

Transformative Consumer Research 2025 Track 1 Proposal

Improving Marketplace Access for All: Learning from those with Invisible Disabilities

Track Chairs: Natalie Ross Adkins, Ph.D., Elizabeth Crosby, Ph.D., and Daniel Van Sant, J.D.

Over the past three decades marketing scholars have researched the impact of the Americans with Disabilities (ADA) Act in improving access and inclusion for consumers with disabilities (CWD). This body of work attempts to understand the experiences of disability by consumers and ways to increase accessibility. While there has been progress on understanding the experiences of CWD and how to improve access in the built, physical environment (e.g., Beudaert, Mason, and Nau 2024; Pavia and Mason 2012), the research has focused primarily on consumers with physical disabilities. Comparably, little focus on consumers with non-visible disabilities has occurred. More research is needed to understand these consumers' experiences, the stigma they face, and how the principles of universal design and assistive technologies affect the experiences of disability by consumers particularly in the marketplace (both the physical and online environments). The Disability & Health Data System estimates over 21 million people over the age of 18 in the United States live with a disability (Centers for Disease Control and Prevention, 2024). Of those, approximately 10% have an invisible disability that often impacts their abilities to navigate marketplaces and get their needs met in an efficient and effective manner. A recent study found more than half of CWD believe there are barriers that significantly limit their purchasing choices (Alexiou 2022). Additionally, over 40% have been unable to complete either an online or an in-person purchase due to accessibility issues. Answering the call of Beudaert, Mason, and Nau (2024), this track aims to contribute to the CWD discourse by exploring how technology, assistive devices, and principles of universal design alter the experience of non-visible disability. In the case of consumers with invisible disabilities, the utilization of approaches that alter the marketplace environment or themselves may mitigate felt stigma and empower consumers with invisible disabilities while simultaneously help create marketplaces accessible to all.

The world's largest retailers and CPG companies continue to embrace efforts to bring employees and consumers with disabilities into discussions on product innovations, configuration of marketplaces, and other DEI efforts due in part to the business case for doing so. An Accenture 2023 study found companies with disability inclusion strategies make "1.6 times more revenue, 2.6 times more net income, 2 times more economic growth and are 25% more productive versus competitors" and a 2018 study reported CWD not only control more than \$8 trillion in disposable income in the United States alone, but also exhibit high levels of brand loyalty (Alexiou, 2023; Chitrakorn, 2021). Often the changes made to service and retail marketplaces not only increase accessibility for disabled consumers but also make the marketplace more accessible to the generalized consumer population. With the growth in and adoption of assistive devices, how one experiences disability may be forever changed.

Pre-conference work will consist of reading key marketing articles on consumers with disabilities, assigned reports and policy statements related to the Americans with Disabilities Act (1990), as well as studies on universal design principles and assistive device technology. Participants will also collect examples of how businesses are working to make the marketplace more inclusive. At the conference, track participants will share the findings of pre-conference work to expand upon how the marketing discipline studies CWD and to generate blueprints for future data collections to validate preliminary conceptualizations. Track co-chair, Daniel Van Sant, Director of Disability Policy at The Harkin Institute for Public Policy & Civic Engagement, will facilitate visits to various policymakers and governmental offices, such as the Equal Employment Opportunity Commission and the Department of Labor's Office of Disability Employment Programs, to allow track participants to learn of the priorities of various stakeholders. Following the conference, participants will engage in the writing and dissemination of key findings with the possibility of including case studies from several companies.

References

- Alexiou, Gus (2023). Latest Accenture Research Confirms Disability Inclusive Companies Are More Profitable, November 30, 2023. <https://www.forbes.com/sites/gusalexiou/2023/11/30/latest-accenture-research-confirms-disability-inclusive-companies-are-more-profitable/> Accessed 13 August 2024.
- Beudaert, Anthony, Marlys Mason, and Jean-Philippe Nau (2024). The social model and consumers with disabilities research: contributions, criticisms, and calls for new perspectives. *Journal of Marketing Management*, 40:5-6, 481-511. DOI: 10.1080/0267257X.2023.2289379.
- Centers for Disease Control and Prevention, National Center on Birth Defects and Developmental Disabilities, Division of Human Development and Disability. Disability and Health Data System (DHDS) Data [online]. [accessed August 14, 2024]. URL: <https://dhds.cdc.gov>.
- Chitrakorn, Kati (2021). Beauty weak spot: People with disabilities, June 30, 2021. *Vogue Business*, <https://www.voguebusiness.com/beauty/beauty-fails-people-with-disabilities-loreal-estee-lauder-unilever-wants-to-change-that>. Accessed 13 August 2024.
- Pavia, Teresa M., and Marlys J. Mason. "Inclusion, exclusion and identity in the consumption of families living with childhood disability." *Consumption Markets & Culture* 15, no. 1 (2012): 87-115.

Short Biographical Sketches of Proposed Track Chairs

Natalie Ross Adkins, Ph.D., Zimpleman College of Business, Drake University, *Des Moines, IA*
Natalie Ross Adkins received her PhD in marketing from the Pamplin College of Business at Virginia Tech. Dr. Adkins is an Associate Professor of Marketing in the Zimpleman College of Business at Drake University, where she has served since 2009. Dr. Adkins' research exploring stigma in the marketplace for low literate consumers, disadvantaged consumer groups, and multicultural consumers has been published in leading marketing journals, including the *Journal of Consumer Research*, *Journal of Marketing and Public Policy*, *Psychology & Marketing*, and the *Journal of Business Research*. She was the 2006 recipient of the Robert Ferber Award given by the Association for Consumer Research. Additionally, Dr. Adkins currently serves on the Editorial Review Boards of *JPPM* and the *Journal of Consumer Affairs*. Email: Natalie.Adkins@drake.edu

Elizabeth Crosby, Ph.D., University of Wisconsin-LaCrosse, *La-Crosse, WI*
Elizabeth Crosby is an Associate Professor of Marketing at the University of Wisconsin – La Crosse. Her research focuses on vulnerable consumers and consumer well-being. Dr. Crosby's work has been published in multiple journals including *Journal of Business Research*, *Psychology & Marketing*, *International Journal of Marketing Research*, *Journal of Public Policy & Marketing*, *Journal of Consumer Affairs*, *Journal of Macromarketing*, and others. She was also a guest editor for a special issue for the *Journal of Consumer Marketing* focusing on mental health. Email: ECrosby@uwlax.edu

Daniel Van Sant, J.D., Director of Disability Policy, The Harkin Institute for Public Policy & Civic Engagement, *Des Moines, IA*
Daniel joined The Harkin Institute in 2021 to oversee the Institute's disability policy work, which includes organizing the Harkin International Disability Employment Summit, an annual event that brings together key champions and implementers from around the world to increase employment of people with disabilities. Before joining THI, Daniel was a staff attorney at Disability Rights Iowa where he provided free legal representation to children with disabilities and their families. Daniel earned his Juris Doctorate and a Master of Science in Cultural Foundations of Education with a Certificate of Advanced Studies in Disability Studies from Syracuse University and earned his bachelor's degrees in International Relations, Rhetoric, and Politics from Drake University. Email: Daniel.VanSant@Drake.edu

The Harkin Institute for Public Policy & Citizen Engagement is located at Drake University and serves as a venue and catalyst for dynamic non-partisan research, learning, and outreach to promote understanding of the policy issues to which Senator Tom Harkin devoted his career.


Tom Harkin was elected to Congress from Iowa's Fifth Congressional District in 1974 and served in the U.S. House of Representatives until he ran for and won one of Iowa's Senate seats in 1984. As a young senator, Tom was tapped by Senator Ted Kennedy to craft legislation to protect the civil rights of millions of Americans with physical and mental disabilities. He knew firsthand about the challenges facing people with disabilities from his late brother, Frank, who was deaf from an early age. What emerged from that process would later become his signature legislative achievement — The Americans with Disabilities Act (ADA). Senator Tom Harkin retired from the U.S. Senate in January 2015.


NATALIE ROSS ADKINS, PH.D.

