

Dr. Leah Schneider

Lundquist College of Business, 423 Lillis
University of Oregon
Eugene, OR 97403
Email: lschnei5@uoregon.edu
(541) 515-5368

EDUCATION

Ph.D. in Marketing, Minor in Communication and Culture December 2016
Schulich School of Business, York University, Toronto, ON

Dissertation: "The Activist Tale of Emergent Crowds & Mobilized Communities: Investigating the Interplay Between Consumer Activism & Consumer Collectives" Defended October 2016.

Dissertation Abstract: Consumers are collaboratively and collectively engaging in activist performances in the marketplace in attempts to challenge market hegemony and unilateral decisions. Facilitated and enabled by online technologies, consumer collectives are waging battles both behind and outside of the screen, but is the performance of activism from a collective perspective influenced by the nature of the collective itself? This dissertation explores the intersection and interplay between consumer activism and collectives by examining two collectives who engage in activist efforts, the Emergent Crowd and the Mobilized Community, and comparing their activist performances. Further, this dissertation addresses the question of how Mobilized Communities are transformed by their activist efforts.

B.S. in Business Administration- Marketing, Minor in Linguistics August 2005
Marriott School of Management, Brigham Young University, Provo, UT
Magna Cum Laude Honors

ACADEMIC EMPLOYMENT

Senior Instructor 1 of Marketing, Lundquist College of Business, University of Oregon
Marketing Management (MKTG 311) Summer 2016 – Present
-Asynchronous & Face to Face Courses
Marketing Management: Honors (MKTG 311H) Fall 2017 – Present
-Asynchronous & Face to Face Courses
Marketing Communications (MKTG 420) Fall 2013 – Present
-Asynchronous & Face to Face Courses
Marketing Value for Customers (BA 317) Fall 2015 – Present
-Asynchronous & Face to Face Courses
Consumer Behavior (MKTG 435) Winter & Spring 2014

Course Instructor, Schulich School of Business, York University
Marketing Management Winter 2011
Course Ratings Overall Average: 6.4/7 (Core Course Average: 5.8/7)
Consumer Behavior Fall 2012, Winter 2012
Course Ratings Overall Averages: 6.6/7 (Dept. Course Average: 5.9/7)

Research Assistant, Schulich School of Business, York University

Dr. Robert V. Kozinets, Professor of Marketing	2010 – 2013
Dr. Julia Creet, Association Professor, Department of English	2010 – 2013
Dr. Sammy Bonsu, Associate Professor	2009 – 2010
Dr. Markus Giesler, Associate Professor	2008 – 2009

Marriott School of Management, Brigham Young University

Research Assistant: Dr. Glenn Christensen, Associate Professor	2005
Teaching Assistant: Macroeconomics; Dr. Roland Koller, Professor Emeritus	2004

TEACHING DEVELOPMENT ACTIVITIES & CONTRIBUTIONS

Glass Apple Podcast Guest Contributor – TEP	Summer 2023
Faculty Meeting Pedagogy Spotlight Guest Speaker – “AI in the Classroom”	Spring 2023
Summer Teaching Institute – Guest Presenter/Teaching Demonstration	Summer 2021
CAIT Fellow – TEP	2020-2021
Developed & Piloted 4 Asynchronous Courses -MKTG 311, MKTG 311 – Honors, MKTG 420, BA 317	2018 – 2020
Remote Teaching Seminar Presenter – Lundquist College of Business	Summer 2020
Online Course Walkthrough Demonstration– TEP	Summer 2020
Summer Teaching Institute – Online Pathway	Summer 2018

ACADEMIC SERVICE

University of Oregon

UO Provost’s Teaching Fellow	2023-2024
Distinguished Teaching Awards – Committee Member; Committee Chair	2022 & 2023
Executive Vice Provost of Academic Affairs – Search Committee	2019

