

# Mariella C. Zavala

Curriculum vitae

July 2019

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Area of Marketing  
Paul Merage School of Business  
University of California, Irvine  
Irvine, California 92697-3125

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## Education

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

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## Research Interests

Disruptive marketplaces  
Consumer-object relationships  
Social media and intimacy  
Sociocultural aspects of consumer behavior

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## Refereed Journal Articles

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

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## Manuscripts Under Review

Zavala, Mariella C., Bradford, Tonya Williams, Venkatesh, Alladi, "Consuming Order in Marketplaces: A Conceptual Model of the Disruptive Capacities of Place," based on dissertation essay 1; invited to revise and resubmit at the **Journal of Consumer Research**.

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## Working Papers

Zavala, Mariella C., "Contaminated with History: Consumers and Secondhand Consumption," based on dissertation essay 2; conducting analysis and preparing submission for the **Journal of Consumer Research**.

## **Works in Progress**

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Zavala, Mariella C., “Co-creation and Ownership in Secondhand Marketplaces,” based on dissertation essay 3; data collection to be completed November 2019; targeting the **Journal of Marketing**.

Zavala, Mariella C., “The Ghosts of Antiques: The Antique Mall as Disruptive Marketplace,” some data collected.

Zavala, Mariella C., “The Illusion of Intimacy in Ephemeral Social Media ‘Stories,’” conceptual stage.

## **Dissertation**

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“Consuming Order in Disruptive Marketplaces”  
Proposal defense: June 6, 2018

Committee:

Tonya Williams Bradford, Co-Chair, Marketing; Alladi Venkatesh, Co-Chair, Marketing; Keith Murphy, Outside Member, Anthropology; Gerardo Okhuysen, Member, Organization and Management; Sharon Koppman, Member, Organization and Management

Abstract:

Marketers construct environments—physical and digital places—that frame consumption activities, affect customer behavior, and encourage particular forms of social interaction. Implicit in studies of the effects of place on consumer experience are notions of disruption. Missing in that literature is an explanation of disruption and its impact on consumer experiences of marketplaces. In Essay 1 of the dissertation, this research develops the notion of “disruptive marketplaces,” along with an accompanying theoretical framework to investigate the disruptive capacity of place. Three elements are theorized to work interdependently, influencing perceptions of sociocultural order. Research opportunities created by this framework are presented in Essay 1 and then explored empirically in Essays 2 and 3 through an ethnography of secondhand marketplaces. Results uncover how consumers relate to what they perceive as objects with life trajectories and how the marketplace facilitates contamination and de-contamination processes. In addition, results show a systemic form of value co-creation as consumers supply and sustain the marketplace experience and actively embrace roles directed toward retailer success.

Essay 1: “Consuming Order and the Management of Difference in Disruptive Marketplaces,” completed.

Essay 2: “Contaminated with History: Consumers and Secondhand Consumption,” preparing draft.

Essay 3: “Co-creation and Ownership in Secondhand Marketplaces,” data collection to be completed November 2019.

## **Invited Conference Presentations**

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2017 Zavala, Mariella C., “Heterotopic Market Spaces: The Thrift Store, Agency, and Low-Income Consumers,” Consumer Culture Theory Conference. Presenter. July 9-12.

- 2017 Invited to participate in the 2017 Transformative Consumer Research Conference track “Understanding the Role of the Culture Industries in Creating an Emancipatory Positive Critique.” June 18-20.

### **Poster Presentations**

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- 2019 Zavala, Mariella C., “Contamination, Imagined Product History, and Ownership in Marketplaces of Consumed Things,” 11<sup>th</sup> Annual Merage Doctoral Student Research Fest. May 20.
- 2018 Zavala, Mariella C., “Heterotopic Market Spaces and Secondhand Consumption,” 10<sup>th</sup> Annual Merage Doctoral Student Research Fest. May 17.
- 2017 Zavala, Mariella C., “Cyber-Heterotopias in Social Media Platforms: The Illusion of Intimacy in Ephemeral ‘Stories’,” Association for Consumer Research North American Conference. October 26-29.
- 2017 Zavala, Mariella C., “Heterotopic Market Spaces: The Thrift Store, Agency, and Low-Income Consumers,” The Dean’s Advisory Board Committee Meeting PhD Poster Showcase. April 20.

