

Dr. Rebeca Perren is an Associate Professor of Marketing at California State University San Marcos. She earned her doctoral degree in Marketing from the University of Central Florida, her MBA from Stetson University, and her undergraduate degree in Business Administration from the University of South Florida. Before entering academia, her professional experiences are very diverse, spanning from managing marketing activities for several firms in the skydiving industry to providing service and expert advice to financial advisors in the brokerage industry. Her research focuses on consumption at the intersection of social and market domains, particularly those facilitated by technology. Dr. Perren has presented her research at numerous conferences, and her work has been published in the *Journal of Marketing*, *Journal of Business Research*, *Journal of Consumer Marketing*, and *the Journal of Promotion Management*. She has co-edited a special issue of the *Journal of Marketing Education* focused on diversity in marketing education and an upcoming *Handbook on Intra-Cultural Marketing*. Dr. Perren is the recipient of multiple fellowships and awards, including the McKnight Doctoral Fellowship and the AMA Foundation Valuing Diversity Scholarship and New Faculty Research Grant. Dr. Perren was the founding co-chair of the PhD Project Committee for Hispanic Excellence; an initiative focused on enhancing higher education completion rates for Hispanic students nationwide and recognized by the White House Initiative on Educational Excellence for Hispanics. She is one of the faculty advisors for the Marketing Doctoral Student Association (MDSA) and the membership director for the Marketing Ethnic Faculty Association (MEFA).