

# Chanelle D. James PhD, RP

## Curriculum Vitae

The University of North Carolina, Greensboro  
Department of Marketing, Entrepreneurship,  
Hospitality & Tourism  
361 Bryan School of Business and Economics  
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## EDUCATION

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|----------|------|---|
| Ph.D.    | 2004 | The University of North Carolina Greensboro<br>School of Education<br>Educational Studies with a concentration in Cultural Studies<br>Post Baccalaureate Cert: Women's and Gender Studies<br>18 Hours of MBA and Conflict Resolution Coursework |
| M.E.     | 2010 | Master in Entrepreneurship<br>Western Carolina University, Cullowhee, NC  |
|          | 2010 | Graduate Certificate in Project Management<br>Western Carolina University, Cullowhee, NC  |
| M.P.A.   | 1995 | Master in Public Affairs<br>Area of emphasis: Human Resource Development/Adult<br>Education<br>Western Carolina University, Cullowhee, NC   |
| B.S.B.A. | 1992 | Bachelor of Science in Business Administration<br>Concentration: Marketing<br>Western Carolina University, Cullowhee, NC  |

## CREDENTIALS

**Professional Registered Parliamentarian** (Date of Certification: March 13, 2020  
(RP).National Association of Parliamentarians. Certificate No. 2770.

## **Professional Registered Parliamentarian (2023-2028)**

National Association of Parliamentarians.

### **RESEARCH AND SCHOLARLY ACTIVITIES**

#### **Research Interests**

- Justice and Entrepreneurship:
- Sustainable and Social Entrepreneurship
- Minority and Women in Entrepreneurship
- Community Entrepreneurship
- Equity, Inclusion, and Diversity in Entrepreneurship
- Social Justice Branding

#### **Refereed Journal Publications**

Smith, D. C., **James, C. D.**, & Griffiths, M. A. (2021). Co-brand partnerships making space for the next black girl: Backlash in social justice branding. *Psychology & Marketing*. <https://doi.org/10.1002/mar.21566>

Alejandro, T. B., Barksdale, H. C., Bellenger, D. N., Boles, J. S., & **James, C. D.** (2019). Mentoring Characteristics and functions: Mentoring influence on salespeople. *Journal of Business and Industrial Marketing*.

Juma, N., **James, C.D.** and Kwesiga, E. (2017). Sustainable entrepreneurship in Sub-Saharan Africa: The collaborative multi-stakeholders network model. *Journal of Small Business and Entrepreneurship*.

Schmitz, C. L., Matyók, T., Sloan, L., & **James, C. D.** (July 2012). The relationship between social work and environmental sustainability: Implications for interdisciplinary practice. *International Journal of Social Welfare*.

**James, C. D.** & Schmitz, C. L. (2011). Transforming Sustainability Education: Ethics, Leadership, Community Engagement, and Social Entrepreneurship. *International Journal of Business and Social Science*, 2 (5).

Schmitz, C.L., Stinson, C.H., & **James, C. D.** (2010). Community and Environmental Sustainability: Collaboration and Interdisciplinary Education. *Critical Social Work*, 11 (3), pp. 83-100.

## **Books**

Griffiths, M.A. & **James, C.D.** (2018) *Mastering the Art: An Entrepreneurial Guide to a Profit Driven Marketing Plan.*, Kendall Hunt Publishers, Dubuque, IA.

## **Book Chapters**

Griffiths, M., LaPan C. **James, C.**, (2024). Negative Externalities of Collaborative Consumption: The Cost of Exploitation. In *Understanding Collaborative Consumption*. Edward Elgar Publishing Ltd. Chapter 14

Schmitz, C. L.; Matyók, T.; **James, C.**; & Sloan, L. (2012). Responding to the complexity of environmental transformation: Educating social workers to work in multidisciplinary response teams. In Mel Gray's (et.al.) *Environmental Social Work*. Routledge.

Jean-Marie, G., **James, C.**, Bynum, S. (2005). Black Women Activists, Leaders, and Educators: Transforming Urban Educational Practice. In Kecia Hayes & Joe Kincheloe (Ed.) *Urban Education Encyclopedia*. Greenwood Publishing Group. Pp. 59-70.

