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**Alison Munsch, Ph.D.**  
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### **Academic Background**

Ph.D. Saybrook University, 2014.

M.A. Queens College of The City University of New York, 1986.

B.A. The City College of The City University of New York, 1981.

### **Professional Memberships**

American Marketing Association, 2020

The Association of Black Psychologists, 2020

International Information Management Association, 2020

### **Skills**

#### **Expertise**

Microsoft Office

Qualtrics

SPSS, Python R

Statistical Modeling

Student Advisement

### **WORK EXPERIENCE**

#### **Work Experience**

**Assistant Professor**, Iona College (January 2016 - Present), New Rochelle, New York. Teach Statistics, Consumer Behavior, Marketing Management, Introduction to Business, International Business and Quantitative Tools for Management.

**Principal Owner**, Insights for Actions Research (November 2000 - Present), Pound Ridge, New York. Working with companies withing the Fortune 500 and smaller, develop, execute and manage quantitative and qualitive research to inform business decision making.

**Career Advisor**, Fordham University (January 2015 - December 2015), New York, New York. Advised MBA students on career and job search strategies in the Marketing, Media, Information Systems and Management areas. Developed and conducted workshops and provided mock interview support for current students and alumni.

**Research Manager**, The Oracle Corporation (January,1998 - November 2000), Stamford, Connecticut. Managed the customer satisfaction measurement function for Hyperion Solutions (financial services software tools; consolidation, budgeting and reporting). Created dashboards to monitor key performance indicators with responsibility for making recommendations for business action.

**Market Research Consultant**, Market Research Consultancy (December 1996 - January 1998), Pound Ridge, New York. Working with corporate clients designed, executed, managed research project utilizing qualitative and quantitative methodologies.

**Senior Project Director**, Moderator, Market Segment Research and Consulting (February 1994 - December 1996), Coral Gables, Florida. Supervised quantitative research analyzed to ensure actionable insightful research projects. Led projects with Fortune 500 corporations: developing, executing, analyzing and reporting research data. Responsible for customer service and development among Northeast clients. Supervised junior qualitative moderators. Conducted qualitative sessions for special demographics.

**Marketing Research Supervisor**, Kraft General Foods (December,1991 - February 1994), White Plains, New York. Responsible for working with internal clients to identify information needs for actionable business decision making. Designed, executed, managed a variety of research projects in a variety of brand categories. Utilized statistical techniques and qualitative techniques to enhance analytical insights.

**Assistant Manager**, The Pepsi Cola Company (October,1988 - December,1991), Somers, New York. Consulting with brand management, designed, implemented and managed research projects to inform business decision making. Utilized multivariate techniques and qualitative techniques to enhance insightful analysis.

**Business Analyst**, The Gillette Company (May 1986 - October 1988), Boston, Massachusetts. Analyzing and forecasting shipments, consumer sales and market share in the personal care categories for business decision making.

**Research Assistant**, The Continental Grain Company (January,1982 - May 1986), New York, New York. Assisted commodities analysts with data collection and analysis in support of informing the trading department with actionable information for decision making.

## **INTELLECTUAL CONTRIBUTIONS**

### **Refereed Articles**

#### **Applied or Integrative/application Scholarship**

Munsch, A. (2020). "The Future of API (Application Programming Interface) Security: The Accelerated Adoption of APIs for Digital Communications and the Implications for Cyber Security Vulnerabilities" Initial submission to Journal of International Technology and Information Management (JITIM).

Munsch, A. (2019). College Choice Criteria Utilizing Conjoint Analysis Enabled on a SaaS Platform. *Journal of International Technology and Information Management (JITIM)*.

Munsch, A. (in press, 2018). Ref: Millennial and Generation Z Digital Marketing Communication and Advertising Effectiveness: A Qualitative Exploration. *Journal of Global Scholars of Marketing Science*.

Munsch, A. (2016). Authenticity, A Key to Successful Consulting Engagements. *International Journal of Business Continuity and Risk Management (IJBCRM)*.

### **Refereed Proceedings**

#### **Applied or Integrative/application Scholarship**

Munsch, A., & Manley, J. (2020). The Financial, Political and Sociocultural Implications of Black Female Entrepreneurial Learning. *2020 USASBE National Conference*.

Munsch, A., Cante, C., & Diffenderfer, J. (2019). The Impact of College and University Advertising Expenditures on Key Performance Indicators Using Business Analytics Modeling. *30th International Information Management Association Conference*.

Munsch, A. (2018). The Future of Applications Programming Interface (API) Security. *29th International Information Management Conference, Prairie View A&M University*.

Munsch, A. (2017). Digital Advertising Engagement Among Millennials. *2018 American Marketing Association's Winter Conference*.

Munsch, A. (2017). Understanding College Choice Criteria Utilizing Conjoint Analysis. *28th Annual International Information Management Conference*.

Munsch, A. (2017). Choice Based Criteria for Millennial Digital Marketing and Advertising Engagement. *International Business and Economy (IBEC) Annual Conference*.

