

## Kendall Park

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Nashville, TN 37216

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## EDUCATION

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Ph.D. **Princeton University**, Sociology 2018  
Dissertation: "B The change: Social companies, B Corps, and benefit corporations"  
Committee: Paul DiMaggio (chair), Viviana Zelizer, Margaret Frye, and Brandon Stewart

M.A. **Princeton University**, Sociology 2015  
Qualifying Exams in Cultural Sociology, Economic Sociology and Communities & Social Movements  
Passed all qualifying exams with distinction

B.A., **Vanderbilt University**, Sociology & Psychology, Minor in Neuroscience 2011  
GPA: 3.93, Summa Cum Laude, Outstanding Sociology Major Award  
Honors Thesis: "Gendered Representations of Mental Illness in Popular Movies"  
Advisors: Steven Tepper and Laura Carpenter

## PROFESSIONAL APPOINTMENTS

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Owen Graduate School of Management, **Vanderbilt University** 2018-2020  
Pathways Postdoctoral Fellow  
Supervisors: Bruce Barry and Bart Victors

## PUBLICATIONS

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### Peer-reviewed Articles

Park, Kendall. 2018. "Understanding Ethical Consumers: Willingness-to-Pay by Moral Cause." *Journal of Consumer Marketing* 35(2): 157-168.

Park, Kendall. 2017. "Ethnic Foodscapes: Foreign Cuisines in the United States" *Food, Culture & Society* 20(3): 365-393.

### Manuscripts in Progress and Under Review

Park, Kendall. "Mission expansion: How impact measurement shapes corporate behavior." R&R at *Organization Science*

Park, Kendall. "Certification and Co-optation in Market-Based Social Movements."

## GRANTS AND FELLOWSHIPS

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2017 Dean's Completion Fellowship  
Princeton University

## PRESENTATIONS

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- 2018 “B the Change: Social companies and B Corp certification”  
Vanderbilt University, invited talk
- 2017 “Certification, Commensuration, and Mission Expansion”  
American Sociological Association Annual Conference - Montreal, Canada  
“Legitimacy and Unintended Consequences”  
Southern Sociological Society Conference – Greenville, SC  
Presider – Session on Economic Sociology  
Southern Sociological Society Conference – Greenville, SC
- 2016 “Social Enterprise and Hybrid Organizations”  
Mid-South Sociological Association Conference – Charleston, SC
- 2016 “Pricing Ethical Consumption”  
Aage Sørensen Memorial Conference - University of Stockholm, April
- 2013 “Gender and the Family Business”  
Women, Work, and Food Graduate Symposium

## TEACHING EXPERIENCE

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- 2014 Urban Sociology, 2 sections ~30 students  
Princeton University  
Teaching fellow  
Responsible for grading, preparing, and teaching material for two lectures a week
- 2013 God of Many Faces: Immigration and Religion, 4 sections ~ 60 students  
Princeton University  
Teaching fellow  
Responsible for grading, preparing, and teaching material for four lectures a week

## OTHER RESEARCH EXPERIENCE

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- 2011-2012 Research Assistant, SNAAP, **Vanderbilt University**  
(principal investigator: Steven Tepper)
- 2011 Research Assistant, Sociology Department, **Vanderbilt University**  
(principal investigator: Laura Carpenter)
- 2009 Research Assistant, Emotions and Anxiety Research Lab, **Vanderbilt University**

## ACTIVITIES, SERVICE, AND AFFILIATIONS

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- 2017 Writer – Social Enterprise Alliance
- 2016-2017 Student Editor, *Accounts* – Newsletter for the Economic Sociology section of the  
American Sociology Association
- 2015-2017 Literacy Tutor, Nashville YMCA
- 2014 Community Based Learning Initiative, Princeton University  
Coordinator – Robeson House
- 2013-2014 Community Based Learning Initiative, Princeton University  
Coordinator - Latin American Legal Defence & Education Fund

2012-2013 Student Representative, Graduate Student Government, Princeton University