

Spring 2020 Newsletter

# CCIDM Chronicles

Volume 1 No. 2



CalPolyPomona

College of  
Business Administration



Center for Customer Insights  
and Digital Marketing



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**Center for Customer Insights  
and Digital Marketing**

Building 98-C 610  
Hours: Friday 9 a.m. — 5 p.m.

3801 W. Temple Ave.  
Pomona, CA 91768  
909-979-6945

## **Publishing Team**

**Director**  
Jae Min Jung, Ph.D.

**Editor-in-Chief**  
Cailin Kuchenbecker

**Editor and Story Writer**  
Jillian Muñoz

**Graphics**  
Jillian Muñoz  
Cailin Kuchenbecker

**Reviewers**  
Andrea Escobar Vara  
Patrick Ogaz  
Jarrod Griffin  
Grant Chic  
Sarah Borsaly

# Meet the Team

## Director/Founder

Dr. Jae Min Jung

## Digital Marketing Implementation Group

Cailin Kuchenbecker — Customer Insights & Implementations Lead

Patrick Ogaz — Customer Experience Analyst

Jarrold Griffin — Web Design & Media Analytics Specialist

Jillian Muñoz — Social Media Marketing & Analytics Specialist

Guillermo Marquez — Corporate & External Relations Specialist

## Marketing Science and Analytics Group

Alexander Phankaeo — Marketing Science & Data Analytics Lead

Daniel Chow — Junior Marketing Scientist

Sarah Borsaly — Web Analytics & Text Mining Specialist

Jacob Linao — Customer Relationship Management Specialist

## Research Group

Cailin Kuchenbecker — Research Lead

Guillermo Marquez — Research Associate

Stephanie Muñoz — Research Associate

Jarrold Griffin — Research Associate

Jillian Muñoz — Research Associate

Mitchell Pickering — Research Assistant

Grant Chic — Research Assistant

Patrick Ogaz — Research Assistant

Jacob Linao — Research Assistant

Samuel Lee — Research Assistant

Sarah Borsaly — Research Assistant

Daniel Chow — Research Assistant

Andrea Escobar Vara — Research Assistant

## Advisors

Dr. Randy Stein

Dr. Carsten Lange

Dr. Xuesong (Sonya Zhang)

Dr. Kristen R. Schiele

Dr. Mehrdad Koohikamali

## Foreword: Setting Goals and Moving Forward Amid COVID-19

### *Greetings!*

I am pleased to share our Spring 2020 newsletter which spotlights the center's news and achievements. Needless to say, the Spring 2020 semester will be remembered as an extraordinary semester in which the whole world was shaken by a devastating virus.

The novel coronavirus has been a litmus test to societies' capabilities in collaborating and addressing a global health crisis. The pandemic revealed and was exacerbated by many structural issues and inequalities - highlighting the critical need to improve human values and conditions in order to achieve a more equitable and better society.

In the U.S. particularly, COVID-19 has put racial disparities once again at the forefront not only in healthcare, but also everywhere, including the economy, politics, and education. The past month has been full of protests and demonstrations as people try to right the wrongs of a racially unjust system. I hope that moving forward, greater efforts can be made to elevate Black and BIPOC voices and make them feel safe, valued, and included. I am happy to report that Cal Poly Pomona has worked tirelessly to identify and dismantle systemic racism within itself, as a recent statement by President Coley, [Our Commitment to Action](#), details.



“ Nothing is achieved from a singular point of view. ”

- Jae Min Jung, Ph.D.

As an educator aiming to train our students to be the next generation of business leaders, I am also trying to ensure that the next generation of business leaders genuinely care about the world and the diverse communities that contribute to it. As students learn about business principles, so too must they act to dismantle structural inequalities. At the center, we take this seriously as all center members function to achieve a common goal by collaborating with each other on almost everything they do.

Nothing is achieved from a singular point of view. Understanding other cultural heritages, values, and habits help students tremendously in adjusting their attitudes and behaviors toward healthy, working relationships among co-workers.

In this sense, I am very proud of our center's students who have worked incredibly effectively as teams and have shown remarkable success in everything they have done — extraordinary achievements in the time of COVID-19 — in center jobs, research projects, and competitions at local, national, and international levels, as you will see in this newsletter.

Spring 2020 has brought about the biggest change in the history of this organization. We changed the name from *Customer Insights Lab* to the *Center for Customer Insights and Digital Marketing*, in order to focus our efforts on the up-and-coming digital economy. We created nine internships grouped under the *Digital Marketing Group* and *Marketing Science Group* as you will learn more later. Those positions under the two groups are a result of the center's new name and vision for the future.

Similarly, the center-affiliated student club changed its name from *MRC (Market Research Club)* to *AMIC (Analytics and Marketing Insights Club)* to adjust its positioning by emphasizing nascent development in insights and the data industry. Further, the *AMI club* has deepened its collaboration with the *Insights Association*, one of the largest association of professionals in the insights and data industry, as its



members are given a free membership to the premier, professional association.

In addition, the center has started to collaborate with several faculty members for their expertise in digital marketing and analytics. We have had five seminars given by six professors representing the diverse fields of Economics, CIS, and Marketing, but under the common theme of digital marketing and customer insights. These research seminars will continue in the future as the center collaborates with more faculty members.

We also had workshops by industry practitioners in digital marketing and customer insights as you will see later. This type of industry outreach and collaboration will continue in the future in many forms, and we welcome more participation from the industry in shaping the next generation of industry leaders. Looking ahead, we have more exciting opportunities to collaborate with industry in further developing our programs. We have begun to develop an MSDM (Master of Science in Digital Marketing) degree program to solidify our efforts to generate next generation leaders in customer insights and digital marketing. We are also forming an advisory board with members consisting of faculty and industry leaders to steer our efforts.

On the student side of the center, several students have led workshops related to their jobs as you will be able to view later in the fall on YouTube, once the webinars are made digitally accessible. Additionally, you will hear about student success

stories in regards to their various research competitions, conferences, and showcases. One notable case is the Data Science Hackathon. It is hard to believe that all of these remarkable events and good news happened in one semester. The spring semester is not only the culmination of all their hard work throughout the year, but also a testament to these students' strengths, talents, and resilience in the midst of a global pandemic. Please take the time to read their stories and give a big round of applause to our amazing students.

I would also like to take the opportunity to thank all of the individuals and organizations that helped us in Spring 2020. If you would like to collaborate with the center in any way possible, please do not hesitate to contact me at [jmjung@cpp.edu](mailto:jmjung@cpp.edu). Thank you for your interest and enjoy reading the news!

