

JUAN MUNDEL

EDUCATION

Ph.D. MEDIA AND INFORMATION STUDIES – MICHIGAN STATE UNIVERSITY 08.2014-03.2018

Concentration: Advertising and Public Relations

M.S. JOURNALISM / M.A. WORLD LANGUAGES – WEST VIRGINIA UNIVERSITY 08.2010-05.2013

Concentration: Advertising and Public Relations

B.S. CORPORATE COMMUNICATION – BLAS PASCAL UNIVERSITY 03.2006-06.2010

TEACHING EXPERIENCE

Associate Professor of Strategic Communication 07.2021 - Present
ARIZONA STATE UNIVERSITY, AZ, United States

Assistant Professor of Public Relations and Advertising 07.2017 – 07.2021
DEPAUL UNIVERSITY, IL, United States

- PRAD 244 – Principles of Advertising
- PRAD 335 – Diversity and Current Issues in Advertising
- PRAD 336 – Advertising Campaigns
- PRAD 353 – Psychology of Advertising
- PRAD 362 – Engaging Latino Communities
- PRAD 392 – Luxury Brands and Fashion Advertising
- CMN 398 – Creativity and Portfolio Building Abroad
- CMN 398 – Social Marketing in Argentina
- PRAD 401 – Eye Tracking for PRAD
- PRAD 511 – Consumer Insights (Graduate Level)
- PRAD 512 – Engaging Latino Communities (Graduate Level)
- PRAD 590 – Backing Creativity with Data (Graduate Level)

Theses:

- Minsk, N. Advertising Destinations in Service to Community Well Being. Committee Member.
- Ranieri, J. Corporate Social Responsibility in PRAD. Committee Chair.

Advertising and PR Instructor/ Graduate Teaching Assistant 08.2014 - 07.2017
MICHIGAN STATE UNIVERSITY, MI, United States

- ADV 260 - Principles of Public Relations
- ADV 436 - Promotions and Sponsorships
- ADV 475 - Advertising and Society in Europe
- ADV 482 - Travel Writing and Blogging for Social Media
- ADV 482 – Social Marketing in Argentina

Public Relations Graduate Teaching Assistant 08.2012 - 05.2013

WEST VIRGINIA UNIVERSITY, WV, United States

- PR 522 – Public Relations Capstone (Graduate Level)

OTHER RELEVANT EXPERIENCE

Rebranding and Merger Support 01.2021-Present
EVANSTON REBUILDING WAREHOUSE, Chicago, IL

- Gather stakeholder insights to guide rebranding of the new joint non-profit organization
- Generate hype about merger among local media
- Develop internal communication plan
- Advise in visual branding identity and design

Business & Marketing Manager 07.2013-07.2015
DISCLOSURE GROUP, London, United Kingdom

- Generated new local and international deals for an independent media company.
- Offered multimedia solutions to freelancers, companies, and agencies, including market analysis, video production and distribution, and app development.
- Secured agency's first US client for £16,000 (\$25,000)

Advertising Stylist 07.2013-11.2013
PACKSHOT, London, United Kingdom

- Executed visual advertising campaigns for Calvin Klein, Prada, and Hugo Boss.

International Relations Coordinator 06.2009-08.2010
BLAS PASCAL UNIVERSITY, Córdoba, Argentina

- Oversaw existing international programs and developed new incoming study abroad programs
- Developed and taught a course to support struggling second language speakers
- Liaised between UBP faculty and administrators, and the Cordoba Promotion Agency
- Coordinated and supervised staff, evaluated faculty performance
- Managed daily operations

Graphic Design T.A. 03.2008-07.2008
BLAS PASCAL UNIVERSITY, Cordoba, Argentina

- Adobe Photoshop and InDesign Lab coordination
- Graded students' art projects and assignments

Events Manager & PR 08.2007-08.2008
BLAS PASCAL UNIVERSITY, Córdoba, Argentina

- Planned, promoted, delivered, and evaluated national events planning including conferences, conventions, commencements, workshops, among others.
- Aided the personnel from different areas such as press, graphic design, and human resources as a member of the internal communications team

