

KELLILYNN M. FRIAS
Marketing Department, Kogod School of Business
American University, Washington DC 20016
(202) 885-1929; kfrias@american.edu

EDUCATIONAL BACKGROUND

- Ph.D. Marketing, (minor in Intellectual Property and International Trade Law)
The University of Arizona, Eller College of Management, Tucson, AZ
- B.S. Business Administration with Honors
University of California, Riverside, Anderson School of Management,
Riverside, CA

ACADEMIC APPOINTMENT

- American University**, Kogod School of Business
Assistant Professor of Marketing August 2019-Present
- Texas Tech University**, Rawls College of Business
Assistant Professor of Marketing 2011-2019

CIVIC APPOINTMENT

- Office of the Governor, State of Texas 2016-2019
Product Development and Small Business Incubator Board Appointee

ACADEMIC FOCUS

Research

Marketing strategy, product-form strategy, market shaping, health markets, and price/quality relationships

Teaching

Marketing Strategy, New Product Development, Technology Commercialization, Marketing of Innovations, Marketing Principles, Business-to-Business Marketing

PUBLICATIONS

Journal Articles

1. Kellilynn M. Frias and Mrinal Ghosh “Product-Form Strategy and the Macro Structures of Service Ecosystems,” *Journal of Macromarketing*, 2024, forthcoming.
2. Anderson, Kelley, Deidre Popovich, Kellilynn M. Frias, and Mikaela Trussell, “Subordinated Service Environments: How Branding Can Create Unintentional Service Exclusion,” *Journal of Services Marketing*, 2024, 38 (8), 1074-1088.
3. Amaro, Emilia **, Jordan Rodriguez *, Deziree Jackson *, Deidre Popovich, Kellilynn M. Frias, and Ernesto Castaneda, “The Impact of Cultural Health Capital on Market Choice along the Texas-Mexico Border,” *Journal of Racial and Ethnic Health Disparities*, 2024, (11), 1139-1151.
4. Popovich, Deidre, and Kellilynn M. Frias, “Examining Legislation and Trends in Healthcare Pricing: A Research Agenda for Consumer Well-Being,” Kellilynn M. Frias and Deidre Popovich, *Journal of Consumer Affairs*, 2023, 57 (3), 1453-1481.
5. Frias, Kellilynn M., Mrinal Ghosh, Narayan Janakiraman, Dale F. Duhan, and Robert F. Lusch, “A Theory of Product-Form Strategy: When to Market Know-how, Components, or Systems?,” *Journal of Marketing*, 2023, (87) 5, 679–697.
6. Frias, Kellilynn M., Deidre Popovich, Dale F. Duhan, and Robert F. Lusch, “Perceived Market Risk in New Ventures: A Study of Early-Stage Business Angel Investment Screening,” *Journal of Macromarketing*, 2020, (40) 3, 339-354.
7. Frias, Kellilynn M. and Deidre Popovich, "An Experiential Approach to Teaching Mixed-Methods Research," *Journal of Education for Business*, 2020, (95) 3, 193-205.
8. Ertas, Atila, Heather Greenhalgh-Spencer, Utku Gulbulak *, Turgut Batuhan Baturalp *, and Kellilynn M. Frias, “Transdisciplinary Collaborative Research Exploration for Undergraduate Engineering Students,” *International Journal of Engineering Education*, 2017, (33) 4, 1242-1256.
9. Frias, Kellilynn M. and James R. Carver, “Re-examining the “Service” of Education from a Service-Dominant Logic Perspective: Implications for Women in Business,” *Educational Philosophy and Theory*, (Special Issue): *Gender and Education*, 2016, 1-7.
10. Ertas, Atila, Kellilynn M. Frias, Derrick Tate, and Susan Back, “Shifting Engineering Education from Disciplinary to Transdisciplinary Practice,” *International Journal of Engineering Education*, 2015, (31) 1, 94-105.
11. Lo, Desmond, Kellilynn M. Frias, and Mrinal Ghosh, “Pricing Formats for Branded Components in Industrial Markets: An Integration of Transaction Cost Economics and the Resource-Based View,” *Organization Science*, 2012, (23) 5, 1282-1297.
12. Sierra, Jeremy, Nina Compton and Kellilynn Frias-Gutierrez, “Brand Response-Effects of Perceived Sexual Harassment in the Workplace,” *Journal of Business and Management*, 2008, (14) 2, 175-198.

