

PEGGY (MARGARET) H. CUNNINGHAM

Director, School of Business Administration
Associate Dean Research, Faculty of Management
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EDUCATION	Texas A & M University, 1986 to 1992 Ph.D. (Marketing) University of Calgary, 1982-1985 M.B.A. (Marketing) Queen's University, 1968-1971 B.A. (English Literature)
LANGUAGES	English, French (working knowledge)

OVERVIEW

Dr. Cunningham joined Dalhousie University in January 2009. Before joining Dalhousie, she was a professor at the Queen's School of Business. She joined Queen's in 1989 and served the School in a number of capacities including being the Director of the Centre for Corporate Social Responsibility and holding the Marie Shantz Teaching Professorship of Marketing. She was the creator and founding Director of the Accelerated MBA program for business graduates (2001-2004). She previously was the Co-Chair of the E-Commerce Research Program (1998-2001) for the Centre for Knowledge-Based Enterprises. She also served on the Board for Queen's Centre for Enterprise Development which specializes in helping small and medium sized enterprises.

Dr. Cunningham teaches courses in marketing ethics, strategic brand management, marketing management and strategy. She has taught in almost all of the various programs at the School of Business. She is one of Queen's most acclaimed and awarded teaching professors. In 2004, she received the PriceWaterhouseCoopers Leaders in Management Education award. She was named the Academy of Marketing Science's Outstanding Teacher in 2001. She has been nominated twice for the Frank Knox Award for Teaching Excellence, one of the most prestigious awards given at Queen's for undergraduate teaching. She won this award in 1993. Dr. Cunningham also does a considerable amount of research and writing to further educational practice. She has written over 40 cases that have been used in case competitions and have been published in a number of leading North American marketing textbooks. She is also the co-author of the Canadian edition of *Principles of Marketing* (co-authored with Philip Kotler and Gary Armstrong), and *Marketing Management* (with Philip Kotler and Kevin Keller). These texts are among the top selling marketing textbooks in Canada. They have been widely praised by both educators and practitioners for their focus on ethical marketing practices and their innovative and comprehensive coverage of technology-based marketing in Canada.

Dr. Cunningham has practitioner and international experience. She has been a visiting professor at universities and government training programs in China, France, Germany, the UK, and the US. She is currently a member of the 'core team' for the new Global Responsible Leadership Initiative (GRLI) which is a coalition of Business Schools and businesses from around the world that are focusing on understanding globally responsible leadership and acting to promote its practice worldwide. She has served her profession in a number of capacities including being voted into the office of Vice President for Membership, International (2002 – 2004) of the Academy of Marketing Science and Board of Governors. She has been the editor of the *Review of Books* section of the Journal of the Academy of Marketing Science for the last five years (2000-present). She also is an Executive Member of the Concerned Children's Advertisers Board of Directors and is a Member of the Board of Directors of Bioniche (a Canadian biotech company).

Dr. Cunningham's research interests centre on two related themes: marketing ethics and marketing partnerships (international strategic alliances and partnerships between for-profit and not-for-profit organizations). While these may seem like totally divergent areas of study, they are linked by their focus on the concepts of trust, integrity, and commitment which are the core elements to both ethical behaviour and successful partnership behaviour. She has

received a number of awards for this work including the ANBAR citation award for her Strategic Alliances article written with Rajan Varadarajan, a nomination for the 2006 Accenture Award for her work in Social Alliances with Ida Berger and Meme Drumwright, and a number of best conference paper awards for her work with doctoral and masters students. Her research is published in a number of journals including the *Journal of the Academy of Marketing Science*, the *California Management Review*, the *Journal of International Marketing*, *Social Marketing and Fundraising*, and the *Journal of Marketing Education*.

OCCUPATIONAL HISTORY

- 2009 – Present** Professor, Director of the Faculty of Business Administration, Associate Dean, Faculty of Management, Dalhousie University
- 2007 – 2008** Professor, Queen’s University, Kingston, Ontario
Director, Centre for Corporate Social Responsibility, School of Business
- 1997 - 2007** Associate Professor, Queen's University, Kingston, Ontario
- 2001-2004** Director, Queen’s Accelerated MBA
- 1991 - 1997** Assistant Professor, Queen's University, Kingston, Ontario
- 1989 - 1991** Adjunct Professor, Queen's University, Kingston, Ontario.
- 1987 - 1989** Research Assistant, Texas A&M University, College Station, Texas.
- 1986 - 1988** Affiliate Faculty, University of Central Texas, Killeen, Texas.
- 1987 - 1988** Instructor, Mary Hardin-Baylor University, Belton, Texas.
- 1986** Lecturer, Central Texas College, Killeen Texas.
- 1972 - 1985** Various Management, Administrative and Office Positions in both the public and private sectors (details available upon request.)