Be safe and healthy,

*Jae Min Jung, Ph.D.*

Professor of Marketing  
Director, [Center for Customer Insights and Digital Marketing](#)

College of Business Administration  
Cal Poly Pomona  
[jmjung@cpp.edu](mailto:jmjung@cpp.edu)

## Connect with the Center on Social Media



[Center Website](#)



[LinkedIn  
Personal Page](#)



[LinkedIn Company  
Page](#)



[Twitter](#)



[Insights-lab@cpp.edu](mailto:Insights-lab@cpp.edu)





# **Vision and Changes in the Center**

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The Center Welcomes Enthusiastic New Members

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## New Center Mission Statement

The Center for Customer Insights and Digital Marketing is intended to advance our knowledge in buyer behaviors (both consumers and businesses) with the learn-by-discovery approach and provide quality services to both the university and business communities by providing technical expertise and state-of-the-art resources. We assist our clients with both basic and applied research that involves buying behaviors of individual consumers and business entities. For the university community, the center intends to be a catalyst in promoting behavioral research by assisting the faculty and students in conducting their research. For the business community, the center intends to be their research arms, especially for small-to-medium-sized local businesses. Further, the center aims to produce the finest, next-generation customer analytics professionals by providing students with career guidance and the necessary training through hands-on learning activities.

## The Center Welcomes New Enthusiastic Members

Following the center's restructuring in late Fall 2019, we are happy to announce that each new center position was filled for Spring 2020 by enthusiastic and motivated students!

In addition to the four existing center members who were promoted to new positions, four new undergraduate research assistants and one graduate student were hired.

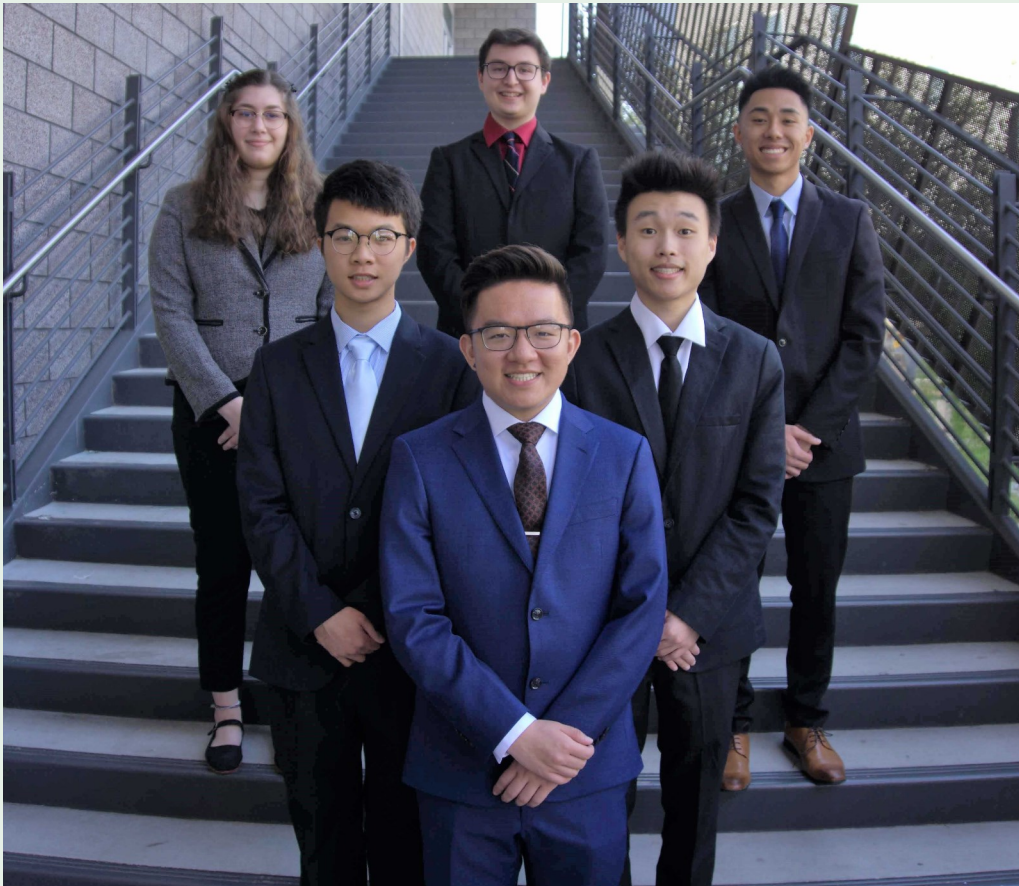
Leading the new Marketing Science and Analytics Group is **Alexander Phankaeo**. Phankaeo is a second-year MBA student interested in marketing and data science. He received

his bachelor's degree in marketing management from Cal State Dominguez Hills in 2017.

**Daniel Chow** is a third-year quantitative economics student who joined the center as a Junior Marketing Scientist. **Sarah Borsaly** is a third-year computer information systems student who works as the center's Web Analytics and Text Mining Specialist. **Jacob Linao** is a third-year computer information systems student and serves as the center's Customer Relationship Management Specialist.

**Patrick Ogaz** rounds off the Digital Marketing Implementation Group as the Customer Experience Analyst. Ogaz is majoring in computer information systems with a minor in marketing management. The center also welcomes two additional research assistants, **Grant Chic** and **Samuel Lee**. Chic is a first-year business administration student with an emphasis in digital marketing. Lee is a third-year computer information systems student with an emphasis in business intelligence.

In addition to our new hires, we would like to congratulate **Jarrod Griffin** and **Jillian Muñoz** on their promotion from research assistants to research associates.



Daniel Chow (bottom row); Grant Chic and Samuel Lee (middle row left to right); Sarah Borsaly, Patrick Ogaz, and Jacob Linao (top row left to right).



## Student Club Name Change and Partnership with IA



In 2013, Dr. Jae Min Jung and a group of enthusiastic student research assistants in the Behavioral Business Research Lab – previous name for the center – founded the Market Research Club. “The club was an ideal vehicle through which we can empower students to charter their own destiny, so to speak. They plan professional development activities that will benefit themselves the most and execute the plans such as workshops, guest speech, and competition/conference participation, with some financial support from the university as the lab lacked the resources to support student initiatives,” said Dr. Jung.

Since then, the club has had the privilege of hosting a long list of successful students who are now employed at renowned companies like Lieberman Research Worldwide, Kantar, Sony Pictures, NASA Jet Propulsion Laboratory, Netflix, and many more. The club has also hosted many impactful guest speakers from such companies as Del Taco Restaurants, Disney, Riot Games, Kaiser Permanente, Cint, and many other influential organizations.

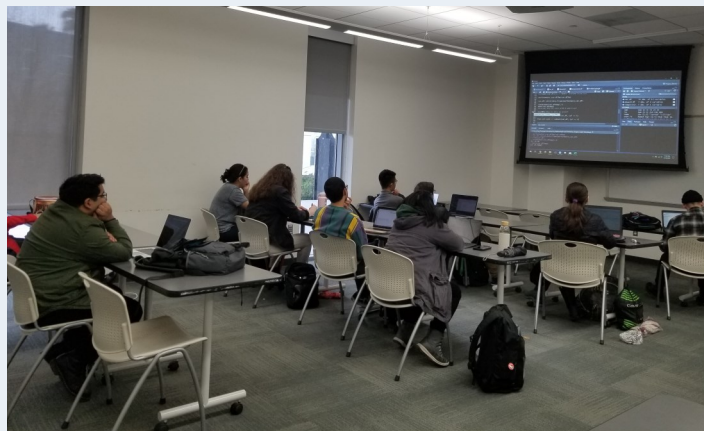
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In 2015, Dr. Randy Stein joined Dr. Jung as co-advisor of the club, and started to collaborate with Dr. Jung, bringing his industrial experience at *Lieberman Research Worldwide* to the students. In the seven years of existence, the club has continuously evolved with student interest and industry trends in mind. The most significant change came early this year with retooling of the club, starting with its name. With the market research industry adapting to the business trend towards big data and data science, we renamed it as Analytics and Marketing Insights (AMI) Club.

