

# Rowena Crabbe

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## ACADEMIC APPOINTMENTS

- July 2022 – Assistant Professor of Marketing, McCombs School of Business  
Present The University of Texas at Austin; Austin, Texas
- Jan 2018- Visiting Assistant Professor of Marketing, Pamplin College of Business  
June 2022 Virginia Tech; Blacksburg, Virginia

## EDUCATION

- 2018 Ph.D. Sociology, University of Illinois, Chicago, Illinois  
Concentration: Race & Ethnicity  
Dissertation: The Logics of Boutique Fitness
- 2007 M.S. Business Management, Virginia Tech, Blacksburg, Virginia  
Concentration: Marketing Research
- 2005 B.S. Marketing Management, Virginia Tech, Blacksburg, Virginia

## PEER-REVIEWED RESEARCH

Shephard, S., **Crabbe, R.**, Kay, A., Fitzsimons, G., and Chartrand, T. “When and Why Anti-Egalitarianism Impacts Resistance to Black-Owned Businesses?” *Revising for third round submission to Psychological Science*.

Lewis, A. & **Crabbe, R.** The Entrepreneurship of Marginalized Groups and the Creation of Emancipatory Structures. Under third round review at the *Journal of Business Venturing*.

Uduehi, E., Saint Clair, J., **Crabbe, R.**, Hidden Intersections: Intersectionality in Consumer Research. *Revising for second round submission to the Journal of Marketing*

**Crabbe, R.** & Scarborough, W. Race (Un)conscious: Uncovering Racial Ideologies in Companies' Statements. *Preparing for resubmission to the Journal of Marketing*

Scarborough, W. & **Crabbe, R.** (2021) Local Vibes and Economic Change: Do Local Cultural Reputations Predict Tech Growth and Innovation. *Journal of Business Research*.  
<https://doi.org/10.1016/j.jbusres.2021.02.055>

**Crabbe, R.**, Pivnick, L., Bates, J., Gordon, R., & Crosnoe, R. (2018) Contemporary College Students' Reflections on Their High School Peer Crowds. *Journal of Adolescent Research*.  
<https://doi.org/10.1177/0743558418809537>

Chakravarti, D. & **Crabbe, R.** (2019) Qualitative Research for Consumer Psychology. In F. R. Kardes, P. M. Herr & N. Schwarz (Eds.), *Handbook of Research Methods in Consumer Psychology*, London, England: Routledge.

### **MANUSCRIPTS IN PREPARATION FOR SUBMISSION**

**Crabbe, R.**, Hunt, R., Grant, M., Lewis, A. Black Entrepreneurship: A Review and Research Agenda.

**Crabbe, R.** Making Sense of Environmental Turbulence: How Small Businesses Navigate the Introduction of a Technology Platform

**Crabbe, R.** & McInerney, P.B. Church as the Cultural Blueprint for Fitness  
*Target Journal: Academy of Management Journal*

**Crabbe, R.**, & Scarborough, W. Race Conscious: How Consumers Perceive Corporate Social Activism  
*Data collection phase*  
*Target Journal: Journal of Consumer Research*

### **FELLOWSHIPS AND AWARDS**

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| 2023 | Poets & Quant Top 50 Best Undergraduate Business School Professors   |
| 2023 | McCombs School of Business Faculty Honor Roll  |
| 2022 | AMA Sheth Consortium Faculty Fellow  |
| 2022 | University of Texas at Austin: Actions that Promote Community Transformation Grant   |
| 2020 | Virginia Tech: Certificate of Teaching Excellence  |
| 2017 | Abraham Lincoln Retention Fellowship (\$22,000)  |
| 2016 | Chicago Area Study: Summer Research Program (\$5000)   |
| 2014 | Liberal Arts and Sciences Ph.D. Travel Award to attend Society for Research on Child Development Special Topic Meeting: Developmental Methodology in San Diego, California (\$500) |
| 2014 | Liberal Arts and Sciences Ph.D. Travel Award to attend American Education Research Association Conference in Philadelphia, Pennsylvania (\$500)                                    |
| 2013 | Kathleen Crittenden Graduate Recruitment Fellowship (\$5000)   |