SCHOLARLY RESEARCH

Peer Reviewed Journal Articles:

- Yang, J. & **Mundel, J.** (Accepted). Brand Feedback to Negative eWOM on Social Media: An Expectation Violation Approach. *Journal of Product and Brand Management*.
- Mundel, J.**, Stantz, J., Deng, T., Sasiela, N. & Mucci, S. (Accepted). Consumer Responses to Visual Cues in Food Ads: Considering Endorser Body Size (In)Congruence with Healthy and Unhealthy Foods. *Visual Communication Quarterly*.
- Mundel, J.**, Soopramani, D., & Huddleston, P. (2021 online). A cross-country comparison of the conceptualization of affordable luxuries by American and Chinese Millennial Consumers. *Asia Pacific Management Review*.
- Mundel, J.** (2021 online). An Asynchronous Approach to Teaching Campaigns Online. *Journal of Advertising Education*.
- Yang, J. & **Mundel, J.** (2021 online). *Are We All in This Together?":* Brand Opportunism in COVID-19 Cause Related Marketing and the Moderating Role of Consumer Skepticism. *Journal of Promotion Management*
- Alhabash, S., **Mundel, J.**, McAlister, A., Quilliam, E.T., Richards, J., Deng, T., & Lynch, K. (2020 online) Processing of Social Media Alcohol Advertising among Underage Minors: Effects of Models' Age. *International Journal of Advertising*.
- Mundel, J.** (2020). International Virtual Collaboration in Advertising Courses: Building international and intercultural skills from home. *Journal of Advertising Education*, 24 (2), 112-134.
- Nieves-Pizarro, Y., & **Mundel, J.** (2019). Being Black and Latin@: How Telemundo Articulates Blackness within the Latin American Panethnic Identity. *Journal of Latin American Communication Research*, (7) 1-2.
- Chu, S.C., Yang, C., Yang, J., **Mundel, J.** (2019). Understanding Advertising Client-Agency Relationships in China: The Impact of Relationship Quality and *Guanxi* on Agency Performance. *Journal of Advertising*.
- Mundel, J.**, Nieves-Pizarro, Y., Wickham, D. and Aiello, M. (2019), Malvinas/Falkland Islands War: a look into ads, *Journal of Historical Research in Marketing*, 11 (2), 227-248.
- Mundel, J.**, Huddleston, P., Behe, P., Sage, L., & Latona. (2018). An Eye Tracking Study of Minimally Branded Products: Hedonism and Branding as Predictors of Purchase Intentions. *Journal of Brand and Product Management*, 27 (4).146-157.
- Mundel, J.**, & Nieves, Y. (2017 online). Advertising in times of war: Themes in Argentine print advertising during the Malvinas/Falklands War. *Journal of Marketing Communications*, (2019) Vol 25 No. 2
- Mundel, J.**, Huddleston, P., & Vodermeier, M. (2017). An exploratory study of consumers' perceptions: What are affordable luxuries? *Journal of Retailing and Consumer Services*, 35, 68-75.

Ahn, H. & **Mundel, J.** (2015 online). Luxury brand advertising in Argentina: Changes following import restrictions. *Journal of Marketing Communications*, (2018) 24 (3) 291-303.

Edited Book Chapters:

Nieves-Pizarro, Y. & **Mundel, J.** (Forthcoming) #RickyRenuncia: The Hashtag that Took Collective Outrage from Social Media to the Streets, in *Latin American Diasporas in Public Diplomacy*, eds. Bravo, V. & DeMoya, M. Palgrave Macmillan Series in Global Public Diplomacy.

Mundel, J., Yang, J., & Wan, A. (Accepted). Influencer Marketing and Consumer Well-Being: A Multi-Faceted Look at Unintended Effects. *The Emerald Handbook for Computer-Mediated Communication and Social Media*. Ed: Freberg, K. Emerald.

Kim, H., Deng, T., & **Mundel, J.** (Accepted). A Computational Text Analysis Study on Marijuana Edible Product Use on Twitter. *The Emerald Handbook for Computer-Mediated Communication and Social Media*. Ed: Luttrell, R. Emerald.