### **Awards and Honors**

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- 2019 AMA-Sheth Foundation Doctoral Consortium Fellow  
Selected by faculty in the Paul Merage School of Business to represent UC Irvine and participate in the AMA Sheth Foundation Doctoral Consortium.
- 2019 11<sup>th</sup> Annual Merage Doctoral Student Research Fest 3<sup>rd</sup> Prize Winner  
Research fest held at the Paul Merage School of Business at UC Irvine. Top posters receive cash prizes. \$75 award.
- 2019 Wayne Bian Research Achievement Fellowship  
Fellowship awarded to a doctoral student at the Paul Merage School of Business at UC Irvine for outstanding research collaborations and endeavors. \$2,000 award.
- 2018 AMA Foundation Valuing Diversity Ph.D. Scholarship  
Scholarship intended to support underrepresented groups in the marketing profession, awarding dissertation research that contributes to advancing the field of marketing by incorporating innovative theories, methods, or approaches. \$1,000 award.
- 2018 Outstanding Undergraduate Teaching Assistant Award  
Awarded by the Paul Merage School of Business at UC Irvine for exceptional contribution to undergraduate education.
- 2018 10<sup>th</sup> Annual Merage Doctoral Student Research Fest 1<sup>st</sup> Prize Winner  
Research fest held at the Paul Merage School of Business at UC Irvine. Top posters receive cash prizes. \$300 award.

- 2018 Ray Watson Fellowship  
Fellowship awarded based on the scholarly contribution of the submitted research paper and overall academic achievement by the Paul Merage School of Business at the University of California, Irvine. \$600 award.
- 2018 Grad Slam - University of California, Irvine Semi-finalist  
Selected as a semi-finalist in Grad Slam, a UC system-wide competition where graduate students present their research to a broader audience across disciplines.
- 2012 Honorable Mention Awards for Poetry and Photography  
Poems: “Where Beauty Lies,” and “Funny Things.”  
Photographs: “Marionette,” “Hope,” and “Waiting.”  
Poetry and photography works critiquing harmful, traditional gender norms were selected from a large pool of entries to be part of the “Exploring Gender through the Creative Arts Exhibit” at the University of Texas-Pan American and received honorable mention awards.
- 2008 Scenarios USA Script-Writing Contest Winner  
Film: “Bitter Memories”  
“Bitter Memories” has been aired on Showtime, MNN, BCAT, and MUN2 television networks and screened at several film festivals and in high schools across the US to promote critical thinking and healthy relationships, sparking productive conversations at the community level regarding gender norms.

## **Teaching Interests**

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Marketing Management  
Social Media and Digital Marketing  
Business Ethics  
Intro to Marketing  
Consumer Behavior  
Marketing Research  
Brand Management

## **Teaching Experience**

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Instructor – The Paul Merage School of Business, UC Irvine

Undergraduate:

Introduction to Marketing      Summer 2019

Teaching Assistant – Paul Merage School of Business, UC Irvine

Undergraduate Courses Facilitated:

Brand Management	2018 Winter Quarter
International Management	2017 Winter Quarter, 2016 Winter Quarter
Marketing Research	2015 Fall Quarter

MBA Courses Facilitated:

Marketing for Managers, MBA, Fully Employed Program	2019 Spring Quarter
Social Media Marketing, MBA, Fully Employed Program	2019 Winter Quarter
Marketing Management, MBA Program	2018 Fall Quarter, 2018 Spring Quarter, 2017 Fall Quarter, 2016 Fall Quarter

Guest Lecturer – Paul Merage School of Business, UC Irvine

Marketing Management, MBA Program	2018 Fall Quarter
Session: Market Research	

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### **Pedagogical Training and Development**

- 2019 Teaching to the BiModal Classroom  
Training focused on best practices for teaching classrooms with significant student differences in expertise on class topics.
- 2018 Chicana/o Latina/o Pedagogy Workshop  
Participants learn best practices for teaching underrepresented undergraduate students and approaches and strategies to create an inclusive classroom environment.
- 2017 Course Design Certificate Program  
Advanced training in student-centered course design.
- 2017 Writing Better Test Questions Workshop
- 2017 Grading Essays Successfully: Fairness and Feedback

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### **Professional Development**

- 2019 Qualitative Data Analysis Workshop  
Selected to participate in the biennial event that offers participants hands-on practice in the analysis, interpretation, and writing of qualitative consumer research.
- 2019 UC, Irvine Associated Graduate Students (AGS) Research Symposium  
The symposium showcases outstanding graduate student research. Presentations are evaluated by a panel of judges from different disciplines and feedback is provided on opportunities for broad social impact. Presenter.
- 2018 “Activate to Captivate” Public Speaking Workshop at UC, Irvine
- 2017 Qualitative Methods and Research Design Intensive Seminar  
Hosted at Univ Lille Nord de France – Skema Business School, France.
- 2017 Association for Consumer Research Doctoral Consortium