VISITING POSITIONS

- 2001** Visiting Professor, International Marketing, IESEG, Southern Catholic University, Lille, France
- 1998** Visiting Professor, International Marketing, International Study Centre, Herstmonceux Castle, UK
- 1995** Visiting Professor, Marketing Strategy, CIDA sponsored professor for the APEC Program on International Marketing, Shanghai, China
- 1993** Visiting Professor, International Marketing, University of Kaiserslautern, Germany

HONOURS AND AWARDS

Teaching Awards

Recipient – Marie Shantz Teaching Professorship of Marketing

Granted for three years (July 2005 to June 2008; renewed for three years 2008) in recognition of a sustained record of outstanding teaching, evidence of innovative teaching and curriculum development activities including the incorporation of leading edge research where appropriate, high quality publication of pedagogic material, and recognition by other sources such as other faculty, alumni or other associations/institutions that award teaching prizes. The professorship is named for Marie Schantz, who in 1927 was the first woman to graduate from Queen's Commerce.

Nominated for the 3M Teaching Fellowship (in conjunction with the Society for Teaching and Learning in Higher Education), March 2005 and March 2006. 2006: Short Listed among finalists.

The award recognizes excellence in teaching over a number of years, principally (but not exclusively) at the undergraduate level, and commitment to the improvement of university teaching with particular emphasis to contributions beyond the nominee's discipline or profession.

Recipient PriceWaterhouseCoopers Leaders in Management Education Award, 2004. Winner Ontario Region

This award is given annually to three professors at Canadian university schools of management who have demonstrated outstanding performance as classroom teachers and leaders in their profession and who, through their other professional activities, have helped to improve the practice of management in Canadian organizations. I was selected primarily based on my history in ethics education and for the founding of the Accelerated MBA program. Second female winner in the history of the award.

Nominated for the Commerce Society's Teaching Excellence Award, 1990, 1992, 1995, 1996, 1997, 2000, 2001, 2002, 2003, 2004, 2005.

Nominated for the Commerce 1989 Award, 1994, 2000, 2001, 2004.

Presented to the professor who had made the greatest contribution to the graduating class over their four years in the Commerce Program)

Recipient, The Academy of Marketing Science, Teaching Excellence Award, May 2001.

Recipient, The Commerce 1989 Award -- April 2000.

Given by students to recognize the faculty member from the School of Business who has contributed the most to their programme during their 4 years as students.

Recipient, The Commerce 2000 Teaching Excellence Award - March 2000

Nominee, Canadian Women's Mentor Awards, "Best Supporting Role - Business and Professional Category," February 2000, sponsor, Trimark Investments.

Nominee, Queen's Faculty Association Teaching Award, February 2000

Nominee, Academy of Marketing Science Outstanding Teachers' Award, Fall 1999

Nominee, The Frank Knox Award for Excellence in Teaching, 1998-1999
Highest student sponsored, campus-wide honour given to instructors

**Recipient, The Frank Knox Award for Excellence in Teaching -- April 1993
Highest student sponsored, campus-wide honour given to instructors.**

Recipient, The Commerce 1989 Award -- April 1993

Given by students to recognize the faculty member from the School of Business who has contributed the most to their programme during their 4 years as students.

Awards and Grants - Teaching and Case Development

Faculty Development Fund (2008): \$10,000
Faculty Development Fund (2006): \$ 3,364.00
Faculty Development Fund (2004): \$12,250.00
Faculty Development Fund (2003): \$13,487.00
Faculty Development Fund (2002): \$ 9,900.00
Faculty Development Fund (2001): \$10,000.00

Faculty Development Fund (2000): \$ 7898.00

Research Awards

"The Meaning and Impact of Respect in Business-to-Business Marketing Relationships," **2008 Relationship Marketing SIG and Center for Business and Industrial Marketing, Doctoral Dissertation Proposal Competition Winner**, Maureen Bourassa, Queen's School of Business, Ontario; Dr. Peggy H. Cunningham – Advisor

"Entangled in the Societal Labyrinth: Marketers' Management of Paradox and Authentic Norms," with Maureen Bourassa and Jay Handelman, Conference on Historical Analysis and Research in Marketing (CHARM), May 2007, John Hartman Centre, Duke University. **NOMINATED FOR THE STANLEY C. HOLLANDER BEST PAPER AWARD.**

"Social Alliances: Company/ Nonprofit Collaboration" (with Ida Berger and Meme Drumwright). **NOMINATED FOR THE 2006 ACCENTURE AWARD.** This award is given annually to the article published in the previous volume of CMR that has made "the most important contribution to improving the practice of management."

