



FIU MARKETING IN MOTION!

DEPARTMENT NEWSLETTER

In today's dynamic learning environment, the **Department of Marketing and Logistics** is committed to shaping minds, fostering innovation, and preparing students to lead in a constantly changing world. This newsletter reflects our journey in highlighting student and faculty achievements, fresh ideas, and the collaborative efforts that enrich our community.



“Spark Ideas, Fuel Change!”

Great ideas start with a **spark** and together, we can be the fire that drives innovation.

FACULTY SPOTLIGHT

DR. JACLYN TANENBAUM



OUR WINNER

In 2024, Dr. Jaclyn “Jackie” Tanenbaum celebrated her 10th anniversary at Florida International University (FIU). She is an Associate Teaching Professor and the Faculty Director of the Master of Science in Marketing program (MSM). “It was always my dream to be a college professor. I feel so lucky to get up and live my dream every day.”

Jackie’s passion for learning and curiosity for consumer behavior attracted her to marketing research in the first place. During her time in industry, Jackie was recognized as an expert in corporate marketing research. And now, she shares her expertise with undergraduate and graduate students in FIU’s Department of Marketing & Logistics.

When Jackie isn’t inspiring the next generation of marketing leaders, she enjoys spending time with family and friends. As an avid reader and book club member, she can often be found with a book and her shih-tzu, Oreo, by her side or playing Mah Jongg with friends. She is also known to bring her trademark competitive spirit to the pickleball court. She enjoys traveling with her husband and daughter and visiting the Jersey Shore and Walt Disney World throughout the year.

During her academic career, Jackie earned her Bachelor of Science in Business Administration and Master in Business Administration (MBA) from the University of Central Florida. While in college, Jackie interned in the Marketing Department at SeaWorld, an Anheuser-Busch company. Upon graduation, she worked at advertising and branding agencies, including Cramer-Krasslet (CK) and Off Madison Ave, to design and implement marketing plans and strategies for clients in various industries, including Travel, Tourism & Hospitality, Casino Gaming, Health & Beauty, and Fashion & Retail. While working “client-side” at Norwegian Cruise Line, Jackie developed brand, advertising, product development, customer experience, distribution channel, and employee research studies. Her findings shaped the cruise line’s brand positioning, messaging, marketing strategy, and product offerings.

Since joining FIU, Jackie has had a significant impact on FIU’s Department of Marketing & Logistics. She (re)designed the undergraduate and graduate Marketing Research courses, built the MSM Advisory Board, oversees the MSM program, leads the Marketing Research & Data Analysis Certificate program for undergraduate Marketing majors and minors, and is an active member of the Department’s Workplace Culture Committee. She was awarded the Department’s Award for Teaching Innovation in 2018 and MSM’s Best Professor Award by three consecutive MSM cohorts.

She has one guiding philosophy when it comes to teaching: do not just teach the material—make sure the students learn and can apply the material. Jackie’s classes provide students with hands-on practical knowledge and constructive feedback that aid their success in the classroom and on the job. She aims to prepare students for the challenges ahead by providing them with the knowledge they need to develop skillsets that will get them hired and prepare them for future leadership roles in the marketing industry.

As a result, Jackie’s students have gone on to bring great honor to FIU by securing marketing, marketing research, or consumer insights positions within well-known companies such as Darden Restaurant Group, The Discovery Channel, Johnson & Johnson, Royal Caribbean Cruise Lines, Ryder Systems, and The Walt Disney Company. One of her research students won the prestigious National American Marketing Association Research Competition using the research project she conducted in her MAR 4907L course.

Jackie also uses her industry connections to bring talented professionals from companies like Amazon, Colgate-Palmolive, Stanley 1913, and the Orange Bowl to share their experiences with students through speaking engagements and networking events. According to Jackie, seeing marketing and marketing research in action helps solidify course material and inspires students to work diligently and chart their paths to success.

In addition to being a highly rated faculty member, Jackie completed her Ph.D. in Business Administration at FIU in 2019. As a doctoral student, she was awarded the prestigious AMA-Sheth Fellowship. Her research interests include luxury branding and luxury product consumption, advertising and framing effects, sales strategy, and marketing education management.

