

ANITA DIANA BHAPPU

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ACADEMIC APPOINTMENTS

University of California, Merced CA

2021 – present *Associate Dean for Student Success, School of Engineering*
2021 – present *Executive Director, Center for Advancing Diversity in Engineering*
2021 – present *Department Chair, Management of Complex Systems*
2019 – 2021 *Graduate Group Chair, Management of Innovation, Sustainability & Technology*
2018 – 2021 *Program Chair, Master of Management Professional Degree*
2017 – present *Associate Professor, Management of Complex Systems*

University of Arizona, Tucson AZ

2013 – 2017 *Honors Professor, Honors College*
2010 – 2017 *Co-Director, Consumers, Environment & Sustainability Initiative*
2010 – 2012 *PetSmart Endowed Professor, Retailing & Consumer Sciences*
2009 – 2010 *Director of Graduate Studies, Retailing & Consumer Sciences*
2008 – 2015 *Division Chair, Retailing & Consumer Sciences*
2008 – 2017 *Associate Professor, Retailing & Consumer Sciences*
2007 – 2012 *Research Fellow, Terry J. Lundgren Center for Retailing*

Georgetown University, Washington DC

2002 – 2003 *Visiting Assistant Professor, Management & Organizations*

Southern Methodist University, Dallas TX

1999 – 2007 *Assistant Professor, Management & Organizations*

EDITORIAL APPOINTMENTS

2021 – present Special Issue Associate Editor, *Information Systems Journal*
Digitally Enabled Sharing Economy Models at the Base of the Pyramid
2014 – 2016 Special Issue Associate Editor, *Management Information Systems Quarterly*
Information and Communication Technologies (ICT) and Societal Challenges
2008 – present Editorial Board Member, *Organization Science*

EDUCATION

University of Arizona, Tucson AZ

May 1999 *Ph.D. in Management* with a minor in Cultural Anthropology
December 1995 *M.S. in Management*
August 1991 *B.S. in Chemical Engineering* with a minor in French Literature

PEER-REVIEWED JOURNAL PUBLICATIONS (*graduate student advisee)

1. Schultze, Ulrike & Bhappu, Anita D. (2022) Examining the viability of organization-sponsored sharing platforms. *Journal of the Association for Information Sciences*.
2. Bhappu, Anita D., Lempiälä, Tea & Yeo, M. Lisa. (2022) Platform service designs: A comparative analysis of technology features, assumptions, and affordances for ridesharing. *Digital*.
3. Moyo*, Ngqabutho, Bhappu, Anita D., Bhebhe, Moment, Ncube, Farai. (2022) Perceived risk of COVID-19 and employee decision-making: How psychological distress during the pandemic increases negative performance outcomes among healthcare workers. *International Journal of Environmental Research and Public Health*.
4. Hong*, JungHwa, Yang, Jie, Wooldridge, Barbara & Bhappu, Anita D. (2021) Sharing consumers' brand storytelling: Influence of consumers' storytelling on brand attitude via emotions and cognitions. *Journal of Product & Brand Management*.
5. Lawry*, Charles A & Bhappu, Anita D. (2021) Measuring consumer engagement in omnichannel retailing: The mobile in-store experience (MIX) index. *Frontiers in Psychology*.
6. Bhappu, Anita D., Blomqvist, Kirsimarja, Andreeva, Tatiana, Zappa, Paola, Yeo, M. Lisa & Lempiälä, Tea. (2020) Providers' initial trust on an organization-sponsored sharing platform: The framing of coworker collaborative consumption. *Frontiers in Psychology*.
7. Bhappu, Anita D. & Schultze, Ulrike. (2019) The sharing economy ideal: Implementing an organization-sponsored sharing platform as a CSR program. *Internet Research*.
8. Bhappu, Anita D. & Schultze, Ulrike. (2018) Implementing an organization-sponsored sharing platform to build employee engagement. *Management Information Systems Quarterly Executive*.
9. Shifren*, Rena, Lawry*, Charles A., & Bhappu, Anita D. (2017) Engaging consumers' sense of place through food citizenship. *Archives of Psychology*.
10. Lawry*, Charles A., Kaufman, Sanda & Bhappu, Anita D. (2013) Redefining beauty: Negotiating between consumerism and conservation of natural environments. *Hamline Journal of Public Law & Policy*.
11. Giambatista, Robert C. & Bhappu, Anita D. (2010) Diversity's harvest: Interactions of diversity sources and communication technologies on creative group performance. *Organizational Behavior and Human Decision Processes*.
12. Zellmer-Bruhn, Mary E., Maloney, Mary M., Bhappu, Anita D., & Salvador, Rommel. (2008) When and how do differences matter? An exploration of perceived similarity in teams. *Organizational Behavior and Human Decision Processes*.
13. Bhappu, Anita D. & Schultze, Ulrike. (2006) The role of relational and operational performance in B2B customers' adoption of self-service technology. *Journal of Service Research*.
14. Schultze, Ulrike & Bhappu, Anita D. (2005) Incorporating self-serve technology into co-production designs. *International Journal of E-Collaboration*.

15. Gutek, Barbara A., Cherry, Bennett, Bhappu, Anita D., Schneider, Sherry, & Woolf, Loren. (2000) Features of service relationships and encounters. *Work and Occupations*.
16. Bhappu, Anita D. (2000) The Japanese family: An institutional logic for Japanese corporate networks and Japanese management. *Academy of Management Review*.
17. Gutek, Barbara A., Bhappu, Anita D., Liao-Troth, Matthew A., & Cherry, Bennett. (1999) Distinguishing between service relationships and service encounters. *Journal of Applied Psychology*.
18. Bhappu, Anita D., Griffith, Terri L., & Northcraft, Gregory B. (1997) Media effects and communication bias in diverse groups. *Organizational Behavior and Human Decision Processes*.