CURRICULUM VITA

OFFICE

Zimpleman College of Business
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Des Moines, Iowa 50311

 515.271.1983

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HOME

15716 Burdette Street
Omaha, Nebraska 68116

 @MKTGdrA

 Natalierossadkins

 Natalie.Adkins@drake.edu

EDUCATION

Virginia Tech, Blacksburg, Virginia
R. B. Pamplin College of Business

Ph.D., Marketing

Minors—Sociology, Social Psychology
December 2001

Ph.D. Dissertation Research

Illiterate Consumers in a Literate Marketplace: Exploring Consumer Literacy & Its Impact

Chair: Dr. Julie L. Ozanne

Awards: Association of Consumer Research/Sheth Foundation Dissertation Proposal Competition, 2000 Public Purpose track Co-Winner

Society for Consumer Psychology/Sheth Foundation Dissertation Proposal Competition, 2000 Runner-up
2006 ROBERT FERBER AWARD from the *Journal of Consumer Research* (A*)

West Virginia University, Morgantown, West Virginia
John Chambers College of Business & Economics

B.S. Business Administration, Marketing
May 1990

ACADEMIC EXPERIENCE

Drake University, Des Moines, Iowa
Zimpleman College of Business

Associate Professor (tenured/promoted May 2012)
Assistant Professor (August 2009-May 2012)

Creighton University, Omaha, Nebraska
Heider College of Business

Assistant Professor (August 2000-May 2009)

Virginia Tech, Blacksburg, Virginia
R.B. Pamplin College of Business




Graduate Instructor (S1996, S1998, S-F1999)
Research Assistant (F1995-F1999)

RESEARCH FOCUS

2023 RESEARCH FOR SOCIAL IMPACT AWARD

Drake University
Zimpleman College of Business

Within the Transformative Consumer Research (TCR) field:

-  Impact of the stigmatization process on consumers' identity, behaviors, and responses from various marketplace actors
-  Macromarketing, social marketing and public policy issues of marketing to vulnerable populations
-  Consumer literacy across service domains including retail, healthcare, finances, and politics

	all	Since 2019
Citations	1,354	628
h-Index	12	11
i10-Index	12	11

Source: Google Scholar, accessed July 26, 2024

GUEST EDITORSHIP

- 2022 Special Issue of the *Journal of Consumer Marketing*: “Health and the Marketplace. Guest Editors: Ann M. Mirabito, Jane E. Machin, Elizabeth Crosby, **Natalie Ross Adkins**, and Justine Rapp Farrell. Volume 39, Number 6

PEER-REVIEWED JOURNAL ARTICLES

- 2024 Farrell, Justine Rapp, Jane E. Machin, Ann M. Mirabito, Jenna Drenten, Christina Chan-Park, Elizabeth Crosby, and **Natalie Ross Adkins**, “Mental illness and marketing: A 50-year scoping review and future research framework,” *Psychology and Marketing*, First published: 26 July 2024. <https://doi.org/10.1002/mar.22070>
- 2023 Crosby, Elizabeth, Kim McKeage, Terri Rittenburg, and **Natalie Ross Adkins**, “Amplifying Marginalised Consumers’ Voices: A Case for Trauma-Informed Qualitative Methodologies,” *International Journal of Market Research*, 65 (2-3) (March/May), 320-339. <https://doi.org/10.1177/14707853221139576>
- 2022 Machin, Jane E., **Natalie Ross Adkins**, Christina Chan-Park, Elizabeth Crosby, Justine Rapp Farrell, and Ann M. Mirabito, “Taming Complex Problems Using the Problem-Solution-Impact (PSI) Research Model,” *Journal of Consumer Affairs*, 56 (3), 1178-1219. <https://doi.org/10.1111/joca.12469>
- 2022 Mirabito, Ann, Jane E. Machin, **Natalie Ross Adkins**, Elizabeth Crosby, and Justine Rapp Farrell, “Mental Health and the Marketplace: A Research Agenda,” *Journal of Consumer Marketing*, 39 (6), 565-568. <https://doi.org/10.1108/JCM-09-2022-056>
- 2022 Machin, Jane E., Teri Brister, Robert Bossarte, Jenna Drenten, Ronald Paul Hill, Deborah Holland, Maria Martik, Mark Mulder, Madhubalan Viswanathan, Marie Yeh, Ann Mirabito, Justine Rapp Farrell, Elizabeth Crosby and **Natalie Ross Adkins**, “Conversations about Conducting Marketing Research in Mental Health,” *Journal of Consumer Marketing*, 39 (6). <https://doi.org/10.1108/JCM-02-2022-5212>
- 2019 Machin, Jane E., Ann Mirabito, **Natalie Ross Adkins**, Elizabeth Crosby, and Justine Rapp Farrell, “Coping with Stress in Real Estate,” *Keller Center Research Report*, 12 (2). Available at: <https://www.baylor.edu/business/kellercenter/index.php?id=961767> [Trade publication]
- 2019 Machin, Jane E., **Natalie Ross Adkins**, Elizabeth Crosby, Justine Rapp Farrell, and Ann Mirabito, “The marketplace, mental well-being, and me: Exploring self-efficacy, self-esteem, and self-compassion in consumer coping,” *Journal of Business Research*, 100 (July), 410-420, available online 19 December 2018.
- 2018 Pryor, Susie and **Natalie Ross Adkins**, “Collisions: Negotiating tensions in a shared marketplace,” *International Journal of Nonprofit and Voluntary Sector Marketing*, 24 (2), p.e1632-n/a. <https://doi.org/10.1002/nvsm.1632>
- 2016 Machin, Jane E., Ann Mirabito, and **Natalie Ross Adkins**, “The Stigma Turbine: (De)Stigmatization in the Real Estate Market,” *Keller Center Research Report*, 9 (4). Available at: <https://www.baylor.edu/business/kellercenter/index.php?id=940912> [Trade publication]
- 2016 Mirabito, Ann M., Cele C. Otnes, Elizabeth Crosby, David B. Wooten, Jane E. Machin, Chris Pullig, **Natalie Ross Adkins**, Susan Dunnett, Kathy Hamilton, Kevin D. Thomas, Marie A. Yeh, Cassandra Davis, Johanna F. Gollnhofer, Aditi Grover, Jess Matias, Natalie A. Mitchell, Edna G. Ndichu, Nada Sayarh, and Sunaina Velagaleti, “The Stigma Turbine: A Theoretical Framework for Conceptualizing and Contextualizing Marketplace Stigma,” *Journal of Public Policy and Marketing*, 35 (2), 170-184.
- 2013 Demangeot, Catherine, **Natalie Ross Adkins**, Rene Dentiste Mueller, Geraldine Rosa Henderson, Nakeisha S. Ferguson, James M. Mandiberg, Abhijit Roy, Guillaume D. Johnson, Eva Kipnis, Chris Pullig, Amanda J. Broderick, Miguel Angel Zúñiga, “Towards Intercultural Competency in Multicultural Marketplaces,” *Journal of Public Policy and Marketing*, Special issue on Marketplace Diversity & Inclusion (32), 156-64.
- 2013 Kipnis, Eva, Amanda J. Broderick, Catherine Demangeot, **Natalie Ross Adkins**, Nakeisha S. Ferguson, Geraldine Rosa Henderson, Guillaume Johnson, James M. Mandiberg, Rene Dentiste Mueller, Chris Pullig, Abhijit Roy, Miguel Angel Zúñiga, “Branding Beyond Prejudice: Cultural Branding and Consumer Well-being in Multicultural Marketplaces,” *Journal of Business Research*, 66 (8), 1186-94.
- 2011 Broderick, Amanda J., Catherine Demangeot, **Natalie Ross Adkins**, Nakeisha S. Ferguson, Geraldine Rosa Henderson, Guillaume Johnson, Eva Kipnis, James M. Mandiberg, Rene Dentiste Mueller, Chris Pullig, Abhijit Roy, and Miguel Angel Zúñiga, “Consumer Empowerment in Multicultural Marketplaces: Navigating Multicultural Identities to Reduce Consumer Vulnerability,” *Journal of Research for Consumers*, available online at: http://jrconsumers.com/Academic_Articles/issue_19/
- 2011 Broderick, Amanda J., Catherine Demangeot, Eva Kipnis, Miguel Zúñiga, Abhijit Roy, Chris Pullig, Rene Dentiste Mueller, James Mandiberg, Guillaume Johnson, Geraldine Rosa Henderson, Nakeisha Ferguson and **Natalie Ross Adkins**,

