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| **IDENTIFICACIÓN** |
| Apellidos y Nombres:  | **Chapa Escobedo, Sindy** |
| Red nacional (País):  | **Estados Unidos** |
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| **TÍTULACIÓN ACADÉMICA**  |
| Titulación: Universidad: País: Año de egreso: University of Texas, Pan American 2007 |
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| **PROYECTOS O CONTRATOS DE INVESTIGACIÓN I+D** |
| Título del proyecto: Hispanic Marketing Communication BookEntidad financiadora: Center for Hispanic Marketing CommunicationDuración: 3 anosInvestigador 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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How Consumers Expect to be Seen by Others: Exploring Body Image Perceptions Across Gender, Age, and Ethnic groups in the United States. *Journal of Global Fashion Marketing*, *11*, 190-206. doi:https://doi.org/10.1080/20932685.2019.1703780Yan, S., & Chapa, S. (2020). Exploring the effect of shocking advertising used by for-profit and nonprofit organizations in the US and China. *Journal of Marketing Development and Competitiveness*, *14*(5), 75-86. Retrieved from <http://www.digitalcommons.www.na-businesspress.com/JMDC/JMDC14-5/6_YanFinal.pdf> doi:https://doi.org/10.33423/jmdc.v14i5.3986Rojas-Mendez, J., & Chapa, S. (2019). X-Scale: A new scale to measure consumer xenocentrism. *Marketing Intelligence and Planning*, 30. Retrieved from <https://www.emerald.com/insight/content/doi/10.1108/MIP-01-2019-0062/full/html> doi:0263-4503Jordan, F., Chapa, S., & Lee, J. (2018). 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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.  |