



ADVOCATES

DEPARTMENT OF MARKETING

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Melika Kordrostami, Ph.D

Department of Marketing

Dr. Melika Kordrostami is an associate professor in the Marketing department. She has a PhD in Marketing from Iowa State University. She also has an MBA and bachelor's degree in industrial engineering. Before joining Academia, she worked in different multinational companies such as Nestle and Siemens. She has taught executive workshops in the areas such as change management and gender balance etc. which contributes to her understanding of equity issues.



Dr. Kordrostami has taught Marketing classes at Iowa State University and CSU San Bernardino such as Marketing Principles and Consumer Behavior. Her great passion towards empowering women led her to focus her dissertation on female power portrayals in advertising. Moreover, she is engaged in other research projects concerning consumer behavior, culture and consumption, emotion, and branding. She won the best “Three Minutes Thesis Presentation” at Iowa State University. Her research has been published in high impact marketing journals such as Journal of Marketing Management and Journal of Product and Brand Management.

Michelle Russen, Ph.D

Department of Marketing/Hospitality Management

Dr. Michelle Russen brings 10 years of hospitality experience to the classroom including restaurant management, event management, human resources, and hospitality leadership consulting. She received her Doctor of Philosophy in Hospitality Administration from University of Houston and her Master of Science in Hospitality Management from University of South Florida. Prior to joining CSUSB as an Assistant Professor, she taught undergraduate courses at University of Houston Conrad



Hilton College and the Art Institutes of Houston including Human Resource Management for Hospitality, Hospitality Organizational Behavior, Food and Beverage Operations, and Hospitality Marketing. She hopes to continue building connections with the hospitality industry to improve the landscape for both business and employees through guiding future leaders toward success and researching pertinent topics.

Ari Kim, Ph.D

Department of Marketing

Dr. Ari Kim holds a Ph.D. in Sport Management from the University of Florida, along with an M.S. in Marketing and a B.B.A. from Yonsei University in South Korea. Her expertise centers around consumer behavior and strategic marketing communications, specifically focusing on crafting inclusive marketing communication strategies within the sports domain.



Dr. Kim's objectives encompass forging valuable connections with the local sports and entertainment sector, comprehending student interests, and advancing her research in collaboration with fellow colleagues and students at CSUSB. Beyond her campus commitments, she also takes on leadership roles such as a chair of the Marketing & Communication Committee for the North American Society for Sport Management (NASSM) and a director of programming for the Korean American Association for Sport Management (KAASM).

Prior to joining CSUSB, Dr. Kim served as an assistant professor at Towson University, where she instructed a range of courses spanning sport marketing, marketing analytics, and strategic sport communication. Her background also features substantial industry experience, including roles as a marketing research consultant at Kantar and a marketing intern at L'Oréal.

Wendy Paik, Ph.D

Department of Marketing

Sung-Hee Wendy Paik completed her Ph.D. in marketing from the Lundquist College of Business at the University of Oregon. Her research focuses on consumer behavior such as perception, product aesthetics and design, and consumer inference-making. Domain-wise, she is interested in consumer donation and health-related consumptions. Her research has appeared in Journal of Public Policy & Marketing and Journal of Business Research.



For her doctoral dissertation, she was honored with a University of Oregon Doctoral Dissertation Research Fellowship. In her dissertation, she investigated how visual elements in donation appeal, such as color and victim image resolution, influence consumers' donation intentions. Before joining CSUSB, she taught marketing research at the University of Oregon as a graduate teaching fellow. Her teaching interests include marketing research, marketing principles, digital marketing, and consumer behavior.

Prior to her Ph.D., she earned her master's degree and bachelor's degrees at Yonsei University, South Korea. While pursuing her Master of Science in Business Administration, she participated in various business research projects with well-known private firms in South Korea, including Samsung Electro-Mechanics and Korean Air, as well as the government organization, Korea Consumer Agency.