- “No harm done? Culture-based branding and its impact on consumer vulnerability: A research agenda,” *Social Business*, 1 (3) 263-280.
- 2010 **Adkins, Natalie Ross** and Haeran Jae, “Marketplace Vulnerability of Limited English Proficient Consumers: Opportunities to Increase Knowledge in Macromarketing,” *Journal of Macromarketing*, 31,1 (March), 93-104.
- 2009 **Adkins, Natalie Ross** and Canan Corus, “Health Literacy for Improved Health Outcomes: Effective Capital in the Marketplace,” *Journal of Consumer Affairs*, 43 (Summer), 199-222.
- 2005 **Adkins, Natalie Ross** and Julie L. Ozanne, “Critical Consumer Education: Empowering the Low-Literate Consumer,” *Journal of Macromarketing*, 25, 2 (December), 153-162.
- 2005 Ozanne, Julie L., **Natalie Ross Adkins**, and Jennifer A. Sandlin, “Shopping [for] Power: How Adult Literacy Learners Negotiate the Marketplace,” *Adult Education Quarterly*, 55, 4 (August), 251-268.
- 2005 **Adkins, Natalie Ross** and Julie L. Ozanne, “The Low Literate Consumer,” *Journal of Consumer Research*, 32 (June), 93-105. **WINNER-2006 ROBERT FERBER AWARD (citations as of July 2024: 525).**

BOOK CHAPTERS

- 2024 Machin, Jane E., Ann M. Mirabito, Courtney Nations Azzari, Elizabeth Crosby, and **Natalie Ross Adkins**, “Disadvantaged Consumers, Market Access, and Consumer Well-Being,” in *Fostering Consumer Well-Being: Theory, Evidence, and Policy*, Edited by Faith Sonmez, Springer, 69-92.

RESEARCH IN PROGRESS

- Under 2nd Review
JAMS (A*)
Mirabito, Ann M., Justine Rapp Farrell, Jane M. Machin, Elizabeth Crosby, and **Natalie Ross Adkins**, “Hijacked, Blindfolded, and Handcuffed: Navigating the Turbulent Consumer Journey for Mental Illness Treatment Services,” under 2nd review at the *Journal of the Academy of Marketing Science* (A*); Manuscript number JAMS-D-23-00747R1
- Under 2nd Review
AMSR
Machin, Jane E., Josephine Go-Jefferies, Aušra Rūtelionė, **Natalie Ross Adkins**, Elizabeth Crosby, Elaine Holt, Ann M. Mirabito, and Daniela Alcoforado, “From Satisfaction to Sustainability: A Conceptual Introduction to Sustainable Consumer Well-Being,” under 2nd review at the *Academy of Marketing Science Review*; Manuscript number AMSR-D-23-00208R1

PEER-REVIEWED CONFERENCE PRESENTATIONS & PROCEEDINGS

- 2024 “Navigating the Consumer Journey while Hijacked, Blindfolded, and Handcuffed,” 2024 Marketing & Public Policy Conference (June), Washington, DC; with Ann M. Mirabito, Justine Rapp Farrell, Jane E. Machin, and Elizabeth Crosby; **BEST CONFERENCE PAPER AWARD**
- 2024 “Sensemaking: Navigating Uncertainty in the Turbulent Consumer Journey,” 2024 Society of Consumer Psychology Annual Conference (March 7-9), Nashville, TN; with Jane E. Machin, Ann M. Mirabito, Justine Rapp Farrell, and Elizabeth Crosby
- 2023 “From Surviving to Thriving: Conceptualizing and Measuring Consumer Well-Being,” 2023 Transformative Consumer Research Dialogical Conference (June 18-20), Royal Holloway University of London, England UK; with Jane E. Machin, Jane E., Ann M. Mirabito, Elizabeth Crosby, Daniela Alcoforado, Aušra Rūtelionė, Elaine Holt, Josephine Go-Jefferies, and Rita Markauskaite
- 2023 “Mental Illness and Marketing: A 50-Year Scoping Review,” *Proceedings of the 2023 Marketing & Public Policy Conference—Policy and Change: The Role of Marketing and Public Policy in Securing a Sustainable Future*, eds. Beth Vallen and Jeremy Kees, (Arlington, VA), 33, 94-97; with Jane E. Machin, Justine Rapp Farrell, Ann M. Mirabito, Christina Chan-Park, Elizabeth Crosby, and Jenna Drenten,
- 2022 “Marketing and Mental Illness: A 50-Year Scoping Review,” 6th International Conference of Marketing, Strategy & Policy (Park City, UT; online/synchronous; November); with Jane E. Machin, Ann M. Mirabito, Justine Rapp Farrell, Christina Chan-Park, Jenna Drenten, and Elizabeth Crosby; **BEST IMPACT AWARD**
- 2022 “Answering the Call: Conducting Research on Mental Health, Public Policy, and the Market,” panel discussion, 2022 Marketing & Public Policy Conference (Austin, TX in-person; June); with Jane E. Machin, Ann M. Mirabito, Elizabeth Crosby, and Kate Pounders
- 2022 “Self-Compassion Bests Self-Esteem and Self-Efficacy in Mental Well-Being,” The Wellness and Well-Being Summit (available at: <https://app.knowmia.com/ECRU>). (Virtual, recorded April); with Jane E. Machin, Ann M. Mirabito, Elizabeth Crosby, and Justine Rapp Farrell
- 2022 “From Surviving to Thriving: A Conceptual Introduction to Mental Well-Being (MWB),” Association for Marketing and Healthcare Research, Park City, UT (March 7); with Jane E. Machin, Ann M. Mirabito, and Elizabeth Crosby








