

# Karla Corres Luna

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## Education

**Universidad Nacional Autónoma de México (UNAM)** August 2024 – Present  
Visiting Garcia-Robles Fulbright Student Researcher  
Housing Lab at the College of Architecture

**University of Massachusetts – Boston, Boston, MA** September 2021 - Present  
Ph.D. Organizations and Social Change  
Comprehensive Exams Completed: May 2023; Chair Benyamin Lichtenstein, PhD

**California State University Monterey Bay (CSUMB), Seaside, CA** May 2017  
Bachelor of Science in Business Administration - Minor in Global Studies  
Emphasis in Management and International Business | Cum Laude Distinction (GPA. 3.6)

**Nelson Mandela Metropolitan University, Port Elizabeth, South Africa** June 2016  
Exchange student: Business and Global Studies courses taken; [WordPress Blog](#)

**The Panetta Institute for Public Policy, Seaside, CA** August 2015  
Competitive selective California-wide internship program instructed by former Secretary of Defense Leon Panetta on foreign policy, economics etc. Placed at a U.S. House of Representatives office for 4 months.

## Publications and Book Chapters

Di Gregorio, D., Ryman, J., and **Corres Luna, K.** (forthcoming January 2025). Entrepreneurial Learning Insights from the Context of Social Entrepreneurship. In Politis, D., Aaboen, L. & Gabrielsson, J. (Eds.) Handbook of Research on Entrepreneurial Learning. Edward Elgar Publishing.

**Corres Luna, K.**, Choong, G., Hernández-Gonzalez, E., & Lin, M. J. (2022). “Get acquainted: learnings from collecting data for a cross-cultural research project in a foreign country.” In *SAGE Research Methods Cases*. <https://dx.doi.org/10.4135/9781529601152>

**Corres Luna, K.**, Schoutens, Y., & Lin, M. H. J. (2020). The Pokémon GO Craze. In SAGE Business Cases. SAGE Publications: SAGE Business Cases Originals.

## Working Papers

**Corres Luna, K.**, Catoe, J. Conducting research in Mexico.

**Corres Luna, K.**, Iddrisu, M., Johnson, M. Decision Modeling for Home-Matching Among Disadvantaged Residents.

Grady, A., **Corres Luna, K.** Social and Environmental Value Creation and Capture.

Di Gregorio, D., **Corres Luna, K.**, and Ryman, J. Business models for impact.

Di Gregorio, D., Ryman, J., **Corres Luna, K.** and Cordova, T. Skill and will to make an impact: Social positionality, hardship and youth empowerment for community service and entrepreneurship.

## Conference Presentations

**Corres Luna, K.**, Iddrisu, M., (Upcoming October 20, 2024). “Decision Modeling for Home-Matching Among Disadvantaged Residents.” INFORMS Annual Meeting. Presenting in-person in Seattle, Washington.

**Corres Luna, K.** (June 22, 2024) “Community Empowerment as a Driver of Social Value Creation: Insights from one Social Enterprise.” Beyond High Growth Entrepreneurship Workshop. Presented in-person in at INCAE Business School at La Garita, Costa Rica.

Bernieh, Y., Catoe, J., Cook, A., **Corres Luna, K.**, Liu, H., Lovegood, R., Meyers, A., Passino, A., Pons, S., Reed, B., Richecoeur, A., Redler, E., Siminnot – Lanciaux, A., Suh, H., & Wilde., N. (June 14, 2024). “Making Experiential Learning Accessible” Management and Organizational Behavior Teaching Society Annual Conference in Salem, MA.

Iddrisu, M., **Corres Luna, K.** (October 17, 2023). “Decision Modeling to Support Home Sharing.” INFORMS Annual Meeting. Presented in-person in Phoenix, Arizona.

Di Gregorio, D., **Corres Luna, K.**, & Ryman, J. (April 21, 2023). “Business Models for Social Impact.” Journal of Management Studies. Presented in-person in York, UK.

