

Jane E. Machin

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EDUCATION

2022	M.F.A.	Design Thinking, Radford University
2006	Ph.D.	Marketing, The Wharton School, University of Pennsylvania <i>Recipient of The Thouron Award, full tuition scholarship and stipend</i>
1995	B.A. (Hon)	German, Russian and Business Studies, University of Wales, Swansea <i>Recipient of The Ewain Group Undergraduate Scholarship</i>

TEACHING EXPERIENCE

2019 - present **Associate Professor Marketing (with tenure),**
Davis College of Business and Economics, Radford University

2013 – 2019 **Assistant Professor Marketing,**
Davis College of Business and Economics, Radford University

Courses taught at Radford University	<u>Course Title</u>	<u>Level</u>	<u>Modality</u>	<u>Notes</u>
	Marketing Strategy	MBA	Online	Redesigned
	Creativity in Business	MBA	Online	New
	Creativity and Innovation	Undergraduate	In Person & Online	Citizen Leader & CURE*
	Engaging Innovation	Undergraduate	In Person	New
	Maker Experiences	Undergraduate	In Person	New
	Advertising Strategy	Undergraduate	In Person & Online	CURE*
	Marketing Principles	Undergraduate	In Person & Online	
	Integrated Marketing Comm	Undergraduate	In Person & Online	

Radford University Global Index Teaching 4.42 (out of 5)

* Course Based Undergraduate Research Experience

2006 – 2013	Assistant Professor Marketing,	Pamplin College of Business, Virginia Tech		
Courses taught at Virginia Tech	Marketing Strategy	Executive MBA	In Person	
	Advertising Strategy	Undergraduate	In Person	
	Marketing Communication	Undergraduate	In Person	
	Consumer Behavior	Ph.D.	In Person	
	Promotion Strategy	MBA	In Person	

Virginia Tech Undergraduate Courses Overall Rating of 4.61 (out of 5)
Virginia Tech Graduate Courses Overall Rating of 4.8 (out of 5)

TEACHING AWARDS AND NOMINATIONS

2020	Donald N. Dedmon Distinguished Teaching Professor Award, Radford University
2019	Master Teacher Award, Marketing Management Association
2017	Outstanding Faculty Award, Radford University, Davis College of Business and Economics
2016	Cengage Ferrell Innovations in Teaching Award at the Society for Marketing Advances
2011	CASE District III Awards Program Grand Award Winner for Creative Partnership Award
2010	Warren Lloyd Holtzman Outstanding Educator Award, Pamplin College of Business
2010	XCaliber Award for Excellence in Creating and Applying Technologies on a team project
2010	Pamplin College of Business Certificate of Teaching Excellence
2009	Favorite faculty, Virginia Tech University Honors Program
2009	Elected to be the Faculty Speaker at Pamplin College of Business Graduation Ceremony

STUDENT SUPERVISION

- 2019 – present Master’s Thesis Committee Member, Design Thinking MFA Program
- 2014 – present Faculty advisor to undergraduate marketing major students (25 each semester)
- 2016 – present Faculty advisor to Honors Capstone Project students (1 per semester)
- 2016 – present Independent Study advisor to undergraduate students (2 per semester)
- 2017 – 2020 Faculty advisor to 40 students in the Community of Makers, a Living Learning Community
- 2017 Faculty advisor to 12 cross-disciplinary teams in The Design Sprint, Another Limited Rebellion
- 2016 – 2019 Faculty advisor to student team developing the 2016 Innovation Competition winning proposal
- 2016 – 2018 Faculty advisor for Radford University Chapter of American Marketing Association
- 2016 – 2017 Formal advisor to “Idea Riser Winner Circle” (8 students)
- 2015 – 2017 Faculty supervisor for a graduate Marketing internship students
- 2008 – 2010 Communications Team Leader, Virginia Tech entry 2009 US Solar Decathlon and 2010 European Solar Decathlon. Developed <https://lumenhaus.com>. Won the European Solar Decathlon.
- 2012 Doctoral Committee Member for Ashley Holmes, Human Foods and Nutrition
- 2013 Doctoral Committee Member for Emily Moscato, Marketing
- 2014 – 2015 Faculty advisor to Pamplin College of Business Marketing Club
- 2014 – 2015 Faculty advisor to Delta Sigma Pi Business Fraternity
- 2014 – 2015 Faculty advisor to Industrial Designers Society of America
- 2011 – 2013 Faculty advisor to National Agri-Marketing Association

SCHOLARLY ACTIVITY

Journal Publications and Book Chapters

- 2022 **Machin, Jane E.**, Mirabito, A Adkins, N., Crosby, B, Farrell, J. R., “Taming Complex Problems Using the Problem Solution Impact (PSI) Research Process Model”, *Journal of Consumer Affairs*, forthcoming.
- 2022 **Machin, Jane E.** Brister, Teri, Bossarte, Robert, Drenten, Jenna, Hill, Ronald, Holland, Deborah, Martik, Maria, Mulder, Mark, Viswanathan, Madhubalan, Yeh, Marie, Mirabito, Ann, Farrell, Justine Crosby, Elizabeth, Adkins, Natalie Ross, “Conversations about Conducting Marketing Research in Mental Health,” *Journal of Consumer Marketing*, forthcoming.
- 2022 Mirabito, A., **Machin, Jane E.**, Adkins, N., Crosby, B, Farrell, J. R., “Mental Health and the Marketplace: A Research Agenda” (Editorial), *Journal of Consumer Marketing*, forthcoming.
- 2022 **Machin, Jane E.**, “Leveraging Design Thinking to Improve College Student Mental Health,” in K. Straker and C. Wrigley (Eds.) *Research Handbook on Design Thinking: Interdisciplinary Perspectives*, 2022, Edward Elgar Publishing, forthcoming.
- 2021 **Machin, Jane E.**, Moscato, E., Dadzie, C. Visualizing Food: Photography as a Design Thinking Tool to Generate Innovative Food Experiences That Improve Food Well-Being. *European Journal of Marketing*, Jan 27, 2021.
- 2021 **Machin, Jane E.**, (2021). “Food Well-Being in The Higher Education Sector,” in Wided Batat (Ed.), *Design Thinking for Food Well-Being 2021*, pp 167-191, Springer International.
- 2019 **Machin, Jane E.**, Adkins, N. R., Crosby, E., Farrell, J. R., & Mirabito, A. M. “The marketplace, mental well-being, and me: Exploring self-efficacy, self-esteem, and self-compassion in consumer coping.” *Journal of Business Research* 100 (C), 410-420
- 2019 **Machin, Jane E.**, Mirabito, A.M. and Adkins, N., Crosby, E., Farrell, J. R “Coping With Stress in Real Estate,” *Keller Center Research Report*, 12 (2)