"The Integrative Benefits Of Social Alliances: Balancing, Building, And Bridging," Marketing and Public Policy Conference, Washington, May 2005, with Ida E. Berger and Minnette Drumwright. **WINNER: BEST PAPER AWARD**

"Behind the Veil: Insights and Influencers On Kotler's Contributions to Marketing Thought," with Maureen Bourassa, 2005 Conference on Historical Analysis and Research in Marketing, Long Beach, California, April 2005. **RUNNER UP: STANLEY C. HOLLANDER BEST PAPER AWARD.**

Elected Vice President for Membership, International 2002 – 2004, Academy of Marketing Science Officer and Board of Governors.

WINNER - BEST STUDENT PAPER AWARD for the co-authored paper "Privacy Orientation: A competing values explanation of why organizations vary in their treatment of customer information," with Kate Greenaway and Yolande Chan, Proceedings of the Public Policy and Marketing Conference, Atlanta, May 2002.

Nominated Vice President for Membership - International (2002 - 2004) Academy of Marketing Science

WINNER - BEST STUDENT PAPER AWARD, co-authored paper with Ph.D. student Lyle Wetsch, "Measuring Determinants of Trust and Their Effect on Buying Intention for Online Purchase Decisions," Marketing and Public Policy Conference, Washington, June 2000.

ANBAR CITATION OF EXCELLENCE for "Strategic Alliances: A Synthesis of Conceptual Foundations," (1995) Journal of the Academy of Marketing Science, with P. Rajan Varadarajan, 23(4), 282-296. One of two papers cited as the basis of Rajan Varadarajan's receipt of the **2008 PAUL D. CONVERSE AWARD**. The award acknowledges enduring contributions to marketing through one or more journal articles, books, or a body of work. No contribution is considered until five years after it is made available to marketing academics and/or practitioners, through publication or other means. A jury of scholars from university, business or government makes the selection of award recipients, first by nominating the work for consideration, and then rating the contributions.

Research Funding Awards

SSHRC Research Development Initiative, "Implementing Environmental Responsibility in Organizations," with Jane Webster, \$33,248 (which includes \$5,000 RTS), March 2008.

SSHRC, Strategic Knowledge Cluster grant, "The Research Network for Business Sustainability," Co-Applicant with 10 other Universities, \$2.4 million, March 2008.

School of Business General Research Fund Award, \$7000, with Maureen Bourassa, to support research on stakeholder engagement, November 2007.

Centre for Knowledge Based Enterprises, \$60,000 to support E-Commerce Research Program, June 2000 (with Brent Gallupe). Note: We were the administrators of this grant. Its purpose was to encourage research in e-commerce by School of Business members who submitted proposals to fund e-commerce related research.

School of Business General Research Fund Award, \$12,000 to support E-Commerce conference and start-up of three E-Commerce projects by members of the E-Commerce Research Program, June 2000 (with Brent Gallupe)

Dean's Development Fund, \$15,000 to support case research, April 2000.

Dean's Development Fund, \$6,500 to support case research, April 1999.

School of Business Development Faculty Development Fund, \$10,060, August 1997, Market Entry Simulation Development, with Lorna Wright.

Social Sciences and Humanities Council of Canada Research Grant: Social Alliances Project, \$33,000 May 1997 to April 2002.

School of Business Research Program, \$4,000 to support 8th Marketing History Conference. 1997

Trillium Foundation, \$4,500, to support research study "Understanding Charitable Giving." 1997

Nominee, VP International Division, Academic Council, American Marketing Association -- 1996

Recipient, D.I. McLeod Term Research Assistantship Awards, 1990-1996
Funding for a research assistant each term to support research efforts.

Recipient, Office of International Studies - Texas A&M University
Research expenses with Wm. Pride and S. Taylor for event marketing study (U.S. \$4,000)

Recipient, School of Business Research Program 1993 - 1996
Teaching Release

SSHRC Research Grant - April 1993: Modeling Ethical Decision-Making Behaviour In Marketing Organizations
Grant funded research expenses associated with extension of dissertation research on ethical behaviour in marketing organizations \$29,000 (over 3 years)

Advisory Research Council - Queen's University
International Travel Grant (\$2000)

Recipient, Passed comprehensive examinations with distinction - February, 1989. Only marketing doctoral candidate to receive this award at Texas A&M in the 1980's.

