

Happiness is a Human Right: Exploring the Role of Brands and Marketing in Promoting Happiness and Well-being (TCR Track 1 Proposal)

Tessa Garcia-Collart and Ellen Campos Sousa

Research Partner: Luis Gallardo, Founder & President, [World Happiness Foundation](#)

In a world of excessive consumption, the pursuit of happiness through increased economic wealth and material possessions does not actually yield increased happiness or life satisfaction. For instance, the United States ranks within the top 10 countries in the world with the highest Gross National Income per Capita (World Population Review, 2024b), as well as ranks globally as the country with the highest consumer spending (World Population Review, 2024a). Nevertheless, although the United States leads in consumerism and economic wealth, according to the 2024 World Happiness Report (Helliwell *et al.*, 2024), the United States ranking in happiness based on self-assessed life satisfaction is now positioned at number 23, an alarming drop from number 15 in just 2023.

Such a drop in life satisfaction is evidenced by rising rates of loneliness, depression, anxiety and suicide—even among the younger population (American Psychological Association, 2021). Thus, it is not surprising that individuals continue to be in a relentless search for *happiness*. However, the conceptualization of *happiness* varies. Happiness is generally understood as a state of well-being and contentment, which can be experienced as either a fleeting emotional reaction or a more enduring trait. It encompasses both hedonic aspects—focused on pleasure and achievement, and eudaimonic aspects—centered on meaning and life contribution (Van Gordon *et al.*, 2023). But defining happiness solely as a static goal can lead to cycles of self-criticism and dissatisfaction (Van Gordon *et al.*, 2023). Instead, it may be more useful to view happiness as an ongoing process of experiencing and nurturing positive states, rather than a fixed destination. Mogilner, Aaker, and Kamvar (2012) further argue that the meaning of happiness is flexible, evolving over time and impacting the choices individuals make.

The World Happiness Foundation (2024) has identified meaningful connections, robust health, and a sense of freedom as three pillars of happiness. Additional research also notes sustainable consumption as an important contributor to individual happiness, as it enhances the enjoyment of the experience (Tezer and Bodur 2020). Given this complex and evolving understanding of happiness, there is a significant gap in marketing research. Brands and corporations often lack frameworks to conceptualize and contribute meaningfully to consumers' evolving perceptions of happiness. To bridge this gap, innovative marketing strategies are needed that align with the dynamic nature of happiness. These strategies should enable brands to play a supportive role in fostering meaningful connections, promoting robust health, and encouraging sustainable consumption.

With this context, we ask: How can brands and organizations strategically promote sustainable forms of happiness and well-being, rather than encouraging mindless consumption? To achieve this, how can marketing strategies and public policy initiatives collaborate to promote mindful consumption that enhances consumer happiness and overall well-being?

Importantly, in this TCR track we seek to contribute to the United Nations Sustainable Development Goals of increasing consumer well-being and sustainable consumption by exploring: How can we promote happiness in alignment with the World Happiness Foundation? Can Marketing and Public Policy work together to increase individual and societal happiness and life satisfaction? If so, can we develop a framework that clearly establishes the domains and actions that brands and organizations should undertake to contribute to a nation's happiness?

To help answer these questions, we outline track objectives, selection criteria and planning:

Objectives:

1. Assemble a team of researchers who will work on the topic of happiness and consumer well-being.
2. Explore happiness as an indicator comprised of different domains, including but not limited to sustainability, health, freedom and interpersonal connections.
3. Develop a framework through which brands and organizations can promote happiness from a marketing and public policy perspective.

Selection of Participants:

We invite **senior faculty, junior faculty and doctoral students** to join our team, which currently includes our research partner. We aim for a team with diverse perspectives, research expertise and backgrounds, who are passionate about making an impactful societal change through marketing and public policy.

Track Organization:

Preconference: Track team members will read key papers and conduct a literature review. Participants will be asked to work in small groups to establish the research focus. Prior to the TCR conference, we aim to have defined the research focus to be developed during the conference.

Conference Day 1: Team will engage in small group discussions about the proposed research focus to present a proposed framework to the full team for discussion and feedback. Key ideas and findings from the literature review and discussions will be organized and outlined; a framework for the paper submission will be developed.

Conference Day 2: Team will discuss and refine the framework as well as the manuscript structure, target journal and co-author ownership.

Conference Day 3: Continue to work on the manuscript structure and establish a timeline to work post-conference, as well as meeting frequency.

Post-conference: Team will meet regularly to discuss progress on drafts and manuscript advancement for journal submission.

References:

- American Psychological Association. (2021). *Stress in America 2021: Stress and decision-making during the pandemic*. Retrieved from <https://www.apa.org/news/press/releases/stress/2021/one-year-pandemic-stress-youth>
- Helliwell, J. F., Layard, R., Sachs, J. D., De Neve, J.-E., Aknin, L. B., & Wang, S. (Eds.). (2024). *World Happiness Report 2024*. Wellbeing Research Centre, University of Oxford.
- Mogilner, C., Aaker, J., & Kamvar, S. D. (2012). How happiness affects choice. *Journal of Consumer Research*, 39(2), 429–443. <https://doi.org/10.1086/663774>
- Tezer, A., & Bodur, H. O. (2020). The greenconsumption effect: How using green products improves consumption experience. *Journal of Consumer Research*, 47(1), 25-39. <https://doi.org/10.1093/jcr/ucz045>
- Van Gordon, W., Shonin, E., Gilbert, P., Garcia-Campayo, J., & Gallardo, L. (2023). Mindfulness of happiness. *Mindfulness*, 14(3), 757–760. <https://doi.org/10.1007/s12671-023-02090-y>
- World Happiness Foundation. (2024). *The three pillars of happiness*. Retrieved from <https://worldhappiness.foundation/blog/happiness/2024-the-pillars-of-happiness-connection-health-and-freedom/>
- World Population Review. (2024a). *Consumer spending by country 2024*. Retrieved from <https://worldpopulationreview.com/country-rankings/consumer-spending-by-country>
- World Population Review. (2024b). *GNI per capita by country 2024*. Retrieved from <https://worldpopulationreview.com/country-rankings/richest-countries-in-the-world>

TESSA GARCIA-COLLART

Assistant Professor of Marketing
Department of Marketing & Entrepreneurship

College of Business Administration
University of Missouri-St Louis

EDUCATION

PhD in Business Administration, Marketing
Florida International University

April 2020
Miami, Florida

MBA, Global Business Administration
Thunderbird School of Global Management
(*Knowledge Unit of Arizona State University*)

May 2007
Phoenix, Arizona

B.A. Marketing and International Business Administration
Universidad Tecnológica Centroamericana

January 2004
San Pedro Sula, Honduras

PEER-REVIEWED PUBLICATIONS

Garcia-Collart, Tessa (2023) "Speak up! Brands' Responsiveness Matters: Consumer Reactions to Brand Communications during the Early Stages of a Crisis," *Journal of Product & Brand Management*.

Schneider, Abigail, Sunaina Chugani, Tavleen Kaur, Jason Stornelli, Michael Luchs, Marat Bakpayev, Tessa Garcia-Collart, Bridget Leonard, Lydia Ottlewski, Laura Pricer (2022), "The Role of Wisdom in Navigating Social Media Paradoxes: Implications for Consumers, Firms, and Public Policy," *Journal of Consumer Affairs*, 56 (3), 1127-1147.
• Transformative Consumer Research (TCR) collaboration

Dickson, Peter, Erick M. Mas, Michelle Van Solt, Tessa Garcia-Collart, and Jaclyn Tanenbaum (2022), "The Influence of Senior Management and Sales Managers on Salesperson Customer Orientation and Hard Selling Orientation," *Marketing Letters*, 33 (3), 381-397.

Garcia-Collart, Tessa, Nuket Serin, and Jayati Sinha (2020), "Healthy (In)Congruence: When Hispanic Identity and Self-Framed Messages Increase Healthier Choices," *Journal of Advertising*, 49 (1), 98-108.

OTHER PUBLICATIONS

Garcia-Collart, Tessa (2022), "Más Allá del Español (Beyond Spanish): The Influence of Hispanic and Latin Cultural Identity on Marketing Communications," in G. Brodowsky, R. Perren, and C. Schuster eds. *Handbook of Research on Ethics and Intra-Cultural Marketing* (pp. 136-145). Edward Elgar Publishing, UK.

