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Jennifer K. Bonoff

Ph.D. Candidate, Business Admin/Marketing, University of Rhode Island (AACSB)
Instructor, Marketing, Salve Regina University

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EDUCATION

Ph.D. Business Administration / Marketing (AACSB) University of Rhode Island, College of Business Administration, Kingston, RI	2011-2018 (expected)
<i>Written and Oral Comprehensive Exams</i>	2015
<i>Dissertation Proposal Defense: Mobility and Emergent Consumptionscapes: Changing Consumer Experiences and Behaviors and the Role of the Marketer Within the Mobile Liminal</i>	2017
<i>Dissertation Committee: Hillary A. Leonard, Ph.D., Nikhilesh Dholakia, Ph.D., Ian Reyes, Ph.D.</i>	
<i>Dissertation Defense</i>	2018 (expected)
M.S. Technology Commercialization (AACSB) Northeastern University, Boston, MA	2010
B.A., Political Science Yale University, New Haven, CT	1998

FACULTY APPOINTMENTS / TEACHING EXPERIENCE

Salve Regina University, Newport, RI:

- **Instructor, Marketing** 2015-present
- **Lecturer, Marketing** 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, Senior Capstone
- Social Media Marketing
- Principles of Marketing
- Marketing Communications
- Consumer Behavior
- Professional Selling
- Sports Marketing
- Marketing for Entrepreneurs
- E-Business & E-Commerce
- Internet Marketing

Social Media Marketing Strategy and Implementation Trainer

2000-present

Global Clientele

- Conducts group training webinars relating to areas of small business start-up and social media marketing implementation.
- Extensive work with the Rhode Island Small Business Development Center
- Social Media expertise, management and implementation

UNIVERSITY SERVICE & RECOGNITION

Salve Regina University:

- **Curriculum Committee**, Faculty Elected 2017-present
- **Nominations & Elections Committee**, Faculty Elected 2017-present
- **Program Coordinator**, Business Administration 2018-present
- **Program Coordinator**, Marketing 2015-2018
- **Chair**, Department of Business Studies & Economics 2016-2017
- **Co-Chair**, Department of Business Studies & Economics 2016
- **Assistant Chair**, Department of Business Studies & Economics 2015-2016
- **5 Years of Service**, Recognition 2016
- **Chapter Advisor**, Sigma Beta Delta International Business Honor Society 2013-present
- **Departmental Liaison**, Marketing / Global Business & Economics 2013-present
- **University Mission Committee**, Appointed 2013-present
- **Thunderbolt Team**, Appointed by Provost 2015-2016
- **Women and Gender Studies Working Group** 2013-2015
Received faculty approval to create a new minor
- **Business Studies and Economics Department Task Force** 2012-2013
- **Sigma Beta Delta Leadership Award** 2012
- **Keynote Speaker**, Business Studies & Economics Award Ceremony 2012

CERTIFICATIONS

- **“Peer Reviewer” Certification**, Quality Matters 2015
- **“Applying the QM Rubric” Certification**, Quality Matters 2014

PUBLICATIONS – PEER REVIEWED

- Reyes, I., Dholakia, N., & Bonoff, J. K. (2014). Disconnected/connected On the “look” and the “gaze” of cell phones. *Marketing Theory*, 1470593114558535. 2014
- Dholakia, N., Reyes, I., & Bonoff, J. (2014). Mobile media: from legato to staccato, isochronal consumptionscapes. *Consumption Markets & Culture*, 10-24. 2014

WORK IN PROGRESS

- Bonoff, Jennifer K., “Hybrid Learning and the Flipped Classroom: Virtual Engagement or Engaged Detachment?,” *Two studies completed and one in progress.*
- Bonoff, Jennifer K., “To Share or Not to Share: Virtual Self-Presentation and Online Content Sharing: The Moderating Role of Self-Construal,” *One study completed and one in progress.*
- Bonoff, Jennifer K., “You Had Me at Hello... A Consumers’ Emotional Attachment to the Mobile Phone and the Effectiveness of Mobile Coupon Marketing,” *Studies being prepared.*

OTHER PUBLICATIONS & FEATURES

- Bonoff, Jennifer K. (2014). Faculty Reflection. In *The Catholic Intellectual Tradition: Salve Regina University Faculty Reflections*, The Office of Mission Integration, p. 6. 2014
- Zwick, D. (2013). Abstracts from the 2013 Macromarketing Conference. *Journal of Macromarketing*, 33(4), 395-409. 2013
- 100% Marketing: 100 Concrete Ways to Market Your Business Online and Offline.* eBook. 2004
- Inc. Magazine, August 2004. *The Ultimate Valuation Guide: What’s Your Company Worth Now?* Featured the sale of first business, page 73. 2004
- The Home Business Association, *The Right Move*. Featured in the Infomercial; offered book, *Zero To Six Figures*, in hard copy and CD form 2004
- Zero To Six Figures*, ISBN: 0-9743848-0-1 2003

NEW COURSE DEVELOPMENT

- Grant-Funded Networked Curriculum Pilot Course** 2015
- Contracted by Salve Regina University to develop hybrid course for grant-funded (Davis Education Foundation) innovative pedagogy initiative that combines online learning, flipped classroom, and experiential learning (networked curriculum). Also taught 6 of the 9 credits in the Fall Semester.

