

FRANKLIN VELASCO

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🏛 College of Business, Universidad San Francisco de Quito, Ecuador

SHORT BIO

I have several years of experience teaching undergraduate and graduate courses in Marketing. Additionally, I have experience in industry when leading marketing efforts at companies such as Kraft, IBM, and IMAX. A few years ago, I founded a Marketing Center that provides marketing consultant services to small businesses. I have served as a department chair and as chair of the accreditation and quality assurance department at the university level. I completed my Ph.D in Marketing at University of Texas at Arlington. During the doctoral program, I received two awards, the 2017 Distinguished Ph. D Student and the 2017-2018 Student Research Award, for my performance as an educator and my research. My research has been published at top journals like Journal of Business Research and Psychology & Marketing. I am a member of the editorial board for the Journal of Business Research. I love traveling around the world, admire cultural diversity, and enjoy working in multidisciplinary projects.

EDUCATION

- **Ph.D. Marketing** Completion date: August 2018
University of Texas at Arlington, Arlington-Texas

- **Master of Science, International Business** Completion date: August 2001
Southern New Hampshire University, Manchester-New Hampshire

- **Bachelor of Arts, Business and Finance** Completion date: June 1996
San Francisco de Quito University, USFQ Quito-Ecuador.
Minor studies: English

Communication skills: Fluent in English and Spanish languages.

RESEARCH INTERESTS

Substantive domains: consumer well-being, services marketing, marketing strategy, sports marketing, consumer psychology, and entrepreneurship marketing.

Methods: experiment and survey data, meta-analysis, structural equation modeling, hierarchical linear modeling, qualitative methods

Software skills: CMA, HLM, SPSS, Smart PLS, AMOS, Tobi, iMotions, Qualtrics

TEACHING INTERESTS

Areas: marketing strategy, marketing analytics, marketing research, services marketing, consumer behavior, branding strategy, and sports marketing.

PUBLICATIONS

Velasco, F., Lanchimba, C., Llanos, O., & Alonso Dos Santos, M.; (2021) “Personalized Service and Brand Equity in Family Business: A Dyadic Investigation.” *Journal of Small Business Strategy*.

Brito, D., **Velasco, F.**, & López, C.; (2021) “Shockvertising” as a Method to Advertise Content in Video Streaming Services.” *International Journal of Communication Research* .

Velasco, F., V., Martin, S. L., Cardenas, J. J., & Cardenas, M. (2021). Employees’ attitudes toward corporate social responsibility programs: The influence of corporate frugality and polychronicity organizational capabilities. *Journal of Business Research*.

Velasco, F., Yang, Z., & Janakiraman, N. (2020). A meta-analytic investigation of consumer response to anthropomorphic appeals: The roles of product type and uncertainty avoidance. *Journal of Business Research*.

Velasco, F., & Jorda, R. (2020). Portrait of Boredom Among Athletes and Its Implications in Sports Management: A Multi-method Approach. *Frontiers in Psychology*, 11, 831.

Velasco, F., Cárdenas J. & Cárdenas, M. (2020). “A Look at the Social Entrepreneur: the Effects of Resilience and Power Distance Personality Traits on Consumers’ Perceptions of Corporate Social Sustainability”. *Internatinal Entrepreneurship and Management Journal*, 1-21

- * Best Paper Award* INEKA Conference – June 2019 – Verona, Italy.

Pohlmann, A., **Velasco, F.**, & Cepeda, M. (2019). “We have our style, Optimizing Food Experiences in Personalized Catering Boutique Concepts”. in *Case Studies on Food Experiences in Marketing, Retail, and Events*.

Alonso Dos Santos, M., **Velasco, F.**, & Pérez Campos, C. (2019). “The Influence of Patriotism and Fans’ Fulfilment of Sponsorship Activation in the Sponsor’s Image Transfer Process”. *Sport in Society*, 1-17.

Velasco, F., & Velasco, A. (2019). “The Battle Between Brands and Nutritional Labels: How Brand Familiarity Decreases Consumers' Alertness Toward Traffic Light Nutritional Labels”. *Journal of Business Research*, 101, 637-650.

