

Dr. Leah Schneider

Lundquist College of Business, 423 Anstett
University of Oregon
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EDUCATION

Ph.D. in Marketing, Minor in Communication and Culture October 2016
Schulich School of Business, York University, Toronto, ON

Dissertation: "Nuts, Nerds, and Everyone In Between: An Investigation of the Interplay between Consumer Activism and Collectives." Proposal defended November 2011, Dissertation defended October 2016.

Dissertation Abstract: Consumers are collaboratively and collectively engaging in activist performances in the marketplace in attempts to challenge market hegemony and unilateral decisions. Facilitated and enabled by online technologies, consumer collectives are waging battles both behind and outside of the screen, but is the performance of activism from a collective perspective influenced by the nature of the collective itself? This dissertation explores the intersection and interplay between consumer activism and collectives by examining two collectives who engage in activist efforts, the Emergent Crowd and the Mobilized Community, and comparing their activist performances. Further, this dissertation addresses the question of how Mobilized Communities are transformed by their activist efforts.

B.S. in Business Administration- Marketing, Minor in Linguistics August 2005
Marriott School of Management, Brigham Young University, Provo, UT
Magna Cum Laude Honors

ACADEMIC EMPLOYMENT

Instructor of Marketing, Lundquist College of Business, University of Oregon
Marketing Management (MKTG 311) Summer 2016 – Present

-Online & Face to Face Courses

Marketing Management: Honors (MKTG 311H) Fall 2017 – Present

Marketing Communications (MKTG 420) Fall 2013 – Present

Marketing Value for Customers (BA 317) Fall 2015 – Present

-Online & Face to Face Courses

Consumer Behavior (MKTG 435) Winter & Spring 2014

See Table 1 for evaluations from the University of Oregon courses taught

Course Instructor, Schulich School of Business, York University

Marketing Management Winter 2011

Course Ratings Overall Average: 6.4/7 (Core Course Average: 5.8/7)

Consumer Behavior Fall 2012, Winter 2012

Course Ratings Overall Averages: 6.6/7 (Dept. Course Average: 5.9/7)

Research Assistant, Schulich School of Business, York University

Dr. Robert V. Kozinets, Professor of Marketing 2010 – 2013

Dr. Julia Creet, Association Professor, Department of English	2010 – 2013
Dr. Sammy Bonsu, Associate Professor	2009 – 2010
Dr. Markus Giesler, Associate Professor	2008 – 2009

Marriott School of Management, Brigham Young University

Research Assistant: Dr. Glenn Christensen, Associate Professor	2005
Teaching Assistant: Macroeconomics; Dr. Roland Koller, Professor Emeritus	2004

TEACHING DEVELOPMENT

Summer Teaching Institute – Online Pathway	Summer 2018
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PUBLICATIONS

Scaraboto, Daiane, Leah Carter-Schneider, and Richard Kedizor, "At World's End: Integrating Virtual Worlds and Social Media," *Journal of Marketing Management* (August 2012).

CONFERENCE PROCEEDING PUBLICATIONS

Carter-Schneider, Leah and Robert V. Kozinets (2011), "Beyond Enemy Lines: Sociality in Consumer Activism," Competitive paper session, *Association for Consumer Research Conference*, St. Louis, MO.

Carter, Leah (2010), "Critically Romantic: Negotiating Feminist and Romantic Discourses in the Marketplace," presented in "Having it All: Marketplace Complexities and Negotiations of Feminism and Women's Roles," (Special Session), in *Advances in Consumer Research*, 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Peters, Duluth, MN: Association for Consumer Research.

Giesler, Markus, Leah Carter, and Marius Luedicke (2008), "Cultural Market Formation in the Time of an Epistemic Shift," in *Advances in Consumer Research*, 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 72-75.

SELECT CONFERENCE PRESENTATIONS

Carter-Schneider, Leah and Julia Creet (2011), "Rooting Value: Identity Negotiations from Juxtaposing Past and Present," *Association for Consumer Research*, St. Louis, MO.

Carter-Schneider, Leah and Robert V. Kozinets (2011), "Behind Enemy Lines: Sociality in Consumer Activism," *Consumer Culture Theory Conference*, Evanston, IL.

Carter-Schneider, Leah and Julia Creet (2011), "Rooting Value: Identity Negotiations from Juxtaposing Past and Present," *Consumer Culture Theory Conference*, Evanston, IL.

Carter, Leah (2009), "Happily Ever After: Practical Feminisms of Romance," presented in "The Modern Woman: Practical Feminisms and Media Consumption" (Special Session), *Consumer Culture Theory Conference*, Ann Arbor, MI.

ACADEMIC SERVICE

Lundquist College of Business

Executive Vice Provost of Academic Affairs – Search Committee	Fall 2019
Marketing Dept. Curriculum Review Committee Head	Spring 2019

MKTG 311 Course Coordinator	Fall 2018 – Present
UO American Marketing Association Faculty Advisor	Fall 2017 – Present
Marketing Department Course Transfer Equivalency Evaluator	Fall 2015 – Present
Honors Student Thesis Committee Member	May 2017
<i>Emily Chinn: Essentials of Branded Event Marketing</i>	

York University

RISE Undergraduate Case Competition Judge	2011
Faculty of Graduate Studies Student Representative	2010-2011
President: Ph.D. Student Association at Schulich School of Business	2009-2010

Scholarly Service

Ad-hoc Reviewer, ACR: North America Conference	2010-2012
Ad-hoc Reviewer, ACR: Asia-Pacific Conference	2011
Ad-hoc Reviewer, Consumer Culture Theory Conference	2011

ACADEMIC HONORS & FUNDING

Lundquist College of Business Online Teaching Development Stipend	Summer 2019
Business Advisory Council Undergraduate Teaching Award, University of Oregon	Winter 2016
Schulich School of Business Ph.D. Bursary	2008-2012
Schulich Entrance Scholarship of Merit for Ph.D. Students	2008 - 2009
Brigham Young University, Magna Cum Laude	2005
Brigham Young University Bicentennial Full Tuition Scholarship	2001 - 2005
Brigham Young University Dean's Honors List	2001 - 2005

SCHOLARLY MEMBERSHIP

Member, American Marketing Association
Member, Association for Consumer Research

OTHER EMPLOYMENT & COMMUNITY SERVICE

2007-2008: Office Manager, *CKR Engineers*, Orem, UT.
2005-2007: Full-time Religious Missionary, Buenos Aires, Argentina.

ADDITIONAL INFORMATION

Fluent in Spanish