#### **Basic or Discovery Scholarship**

Soluade, O. A. (2015). Modeling & Simulation of Consumer Preferences in Financial Institutions: A Statistical Approach. *International Information Management Association Conference*.

#### **Teaching and Learning Scholarship**

Munsch, A. (2020). College Choice A Qualitative Exploration. *The International Economic Conference*.

Munsch, A. (2019). Business Analytics: Opportunities/Challenges in the Present Business Environment and an Exploration of Future Trends. *30th International Information Management Association Conference*.

Munsch, A. (2019). Business Analytics: Opportunities/Challenges in the Present Business Environment and an Exploration of Future Trends. *30th International Information Management Association Conference*.

Munsch, A. (in press, 2019). Business Analytics: Opportunities/Challenges in the Present Business Environment and an Exploration of Future Trends. *30th International Information Management Association Conference*.

## **Non-Refereed Articles**

### **Applied or Integrative/application Scholarship**

Munsch, A. (2014). Marketing to the Multicultural Consumer. *Psych Discourse*.

## **Chapters, Cases, Readings, Supplements**

### **Chapters**

Munsch, A. (2018). *Data-Driven-Public-Relations-Research-21st-Century-Practices-and-Applications*. New York, NY: Routledge.

## **Presentations of Refereed Papers**

### **International**

Munsch, A. (2020, February). *College Choice A Qualitative Exploration*. The International Economic Conference, London, United Kingdom.

Munsch, A. (2019, September). *Business Analytics: Opportunities/Challenges in the Present Business Environment and an Exploration of Future Trends*. 30th International Information Management Association Conference, New Rochelle, New York.

Munsch, A., Cante, C., & Diffenderfer, J. (2019, September). *The Impact of College and University Advertising Expenditures on Key Performance Indicators Using Business Analytics Modeling*. 30th International Information Management Association Conference, New Rochelle, New York.

Munsch, A. (2019, July). *The Pedagogical and Psychological Implications of Unconscious Bias in Arts Education and Business Education*. The 51st Conference of the American Association of Black Psychologists, Orlando, Florida.

Munsch, A. (2019, January). *Understanding Choice Criteria When Developing New Business Opportunities Utilizing Conjoint Analysis*. United States Association for Small Business and Entrepreneurship (USASBE), Saint Pete Beach, Florida.

Munsch, A. (2018, February). *The Future of Applications Programming Interface (API) Security*. 29th International Information Management Conference, Prairie View A&M University, Houston, Texas.

Munsch, A. (2017). *Choice Based Criteria for Millennial Digital Marketing and Advertising Engagement*. International Business and Economy (IBEC) Annual Conference, San Francisco, California.

Munsch, A. (2017). *Driving Positive Welfare with Marketing Communication that is Culturally Intelligent*. 2017 American Marketing Association's Winter Conference, Orlando, Florida.

Munsch, A. (2017). *Developing an Interdisciplinary Student Led Entrepreneurship Club*. United States Association for Small Business and Entrepreneurship (USASBE), Los Angeles, United States of America.

Munsch, A. (2017). *Servicing Millennials with Digital Marketing Communication*. 2018 American Marketing Association's Winter Conference, New Orleans, Louisiana.

Munsch, A. (2017). *Understanding College Choice Criteria Utilizing Conjoint Analysis*. 28th Annual International Information Management Conference, Paisley, Scotland.

Munsch, A. (2016, August). *Black/White Mixed-Race Persons' Perceptions of Multiculturalism and Identity: Implications on Consumer Marketing and Elevating Ubuntu*. Association of Black Psychologists Annual International Convention, District of Columbia, District of Columbia.

Munsch, A. (2016, March). *Multicultural Persons' Perceptions of the Implications of Multiculturalism and Ethnic Identity Formation on Consumer Behavior and Marketing*. 9th Annual Conference of the Society for Humanistic Psychology, American Psychological Association Division 32, San Francisco, California.

Munsch, A. (2015, March). *Humanistic Perspectives for Multicultural Marketing Communications*. 8th Annual Conference of the Society for Humanistic Psychology, American Psychological Association Division 32, Chicago, Illinois.

Munsch, A. & Johnson, Z. (2013). *Cultural Competence: Implications for Leadership in Healthcare*. Association of Black Psychologists Annual International Convention, New Orleans, Louisiana.

## **National**

Munsch, A. & Manley, J. (2020, January). *The Financial, Political and Sociocultural Implications of Black Female Entrepreneurial Learning*. 2020 USASBE National Conference, New Orleans, Louisiana.

Munsch, A. (2017). *Authenticity and the Humanistic Perspective*. 10th Annual Conference for the Society for Humanistic Psychology, American Psychological Association, Division 32, Pittsburgh, Pennsylvania.

Munsch, A. (2015, April). *Humanistic Perspectives for Multicultural Marketing Communications*. Positive Marketing Annual Conference, New York, New York.

## **Grants**

### **Research**

2020: Munsch, A. Humanization of Digitization, Co-Principal Investigator, Center for Positive Marketing and the ANA Educational Foundation. In the age of digitization, automation of messages and rapid delivery of advertising content is prevalent. Digitization has its benefits including cost effectiveness and speed and "personalization". However, there is evidence that this digitization is neglecting a deep understanding of the consumer purchase decision making process required to make these messages truly personal.