Mundel, J. & DeMoya, M. (Accepted). What the 'Pros' Have to Say About Men's Bodies in Ads. *Rhetoric of masculinity: Male body image, media, and gender role stress/conflict*. Ed: Pompper, D. Washington, D.C.: Lexington Books

Mundel, J., Close, S., & Sasiela, N. (Accepted). Drag Dollars: Making Room for the Queens in Advertising. In *Queer Visibility, Online Discourse and Political Change: From RuPaul's Drag Race to Drag in the Global Digital Public Sphere*. Gudelunas, D. & Brennan, N. (Eds).

Mundel, J., Quintero, E., DeMoya, M. (2019). Internationalization Opportunities for Strategic Communication, Case Study: Engaging with Latin America and the Latino Communities in Public Relations and Advertising Courses. *Internationalizing the Communication Curriculum in an Age of Globalization: Why, What, and How*. Eds: Turner, P., Bardhan, S., Quigley Holden, T., Mutua, E. Routledge.

Alhabash, S., **Mundel, J.**, Hussain, S. (2017). Social Media Advertising: Unraveling the Mystery Box, in *Digital Advertising*, eds. Rodgers, S. & Thorson, E. Routledge.

PANEL PRESENTATIONS

Mundel, J. (2021). The complexity of brands taking a stand. *American Academy of Advertising 2021 Annual Conference*, Virtual Conference. - **Presenter**

Mundel, J. (2021). Translating Consumer Neuroscience into Advertising Research and Education. *American Academy of Advertising 2021 Annual Conference*, Virtual Conference. - **Presenter**

Mundel, J. (2020). Innovative Audience and Consumer Research: Behaviors, Emotions and Moments. *Association for Education in Journalism and Mass Communication 2020 Annual Conference*, San Francisco, CA. * - **Presenter**

Mundel, J. (2020). The Role of the Media in Puerto Rico during Times of Crisis. *Association for Education in Journalism and Mass Communication 2020 Annual Conference*, San Francisco, CA. - **Presenter**

- Mundel, J.** (2020). Diversity, Equity, & Inclusion in Action: Advertising Research, Teaching, And Practice. *American Academy of Advertising 2020 Annual Conference*, San Diego, CA. - **Presenter**
- Mundel, J.** (2018). Panel: Preparing Undergraduate Students for Industry by Enhancing Research and Communication Skills. *American Academy of Advertising 2018 Annual Conference*, New York, NY. - **Presenter**
- Mundel, J.** (2017). Panel: Rising to the Top: Hispanic Women in Advertising. *Instituto Cervantes*. Chicago, IL. – **Organizer/Moderator**

SELECTED CONFERENCE PRESENTATIONS

- Yang, J. & **Mundel, J.** (2021). “Are We All in This Together?”: Brand Opportunism in COVID-19 Cause Related Marketing and the Moderating Role of Consumer Skepticism. *American Academy of Advertising Annual Conference*, Virtual Conference.
- Yang, J. & **Mundel, J.** (2020). Brand Feedback to Negative eWOM on Social Media: An Expectation Violation Approach. *Association for Education in Journalism and Mass Communication 2020 Annual Conference*, San Francisco, CA.
- Mundel, J.** (2020). Going for the healthy, never overweight, look: A qualitative study of advertisers’ perspectives on images of men in ads. *International Communication Association*, Gold Coast, Australia.
- Stantz, J., Deng, T., Sasiela, N., & **Mundel, J.** (2020). Visual Attention to Models in Food Ads. *American Academy of Advertising Annual Conference*, San Diego, CA.
- Pett, R. & **Mundel, J.** (2019). Gendered Foods: An exploratory study of associations between marketing communication, gender-based food perceptions, and food consumption patterns. *National Communication Association Annual Convention*, Baltimore, MD. (nominated top faculty paper)
- Mundel, J.**, Deng, T., Hope, C. (2019). Effects of multiple brand endorsement by non-celebrity influencers. *Global Fashion Management Conference*, Paris, France.
- Mundel, J.** (2019). Branding for Health Products Effect on Condom Purchase and Use Intentions. *American Academy of Advertising Annual Conference*, Dallas, TX.
- Chu, S.C., Yang, C., Yang, J., **Mundel, J.** (2019). Understanding Advertising Client-Agency Relationships in China: The Impact of Relationship Quality and *Guanxi* on Agency Performance. *American Academy of Advertising Annual Conference*, Dallas, TX.
- Mundel, J.** (2019). Influence of Food Marketing, Race, and Socioeconomic Status on Eating Disorders Among Disadvantaged Males in the Midwest. *American Marketing Association Winter Conference*, Austin, TX.
- Mundel, J.** & Huddleston, P. (2018). Reinvestigating the Beauty Match Up in Food Ads. *Association for Education in Journalism and Mass Communication 2018 Annual Conference*, Washington DC.
- Uysal, N., & **Mundel, J.** (2018). Does Geographical Location Matter in Business-to-Business Advertising Expenditure Decisions? Evidence from Manufacturing Firms. *Association for Education in Journalism and Mass Communication 2018 Annual Conference*, Washington DC.

