

Curriculum Vitae



www.linkedin.com/in/jbonoff
www.JenniferBonoff.com

Jennifer K. Bonoff, Ph.D.

Assistant Professor, Marketing
Graduate Program Director, MS Innovation and Strategic Mgt
Department of Business & Economics, Salve Regina University

100 Ochre Point Ave Newport, RI 02840
401-341-3151
jennifer.bonoff@salve.edu

EDUCATION

Ph.D. Business Administration / Marketing (AACSB) University of Rhode Island, College of Business Administration, Kingston, RI	2019
M.S. Technology Commercialization (AACSB) Northeastern University, College of Professional Studies, Boston, MA	2011
B.A., Political Science Yale University, New Haven, CT	1998

RESEARCH INTERESTS

Entrepreneurship, Community-Engaged Learning, Undergraduate & Graduate Assessment, Mobile Consumptionscapes

FACULTY APPOINTMENTS / TEACHING EXPERIENCE

Salve Regina University, Newport, RI:

Assistant Professor	2019-present
Instructor	2015-2019
Lecturer	2010-2015
Adjunct	2006-2010

Courses Taught:

Marketing Management (graduate level) *
Building Value Through Marketing (graduate level) *
Entrepreneurial Enterprise (graduate level) *
Healthcare Marketing (graduate level) *
Fundraising & Marketing for Nonprofit (graduate level) *
Marketing Strategies, Senior Marketing Capstone
Strategic Business Planning, Departmental Senior Capstone
Entrepreneurship *
Social Entrepreneurship *
Social Media Marketing *
Social Media Marketing Impact *
Digital Marketing *
Principles of Marketing
Marketing Communications
Consumer Behavior
Professional Selling
Sports Marketing
Marketing for Entrepreneurs *
Internet Marketing *
E-Business & E-Commerce *

** denotes new course development*

SELECT TEACHING INNOVATIONS & COMMUNITY ENGAGEMENT

Professional Certificates:

Students in multiple classes earned professional Certifications including SEMRush Keyword Research, Sprout Social Listening Pro, Beginner Google Analytics, Advanced Google Analytics, SEMruch SEO Toolkit, HubSport Inbound Marketing, HubSpot Content Marketing, HubSpot Email Marketing, Beginner Google Analytics, and Advanced Google Analytics.

2015-
current

R.I.S.E. (Rhode Island Student Entrepreneurs) Summit:

Students enrolled in the MGT 255 Entrepreneurship class in partnership with Innovate Newport produced the first annual R.I.S.E Summit in collaboration with RIHUB on April 2, 2023. Sponsored by People's Credit Union, the Summit was designed to provide students from local universities the opportunity to come together to network and access workshops, flash talks, and a keynote speaker address. 75 students from Salve Regina University, Roger Williams University, and the University of Rhode Island were in attendance.

2023

Entrepreneurship Lightening Pitch Competition: 2023

MGT 255 Entrepreneurship students competed in a semester-end Lightening Pitch competition with cash prizes going to the top 4 pitches. Students presented the following for their new venture: Vision and Value Proposition, The Problem, Target Market and Opportunity, The Solution, Business Model, Legal Form of Operation, Marketing Strategy, and How the Venture Obtains Financing. The outside judges included the Business & Economics Department Chair along with the Director of Innovation & Entrepreneurship at Innovate Newport.

Business Planning Capstone & Seahawk Tank Competition 2023 2022-23

Utilizing the Entrepreneurial Educational Model developed from a series of grant-funded initiatives, the top 5 senior student teams competed for \$2000 in cash prizes in a Pitch Competition on May 6, 2023 at Innovate Newport. Sponsored by Webster Bank, the annual event featured a cocktail reception with passed hors d'oeuvres, team competition, and awards ceremony attracting many guests from the Salve community, local business leaders, and area residents.

Marketing Strategy Community-Engaged Project: 2022

Senior Marketing Students crafted a renewed Marketing Strategy for the Rhode Island Hospitality Association (RIHA) which detailed industry-specific information and trends, target market details, the "Rhode to RIHA" campaign including social and traditional channels, Key Performance Indicators, as well as Creatives for the campaign.

Business Planning Capstone & Inaugural Seahawk Tank Competition 2022

Utilizing the Entrepreneurial Educational Model developed from a series of grant-funded initiatives, the top 3 senior student teams competed for \$2000 in cash prizes in a Pitch Competition on April 23rd at Innovate Newport. The event featured a cocktail reception with passed hors d'oeuvres, team competition, and awards ceremony attracting many guests from the Salve community, local business leaders, and area residents.