The AMI Club continues to provide students with the opportunities that the Market Research Club offered in the

### Analytics and Marketing Insights Club Mission Statement

Open to all majors, the Cal Poly Pomona Analytics and Marketing Insights Club exists to nurture the next generation of insights analysts and consultants who generate customer insights that will shape the business world. The club was founded in 2013 with two clear goals in mind. First, we provide practical hands-on learning opportunities to equip members with the necessary knowledge and skills. Second, we provide career guidance to assist club members to get placed in prominent market research companies and in-house research/analytics functions of major corporations in the nation.



form of professional networking, educational workshops, and relationship building with business faculty and students.

As an added bonus, AMI Club members will be given a complimentary membership to the Insights Association, a leading professional organization in the insights and data industry and the opportunity to network with IA members, especially its Southern California Chapter member. The benefits of membership with the Insights Association includes access to exclusive job banks and career planning resources.

Along with a new name, the club also restructured the executive board positions to align with the club's new focus on analytics and digital marketing by adding new positions - directors for database marketing, creative design, social media, and web development. The club just finished its first semester as the AMI Club and is already planning for Fall.

### Connect with AMI Club





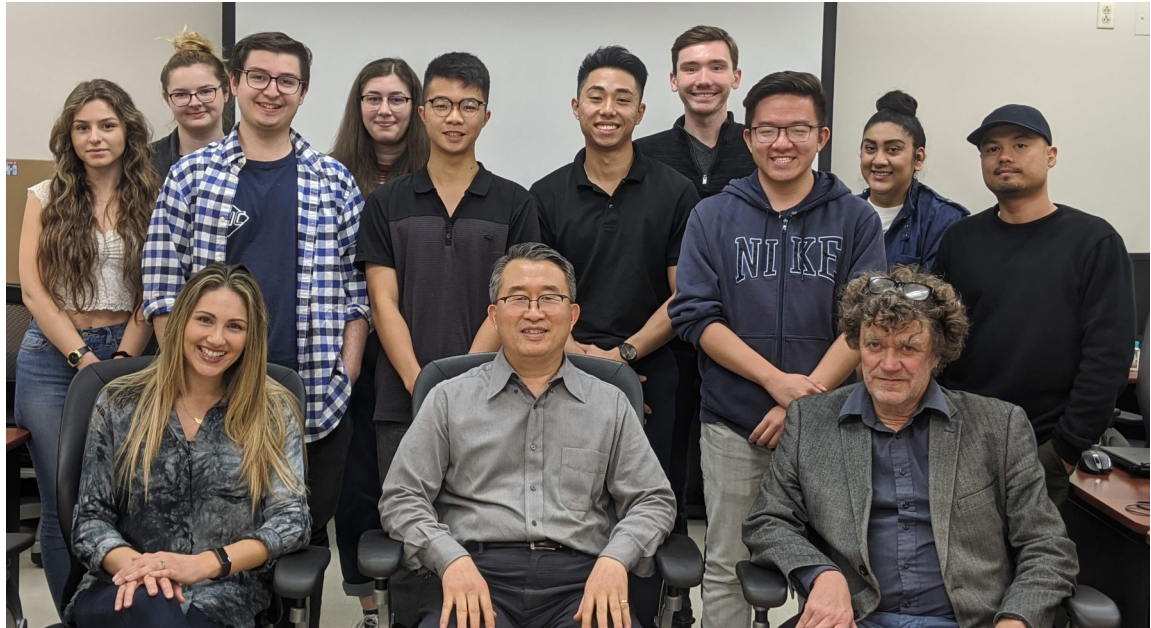
## Center Workshops Led by Data Science and Digital Marketing Experts

Since the beginning of Spring 2020, the center and AMI Club have hosted an array of guest speakers from a wide range of specialties and practices. From industry professionals to seasoned faculty researchers, each individual shared their expertise to the center and club members using engaging and interactive workshops.

For example, **Dr. Mehrdad Koohikamali** led a fascinating seminar on text mining and how he uses R packages to answer interesting and complex research questions. **Dr. Carsten Lange** shared his ex-

perience in machine learning with R using an interactive workshop showcasing how the statistical programming language can be used. Dr. Lange recently created a [website](#) tracking COVID-19 cases in Southern California using the same techniques he taught students, which can also be accessed via the [center website](#).

In addition to text mining and machine learning, center members also learned interesting digital marketing topics from **Dr. Kristen R. Schiele**, **Dr. Sonya Zhang**, and **Dr. Elif Ozkaya**. Dr. Schiele presented a workshop on the important design elements that create an inviting and effective website. Dr. Zhang gave an insightful look into google analytics and how the center can use this versatile tool to boost visitor engagement. Dr. Ozkaya explained media planning and used case studies to demonstrate the importance of selecting the right message,



Dr. Kristen R. Schiele, Dr. Jae Min Jung, and Dr. Carsten Lange (front left to right) following their workshops on digital marketing and machine learning.

target market, and timing all within a budget.

Center members also received professional advice from **Professor Lydia Chen Shah**, who shared her expertise on the important characteristics employers look for in new hires, and **Gavin Knapp**, who shared his experience in the Insights Association. **Tom Johnson**, Director of Consumer Insights from Del Taco Restaurants Inc., also visited students to share a case study on how to creatively collect data using smartphones and video recordings.

With the sudden switch to remote learning, the center is grateful that the guest speakers were willing to present virtually. We are thankful for their time and look forward to working with each of these speakers in the future.

“ I appreciated that each of our guest speakers came from a variety of disciplines. Their unique experiences and backgrounds added a lot to their presentations. ”

- Jarrod Griffin





A photograph of a park with a gazebo, rose gardens, and purple flowering trees. The gazebo is a white, octagonal structure with a brown roof and a small weather vane on top. It is surrounded by a circular path and rose bushes. In the background, there are more rose gardens and a large tree. In the foreground, there are purple flowering trees. The image is used as a background for the text.

## Center Achievements Highlights

- 10** Center Team Takes Home Top Paper Award at CPP's RSCA
- 11** Three Center Projects Participate in Inaugural CBA RSCA Showcase
- 12** Center Members Win Second Place in National Data Science Competition
- 13** State-of-Origin Research Team Awarded Second Place in Library Research Awards
- 14** Two New Research Groups Accepted into Projects Hatchery



## Center Team Takes Home Top Paper Award at CPP's RSCA

On Saturday, March 7, 2020, over 200 student projects were showcased at Cal Poly Pomona's 8th Annual Student Research, Scholarship, and Creative Activities (RSCA) Conference. Of those presentations, only ten were selected to represent Cal Poly Pomona at the 34th Annual CSU Student Research Competition, one of which was from the center.

