

MISS ME BUT LET ME GO

When I come to the end of the
road and the sun has set for me,
I want no rites in a gloom filled room,

Why cry for a soul set free?

Miss me a little-but not too long,
and not with your head bowed low.

Remember the love that we once shared,

Miss me-but let me go.

For this is a journey that we all must take,

And each must go alone.

It's all part of the Master's plan,

A step on the road to home.

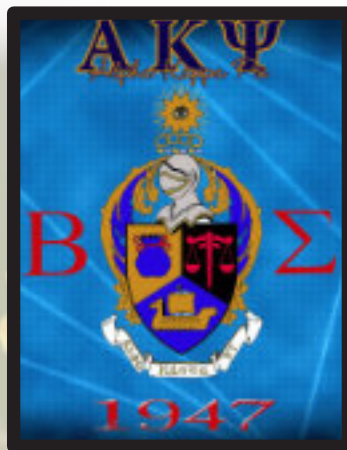
When you are lonely and sick at heart,

Go to the friends we know.

Laugh at the things we use to do

Miss me-but let me go.

-author unknown



Acknowledgments

The family would like to express their deep appreciation and sincere thanks for all acts of kindness shown to them during their time of bereavement.

As a show of support, The PhD Project and Dr. Ilana Shank's family have established a memorial fund in Ilana's name, and you can make a secure donation via this link on The PhD Project website (select "Dr. Ilana Shanks Memorial Fund" under the Apply My Donation Towards option.) We will be working with Ilana's family as to how The PhD Project can best use these funds to honor her legacy.

Contributions of any amount are greatly appreciated. Checks or money orders can also be sent to the following address:

The PhD Project
c/o Dr. Ilana Shanks Memorial Fund
3 Chestnut Ridge Road
Montvale, NJ 07645

Professional Service Entrusted To:

McCall's Bronxwood
Funeral Home, Inc.

4035 Bronxwood Avenue
Bronx, NY 10466

718-231-7647

Fax 718-231-7665

E-mail: Director@McCalls.net

Web: www.mccalls.net

A CELEBRATION OF THE LIFE & LEGACY OF



Ilana LaToya Shanks, Ph.D.

March 5, 1981 - April 30, 2021

Service:

Friday, May 21, 2021 at 11:00 AM

MCCALL'S BRONXWOOD FUNERAL HOME

4035 Bronxwood Avenue • Bronx, New York 10466

Rev. Sheldon Williams, Officiating

Rev. Kevin Wade, Organist

Obituary

Ilana LaToya Shanks was unexpectedly called to heaven on Friday, April 30, 2021, at her home in Corman, New York. Dr. Shanks was born on March 5, 1981 in Ft. Lauderdale, Florida to her parents, Marshall Ira Shanks and Yvonne Cecilia Taylor. Ilana is of US, Jamaican and Nevisian ancestry.

Dr. Shanks began her early years of education attending Wilmington Friends School, Wilmington, DE from Pre-Kindergarten through 10th grade, then achieving her high school diploma from Glasgow High School, Newark, DE with Honors in 1999. She was a track runner for 3 years while in Glasgow High School and an avid reader her entire life. Ilana was affectionately known as “LaLa” by her sister and brother, Toni and Travis.

Lana earned her B.S. in Finance from St. John’s University, NY, NY in 2003 where she joined Alpha Kappa Psi fraternity in 2001, Tau class, and later became President. She then earned her M.A. in Psychology from New York University in 2012. Dr. Ilana L. Shanks earned her Ph.D. in Marketing from Florida State University (FSU), Tallahassee, FL in 2019. She completed the “five-year doctoral program” at FSU in only four years, an impressive accomplishment. Dr. Shanks then accepted a position as an Assistant Professor of Marketing at Stonybrook University, N.Y in 2019. As a scholar, Ilana was heavily involved in all facets of academic life: research, teaching, and service to the discipline. Dr. Shanks’s earlier career prior to pursuing her Ph.D. included positions in private wealth management in New York City for 5 years at UBS Financial Services and for 7 years at Merrill Lynch, NYC.

Dr. Ilana Shanks was a bright, friendly, hard-working, and highly professional scholar who conducted exciting research at the intersection of technology, consumer behavior, and marketing and society. Ilana has published her research in world-class scholarly journals, including the Journal of Marketing Research, Journal of Consumer Affairs, and Journal of Purchasing and Supply Management. Her article in the Journal of Marketing Research examines how consumers respond to service robots in the marketplace. This research provides insights by demonstrating that consumers experience discomfort with a humanoid robot, which results in compensatory consumption. Her work in the Journal of Consumer Affairs examines the financial barriers consumers face in healthcare settings, and these insights can positively influence the quality of healthcare among the poor. She also published a systematic review of the supply chain literature in the Journal of Purchasing and Supply Management; this work which examines how to get goods to the people who need them is more important than ever in today’s world. To put Ilana’s publications in perspective, the Journal of Marketing Research is well-established as one of only four premier journals in colleges of business worldwide, and she is among a very small group of professors who have reached this lofty goal.