- 2016 Consumption Theory: Canon of Classics  
Intensive Seminar part of the European Consumer Culture Theorizing doctoral seminar series, offered in collaboration with Bilkent University, University of London Royal Holloway, and University of Lille 2. Hosted at the University of Southern Denmark, Odense.
- 2014 Philosophy in an Inclusive Key Summer Institute (PIKSI)  
Hosted by the Association for Feminist Ethics and Social Theory (FEAST) at Pennsylvania State University.
- 2014 The Harvard Latino Leadership Initiative  
Established by the Center for Public Leadership (CPL) at the Harvard Kennedy School. Hosted at Texas A&M International University in Laredo, TX.
- 2008 Woodhull Institute for Ethical Leadership Summer Retreat  
Retreat focused on the concept of “intersectionality” and the importance of considering different dimensions of identity when engaging in social justice research and initiatives. Hosted at the Woodhull Institute in Ancramdale, New York.

### **Invited Presentations and Outreach**

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- 2019 “Once a Dreamer Pursuing a Dream.” Presenter.  
Event hosted by the Womxn’s Hub and the DREAM Center at the University of California, Irvine and part of the 2019 Martin Luther King Jr. Symposium. Invited to speak on the management of institutional exclusion and goal pursuit particular to the experiences of undocumented and DACA status students.
- 2017 “Stories as Power: A Broader, Bolder Vision on Adolescent Health from the Frontlines.” Keynote Speaker.  
Invited as a plenary session speaker at the 2017 Family and Youth Services Bureau’s (FYSB) Adolescent Pregnancy Prevention Grantee Conference. Provided resources for sparking productive conversations with youth to representatives of over 160 organizations that work to end youth homelessness, adolescent pregnancy, and domestic violence. St. Louis, MO.
- 2016 “Undocumented Students and Grad School.” Panel Speaker.  
Invited to discuss the graduate school application process, challenges, and opportunities particular to undocumented and Deferred Action for Childhood Arrivals (DACA) status students at the UC Irvine Student Outreach and Retention (SOAR) Center.
- 2014 “The Power of Girls.” Panel Speaker.  
Invited to join a panel of speakers at the international Women Moving Millions’ (WMM) Third Annual Summit. WMM is a global community that catalyzes resources toward the advancement of women and girls. The panel offered different perspectives on feminism and the emerging voices of girls around the world. The summit featured international leading experts on the topic of “power” in different contexts, attracting many leading philanthropists. New York City, NY.

- 2014 Scenarios USA 15-Year Gala and Retrospective. Keynote Speaker.  
Scenarios USA is a national non-profit organization that engages young people in social justice issues through writing and film. New York City, NY.
- 2014 “Public Narrative” Training. Coach.  
Invited to train school teachers, administrators, and staff from the Hebbbronville School District on “Public Narrative,” a tool used by social movement activists to spark action, during a three-day workshop to connect with and empower students. Hebbbronville, TX.
- 2009-2015  
Masculinity, Gender Norms, and “Bitter Memories.” Presenter.  
Invited to present at several screenings of “Bitter Memories,” a short film written by Mariella C. Zavala, directed by Joshua Marston (Maria Full of Grace), shot by Stuart Dryburgh (The Piano), and produced by Anish Savjani. Film addresses traditional gender norms and domestic and partner violence within a predominantly Latino community in South Texas. (Production made possible by Scenarios USA).

## Service

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

## **Professional Affiliations**

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American Marketing Association  
Association for Consumer Research  
Consumer Culture Theory Consortium  
Southern California Consumer Culture Colloquia (SC4)  
The PhD Project Marketing Doctoral Student Association (MDSA)

## **Doctoral Coursework**

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### Marketing

Social Media	Alladi Venkatesh
Marketing Theory and Foundations	Alladi Venkatesh
Consumer Behavior	Mary Gilly
Experimental Design	Connie Pechmann
Perception, Judgement and Choice	Connie Pechmann
Affect & Cognition	Loraine Lau-Gesk
Marketing Models of Perception, Preference, and Choice	Imran Currim
Marketing Models	Sreya Kolay

### Anthropology

Design, Aesthetics, and Social Life	Keith Murphy
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### Sociology

Sociology of Culture	Francesa Polletta
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### Political Science

Foucault II	Kevin Olson
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### Methods

Doctoral Research Methods	Jone Pearce
Qualitative Research Methods	Alladi Venkatesh

## **Additional Information**

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Languages: English (Fluent), Spanish (Fluent)  
Computer: SPSS, NVivo



## References

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