Three projects from the center were accepted for 10-minute oral presentations at RSCA. The first project, "Use of Spokespersons in Advertising Gendered and Neutral Products," was presented by **Cailin Kuchenbecker**. The second project, "When will Consumers Exhibit State-of-Origin Effects?" was presented by **Jarrod Griffin** and **Jillian Muñoz**. The third project, "Should Business Faculty Encourage their Undergraduate Students to Participate in Research?" was presented by **Cailin Kuchenbecker**, **Guillermo Marquez**, and **Mitchell Pickering** and won Top Paper in the competitive Business, Economics, and Public Administration Session. This team was selected to represent Cal Poly Pomona at the CSU Student Research Competition.

Due to COVID-19, the CSU Student Research Competition was hosted virtually by Cal State East Bay. Due to the change in format, the competition was divided into three parts: video submission, written submission, and Q&A session. Kuchenbecker and Marquez recorded a 10-minute presentation and submitted a five-page extended abstract to the judges. On April 24, 2020, a virtual Q&A session was held via Zoom, where a panel of doctoral students asked the team questions regarding their project.



Cailin Kuchenbecker, Guillermo Marquez, and Mitchell Pickering (left to right) pose following their RSCA win.

Even though Kuchenbecker and Marquez did not place in the CSU Student Research Competition, they were able to network with business doctoral students and other research-focused undergraduate and graduate students.



Cailin Kuchenbecker presents her research on gendered ads.

## Three Center Projects Participate in Inaugural CBA RSCA Showcase



On April 29, 2020, the first annual College of Business Administration's Research, Scholarship, and Creative Activities (CBA RSCA) Showcase was launched featuring three center research projects.

The CBA RSCA Showcase was created by **Ashish Hingle**, CBA graduate student and center alumni, as part of Cal Poly Pomona's Celebration of Research Week. Hingle was one of the founding members of the CBA RSCA Showcase which gives CBA students a platform to share the wide range of

projects they worked on throughout the academic year. Participating students submitted their recorded presentations, which were then posted on YouTube. CBA faculty and students were encouraged to watch the video presentations and leave comments and questions.

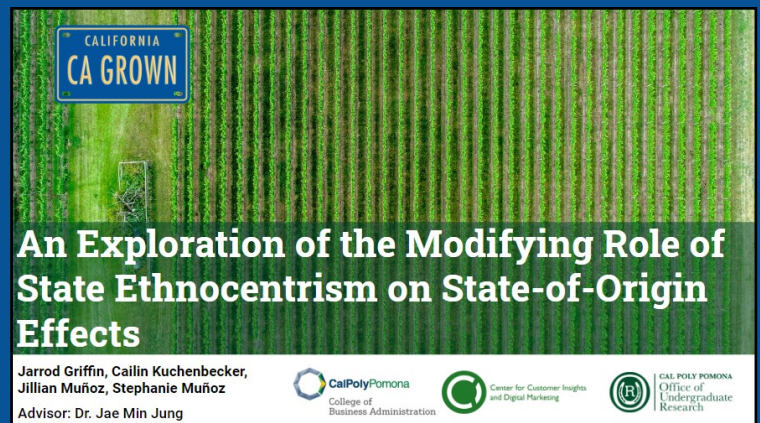
Ten student groups participated in the showcase, including three center teams. The first team, consisting of **Jarrold Griffin** and **Jillian Muñoz**, presented their research on state-of-origin labels and consumer behavior. **Guillermo Marquez** and **Cailin Kuchenbecker** presented their CPP RSCA-winning project on the effectiveness of undergraduate student research participation. Kuchenbecker also showcased her solo research on how spokespersons influence consumers' views on gendered and non-gendered products. The feedback provided by faculty and students led to substantial project improvements. The center looks forward to presenting at next year's CBA RSCA Showcase.

## Watch the Presentations

Click on the images to watch the recorded presentations on YouTube.

### Use of Spokespersons in Advertising Gendered and Neutral Products

Cailin Kuchenbecker  
Mentor: Dr. Jae Min Jung



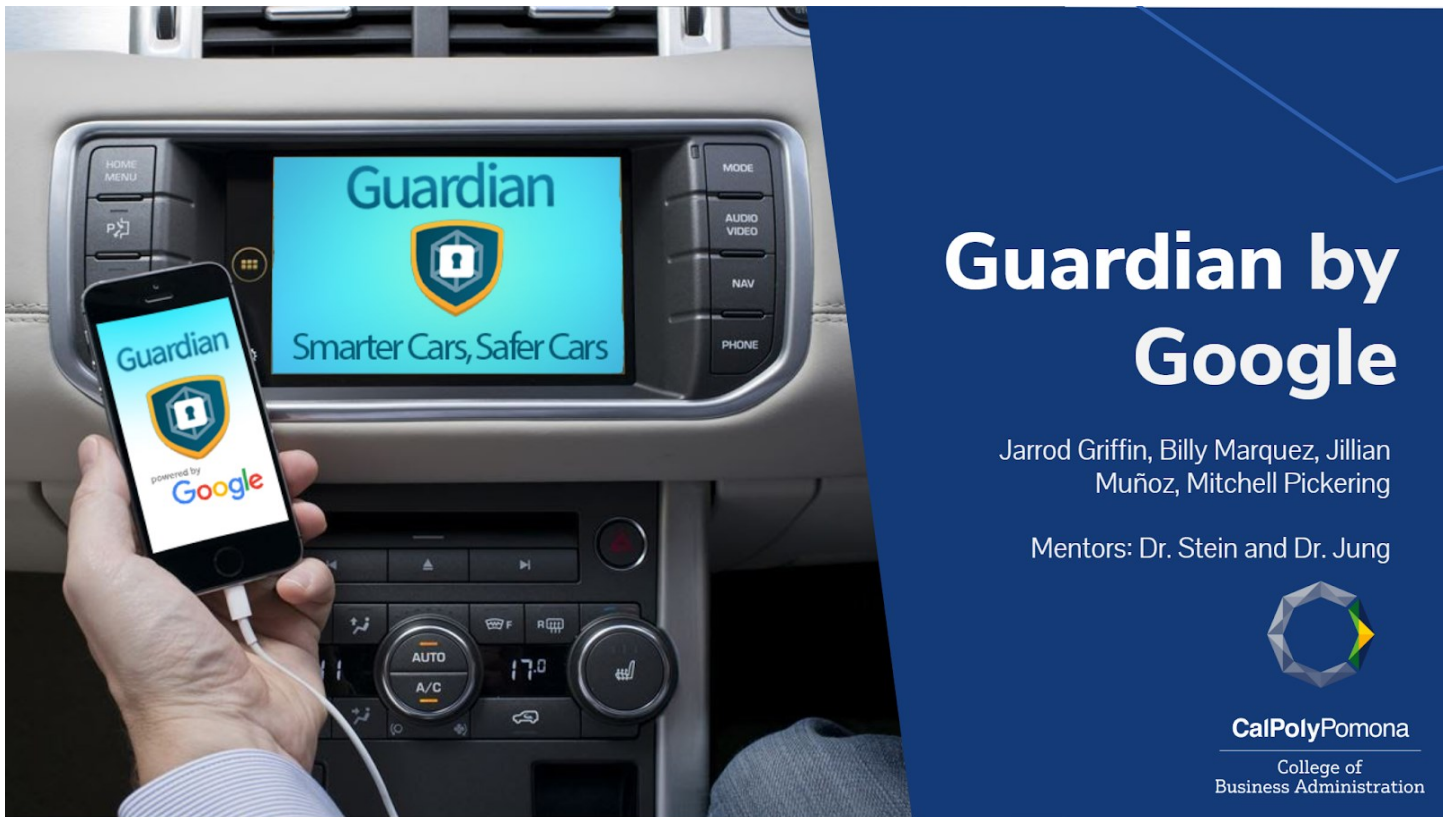
### Should Business Faculty Encourage Their Undergraduate Students Participate in Research?