THANK YOU!



FROM STORE TO DOOR

LSCMA EXPLORES TARGET'S DELIVERY ENGINE

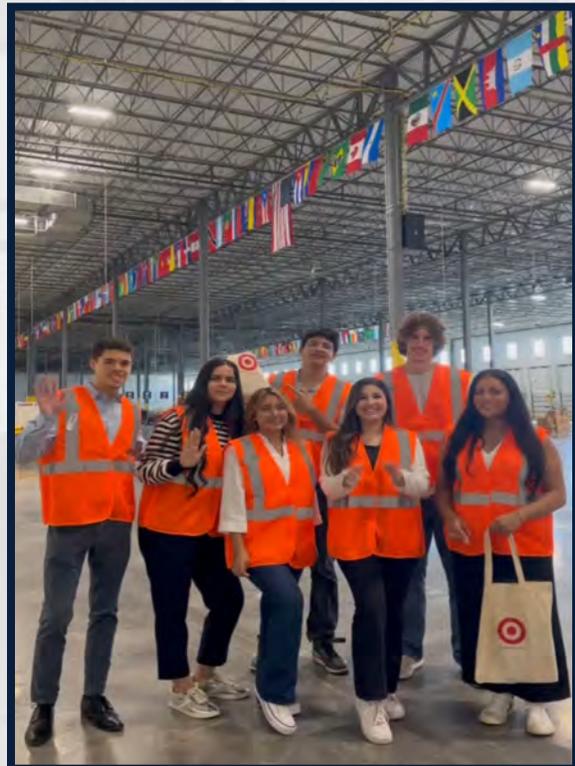


SPEED, SORT, SHIP

On February 14th, 2025, The **Logistics and Supply Chain Management Association (LSCMA)** members visited Target's Hialeah Sortation Center. This sortation center receives packages from 30-40 Target stores around it.

The space is quite open and empty because this building does not necessarily store/hold packages like a normal warehouse. It receives packages, sorts them, and passes them to FedEx, UPS, or individual Shipt drivers (a company that Target purchased a few years ago that is similar to Uber Eats but for packages) to deliver to customers' houses.

LSCMA members visit Target sortation center in Hialeah.



DATA IN ACTION!

POWER BI WORKSHOP

On March 6th, 2025, **LSCMA** students had the unique opportunity to learn directly from industry leader May Cano, Market Intelligence and Strategy Manager at Maersk. As a guest speaker, May introduced the class to a powerful data analysis application widely used in the logistics and supply chain industry.

Cano broke down the fundamentals of the platform, explaining how it's used to extract insights, track market trends, and support strategic decisions. Students followed along as she demonstrated how to upload raw data files, transform them into interactive charts and tables, and uncover meaningful patterns. Her real-world perspective provided valuable context, showing how tools like this are shaping the future of logistics through data-driven strategy.



SAFETY FIRST!

LSCMA EXPLORES WOLRD OF DANGEROUS GOODS



DANGEROUS GOODS, SAFE HANDS

On March 21st, 2025, LSCMA members had the unique opportunity to visit **DGM Services: Hazardous Materials Packing and Crating** specialized warehouse, where they gained hands-on insight into the critical world of handling and transporting dangerous goods.

During the tour, members explored the facility and observed how hazardous materials are carefully stored, labeled, and prepared for shipment in compliance with strict safety regulations.



LOGISTICS IN FOCUS

TARIFF TALK

Dr. Maloney's panel included Barbara Ochoa, a Managing Partner of Interlox, Diego Rodriguez, Director of Americas Market Intelligence, and Robert Barcelo, Senior Manager of Business Development for Port Everglades. This panel addressed how higher prices would affect economic growth as well as how these tariffs might disrupt supply chains and introduce market uncertainty leading to new trade strategies. This meeting was attended by many leaders businesses from South Florida as well as their partners in Mexico which led to much discussion and speculation on what tariffs will be enforced and which will be retracted as well as how these tariffs will affect the imports from Mexico long term.

