

ASHELI S. ATKINS, M.B.A.

Texas A&M University
Department of Sociology
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PROFESSIONAL EDUCATION

- Expected May 2020 Ph.D. Candidate, Sociology, Texas A&M University
Dissertation Title: “*Race, Entrepreneurship, and A Qualitative Theoretical Framework*”
Committee: *Mary Campbell, Joseph Jewell, Robert Mackin, Samuel Cohn, & Catherine Eckel*
- 2012 M.B.A., Business Administration, Texas Woman’s University
- 2009 B.A., Communications, Prairie View A&M University

RESEARCH EXPERTISE

Racial & Ethnic Relations; Organizational Theory; African American Entrepreneurship; Sociology of Entrepreneurship

PROFESSIONAL EMPLOYMENT

- Prairie View A&M University, Department of Sociology**
Lecturer
Prairie View, TX
Aug 2019 – Present
- General Sociology – 81 students (4.41/5)
 - Social Problems – 63 students (4.69/5)
 - Social Theory – 37 students (4.80/5)
- Texas A&M University, Mays Innovation Research Center**
Summer Qualitative Researcher
Houston, TX
May 2019 – Aug 2019
- Focused on product innovators in medical industry & local tech incubators
- Texas A&M University, Department of Management**
Graduate Teaching Assistant - Entrepreneurship in Practice
College Station, TX
Jan 2019 – May 2019
- Texas A&M University, Department of Sociology**
Instructor
College Station, TX
Jan 2018 – May 2018
- Introduction to Sociology – 74 students (
- Graduate Teaching Assistant*
Aug 2015 – Dec 2018
- Attucks England, LLC, Consulting Firm**
Co-Founder
Houston, TX
Jan 2014 – Present
- Greater Houston Black Chamber**
Membership & Marketing Consultant
Houston, TX
Jan 2014 – Jan 2018
- Prairie View A&M University, Undergraduate Medical Academy**
Instructor & Program Coordinator
Prairie View, TX
Dec 2009 – Jun 2015
- Leadership & Ethics – 20+ students each year

PUBLICATIONS

In Progress	Atkins, Asheli S. "The Race Gig: Consumer Discrimination and the Freelance Industry."
Under Review	Atkins, Asheli S. "Black-Owned? Strategy Construction Among Black Entrepreneurs to Navigate Barriers Through Emphasizing or De-emphasizing Race."

Technical Reports

2018	<i>2018 Conference Impact Report</i> , Produced for Women Inflection Point <ul style="list-style-type: none">Includes pre-conference survey development, data analysis, and design.
2015-2019	<i>Greater Houston Black Chamber Annual Report</i> , Produced for the Greater Houston Black Chamber <ul style="list-style-type: none">Development of an annual report & data analysis including financial information and report design.

Public Scholarship

2018	"Young, Black, & Ambitious," <i>Soulfilling Podcast</i> , May 20.
2018	"#WOCareer Stories," <i>Freeing She</i> , April 10.
2018	"About Her Black Businesses," <i>Blk In Grad School</i> , November 13.
2018	Atkins, Asheli S. "Black Restaurant Week is a Platform that is Shining Light on Your Soon-To-Be Favorite Black Eateries." Blavity.
2018	Atkins, Asheli S. "Fenty Beauty to Supa Cent's Crayon Case, Black Female Founders are Setting The Trends And Forcing Change." Blavity.
2017	Atkins, Asheli S. "After Hurricane Harvey, Black Organizations can be a Life Raft for Black- Owned Businesses." The Texas Tribune.
2017	"In the Pursuit of Higher Education," <i>Networking with Michelle</i> , January 9.

