

CURRICULUM VITAE

Name: Patrick J. Jamar
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Education

Institution and Location	Degree	Year	Field of Study
The University of Texas at Austin	Ph.D.	2023	Advertising and Applied Communication
Michigan State University	M.A.	2020	Advertising
University of Wisconsin-Whitewater	B.B.A.	2013	Marketing

Positions and Employment (past 6 years)

Texas A&M University
Postdoctoral Research Associate 08/2023 – Present

The University of Texas at Austin
Instructor of Record 08/2020 – 05/2023
Graduate Research Assistant 08/2017 – 05/2023
Graduate Teaching Assistant 08/2017 – 05/2023
Research Participant Pool Assistant Administrator 08/2018 – 05/2023

Michigan State University
Graduate Research Assistant 08/2015 – 05/2017
Graduate Teaching Assistant 08/2015 – 05/2016

MasterCard Foundation Scholars Program
Marketing and Communications Specialist 10/2015 – 05/2016

Awards and Honors

2023 Fellow, The University of Texas at Austin Graduate School Fellowship
2019 Fellow, The University of Texas at Austin Graduate School Dissertation Writing Fellowship
2017-21 Fellow, The Moody Graduate Fellowship Recipient
2019 The University of Texas at Austin Professional Development Award
2019 Inclusive Classrooms Leadership for Excellence in Teaching Certificate
2018-19 Tracy-Locke / Morris Hite Endowed Presidential Scholarship for Advertising Studies

- 2017** Fellow, The University of Texas at Austin Graduate School Fellowship
2017 Fellow, The University of Texas at Austin Provost Graduate Fellowship

Teaching Experience

Dr. Jamar is an accomplished teacher, having served as an Instructor of Record and Teaching Assistant for over six years. He has also guest lectured for a variety of courses including classes like Multimedia Reporting–Science in the News (J 313P), leading discussions and seminars on strategic communication as it pertains to aspects of science communication, environmental communication, new media, and technology. As an instructor of record, he has taught Advertising and Popular Culture (ADV 303) and Fundamentals of Advertising (ADV 305) courses at the University of Texas at Austin, teaching undergraduate students various aspects of strategic communication as well as advertising, new media, and social psychology as a discipline. He was responsible for creating his own syllabi, lectures, and assignments. He has regularly received high marks and positive feedback on all his student evaluations as well.

Grants Received (past 5 years)

- 2022-2023** Jimenez-Lozano, C., **Jamar, P.**, and Atkinson, L. *To Be Green or To Be Cool? The Moderating Role of Intrinsic vs. Extrinsic Motivations on Conspicuous Consumption*. The University of Texas at Austin’s Green Fund Grant, **\$7,600.00**
- 2019-2021** Atkinson, L. & **Jamar, P.** *Immersive Virtual Reality Environments to Evaluate Audience Attitudes About Science Communication Projects: A Pilot Study of Deep-Sea Ecosystems*. Portugal International Collaboratory for Emerging Technologies CoLab Grant, **\$10,000.00**
- 2017-2018** **Jamar, P.**, Atkinson, L., Yang, J., & Acaf, Y. *Virtual Greenness: The Role of Eco-themed Video Games in Fostering Pro-environmental Attitudes and Behaviors*. The University of Texas at Austin’s Office of the Vice President of Research 2017-2018 Special Research Grant, **\$750.00**

Synergistic and Collaborative Activities

- 2022-2023** Pre-Conference Planning Committee Member | *The International Environmental Communication Association’s (IECA) 2023 Communication and the Environment’s (COCE) Pre-Conference*
- 2018-2023** Research Participant Pool Assistant Administrator | *University of Texas at Austin Moody College of Communication*
- 2018-2023** The Science & Technology Communication Lab Member | *University of Texas at Austin Moody College of Communication*
- 2018-2023** The Center for Media Engagement (CME) Member | *University of Texas at Austin Moody College of Communication*
- 2021** Research Assistantship | University of Texas at Austin; McCombs School of Business; Title: *The Impact of University Context on TTOs’ Support of Science- and Engineering-Based Entrepreneurship Education: Lessons from Two Contrasting Case Studies*; Supervisor: Dr. Elsie Echeverri-Carroll