Florida International University logistics programs were well represented at this meeting with not only Dr. Maloney, the director of the logistics program at FIU, participating but also many generations of students from our logistics program being present including undergraduate students, master's students, and alumni from both programs.



Dr. Gregory Maloney from the Marketing and Logistics department participated in the U.S. – Mexico Supply Chain Leaders meeting at Port Everglades on March 13th where there was a lively discussion about tariff mitigation and how the impending tariffs will affect the economy of the United States and Mexico.



RE-LAUNCH ABROAD

JOURNEY BEYOND THE CLASSROOM

After a five-year hiatus, the Department of Marketing and Logistics proudly re-launched its faculty-led, short-term study abroad program during Spring Break 2025. The last program was held in Spring 2020, just before international travel was paused. This year, Professors Elisabeth Beristain and Vivian Chen led a group of 17 students on a nine-day journey through **Lisbon, Portugal and Madrid, Spain** with a cultural day trip to the historic city of **Toledo**. The program offered students a unique opportunity to explore global marketing perspectives while immersing themselves in rich cultural experiences across two dynamic European countries.



Professors Elisabeth Beristain and Vivian Chen led a group of 17 students on a nine-day journey through parts of Europe.



LISBON TO LABELS

STUDY ABROAD LEARNING OPPURTUNITIES



During the trip, students attended insightful presentations by the **U.S. Commercial Service** teams in both Lisbon and Madrid, gaining valuable perspectives on international trade and market entry strategies.

YOUR PASSPORT TO NEW HORIZONS

Business visit highlights included a guided tour and in-depth presentation at the flagship El Corte Inglés department store in Madrid, where students gained valuable insights into retail operations, consumer behavior, and marketing strategies within the Spanish market. Additionally, the group participated in an engaging presentation on Bertolli Olive Oil, which offered a deeper look into branding, global product distribution, and the unique challenges of marketing within the international food industry.



TASTE OF TRADITION

STUDY ABROAD EXPERIENCES THE WORLD



Program participants also enjoyed a variety of cultural experiences that enriched their time abroad. In Madrid, they took part in a hands-on cooking class where they prepared traditional Spanish dishes like paella and crema catalana. A tour of the iconic Bernabéu Stadium, home to the Real Madrid soccer team, gave students a behind-the-scenes look at one of the world's most famous sports venues. The group also experienced the vibrant performing arts of both countries, attending a soulful Fado performance in Lisbon and a lively Flamenco show in Madrid.

Posing with stars!



Students experience delicious Spanish flavors as they cooked their very own paella.



STANLEY SPOTLIGHT

'THE POWER OF PERSPECTIVE'

The Master of Science in Marketing (MSM) Program invited Stanley 1913's National Sales Director, **Lauren Solomon**, to tour the FIU campus and give an exclusive talk on 'The Power of Perspective' to MSM students and alumni.

During her talk, Lauren shared pivotal moments throughout her career, from selling tools at Home Depot to helping Stanley 1913 skyrocket from the camping brand to the trendy and luxury brand it is known as today.

After the talk, MSM students and alums had the opportunity to connect across cohorts and with Lauren to discuss further the importance of marketing, sales, and how one's unique perspective can become a game-changer for a brand or an entire industry



RECHARGE!

AMA GOES FOR THE GOLD!

AMA (American Marketing Association) is on a mission to reclaim their position as the nation's leading chapter! After earning the prestigious title of Top Chapter in 2020, AMA faced a few challenges— ranking in the top 10 in 2023 and the top 20 in 2024. But in 2025, AMA is focused, determined, and ready to **RECHARGE** thier efforts to rise back to the top!



American Marketing Association members.

With a strong focus on community and collaboration, the association welcomed **152 new members** this semester—a number that continues to grow. A **53% retention rate** highlights both the value members find in staying involved and the success of ongoing outreach efforts.

Weekly Wednesday meetings consistently drew an **average of 80 students**, reflecting the AMA's commitment to consistent programming and meaningful engagement.

This level of participation demonstrates the welcoming environment and lasting impact the group continues to foster.



