

Kristen L. Walker, Ph.D.

Professor of Marketing

MBA Director & Small Business Institute (SBI) Director

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Kristen Walker is a Professor in the Department of Marketing, MBA Director, and SBI Director at California State University Northridge (CSUN). Her **research interests merge public policy, technology and marketing specializing in interactions** to include digital business models, interactive marketing, social media, retail environments, brand preference, data insights, Internet privacy, information quality, EdTech/MarTech, and youth privacy protection. Dr. Walker mentors undergraduate and graduate students in research and practice with a variety of public/private sector and community consulting/client projects.

EDUCATION:

2003	University of California, Los Angeles Ph.D.
1995	California State University Northridge MPA
1993	California State University Northridge B.S. Marketing

SELECTED AWARDS/HONORS:

2025	Kellstadt Speaker, Marquette University Department of Marketing and College of Business, Invited Kellstadt Speaker Series (with Richard Netemeyer, UVA)
2024	Second Place Award - SBI Project of the Year, Graduate Feasibility/Business Plan, "San Fernando Brewing Company"
2024	Third Place Award - SBI Project of the Year, Graduate Comprehensive, "Sip Herbals"
Fall 2024	Sabbatical
2024	First Place Award - SBI Project of the Year, Graduate Feasibility/Business Plan, "Rotary Club of Granada Hills Strategic Plan for Operations and Outreach"
2024	Second Place Award - SBI Project of the Year, Graduate Comprehensive, "Autonomy Research Center for STEAHM"
2023	RRBM Honor Roll award for Responsible Research in Management/Marketing, LaBarge, Monica, Walker, K. et al. (2023). "Digital Exchange Compromises: Teetering Priorities of Consumers and Organizations at the Iron Triangle."
2022	RRBM Honor Roll award for Responsible Research in Management/Marketing, Andrews, C., Burton, S., Gundlach, G., Hill, R., Kees, J., Netemeyer, R., and Walker, K. (alphabetical order). (2022). "What Exactly is Marketing and Public Policy? Insights for JPPM Researchers."
2022	First Place Award - SBI Project of the Year, Graduate Feasibility/Business Plan, "Ollivier Security Systems & Network Engineering," Faculty Advisor to MBA Team.
2022	Finalist, Thomas C. Kinnear award for outstanding article in <i>Journal of Public Policy and Marketing</i> (JPP&M): Children and Online Privacy Protection: Empowerment from Cognitive Defense Strategies (2020)

2021	First Place Award - SBI Project of the Year, Graduate Feasibility/Business Plan, "Stuck in a Maze," Faculty Advisor to MBA Team
2021	Expert AMA Workshop: American Marketing Association "Privacy Research in Marketing as Social https://www.csun.edu/humanities/jewish-studies/map-jerome-richfield-hallResponsibility "
2020	American Marketing Association-EBSCO Responsible Research in Marketing Award Finalist
2020	Honorable Mention Award for Outstanding Article of the Year in <i>Journal of Marketing Education</i>
2019	Best Reviewer Award <i>Journal of Public Policy and Marketing</i> (JPP&M)
2018	Best Reviewer Award <i>Journal of Public Policy and Marketing</i> (JPP&M)
2018	Thomas C. Kinnear award for outstanding article in <i>Journal of Public Policy and Marketing</i> (JPP&M): Surrendering Information Through the Looking Glass: Transparency, Trust, and Protection (2016)
2018	DNCBE Research Grant Award: The Quality of Digitized Data in a Critical Decision-Making Context
February 2018	LegiSchool Town Hall (CSU Sacramento and CA Legislature) <i>Social Media Friend or Foe?</i>
2017	Wang Family Excellence Nominee, CSU <i>Outstanding Faculty Innovator in Student Success</i>
2017	Kellstadt Speaker, Marquette University Department of Marketing and College of Business, Invited Kellstadt Speaker Series
2016	Wang Family Excellence Award Nominee, CSU <i>Education and Professional and Applied Sciences</i>
2016	Mace bearer CSUN DNCBE Commencement Ceremony
2015-16	CSUN Jerome Richfield Scholar
2015	Jacobs and Clevenger Case Writer Award, Direct/Indirect Marketing EDGE Digital Music, Distribution, and Debatable Revenue: <i>To App or Not to App? Song.com</i>
2015	Wang Family Excellence Award Nominee, CSU <i>Education and Professional and Applied Sciences</i>
2014-15	CSUN Advisor of the Year, American Marketing Association by CSUN Associated Students
2013-14	Faculty Pedagogical Publication Award, DNCBE
2013	Jacobs and Clevenger Case Writer Award, Direct/Indirect Marketing EDGE <i>Ensuring a Good Fit: Zappos' Customer Service and User Experience</i>
2012	Probationary Faculty Support Program grant (Spring 2012)
2011	First Place – Small Business Institute Project of the Year Competition: Project Supervisor, Graduate Specialized (2010). Client - Agora Realty and Management, Inc.
Fall 2010	Sabbatical
1998-2003	Graduate Fellowship, University of California, Los Angeles

GRANT(S) AWARDED:

2019 to 2021	Principal Investigator: National Science Foundation Secure and Trustworthy Cyberspace grant: An Exploratory Study of Technology Adoption in K-12: Educational Benefits vs Privacy Costs (award total: \$230,960)
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2015-16 Co-Principal Investigator: "A Youth-Driven Information Privacy Education Campaign" from by the Digital Trust Foundation (award total: \$193,491)
Strategy 1.2: Online Privacy Campaigns for Youth

EDITORIAL REVIEW BOARDS/GRANT PANELS/ACTIVE REVIEWER:

2020 to present Associate Editor, *Journal of Marketing & Public Policy*
2018 to present National Science Foundation Review Panel
2018 to present *Journal of Consumer Affairs*
2016 to present *Journal of Marketing and Public Policy*
2016 to present *Journal of Consumer Marketing*
2019 to 2023 *Journal of Marketing Analytics*

GRENOBLE DBA at CSUN Program: Dissertation Advisor

Advising (chair) a doctoral student dissertation process and progress

2014 to present, Kimberly Legocki, Topic: Digital Consumer Activism

Dissertation submitted April 2018 for committee review. Dissertation approved June 2019, without changes. Dr. Legocki hired 2020 at St. Mary's University.

