

120 Lonnie Ln. Apt. 54  
Americus Ga.

Phone: (229) 931-2883  
Home: (956) 566-4804  
E-mail: cmaldonado57@yahoo.com

## Cecilia Maldonado

---

Education	Doctor of Philosophy in International Business in Marketing, University of Texas – Pan American. (AACSB Accredited) Dissertation: "Assessment of Heritage Pride and its Impact on Advertising: a Comparison of Anglo, Hispanic, and Mexican Populations"
	Master in Industrial Engineering, Texas A&M, Kingsville Tx., 1992. Sponsored by the maquila industry.
	Bachelor in Computer Sciences, Tecnologico de Monterrey, Monterrey Mexico, 1978. Academic Scholarship.
Academic Experience	2007 – now      Georgia Southwestern State University ▪ Assistant Professor of Marketing
	2001-2007      University of Texas – Pan American      Edinburg Tx ▪ Research assistant ▪ Lecturer in business classes: ▪ Intro. to Business (junior level approx. 50 students) ▪ Consumer Behavior (senior level approx. 50 students) ▪ Principles of Marketing (senior level approx. 35 students) ▪ Business Statistics (all level approx. 60 students) ▪ International Business (senior level approx. 80 students)
	1998-2001      Universidad Tecnologica      Reynosa, Mexico ▪ Founder of the University ▪ Teacher in Computer related classes. ▪ Students counselor
	1992-1997 ▪ Teaching graduate and undergraduate classes at other local universities in Reynosa.
Professional Experience	1986-1998      Maquila Industry      Reynosa Mexico ▪ Development of different computer systems. ▪ Support and maintenance of systems
	1978–1986      Private Industry      Monterrey, Mexico ▪ Software development.

Professional  
Interests

Teaching classes of International Business and Marketing.

Research Interest: Web design, Internet consumer behavior, Leisure activities on the Internet, Virtual Communities, Attitudes Toward Counterfeits, etc.

Publications  
(Referred  
Journals)

Kaugia, S.; Maldonado, C.; and Neipert, D. (2002). "Comparison of Legal Knowledge of Secondary School Students in Estonia and USA." *Juridica*. Vol 6. 421-425.

Hernandez, M.; Chapa, S.; Minor, M.; Maldonado, C.; and Barranzuela, F. (2004). "Hispanic Attitudes Toward Advergaming: A Proposed Model of their Antecedents", *Journal of Interactive Advertising*. Vol. 5 (1). Fall.

Maldonado, C, and Hume, E. (2005). "Attitudes Toward Counterfeit Products: An Ethical Perspective", *Journal of Legal, Ethical and Regulatory Issues*. Vol. 8 (2), 105-117.

Chapa, S, Minor, M; and Maldonado, C. (2006). "The Effect of Product Category and Origin on Consumer Responses Toward Counterfeits: An Exploratory Study Among Cultures". *Journal of International Consumer Marketing*. Vol. 18 (4).

Maldonado, C; Lazo, S; and Carranza, A. (2008). "Heritage Pride and Advertising Effectiveness: The Mexican Case". *Academy of Marketing Studies Journal*. Vol. 12 (2), 97-109.

Publications  
(Refereed  
Proceedings)

Maldonado, C.; and Minor, M. (2003). "Cross Cultural Differences in the Design of Retailing Websites: Comparing Mexico and the USA". 2003 AMA Summer Educator's Conference Proceedings. Chicago Il. Vol. 14. 144-151.

Maldonado, C., and Hume, E. (2004). "Attitudes Toward Counterfeit Products: An Ethical Perspective". Allied Academics Proceedings, Maui, Hw.

Hernandez, M. D.; Maldonado, C.; and De los Santos, G. (2004). "Segmenting Virtual Communities Users By the Expression of Emotions" 2004 AMA Summer Educator's Conference Proceedings. Boston, Ma. Vol. 15. 156.

Maldonado, C; and Hausman, A. (2006). "The Adoption of Foreign Music as Hedonic Experience: A Theoretical Model". 2006 ACR Latin America Conference. Monterrey, Mexico Working paper. January (2006).

Maldonado, C; and Minor, M. (2006). "Pop Divas and the Expression of Emotions in Virtual Communities: A Cross Regional Comparison". 2006 ACR Latin America Conference. Monterrey, Mexico. Working paper. January (2006).

Maldonado, C (2008). "Heritage Pride as Mediator in TV Advertising Effectiveness: A Study of the Mexican-American Community". 2008 AMS Cultural Perspectives in Marketing Conference, New Orleans LA

Maldonado, C; Lazo, S; and Carranza, A. (2008). "The Changing Of Heritage Pride And Advertising Effectiveness: A Mexican Comparison". 2008 Allied Academies Conference, Tunica MS.

Maldonado, C; Lazo, S; and Carranza, A. (2008). "Heritage Pride and Advertising Effectiveness: The Mexican Case". 2008 Allied Academies Conference, Reno NV.

Maldonado, C.; and Valentine, D. (2008). "The Use of Virtual Communities to Reduce Employee Turnover. A Theoretical Model". 2008 Allied Academies Conference, Reno NV.

Maldonado, C.; and Valentine, D. (2009). "Hispanic Cultural Identity: Cross Media Analysis of Television Ads". Society for Marketing Advances 2009 Conference, New Orleans, LA.

Academic  
Activities

Member of AMA since 2002

Reviewer for an Academic Journal since 2003

Languages

Spanish as a native language

English as a second language.