

**Lorena García-Ramón**  
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## EDUCATION

### UNIVERSITY OF TEXAS RIO GRANDE VALLEY

PhD in Business Administration with a concentration in Marketing, 2022

### UNIVERSITY OF TEXAS – PAN AMERICAN

Master of Business Administration, 2015

BBA in Marketing with a double major in French Studies, 2012

## ACADEMIC EMPLOYMENT

### UNIVERSITY OF NORTHERN COLORADO

Assistant Professor, 2022 – present

### UNIVERSITY OF TEXAS RIO GRANDE VALLEY

Graduate Associate Instructor, 2019 – 2022

Research Assistant, 2016 – 2020

## PEER REVIEWED PUBLICATIONS

1. **García-Ramón, Lorena** (2019), “Got Water? The Effects of Globalized Agribusiness on Consumers’ Access to Water Sources,” *Markets, Globalization & Development Review*, 4 (1).

## PEER REVIEWED CONFERENCE PAPERS

### COMPETITIVE PAPER PRESENTATIONS AND PROCEEDINGS

2. **García-Ramón, Lorena**, Xiaojing Sheng and Reto Felix (2022), “Understanding the Influence of Gender-Role Ideology, Financial Self-Efficacy, and Gender Identity on Women’s Financial Literacy,” paper presented at the American Marketing Association’s Marketing and Public Policy Conference in Austin, TX (June 9 – 11).
3. Robles-Avila, Sergio, **Lorena García-Ramón** and Rodrigo San Miguel (2021), “Evaluating Consumer Victimization of Package Theft: The Problem of Porch Piracy,” paper presented at the Society for Marketing Advances Annual Conference in Orlando, FL (November 3 – 6).
4. Sheng, Xiaojing, Judy A. Siguaw, Yubing Wan, Reto Felix and **Lorena García-Ramón** (2020), “Unsought Goods: A Consumer Behavior Perspective,” paper presented at AMA Summer Academic Conference American Marketing Association, virtual. (August 18 – 20).

5. **García-Ramón, Lorena**, Xiaojing Sheng and Reto Felix (2019), “Consumer Motivations and Fake Online Reviews,” paper presented at AMA Summer Academic Conference American Marketing Association in Chicago, IL (August 9 – 11).
6. Robles-Avila, Sergio, **Lorena García-Ramón** and Francisco Lopez-Vasquez (2018), “Looking Good or Staying Out of Sight: Keeping up Appearances in Dangerous Times,” paper presented at Society for Marketing Advances Annual Conference in West Palm Beach, FL (October 31 – November 3).
7. Saravade, Swapnil, **Lorena García-Ramón**, Jacob Almaguer, Mohammadali Zolfagharian and Hazel Dadanlar (2018), “Consumers’ Journey into Access-Based Consumption,” paper presented at Association for Consumer Research Conference in Dallas, TX (October 11 – 14).
8. Pham, Ngoc, Henry Pham, **Lorena García-Ramón** and Michael Minor (2017), “Obamacare and the Consumer Experience: A Longitudinal Study in the Rio Grande Valley,” paper presented at Annual Meeting of the Decision Sciences Institute in Washington, D.C. (November 18 – 20).
9. **García-Ramón, Lorena** (2017), “Access-Based Consumption vs. Ownership-Based Consumption of Durable Goods: An Analysis of Motivations,” paper presented at 21st Annual Western Hemispheric Trade Conference in Laredo, TX (April 5 – 7).

#### **POSTER PRESENTATIONS**

1. **García-Ramón, Lorena** and Xiaojing Sheng (2022), “Gender Roles and Financial Knowledge,” paper presented as a poster at AMA Winter Academic Conference American Marketing Association in Las Vegas, NV (February 18 – 20).
2. Zambrano, Zoila, Jacob Almaguer and **Lorena García-Ramón** (2019), “Spillover of Negative Political Rhetoric on the Marketplace: Mexican American Ethnic Identification with Mexico and Preference for American Brand,” paper presented as a poster at AMA Summer Academic Conference American Marketing Association in Chicago, IL (August 9 – 11).
3. Almaguer, Jacob, **Lorena García-Ramón** and Zoila Zambrano (2018), “Social Media Marketing Efforts: Influence of Psychological Ownership, Brand Equity and Consumer Behavior,” paper presented as a poster at AMA Summer Academic Conference American Marketing Association in Boston, MA (August 10 – 12).
4. **García-Ramón, Lorena** and Xiaojing Sheng (2018), “Consumer Motivations and Fake Online Reviews,” paper presented as a poster at AMA Winter Academic Conference American Marketing Association in New Orleans, LA (February 23 – 25).