Velasco, F. (2018). “Beyond Window Signs: Understanding the Affective-Based Effects of Window Signs on Store Patronage Intentions”, *Psychology and Marketing*, 35(7), 542-552.

Velasco, F. (2017). “Do front-line employees feel bored to death? Exploring the role of boredom from front-line service employees and its impact on delivering service quality”, *Journal of Managerial Issues* 29, no. 3.

RESEARCH IN PROGRESS

Yang, Z., **Velasco, F.**, Tanner, J., & Tanner, E. (2021) “The effectiveness of Anti- e-cigarette and Pro- e-cigarette marketing campaigns: a synthetic approach and new theory development.” Status: *Accepted at 2021 Transformative Consumer Research Conference, as Track 2 Research Topic.* <https://tcr2021.mcintire.virginia.edu/track-2/>

Velasco, F., Lanchimba, C., Paz y Mino, M., Díaz, J. (2021) “Mental health factors that guide consumers to engage in overconsumption behavior during the COVID-19 pandemic: a cross-cultural study” Status: *Manuscript submitted to Journal of Consumer Marketing.*

Velasco, F., V., Martin, S., Jaramillo, F. (2021) “A multi-level study examining the influence of ideosyncratic deals in business performance” Status: *Accepted at 2021 ACIEK Conference and paper submitted to the Journal of Business Research.*

Alonso Dos Santos, M., Alguacil, M., **Velasco, F.**, & Pérez Campos, C. (2021). “How to improve attitudes toward the sponsor in sports fans through innovation and brand congruence”. Status: *2nd round at Sport in Society*

Velasco, F., Itani, O., Aldas, A., & Cajina, P. (2021) “A meta-analytic review of ecolabels effectiveness in persuading consumers intentions to purchase green products.” Status: *Manuscript write-up*

Velasco, F., Janakiraman, N., & Yang, Z. (2021) “Humanizing Social Causes: the Effects of Anthropomorphism on People’s Acts of Social Goodwill.” Status: *Manuscript write-up.*

Velasco, F., Marriot, H. (2021) “Smart signs: positive and negative consequences of using artificial intelligence to interact with consumers.” Status: *Manuscript write-up.*

Velasco, F., Cárdenas J. & Cárdenas, M (2021) “Superfoods: consumers’ perceptions about hemp based products.” Status: *Data collection.*

Velasco, F., Ocampo J. (2021) “Doctor and patients assessments of telemedicine: the role of doctor’s personality and sense of control in service quality” Status: *Data collection.*

Masuda A., **Velasco, F.**, Novillo A. (2021) “Psychological factors influencing teleworking habits and shopping behavior in times of COVID-19” Status: *Data collection.*

TEACHING EXPERIENCE

San Francisco University of Quito (USFQ) January 2004- Present
Associate Professor – Department of Marketing

Seventeen years of experience teaching undergraduate, graduate courses. Particularly, I enjoy teaching Marketing Management, Marketing Analytics, Marketing Research, Consumer Behavior, and Services Marketing courses. My overall score on students teaching evaluation is 3.9/ 4. I have a natural ability to teach online courses.

Served as a Marketing Department Chair (2011-12) and as a Director of the Quality Assurance and Accreditation Office (2012-14).

Florida International University June 2020
Visiting Scholar – Online Master Degree in Hospitality and Tourism

Co-teach the course Marketing and Sales in the Hospitality and Tourism Industry to master students at Florida International University, Florida, USA.

TEC Monterrey September 2020
Visiting Scholar – Online Master Degree in Hospitality and Tourism

Co-teach the course Marketing Research and Services Marketing to undergraduate students at TEC Monterrey, Mexico.

University of Economics and Human Sciences in Warsaw January 2020
Visiting Professor – Executive MBA

I will teach after the pandemic the course Advanced Topics in Marketing to Executive MBA students at University of Finance and Management in Warsaw.

HONORS AND AWARDS

- Member of the Editorial Board for the Journal of Business Research
- Member of the Editorial Council for the American Journal of Entrepreneurship and Innovation.
- Member of the Editorial Council for the International Marketing Journal of Culture and Tourism
- Member of the Review Board for aDResearch International Journal of Communication Research, ESIC
- 2018 Research Award. College of Business UTA.