Book Chapters

1. Frias, Kellilynn M., and Deidre Popovich, "Bridging Marketing and STEM Education: Cross-Functional Teamwork for New Product Development," in *Preparing for Community-Engaged Scholarship in Higher Education*, Ed. Aaron S. Zimmerman, 2020, pp. 284-305.
2. Ghosh, Mrinal, Kellilynn M. Frias, and Robert F. Lusch, "Choosing Value-Chain Locations in Marketing Channels: Integrating Service Dominant Logic and Product-Form Strategy Perspectives," *Handbook on Distribution Channels Research*, Eds. Jim Brown and Chuck A. Ingene, 2019.
3. Greenhalgh-Spencer, Heather, Kellilynn M. Frias, and Atila Ertas "Transdisciplinary Content Pedagogy in Undergraduate Engineering Education: Being Pulled Up Short," *Transdisciplinary Higher Education: A theoretical basis revealed in practice*, Ed. Gibbs, P. Springer (Eds.), 2017 (peer-reviewed).
4. Back, Susan, Heather Greenhalgh-Spencer, and Kellilynn M. Frias "The Application of Transdisciplinary Theory and Practice to STEM Education," *Handbook of Research on Technology Tools for Real-World Skill Development*, Yigel Rosen, Steve Ferrara and Maryam Mosharoff (Eds.), 2015 (peer-reviewed).

Peer-Reviewed Conference Papers

1. Dallas, Tim, Heather Greenhalgh-Spencer, and Kellilynn Frias (June, 2023). "Recruiting and Retaining a Diverse S-STEM Program", conditional acceptance, In 2023 ASEE (American Society of Engineering Education), *Virtual Annual Conference Content Access*.
2. Dallas, Tim, Heather Greenhalgh-Spencer, and Kellilynn Frias (April, 2022). "The Role of Mentorship in Student Preparation for Impactful Internships". In 2022 ASEE (American Society of Electrical Engineering), *Virtual Annual Conference Content Access*.
3. Dallas, Tim, Heather Greenhalgh-Spencer, and Kellilynn Frias (July, 2021). "Developing Intrapreneurship in the Next Generation of Engineering Innovators and Leaders". In 2021 ASEE (American Society of Electrical Engineering), *Virtual Annual Conference Content Access*.

Proceedings

1. Ertas, A., Frias, K., Greenhalgh-Spencer, H. and Back, S. (2015). "A Transdisciplinary Research Approach to Engineering Education". *Proceedings of the 2015 ASEE Gulf-Southwest Annual Conference. 2015, American Society for Engineering Education* (Nominated for Best Paper).
2. (Frias) Gutierrez, Kellilynn, Linda L. Price, and Eric J. Arnould, "Consuming Family Dinner Time," 2008, *ACR Proceedings* (2008), vol. 35, 189-193.

*Undergraduate or ** graduate student co-authors.

SCHOLARSHIP UNDER REVIEW

Manuscripts

1. "Women's Healthcare in Religious Hospitals," Mikaela Trussell**, Deidre Popovich, and Kellilynn M. Frias, *under review*.
2. "Pain Exchange Consumption", Mikaela Trussell, Deidre Popovich, and Kellilynn M. Frias, *under review*.

3. “Pain of Paying”, Helen Colby, Ashley Angulo, Deidre Popovich, and Kellilynn M. Frias, *under review*.

Documentaries

1. “Cross-border Healthcare: Consumer Constructed Service Delivery Networks,” Kellilynn M. Frias, Deidre Popovich, and Phillip Bouknight** under review, *Association for Consumer Research 2024 Conference*.

*Undergraduate or **graduate student co-authors.

