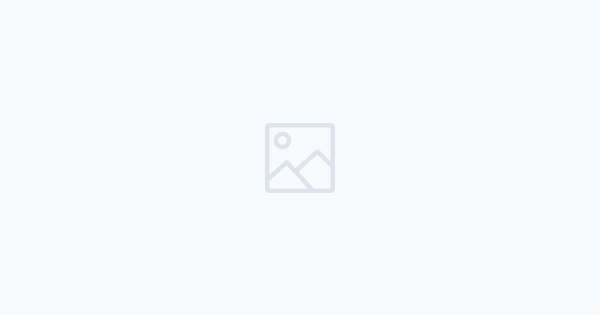
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| **IDENTIFICACIÓN** | |
| Apellidos y Nombres: | **Chapa Escobedo, Sindy** |
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| **TÍTULACIÓN ACADÉMICA** |
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| **PROYECTOS O CONTRATOS DE INVESTIGACIÓN I+D** |
| Título del proyecto: Hispanic Marketing Communication Book  Entidad financiadora: Center for Hispanic Marketing Communication  Duración: 3 anos  Investigador principal: Sindy Chapa |
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| **PUBLICACIONES** |
| Autores:  Título:  Revista:  DOI:  Año:  Indexaciones: |
| Tan, M., Chapa, S., & Walsh, M. (in press). Understanding the Relationship Between Environmental Concern and Attitude toward Eco-Friendly Cara among Multiethnic consumers. *Sustainability*, 21 pages.  Chapa, S., & Khan, T. (2024). Social Influencers or Celebrity Endorsers To Whom Do Multicultural Consumers Pay Attention In Instagram Comparing Medium and High-Involvement Products Across Ethnic Groups. *Journal of Marketing Development and Competitiveness*, 19 pages.  Chapa, S., & Bravo, O. (2024). Selling Fear Across Ethnic Consumers: Modeling Emotional Arousal and Validating the Impact of Galvanic Skin Responses in Advertising. *Emotions and Society*. Manuscript submitted for publication, 34 pages.  Wang, P., & Chapa, S. (2023). A Cross-cultural Analysis of Impulsive Buying Behavior: The influence of Long-term Orientation and Shopping Values. *Journal of Cultural Marketing Strategy*, *7*(2), 174-186. 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| **TESIS DOCTORALES DIRIGIDAS** |
| Título:  Doctoranda:  Universidad:  Facultad:  Departamento:  Año: |
| (2024) Tian, M., doctoral student. *Unveiling Gendered Stereotypes in Esports: Exploring the Influence of Stereotype Beliefs, Conformity to Masculine Norms, and Experience on Biased Perceptions of Female Gamers*.  (2023) Wang, P., doctoral candidate. *A Cross-Cultural Analysis of Impulsive And Compulsive Buying Behaviors Among Chinese Indians And U.S Consumers*.  (2022)Karimkhanashtiyani, F., doctoral student. *Impact of Influencers on Consumers Perceptions: A Cross Cultural Examination*.  (2022) Sawicki, S., doctoral student. *What's So Funny? Modeling The Effect Of Humorous Advertising On Consumer Behavior Across Age, Gender, And Ethnic Groups*.  (2021) Bravo, O., doctoral student. *The Impact Of Moral Intensity Frames And Perceived Importance of an Ethical Issue on Consumers' Boycott Decision Making*. |
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| **OTROS MÉRITOS** |
| ORCID:  RESEARCHER-ID:  **Invited Books**  Korzenny, F., Chapa, S., & Korzenny, B. A. (in press). *Hispanic Marketing Communication 4th Edition: The Evolution of the Hispanic Consumer Fourth Edition*. London: Routledge, Taylor & Francis Group.  Korzenny, F., Chapa, S., & Korzenny, B. A. (2017). *Hispanic Marketing: The Power of the New Latino Consumer, Third Edition*. London: Rutledge Taylor & Francis Group. Retrieved from <https://www.routledge.com/Hispanic-Marketing-The-Power-of-the-New-Latino-Consumer-3rd-Edition/Korzenny-Chapa-Korzenny/p/book/9781138917798>  **Invited Book Chapters**  Chapa, S. (2019). Chapter 11. Tapping into Hispanic/Latinx Buying Power: AN overview of Hispanic Marketing and Advertising in the U.S. In Coronado and Rodriguez- Knight (Ed.), *Latinx Voices: Hispanics in the Media in the U.S* (pp. 43). Routledge. Taylor and Francis Group.  Hyun, Y., Japerson, A., & Chapa, S. (2010). Ethno-Technology In Reactions To Candidate Messages in the 2008 campaign. In Kaid, Linda and John Allen Hendricks (Ed.), Techno Politics in Presidential Campaigning: New Voices, New Technologies, And New Voters. In Kaid, Linda and Jhon Allen Hendricks (Ed.), *Techno politics in presidential campaigning : new voices, new technologies, and new voters*. Rowman & Littlefield Publisher, Inc.  **Refereed Book Chapters**  Chapa, S. (2023). The Use of Bilingual Advertising Targeting Hispanics; at the Communicative Spaces in Bilingual Contexts: Discourses, Synergies and Counterflows in Spanish and English. In Sanchez, Ana and Jessica Retis (Ed.), *Communicative Spaces in Bilingual Contexts Discourses, Synergies and Counter flows in Spanish and English* (pp. 30). Routledge.  Pope, J., Chapa, S., & Hausman, A. (2015). Joint Venture Dissolution in Developed and Less Developed Countries: Exploring Political Stability and Types of Termination. In *Assessing the Different Roles of Marketing Theory and Practice in the Jaws of Economic Uncertainty* (pp. 326-230). Springer Cham. Retrieved from <https://link.springer.com/chapter/10.1007/978-3-319-11845-1_114>  Hernandez, M., & Chapa, S. (2009). The Effect of Arousal on Adolescent's Memory of Brand Placements in Advergames. In Nigel K. Ll. Pope, Kerri-Ann L.Kuhn and Forster, J. (Ed.), *Digital sport for performance enhancement and competitive evolution: intelligent gaming technologies*. Griffith University, Australia.  Chapa, S., & Hernandez, M. (2006). Modeling the Indicators of Purchasing Behavior toward Counterfeits: An Exploratory Study in China. In Chantal Ammo (Ed.), *Global consumer behavior*. Hermes Sciences Lavoisier, U.K.  Hernandez, M., Minor, M., Mi S, S., Chapa, S., & Salas, J. (2004). Brand Recall in the Advergaming Environment: A Cross-Country Comparison. In M. Stafford & R. J. Faber (Ed.), *Advertising, promotions and news media*. M.E. Sharpe, Inc. |