- Deng, T., **Mundel, J.**, Lynch, K., Kononova, A., and Alhabash, S. (2018). Predicting Cellphone Use while Driving and Walking Among College Students. *Association for Education in Journalism and Mass Communication 2018 Annual Conference*, Washington DC.
- Soopramani, D., **Mundel, J.**, & Huddleston, P. (2018). A cross-country comparison of the conceptualization of affordable luxuries by American and Chinese Millennial Consumers. *Recent Advances In Retailing And Services Science Conference*, Madeira, Portugal.
- Mundel, J.**, Lynch, K., Nelson, M., Alhabash, S., Clark, E., Deng, T., Hussain, A., Kanver, D., McAlister, A., Nieves-Pizarro, Y., Quilliam, E.T., & Richards, J. (2018). *The effect of model's age on evaluations and behavioral intentions related to alcohol social media advertisements*. Cognitive Science of Communication Symposium, East Lansing, MI.
- Lynch, K., **Mundel, J.**, Alhabash, S., McAlister, A., Quilliam, E. T., & Richards, J. I. (2018). Effects of models' age on effectiveness of social media advertising of alcohol among underage minors. *Western Decision Sciences Institute*, Hawaii, HI.
- Mundel, J.**, Lynch, K., Nelson, M., et al. (2017). Investigating Psychophysiological Processing of Alcohol Advertising on Social Media among Underage Minors: Policy Implications. *Association for Education in Journalism and Mass Communication (AEJMC)*, Chicago, IL.
- Yang, J., **Mundel, J.**, Behe, B., Huddleston, P. (2017). The Effect of Hedonic Presentation of Horticultural Product on Consumers' Willingness to Pay and Purchase Intention. *Association for Education in Journalism and Mass Communication (AEJMC)*, Chicago, IL.
- Nieves, Y. & **Mundel, J.** (2017). "Afro Latinos' Representation on TV: How Latino media articulates blackness within Latino Panethnicity". *Association for Education in Journalism and Mass Communication (AEJMC)*, Chicago, IL.
- Mundel, J.**, Nieves-Pizarro, Y., Wickham, D., Aiello, M. (2017). A Comparative Content Analysis of Argentine and British Print Advertisements During the Malvinas/Falkland Islands War. *Association for Education in Journalism and Mass Communication (AEJMC)*, Chicago, IL.
- Mundel, J.**, Yang, J., Huddleston, P., Behe, B., Sage, L. (2017). Impact of product presentation on online shopping: can the Internet stimulate plant purchase intentions? *European Association for Education and Research in Commercial Distribution Conference*, Dublin, Ireland.
- Mundel, J.**, Lynch, K., Nelson, M., et al. (2017). The effect of model's age on evaluations and behavioral intentions related to alcohol social media advertisements. D.C. Health Communication Conference (DCHC), Washington DC.
- Mundel, J.**, Sanders-Jackson, A. (2017). Plain Packaging and Tobacco Regulation: A Comparative Study on Preventive Strategies in the US and the UK. *National Conference on Tobacco or Health (NCTOH)*, Austin, TX.
- Mundel, J.**, Huddleston, P., Behe, P., Latona, C., & Sage, L. (2016). Does brand matter? Effects of brand display on potted agricultural products. *Recent Advances In Retailing And Services Science Edinburgh Conference*, Edinburgh, Scotland.
- Mundel, J.**, Huddleston, P., & Vodermeier, M. (2016). Bridging industry and consumers' trends: what are affordable luxuries?. *Recent Advances In Retailing And Services Science Edinburgh Conference*, Edinburgh, Scotland.

