



Wynd De Shaw Harris

Pronouns (she, her, hers)

Vita January 2021

**Education and Related Work Experience:**

Business Honors Program Advisor, UConn-Stamford, 2020–current.

Office of Diversity and Inclusion, Native American Faculty Council, University of Connecticut, 2020 - current.

Journal of Education for Business, Taylor and France Ltd, Editorial Review Board, 2020 – current.

Doctor of Ministry in Pastoral Care and Personal Counseling Program, DMIN Thesis Advisor, Hebrew Union College and Jewish Institute of Religion/NYU, New York, New York.

Marketing Department Internship Coordinator, University of Connecticut – Stamford, 2019 – 2020.

Doctor of Ministry in Pastoral Care and Personal Counseling (D.Min.) awarded May 3, 2018, Hebrew Union College and Jewish Institute of Religion/NYU, New York, New York.

Liebowitz Fellow at Middlebury College, Language School in Hebrew, 2016.

Associate Professor of Marketing In-residence, University of Connecticut, 2012-current.

Director of the Learning Accelerator for Sustainable Community Outreach and Public Engagement (SCOPE), University of Connecticut, 2009-2018.

Assistant Professor of Marketing In-residence, University of Connecticut, 1999-2011.

Adjunct Assistant Professor, University of Iowa, appointment to teach in the Consortium of Universities for International Studies, Asolo, Italy, 2010 - 2012.

Associate Director of Marketing Projects Edgelab, GE and UConn partnership, 2002- 2009.

Post-Doctoral Fellow, Yale University, Women’s History and Judaic Studies under Paula Hyman, 1997-1999.

Chair of Marketing and International Business Program, Quinnipiac College 1996-1997.

Director of Master of Health Administration Program, Quinnipiac College, 1994-1996.

Director of Marketing Honors Program, Quinnipiac College, 1992-1994.

Director of Honors Program in Marketing, School of Business, Ohio University, 1990-1992.

Assistant Professor in Marketing, School of Business, Ohio University, 1987 – 1992.

Doctor of Philosophy, University of Oklahoma, Marketing Major, Behavioral Accounting and Philosophy of Science Minors, 1989.

### Research:

**Current Focus:** Marketing and Public Policy Strategy, Social Entrepreneurship and Innovation Management, Veteran Re-Integration, and Data Driven and AI related Marketing.

### Google Scholar Citations: Cited by

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Cited by	<a href="#">VIEW ALL</a>	
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### Academic Papers:

“AI and Veteran Entrepreneurship: A Public Policy Perspective,” with Michael Zacchea, to be submitted for journal review in 2020.

“Introducing Technology in the Marketing Classroom” October 2020, Special Session, Marketing Management Association, October 2020.

“MBA Student Considerations about How AI is Changing Educational and Marketing Processes” 2020 working paper for future conference submission.

“Veteran Entrepreneurship in the Fourth Industrial Revolution,” With Zacchea, M., Imbriale, P., Crumb, S., Presented *SEInforms*, Accepted: July 2018

*An Investigation of the Interaction among Faith, Spirituality, and Awe in a Synagogue Setting*, (DMIN Thesis) HUC-JIR/NYU Library, May 2018.

*Ergo Chief Case Study*, with Zacchea, M., Crumb, S., Imbriale, P., UConn EBV Program Case, May 2018.

“Where Advocacy Meets Social Entrepreneurship: The Entrepreneur Bootcamp for Veterans with Disabilities,” with Michael Zacchea, *Social in Entrepreneurship as a Catalyst for Social Change*, Information Age Publishing, Fall 2013.

“Preference Markets for Innovation Ranking and Selection,” with Li Chen and Paulo Goes et. al., *Interfaces* (aka *INFORMS Journal on Applied Analytics*), March-April 2010, vol. 40, number 2.

“Using JMP 8 in Database Oriented Customer Relationship Management (CRM) Classes,” SAS Discovery Conference, Chicago, IL, Fall 2009.

“The Use of Earnings Restatements as an Experiential Learning Activity,” with Kathryn G. Yeaton, Ph.D., ABR and TLC Conference (business and economics: teaching methods, styles, and administration) January 2005.