Garcia-Collart, Tessa and Jessica Rixom (2019), "Self-Effacing versus Self-Enhancing Brand Appeals: The Influence of Impression Management Styles on Consumption Behavior," *Marketing Science Institute Working Paper Series*, (19), 130.

RESEARCH UNDER REVISION

Chan, Steven, Shalini Bahl, Kelly Moore, Michelle van Solt, Matthew Phillips, Ryan Cruz, Tessa Garcia-Collart, Ellen Campos Sousa, George Milne, Nelson Amaral, and Michelle Perkins, “Empowering Young Users: The Development of a Social Media Mindfulness Practice”

- Research is a ***Transformative Consumer Research*** (2023) collaboration
- Invited for Second Round Revision, ***European Journal of Marketing***

Garcia-Collart, Tessa and Jessica Rixom, “The Power of Humble Brands: The Influence of Self-Effacing Brand Messages on Consumption Behavior”

- Research project funded partially by the ***Marketing Science Institute***
- Under Revision, ***Journal of Consumer Psychology***

Rank-Christman, Tracy, Tessa Garcia-Collart, Lez Trujillo-Torres, and Samantha N. N. Cross, “Diversity, Equity, and Inclusion in the context of Marketing and Public Policy”

- Under Revision, ***Handbook of Marketing and Public Policy***

WORKING PAPERS

Garcia-Collart, Tessa and Ellen Campos Sousa, “How Mindfulness-Based Interventions Reduce Social Media Usage Urge Among High School Students”

- Accepted to the inaugural ***Transformative Consumer Research Impact Festival*** (August, 2022)
- Research conducted in partnership with the ***Character Lab Research Network***, and supported by an in-kind research grant of \$34,500
- Target, ***Journal of Consumer Psychology***
- Planned Submission Date: Fall 2024

Campos Sousa, Ellen and Tessa Garcia-Collart, “The Mindful Student Initiative: Mapping a Student-Led Program in Schools to reduce Social Media Dependency”

- Target, ***European Journal of Marketing***
- Planned Submission Date: Fall 2024

RESEARCH IN PROGRESS

Garcia-Collart, Tessa and Marisabel Romero, “The Ambiguity of Emojis: Exploring the use of Emojis in Highly Polarized Contexts”

- Received the Best Paper Award, Marketing Management Association (2022)
- Target: ***Journal of Consumer Research***
- Research funded by a faculty research grant, University of Missouri-St Louis

Garcia-Collart Tessa and Marisabel Romero, “The Effect of Virtual Influencers on Female Body Image”

- Target: ***Journal of Consumer Psychology***

Garcia-Collart, Tessa and Fernando Jimenez-Arevalo, “De-Influencers on Social Media: De-Influencing Over-Consumption and Influencing JOMO”

- Target: ***Journal of Marketing***

van Solt, Michelle and Tessa Garcia-Collart, “Are Virtual Influencers *Really* Real? Exploring how Perceptions of Authenticity affect the Consumer-Brand Relationship”

- Target: ***Journal of Marketing Research***

AWARDS, GRANTS AND RECOGNITION

- Research Grant (\$34,500), Character Lab Research Network (2023)
- Best Paper Award, Academy of Business Research Conference (2023)
- Inaugural Recipient, The Dr. Ilana Shanks Emerging Scholar Award, The PhD Project (2022)
- Best Conference Paper Award, Marketing Management Association (2022)
- Faculty Research Grant (\$8,000), University of Missouri-St Louis (2021)
- UGS Provost Award for Outstanding Paper, Florida International University (2020)
- Finalist, FIU Outstanding Student Life Graduate Scholar Award (2020)
- The Harold and Muriel Berkman Foundation Research Scholarship (2019)
- International Consumer-Brand Relationships Conference Travel Scholarship (2019)
- Marketing Science Institute Research Grant (2018)
- AMA-Sheth Doctoral Consortium Fellow (2018)
- The Society of Consumer Psychology Ethnic Minority Travel Scholarship (2018)
- The Russell V. Ewald Award for Academic Excellence (2017)
- American Marketing Association Valuing Diversity Scholarship (2017)
- The Melvin and Patricia Stith Transition Grant (2016)

RESEARCH PRESENTATIONS

Garcia-Collart, Tessa and Ellen Campos Sousa, “How Mindfulness-Based Interventions Reduce Social Media Usage Urge Among High School Students”

- AMA Marketing and Public Policy Conference (June 2024, Washington, DC)
- Academy of Marketing Science Conference (May 2024, Miami, FL)
- Society for Marketing Advances Conference (November 2023, Fort Worth, TX)
- Association for Consumer Research Conference (October 2023, Seattle, WA)
- Transformative Consumer Research Impact Festival (August, 2022, Chicago, IL)

Garcia-Collart, Tessa and Jessica Rixom, “The Power of Humble Brands: The Influence of Self-Effacing Brand Messages on Consumption Behavior”

- Saint Louis University (October 2023, St Louis, MO)
- Society for Consumer Psychology Conference (March 2022, Virtual)
- Marketing Management Association Conference (March 2022, St Louis, MO)
- Association for Consumer Research Conference (Oct 2019, Atlanta, GA)
- Working Paper, Association for Consumer Research Conference (Oct 2018, Dallas, TX)

Garcia-Collart, Tessa, “Emoji Marketing: Strengthening the Consumer-Brand Relationship and its Downstream Effects”

- College of Business Faculty Research, University of Missouri-St Louis (April 2022, Virtual)
- Society for Consumer Psychology Conference (March 2022, Virtual)
- Marketing Management Association Conference (March 2022, St Louis, MO)
- Virginia Polytechnic Institute and State University (Nov 2019, Blacksburg, VA)
- The Coca-Cola Company Headquarters (Oct 2019, Atlanta, GA)
- University of Southern Indiana (Oct 2019, Evansville, IN)
- Northern Illinois University (Oct 2019, DeKalb, IL)
- Fordham University (Oct 2019, Manhattan, NY)
- University of Missouri-St Louis (Sept 2019, St Louis, MO)
- Xavier University (Sept 2019, Cincinnati, OH)
- Indiana University Southeast (Sept 2019, New Albany, IN)
- Olin Business School, Washington University in St. Louis (June 2019, St Louis, MO)
- International Consumer-Brand Relationships Conference (May 2019, Cancun, Mexico)
- FIU Business Doctoral Students Association Symposium (April 2019, Miami, FL)

- American Marketing Association Summer Academic Conference (*Feb 2019, Austin, TX*)

van Solt, Michelle and Tessa Garcia-Collart, “Are Virtual Influencers *Really* Real? Exploring how Perceptions of Authenticity affect the Consumer-Brand Relationship”

- Association for Consumer Research Conference (*October 2022, Denver, CO*)
- Society for Consumer Psychology Conference (*March 2022, Virtual*)
- Marketing Management Association Conference (*March 2022, St Louis, MO*)
- American Marketing Association Summer Academic Conference (*Feb 2022, Virtual*)

Garcia-Collart, Tessa, “Speak up! Brand Responsiveness Matters: Consumer Reactions to Brand Communications during the Early Stages of a Crisis”

- International Consumer-Brand Relationships Conference (*Sept 2022, Winter Park, FL*)
- Marketing Management Association Conference (*March 2022, St Louis, MO*)
- American Marketing Association Summer Academic Conference (*Feb 2022, Virtual*)

Garcia-Collart, Tessa, Nuket Serin, and Jayati Sinha, “Healthy (In)Congruence: When Hispanic Identity and Self-Framed Messages Increase Healthier Choices”

- Association for Consumer Research Conference (*Oct 2019, Atlanta, GA*)
- International Consumer-Brand Relationships Conference (*May 2019, Cancun, Mexico*)
- University of Tennessee (*Sept 2017, Knoxville, TN*)
- Working Paper, American Marketing Association Conference (*Feb 2017, Orlando, FL*)
- McKnight Mid-Year Research Conference (*Feb 2017, Tampa, FL*)

INVITED TALKS & CAREER WORKSHOPS

Keynote Speaker:

- Unidos Business Resource Group, Latin and Hispanic Heritage Month, BAYER Corporation (*September 2023, Chesterfield, MO*)

Panelist / Speaker:

- Developing an Academic CV and Application Materials, UMSL (*Feb 2024, St Louis, MO*)
- The Philosophy of Time, Hispanic Chamber of Commerce St Louis (*March 2024, St Louis, MO*)
- Researcher Panel, Character Lab Research Network (*July 2023, Virtual*)
- Time Management, Hispanic Chamber of Commerce St Louis (*March 2023, St Louis, MO*)
- Demystifying Faculty Diversity, Annual McKnight Fellows Conference (*Feb 2023, Tampa, FL*)
- Work and Life Balance Panel, The PhD Project Annual Conference (*Nov 2022, Chicago, IL*)
- Expert Workshop: Impactful Marketing Research: Making a Difference Beyond the Journal Pages, Summer American Marketing Association Conference (*August 2022, Chicago, IL*)
- The Philosophy of Time, Hispanic Chamber of Commerce St Louis (*May 2022, St Louis, MO*)
- Digital Marketing Panel, Marketing Management Association (*March 2022, St Louis, MO*)
- Developing an Academic CV and Application Materials, UMSL (*Feb 2022, St Louis, MO*)
- New Faculty Orientation, MDSA-PhD Project Conference (*Aug 2021, Virtual*)
- Spring Grads Keller Seminar, Florida International University (*March 2021, Virtual*)
- Marketing and Consumer Behavior Seminar, San Ignacio University (*July 2019, Miami, FL*)
- New Fellows Address, McKnight Fellowship Conference (*June 2019, Tampa, FL*)
- New Student Orientation, MDSA-PhD Project Conference (*Aug 2018, Boston, MA*)
- Marketing Research Session, The PhD Project Conference (*Nov 2017, Chicago, Illinois*)
- Life as a Doctoral Student, The PhD Project Conference (*Nov 2017, Chicago, Illinois*)
- Navigating the Doctoral Journey, MDSA-PhD Project Conference (*Aug 2017, San Francisco, CA*)
- Work-Life Balance Session, MDSA-PhD Project Conference (*Aug 2016, Atlanta, GA*)
- New Student Orientation Session, MDSA-PhD Project Conference (*Aug 2016, Atlanta, GA*)

Participant:

- Future Faculty Development Program, Virginia Polytechnic Institute and State University (Nov 2019, Blacksburg, VA)
- Early Career Professional Development Workshop, Olin Business School, Washington University St. Louis (June 2019, St. Louis, MO)
- Strategies for Success in the College Classroom, The PhD Project - Bentley University (June 2019, Boston, MA)
- Future Faculty Program, University of Tennessee (Sept 2017, Knoxville, TN)

LEADERSHIP AND SERVICE TO THE FIELD

Leadership:

- Member, Journal of Public Policy & Marketing Impact Taskforce (2021-Present)
- Elected Member, Faculty Senate, University of Missouri-St Louis (2023-2026)
- Member, Marketing Advisory Board, University of Missouri-St Louis (2021-Present)
- Member, Graduate Studies Committee, University of Missouri-St Louis (2021-Present)
- Member, The PhD Project Hall of Fame Selection Committee (2023)
- Past-President, Marketing Doctoral Students Association - The PhD Project (2019)
- President, Marketing Doctoral Students Association - The PhD Project (2018)
- Vice-President, Marketing Doctoral Students Association - The PhD Project (2017)
- Secretary and Student Council Liaison, FIU Business Doctoral Students Association (2017)

Journal and Conference Ad Hoc Reviewer:

- Journal of Marketing (2022)
- Journal of Public Policy & Marketing (2022-Present)
- Journal of International Marketing (2021- Present)
- Journal of Business Research (2021- Present)
- American Marketing Association (AMA) Winter Academic Conference (2017, 2022)
- American Marketing Association (AMA) Summer Academic Conference (2022, 2023, 2024)
- Academy of Marketing Science Conference (2020)
- International Consumer-Brand Relationship Conference (2019, 2022)
- Society for Consumer Psychology Conference (2018, 2019)

Leadership in Academic Conferences:**Track Chair**

- Public Policy, Non-Profit, and Entrepreneurial Marketing Track, 2024 Academy of Marketing Science Annual Conference (May 2024, Coral Gables, FL)

Session / Panel Chair:

- Social Media & Digital, Marketing Management Association (March 2022, St Louis, MO)
- Brands & Consumers Session, International Consumer-Brand Relationship Conference (May 2019, Cancun, Mexico)
- Power, Possessives, and Construal: Influences on Brand Preference Session, Association for Consumer Research Conference (October 2018, Dallas TX)
- Meet the Editors Session, The PhD Project Conference (August 2018, Boston, MA)
- Brand Love & Loyalty, Academy of Marketing Science (May 2018, New Orleans, LA)
- Conducting Rigorous Research, The PhD Project Conference (August 2017, San Francisco, CA)
- Business Panel, McKnight Doctoral Fellows Annual Conference (November 2016, Tampa, FL)
- Global Brands Session, Academy of Marketing Science Conference (May 2016, Orlando, FL)
- Marketing and Consumer Behavior Session, McKnight Doctoral Fellowship Research & Writing Conference (February 2016, Tampa, FL)

Leadership in Industry Conferences:

- Moderator: Humans and AI Panel, Midwest Digital Marketing Conference (*May 2024, St. Louis, MO*)
- Moderator: SEO and SERPs Panel, Midwest Digital Marketing Conference (*May 2024, St. Louis, MO*)

TEACHING EXPERIENCE

Principles of Marketing, University of Missouri-St Louis (*Undergraduate*)

- Overall Rating: 3.70/4 (*Face to Face Class, Spring 2024*)
- Overall Rating: 3.69/4 (*Online Class, Fall 2023*)
- Overall Rating: 3.67/4 (*Face to Face Class, Fall 2023*)
- Overall Rating: 3.70/4 (*Face to Face Class, Spring 2023*)
- Overall Rating: 6.48/7 (*Online Class, Fall 2022*)
- Overall Rating: 6.40/7 (*Face to Face Class, Fall 2022*)
- Overall Rating: 5.97/7 (*Online Class, Spring 2022*)
- Overall Rating: 6.21/7 (*Online Class, Fall 2021*)
- Overall Rating: 6.28/7 (*Online Class, Fall 2021*)
- Overall Rating: 6.06/7 (*Online Class, Spring 2021*)
- Overall Rating: 6.15/7 (*Online Class, Fall 2020*)
- Overall Rating: 5.65/7 (*Online Class, Fall 2020*)

Brand Management, University of Missouri-St Louis (*Graduate*)

- Overall Rating: 3.39/4 (*Online Class, Spring 2024*)
- Overall Rating: 3.60/4 (*Online Class, Spring 2023*)
- Overall Rating: 5.43/7 (*Online Class, Spring 2022*)
- Overall Rating: 5.93/7 (*Online Class, Spring 2021*)

International Marketing, Florida International University (*Undergraduate*)

- Overall Rating: 4.58/5 (*Hybrid Class, Fall 2019*)
- Overall Rating: 4.25/5 (*Hybrid Class, Spring 2019*)

Principles of Marketing, Florida International University (*Undergraduate*)

- Overall Rating: 4.65/5 (*Hybrid Class, Summer 2019*)
- Overall Rating: 4.53/5 (*Hybrid Class, Fall 2018*)
- Overall Rating: 4.78/5 (*Summer 2018*)
- Overall Rating: 4.89/5 (*Hybrid Class, Spring 2018*)
- Overall Rating: 4.45/5 (*Hybrid Class, Fall 2017*)

PROFESSIONAL AFFILIATIONS

- The PhD Project, Marketing Doctoral Students Association
- Marketing Ethnic Faculty Association (MEFA)
- American Marketing Association
- Association for Consumer Research
- Academy of Marketing Science
- Society of Consumer Psychology
- McKnight Doctoral Fellowship Program
- Beta Gamma Sigma Honor Society

INDUSTRY EXPERIENCE

Director of Marketing, Tessdan Incorporated (2010-2015; Pembroke Pines, FL)

Directed the creation of social media marketing and e-commerce site with Search Engine Optimization resources that resulted in 75% more store traffic VPY. Also built partnerships with top mom & children membership sites such as zulily.com, jane.com and others.