- 2021 "Design Thinking: Walking in Stigmatized Shoes," Transformative Consumer Research, University of Virginia (Online, June 28); with Jane E. Machin, Ann M. Mirabito, and Elizabeth Crosby
- 2021 "Buyers' Quest for Mental Health Care," 2021 Marketing & Public Policy Conference, American Marketing Association (June 24); with Jane E. Machin, Ann M. Mirabito, Justine R. Farrell and Elizabeth Crosby
- 2020 "Walking in Stigmatized Shoes," 2020 Marketing and Public Policy, American Marketing Association, Los Angeles, CA (Online, June); with Jane E. Machin, Ann M. Mirabito, and Elizabeth Crosby
- 2020 "Mental Health Consumer Journey," Society for Consumer Psychology, (Online, March 4); with Jane E. Machin, Ann M. Mirabito, Justine R. Farrell and Elizabeth Crosby
- 2019 "Stepping in Stigmatized Shoes: Developing Empathy through Design Thinking," Transformative Consumer Research, Association for Consumer Research, Jacksonville, FL., (May); with Jane E. Machin, Ann M. Mirabito, and Elizabeth Crosby
- 2019 "Consumer's Self-Concept Goals Influence Their Ability to Manage Stress," Association for Marketing & Health Care Research (AMHCR) 2019 Annual Conference, Jackson Hole, WY (February); with Jane E. Machin, Ann M. Mirabito, Elizabeth Crosby, and Justine Rapp Farrell; **BEST PAPER AWARD**
- 2018 "Marketplace, Mental Illness, and Me: Exploring Self-Esteem, Self-Compassion, and Self-Efficacy in Consumer Well-being," 2018 Marketing & Public Policy Conference, American Marketing Association, Columbus, OH (June) with Jane E. Machin, Ann M. Mirabito, Elizabeth Crosby, and Justine Rapp Farrell
- 2017 "Exploring their Stories: The Role and Impact of Narratives in the Stigmatization Process," Transformative Consumer Research Conference, Association for Consumer Research, Cornell University, Ithaca, NY (June); with Ann M. Mirabito, Jane E. Machin, Elizabeth Crosby, and Justine Rapp Farrell
- 2016 "The Stigma Turbine: Generating Policy Prescriptions for (De)Stigmatization in the Marketplace," 2016 Marketing & Public Policy Conference, American Marketing Association, San Luis Obispo, CA (June); with Jane E. Machin, Ann M. Mirabito, Cele C. Otnes, Elizabeth Crosby, David B. Wooten, Chris Pullig, Kevin D. Thomas, Marie A. Yeh, Cassandra Davis, Susan Dunnett, Johanna F. Gollnhofer, Aditi Grover, Kathy Hamilton, Jess Matias, Natalie A. Mitchell, Edna G. Ndichu, Nada Sayarh, and Sunaina Velagaleti
- 2009 "Exploring the Political Literacy of Low Literate Consumers," 2009 Marketing & Public Policy Conference, American Marketing Association, Washington, DC (May); with Randall E. Adkins
- 2008 "Consumer Characteristics as Embodied Stigmata," 2008 Winter Educator's Conference, American Marketing Association, Austin, TX (February)
- 2006 "Collisions: People's Spaces & Business Places," Association for Consumer Research North American Conference, Orlando, FL (September); with L. Susie Pryor
- 2006 "Low Literate Consumers Perception of Stigma Impacts Success in Navigating the Marketplace" Association for Consumer Research North American Conference, Orlando, FL (September); **2006 ROBERT FERBER AWARD PRESENTATION**
- 2006 "Improving Consumer Well-Being in the Healthcare Industry: Patients with Literacy Difficulties" 2006 Marketing & Public Policy Conference, American Marketing Association, Long Beach, CA (June)
- 2006 "The Co-Creation of Health Literacy by Pharmacists and Low Literate Consumers," 2006 Marketing & Public Policy Conference, American Marketing Association, Long Beach, CA (June); with Julie L. Ozanne, Canan Corus, and Bige Saaticioglu
- 2005 "The Social Construction of Consumer Literacy: An Empirical Examination of Consumer Empowerment among Adult Literacy Learners," *Proceedings of the 2005 Adult Education Research Conference*; with Julie L. Ozanne and Jennifer A. Sandlin
- 2004 "The Low Literate Consumer in the Pharmacy," 2004 Marketing & Public Policy Conference, American Marketing Association, Salt Lake City, UT (May)
- 2004 "Exploring Student Perceptions of Learning through the Use of a National Competition in the Classroom," 2004 Winter Educator's Conference, American Marketing Association, Tucson, AZ (February)
- 2003 "Political Advertising in an Era of Reform: What effect will the McCain-Feingold campaign finance law have on television advertising?" 2003 Marketing & Public Policy Conference, American Marketing Association, Washington, DC (Poster presentation) (May); with Randall E. Adkins
- 1998 "Between Functional Literacy and Consumer Literacy," Association for Consumer Research North American Conference, Montreal, Quebec, Canada (October 2-4); with Julie L. Ozanne
- 1998 "The Effects of Gender and Acquaintanceship on Intimate Self-Disclosures in Focus Groups," Association for Consumer Research North American Conference, Montreal, Quebec, Canada (October 2-4); with Edward F. Fern, Terry Bristol, and Carter Mandrik,
- 1998 "Searching for the Vulnerable Consumer: A Review of Previous Research and a Roadmap for Future Study," 1998 Marketing & Public Policy Conference, American Marketing Association, Washington, DC (June)

- 1997 “Johnny's Mom Can't Read: The Stigma of Low Literacy in the Marketplace” 1997 Marketing & Public Policy Conference, American Marketing Association, Boston, MA (May); with Julie L. Ozanne

INVITED PRESENTATIONS

- 2022 “Mental Health and Stigma,” ACR-TCR Seminar Series, Transformative Consumer Research. (via Zoom January 25); with Jane E Machin, Ann M. Mirabito, Elizabeth Crosby, Justine Rapp Farrell, and Megan McGee
- 2021 “Mental Health Matters: Crafting a Research Agenda,” Association for Consumer Research North American Conference (Online, October 29); with Jane E Machin, Ann M. Mirabito, Elizabeth Crosby, and Justine Rapp Farrell
- 2021 “Mental Health Matters: Making Mental Well-Being a Marketing Research Priority,” Association for Consumer Research North American Conference (Online, October 8); with Jane E Machin, Ann M. Mirabito, Elizabeth Crosby, and Justine Rapp Farrell
- 2021 “Doing Research on Transformative Consumer Behavior: Mental Health and Marketing,” Villanova University Marketing Graduate Program, Villanova, PA (May 5); with Jane E. Machin

TEACHING FOCUS

-  Marketing & Public Policy/Business for Good
-  First Year Experience: Money or Mission? Why You Don't Have to Choose
-  Direct & Interactive Marketing (including B2B, CRM, and Email)
-  Principles of Marketing
-  Consumer Behavior
-  Behavioral Sales
-  Services Marketing

ACTIVE & SERVICE-LEARNING PROJECTS

Direct & Interactive Marketing, 2019-2024*

Students demonstrated their understanding of and ability to apply basic principles of direct and interactive marketing through the development of an integrated direct marketing campaign proposal for various non-profit entities

- 2024 **Project Pink'd**, a 501(c)3 organization based in Omaha, NE dedicated to helping breast cancer survivors in Nebraska and Western Iowa thrive; Campaign focus: Increase Fundraising and Add Programming
- 2023 **Drake University Alumni & Development**; Campaign focus: Increase Engagement of Young Alumni
- 2022 **Osher Lifelong Learning Institute (OLLI)**; Campaign focus: Increase Membership
- Zimpleman College of Business**, Drake University; Campaign focus: Reduce Melt
- 2019-20 **Zimpleman College of Business**, Drake University; Campaign focus: Increase Yield

*course not offered in 2021 due to faculty sabbatical

Financial Services Marketing (Independent Study), 2016-2018

Mentored teams of six, junior-level marketing majors through the creation and development of a marketing strategy in response to **Principal Financial Group's** Voice of the Young Consumer University Partnership Challenge. Student teams competed against teams from University of Iowa, Iowa State University, University of Northern Iowa, Grandview University, and Graceland University.

- 2018 *Runner-Up*
- 2017 *First place*
- 2016 *First place*

Service Learning in Uganda, 2014

Guided a team of students in the creation of a direct marketing effort to raise additional funds for the **Kikandwa, Kasawo, Uganda Medical Clinic**

Field Applications in Marketing, 2012

Students consulted with **Spinrite LP** (leading manufacturer of yarn in hobby & craft industry) on a marketing research project addressing the organization's goals and objectives. Emphasis on developing an understanding of qualitative marketing research methods and the practical use of both qualitative methods and the quantitative methods presented in earlier coursework.

Direct & Interactive Marketing (Drake University); Advertising & Promotions/IMC (Creighton University)

Marketing EDGE Collegiate ECHO National Competitions: Using hands-on learning and real-world experience, students must combine their knowledge, research, and creativity to develop a direct marketing assignment from the corporate sponsor, their client. Entrants judged by a panel of industry professionals in conjunction with Chief Marketing Officer and other representatives from client

2016 **Facebook**
2014 **Domino's**; *two national Honorable Mention Awards for Marketing Research and Creative Execution*
2013 **Delia*s**
2012 **SkyMall**; *two national Semi-Finalists; national Honorable Mention Award for Smartest Budgeting & ROI*
2011 **charity:water**
2010 **Microsoft Bing**; *national Silver (2nd) Award Winner; national Honorable Mention Award for Media Planning*
2008 **Pitney Bowes**; *national Bronze (3rd) Award Winner; national Honorable Mention Award for Best Creative Execution*
2007 **Litle & Company**
2006 **United States Postal Service**; *three national Semi-Finalists*
2005 **ING Direct**; *national Silver (2nd) Award Winner; Nine national Semi-Finalists*
2004 **Advanta**; *national Bronze (3rd) Award Winner; four national Semi-Finalists*
2003 **Mazda, USA**; *three national Semi-Finalists*

Marketing Management, 2001

Alpha Omicron Pi Foundation of the AOII International Fraternity & the Arthritis Research Foundation

Student group proposal "Strike Out Arthritis!" adopted in 2002 as the international philanthropic event for chapters of AOII International Fraternity across the United States and Canada

Miscellaneous Marketing Courses, 2001-2016

After identifying specific marketing needs for "clients," students prepared marketing campaign recommendations and presented their work to company representatives.

