

DR. ASHELI S. ATKINS

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EDUCATION

Ph.D., Sociology, Texas A&M University	2020
Dissertation Title: "Path of Least Resistance: Barriers and Strategy Construction Process for Black Entrepreneurs"	
Committee: Mary E. Campbell (Chair), Samuel Cohn, Catherin Eckel, Joseph Jewell, Robert Mackin	
M.B.A., Business Administration, Texas Woman's University	2012
B.A., Communications, Prairie View A&M University	2009

PROFESSIONAL EXPERIENCE

Prairie View A&M University	2019 - Present
<i>Assistant Professor TT - Department of Sociology</i>	
Texas A&M University	2015-2019
<i>Graduate Teaching Assistant – Department of Sociology</i>	
<i>Graduate Instructor – Department of Sociology</i>	
<i>Summer Qualitative Researcher - Mays Innovation Research Center</i>	
Asheli S. Atkins, LLC, Independent Contractor	Jan 2022 - Present
<i>Broham Fine Soul Food & Groceries</i>	
<i>Feed the Soul Foundation - Executive Director</i>	
<i>Greater Houston Black Chamber – Data & Research Consultant</i>	
<i>Greater Houston Black Chamber - Membership & Marketing Consultant</i>	
Prairie View A&M University	Dec 2009 – Jun 2015
<i>Instructor & Program Coordinator - Undergraduate Medical Academy</i>	

PUBLICATIONS

Atkins, Asheli S. "Is Gentrification a Detriment to Predominately Black and Latinx Communities: Affirmative." In Contemporary Debates in Social Justice: An Interdisciplinary Approach. Eds Farrah G. Cambrice and Marco Robinson. Kendall Hunt Publishing.

Works in Progress

Atkins, Asheli S. "The Gig is Up: Freelancing as A Racialized & Gendered Organization"

Atkins, Asheli S. "The Path of Least Resistance: Strategy Construction Among Black-Owned Businesses"

Technical Reports

<i>Greater Houston Black Chamber Annual Report</i>	2015- 2021
<i>Women Inflection Point Conference Impact Report</i>	2018

Public Scholarship / Media Placement

- “Feed the Soul Foundation & Gumbo Social.” *The Kelly Clarkson Show*, June 22. **2020**
- “[Young, Black, & Ambitious](#),” *Soulfilling Podcast*, May 20. **2018**
- “[About Her Black Businesses](#),” *Blk In Grad School*, November 13. **2018**
- Atkins, Asheli S. “[Black Restaurant Week is a Platform that is Shining Light on Your Soon-To-Be Favorite Black Eateries](#).” **Blavity**. **2018**
- Atkins, Asheli S. “[Fenty Beauty to Supa Cent’s Crayon Case, Black Female Founders are Setting The Trends And Forcing Change](#).” **Blavity**. **2018**
- Atkins, Asheli S. “[After Hurricane Harvey, Black Organizations can be a Life Raft for Black-Owned Businesses](#).” **The Texas Tribune**. **2017**
- “[In the Pursuit of Higher Education](#),” *Networking with Michelle*, January 9. **2017**

CONFERENCE PRESENTATIONS

- Southern Sociological Society***. “The Unbearable Lightness of Teaching: Navigating Course Prep, Personal Research, and Student Support as Graduate Students & Women of Color.” Jacksonville, FL 2020
- Southern Sociological Society**. “Black-Ownership Identity: Altering the Public’s Knowledge Through the Construction of Organizational Strategies.” Atlanta, GA 2019
- Annual Black Doctoral Network Conference**. “Black-Owned: Organizational Strategies for Current Black Entrepreneurs.” Charlotte, NC 2018
- Texas A&M University Sociology Colloquium**. “African American Entrepreneurs & Organizational Strategies.” 2017

INVITED LECTURES

- Speaker, **National Association of Real Estate Brokers**, The Sociology of Homeownership. Virtual (April) 2020
- Speaker, **National Association of Black Accountants & Emancipation Park Conservancy**, Bridge the Gap Webinar. Virtual (April) 2020
- Presenter, **Greater Houston Black Chamber**, 85th Annual Meeting & 3rd Edition of Buy Black Kickoff. Houston, TX (January) 2020
- Speaker, **Women’s Inflection Point**, It’s Me Time Conference. Las Vegas (November) 2019
- Speaker, **Emerging 100 Houston**, Youth Entrepreneurship Symposium: Generational Hustle. Houston, TX (May) 2019
- Speaker, **Women’s Inflection Point**, It’s Me Time Conference. Houston, TX (April) 2019

*Cancelled due to the Coronavirus

Speaker, **Dallas Fort Worth Urban League of Young Professionals**, Leadership & Development Conference. “Self-Actualization & Entrepreneurship”. Dallas, TX (March) 2019

Keynote Speaker, **Dallas Fort Worth Urban League of Young Professionals**, 2019 Leadership & Development Conference Kickoff. “Strategies for Black-Owned Businesses.” Dallas, TX (February) 2019

Speaker, **Cubicles to Cocktails**, Money Talks: Black Women’s Equal Pay Day Seminar. Houston, TX (August) 2018

Keynote Speaker, **Texas A&M Mosaic Flowers**: Student Organization. Annual End of Year Program “Brutally Soft: Black Women in PWI.” College Station, TX (May) 2018

Speaker, **Lone Star Community College**, Black Student Union. “African American Entrepreneurship & Buying Black Seminar.” Cypress, TX (February) 2017

Panelist, **The Collective Generational Mentoring Foundation**. Annual Conference. “Mentoring Master Class Panel.” Houston, TX (July) 2016

GRANTS & FELLOWSHIPS

Texas A&M University, Mays Innovation Research Center. Research Grant - \$10,000	2018
Texas A&M University, Department of Sociology. Research Grant - \$1,500	2018
Texas A&M University, Department of Sociology. Travel Grant - \$900	2018
Texas A&M University, Department of Sociology. Research Grant - \$1,900	2018
Texas A&M University, Summer Research Assistantship Award. Research Grant - \$2,500	2016 - 2017
Texas A&M University, College of Liberal Arts. Lechner Graduate Grant - \$5,000	2015 – 2016

UNIVERSITY SERVICE

Advisor, Sisters Improving Sisterhood, Prairie View A&M University	2020 –
Member, Sociology MA Admissions Committee, Prairie View A&M University	2021 -
Member, Geography Search Committee, Prairie View A&M University	2021
Member, Entrepreneurship Minor Steering Committee, Texas A&M University	2018

COMMUNITY SERVICE

Reviewer, United States Association for Small Business and Entrepreneurship Conference	2018
Research & Data Sponsor, Greater Houston Black Chamber	2018 - 2020
Mentor & Member, National Black MBA Association Student Outreach Committee	2009 - 2013

PROFESSIONAL AFFILIATIONS

Association of Black Sociologist	2019 - 2020
American Sociological Association	2018 - 2020
The Southern Sociological Society	2018
Sociology Mentoring and Academic Development Committee Texas A&M University	2016 - 2017
Houston Black Leadership Institute Inaugural Class Fellow	2013
Greater Houston Black Chamber	2011 - 2020