- 2019** Research Assistantship | University of Portugal & University of Texas at Austin; Title: *I SEA: VR in Science Communication*; Supervisor: Dr. Lucy Atkinson
- 2017-2018** Research Assistantship | University of Texas at Austin, The School of Advertising and PR; Title: *Virtual Greenness: The Role of Eco-themed Video Games in Fostering Pro-environmental Attitudes and Behaviors (Journal submission in progress)*; Supervisor: Dr. Lucy Atkinson
- 2015-2017** Michigan State University, College of Communication Arts and Sciences; Title: *Socialization to Science, Active Involvement and STEM Interest*; Supervisor: Dr. Elizabeth Quilliam

Publications in Refereed Journals (past 2 years)

- Wang, W., Atkinson, L., Kahlor, L. A., **Jamar, P.**, & Lim, H. S. (2022). Avoiding Covid-19 risk information in the United States: The role of attitudes, norms, affect, social dominance orientations, and perceived trustworthiness of scientists. *Risk Analysis*.

Other Publications (past 3 years)

- Jamar, P. J.** (2020). *The Congruent Effects of Co-branding Green, Ecologically-Friendly Ads*. Michigan State University.

Conference Presentations (past 6 years)

- Anderson, J., Yu, N., **Jamar, P.**, Kazmi, Z., & Atkinson, L. (2023). Sustainable and Just? A Qualitative Investigation of Sustainable Marketing Grounded in Environmental Justice. The 2023 Conference on Communication and Environment (COCE).
- Acaf, Y., **Jamar, P.**, Shah, P., Atkinson, L., & Bright, L. (2022). Celebrity Advocacy of Environmental Causes: The Impact of Credibility and Existing Beliefs on People's Attitudes and Behaviors. The National Communication Association (NCA) 108th Annual Convention.
- Yu, N., Jia, M., & **Jamar, P.** (2021). Science Mapping: Bibliometric Analysis of Green Marketing in Communication Studies. The National Communication Association (NCA) 107th Annual Convention.
- Wang, W., & **Jamar, P.** (2021). Coral-safe or Skin-safe? Risk Information Behaviors and Green Purchase Decisions. The 16th Conference on Communication and Environment (COCE): Re-MEDIATING the Wild.
- Looi, J., Moon, W., **Jamar, P.**, Bennet, N., & Dudo, A. (2021). Twitter Misinformation Labels vs. Scientist's Fact-Checking Responses? Evaluating the Strategies Debunking Misinformation About COVID-19 on Twitter. The 71st Annual International Communication Association Conference (ICA).
- Wang, W., **Jamar, P.**, & Lim, H. S. (2020). Flattening the Curve For COVID-19 Risk Information Avoidance: The Role of Norms, Attitudes, Affect, Social Dominance Orientations and Mistrust in Scientists. The 2020 SRA Annual Meeting: Risk Science for Sustainability.

Atkinson, L., **Jamar, P.**, Yang, J. (2020). Virtual Greenness: The Role of Eco-themed Video Games in Fostering Pro-environmental Attitudes and Behaviors. Sustainability on Tap: 2020 Biannual Sustainable Research Showcase.

Jamar, P. (2019). The Effects of Ad Medium Types on Sustainable, Water-Conservation Product Advertisements. The Annual Conference of the International Association for Media and Communication Research (IAMCR).

Jamar, P., & Copple, J. (2019). The Effects of Different Product Types in Sustainable PSAs. The 15th Biennial Conference on Communication and Environment (COCE).

Jamar, P., & Copple, J. (2019). The Effects of Different Product Types in Sustainable PSAs. Sustainability on Tap: 2019 Biannual Sustainable Research Showcase.

Jimenez-Lozano, C., & **Jamar, P.** (2018). Green Labels and Premium Prices. Sustainability on Tap: 2018 Biannual Sustainable Research Showcase.