

KIVALINA E. GROVE

Curriculum Vitae

University of Oregon
Lundquist College of Business
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CURRENT POSITION

University of Oregon, Lundquist College of Business

Marketing – Ph.D. Candidate, ABD, Ph.D. expected June 2022

Dissertation Proposal Defended May 2021

Title: "Consumer Practices: Recovering and Repairing Daily Community Life"

Committee: Joshua Beck, Sara Hodges, Alan Meyer, Linda Price (Chair)

Specialization in Educational Data Science

EDUCATION

University of Oregon, Lundquist College of Business

M.S. in Marketing, Spring 2019

University of Alaska Anchorage

B.S. in Psychology with University Honors and Psychology Departmental Honors, Minors in Mathematics and Statistics, Spring 2015

Honors Thesis: "Attitudes about People with Tattoos: Comparing Explicit and Implicit Attitudes"

Advisors: Claudia Lampman & Gwen Lupfer

PAST POSITIONS

Behavioral Research Lab Manager, Fall 2019 - Summer 2020

Board President, Suzuki Association of Southcentral Alaska, 2015 – 2018

Lab Technician, Neurocognitive Brain Center, 2009 – 2016

RESEARCH INTERESTS

Practice Theory, Maintenance and Repair, Commons-Based Peer Production, Attitude Formation, Perceived Ownership, Contagion, Persuasion, Brand and Product Relationships

MANUSCRIPTS

Grove, K. E., & Price, L. L. Consumer Practice Recovery: Remaking a Performance Under Changed Circumstances.

(Revision Requested at the Journal of Consumer Research)

Received Robin and Roger Best Award for Doctoral Research (2021)

SELECTED PROJECTS IN PROGRESS

Grove, K. E., Godfrey, D. M., & Price, L. L. Consumer Practices of Distributed Maintenance in Access-Based Consumption Platforms
(Manuscript in Preparation for Journal of Marketing)

Grove, K. E., Hodges, S. & Price, L. L. Practice Disruption: Influences on and Predictors of Practice Recovery
(Data Collection in Progress)

Grove, K. E., Lewis, R., Hodges, S. & Price, L. L. Transportation in Eugene/Springfield During COVID-19.
(Multi-Disciplinary Grant, Data Collection Completed)

Grove, K. E. & Price, L. L. The Role of Perceived Contamination and Personalization in Bicycle Sharing Programs.
(Pilot Study Collected, Interrupted by COVID-19)

Grove, K. E. Practice Recovery Framing: When is Returning Better than Starting?
(Data Collection Planned)

HONORS AND AWARDS

University of Oregon

John S. McGowan Memorial Scholarship, \$1,000 (2017)

Merle King Smith Marketing Scholarship, \$8,000 (2017-2022)

Robin and Roger Best Award for Doctoral Research, \$1,000 (2019)

Robin and Roger Best Teaching Excellence Award, \$2,000 (2020)

Robin and Roger Best Award for Doctoral Research, \$1,500 (2021)

University of Oregon Resilience Initiative Seed Funding Award, \$42,382 (2020)

“Transportation in Eugene/Springfield During COVID-19”

Doctoral Researcher

National Institute for Transportation and Communities Grant

Serving on the Technical Advisory Committee

University of Alaska

Undergraduate Research Grant, \$2,000 (2015)

Best Undergraduate Oral Presentation, Behavioral Science Conference of the North (2015) for “Attitudes about People with Tattoos: Comparing Explicit and Implicit Attitudes”

Best Undergraduate Oral Presentation, Behavioral Science Conference of the North (2014) for “Pregnancy Brain: Implicit Associations between Pregnancy and

Cognitive Ability"

College of Arts and Sciences Tuition Award (2015)

Martin Luther King Jr. Leadership Award (2014)

Claudia B. Lampman Award for Excellence (2012)

University of Alaska Scholar (2011 – 2015)

University Honors College Tuition Award (2011 - 2015)

PRESENTATIONS (* indicates presenter)

