

DR. ASHELI S. ATKINS

Prairie View A&M University
 Department of Sociology
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EDUCATION

- Ph.D., Sociology, Texas A&M University **2020**
 Dissertation Title: “Path of Least Resistance: Barriers and Strategy Construction Process for Black Entrepreneurs”
 Committee: Mary E. Campbell (Chair), Samuel Cohn, Catherin Eckel, Joseph Jewell, Robert Mackin
- M.B.A., Business Administration, Texas Woman’s University **2012**
- B.A., Communications, Prairie View A&M University **2009**

RESEARCH EXPERTISE

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|---------------------------|-------------------------------------|
| Racial & Ethnic Relations | Organizational Theory |
| Black Entrepreneurship | Racialized & Gendered Organizations |

TEACHING EXPERIENCE

- Prairie View A&M University, Prairie View, TX** **2019 -**
Lecturer - Department of Sociology
 Courses:
 - General Sociology (F 2019, S 2020)
 - Social Problems (F 2019, S 2020, Su 2020)
 - Social Theory (F 2019)
- Texas A&M University, College Station, TX** **2018**
Instructor - Department of Sociology
 Course:
 - Introduction to Sociology (S 2018)

PROFESSIONAL EXPERIENCE

- Texas A&M University, Houston, TX** **May 2019 – Aug 2019**
Summer Qualitative Researcher - Mays Innovation Research Center
 - Focused on product innovators in the medical industry & local tech incubators
- Texas A&M University, College Station, TX** **Aug 2015 – May 2019**
Graduate Teaching Assistant
 Courses:
 - Entrepreneurship in Practice
 - Introduction to Sociology
 - Environmental Sociology
 - Global Social Trends

- Science, Tech, Race & Gender

Attucks England, LLC, Houston, TX <i>Co-Founder</i>	2014 -
Greater Houston Black Chamber, Houston, TX <i>Membership & Marketing Consultant</i>	May 2014 – Aug 2018
Prairie View A&M University, Prairie View, TX <i>Instructor & Program Coordinator - Undergraduate Medical Academy</i>	Dec 2009 – Jun 2015

PUBLICATIONS

Works in Progress

Atkins, Asheli S. “The Gig is Up: Freelancing as A Racialized & Gendered Organization”

Atkins, Asheli S. “Buying Back The Block: Case Study Of Business Ownership As A Form Of Activism In Gentrified Communities.” In *Contemporary Debates in Social Justice: An Interdisciplinary Approach*. Eds Farrah G. Cambrice and Marco Robinson. Kendall Hunt Publishing.

Work Under Review

Atkins, Asheli S. “The Path of Least Resistance: Strategy Construction Among Black-Owned Businesses”

Technical Reports

Greater Houston Black Chamber Annual Report, Produced for Greater Houston Black Chamber **2015- 2019**

2018 Conference Impact Report, Produced for Women Inflection Point **2018**

Public Scholarship

“[Young, Black, & Ambitious](#),” *Soulfilling Podcast*, May 20. **2018**

“[About Her Black Businesses](#),” *Blk In Grad School*, 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.** **2018**

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](#),” *Networking with Michelle*, January 9. **2017**

CONFERENCE PRESENTATIONS

Southern Sociological Society*. “The Unbearable Lightness of Teaching: Navigating Course Prep, Personal Research, and Student Support as Graduate Students & Women of Color.” Jacksonville, FL 2020

Southern Sociological Society. “Black-Ownership Identity: Altering the Public’s Knowledge Through the Construction of Organizational Strategies.” Atlanta, GA 2019

Annual Black Doctoral Network Conference. “Black-Owned: Organizational Strategies for Current Black Entrepreneurs.” Charlotte, NC 2018

Texas A&M University Sociology Colloquium. “African American Entrepreneurs & Organizational Strategies.” 2017

INVITED LECTURES

Speaker, **National Association of Real Estate Brokers**, The Sociology of Homeownership. Virtual (April) 2020

Speaker, **National Association of Black Accountants & Emancipation Park Conservancy**, Bridge the Gap Webinar. Virtual (April) 2020

Presenter, **Greater Houston Black Chamber**, 85th Annual Meeting & 3rd Edition of Buy Black Kickoff. Houston, TX (January) 2020

Speaker, **Women’s Inflection Point**, It’s Me Time Conference. Las Vegas (November) 2019

Speaker, **Emerging 100 Houston**, Youth Entrepreneurship Symposium: Generational Hustle. Houston, TX (May) 2019

Speaker, **Women’s Inflection Point**, It’s Me Time 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) 2019

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) 2018

Speaker, **Lone Star Community College**, Black Student Union. “African American Entrepreneurship & Buying Black Seminar.” Cypress, TX (February) 2017

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

GRANTS & FELLOWSHIPS

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

*Cancelled due to the Coronavirus

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

UNIVERSITY SERVICE

Member, Entrepreneurship Minor Steering Committee, Texas A&M University	2018
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COMMUNITY SERVICE

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

PROFESSIONAL AFFILIATIONS

Association of Black Sociologist	2019 -
American Sociological Association	2018 -
The Southern Sociological Society	2018
Sociology Mentoring and Academic Development Committee Texas A&M University	2016-2017
Houston Black Leadership Institute Inaugural Class Fellow	2013
Greater Houston Black Chamber Research & Data	2011 -