Business & Economics Capstone Course / Community-Engaged Partnerships: 2017-21

Students in MGT 490 Strategic Business Planning have worked with local businesses & entrepreneurs to assist with the creation of full Business Plans.

2017-18: **153 students worked with 15 businesses (8,120 hours)**

2018-19: **120 students worked with 16 businesses (8,347.50 hours)**

2019-20: **118 students worked with 19 businesses**

2020-2021: **171 students worked with 20 businesses**

Fall 2021: **54 students worked with 8 businesses (7,054.25 hours)**

#CliffWalkTogether campaign: 2021

In collaboration with Newport's Cliff Walk Commission, students in the MGT 422 Marketing Strategies Capstone created a Marketing Plan for the launch of a new mobile donation app. The Marketing Plan summarized results from a focus group along with

community feedback and sentiment, identified a target market, and formalized a Strategic Big Idea actioned through specific communication materials and social media strategies. The *#CliffWalkTogether* campaign was launched on Memorial Day Weekend 2021 with student-created signs and banners placed in various locations on the Cliff Walk itself. Articles also appeared in several local publications with positive results in terms of awareness and funds raised.

Hootsuite Higher Education Program:

2015-20

A collaboration between Salve and Hootsuite was formed allowing students to have free access to the Hootsuite social media tools and online courses. Students also earned two professional certifications including the Hootsuite Platform and Social Marketing Certifications at no charge (normally a \$298 fee).

Hi-Lo Neighborhood Association Community Partner:

2018

A partnership was formed between a senior student team and the Hi-Lo Neighborhood Association. With full support of the Newport Housing Authority, the students unveiled a proposal for a Hi-Lo Wellness Center in the underutilized Donovan Manor space.

Community-Engaged Partnerships

Fall 2016

In collaboration with the Center for Business Outreach, 17 students in MGT 399 Social Media Marketing worked with 4 local businesses (a total of 306 hours) to assist in the creation of Social Media Marketing plans.

Marketing EDGE Collegiate ECHO Challenge by Facebook

2015-16

A student team in MGT 390 Marketing Communications achieved Semi-Finalist status out of 255 entries worldwide (as voted by 58 judges across the marketing industry) for their work on promotional techniques for facebook.

Davis Education Foundation Grant:

2014-15

Contracted by Salve Regina University to develop a hybrid course for a grant-funded (Davis Education Foundation) innovative pedagogy initiative that combines online learning, flipped classroom, and experiential learning (networked curriculum). Taught two sections and the entire online component (100 students) in Fall 2015.

Community-Engaged Partnerships

2014-15

In collaboration with the Center for Business Outreach, 125 students in 4 sections of MGT 280 Principles of Marketing worked with 12 local businesses (a total of 1,509 hours) to assist in the creation of Marketing plans.

Marketing EDGE Collegiate ECHO Challenge by DIRECTV

2014-15

A student team in MGT 390 Marketing Communications achieved semi-finalist status out of hundreds of students worldwide for their work on promotional techniques for DIRECTV.

Direct Marketing Educational Foundation's Competition

2010-11

A student team in MGT 390 Marketing Communications received an honorable mention

award out of hundreds of students worldwide for their work on promotional techniques for the non-profit organization, Charity:water.

UNIVERSITY SERVICE & ENGAGEMENT

2023-2024

Graduate Program Director, MS in Innovation & Strategic Management (MSIS)

New Certificate to M.S. Degree Program Development:

Developing and proposing a new Certificate-to-M.S. Degree Pathway Program which integrates the institution's mercy mission, the strategic compass core principles and values, and the critical concerns of the sisters of mercy. The proposed new MS fosters the development of high-performing, resilient, and transformed leaders with expertise in organizational culture, sustainable business, analytical decision making and strategic management.

Proposals submitted to Curriculum Committee:

M.S. Organizational Transformation and Leadership

Graduate Certificate: **Strategic Transformation & Sustainable Management**

Graduate Certificate: **Data Analytics for Organizational Progress**

Graduate Certificate: **Organizational Culture Transformation**

Department of Business & Economics - Academic Spotlight, October 6th

Met with prospective parents and students to answer questions regarding Business programs and offerings.

Rhode Island Innovation Crawl, September 29th

Represented Salve by participating in the inaugural event hosted by Venture Café Providence & Innovate Newport.