Billy Marquez  
Cailin Kuchenbecker  
Mitchell Pickering  
Advisor: Dr. Jae Min Jung





## Center Members Win Second Place in National Data Science Competition



From March 20 - 30th, two student teams from the center and the Analytics and Marketing Insights Club participated in the second annual Growth from Knowledge (GfK) NextGen Data Science Hackathon Competition. After advancing through two rounds, Team One was awarded second place in the national competition.

GfK is a customer insights company, headquartered in Germany, that turns knowledge from data and analytics into business insights. For the second year, GfK has hosted the NextGen Data Science Hackathon Competition, which provides student teams with real data sets and challenges them to develop strategic recommendations from those data sets. This year, student teams were tasked with conceptualizing new smart car infotainment technology based on their own insights and observations from the data. Each team of students developed new uses of existing technology and identified possible target markets, opportunities for market penetration, and potential

marketing plans to accomplish their business goals.

The students from Cal Poly Pomona were divided into two teams. Team One was led by **Jarrod Griffin** and consisted of **Guillermo Marquez, Jillian Muñoz, and Mitchell Pickering**. This team proposed a Google-powered security system. Team Two was led by **Patrick Ogaz** and consisted of **Sarah Borsaly, Grant Chic, Daniel Chow, Andrea Escobar Vara, Sebastian Hernandez, Jacob Linao, and Samuel Lee**. Team Two proposed a UV light sanitizing system for vehicles targeted towards health care workers. After approximately 50 hours of work within the 10-day competition, both teams gave a five-minute presentation of their proposal to a panel of GfK data science professionals. Both teams successfully progressed into the final round.

After a week of refining their proposals, both teams were judged by a panel of industry professionals from Kia, Hyundai, and Team One, a media communications agency. After several days of deliberation, Team One from Cal Poly Pomona's Google-powered security system proposal was awarded second place. This competition provided an excellent opportunity for each participant to strengthen their data science and marketing skills by applying concepts they have learned to create and market a high tech product. The center and club anticipate competing again next year and they are aiming for first place.



[Click here to read the GfK press release about the competition.](#)

## State-of-Origin Research Team Awarded Second Place in Library Research Awards



Jillian Muñoz and Jarrod Griffin take home second place during the virtual Library Research Award ceremony.

Every Spring, Cal Poly Pomona's University Library hosts the Library Research Awards which allows both graduate and undergraduate students to demonstrate how they used library resources to enhance and refine their research projects. This year, a center research team was awarded second place in this very selective competition.

The Library Research Award has three categories: Best Undergraduate Student Project, Best Graduate Student Project, and Best Use of Special Collections. The winner of each category receives a \$200 gift card. In order to be eligible for the prestigious awards, students were required to submit a reflective essay and works cited page as well as their research manuscript. The library

faculty evaluated the submissions for their creative use of resources, clarity of ideas, and quality of their argument.

A virtual award ceremony was held on May 7, 2020. It was there that the judges revealed how impressed they were with **Jillian Muñoz** and **Jarrod Griffin's** use of library databases when searching for quality academic journals to support their research of state-of-origin effects on locally-produced products. They were awarded second place in the Best Undergraduate Research Project category for their exceptional use of the University Library resources.



[Read their submission on Bronco Scholar, CPP's repository for student projects.](#)



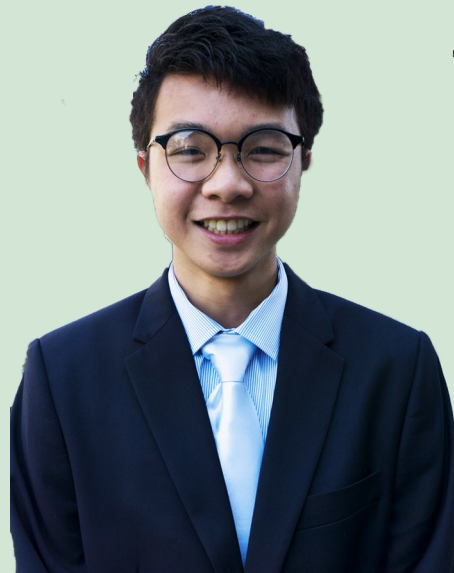
## Two New Research Groups Accepted into Projects Hatchery

The center is proud to announce that in addition to Team Locals Only and Team Insights, two additional center research teams have been accepted into the Learn Through Discovery (LTD) Projects Hatchery program. Team Collective Individuals, composed of **Jillian Muñoz, Grant Chic, Sarah Borsaly, and Daniel Chow**, investigates the moderating effects of culture on consumer behavior on social networking sites. The second group, Team Regulatory Foci, includes **Patrick Ogaz, Andrea Escobar Vara, Jacob Linao, and Samuel Lee**. Their project studies how regulatory foci interact with culture when consumers share information on social media.

The LTD Projects Hatchery program comprises four phases and gives students the opportunity to experience a polytechnic education by guiding them through developing an idea from conception to completion. The two new teams are currently in the first phase of the program, also known as the exploration phase. This phase is designed so students can explore research that has been conducted on their topic to best decide the direction of the project. In order to move to the second phase, teams must present to Hatchery advisors to gain feedback and develop an action plan for the remainder of the project. All four Hatchery teams will work virtually this summer to advance their projects with Dr. Jae Min Jung.