- 2018 Summer Dissertation Fellowship, UTA.
- 2017 Distinguished Doctoral Student – Department of Marketing, UTA.
- 2016-2018 Ph.D Students Research Club Coordinator – Department of Marketing, UTA.
- 2014 USFQ’s “Dragon de Plata” Award for the successful implementation of institutional quality assurance processes and accreditation achievements.
- Best Teacher Award (2020, 2014, 2013, 2012, 2020) – USFQ College of Business.

INDUSTRY EXPERIENCE

IMAX December 2002 – January 2004

Corporate Marketing Manager

Developed a marketing plan for the operation of the first IMAX Theatre in South America. Implemented marketing campaigns, marketing strategies, and sales plan. Secured sponsorship funds that totaled more than \$350,000 a year.

FLIR SYSTEMS (Boston, Massachusetts) June - August 2001

Project Consultant – Market Research

Prepared a market analysis report for Turkey and Greece markets. The consulting project consisted in visiting potential distributors and evaluate the demand of a high-tech product.

IBM August 1996- June 2000

+ Customer Fulfillment Coordinator

Developed operational and strategic projects for customer fulfillment activities. Evaluated new systems implementation and outsourcing services administration. Managed the billing records, department’s quality measurements, and designed business processes for the supply chain (billing, contract management, inventory, shipping, and collections units). Team leader for customer claim management.

+ Internal Auditor- (Mexico City, Mexico)

Executed an operational corporate audit to IBM subsidiary in Mexico. Presented process enhancements and gave suggestions for customer relationship management policies.

NABISCO – KRAFT FOODS July - September 1995

Marketing Trainee

Responsible for the generation of sales reports and evaluation of trademarking strategies. Collaborated with the marketing management team to launch two new products to the market.

SPECIAL TRAINING AND SOFTWARE SKILLS

- Marketing Management Association – 2017 Doctoral Student Teaching Consortium.
- Online courses apps: Desire2Learn, Canva, Miro, and Padlet.
- Data collection of psychometric measures applied to consumer research (eye tracker, face-reader, and GSR tests using Imotions and Tobii software).
- Structural Equation Modeling using Smart PLS
- Meta-Analysis Research Approach (Comprehensive Meta-Analysis software)

RECENT CONFERENCE PRESENTATIONS

Sundar, A., Taylor, C., Kopp, S., Auffrey, C, **Velasco F.**, Marriot, H., “Transformation Through Policy: Signage and Communities”

- Track accepted for the 2019 *Transformative Consumer Research TCR Conference*, Tallahassee, Florida.
- *Paper to be submitted to Journal of Business Ethics*

Ma, H.; **Velasco F.**; Janakiraman, N. “Choose Me for Can Make You Safe! The Effect of Self Protection Motivation on Consumer Preference for Anthropomorphized Products”.

- Poster session American Marketing Association, Winter. 2019
- Paper accepted for presentation at the 2019 Association of Consumer Research Conference, Atlanta, USA.

Janakiraman, N.; Ma, H.; **Velasco F.**; Yang, Z. “The Interactive Effect of Cultural Orientation and Social Distance on Pay-It-Forward: A Meta-Analysis”

- Paper presented at Texas Marketing Colloquium, Baylor University March, 2017
- Paper presented at Global Innovation and Knowledge Academy GIKA 2017 Lisbon, Portugal.

Velasco F. “Typology of Brand Storytelling: A Content Analysis of Archetype Representations on Product Packages, Advertisements, and Social Media”.

- Paper presented at the International Colloquium on Branding, Identity, Image, and Reputation COBIIR 2018, Calabria, Italy.

Kalra, A.; Wyatt, S; **Velasco F.**; “Connections that sell”: Assessing the determinants of salesperson’s ambidextrous behavior”.

- Paper presented at Society of Marketing Advances Conference 2018: West Palm Beach, Florida, November, 2018.

PERSONAL INTERESTS

Travelled extensively through most of the European and Latin American countries. Lived in the United States for more than 7 years. Regular attendee to Marketing Conferences (ACR, JCP, AMA, MMA, SMA, TCR). Currently I am serving an outreach committee for TCR and Chairing the 2022 ACR Conference. I am regular tennis and soccer player. Passionate about consumer well-being, online teaching, and garden-farming.