Chapter Advisor, Sigma Beta Delta International Business Honor Society

Teaching Load, Fall Semester:

Courses Taught: 4 sections, 105 students

Directed Study: 1 section, 1 student

2022-2023

Graduate Program Director, MS in Innovation & Strategic Management (MSIS)

Graduate Program Director, Master of Business Administration (MBA)

MBA and MS Program Review: Prepared the Program Review Report for both programs and hosted the external reviewer's campus visit on January 25th.

MBA Curriculum Revision

Updated the overall MBA concentrations including the addition of a new concentration in Finance.

Salve Business Accepted Students Day, February 17th

Facilitated three sessions of the New Venture Marketing Food Truck Simulation for all prospective business students in attendance.

Chapter Advisor, Sigma Beta Delta International Business Honor Society

Inducted 13 graduate students and 30 undergraduate students into the Honor Society at the Business & Economics Awards Ceremony in Bazarsky Lecture Hall on April 30, 2023.

Undergraduate Community-Engaged Learning (CEL) Course Development Grant

Grant recipient for the community-engaged project with Innovate Newport in the MGT 255 Entrepreneurship class.

Business Planning Capstone and Seahawk Tank Pitch Competition, Innovate Newport, May 6, 2023

Salve Regina University Faculty Development Workshops, May 24, 2023

Hosted a presentation in the Antone Academic Center titled, "Engaging Community Partners."

Advising: 57 active undergraduate and graduate advisees

Teaching Load, Fall & Spring Semesters:

Courses Taught: 9 sections, 238 students

Directed Study: 2 sections, 4 students

Teaching Load, Summer Sessions

Courses Taught: 1 section, 11 students

2021-2022

Graduate Program Director, MS in Innovation & Strategic Management (MSIS)

Graduate Program Director, Master of Business Administration (MBA)

Chapter Advisor, American Marketing Association

2021 AMA International Collegiate Conference, Chicago, March 2022

The Salve Chapter placed in the ***TOP 5 Small School Chapters in the country*** and earned ***3rd place overall*** for the Social Impact Video competition.

American Marketing Association Alumni & Networking Night, October 25th

Partnering with the Career Development Office, this event held in Ochre Court featured 9 business alumni with 60 students in attendance.

Marketing Week, Oct 24 - Oct 29

Marketing Week featured 17 guest speakers, several training and fundraising events, as well as community service endeavors including collecting 75 toys for the Martin Luther King Jr. Community Center's Santa's Workshop.

Entrepreneurship Minor, Department of Business & Economics, co-author of the proposal

In May, the Faculty Assembly voted to pass the newly developed interdisciplinary minor in Entrepreneurship.

Salve Business Accepted Students Day, February 25th:

Facilitated multiple sessions of the New Venture Marketing Food Truck Simulation for all prospective business students in attendance.

The Salve Regina University Social Listening Lab, Founding Committee Member, Fall 2021

Member of the committee that secured funding to institute a Social Listening Lab in the O'Hare Academic Building. The Social Listening Lab endeavor was a joint proposal of the Department of English, Communications and Media and the Department of Business & Economics. The Lab gives Salve students and faculty access to widely used industry analytical tools through the SpoutSocial software.

Business Planning Capstone & Inaugural Seahawk Tank Competition, Innovate Newport, April 23, 2022

Salve Admissions Open House Presentations,

Volunteered to present and meet with prospective parents and students on October 17, 2021, November 7, 2021, March 11, 2022; April 9, 2022; and April 24, 2022.

Sprout Social Onboarding Training Series, August-September, 2021.

Took part in a rigorous onboarding session with Sprout Social to become adept with the software and its capabilities.

3 Day Startup (3DS) Training, January 2021

Took part in a grant-funded series of entrepreneurial training workshops.

Chapter Advisor, Sigma Beta Delta International Business Honor Society

Inducted 9 graduate students and 23 undergraduate students into the Honor Society at the Business & Economics Awards Ceremony in the O'Hare Academic Building on March 27, 2022.

Department of Business & Economics Honors and Awards Ceremony, March 27, 2022

Organized, hosted, and MC'd the ceremony held in the O'Hare Academic Building. Approx 200 students, family, faculty, and administration were in attendance.

Teaching Load, Fall & Spring Semesters:

Courses Taught: 9 sections, 194 students

Directed Study: 2 sections, 2 students

Teaching Load, Summer Sessions

Courses Taught: 1 section, 17 students

2020-2021

Graduate Program Director, MS in Innovation & Strategic Management (MSIS)

Graduate Program Director, Master of Business Administration (MBA)

Graduate Evaluation Tool, Sub-Committee

Search Committee, Director of Pell Honors Program, Appointed

Department of Business & Economics Core Task Force, Appointed

10 Years of (full-time) Service, Recognition

Chapter Advisor, Sigma Beta Delta International Business Honor Society

Inducted 30 graduate students and 27 undergraduate students into the Honor Society at the Business & Economics Awards Ceremony in the O'Hare Academic Center / Virtual Option. May 2, 2021.