PEER-REVIEWED CHAPTERS & PROCEEDINGS (*graduate student advisee)

1. Andreeva, Tatiana, Zappa, Paola, Kabalina, Veronica & Bhappu, Anita D. (2022, August) Is motivation needed for sharing? *Academy of Management Proceedings*.
2. Schultze, Ulrike & Bhappu, Anita D. (2020, August) Community-based collaborative consumption: Exploring an organization-sponsored sharing platform. *Academy of Management Proceedings*.
3. Bhappu, Anita D. & Helm, Sabrina. (2018) Zone of optimal distinctiveness: Provider asset personalization and the psychological ownership of shared lodging. H. Yang and R. Qiu (Eds.), *Advances in Service Science: Proceedings of the 2018 INFORMS International Conference on Service Science*.
4. Salvador, Rommel O., Alexander, Elizabeth A., & Bhappu, Anita D. (2018) Decision comprehensiveness and team performance: The moderating role of perceived similarity. *Academy of Management Proceedings*.
5. Schultze, Ulrike & Bhappu, Anita D. (2017) Organization-sponsored sharing platforms: Managing the dialectics of conflicting institutional logics. *Proceedings of the 38th International Conference on Information Sciences*. ***Awarded best track paper***
6. Lawry*, Charles A., Kaufman, Sanda & Bhappu, Anita D. (2013) Redefining beauty: Negotiating between consumerism and conservation of natural environments. Reprinted in Christopher Honeyman, James Coben, and Andrew Wei-Min Lee (Eds.), *Rethinking Negotiation Teaching: Educating Negotiators for a Connected World*.
7. Wu*, Jiayun, Bhappu, Anita D. & Helm, Sabrina. (2011) A goal-striving model for consumers' deliberate counterfeit-consumption behavior. *AMA Educators' Proceedings Marketing 2011: Delivering Value in Turbulent Times*.
8. Wu*, Jiayun, Bhappu, Anita D. & Helm, Sabrina. (2011) Counterfeit consumption: The role of consumers' perceived likelihood of counterfeit-detection by important others. In Zhihong Yi, Jing Jian Xiao, June Cotte, and Linda Price (Eds.), *AP - Asia-Pacific Advances in Consumer Research, Volume 9*.
9. Andrews*, Jennifer & Bhappu, Anita D. (2010) Propositional research framework for the conceptual and technological adoption of digital coupons in the US. *Proceedings of the 43rd Hawaii International Conference on System Sciences*.

10. Bhappu, Anita D., Ebner, Noam, Kaufman, Sanda & Welsh, Nancy. (2009) Online communication technology and relational development. In Christopher Honeyman, James Coben, Guiseppe de Paulo (Eds.), *Rethinking Negotiation Teaching: Innovations for Context and Culture*.
11. Ebner, Noam, Bhappu, Anita D., Brown, Jennifer G., Kovach, Kimberlee K. & Schneider, Andrea K. (2009) You've got agreement: Negoti@ting via email. In Christopher Honeyman, James Coben, Guiseppe de Paulo (Eds.), *Rethinking Negotiation Teaching: Innovations for Context and Culture*.
12. Schultze, Ulrike & Bhappu, Anita D. (2007) Internet-based customer collaboration: Dyadic and community modes of co-production. In Ned Kock (Ed.), *Emerging e-Collaboration Concepts and Applications*.
13. Bhappu, Anita D. & Barsness, Zoe I. (2006) Potential effects of using email to negotiate. In Andrea Schneider and Christopher Honeyman (Eds.), *The Negotiator's Handbook*.
14. Barsness, Zoe I. & Bhappu, Anita D. (2004) At the crossroads of technology and culture: Social influence, information sharing, and sense-making processes during negotiations. In Michele Gelfand and Jeanne Brett (Eds.), *The Handbook of Negotiation and Culture*.
15. Bhappu, Anita D., Zellmer-Bruhn, Mary, & Anand, Vikas. (2001) The effects of demographic diversity and virtual work environments on knowledge processing in teams. In Michael Beyerlein, Douglas Johnson, and Susan Beyerlein (Eds.), *Advances in the Interdisciplinary Study of Work Teams: Virtual Teams*, volume 8.

INVITED PUBLICATIONS (*graduate student advisee)

1. Kipperman, Fred, Bhappu, Anita D. & Baiocchi, Dave (2020) Improving health and well-being in the legal community. *Los Angeles Lawyer*, April 2020.
2. Bhappu, Anita D., Lawry*, Charles A., Garf, Rob (2014) Digitizing the store – The new wave of online and offline convergence. Research report published by the *National Retail Federation*.
3. Bhappu, Anita D., Wong, Mike & Liao, Eko. (2014) Negotiating through darkness: A reflection. *Tan Pan: The Chinese-English Journal on Negotiation*.
4. Bhappu, Anita D., Lawry*, Charles A. & Garf, Rob (2013) Who are digital divas and why should retailers care? Research report published by *Demandware*.

PEER-REVIEWED CONFERENCE PRESENTATIONS (*graduate student advisee)

1. Andreeva, Tatiana, Zappa, Paola, Kabalina, Veronika & Bhappu, Anita D. (2022, August) Is motivation needed for knowledge sharing? AOM Annual Meetings, Seattle.
2. Schultze, Ulrike & Bhappu, Anita D. (2020, August) Community-based collaborative consumption: Exploring an organization-sponsored sharing platform. AOM Annual Meetings.
3. Schultze, Ulrike & Bhappu, Anita D. (2019, October) Organization-sponsored sharing platforms: Towards reconceptualizing organizational boundaries, resources and work. *Organization Science Special Issue PDW*, Santa Barbara.