American Marketing Association Doctoral Consortium Representative, Harvard University, August 1989.

Research grant of \$20,000 from a large multinational firm to complete dissertation research.

Business Awards

Runner-Up and Co-Finalist, Kingston Women in Business Annual Award, October 2004.

PUBLICATIONS

ARTICLES IN REFEREED JOURNALS

Beckman, Terry, Alison Colwell, and Peggy Cunningham (forthcoming), "The Emergence of Corporate Social Responsibility in Chile: the importance of authenticity and Social Networks," *Journal of Business Ethics*.

Jones, Tim and Peggy Cunningham (2008), "Violent Advertising on Canadian Primetime Television: A Frequency Analysis and Potential Impact," *Canadian Journal of Media Studies*, Vol 4 (1), 40-70.

Berger, Ida E., Peggy H. Cunningham and Minette E. Drumwright (2007), "Mainstreaming Corporate Social Responsibility: Developing Markets For Virtue," *California Management Review*, 49 (4), Summer, 132-160.

Bourassa, Maureen, Peggy H. Cunningham, and Jay Handelman (2007), "How Philip Kotler Has Helped to Shape the Field of Marketing," *European Business Review*, Special Issue: Pioneers in Business Education, Vol. 19 (2), pp. 174-192.

Berger, Ida E., Peggy H. Cunningham and Minette E. Drumwright (2006), "Identity, Identification and Relationship through Social Alliances," *Journal of the Academy of Marketing Science*, Volume 34 (No. 2), Spring), pp. 128-137.

Anthony Buono, Brian Burton, Peggy H. Cunningham, Linda Ferrell, and John Fraedrich (2005) "Successful Programs for Teaching Business Ethics," *Journal of Business Ethics Education*, Volume 2, (1), Fall, 2005.

Berger, Ida E., Peggy H. Cunningham and Minette E. Drumwright (2004), "Social Alliances: Company/Non-Profit Collaboration," *California Management Review*, Vol. 47, No. 1 (Fall), pp. 58 to 90. **(Nominated for the Accenture Award, January 2006)**

Peggy H. Cunningham (2003), "The Textbooks of Philip Kotler: Their Role in Defining Marketing Thought and Practice" 2003, *Journal of the Academy of Marketing Science*, Spring (31), pp. 201-207.

Berger, Ida E., Peggy H. Cunningham and Minette E. Drumwright (1999), "Social Alliances: Company/Nonprofit Collaboration," *Social Marketing Quarterly*, Vol. V (3), September 1999, 49-53.

Berger, Ida E., Peggy H. Cunningham and R. Kozinets "Consumer Persuasion Through Cause-Related Advertising," *Advances in Consumer Research*, Vol. 26, October 1998, pp. 1-7

Peggy H. Cunningham (1997) "Sleeping With the Devil? An Exploration of the Ethical Concerns Associated with Cause-Related Marketing," in *Marketing the Non-Profit: The Challenges of Fundraising in a Consumer Culture*, *New Directions for Philanthropic Fundraising*, Margaret Maxwell Ed., Vol. 18, Article #4, (July 1997), San Francisco: Jossey-Bass Inc.

Cunningham, Peggy H., and D.G. Brian Jones (1997), "Origins of Collegiate Education in International Marketing," *Journal of International Marketing*, Vol. 5 (2), pp. 87-102.

Cunningham, Peggy H. (1996), "Dammed if You Do, Damned If you Don't: Understanding Ethical Pitfalls in Cause-Related Marketing," *Essays on Philanthropy*, Center on Philanthropy, Indiana University (Indianapolis), Vol 22, (Monograph).

Varadarajan, Rajan and Margaret H. Cunningham (1995), "[Strategic Alliances: A Synthesis of Conceptual Foundations](#)," *Journal of the Academy of Marketing Science*, Volume 23, Number 4, Fall, 282-296. (Invited Paper for Special Issue on Relationship Marketing) [Reprinted in, "Handbook of Relationship Marketing," J. Sheth and A. Parvatiyar (Eds.), Sage Publications, 1999, 271-302].

Received ANBAR Citation Award as most cited strategic alliance article (1999). Emerald Management Reviews (previously Anbar), the leading international management information publisher, annual bestows this award after a thorough and rigorous assessment of the content of the top 400 management journals in the world throughout the relevant year.