Department of Business & Economics Honors and Awards Ceremony, May 2, 2021.

Organized, hosted, and MC'd the ceremony held in the Bazarsky Lecture Hall / Virtual Option. Approx 200 students, family, faculty, and administration were in attendance.

Summer Advising 2021

Contracted to advise and assist with scheduling for the incoming class of undergraduate students.

Marketing Video for Graduate and Professional Studies, July 2021

Filmed a segment for a marketing video promoting the Salve MBA & MS programs.

Advising: 211 active undergraduate and graduate advisees

Teaching Load, Fall & Spring Semesters:

Courses Taught: 10 sections, 268 students

Directed Study: 1 sections, 2 students

Teaching Load, Summer Sessions

Courses Taught: 1 section, 24 students

2019-2020

Curriculum Committee, Faculty Elected

Nominations & Elections Committee, Faculty Elected

University Mission Committee, Appointed

Department of Business & Economics Core Task Force, Appointed

Departmental Liaison, Marketing

Departmental Liaison, Global Business & Economics

Program Coordinator, Business Administration

Strategic Compass Focus Group, Member

UNV-101 Fall 2019 Instructor

Created and taught UNV-101 Social Entrepreneurship in an overload capacity.

UNV-102 Spring 2020 Instructor

Created and taught a Pell section of UNV-102 Social Media Marketing Impact in an overload capacity.

Pizza and Professors, March 9, 2020

Participated in this networking event for freshman and sophomore students hosted by The Center for Business Outreach.

Chapter Advisor, Sigma Beta Delta International Business Honor Society

Inducted 39 graduate students and 44 undergraduate students into the Honor Society at the Virtual Business & Economics Awards Ceremony.

Summer Advising 2020

Contracted to advise and assist with scheduling for the incoming class of undergraduate students.

Teaching Load, Fall & Spring Semesters:

Courses Taught: 11 sections, 267 students

Directed Studies: 2 sections, 2 students

Teaching Load, Summer Sessions

Courses Taught: 1 section, 12 students

2018-2019

Curriculum Committee, Faculty Elected

Nominations & Elections Committee, Faculty Elected

University Mission Committee, Appointed

Departmental Liaison, Marketing

Departmental Liaison, Global Business & Economics

Program Coordinator, Business Administration

UNV-101 Fall 2018 Instructor

Created and taught UNV-101 Social Entrepreneurship in an overload capacity.

UNV-102 Spring 2019 Instructor

Created and taught two sections (including a Pell section) of UNV-102 Social Media Marketing Impact in an overload capacity.

Chapter Advisor, Sigma Beta Delta International Business Honor Society

Inducted 11 graduate students and 30 undergraduate students into the Honor Society at the Business & Economics Awards Ceremony in the O'Hare Academic Building on May 5, 2019.

Department of Business & Economics Honors and Awards Ceremony, May 5, 2019.

Organized, hosted, and MC'd the ceremony held in the O'Hare Academic Building. Approx 200 students, family, faculty, and administration were in attendance.

Teaching Load, Fall & Spring Semesters:

Courses Taught: 15 sections, 358 students

Directed Studies: 1 sections, 1 student

Teaching Load, Summer Sessions

Courses Taught: 2 section, 32 students

2017-2018

Curriculum Committee, Faculty Elected

Nominations & Elections Committee, Faculty Elected

University Mission Committee, Appointed

Departmental Liaison, Marketing

Departmental Liaison, Global Business & Economics

Critical Mercy Luncheon, March 6, 2018

Committee member charged with planning the luncheon and discussion sponsored by the Mission Committee in Ochre Court, featuring Sister Maureen Mitchell, RSM, Vice President of the Sisters of Mercy Northeast.

Chapter Advisor, Sigma Beta Delta International Business Honor Society

Inducted 30 graduate students and 28 undergraduate students into the Honor Society at the Business & Economics Awards Ceremony in the O'Hare Academic Building on May 6, 2018.

Department of Business & Economics Honors and Awards Ceremony, May 6, 2018

Organized, hosted, and MC'd the ceremony held in the O'Hare Academic Building. Approx 200 students, family, faculty, and administration were in attendance.