SELECTED WORKING PAPERS

1. “Product Form Strategy: Selling Systems versus Components in Industrial Markets”, with Mrinal Ghosh and Shantanu Dutta, under preparation for submission to *Journal of Marketing Research*.
2. “Dual-Market Healthcare Journeys: The Unintended Consequences of Pseudo Consumer-Firm Relationships”, with Ron Hill and Deidre Popovich, under preparation for submission to *Journal of Marketing*.
3. “A Theoretical Framework for Understanding Product-Form Strategy”, with Mrinal Ghosh, under preparation for submission to *Organization Science*.
4. “Healthcare Affordability: A Scale Development paper”, with Deidre Popovich, under preparation for submission to *Journal of Consumer Psychology*; Awarded Best Paper for Positive Societal Impact at 2024 Society for Consumer Psychology.
5. “Women and Cultural Health Capital,” with Nayana Guerrero, Emilia Amaro, and Deidre Popovich, under preparation for submission *Journal of Business Research*.

SELECTED WORK IN PROGRESS

1. Intellectual Property Enforceability and Product-Form Strategy, with Mrinal Ghosh, under preparation for submission *Journal of Law, Economics, and Organization*
2. The Value of Agent Information: The Case of US Crop Insurance, with Madhu Viswanathan and Mrinal Ghosh, under preparation for submission to *Journal of Marketing Research*.
3. “Travel Companions in Healthcare Journeys,” with Deidre Popovich, under preparation for submission *Journal of Service Research*.

FUNDED GRANT PROPOSALS

1. **Kogod School of Business** (2021). Amount \$7,500.00. *Title: A Study of Service Encounter Bias in Telemedicine*. PI: Alexandra Mislin, Co-PI: Kellilynn M. Frias, Meredith Burnett, Itir Karaesmen, Sabah Iqbal.

2. **Blue Cross Blue Shield of Texas** (May 2020-2024). Amount \$1,259,769. *Title: Consumer Decision-Making in Healthcare*. PI: Kelli Frias, Co-PI: Deidre Popovich, Texas Tech University.
3. **National Science Foundation**, S-STEM Scholar Sci Tech Eng & Math (January 2019-2024). Amount \$1,000,000.00. *Title: Educating Engineering Undergraduates to be Industry Innovators and Managers*. PI/Co-PIs: Tim Dallas, Kelli Frias, Tanja Karp, Annette Rodriguez. Award #1834137. https://www.nsf.gov/awardsearch/showAward?AWD_ID=1834137.
4. **National Science Foundation**, Innovation CORPS Program (May 2018-2021). Amount \$299,950. *Title: TTU Innovation-Corps Site*, PI/Co-PIs: Kimberly Gramm, Kelli Frias, Tim Dallas & Mike Ryan. Award # 1829254.
5. **GLEAMM** (Global Laboratory for Energy Asset Management and Manufacturing) (Nov 2017-2019). Amount \$50,000. *Title: Technology Commercialization--Solar Powered Digital Classroom in a Box*. PI/Co-PIs: Tim Dallas, Heather Greenhalgh-Spencer & Kelli Frias.
6. **VentureWell Foundation** (2017-2019). Amount \$25,000. *Title: Civil-Military Pre-hospital Care Innovation Curriculum a Scalable Pilot Program*. PI/Co-PIs: Annette Sobel & Kelli Frias. Grant #15533-16.
7. **VentureWell Foundation** (January 2016-Present). Amount \$18,000.00. *Title: Integrative E-learning Course: Bringing Together Business, Engineering, and Autism Spectrum Disorder Students*. PI: Kelli Frias, Co/PI: Tim Dallas & DeAnn Lechtenberger. Grant #13532-15.
8. **National Science Foundation** (January 2016 -2017). Amount \$50,000. *Title: I-Corps L: CyberExercises, Instructional Modules Development for Exercise-based Teaching of CyberSecurity Concepts*. PI/Co-PIs: Akbar Namin, Fethi Inan & Kelli Frias; Award #: 1514603. http://www.nsf.gov/awardsearch/showAward?AWD_ID=1514603
9. **Mason Greenstar** (May 2014). Amount \$11,270. *Title: Early-Stage Green Technology Ventures*. PI: Kelli Frias.