- 2018 **Machin, Jane E.** "Innovating By Design." *Marketing Education Review*, 28(2), 67–68
- 2018 Moscato, Emily M., and **Machin, Jane E.**, "Mother natural: Motivations and associations for consuming natural foods." *Appetite* 121, 18-28.
- 2016 **Machin, Jane E.**, Mirabito, A.M. and Adkins, N. "The Stigma Turbine: (De)Stigmatization in the Real Estate Market," *Keller Center Research Report*, 9(4) Lead Article.
- 2016 **Machin, Jane E.**, "Choosing by Selecting or Rejecting: How Decision Strategy Influences Satisfaction," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining*, 29, 26-31
- 2016 Mirabito, A., Otnes, C., Crosby, E., Wooten, D., **Machin, Jane E.**, Pullig, C., Adkins, N., Dunnett, S., Hamilton, K., Thomas, K., Yeh, M., Davis, C., Gollnhofer, J., Grover, A., Matias, J., Mitchell, "The (de)Stigma Turbine: A New Model to Understand Stigma and the Marketplace," *Journal of Public Policy and Marketing*. 35.2 (2016) 170-184. *Lead Article*.
- 2016 **Machin, Jane E.**, "Show, Don't Tell: Using Photographic "Snapsignments" To Advance and Assess Creative Problem Solving," *Marketing Education Review*, 26(1), 8-13.
- 2013 Holmes, Ashley S., Serrano, E. J, **Machin, Jane E.**, Duetsch, T. Davis C. (2013), "Effect of Different Children's Menu Labeling Designs on Family Purchases," *Appetite*, 62, 198-202
- 2011 Block, Lauren G., Grier, S., Davis B., Ebert, J., Kumanyika, S., Laczniak, R., **Machin, Jane E.**, Motley, C., Peracchio, L., Pettigrew, S., Scott, M., Ginkel Bieshaar, M., "From Nutrients to Nurturance: A Conceptual Introduction to Food Well-being," *Journal of Public Policy and Marketing*, 30(1), 5-13. *Winner of the 2014 Thomas C. Kinneer Journal of Public Policy & Marketing Award*
- 2005 **Machin, Jane E.** and Gavan J. Fitzsimons, "Marketing by Mistake: The Unintended Consequences of Consumer Research." in Kardes, F. R., Herr, P. M., & Nantel, J. (Eds.), *Applying Social Cognition to Consumer-focused Strategy*, Mahwah, NJ: Lawrence Erlbaum Associates.

Peer Reviewed Conference Proceedings

- 2022 Mirabito, A., **Machin, Jane E.**, Adkins, N., Crosby, B, Farrell, J. R., Answering the Call: Conducting Research on Mental Health, Public Policy and the Marketplace, *2022 Marketing and Public Policy Conference*, vol. 32, pp. Ann Mirabito, Stacey Finkelstein, Marie Yeh (Ed.), American Marketing Association
- 2022 **Machin, J. E.**, Double Your Creativity Skills in under One Hour, *2022 Conference for Higher Education Pedagogy*, Blacksburg VA, February 2022
- 2021 **Machin, J. E.**, How Design Thinking Can Help Create Innovative Digital Food Experiences for Consumer Well-Being. *2021 Marketing and Public Policy Conference*, vol. 31, pp. 2-6, Remi Trudel and Katherine White (Ed.), American Marketing Association
- 2020 **Machin, J. E.**, Mirabito, A., Adkins, N., Crosby, B. Stepping in Stigmatized Shoes, *Proceedings Marketing and Public Policy Conference*, vol. 30, pp. 44-46, Mitchell Hamilton, Myla Bui, David W. Stewart (Ed.) American Marketing Association.