Brand & Product Manager, Stanley Black & Decker (2005-2010; Miramar, FL)

Managed and led three Strategic Business Units for the Latin America region and grew assigned product portfolio to \$45M (up from \$21M in 2005) by developing and launching over 500 new SKUs.

Events Coordinator, Florida Foreign Trade Association (2004 – 2005; Miami, FL)

Analyzed the strategy plan and recommended marketing opportunities including organizing trade events to support commercial relationships between small businesses in Latin America and the USA.

Operations Assistant, Royal Dutch Shell Oil Company (2002-2003; San Pedro Sula, Honduras)

Develop and implemented the company's Distribution Master Plan to schedule a more efficient distribution of petroleum-based products among retail and commercial clients, thus optimizing the company's logistics and supply chain.

OTHER

- Fluent in English and Spanish

REFERENCES

Dr. Maura L. Scott, Ph.D.

Professor of Marketing and Edward M. Carson
Chair in Services Marketing
W.P. Carey School of Business
Arizona State University

Dr. Jessica Rixom, Ph.D.

Associate Professor of Marketing
University of Nevada-Reno
College of Business, Department of Marketing

Dr. Marisabel Romero, Ph.D.

Assistant Professor of Marketing
University of Tennessee Knoxville
College of Business, Department of Marketing

Dr. Martin Mende, Ph.D.

Professor of Marketing
W.P. Carey School of Business
Arizona State University

ELLEN CAMPOS SOUSA

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(704) 477-9038

EDUCATION

Ph.D. Business Administration (Marketing), Florida International University (FIU) (Summer 2021)
M.S. Business Administration, Universidade Estadual do Ceará, Brazil (UECE) (Fall 2012)
B.A. Business Administration, Universidade Estadual do Ceará, Brazil (UECE) (Summer 2002)

ACADEMIC POSITIONS

- Assistant Professor, College of Business, The University of Tampa (UT) (Fall 2024–present)
- Assistant Professor, College of Business, Gardner-Webb University (GWU) (Fall 2021–Spring 2024)
- Visiting Scholar, International Business, Florida International University (FIU) (Spring 2016–Summer 2017)
- Instructor, Business Administration, Centro Universitário Christus (UNICHRISTUS), Brazil (Spring 2013 – Spring 2016)

AWARDS AND RECOGNITIONS

- Best Paper in Track Product/Brand/Price Award (SMA, 2022)
- CIBER Faculty Professional Development in International Business in Thailand by Deepak Ohri-Fund (FIU), 2022
- Grant-Seeking Reassignment Award (GWU), 2022
- AIB Junior Faculty Consortium Travel Stipend Award (Boeing Institute of International Business - AIB), 2022
- GPSC Above and Beyond Award (FIU), 2021
- Best Paper Award (Congresso Integrado Unichristus - Brazil), 2021
- Outstanding Student Life Service Award (FIU), 2020
- AMS Doctoral Consortium Fellow, 2020
- CIBER Research Award (FIU), 2020
- Three Minute Thesis (3MT, FIU), Finalist, 2020
- Let's Talk About Service (LTAS) Scholarship, 2019
- Graduate & Professional Student Committee Travel Fund (FIU), 2018, 2019, 2020
- Best Poster Presentation Award (GSAW, FIU), 2019
- Top Student Paper Award (AMTP), 2019
- Best Paper Award (FEA/USP), 2012

RESEARCH

For the past seven years, my research has predominantly focused on mindfulness, with an emphasis on fostering positive societal impact. Although I have explored various topics within the business field, my key research interests include cross-cultural perspectives on mindfulness, happiness, well-being, and diversity and inclusion.

Research Grants

- Character Lab Research Network In-kind Grant (\$35,000), 2023
- Brazilian National Council for Scientific and Technological Development-CNPq (\$ 4,500), 2023
- Godbold Endowment Research Initiative (\$2,400), 2023
- Transformative Consumer Research Grant (TCR-ACR) (\$1,500), 2022
- Gardner-Webb University Research Grant (\$2,000), 2022
- FIU CIBER Research Award (FIU) (\$2,000), 2020

Published Refereed Research

Campos Sousa, Ellen, and Luciana Freire (2023). The Effect of Brief Mindfulness-Based Intervention on Patient Satisfaction & Loyalty After Waiting. *Journal of Consumer Affairs*, 57(2), 906–942.

Research Under Review

Campos Sousa, Ellen, Luciana Freire, Michelle Van Solt, and Severina Faustino Duarte, “Redeeming Women’s Power: Working Towards Social Change via Mindfulness and Self-Compassion”

- Invited for Fourth Round Revision at *Journal of Public Policy & Marketing*

Chan, Steven, Shalini Bahl, Michelle Van Solt, Ryan Cruz, George Milne, **Ellen Campos Sousa**, Matthew Philp, Kelly Moore, Nelson Amaral, Tessa Garcia-Collart, Michelle Perkins. “Impacting the Social Media Habits of Youths through Mindful Usage.”

- Research is a *Transformative Consumer Research* (Track 3; 2023) collaboration
- Invited for Second Round Revision, *European Journal of Marketing*

Dickson, Peter, Mohammed Alzanbagi, **Ellen Campos Sousa**, Nuket Serin, and Patricia Torres, “Context, Individual Difference and Management Influences on Salesperson Codevelopment Effort”

- Under review at *Industrial Marketing Management*

Advanced Working Papers

Garcia-Collart, Tessa, and **Ellen Campos Sousa**. “The Mindful Student Initiative: How Mindfulness Based Interventions Reduce Social Media Usage Urge Among High School Students”

- Accepted to the inaugural *Transformative Consumer Research Impact Festival* (August, 2022)
- Research conducted in partnership with the *Character Lab Research Network*, and supported by an in-kind research grant of \$35,000
- Target: *Journal of Consumer Psychology*

Campos Sousa, Ellen, Jayati Sinha, and Shailendra Jain, “How Mindful is Your Brand? Development and Validation of a Mindful Brand Scale (MBS)”

- Best Paper in Track Product/Brand/Price Award (SMA, 2022)
- Target: *Psychology & Marketing*

Campos Sousa, Ellen, and Luciana Freire. “From a Place of LOVE: The Heart of The Matter in The Workplace.”

- Target: *Journal of Business Research*

Published Refereed Research (Brazil – prior to joining the PhD program)

Soares, Joelma, Izabelle Quezado, **Ellen Campos Sousa**, Estevão Rocha, and Veronica Peñaloza (2018), “A Relação entre Percepção de Qualidade na Educação Superior e Motivação de Discentes Universitários,” *Revista Gestão Em Análise.* *Regea*, 7, 128-144.

Campos Sousa, Ellen, Veronica Peñaloza, and Izabelle Quezado (2016), “Personalidade Da Marca: Um Estudo Comparativo Entre Instituições de Ensino Superior Pública e Privada.” *Reuna*, 21, 97-120.

Peñaloza, Veronica, Marianela Denegri, Izabelle Quezado, **Ellen Campos Sousa**, Victoria Barreda Parra, and Felipe Gerhard (2016), “*Personalidade De Marca De Cursos De Psicologia: Um Estudo em Cidades do Brasil, Peru e Chile.*” *Estudios Gerenciales*, 32, 239-249.

Oliveira, Lucas Renan, **Ellen Campos Sousa**, and Marcos Antonio Ricarte (2015), “O Estudo Da Motivação Dos Discentes Em Um Curso De Graduação A Distância, À Luz Da Escala De Motivação Acadêmica.” *Revista Gestão em Análise - Regea*, 4, 129-135.

Silva, Thalita Lima Ferreira, Iago Pessoa Mascarenhas, Caio Pinheiro de Medeiros, **Ellen Campos Sousa** (2014), "A Motivação No Ensino Superior: Um Estudo Com Alunos Dos Cursos De Administração e Direito." *Revista Gestão em Análise - Regea*, 3, 104 – 113.

Book Chapters (Brazil – prior to joining the PhD program)

Campos Sousa, Ellen, José Lima Crisóstomo, and Karla Teixeira Machado da Silva (2016), A Importância Do Domínio De Linguagens Quantitativas Pelos Profissionais De Administração De Empresas. In: Ribeiro, Eleazar de Castro, Ellen Campos Sousa, Elnivan Moreira de Souza, and Janina Sanchez (Eds.). *O Ensino da Administração: diversidade de olhares*. 1. ed. Fortaleza: Unichristus, 1, 64-85, ISBN: 978-85-99562-84-0.