## **Refereed Presentations**

Griffiths, M., Lefebvre, S., Cook L., **James, C.**, Scott, A. **"The Intersection of Artificial Intelligence and Brand Vulgarly in Contemporary Brand Storytelling: Society for Marketing Advances, 2024.**

**James, C.**, and Smith D. "Inspired to Rise: Examining the Outcomes of Minority Growth Programs." **Accepted and presented: Academy of African Business and Development (AABD) Annual Conference, 2024.**

Griffiths, M., Lefebvre, S., Cook L., **James, C.**, Scott, A. "Brand Vulgarly as Voice." **Accepted & presented: Society for Marketing Advances, 2023.**

**James, C.**, Smith, D., Griffiths, M. "The Swarm: The Impact of Consumer Fake Reviews on a Social Justice Branding Alliance." **Accepted & presented: American Marketing Association Conference, 2023.**

Lefebvre, S., Griffiths, M., **James, C.**, Scott, A. Cook, L "ISN'T THAT OFFENSIVE?!: Consumer Perceived Ethicality of Brand Vulgarly." **Accepted & presented: Society for Marketing Advances Conference, 2021.**

Cook, L; Griffiths, M., Lefebvre, S., Scott A., **James C.** 'Pushing the Envelope? The Intersection of Brand Vulgarly and Trademark Law." **Accepted & presented: Marketing and Public Policy Conference, 2020.**

Griffiths, M., James, C., Lefebvre, S., Cook L., Scott, A. "Brand Vulgarity in Food Retailing: Novel Strategy or Food Flub. *Accepted, not presented: Recent Advances in Retailing and Consumer Science, 2020 Baveno, Italy.* (COVID Conference cancellation)

**James, C.** & Griffiths, M. A. (2017, August). Disruptive Luxury: Entrepreneurs at the Margins. Global Research Symposium on Marketing and Entrepreneurship, San Francisco, California.

Griffiths, M. A., **James, C.**, Cook, L. A., Lefebvre, S., & Scott, A. D. (2017, August). When the Name Is Rude: Exploring the influence of brand vulgarity on brand personality. American Marketing Association Summer Educator's Conference, San Francisco, California.

Griffiths, M.A., Lefebvre, S., Cook, L. and **James, C.D.**, (2016) Pluralist Masculinity: New Sexuals in Male Marketing Atlantic Marketing Association Conference, September 14-18, Charleston, SC. (Printed in the conference proceedings).

**James, C.D.** (2015). Legitimacy, Research and Practice: The Dual Paradox for Social Entrepreneurship Scholars. *Southern Management Association Conference, St Pete Beach Fl.*

Memili, E., **James, C.D.**, Fang, H. & Buttner, H. (2015). A Global Analysis of the Impact of Family Business Failure, Allocentrism, and Minority Membership on Entrepreneurial Outcome Expectations. USASBE 2015 (**Best Empirical Paper Award Runner Up**).

**James, C.D.** (2013). Fostering Entrepreneurial Activity in Africa: Opportunities for Economic Growth. Academy of Management Africa Conference. Johannesburg, South Africa.

**James, C.D.** (2011). Breaking Through with New Meaning: Addressing Gatekeeping Theory in Publishing Research on Sustainability and Social Entrepreneurship. As a part of a symposium titled "The Scholarly Brand: Implication of Subject Matter and Methodological Choice in the Pursuit of Academic Freedom". *Southern Management Association Conference, Savannah Ga.* (**Most Innovative Session Award**)

**James, C.D.** (2009). The Effects of Terror Salience on Entrepreneurial Decision: Making in an International Context. Southern Management Association Conference, Asheville, NC.

**James, C.D.** (2008). Immigration and Entrepreneurship. Academy of Management Annual Meeting, Philadelphia, PA.

**James, C.D.** (2005). Making Workplace Diversity Really Work: Themes of Justice as Central Components of Diversity Initiatives. The Fifth International Conference on Diversity in Organizations, Communities and Nations, Beijing, China.

**James, C.D.** (2004). Sitcoms, Videos and Multimedia Moguls: The Pressure for African American Women to Replicate Extreme Images Present in Multiple Media Forms. Popular Culture Association/American Culture Association, San Antonio, Texas.

**James, C.D.** (2003). If you think you are Middle Class Raise Your Hand: African Americans and the Changing Significance of Class. Presented at the Cultural Studies Association (U.S.) Founding Conference, Pittsburgh, Pennsylvania.

**James, C.D.** (2003). Examining the Way, We Educate: The Fruit of Black Women's Discourses. Presented at American Educational Research Association Conference, Chicago, Illinois.

#### **Non-Refereed Presentations**

**James, C.D.** & Schmitz, C. (2010) Sustainability and Curriculum Development. Civic Engagement Institute: North Carolina Campus Compact. Elon, North Carolina.

