



College of Business

The website for the College of Business at New Mexico State University

Henderson State University Hires PhD Project Professor, Dr. Jennifer Zarzosa

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Montvale, NJ-The PhD Project, an award-winning program to create a more diverse corporate America, announces that Project participant Dr. Jennifer Zarzosa, successfully defended her dissertation titled, "Effects of Grotesque Imagery on Advertising Persuasion." Dr. Zarzosa received her Ph.D. in Marketing from New Mexico State University and joins the faculty at Henderson State University.

Dr. Zarzosa is one of only 24 female, Hispanic-American, Marketing business school professors in the U.S., most of whom have become professors since The PhD Project was created in 1994. The Project's vision is to diversify corporate America by increasing the number of minority business professors (African-American, Hispanic-American and Native American), who attract more minority students to study business in college.

"Dr. Zarzosa has succeeded in the very difficult endeavor of becoming a business school professor," said Bernard J. Milano, President of The PhD Project and president of the KPMG Foundation, founder and lead funder of the program. "She has demonstrated dedication, hard work and intelligence in joining the rapidly growing ranks of minorities choosing to influence the next generation of business leaders as college professors. The PhD Project takes great pride in her achievements, and looks forward to following her success throughout her career."

The PhD Project, a 501(c) (3) organization that the KPMG Foundation founded in 1994, recruits minority professionals from business into doctoral programs in all business disciplines. Since its inception, The PhD Project has been responsible for the increase in the number of minority business professors from 294 to 1,230. Further, 336 minorities are currently enrolled in doctoral programs, and will take a place at the front of the classroom over the next few years. The Project attacks the root cause of minority under-representation in corporate jobs: historically, very few minority college students study business as an entrée to a corporate

career. Diversifying the faculty attracts more minorities to study business and better prepares all students to function in a diverse workforce.

Dr. Zarzosa began her PhD journey by attending the 2008 November PhD Project Conference. Each year, highly qualified professionals who are considering leaving their careers to enter doctoral programs in business are invited to The PhD Project Conference where they hear from deans, professors and current minority doctoral students about the benefits of pursuing a business Ph.D. Conference participants are provided with the tools and resources they need for the application/admission process to doctoral programs. Once they enter a program, every minority business doctoral student in an AACSB accredited U.S. business school becomes a member of one of The Project's five (accounting, finance, information systems, marketing and management) Doctoral Student Associations (DSAs). Each year, The Project holds a Conference for each of the five DSAs where the doctoral students come together forming a strong support network while receiving important tools to help them navigate their doctoral programs. Dr. Zarzosa is a member of The PhD Project Marketing Doctoral Students Association

Some of America's top companies, foundations, associations and academic organizations support The PhD Project. They are: KPMG Foundation, Graduate Management Admission Council, Citi Foundation, AACSB International, over 275 participating universities, AICPA Foundation, DiversityInc, Microsoft Corporation, JPMorgan Chase Foundation, Dixon Hughes Goodman LLP, The Merck Company Foundation, Rockwell Collins, Wal-Mart Stores, Inc., John Deere Foundation, American Marketing Association, AT&T, CIGNA, ADP, Lincoln Financial Group, Edison International/California State University System, American Accounting Association, Aerotek/ TEKsystems (operating companies of Allegis Group), 3M, and The Hershey Company.

For more information on The PhD Project, visit: <http://www.phdproject.org> or contact Lisa King at 646-234-5080 or lisak@mediainpact.biz. Connect with our members at www.MyPhDNetwork.org; Visit us on Facebook at <http://www.facebook.com/thehdproject>; Follow us on Twitter at www.twitter.com/ThePhDProject.