Martins, Daniel Felipe, Izabelle Quezado, **Ellen Campos Sousa**, Randal Martins Pompeu, and Mônica Tassigny (2012), Experiência Universitária De Responsabilidade Social: Projeto "Tô De Olho" Na Formação De Capital Humano E Capital Social. In: Estela De Villa (Ed.). *Responsabilidad Social De Las Universidades*. 1ed. Buenos Aires: Fundación Red Latinoamericana De Cooperación Universitaria - Rlcu, 25-48. ISBN: 978-987-22811-6-8

Quezado, Izabelle, Nicoli Amaral, **Ellen Campos Sousa**, Ana Silvia Ipiranga, Ana Augusta Freitas, (2012), A Imagem Do Idoso Na Propaganda Televisiva E Sua Relação Com O Consumo Na Terceira Idade. In: Cole, Ariane Daniela; Ribeiro, José Da Silva. (Eds.). *Espaço Mediação E Comunicação. Imagens Da Cultura/Cultura Das Imagens*. 1ed. São Paulo: Altamira Editorial, 2, 286-298. ISBN 978-85-99518-14-4

Book Editor (Brazil – prior to joining the PhD program)

Ribeiro, Eleazar de Castro, **Ellen Campos Sousa**, Elnivan Moreira de Souza, and Janina Sanchez (Eds.) (2016). *O Ensino da Administração: diversidade de olhares*. 1. ed. Fortaleza: Unichristus, 1, 222p. ISBN: 978-85-99562-84-0.

Conference Presentations

Garcia-Collart, Tessa, and Ellen Campos Sousa. "From The Inside Out: Exploring the Effect of Mindfulness-based Interventions on Social Media Usage Urge among High School Students" @ special session "Interventions and Measures for Social Media and Smartphone-Related Well-Being"

- ACR Conference (October 2023, Seattle, WA)

Campos Sousa, Ellen, Steven Chan, Amy Watson, Ann Mirabito, Sphurti Sewak. Special Session "Cultivating a Path to Mindfulness & Well-Being in Education."

- SMA Conference (November 2023, Fort Worth, TX)

Garcia-Collart, Tessa, and Ellen Campos Sousa. "From The Inside Out: Exploring the Effect of Mindfulness-based Interventions on Social Media Usage Urge among High School Students"

- SMA Conference (November 2023, Fort Worth, TX)

Chan, Steven, and Ellen Campos Sousa, "Cultivating a Path from Mindless Consumption to Mindfulness Education"

- AMA Marketing & Public Policy Conference (June 2023, Arlington, VI)
- Special Session Co-Chair

Chan, Steven, Shalini Bahl, Michelle Van Solt, Ellen Campos Sousa, Matthew Philp, Kelly Moore, Ryan Cruz, George Milne, Tessa Garcia-Collart, Michelle Perkins, Nelson Amaral, "Fostering FOMO to JOMO: Applying the Social Media Mindfulness Practice (SMMP) to Cultivate the Joy of Missing Out (JOMO) for At-Risk Youth Communities"

- Transformative Consumer Research Conference (TCR) (June 2023, London, UK).

Campos Sousa, Ellen and Mischia Taylor, "Mindfulness and Happiness in Business Education: the example of Godbold College of Business- Gardner-Webb University"

- 1st North Carolina Collaborative for Mindfulness in Higher Education (March 2023, Wilmington, NC)

Campos Sousa, Ellen, Sphurti Sewak, and Jayati Sinha, "ABC Model for Happy Business"

- 2023 World Happiness Fest (March 2023, Miami FL)

Campos Sousa, Ellen, Jayati Sinha, and Shailendra Jain, "How mindful is your brand?"

- *SMA Conference* (November 2022, Charlotte, NC)

Campos Sousa, Ellen, "Improving emotional wellbeing through mindfulness practices." Teaching Moments.

- *SMA Conference* (November 2022, Charlotte, NC)

Campos Sousa, Ellen, Luciana Freire, Jayati Sinha, and Severina Faustino Duarte, "Social Change via Relational Engagement: Redeeming Women's Power"

- *TCR – AMA Impact Festival* (August 2022, Chicago, IL)

Campos Sousa, Ellen, Tessa Garcia-Collart, and Nuket Serin, "From The Inside Out: Exploring the Effect of Mindfulness-based Interventions on Social Media Usage Urge among Vulnerable Consumers"

- *TCR – AMA Impact Festival* (August 2022, Chicago, IL)

Campos Sousa, Ellen and Jayati Sinha, "Mindful Brand: Managerial Application of the Mindful Brand Scale (MBS)"

- *ACCI Conference* (May 2021, virtual)

Serin, Nuket, Jayati Sinha, Ellen Campos Sousa, and Tessa Garcia-Collart, "The Matching Effect of Product Type and Gift Options on Brand Recovery After Brand Transgression"

- *Association of Marketing Theory and Practice Conference* (March 2021, virtual)

Campos Sousa, Ellen, and Jayati Sinha, "Mindful Brand"

- *AMA Winter Academic Conference* (February 2021, virtual)

Martins, Maria Neuza, Ernando de Paula Junior, Malena de Araujo, Luciana Freire, Ellen Campos Sousa, and Jose Lima Crisostomo, "O efeito do mindfulness na resposta dos consumidores em relação ao tempo de espera"

- *Congresso Integrado Unichristus* (September 2021, Fortaleza, Brazil)

Campos Sousa, Ellen, Luciana Freire, Patricia Torres, and Alexandra Aguirre-Rodriguez, "Stressed and Unhealthy College Students: The Role of Mindfulness and Regulatory Focus"

- *MBAA International Conference* (March 2020, virtual)

Campos Sousa, Ellen, and Jayati Sinha, "Meditation While Waiting For A Service: How Mindfulness Can Improve Consumer Satisfaction"

- *Academy of Marketing Science Annual Conference* (December 2020, virtual)

Campos Sousa, Ellen, and Jayati Sinha, "Mindful Brand: Development and Validation of a Mindful Brand Scale (MBS)"

- *Association for Consumer Research Conference* (October 2020, virtual)

Serin, Nuket, Jayati Sinha, Ellen Campos Sousa, and Tessa Garcia-Collart, "The Matching Effect of Product Type and Gift Options on Brand Forgiveness After Brand Transgression"

- *CLADEA Annual Assembly* (October 2020, virtual)

Campos Sousa, Ellen, "Mindful Brand: Development and Managerial Application of Mindful Brand Scale"

- *FIU BDSA Annual Conference* (October 2020, virtual)

Campos Sousa, Ellen, Jayati Sinha, and Luciana Freire, "Mindfulness in Consumer Behavior: Its Benefits on Waiting Time Contexts"

- *Academy of International Business Conference* (July 2020, virtual)

Campos Sousa, Ellen, Jayati Sinha, and Luciana Freire, "The Effect of Mindfulness Intervention on Waiting Time Satisfaction"

- *AMA Marketing and Public Policy Conference* (May 2020, virtual)

Campos Sousa, Ellen, and Jayati Sinha, "Mindfulness in Consumer Behavior: Its Benefits on Waiting Time Contexts"

- *AMA Winter Academic Conference* (February 2020, San Diego, CA)

Campos Sousa, Ellen, "Mindfulness in Consumer Behavior"

- *Let's Talk About Service Workshop* (December 2019, New York City, NY)

Campos Sousa, Ellen, and Jayati Sinha, "The Effect of Mindfulness Intervention on Service Satisfaction During Waiting Time"

- *Florida Marketing Research Camp* (September 2019, Orlando, FL)

Campos Sousa, Ellen, "Retailers' Use of Comparative Pricing in a Usage Category Context"

- *FIU Graduate Student Appreciation Week* (April 2019, Miami, FL)

Campos Sousa, Ellen, "Retailers' Use of Comparative Pricing in a Usage Category Context"

- *Florida Statewide Graduate Student Research Symposium* (April 2019, Miami, FL)

Campos Sousa, Ellen, "Retailers' Use of Comparative Pricing in a Usage Category Context: an Exploratory Study"

- *Association of Marketing Theory and Practice Conference* (March 2019, Charleston, SC)

Góes, Bruno. B. and Ellen Campos Sousa, "Supplier Risk: The Imperative of Corporate Sustainability Diffusion in Global Supply Networks"

- *Academy of Management* (August 2017, Atlanta, GA)

Góes, Bruno. B., Michael Kotabe, Mauricio Geleilate, and Ellen Campos Sousa, "The Diffusion of Corporate Sustainability in The Global Automotive Supply Network: An Empirical Examination"

- *Academy of International Business* (July 2017, Dubai, U.A.E.)

