

MARIAM (MAIA) BERUCHASHVILI

Curriculum Vitae

College of Business and Economics
California State University Northridge
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E-mail: mariam.beruchashvili@csun.edu

ACADEMIC POSITIONS *Assistant Professor* California State University, Northridge
August 2007-present

Graduate Assistant University of Nebraska-Lincoln
2002-2007

EDUCATION PhD Marketing, University of Nebraska-Lincoln, 2007

 MBA Clemson University, 2002

 BA Journalism, Tbilisi State University, 1993

 BA English/German, Tbilisi State Foreign Language Institute, 1992

HONORS AND AWARDS CSUN Probationary Faculty Research Support Award, 2012

 CSUN Probationary Faculty Research Support Award, 2011

 COBAE Research Grants, 2010

 CSUN Competition for Research, Scholarship and Creative Activity Award,
2010

 CSUN Competition for Research, Scholarship and Creative Activity Award,
2009

 CSUN Probationary Faculty Research Support Award, 2008

 Student Leader Adviser, CSUN American Marketing Association Certificate of
Recognition, 2007-2008

 Adviser, CSUN Alpha Kappa Psi Business Fraternity Certificate of
Appreciation, 2007-2008

TEACHING MKT 348 Consumer Behavior, MKT 644 Consumer Behavior, BUS 302
Gateway, BUS 296H Business Honors, MKT 498C Internship

RESEARCH

- Journal Publications** Moisio, Risto and Mariam Beruchashvili (2010), “Questing for Well-Being at Weight Watchers: The Role of the Spiritual–Therapeutic Model in a Support Group,” *Journal of Consumer Research*, 36 (February), 857-875.
- Under Review** Mariam Beruchashvili, Risto Moisio, and James Gentry, “Do Lay Theories Influence Dieters’ Goals?” *European Journal of Marketing*
- Book Chapters** Beruchashvili, Mariam and Risto Moisio (2012), “Overweight and Emotional Identity Projects,” in *Identity and Consumption*, ed. Russell W. Belk and Ayalla A. Ruvio, London, UK: Routledge.
- Refereed Proceedings** Gentry, James W., Suraj Commuri, and Mariam Beruchashvili (2009), “An Alternative Decision-Making Paradigm: The Maintenance of Mental Health,” in *Asia-Pacific Advances in Consumer Research*, Vol. 8, ed. Sridhar Samu, Rajiv Vaidyanathan, and Dipankar Chakravarti, Duluth, MN: Association for Consumer Research, 213-218.
- Beruchashvili, Mariam and James W. Gentry (2007), “‘Let Them Eat Cake–If They Want to:’ Consumer Experience of Self-Control in Dieting,” in *Asia-Pacific Advances in Consumer Research*, Vol. 7, ed. Gary Gregory, Teresa Davis, and Margaret Craig-Lees, Sydney, Australia: Association for Consumer Research, 116-124.
- Kennedy, Patricia F. and Mariam Beruchashvili (2007), “The Role of Body Image and Self-Esteem in Adolescent Consumers’ Use of Marketing Communication Messages as Input for Food Choices,” in *Asia-Pacific Advances in Consumer Research*, Vol. 7, ed. Gary Gregory, Teresa Davis, and Margaret Craig-Lees, Sydney, Australia: Association for Consumer Research, 33.
- Beruchashvili, Mariam, James W. Gentry, and Linda L. Price (2005), “Moral Balance in Consumer Choice,” in *European Advances in Consumer Research*, Vol. 7, ed. Karin Ekström and Helene Brembeck, Valdosta, GA: Association for Consumer Research, 303-307.
- Moisio, Risto and Mariam Beruchashvili (2008), “Is It Just the Thought That Counts? Experimental Investigation into the Gift Giving Effort Effect,” in *Advances in Consumer Research*, Vol. 36, ed. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 954-955.
- Moisio, Risto and Mariam Beruchashvili (2007), “‘We Just Gripe’n Gripe...That’s All We Do!:’ Performing Gripping Ritual in the Weight Watchers Brand Community,” in *Advances in Consumer Research*, Vol. 34, ed. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research, 489-490.

Beruchashvili, Mariam and Eric J. Arnould (2005), "Negotiating Competing Dogma: Religion and Mundane Consumption," in *Advances in Consumer Research*, Vol. 32, ed. Geeta Menon and Akshay Rao, Valdosta, GA: Association for Consumer Research, 79-80.