#### **Working Papers:**

**James, C. D.,** Smith, D., & Griffiths, M. A. (2024). What is bad for the hive is bad for the bee: Consumer reaction to fake online reviews. Target: Business Horizon.

Griffiths, M. A., Cook, L. A., Lefebvre, S., James, C. D., & Scott, A. D. (Status: New paper, Expected completion 2024). Dimensions of Brand Vulgarity. Journal of Consumer Research, (working paper).

James, C., "Does your city need a MWBE program?: The ethical mandate to support minority enterprises" (Status: New paper developed in 2024; Target: Journal of Business Ethics.

James, C., "Is that really Sustainable entrepreneurship? A review of sustainable entrepreneurship curriculum at AACSB Schools" (Status: New paper developed in 2025; Target: Entrepreneurship Pedagogy and Education

**James, C.,** Smith D., and Griffiths, M. "Blacklash: The Power of Black Consumer Response" (Status: New paper developed in 2020; Target: Journal of Marketing and Public Policy.

Griffiths, M., Cook, L. A., **James, C.**, Lefebvre, S., & Scott, A. "Ethical Implications of Branding Vulgarly" (Target: Journal of Business Ethics).

**James, C.** & Smith D., "One Day I Will Make It: Images of African American Entrepreneurs in Popular Culture" (Status: new paper. Started interviews in 2018, expected completion December 2025; Target: Journal of Cultural Economy).

Griffiths, M. A., Cook, L. A., **James, C. D.**, Lefebvre, S., & Scott, A. D. (Developed in 2017 Expected completion 2024). Consumer Perception of Brand Vulgarly. Journal of Consumer Research, (working paper).

**James, C. D.** & Griffiths, M. A. "Buy your Burmese Baskets in Cottage Grove: An Exploration of Entrepreneurial Marketing in Refugee Communities," targeted for International Journal of Entrepreneurial Behavior & Research.

**James, C. D.** "The Role of Women in Creating a Sustainable Livelihood Through Entrepreneurship," Target: International Journal of Gender & Entrepreneurship.

### **Honors-Awards-Grants**

2024: Triad Business Journal Leaders In Diversity Award.

2020: Grant. VF Foundation Virtual Collaboratory (\$5000).

2019: Grant UNCG Provost Office – Online Course Development Grant (\$5000).

2019: Direct Selling Education Foundation Grant – Course Curriculum Grant (\$3000).

2017-2019: James, C. D. Sustainability Faculty Fellow, Principal Investigator, Office of Sustainability - UNCG. [Teaching and Learning Scholarship] [Status: Funded] [Grant/Gift Type: Competitive] [Source: Internal] Grant was awarded for the second time in 2018.

2015: United States Association of Small Business and Entrepreneurship Memili, E., James, C.D., Fang, H. & Buttner, H. (2015). A Global Analysis of the Impact of Family Business Failure, Allocentrism, and Minority Membership on Entrepreneurial Outcome Expectations. USASBE 2015 (Best Empirical Paper Award Runner Up).

2014: Dean’s Research Scholars Program Award Recipient. Project: “Into the City: Entrepreneurial Solutions to Food Deserts.” (\$3000)

2013: BASPro Grant. Business Administration Departmental Seminar, UNC Greensboro. The grant-funded trip the Academy of Management Africa Conference – Research presentation. (\$2500)

2011: Southern Management Association. Received a Southern Management Association Award for Most Innovative Session Award 2011

James, C.D. (2011). Breaking Through with New Meaning: Addressing Gatekeeping Theory in Publishing Research on Sustainability and Social Entrepreneurship. As a part of a symposium titled “The Scholarly Brand: Implication of Subject Matter and Methodological Choice in the Pursuit of Academic Freedom”. Southern Management Association Conference, Savannah Ga. (Most Innovative Session Award)

### **Engaged Scholarship**

2018- 2019: UNCG Sustainability Fellow Sustainable Innovation Lab. Based on the principles of design thinking and sustainable entrepreneurship. Facilitates research and scholarship between university students and community partners to create a sustainable approach to entrepreneurial ventures. Assist vendors in preparing applications for microloans offered by Community Ventures Inc.

2015-2019: Grove Street Peoples Market. Worked with the residents of the Glenwood Community to coordinate and provide training for vendors in a neighborhood community market.

