

**TENURE AND PROMOTION CURRICULUM VITAE
OF
SIGAL SEGEV, DEPARTMENT OF ADVERTISING & PUBLIC RELATIONS**

EDUCATION

Degree	Institution	Field	Dates
Doctor of Philosophy	University of Leicester	Mass Communication	1998-2004
Master of Science	Florida International University	Mass Communication	1996-1998
Bachelor of Arts	Tel-Aviv University	Political Science and Arabic Language and Literature	1991-1994

FULL-TIME ACADEMIC EXPERIENCE

Institution	Rank	Field	Dates
Florida International University	Assistant Professor (Tenure Track)	Advertising & Public Relations	2010-present
Florida International University	Assistant Professor & Director of the GSC-Creative Track Graduate Program (Non-Tenure Track)	Advertising & Public Relations	2007-2010

PROFESSIONAL EXPERIENCE

Place of Employment	Title	Dates
Surf Communication Solutions, Inc., Israel	Director of Marketing Communication	1999-2003
Consulate General of Israel, Miami	Public & Community Relations Officer	1994-1998
The Ben Gurion Heritage Institute, Israel	Seminar Instructor	1992-1994

EMPLOYMENT RECORD AT FIU

Rank	Dates
Assistant Professor	Sept 2007-present

PUBLICATIONS IN DISCIPLINE

Peer-Reviewed Articles

- Dosea, D., Walsh, G., Ruvio, A., & Segev, S. (2018). Investigating links between cultural orientation and culture outcomes: Immigrants from the former Soviet Union to Israel and Germany. *Journal of Business Research*, 82 (Jan), 281-289.
- Liu, Y., & Segev, S. (2017). Cultural orientations and environmental sustainability in households: A comparative analysis of Hispanics and Non-Hispanic Whites in the U.S. *International Journal of Consumer Studies*, 41 (6), 587-596.
- Liu, Y., Segev, S., & Villar, M. E. (2017). Comparing two mechanisms for green consumption: Cognitive-affect behavior vs. theory of reasoned action. *Journal of Consumer Marketing*, 34 (5), 442-454.
- Shoham, A., Segev, S., & Gavish, Y. (2017). The effect of acculturation and ethnic identification on consumer dis-identification and consumption: An investigation of U.S. Hispanics. *Journal of Consumer Behaviour*, 16 (5), 403-412.
- Segev, S., Fernandes, J., & Hong, C. (2016). Is your product really green? A content analysis to reassess green advertising. *Journal of Advertising*, 45 (1), 85-93.
- Segev, S. (2015). Modeling household conservation behavior among ethnic consumers: The path from values to behaviors. *International Journal of Consumer Studies*, 39 (3), 193-202.
- Shoham, A., Gavish, Y., & Segev, S. (2015). Impulsive and compulsive buying behaviors among Israeli and USA consumers: The influence of trait compulsiveness and impulsiveness and cultural values. *Journal of International Consumer Marketing*, 27 (3), 187-206.
- Wang, W., Segev, S., & Liu, Y. (2015). Social network sites' usage for product communication: A comparative study of Hispanics and non-Hispanic Whites. *Computers in Human Behavior*, 49 (August), 86-93.
- Segev, S., Fernandes, J., & Wang, W. (2015). The Effects of gain vs. loss message framing and point of reference on consumer responses to green advertising. *Journal of Current Issues and Research in Advertising*, 36 (1), 35-51.
- Segev, S., Shoham, A., & Gavish, Y. (2015). A closer look into the materialism construct: The antecedents and consequences of materialism and its three facets. *Journal of Consumer Marketing*, 32 (2), 113-124.
- Segev, S., Ruvio, A., Shoham, A., & Velan, D. (2014). Acculturation and consumer loyalty among immigrants: A cross-national study. *European Journal of Marketing*, 48 (9/10),

1579-1599.

- Segev, S.** (2014). The effect of acculturation on ethnic consumers' decision-making styles: An empirical analysis of Hispanic consumers. *Journal of International Consumer Marketing*, 26 (3), 168–184.
- Segev, S., Wang, W., & Fernandes, J.** (2014). Effects of ad-context congruence on responses to advertising in blogs: Exploring the role of involvement. *International Journal of Advertising*, 33 (1), 17-36.
- Segev, S., Villar, M. E., & Fiske, R.** (2012). Understanding opinion leadership and motivations to blog: Implications for public relations practice. *Public Relations Journal*, 6 (5), 1-30.
- Villar, M. E., Ai, D., & Segev, S.** (2012). Chinese and American perceptions of foreign-name brands. *Journal of Product & Brand Management*, 21 (5), 341-349.
- Shoham, A., Gavish, Y., & Segev, S.** (2012). Drivers of customers' reactions to service failures: The Israeli experience, *International Journal of Psychological Studies*, 4 (1), 76-90.