Superior Honda of Omaha	Game Wear, Inc. , Hoboken, NJ	TeamMates , youth mentoring program
Turner Events and Marketing	Release Ministries	Creighton University Athletics
Haunted in the Bluffs , <i>all community event</i>	Metropolitan Entertainment Convention Authority/College World Series	InPlay & Forte Conference Center
Mid-America Council of Boy Scouts of America	Omaha Municipal Orchestra	Dave & Buster's
Maverick Stampede , <i>annual community run/walk</i> ;	Union Pacific Railroad Museum•Historic General Dodge House•RailsWest Museum Partnership , <i>educational outreach program</i>	Ak-Sar-Ben Knights Professional Hockey Team , <i>NHL Calgary Flames class A team in Omaha</i>

PROFESSIONAL EXPERIENCE (details available upon request)

Bostrom Corporation, Chicago, Illinois—*an association management firm*

1994-1995 **Manager of Publications and Communications**
Associate Publisher, *The Planning Review*

The Planning Forum, Oxford, Ohio—*The International Society for Strategic Management and Planning*
1994 **Marketing Manager**

Investment Research Institute, Inc., Cincinnati, Ohio—*Publisher of Financial Advisory Newsletters*

1992-1994 **Marketing Communications Product Specialist/Copywriter**
1991-1992 **Executive Assistant to the President**

Aspen Systems, Huntington, West Virginia—*government contractor providing litigation support for federal agencies*

1990-1991 **Document Coder and Analyst**



SERVICE FOCUS

TO THE FIELD/DISCIPLINE

Editorial Review Boards

 *Journal of Consumer Affairs*  *Journal of Public Policy & Marketing*

Ad-Hoc Reviewing

 *European Journal of Marketing*  *International Marketing Review*
 *Journal of the Academy of Marketing Science (A*)*  *Journal of Business Research*
 *Journal of Consumer Psychology*  *Journal of Consumer Research (A*)*
 *Journal of Macromarketing*  *Journal of Marketing Education*
 *Journal of Political Marketing*

Invited Tenure Outside Reviewer

Leslie Koppenhafer, *Boise State*

Invited Edited Book Chapter Review

Crockett, David et al., "A Consumer Vulnerability Perspective on Eviction"

Conference Paper & Special Session Reviewer

2022 Society of Consumer Psychology Conference
1999, 2006, Marketing & Public Policy Conference
2009
2009 Marketing Management Association Conference
2007 Association for Consumer Research North American Conference
2007 American Marketing Association Summer Educators' Conference
2006 American Marketing Association Winter Educators' Conference

2022 **Invited AMA/Sheth Foundation Dissertation Awards Reviewer**

2015 **Invited Faculty Mentor**, Qualitative Data Analysis Workshop, University of Arkansas (June)

Conference Engagement

Transformative Consumer Research Dialogical Conference
2023 Consumer Mental Well-Being, Track 2 (co-chair), University of London, Royal Holloway
2021 Stepping In Stigmatized Shoes, Track 3, University of Virginia
2019 Developing Empathy through Design Thinking, Florida State University
2017 Stigma and Storytelling, Cornell University
2015 Intersection of Stigma and the Marketplace, Villanova University
2011 Multicultural Marketplaces, Baylor University



Marketing & Public Policy Conference

Program Committee (2000, 2002, 2007, 2008, 2012, 2022)
Session Discussant (2005, 2007, 2016, 2022)

American Marketing Association Summer Educator's Conference



Session Discussant (2007)
Facilitator, "Academic Job Markets for New Ph.D.s: Observations, Facts, Myths, & an Interactive Discussion" (1999)

Membership Groups

1997-present  **American Marketing Association**
2009-present  **AMA-Iowa Professional Chapter**

2012-2013		<i>Re-Branding Committee</i>
1996-present		American Marketing Association- Marketing & Society Special Interest Group (MASSIG)
1996-2000		American Marketing Association- Doctoral Student Special Interest Group (docSIG)
1999-2000		<i>President</i>
1998-1999		<i>Membership Coordinator</i>
2000-2009		AMA-Omaha Professional Chapter
2006		<i>Pinnacle Awards Celebration, Dinner & Entertainment Committee Chair</i>

TO THE UNIVERSITY (DRAKE/CREIGHTON) AND COLLEGE (ZIMPLEMAN/HEIDER)

2022-2024	Drake	Ad-Hoc Faculty Senate Committee on Bookstore Vendor Selection
2016-2018	Drake	Faculty Manual Revisions Committee
2014-2016	Drake	Intercollegiate Athletics Committee
2012, 2014	Drake	School of Journalism and Mass Communications, Public Relations Faculty Search
2011-2014	Drake	Faculty Liaison to Board of Trustees' Committee on Student Life
2022-present	Zimpleman	Undergraduate Curriculum Committee
2010-2012		
2024	Zimpleman	Senior of the Year Selection Committee
2023	Zimpleman	Junior of the Year Selection Committee
2014-2016	Zimpleman	Graduate Programs Committee
2012	Zimpleman	Academic Integrity Committee
2014	Zimpleman	Strategic Planning Committee
2013-2015	Zimpleman	Promotion and Tenure Committee
2013, 2015	Zimpleman	Marketing Faculty Search Committee
2011, 2013	Zimpleman	Uganda Travel Delegation
2010	Zimpleman	Economics Faculty Search Committee
2007-2009	Creighton	Athletics Board (campus-wide elected position)  <i>Chair—Financial Integrity Subcommittee (2008—2009)</i>  <i>Chair—Academic Integrity Subcommittee (2007—2008)</i>
2004-2009	Creighton	Greek Life Task Force
2003	Creighton	NCAA Compliance Audit Visit
2002	Creighton	Soup & Silent Auction Fundraising Committee/On-Campus Marketing for Russell Child Development Center
2004-2005, 2007	Heider	Faculty Search Committee
2005-2006	Heider	Undergraduate Curriculum Committee
2002	Heider	Rank and Tenure Committee (filled vacancy due to faculty sabbatical)
2000	Heider	Faculty participant in Mass of the Holy Spirit and Creighton University Presidential Inauguration

TO THE STUDENT BODY

		Faculty Advisor
2015-present		Delta Sigma Pi International Business Fraternity
2010-2014		Drake Sports Business Network
2011-2014		Drake Triathlon Club
2000-2008		Blue J's Integrated Marketing Group
1999-2000		Virginia Tech Collegiate Chapter of the American Marketing Association
2000-present		Academic Advisor
2007-2008		Ratio Studiorum Faculty Preceptor
2004-2007		CU Immersion Conducted simulated class for incoming business students during freshmen orientation. <u>My presentation format used as model for other sessions across the university.</u>

