

SIÂN MORGAN

Academic Curriculum Vitae – June 2022

Department of Marketing, Warrington College of Business
University of Florida
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Email: sian.morgan@warrington.ufl.edu

ACADEMIC POSITIONS

August 2019 – present: University of Florida
Lecturer (Full Time, 12 credits/semester)
Marketing Department, Warrington College of Business

Spring 2015 – Spring 2019: University of Florida
Adjunct Lecturer (Part-time, 8 credits/semester)
Marketing Department, Warrington College of Business

Spring 2016 – Present: University of Florida
Instructor (Part-time)
UF Flexible Learning

Spring 2016 – Present: University of Florida
Graduate Teaching Assistant (Part-time)
Marketing Department, Warrington College of Business

EDUCATION

Master of Science, Marketing
University of Florida, *December 2018*
Concentration: Consumer Behavior

Master of Business Administration
University of Florida, *April 2012*

Bachelor of Commerce
University of Victoria, Victoria, Canada, *April 2003*
Concentration: International Business

TEACHING EXPERIENCE

Teaching interests: Branding, Loyalty, Persuasion, Decision Making, Social Influence, Segmentation & Positioning

2015 – Present: University of Florida

Lecturer: Marketing Management (MAR 4803) and Consumer Behavior (MAR 3503)

- *Fall 2019:* 2 sections of MAR 4803 (on campus) and 1 section of MAR 3503 (on campus)
- *Spring 2020:* 2 sections of MAR 3503 (on campus and online (COVID-19)) and 1 section of MAR 4803 (on campus and online (COVID-19))
- *Fall 2020:* 2 sections of MAR 3503 (Electronic Platform: online only) and 1 section of MAR 4803 (online)
- *Spring 2021:* 2 sections of MAR 3503 (Electronic Platform: in-person & online) 2 sections of MAR 4803 (Hy-Flex)
- *Fall 2021:* 2 sections of MAR 3503 (Electronic Platform: in-person & online) 1 section of MAR 4803 (on campus)
- *Spring 2022:* 2 sections of MAR 3503 (Electronic Platform: in-person & online) 1 section of MAR 4803 (on campus)

Adjunct Lecturer: Marketing Management (MAR 4803)

- Summer 2018, Fall 2018 and Spring 2019
- On campus, Department of Marketing

Adjunct Lecturer: Consumer Behavior (MAR 3503)

- Fall 2017
- On campus, Department of Marketing

Instructor: Principles of Marketing (MAR 3023)

- January 2016 – present
- Online, UF Flexible Learning

Adjunct Lecturer: Consumer Behavior (MAR 3503)

- Spring 2015
- On campus, Department of Marketing

Graduate Teaching Assistant: Brand Management (MAR 6930)

- Summer 2016 – December 2019
- Online MBA, Department of Marketing

RESEARCH

Research interests: Variety seeking, Consumer Expertise, Decision Making, Social Influence, Gift Giving

Journal Publications:

Sela, Aner, Liat Hadar, Siân Morgan, and Michal Maimaran (2019), “Variety-Seeking and Perceived Expertise,” *Journal of Consumer Psychology*, (October).

Conference Proceedings:

Aner Sela, Siân Morgan, and Michal Maimaran (2017), “Assortment Variety and Perceived Expertise,” *Advances in Consumer Research*, 45. (Presented by A. Sela)

SERVICE

Member, Warrington College Teaching Committee	2020-present
Faculty Advisor, Women of Warrington (WoW)	2021-present

AWARDS and HONORS

Warrington College of Business Undergraduate Teaching Award	2020-21
PhD Student Teaching Award , University of Florida	2015
Golden Key National Honor Society (BComm, MBA, and M.Sc.)	2003, 2012, 2018
University of Victoria President's Scholarship	2000
Canadian Governor General's Award	2000

MARKETING and MANAGEMENT EXPERIENCE

Senior Program Associate, 2008 – 2009, Center for Teaching & Curriculum, Emory University
Special Events Manager, 2008, Ellmann Lecture Series, Emory University
Program Associate, 2006 – 2008, Emory University
Business Analyst, 2004 – 2006, WCG International Consultants Ltd, Victoria, Canada
Project Manager, 2003 – 2004, WCG International Consultants Ltd, Victoria, Canada