- 2020 **Machin, J. E.** Strolling in Shoppers' Shoes: Designing and Using Simulation Activities to Improve Empathy and Consumer Insight. *Marketing Educators' Association*, 44th ed., Jennifer Zarasosa and Sarah Fischbach (Ed.),
- 2019 **Machin, Jane E.**, "Quantity is Better than Quality: Improving Creativity through Journaling," *Proceedings of 2019 Marketing Educators Association Conference*, Sarah Fischbach and Jennifer Zarasosa (Eds.), 2019, 43 (7-8).
- 2019 **Machin, Jane E.**, "When the Class is the Crowd: Capturing the Wisdom within a Mass Class to Increase Student Engagement and Creativity in Applied Problem-Solving Assignments," *Proceedings of 2019 Marketing Educators Association Conference*, Sarah Fischbach and Jennifer Zarasosa (Eds.), 2019, 43 (13-14).
- 2019 **Machin, Jane E.**, Adkins, N. R., Crosby, E., Farrell, J. R., & Mirabito, A. M. "Using Self-Compassion to Cope with Mental Disorders," *Health Research Forum*, Waco TX
- 2019 **Machin, Jane E.**, Adkins, N. R., Crosby, E., Farrell, J. R., & Mirabito, A. M. "The marketplace, mental well-being, and me," *Association for Marketing and Healthcare Research 2019 Conference Proceedings*, Michael Weber (Ed.).
- 2018 **Machin, Jane E.**, "Play With A Purpose: Designing and Implementing Game Based Learning in the Higher Education Classroom", *Proceedings of the 10th Annual Conference on Higher Education Pedagogy*, Leslie Williams, (Ed.), Blacksburg VA.
- 2018 **Machin, Jane E.**, "Learning Is Not a Spectator Sport. How Might We Incorporate Role-Play in Large Classes?" *Proceedings of the 2018 Conference on Teaching Large Classes*, Leslie Williams, (Ed.), Blacksburg VA.
- 2017 **Machin, Jane E.**, "Quantity is Better than Quality: Improving Creativity through Journaling," *Proceedings of the 8th Annual Conference on Higher Education Pedagogy*, Danielle Lusk (Ed.), Blacksburg VA.
- 2016 **Machin, Jane E.**, "The Crowd Project: Using Crowdsourcing Best Practice to Increase Engagement and Creative Output," *Proceedings of 2016 Society for Marketing Advances Conference*, Jie G. Fowler (Ed.), 2016, 167.
- 2016 **Machin, Jane E.**, "When the Class is the Crowd: Capturing the Wisdom within a Mass Class to Increase Student Engagement and Creativity in Applied Problem Solving Assignments," *Proceedings of the Conference on Teaching Large Classes*, Peter Doolittle, PhD (Ed.), 2, 53-54.
- 2016 **Machin, Jane E.**, Mirabito, A., Otnes, C., Crosby, E., Wooten, D., Pullig, C., Adkins, N., Dunnett, S., Hamilton, K., Thomas, K., Yeh, M., Davis, C., Gollnhofer, J., Grover, A., Matias, J., Mitchell, N., Nichu, E., Sayarh, N., Velagaleti, S., "The Stigma Turbine: Generating Policy Prescriptions for (De)Stigmatization in the Marketplace," *Transformative Consumer Research Conference Proceedings*, David W. Stewart (Ed.), Chicago, IL: American Marketing Association.
- 2016 **Machin, Jane E.**, "Selection or Rejection? Investigating the Role of Behavioral Decision Theory in Satisfaction," *Proceedings of the 2016 Satisfaction, Dissatisfaction and Complaining Behavior Conference*, Gillian Naylor, PhD (Ed.).
- 2015 **Machin, Jane E.** (2016). "Choosing Your Poison: How Rejecting Unwanted Options Can Help Reduce Chronic Diseases," *Association for Marketing and Healthcare Research 2016 Conference Proceedings*, Michael Weber (Ed.), 41-42.

- 2015 **Machin, Jane E.**, Moscato, E., Carlton, E., "Naturally Persuasive: Embracing Consumer Perceptions Of Natural To Advance Food Well-Being," *Proceedings of Marketing and Public Policy Conference*, American Marketing Association, Washington DC.
- 2015 **Machin, Jane E.**, "A Picture Speaks a Thousand Words: Using Photographic "Snapshots" to Effectively and Efficiently Assess Higher Order Cognitive Skills," *Proceedings of the Conference on Teaching Large Classes*, Peter Doolittle, (Ed.), 1.
- 2010 Jiao, Jenny and **Machin, Jane E** (2010), "Negative Dimensions Of Brand Personality", in *Advances in Consumer Research*, 38.
- 2009 **Machin, Jane E** and Yong Wan Park (2009), "Rejection is Good For Your Health: The Influence of Decision Strategy on Food and Drink Choices" in *Advances in Consumer Research*, 37.
- 2008 **Machin, Jane E.**, "Choosing By Selecting Or Rejecting: How Decision Strategy Influences Consumer Satisfaction", *Advances in Consumer Research*, 36.
- 2006 **Machin, Jane E.**, "Identity Shifts and the Decision to Consume," *Advances in Consumer Research*, 33.

Conference Presentations

- 2022 **Machin, Jane E., Ann**, Adkins, N., Mirabito, A., Crosby, E., Rapp, J., "Defining Mental Well-Being," *Association for Marketing and Health Care Research Conference*, Park City, UT, March 2022.
- 2021 **Machin, Jane E., Ann**, Adkins, N., Mirabito, A., Crosby, E., Rapp, J., "Knowledge Forum on Mental Health and Marketing," *Association for Consumer Research Conference*, Virtual, October 30, 2021.
- 2021 **Machin, Jane E.** "Double Your Divergent Thinking Skills in 40 Minutes," *Creativity Conference*, Virtual, July 9, 2021.
- 2021 **Machin, Jane E.**, Adkins, N., Mirabito, A., Crosby, E., Rapp, J., "Virtually Stepping in Stigmatized Shoes," *Transformative Consumer Research Conference* Virtual, June 28-29, 2021.
- 2021 **Mirabito, Ann**, Adkins, N., **Machin, Jane E.**, Crosby, E., Rapp, J., "Fresh Perspectives on Consumer Journeys in Healthcare," *Marketing and Public Policy Conference*, Virtual, June 25, 2021.
- 2021 **Machin, Jane E.**, Moscato, E, Ashman, R., "Photography in Food Well-Being and Design Thinking," *Marketing and Public Policy Conference*, Virtual, June 24, 2021.
- 2021 **Machin, Jane E.**, B. Love., "How Design Thinking Can Help Create Innovative Digital Food Experiences," *Marketing and Public Policy Conference*, Virtual, June 24, 2021.
- 2021 **Machin, Jane E.**, Rich Gruss, Dale Henderson, "Vision and Mission Statements of For Profit versus Non Profit Organizations," *Appalachian Business Conference*, March 26, 2021.
- 2021 Mirabito, A., **Machin, Jane E.**, Adkins, N., Crosby, B, Farrell, J. R., Buyers' Quest for Mental Health Care, *Society for Consumer Psychology Conference*, March 4, 2021