MGT 530: Building Value through Marketing , Graduate-Level Contracted by Salve Regina University to develop online interactive graduate course	2018, 2014
HCA 505: Healthcare Marketing , Graduate-Level Contracted by Salve Regina University to develop online interactive graduate course	2018, 2015
MGT 524: Entrepreneurial Enterprise , Graduate-Level Contracted by Salve Regina University to develop online interactive graduate course	2018, 2015
MGT 550: Non-profit Management , Graduate-Level Contracted by Salve Regina University to revise online interactive graduate course	2015
MGT 399: Sptpc: Social Media Marketing , Undergraduate-Level Created a course for Salve Regina University which investigates the foundations of social media marketing, an in-depth approach to the study of the four zones of social media (Social Community, Social Publishing, Social Entertainment, and Social Commerce), and the study of how to measure the impact and effectiveness of social media marketing strategies. Overall, students learned to understand social media (along with its challenges) and its relation to the overall marketing strategy.	2017, 2013
ISM 307: E-Business / E-Commerce , Undergraduate-Level Created a course for Salve which investigates all aspects of electronic commerce.	2011

CONFERENCE WORK

Ian Reyes, Nikhilesh Dholakia, Jennifer Bonoff, "50 shades of mobile: The fetishism of mobile devices in contemporary consumptionscapes." 38th Annual Macromarketing Conference 2013

Jennifer Bonoff, "Mobile Technology Devices and Public Spaces: Contradictory Contemporary Consumptionscapes." 38th Annual Macromarketing Conference (accepted, not presented)

Jennifer Bonoff, "The Mobile Device: A Cultural Object and Marketing Phenomenon." 2013 Annual Meeting of the Northeast Decision Sciences Institute (accepted, not presented)

SELECT INDUSTRY EXPERIENCE

Owner and President of The Home Business People, Inc. (THBP) www.BuildYourDigitalBrand.com www.TheHomeBusinessPeople.com	2002-present
<ul style="list-style-type: none"> • Build Your Digital Brand (DBA) is a personal branding and digital marketing service that helps individuals stand out and be memorable by building them a custom branded digital presence designed to attract opportunities and be visible online when the time is right. • The Home Business People, Inc. is the premier International provider of custom capture websites, website hosting, and digital services, branding, social media marketing and training for the Direct Marketing industry <ul style="list-style-type: none"> ○ Responsible for product development, design, marketing, staff management, webinar development ○ Has assisted over 5,000 customers worldwide since 2002 ○ Multi-million dollar revenues to date 	

- o Manages both full-time employees and independent contractors

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.

BOARDS

Board of Trustees Member, The Pennfield School, Portsmouth, RI

2011-2012

Member, Salve Regina University Business Studies and Economics Advisory Board

2004

Young Alumni Board Member, Yale Association of Rhode Island

2002-2007

Ph.D. COURSEWORK

Qualitative Methods	Dr. Nikhilesh Dholakia
Research Methods	Dr. Daniel A. Sheinin
Directed Study in Qualitative Methods	Dr. Hillary A. Leonard
Branding Seminar	Dr. Daniel A. Sheinin
Consumer Culture Theory	Dr. Hillary A. Leonard
Strategy Seminar	Dr. Daniel A. Sheinin
Social Psychology	Dr. Mark Wood
Behavioral Foundations	Dr. Ruby Roy Dholakia
Pricing Seminar	Dr. Albert Della Bitta
Managerial Knowledge Systems	Dr. Deborah E. Rosen
Analysis of Variance & Variance Components	Dr. Liliana Gonzalez

DISSERTATION

Mobility and Emergent Consumptionscapes: Changing Consumer Experiences and Behaviors and the Role of the Marketer Within the Mobile Liminaloid

Major Professor: Hillary A. Leonard, Ph.D.

Committee Members: Hillary A. Leonard, Ph.D., Nikhilesh Dholakia, Ph.D., Ian Reyes, Ph.D.

Proposal Defended: May 2017

IRB Approval: August 8, 2017

Status: The research has been conducted and the final stages of data analysis are taking place.

Expected Defense: Fall 2018

Enhancing the consumer experience is at the forefront of the marketing discipline from an industry perspective. From a theoretical perspective, a significant gap exists relating to research of consumer experiences within emerging technosocial mobile spaces. Building on the literature relating to mobilities, changing consumptionscapes and the liminoid, and the proliferation of DSMM (Digital, Social Media, Mobile Marketing), I propose a deeper exploration of changing consumer experiences and behaviors within these new mobile environments to uncover how the physical, social, and cultural contextual dimensions (e.g. emotion, attachment, intrusiveness, crowdedness) are affecting and shaping how people consume and behave in these spaces, and how these dimensions are relevant to marketing within these spaces.

My research will be qualitative in nature as a "commonly acknowledged goal of qualitative research is to create understanding" (Belk, et al., 2013, p. 185). The research will be guided by Turner's liminoid framework for considering consumption and will begin with depth interviews conducted to saturation to determine how contextual dimensions are affecting consumption behavior within mobile environments.

In an effort to inform an 'in situ' investigation, the research will culminate with a mobile diary study. Key informants will be asked to maintain personal introspective diaries for a period of one week recording thoughts, feelings etc. throughout the day in order to gain a deeper insight into consumer experiences and behaviors in the mobile liminoid.

Through my proposed research, I anticipate a significant contribution to marketing theory and practice while advancing knowledge. Particularly, this research will:

1. Examine whether contextual dimensions in the "mobile liminoid" play a role in the consumption experience within emerging mobile environments and, if so, how do these dimensions influence behavior relevant to marketing within these mobile environments?
2. Provide guidance to marketing managers to enhance consumption within the mobile liminoid.

REFERENCES

Dr. Myra Edelstein

Associate Professor, Faculty Fellow
Dept. of Business Studies & Economics
Salve Regina University
Email: edelstem@salve.edu
Phone: (401) 341-3139

Dr. Hillary A. Leonard

Associate Professor of Marketing
College of Business Administration,
University of Rhode Island
Email: hleonard@uri.edu
Phone: (401) 874-4324

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 18 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.