PUBLICATIONS (*student co-authors):

Yeh, M., Walker, K.L., Legocki, K., Eilert, M., and *Torres, M. (2026), "Beyond the Drug Label: Regulatory-Induced Complexities in Health Information," *Journal of Consumer Affairs*, Vol. X, No. x, pp.

Walker, K.L. and Milne, G.R. (forthcoming 2026), "Privacy as a Right or Value? Considering Technology, Public Policy & Marketing Possibilities," Chapter 7. in *Handbook of Marketing and Public Policy*, Eds. Kelly Martin, Martin Mende, and Maura Scott.

Andrews, J.C., Walker, K., and Netemeyer, R. Kees, J. (forthcoming 2026), "Why Research on Children and Adolescents is Important for Marketing and Public Policy," Chapter 13. in *Handbook of Marketing and Public Policy*, Eds. Kelly Martin, Martin Mende, and Maura Scott.

Yeh, Marie, Kimberly V. Legocki, Kristen L. Walker and Meike Eilert (2025), "Stigmatized Consumers: Mapping their Mental Health Treatment Journey," *Journal of Services Marketing*, Vol. 39 No. 3, pp. 165-179. <https://doi.org/10.1108/JSM-02-2024-0078>

Courtney Azzari, Maureen Bourassa, Kristen Walker, Monica LaBarge (2025), "Health Data Privacy and Consumer Norm Concessions: Tiered Transparency," *Journal of Association of Consumer Research*, <https://doi.org/10.1086/735576>

Walker, K.L. and Milne, G.R. (2024), "AI-driven technology and privacy: the value of social media responsibility," *Journal of Research in Interactive Marketing*, Vol. 18 No. 5, pp. 815-835. <https://doi.org/10.1108/JRIM-02-2024-0072>

Matthews, L., Cockrell, S. and Walker, K. (2023). "Brand Management of Natural Spaces: The Impact of Natural Space Authenticity on Consumer Outcomes." *Journal of Public Policy & Marketing*.

Andrews, J.C., Walker, K., and Netemeyer, R. Kees, J. (2023). "Helping Youth Navigate Privacy Protection: Developing and Testing the Children's Online Privacy Scale (COPS)." *Journal of Public Policy & Marketing*.

Marie Yeh, Kristen L. Walker, Kimberly V. Legocki, and Meike Eilert (2023). "Folklore as a Frame for Understanding UGC: Pharma Folklore from *YouTube* Reflections on Psychiatric Drugs for Depression." *Journal of Marketing Management*.

Kristen L. Walker, *Kiya Bodendorf, Tina Kiesler, *Georgie DeMattos, *Mark Rostom, and *Amr Ekstrom (2022/2023). "Compulsory Technology Adoption & Adaptation in Education: A Looming Student Privacy Problem." *Journal of Consumer Affairs*.

LaBarge, Monica C., Kristen L. Walker, Courtney Nations Azzari, Maureen Bourassa, Jesse Catlin, Stacey Finkelstein, Alexei Gloukhovtsev et al. (2022). "Digital Exchange Compromises: Teetering Priorities of Consumers and Organizations at the Iron Triangle." *Journal of Consumer Affairs*.

Legocki, K., Walker, K. and Eilert, M. (2022). "Fanning the Flames: Understanding Viral Content After Brand Transgressions." *Journal of Consumer Marketing*. Ahead of print.

Andrews, C., Burton, S., Gundlach, G., Hill, R., Kees, J., Netemeyer, R., and Walker, K. (alphabetical order). (2022). "What Exactly is Marketing and Public Policy? Insights for JPPM Researchers." *Journal of Public Policy & Marketing*.

<https://journals.sagepub.com/doi/pdf/10.1177/07439156211042018>

Walker, K., Kiesler, T., Bodendorf, K., deMattos, G., Rostom, M., Elkordy, A. (2021). The Privacy/Security Chasm in K-12 School District Technology Adoption and Use. *USENIX Symposium on Usable Privacy and Security (SOUPS)*.

Milne, G. Kaplan, B., Walker, K. and Zacharias, L. (2021). "Connecting with the future: The role of science fiction movies in helping consumers understand privacy-technology trade-offs." *Journal of Consumer Affairs*. <https://doi.org/10.1111/joca.12366>

Matheson, E. and Walker, K. (2021). "Coaching Swimming During COVID-19: Pandemic Performancing," *American Swimming*. 1(1).

Legocki, K., Walker, K., and Kiesler, T. (2020). "Sound and Fury: Digital Vigilantism as a Form of Consumer Voice," in "Consumer Access and Power." *Special Issue, Journal of Public Policy and Marketing*. <https://doi.org/10.1177/0743915620902403>

Andrews, C., Walker, K., and Kees, J. (2020). "Children and Online Privacy Protection: Empowerment from Cognitive Defense Strategies," in "Consumer Access and Power." *Special Issue, Journal of Public Policy and Marketing*. <https://doi.org/10.1177/0743915619883638>

Walker, K., Milne, G., and Weinberg, B. (2019). "Optimizing the Future of Innovative Technologies and Infinite Data" in "Marketing and Public Policy in a Technology-Integrated Society." *Special Issue, Journal of Public Policy and Marketing*. <https://doi.org/10.1177/0743915619864314>

Walker, K., Milne, G., and Weinberg, B. Co-editors (October 2019 issue). "Marketing and Public Policy in a Technology-Integrated Society." *Special Issue, Journal of Public Policy and Marketing* <https://journals.sagepub.com/toc/ppo/current>

Walker, Kristen L., and Nora Moran. (2019). "Consumer Information for Data-Driven Decision Making: Teaching Socially Responsible Use of Data." *Journal of Marketing Education*. 41.2: 109-126.