This is evident with advertising communication delivered to consumers that contain negative stereotypes that reveal inherent biases. Though powerful, the algorithms underlying this digitization lack the nuanced understanding of human behavior to correct for the biases. As such, this results in ineffective and sometimes harmful brand messages that do not move consumers further down the conversion funnel to improve conversion rates above the current 3.5%.

Purpose of Research: This research will explore how to mitigate the prevalence of messaging with inherent bias in the age of digitization.

## **SERVICE**

### **Service to the Institution**

#### **School Assignments**

##### **Member:**

2019-2020: Member of the Evidence Team Working Group for the college's Middle States Self-Study Evaluation.

2019-2020: BUS 100 Task Force Member

2017-2018: School of Business Assurance of Learning (AoL) Committee

2017-2018: Entrepreneurship Club: Faculty Advisor

#### **School Assignments**

2016-2017: School of Business Finance, Business Economics and Legal Studies Advisory Board

#### **School Assignments**

##### **Other Institutional Service Activities:**

2017-2018: Trainer, Diversity Committee

##### **Member:**

2017-2018: Title IX

2017-2018: MOSAIC Mentoring

2017-2018: IT Committee

## **College Assignments**

### **Thesis - Co-Chair:**

2020-2021: Undergraduate Honors Thesis Supervisor

### **Member:**

2018-2019 – 2019-2020: Committee on Core Curriculum

### **Mentoring Activities:**

2019-2020 – 2020-2021: Mentor and Hynes Faculty Fellow, Hynes Institute for Entrepreneurship, and Innovation

## **Service to the Profession**

### **Academic Conference: Moderator / Facilitator**

2020: International Economics Conference (International).

### **Chair: Conference / Track / Program**

2018: 29th International Information Management Conference, Prairie View A&M University (International).

### **Reviewer - Article / Manuscript**

2020: International Information Management Conference (International). Reviewer for this conference and associated journal since 2016.

### **Officer: Organization / Association**

2019/2020: Vice President, Strategy, International Information Management Conference (International)

### **Other Professional Service Activities**

2019: 30th International Information Management Association Conference -- Planning Committee (International).

### **Reviewer: Conference Paper**

2018: 2018 American Marketing Association's Winter Conference (National).

2017: 2017 American Marketing Association's Winter Conference (National).

## **Service to the Community**

### **Chair of a Committee**

2019: The Links Incorporated, Served as Chair for Strategic Research

2019: The Links Incorporated, Served as Co-Chair for the Arts Facet in the local chapter of this national organization. Bringing arts education to those that would not receive it otherwise. I am a member of this organization since 2015

### **Member of a Committee**

2020: Diversity Trainer, conducted diversity training among the Iona Community as needed.

2020: Mentor and Hynes Faculty Fellow, Hynes Institute for Entrepreneurship, and Innovation, I am a mentor for the Hynes Institute in the academic years 2018/2019 -2019/2020

2019-2020: BUS 100 Task Force Member.

2020: Iona Core Curriculum Committee, Serve as a committee member. In 2017 conceptualized and executed a fundraiser to help support funding of extra- curricular activities for the Core.

2019: Member, Iona MOSAIC Mentorship Program, Mentored members of the MOSAIC mentoring program. Invited guest speakers to inspire mentees. Conducted focus groups at a professional facility among members and mentees to obtain information for continuous improvements.

2017: Faculty Advisor, Hynes Institute for Entrepreneurship, and Innovation Student Club, Served as faculty advisor for the student club at the Hynes Institute 2017/2018.

2017: Iona College Appeals Committee for Title IX, Served as a committee member in the academic year 2016/2017

2017: Project Jobs, Worked with the committee in charge of the creation of the Hynes Institute.

2016: Iona Information Technology, and Computer Services, Served as a member of this committee for academic year 2017/2018.

2016: Member, Iona College Assurance of Learning Committee, Assurance of Learning Committee Member. Recommended Qualtrics as an innovation for data collection for AOL which was implemented and significantly improved the data collection process.

## **Honors/Awards**

2020/2021

Conjoint Analysis Experiential Immersion for Entrepreneurs, The Hynes Institute for Entrepreneurship and Innovation. The award funded a project as a Hynes Faculty Fellow. The award is funding an experiential learning opportunity for interdisciplinary Iona Freshmen and the Student Entrepreneurship Club (CEO) in the use of conjoint analysis as an entrepreneurship tool.

2019/2020

Qualitative Research an Experiential Immersion for Entrepreneurs, The Hynes Institute for Entrepreneurship and Innovation. The award funded a project as a Hynes Faculty Fellow. The award funded an experiential learning opportunity for interdisciplinary Iona Freshmen and the Student Entrepreneurship Club (CEO) in the use of qualitative research as an entrepreneurship tool. Students learned about qualitative research as a methodology in a workshop setting and then experienced the methodology with a field trip to an authentic research facility in the Iona College vicinity.