AMA members collaborate at a weekly meeting.

AMAZing!

Building bridges, shaping futures!

AUTHENTIC VOICES

AMA SPOTLIGHTS STORIES THAT INSPIRE



The f-**AMA**-ly celebrates diversity with its first-ever *Charla en Español*, featuring content creator José Mago, who inspired members through his creative journey and cultural insights

CULTURAL CONNECTION

Recognizing the diverse backgrounds within the f-AMA-ly, the organization proudly hosted its first-ever **Charla en Español**—a Spanish-only session aimed at creating a more inclusive space for Spanish-speaking members.

The event featured content creator José Mago, who shared valuable insights into his creative process and career journey. His authentic storytelling and cultural perspective resonated deeply with attendees, sparking meaningful conversations and connections.

This milestone event reflected the organization's ongoing commitment to celebrating diversity and fostering a sense of belonging for all its members.

PAST TO FUTURE

Recharging means reconnecting with one's roots, and who better to lead the way than FIU's own alumni? This semester, AMA had the pleasure of welcoming back several distinguished graduates. These accomplished individuals shared their personal journeys, offering valuable insights into their lives after FIU. Their stories served as a powerful source of inspiration and motivation for AMA current members.



INDUSTRY UNPLUGGED

AMA MARKETING WEEK

Marketing Week at FIU brought excitement and energy with a dynamic lineup of interactive events that connected academic learning with real-world industry insights. The week featured a variety of activities for AMA, including AI in marketing panels, immersive tours, and hands-on experiences.



Underground artist performing at AMA Marketing Week event.

SOUND OF MARKETING

A standout event during Marketing Week was a concert in partnership with **SO FAR Sounds**, offering students an exclusive opportunity to explore the behind-the-scenes world of live event production and music industry marketing.

The evening began with a session led by Tita Garcia, a renowned creative producer and music curator, who shared her extensive knowledge and insights into career opportunities within the music industry. Garcia's talk provided valuable advice on navigating the industry and making an impact.

Following her presentation, the event transitioned into an unforgettable live performance featuring three underground artists. Each artist performed a 20-minute set, giving students a firsthand, immersive experience of live music and event production, while showcasing the intricacies of marketing within the music scene.

RISING LEADERS

AMA MENTORSHIP IN ACTION

The seasoned ICC (International Collegiate Competition) members dedicated their time and expertise every two weeks to mentor and guide the next generation of AMA FIU champions.

Their commitment to fostering growth and leadership within the organization was evident as they took on the responsibility of nurturing the talents of the members.

Throughout the semester, these mentors organized a series of engaging and challenging internal competitions aimed at testing the members' knowledge, skills, and ability to think critically. These competitions offered a valuable platform for students to apply what they had learned in real-world scenarios, while also fostering a sense of friendly competition and collaboration.

By providing this opportunity, the ICC members helped ensure that all participants were not only ready to showcase their abilities but also prepared to excel in their future professional endeavors.

Trainings

When the student becomes the master...

Students with past ICC experience dedicate a couple of hours every two weeks to teach the next generation of AMA FIU champions. In addition we test what the members have learned through out the semester in an [internal competition](#) among other business students.

Meet the coaches



Perfect Pitch

Heyyy everyone! My name is Steph, I'm in the AMA eboard as Roaring Concepts Director

I went to ICC this past April and had the great opportunity to participate in the perfect pitch competition for Insight Global

Hey guys!! I am Jose Osorio, I'm in the E-Board of the Sales society.

I also went to ICC with Steph last April. I participated in the perfect pitch competition as well, and was able to place top 65 in the competition out of 1000 students!



Marketing Strategy

Heyyy, Welcome to Marketing Strategy!

Arguably the most valuable aspect of marketing and the best competition at ICC

My name is Sofia Nava (you president hehe) and I along side Scarlett will be running trainings for this skill

Hello everyone! I am Scarlett and I am so excited to be part of your preparation for the Marketing Strategy Competition.



Sales

Hey group!
Sebastian here

We will be helping to jump-start your path into the beautiful world of sales.