**“ Working with the LTD has been a great experience so far, as I feel that they have been very supportive and open with how we want to proceed with our research. ”**

**- Grant Chic**



## Projects Hatchery Research Teams



### Team Insights

Cailin Kuchenbecker  
Guillermo Marquez  
Mitchell Pickering

### Regulatory Foci

Andrea Escobar Vara  
Patrick Ogaz  
Jacob Linao  
Samuel Lee

### Locals Only

Jillian Muñoz  
Jarrod Griffin  
Stephanie Muñoz

### Collective Individuals

Grant Chic  
Jillian Muñoz  
Sarah Borsaly  
Daniel Chow





# Reports for 2019-2020 Academic Year and Transitions

**16** Honors, Awards, and Activities Spotlight

**17** Activities Spotlight Extended

College of Business Administration Qualtrics Statistics

College of Business Administration Sona Statistics

**21** Graduating Center Members

**22** AMI Club Executive Board 2020-2021





Dr. Winny Dong, Cailin Kuchenbecker, Guillermo Marquez, and Mitchell Pickering (left to right) after receiving the RSCA win.

## 2019-2020 Honors and Awards Spotlight



**19**

Students worked  
in the center



**\$32,000**

Student Research  
Grant Secured



**10**

Honors and awards  
received



**1**

Consulting for  
businesses



**3**

Media Highlights

## 2019-2020 Activities Spotlight

**2**

Refereed  
Professional  
Conference  
Presentations

**2**

Non-refereed  
Publications

**2**

Refereed Student  
Conference Proceedings  
Publications

**8**

Refereed Student  
Conference/Conference  
Presentations

**4**

Non-refereed  
Research  
Presentations

**3**

Research  
Seminars Held  
at Center

**7**

Workshops  
Delivered by  
Professionals

**6**

Guest Speeches  
at the AMI Club's  
General Meetings

**14**

Workshops  
Delivered by  
Students

**5**

Working Papers

## 2019-2020 Activities Spotlight Extended



Center students visit Intertrend Inc. during their collaboration in Fall 2019

### DATA SCIENCE COMPETITION

1. Griffin, Jarrod, Guillermo ("Billy") Marquez, Jillian N. Muñoz, and Mitchell A. Pickering, competed at *2020 GfK NextGen Data Science Hackathon, held March 20 – March 30, 2020, for the team's proposed smart car tech product named, Guardian by Google.*
2. Ogaz, Patrick C, Andrea Escobar Vara, Grant R. Chic, Sebastian Hernandez, Sarah K. Borsaly, Daniel Chow, Samuel Y. Lee, and Jacob N. Linao, competed at *2020 GfK NextGen Data Science Hackathon, held March 20 – March 30, 2020, for the team's proposed smart car tech product named, Cabin UV.*

### COLLABORATION WITH BUSINESS COMMUNITY

#### Intertrend Inc., 08/2019 – 12/2019

- Carried out a full proposal-to-final-presentation data science project for Intertrend Inc, a leading advertising company, for digital marketing campaign effectiveness.
- Using R, cleaned, wrangled, and visualized data.
- Built predictive models using regression with R.
- Prepared data deck and generated insights into research questions.
- Prepared final presentation deck with insights and actionable recommendations.

#### Insights Association, 2013 – Present

- Secured free membership to Insights Association for AMI Club members.
- Were given a free admission to Insights Association virtual conferences.
- Hosted guest speakers from Insights Association on campus for either center or AMI club.

- Attended and networked with professionals at Converge Conference, Los Angeles, CA, December 10, 2019.
- Kept up with emails and newsletters from the association on a regular basis.

### COURSEWORK OFFERED EXCLUSIVELY FOR THE CENTER STUDENTS

#### Special Studies for Upper Division Students: Data Mining for Marketing

##### Fall 2019

- Learned various types of R.
- Learned how to import various types of data into R.
- Learned how to use R to clean data, manipulate data, and visualize data.
- Learned how to perform various statistical analyses including regression analysis.
- Learned machine learning topics.

#### Special Studies for Upper Division Students: Research Proposal Development Spring 2020

- Learned how to use the library databases to do secondary research.
- Learned how to write a coherent story from multiple sources of information obtained from the articles.
- Learned how to do literature review.
- Learned some important theories developed in the field of consumer behavior.
- Learned how to think critically and logically in designing studies to enhance the validity of the research.
- Learned how to derive hypotheses/research questions from the literature review.
- Learned how to come up with a survey instrument needed to test hypotheses/research questions.



## 2019-2020 Activities Spotlight Extended

### HONORS / AWARDS

1. Awarded research grant (\$8,000) for the project proposal, "Impact of Regulatory Foci and Culture on Consumers' Use of Social Media Sharing Function," From LTD Program, Cal Poly Pomona, May 26, 2020 (with Patrick C. Ogaz, Andrea Escobar Vara, Jacob N. Linao, and Samuel Y. Lee).
2. Awarded research grant (\$8,000) for the project proposal, "Social Media Use for Marketing Determined by Individualist/Collectivist Culture," From LTD Program, Cal Poly Pomona, May 7, 2020 (with Sarah K. Borsaly, Daniel Chow, Grant R. Chic, and Jillian N. Muñoz).
3. Jillian N. Muñoz and Jarrod Griffin, won 2nd place in the Library Research Award competition, for the research titled "An Exploration of the Modifying Role of State Ethnocentrism on State-of-Origin Effects," Cal Poly Pomona, May 7, 2020.
4. Marquez, Guillermo, Awarded, Research Distinction Award, for distinction for research, presentation, and publication activities, April 23, Cal Poly Pomona, recognized in [polyX Showcase](#).
5. Kuchenbecker, Cailin, Awarded, Research Distinction Award, for distinction in research, presentation, and publication activities, April 23, Cal Poly Pomona, recognized in [polyX Showcase](#).
6. Griffin, Jarrod, Guillermo Marquez, Jillian N. Muñoz, and Mitchell A. Pickering, Won second place at 2020 GfK NextGen Data Science Hackathon, held March 20 – March 30, 2020, for the team's proposed smart car tech product named, Guardian by Google.
7. Ogaz, Patrick C, Andrea Escobar Vara, Sebastian Hernandez, Grant R. Chic, Sarah K. Borsaly, Jacob N. Linao, Daniel Chow, and Samuel Y. Lee, finalist at 2020 GfK NextGen Data Science Hackathon, held March 20 – March 30, 2020, for the team's proposed smart car tech product named, Cabin UV.
8. Kuchenbecker, Cailin, Guillermo Marquez, and Mitchell Pickering, won at the Business, Economics, and Public Administration track at the 8th Annual CPP Student RSCA Conference, Cal Poly Pomona, March 7, 2020, for research titled, "Should Business Faculty Encourage Their Undergraduate Students to Participate in Research?" and earned a ticket to present Cal Poly Pomona at the 34th Annual CSU Student Research Competition to be held April 24, 2020, at CSU East Bay.
9. Awarded research grant (\$8,000) for the research proposal titled, "Research Participation Experience Project," From LTD Program, Cal Poly Pomona, July 10, 2019 (with Alison Arcos and Guillermo Marquez).
10. Awarded research grant (\$8,000) for the research proposal titled, "State-Of-Origin Effects Project," From LTD Program, Cal Poly Pomona, July 15, 2019 (with Stephanie Muñoz, Gary Stahlhoefer, and James H. Jung).