2012 University of Illinois at Chicago University Fellowship (Declined)

**PRESENTATIONS**

- 2023 **Crabbe, R.**, & William Scarborough. "Race (Un)conscious: Uncovering Racial Ideologies in Companies' Statements" Presented at Marketing Strategy Consortium in Athens, GA
- 2023 **Crabbe, R.**, & William Scarborough. "Race (Un)conscious: Uncovering Racial Ideologies in Companies' Statements" Presented at Marking Science: Diversity, Equity, And Inclusion Conference in Dallas, TX
- 2023 **Crabbe, R.**, & William Scarborough. "Race (Un)conscious: Uncovering Racial Ideologies in Companies' Statements" Presented at American Marketing Association Winter Conference in Nashville, TN
- 2022 **Crabbe, R.**, Lewis, A., Hunt, R, Grant, M. "Black Entrepreneurship: A Review and Research Agenda" Presented at American Public Policy and Management conference in Washington DC.
- 2022 **Crabbe, R.**, Lewis, A., Hunt, R., Grant, M., "Black Entrepreneurship: A Review and Research Agenda," Presented at Racial Equity in Tech Entrepreneurship, in Brooklyn, NY, United States.
- 2021 **Crabbe, R.**, Hunt, R., Grant, M., Lewis, T., & Townsend, D. "Black Entrepreneurship: A Review and Research Agenda" Presented at the ODU Virtual Colloquium on Transitional Entrepreneurship
- 2019 **Crabbe, R.** "Making Sense of Technology Disruption: How Small Businesses Navigate the 'pass' Model" Presented at the American Marketing Association summer conference in Chicago, IL
- 2019 **Crabbe, R.** & McInerney, P.B. "The Church as the Cultural Blueprint for Fitness" Presented at the Race in the Marketplace conference in Paris, France
- 2019 **Crabbe, R.** "Navigating Technology Disruption: How Micro-level Factors Shape Organizational Impact" Presented at the ISMS Marketing Science Conference in Rome, Italy
- 2017 **Crabbe, R.**, Pivnick, L., Bates, J., Gordon, R., & Crosnoe, R. "A 21st Century Breakfast Club: Continuity and Change in High School Peer Crowds" Presented at the American Sociological Association Conference Session on Children and Youth Agency and Culture in Toronto, Canada

- 2016 **Crabbe, R.**, Gordon, R., & Hofer, K. "Classroom Quality and Children's Development in Head Start: An Integrative Analysis of Four FACES Study Years" Presented to Mathematica Policy Research: Brown Bag Seminar in Chicago, IL
- 2014 **Crabbe, R.**, Gordon, R., Fujimoto, K., & Krysan, M. "Using Item Response Theory and Differential Item Functioning to Further Examine Concerted Cultivation" Presented at Society for Research on Child Development Special Topic Meeting: Developmental Methodology in San Diego, California, September
- 2014 Gordon, R., Galindo, C., Fujimoto, K., **Crabbe, R.**, & Fuller, B. "How Teachers Gauge Children's Social Development: Differential Item Functioning among Ethnic Groups" Presented at Society for Research on Child Development Special Topic Meeting: Developmental Methodology in San Diego, California, September

### **TEACHING EXPERIENCE**

The Influence of Marketing in Society: MKT 372 (undergraduate)/ MKT 382(MBA)  
Faculty Honor Roll for MKT 372  
Marketing Communications: MKTG 4304 (undergraduate)  
Marketing Research: MKTG 4154 (Study Abroad Accelerated Semester - undergraduate)

### **RESEARCH EXPERIENCE**

- 2015-2017 Research Assistant, NIH, Predictors of Achievement from Early Childhood to Adulthood; PI: Rachel Gordon & Robert Crosnoe
- 2015-2016 Research Assistant, UIC Faculty Equity Committee; Leads: Barbara Risman, Stacie Gellar, & Beth Ritchie
- 2013-2015 Research Assistant, Institute of Education Sciences, Measuring Preschool Program Quality: Multiple Aspects of the Validity of Two Widely Used Measures; PI: Rachel Gordon
- 2013-2015 Research Assistant, Oak Park Regional Housing Center, Understanding Affirmative Moves; PI: Maria Krysan
- 2013-2015 Research Assistant, NSF, Collaborative Research: Neighborhood Knowledge, Selection, and Segregation; PI: Maria Krysan
- 2013-2015 Research Assistant, HUD-Urban Institute, Housing Discrimination: Housing Search Study; PI: Maria Krysan

**INDUSTRY EXPERIENCE**

2012-2013 Senior Manager, Global Corporate Social Responsibility, Diversity & Inclusion, The Nielsen Company  
2010-2012 Associate Consultant, The Cambridge Group  
2009-2010 Manager, Research & Analysis, Home Entertainment Custom Research, The Nielsen Company  
2007-2008 Management Development Associate, The Nielsen Company

**SERVICE**

2023 Chair: Business Decisions for Inclusion: Research Consortium, University of Texas at Austin  
2022 “MC” Society of Consumer Psychology Conference  
2021 Invited Keynote Speaker: A. Byron Smith Founders Day Celebration of Black Women Entrepreneurs  
2019-2021 Pamplin Community Committee for Diversity, Inclusion, Equity, & Belonging  
2019-2021 Pamplin Undergraduate Mentor Program: Mentor  
2019 Reviewer: Race in the Marketplace Conference  
2019 Reviewer: American Marketing Association Summer Conference  
2016 Founder, Dissertation Proposal Writing Program, UIC  
2016 Mentor, Chicago Lights  
2014 Organizer, UIC Sociology Recruitment Day

**MEMBERSHIPS**

American Marketing Association  
American Sociological Association  
Marketing Ethnic Faculty Association  
Ph.D. Project  
Race in the Marketplace  
Tenure Project