We have experience not only in the competition but also in the professional world. By joining and giving it your best shot, you're already on the path to success!

Let's make it fun!

Hey Guys My name is Victor Morel and I will be one of your coaches!

I have previous experience completing in sales competitions like GBSC (Global Bilingual Sales Competition).

I am super excited to get to know and work with you guys.

Hi everyone! I'm Erkki, the Co-President, but here I will be a coach, helping you learn more about the sales competition.

I competed last year in ICC selling Sherwin-Williams, and it was a great experience.

I also have experience in other sales competitions and serve as the Director of the Sales Society.

If you have any questions, don't hesitate to reach out to me.



Marketplace Simulation

Hi everyone, I'm Kaytlin! Recently FIU Alumna (graduated may 2024)

This year, I had the incredible opportunity to compete at ICC, and I'm proud to say my team and I came out on top!

Back-to-Back Win

Hi everyone! I'm Katherine, I also recently graduated from FIU and I was Kaytlin's teammate at the ICC competition!

As she mentioned, we were proud to place 1st among 60 other universities!



PhD NEWS

JOB OFFERS

Shivam Agarwal and Kaan Canayaz have accepted offers for **Tenure-Track Assistant Professor of Marketing** starting Fall 2025.

Shivam will join **Trinity University, San Antonio, TX.**

Kaan will join **Middle Tennessee State University, TN**

CONGRATS!



THREE MINUTE THESIS (3MT)



Shivam Agarwal represented the College of Business in the university-wide 3MT competition.

GREENWASHING UNCOVERED



Jake Polla presented the paper **“Think Green Not Really, The Effect of Cognitive Thinking Styles on Perceived Greenwashing”** at the Association of Marketing Theory and Practice, Myrtle Beach, SC.

VIRTUAL VALUE INSIGHTS



Kaan Canayaz presented the paper **“The Influence of NFT (Non-Fungible Token) Rarity on Self Connections”** at the AMA Winter Conference, Pheonix, AZ

PhD NEWS

RESEARCH UNDER REVIEW

Hossain, T., Garcia, M, Chapman, L., “**The Role of Future Time Perspective in Acceptance of Medical AI Adoption.**”

[Under Review: Journal of the Association of Consumer Research, Special issue on “Time in Consumption”]

Hossain, T., Robles, S., and Sakib, M. N. “**Balancing Acts: Employee Rights and Workplace Safety in a Cannabis-Friendly Society**”

[Under Review: Journal of the Association of Consumer Research, Special issue on “Time in Consumption”]

DOCTORAL DIALOGUE



Jake Polla participated in the **Doctoral Symposium at the Society for Consumer Psychology**, Las Vegas, NV

ENGAGING OLDER USERS



Jake Polla presented his research proposal “**Increasing Mobile App Usage for Older Consumers**” at the **FIU Business Doctoral Student Association (BDSA)** in March 2025.



WHAT'S NEW?

LOGISTICS COURSE CHANGES

A few changes to logistics course names are being implemented in the Fall 2025 semester.

Don't miss out!

OLD	COURSE NAME	NEW
TRA 4012	Principles of Transportation	SCM 4240
TRA 4202	Logistics of Technology	SCM 4202
TRA 4203	Principles of Logistics	SCM 4201
TRA 4214	Logistics Strategies	SCM 4354
TRA 4721	Global Logistics	SCM 4291
TRA 4945	Logistics Internship	SCM 4945*
n/a	Study Abroad in Logistics and Supply Chain Management	SCM 4955**
TRA 5245	Transportation Logistics	SCM 6215
TRA 6936	Special Topics in Transportation	SCM 6936

FACULTY PUBLICATIONS

"Assessing the alignment between logistics education and the need in the field: A Necessary Condition Analysis. The Journal for Advancing Business Education, 6(2)."

Malka, S. C., & Austin, L. C. (2024).

Received a best paper award!

Chapman Linnéa M. and Kathleen D. Vohs (2025), **"Should You Post That? A Social Mindfulness Approach to Sharing Information about Others Online,"** Journal of the Association for Consumer Research, 10 (3),

Chapman Linnéa M. and Kathleen D. Vohs (2025)

<https://doi.org/10.1086/735024>

Article will be published (in print) as part of the July 2025 special issue on Consumer Privacy!

