Ricardo Villarreal De Silva

EDUCATION

Doctorate of Philosophy, Advertising **2004**
The University of Texas at Austin
Austin, Texas

Masters of Business Administration **1996**
Texas A&M University-Corpus Christi
Corpus Christi, Texas

Bachelors of Business Administration **1992**
The University of the Incarnate Word
San Antonio, Texas

PROFESSIONAL EXPERIENCE

January 2009 to present	Assistant Professor of Marketing School of Business and Management University of San Francisco
Aug 2006 to December 2008	Assistant Professor of Marketing School of Business and Economics, Sonoma State University
Sept 2005 to May 2006	Assistant Professor of Marketing College of Business & Economics, University of Wisconsin, River Falls

COURSES TAUGHT

Marketing Research
Introduction to Marketing
Promotions Management
International Marketing
Retail Management

PUBLICATIONS

(4) Villarreal, R. & Peterson, R.A. (2009). The concept and marketing implications of Hispanicness. *Journal of Marketing Theory and Practice*, 17, 303-316.

(3) Villarreal, R., Blozis, S.A., & Jeong, J.J. (2008). Understanding adolescent Hispanic Consumers: Advertising and branding implications. *Business Journal of Hispanic Research*, 2, 62-47.

(2) Villarreal, R. & Peterson, R.A. (2008). Hispanic ethnicity and media behavior. *Journal of Advertising Research*, 48, 2, 179-190.

(1) Villarreal, R., Blozis, S. A., & Widaman, K. (2005). Factorial invariance of the Pan-Hispanic Familism Scale. *Hispanic Journal of the Behavioral Sciences*, 27, 409-425.

ARTICLES IN PREPARATION (working titles)

Villarreal, R., & Blozis, S. A. Revisiting Ethnic Identity and Hispanic Consumer Behavior: The Effects of Attitudinal and Behavioral Ethnic Identity. Target Journal: Journal of Advertising/Journal of Advertising Research.

Villarreal, R. Core Cultural Values and Consumer Behavior: US Hispanics. Target Journal: Journal of Advertising/Journal of Advertising Research.

RESEARCH IN PROGRESS

Neurocognitive study of bilingual Hispanics comprehension and emotion of English and Spanish Taglines.

Multicultural Consumer Behavior Study

ViBE II: A national, representative study of Hispanic consumer behavior.

ACADEMIC PRESENTATIONS

2009 Villarreal R., Blozis, S., & Peterson, R (May) *A structural equation model of Hispanic ethnicity: Implications for consumer behavior research.* A poster presented at the annual meeting of the Association for Psychological Science, San Francisco, CA.

AD-HOC REVIEWER

Business Journal of Hispanic Research

UNIVERSITY SERVICE

Discussant: New Student Orientation, Harvest for Hope

SCHOOL OF BUSINESS & PROFESSIONAL STUDIES

Spring 2009 Transfer Student Orientation Advising

DEPARTMENT OF BUSINESS ADMINISTRATION SERVICE

Spring 2009 Multicultural Marketing Committee Member

COMMUNITY SERVICE

2007- Davis Little League Baseball
2009 Pastoral Council, St. James Catholic Church, Davis, CA

PROFESSIONAL DEVELOPMENT

2009 ERP Boot Camp, Local Participant
Center for Mind and Brain
UC Davis

2008 Advertising Educational Foundation Visiting Professor Program
Spent two weeks at Bromley Communications studying and observing the account planning function within the agency. Worked on account planning projects for Nestle Foods, Pillsbury Strudel, and presented overview of my academic research to the agency.

2007 Visiting Scholar, The University of Texas at Austin, IC2 Institute
Spent two weeks working on research that culminated in one published article and a second now being revised to be resubmitted.

2007 Bromley Communications, San Antonio, TX and Encuesta, Inc., Miami, FL.
Collaborator in the development and execution of a follow up national study of US Hispanic consumer behavior.

2004 Driving force on a study of U.S. Hispanic cultural values, identity and consumer behavior; assisting in the development of the survey instrument; sole responsibility for the data analysis

AWARDS

July 2008
Advertising Educational Foundation
Visiting Professor Program

Summer 2007
Visiting Scholar, IC2 Institute
The University of Texas at Austin

Press Exposure

PressDemocrat, April 26, 2008
Interviewed by Derek J. Moore regarding marketing efforts by corporation to entice consumers to spend their stimulus checks.

The Davis Enterprise, May 1, 2008
Photographed while volunteering for the Davis Schools Foundation effort to raise funds for local schools in the face of budget cuts.