- *Grove, K. E. (April 2021). Consumer Practice Recovery: Remaking a Performance Under Changed Circumstances. *Mittelstaedt & Gentry Doctoral Symposium, Virtual Conference.*
- *Grove, K. E. (May 2020). Data Visualization in R using ggplot2. *Cascadia R Conference, Eugene, OR.*
 - *Cancelled due to COVID-19.*
- *Grove, K.E., Price, L.L. (April 2020). Practice Recovery: Remaking a Practice Under Changed Conditions. *Mittelstaedt & Gentry Doctoral Symposium, Lincoln, NE.*
 - *Cancelled due to COVID-19*
- *Grove, K.E., Price, L.L. (October 2019). Practice Recovery: Identity, Context, and Material Misalignment. *Association of Consumer Research, Atlanta, GA.*
- *Grove, K.E., Price L.L. (May 2019). Helmets: A Story of Material Misalignment in the Practice of Bicycling. *Northwest Research Symposium, Portland, OR.*
- *Grove, K.E., Price L.L. (February 2019). Paradoxes in Bicycling for a Better World: How Shifting Market Contexts Shape Material Arrangements, *American Marketing Association Winter Conference, Austin, TX.*
 - Received Robin & Roger Best Award for Doctoral Research (2019)
- *Price L.L., Grove, K.E. (April 2019). Bicycle Helmets and Biking Practices: How Shifting Market Contexts and Adjacent Practices Shape Practice Element Misalignment, *Harvard Business School Invited Presentation, Boston, MA.*
- *Grove, K.E., Lupfer, G., Lampman, C.B. (May 2015). Attitudes about People with Tattoos: Comparing Explicit and Implicit Attitudes, *27th Annual Association for Psychological Science Convention, New York, NY.*
- *Grove, K.E., Lupfer, G., Lampman, C.B. (April 2015). Attitudes about People with Tattoos: Comparing Explicit and Implicit Attitudes, *Behavioral Science Conference of the North, Anchorage, AK.*
 - Received Best Undergraduate Oral Presentation Award

- *Grove, K.E., Lupfer, G., Lampman, C.B. (April 2015). Attitudes about People with Tattoos: Comparing Explicit and Implicit Attitudes, *Undergraduate Research and Discovery Symposium*, Anchorage, AK.
- *Grove, K.E., *Lupfer, G., Lampman, C.B. (October 2014). Pregnancy Brain: Implicit Associations between Pregnancy and Cognitive Ability, *Midwives Association of Alaska Conference*, Anchorage, AK.
 - Invited Speaker
- *Grove, K.E., Lupfer, G., Lampman, C.B. (April 2014). Pregnancy Brain: Implicit Associations between Pregnancy and Cognitive Ability, *Behavioral Science Conference of the North*, Anchorage, AK.
 - Received Best Undergraduate Oral Presentation Award

TEACHING EXPERIENCE

Instructor (University of Oregon)

- Spring 2022, BA 317: "Marketing, Creating Value for Customers"
- Summer 2020, MKTG 435: "Consumer Behavior", no evaluation due to COVID-19
- Spring 2020, MKTG 435: "Consumer Behavior", no evaluation due to COVID-19
- Summer 2019, MKTG 435: "Consumer Behavior", evaluation avg. = 4.91/5
- Summer 2018, MKTG 435: "Consumer Behavior", evaluation avg. = 4.10/5

Guest Lecturer (University of Oregon)

- Fall 2019: MKTG 390: "Marketing Research", on Qualitative Research Methods
- Spring 2021: MKTG 390: "Marketing Research", on Using Qualtrics & MTurk

Undergraduate Teaching Assistant (University of Alaska)

- Spring 2015, PSY 412: "Foundations of Modern Psychology"
- Spring 2015, PSY 355L: "Learning and Cognition Laboratory"

Teaching Interests: Consumer Behavior, Marketing Research, Qualitative Research Methods, Ethnography, Data Analytics, Geospatial Analysis

PROFESSIONAL AFFILIATIONS

Academy of Marketing Science (2021 – Present)

Consumer Culture Theory Consortium (2019 – Present)

American Marketing Association (2018 – Present)

Association for Consumer Research (2017 – Present)

Phi Kappa Phi Honor Society (2014 – Present)

Psi Chi Honor Society (2014 – Present)