4. Bhappu, Anita D., Andreeva, Tatiana, Zappa, Paola, Yeo, Lisa & Blomqvist, Kirsimarja. (2019, July) Trust and prosumer engagement: Employee adoption of an organization-sponsored sharing platform. EGOS, Edinburgh.
5. Bhappu, Anita D., Yeo, Lisa, Kovalchick, Ann & Lempiälä, Tea. (2019, June) Service delivery in the sharing economy: Assumptions and technology affordances for service interactions on ridesharing platforms. 6th IWSE, Utrecht.
6. Bhappu, Anita D., Yeo, Lisa, Kovalchick, Ann & Lempiälä, Tea. (2018, November) Service delivery in the sharing economy: Platform assumptions and technology affordances for prosumer service interactions. INFORMS, Phoenix.
7. Bhappu, Anita D. & Helm, Sabrina. (2018, November) Zone of optimal distinctiveness: Provider asset personalization and the psychological ownership of shared lodging. INFORMS International Conference on Service Science, Phoenix.
8. Bhappu, Anita D. & Schultze, Ulrike. (2018, August) The sharing economy within organizations: Making sense of Zimride as an IT-enabled CSR program. AOM Annual Meetings, Chicago.
9. Salvador, Rommel O., Alexander, Elizabeth A., & Bhappu, Anita D. (2018, August) Decision comprehensiveness and team performance: The moderating role of perceived similarity. AOM Annual Meetings, Chicago.
10. Helm, Sabrina & Bhappu, Anita D. (July, 2018) Zone of optimal distinctiveness: The effect of provider's asset personalization on customer's psychological ownership of shared lodging. Macromarketing Conference, Leipzig.
11. Schultze, Ulrike & Bhappu, Anita D. (2018, March) Organization-sponsored sharing platforms: Managing the dialectics of conflicting institutional logics. SEE Conference, Washington D.C.
12. Schultze, Ulrike & Bhappu, Anita D. (2017, December) Organization-sponsored sharing platforms: Managing the dialectics of conflicting institutional logics. ICIS, Seoul.
13. Bhappu, Anita D. & Schultze, Ulrike (2016, December) Zimride: Insights about the business-to-business-to-peer-to-peer service model of ridesharing platforms in organizations. ICIS, Dublin.
14. Bhappu, Anita D. & Schultze, Ulrike. (2016, July) Zimride: Making sense of ridesharing as a corporate social responsibility program. EGOS, Naples.
15. Bhappu, Anita D. & Schultze, Ulrike. (2016, May) Zimride: Making sense of ridesharing as a corporate social responsibility program. SEE Conference, Denver.
16. Bhappu, Anita D. & Schultze, Ulrike. (2016, January) Zimride: Making sense of ridesharing as a corporate social responsibility program. 2nd IWSE, Paris.
17. Bhappu, Anita D. & Ligon*, Victoria K. (2016, January) Sharing Tribes: Engaging millennials in collaborative consumption as a corporate social responsibility program. 2nd IWSE, Paris.
18. Ligon*, Victoria K. & Bhappu, Anita D. (2015, June) Shop more, buy less: A qualitative investigation into consumer decisions that lead to food waste in U.S. households. Joint AFHVS and ASFS Conference, Pittsburgh.

19. Bhappu, Anita D. (2015, April) Sharing Tribes: Using collaborative consumption to engage employees. SEE Conference, Denver.
20. Wu*, Jiayun, Bhappu, Anita D., Helm, Sabrina V., & Kun Song, Shawn. (2013, August) Consumers' perceived counterfeit detection: A new construct and its implications for counterfeit consumption and unethical behavior. AMA Summer Marketing Educators' Conference, Boston.
21. Salvador, Rommel O., Alexander, Elizabeth A., & Bhappu, Anita D. (2013, July) Decision comprehensiveness and team performance: The moderating role of perceived similarity. APA Annual Meeting, Honolulu.
22. Zellmer-Bruhn, Mary E., Maloney, Mary M., Bhappu, Anita D., & Meyer, Bertolt. (2012, October) One of these things is (not) like the others? Examining individual perceptions of similarity to their team over time. INFORMS Annual Meeting, Phoenix.
23. Wu*, Jiayun, Bhappu, Anita D., & Helm, Sabrina (2012, April) Surreptitious counterfeit consumers' rationale: The role of desire and perceived counterfeit detection. AMA/ACRA First Triennial Conference, Seattle.
24. Bhappu, Anita D. & Andrews*, Jennifer G. (2011, September) Adoption of digital coupons in grocery retailing: A conversation with coupon divas and coupon lites about consumer co-production and service failure. BAM Annual Conference, Birmingham.
25. Wu*, Jiayun, Bhappu, Anita D. & Helm, Sabrina. (2011, August) A goal-striving model for consumers' deliberate counterfeit-consumption behavior. AMA Summer Marketing Educators' Conference, San Francisco.
26. Shifren*, Rena, Lawry*, Charles A., & Bhappu, Anita D. (2011, June) A "fork" in the road: Engaging consumers' senses of place through food citizenship. 2011 Joint Annual Meetings of AFHVS, ASFS, and SAFN, Missoula.
27. Wu*, Jiayun, Bhappu, Anita D. & Helm, Sabrina. (2011, June) Counterfeit consumption: The role of consumers' perceived likelihood of counterfeit-detection by important others. 2011 Asia-Pacific ACR, Beijing.
28. Bhappu, Anita D., Giambatista, Robert C., & Shifren*, Rena. (2010, August) Asymmetric effects of communication media on group cohesion in diverse and homogenous teams. International Conference on Interdisciplinary Social Sciences, Cambridge.
29. Andrews*, Jennifer & Bhappu, Anita D. (2010, January) Propositional research framework for the conceptual and technological adoption of digital coupons in the US. 43rd HICSS, Kauai.
30. Bhappu, Anita D., Giambatista, Robert C., & Shifren*, Rena. (2009, August) The effects of diversity and communication media on the relationship between conflict and cohesion in teams. AOM Annual Meetings, Chicago.
31. Bhappu, Anita D., Giambatista, Robert C., & Shifren*, Rena. (2009, June) The effects of diversity and communication media on the relationship between conflict and cohesion in teams. IACM Conference, Kyoto.
32. Wu*, Jiayun, Huang, Ying, & Bhappu, Anita D. (2009, January) A review of retail branding: Building retail image through retail brand personality. ACRA Winter Conference, New York.