Lundquist College of Business

Academic Council – Career Faculty Representative	2022 - Present
Marketing Dept. Peer Teaching Evaluations Coordinator	2022 – Present
Online Advisory Committee – Member	2020 – Present
Honors Student Thesis Advisor	2022 – Present
<i>Nia Suryanata: Creating, Building & Managing Authentic Self-Brands on Social Media</i>	
Honors Student Thesis Committee Member	2022
<i>Carson Miller: The Fenty Effect: A Case Study of the Fusion on Celebrity, Luxury, and Inclusivity</i>	
Honors Student Thesis Committee Member	2021
<i>Morgan Heinrich: When the Center Doesn't Hold Anymore: The Evolution of the Jordan Brand</i>	
Marketing Dept. Curriculum Review Committee Head	2019
MKTG 311 Course Coordinator	2018 – Present
UO American Marketing Association Faculty Advisor	2017 – Present
Marketing Department Course Transfer Equivalency Evaluator	2015 – 2021
Honors Student Thesis Committee Member	2017
<i>Emily Chinn: Essentials of Branded Event Marketing</i>	

York University

RISE Undergraduate Case Competition Judge	2011
Faculty of Graduate Studies Student Representative	2010-2011
President: Ph.D. Student Association at Schulich School of Business	2009-2010

Scholarly Service

Ad-hoc Reviewer, ACR: North America Conference	2010-2012
Ad-hoc Reviewer, ACR: Asia-Pacific Conference	2011
Ad-hoc Reviewer, Consumer Culture Theory Conference	2011

ACADEMIC HONORS & FUNDING

UO Provost's Teaching Fellow	2023-2024
Honors Distinguished Faculty Award, Lundquist Business Honors Program	2023
UO Distinguished Teaching Award: Herman Award for Outstanding Online Education	2021
Lundquist College of Business Online Teaching Development Stipend	Summer 2020
Lundquist College of Business Online Teaching Development Stipend	Summer 2019
Business Advisory Council Undergraduate Teaching Award, University of Oregon	Winter 2016
Schulich School of Business Ph.D. Bursary	2008-2012
Schulich Entrance Scholarship of Merit for Ph.D. Students	2008 - 2009
Brigham Young University, Magna Cum Laude	2005
Brigham Young University Bicentennial Full Tuition Scholarship	2001 - 2005
Brigham Young University Dean's Honors List	2001 - 2005

PUBLICATIONS

Scaraboto, Daiane, Leah Carter-Schneider, and Richard Kedizor, "At World's End: Integrating Virtual Worlds and Social Media," *Journal of Marketing Management* (August 2012).

CONFERENCE PROCEEDING PUBLICATIONS

Carter-Schneider, Leah and Robert V. Kozinets (2011), "Beyond Enemy Lines: Sociality in Consumer Activism," Competitive paper session, *Association for Consumer Research Conference*, St. Louis, MO.

Carter, Leah (2010), "Critically Romantic: Negotiating Feminist and Romantic Discourses in the Marketplace," presented in "Having it All: Marketplace Complexities and Negotiations of Feminism and Women's Roles," (Special Session), in *Advances in Consumer Research*, 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Peters, Duluth, MN: Association for Consumer Research.

Giesler, Markus, Leah Carter, and Marius Luedicke (2008), "Cultural Market Formation in the Time of an Epistemic Shift," in *Advances in Consumer Research*, 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 72-75.

SELECT CONFERENCE PRESENTATIONS

Carter-Schneider, Leah and Julia Creet (2011), "Rooting Value: Identity Negotiations from Juxtaposing Past and Present," *Association for Consumer Research*, St. Louis, MO.

Carter-Schneider, Leah and Robert V. Kozinets (2011), "Behind Enemy Lines: Sociality in Consumer Activism," *Consumer Culture Theory Conference*, Evanston, IL.

Carter-Schneider, Leah and Julia Creet (2011), "Rooting Value: Identity Negotiations from Juxtaposing Past and Present," *Consumer Culture Theory Conference*, Evanston, IL.

Carter, Leah (2009), "Happily Ever After: Practical Feminisms of Romance," presented in "The

Modern Woman: Practical Feminisms and Media Consumption” (Special Session), *Consumer Culture Theory Conference*, Ann Arbor, MI.

PROFESSIONAL CERTIFICATIONS

Hootsuite Social Marketing Certification

January 2020

SCHOLARLY MEMBERSHIP

Member, American Marketing Association

Member, Association for Consumer Research

CONSULTING

Dee Etzilwer, *Marching in their Footsteps*

Jan – July 2020

OTHER EMPLOYMENT & COMMUNITY SERVICE

2007-2008: Office Manager, *CKR Engineers*, Orem, UT.

2005-2007: Full-time Religious Missionary, Buenos Aires, Argentina.

ADDITIONAL INFORMATION

Fluent in Spanish