

# Marcia F. Kwaramba (Ph.D.)

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## Education

Monash University, Melbourne Australia  
Doctor of Philosophy- Marketing

June 2013- October 2017

National Sun Yat Sen University, Kaohsiung Taiwan  
Global Masters of Business Administration

September 2010- June 2012

Africa University, Mutare Zimbabwe  
Bachelor of Science in Agriculture and Natural Resources

August 2003- June 2006

## Research Areas of Interest

- Marketing Ethics and Social Responsibility
- Agricultural and rural development
- Sustainable business and consumption in developing economies
- Transformative entrepreneurship and wellbeing
- Methodological innovations in subsistence marketplace research

## Manuscripts In Progress

**Kwaramba, M.,** Sridharan, S., Mavondo, F.T.

*“Entrepreneurial Wellbeing of Smallholder Farmer-Entrepreneurs (SFEs): The Role of Market Participation”*

**Kwaramba, M.,** Sridharan, S. Mavondo, F.T.

*“Exploring the Value of Market Participation and Market Mobility in Macromarketing Research”*

**Kwaramba, M.,** Sridharan, S. Mavondo

*“Hunger Games, and Counterintuitive Findings: Is Social Capital Useful for Smallholder Farmer-Entrepreneurs (SFEs)?”*

## Conference Presentations (Past)

**Annual Macromarketing Conference, Cleveland, Ohio (2019)**

*“Hunger Games, and Counterintuitive Findings: Is Social Capital Useful for Smallholder Farmer-Entrepreneurs (SFEs)?”*

Presenter: **Kwaramba, M.**

Collaborators: Sridharan, S. Mavondo, F.T.

**Association of Private Enterprise Education (APEE) Conference, Nassau, Bahamas (2019)**

*“Hunger Games, and Counterintuitive Findings: Is Social Capital Useful for Smallholder Farmer-Entrepreneurs (SFEs)?”*

Presenter: **Kwaramba, M.**

Collaborators: Sridharan, S. Mavondo, F.T.

**Centre for Development Economics and Sustainability Conference, Prato, Italy, (2016)**

*“Market Participation of Smallholder Farmers in a Developing Economy”*

Presenter: **Kwaramba, M.**

Collaborators: Sridharan, S. Mavondo, F.T.

**Australian and New Zealand Marketing Academy (ANZMAC), Sydney, Australia (2015)**

*“Market Participation and Market Mobility of Smallholder Farmers in a Developing Economy”*

Presenter: **Kwaramba, M.**

Collaborators: Sridharan, S. Mavondo, F.T.

**Doctoral Colloquium Presentations (Past)**

**Melbourne-Monash University Doctoral Colloquium, Melbourne (2015)**

*“Market Participation and Market Mobility of Smallholder Farmers”*

Presenter: Kwaramba, M.

**Australia New Zealand Marketing Academic Doctoral Colloquium, Brisbane (2014)**

*“Market Participation and Market Mobility of Smallholder Farmers”*

Presenter: Kwaramba, M.

**Melbourne-Monash University Doctoral Colloquium, Melbourne (2014)**

*“Market Participation and Market Mobility of Smallholder Farmers”*

Presenter: Kwaramba, M.

## **Professional Experience**

**University of Colorado Boulder**

**Scholar in Residence**

Business Ethics and Social Impact Division & Fellow, de Soto Capital Markets Program  
August 2018 - Present

**Swinburne University of Technology**

**Postdoctoral Fellow- Australia Leadership Index Project**

Jan 2018- July 2018

## **Teaching Experience**

**University of Colorado Boulder**

**Full Instructor**

BCOR105 World of Business (Fall 2018 – Present)

BCOR1015 Excel Bridge Program (Summer 2019)

**Department of Marketing, Monash Business School, Monash University**

**Teaching Assistant** (with grading responsibility)

Buyer Behaviour (July 2014 – October 2015)

Marketing Research Methods (February 2017-Oct 2017)

Marketing Strategy & Planning (February 2017- Oct 2017)

**Department of Management & Marketing, Swinburne University of Technology**

**Teaching Assistant** (with grading responsibility)

Market Research (July 2015- date)

**Department of Management & Marketing, Swinburne University of Technology**

**Guest Lecturer**

Market Research (October 2015)

**Miscellaneous**

Guest lecturer in CESR 4005: Business Solutions for the Developing World at CU Boulder Leeds School of Business, September 2018.

**Service****University of Colorado Boulder, Leeds School of Business**

Leeds CoLab Faculty Mentor (2018- present)

**University of Colorado Boulder, Leeds Office of Diversity Affairs**

Diverse Scholars Research Initiative Faculty Mentor (2019)

**University of Colorado Boulder, Leeds Office of Diversity Affairs**

Diverse Scholars Program Faculty Mentor (2019)

**Languages**

**English** (proficient)

**Shona** (mother tongue)

**Mandarin Chinese** (elementary level)

Software Skills

**SPSS Statistics, SPSS AMOS, STATA, Excel**

**Professional Memberships**

Australian and New Zealand Marketing Academy (ANZMAC)

The Macromarketing Society