*Burleigh, S., Walker, K., and Keyani, S. (2018) "Top Drawer Soccer: Can A Startup Score Points with User Information?" In *The IMC Case Book: Readings and Cases in Integrated Marketing Communications* (Editors Kelly and Jones). Midwest Marketing Education Foundation.

Walker, K., Kiesler, T. and *Malone, S. (October 2016). "Youth-Driven Information Privacy Education Campaign 2015-16: Digital Trust Foundation, Grant Report." (ScholarWorks and ERIC Digest/non-peer reviewed).

Walker, Kristen (2016). Surrendering Information Through the Looking Glass: Transparency, Trust, and Protection. *Journal of Public Policy and Marketing*, 35(1), 144-158.

*Stelmach, L., Walker, K., Curren, M. T. (2016). "Digital Music, Distribution, and Debatable Revenue: To App or Not to App?" in *The IMC Case Book: Cases in Integrated Marketing Communications* (Editors Kelly and Jones). Midwest Marketing Education Foundation.

Eilert, M., Walker, K., *Dogan, J. (2015). Can Ivory Towers be Green? The Impact of Organization Size on Organizational Social Performance. *Journal of Business Ethics*.

Cowles, D., Owens, J., Walker, K. (2014) Ensuring a Good Fit: Fortifying Zappos' Customer Service and User Experience in *The IMC Handbook: Readings & Cases in Integrated Marketing Communications*. Racom Communications.

Walker, K., Curren, M. T., Kiesler, T. (2013). A Retail Center Facing Change: Using Data to Determine Marketing Strategy. *Marketing Education Review*, 23(3), 287-296.

Cowles, D., Owens, J., Walker, K. (2013). Ensuring a Good Fit: Fortifying Zappos' Customer Service and User Experience. *International Journal of IMC*, 5(2, Fall 2013), 57-66.

Walker, Kristen, Tina Kiesler, Mary Curren, Bruce Lammers and *Jamie Goldenson. (2013) "Scholarly Networking: Discussion Board Activity and Outcomes in an Introduction to Marketing Course," *Journal of Education for Business*, Volume 88 Issue 5, pp. 249-252.

Ackerman, David and Kristen Walker. (2012) "The Consumption of Renao at a Taiwan Night Market: Analysis of the Physical Environment, Consumer Need Fulfillment and Shopping at a Public Urban Marketplace," *International Journal of Culture, Tourism and Hospitality Research*, Vol. 6 Issue 3: pp.209-222.

Cours, Deborah, Kristen Walker, and Tina Kiesler. (2008) "Self Construal, Reference Groups, and Brand Purchase Behavior," *European Advances in Consumer Research*. Volume 8, p. 469.

"Facing Challenges: Identifying the Role of Community College Dean." Eric Document Digest, Clearinghouse for Community Colleges. University of California, Los Angeles. May 2000.

PRESENTATIONS, PUBLISHED ABSTRACTS, Webinars and iBooks:

Winter AMA (February 2026)

ACR Privacy preconference (October 2025)

MPPC 2025 several presentations

Walker, K., Vallen, B., and Underwood, C. (April 22, 2025). "Building Consumer Trust: Marketing and Data Privacy." *American Marketing Association Member Webinar* (525+ enrollment): <https://www.ama.org/events/webinar/building-consumer-trust-marketing-and-data-privacy-members-only/>

Walker, K. and Fox, A. 2025 Winter Marketing Academic Conference: Marketing in Service of Nature and Humanity. "Competing Forces in the Collective Responsibility for Children's Online Privacy."

Walker, K. and Milne, G.R. 2025 Winter Marketing Academic Conference: Marketing in Service of Nature and Humanity. Special Session for Marketing and Public Policy Handbook, "Privacy, Public Policy, and Marketing Possibilities."

Andrews, C. and Walker, K. 2025 Winter Marketing Academic Conference: Marketing in Service of Nature and Humanity. Special Session for Marketing and Public Policy Handbook, "Why Research on Children and Adolescents is Important for Marketing and Public Policy."

Tenure Project Conference (TTPC), Marshall Tenure Project 2024 at USC. Session leader and mentor. July 21-24 (partnership with the PhD Project).

Walker, K., Nations Azzari, C., LaBarge, M., and Bourassa, M. 2024 Marketing and Public Policy Conference: From Grassroots to Government. "Reciprocity Norms and Public Policy: Negotiating Friction in Digital Exchanges"

Yeh, M., Walker, K., Legocki, K. and Eilert, M. 2024 Winter Marketing Academic Conference: Unlocking Our Potential. "Challenges Faced by Vulnerable Consumers in Mental Health Services: Mapping the Mental Health Treatment Journey."

Walker, K., LaBarge, M., Nations Azzari, C. and Bourassa, M. 2024 Winter Marketing Academic Conference: Unlocking Our Potential. "Reciprocity Norms: Consumer Negotiation and Friction in Digital Exchanges"

Walker, K., LaBarge, M., Nations Azzari, C. and Bourassa, M. 2023 Transformative Consumer Research Conference at Royal Holloway, University of London. Dialogical Conference participation in Track 2: "Digital Exchange Compromises: Consumers, Organizations & the Iron Triangle."

Walker, K. and Fox, A. 2023 Marketing and Public Policy Conference: Policy and Change: the Role of Marketing and Public Policy in Securing a Sustainable Future. Special Session Panel: Competing for Children's Online Privacy Protection: Government and Industry Perspectives.

Yeh, M., Walker, K., Legocki, K. and Eilert, M. 2023 Summer Marketing Academic Conference: A World Disrupted: Marketing's Role in Understanding, Adapting and Transforming the Business Ecosystem. "He Said, She Said: Exploring Linguistic Gender Differences in Health-Focused User-Generated Content."

Yeh, M., Walker, K., Legocki, K. and Eilert, M. 2023 Winter Marketing Academic Conference: Marketing During Times of Change. "Filling the Void? Consumer Protection Regulation and User-Generated Content in the Pharmaceutical Industry."

