

Amanda A. Garrison, M.B.A.
University of Wyoming
331 E Business Bldg.
Department of Management & Marketing
Cell: (970) 389-6390
Email: awalker4@uwyo.edu

CURRICULUM VITAE

CURRENT POSITION

University of Wyoming – College of Business
Sustainable Marketing PhD Candidate
Minor in Statistics

EDUCATION

Masters in Business Administration (M.B.A.), University of Wyoming, 2018
Bachelors of Science in Business Administration (B.S.), University of Wyoming, 2016

RESEARCH INTERESTS

Consumer Experience, Gender Issues, Services Management, Consumer Journey

WORKING PAPERS

Garrison, A.A., & Price, L.L., (2021) “The Role of Managed Violence Within a Therapeutic Servicescape” Targeted for submission at *Journal of Consumer Research*.
Garrison, A.A., & Price, L.L. (April, 2021), “The Role of Managed Violence Within a Therapeutic Servicescape” to be submitted for consideration for *Association for Consumer Research Conference*
Garrison, A.A., & Price, L.L., (June, 2021) “The Role of Managed Violence Within a Therapeutic Servicescape” to be submitted for Association of Consumer Research Grant on Transformative Consumer Research Proposal- Tier 1.
Garrison, A.A., & Jones-Ritten, C. (2021), “Income Expectations and Gender Disparities: A Study of College Students’ Consumption of Education and Life Decisions”

SELECTED PROJECTS IN PROGRESS

Garrison, A.A., “Long Term Extraordinary Experience”
Garrison, A.A., & Price, L.L., “The Accidental Competitor: The Consumer Journey into the Boxing Ring”; Targeted for submission at the *Journal of the Academy of Marketing Science*
Garrison, A.A., & Price, L.L., “Who’s In Your Corner? The Critical Service Provider Roles in the Consumer Journey in a Therapeutic Servicescape”; Targeted for submission at the *Journal of Service Research*

INVITATIONS TO REPRESENT UNIVERSITY OF WYOMING

University of Wyoming Discussant, Nebraska Symposium, 2020 – Canceled due to COVID-19
AMS Doctoral Consortium Representing University of Wyoming – 2021
ACR Working Paper Poster – 2021
AMA (Winter) Working Paper Poster; Reviewer – 2022
AMS Reviewer - 2022

AWARDS

ACR-Sheth Foundation Dissertation Award – Honorable Mention 2021

TEACHING EXPERIENCE

Instructor (Western Wyoming Community College)

- Fall 2013 – Spring 2016, NCPEA 111: “Health and Wellness, Zumba Gold”, no evaluation

Instructor (University of Wyoming)

- Spring 2019, MKT 3210: “Principles of Marketing”, evaluation avg. = 3.6/5
- Fall 2019, MKT 3210: “Principles of Marketing”, evaluation avg. = 3.9/5
- Fall 2020, MKT 3210: “Principles of Marketing”, evaluation avg. = 4.5/5
- Spring 2021, MKT 4240: “Consumer Behavior”, evaluation avg. = Not Complete

Graduate Assistant (University of Wyoming)

- Fall 2018, MGT 3110: “Business Ethics”
- Spring 2019, MGT 3110: “Business Ethics”
- Fall 2019, MGT 3110: “Business Ethics”
- Spring 2020, MGT 3110: “Business Ethics”

OTHER PROFESSIONAL EMPLOYMENT

Owner/Operator – A&S Services, Weatherford, TX; Fairplay, CO; Indio, CA 2002-2013
Wyoming Department of Health Case Worker- Optum, Rock Springs, WY, 2016-2018

PROFESSIONAL AFFILIATIONS

ACR Member (2019-present)

AMS Member (2021-present)

Treasurer, Garrison Boxing Club and Outreach Program (2020-present)

Vice President, USA Boxing Region 10 (2016-2018)