“Outsourcing of Call Centers in Developing Nations: An India case Study,” with Gureept S Sodhi Presented at GE Fellowship Program, UCONN, April 2003.

"An Analysis of the Relevance of Foreign Travel Experiences to Part-Time MBA Students," with Kathy Dechant, IFSAM, Brisbane, Australia, July 2002.

#### **Other academic publications:**

"Individual Differences in Response to Emotionally Charged Radio Advertising Appeals: the Role of Affect Intensity and Gender," Association for Consumer Research, October 1997, with David Moore, William Qualls, and Hong Chen.

"Making and Implementing Daily Health-Related Decisions," American Psychology Association, August 1996, with Meryl Gardner.

"Do spontaneous thoughts mediate the effect of affect intensity on attitude formation and behavioural intention?" *Journal of Marketing Communications*, 2, 21-35, (1996) with David Moore.

"Affect Intensity and the Consumer's Attitude Toward High Impact Emotional Advertising Appeals," *Journal of Advertising*, vol. XXV, Number 2, Summer, 37-48, 1996, with David Moore.

"A Model of Consumer Health-Related Behavior," *Research Frame Synergies: Advances in Consumer Research*, vol. 23, 397-398, 1996, ed. Corfman and Lynch, with Meryl Gardner.

"Affect Intensity: An Individual Difference Response to Advertising Appeals," *Journal of Consumer Research*, Vol. 22, No. 2, September 1995, 154-164, with David Moore and Hong Chen.

"Exploring the Role of Individual Differences in Affect Intensity on the Consumers' Response to Advertising Appeals," *Advances in Consumer Research 1994*, with David Moore.

"The effects of celebrity endorses in retail advertising on the formation of attitudes and patronage intentions," TIMS Marketing Science Conference, March 1993, with Kellie Gray.

"Cognitive Operations: Mechanism Through which Affect Intensity Influences Emotions and Attitude Formation," *Proceedings for AMA Summer Educators Conference 1993*, with David Moore.

"Bring Today's Business Environment into the Classroom through the Use of Electronic Case Studies," *Proceedings for AMA Summer Educators Conference 1992*, with John Stinson.

"Affect Intensity as an Individual Difference Variable in Consumer Response to Advertising Appeals," *Advances in Consumer Research Vol. 17* (1990): 792-797, with David Moore.

"Toward the Measurement of Competitive Structure: An Initial Empirical Assessment of Porter's Competitive Forces Framework," *American Marketing Association Summer Educators Conference Proceedings*, (1986), with Robert Lusch and Gene Laczniak.

#### **Industry Papers:**

"Strategic Sport Organization Partnerships Analysis," advisor to researchers Laura Burton, Michael Mudrick, Raymond Cotrufo of their work for Special Olympics International (SOI), Summer and Fall 2014, sponsored by SCOPE.

"The University of Connecticut SCOPE Team White Paper Special Olympics Sports Development Planning," with MBA SOI SCOPE Team (2012), a SOI report used to improve Special Olympics International sports programs.

"Assessment of Unified Sports Programs in Europe, Latin America, and North America for Special Olympics International," with MBA SOI SCOPE Team (Spring 2011), a SOI internal report used to improve Unified Sports Programs.

"Ethnographic research study report analyzing key components of the athlete experience for Special Olympics International," with MBA SOI SCOPE Team (2010) Publisher: SOI internal reports, used to support key issues in revised SOI Strategic Plan.

"Market Needs Assessment for Improved Stroke Monitoring in Hospitals", (2009) (with Marc Degnan) Publisher: GE Corporate

"Home Health Monitoring Needs Assessment", (2009) (with Marc Degnan) Publisher: GE Corporate

"Market Opportunity Assessment for Interactive Personal Radiation Locators", (2008) (with Timothy Dowding) Publisher: GE Corporate

"Patient Fall Management in Healthcare Settings" (2008) (with Timothy Dowding) Publisher: GE Corporate

"Using Information Markets for Evaluation of New Products Opportunities" (2007) (with Paulo Goes), Publisher: GE Corporate

"Assessing Market Development Opportunities for Industrial OLEDs" (2007) (with Timothy Dowding), Publisher: GE Corporate

"Benefit Analysis of IP Licensing" (2007) (with Paulo Goes), Publisher: GE Corporate