### **Service to The University**

2021-2024 UNCG Bryan School Curriculum Committee

2021-2024 UNCG Juneteenth Celebration Coordinator

2019-2024 UNCG Faculty Senate Government Committee

2021-2024 Bryan Undergraduate Programs Committee

2019-2024 UNCG Faculty Senate Parliamentarian

2020-2024 UNCG Faculty Senate Equity, Diversity, and Inclusion Committee, Chair 2023-2024

2019-2024 Bryan School of Business and Economics Faculty Assembly Parliamentarian

2019-2021 Faculty Mentor for UNCG McNair Scholars Program

2017-2019 UNCG Sustainability Council – UNCG Sustainability Fellow

2010-2020 Admissions Office Phone a Thon

2016-2022 Bryan Faculty Executive Committee: Participated as a representative for Bryan School lecturers. Served as Parliamentarian

2011-2023 Academic Integrity and Student Conduct Panel - Office of Student Life

2016-2017 Volunteers -- Late Night Breakfast: Faculty serve breakfast to students studying for exams.

**Service to The Community**

2024 – Present National Association of Parliamentarians, Piedmont/Triad Parliamentary Unit, Vice President

2022 - Present Board Member, Triad Regional American Red Cross

2022 - Present Board Member, Greensboro Opera. Vice President of Social Justice Committee

2019– Present National Association of Parliamentarians, Green Gavel Unit, Education Committee and Technology Committee

2020-2021 Greensboro Bound Literary Organization

2018-2019 President – Alpha Kappa Alpha Sorority Incorporated, Beta Iota Omega Chapter (Greensboro, NC). Provided leadership for 223 members to implement service and scholarship programs in the local area. The position required budgetary oversight, executive committee management, leadership in marketing, and community partnership relationships. Served as representative of the organization during public events.

2016-2017 Vice President Alpha Kappa Alpha Sorority Inc., Beta Iota Omega Chapter (Greensboro NC). Served for two years as the community program committee chair, where we implemented programs to support the international program goals of Alpha Kappa Alpha Sorority Inc in the Greensboro area. Programs covered areas of Sustainability, Economic Development, Voter Engagement, Global Service and local Education.



- 2013-2015 Taskforce member – Guilford Food Council
- 2013- 2014 Principal writer – Interactive Resource Center Temporary Staffing Agency Business Plan
- 2011- 2015 Member of the Empowerment Fund Board- Interactive Resource Center, Greensboro NC. The program focuses on providing training and support for entrepreneurs at the IRC. Participated as a board member in the micro-loan process for entrepreneurial candidates.
- 2012 Speaker for the Junior League of Greensboro 2012 Women's Leaders' Summit.
- 2010 - 2012 Triad Women's Entrepreneurial Initiative (TWEI) founder and program director. Created a program to support women entrepreneurs in the development of entrepreneurial ventures. The program curriculum includes entrepreneurial research, venture development and planning, and entrepreneurial support.

### **PROFESSIONAL EXPERIENCE**

- 2021 – Present Instructor for the Scale to Excel program at the Greensboro Chamber of Commerce, providing training and support for minority-owned businesses at the growth stage.
- 2015 – Present Executive Director, Community Ventures Inc. Greensboro NC Nonprofit organizations provide technical assistance and training to community entrepreneurs interested in creating social value.
- 2000 – Present Lecturer in Entrepreneurship UNC Greensboro  
Dean's Fellow for School Climate (Bryan School)  
(Met requirements as Academically Qualified according to AACSB)  
Courses Taught:  
**BUS/ENT 240** Introduction to the Entrepreneurial Experience  
**ENT 201** Creativity, Innovation and Vision  
**BUS/ENT 300** Feasibility Study  
**BUS/ENT 340** Social Entrepreneurship  
**MGT 312** Management in Organizations  
**ENT 540** Sustainable Entrepreneurship  
**MGT 312** Management in Organizations

PSC 511 R– Diversity  
PSC 511 S – Social Entrepreneurship  
Course Development:  
BUS/ENT 240 Introduction to the Entrepreneurial Experience  
(online and traditional)  
ENT 201 Creativity, Innovation and Vision (online and traditional)  
BUS/ENT 300 Feasibility Study  
BUS/ENT 340 Social Entrepreneurship (online and traditional)  
BUS/ENT 330 Feasibility Study (online and traditional)  
ENT 540 Sustainable Entrepreneurship

1996 – 2000      Assistant Director/ Lecturer Bryan Student Services,  
UNC Greensboro

1993 - 1996      Assistant Director of Retention Services, Western Carolina  
University, Cullowhee NC

1992 – 1993      Assistant Store Manager Hi-Lite Clothing Store, Griffin 88,  
Asheville NC