and Low-Income Consumers,” Poster presentation at the Dean’s Advisory Board Committee Meeting PhD Poster Showcase. University of California, Irvine, USA. April 20.

Awards and Honors

- 2023 Global Engagement Faculty Development award by the International Education Council (IEC) at the Center for Global Engagement at Gonzaga University to support research. February 2023. \$3,500 award.

- 2022 Faculty Research Fellowship issued by the School of Business Administration at Gonzaga University. Fellowship intended to support the advancement of research projects. April 2022. \$7,500 award.
- 2019 AMA-Sheth Foundation Doctoral Consortium Fellow. Selected by faculty in the Paul Merage School of Business to represent UC Irvine and participate in the AMA Sheth Foundation Doctoral Consortium.
- 2019 11th Annual Merage Doctoral Student Research Fest 3rd Prize Winner. Research fest held at the Paul Merage School of Business at UC Irvine. Top posters receive cash prizes. \$75 award.
- 2019 Wayne Bian Research Achievement Fellowship. Fellowship awarded to a doctoral student at the Paul Merage School of Business at UC Irvine for outstanding research collaborations and endeavors. \$2,000 award.
- 2018 AMA Foundation Valuing Diversity Ph.D. Scholarship - Scholarship intended to support underrepresented groups in the marketing profession, awarding dissertation research that contributes to advancing the field of marketing by incorporating innovative theories, methods, or approaches. \$1,000 award.
- 2018 Outstanding Undergraduate Teaching Assistant Award. Awarded by the Paul Merage School of Business at UC Irvine for exceptional contribution to undergraduate education.
- 2018 10th Annual Merage Doctoral Student Research Fest 1st Prize Winner. Research fest held at the Paul Merage School of Business at UC Irvine. Top posters receive cash prizes. \$300 award.
- 2018 Ray Watson Fellowship - Fellowship awarded based on the scholarly contribution of the submitted research paper and overall academic achievement by the Paul Merage School of Business at the University of California, Irvine. \$600 award.
- 2018 Grad Slam - University of California, Irvine Semi-finalist. Selected as a semi-finalist in Grad Slam, a UC system-wide competition where graduate students present their research to a broader audience across disciplines.
- 2012 Honorable Mention Awards for Poetry and Photography
Poems: “Where Beauty Lies,” and “Funny Things.”
Photographs: “Marionette,” “Hope,” and “Waiting.”
Poetry and photography works critiquing harmful, traditional gender norms were selected from a large pool of entries to be part of the “Exploring Gender through the Creative Arts Exhibit” at the University of Texas-Pan American and received honorable mention awards.
- 2008 Script-Writing Contest Winner (Scenarios USA). -Film: “Bitter Memories” - Has been aired on Showtime, MNN, BCAT, and MUN2 television networks and screened at several film festivals and in high schools across the US to promote critical thinking and healthy relationships, sparking productive conversations at the community level regarding gender norms.

Teaching

Gonzaga University – School of Business Administration

Principles of Marketing, Undergraduate

Social Media Marketing, Undergraduate

University of California, Irvine – Paul Merage School of Business

Introduction to Marketing, Undergraduate

Teaching Assistant - Paul Merage School of Business, UC Irvine

Brand Management, Undergraduate

International Management, Undergraduate (Multiple sections)

Marketing Research, Undergraduate

Marketing for Managers, MBA Fully-Employed Program

Social Media Marketing, MBA Fully Employed Program

Marketing Management, MBA (Multiple sections)