Proceedings (Peer-Reviewed)

- Fernandes, J., & Segev, S. & Leopold, J. K.** (2017). *Learning to spot deception in green advertising: Testing a literacy intervention to combat greenwashing*. Proceedings of the American Academy of Advertising Annual Conference, Tom Reichert (ed.), University of Georgia, GA, p. 140.
- Fernandes, J., & Segev, S.** (2016). *Exploring the mechanism of guilt appeals: The influence of point of reference on guilt advertising effectiveness*. Proceedings of the American Academy of Advertising Annual Conference, Tom Reichert (ed.), University of Georgia, GA, p. 133.
- Shoham, A., Segev, S., & Gavish, Y.** (2015). *The effect of acculturation on consumer Dis-identification and consumption outcomes among U.S. Hispanics*. Proceedings of the Academy of Marketing Science Annual Conference, Kacy Kim (ed.), Elon University, NC, pp. 59-62.
- Segev, S., Liu, Y., & Villar M. E.** (2015). *Exploring Hispanics' green consumption: Applying the cognitive-affect-behavior model*. Proceedings of the American Academy of Advertising Annual Conference, Michelle R. Nelson (ed.), University of Illinois at Urbana-Champaign, IL, p. 77.
- Segev, S.** (2014). *Toward an understanding of ethnic consumers' conservation behavior: The case of Hispanics*. Proceedings of the Academy of Marketing Science Annual Conference, Michael W. Obal (ed.), Temple University, PA, pp. 97-100.

- Segev, S., Wang, W., & Fiske, R. (2014).** *Discussing brands and products over social network sites (SNSs): Does cultural orientation shapes users' motivations?* Proceedings of the American Academy of Advertising Annual Conference, Jisu Huh (ed.), University of Minnesota, MN, p. 54.
- Segev, S. Villar, M.E., & Liu, Y. (2013).** *Hispanics and green consumption: Exploring the green 'attitude-behavior gap.'* Proceedings of the Academy of Marketing Science Annual Conference, Krzysztof Kubacki (ed.), Griffith University: Queensland, Australia, p. 99.
- Segev, S., Fernandes, J., & Wang, W. (2013).** *Loss for me or loss for the environment? The effect of message framing and point of reference on responses to green advertising.* Proceedings of the American Academy of Advertising Annual Conference, Karen M. Lancendorfer (ed.), Western Michigan University, MI, p. 92.
- Segev, S., Shoham, A., & Gavish, Y. (2012).** *Materialism through a magnifying glass: A comprehensive model of the antecedents and consequences of materialism.* Proceedings of the Academy of Marketing Science Annual Conference, Leroy Robinson Jr. (ed.), University of Houston: Clearlake, TX, p. 123.
- Segev, S., Villar, M.E., & Fiske, R. (2012).** *Understanding bloggers: Opinion leadership and motivations to use blogs among bloggers and blog readers.* Proceedings of the Academy of Marketing Science Annual Conference, Leroy Robinson Jr. (ed.), University of Houston: Clearlake, TX, p. 123.
- Segev, S., Fernandes, J., & Wang, W. (2012).** *Advertising in blogs: Effects of ad-context congruence.* Proceedings of the American Academy of Advertising Annual Conference, Margaret Morrison (ed.), University of Tennessee: Knoxville, TN, p. 169.
- Segev, S., & Pinto, J. (2011).** *The effect of acculturation on immigrant consumers' green behavior: Antecedents and consequences.* Proceedings of Sustainable Consumption – Towards Action and Impact, Abstract Volume. International Scientific Conference, November 6th-8th 2011, in Hamburg, Germany, p. 45.
- Segev, S., Ruvio, A., & and Shoham, A. (2011).** *Immigrants' approaches to shopping: The role of acculturation in determining Hispanics' consumer decision making styles.* Proceedings of the Academy of Marketing Science Annual Conference, Mary Conway Dato, Rollins College: Winter Park, FL, p. 335.
- Segev, S. (2011).** *Blogs as a teaching tool.* Proceedings of the American Academy of Advertising Annual Conference, Steven M. Edwards (ed.), Southern Methodist University: Dallas, TX, p. 86.
- Segev, S., Pinto, J., & and Parker, B. (2011).** *Acculturation, green consumer behavior and the mediating role of perceived influence of advertising.* Proceedings of the American Academy of Advertising Annual Conference, Steven M. Edwards (ed.), Southern Methodist University: Dallas, TX, p. 54.