RESEARCH PRESENTATIONS

1. “Multilevel Service Relationships: Cross-border Healthcare and Market Entitativity,” George John Symposium, May 2024.
2. “Healthcare Affordability: A Scale Development Study,” (with Society for Consumer Psychology, Nashville, TN, March 2024.
3. “Market Design of Self-Sovereign Data Systems,” Naples Forum on Service, Ravello, Italy, June 2023.
4. “Product-Form Strategy: Pondering its Links to Vertical Coordination,” George John Symposium, UT Austin, Fredericksburg, Texas, May 2023.
5. “Stitching Together Health: Shopping Across Markets and Its Consequences,” (with Emilia Amaro*, Ron Hill, and Deidre Popovich), Public Policy and Marketing Conference, June 2023.
6. “Cross-border Healthcare: Consumer Experience Cues and Service Environment Clues,” (with Deidre

Popovich), Texas Tech University Diversity Symposium, October 2022.

7. “Educating Engineering Undergraduates to be Innovators and Managers,” (with Tim Dallas and Heather Greenhalgh-Spencer), National Science Foundation, Washington DC, September 2022.
8. “Developing Intrapreneurship in the Next Generation of Engineering Innovators and Leaders” (with Tim Dallas and Heather Greenhalgh-Spencer), American Society for Engineering Education, Long Beach, CA, July 2021.
9. “The Impact of Agent Information on Consumer Action: US Crop Insurance Market” (with Madhu Viswanathan), Marketing Association Winter Educator’s Conference, San Diego, CA, 2020.
10. "Product-Form Strategy," (with Mrinal Ghosh) Transaction Cost Economics: George John Symposium, University of Arizona, Sedona, AZ, 2019.
11. “The Product-Form Strategy Decision in Entrepreneurial Firms: A Multi-Method Examination,” (with Mrinal Ghosh, Narayan Janakiraman, Dale F. Duhan and Robert F. Lusch), American Marketing Association Winter Educator’s Conference, Austin, TX, 2019.
12. “Nascent Entrepreneurs and Angel Investor’s Perspectives of Venture Risk: The Impact of Product Modularity, Intellectual Property Enforceability, and Marketing Resources,” (with Dale F. Duhan), Special Session: New Issues and Perspectives in the Interface between Entrepreneurship and Marketing, American Marketing Association Summer Educator’s Conference, San Francisco, CA 2017.
13. “Resource Integration: Intellectual Property Rights from Service-Dominant Logic Lens and the Evolving Boundaries of Innovation,” (with Stephen L. Vargo and Robert F. Lusch), Naples Forum on Service-Dominant Logic, Sorrento, Italy 2017.
14. “The Entrepreneurial University: Culture & Ecosystems” (with Annette Sobel and Kimberly Gramm), Deshpande Symposium, University of Massachusetts, Lowell, MA, 2017.
15. “Inclusiveness in Entrepreneurship Coursework: Texas Tech University’s integrative e-learning course bringing together business, engineering, and students with Autism Spectrum Disorder,” (with Tim Dallas and DeAnn Lechtenberger) Deshpande Symposium, University of Massachusetts Lowell, MA, 2016.
16. “Product-Form Strategy for Early Stage Ventures,” (with Dale F. Duhan, Mrinal Ghosh, Narayan Janakiraman, and Robert F. Lusch), Texas Marketing Research Symposium, Arlington, TX, 2016.
17. “A Transdisciplinary Research Approach to Engineering Education,” (with Atila Ertas, Heather Greenhalgh-Spencer, and Susan M. Back), American Society for Engineering Education proceedings (ASEE) GSW 2015 conference, San Antonio, TX, 2015.
18. “How Colleges of Business Can and Should be Leaders in Promoting an Expanded Definition of Diversity and Inclusiveness on Campuses Nationwide,” panel discussant, American Accounting Association (AAA) 2015 conference, Atlanta, GA, 2015.
19. “Product-Form Strategy for Early-Stage Ventures,” at the Kauffman Foundation Emerging Scholars Conference, Kauffman Foundation, Kansas City, October 2014.

