



## MARKETING FACULTY WINNING NATIONAL AWARDS



Dr. McDowell Porter III and his co-authors won the 2022 Axxess Capon TEACHING INNOVATION AWARD at the Association of Collegiate Marketing Educators conference in New Orleans, LA

Dr. Monique Bell is the 2022 EDUCATION AWARD winner presented by the Association of African-American Vintners in Napa, CA

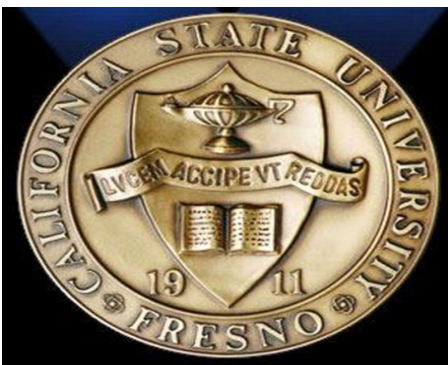


## FACULTY SERVICE AND RECOGNITION

- Dr. Susan Geringer and co-authors Alyssa Fu (UC Berkeley) and Dr. Michael Messina (Gannon University, Pennsylvania) recently published a research paper, “An Exploratory Investigation of Comparisons of Student Evaluations of Learning Pre and Post COVID-19 at Private and Public Universities,” in the *Journal of Higher Education Teaching & Practices*.
- Dr. Monique Bell recently published an article, “Pairing Inclusion and Growth in Central California Wine,” in the Craig School of Business’s *Central California Business Review* (Spring 2022).
- Dr. McDowell Porter III and his co-authors’ research paper, “It’s Okay Not to Be Okay: Understanding Mental Health Help-Seeking Behavior,” was accepted to the American Marketing Association’s 2022 Summer Academic Conference, Chicago, IL.
- Dr. Monique Bell will be a featured panelists at the 2022 Phenomenal Women in Wine Luncheon in Napa, CA.
- Dr. Keith Story, Dr. Monique Bell, Dr. McDowell Porter III, and Dr. Fernando Parra’s research paper, “More Than the Bottom Line: Does Socioemotional Wealth Impact the Marketing of Ethnic Minority Family Businesses,” was accepted to the 2022 Academy of Marketing Science conference, Monterey, CA.

**MARKETING MINUTE NEWSLETTER**

*Congratulations*  
**2022**  
CLASS OF



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