"In Vitro Safety/Toxicity Testing Market Development Opportunity Assessment" (2007) (authors: Wynd Harris, Paulo Goes), Publisher: GE Corporate

"Market Development Opportunities for Fluorescence Guided Interventions for Healthcare" (2007) (authors: Wynd Harris, Timothy Dowding), Publisher: GE Corporate

"Market Development for Advanced Waste Management Systems"(2006) (authors: Wynd Harris, Timothy Dowding), Publisher: GE Corporate

"Use Case Ideation for Emerging Technologies" (2006) (authors: Wynd Harris), Publisher: GE Corporate

"OnPoint Lab on a Disk New Product Development Marketing Guide" (2006) (authors: Wynd Harris, Timothy Dowding), Publisher: GE Corporate

"IP Segmentation"(2005) (authors: Wynd Harris), Publisher: GE Corporate

"GE Healthcare: Gold Seal Brand Development"(2005) (authors: Wynd Harris, Wayne Bragg), Publisher: GE Corporate

#### **Presentations (Not Referenced Elsewhere)**

Social Justice and the LGBTQ movement in America, Pride Week Guest Speaker, Stamford, CT, June 2020.

LGBTQ Jewish Experience, Pride Week Guest Speaker, Baltimore, MD, June 2016.

"Marketing for Social Innovation," SUSI for African College Students – US State Department Program, June 2014.

“Social Innovation Requirements,” Economic Empowerment Program – US State Department Latin America Program, April 2013.

“Social Entrepreneurship Engagement,” US State Department Women's Empowerment Program - Costa Rica, October 2012.

“Creative Leadership in Social Enterprise Development,” US State Department Young Turkey / Young America Program, June 2012.

“Managing Risk as a Social Entrepreneurship,” Study of the U.S. Institute (SUSI) - Student Leaders on Social Entrepreneurship Program, July 2011.

“Brand Management for Kenyan Entrepreneurs,” US State Department YEP - Kisumu, Kenya Entrepreneurship Workshop, March 2011.

Faculty Colloquium Series - Spring 2009, “New Tools for Data Driven Marketing,” UConn, April 8, 2009.

“Development in Brazil - Social Entrepreneurship Promotion Opportunities,” March 13, 2009.

Faculty Colloquium Series - Spring 2008, “International Supply Chain Failure Effects on Brands Equity,” UConn, April 2008.

### **Teaching:**

**Current Focus:** Social Innovation and Entrepreneurship, Digital Marketing and Analytics (Customer Relationship Management Focused), Brand Management, Marketing Internship Supervisor, and Digital Marketing Strategy (Brand Focused).

Developed Distance Learning version of Strategic Brand Management and Digital Marketing courses (Summer 2020).

CETL Certificate for Distance Learning Teaching course completion, June 2020.

Developing Hybrid Learning version of Digital Marketing class (Summer 2019).

Developed two new courses for the Digital Marketing major for UConn's branch campuses and Advance Business Certificate in Marketing for MBA's, on Digital Marketing and Digital Marketing and Analytics, Spring and Fall 2015.

Developed a new online marketing honors course on Entrepreneurship in the Social Sector in Latin America, Spring 2014.

Developed Travel-Study course on Business Issues in Latin America, for UConn MBA, 2007-2015.

Developed Marketing Research Course for Entrepreneurs, UConn MBA, taught 2007-2011.

Taught and co-developed Marketing in Mexico travel-study class for UCONN-MBA program, Spring 2001 and 2003, 2004, 2005, 2007.

Taught and co-developed Marketing in China travel-study class for UCONN-MBA program, Fall 2001 - 2009.

Developed course in Digital Marketing for UCONN-MBA program, taught 2001, 2002, 2003, 2004, 2005.

Developed course in Global Services Marketing for UCONN-MBA program, travel-study course involving business trip to London and Paris with students, taught Spring 2000, 2001, and 2002.

**Service:**

**Current and Recent work at UCONN:**

Native/Indigenous Community Support at UConn, volunteer and committee member, ODI UConn, 2020.

Member of American Marketing Association, Marketing and Public Policy, Special Interest Group 2017 – current.

Entrepreneurship and Innovation Consortium, University committee member.