Campos Sousa, Ellen, Izabelle Quezado, Elnivan Sousa, Veronica Penalzoa, and Randal Pompeu. Perception of Students on Brand Personality of Higher Education Institutions in Brazil.

- *Tourism and Management Studies International Conference, 2016, Algarve, Portugal.*

Pessoa, E. S. P., Ellen Campos Sousa, and Luciana Freire. "Métricas da Gestão do Relacionamento: Um Estudo do Caso da Central de Relacionamento com o Cliente do Sistema Fiec-Ce."

- *XIX Semead, 2016, São Paulo, Brazil.*

Freire, L., Cordeiro, I. M., Campos Sousa, E., and De Lima, R. F. O Posicionamento Da Responsabilidade Social Corporativa Traduzidas Pela GRI: O Caso do Banco do Nordeste.

- *XVIII Engema, 2016, São Paulo, Brazil.*

Martins, D. F. V., Quezado, I., Campos Sousa, E., Pompeu, R. M., and Costa, J. S. "Tô De Olho?: A Instituição De Ensino Superior Na Geração De Capital Humano E Capital Social."

- *XVIII Semead, 2015, Sao Paulo, Brazil.*

Oliveira, L. R. M., Campos Sousa, E., and Ricarte, M. A. C. O Estudo Da Motivação Dos Discentes Em Um Curso De Graduação A Distância, À Luz Da Escala De Motivação Acadêmica

- *XXI Ciaed, 2015, Bento Gonçalves, Brazil.*

Campos Sousa, Ellen, Rocha, I. S., and Marinho, L. F. L. O Marketing Boca a Boca na Decisão de Compra do Consumidor de Aparelho Celular.

- *XV Encontro de Pós-Graduação e Pesquisa da Unifor, 2015, Fortaleza, Brazil.*

Marinho, L. F. L., Moreira, R. N., and Campos Sousa, E. Duopólio das Empresas Tam e Gol: Uma Aplicação da Teoria dos Jogos Não-Cooperativos.

- *XVIII Semead, 2015, São Paulo, Brazil.*

Quezado, Izabelle, Costa, J. S., Peñaloza, V., Ferraz, S. B., and Campos Sousa, E. Sempre Cabe Mais Um? Uma Investigação Cross-Cultural Do Comportamento do Consumidor em Ambiente Aglomerado.

- *XXXVIII Encontro Da Anpad, 2014, Rio de Janeiro, Brazil.*

Quezado, Izabelle, Campos Sousa, E., Peñaloza, V., and Matos, F. R. N. Compra por Prazer ou Necessidade? Uma Investigação no Varejo de Alta e Baixa Renda.

- *7º Congresso Latino-Americano De Varejo - Clav, 2014, São Paulo, Brazil.*

Quezado, Izabelle, Campos Sousa, E. and Matos, F. R. N. Perfil de Consumo e Autopercepção do Idoso em Anúncios Televisivos.

- *4º Congresso Internacional Comunicon, 2014, São Paulo, Brazil.*

Montenegro, Rebeca, Alyne Vale, and Campos Sousa, E. A Percepção de Jovens Estudantes Universitários Sobre Consumo, Obsolescência Programada e Equilíbrio Sustentável.

- *XVI Engema, 2014, Sao Paulo, Brazil.*

Santos, B. A. O. A., Montenegro, R., and Campos Sousa, E. Análise de Viabilidade Econômica na Geração Distribuída de Energia Elétrica a Partir de Células Fotovoltáicas: Um Estudo Comparativo Com o Advento da Resolução Normativa Nº 482, de 17 de Abril de 2012.

- *XVI Engema, 2014, Sao Paulo, Brazil.*

Campos Sousa, Ellen, Quezado, I., and Peñaloza, V. Alunos De Diferentes Áreas Têm a Mesma Percepção de Personalidade de Marca em Instituições de Ensino Superior?

- *XVI Semead, 2013, São Paulo, Brazil.*

Campos Sousa, Ellen, Silva, J. S., Rocha, E. L. C., Quezado, I., and Peñaloza, V. A Percepção do Cliente: Qualidade na Educação Superior e Motivação Discente.

- *XVI Semead, 2013, São Paulo, Brazil.*

Campos Sousa, Ellen, Peñaloza, V., and Quezado, I. Personalidade de Marca de Instituições de Ensino Superior: A Percepção de Alunos de uma Faculdade Privada e de uma Universidade Pública.

- *XV Semead, 2012, São Paulo, Brazil.*

Quezado, Izabelle, Peñaloza, V., Barboza, M. V., Campos Sousa, E., and Costa, R. B. L. Emoções e Satisfação de Compra em Situação de Crowding: Uma Abordagem Capital Versus Interior.

- *XV Semead, 2012, São Paulo, Brazil.*

Peñaloza, Veronica, Campos Sousa, E., Rocha, E. L. C., and Silva, J. S. Qualidade Dos Serviços Educativos E Motivação Do Aluno-Usuario.

- *VII Congresso Chileno De Psicologia, 2012, Valparaiso, Chile.*

Quezado, Izabelle, Amaral, N. V., Campos Sousa, E., Freitas, A. A. F., and Ipiranga, A. S. R. A Imagem Do Idoso Na Propaganda E Sua Relação Com O Consumo Na Terceira Idade.

- *VII Seminário Internacional Imagens Da Cultura Das Imagens, 2011, Porto, Portugal.*

Peñaloza, Veronica, Quezado, I., and Campos Sousa, E. Consumo Hedônico, Consumo Utilitário E Conduta Financeira: Uma Aplicação No Boco Da Poeira.

- *XIV Semead, 2011, São Paulo, Brazil.*

Peñaloza, Veronica, Campos Sousa, E., and Quezado, I. Consumo Utilitario Y Consumo Hedónico En El Boco Da Poeira.

- *XIVI Asamblea Anual De Cladea, 2011, San Juan - Porto Rico.*

TEACHING

Course/Program Development

- Mindfulness and Happiness in Management (undergraduate)
- MBA with an Emphasis on Mindfulness (In Development)

Courses Taught

- **Average student evaluation of 3.8/4.0**
- **Undergraduate courses taught**
 - Mindfulness and Happiness in Management (Gardner-Webb University)
 - Marketing Management (Capstone, Gardner-Webb University)
 - Marketing Research (Gardner-Webb University)
 - Principles of Marketing (Gardner-Webb University; Florida International University)
 - Consumer Behavior (Florida International University)
 - Research Methods (Brazil)
 - Decision Process (Brazil)
 - Innovation (Brazil)
- **Graduate courses taught**
 - Seminar in Marketing (DBA program, Gardner-Webb University)
 - Marketing Management (MBA program, Gardner-Webb University)
 - Introduction to Marketing (Post-grad; Brazil)

INTERVIEWS, TALKS AND WORKSHOPS

Invited talks

- ABC Model of Happy Business (March 2023, Happiness Fest, FL)
- How Mindfulness Can Help You (for an addiction recovery group) (May 2022, Epiphany Family Services, NC)
- Mindfulness in the Workplace, SIPAT – LATAM airlines (November 2020, Brazil, online)
- Starting a Mindfulness Practice, Brave Zone Session (September 2020, FIU, online)
- Mindful ways to be happier today, FIU Business Virtual Happy Hour (August 2020, FIU, online)
- Mindfulness Practices in Moment of Crisis, MBA Class (April 2020, FIU, online)
- Mindful Moment, Power Up Women's Leadership Conference (March 2020, Miami, FL)
- Mindfulness in Consumer Behavior, LTAS Workshop (December 2019, Fordham University, NY)
- Mindfulness, Faculty Power Up Circle (November 2019, FIU, FL)
- Mindfulness in Healthcare, MBA class (November 2019, FIU, FL)
- Mindfulness in the Workplace (August 2019, UNICHRISTUS, Brazil)
- Mindfulness in the Workplace (July 2019, UNEC, Brazil)
- Academic International Research (August 2017, UNICHRISTUS, Brazil)

