

Dr. Leah Schneider

Lundquist College of Business, 423 Lillis
University of Oregon
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EDUCATION

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

Dissertation: "The Activist Tale of Emergent Crowds & Mobilized Communities: Investigating the Interplay Between Consumer Activism & Consumer Collectives" 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

Senior Instructor 1 of Marketing, Lundquist College of Business, University of Oregon
Marketing Management (MKTG 311) Summer 2016 – Present
-Asynchronous & Face to Face Courses
Marketing Management: Honors (MKTG 311H) Fall 2017 – Present
-Asynchronous & Face to Face Courses
Marketing Communications (MKTG 420) Fall 2013 – Present
-Asynchronous & Face to Face Courses
Marketing Value for Customers (BA 317) Fall 2015 – Present
-Asynchronous & Face to Face Courses
Consumer Behavior (MKTG 435) Winter & Spring 2014

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

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|---|-------------|
| 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

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

TEACHING DEVELOPMENT ACTIVITIES & CONTRIBUTIONS

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| Summer Teaching Institute – Guest Presenter/Teaching Demonstration | Summer 2021 |
| CAIT Fellow – TEP | AY 2020-2021 |
| Developed & Piloted 4 Asynchronous Courses -MKTG 311, MKTG 311 – Honors, MKTG 420, BA 317 | 2018 – 2020 |
| Remote Teaching Seminar Presenter – Lundquist College of Business | Summer 2020 |
| Online Course Walkthrough Demonstration– TEP | Summer 2020 |
| Summer Teaching Institute – Online Pathway | Summer 2018 |

ACADEMIC SERVICE

University of Oregon

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|---|------|
| Distinguished Teaching Awards – Committee Member | 2022 |
| Executive Vice Provost of Academic Affairs – Search Committee | 2019 |

Lundquist College of Business

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| Academic Council – Career Faculty Representative | 2022 |
| Marketing Dept. Peer Teaching Evaluations Coordinator | 2022 |
| Online Advisory Committee – Member | 2020 – Present |
| Honors Student Thesis Committee Member <i>Carson Miller: The Fenty Effect: A Case Study of the Fusion on Celebrity, Luxury, and Inclusivity</i> | 2022 |
| Honors Student Thesis Committee Member <i>Morgan Heinrich: When the Center Doesn't Hold Anymore: The Evolution of the Jordan Brand</i> | 2021 |
| Marketing Dept. Curriculum Review Committee Head | 2019 |
| MKTG 311 Course Coordinator | 2018 – Present |
| UO American Marketing Association Faculty Advisor | 2017 – Present |
| Marketing Department Course Transfer Equivalency Evaluator | 2015 – 2021 |
| Honors Student Thesis Committee Member <i>Emily Chinn: Essentials of Branded Event Marketing</i> | 2017 |

York University

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| 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

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| 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

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| UO Distinguished Teaching Award: Herman Award for Outstanding Online Education | 2021 |
| Lundquist College of Business Online Teaching Development Stipend | Summer 2020 |
| 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 |

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.

PROFESSIONAL CERTIFICATIONS

Hootsuite Social Marketing Certification

January 2020

SCHOLARLY MEMBERSHIP

Member, American Marketing Association
Member, Association for Consumer Research

CONSULTING

Dee Etzilwer, Marching in their Footsteps Jan – July 2020

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