



**Webinar: 2nd Annual ISMS Webinar on Diversity, Equity, and Inclusion:
What has happened? What next?**

June 1, 2021, 12 Noon – 4:45 PM U.S. Eastern Standard Time

Chair: Norris I. Bruce, ISMS VP DEI, Associate Professor, UT Dallas

**DEI Conference Committee: Raji Srinivasan, UT Austin; Jacquelyn Thomas, SMU; Connie Porter, Rice University;
Kalinda Ukanwa, USC; Carlos Bauer, U. Alabama.**

Co-sponsored by: USC Marshall School of Business, Academy of Marketing Science

The goal of this workshop is to increase our sensitivity to and understanding of the questions that arise from the lack of diversity, equity, and inclusion in academia. How do these questions affect marketing scholarship, and marketing academics, in particular our junior URM scholars and PhD's? Most important, what are the specific actions we can take to help address these questions? To give us some directions we have put together four sessions that will feature a mixture of panelists, presentations, and Q&A with scholars in academia.

Please register (need Zoom account) at the link below (no fee):

https://uscmarshall.zoom.us/webinar/register/WN_D6Njmh2FTVuhUIQAKnlbmA

Agenda (All Times U.S. Eastern Standard Times)

1. 12 Noon-1:00 PM: Looking Back. What DEI actions undertaken, so far?

Chair: Gerard J. Tellis, Neely Chaired Professor of American Enterprise, USC Marshall School of Business.
President of ISMS.

Panel:

Eli Jones, Dean, Mays Business School, Texas A&M University.

Charles Richardson, Dean, College of Business, Misericordia University.

David Wooten, Alfred L. Edwards Collegiate Professor, University of Michigan.

Norris I. Bruce, ISMS VP DEI, Associate Professor, University of Texas at Dallas.

2. 1:15 PM – 2:15 PM: No One Ever Told Me: Unwritten factors that may affect the success of URM scholars.

Chair: Jacquelyn Thomas, Associate Professor, Frank and Susan Dunlevy Faculty Fellow, Southern Methodist University.

Panel:

Mike Brady, The Bob Sasser Professor and Department Chair, College of Business, Florida State University.

Fred Feinberg, Joseph Handleman Professor of Marketing, Professor of Statistics, University of Michigan.

Barbara Kahn, Patty and Jay H. Baker Professor, Wharton School, University of Pennsylvania.

Kay Lemon, Accenture Professorship, Carroll School of Management, Boston College.

3. 2:30 PM – 3:30 PM: DEI Leadership and Vision.

Chair: Raji Srinivasan, Associate Dean of Diversity and Inclusion, McCombs School of Business, University of Texas at Austin.

Panel:

Kay Palan, Dean, Culverhouse College of Business, University of Alabama.

Mickey Quiñones, Dean and Professor of Management at the Robins School of Business, University of Richmond.

Stacey Menzel Baker, Professor of Marketing, Heider College of Business, Creighton University.

4. 3:45 PM – 4:45 PM: Where Do We Go From Here: Action!

Chair: Carlos Bauer, Assistant Professor, University of Alabama

Panel:

David Crocket, Associate Professor of Marketing, Darla Moore School of Business.

Vanessa Perry, Professor of Marketing, Strategic Management and Public Policy, George Washington University.

Maura Scott, Persis E. Rockwood Professor of Marketing College of Business, Florida State University.

Rhonda Sharpe PhD, founder and President of the Women's Institute for Science, Equity and Race (WISER).