### CBA Qualtrics 2019 - 2020 By the Numbers

**494**

 New studies  
2019 - 2020

**1,851**

 Total studies  
since 2017

**691**

 New users  
since 2017

**14,166**

 Responses  
2019 - 2020

**49,314**

 Responses  
since 2017

### REFEREED PROFESSIONAL CONFERENCE PRESENTATIONS

1. Jung, Jae Min, Cailin Kuchenbecker, Jarrod Griffin, Jillian Muñoz, and Stephanie Muñoz, "State-Of-Origin Effects and State Ethnocentrism," Accepted for presentation at the 2020 Global Marketing Conference to be held, Seoul Korea, Nov. 5 – Nov. 8, 2020.
2. Jung, Jae Min, Cailin Kuchenbecker, Guillermo Marquez, and Mitchell Pickering, "Do Business Students Also Benefit From Undergraduate Research Participation?," Accepted for presentation at the 2020 Global Marketing Conference to be held, Seoul Korea, Nov. 5 – Nov. 8, 2020.

### NON-REFEREED PUBLICATION

1. Kuchenbecker, Cailin, Guillermo Marquez, and Mitchell Pickering (2020), "Should Business Faculty Encourage Their Undergraduate Students to Participate in Research?," *Broncho Scholar*, Cal Poly Pomona, DOI: <http://hdl.handle.net/10211.3/215661>.
2. Muñoz, Jillian and Jarrod Griffin (2020), "The Moderating Role of State Ethnocentrism on Consumer Preference for Locally-Made Products.," *Broncho Scholar*, Cal Poly Pomona, DOI: <http://hdl.handle.net/10211.3/215850>.

### REFEREED STUDENT CONFERENCE PROCEEDINGS PUBLICATIONS

1. Kuchenbecker, Cailin, Guillermo Marquez, Mitchell Pickering, and Prathista Annapareddi (2019), "Perceived Value of Passive Research Participation and its Effects on Learning Marketing Concepts," In the *Proceedings of 2019 Southern California Conferences for Undergraduate Research*, California State University, San Marcos, Nov. 23, 2019, [https://www.sccur.org/sccur/fall\\_2019\\_conference/oral\\_session\\_1/63/](https://www.sccur.org/sccur/fall_2019_conference/oral_session_1/63/)
2. Muñoz, Stephanie, Gary Stahlhoefer, Jillian Muñoz, and Jarrod Griffin (2019), "Why Do Consumers Prefer Locally Produced Products?" In the *Proceedings of 2019 Southern California Conferences for Undergraduate Research*, California State University, San Marcos, Nov. 23, 2019, [https://www.sccur.org/sccur/fall\\_2019\\_conference/oral\\_session\\_1/62/](https://www.sccur.org/sccur/fall_2019_conference/oral_session_1/62/)

## 2019-2020 Activities Spotlight Extended



Jarrod Griffin and Jillian Muñoz present at RSCA in 2020.

### REFEREED STUDENT CONFERENCE/COMPETITION PRESENTATIONS

1. Kuchenbecker, Cailin, and Guillermo Marquez, "Should Business Faculty Encourage Their Undergraduate Students to Participate in Research?" Presented at the 34<sup>th</sup> Annual CSU Student Research Competition, April 24, 2020, at CSU East Bay. Video presentation [here](#) due to Covid-19.
2. Kuchenbecker, Cailin, "Use of Spokespersons in Advertising Gendered and Neutral Products," Presented at the 8<sup>th</sup> Annual CPP Student RSCA Conference, Cal Poly Pomona, March 7, 2020.
3. Kuchenbecker, Cailin, Guillermo Marquez, and Mitchell Pickering, "Should Business Faculty Encourage Their Undergraduate Students to Participate in Research?" Presented at the 8<sup>th</sup> Annual CPP Student RSCA Conference, Cal Poly Pomona, March 7, 2020.
4. Muñoz, Jillian, Jarrod Griffin, and Cailin Kuchenbecker, "When Will Consumers Exhibit State-Of-Origin Effects?" Presented at the 8<sup>th</sup> Annual CPP Student RSCA Conference, Cal Poly Pomona, March 7, 2020.
5. Kuchenbecker, Cailin, Guillermo Marquez, Mitchell Pickering, and Prathista Annappareddi, "Perceived Value of Passive Research Participation and its Effects on Learning Marketing Concepts," Presented at the 2019 Southern California Conferences for Undergraduate Research, California State University, San Marcos, Nov. 23, 2019.
6. Muñoz, Stephanie, Gary Stahlhoefer, Jillian Muñoz, and Jarrod Griffin, "Why Do Consumers Prefer Locally Produced Products?" Presented at the 2019 Southern California Conferences for Undergraduate Research, California State University, San Marcos, Nov. 23, 2019.
7. Arcos, Alison and Guillermo Marquez, "Value of Undergraduate Students' Participation in Business Research and Antecedents of the Perceived Value," Presented at CARS (Creative Activities and Research Symposium), Cal Poly Pomona, August 8, 2019.
8. Muñoz, Stephanie, Gary Stahlhoefer, and James H. Jung, "A Review and Synthesis for Consumer Preference for Locally Produced Products," Presented at CARS (Creative Activities and Research Symposium), Cal Poly Pomona, August 8, 2019.

### NON-REFEREED RESEARCH PRESENTATIONS

1. Kuchenbecker, Cailin, "Predicting Covid-19 Risk in West Coast Counties and Counties' CU Readiness," presented at the Center for Customer Insights and Digital Marketing, Cal Poly Pomona, May 8, 2020.
2. Griffin, Jarrod, Jillian Muñoz, Cailin Kuchenbecker, and Stephanie Muñoz, "An Exploration of the Modifying Role of State Ethnocentrism on State-of-Origin Effects," presented at 2020 CBA RSCA Showcase, April 28, 2020. Video presentation here due to Covid-19. [available at <https://www.cpp.edu/cba/rscashowcase/2020-projects.shtml>]

3. Kuchenbecker, Cailin, "Use of Spokespersons in Advertising Gendered and Neutral Products," presented at 2020 CBA RSCA Showcase, April 28, 2020. Video presentation here due to Covid-19. [available at <https://www.cpp.edu/cba/rscashowcase/2020-projects.shtml>]
4. Kuchenbecker, Cailin, Guillermo Marquez, and Mitchell Pickering, "Should Business Faculty Encourage Their Undergraduate Students to Participate in Research?" presented at the 2020 CBA RSCA Showcase, April 28, 2020. Video presentation here due to Covid-19. [available at <https://www.cpp.edu/cba/rscashowcase/2020-projects.shtml>]

### RESEARCH SEMINARS HELD AT THE CENTER

1. Kuchenbecker, Cailin, "Predicting COVID-19 Risk in West Coast Counties and Counties' ICU Readiness," Presented at the Center for Customer Insights and Digital Marketing, Cal Poly Pomona, May 8, 2020.
2. Jung, Jae Min, "Differences in Self-Constraint and Corporate America: Implications for College Graduates Successful Transitioning to Workforce," Presented at the Center for Customer Insights and Digital Marketing, Cal Poly Pomona, May 8, 2020.
3. Koohikamali, Mehrdad, "Text Mining," Presented at the Center for Customer Insights and Digital Marketing, Cal Poly Pomona, January 31, 2020.