Guest Lecturer – Paul Merage School of Business, UC Irvine

Marketing Management, MBA – Session: Market Research

Pedagogical Training and Development

- 2023 Enhancing Student Learning Teaching Symposium. Hosted by the Center for Teaching and Advising at Gonzaga University. Session topics included planning for a welcoming first day, disability inclusion and proactively planning for student accommodations, community building, and inclusivity across the curriculum. August 2023.
- 2021 Ignatian Mission Formation Program (IMFP) - The IMFP provides space for faculty in their first 6-years at Gonzaga to engage the foundations of Jesuit Higher Education, Ignatian Spirituality, and the Catholic Intellectual Tradition and how these relate to our role as faculty. Fall 2021.
- 2021 The Social Justice Syllabus - Workshop on constructing syllabi using the Social Justice Syllabus Design Tool. Part of the Productive Discomfort workshop series. August 2021.
- 2019 Teaching to the BiModal Classroom - Training focused on best practices for teaching classrooms with significant student differences in expertise on class topics.
- 2018 Chicana/o Latina/o Pedagogy Workshop - Participants learn best practices for teaching underrepresented undergraduate students and approaches and strategies to create an inclusive classroom environment.
- 2017 Course Design Certificate Program - Advanced training in student-centered course design.
- 2017 Writing Better Test Questions Workshop
- 2017 Grading Essays Successfully: Fairness and Feedback

Professional Development

- 2023 Transformative Research, Societal Impact and Funding: An Immersive, Interactive Workshop hosted by the Royal Holloway School of Business and Management, Villanova School of Business, and University of Bradford School of Management. London, UK. June 18.
- 2023 Research proposal accepted to be part of the 2023 Transformative Consumer Research Conference. Our team worked on the track: “The Emancipatory Potential of Retailscapes: A Strategic Framework for Allyship with Stigmatized Consumers,” London, UK. June 18-20.
- 2022 Faculty Success Program - 12-week program aimed at improving academic productivity and overall work-life balance for faculty of color. Summer 2022.
- 2019 Qualitative Data Analysis Workshop - Selected to participate in the biennial event that offers participants hands-on practice in the analysis, interpretation, and writing of qualitative consumer research. June 2019.
- 2019 Presented research at the UC, Irvine Associated Graduate Students (AGS) Research Symposium - The symposium showcases outstanding graduate student research. Presentations are evaluated by a panel of judges from different disciplines and feedback is provided on opportunities for broad social impact.
- 2018 “Activate to Captivate” Public Speaking Workshop at UC, Irvine.
- 2017 Invited to participate in the 2017 Transformative Consumer Research Conference track “Understanding the Role of the Culture Industries in Creating an Emancipatory Positive Critique.” Ithaca, NY. June 18-20.
- 2017 Qualitative Methods and Research Design Intensive Seminar - Hosted at Univ Lille Nord de France – Skema Business School, France.
- 2017 Association for Consumer Research Doctoral Consortium.
- 2016 Consumption Theory: Canon of Classics - Intensive Seminar part of the European Consumer Culture Theorizing doctoral seminar series, offered in collaboration with Bilkent University, University of London Royal Holloway, and University of Lille 2. Hosted at the University of Southern Denmark, Odense.
- 2014 Philosophy in an Inclusive Key Summer Institute (PIKSI). Hosted by the Association for Feminist Ethics and Social Theory (FEAST) at Pennsylvania State University.
- 2014 The Harvard Latino Leadership Initiative - Established by the Center for Public Leadership (CPL) at the Harvard Kennedy School. Hosted at Texas A&M International University in Laredo, TX.
- 2008 Woodhull Institute for Ethical Leadership Summer Retreat - Retreat focused on the concept of “intersectionality” and the importance of considering different dimensions of identity when engaging in social justice research and initiatives. Hosted at the Woodhull Institute in Ancramdale, New York.