- Segev, S., Ruvio, A., & Shoham, A. (2010).** *Consumer loyalty among Immigrants: The relationship between ethnicity, change-Seeking tendency and consumer loyalty and the mediating role of acculturation.* Proceedings of the Academy of Marketing Science Annual Conference, Dawn R. Deeter-Schmelz, Ohio University: Athens, OH, p. 204.
- Parker, B., **Segev, S., & Pinto, J. (2010).** *What it means to go green: Consumer perceptions of green brands and dimensions of greenness.* Proceedings of the American Academy of Advertising Annual Conference, Wei-Na Lee (Ed.), University of Texas at Austin, Austin, TX, 99-111.
- Segev, S., Ruvio, A., & Shoham, A. (2008).** *A comprehensive model for Hispanics' consumer acculturation: Antecedents and effects on store and brand loyalty.* Proceedings of the Association for Consumer Research Annual Conference, Ann L. McGill, University of Chicago, and Sharon Shavitt, University of Illinois at Urbana-Champaign (Eds.), p. 17.
- Ruvio, A., Walsh, G., & **Segev, S. (2008).** *Unique or different: The role of consumers' need for uniqueness in the acculturation process.* Proceedings of the Association for Consumer Research Annual Conference, Ann L. McGill, University of Chicago, and Sharon Shavitt, University of Illinois at Urbana-Champaign (Eds.), pp. 18-19.
- Shoham, A., **Segev, S., & Ruvio, A. (2006).** *The effect of acculturation on US Hispanics' socialization and consumer behavior.* Proceedings of the Society of Consumer Psychology Annual Conference, Dan Arieli, MIT, Baba Shiv, Stanford University, and Michal Strahilevitz, University of Arizona (Eds.), 698-713.
- Kerr, G., Rose, P.B., & **Segev, S. (2005).** *Insights into the account planning enigma: Views from the U.S. and Australia.* Proceedings of the American Academy of Advertising, Asia-Pacific Conference, Hong Cheng, Ohio University and Kara Chan, Hong Kong Baptist University (Eds.), p. 88.
- Rose, P. B. & **Segev, S. (2005).** *Teaching the Hispanic market: A holistic approach.* Proceedings of the American Academy of Advertising Annual Conference, Carrie LaFerle (Ed.), Michigan State University, Lansing MI, p. 71.

Chapters in Books

- Segev, S. (2014).** Environmental awareness, perceived influence of green advertising and green behavior: A comparison between non-Hispanics and acculturating Hispanics. In L. Kahle & E. Gurel Atay (Eds.), *Communicating Sustainability for the Green Economy* (104-121). Armonk, NY: M.E. Sharpe.

PRESENTED PAPERS AND LECTURES

Refereed Conference Presentations

- Segev, S., Liu, Y., & Fernandes, J. (2019).** *The effect of cultural orientations on green purchase*