33. Bhappu, Anita D., Salvador, Rommel O., & Zellmer-Bruhn, Mary E. (2006, July) Evidence of the anchoring and adjustment heuristic: Perceived similarity in diverse teams. INGRoup Conference, Pittsburgh.
34. Huang, Zhi, Jones, Candace, & Bhappu, Anita D. (2005, August) The multi-level relational context of a strategic alliance: How it influences managers' causal attributions of declining alliance performance. AOM Annual Meetings, Honolulu.
35. Bhappu, Anita D. & Milton, Laurie P. (2005, June) Distinguishing between expressed and experienced conflict in groups. IACM Conference, Seville.
36. Bhappu, Anita D. & Crews, Janna. (2005, January) The effects of communication media and conflict on team identification in diverse groups. 38th HICSS, Kona.
37. Bhappu, Anita D. & Giambatista, Robert C. (2004, August) Using communication technology to enhance knowledge exchange and decision-making in diverse groups. AOM Annual Meetings, New Orleans.
38. Bhappu, Anita D. (2004, June) Negotiation and third party roles in different communication contexts. IACM Conference, Pittsburgh.
39. Bhappu, Anita D. (2003, August) Achieving democracy in a knowledge economy: Minority voice in organizational groups. AOM Annual Meetings, Seattle.
40. Bhappu, Anita D. (2002, November) Diversity and perceived similarity in teams. 8th Annual Wharton OB Conference, University of Pennsylvania, Philadelphia.
41. Bhappu, Anita D. & Schultze, Ulrike (2002, August). Moving service relationships online: The role of provider involvement. AOM Annual Meetings, Denver.
42. Bhappu, Anita D. (2002, June). Technology in dispute resolution and practice. IACM Conference, Park City.
43. Barsness, Zoe I. & Bhappu, Anita D. (2001, October) At the crossroads of technology and culture: Social influence, information sharing, and sense-making processes during negotiations. Kellogg Conference on Negotiation and Culture, Northwestern University, Evanston.
44. Bhappu, Anita D. (2001, August). Using computer-mediated communication to help demographically diverse teams make the best decisions. AOM Annual Meetings, Washington D.C.
45. Bhappu, Anita D. & Schultze, Ulrike (2001, August). Moving service relationships online: Can it be done? AOM Annual Meetings, Washington D.C.
46. Bhappu, Anita D. (2000, August). The effect of communication media on team-member interactions in diverse teams: An analysis of conflict and reciprocal exchanges over time. AOM Annual Meetings, Toronto.
47. Bhappu, Anita D., Zellmer-Bruhn, Mary, & Anand, Vikas. (2000, May). The effects of demographic diversity and virtual work environments on knowledge processing in teams. 8th Annual Symposium on Individual, Team, and Organizational Effectiveness, University of North Texas, Denton.

48. Cherry, Bennett, Gutek, Barbara A., & Bhappu, Anita D. (1999, August). Customer reactions to service relationships and encounters. AOM Annual Meetings, Chicago.
49. Gutek, Barbara A., Cherry, Bennett, & Bhappu, Anita D. (1998, November). Features of service relationships and encounters. Conference on the Services Workplace, The Wharton School, University of Pennsylvania, Philadelphia.
50. Gutek, Barbara A., Bhappu, Anita D., Troth, Matthew A., & Cherry, Bennett. (1998, February). Delivering quality to customers through service relationships and encounters. Quality and Management Conference, Phoenix.
51. Bhappu, Anita D. (1997, August). Making the most of diversity, teams, and technology. AOM Annual Meetings, Boston.
52. Gutek, Barbara A., Bhappu, Anita D., & Troth, Matthew A. (1997, April). Quality of service encounters. SIOP Annual Conference, St. Louis.
53. Bhappu, Anita D., Griffith, Terri L., & Northcraft, Gregory B. (1996, October). Communication bias in mixed-gender groups. Organization for the Study of Communication, Language and Gender Conference, Monterey.
54. Bhappu, Anita D. & Griffith, Terri L. (1996, August). Media effects in the reduction of intergroup communication bias. AOM Annual Meetings, Cincinnati.
55. Bhappu, Anita D. (1995, October). Media effects in intergroup communication. INFORMS Annual Meeting, New Orleans.