**Corres Luna, K.**, Colón-Carmona, A., Torres Ardila, F. (February 23, 2023). “Youth Wellness Corps: Community-Based Health Careers Training Promoting Health Equity.” New Plan, New Opportunity for Action. Presented at the University of Massachusetts – Boston 6<sup>th</sup> Annual Fireside Chat in Boston, MA.

Di Gregorio, D., **Corres Luna, K.**, & Ryman, J. (November 2022) “Skill and Will to Make an Impact: Social Positionality, Hardship and Youth Empowerment for Community Service and Entrepreneurship.” Competitive paper presented at RENT Conference, European Council for Small Business and Entrepreneurship.TT

Ryman, J., **Corres, K.**, & Di Gregorio, D. (August 9, 2022). “The Impact of Social Disadvantage on Entrepreneurial Intent and Public Service Motivation in Youth.” In Academy of Management Proceedings (Vol. 2022, No. 1, p. 18081). Presented at the 2022 Annual Meeting of the Academy of Management virtually.

**Corres Luna, K.**, Lin., M.J., & Vijayalakshmi, A. (May 27, 2022). “Creating Synergies: The Role of Mother’s Autonomy and Use of Media on Children’s Education: A Multi-Method Study Conducted in India.” Presented at the 2022 Academy of Marketing Science Conference in Monterey, CA.

Choongh, G., Hernández-Gonzalez, E., **Luna, K. C.**, & Lin, M. H. J. (June 2022). Be Good or Do Good? A Construal Level Theory Perspective on Corporate Ambivalent Behaviors: An Abstract. In Celebrating the Past and Future of Marketing and Discovery with Social Impact: 2021 AMS Virtual Annual Conference and World Marketing Congress (pp. 223-224). Cham: Springer International Publishing.

## Doctoral Consortiums

**Corres Luna, K.** (August 8-9, 2024). Social Issues in Management (SIM) Division at the Academy of Management (AOM) Conference in Chicago, IL. Its goal is to connect, inspire, and inform doctoral students about elements leading to success in their scholarship, teaching, service, and lives as academics in SIM.

**Corres Luna, K.** (June 10 -11, 2024). Management and Organizational Behavior Teaching Society (MOBTS) Conference in Salem, MA. Focused on teaching philosophies, negotiating an academic job, effective teaching and learning topics for first post-doctoral position.

### **Professional Development Workshop**

Lavine, M., Erskine, S., Cook, A., Lovegood, R., **Corres Luna, K.**, Passimo, A. (June 13, 2024). “Critical Not Coercive: Teaching Critical Perspectives While Prioritizing Student’s Professional Learning Objectives.” Hosted at the Management & Organizational Behavior Teaching Society in Salem, MA.

### **Conference Symposiums**

Bendaanane, M., **Corres Luna, K.** (April 18, 2024). “Reimagining the Role of Social Entrepreneurship Scholars: Conducting Research in the Global South.” Panel Symposium at the Annual Social Entrepreneurship Conference in Lausanne, Switzerland.

Grady, A., **Corres Luna, K.**, (August 8, 2023). “Social and Environmental Value Creation and Capture: Social Impact for People and the Planet.” Symposium at the Academy of Management Conference in Boston, MA.

Boraey, E., **Corres Luna, K.** (August 8, 2023). “Undocumented, Immigrants, Asylums & Entrepreneurship: How Different or Similar are These Groups?” Symposium at the Academy of Management Conference in Boston, MA.

### **Grants**

The Garcia-Robles Fellowship - Fulbright Scholarship, AY 2024-2025, for Dissertation research purposes in Mexico; Host university Universidad Nacional Autonoma de Mexico (UNAM).

Professional Development Grant, Graduate Student Assembly at University of Massachusetts – Boston (UMass-Boston), \$400, May 2024, for 2023-2024 Academic Conference Expenses.

Doctoral Dissertation Research Grant, UMass-Boston, \$2,000, March 2024, funds use to support for dissertation research activities.

The Robert Hildreth Latin American, Mauricio Gastón Institute for Latino Community Development and Public Policy, \$3,000, July 2023, for travel and research expenses in Latin American or Caribbean countries.