2009-present
2001-2008



Admissions' Visit Host Professor

PROFESSIONAL MEMBERSHIPS



American Marketing Association, Iowa Chapter



American Marketing Association, MASSIG



Association for Consumer Research



Beta Gamma Sigma National Business Honorary



Transformative Consumer Research



Delta Sigma Pi International Business Fraternity

AWARDS AND HONORS

2023	Drake University Zimpleman College of Business Research for Social Impact
2011	Drake University Zimpleman College of Business Summer Research Grant , \$5,000
2010-2011	Drake University Office of the Provost Research Grant , "Managing Consumer Vulnerability: Limited English Proficient Consumers and their Para-Phrasers," \$3,000
2010	Drake University Zimpleman College of Business Summer Research Grant , \$5,000
2010	Drake University Zimpleman College of Business, Faculty Initiate, Alpha Iota Chapter of Delta Sigma Pi Business Fraternity
2009	Creighton University Gamma Phi Beta Sorority SHINE Outstanding Faculty Member—2009
2007	Creighton University Outstanding Faculty Member of the Year—2007 , Order of Omega Leadership Honorary
2007	Faculty Presenter Social Marketing Conference Workshop for Doctoral Students and Early Career Faculty, American University
2007-2008	Creighton University Peer Education "Go To" Safe Person
2007	Creighton University Heider College of Business Summer Research Grant , "A Framework to Explore the Marketplace Engagement by Linguistically Isolated Consumers in the US," \$3,225
2006	Creighton University Inaugural Academic Affairs Research Forum Featured Presenter
2006	Creighton University Heider College of Business Summer Research Grant , "Consumer Well-Being in the Healthcare Industry," \$6,450
2005	"Ten Creighton Professors You Should Know," feature in <i>Creighton Magazine</i>
2005	Creighton University Honors Students and Family Luncheon, Keynote Speaker
2004	Creighton University Heider College of Business Summer Research Grant , "Low Literate Consumer in the Pharmacy," \$6,450
2003	Creighton University Heider College of Business Summer Pedagogical Grant , development of Sports Marketing elective course, \$1,250
2002	Creighton University Heider College of Business Summer Research Grant , "Learning from Low Literate Consumers: Implications for Public Policy Makers on the Local, State, and National Levels," \$6,200
2001	Very Important Professor , VIP Program, Promotional Products Assoc. Intl., Dallas, TX
2001	Fellow , 2001 Chicago Area Direct Marketing Association Seminar Program, Chicago, IL
2000	Fellow, American Marketing Association/Sheth Foundation Doctoral Consortium , University of Western Ontario
1999	Fellow, Marketing & Society Doctoral Consortium , University of Notre Dame

CERTIFICATIONS

Certified Mental Health First Aid Instructor, National Council for Mental Well-Being (certified August 2022)

COMMUNITY INVOLVEMENT

Project Pink'd, Inc., a 501(c)(3) organization dedicated to providing tools, resources and a strong network to strengthen and renew the mind, body, and spirit of breast cancer survivors in Nebraska and Western Iowa
—Dare to Thrive Honoree, Spring-Summer 2023

ELIZABETH CROSBY

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La Crosse, WI 54601
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ecrosby@uwlax.edu

WORK EXPERIENCE

Associate Professor of Marketing University of Wisconsin-La Crosse	2018-present
<ul style="list-style-type: none">• Director for International Business (2020-present)	
Assistant Professor of Marketing University of Wisconsin-La Crosse	2012-2018

EDUCATION

Ph.D., Business Administration, Marketing emphasis College of Business, University of Illinois at Urbana-Champaign	2006-2012
M.B.A Isenberg School of Management, University of Massachusetts, Amherst	2004-2006
B.S., Business Administration, Marketing concentration B.A., Economics University of Maine, Orono	1998-2002

JOURNAL ARTICLES

Mirabito, Ann, Justin Rapp Farell, Jane Machin, Elizabeth Crosby, and Natalie Ross Adkins (2nd round review), “Hijacked, Blindfolded, and Handcuffed: Navigating the Turbulent Consumer Journey for Mental Illness Treatment Service,” *Journal of the Academy of Marketing Science*.

Machin, Jane, Josephine Go-Jefferies, Ausra Rutelione, Natalie Ross Adkins, Elizabeth Crosby, Elaine Holt, Ann M. Mirabito, and Daniela Alcoforado (2nd round review), “From Satisfaction to Sustainability: A Conceptual Introduction to Sustainable Consumer Well-Being,” *AMS*

Farrell, Justine Rapp, Jane Machin, Ann M. Mirabito, Christina Chan-Park, Jenna Drenten, Elizabeth Crosby, and Natalie Ross Adkins (forthcoming), "Mental Illness and Marketing: A 50-Year Scoping Review," *Psychology & Marketing*.

Crosby, Elizabeth, Kim McKeage, Terri L. Rittenburg, and Natalie Ross Adkins (2023), "Amplifying the Voices of Marginalised Consumers through a Trauma-Informed Approach to Qualitative Research Methods," *International Journal of Market Research*, 65 (2-3), 320-339.

Machin, Jane, Natalie Ross Adkins, Christina Chan-Park, Elizabeth Crosby, Justine Rapp Farrell, and Ann M. Mirabito (2022), "Taming Complex Problems Using the Problem-Solution-Impact (Psi) Research Process Model," *Journal of Consumer Affairs*, 56(3), 1178-1219.

Machin, Jane E., Teri Brister, Robert M. Bossarte, Jenna Drenten, Ronald Paul Hill, Deborah L. Holland, Maria Martik, Madhubalan Viswanathan, Marie A. Yeh, Ann M. Mirabito, Justine Rapp Farrell, Elizabeth Crosby, and Natalie Ross Adkins (2022) "Conversations about Conducting Marketing Research in Mental Health," *Journal of Consumer Marketing*, 39 (6), 569-578.

Graham, Kenneth W., Gwen Achenreiner, Maggie McDermott, and Elizabeth Crosby (2020), "Is What Students Want What They Really Need? A Values View of Undergraduate Marketing Elective Course Offerings," *Marketing Education Review*, 30 (3), 140-149.

Machin, Jane E., Natalie Ross Adkins, Elizabeth Crosby, Justine Rapp Farrell, and Ann M. Mirabito (2019), "Coping with Stress in Real Estate," *Keller Research Center Report*.

Machin, Jane E., Natalie Ross Adkins, Elizabeth Crosby, Justine Rapp Farrell, and Ann M. Mirabito (2019), "The Marketplace, Mental Wellness, and Me: Exploring Self-Esteem, Self-Efficacy, and Self-Compassion in Consumer Coping," *Journal of Business Research*, 100, 410-420.

Pusaksrikit, Theeranuch, Siwarit Pongsakornrunsilp, Sydney Chinchachokchai, and Elizabeth Crosby, (2018), "The Superstitious Journey of Thai Lottery Gamblers," *Journal of Marketing Management*, 34 (13-14), 1126-1148.

McKeage, Kim, Elizabeth Crosby, and Terri Rittenberg (2018), "Living in a Gender Binary World: An Application and Extension of the Consumer Vulnerability Model," *Journal of Macromarketing*, 38 (1), 73-90.

Mirabito, Ann M., Cele C. Otnes, Elizabeth Crosby, et al. (2016), "The Stigma Turbine: A Theoretical Framework for Conceptualizing and Contextualizing Marketplace Stigma," *Journal of Public Policy and Marketing*, 35 (2), 170-184.

Otnes, Cele, Julie A. Ruth, and Elizabeth Crosby (2014), "Product-Agency Benefits: Consumer Perspectives and Strategic Implications," *European Journal of Marketing*, 48 (5/6), 878-98.

Preis, Michael W., Gregory M. Kellar, and Elizabeth Crosby (2011), "Student Acceptance of Clickers in Large Introductory Business Classes," *American Journal of Business Education*, 4 (5), 1-14.

CONFERENCE PRESENTATIONS

Mirabito, Ann, Justin Rapp Farrell, Jane Machin, Elizabeth Crosby, and Natalie Ross Adkins (2024), "Hijacked, Blindfolded, and Handcuffed: Navigating the Turbulent Consumer Journey for Mental Illness Treatment Service," *Marketing & Public Policy Conference*, May 2024.

- Best Paper Award

Mirabito, Ann, Justin Rapp Farrell, Jane Machin, Elizabeth Crosby, and Natalie Ross Adkins (2024), "Sensemaking: Navigating Uncertainty," *Society for Consumer Psychology Conference*, February 2024.

Farrell, Justine Rapp, Jane Machin, Ann M. Mirabito, Christina Chan-Park, Jenna Drenten, Elizabeth Crosby, and Natalie Ross Adkins (2023), "Mental Illness and Marketing: A 50-Year Scoping Review," *Marketing & Public Policy Conference*, June 2023.

Farrell, Justine Rapp, Jane Machin, Ann M. Mirabito, Christina Chan-Park, Jenna Drenten, Elizabeth Crosby, and Natalie Ross Adkins (2023), "Mental Illness and Marketing: A 50-Year Scoping Review," *Association for Marketing & Healthcare Research Conference*, March 2023.

Machin, Jane E., and Ann M. Mirabito, Natalie Ross Adkins, Elizabeth Crosby, and Justine Rapp Farrell (2022), "Mental Health and Stigma," *Transformative Consumer Research Seminar Series*, virtual, January 25, 2022.