20. "Product-Form Strategies: Choosing Business Models in Technology Markets," (with Mrinal Ghosh and Robert F. Lusch), at the McGuire Center for Entrepreneurship Colloquium, University of Arizona, Tucson, October 2012.
21. "Product-Form Strategy: Selling Systems versus Components in Industrial Markets," (with Mrinal Ghosh and Shantanu Dutta) at the 2012 ISBM Conference, Chicago, August 2012.
22. "Product-Form Strategy: Selling Systems versus Components in Industrial Markets," (with Mrinal Ghosh and Shantanu Dutta), at the 7th International Symposium in Marketing, Korea University, Seoul, Korea, May 2012.
23. "Product-Form Strategy: Offering Systems v. Components in Industrial Markets," (with Mrinal Ghosh and Shantanu Dutta), Theory and Practice in Marketing Conference: Harvard Business School, Cambridge, MA, May 2012.
24. "Product-Form Choice: Selling Systems versus Components in Industrial Markets," (with Mrinal Ghosh and Shantanu Dutta), at the BI Norwegian School of Management, Oslo, Norway, June 2011.
25. "Institutional Environments and Product-Form Choice," (with Mrinal Ghosh and Robert Lusch) at the Winter American Marketing Association Conference, Austin, TX, February 2011.
26. "The Impact of Venture Capital on Product-Form Strategies in High-Technology Market," (with Mrinal Ghosh and Robert Lusch) at the Kauffman Foundation Workshop, Allied Social Science Association/American Economic Association Conference, Atlanta, GA, January 2010.
27. "When do Vendors Choose to Offer Systems versus Components," (with Mrinal Ghosh and Shantanu Dutta), at the INFORMS Marketing Science Conference, Ann Arbor, Michigan, June 2009.
28. "Pricing Formats for Branded Components in B2B Markets," (with Desmond Lo and Mrinal Ghosh) at the INFORMS Marketing Science Conference, Vancouver, June 2008.
29. "Consuming Family Dinnertime," (with Linda L. Price and Eric J. Arnould) at the Advances in Consumer Research Conference, Memphis, Tennessee, June 2008.
30. "An Introduction to Service-Dominant Logic: A Relevant Framework for Antitrust Theory?" (with Robert F. Lusch) at the American Antitrust Institute Invitational Symposium, Washington, D.C., July 2007.
31. "Consuming Family Dinnertime: Is Family Dinner a Recipe for Success?" (with Linda L. Price) at the Transformative Consumer Research Conference, Hanover, New Hampshire, July 2007.
32. "The Future of Business Methods Patents," (with Stephen L. Vargo and Fred W. Morgan) at the American Marketing Association Marketing and Public Policy Conference Proceedings, Washington D.C., May 2003.

SERVICE PRESENTATIONS

1. "Cross-Border Healthcare: The Unintended Consequences of Dual-Marketing Shopping for Insured Consumers" at the American University Board of Trustees Dinner, Washington DC, February 23, 2023.

2. "Grants for New Research: What's in it for Faculty?" American University, Kogod School of Business, Washington DC, March 18, 2022.
3. "Developing a Market Impact Hub" American University, Kogod School of Business, Marketing Department, Washington DC, September 17, 2021.
4. "Marketing and New Product Development in Pre-Hospitalization Contexts," Texas Tech University Health Sciences Center, Lubbock, Texas, October 2, 2017.
5. "Marketing Strategy and Operational Effectiveness," Texas Tech University Accelerator Program, Innovation Hub, Lubbock, Texas, August 14, 2017.
6. "Entrepreneurship and Transition Opportunities for Veterans in West Texas," Veteran's Art in Medicine Symposium, TTU HSC, National Ranching Heritage Center, Lubbock Texas, November 17, 2016.
7. "Product-Form Strategy for Early-Stage Ventures," Texas Tech Accelerator, Innovation Hub, Texas Tech University, Lubbock, Texas, March 7, 2016.
8. "Innovation in Early-Stage Ventures," Night of the Innovators, Texas Tech University Research Park, Lubbock, Texas, December 7, 2015.
9. "What will your Startup Sell?," Guest lecture to Electrical Engineering Department, Texas Tech University, Lubbock, Texas, April 14, 2014.
10. "Pursuing a Ph.D. in Marketing," Ph.D. Project Recruiting Conference, Chicago, Illinois, November 2008.
11. "Ten Guides to Being a Great Doctoral Student: Introduction for First Year Ph.D. Students," Ph.D. Project Conference, Chicago, Illinois, August 2006.