Workshops/Trainings Facilitator

- Women empowerment through Mindfulness (Spring 2022; Spring 2023, vulnerable women)
- Mindfulness at workplace training (June-August 2021, Apotex, online)
- Mindfulness & Meditation During Pandemic (March–July 2020, FIU, online)
- Mindfulness & Meditation During Pandemic (March–October 2020, Brazil, online)
- The Balance Series (2019-2020, FIU, FL)
- How to Reduce Stress Through Mindfulness (November 2019, FIU, FL)
- BDSA Mindfulness Meditation Workshop (2018-2019, FIU, FL)
- Mindfulness at Workplace (November 2019, HG Office, Brazil)
- Mindfulness as an Empowering Tool (November 2019, Viva, Brazil)

Expert Interview/Media Spotlight

- AMA DocSIG'S Student Spotlight Series (September 2020, AMA DocSIG)
 - Link: <https://www.facebook.com/AMADocSIG/posts/10158841511600480>
- Weekly Sessions Explore Meditation and Mindfulness During Stressing Times (June 2020, PantherNOW)

- Link: panthernow.com/2020/06/29/weekly-sessions-explore-meditation-and-mindfulness-during-stressing-times/
- Mindfulness and Home Office During Pandemic, Thy Mind (June 2020, Brazil, online)
 - Video Link: <https://youtu.be/FICUqATj330>
- Mindfulness during Quarantine, Jornal Panorama, UNEC TV (April 2020, Brazil)
 - Video Link: <https://youtu.be/01NI5pl0kKA> (8'40")
- The Theory of Mindfulness, LTAS Insights, AMA ServSig (February 2020, U.S.)
 - Video Link: <https://www.servsig.org/wordpress/2020/02/ltas-insights-the-theory-of-mindfulness/>
- Mindfulness, Programa Começo de Conversa, UNEC TV (July 2019, Brazil)
 - Video Link: https://youtu.be/_yLrtTOjX4

SERVICE

World Happiness Foundation

- Advisory Board Member (2023 – present)
- Research Initiatives (2023 – present)
- Grant Applications (2023 – present)

Gardner-Webb University

- College of Business DBA Committee Member (2022 – present)
- Student and Campus Life Committee Member (2022 – present)
- Multicultural Advisory Board Member (2022 – present)
- Marketing Club Co-advisor (2022 – present)
- Marketing Students Advisor (2022 – present)
- College of Business Graduate Committee Member (2021 – 2022)

Editorial Board

- Associate Editor, Contemporary Journal of Economics and Management – Contextus (2022-present)
- Editorial Board Member, Journal of Management Analysis - ReGeA (2014-2015)

Reviewer

- International Journal of Consumer Studies (2022-present)
- Academy of International Business Annual Conference (2018, 2020)
- Academy of Marketing Science Annual Conference (2020)
- Academy of Management Annual Conference (2017)
- Journal of Management Analysis - ReGeA (2016-2017)

Leadership

- *Organizer*, Research Series and Symposiums, BDSA (2018–2020)
- *Liaison*, Business Doctoral Students and Faculty Members, BDSA (2018–2020)
- *Facilitator*, Community Outreach Program, BDSA (2019–2020)

DISSERTATION / THESIS

Faculty Advisor DBA Dissertation, Gardner-Webb University

- Richard Blume (dissertation defended on July 2023)
- Scott Whitaker (dissertation defended on June 2023)

Dissertation Committee Member, Gardner-Webb University

- Emory Hiott (dissertation defended on May 2023)

- Shanda Phillips (dissertation defended on June 2023)
- Cynthia Trevisan (ongoing)

Faculty Advisor Post-Graduate Thesis, Universidade Estadual do Ceará (UECE)

- Melina Abu-Marrul Martins Corrêa (July 2015)
- Paulo Eduardo Gurgel (July 2015)
- Kelry Silva Guedes (August 2014)
- Ticiana Santos Rocha (August 2014)

Faculty Advisor Undergraduate Thesis, Centro Universitário Christus (UNICHRISTUS)

- Lucas Renan Monteiro de Oliveira (June 2015)
- Mario Sergio Avila de Vasconcelos (November 2014)
- Eduardo Bastos Barreira (November 2014)
- José Jailton Pereira Ribeiro (May 2014)
- Bruna Akemi Ogawa Alves dos Santos (May 2014)
- Ana Flávia Aguiar Azevedo (November 2013)
- Livia Alencar Paiva (June 2013)
- Matias Chagas Rabelo Filho (June 2013)

INDUSTRY EXPERIENCE

- Sales Manager, Mito Mix (2003 - 2005)
- General Manager, Fortilápia (2001 - 2002)
- Budget Analyst, AMBEV (now Anheuser-Busch InBev) (2001)
- Financial Analyst, Pomar-Horta (1998 -2001)

OTHER PROFESSIONAL EXPERIENCE

Centro Universitário Christus (UNICHRISTUS), Fortaleza-CE, Brazil

- Member of University Evaluation Committee (2013-2016)
- Research Coordinator for the College of Business Administration (2015-2016)
- Adjunct Supervisor of Dom Luis Campus (2013-2015)

Universidade Estadual do Ceará (UECE), Fortaleza-CE, Brazil

- Internship Coordinator of Public Administration (Distance Learning, 2013-2015)

TEACHING TRAININGS & CERTIFICATIONS

- Chief Mental and Physical Wellbeing Officer, World Happiness Foundation (2023)
- Adult Mental Health First Aid USA, National Council for Mental Wellbeing (2022)
- Mindfulness Teacher Training, Shamash Alidina (2019)
- Distance Learning and Tutoring, UNICHRISTUS, Brazil (2013)
- Introduction to Distance Learning, EDUX Consultoria e Treinamento, Brazil (2013)
- Active Learning: Problematization Methodology, UNICHRISTUS, Brazil (2013)
- Bloom's Taxonomy: Elaborating Test Questions, UNICHRISTUS, Brazil (2013)
- Academic Plagiarism: Detection and Corrective Measures, UNICHRISTUS, Brazil (2015)

LANGUAGES

- English (fluent)
- Portuguese (fluent)
- Spanish (conversational)

REFERENCES

Dr. Jayati Sinha

Macy's Retailing Professor
Associate Professor
Florida International University
College of Business
Department of Marketing & Logistics
Phone: 305-348-7573
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Associate Dean of Research and PhD Programs
Edward D. Shirley '78 Endowed Professor of Marketing
University of Massachusetts Amherst
Isenberg School of Management
Department of Marketing
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Dr. Ronaldo Parente

Ryder Eminent Scholar Research Fellow
Professor of Strategy & Int'l Business
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Dr. Tessa Garcia-Collart

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University of Missouri-St Louis
College of Business Administration
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NON-PROFIT CEO

Entrepreneurial and intrapreneurial skills that create and sustain growth for for-profit and not-for-profit organizations. Stakeholder engagement centered upon the human need for belonging and becoming. Skilled in communications and establishing accountability and administrative mastery, leading teams, and budgets to maximum performance.

PROFESSIONAL EXPERIENCE

WORLD HAPPINESS FOUNDATION Miami, FL 2015 – 2024
Founder - CEO - Chairman of the Board

- Founded the organization, defined the strategy, and built an incredible worldwide board.
- Created the World Happiness Fest, World Happiness Academy, and Happiness Observatory.
- Built the executive team and more than 80 chapters around the world.

ADTALEM GLOBAL EDUCATION Chicago, IL 2018 – 2020
Vice President Marketing – CMO

- Built foundations for brand, marketing and communications strategy and tactics focused on financial services vertical (ACAMS, Becker, Oncourse Learning, Edupristine in India). Portfolio companies now have robust business strategies, renewed teams and processes, with healthy operating incomes and revenues. \$30 million budget.
- Led strategy implementation focused on revenue generation, strategic relationships and reputation building. Created strategic business ecosystems and stakeholder relations with turnaround of Becker and ACAMS, moving from stagnation to 15% growth.
- Rebranded each business segment and created integral marketing and digital strategies. Key elements for the companies to scale up the business opportunities and for internationalization. ACAMS now operating in 90 countries.