Mirabito, Ann M., Jane E. Machin, Elizabeth Crosby, Natalie Ross Adkins, and Justine Rapp Farrell (2021), "Mental Health Matters: Crafting a Research Agenda," *Association for Consumer Research Conference*, virtual conference, October 29, 2021.

Mirabito, Ann M., Jane E. Machin, Elizabeth Crosby, Natalie Ross Adkins, and Justine Rapp Farrell (2021), "Mental Health Matters: Making Mental Well-Being a Marketing Research Priority," *Association for Consumer Research Conference*, virtual conference, October 8, 2021.

Mirabito, Ann M., Jane E. Machin, Natalie Ross Adkins, Elizabeth Crosby, and Justine Rapp Farrell (2021), "Buyers' Quest for Mental Health Care," *Society for Consumer Psychology*, virtual conference, March 4-6, 2021.

Mirabito, Ann M., Jane E. Machin, Elizabeth Crosby, and Natalie Ross Adkins (2020), "Stepping In Stigmatized Shoes," *Marketing and Public Policy Conference*, virtual conference, May 28, 2020

Machin, Jane E., Natalie Ross Adkins, Elizabeth Crosby, Justine Rapp Farrell, and Ann M. Mirabito (2019), "Using Self-Compassion to Cope with Mental Disorders," *Health Research Forum*, Waco, TX, April 2019.

Machin, Jane E., Natalie Ross Adkins, Elizabeth Crosby, Justine Rapp Farrell, and Ann M. Mirabito (2019), "Consumers' Self-Concept Goals Influence Their Ability to Manage Stress," *Association for Marketing & Health Care Research Conference*, Jackson Hole, WY, February 2019.

Yeh, Marie A. and Elizabeth Crosby (2018), "Dimensions of the (De)Stigmatization Process," *Marketing and Public Policy Conference*, Columbus, OH, June 2018.

Machin, Jane E., Natalie Ross Adkins, Elizabeth Crosby, Justine Rapp Farrell, and Ann M. Mirabito (2018), "The Marketplace, Mental Wellness, and Me: Exploring Self-Esteem, Self-Efficacy, and Self-Compassion in Consumer Coping," *Marketing and Public Policy Conference*, Columbus, OH, June 2018.

Mirabito, Ann M., Elizabeth Crosby, and Kristy McManus (2016), "Like a Girl: How Do Brands' Destigmatizing Messages Travel through Social Media," *Association for Consumer Research*, Berlin, Germany, October 2016.

Crosby, Elizabeth, Kim McKeage, and Terri Rittenburg (2016), "Collaging and ZMET: A Method for Eliciting Insights into Macro Phenomena," *Macromarketing Conference*, Dublin, Ireland, July 2016.

McKeage, Kim, Elizabeth Crosby, and Terri Rittenburg (2016), "A History of Gender Production and Reflection in the Fashion System," *Macromarketing Conference*, Dublin, Ireland, July 2016.

Crosby, Elizabeth, Kim McKeage, and Marie Yeh (2016), "Public Assistance and Stigma: Marketplace Stigma and Public Policy Implications," *Marketing and Public Policy Conference*, San Luis Obispo, CA, June 2016.

Machin, Jane E., Natalie R. Adkins, Ann Mirabito, Cele Otnes, Elizabeth Crosby, et al. (2016), "The Stigma Turbine: Generating Policy Prescriptions for (De)Stigmatization in the Marketplace," *Marketing and Public Policy Conference*, San Luis Obispo, CA, June 2016.

Crosby Elizabeth, Kim McKeage, and Terri Rittenburg (2015), "Marginalization, Resistance, and Stealth Shopping: Subalternity in the Gendered Marketplace," *Association for Consumer Research Conference*, New Orleans, LA, October 2015.

McKeage, Kim, Elizabeth Crosby, and Terri Rittenburg (2015), "Gender Identity and Consumer Vulnerability," *Macromarketing Conference*, Chicago, IL, June 2015.

McKeage, Kim, Elizabeth Crosby, and Jeffrey McKeage (2015), "The Roots of Genderqueer Identity through Consumption: Androgynous and Unisex Fashion in the 20th Century," *Conference on Historical Analysis and Research in Marketing*, Long Beach, CA, May 2015.

McManus, Kristy, Elizabeth Crosby, and Kim McKeage (2014), "A Long Way to Go: Exploring Students' Integration of Liberal Education in Professional Contexts," *Marketing Management Association Fall Educators' Conference*, San Antonio, TX, September 2014

Crosby, Elizabeth, Kim McKeage, and Elissa Cook (2014), "The Conflicting Role of Consumption in the Transgender Experience: Exploring the Interrelationships among Gender Identity, Consumption, and the Marketplace," *Macromarketing Conference*, Egham Hill, UK, July 2014.

Otnes, Cele, Julie Ruth, and Elizabeth Crosby (2014), "Product-Agency Benefits: Integrating CCT and Marketing Strategy," *Consumer Culture Theory Conference*, Helsinki, Finland, June 2014.

Crosby, Elizabeth (2013), "African-American Women's Experiences with Sexual Script Development," *Association for Consumer Research Conference*, Chicago, IL, October 2013.

Otnes, Cele C., Pauline MacLaran, and Elizabeth Crosby (2013), "Thinking Outside the Books: 'Doing History' Through Consumption Experiences" *Consumer Culture Theory Conference*, Tucson, AZ, June 2013.

Crosby, Elizabeth and Kim McKeage (2013), "The Role of Consumption and Advertising in the Creation and Perpetuation of Beauty Stereotypes of African-American Women," *Conference on Historical Analysis and Research in Marketing*, Copenhagen, Denmark, May 2013.

Crosby, Elizabeth (2012), "Exploring African-American Women's Lived Experiences with Stigma, Identity, and Consumption," *Association for Consumer Research Conference*, Vancouver, British Columbia, October 2012.

Otnes, Cele C., Elizabeth Crosby, and Pauline MacLaran (2010), "Above Celebrity: Maintaining Consumers' Experiences of Heritage-Based Fame," *Association for Consumer Research Conference*, Jacksonville, FL, October 2010.

Otnes, Cele C., Elizabeth Crosby, Mina Kwon, and Sydney Chinchanchokchai (2010), "The Impact of Aesthetics in Embedded Service Rituals," *European Association for Consumer Research Conference*, London, U.K., June-July 2010.

Crosby, Elizabeth and Cele C. Otnes (2009), "Consumption as a Strategy for Stigma Management," *Association for Consumer Research Conference*, Pittsburgh, PA, October 2009.

Crosby, Elizabeth and Cele C. Otnes (2009), "Roles of Food Consumption in the Experience of Homesickness among College Students," *Association for Consumer Research Conference*, Pittsburgh, PA, October 2009.

Crosby, Elizabeth and Cele C. Otnes (2009), "The Role of Consumption in Stigma Management," *Consumer Culture Theory Conference*, Ann Arbor, MI, June 2009.

Crosby, Elizabeth and Cele C. Otnes (2009), "The Relationship between Homesickness and Compensatory Food Consumption among College Students," Working Paper, *Marketing and Public Policy Conference*, Washington, D.C., May 2009.

Otnes, Cele C., Elizabeth Crosby, Robert Kreuzbauer, and Jennifer Ho (2007), "Tinsel, Trimmings, and Tensions: Consumer Negotiations of a Focal Christmas Artifact," *Association for Consumer Research Conference*, Memphis, TN, October 2007.

Otnes, Cele C., Elizabeth Crosby, Robert Kreuzbauer, and Jennifer Ho (2007), "Tinsel, Trimmings, and Tensions: Consumer Negotiations of a Focal Christmas Artifact," *Consumer Culture Theory Conference*, Toronto, Canada, May 2007.

Galli-Debisella, Alexandra, Mzamo P. Mangaliso, and Elizabeth Crosby (2006), "Toward Globally Sustainable Competitive Advantages for SMEs: Transaction Cost and Resource Based Views," *Eastern Academy of Management Conference*, Saratoga Springs, NY, May 2006.