INVITED PRESENTATIONS

1. Bhappu, Anita D. (September, 2022) Governance recommendations for urban air mobility. Featured panelist at SJSU Roundtable on Emerging Urban Air Mobility: Governing Land Use for California and the European Union, San Jose.
2. Bhappu, Anita D. (August, 2021) Creating a sharing economy at work: Coworker collaborative consumption. Featured speaker at NASA Ames Green Team, Mountain View.
3. Bhappu, Anita D. (September, 2019) What the legal community can learn from corporate well-being programs and academic research. Featured panelist at RAND Program on Well-Being in the Los Angeles Legal Community, Santa Monica.
4. Bhappu, Anita D. (April, 2019) Service delivery in the sharing economy: Assumptions and technology affordances for service interactions on ridesharing platforms. Featured speaker at UC Institute of Transportation Studies, Irvine.
5. Bhappu, Anita D. (April, 2017) Leveraging consumer trends for regional development. Featured speaker at AWC Horizon Symposium, Yuma.
6. Bhappu, Anita D. (October, 2016) Shared mobility. Featured panelist at PAG Inaugural Technology & Transportation Summit, Tucson.
7. Bhappu, Anita D. (May, 2016) Share more, buy less. Featured speaker at UA Honors SmartTalk Series, Tucson.

8. Bhappu, Anita D. & Helm, Sabrina (April, 2016) Coping with sustainability liability: Positioning Henkel's North American laundry brands as sustainable consumer choices. Featured case presentation at 2016 SEC MBA Case Competition, Fayetteville.
9. Bhappu, Anita D. (December, 2015) Women who kick @\$*! – Women in Tech. Featured panelist at YWCA Women's Business Center of Southern Arizona, Tucson.
10. Bhappu, Anita D. (November, 2015) Don't buy, share! Featured speaker at UA Confluentcenter's Show & Tell: Multimedia Learning Experience at Playground Bar & Lounge, Tucson.
11. Bhappu, Anita D. (May, 2015) The future of shopping. Featured speaker at Startup Tucson's Innovation Talks, Tucson.
12. Bhappu, Anita D. (April, 2015) Coupon technologies: A consumer perspective. Featured speaker at the 2015 Industry Coupon Conference, San Antonio.
13. Bhappu, Anita D. (July, 2014) The future of shopping. Featured speaker at Academy Village, Tucson.
14. Bhappu, Anita D. (May, 2014) Retailers want to know how people shop. Science interview for Arizona Illustrated, KUAT Channel 6 (PBS), Tucson.
15. Garf, Rob, Litchford, Tom & Bhappu, Anita D. (March, 2014) Digitizing the store – The new wave of online and offline convergence. Webinar hosted by National Retail Federation.
16. Bhappu, Anita D. (November, 2013) Diversity never settles. Presentation to UA College of Agriculture and Life Sciences, Tucson.
17. Bhappu, Anita D. & Garf, Rob (April, 2013) Who are digital divas and why should retailers care? Featured speaker at Global Retailing Conference, Tucson.
18. Bhappu, Anita D. (April, 2013) Retailers mull online vs. store strategies. Science interview for Arizona Illustrated, KUAT Channel 6 (PBS), Tucson.
19. Bhappu, Anita D. & Garf, Rob (February, 2013) Who are digital divas and why do they matter to retailers? Webinar hosted by Demandware.
20. Bhappu, Anita D. (August, 2012) Harnessing diversity. Featured speaker at UA College of Agriculture and Life Sciences Extension Conference, Tucson.
21. Bhappu, Anita D. (April, 2012) The digital coupon experience from the consumer perspective. Featured speaker at the 2012 Industry Coupon Conference, Nashville.
22. Bhappu, Anita D. (October, 2009) Arizona consumer perceptions: Food and US agriculture. Featured speaker at UA College of Agriculture and Life Sciences Ag 100 Council Meeting, Phoenix.

GRANT AWARDS**University of California Merced**

2021 – present	MacKenzie Scott & Dan Jewett Gift Funds: Center for Advancing Diversity in Engineering (\$250,000; 100% PI)
2018 – 2021	Vice Provost for Faculty: Sharing Tribes Field Study (\$45,000; 100% PI)
2018 – 2020	Venture Lab Proof of Concept Fund: Sharing Tribes LLC (\$25,000; 100% PI)
2018 – 2019	Merced Online Hybrid Award: Engineering Design Capstone (\$93,000; 50% co-PI)

University of Arizona

2013 – 2014	NSF I-Corps Site Program: Sharing Tribes LLC (\$2,250; 100% PI)
2013 – 2014	Demandware: Digital Divas (\$101,000)
2012 – 2017	Institute of the Environment: CESI (\$25,000; 50% co-PI)
2012 – 2013	Demandware: Digital Divas (\$70,000)
2011 – 2013	Online Education Project: Fashion Minor (\$39,440)
2011 – 2013	Green Fund: CESI (\$80,600; 50% co-PI)
2010 – 2012	FBL Financial Group: Arizona Agritourism (\$53,000)
2009 – 2010	Contactless Data: Digital Coupons (\$9,000)
2009 – 2010	FBL Financial Group: Arizona Agritourism (\$47,000)
2008 – 2009	PetSmart: Pet Parents (\$8,500)

Southern Methodist University

2002	University Research Council (\$6,000)
2001	Faculty Affiliate of the Linda and Mitch Hart eCenter (\$20,000)
2000	Tower Center for Political Studies (\$2,000)