Usman, U., & Ziegler, A. H. (2024). **Leveling the Playing Field... in Private: The Interplay of Malicious Envy and Anonymity in Online Revenge. Psychology & Marketing, 42(4), 1072-1087**

Ta, H., Hofer, A. R., Jin, Y. H., Peinkofer, S. T., & Sodero, A. (2025).

Designing scenario-based experiments in retail SCM: methodological approaches and practical insights. International Journal of Physical Distribution & Logistics

Management, 55(1), 94-117

Paper won top cited article!

Garcia and Hossein (2025) **"Desire to Live Long? The Role of Future Time Preferences and**

Customer's Preference for Indulgence"

Accepted as a competitive paper!

TELEMUNDO TALKS

Check out this interview with Telemundo featuring our very own professor,

Dr. Sebastián Garcia-Dastugue!

<https://www.telemundo51.com/noticias/local/el-impacto-local-de-los-nuevos-aranceles-de-trump/2645141/>



GLOBAL BILINGUAL SALES COMPETITION

Selling Worldwide: A Recap of the 2025 Global Bilingual Sales Competition

The **Global Bilingual Sales Competition (GBSC)** was as lively as ever this year, with 16 university sales teams competing from Spain, Peru, and all across the United States. Of those, 14 teams joined us in Miami for finals on March 20-21. In total, **32 international competitors** and another **32 FIU competitors** competed for over **\$11,000 in awards**.

The focus of GBSC is its simulated sales role-plays in **English and Spanish**. In addition to that, students had the opportunity to compete in the 60-second **Panther Pitch** competition and participate in the sales-focused **industry fair** with our hiring partners.

The **Global Sales Center** welcomed back **HubSpot** as our long-time product sponsor. This year, **Sales Center alum Angel Otero**, who himself competed in 2023, conducted two of three **product training sessions** held to help competitors prepare for the tournament.

In addition to HubSpot, we would like to thank **all of our partners** who helped make the competition a success. Not only do their donations allow us to offer scholarships and professional development to our students, but their time commitment as judges and buyers during GBSC makes the competition a reality!

GBSC will be returning in Spring 2026!

Virtual Qualifiers: Feb 11

In-Person Finals: March 26-27

[More info coming soon to fiu-gbsc.com](https://fiu-gbsc.com)



GBSC International winners with their teams during the award ceremony on March 21, 2024.

FIU LOCAL SALES CHAMPIONS

ENGLISH FIU CHAMPIONS

COMPETITOR	SCHOOL	RANKING
EMILY JENSEN	FIU	ENGLISH CHAMPION
JULIA SANTOS NUNES	FIU	SECOND PLACE
MONICA MATA	FIU	THIRD PLACE



SPANISH FIU CHAMPIONS



COMPETITOR	SCHOOL	RANKING
KEVIN RUA GOMEZ	FIU	SPANISH CHAMPION
ERKKI ARPIA	FIU	SECOND PLACE
LUCIANA POLO	FIU	THIRD PLACE

Read the full ExSelling Spring 2025 newsletter at salessocietyfiu.com/salesnewsletter

SPEED SELLING PANTHER PITCH AWARDS



CHAMPIONS	SCHOOL	ROOM	SCHOOL	RUNNERS-UP
Nicole Gutierrez Manjarrez	ASU	2	UWW	Alma Diaz-Cosme
Valeria Juvera	ASU	3	GSU	Christopher Jacinto
Ashley Smith	UCF	4	FIU	Maria Capote
Luis Miguel Lopez	UTA	5	UCF	Manuela Fonseca
Mshawi Ikner		6		Gianluca Prieto
Sabrina Caetano		7		Matthew Meade
Júlia Santos Nunes	FIU LOCAL	9	FIU LOCAL	Joel Moure-Chaveco
Zhanea Hendry		10		Erkki Arpia
Monica Mata		11		Kevin Rua Gomez