Mundel, J., & Nieves, Y. (2016). War Advertising: Themes in Argentine Print Advertising During the Malvinas / Falklands War. *Association for Education in Journalism and Mass Communication (AEJMC)*, Minneapolis, MN.

Nieves, Y., **Mundel, J.**, et al. (2016). Cultural Adaptation in U.S. and Mexican Beer Ads: The Moderating Effect of Automatic Bias Against Hispanics on Visual Attention. *Association for Education in Journalism and Mass Communication (AEJMC)*, Minneapolis, MN.

Mundel, J., & Ahn, H. (2013). The Effects of Currency and Imports Restrictions on Luxury Advertising in Argentina: Content Analysis of Ads in Argentine Fashion Magazines. *American Academy of Advertising (AAA) Global Conference*, Hawaii, HI.

GRANTS

- **Mundel, J. (2020).** Consumer Perceptions of Brand Opportunism During Tumultuous Times. *DePaul University Research Council Grant*. \$4,500. Funded
- **Mundel, J. (2019).** Age Identification for Shoppers in Ads. Sponsored by Michigan State University. \$1900. Funded.
Mundel, J. & Haug, E. (2019). DePaul University's Global Learning Experience: PRAD 335, Advertising and Society. *DePaul University*. \$3,500. Funded.
- **Mundel, J. (2019).** Cultural Identification with Latinx Models in Ads and Risky Behaviors. *DePaul University's College of Communication Summer Research Grant*. \$4,500. Funded.
- **Mundel, J. & Janoske, M. (2019)** Chatting with #Ana and #Mia: Instagram Community & Eating Disorder Recovery. *DePaul University Research Council Grant*. \$4,500. Funded.
- **Mundel, J., & Dillard, S. (2018).** A multi-faceted plan for increasing enrollment and diversity in Advertising at DePaul University. *Academic Growth and Innovation Fund*. \$374,350. Partially Funded (\$280,000).
- **Mundel, J. Food Marketing in the Midwest. (2017).** *DePaul University Research Council Competitive Grant*, DePaul University (\$3500). Funded.
- Identification with Models in Beer Ads. (2016). Grant Project Manager - Michigan Applied Public Policy Research Paper (MAPPR) (\$20,000)

GUEST SPEAKING AND INVITED PRESENTATIONS

- Backing Creativity with Data. In "Conversations with Neuroscientists" seminar (May 2021). DePaul University, USA.
- Collaborative Online International Learning: Internationalization from Home (June 2020). Universidad Blas Pascal, Argentina.
- From City Branding to City Marketing (May 2019). University of Applied Sciences Amsterdam, Netherlands.

HONORS & AWARDS

2021 American Academy of Advertising Annual Conference Top Paper Award
AAA Research Fellowship Award 2021

2020	Ph.Digital Bootcamp Fellowship. Texas State Univ. & Knight Foundation Chicago Scholars' 35 Under 35 Young Leaders Making an Impact in Chicago
2019	AEJMC's Minorities in Communication Division Poindexter Grant
2018	Quality of Instruction Award. College of Communication Nominee. Awarded by DePaul Univ.
2017	Excellence in Teaching Citation, Michigan State University Strosacker Fund for Health Communication Research
2016	Outstanding Doctoral Student, College of Communication, Arts & Sciences Communication Arts & Sciences Summer Research Excellence Fellowship
2015	Charles Strosacker Health Communication Fellowship Spartan Innovations – Spartan Venture Fellowship Communication Arts & Sciences Summer Research Excellence Fellowship Department of Advertising and Public Relations Janet L. Loria Scholarship
2008-2009	Study Abroad Scholarship, Blas Pascal University
2007-2009	Academic Merit Scholarship, Blas Pascal University