Teaching Load, Fall & Spring Semesters:

Courses Taught: 14 sections, 377 students

Directed Studies: 3 sections, 8 students

Teaching Load, Summer Sessions

Courses Taught: 2 section, 35 students

2016-2017

Program Coordinator, Marketing

Department Chairwoman, Business Studies & Economics

Departmental Liaison, Marketing

Departmental Liaison, Global Business & Economics

University Mission Committee, Appointed

Faces of Mercy Contest, Mission Committee, March 2017

Worked with marketing students to create the Faces of Mercy contest poster.

Participated as a judge for the Faces of Mercy contest.

Chapter Advisor, Sigma Beta Delta International Business Honor Society

Inducted 19 graduate students and 39 undergraduate students into the Honor Society at the Business & Economics Awards Ceremony in the O'Hare Academic Building on May 7, 2017.

Department of Business & Economics Honors and Awards Ceremony, May 7, 2017

Organized, hosted, and MC'd the ceremony held in the O'Hare Academic Building. Approx 200 students, family, faculty, and administration were in attendance.

Teaching Load, Fall & Spring Semesters:

Courses Taught: 9 sections, 221 students

Directed Studies: 7 sections, 16 students

Teaching Load, Summer Sessions

Courses Taught: 2 sections, 36 students

Directed Studies: 1 section, 1 student

2015-2016

Program Coordinator, Marketing

Department Chairwoman, Business Studies & Economics

University Mission Committee, Appointed

Thunderbolt Team, Appointed by the Provost

Departmental Liaison, Marketing

Departmental Liaison, Global Business & Economics

"Swipe for Hunger" Fundraising Event, Hunger and Homelessness Awareness Week, November 2015

Led a team of students from the Sigma Beta Delta Honors Society participating in the fundraiser in partnership with the Community Service Office. Donations went to Lucy's Hearth in Middletown, RI.

5 Years of (full-time) Service, Recognition

Quality Matters "Peer Reviewer"

Completed the course and earned the certification.

Grant-Funded Networked Curriculum Pilot Course

Contracted by Salve Regina University to develop a hybrid course for a grant-funded (Davis Education Foundation) innovative pedagogy initiative that combines online learning, flipped classroom, and experiential learning (networked curriculum). I taught 2 sections along with the entire online component of this course in the Fall of 2015 (a total of 100 students participated).

Graduate Course Development, Contracted by Salve to develop online graduate courses:

MGT551: Marketing and Fundraising for Nonprofits.

Chapter Advisor, Sigma Beta Delta International Business Honor Society

Inducted 14 graduate students and 26 undergraduate students into the Honor Society at the Business & Economics Awards Ceremony in the Young Building on April 17, 2016.

Department of Business & Economics Honors and Awards Ceremony, April 17, 2016.

Organized, hosted, and MC'd the ceremony held in the Young Building. Over 100 students, family, faculty, and administration were in attendance.

Senior Hooding, May 14, 2016

Invited by the Provost to hood seniors at the Baccalaureate Mass during Commencement Weekend.

Teaching Load, Fall & Spring Semesters:

Courses Taught: 16 sections, 393 students

Directed Studies: 4 sections, 7 students

Teaching Load, Summer Sessions

Courses Taught: 2 sections, 37 students

2014-2015

University Mission Committee, Appointed

Departmental Liaison, Marketing

Departmental Liaison, Global Business & Economics

Women and Gender & Sexualities Studies, Working Group

Received faculty approval to create the new minor launching Fall 2015.

Find Your Good Fortune: We Mean Business! Fall 2014

Planned the retention event for freshman business students which included Chinese food, live music, free t-shirts, & cash prizes.

Graduate Course Development, Contracted by Salve to develop online graduate courses:

MGT 524: Entrepreneurial Enterprise

MGT 530: Building Value through Marketing

HCA 505: Healthcare Marketing

Chapter Advisor, Sigma Beta Delta International Business Honor Society

Inducted 22 graduate students and 31 undergraduate students into the Honor Society at the Business & Economics Awards Ceremony in The Young Building on April 12, 2015.

Department of Business & Economics Honors and Awards Ceremony, April 12, 2015

Organized, hosted, and MC'd the ceremony held in the Young Building. Over 100 students, family, faculty, and administration were in attendance.

Teaching Load, Fall & Spring Semesters:

Courses Taught: 10 sections, 253 students

Directed Studies: 1 sections, 1 students

Teaching Load, Summer Sessions

Courses Taught: 2 sections, 36 students

2013-2014

Departmental Liaison, Marketing

Departmental Liaison, Global Business & Economics

University Mission Committee, Appointed

Women, Gender, and Sexualities Studies

Member of the working group crafting a proposal for a new minor.