One of two articles selected as the basis for Paul D. Converse Award bestowed on Dr. Varadarajan (2008). The Paul D. Converse award, established in 1946 by the American Marketing association, is one of the most prestigious awards given to academic marketers. It is granted to individuals who have made outstanding contributions to marketing scholarship. The award acknowledges enduring contributions to marketing through one or more journal articles, books, or a body of work. No contribution is considered until five years after it is made available to marketing academics and/or practitioners, through publication or other means.

Cunningham, Peggy H., and Shirley Taylor (1995), "Event Marketing: State of the Industry and Research Agenda," *Festival Management & Event Tourism Journal*, 2 (4), , p. 1-15.

Baylin, Greg, Peggy H. Cunningham and Pamela Cushing (1995), "Cause-Related Marketing: Ethical Practice or Exploitive Procedure?" *The Philanthropist*, Vol 12 (2), with, p. 15-33.

Burnett, John J., Robert D. Amason (deceased) and Peggy H. Cunningham (1989), "What Makes Marketing Academicians Successful? An Assessment of Teaching, Publishing, Service and Personality," *Journal of Marketing Education*, Vol. 11, No. 3 (Fall), p. 4-11.

BOOK REVIEWS - IN REFEREED JOURNALS

"Ethics and Manipulation in Advertising: Answering a Flawed Indictment," by Michael J. Philips, *Journal of the Academy of Marketing Science*, Winter 1999, 106-108.

"Business Ethics: Japan and the Global Economy," edited by Thomas W. Dunfee, and Yukimasa Nagayasu, *Journal of the Academy of Marketing Science*, Fall 1997, 365-368.

"New and Needed Focus on Ethics in Marketing", Book Review of *Ethics in Marketing*, by N.Craig Smith and John A. Quelch, Irwin, *The Ethics Corporate Monitor*, Vol. 5 (6) (Nov-Dec), 1993, 95-96.

BOOKS

Marketing Management, 13th, 12th, 11th Edition and 10th Edition, with P. Kotler (10th edition also with Ron Turner; 12th edition also with Kevin Keller), Scarborough, Ontario: Prentice-Hall Canada Inc., 2009, 2006, 2003, 2000.

Marketing: An Introduction, 1st and 2nd Canadian Edition, with P. Kotler, G. Armstong, and P. Mitchell, Scarborough, Ontario: Prentice-Hall Canada Inc., 2003, 2006.

Principles of Marketing, 3rd (1996), 4th (1998), and 5th (2001), 6th (2004), 7th (2007) Canadian Edition, with P. Kotler, & G. Armstrong. Scarborough, Ontario: Prentice-Hall Canada Inc.

A Framework for Marketing Management, 1st Canadian Edition, (2008), with P. Kotler and K.L. Keller, Toronto: Pearson Education Canada.

Marketing and Sales Management, with Joan Ellis, Ottawa: Credit Union Institute of Canada, November 2000.

Le Marketing, 2nd edition (1998), with P. Kotler, V. DiMaulo, G. Armstrong & R. Warren, Montreal, Gaeten

Morin Editeur.

Marketing History: the Total Package, Proceedings of the 9th Conference on Historical Research in Marketing and Marketing Thought, co-Editor with D. Bussiere, University of Michigan Press, 1999.

Marketing History Knows No Boundaries (Proceedings of the 8th Conference on Historical Research in Marketing and Marketing Thought), Co-Editor with D.G. Brian Jones, University of Michigan Press, 1997.

CHAPTERS AND ARTICLES IN BOOKS

"The Integrative Benefits of Social Alliances: Balancing, Building and Bridging," Global Challenges in Responsible Business, Eds N. Craig Smith, C.G. Bhattacharya, David Vogel, and David Levine, London: Cambridge University Press (forthcoming 2008).

2005 Syllabus for Marketing Ethics Course, Teaching Business Ethics Resource Manual, Editors: Linda and OC Ferrell, AACSB

Focus on CRM -- Peggy Cunningham: The Human Element," in *B2B Canada*, 2000, Toronto: MacMillan, Matthew Friedman and Marlene Blanshay, pp. 131-134.

"Model: Strategic Alliances" from "Strategic Alliances: A Synthesis of Conceptual Foundations," in *Contemporary Marketing*, 10th edition, Gene Boone and David Kurtz, 2000, Wheaton, IL: Dryden Press.

Five Essays: Canadian Advertising History (Air Canada, Canada Tourism, Fruit of the Loom, Labatt, Molson), Encyclopedia of Advertising, (2001).