SERVICE

DePaul University

Service to the University

College Representative for Faculty Council (March 2019-September 2020)

- Oversaw and voted on matters such as curriculum, degree program changes, and academic structure of the university.
- Discussed standards and procedures in faculty promotion and tenure, as well as research, scholarly and creative activities.
- Previously served as alternate

College of Communication Liaison for the Office of Global Initiatives, Latin America (August 2017 - Present)

- Support the promotion of global learning programs in Latin America
- Develop a short-term College of Communication study abroad program to Argentina
- Prepare and present a panel on Latin American Women in Advertising
- Organized panel on Media Activism in Puerto Rico During Crises
- Support the office's programs and efforts with the Latinx community in Chicago
- Affiliated faculty - Department of Latino and Latin American Studies at DePaul University

Host, Meal with DePaul (2017-Present)

Service to the College of Communication

Faculty Director for Latino Media and Communication Program (2019-Present)

- Recruitment, course scheduling with program chairs, evaluation of current curricula
- Proposed a new interdisciplinary major with other units (B.A. in Latino Culture and Communication)
- Advise students

College of Communication Research Committee, Member (2018-Present)

- Review grant submissions and requests by faculty in the College of Communication

Faculty Advisor for Latino Media and Communication Program (2017-2019)

- Recruited and aided students interested in pursuing a minor or concentration in Latino Media and Communication

Service to the Program

PRAD Program Assessment Chair (2020-2023)

- Responsible to assess PRAD BA and MA programs based on learning outcomes
- Previously ad-hoc committee member (February 2020-June 2020)

Advertising Innovation Ad Hoc Committee member (2018-2020)

- Developed a comprehensive framework for increasing enrollment in PRAD
- Developed a new academic minor (Advertising Creative)
- Planned a certificate in advertising creative for non-degree seeking students aimed at industry professionals
- Developed an advertising summer program for students from diverse backgrounds

Adjunct Faculty Review Committee (January 2018 – July 2019)

- Reviewed the teaching and service performance on term (non-tenure-track, full time) faculty in the college of communication.

Public Relations and Advertising BA and MA program review ad-hoc committee member (January – June 2019)

Co-Chair Tenure Track Advertising Positions Search Committee (August- December 2018)

- Recruited candidates, coordinate and lead video interviews and prepare shortlist to present to the College of Communication Dean and tenure-track faculty
- Lead the committee in preparing candidate visits, conducting evaluation of candidates, providing hiring recommendations and informing the tenure-track faculty discussion and vote

Full Time Advertising Positions Search Committee (August- December 2017)

- Conducted evaluation of candidates, provided hiring recommendations

Service to Academia

Advertising Division Executive Committee Member (AEJMC – 2018-2022)

- Helped plan and organize division's members.
- Chair of the Graduate Paper Student Competition (2018-2019)
- Advertising Division Research Chair (2019-2020)
- Advertising Division Vice Head (2020-2021)

Journal Reviewer

International Journal of Retail & Distribution Management, International Journal of Advertising, Journal of Retailing and Consumer Services, International Journal of Hospitality Management, Social Media + Society, Journal of Interactive Advertising, Journal of Marketing Theory and Practice, Food Science, and Natural Resources Forum a United Nations Sustainable Development Journal, Journal of Marketing Communications, Journal of Advertising Education.

Conference Reviewer

American Academy of Advertising, Association for Educators of Journalism and Mass Communication, International Communication Association, American Collegiate Retailing Association.

Journal of Advertising Education Editing Board (2021-)

REFERENCES

Dr. Patricia Huddleston

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Advertising + Public Relations
Michigan State University
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Dr. Maria DeMoya

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