“Swipe for Hunger” Fundraising Event, Hunger and Homelessness Awareness Week

Led a team of students from the Sigma Beta Delta Honors Society participating in the fundraiser in partnership with the Community Service Office. Donations benefited the Dr. Martin Luther Jr. Community Center.

Salve Business Studies Luau

Organized this networking and retention event for students held in Wakehurst on March 5th from 5-7pm which featured appetizers, an ice cream sundae bar, and business trivia contests with cash prizes.

Chapter Advisor, Sigma Beta Delta International Business Honor Society

Inducted 16 graduate students and 21 undergraduate students into the Honor Society at the Business & Economics Awards Ceremony in The Young Building on April 6, 2014.

Department of Business & Economics Honors and Awards Ceremony, April 6, 2014

Organized, hosted, and MC'd the ceremony held in the Young Building. Over 100 students, family, faculty, and administration were in attendance.

Teaching Load, Fall & Spring Semesters:

Courses Taught: 8 sections, 212 students

Teaching Load, Summer Sessions

Courses Taught: 2 sections, 37 students

2012-2013

Business Studies and Economics Department Task Force, Member

Teaching Load, Fall & Spring Semesters:

Courses Taught: 9 Sections

Directed Studies: 1 Sections

2011-2012

2012 Sigma Beta Delta Leadership Award

Keynote Speaker, Business Studies & Economics Award Ceremony, May 2012

ISM 307: E-Business / E-Commerce

Updated the course I originally created for Salve in 2006 which investigates all aspects of electronic commerce.

Teaching Load, Fall & Spring Semesters

Courses Taught: 8 Sections

Teaching Load, Summer Sessions

Courses Taught: 1 Section

2010-2011 (Adjunct)

Service-Learning Project

During the Fall semester, students in MGT 305: International Issues in Consumer Behavior participated in a 1-credit service-learning project, presenting to the Hathaway Elementary School third grade class regarding cultural differences.

Collaboration with the Rhode Island Small Business Development Center (SBDC)

Assisted students in collaboration with the SBDC. Students met with local businesses helping with website development and internet marketing capabilities. Businesses included the Rhode Island Chapter of the National Contract Management Association (NCMA), the Newport Small Business Round Table (SBRT), Northeast Manufacturing, ipinz, and Bailey T's.

Teaching Load, Fall & Spring Semesters

Courses Taught: 4 Sections

ACADEMIC PUBLICATIONS

Bonoff, J. & Sacco, S. "Community-Engaged Learning in an Undergraduate Setting." *Northeast Business & Economics Association Proceedings* (2023).

Bonoff, J. "Working with Community Partners to Enhance the Entrepreneurial Experiential Opportunities in Higher Education." *Academy of Business Research Summer 2023 Boston Proceedings* (2023): 26-28.

Bonoff, J. & Sacco, S. "Academic Adaptation within a COVID Environment: Infusing Entrepreneurship into the College Capstone Experience." *Northeast Business & Economics Association Proceedings* (2022): 11-13.

Reyes, I., Dholakia, N., & Bonoff, J. K. (2014). Disconnected/connected On the "look" and the "gaze" of cell phones. *Marketing Theory*, 1470593114558535.

Dholakia, N., Reyes, I., & Bonoff, J. (2014). Mobile media: from legato to staccato, isochronal consumptionscapes. *Consumption Markets & Culture*, 10-24.

Reyes, I., Dholakia, N., & Bonoff, J. (2013, December). 50 shades of Mobile: The Fetishism of Mobile Devices in Contemporary Consumptionscapes. *Journal of Macromarketing* (Vol. 33, No. 4, pp. 408-408). Sage Publications Inc.

WORKS IN PROGRESS

“Rethinking Assessment: Experiential Learning & Complex Environments from a Student Perspective” with Sam Sacco and Bonnie Kennedy

“Promoting a Collaborative Culture: The Evolution of an Interdisciplinary Graduate Program” with Nancy Gordon and Melissa Varao

“Working with community partners to enrich experiential opportunities in higher education” with Sam Sacco.

“Academic Adaptation within a COVID Environment: Infusing Entrepreneurship into the College Capstone Experience” with Sam Sacco.

“Presenting a structured approach to rethinking academic programming” with David Altounian.