Invited Presentations and Outreach

- 2023 Invited to speak at the 2023 PhD Project Conference Balancing the Doctoral Program and Life Panel and the Marketing Breakout Panel. March 24-27. The PhD Project supports students from historically underrepresented backgrounds to earn PhDs so they can inspire and educate the next generation of business leaders.
- 2022 Invited to speak with the Women in Business student club at Gonzaga University. October 2022.
- 2022 Invited to speak with “First-Gen Latina,” an online community aimed at supporting first-generation Latinx college students. April 2022.
- 2022 Invited to speak with UC Irvine doctoral students on the job market process. April 2022.
- 2019 Invited to speak on managing institutional exclusion and goal pursuit particular to the experiences of undocumented and DACA status students at the “Once a Dreamer Pursuing a Dream” event. Hosted by the Womxn’s Hub and the DREAM Center at the University of California, Irvine and part of the 2019 Martin Luther King Jr. Symposium.
- 2017 Keynote Speaker. - Invited as a plenary session speaker on “Stories as Power: A Broader, Bolder Vision on Adolescent Health from the Frontlines” at the 2017 Family and Youth Services Bureau’s (FYSB) Adolescent Pregnancy Prevention Grantee Conference. Provided resources for sparking productive conversations with youth to representatives of over 160 organizations that work to end youth homelessness, adolescent pregnancy, and domestic violence. St. Louis, MO.
- 2016 “Undocumented Students and Grad School.” Invited to discuss the graduate school application process, challenges, and opportunities particular to undocumented and Deferred Action for Childhood Arrivals (DACA) status students at the UC Irvine Student Outreach and Retention (SOAR) Center.
- 2014 “The Power of Girls.” Panel Speaker. - Invited to join a panel of speakers at the international Women Moving Millions’ (WMM) Third Annual Summit. WMM is a global community that catalyzes resources toward the advancement of women and girls. The panel offered different perspectives on feminism and the emerging voices of girls around the world. The summit featured international leading experts on the topic of “power” in different contexts, attracting many leading philanthropists. New York City, NY.
- 2014 Keynote Speaker at the Scenarios USA 15-Year Gala and Retrospective event. Scenarios USA is a national non-profit organization that engages young people in social justice issues through writing and film. New York City, NY.
- 2014 “Public Narrative” Training. Coach. - Invited to train school teachers, administrators, and staff from the Hebbbronville School District on “Public Narrative,” a tool used by social movement activists to spark action, during a three-day workshop to connect with and empower students. Hebbbronville, TX.
- 2009-2015
Invited to present at several screenings of “Bitter Memories,” a short film written by Mariella Zavala, directed by Joshua Marston (Maria Full of Grace), shot by Stuart Dryburgh (The Piano), and produced by Anish Savjani. Film addresses traditional gender

norms and domestic and partner violence within a predominantly Latino community in South Texas. (Production made possible by Scenarios USA).

Service

- 2022-2023 Curriculum committee member. School of Business Administration. Gonzaga University.
- 2020-2022 Belonging, Equity, and Inclusion committee member. School of Business Administration. Gonzaga University.
- 2021 Hiring Committee Co-chair for the marketing department at the School of Business Administration at Gonzaga University.
- 2021-Present - Undocumented Community Support Coalition member. Gonzaga University.
- 2021-Present - Marketing faculty speaker at the BUSN 101: Introduction to Business class. Gonzaga University.
- 2019 Reviewer for the 2019 Consumer Culture Theory Conference Poster Session.
- 2018 Session Moderator at the “XXIV Annual Bruce-Novoa Mexican Studies Conference: The Body at its Limits” at the University of California, Irvine. Paper submissions were from a broad range of disciplines including literary studies, performance studies, religious studies, anthropology, and from political and social sciences. Submissions addressed themes related to the phenomenological “embodiment” including dissident sexualities and gendered bodies, the liminal body, disembodied subjectivities, forms of corporeal violence, spectacle, performance and performativity, commodified and monetized bodies, and forms of corporal power and normativity.
- 2018 Doctoral student representative for the Paul Merage School of Business and speaker at the “Rising Together, Thriving Together Conference” where several options for after graduation and available resources particular to undocumented undergraduate students at the University of California, Irvine were presented.
- 2017-2020 - Paul Merage School of Business DECADE Student Representative. The Diverse Educational Community and Doctoral Experience (DECADE) program aims to increase the recruitment and retention of diverse students receiving doctoral degrees at UCI.
- 2017-2018 - UC, Irvine Associated Graduate Students (AGS) Council Member. Served on the AGS board and committees, representing the Paul Merage School of Business.
- 2017 Organizing volunteer at the 2017 Consumer Culture Theory Conference. Anaheim, CA.
- 2017 Organizing volunteer at the Qualitative Data Analysis Workshop. Long Beach, CA.
- 2016 UC, Irvine Ph.D. Admissions Ambassador at the Annual Ph.D. Project Conference.

Professional Affiliations

American Marketing Association
Association for Consumer Research
Consumer Culture Theory Consortium
Southern California Consumer Culture Colloquia (SC4)

Mariella Zavala – Gonzaga University

Marketing Ethnic Faculty Association (MEFA) – Part of the PhD Project

Additional Information

Languages: English (Fluent), Spanish (Fluent)