INTRAMURAL SERVICE**University of California Merced**

2022	<i>School of Engineering Dean Search Committee</i> , Office of the Provost
2021 – present	<i>Executive Leadership Team</i> , School of Engineering
2021 – present	<i>Chairs Council</i> , School of Engineering
2021 – 2022	<i>Honors Program Workgroup</i> , Academic Senate
2021 – 2022	<i>Strategic Planning Implementation Workgroup</i> , Office of the Provost
2020 – 2021	<i>Inclusive Excellence Workgroup</i> , General Education Executive Committee
2020	<i>Instructional Resilience Implementation Workgroup</i> , Office of the Provost
2020	<i>Instructional Resilience Planning Workgroup</i> , Office of the Provost
2020 – 2021	<i>STEM Faculty Mentor</i> , Office of the Vice Provost for the Faculty
2019 – 2020	<i>Judge, Big Ideas Student Competition</i>
2019 – present	<i>Faculty Advisor</i> , Society of Women Engineers
2019	<i>Blackstone Launchpad Steering Committee</i> , Office of the Vice Provost for Research
2019	<i>Corporations Steering Committee</i> , External Relations
2018 – 2021	<i>Undergraduate Scholarship Committee</i> , School of Engineering
2018 – 2020	<i>Faculty Advisory Committee on Sustainability</i> , Office of the Provost
2018	<i>Travel Workgroup</i> , OES Workforce Planning
2018	<i>Organizer & Facilitator</i> , E & J Gallo Career Panel, School of Engineering
2018	<i>Judge, GradSLAM! Student Competition</i> , Graduate Division

2018 *Organizer & Facilitator, Innovation & Entrepreneurship Symposium*
 2017 – present *Judge, Innovate to Grow Student Competition, School of Engineering*
 2017 – 2019 *Facilitator, Women & Entrepreneurship Conference, Venture Lab*

University of Arizona

2016 – 2017 *Promotion & Tenure Committee, Norton School*
 2015 – 2016 *Teaching Quality Committee, Faculty Senate*
 2015 – 2016 *University Club Steering Committee, Faculty Senate*
 2014 – 2015 *Digital Culture and Society Cluster Hiring Committee, Office of the Provost*
 2014 – 2015 *Student Engagement Committee, Norton School*
 2013 – 2017 *Faculty Advisor, Graduate & Professional Student Council*
 2012 – 2013 *Executive Board, Tucson Village Farm*
 2012 – 2013 *Undergraduate Curriculum Committee, Retailing & Consumer Sciences*
 2011 – 2017 *Committee on Committees, Norton School*
 2010 – 2017 *Faculty Affiliate, Institute of the Environment*
 2010 – 2015 *Diversity Committee, College of Agriculture & Life Sciences*
 2009 – 2012 *Graduate Curriculum Committee, Retailing & Consumer Sciences*
 2008 – 2012 *Faculty Review & Development Committee, Norton School*
 2008 – 2012 *Strategic Advisory Team, Norton School*
 2008 – 2015 *Executive Board, Terry J. Lundgren Center for Retailing*

Southern Methodist University

2000 – 2004 *Women Studies Council, Women Studies Program*
 2000 – 2004 *University Admissions Council, Faculty Senate*
 2000 – 2002 *BBA Policy Committee, Cox School*
 2000 – 2002 *Faculty Advisor, Cox MBA Diversity Association*

EXTRAMURAL SERVICE

Ad-Hoc Journal Reviewer

1999 – present *Academy of Management Journal*
 2001 – present *Academy of Management Review*
 2022 – present *American Sociological Review*
 2006 – present *Group Decision & Negotiation*
 2005 – present *Human Relations*
 2017 – present *Information & Organization*
 2005 – present *Information Systems Review*
 2018 – present *Internet Research*
 2018 – present *Journal of Asian Business & Management*
 2020 – present *Journal of the Association for Information Systems*
 2001 – present *Journal of Management*
 2005 – present *Journal of Management Studies*
 2021 – present *Journal of Trust Research*
 2012 – present *Journal of Service Research*
 2002 – present *Management Information Systems Quarterly*
 2016 – present *Negotiation & Conflict Management Research*
 2005 – 2008 *Organization Science*
 2004 – present *Organizational Behavior & Human Decision Processes*

Academy of Management

1998 – 2014 *Reviewer & Discussant, Rep-at-Large & Listserv Manager, Conflict Management
Reviewer & Discussant, Gender & Diversity in Organizations
Reviewer & Discussant, Organizational Behavior
Reviewer & Discussant, Organizational Communication & Information Systems*

International Association of Conflict Management

2002 – 2009 *Reviewer, Paper Presentations*

International Conference on Information Systems

2019 – 2020 *Reviewer, Paper Presentations*

INVITED MEDIA COMMENTARY

Martech Today, 7/11/2017 – <https://martechtoday.com/qvchsn-merger-illuminates-futures-omnichannel-shopping-200810>

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Yahoo News (July, 2015) <https://ca.news.yahoo.com/blogs/daily-buzz/why-bargain-shopping-wastes-food—and-money-192641903.html>

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USA Today Magazine (November, 2010) Impending death for paper coupons?