“Modality Preferences in Higher Engagement: Virtual Engagement or Engaged Detachment?” with Jacqueline Jamsheed and Melissa Varao.

OTHER FEATURES & PUBLICATIONS

“Salve students organize, participate in inter-collegiate entrepreneurial summit at Innovate Newport.” *What's Up Newport*. April 5, 2023.

<https://whatsupnewp.com/2023/04/salve-students-organize-participate-in-inter-collegiate-entrepreneurial-summit-at-innovate-newport/>

“Cliff Walk Together.” *Report from Newport | Salve Regina Magazine*. Summer 2021, pg. 4.

“Step Up for the Cliff Walk.” *Newport This Week*. May 27, 2021.

<https://www.newportthisweek.com/articles/step-up-for-the-cliff-walk/>

“Changing Consumer Experiences and Behaviors & the Role of the Marketer within Mobile Environments.” *Open Access Dissertations*. Bonoff, Jennifer. 2019.

“Salve students, Hi-Lo tenants join hands on enterprise.” *The Newport Daily News*. Sean Flynn. November 2, 2018.

<https://www.newportri.com/story/news/local/2018/11/03/neighborhood-association-salve-regina-join-hands-on-enterprise/9334605007/>

Bonoff, Jennifer K. Faculty Reflection. “In The Catholic Intellectual Tradition: Salve Regina University Faculty Reflections,” *The Office of Mission Integration*, 2014, p. 6. 2014

"Abstracts from the 2013 Macromarketing Conference." *Journal of Macromarketing*, Zwick, D., 2013. 33(4), 395-409.

"100% Marketing: 100 Concrete Ways to Market Your Business Online and Offline." New View Publishing. eBook. 2004

"The Ultimate Valuation Guide: What's Your Company Worth Now?" *Inc. Magazine*, August 2004, pg 73. Featured the sale of my first business.

The Home Business Association, The Right Move. Featured in the Infomercial; offered book, Zero To Six Figures, in hard copy and CD form, 2004.

Bonoff, Jennifer Keenan. Zero to \$IX Figures. *New View Publishing*, 2003. ISBN: 0-9743848-0-1.

CONFERENCE PRESENTATIONS

"Rethinking Assessment: Experiential Learning & Complex Environments from a Student Perspective." *International Accreditation Council for Business Education (IACBE) 2024 Annual Conference and Assembly Meeting*. Memphis, TN. Upcoming: April 2-4, 2024.

"Promoting a Collaborative Culture: The Evolution of an Interdisciplinary Graduate Program." *International Accreditation Council for Business Education (IACBE) 2024 Annual Conference and Assembly Meeting*. Memphis, TN. Upcoming: April 2-4, 2024.

"Community-Engaged Learning in an Undergraduate Setting." *50th Annual Northeast Business & Economics Association (NBEA) Conference*. Lafayette Hill, PA. Upcoming: October 26-28, 2023.

"Innovation and Technology in Business Education." *International Accreditation Council for Business Education (IACBE) 2023 Combined Regional Conference, New England Region 1*. Panelist. Newport, RI. October, 2023.

"Working with Community Partners to Enhance the Entrepreneurial Experiential Opportunities in Higher Education." *Academy of Business Research Summer 2023 Conference*. Boston, MA. August 2-4.

"Navigating the VUCA Environment: Enhancing Collaboration and Reducing Competition within a Small University Setting." *International Accreditation Council for Business Education (IACBE) 2003 Annual Conference and Assembly Meeting*. Orlando, FL. April 11-14, 2023.

"Business Student Modality Preference – In person versus Online." *International Accreditation Council for Business Education (IACBE) 2023 Annual Conference and Assembly Meeting*. Orlando, FL. April 11-14, 2023.

"Academic Adaptation within a COVID Environment: Infusing Entrepreneurship into the College Capstone Experience." *Northeast Business & Economics Association*. Portsmouth, NH. November 10–12, 2022.

"50 shades of mobile: The fetishism of mobile devices in contemporary consumptionscapes." Ian Reyes, Nikhilesh Dholakia, Jennifer Bonoff, *38th Annual Macromarketing Conference*. Toronto, Canada.

"Mobile Technology Devices and Public Spaces: Contradictory Contemporary Consumptionscapes." Jennifer Bonoff, *38th Annual Macromarketing Conference*. Toronto, Canada (accepted).

Jennifer Bonoff, "The Mobile Device: A Cultural Object and Marketing Phenomenon." 2013 Annual Meeting of the Northeast Decision Sciences Institute (accepted).