- 2021 Machin, Jane E., Schirr, G.R., Thakkar, M.B., "In The Field: Effective experiential Learning with Client Partners," *Conference on Higher Education Pedagogy*, Blacksburg, VA, February 5, 2021
- 2020 **Machin, Jane E.**, Adkins, N., Mirabito, A., Crosby, E., "Stepping in Stigmatized Shoes," *Virtual, Marketing and Public Policy Conference*, May 28, 2020.
- 2020 Courtenay Kaplan and **Machin, Jane E.**, "Rejecting to Riches," Virginia Conference on Undergraduate Research and Creative Activity, Hampden, VA, January 25, 2020.
- 2019 **Machin, Jane E.**, Fall Educators Conference, "Innovative Teaching Methods," Marketing Management Association, Santa Fe, NM. (September 18, 2019). *Winner: Most Innovative Teacher*
- 2019 Adkins, N. R., **Machin, Jane E.**, Crosby, E., Farrell, J. R., & Mirabito, A. M (2019) "Using Self-Compassion to Cope with Mental Disorders," *Health Research Forum*, Waco TX
- 2019 **Machin, Jane E** "Quantity is Better than Quality: Improving Creativity through Journaling", **Creativity Conference, Oregon**, Aug 6, 2019
- 2019 **Machin, Jane E.**, "Designing a Diverse and Dynamic Residential Learning Community.," **Residential Learning Communities Conference** Elon University, NC, June 17, 2019.
- 2019 **Machin, Jane E.**, Adkins, N., Mirabito, A., Crosby, E., Rapp, J., **Transformative Consumer Research Conference**, "Stepping in Stigmatized Shoes," *Association for Consumer Research*, Florida State University, April 19, 2019.
- 2019 **Machin, Jane E** "Quantity is Better than Quality: Improving Creativity through Journaling", **Marketing Educators Association**, Phoenix, AZ, April 5, 2019
- 2019 **Machin, Jane E** "When the Class is the Crowd," **Marketing Educators Association**, Phoenix, AZ, April 5, 2019
- 2019 **Machin, Jane E.**, Mirabito, A., Ross Adkins, N., Crosby, E., Rapp, J., "Consumer's Self Concept Goals Influence Their Ability to Manage Stress," **Association for Marketing and Health Care Research**, Jackson Hole, WY, Feb 28, 2019
- 2018 **Machin, Jane E.**, Mirabito, A., Ross Adkins, N., Crosby, E., Rapp, J., "Marketplace, Mental Illness and Me: Exploring Self-Esteem, Self-Compassion and Self-Efficacy in Consumer Wellbeing," **Marketing and Public Policy Conference**, Columbus OH, June 9 2018.
- 2018 **Machin, Jane E** "Learning Is Not a Spectator Sport. How Might We Incorporate Role-Play in Large Classes?", **Conference on Teaching Large Classes**, Blacksburg VA, February 2018
- 2018 **Machin, Jane E** "Play With A Purpose: Designing Game Based Learning in the Higher Education Classroom", **Conference on Higher Education Pedagogy**, Blacksburg, VA, February 2018
- 2017 **Machin, Jane E.**, Adkins, N., Mirabito, A., Crosby, E., Rapp, J., **Transformative Research Conference**, "Exploring their Stories: The Role and Impact of Narratives in the Stigmatization Process," *Association for Consumer Research*, Cornell University June 2017.
- 2017 **Machin, Jane E** "Quantity is Better than Quality: Improving Creativity through Journaling", *Conference on Higher Education Pedagogy*, , Blacksburg VA, February 2017,
- 2016 **Machin, Jane E.**, "The Crowd Project," Atlanta, *Society of Marketing Advances* November 3, Won

the Cengage Pride/Ferrell Innovations in Teaching Competition.

- 2016 **Machin, Jane E**, "When the Class is the Crowd: Capturing the Wisdom within a Mass Class to Increase Student Engagement and Creativity in Applied Problem-Solving Assignments," *Conference on Teaching Large Classes*, Blacksburg Virginia. July 2016.
- 2016 **Machin, Jane E** (Co-Presenter), Adkins-Drake, N. R. (Co-Presenter), Mirabito, A., Otnes, C., Crosby, E., Wooten, D., Pullig, C., Thomas, K., Davis, C., Gollnhofer, J., Hamilton, K., Mitchell, N., Ndichu, E., Velagaelti, S., "The Stigma Turbine: Generating Policy Prescriptions for (De)Stigmatization in the Marketplace," *Marketing and Public Policy Conference*, American Marketing Association, San Luis Obispo, CA. June 24 2016.
- 2016 **Machin, Jane E**, "Choosing by Selecting or Rejecting: How Decision Strategy Influences Consumer Satisfaction.," *Consumer Satisfaction Dissatisfaction & Complaining Behavior Conference*, New Orleans. June 16 2016.
- 2016 **Machin, Jane E.**, "Choosing Your Poison: How Rejecting Unwanted Options To Reduce Chronic Diseases," *Association for Marketing and Healthcare Research*, Crested Butte, CO., February 25 2016.
- 2015 **Machin, Jane E.**, , "A Picture Speaks a Thousand Words: Using Photographic "Snapsignments" to Effectively and Efficiently Assess Higher Order Cognitive Skills," *Teaching Large Classes*, Blacksburg, VA, July 25 2015.
- 2015 Moscato, E., **Machin, Jane E.**, Carlton, E., , "Naturally Persuasive: Embracing Consumer Perceptions Of Natural To Advance Food Well-Being," *Marketing and Public Policy Conference* American Marketing Association, Washington DC, June 5, 2015.
- 2015 **Machin, Jane E**, "Stigma and Marketer/Marketplace Practices," *Transformative Consumer Research Conference* Villanova PA, May 2015.
- 2013 **Machin, Jane E** and Emily Moscato, "Capturing Natural: Understanding Relationships between Health and Claims of Natural in Food and Drink Consumption," *Translational Research to Solve Obesity Conference*, Blacksburg, VA, June 17 2013.
- 2013 Moscato, Emily and **Machin, Jane E** "Capturing Natural: Understanding Relationships between Health and Claims of in Food and Drink Consumption," *Marketing and Public Policy Conference*, Washington DC, May 31 2013.
- 2010 Jiao, Jenny and **Machin, Jane E.**, "Negative Dimensions Of Brand Personality," *Association for Consumer Research Conference*, October 2010.
- 2010 **Machin, Jane E.**, Nakamoto, K., Jiao, J., "Decision strategy, certainty and satisfaction among presidential voters" *Marketing and Public Policy Conference*, Denver, May 2010.
- 2009 **Machin, Jane E.** and Yong Wan Park (), "Rejection is Good For Your Health: The Influence of Decision Strategy on Food and Drink Choices" *Association for Consumer Research Conference*, Pittsburgh, October 2009
- 2009 **Machin, Jane E.**, and Chen, Hui Yun, "Comparative Advertising and Decision Strategy", *Association for Consumer Research Conference*, Pittsburgh, October 2009.
- 2009 Lauren Block, Terry Childers, Brennan Davis, Jane Ebert, Sonya Grier, Shiriki Kumanyika , Russ Laczniak, **Jane E. Machin**, Carol Motley, Laura Peracchio, Simone Pettigrew, Maura Scott,