Andrews, C., Burton, S., Gundlach, G., Hill, R., Kees, J., Netemeyer, R., and Walker, K. (alphabetical order). 2022 Marketing and Public Policy Conference. Special Session: "What Exactly is Marketing and Public Policy? Insights for JPPM Researchers." (Austin, TX).

LaBarge, M. and Walker, K. Co-chairs. Special Session/Panel Presenter, "Levers of Policy and Government in Digital Environments." 2022 Marketing and Public Policy Conference. Special Session: Digital Exchange Compromises: Teetering Priorities of Consumers, Organizations, and the Iron Triangle. (Austin, TX).

Eilert, M., Legocki, K. *Torres, M., Walker, K., and Yeh, M. Co-chairs. Presenter, "Filling the Void? A Critical Assessment of Consumer Protection Regulation and User-Generated Content in the Pharmaceutical Industry." 2022 Marketing and Public Policy Conference. (Austin, TX).

Lanceleot, C., Hofacker, C., Walker, K., Milne, G., Haenlein, M., Bleier, A., and Holtrop, N., Winter Marketing Academic Conference: Reconnecting and Reconceiving the Marketplace, Special Session Winter AMA 2022. "The Five C's of Customer Relationship Marketing and Privacy: Causes, Clashes, Contingencies, Consequences and Cures." Presenter in Session, (March 2022 virtual and in-person)

Legocki, K., Walker, K. and Eilert, M. Summer Marketing Academic Conference: Reimagining Marketing, AMA 2021. "Fanning the Flames: Understanding Viral Content After Brand Transgressions." Competitive Paper Session. (August 2021 virtual).

Walker, K. and Andrews, C. Co-Chairs, Special Session: "The Children's Privacy Pandemic: Social Changes, Measurement Issues, and Technology Needs" 2021 Marketing and Public Policy Conference (June 2021 virtual).

Walker, K. and Kiesler, T. Special Session/Panel Moderator and Presenter, "K-12 Education Technology: Reliance and Resulting Privacy Issues," in Special Session: "The Children's Privacy Pandemic: Social Changes, Measurement Issues, and Technology Needs" 2021 Marketing and Public Policy Conference (June 2021 virtual).

Walker, K. Eilert, M. and Ho, F. Co-Chairs - Public Policy, Macromarketing, and Ethics Track. Winter Marketing Academic Conference, AMA 2021. "The Human Side of Marketing in an Age of Digital Transformation." (February 2021 virtual).

Legocki, K. and Walker, K. Winter Marketing Academic Conference, AMA 2021. "Online #Boycotts: Consumers Calling for Accountability and Social Responsibility." Poster Session

Marketing and Public Policy Conference (MPPC) Doctoral Workshop/Preconference Mentor and Presenter, Loyola Marymount University Los Angeles, CA (2020, virtual)

Walker, K., Winter Marketing Academic Conference, AMA 2020. "Balancing Act: Identifying Opportunities and Threats in a Technology-Oriented Society," Presenter in session, San Diego, CA. (February 2020).

Legocki, K. and Walker, K. Winter Marketing Academic Conference, AMA 2020. "Sound and Fury: Digital Vigilantism as a Form of Consumer Voice," Presenter in session, San Diego, CA. (February 2020).

Walker, K., Kiesler, T., Bodendorf*, K., deMattos*, G., Rostom*, M., and Elkordy*, A. (2021). Symposium on Usable Privacy and Security (SOUPS) Workshop on Inclusive Privacy and Security (WIPS). "The Privacy/Security Chasm in K-12 School District Technology Adoption and Use."

Walker, K. July 2019 National Conference of State Legislatures (NCSL) webinar: Blurry Boundaries in Public Sector Social Media: Defining Clear Interaction Protocols
<http://www.ncsl.org/legislators-staff/legislative-staff/leadership-staff/blurry-boundaries-in-public-sector-social-media-defining-clear-interaction-protocols.aspx>

Walker, K., Milne, G., and Weinberg, B. 2019 Summer American Marketing Association Co-editors (August 2019 issue). "Marketing and Public Policy in a Technology-Integrated Society." *Special Issue, Journal of Public Policy and Marketing*

Walker, K. and Kiesler, T. Special Session/Panel Moderator and Presenter, "Reflecting on the Role of Children, Parents, Public Policy & Industry" 2019 Marketing and Public Policy Conference. Special Session: Protecting Youth Online with (or from) Marketing.

Walker, K. Federal Trade Commission 2019 PrivacyCon, Session 2: Consumer Preferences, Expectations, and Behaviors, "The Role of Cognitive Defense Strategies, Age, and Motivation in Children's Privacy Protection" working revision for *Journal of Public Policy and Marketing*.

Walker, K. June 2019 issue. Co-chair, Marketing and Public Policy Doctoral Workshop/Preconference, "Help Ever, Hurt Never: Infinite Data and Innovative Technology." Washington D.C., Microsoft Innovation and Policy Center

Walker, K., Kiesler, T., and Curren, M. 2018 Western Decision Sciences Institute Conference. "The Quality of Digitized Data in a Critical Decision-Making Context," Kauai, HI. (April 2018).
Burleigh, S., Walker, K., Curren, M. and Keyani, S. 2018 Western Decision Sciences Institute Conference. "Top Drawer Soccer: Can a Startup Score Points with User Information?" Kauai, HI. (April 2018).

Keyani, S., Sarfaraz, A. and Walker, K., 2018 Western Decision Sciences Institute Conference. "Analyzing Service Quality of Supermarkets Using Fuzzy AHP," Kauai, HI. (April 2018).

*Legocki, K. and Walker, K., 2017 Marketing EDGE Research Summit. "#DeleteUber: Hashtag Crises and Chaos," New Orleans, LA. (October 2017).

*Walker, K. and Violin, N., 2017 Marketing EDGE Research Summit. "The Quality of Digitized Data: Spheres of (un)Certainty," New Orleans, LA. (October 2017).