- behavior: Comparing American and Chinese Consumers*. Paper is to be presented at the American Academy of Advertising (AAA) Annual Conference, Dallas, TX, March 28-31.
- Liu, Y., & Segev, S. (2018). *Cultural concepts of time and household sustainable behaviors: A comparative analysis of American and Chinese consumers*. Paper to be presented in the 2018 International Communication Association (ICA) Conference, Prague, Czech Republic, May 24-28.
- Fernandes, J., & Segev, S. (2018). *The positive side of guilt appeals: When effort enhances compliance toward negative induced emotion in advertising*. Paper presented at the American Academy of Advertising (AAA) Annual Conference, New York, NY, March 22-25.
- Fernandes, J., & Segev, S., & Leopold, J. (2017). *Learning to Spot Deception in Green Advertising: Testing a Literacy Intervention to Combat Greenwashing*. Paper presented at the American Academy of Advertising (AAA) Annual Conference, Boston, MA, March 23-26.
- Fernandes, J., & Segev, S. (2016). *Green advertising literacy: Using copy and creative literacy information to combat greenwashing*. Paper presented at the International Conference on Research in Advertising (ICORIA), Ljubljana, Slovenia, June 30-July 2nd.
- Liu, Y., & Segev, S. (2016). *Cultural Orientations and Sustainability in Households: A Comparative Analysis of Hispanic Immigrants and Non-Hispanic Whites in the U.S.* Paper was presented in the 2016 International Communication Association (ICA) Conference, Fukuoka, Japan, June 9-13.
- Dose, D., Walsh, G., Ruvio, A., & Segev, S. (2016). *Cultural orientation and culture consumption outcomes: Comparing Immigrants from the former Soviet Union to Israel and Germany*. Paper presented at the 2016 Academy of Marketing Science's (AMS) Annual Conference, Orlando, FL, May 18-21.
- Fernandes, J., & Segev, S. (2016). *Exploring the mechanism of guilt appeals: The influence of point of reference on guilt advertising effectiveness*. Paper presented at the American Academy of Advertising (AAA) Annual Conference, Seattle, WA, March 17-20.
- Fernandes, J., & Segev, S. (2015). *A content analysis of green advertising: What has changed in twenty years?* Paper presented at the Association for Education in Journalism & mass Communication (AEJMC) Annual Conference, San Francisco, CA, August 6-9.
- Shoham, A., Segev, S., & Gavish, Y. (2015). *The effect of acculturation on consumer Dis-identification and consumption outcomes among U.S. Hispanics*. Paper presented at the Academy of Marketing Science (AMS) Annual Conference, Denver, Co, May 12-14.
- Segev, S., Liu, Y., & Villar M. E. (2015). *Exploring Hispanics' green consumption: Applying the cognitive-affect-behavior model*. Paper presented at the American Academy of

Advertising (AAA) Annual Conference, Chicago, IL, March 26-29.

- Segev, S.** (2014). *Toward an understanding of ethnic consumers' conservation behavior: The case of Hispanics*. Paper presented at the Academy of Marketing Science (AMS) Annual Conference, Indianapolis, IN, May 21-23.
- Segev, S., Wang, W., & Fiske, R.** (2014). *Discussing brands and products over social network sites (SNSs): Does cultural orientation shapes users motivations?* Paper presented at the American Academy of Advertising (AAA) Annual Conference, Atlanta, GA, March 27-30.
- Segev, S. Wang, W., & Fiske, R.** (2013). *Hispanics' motivations to use social networking sites for brand communication: The role of cultural factors*. Paper presented at the International Communication Association (ICA) 63rd Annual Convention, London, UK, June 17-21.
- Segev, S., Villar, M. E., & Liu, Y.** (2013). *Hispanics and Green Consumption: Exploring the Green "Attitude-Behavior Gap"*. Paper presented at the Academy of Marketing Science (AMS) Annual Conference, Monterey, CA, May 15-18.
- Segev, S., Fernandes, J., & Wang, W.** (2013). *Loss for me or loss for the environment? The effect of message framing and point of reference on responses to green advertising*. Paper presented at the American Academy of Advertising (AAA) Annual Conference, Albuquerque, New Mexico, April 4-7.
- Segev, S., Shoham, A., & Gavish, Y.** (2012). *Materialism through a magnifying glass: A comprehensive model of the antecedents and consequences of materialism*. Paper presented at the Academy of Marketing Science (AMS) Annual Conference, New Orleans, LA, May 16-19.
- Segev, S., Villar, M.E., & Fiske, R.** (2012). *Understanding bloggers: Opinion leadership and motivations to use blogs among bloggers and blog readers*. Paper presented at the Academy of Marketing Science (AMS) Annual Conference, New Orleans, LA, May 16-19.
- Segev, S., Fernandes, J., & Wang, J.** (2012). *Advertising in blogs: Effects of ad-context congruence, product involvement and issue involvement on responses to banner ads*. Paper presented at the American Academy of Advertising (AAA) Annual Conference, Myrtle Beach, SC, March 15-18.
- Segev, S., & Pinto, J.** (2011). *The effect of acculturation on immigrant consumers' green behavior: Antecedents and consequences*. Paper presented at the Sustainable Consumption (SuCo): Toward Action and Impact Conference, Hamburg, Germany, November 6-8.
- Segev, S., Ruvio, A., & Shoham, A.** (2011). *Immigrants' approaches to shopping:*

The role of acculturation in determining Hispanics' consumer decision making styles. Paper presented at the Academy of Marketing Science (AMS) Annual Conference, Coral Gables, FL, May 24-27.