AWARDS

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| 2018 | Faculty C-Startup Program for Innovation and Entrepreneurship Award (\$2,500) |
| 2016 | Rawls College of Business, Dean's Teaching Excellence Award (\$5,000) |
| 2015 | Texas Tech University Summer Research Proposal Grant (\$25,000) |
| 2012 | Ewing Marion Kauffman Foundation Emerging Scholar Award (\$20,000) |
| 2010 | Institute for the Study of Business Markets (ISBM) Business Marketing Doctoral Support Award Recipient (\$10,000) |
| 2010 | Lisle and Roslyn Payne Outstanding Doctoral Student Award (\$2,500) |
| 2010 | Ewing Marion Kauffman Emerging Scholar (\$20,000) |
| 2010 | AMA Sheth Foundation Doctoral Consortium Fellow (Ft. Worth, TX) |
| 2009 | Jim Click Doctoral Student Fellowship (\$2,000) |
| 2008 | Arizona Graduate Diversity Fellowship (\$10,000) |
| 2008 | Dean's Service Award, Eller College of Management |
| 2007 | Best Abstract Award, Transformative Consumer Research Conference |

TEACHING EXPERIENCE

American University

Brand Management	Fall 2019-present
Brand Strategy (graduate)	Spring 2020-2024
Advertising	Spring 2024

Texas Tech University

Marketing Strategy	Fall 2013-Spring 2019
New Product Development	Winter Intersession 2016
Principles of Marketing	Fall 2011-Spring 2012
Technology Commercialization	Summer 2015, 2016
Principles in Marketing	Fall 2011-Spring 2013

University of Arizona

Marketing and Public Policy	Spring 2009, Summer 2008
Introduction to Marketing	Summer 2007, 2006

Doctoral Dissertation Committee Member

Melhem, Samer, "Communication Apprehension in an Employment Interview Setting: extension of the Component Theory of Communication Apprehension," committee-member (Completion Date: June 2019).

Lie, Zen, "Computational Approach for Identifying and Visualizing Innovation in Patent Networks," Ph.D. in Mechanical Engineering/Transdisciplinary Program, committee-member (Completion Date: May 2013).

OTHER EMPLOYMENT

2001-2006	West Harbor Intelligence, Consultant, Aliso Viejo, California
1995-2001	Albertsons Grocery Company, Grocery Retail, Southern California

PROFESSIONAL DEVELOPMENT

2021	Equity-Informed Measurement Workshop (May 17-19), Equity and Bias in Data Analytics
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PROFESSIONAL SERVICE**Department, College, and University Service**

2021- Present	Kogod Grant Committee, Member
2021-Present	Faculty Representative and Student Mentor, Latino & Hispanic Faculty and Staff Affinity Group
2019-present	American University Center for Innovation, I-Corps Team Mentor
2017-2019	President's Hispanic Council, Texas Tech University
2017-2019	Rawls College of Business Representative, Hispanic Serving Institution (HSI) Committee
2016-2019	Texas Tech University Latino Hispanic Faculty and Staff Association, Member
2016-2019	Innovation Hub, Texas Tech University, Technology Accelerator Mentor
2015-2019	3-Day Startup, Mentor
2014-2019	Technology Accelerator Guest Instructor
2014-2017	Faculty Recruitment Committee in the Marketing Area
2015	Rawls College of Business Day Diversity Panelist

2015 Marketing Scholarship Committee Chair
2014 TEDx Texas Tech University, Co-Organizer & Author of University License
2014 National Collegiate Ethics Case Competition, Faculty Advisor
2011-2017 Marketing Scholarship Committee, Faculty Evaluator
2011-2016 Ph.D. Project Faculty Representative, Rawls College of Business
2011-2014 Office of Research Commercialization, Faculty Advisor

External Service

2023- Reviewer, *Electronic Commerce Research and Applications*
2022- Reviewer, *Journal of Public Policy & Marketing*
2021- Reviewer, *Journal of Macromarketing*
2021- Reviewer, *Journal of Education for Business*
2020- Reviewer, External, National Science Foundation (NSF), Washington DC, United States.
Grant Panelist, Multiple Programs