

DALILA SALAZAR

Ph.D. in International Business with a Concentration in Marketing

Department of Management and Marketing
Texas A&M University-Central Texas
Killeen, TX 76549

EDUCATION

Ph.D. in International Business with a Concentration in Marketing

The University of Texas at El Paso, El Paso, TX. 2014

Graphic Design and Layout Certification

El Paso Community College, El Paso, TX. 2010

Master of Business Administration

The University of Texas at El Paso, El Paso, TX. 2008

Bachelor of Business Administration

Marketing and Management

Cum Laude and University Honors Degree

The University of Texas at El Paso, El Paso, TX. 2006

ACADEMIC EMPLOYMENT

Assistant Professor of Marketing

Department of Management and Marketing

Texas A&M University-Central Texas, Killeen, TX. June 2014-Present

HONORS AND AWARDS

Robert Mittelstaedt Doctoral Symposium Fellow: Discussant

University of Nebraska-Lincoln, Lincoln, NE. 2014

Excellence in Undergraduate Instruction by a PhD Student

The University of Texas at El Paso, El Paso, TX. 2013

Les Parker Award for Teaching Excellence and Associated Grant

The University of Texas at El Paso, El Paso, TX. 2012

Excellence in Undergraduate Instruction by a PhD Student

The University of Texas at El Paso, El Paso, TX. 2012

The Apprentice Symposium 2012-Invited Presenter

The University of Texas at El Paso, El Paso, TX. 2012

Excellence in Undergraduate Instruction by a PhD Student

The University of Texas at El Paso, El Paso, TX. 2011

Clinton Global Initiative University Acceptance
San Diego, CA. 2011

PhD Project-MDSA Logo Design Winner
San Francisco, CA. 2011

Outstanding Graduate Student in Business Administration
The University of Texas at El Paso, El Paso, TX. 2008

Outstanding Senior in Marketing
The University of Texas at El Paso, El Paso, TX. 2006

College of Business Administration Banner Bearer
The University of Texas at El Paso, El Paso, TX. 2006

Gates Millennium Scholar Recipient
Bill and Melinda Gates Foundation, 2002-2006

RESEARCH

Dissertation Abstract

Title: The Big [Motion] Picture: Analyzing the Factors Affecting the International Motion Picture Industry

The study analyzes the performance of American movies in an international context. Specifically, it explores the impact of global blockbuster power (a newly introduced construct) and screen allocations on international movie box office receipts. Culture is a mediator in the model, developed using signaling theory.

Interests

International Marketing Management
International Branding Strategies
Social Media Marketing Research

Refereed Publications

Wagstaff, M. Fernanda, Maria del Carmen Triana, Abby Peters, and Dalila Salazar (2013), "Alleged Perpetrators' Reactions to Accusations of Discrimination," *Journal of Managerial Psychology* 2013: 28(1): 74-91.

Wilkinson, Timothy J., Lance Eliot Brouthers, Dalila Salazar, and Mary McNally (2011), "The Strategic Impact of International Trade Shows and Trade Missions for Entrepreneurial Firms," *Journal for Global Business Advancement* 2009:2(3): 207-220.

Refereed Proceedings

Peters, Abby and Dalila Salazar (2010), "Globalization in Marketing: An Empirical Analysis of Business Adoption and Use of Social Network Sites," AMCIS Proceedings. Paper 570.

Work in Progress

"The Brand Management of a Nation: A Multi-methodological Analysis of Afghan Women as Portrayed by the New York Times" (Dalila Salazar and Audrey Cisneros)

"An Analysis of International Consumer Feedback through Online Platforms" (Dalila Salazar and Adolfo Coronado)

TEACHING

Teaching Experience

Assistant Professor of Marketing

Department of Marketing and Management

Texas A&M University-Central Texas, Killeen, TX. June 2014-Present

Associate Instructor of Marketing

Department of Marketing and Management

The University of Texas at El Paso, El Paso, TX. 2008-2013

Teaching Certifications

WAKONSE South Fellow

Wakonse South Conference on College Teaching, Burnet, TX. 2015

The University of Texas at El Paso, El Paso, TX 2013

UTEP Certificate of Online Teaching

The University of Texas at El Paso, El Paso, TX 2013

UTEP Certificate of College Teaching

The University of Texas at El Paso, El Paso, TX. 2011

Courses Taught

MKT 3300-Principles of Marketing

MKT 3302-Consumer Behavior

MKT 3320-Advertising and Sales Promotion

MKT 4305-Selling and Sales Management (Scheduled to teach in the Fall 2013)

MKT 4395-Strategic Marketing Management

***A sample of evaluation scores are included at the end of the curriculum vitae.**

SERVICE

Faculty Advisor

American Marketing Association-Student Chapter

Texas A&M University-Central Texas, Killeen, TX. January 2014-Present

Committee Member

Department of Management and Marketing Hiring Committee
Texas A&M University-Central Texas, Killeen, TX. Fall 2015.

Committee Member

Public Engagement and Brand Strategy Hiring Committee
Texas A&M University-Central Texas, Killeen, TX. Fall 2014.

Coronado High School-International Baccalaureate Senior Project Mentor
Save the Chimps Foundation Presenter
Ronald McDonald House Charities Advocate
Shriners Hospital Advocate
Toms Shoes Advocate
Beautiful Lengths Advocate
Graduate Student Research Expo Volunteer

AFFILIATIONS

Member of the American Marketing Association and the Ph.D. Project

REFERENCES

John Hadjimarcou, Ph.D.
Frank and Wilma Hanley Professorship in Business Administration and Department Chair
jhadjima@utep.edu

Gary Frankwick, Ph.D.
Marcus Jonathan Hunt Chair in International Business and Professor of Marketing
glfrankwick@utep.edu

Edward Ramirez, Ph.D.
Associate Professor of Marketing
eramirez29@utep.edu