Segev, S., & Pinto, J. (2011). *The relationship between perceived influence of green advertising and green consumer behavior among Hispanics and non-Hispanics.* Paper presented at the 30th Advertising & Consumer Psychology Conference on Environmental Sustainability, Eugene, OR, May 6-7.

Segev, S. (2011). *Blogs as a teaching tool.* Special Topics Session: Blogs are Blooming, Tweets Abound, and I've Got Friends: Integrating Interactive, Digital, and Social Media in the Classroom, Presented at the American Academy of Advertising (AAA) Annual Conference, Mesa, AZ, April 7-10.

Segev, S., Pinto, J., & Parker, B. (2011). *Acculturation, green consumer behavior and the mediating role of perceived influence of advertising.* Paper presented at the American Academy of Advertising (AAA) Annual Conference, Mesa, AZ, April 7-10.

Segev, S., Ruvio, A., & Shoham, A. (2010). *Consumer loyalty among immigrants: The relationship between ethnicity, change-seeking tendency and consumer loyalty and the mediating role of acculturation.* Paper presented at the Academy of Marketing Science (AMS) Annual Conference, Portland, OR, May 26-29.

Parker, B., Segev, S., & Pinto, J. (2010). *What it means to go green: Consumer perceptions of green brands and dimensions of greenness.* Paper presented at the American Academy of Advertising (AAA) Annual Conference, Minneapolis, MN, March 18-21.

Segev, S. (2009). *Growing globally-aware advertising professionals through international internships: From greenhouses to full-scale programs.* Teaching Panel Session, What I Learned During My Summer Vacation/International Internship, International Communication Division (ICD). Presented at the Association for Education in Journalism & Mass Communication (AEJMC) Conference, Boston, MA, August 5-8.

Segev, S., Ruvio, A., & Shoham, A. (2008). *A Comprehensive model for Hispanics' consumer acculturation: Antecedents and effects on store and brand loyalty.* Paper presented at the Symposia on Acculturation and Consumer Behavior: Building Cultural Bridges through Consumption, Association for Consumer Research (ACR) Conference, San Francisco, CA, October 23-26.

Ruvio, A., Walsh, G., & Segev, S. (2008). *Unique or different: The role of consumers' need for uniqueness in the acculturation process.* Paper presented at the Symposia on Acculturation and Consumer Behavior: Building Cultural Bridges through Consumption, Association for Consumer Research (ACR) Conference, San Francisco, CA, October 23-26.

Shoham, A., Segev, S., & Ruvio, A. (2006). *The effect of acculturation on U.S. Hispanics'*

socialization and consumer behavior. Paper presented at the Society of Consumer Psychology (SCP) Annual Conference, Cruise Conference, February 9-13.

Kerr, G., Rose, P. B., & Segev, S. (2005). *Insights into the account planning enigma: Views from the U.S. and Australia*. Paper presented at the American Academy of Advertising (AAA), Asia-Pacific Conference, Hong Kong, June 1-4.

Rose, P. B., & Segev, S. (2005). *Teaching the Hispanic Market: A Holistic Approach*. Presented at the American Academy of Advertising (AAA) Annual Conference, Houston, TX, March 31-April 3.

Non-Refereed Conference Presentations

Segev, S., Wang, W., & Fiske, R. (2012). *Acculturation and Hispanics Use of Social Network Sites (SNS) for Brand Communication*. Paper presented at the Hispanics and the Media: The Emerging Power Conference, Miami, FL, October 18, 2012.

OFFICES HELD IN PROFESSIONAL SOCIETIES

American Academy of Advertising (AAA): Chair of the Research Committee-2018-present.

American Academy of Advertising (AAA): Member of the Research Committee-2011-present.

The Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication: Associate Director, Programming and Research-2014-present.

Membership in Professional Organizations

- American Academy of Advertising (AAA)
- International Journal of Advertising (IJA) Editorial Review Board
- Academy of Marketing Science (AMS)
- Association for Education in Journalism & Mass Communication (AEJMC), the Advertising Division