Crosby, Elizabeth, Mzamo P. Mangaliso, and Alexandra Galli-Debisella (2006), "Globalization in the Strategic Management Discourse: An Evaluation through Resource Based View and Transaction Cost Economics Theory," *International Academy of Business Disciplines Conference*, San Diego, CA, April 2006.

Mangaliso, Mzamo P., Elizabeth Crosby, and Jann-Marie Culhane (2006), "The Performance Implications of the Corporate Restructuring Strategy of Downsizing," *International Academy of Business Disciplines Conference*, San Diego, CA, April 2006.

BOOK CHAPTER

Machin, Jane E., Ann M. Mirabito, Courtney Nations Azzari, Elizabeth Crosby, and Natalie Ross Adkins (2024), "Disadvantaged Consumers, Market Access, and Consumer Well-Being," in *Fostering Consumer Well-Being: Theory, Evidence, and Policy*, Cham: Springer Nature Switzerland, 69-90.

Otnes, Cele C., Elizabeth Crosby, Robert Kreuzbauer, and Jennifer Ho (2008), "Tinsel, Trimmings, and Tensions: Consumer Negotiations of a Focal Christmas Artifact," in

Explorations in Consumer Culture Theory, ed. John F. Sherry, Jr. and Eileen M. Fischer,
New York: Routledge, 171-89.

Daniel Van Sant

2800 University Ave. Des Moines, IA 50311 □ 515-271-3223 □ daniel.vansant@drake.edu

Work Experience

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- | | |
|---|--|
| The Harkin Institute
<i>Director of Disability Policy</i> | Des Moines, IA
10/21-Present |
| <ul style="list-style-type: none">Lead disability advocacy and public policy work, supervise disability fellows and staff, consult on inclusive employment, universal design, inclusive education, accessibility, and other disability topics at the local, national, and international levels | |
| Drake University
<i>Adjunct Professor</i> | Des Moines, IA
01/23-05/23 |
| <ul style="list-style-type: none">Taught "Disability Politics" in the Politics Department | |
| Disability Rights Iowa
<i>Staff Attorney</i> | Des Moines, IA
05/19-09/21 |
| <ul style="list-style-type: none">Practice Areas: special education, guardianship, public accommodations, facility investigationLed internal diversity and inclusion efforts affecting employees, clients, and outreachTrack legislative updates, develop internal responses, advise outside agencies and advocacy groups | |
| <i>Staff Advocate</i> | 06/18-05/19 |
| <ul style="list-style-type: none">Worked as a special education advocate until obtaining an Iowa law license | |
| Drake University
<i>Adjunct Professor</i> | Des Moines, IA
08/20-12/20 |
| <ul style="list-style-type: none">Taught "Disability Culture and Law" in the Law, Politics, and Society Department | |
| Texas RioGrande Legal Aid
<i>Legal Aid for Survivors of Sexual Assault Staff Attorney</i> | Dallas, TX
06/16-05/18 |
| <ul style="list-style-type: none">Provided holistic, trauma-informed legal services to survivors of sexual assault covering 114 countiesPractice Areas: family law, guardianship, special education, public benefits | |
| Syracuse University College of Law
<i>Research Assistant, Professor Arlene Kanter</i> | Syracuse, NY
11/14- 05/16 |
| <ul style="list-style-type: none">Conducted legal research on U.S. and international disability laws and edited articles for publication | |
| Syracuse University College of Law Disability Rights Clinic
<i>Student Attorney</i> | Syracuse, NY
08/14- 05/15 |
| <ul style="list-style-type: none">Practice Areas: special education, employment discrimination, and public accommodations | |
| Disability Rights Education & Defense Fund (DREDF)
<i>Law Student Intern</i> | Berkeley, CA
05/15-08/15 |
| <ul style="list-style-type: none">Conducted and presented legal research to international and domestic partnersContributed to culturally competent program development with U.S. and international stakeholders in Kenya, Armenia, Mexico, and Vietnam related to CRPD compliance | |
| Human Rights Watch
<i>Disability Rights Division Intern</i> | Washington, D.C.
06/14-07/14 |
| <ul style="list-style-type: none">Conducted legal research on outcomes of international investment in Nepalese SchoolsMet with stakeholders at the World Bank and at the UN Conference of State Parties for the CRPD | |
| United States International Council on Disabilities
<i>Youth in International Development and Affairs Fellow</i> | Washington, D.C.
05/14-07/14 |
| <ul style="list-style-type: none">One of eight disabled young professionals placed at international disability rights organizations in D.C.Networked with other agencies and received training on international development and the CRPD | |
| Yamanashi Prefectural University
<i>Researcher</i> | Kofu, Japan
07/12-04/13 |
| <ul style="list-style-type: none">Received grant funding from Iowa Sister StatesProduced thesis and presentation comparing special education policy between Japan and the U.S. | |

Education

Syracuse University College of Law	Syracuse, NY
<i>J.D. Cum Laude</i>	05/16
<i>Disability Law and Policy Certificate</i>	05/16
• Law School Diversity Ambassador, Disability Law Society President, study abroad in Vietnam	
Syracuse University School of Education	Syracuse, NY
<i>M.S. Ed. Cultural Foundations of Education</i>	05/16
<i>Certificate of Advanced Study: Disability Studies.</i>	05/16
Drake University	Des Moines, IA
<i>B.A. International Relations, Politics, Rhetoric</i>	05/11
<i>Global Ambassador Certificate, Certificate of Competency in Japanese Language</i>	05/11
• Study Abroad programs in Japan and Taiwan, Drake Mock Trial	

Selected Presentations

“Transportation Accessibility,” *2024 Global Symposium on Mobility Innovation*. Center for Connected and Automated Transportation, Ann Arbor, MI, May 2024.

“Políticas públicas: Modelos internacionales destacados,” *Zero Project*. Santiago, Chile, May 2024.

“Tips and Tricks to Negotiating with Your Team: how to avoid (or resolve) conflict,” *Together We Can Conference 2024*. ASK Resource Center, Des Moines, IA, May 2024.

“Accessibility: Beneficial for Business & Society,” Iowa Secretary of State, Des Moines, IA, April 2024.

“Artificial Intelligence and the Future of Emerging Technologies,” *Policy, Practice, and Performance-Partners for Tomorrow & innovation for the Future*. Council of State Administrators of Vocational Rehabilitation, Bethesda, MD, April 2024.

“The Americans with Disabilities Act & Sports Law,” SUNY Cortland, Cortland, NY, April 2024.

“How Community can Shape Accessible Physical Space,” *Microsoft Ability Summit*. Microsoft, Virtual, March 2024.

“The History of the Americans with Disabilities Act,” Grinnell College, Grinnell, IA, February 2024.

“Assistive Technology”; “Disaggregated Data and Disability”; “Political Inclusion for Persons with Disabilities”; and “Future of Work,” *International Purple Fest*. Goa, India, January 2024. (note: these were four separate panel presentations across two days)

“Mental Health Policies, Legislation, and access to Mental Health Services,” *2nd Annual Mental Health Symposium*. The Sunshine Series, Abuja, Nigeria, October 2023.

“Leveraging Vocational Training for Job Creation,” *Zero Project India Conference*. New Delhi, India, September 2023.

“The Value Proposition of Disabled Homeownership,” Iowa Association of Realtors. Des Moines, IA, July 2023.

“A View from the ADA Generation: Perspectives on Disability History, Culture, and Advocacy 32 years after the ADA,” *2023 Together We Can Conference*. ASK Resource Center, Des Moines, IA, May 2023.

Selected Publications

- Warren, Andrew, et al. 2023, *The Financial Health of People with Disabilities Key Obstacles and Opportunities*, https://finhealthnetwork.org/wp-content/uploads/2023/08/The-Financial-Health-of-People-With-Disabilities_Key-Obstacles-and-Opportunities-2023.pdf. Accessed May 2024.
- Mathematica, and The Harkin Institute. 2023, *Strengthening Iowa's Community-Based Services System: Transformation Plan*, <https://www.mathematica.org/publications/strengthening-iowas-community-based-services-system-transformation-plan>. Accessed May 2024.