"Strategic Alliances: A Synthesis of Conceptual Foundations," with P. Rajan Varadarajan, in Handbook of Relationship Marketing, Jag Sheth and Atul Parvatiyar editors, Sage Publications, 1999, 271-302.

"Advertising Ethics: Oxymoron or Good Business Practice?" in The Advertising Business: Operations, Creativity, Media Planning, Integrated Communications, John Philip Jones, Editor, Thousand Oaks: CA, Sage Publications, 1999, pp. 499-514.

"Cause-Related Marketing: A Restructuring Alternative? " (1998) The Ethics of the New Economy, Leo Groarke Ed.,with Pamela Cushing, pp. 95-109.

"Event Marketing: Speaking With 'One Voice': Integrating Sponsorship with the Marketing Mix," with S. Taylor, in Advertising: An Encyclopaedia, J.P. Jones, Editor, 1998.

"Syllabus - Marketing Planning and Strategy," in Marketing I: Marketing Strategy, Management and Research, R. Schwandt Ed., Chapell Hill, NC: Eno River Press, September 1995, p. 52-57.

"Internationale Strategische Allianzen: Unternehmensreaktion auf Steigende Marktkomplexitat," in "Mehr Markt" in der Unternehmensfuhrung: Praxisbeispiele und Konzepte, ed. .F.W. Bliemel, Erich Schmidt Verlag GmbH & Co: Berlin, 1995.

"Lecture 6: The North American Free Trade Agreement," in International Lecture Series to Accompany Principles of Marketing, 4th Ed., (1995), T. Kinnear, K. Bernhardt, K. Krentler, 4th Edition, Harper Collins College Publishers: New York, NY, p. 69-82.

"Using Price Responsiveness to Distinguish Industrial Segments" (1988), co-authored with George H. Lucas and Alan J. Bush, Guest Lecture Series, Marketing: Concepts and Strategies, 6th Edition, W.M. Pride and O.C. Ferrell, Boston, Houghton Mifflin Co.

CASES PUBLISHED IN BOOKS (other than my own books)

“Starbucks,” with Anne Kozak in Marketing Ethics, Patrick Murphy and Gene Lacziak, New York: Prentice Hall (2005)

"Becel Margarine: Reinvigorating Growth," with Phil Connell published in (1) Marketing Management, Prentice Hall: Toronto (2001) and re-published in (2) Canadian Marketing Cases, C. Wienburg and Gordon McDougall eds., Prentice Hall, 2002 and (3) Strategic Marketing Problems: Cases and Comments, 10th Edition, Roger Kerin and Bob Peterson, New York: Prentice Hall (2004).

"Kraft Canada Inc. Kool-Aid Powdered Soft Drink" with Lauren Dymentrenko published in Marketing Management, Prentice Hall: Toronto (2001). (case re-published in Canadian Marketing Cases, C. Wienburg and Gordon McDougall eds., Prentice Hall, 2002.

"Riverside Credit Union," with Jeff Schulz published in Marketing Management, Prentice Hall: Toronto (2001). (case to be re-published in Canadian Marketing Cases, C. Wienburg and Gordon McDougall eds., Prentice Hall, 2002.

"Kingston Symphony," case, with Lauren Dymentroko, October 1999, published in Marketing Management, Prentice Hall: Toronto (2000).

EDITOR - SPECIAL EDITION - REFEREED JOURNAL

"Ethical and Societal Issues in Marketing and Business," Journal of Business Ethics, Vol 23, No. 3, February 2000, Co-Editor with Debbie Thorne LeClair and Patrick E. Murphy.

REFEREED CONFERENCE PAPERS WITH PUBLICATIONS IN PROCEEDINGS

“Attributions Of Authenticity: Employee Perceptions Of Corporate Social Responsibility Programs,” with Lindsay McShane, Academy of Marketing Science Conference, Baltimore, May 2009.

“The National Mentoring Project: A Whole Person Learning Approach to Student and Managerial Education,” with Mary Donohue, Marketing Educators Association Conference, Newport Beach, CA, April 2009.

“Respect in Business-to-Business Marketing Relationships,” with Maureen Bourassa in *Unleashing the Power of Marketing to Transform Consumers, Organizations, Markets, and Society*, Vol 19, Proceedings of the American Marketing Association Summer Educators’ Conference, James R. Brown and Rajiv P. Dant editors, San Diego, August 2008.