THAP GROUP Miami, FL 2015 – 2018
Marketing Strategist - Managing Director

- Founded company based on “brands and rousers” methodology and framework, using strategic levers: Reason, Reputation, Revenues, Rouser, Resilience and Relationships. Unique methodology helped 12 clients create foundations for sustained value growth.

LUIS GALLARDO

- Created brand, marketing and communications plans for multinational companies (Illumno, Puig, KPMG, World Economic Forum, BBVA), resulting in exponential growth and value creation.
- Worked with Presidents and CEOs on personal positioning and personal strategic platforms. Many of these clients became thought leaders, influencers and have generated revenues in excess of \$500 million.

YOUNG & RUBICAN (WPP)

New York, NY

2012 – 2015

President - BURSON MARSTELLER EMEA Consumer Marketing**Global Brands Director - BAV**

- Created foundation for the consumer marketing practice across 25 EMEA countries, resulting in creation of \$150 million business.
- Engaged multinational clients (Telefonica, Shell, HP, Amazon, SAP), building integrated brand, marketing and communications strategies and campaigns. As a result, multinational business strategies were rollout and generated millions in value.
- Managed multinational teams from multiple agencies across the WPP ecosystem. Consistently recruited, trained and retained top talent across multiple group companies.

DELOITTE TOUCHE TOHMATSU

New York, NY

2004 – 2012

Global Managing Director (Global CMO)**Director of Global Brand, Marketing and Communications**

- Reporting to the Global CEO, built brand, marketing and communications capabilities worldwide, impacting 175 countries.
- Created and launched the current brand, with first integrated marketing campaign ("Green Dot"), which is still in use globally.
- Created brand, thought leadership and digital marketing foundations that helped achieve \$48 billion in 2019 revenue.

DELOITTE

Madrid, Spain

2002 – 2004

Director of Marketing, Communications and Corporate Reputation

- Built first brand, marketing and communications practice. Primary focus on brand strategy and valuation, digital strategies and integrated marketing and communications.
- Built team to manage the integration of Arthur Andersen business following collapse and transformation of the industry.

DEEP COMMUNICATIONS GROUP

Madrid, Spain

2001 – 2002

Consulting company focused on digital media.

Founder & CEO

- Founded rapid growth digital media company. Landed 19 clients in first year. Major clients included Deloitte, Atento, Alcatel and Microsoft. Focused efforts on digital strategies and corporate brand positioning.
- Business absorbed into Deloitte consulting business.

ACCESO (HAVAS GROUP)

Madrid, Spain

2000 – 2001

\$10 million data analytics company focused on research and strategy development for Spanish client companies. 100 employees.

Executive Director

Responsible for new client acquisition and development of digital marketing platform.

LUIS GALLARDO

- Created the company's first omnichannel digital marketing and media business. Designed and implemented digital strategies. Built teams and business foundations.
- Landed four major clients (Deloitte, Telefonica, Santander and BBVA).

PRIOR EXPERIENCE 1995 – 2000

IFAES Director of Marketing and Programs, Director of Call Center Magazine
Hachette Filipacchi Business Journalist: EMPRENDEDORES, QUO and MANAGEMENT
UNIVIA Plus (Paris, France) Manager of Marketing and Business Development
United Nations – OSCE International observer in Post-armed conflicts

EDUCATION

MBA IMD (Lausanne, Switzerland) 2009
Masters - International Relations Lancaster University (Lancaster, England) 1996
BA - Political Science and Sociology Complutense University (Madrid, Spain) 1995
Fluent in English, Spanish, French

BOOKS PUBLISHED

Brands & Rousers, 2012 Exponentials of Happiness, 2020
Happytalism, 2022

BIOS

Tessa Garcia-Collart (tgarcia-collart@umsl.edu) is an Assistant Professor of Marketing at the Department of Marketing and Entrepreneurship at the University of Missouri-St Louis. Dr. Garcia-Collart holds a PhD in Marketing from Florida International University, an MBA from the Thunderbird School of Global Management (knowledge unit of Arizona State University), and completed her graduate internship in Geneva, Switzerland. She also holds a BA in Marketing and International Business from Universidad Tecnologica Centroamericana in San Pedro Sula, Honduras.

Her research areas include consumer well-being and brand communications in digital media, and is a transformative consumer researcher. Her research has been published in the *Journal of Advertising*, *Marketing Letters*, *Journal of Consumer Affairs* and *Journal of Product & Brand Management*. She has presented her work in premier marketing academic conferences, as well as in multiple universities around the globe and corporations such as The Coca-Cola Company headquarters in Atlanta, Georgia.

In addition, Dr. Garcia-Collart served as President and Vice-President of the Marketing Doctoral Students Association at The PhD Project, an organization that supports minority representation in business academia. Prior to entering academia, she worked in brand marketing in Fortune 500 companies, including Shell Oil and Stanley Black & Decker.

Dr. Garcia-Collart's work has been recognized with multiple awards and fellowships. She was honored with the Dr. Ilana Shanks Emerging Scholar Award (2022) for her research work. She is an AMA-Sheth Doctoral Fellow (2018) and is the recipient of a Character Lab Research Network grant (2023) and a Marketing Science Institute grant (2018) to fund her research initiatives. She was awarded the Best Conference Paper Award by the Marketing Management Association (2022), the UGS Provost Award for Best Paper at Florida International University (2020), the SCP Ethnic Travel Scholarship (2018), the Russell V. Ewald Award for Academic Excellence (presented by the McKnight Fellowship, 2017), and the American Marketing Association Valuing Diversity Award (2017).

Ellen Campos Sousa (ecampossousa@ut.edu) serves as an Assistant Professor of Marketing at The University of Tampa and holds a Ph.D. from Florida International University. She is a transformative consumer researcher, a Certified Mindfulness Facilitator and Chief Wellbeing Officer, dedicated to developing solutions with positive societal impacts. Combining her expertise as a mindfulness facilitator and marketing researcher, she examines the effects of mindfulness interventions on consumer well-being across diverse populations and contexts, including vulnerable women, college and high school students, work-life balance, and waiting time. Her innovative research has garnered multiple awards and grants, and she has presented her findings at numerous leading international conferences. Her pioneering study on mindfulness interventions was published in the Journal of Consumer Affairs.

An expert in mindfulness programs, Dr. Campos Sousa excels as both a developer and a facilitator. Her extensive experience in business, education, and women's empowerment has equipped her to create impactful programs targeting these three critical areas. Over the past three years, she has integrated mindfulness activities into all her marketing courses and developed an undergraduate course titled 'Mindfulness and Happiness in Management.'

Dr. Campos Sousa serves on the board of the World Happiness Foundation, where she spearheads research initiatives aimed at promoting happiness and well-being within cities, organizations, and schools. In this role, she leverages her extensive expertise to advance the Foundation's mission of fostering global happiness, creating more conscious, happy, and thriving communities.

Luis Gallardo (lgallardo@worldhappiness.foundation) is the Founder & President of the World Happiness Foundation and World Happiness Fest. Author of *Happytalism* and *The Exponentials of Happiness*. Director of the Gross Global Happiness program at the United Nations University for Peace. He is a social innovator and entrepreneur with the higher purpose of elevating the vibration of the planet by developing ideas, connecting thought leaders, activists and communities and increasing awareness on the science of happiness, holistic education and smart innovation.

Over the years Luis has been an advisor to CEOs, thought leaders, entrepreneurs, Nobel Laureates, political and institutional game changers on strategic personal positioning and brand building. That access to the brightest and most conscious individuals has inspired him to understand that the world needs new lenses to realize growth and how humans and societies can thrive.

Luis has also worked in the corporate world as a global executive and has been a protagonist of the transformation of industries such as professional services and the internet. Luis has been an international observer with the UN and OSCE in post-armed conflicts establishing democracy and the right to vote.

For Luis, happiness is a human right and a life choice, it enables human development and social innovation. That's why he is committed to creating, along with initiatives such as bē, the World Happiness Foundation and World Happiness Fest, spaces for academics, activists, social innovators, scientists, governmental leaders, institutions and leaders, in general, to share and learn, to feel, understand and act towards a happier world and thriving societies.

Luis runs a private practice as a Certified Clinical Hypnotherapist, Professional Mental Health Coach and Master NLP and Chief Well-Being Officer Program Trainer.

“The world needs new lenses to understand growth and how humans and societies can thrive.”