Walker, K. and Kiesler, T. YouthPrivacyProtection.org, 2017 Marketing and Public Policy Conference, Plenary Session. "Protecting the Public Well-Being, One Campaign at a Time: The Value and Effectiveness of Social Marketing Campaigns." (co-chairs Kristen Walker and Craig Andrews)

Walker, K. Special Session/Panel Moderator and Presenter, 2017 Marketing and Public Policy Conference. "The Evolution of Marketing, Public Policy, and Technology: Triangulating Innovation, Regulation, and Consumer Protection," Washington, D.C.. (June 2017).

*Legocki, K. and Walker, K., Winter Marketing Academic Conference, AMA 2017. "Customer Conversations on Social Media: Digital Consumer Activism," Paper in session, "Weathering a Social Media Firestorm: Strategies for Protecting and Creating Brand Value" San Francisco, CA. (February 2017).

Walker, K., Kiesler, T. and *Malone, S., Federal Trade Commission PrivacyCon 2017, poster "Privacy Permanence Paradox: Protecting Preteens," Washington, DC. (January, 12 2017).

Walker, K., Panel Moderator, 2016 Marketing EDGE Research Summit. "Virtuality in Marketing: Changing the Consumer Experience Through Augmented, Virtual, and Holographic Realities," Los Angeles, CA. (October 2016).

*Legocki, K. and Walker, K., 2016 Marketing EDGE Research Summit. "Understanding Consumer Anger and Brand Reputation on Social Media," San Luis Obispo, CA. (October 2016).

Walker, K. Special Session/Panel Moderator and Presenter, 2016 Marketing and Public Policy Conference. "The Evolution of Marketing, Public Policy, and Tech: Triangulating Innovation, Regulation, and Consumer Protection," San Luis Obispo, CA. (June 2016).

Walker, K. Special Session/Panel Moderator, 2016 Marketing and Public Policy Conference. "The Cannabis Conundrum: Will Public Policy Reform and Marketing Help or Hinder, or Hype?" San Luis Obispo, CA. (June 2016).

*Legocki, K. and Walker, K. Poster, 2016 Marketing and Public Policy Conference. "This is Outrageous!: Understanding Consumer Anger and Brand Reputation on Social Media," San Luis Obispo, CA. (June 2016).

Walker, K. CSUN On Point: Tech Privacy May 10, 2016, <https://youtu.be/FP1fkiX-q-Q>

Walker, K., Kiesler, T., *Lawson, D., *Nieto, A., *Blanc, S., and *Malone, S. American Marketing Association Intercollegiate Conference. Poster. "Pre-Teen Presence on Digital Media: Privacy Awareness and Mediation." AMA ICC March 2016, New Orleans, CA.

Walker, K., Kiesler, T. *Nieto, A. and *Malone, S. Poster, Winter Marketing Academic Conference, AMA 2016. "Gatekeepers of Pre-Teen Social Media Adoption & Use: Influencers and Enablers." What Happens in Marketing Stays Digital, Winter AMA February 2016, Las Vegas, CA.

Ackerman, D. and Walker, K. Winter Marketing Academic Conference, AMA 2016. "Does Everyone Really Hate Social Crowding? Culture, Crowding, and Consumer Choice." What Happens in Marketing Stays Digital, Winter AMA February 2016, Las Vegas, CA.

Walker, K. and Kiesler, T., Direct/Interactive Marketing Research Summit, "Promoting Online Privacy, Safety, and Security: Digital Trust Foundation" Marketing EDGE, Boston, MA. (October 3, 2015).

*Stelmach, L., Walker, K., Curren, M. T., Direct/Interactive Marketing Research Summit, "Digital Music, Distribution, and Debatable Revenue: To App or Not to App?" Marketing EDGE, Boston, MA. (October 3, 2015).

Walker, K. and Khieu, Kimberly. (Fall 2015). Digital Literacy and Consumer Information. iBook published October 2015, Apple/Mac edition.

Walker, K. Special Session/Panel Moderator, 2015 Marketing and Public Policy Conference. "Marketing and Public Policy in a Data-Rich Environment," Boston, MA. (June 2015).

Walker, K. CSUN On Point: Like Our Page: Marketing in the Digital Age, March 10, 2015 <http://www.csun.tv/news.com/videos/like-our-page-marketing-in-the-digital-age/>

Walker, K. Winter Marketing Academic Conference, AMA 2015. "Exchanging Information on Social Media: The Devil in the Details" part of the Special Session: You Provide the Information, But Who Provides the Protection? New Directions in Social Media Privacy, Winter AMA February 2015, San Antonio, TX.

Walker, K. NBCLA Interview, (January 27, 2015), "Textbook Prices Trigger Serious Sticker Shock," <http://www.nbclosangeles.com/news/local/Textbook-Prices-Trigger-Serious-Sticker-Shock-290008011.html>

Walker, K., Kiesler, T., *Lucas, D., Direct/Interactive Marketing Research Summit, "A Consumer Empowerment Scale for the Digital Age," Marketing EDGE, San Diego, CA. (October 25, 2014).

Walker, K. and Markos, E. Co-moderators, Direct/Interactive Marketing Research Summit. "The Value of Consumer Information: Traditional and Digital Industry Perspectives," San Diego, CA. (October 25, 2014).

Walker, K. (Panel Member), San Diego Music Thing Conference and Festival, "Website Demolition Derby Panel" Evaluating musician and band web pages for consumer interest/engagement and media interest/engagement, San Diego, CA. (September 15, 2014).

Walker, K. and Norberg, P. Co-moderators, 2014 Marketing and Public Policy Conference. "The Value of Consumer Information: Traditional and Digital Industry Perspectives," Washington D.C. (June 2014).

Walker, K. and Harrison, A., "Industry Insights: Marketing and Branding in the Modern Music Industry," CSUN Music Industry Programs (MIS and MIA), October 28, 2013.

Walker, K., Dr. Heisley's MKT 304 course, "Interactive Marketing/Social Media," CSUN. (October 28, 2013).

Walker, K. CSUN On Point: Cultivating a Digital Brand #Passion, March 17, 2014
<http://www.csuntvnews.com/videos/hashtag-passion-cultivating-an-online-brand/>

Walker, K., Curren, M. T., Direct/Interactive Marketing Research Summit, "Consumer Information is Powerful," Marketing EDGE, Chicago, IL. (October 12, 2013).