- Mirjam van Ginkel Bieshaar (2009) *Transformative Consumer Research Conference Villanova, PA. June 2009.*
- 2008 **Machin, Jane E.**, "Choosing By Selecting Or Rejecting: How Decision Strategy Influences Consumer Satisfaction" *Special Session at the 2008 Association for Consumer Research*, San Francisco, California.
- 2006 **Machin, Jane E.**, "Identity Shifts and the Decision to Consume," *Association for Consumer Research*, Orlando FL.
- 2005 Bolton, Lilie and **Machin, Jane E.**, "Consumer Research in a New Media World: Analyzing Bulletin Board Content", *Marketing Science Institute*, Fall 2005

Manuscripts Under Preparation or Review

- 2022 **Machin, Jane E.**, Mirabito, A Adkins, N., Crosby, B, Farrell, J. R., "Mental Disorders and Marketing: A 50-Year Scoping Review," **revision invited** from *Journal of Public Policy and Marketing*, May 2022
- 2022 **Machin, Jane E.** and Hawkins, T., "Succeeding at Failing" manuscript under review at *Journal of Marketing Management*, Nov 1 2021.
- 2022 Mirabito, A., **Machin, Jane E.**, Adkins, N., Crosby, B, Farrell, J. R., (2021), "Buyers' Quest for Mental Health Care", manuscript under preparation to *Journal of Marketing*, Spring 2022
- 2022 **Machin, Jane E.**, Moscato, E., Gruss, R., "What Should the Food Label Natural Mean? An AI analysis of the FDA Request for Comment Submissions," manuscript under preparation for *Foods*, Aug 2021
- 2022 **Machin, Jane E.**, "Quantity is Better than Quality: Improving Creativity through Journaling," manuscript ready for submission to *Marketing Education Review*, April 2022
- 2023 **Machin, Jane E.**, "Rejecting Your Way to Riches," manuscript under preparation for submission to *Journal of Association of Consumer Research*

Grant Awards

- 2022 **Jane E. Machin**, Bossarte, R., Ginley, M., Rushing, B., "Project Damson: Convening Stakeholder Support for Appalachian Student Mental Health," *Patient Centered Outcomes Research Institute* Engagement Award, \$100,000 requested.
- 2021 Bossarte, Robert, Schueller, S., **Machin Jane E.**, Ginley, M., Richards, D., Kessler, R., Luedtke, A., (applied) Mair, P., "Comparative Effectiveness of Best Practices, Mental Health Apps for College Students," *National Institutes of Health*, \$3,293,573 requested.
- 2020 **Machin, Jane E.**, Ann M. Mirabito, Natalie Ross Adkins, Elizabeth Crosby, Nadine Hartig, Sarah (funded) Hastings, Paige Walters, Joshua Morriss, Brett Bowker, "Stigmatized Shoes: A Simulation to Reduce Stigma Against Mental Illness," *Association for Consumer Research*, \$2,000 Award.
- 2020 **Machin, Jane E.**, "Davis College Internal Research Grant," Davis College of Business and (funded) Economics, Radford University, \$2,500 Award.

