



The PhD Project Hall of Fame

2016 Honoree

Jose Antonio Rosa

Professor of Marketing

Iowa State

Dr. Jose Rosa has worked consistently to cultivate the commitment of doctoral students, faculty alumni, as well as the broader academic community to the mission and goals of The PhD Project. His career is a great example of his outstanding service as researcher, teacher and mentor. He is an award winning teacher and has achieved recognitions at all levels of higher education here in the states and internationally. He is the incoming Chair of the Committee on Hispanic Excellence, a task force of The PhD Project faculty who helped develop and implement our commitment to the White House Hispanic Initiative on Education Excellence. He has served as a presenter, panelist, advisor, mentor and has helped to deliver the message of commitment, involvement, and inspiration that The PhD Project represents. He has been a consistent supporter of our PhD Project family.

Jose Antonio Rosa is Professor and Dean's Fellow in Marketing in the College of Business at Iowa State University. He completed the PhD at the University of Michigan, and served on the faculty at University of Illinois at Urbana-Champaign, Case Western Reserve University, University of Illinois at Chicago, and University of Wyoming, before coming to ISU.

Early in his career, José explored marketing phenomena in areas such as the social construction of markets (minivans and motorcycles), how companies manage innovation and unleash creativity, business-to-business marketing management, and the influence of body knowledge on internet shopping. More recently, his research has focused on how factors such as hope and family influence the innovativeness and success of subsistence consumers and subsistence consumer-merchants in countries such as India, Colombia, and Fiji. He is also doing work on factors that influence consumer persistence with virtuous goals such as healthcare and sustainability, and on how female consumer merchants negotiate ambiguity in marketplaces.

At Iowa State and other universities, José has taught courses in marketing management, organizational change, managing for creativity, consumer behavior, and business-to-business marketing. He received the American Marketing Association Williams-Qualls-Spratlen Multicultural Mentoring Award, and was inducted to the PhD Project Hall of Fame, in 2016. He was an American Council on Education Fellows in 2013-2014. In addition to the Ph.D. in Business Administration and Psychology, José holds an MBA from Dartmouth College, and a Bachelor in Industrial Administration from Kettering University (formerly General Motors Institute. He worked in the automotive, financial services and information technologies industries for fifteen years before entering academia. He is married and has two adult sons.