### Business Research Panel 2019 - 2020 By the Numbers



**19**

New studies listed  
2019 - 2020

**140**

Total studies  
since 2015



**577**

New participants  
2019 - 2020

**1,252**

Total participants  
since 2015



**637**

Sona credits  
earned  
2019 - 2020

**2,216**

Surveys taken  
2019 - 2020



**5**

Participating  
Professors  
2019 - 2020

Dr. Randy Stein  
Dr. Anthony Kim  
Dr. Jun Myers  
Dr. Zeynep Aytug  
Dr. Jae Min Jung

Thank you to all participating students  
and professors!



Jillian Muñoz presents a social media marketing workshop to center members via Zoom.



## 2019-2020 Activities Spotlight Extended

### SKILLS/CAPABILITIES THAT WERE TAUGHT IN THE CENTER

- Working knowledge of Data Analytics using R, SPSS, and PLS-SEM
- Experience in survey design using Qualtrics
- Market Research (Primary and Secondary data analysis)
- SEO Using Google Analytics
- Literature review
- Writing skills
- Teamwork
- Self-planning and execution
- Adaptability and flexibility
- Interpersonal and communication skills
- Attention to detail
- Critical thinking
- Leadership

### WORKING PAPERS

1. "How Does Feminism Shape Purchase Intentions of a Female Fitness Product? An Exploratory Study in the Context of Kegel Devices," Targeted at the *Journal of Consumer Behaviour*. Prepared by Jae Min Jung, Randy B. Stein, Cailin M. Kuchenbecker, Mahta Mirzaeiramin, Quynh T. Le, and Sophia S. Jung.
2. "Does Cultural Values and Individuals' Cognitive Styles Matter for E-Commerce Website Usability Requirements," Targeted at *International Journal of Human Computer Interaction*, Prepared by Jay Jung, Jae Min Jung, and Sonya Zhang.

3. "Testing Effectiveness of Undergraduate Students' Research Participation: Implications for Business Faculty," Prepared by Jae Min Jung, Cailin Kuchenbecker, and Guillermo Marquez.
4. "The Moderating Role of State Ethnocentrism on Consumer Preference for Locally-Made Product," Prepared by Jae Min Jung, Jarrod Griffin, Jillian Muñoz, Cailin Kuchenbecker, and Stephanie Muñoz.
5. "Use of Spokespersons in Advertising Gendered and Neutral Products," under preparation for submission to the *International Journal of Advertising*, Prepared by Cailin Kuchenbecker and Jae Min Jung.

### MEDIA HIGHLIGHTS

1. Dr. Carsten Lange's machine learning work is featured as "[Econ Professor Creates COVID-19 Database](#)," at *PolyCentric*, May 14, 2020.
2. Guillermo Marquez's research experience and success featured in "Spring Spotlight," Office of Undergraduate Research at <https://www.cpp.edu/our-cpp/ur-profiles/student-spotlight/ss-sp20.shtml>, May 2020.
3. Cailin Kuchenbecker's success and aspiration featured in "Cailin Kuchenbecker's Story," College of Business Administration's Graduate Programs' Office, at [https://www.cpp.edu/cba/graduate-business-programs/about/students/cailinkuchenbecker\\_story.shtml](https://www.cpp.edu/cba/graduate-business-programs/about/students/cailinkuchenbecker_story.shtml), May 2020.

### NEWSLETTERS

1. [CCIDM Chronicles Vol. 1 No. 1 \(Summer/Fall, 2019\)](#)

## Congratulations to the Graduating Students from the Center!



**Guillermo Marquez**

B.S. Business Administration,  
emphasis in Marketing Management

- Research Associate
- Corporate & External Relations Specialist
- Vice President of MRC - Fall 2019
- President of AMI - Spring 2020
- Runner-Up in National Data Science Competition



**Mitchell Pickering**

B.S. Business Administration,  
emphasis in Computer Information Systems

- Research Assistant
- Member of AMI since August 2019
- Runner-Up in National Data Science Competition



**Alexander Phankao**

Masters of Business Administration

- Marketing Science & Data Analytics Lead
- Member of AMI since August 2019



## Analytics and Marketing Insights Club Leadership Transitions

**Outgoing  
2019 – 2020  
Executive Board  
Member**



**Guillermo Marquez**  
Spring 2020 President  
Fall 2019 Vice President



**Incoming  
2020 – 2021  
Executive Board  
Members**



**Patrick Ogaz**  
President



**Jillian Muñoz**  
Vice President and Director  
of Professional Community  
Engagement



**Mariana Perez**  
Director of  
Creative Design



**Sarah Borsaly**  
Director of Fundraising



**Grant Chic**  
Director of  
Web Development  
and Analytics



**Daniel Chow**  
Director of  
Data Science



**Andrea Escobar Vara**  
Director of  
Campus Community  
Engagement



**Jacob Linao**  
Director of  
Archive and Database  
Marketing



**Jarrod Griffin**  
Director of Professional  
Development

**Sebastian Hernandez**  
Director of Finance

**Samuel Gamboa**  
Director of Membership  
and Recruitment

**Tarek Masri**  
Director of Marketing



## Acknowledgements

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Kathy Byrum

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Jeff Cox

Dr. Winny Dong

Alvin Godoy

Katie Gross (Suzy)

Martha Huang (Intertrend)

Tom Johnson (Del Taco)

Dr. Anthony Kim

Gavin Knapp (SEMA)

Dr. Meihua Koo

Dr. Mehrdad Koohikamali

Dr. Carsten Lange

Sean Patrick Leahy

Kevin Lewis (Methodify)

Allen Lu

Dr. Alex Mitchell

Elisa Mitchell

Dr. Jun Myers

Christopher Neprasch

Dr. Elif Ozkaya

Rosa Ramirez

Dave Ramos (Disneyland)

Tanya Raukko (Intertrend)

Dean Erik Rolland

Dr. Olukemi Sawyerr

Dr. Kristen R. Schiele

David Stanton (GfK)

Dr. Randy Stein

Michael Vitug (Intertrend)

Dr. Cheryl Wyrick

Dr. Xuesong (Sonya) Zhang

College of Business Administration

IBM Department

Learn Through Discovery Projects Hatchery

Insights Association - Southern California Chapter

Office of Undergraduate Research

University Library

Kellogg Honors College



### Here are some ways you can support our students!

- Provide training and help students get internship jobs in the industry.
- Offer workshops.
- Conduct original research with students.
- Send students to research competitions and conferences (local, out-of-state, and international).

If you would like to donate or become a member of the Center, contact Dr. Jae Min Jung at [jmjung@cpp.edu](mailto:jmjung@cpp.edu).





**CalPolyPomona**

College of  
Business Administration



Center for Customer Insights  
and Digital Marketing