

Akon Ekpo, Ph.D.

Assistant Professor

[Kalamazoo, Michigan Area](#)
[Marketing and Advertising](#)

Current

1. Assistant Professor of Marketing at [Western Michigan University](#)

Previous

1. [University of Illinois at Chicago](#)
2. , [Allstate Insurance Company](#)
3. , [Bank One \(currently JP Morgan Chase\)](#)

Education

1. Doctor of Philosophy (Ph.D.), Business Administration (Marketing) at University of Illinois at Chicago

[259](#) connections

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[Contact Info](#)

Summary

Research Summary:

I study the social role of technology consumption in the lives of consumers, particularly, how technology enables marginalized consumers to transcend social inequities. My research is an intersection between consumers, technology and marketplace diversity and inclusion; and addresses the significant need for continued expression and voice of marginalized consumers in marketing discourse. Topic areas include:

- Technology Consumption
- Social Media/Digital Marketing
- Marketplace Diversity & Inclusion
- Consumer Acculturation
- Consumer Culture Theory

Teaching Interests:

- Social Media Marketing
- Consumer Insights
- Digital Marketing

- Market Research
- Marketing Management
- New Product Development/Open Innovation

Specialties

Consumer Behavior, Marketing Management, Social Media Marketing, Internet Marketing

Experience

[Assistant Professor of Marketing](#)

[Western Michigan University](#)

Educational Institution; 1001-5000 employees; Higher Education industry

2012 – Present (less than a year)

[Recommend Akon's work at Western Michigan University](#)

[PhD Candidate & Instructor](#)

[University of Illinois at Chicago](#) [Report this position](#)

Educational Institution; 10,001+ employees; Higher Education industry

2006 – May 2012 (6 years)

[Akon has 1 recommendation](#) (1 report) including:

- 2nd [John Paul Mallari](#), *Student, University of Illinois at Chicago*

[Recommend Akon's work at University of Illinois at Chicago](#)

[Project Manager](#)

[Allstate Insurance Company](#)

Public Company; 10,001+ employees; ALL; Insurance industry

2002 – 2006 (4 years)

[Akon has 1 recommendation](#) (1 co-worker) including:

- 1st [Christina Outlay, PhD, PMP](#), *PROGRAM MANAGER / SERVICE MANAGEMENT PROGRAM MANAGEMENT OFFICE, Allstate Insurance*

[Recommend Akon's work at Allstate Insurance Company](#)

[Quality Assurance Analyst](#)

[Bank One \(currently JP Morgan Chase\)](#)

2001 – 2002 (1 year)

[Akon has 1 recommendation](#) (1 co-worker) including:

- 2nd [David Griggs, MBA](#), *Vice President, JP Morgan Chase*

[Recommend Akon's work at Bank One \(currently JP Morgan Chase\)](#)

[Applications Developer](#)

[UOP LLC](#)

Public Company; 1001-5000 employees; Oil & Energy industry

2000 – 2001 (1 year)

[Recommend Akon's work at UOP LLC](#)

[Software Design Engineer](#)

[Rand McNally](#)

Privately Held; 201-500 employees; Publishing industry

1998 – 2000 (2 years)

[Akon has 2 recommendations](#) (1 manager, 1 co-worker) including:

- 2nd [Lisa Ratajczyk](#), *Director, QA & Support, Rand McNally*
- 2nd [Diana Turgeon](#), *Director, Human Resources, Rand McNally & Company*

[Recommend Akon's work at Rand McNally](#)

Skills & Expertise Endorsements [Learn more](#)

1. 2 Consumer Behaviour

1. [+](#)
2. 
3. 
- 4.

Education

University of Illinois at Chicago

Doctor of Philosophy (Ph.D.), Business Administration (Marketing)

2006 – 2012

Activities and Societies: [PhD Project Marketing Doctoral Student Association](#)

[Recommend Akon's work at University of Illinois at Chicago](#)

DePaul University

Bachelor of Science, Information Systems

1996 – 2000

Activities and Societies: [CTI Dean's List](#), [National Dean's List](#), [Who's Who of American University Students](#), [Project STAR Mentor](#), [Computer Science Society](#), [Sigma Gamma Rho](#), [INROADS/Chicago](#)

[Recommend Akon's work at DePaul University](#)

Whitney M. Young Magnet H.S.

[Recommend Akon's work at Whitney M. Young Magnet H.S.](#)