Ilana was also an excellent teacher, who was liked and admired by her students. Her students described her as “sweet” and “understanding” and they consistently rated the courses she taught very highly. Ilana had a servant’s heart in her profession. She was engaged in numerous leadership roles in the academic community such as her active involvement in academic conferences such as Association for Consumer Research Conference, the American Marketing Association’s Winter Academic Conference, and the Marketing and Public Policy Conference. Just as important, she served as an informal leader among her peers. She routinely supported young scholars coming behind her with advice and encouragement.

Ilana’s work was widely recognized. She received a Marketing Science Institute Grant for her research and was a 2018 Baruch-PhD Project Research Symposium Fellow. Additionally, Ilana was a 2015 recipient of the Melvin and Patricia Stith Transition Grant, 2016-2017 recipient of the American Marketing Association Valuing Diversity Ph.D. Scholarship, a 2017 recipient of the Harold and Muriel Berkman Charitable Foundation Scholarship, and a 2018-2019 recipient of the Stith Graduate Fellowship.

Ilana was a member of the American Marketing Association, the Association for Consumer Research, the Society for Consumer Psychology, and The Ph.D. Project Marketing Doctoral Students Association.

Above and beyond these stellar professional achievements, most importantly, Ilana was a beloved scholar, teacher, colleague, and friend to everyone who had the pleasure of working with her, being taught by her, or simply having met her. Ilana will remain in our hearts and will be dearly missed.

Ilana was preceded in death by her Father, Marshall Ira Shanks; Grandparents: Rufus and Catherine Taylor, David and Flora Shanks, and Anthony and Lozelle De Luz; Stepfather, Anthony Michael De Luz; Godfather Eroll Stroman; Godsister Sharlean Green.

Our Dear, Precious Lana is survived in life by her Mother, Yvonne C. De Luz; Sister, Antonia M. De Luz; and Brother, Travis T. De Luz, (Joleen, and their children, Leila and Anthony), Uncle Brian A. Taylor; and her Soulmate, Mannie Brown. Ilana leaves behind the following loving cousins: James Manning III, David Manning (Darlene), Tanya Manning (son, Isaiah), Dora Bryant (children Destin and Alia), Shawn Manning, Shineka Patterson (John), Randall Taylor (Joanne), Tanglier Taylor, Linda Taylor, Gina Bennett, Kathy Byrd, Elaine Brown—Blackman, Schanel Garner (Jerry), Richard Taylor, Robert Taylor, Patrice Bruce, Tanisha Bruce, X-Zavier Southerland, Shawn Southerland, as well as the extended Taylor and Mydell families in Philadelphia, Savannah, Tallahassee, Tampa, and Miami. In addition, Dr. Shanks will be missed by her Godparents Jo Ann Stephenson, Annette Jackson, and Laurie Vaughn, as well as her Godbrothers and Godsisters: Doyle Stephenson, Shavella Edwards, Shalena Stroman, Calena Robinson, Eroll Stroman Jr. Ilana also leaves behind her FSU Dissertation Advisors, special extended family friends Maura L. Scott, Ph.D. and Martin Mende, Ph.D. and her friend, Chris Roth.

“I am the most passionate about making the world a little bit better as a result of me having been on it.” – Dr. Ilana Shanks

Order of Service

Organ Prelude
Rev. Kevin Wade

Processional

Invocation
Rev. Sheldon Williams

Selection
Rev. Kevin Wade

Scripture Readings
Rev. Sheldon Williams
Old Testament
New Testament

Prayer Of Comfort
Rev. Sheldon Williams

Selection
Rev. Kevin Wade

Reading Of Obituary

Speakers
Chris Roth, Friend
Paul Connell, Ph.D, Academic Tenure Advisor,
Stony Brook University
Tessa Garcia-Collart, Friend & FSU Academic Sister
Maura L. Scott, Ph.D & Martin Mende, Ph.D, FSU Dissertation
Advisors, Extended Family
Mr. & Mrs. Travis & Joleen De Luz

Selection
Rev. Kevin Wade

Eulogy
Rev. Sheldon Williams

Committal & Benediction
Rev. Sheldon Williams

Remarks By Funeral Director

Final Viewing

Recessional

Interment

Kensico Cemetery, 273 Lakeview Ave, Valhalla, NY 10595