Global Affairs & Study Abroad Roundtable, University committee member currently and advisor to Vice Provost for Global Affairs, 2014-2018.

Lieberman Conference & Lecture Series in Human Rights Practice at Stamford, Human Rights Programming, committee member, currently.

Official advisor to student organizations – Undergraduate, supported the creation of an Undergraduate Net Impact chapter at UConn, currently a supporter and on demand advisor.

Marketing Department Graduate Programs Committee, member currently.

In-residence marketing department committee, member as needed.

International Business Research and Teaching Committee, School of Business, UConn, 2009-2018.

Coordinate Marketing and Digital Analytics degree program at UCONN-Stamford: mentor adjunct faculty, advise students, help determine course offerings.

International Relationship Development trips for UCONN-CIBER, INCAE San Jose, Costa Rica, 2000; Tec de Monterrey, Campus Ciudad de México, 2001; Shanghai University 2001; Management Development Institute of India 2003; Shandong University, China, 2007-2009.

**Other Service and Awards:**

McGraw Hill Marketing, reviewer/advisor on marketing and digital analytics, August 2020 -current.

The Resurgence of Integrated Marketing & Direct Mail, AMA Fairfield, continuing ed training session, August 2020.

Wiley Business, Education Advisory Panel, July 2020 - current.

Advisor for Environmental Policy, Sierra Club of Connecticut, July 2020.

Affiliate of Aspen Institute, 2020 – present.

UConn CETL, Preparing for Distance Education Certification, June 2020.

Reviewer American Marketing Association Winter Educator Conference 2019, 2020.

Reviewer American Marketing Association Summer Educator Conference 2020.

Ad Hoc Advisor Westport Public Library on Student and Veterans needs for Media Lab and Maker Space initiatives, 2020.

UConn Business School Summer Research/Teaching Grant 2019.

Affiliate of Chatham House, The Royal Institute of International Affairs, London, 2019 – present.

Trustee and Board member, Temple Sinai, Stamford, CT, 2017-current.

Ad Hoc Advisor, Public Policy, Facebook, Inc. 2017 – current.

Middlebury College, The Jessica K. and Ronald D. Liebowitz Centennial Fellowship Award, 2016.

Chaplain, Villa of Stamford, 2015- 2020.

Co-President of Sisterhood and Board member, Temple Sinai, Stamford, CT, 2014-2016.

Summer Institute on Social Entrepreneurship (Sub-Saharan Africa), US State Department, Supporting Grantee, 2010-2015.

Summer Institute on Social Entrepreneurship (North Africa), US State Department, Supporting Grantee, 2010-2015.

Special Olympics Connecticut, Unified Sports Recreation Board Member, 2013.

Special Olympic World Games Athens Greece, 2011, Unity Games evaluator, participant, and medal recipient. July 2011.

Pietro, Roy; O'Keefe, David; Harris, Wynd; et. al. The University of Connecticut's Global Training and Development Institute (GTDI), funded by U.S. Department of State, Accepted May 2010, Institute 2010 and 2011. The GTDI developed a five-week program that provided university student leaders with a transformative learning experience focused on global entrepreneurship challenges. GTDI hosted two summer Institutes each year focused on enhancing participants' understanding and knowledge of the U.S., developing their leadership skills, and providing an overview of how individuals can use business and entrepreneurial skills to address social issues.

Invited Sports and Strategic Planning Delegate, Special Olympics International, Global Congress, Marrakech, Morocco, 2010.

Stanford University Social Innovation Program, Supporting Member, July 2004 – present.

Promotion Marketing Association, Institutional Representative, National. (August 2004 - December 2009).

Marketing research consultant to the following companies and organizations: GE, Exxon, CART, CRN, Distilled Spirits Distributors, and Ohio State Bar Association.

Anbar Citation of Excellence, an international recognition of the 1996 Journal of Advertising article's contribution to business literature.

Reviewer for *Decision Sciences*.

Reviewer for the *Journal of the Academy of Marketing Sciences*.

Reviewer for the Association for Consumer Research.

Reviewer for Southern Marketing Association.

Reviewer for American Psychology Association (Division 23).

Reviewer of manuscripts for Macmillan Company and Irwin.

Participant at American Marketing Association Doctoral Consortium.

References available upon request.