ATTENDED CONFERENCES, WORKSHOPS, & TRAININGS

"Digital Marketing." *American Marketing Association (AMA) Virtual Conference*. October 18-19, 2023.

"AI and How to Prepare Students For Careers That Don't Exist: Learn what the future may look like for graduates entering a world of work we don't yet fully understand." *Inside Higher Ed Webcast*. September 19, 2023.

"Content Marketing." *American Marketing Association (AMA) Virtual Conference*. August 23-24, 2023.

"Preparing Today's Students for a Tech-Driven Tomorrow." *The Chronicle of Higher Education with support from Cambridge University Press Virtual Event*. August 2023.

"2023 AMA Summer Academic Conference." *American Marketing Association (AMA) Virtual Conference*. July 31, 2023.

"Data & Analytics." *American Marketing Association (AMA) Virtual Conference*. June 14-15, 2023.

"2023 NEean Dialogues in the Disciplines Symposium: Student Voice in Assessment and Learning: A Primer." *New England Educational Assessment Network*. March 31, 2023.

"2022 NEean Dialogues in the Disciplines Symposium: Using UDL to Advance Accessibility & Equity." *New England Educational Assessment Network*. March 25, 2022.

"Entrepreneurial Education Workshop." *3 Day Startup*. January 12–14, 2022.

"Pedagogicon: Agile Teaching & Learning." *Eastern Kentucky University Conferencing & Events*. May 14, 2021.

"Mercy Summit on Diversity, Equity and Inclusion." *Salve Regina University*. April 9, 2021.

"Experience Design: The New Imperative!" *American Marketing Association (AMA) Virtual Conference*. April 13-15, 2021.

"Marketing Educators' Association Annual Conference 2021." *Marketing Educators' Association*. April 9-10, 2021.

"NEean Dialogues in the Disciplines: Assessing Experiential Learning: Now and When." *New England Educational Assessment Network*. March 26, 2021.

"Active Learning Online: Five Key Principles with Stephen M. Kosslyn." *Vanderbilt University Center for Teaching Workshop*. March 25, 2021.

"The New Digital Landscape." *American Marketing Association (AMA) Virtual Conference*. March 6-8, 2020.

"Region I - New England International Assembly for Collegiate Business Education (IACBE) Conference." *Nichols College*. October 5, 2015.

"Peer Reviewer Course and Certification." *Quality Matters*. September, 2015.

"Applying the QM Rubric Course and Certification." *Quality Matters*. September, 2014.

BOARD SERVICE

The Pennfield School, Board of Trustees Member, Portsmouth, RI, 2011-2012

Yale Association of Rhode Island, Young Alumni Board Member, 2002-2007

Salve Regina University Business Studies and Economics Advisory Board, Member, 2004

PROFESSIONAL MEMBERSHIPS

American Marketing Association (AMA)

Global Consortium of Entrepreneurship Centers (GCEC)

Northeast Economics & Business Association (NBEA)

New England Educational Assessment Network (NEean)

Sigma Beta Delta International Honor Society for Business, Management, and Administration (SBD)

SELECT INDUSTRY EXPERIENCE / ENTREPRENEURIAL VENTURES

Owner and President of The Home Business People, Inc. (THBP), 2002-2019

Premier international provider of custom capture websites, website hosting, and digital services, branding, social media marketing and training for the Direct Marketing industry.

Responsible for product development, design, marketing, staff management, webinar development.

Serviced 5,000+ customers worldwide since 2002.

Multi-million-dollar revenue.

Managed full-time employees and independent contractors.

Build Your Digital Brand (DBA): provided personal branding and digital marketing service.

Owner and President of New View Design, Inc., 1999-2002

Started as a sole proprietorship in June 1999; Incorporated in 2001.

Offered website design and hosting services; generated and sold business opportunity leads; launched an email autoresponder system; authored an Internet marketing training course.

After a successful 18-month launch period, sold the Internet-related assets including the websites, domain names, online training courses and services of New View Design to KMT Media in March 2002.

PERSONAL STATEMENT

We are in the midst of a pivotal time where digital technology is playing a more pronounced role in daily life. In such a fast-paced and evolving world, I have the wonderful privilege and responsibility to educate students to harness the full potential of the new digital environment, while simultaneously maintaining a focus on personal integrity and social justice.

As a business owner and entrepreneur for the last 25+ years, my business background also plays an essential role in my preparedness to educate and research at the highest level.

I bring energy and enthusiasm into the classroom while infusing real-world examples and experience into the material. I have a true passion for teaching, research, and innovation, and a unique connection to the students.