

# Neleen S. Leslie, Ph.D.

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## ACADEMIC APPOINTMENTS

**Visiting Assistant Professor of Marketing**, Cleveland State University (Aug. 2015- Present)

**Adjunct Instructor**, Bainbridge State College (June 2015 – July 2015)

**Graduate Teaching Assistant**, Florida State University (January 2012- May 2015)

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## EDUCATION

**Florida State University**

**Ph.D. Mass Communication** (2015)

**Dissertation Title:** When Appearance and Language Disagree: Effects of Culturally Incongruent Cues in Advertising

**Dissertation Abstract:** The growing multicultural population in the United States has resulted in more and more individuals negotiating multiple ethnic identities in their daily lives. Despite the increasingly multicultural nature of the U.S. populations, academia and industry are still lagging in both research and advertising that fully reflects the multicultural nature of the American consumer. In this study, the author investigates the effects of cultural incongruence on advertising. Specifically, using accommodation theory as a framework, the study explores how incongruence between source appearance and language affect viewers' perceptions of the source's credibility, attractiveness as well as overall attitudes toward the commercial, the brand and intent to purchase.

**MS. Measurement and Statistics** (2015)

**MS. Integrated Marketing and Management Communication** (2011)

**Masters Thesis Title:** Culture's Influence on Brand Loyalty among Culturally Diverse Consumers in the United States

**Graduate Certificate- Project Management** (2011)

**University of Technology, Jamaica** (2007)

B.B.A - Marketing & International Business (1<sup>st</sup> Class Honors)

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## RESEARCH INTERESTS

Consumer behavior (with a focus on multicultural consumers), advertising, brand engagement and loyalty, cultural incongruence.

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## REFEREED PUBLICATIONS

Leslie, Neleen and Korzenny, Felipe (2015). "Culture's Influence on Brand Loyalty among Culturally Diverse Consumers in the United States." *Journal of Cultural Marketing Strategy*. Vol 1, 1 64-79.

Leslie, Neleen and Beniflah, Jake (2016). "Measuring Brand Loyalty among the U.S. Hispanic Population: A Within-Group Study in the Carbonated Soft Drink (CSD) Category." *Journal of Cultural Marketing Strategy*. Vol 2, 1 (forthcoming).

Leslie, Neleen, "The State of Multicultural Marketing & Advertising in the United States"  
• Under review: *Journal of Cultural Marketing Strategy*

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### **SELECTED WORKS IN PROGRESS**

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Leslie, Neleen, "Ethnic Identification of Multicultural Models: The Relative Importance of Appearance and Language"

- Paper in progress, targeting the *Journal of Consumer Research*

Leslie, Neleen and Lee, Jaejin. "Brand Engagement in Self Concept (BESC) Among Millennials in The United States"

- Paper in progress, targeting the *International Journal of Advertising*

Leslie, Neleen, "Use of Ethnic/Culturally Based Incongruent Cues in Informational vs. Transformational Advertising"

- Study in progress, targeting the *Journal of Consumer Research*

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### **ACADEMIC HONORS AND AWARDS**

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Outstanding Doctoral Student, School of Communication, Florida State University	(2014)
Winner, Florida State University Three-Minute Thesis Competition	(2014)
Emerson Climate Technologies Scholarship for Hispanic Marketing	(2011 - 2013)
Rochelle Newman-Carrasco Scholarship for Hispanic Marketing	(2013)
Adrien Lanusse Scholarship for Hispanic Marketing Communication	(2013)
Latin American and Caribbean Program Scholarship	(2011- 2013)
Fulbright Scholarship	(2010 - 2011)
Red Stripe Award for Most Outstanding Full time Marketing Graduate, UTech	(2008)
Valedictorian, University of Technology, Jamaica	(2007)
Faculty of Business and Management-Dean's Honor Roll, UTech	(2006 - 2007)
Jamaica Flour Mills Foundation Scholarship	(2005 - 2007)

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### **UNIVERSITY SERVICE**

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BBA Committee - Department of Marketing, Monte Ahuja College of Business, Cleveland State University

MBA Committee – Department of Marketing, Monte Ahuja College of Business, Cleveland State University

Course Advisory Committee, School of Business Administration- University of Technology, Jamaica

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### TEACHING INTERESTS

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Marketing research, marketing strategy, Integrated Marketing Communication, multicultural marketing, consumer behavior.

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### TEACHING EXPERIENCE

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#### Cleveland State University

Course	Dates	Avg. Rating
Marketing Strategy	Fall 2015, Spring 2016, Summer 2016	3/4
International Business	Fall 2015 (2 sections)	2.8/4
Global Marketing	Fall 2015	3.3/4
Multicultural Marketing	Spring 2016, Summer 2016	3/4

#### Bainbridge State College

Human Communication Summer 2015

#### Florida State University

Course	Dates	Avg. Rating
Hispanic Marketing Communication	Spring 2013, Fall 2014, Spring 2015	3.5/5
Introduction to Public Relations	Spring 2014, Summer 2014	3.5/5

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### NON- REFEREED PUBLICATIONS

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Leslie, N. (October 15, 2012). *Acculturation and the Hispanic Consumer*. Published by: HispanicAd.com

Leslie, N. (September 27, 2012). *Reference Group Influence among Hispanic Consumers*. Published by: HispanicAd.com

Leslie, N. (March 29, 2011). *The Future of Multicultural Marketing in America*. Published by: HispanicAd.com

Leslie, N. (March 22, 2011). *The Influence of Culture on Marketing & Advertising to Multicultural Consumers - A Review*. Published by: HispanicAd.com

Leslie, N. (February 23, 2011). *A Personal Perspective on Multicultural Intelligence*. Published by: HispanicAd.com

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### CONFERENCE PROCEEDINGS

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Leslie, Neleen (2015). The State of Multicultural Marketing & Advertising in the United States. *Association of Marketing Theory and Practice Annual Conference*. March 26-28, 2015. Savannah, GA.