## RESEARCH IN PROGRESS

1. **García-Ramón, Lorena**, Xiaojing Sheng and Reto Felix, “Understanding Fake Online Reviews: The Role of Need for Attention and Review Valence,” currently preparing for submission.
2. **García-Ramón, Lorena** and Xiaojing Sheng “Financial Literacy and Consumer Well-Being: An Examination of Gender-Role Ideology and Gender Bias,” currently preparing for submission.
3. Almaguer, Jacob and **Lorena García-Ramón** “Playing Vicariously Through Others: An Analysis of Twitch as an Empowering Participatory Platform”, currently conducting data analysis
4. Robles-Avila, Sergio, **Lorena García-Ramón** and Rodrigo San Miguel “Evaluating Consumer Victimization of Package Theft: The Problem of Porch Piracy”, currently designing second study.
5. North, Nea and **Lorena García-Ramón** “Financial Vulnerability and Consumers’ Propensity to Save”, currently in conceptualization phase.

## HONORS AND AWARDS

2021 SMA Doctoral Consortium Fellow

2020 AMA HigherEd SIG Doctoral Student Grant Recipient

## TEACHING

### Fall 2022:

1. Marketing, in-person (ongoing)
2. Marketing, in-person (ongoing)

### Spring 2022:

3. Consumer Behavior, online asynchronous (4.80/5.0)

### Fall 2021:

4. Business Ethics and Corporate Social Responsibility, online asynchronous (4.86/5.0)

### Spring 2021:

5. Business Ethics and Corporate Social Responsibility, online synchronous (4.96/5.0)
6. Principles of Marketing, online synchronous (4.88/5.0)

### Fall 2020:

7. Business Ethics and Corporate Social Responsibility, online synchronous (4.85/5.0)

### Spring 2020:

8. Principles of Marketing, in-person (4.92/5.0)

**Fall 2019:**

9. International Marketing, in-person (4.88/5.0)

**SERVICE**

1. University of Northern Colorado, Global Committee  
Committee member, 2022 – present
2. 2023 AMA Winter Academic Conference  
Abstract Reviewer
3. 2022 AMA Summer Academic Conference  
Abstract Reviewer
4. 2022 AMA Winter Academic Conference  
Abstract Reviewer
5. 2021 AMA Global SIG  
Abstract Reviewer
6. Spring 2021 – Fall 2021, Greater Texas Foundation Scholars Program  
GTF Scholar Faculty Mentor for Diego Fonseca
7. 2021 AMA Summer Academic Conference  
Abstract Reviewer
8. 2021 AMA Winter Academic Conference  
Abstract Reviewer
9. 2020 AMA Summer Academic Conference  
Abstract Reviewer
10. 2020 Better Business Bureau (BBB) Mary G. Moad Ethics Award  
Application Judge
11. 2019 AMA Summer Academic Conference  
Abstract Reviewer
12. 2018 UTRGV Brain Day  
EEG Demonstration Volunteer

**PROFESSIONAL AFFILIATIONS**

American Marketing Association

Association for Consumer Research

Society for Consumer Psychology

**SKILLS, CERTIFICATIONS AND WORKSHOPS**

**Languages**

Spanish (Native), English (Fluent), and French (Conversational).

**Certifications**

Independent Applying the QM Rubric (APPQMR) Certificate – Quality Matters (2018)

- Offered by UTRGV’s Center for Online Learning and Teaching Technology

**Workshops**

The Teaching and Learning Conference at the Academy of Management offered in Seattle, WA – Attended August 2022

The Tenure Project offered in Seattle, WA – Attended August 2022

AMA Marketing and Public Policy Pre-Conference Workshop offered in Austin, TX – Attended June 2022

Diversity & Inclusion: LEAP (virtual) Workshop – Attended October 2021

- Offered by UTRGV’s Center for Diversity & Inclusion (CDI) and DREAM Resource Center (DRC)