- 2020 **Machin, Jane E.**, "Stigmatized Shoes: An Augmented Reality Simulation," Center for Innovation and Analytics, Davis College, Radford University, \$1,000 Award.
(funded)
- 2020 **Machin, Jane E.**, "Stepping in Stigmatized Shoes: A Simulation To Reduce Stigma Against Mental Illness," Sponsored Programs and Grants Management, Radford University, \$10,000 Award.
(funded)
- 2019 **Machin, Jane E.**, "Designing a Diverse and Dynamic Living Learning Community," Radford University Office of High Impact Practices, \$1,000 Award.
(funded)
- 2018 **Machin, Jane E.**, "Drunk Busters," Davis College, Center for Innovation and Analytics, Radford University, \$2,087 Award.
(funded)
- 2017 **Machin, Jane E.**, Farhat, Daniel F., "Innovation Evenings 1-credit Course," Davis College Center for Innovation and Analytics, Radford University, \$2,000 Award.
(funded)
- 2017 **Machin, Jane E.**, Farhat, Daniel F., "In Class Group Facilitation", Davis College Center for Innovation and Analytics, Radford University, \$2,299 Award.
(funded)
- 2017 **Machin, Jane E.**, "Observation" Davis College, Center for Innovation and Analytics, Radford University, \$1,300 Award.
(funded)
- 2017 **Machin, Jane E.**, Radford University Classroom Enhancement Grant, "Scratch That! Using The Immediate Feedback Assessment Technique To Promote In Class Engagement, Learning and Retention," Radford University Office of High Impact Practices, \$995 Award.
(funded)
- 2017 **Machin, Jane E.**, Radford University Classroom Enhancement Grant, "Play To Learn," Radford University Office of High Impact Practices, \$350 Award.
(funded)
- 2016 **Machin, Jane E.**, Radford University Classroom Enhancement Grant, "Experience Dyslexia," Radford University Office of High Impact Practices, \$500 Award.
(funded)
- 2016 **Machin, Jane E.**, Radford University Classroom Enhancement Grant, "Escape!" Radford University Office of High Impact Practices, \$500 Award.
(funded)
- 2016 **Machin, Jane E.**, "Assessing the Effectiveness of Assignments Designed to Improve Creativity Skills," Radford University Office of Academic Assessment, \$1,653 Award.
(funded)
- 2016 **Machin, Jane E.**, "Positively Negative: Using Rejection Based Decision Making to Improve Consumer Health and Wealth," Davis College Research Award, \$6,400 Award..
(funded)
- 2016 **Machin, Jane E.**, Jerry Kopf, Daniel Farhat and Steven Childers, "The Innovation Playground" Davis College of Business and Economics Radford University, \$10,000 Award.
(funded)
- 2014 **Machin, Jane E.**, "Understanding the Relationship between Health Claims of 'Natural' on Food Consumption among Mothers and Mothers-to-be," Radford University, \$10,000 Award.
(funded)
- 2013 **Machin, Jane E.**, George Davis and Elena Serrano, "Understanding the relationship of Natural Label and Obesity," Institute for Society, Culture, and Environment (ISCE) and the Fralin Life Sciences Institute, Virginia Tech, \$13,714 Award.
(funded)
- 2011 Serrano, Elena, **Jane E. Machin**, G. Davis, D. Jones, K Hosig, S. Burkett and A. Holmes. "Nutrition Labeling at Restaurants: Determining the Most Effective Menu Labeling Format for Developing
(funded)

and Evaluating Point-of-Purchase Training, Educational, and Marketing Materials for Extension” (\$), Virginia Tech College of Agriculture and Life Sciences Competitive Grant, \$36,751 Award.

PROFESSIONAL DEVELOPMENT ACTIVITIES

Professional Conference Attendance

- 2021 Creativity Conference, Virtual, July 8-11, 2021
- 2021 Marketing and Public Policy Conference (MPPC), Washington DC, June 24-26, 2021.
- 2021 Theory and Practice in Marketing, Virtual, June 9-10, 2021
- 2021 Transformative Consumer Research (TCR), Virtual, June 28-29, 2021.
- 2021 Activate Live 2021, Iterable, Virtual, April 8, 2021.
- 2021 Experience Design: The New Imperative, Virtual, AMA, April 13-15, 2021.
- 2021 Society for Consumer Psychology (SCP), Virtual, March 6, 2021.
- 2021 Conference on Higher Education Pedagogy, Virtual, February 4-5, 2021
- 2021 Creativity Expert Exchange, Virtual, January 28-29, 2021.
- 2020 American Marketing Association (AMA), Virtual. August 18-20, 2020.
- 2020 Marketing and Public Policy Conference, Virtual, May 28-29, 2020
- 2020 Conference on Higher Education Pedagogy, Blacksburg, VA, Feb 5-7, 2020
- 2019 Marketing Management Association (MMA), Santa Fe, NM, September 18-20, 2019.
- 2019 Creativity Conference, Ashland, OR, July 11-14, 2019
- 2019 Residential Learning Communities Conference Elon University, NC, June 17, 2019.
- 2019 Transformative Consumer Research (TCR), Florida State University, April 19, 2019.
- 2019 Marketing Educators Association (MEA), Phoenix, AZ, April 4-6, 2019
- 2019 Conference on Teaching Large Classes, Blacksburg VA, Jan 31-Feb 3, 2019
- 2018 Marketing and Public Policy Conference (MPPC), Columbus OH, June 9 2018.
- 2018 Innovations in Pedagogy Summit, Charlottesville, VA, May 2, 2018
- 2018 Marketing Educators Association (MEA), Santa Fe, NM, April 19-31, 2018
- 2018 Conference on Teaching Large Classes, Blacksburg VA, February 2018
- 2018 Conference on Higher Education Pedagogy, Blacksburg, VA, February 2018
- 2017 Serious Play Conference, Fairfax, VA, July 17-19, 2021.
- 2017 Transformative Research Conference (TCR), Ithaca, NY, June 18-20, 2017.
- 2017 Conference on Higher Education Pedagogy, Blacksburg VA, February 2017,
- 2016 Society of Marketing Advances (SMA), Atlanta, November 3
- 2016 Conference on Teaching Large Classes, Blacksburg Virginia. July 2016.
- 2016 Marketing and Public Policy Conference (MPPC), San Luis Obispo, CA. June 24 2016.
- 2016 Consumer Satisfaction Dissatisfaction & Complaining Behavior Conference, New Orleans.
- 2016 Association for Marketing and Healthcare Research, Crested Butte, CO., February 25 2016.
- 2015 Teaching Large Classes, Blacksburg, VA, July 25 2015.
- 2015 Marketing and Public Policy Conference (MPPC), Washington DC, June 5, 2015.
- 2015 Transformative Consumer Research (TCR), Villanova PA, May 2015.
- 2013 Translational Research to Solve Obesity Conference, Blacksburg, VA, June 17 2013.
- 2013 Marketing and Public Policy Conference (MPPC), Washington DC, May 31 2013.
- 2010 Association for Consumer Research Conference (ACR), October 2010.
- 2010 Marketing and Public Policy Conference (MPPC), Denver, May 2010.
- 2009 Association for Consumer Research (ACR), Pittsburgh, October 2009
- 2009 Transformative Consumer Research (TCR), Villanova, PA. June 2009.
- 2008 Association for Consumer Research (ACR), San Francisco, California, October 2008
- 2006 Association for Consumer Research (ACR), Orlando FL, September, 2006