TEACHING EFFECTIVENESS**Associate Professor**, University of California Merced

			Instructor Was Effective Overall¹	Learned A Great Deal²
Undergraduate Courses	Size	Semester		
People in an Engineered World	441	Fall 2022		
Retailing Management	26	Spring 2019	6.4	6.2
Graduate Courses	Size	Semester		
Leadership, Organizations & Communication	7	Fall 2021	6.9	6.5
Integrated Capstone Experience	13	Summer 2021	5.6	5.4
Leadership, Organizations & Communication	13	Fall 2020	6.7	6.7
Leadership, Organizations & Communication	16	Fall 2019	6.8	6.7
Strategy: Regional & Global Perspectives	16	Fall 2019	6.7	6.7
Organizational Behavior	5	Fall 2019	6.5	6.5
Strategy: Regional & Global Perspectives	10	Summer 2019	5.7	5.8
Leadership, Organizations & Communication	10	Fall 2018	6.7	6.9

¹ *Instructor Was Effective Overall: 7 – strongly agree, 1 – strongly disagree*² *Learned A Great Deal: 7 – strongly agree, 1 – strongly disagree***Student Advising**

M.M. 2019

Christian Aguayo – Graduate Advisor*Marisela Angel* – Graduate Advisor*Taylor Fugere* – Graduate Advisor*Mireille Gutierrez* – Graduate Advisor*Laura Hanel* – Graduate Advisor*Shamima Islam* – Graduate Advisor*Ruben Lemus* – Graduate Advisor*Luis Mendez* – Graduate Advisor*Thomas Templeton* – Graduate Advisor*Alyssa Young* – Graduate Advisor

M.M. 2020

Joseph Awwad – Graduate Advisor*Karnvir Chauhan* – Graduate Advisor*Patrick Coldivar Valencia* – Graduate Advisor*Genesis Dias Alvarez* – Graduate Advisor*David Dumas* – Graduate Advisor*David Esparza* – Graduate Advisor*Bianca Garibay* – Graduate Advisor*Daisy Gonzalez* – Graduate Advisor*Rey Leija* – Graduate Advisor*Cyndy Miguel* – Graduate Advisor*Tomas Monroy Mendoza* – Graduate Advisor*Chaohua Peng* – Graduate Advisor*Victoria Pham* – Graduate Advisor*Kavya Reddy* – Graduate Advisor*Elyssa Simpson* – Graduate Advisor*Sher Yang* – Graduate Advisor

M.S. 2021	<i>Mahya Arastuie</i> – Graduate Advisor & Exam Committee Chair <i>Matthew Mondares</i> – Graduate Advisor & Exam Committee Chair
M.M. 2021	<i>Jacqueline Aguilar</i> – Graduate Advisor <i>Rizal Aliga</i> – Graduate Advisor <i>Flor Aquino</i> – Graduate Advisor <i>Bryan Barrera Becerra</i> – Graduate Advisor <i>Robert Burton</i> – Graduate Advisor <i>Jonathan Gregory</i> – Graduate Advisor <i>Jordan Hindiyeh</i> – Graduate Advisor <i>Anjelique Jackson</i> – Graduate Advisor <i>Mingfeng Li</i> – Graduate Advisor <i>Dalton Pulley</i> – Graduate Advisor <i>Ciera Smith</i> – Graduate Advisor <i>Karina Ulloa</i> – Graduate Advisor <i>Francisco Valdez Gonzalez</i> – Graduate Advisor
Ph.D. (current)	<i>Susan Freeman</i> – Graduate Advisor <i>Nqgabutho Moyo</i> – Graduate Advisor <i>Charles Touma</i> – Graduate Advisor

Associate Professor, University of Arizona

			Overall Instructor Effectiveness³	Course Difficulty Level⁴
Undergraduate Courses	Size	Semester		
Omnichannel Retailing	42	Spring 2017	4.7	3.5
Introduction to Retailing	108	Fall 2016	4.4	3.2
Omnichannel Retailing	21	Fall 2016	4.7	3.1
The Examined Consumer – Honors Colloquium	18	Fall 2016	4.6	2.4
Introduction to Retailing	58	Spring 2016	4.5	2.8
Omnichannel Retailing	39	Spring 2016	4.0	3.1
Introduction to Retailing	76	Fall 2015	4.3	2.9
The Examined Consumer – Honors Colloquium	19	Fall 2015	4.3	1.9
Consumers, Environment & Sustainable Consumption	135	Spring 2014	4.1	2.6
The Examined Consumer – Honors Colloquium	16	Fall 2013	4.5	2.3
Consumers, Environment & Sustainable Consumption	135	Spring 2013	4.0	2.9
Consumers, Environment & Sustainable Consumption	11	Fall 2012	4.9	4.8
Consumers, Environment & Sustainable Consumption	73	Spring 2012	3.6	3.0
Management Consulting – Senior Capstone	6	Fall 2010	5.0	4.8
Management Consulting – Senior Capstone	10	Fall 2009	4.9	4.7
Introduction to Retailing	149	Fall 2008	3.9	3.1
Management Consulting – Senior Capstone	8	Fall 2008	4.9	4.6
Management Consulting – Senior Capstone	19	Spring 2008	4.9	3.8
Introduction to Retailing	98	Spring 2008	3.9	3.2
Consumer Behavior	52	Fall 2007	4.8	3.3

³ Overall Instructor Effectiveness: 5 – almost always effective, 1 – almost never effective

