

# Rachel Miller-Moudgil

Marketing Doctoral Student

University of Oregon, Lundquist College of Business

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## EDUCATION

Ph.D., Marketing, <i>University of Oregon</i>	Sept. 2021-Present
MBA, <i>Baylor University</i>	May 2020
B.A., Journalism, <i>Baylor University</i>	May 2014

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## RESEARCH INTERESTS

Consumer Culture, Self and Identity, Transformative Consumer Research, Consumer Activism, Authenticity, Brand Activism, Symbolic Consumption, Materialism, Anti-consumption, Social Media

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## TEACHING

University of Oregon, Lundquist College of Business	
Instructor	2022-Present
Courses taught: Marketing Management, Consumer Behavior	

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## PEER REVIEWED PUBLICATIONS

Cornwell, T.B., Frank, A., Miller-Moudgil, R. (2023). A Research Agenda at the Intersection of Sport Sponsorship and Service. *Journal of Service Management*.

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## CONFERENCE POSTERS

Miller-Moudgil, R., Gamlin, J. (2023) "The Overextended Self: Identity Conflict Elicits Possession Disposal." *Society for Consumer Psychology*. San Juan, PR.

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## PROFESSIONAL MEMBERSHIPS

Association for Consumer Research  
Society for Consumer Psychology  
Consumer Culture Theory Consortium

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## SELECT PROFESSIONAL EXPERIENCE

Baylor University, <i>Social Media Coordinator</i>	2017 - 2020
Baylor University, <i>Social Media Specialist</i>	2014 - 2017

**Language Skills:** Intermediate Spanish; Basic Hindi