Transdisciplinary Dissertation Proposal Development, UMass-Boston - Office of Graduate Research Opportunities, \$3,000, May 2023, for Dissertation Proposal Development Training.

Professional Development Grant, Graduate Student Assembly at University of Massachusetts – Boston (UMass-Boston), \$400, April 2023, for 2022-2023 Academic Conference Expenses.

### **Research Experience**

#### **Research Assistant**

December 2021 – Present

The Mauricio Gaston institute for Latino Community Development and Public Policy in Latinx issues, Boston, MA

- Develop interview guide and conduct interviews regarding community leadership in English and Spanish.
- Online seminar event preparation and execution.
- Archival research.
- Coordinate operations for the Latinx Knowledge Hub Collaborative.
- Manage and coordinate the Youth Wellness Corps work development program.

**Data Collector**

May 2024 – August 2024

Center for Social Policy, Boston, MA

- Delivered survey for housing program evaluation to Spanish speakers.
- Translated from Spanish to English data collected via surveys.

**Research Assistant**

January 2020 – October 2022

California State University, Monterey Bay, Seaside, CA

- Explore construal level theory (CLT) to study the relationship of ambivalent behavior and an organization's image.
- Assist with literature reviews in social entrepreneurship that explores the effect social capital has on self-efficacy, public service motivation, and entrepreneurial intentions.
- Working under Dr. Meng-Hsien Lin (Assistant Professor of Marketing), Dr. Dante DiGregorio (Professor of Strategy, Entrepreneurship, and International business), and Dr. Joel Ryman (Assistant Professor of Management).

**Housing Policy Research Fellow**

December 2020 – April 2021

New Story, San Francisco, CA

- Explored and analyzed the transferability potential of the Mexican regulatory framework for housing construction.
- Researched and analyzed case studies of programs and policies aimed at increasing housing for the low-income population.
- Met with social entrepreneurs, non-profit executives and researchers involved in the housing industry in Mexico.

**Professional Experience****Outreach Consultant**

February 2021 – October 2021

Front Porch, Monterey, CA

- Monitored housing boards including Facebook Marketplace, Zillow, Roomies.
- Conducted marketing research to identify senior affordable housing trends and opportunities.
- Prepared detailed proposals and marketing plans for five programs.

**Property Coordinator**

October 2018 – February 2021

American Assets Trust, Monterey, CA

- Assisted management team in handling day-to-day operations of two commercial properties.
- Led event preparation and execution of twelve annual events ranging from 100 – 4,000 attendees.
- Increased foot traffic by creating themed backdrops for #InstaMoments.

**Political Campaign Manager**

December 2019 – November 2020

City Council Candidate, Seaside, CA

- Conducted extensive research for electoral, political coalitions, policies, and fundraising purposes.
- Developed and executed campaign plan effectively, on schedule, and on a \$16,000 budget.
- Monitored progress and strategies of fundraising events, social media outlets, and all printed materials.
- Outcome: Candidate Elected 2020.

**Congressional Intern**

August 2015 – November 2015

U.S. House of Representatives, Washington, D.C.

- Collected, processed, and analyzed data regarding international commerce and immigration issues and made recommendations to influence policy making at the office of Congressman Juan Vargas.

- Assisted in developing and editing form letters in response to constituent mail.
- Engaged and responded to constituents via phone, email, and in-person.

### Skills

- Spanish: Fluent in reading, writing, and speaking.
- NVivo
- SAS Visual Analytics; Tableau 10.2.
- Microsoft Office Suite - Proficiency in Excel
- Survey Monkey; Qualtrics.
- WordPress; Canva

### Certifications

Social and Behavioral Research Investigators and Key Personnel Certificate Collaborative Institutional Training Initiative (CITI) Program Credential ID: 63600225	July 2024 – July 2027
Certificate in Integrated Marketing 360 Cornell University, Ithaca, NY	April 2021
Certificate in SAS Visual Analytics Serial Number 218210012	May 2018