Diversity and Inclusion Development Activities

- 2021 Cultural Competence, Department of Human Resources, Commonwealth of Virginia, 6/8/2021
- 2021 Diversity Equity and Inclusion in Undergraduate Research and Creative Activity," Council for

- Undergraduate Research Conference. June 23-25, 2021.
- 2021 Diversity Equity and Inclusion: Practical Workshop," Council for Undergraduate Research, June 22, 2021.
- 2021 Elevate Research Course Design for BIPOC Students, Radford University, May 24 - June 18, 2021.
- 2020 Mental Health & DEI: Considerations for Inclusive Workplaces," Culture Amp & Mindshare Partners Workshop, June 1, 2020
- 2020 Mental Health First Aid Youth Course, National Council for Behavioral Health, January 16, 2020
- 2019 Committing to Diversity, Equity, and Inclusive Excellence," Radford University August 19, 2019.
- 2019 Sustainability Across the Curriculum Workshop, Radford University Sustainability Office, May 17, 2019.
- 2019 Virginia Regional Jail Volunteer Training Program," WSRJ and Radford University, January 16, 2019.
- 2018 SAFE Zone Ally Certification, February 8, 2018.
- 2017 Title IX Training, Law Room
- 2015 Tunnel of Oppression Workshop, April 7, 2015
- 2015 Title IX Training, May 6, 2015

Other Professional Development Activities

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|------|---|----------|
| 2021 | Advertising Education Foundation Visiting Professor Program, ANA, Virtual, June 7-11, 2021. | Workshop |
| 2021 | Elevate Research Faculty Course Design Institute, Virtual, May 24-June 18, 2021. | Workshop |
| 2021 | Behavior Change for Good Initiative, Virtual, Monthly. | Seminar |
| 2021 | Experience Innovation, Experience Point and IDEO, Virtual, Dec 2, 2020 – Mar 7, 2021. | Course |
| 2020 | Starting with Social Network Analysis, Udemy Virtual Course, June -Dec 2020. | Course |
| 2020 | A Beginner's Guide to Augmented Reality with Unity, Udemy Virtual Course, Mar-Dec 2020. | Course |
| 2020 | Qualitative Techniques for Social Media Research, Virtual, November 7, 2020. | Workshop |
| 2020 | PLS-SEM Workshop, Society for Marketing Advances, Virtual, November 5, 2020. | Workshop |
| 2020 | Grantsmanship Training, Hanover Research, Virtual, September 15-16, 2020. | Workshop |
| 2020 | Amplifying Engagement in Large Online Classrooms, Virtual, September 7, 2021. | Webinar |
| 2020 | Rapid Online Course Kit, Radford University, Virtual, July 1-28, 2020. | Course |
| 2019 | Hip Hop Relevant Pedagogy and Experiential Learning, Radford, VA, August 16, 2019. | Workshop |
| 2019 | Design Abilities of Creative Problem Solvers, Virtual, IDEO, Jan 14, 2021. | Tutorial |
| 2018 | Cybersecurity Training, March 27, 2018 | Workshop |
| 2016 | Designing the Future, FutureLearn, October 17 – November 20, 2016 | Course |
| 2016 | IBM Watson Analytics Training | Workshop |
| 2016 | Social Entrepreneurship, +Acumen and Fossil Foundation, | Course |
| 2016 | IdeaX Next Generation Instructional Design, September 23, 2016 | Workshop |
| 2016 | IRB Certification: Social and Behavioral Research August 11, 2016. | Training |
| 2016 | InfoEd IRB Management System Training, January 13, 2016 | Training |
| 2016 | Design Kit: Prototyping, +Acumen | Course |
| 2016 | Design Kit: Facilitator's Guide, +Acumen and IDEO | Course |
| 2015 | Design Kit: Human Centered Design, NOVOEd, March, 2015 | Course |
| 2015 | Storytelling for Change, NOVOEd, February 2015 | Course |
| 2014 | Dedoose Qualitative Software Management Training, July 2014 | Training |
| 2014 | Top Hat Classroom Management Training, December 11, 2014 | Training |
| 2014 | Exploring Play for Teaching, Future Learn, September 1 – November 2, 2014 | Course |
| 2014 | IRB Certification Training, June 2014 | Training |

SERVICE & LEADERSHIP

- 2021 – present Chair, Davis College Strategic Management Committee.
- 2021 – present Member, Study Advisory Committee (SAC), Appalachian Mind Health Initiative.
- 2021 – present Workshop Facilitator, [Experience Innovation|Learn](#) Workshop.
- 2020 – present Member, Radford University Student Health and Wellness Taskforce.
- 2019 – present Board Member, Citizen Leader Advisory Board.
- 2020 – present Faculty Fellow, Elevate Research Program.