“Engaging, Balancing, Bridging: Understanding the Complexity of Stakeholder Engagement,” with Maureen Bourassa, Academy of Marketing Science Conference, May 2008, Vancouver BC.

“Reconciling the Paradoxical Nature of Violent Advertisements: A Thematic Analysis,” with Tim Jones, Academy of Marketing Science Conference, May 2008, Vancouver BC.

“Involving globally responsible leaders in your business: will it improve your CR programme?” with Alessia D’Amato, Moller Torben, Louis Duqueroix, The Responsible Business Summit, London, UK, May 2008.

“Entangled in the Societal Labyrinth: Marketers’ Management of Paradox and Authentic Norms,” with Maureen Bourassa and Jay Handelman, (May 2007) in *Marketing History at the Center, Proceedings of the 13th Biennial Conference on Historical Analysis and Research in Marketing (CHARM)*, Blaine J. Branchik Editor, pp. 24-35. **NOMINATED FOR THE STANLEY C. HOLLANDER BEST PAPER AWARD.**

“Corporate Social Responsibility In Emerging Markets: The Chilean Experience,” with Alison Colwell and Terrence Beckman, Administrative Sciences Association of Canada (ASAC) Conference, Ottawa, Ontario, June 2007.

“Social Alliances: An Example of Mainstreamed Corporate Social Responsibility,” with Ida E. Berger and Minnette Drumwright, Corporate Responsibility and Global Business: Implications for Corporate and Marketing Strategy, London, July 13-14, 2006. Also requested for citation in the *Ethical Corporation*, February 2007, Oliver Balch editor.

"Rhythms of the Branding Beat," with Maureen Bourassa, AMA Winter Educators' Marketing Conference, Relationship Marketing track, Tampa, February 2006.

“The Relational Benefits of Social Alliances,” Academy of Marketing Science Conference, Tampa, Florida, May 25-28, 2005, with Ida E. Berger and Minnette Drumwright.

“The Integrative Benefits Of Social Alliances: Balancing, Building, And Bridging,” Marketing and Public Policy Conference, Washington, May 2005, with Ida E. Berger and Minnette Drumwright. **WINNER: BEST PAPER AWARD**

“The Drive to Relate in Social Alliances: A Meso Perspective,” EURAM 2005, Munich, Germany, May 3-7, 2005 (with Ida E. Berger, Ryerson University and Meme Drumwright, University of Texas.)

“Behind the Veil: Insights and Influencers On Kotler’s Contributions to Marketing Thought,” with Maureen Bourassa, 2005 Conference on Historical Analysis and Research in Marketing, Long Beach, California, April 2005. **RUNNER UP: STANLEY C. HOLLANDER BEST PAPER AWARD.**

“Understanding Social Alliances: A Model of Collaboration,” Social Marketing Advances in Research and Theory (SMART) Conference, with Ida Berger and Meme Drumwright, , September 2004.

“Lessons Learned at Queen’s School of Business,” Session 3: Successful Programs for Teaching Business Ethics AACSB Teaching Business Ethics Conference, Boulder, Colorado, July 2004.

“Why Teaching Ethics is Like Chinese Food,” Session 4: Materials and Frameworks for Teaching Business Ethics, AACSB Teaching Business Ethics Conference, Boulder, Colorado, July 2004.

“The Creation Of ‘Capital’ Through Social Alliances,” Association for Research on Nonprofit Organizations and Voluntary Action, with Ida Berger and Meme Drumwright, Denver, November 2003.

“Understanding Social Alliances: A Model of Sector Collaboration,” Social Initiatives Conference, Boston University, with Ida Berger and Meme Drumwright September 2003. Abstract published in Marketing Science Reports, Vol. 3, 2004.

"Aligning CRM and IMC for Growth and Success," *Academy of Marketing Science Conference*, Florida, May 2002.

"Privacy Orientation: A competing values explanation of why organizations vary in their treatment of customer information," with Kate Greenaway and Yolande Chan, Proceedings of the Public Policy and Marketing Conference, Atlanta, May 2002. **WINNER - BEST STUDENT PAPER AWARD.**

"The Creation of 'Capital' Through Social Alliances," ARNOVA (Association for Research on Nonprofit Organizations and Voluntary Action, with Ida Berger and Meme Drumwright, Miami, November 2001.

"Integrating Procedural and Distributive Justice Into Customer Relationship Management," Eighth Annual

International Conference Promoting Business Ethics, DePaul University, October 24-26, 2001 in Chicago, IL.

"Global Perspectives: On-line Privacy," presented in the special session "On-line Privacy: Global and Public Policy Perspectives," Winter Marketing Educators' Conference, Scottsdale, February 2001.