⁴ Course Difficulty Level: 5 – much more than usual, 1 – much less than usual

Student Advising

B.S. 2009	<i>Mireya Gomez</i> – Honors Thesis Advisor
B.S. 2010	<i>Mandy Berry</i> – Honors Thesis Advisor
B.S. 2010	<i>Julie Gundrum</i> – Honors Thesis Advisor
B.S. 2011	<i>Sarah Wang</i> – McNair Summer Research Advisor
B.S. 2013	<i>Jill Moore</i> – Honors Thesis Advisor
B.S. 2013	<i>Lindsay Godbout</i> – Honors Thesis Advisor
B.S. 2013	<i>Addison Steinberg</i> – Honors Thesis Advisor
B.S. 2013	<i>Diera Gooden</i> – Arizona Assurance Scholar Mentor
B.S. 2016	<i>Aubry Stitt</i> – Honors Thesis Advisor
B.S. 2016	<i>Stephanie Valdez</i> – Arizona Assurance Scholar Mentor
B.S. 2017	<i>Rachel Ward</i> – Honors Thesis Advisor
M.S. 2009	<i>Sanyu Kibuka</i> – Thesis Advisor & Committee Chair
M.S. 2011	<i>Zeinou Toure</i> – Thesis Advisor & Committee Chair
M.S. 2011	<i>JungHwa Hong</i> – Thesis Advisor & Committee Chair
M.S. 2014	<i>Victoria Ligon</i> – Thesis Advisor & Committee Chair
Ph.D. 2011	<i>Jiayun Wu</i> – Dissertation Advisor & Committee Chair
Ph.D. 2013	<i>Charles Lawry</i> – Dissertation Advisor & Committee Chair
Ph.D. 2013	<i>Rena Shifren</i> – Dissertation Committee Member
Ph.D. 2015	<i>Tony Stovall</i> – Dissertation Committee Member
Ph.D. 2016	<i>Jennifer Andrews</i> – Dissertation Advisor & Committee Chair
Ph.D. 2016	<i>SunYoung Ahn</i> – Dissertation Committee Member
Ph.D. 2016	<i>Brintha Subramaniam</i> – Dissertation Committee Member
Ph.D. 2021	<i>Victoria Ligon</i> – Exam Committee Chair

Assistant Professor, Southern Methodist University

			Overall Instructor Evaluation⁵	Demanded Academic Excellence⁶
Undergraduate Courses				
Management of Organizations	Size	Semester		
Management of Organizations	57	Fall 2004	5.7	6.3
Management of Organizations	61	Fall 2004	5.8	6.2
Management of Organizations	40	Spring 2004	6.2	6.5
Management of Organizations	42	Spring 2004	6.2	6.4
Management of Organizations	38	Fall 2003	5.7	6.1
Management of Organizations	56	Fall 2003	5.6	6.3
Organizational Behavior Theory	89	Fall 2000	5.7	5.7
Organizational Behavior Theory	41	Fall 2000	5.6	6.1
Organizational Behavior Theory	80	Spring 2000	5.6	5.9
MBA Courses				
Managing Organizations	Size	Semester		
Managing Organizations	50	Fall 2004	5.7	6.0
Organizational Behavior Diversity	66	Spring 2002	4.9	5.2
Organizational Behavior Diversity	64	Spring 2002	4.3	5.0
Managerial Decision Making	13	Summer 2000	6.0	5.9
Managerial Decision Making	11	Spring 2000	6.1	6.1

⁵ Overall Instructor Evaluation Scale: 7 – clearly outstanding, 1 – clearly one of the worst

⁶ Demanded Academic Excellence Scale: 7 - clearly outstanding, 1 – clearly one of the worst

Visiting Assistant Professor, Georgetown University

			Overall Instructor Evaluation⁷	Instructor Challenged Me⁸
Undergraduate Courses				
Management & Organizational Behavior	28	Spring 2003	4.6	4.5
Management & Organizational Behavior	44	Spring 2003	4.0	3.9
Organizational Change & Design	46	Spring 2003	3.6	3.7
MBA Courses				
Organizational Behavior	67	Fall 2002	3.7	3.6
Organizational Behavior	69	Fall 2002	3.8	3.7

⁷ Overall Instructor Evaluation: 5 – high/outstanding, 1 – low/poor

⁸ Instructor Challenged Me: 5 – strongly agree, 1 – strongly disagree

INDUSTRY EXPERIENCE

New Business Ventures

2022 – present **Piccles**, Cambridge, Massachusetts
Strategic Advisor

2021 – present **WhatsCookin'**, Tucson, Arizona
Strategic Advisor

2014 – 2020 **Sharing Tribes LLC**, Tucson, Arizona
Founder, Chief Executive & Scientific Officer

- Developed software-as-a-service concept, recruited co-founders, mapped user experience journey, conducted customer discovery and competitive analysis.
- Raised seed capital for initial software design and development.
- Accepted to 2014 Arizona Center for Innovation incubator and 2015 Cleantech Open accelerator. Selected as a finalist in 2016 Get Started Tucson competition.
- Redesigned user interface of mobile application and wrote business requirements document for subsequent software development.
- Coordinated software development for proof of concept study at UC Merced.

2012 – 2021 **Samsara Holdings LLC**, Tucson, Arizona
Owner

- Managed and marketed a HomeAway/VRBO vacation rental property in Mexico.

2005 – 2008 **Jammin Investments LLC**, Tucson, Arizona
Co-Owner

- Planned and executed all store operations for a Quiznos franchise, including the initial build out and opening of store location.

Organizational Development

1998 **Pinebrook Consulting**, Scottsdale, Arizona
Consultant, Executive Training & Development

- Created and facilitated training programs on coaching employees and conducting employee performance appraisals for Shoppers Drug Mart.

1993 **The Procter & Gamble Company**, Cincinnati, Ohio
Division Trainer, International Technology Coordination - Health Care

- Developed and facilitated global diversity leadership training.

Product Development

1993 – 1994 **The Procter & Gamble Company**, Cincinnati, Ohio
Research Engineer, Health Care Product Development

- Designed and conducted market research for new line of products. Summarized and presented results to executive management.

1991 – 1993 **The Procter & Gamble Company**, Cincinnati, Ohio
Project Engineer, International Technology Coordination - Health Care

- Led project team commissioned to introduce a new Vicks product line globally. Developed product concepts and formulations. Validated production processes.