- 2020 – present Co-Guest Editor, Special Issue of *Journal of Consumer Marketing* on Mental Health and Marketing.
- 2019 – 2021 Department Representative, Davis College Strategic Management Committee.
- 2019 – present Chair, Radford University Faculty Awards Committee.
- 2019 – present Peer Mentor for two junior marketing faculty members.
- 2019 – present Co-organizer, Davis College Research and Teaching Seminar.
- 2016 – present Board Member, Center for Innovative Teaching and Learning (CITL).
- 2016 – present Editorial Board Member, *Journal of Satisfaction, Dissatisfaction and Complaining Behavior*.
- 2015 – present Leader, Radford University Faculty Training Workshops on Design Thinking and Failure.
- 2014 – present Manager, Davis College Behavioral Lab and Subject Pool.
- 2014 – present Department Liaison, Radford University Library Committee.
- 2020 Mission/Vision Workshop Leader for Radford University Advancement.
- 2020 External Reviewer for Promotion and Tenure Committee, University of Texas, Permian Basin.
- 2018 – 2020 Faculty Lead, The Makers Living Learning Community
- 2018 – 2020 Manager, Peery Hall Campus Makerspace.
- 2018 – 2020 Organizer, BB&T Innovation Competition.
- 2018 – 2020 Chair, Radford University Makers Advisory Board.
- 2014 – 2019 Member, Innovation and Analytics Working Group.
- 2017 – 2020 Department Representative, Radford University Faculty Senate.
- 2017 – 2020 Chair, Campus Environment Faculty Senate Sub-Committee.
- 2018 – 2019 Member, Administrators with Faculty Appointments Working Group.
- 2018 Member, College of Business and Economics Dean Search Committee.
- 2017-2018 Guest Editor for Special Issue of *Marketing Education Review* on Teaching Innovations.
- 2017 – 2018 Member, Marketing Department Recruitment Committee.
- 2016-2018 Co-Chair, Branding Sub-Committee, Radford University 2024 Strategic Planning Committee.
- 2015 – 2017 Department Representative, Academic Assessment Committee, Radford University.
- 2012 – 2013 Department Representative, Assurance of Learning Committee, Virginia Tech.
- 2012 – 2013 Member, Task Force on Business Analytics, Virginia Tech.
- 2010 – 2013 Chair, Marketing Advisory Board, Virginia Tech.
- 2012 Member, Administrative Review Committee, Virginia Tech.
- 2009 – 2013 Member, Outreach Committee, Virginia Tech.
- 2007 – 2009 Member, Graduate Program Committee, Virginia Tech.

REVIEWING

Journal of Public Policy and Marketing
Marketing and Public Policy Conference
Journal of Consumer Psychology
Journal of Business Research
Association for Consumer Research
Sociological Methodology

Social Media in Hospitality and Tourism
Marketing Education Review
European Journal of Marketing
Journal of Promotion Management
Appetite

INDUSTRY EXPERIENCE

- 2020 -- present **Marketing Consultant**, Appalachian Mind Health Initiative, West Virginia University,
To provide expertise in marketing to improve recruitment and retention strategies and serve as a member of the Study Advisory Committee (SAC).
- 2018 – present **Design Thinking Consultant**, Central Intelligence Agency, Roanoke-Blacksburg Technology Council, Radford University, Coldstone Creamery, Blue Mobius Marketing.
Leading design thinking workshops to develop novel solutions to issues
- 2002 – present **Brand Development Consultant**, Gemini, GoPuff, TIAA, Pervida, Chase Bank, HSBC Insurance, Cortiva Institute, Pfizer, Inc, LG Electronics, Babycenter.com, Inverness Medical

Brand development, website design, consumer segmentation and insight generation services

1999 – 2001 **Category Development Manager**, Unilever PLC

Responsible for the global category development of the home fertility testing options, including launching products in Europe, India and Australia, identifying new market opportunities, maintaining global brand consistency and new product development.

1998 – 1999 **US Marketing Manager**, Unilever PLC

Responsible for the successful market launch of a multi-million-dollar new OTC fertility aid in the US, including production of new television, print and online commercials, establishment of a customer care center, training 100+ medical sales representatives, consumer insight research and development of packaging and retail sales material.

1995 – 1998 **UK Brand Manager**, Unilever PLC

Responsible for growing market share of the UK's number one home pregnancy testing kit. Oversaw a budget of over \$10 million dollars; developed new television and print campaign, new promotional materials and new retail packaging; responsible for consumer insight and sales research and new product development.

MEDIA ENGAGEMENT

- [Radford professor tackles food insecurity on college campuses in new writing](#), Radford News Journal. (March 16, 2021)
- [Using design thinking for solutions to food insecurity, food well-being](#), Radford University News and Events Website. (March 11, 2021).
- [Professor of marketing 'exemplifies the notion of a teacher-scholar'](#), Radford University News and Events Website. (October 19, 2020).
- [Mastering the Davis College Innovation Challenge](#), Radford University News and Events Website. (January 20, 2020).
- [Radford University Faculty Member Wins National Teaching Award](#), Radford University Facebook. (September 20, 2019)
- [Davis College Marketing faculty member wins 2019 Master Teacher Award](#), Radford University News and Events Website. (September 17, 2019).
- [How real estate professionals can manage stress](#), Radford University News and Events Website. (June 11, 2019).
- [How the marketplace can help individuals with mental disorders](#), Radford University News and Events Website. (April 3, 2019).
- [Ready Set Fail](#), Magazine, Valley Business Front. (February 2019).
- [Great ideas come to light at Davis College BB&T Innovation Competition](#), Radford University News and Events Website.
- [Brand Survival in The Trump Era](#), With Good Reason NPR Radio Show. (November 10, 2018).
- [How a Marketing Faculty Member Challenged Her Students To Create Board Games](#), Radford University News and Events Website. (November 7, 2018).

COMMUNITY OUTREACH

- 2021 Guest Speaker, Hong Kong Polytechnic Doctoral Marketing Research Symposium
- 2019 – present Creativity Instructor for inmates at Western Virginia Regional Jail, Salem, VA
- 2015 – present Guest Speaker, Roanoke-Blacksburg Technology Council
- 2020 External Reviewer, Lighthouse Labs Innovation Competition
- 2018 – 2020 Airport Acres Greenspace Committee Communications Chair
- 2018 Toys Like Me Volunteer
- 2017 Marketing Advisor, Trebel Fitness
- 2015 Reviewer, Town of Blacksburg Council
- 2012 Co-author, Fit Kids Menu: Marketing your Fit Kids Meals. *Virginia Cooperative Extension Publication*
- 2012 Co-author, Fit Kids Menu: Solving Childhood Obesity. *Virginia Cooperative Extension Publication*,
- 2012 Co-author, Fit Kids Menu: Making Your Kids Meals Healthier *Virginia Cooperative Extension*
- 2009-2012 Marketing Advisor, Rainbow Riders Childcare Center