Walker, K., Kiesler, T., Curren, M. T., Marketing Education: New Challenges and Opportunities, "Avoid Being a Twiggard . . . Twitter for Dummies: A Marketing Educators' Practicum," Marketing Educators' Association, Portland, OR. (April 20, 2013).

Franco, O. D., Harich, K. R., Walker, K., Cours, D. A., Marketing Education: New Challenges and Opportunities, "Instructional Innovation / Alternate Teaching Approaches," Marketing Educators' Association, Portland, OR. (April 19, 2013).

Deborah Cours, Tina Kiesler, Kristen Walker (CSUN); Lori Braunstein, David Rawlinson (CSU); Neil Granitz (CSUF. "Taming the Beast: Maximizing Effectiveness of New Classroom Technologies," Marketing Educator's Association Conference Proceedings, Long Beach, CA. April 2012.

Kristen Walker, Tina Kiesler, Mary Curren and *Jamie Goldenson. "Scholarly Networking: Discussion Board Activity and Outcomes in an Introduction to Marketing Course," Marketing Educator's Association Conference Proceedings, San Diego, CA. April 2011.

Kristen Walker and Tina Kiesler, "Privacy Behavior, Trust and Social Connectedness of Facebook Consumers," competitive paper submitted and accepted for the Marketing and Public Policy annual conference. Denver, Colorado. May 2010.

Kristen Walker and Bruce Lammers. "Gender Issues Related to Student Ratings on RateMyProfessors.com," abstract of presentation at the Summer Marketing Educators' Conference, AMA 2009 Conference Proceedings.

Kristen Walker. "Contemporary Consumerism: Revealing 21st Century Concerns," poster presented at the Marketing and Public Policy annual conference. Washington DC. May 2009 Conference Proceedings p. 116-117.

Walker, Kristen, Lammers, Bruce, and Lammers, Marilyn. "The Empirical Impact of Tone and Volume of RateMyProfessors.com Information: When Sex Matters," paper presented at the Marketing Educators' Association annual conference. Salt Lake City, Utah. April 2008 (15pp).

Connett, Brian, Mary Curren, Judith Hennessey, Tina Kiesler, and Kristen Walker (co-chair), "Making the Most of Mentoring Opportunities in Marketing Education," abstract of Roundtable

Discussion in Building Bridges between Knowledge and Practice in Marketing Education, MEA 2006 Conference Proceedings, p. 6.

Kristen Walker (chair), Deborah Cours, Mary Curren, Gary Karns, and Tina Kiesler, "Maximizing Mentoring Opportunities Across the Business Curriculum," abstract of Panel Presentation in Proceedings of the Thirty-Fifth Annual Meeting of the Western Decision Sciences Institute, 2006, p. 124.

"Overcoming the "Intimidation Gap": Strategies for Successful Student-Faculty Interactions." Paper presented at the 2005 CSUN Faculty Retreat (Thriving in the Learning-Centered University Environment). Oxnard, California. January 2005.

"Learning About Students to Enhance Student Learning." Paper presented at the Marketing Educators' Association (MEA) conference annual conference. Scottsdale, Arizona. April 2003.

"Perspectives on Online Learning." Special Session Presented at the Marketing Educators' Association annual conference. San Diego, California. April 2002.

"Department Chairs in Business and their Knowledge of Students." Paper presented at the Association for the Study of Higher Education (ASHE) annual conference. Richmond, Virginia. November 2001

DIGITAL (PRESS/DEVELOPMENT) RECOGNITION for COLLEGE, DEPARTMENT, & UNIVERSITY

CSUN Today: "Can Gen Z Achieve the American Dream? A CSUN Professor Weighs In"
<https://newsroom.csun.edu/2024/10/22/can-gen-z-achieve-the-american-dream-a-csun-marketing-professor-weighs-in/>

CSU All Things STEM Podcast (December 2023): "Navigating Trust and Privacy in Technology"
<https://all-things-stem-podcast.simplecast.com/episodes/navigating-trust-and-privacy-in-technology-px7mWYuC>

Paper Citation in 2024 American Psychological Association (APA) Report: "Potential Risks of Content, Features, and Functions: A closer look at the science behind how social media affects youth" <https://www.apa.org/topics/social-media-internet/psychological-science-behind-youth-social-media.pdf>

CSUN Today: Ed Tech Was a Godsend During Pandemic, But It May Have Opened a Pandora's Box of Data Privacy and Security Issues, Says CSUN Prof. (March 2023) Available at:
<https://csunshinetoday.csun.edu/education/ed-tech-was-a-godsend-during-pandemic-but-it-may-have-opened-a-pandoras-box-of-data-privacy-and-security-issues-says-csun-prof/>

MBA Classes Return to In-Person Learning, but Students Find It Harder to Attend. (October 2022) Antonio P. Pequeño IV. Available at: <https://www.sfvbj.com/special-report/mba-classes-return-to-in-person-learning-but-students-find-it-harder-to-attend/>

Rise of Social Media and Internet Have Made People More Vulnerable to Power of 'Influencers,' CSUN Professor Says (June 2022) Sydnee Roddy. Available at:
<https://csunshinetoday.csun.edu/media-releases/rise-of-social-media-and-internet-have-made-people-more-vulnerable-to-power-of-influencers-csun-professor-says/>

Back to Class for an MBA: Pandemic Motivates More People to Take an Interest in Business Education. (September 2021) Antonio Pequeño IV. Available at: <https://www.sfvbj.com/news/2021/sep/13/back-class-mba/>

Pandemic Opened 'Pandora's Box' When it Comes to Privacy and Technology, CSUN Professor Says (January 2021) Chandler, Carmen. Available at: <https://csunshinetoday.csun.edu/media->

releases/pandemic-opened-pandoras-box-when-it-comes-to-privacy-and-technology-csun-professor-says/

Hurt by Pandemic? CSUN Students May Help. (August 2020) Madler, Mark. Available at: <https://www.sfvbj.com/news/2020/aug/31/hurt-pandemic-csun-students-may-help/>