- Leslie, Neleen (2015). Individualism vs. Collectivism and Masculinity vs. Femininity's Effect on Brand Loyalty among Diverse Consumers in the United States. *Association of Marketing Theory and Practice Annual Conference*. March 26-28, 2015. Savannah, GA.
- Leslie, Neleen (2015). Computer Aided Content Analysis in Social Media Research: A Mixed Methods Approach. *Mixed Methods Research Caribbean Conference*. March 12-13, 2015. University of the West Indies, Mona. Kingston, Jamaica.
- Leslie, Neleen (2015). The Cultural Identity and Consumer Behavior of the Hispanic Millennial: Individualism vs. Collectivism, Masculinity vs. Femininity and Brand Loyalty Explored. *International Conference on Hispanic/Latino Media and Marketing*. February 19-21, 2015. Tallahassee, FL.
- Leslie, Neleen and Jaejin Lee (2014). Brand Engagement in Self Concept (BESC) among Millennials in the United States. *Association of Marketing Theory and Practice Annual Conference*. March 27-29, 2014. Hilton Head, SC.
- Leslie, Neleen (2013). How Different Are We? An Examination of Individualism vs. Collectivism and Masculinity vs. Femininity across Ethnic Groups in America. *Southern States Communication Association Conference*. April 10-14, 2013. Louisville, KY.
- Leslie, Neleen and Felipe Korzenny (2013). Ethnicity's Effect on Brand Loyalty Among American Consumers. *Association of Marketing Theory and Practice Annual Conference*. March 21-23, 2013. Charleston, SC.
- Leslie, Neleen (2013). Maintaining Connections: Hispanics and the American Mobile Industry. *International Conference International Conference on the State of Spanish-Language/Latino-Oriented Media*. February 21-23, 2013. San Marcos, TX.

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#### **INVITED PRESENTATIONS**

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- Leslie, Neleen and Johnson, Dwayne (2014). *Graduate School Survival Webinar*, North Carolina A&T University. August 28, 2014.
- Leslie, Neleen (2014). Collaboration for Excellence. *Baku World Forum of Young Scientists*. May 27-31, 2014. Baku, Azerbaijan.
- Leslie, Neleen (2014). Collaboration for Excellence. *European Council of Doctoral Candidates and Junior Researchers Annual Conference*. March 25-29, 2014. Budapest, Hungary.

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#### **AFFILIATIONS AND MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS**

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American Marketing Association

Association for Consumer Research

Affiliated Faculty – Florida State University, School of Communication, Center for Hispanic Marketing Communication (2015 – present)

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## INDUSTRY EXPERIENCE

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**Brand Manager**, Lascelles Limited (September 2008 – July 2010)

Developed and executed marketing plans/ strategies for Federated Pharmaceutical, a Jamaican manufacturer of ethical and over-the-counter drugs.

**Notable projects**

- Spearheaded feasibility research for new product development at Federated Pharmaceuticals
- Planned and executed the launch of Clean Touch Hand Sanitizer, DPH Capsules, Cetamol Plus Caplets
- Developed and executed the “Cetamol Menstrual Personal Development High School Tour”
- Worked with agencies of record to launch the “Fight Back” and “Get Back to You” integrated marketing campaigns

**Marketing Officer**, Lascelles Limited (March 2008 – August 2008)

Coordinated and executed marketing activities for the Federated Pharmaceutical product portfolio including media campaigns, trade promotions, consumer promotions and social media marketing.

**Notable projects**

- Developed and executed the “Fuzzimol on the Road” program in health centers across Jamaica
- Led project teams for Pharmaceutical Society of Jamaica and Medical Association of Jamaica annual conferences
- Established social media presence for major Federated Pharmaceutical brands

**Marketing Assistant**, Lascelles Limited (May 2007 – February 2008)

Administrative assistant to the Marketing Managers of the Laboratories and Merchandise divisions with additional responsibilities for events and sponsorships in the Laboratories division.

**Notable projects**

- Worked with agency of record to launch the “It Stops it All” integrated marketing campaign
- Led project team for Federated Pharmaceutical’s JMA/JEA Expo participation
- Led project team for DPH National Primary Schools Math Competition Awards Ceremony

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## NON-PROFIT LEADERSHIP

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**Immediate Past President**, National Association of Graduate-Professional Students (2015)

Member of the Advisory Board ex-officio member of the Board of Directors.

**President & CEO**, National Association of Graduate-Professional Students (2014)

Acted as CEO of the organization; coordinated the responsibilities, duties, and activities of the Board of Directors and acted as the official spokesperson for the Association.

**Director of Communications**, National Association of Graduate-Professional Students (2013)

Managed and directed internal and external communications of the Board of Directors.

Implemented communication strategies for the organization and oversaw the organization's public relations activities.