Work-in-Progress

Moisio, Risto and Mariam Beruchashvili, "Beware of Gifts Vested with Giver Effort?"

Beruchashvili Mariam and Risto Moisio, "'We Just Gripe'n Gripe...That's All We Do!' Ritual Analysis of Community-Building Processes"

Beruchashvili, Mariam and Risto Moisio, "'A Thing of Beauty': The Role of Beauty Ideologies in Protective Consumer Self-Presentation"

Moisio, Risto and Mariam Beruchashvili, "A Fighter's Spirit: Construction of Masculinity in the Gendered Consumption of Mixed Martial Arts"

Moisio, Risto and Mariam Beruchashvili, "Regifting"

Beruchashvili, Mariam and Risto Moisio, "'Love Does Cost A Thing': Examination of the Effect of Romantic Gifts on Relational Well-Being"

Presentations

Beruchashvili, Mariam, Risto Moisio, and James W. Gentry, "Cultivating Hope," *Association for Consumer Research*, October 2009, Pittsburg, PA.

Beruchashvili, Mariam, Clifford J. Shulz, II, Matthew Pearce, and James W. Gentry, "Georgia, Russia, South Ossetia: Preliminary Assessment of Post-War Market and Marketing Dynamics, with Implication for Future Research," *Macromarketing Conference*, June 2009, Kristiansand, Norway.

Beruchashvili, Mariam, James W. Gentry, and Risto Moisio, "The Binding Force of Hope: Constructing Hope, Constructing Community," *Consumer Culture Theory*, June 2008, Boston, MA.

Beruchashvili, Mariam, James W. Gentry, and Risto Moisio, "Merchants of Hope: Enhancing Hope through Brand Community," *Association for Consumer Research*, October 2007, Memphis, TN.

Moisio, Risto, Eric J. Arnould, James W. Gentry, and Mariam Beruchashvili, "Men in No-Men's Land: Proving Manhood Through Compensatory Consumption," *Association for Consumer Research*, October 2007, Memphis, TN.

Moisio, Risto and Mariam Beruchashvili, "Therapeutic Brand Community: Performing the Collective Vulnerable Self at Weight Watchers," *Consumer Culture Theory*, August 2006, Notre Dame, IN.

Beruchashvili, Mariam and Risto Moisio, "Weight Watchers as a Community of Griping," *Global Retailing Conference*, March 2006, Tucson, AZ.

Beruchashvili, Mariam (2005), "You Guys Are Really Great Support: Linking Social Support and Consumer Self-Control," *National Communication Association*, Boston, MA.

Gentry, James W. and Mariam Beruchashvili (2003), "The Effect of Group Assignments on Individuals' Grades," *Association for Business Simulation and Experiential Learning*, Baltimore, MD.

PROFESSIONAL SERVICE

University

Faculty Retreat Committee, 2012-present
(Program Subcommittee)

University Research and Grants Committee, 2011-present

Faculty adviser, GE Honors Program, 2008-Present

College

MBA Consulting Project Chair

MBA Thesis Chair

Business Honors Committee, 2008-Present

Internship Mentor, 2008-Present

Department

Equity & Diversity Coordinator, 2009-present

Search & Screen Committee, 2009-2010

AMA Collegiate Chapter Competition Judge, 2010

Faculty Development Committee, 2008-2009

AMA Faculty Adviser, 2007-2010

Reviewer

Journals

Journal of Public Policy & Marketing

European Journal of Marketing

Journal of Consumer Behavior

Journal of Small Business Management

Academy of the Marketing Science Review

Conferences

Society for Consumer Psychology

Marketing Educators' Association

Consumer Culture Theory

North American Advances in Consumer Research

European Advances in Consumer Research

Asia-Pacific Advances in Consumer Research

Latin American Advances in Consumer Research

Society for Consumer Psychology

Session Chair

“Experiential Learning through Classroom Exercises,” *Marketing Educators' Association*, April 2009, Newport Beach, CA.

“Obesity and Adolescent Consumer Behavior: Why Are Young People Getting Fat?,” *Asia-Pacific ACR*, June 2006, Sydney, Australia.

Affiliations

Association for Consumer Research