

# CECILIA RUVALCABA

University of The Pacific  
Eberhardt School of Business  
Stockton, CA 95211

Email: [cruvalcaba@pacific.edu](mailto:cruvalcaba@pacific.edu)

---

## EDUCATION

---

|  |      |
|--|------|
| Doctor of Philosophy<br>Field: Management with a concentration in Marketing<br>University of California Irvine                           | 2015 |
| Master of Business Administration<br>Area of Concentration: Marketing Management & International Business<br>Loyola Marymount University | 2006 |
| Bachelor of Science in Business Administration<br>Area of Concentration: Business Information Systems<br>DeVry University                | 2003 |

Winter 2015

Course: International Marketing (Graduate)

Overall Evaluation 3.67/4.00

Course: Marketing Management (Graduate)

Overall Evaluation 3.83/4.00

Fall 2014

Course: International Marketing (Two Sections, Undergraduate)

Overall Evaluation 3.81/4.00 and 3.87/4.00

Course: International Marketing (Online Course, Graduate)

Overall Evaluation 2.84/4.00

Spring 2014

Course: Marketing Management (Graduate)

Overall Evaluation: 3.91/4.00

Winter 2014

Course: International Marketing (Graduate)

Overall Evaluation: 3.98/4.00

Fall 2013

Course: International Marketing (Undergraduate)

Overall Evaluation: 3.50/4.00

Fall 2012

Course: Introduction to Hispanic Culture (Graduate)

*Created a course tailored to a new graduate program. The purpose of the course was to provide an in-depth understanding and analysis of Hispanic culture and its implications in all areas of business.*

Overall Evaluation: (evaluations not collected)

Teaching Associate

*Paul Merage School of Business, University of California Irvine*

Winter 2014

Course: International Marketing (Undergraduate)

Overall Evaluation: 3.54/4.00





---

## PRESENTATIONS

---

Presenter

The Paul Merage School of Business, University of California Irvine

Spring 2013: Ethnographic Research in Consumer Behavior

Winter 2013: Ethnographic Research Analysis Software

### **Peer Reviewed Conference Presentations**

Ruvalcaba, C. (2015). Market Legitimacy: An Investigation into the Institutionalization and Legitimation of Hispanic Cultural Markets. Consumer Culture Theory Conference. Fayetteville, Arkansas. (Presentation)

Ruvalcaba, C. (2015). Market Legitimacy: An Investigation into the Institutionalization and Legitimation of Cultural Markets. American Marketing Association Winter Marketing Educators' Conference. San Antonio, Texas. (Poster)

---

## PUBLICATIONS

---

Ruvalcaba, Cecilia and Alladi Venkatesh (2015), "An ethnoconsumerist approach to Hispanic small businesses' adoption of internet technology," in *The Routledge Companion to Ethnic Marketing*, Ahmad Jamal, Lisa Peñaloza and Michel Laroche eds. Oxon and New York: Routledge.

This study investigates Internet and e-Commerce related business opportunities and challenges facing an ethnic business community – Hispanic-owned small businesses. We looked to understand what technological tools are used, how these tools are integrated into their business operations, and what barriers to adoption are faced. In understand2dnto ted small11IIIe.04 Tftm(e5II)6(13(h)61



UC/USC Marketing Colloquium (2010, 2011, 2012, 2013)

---

## PROFESSIONAL SERVICE

---

American Marketing Association 2015 Winter Marketing Educators' Conference Reviewer

Markets, Culture, and Consumption Workshop 2014 Conference Coordinator

Anthropology of Markets and Consumption Conference 2013 Conference Assistant

Ethnic Marketing book chapter reviewer

Association for Consumer Research 2013 Conference Reviewer

Journal of Consumer Research 2011 Trainee Reviewer

Society for Marketing Advances 2011 Conference Reviewer

PhD Project Representative at 2011 Annual Society of Hispanic Professional Engineers (SHPE)  
Conference

UC Irvine Paul Merage School of Business Recruitment Representative at the 2010 Annual PhD  
Project Conference

UC Irvine Merage PhD Program Committee 2009 Social Chair

---

## PROFESSIONAL MEMBERSHIPS

---

The American Marketing Association

The Association for Consumer Research

Consumer Culture Theory Consortium

PhD Project Marketing Doctoral Student Association

PhD Project Marketing Ethnic Faculty Association

National Society of Hispanic MBAs