CSUN: Empowering Kids to Protect Online Privacy. (February 2020) Wilks, Amy. Available at: <https://www.careersingovernment.com/tools/public-sector-news/california-state-university-northridge-empowering-kids-to-protect-online-privacy/>

What Exactly Is Marketing and Public Policy? (January 2020) Andrews, C. Burton, S., Gundlach, G., Hill, R., Kees, J., Netemeyer, R., Walker, K. Available at: <https://www.ama.org/2021/01/04/what-exactly-is-marketing-and-public-policy/>

Corporations, Foundations Take Action Against the Coronavirus (May 11, 2020) Foerch, Andrew. Available at: <https://www.sfvbj.com/news/2020/may/11/corporations-foundations-take-action-against-coron/>

Marketing News: American Marketing Association

Reining in the Company Under New Privacy Laws (April 13, 2020) Brooke, Zach. Available at: <https://www.ama.org/marketing-news/reining-in-the-company-under-new-privacy-laws/>

Time (magazine) for Kids: YouTube Trouble (February 28, 2020) McGrath, Brian S. Available at: <https://www.timeforkids.com/g34/youtube-trouble/>

CSUN Today: Nazarian College Researchers Examine Rise of Digital Vigilantism, Available at: <https://csunshinetoday.csun.edu/csun-leaders/researchers-examine-rise-of-digital-vigilantism/>

Los Angeles Daily News

New Rams logo and colors finally unveiled for all to see, Available at: <https://www.dailynews.com/2020/03/23/new-rams-logo-and-colors-finally-unveiled-for-all-to-see/>

SCVNews.com

CSUN Professor Finds Solution for Protecting Kids' Online Privacy (January 7, 2020), Available at: <https://scvnews.com/csun-professor-finds-solution-for-protecting-kids-online-privacy/>

CSUN Today

CSUN Prof Offers Tech Companies, Parents Possible Solution for Protecting Kids' Privacy Online, Available at: <https://csunshinetoday.csun.edu/education/csun-prof-offers-tech-companies-parents-possible-solution-for-protecting-kids-privacy-online/>

2019 PrivacyCon

Transparency About Data Collection is a Needed First Step of Privacy Regulation, Panel <http://broadbandbreakfast.com/2019/06/transparency-about-data-collection-is-a-needed-first-step-of-privacy-regulation-panelist-say-at-ftc-event/>

CSUN Today

CSUN Prof to Explore the Acquisition of Technology in California Schools, Available at: <https://csunshinetoday.csun.edu/education/csun-prof-to-explore-the-acquisition-of-technology-in-california-schools/>

CSUN Today

Brands Should Aim to Understand Consumers' Tweets According to Marketing Professor at CSUN Available at: <http://csunshinetoday.csun.edu/csun-leaders/brands-should-aim-to-understand-consumers-tweets-according-to-marketing-professor-at-csun/>

Los Angeles Daily News

Kevin Smith had a heart attack, and he turned it into excellent social media, (February 18, 2018) Strauss, B., Available at: <https://www.dailynews.com/2018/02/26/kevin-smith-had-a-heart-attack-and-he-turned-it-into-excellent-social-media/>

American Marketing Association
The Costs of Convenient Connections (2018) Available at:
<https://www.ama.org/2018/04/18/the-costs-of-convenient-connections/>

Los Angeles Times
Verizon gives away cool freebies, as long as you give away your privacy
Available at: <http://www.latimes.com/business/lazarus/la-fi-lazarus-verizon-up-privacy-issues-20170915-story.html>

CSUN 2016 Commencement Mace bearer
<https://www.youtube.com/watch?v=dQ4Xrnr0jXs>

CSUN David Nazarian College of Business and Economics Gala Fundraising Event
https://www.youtube.com/watch?v=DggPjqU0x_E

CSUN Marketing Students Work with Fox Sports University (June 2015) Available at:
<https://csunshinetoday.csun.edu/business/csun-marketing-students-work-with-fox-sports-university/>

FOX Deportes to Use CSUN Student Ideas in UFC Campaign (February 2013). Available at:
<https://csunshinetoday.csun.edu/arts-and-culture/fox-deportes-to-use-csun-student-ideas-in-ufc-campaign/>

CSUN David Nazarian College of Business and Economics 50th Anniversary Gala Fundraising Event
<https://www.youtube.com/watch?v=QZJ3hzHPSf8>

CSUN David Nazarian College of Business and Economics Changing the Face of Business
<https://www.youtube.com/watch?v=TthWP1bt4c8>

Dae Bogan Music
Indie Music Is On The Rise...Or Is It? A Response From The GRAMMYS, Coachella and More
Available at: <https://daeboganmusic.com/2013/10/29/indie-music-is-on-the-rise-or-is-it-a-response-from-the-grammys-coachella-and-more/>

CSUN'S President's 2013-14 Convocation Address
<https://www.youtube.com/watch?v=wHMfi9uSDnM>

TEACHING/ADMINISTRATIVE EXPERIENCE:

May 2020 to present	MBA Director & SBI Director (Interim MBA May 2020 to June 2021) David Nazarian College of Business and Economics
2017 to present	California State University Northridge <i>Professor of Marketing</i> Nazarian College of Business and Economics
2013 to 2017	California State University Northridge <i>Associate Professor</i> David Nazarian College of Business and Economics
2007 to 2013	California State University Northridge <i>Assistant Professor</i> College of Business and Economics

PROFESSIONAL SERVICE

Field/University/College/Department:

2025-2026	Marketing Department Personnel Committee
2024	Honorary Doctorate Degree Committee (Presidential appointment)
2023-2024	Educational Policy Committee (EPC) Presidential appointment
2023-present	CSUN MataCard Operations Committee
2023	Search and Screen Committee for DNCBE Senior Marketing and Communications Specialist
2022-present	Academic First Year Experience (AFYE) Personnel Committee (two terms)
2022-present	Selection Board for the Responsible Research in Business and Management (RRBM) Honor Roll
2022	American Marketing Association, JPPM Editor Selection Committee
2022	Marketing and Public Policy Conference (MPPC) Doctoral Workshop/Preconference,
2022	Planning Committee for the American University of Bahrain (AUBH) MBA Program
2021-2022	CSUN HyFlex Teaching Pilot Program
2021	CSUN, University Leadership Retreat (August)
2020-present	DNCBE Graduate Committee
2020 to present	Associate Editor, <i>Journal of Public Policy & Marketing</i>
2020-2021	2021 American Marketing Association Winter Educator's Conference, Macromarketing and Ethics Track Co-chair
2019-2020	DNCBE Curriculum Management and Policy Committee, Chair (initiated revision of BUS 302 course to focus on digital literacy issues)
2019-2020	DNCBE Student Success Committee
2019-2020	Academic Policy and Curriculum Committee
2018-2019	DNCBA Curriculum Management and Policy Committee
2018-2019	Academic Policy and Curriculum Committee, Chair
2018-2019	Department of Marketing Personnel Committee
June 2019	Marketing and Public Policy Conference (MPPC) Doctoral Workshop/Preconference Co-chair
Spring 2019	META+Lab Marketing Faculty mentor
Fall 2018	META+Lab Marketing Faculty mentor
2016-2017	2017 American Marketing Association Summer Educators Conference, Public Policy Track Co-chair
2016 – 2017	Accreditation and AoL Committee, DNCBE
2016 – 2017	Department of Business Law Personnel Committee, DNCBE
2015-2016	2016 Marketing EDGE Research Summit (digital/interactive marketing conference) Co-chair
2015 – 2016	Department of Marketing Personnel Committee, Chair
Spring 2015	AppJam Judge, CSUN
2014 – 2018	American Marketing Association Faculty Advisor
2014 – 2015	iTablet Initiative Committee, CSUN
2014 -- 2015	Department of Marketing Search and Screen Committee
2013 – 2014	Personnel Committee, COBAE

2012 – 2014	Curriculum Review and Planning Committee, COBAE
Spring 2012	WebOne Content Search Engine Optimization (SEO) Working Group, CSUN
2011 – 2012	NCAA Academic Support Services Evaluation Committee, CSUN
2011 – present	Chair, Academic Policy Committee, MKT
2011 – 2012	Co-Advisor American Marketing Association, COBAE
2011 and 2012	Judge – Business Honors Program Case Competition, COBAE
2010 – 2012	Academic Computing Committee, COBAE
2010 – present	Faculty Development Committee, MKT
2009 – 2010	Gateway Committee (BUS 302)
2009 (spring)	Curriculum Review and Planning Committee, COBAE
2008 – 2010	CSUN Faculty Retreat Committee, CSUN
2008 – 2010	MKT 304 Committee, Chair
2008 – 2010	Faculty Grievance Panel, CSUN

Field Specific Service:

Associate Editor, *Journal of Public Policy and Marketing* (April 2020 to present)

Marketing and Public Policy Conference (MPPC) Doctoral Workshop/Preconference Mentor and Presenter, Arlington, VA (2023 Washington, DC)

Marketing and Public Policy Conference (MPPC) Doctoral Workshop/Preconference Mentor and Presenter, Baylor University Los Angeles, CA (2022 Waco, TX)

Marketing and Public Policy Conference (MPPC) Doctoral Workshop/Preconference Mentor and Presenter, Loyola Marymount University Los Angeles, CA (2020, virtual)

Marketing and Public Policy Conference (MPPC) Doctoral Workshop/Preconference Co-chair, Microsoft Innovation and Policy Center Washington, DC (2019)

Journal of Retailing, Reviewer, Special Issue: Privacy and Big Data in Retailing (2020)

National Science Foundation Grant Review Panel (2018-present)

Editorial Review Board member, *Journal of Consumer Affairs* (2018 to present)

Direct Marketing Association, Marketing EDGE Research Summit, Co-chair (October 2016), Los Angeles, California. Utilized *Submittable* online system for paper submission, reviewing and track organization; created, named, and sorted approved papers into 15 tracks with 4 papers/panels each.

Editorial Review Board member, *Journal of Public Policy and Marketing* (September 2016 to present)

Editorial Review Board member, *Journal of Consumer Marketing* (May 2016 to present)

Journal of Association of Consumer Research, Reviewer, Special Issue: Consumer Response to Regulation (2015)

Journal of Public Policy and Marketing, Reviewer (2015 to present)

Small Business Institute (2011 to 2012; 2020 to present)

American Marketing Association, Co-Track Chair (August 2009) for the Summer Marketing Educators' Conference. Chicago, Illinois. Utilized AllAcademic online system for paper submission, reviewing and track organization to communicate with reviewers and authors regarding the Marketing Education and Technology Track.

Journal of Marketing Education, reviewer for Special Issue on Assurance of Learning in Marketing Education (2009)

American Marketing Association (2009 to present)

Association for Consumer Research (2007 to 2012)

Marketing Educators' Association (2006 to 2014)

MEMBERSHIPS/AFFILIATIONS

Beta Gamma Sigma
International Association of Privacy Professionals (IAPP)
American Marketing Association (AMA)
Marketing and Society SIG (Special Interest Group)
Marketing Educators' Association (MEA)
Association of Consumer Research (ACR)
Small Business Institute (SBI)
Western Decision Sciences Institute (WDSI)

RELATED PROFESSIONAL EXPERIENCE:

June 2020 to present	GLG (Gerson Lehrman Group) Council Contract consulting expert: Privacy and public policy
June 2019	National Conference of State Legislatures Designed Webinar on <i>Boundaries in Exchanging Information Online (40+ state representatives in attendance)</i>
2009 to Present	Marketing and Strategy Consultant Clients Include(d): OrbYoo LLC (Information Platform, business plan, capital funding) East Los Angeles College Women's Swimming (Marketing Strategy/Sponsorships) Kapable Koaching (personal training and "Commit-to-5K" program) Ghalia Organic Desserts (Marketing Strategy/Communication Plan) MapYoo (new venture concept and pitch presentation)