

# AMA > | SIG

## Doctoral Student



### Student Spotlight

AMA DocSIG's Student Spotlight Series recognizes outstanding marketing doctoral students and highlights some of their recent accomplishments. The next student chosen to be in the spotlight is **Karen Wallach!**

A graphic for Karen Wallach's spotlight. It features the AMA &gt; | SIG Doctoral Student logo in the top left. A circular portrait of Karen Wallach, a woman with long blonde hair wearing a grey blazer, is positioned on the right. The background is a dark blue and white geometric design with a cityscape image on the right side. Text on the left reads: "STUDENT SPOTLIGHT: KAREN WALLACH", "4th Year Doctoral Candidate", "Emory University", and "Branding and CSR".

Karen is a 4th year doctoral candidate at Emory University (expected graduation - 2021). Her research focuses on the intersection of branding and corporate social responsibility. Specifically, Karen's research seeks to understand consumer perceptions of sustainability initiatives, the role of product centrality in creating sustainable brands, and the importance of corporate social responsibility on society at large.

Karen has presented her research at the Association of Consumer Research, the Society of Consumer Psychologists, the Atlantic Marketing Association, and was selected to present at the Academy of Marketing Science Conference. Karen has been recognized as a Marketing Strategy Consortium Scholar, an AMA-Sheth Doctoral Consortium Fellow, and a Goizueta Doctoral Fellow. She has received various grants including the Sheth Fellowship and the Laney Research Grant.

Prior to joining the PhD program, Karen's practitioner work included roles at Diageo, Kimberly-Clark, Carnival Cruise Lines, and M&M Mars Inc.

Keep up the great work, Karen!