CONFERENCE PRESENTATIONS

2019	Southern Sociological Society. "Black-Ownership Identity: Altering the Public's Knowledge Through the Construction of Organizational Strategies." Atlanta, GA (April)
2018	Annual Black Doctoral Network Conference. "Black-Owned: Organizational Strategies for Current Black Entrepreneurs." Charlotte, NC (October)
2017	Texas A&M University Sociology Colloquium. "African American Entrepreneurs & Organizational Strategies." (September)

INVITED ADDRESSES

2019	Speaker, Emerging 100 Houston , Youth Entrepreneurship Symposium: Generational Hustle. Houston, TX (May)
2019	Speaker, Women's Inflection Point , It's Me Time 2nd Annual Conference. Houston, TX (April)
2019	Speaker, Dallas Fort Worth Urban League of Young Professionals , Leadership & Development Conference. "Self-Actualization & Entrepreneurship". Dallas, TX (March)
2019	Keynote Speaker, Dallas Fort Worth Urban League of Young Professionals , 2019 Leadership & Development Conference Kickoff. "Strategies for Black-Owned Businesses." Dallas, TX (February)
2018	Speaker, Cubicles to Cocktails , Money Talks: Black Women's Equal Pay Day Seminar. Houston, TX (August)
2018	Keynote Speaker, Texas A&M Mosaic Flowers : Student Organization. Annual End of Year Program "Brutally Soft: Black Women in PWI." College Station, TX (May)
2017	Speaker, Lone Star Community College , Black Student Union. "African American Entrepreneurship & Buying Black Seminar." Cypress, TX (February)

2016 Panelist, **The Collective Generational Mentoring Foundation**. Annual Conference. "Mentoring Master Class Panel." Houston, TX (July)

GRANTS & FELLOWSHIPS

2018 Texas A&M University, Mays Innovation Research Center. Research Grant - \$10,000
2018 Texas A&M University, Department of Sociology. Research Grant - \$1,500
2018 Texas A&M University, Department of Sociology. Travel Grant - \$900
2018 Texas A&M University, Department of Sociology. Research Grant - \$1,900
2016-2017 Texas A&M University, Summer Research Assistantship Award. Research Grant - \$2,500
2015-2016 Texas A&M University, College of Liberal Arts. Lechner Graduate Grant - \$5,000

TEACHING EXPERIENCE

Prairie View A&M University

Introduction to Sociology	Lecturer	Full responsibility of the course
Social Problems	Lecturer	Full responsibility of the course
Social Theory	Lecturer	Full responsibility of the course

Texas A&M University

Introduction to Sociology	Graduate Instructor	Full responsibility of the course
Entrepreneurship Practice	Teaching Assistant	Dr. Patricia H. Thornton
Introduction to Sociology	Teaching Assistant	Dr. Samuel Cohn
Global Social Trends	Teaching Assistant	Dr. Samuel Cohn
Introduction to Sociology	Teaching Assistant	Dr. Samuel Cohn
Environmental Sociology	Teaching Assistant	Dr. Kathryn Henderson
Science, Tech, Race & Gender	Teaching Assistant	Dr. Kathryn Henderson
Introduction to Sociology	Teaching Assistant	Dr. Stjepan Mestrovic

SERVICE

2018 Member, Entrepreneurship Minor Steering Committee, Texas A&M University
2018 Reviewer, United States Association for Small Business and Entrepreneurship 2019 Conference
2018 & 2019 Research & Data Sponsor, Greater Houston Black Chamber
2009-2013 Mentor & Member, National Black MBA Association Student Outreach Committee

PROFESSIONAL AFFILIATIONS

2018 - Present American Sociological Association
2018 The Southern Sociological Society
2016-2017 Sociology Mentoring and Academic Development Committee Texas A&M University
2013 Houston Black Leadership Institute Inaugural Class Fellow
2011-2017 Greater Houston Black Chamber Committee

REFERENCES

Dr. Mary E. Campbell	Associate Professor	m-campbell@tamu.edu	979-845-6549
Dr. Samuel Cohn	Professor	s-cohn@tamu.edu	979-450-0814
Dr. Robert Mackin	Associate Professor	mackin@tamu.edu	979-862-1548