

Brief Bio of Dr. Joonas

Dr. Kishwar Joonas earned a Doctorate in Marketing at Louisiana Tech and is in her 20th year of serving at the College of Business at Prairie View A&M University.

Dr. Joonas' excellence is externally validated and recognized. She was the winner of international awards, such as the Association of Collegiate Marketing Educators – Outstanding Educator Award, the AIMS International – Outstanding Woman Researcher Award, and the AIMS International – Distinguished Service Award. She was recognized with the PVAMU - Service-Learning Pioneer award for four years in a row. She also won the Lockheed Martin Award for Excellence in Teaching. She won Best Research Paper awards from the Association of Collegiate Marketing Educators Conference, and the Global Business Conference. She won the PVAMU Award for the US President's Honor Roll for Community Service, three years running. She was part of the PVAMU team grant from the HBCU Library Alliance, funded by the Andrew W. Mellon Foundation. A grant was awarded for the proposal, "Effective Information Literacy Collaboration with University Faculty: Developing embedded Librarians with the Mullins (2014) IDEA Instructional Design Model". The College of Business honored her with awards for Excellence in Teaching, Excellence in Research, as well as Excellence in Service.

Dr. Joonas is a certified and audited Quality Matters(R) professor. She has taught a variety of courses, including graduate level - Marketing Management, International Management, and Concepts of Marketing, as well as undergraduate level - Integrated Marketing Communications, Advertising, Sales Management, Consumer Behavior, Personal Selling, and Principles of Marketing. She is experienced in teaching via several modes, including face-to-face, hybrid, and fully Online, both synchronous and asynchronous. Her teaching forte is in student engagement in team service-learning and research. Also, she presented and published research in collaboration with her graduate as well as undergraduate students.

Her research interests include consumer behavior, cross-cultural Marketing, flow theory, marketing information systems, environmental and healthcare marketing, statistical modeling, as well as marketing education. Dr. Joonas has presented scholarly research in eminent conferences. Her research appeared in quality journals such as *Asia-Pacific Journal of Management*, *Health Marketing Quarterly*, *Technology in Society*, *AIMS International Journal of Management*, *Hospital Topics*, and *Journal of Higher Education Theory and Practice*. Dr. Joonas has been recognized with several research grants.

Dr. Joonas is a member of the Association of Collegiate Marketing Educators (ACME), where she served as Secretary, Vice-President- Membership, Program Chair, President, and Past President. She served as Chair of the ACME Board, as well as a Board member. Further, she served as Proceedings Editor as well as Treasurer of ACME. In addition, she served the Federation of Business Disciplines as Board Member. She also served the Academy for Global Business Advancement as Conference Chair, Program Chair, and Proceedings Editor. In addition, Dr. Joonas serves on the Editorial Board of the International Journal of Health Management and Tourism, and the AIMS International Journal, and won several Best Editor and Distinguished Service Awards. Further, she served on numerous Advisory Boards, including AIMS International Journal and Conference on Management, the International Conference on Management and Information Systems, as well as the International Conference on Technology and Business Management.

In terms of institutional service over the years, Dr. Joonas actively served Prairie View A&M University as member, Graduate Council, member, University Service-Learning Committee; and member, University Bayou Beautification Committee, member, University Senate; member, University Assessment Committee, member, Annual Research Symposium Committee, and member, University Student Research Committee. In addition, Dr. Joonas served the College of Business as Chair - Graduate Committee, Assessment Coordinator and Chair - Assurance of Learning Committee, member - Instructional Resources and Responsibilities Committee, member, Student Committee, and member - Intellectual Contributions Committee.

Dr. Joonas brings to academe about 20 years of experience in the executive echelons of industry, primarily of multinational organizations, covering diverse aspects of marketing such as brand management, research, consultancy, advertising and public relations.