"Measuring Determinants of Trust and Their Effect on Buying Intention for Online Purchase Decisions," with Lyle Wetsch, Proceedings of the Public Policy and Marketing Conference, Washington, June 2000. **WINNER - BEST STUDENT PAPER AWARD.**

"Consumer Persuasion and Cause-Related Advertising: Tracing the Influence of Attitude Toward the Cause," with Ida E. Berger and R. Kozinets, Proceedings of the Public Policy and Marketing Conference, Washington, June 2000.

"Social Alliances: Company/Nonprofit Collaboration," with Ida E. Berger and Minette E. Drumwright, Proceedings of the Public Policy and Marketing Conference, Washington, June 2000.

"The Effect of Cultural Differences on the Development of Trust and Commitment in International Marketing Relationships: Some Propositions," with Connie Bianchi and Shirley Taylor, Proceedings of the Academy of Marketing Science Conference, Montreal, May 2000.

"What Goes Around Comes Around: Are the Ethical and Public Policy concerns About Internet Marketing Merely Reflections of the Criticisms of Earlier Communications Technologies?" with Lyle Wetsch, 9th Proceedings of the Marketing History Conference, **NOMINATED FOR STANLEY C. HOLLANDER BEST PAPER AWARD**, May 1999.

"Managing Marketing Ethics in International Business: Literature Review and Directions for Future Research," Proceedings: Forging Alliances in Global Markets, Eds. D.N. Lascu, E. Kaynak, and Z.U. Ahmed, New Orleans, 6 November 1996, pp. 418-426.

"Cause-Related Marketing: Ethical Considerations and Guidelines for Practice," Ethics and Restructuring in Business, Health and Education, Wilfrid Laurier University, Oct 24-26, 1996.

"The Processing of Cause-Related Advertising: Cues, Arguments, Biases or Motivators?" With Ida E. Berger, and Robert V. Kozinets, Proceedings of the AMA Summer Educators' Conference, Cornelia Droge and Roger Calantone Eds, (7), August, 1996, San Diego, CA, 71-72.

"Cause-Related Marketing: State-of-the-Art and Directions for Future Research," with Ida E. Berger, Proceedings of the 25th European Marketing Academy Conference (EMAC), Marketing for an Expanding Europe, Budapest, May 1996, Vol. II, p. 1571-1583.

"The Relationships Among Negative Task Environment, Ethical Climate and Unethical Marketing Research Behavior," with O.C. Ferrell, Proceedings of the AMA Winter Educators' Conference, February, 1996, Hilton Head, NC, p. 364-65.

"The Processing of Cause-Related Appeals: Cues, Processing Motivators, Arguments or Biases?" with I.E. Berger and R.V. Kozinets, Academy of Consumer Research (ACR) 1995 Conference, October, Minneapolis, MN, p. 91.

"Origins and Development of Collegiate Education in International Marketing," with D.G. Brian Jones, in Contemporary Marketing History, Proceedings of the Seventh Conference on Historical Research in Marketing and Marketing Thought, S. Hollander, J.B. Schmidt, T. Nevett and J.N. Sheth Eds., Michigan State University, p. 49-57.

"International Marketing Ethics: A Literature Review and Agenda for Future Research," Proceedings of the ASAC 1995 Conference, Diversity in the Global Context, Vol. 16 (3 - Marketing), June 1995, p. 19-29.

"Chaotic Change, Complexity and the Emergence of International Strategic Alliances", Proceedings of the 1995 AMA Winter Educators' Conference: Marketing Theory and Applications, David W. Stewart and Faufel J. Vilcassim Eds., p. 431-436.

"Ethical Behavior by Users of Marketing Research Information: A Test of Factor Importance", with O.C. Ferrell, 1994 AMA Summer Marketing Educators' Conference, San Francisco.

"Cause-Related Marketing Appeals in Advertising: Do They Increase Effectiveness," Annual Conference on Consumer Psychology, with P. Cushing, St. Petersburg, FL, February 1994.

"Event Marketing: State of the Industry and Research Propositions - It's Not Just for Image Enhancement Anymore," Marketing Theory and Application, Proceedings of the AMA Winter Educators' Conference, with S. Taylor, Vol. 5, St. Petersburg, FL, February 1994, 140-141.

"Event Marketing: The Evolution of Sponsorship from Philanthropy to Strategic Promotion," with S. Taylor and C. Reeder, Contemporary Marketing History, Proceedings of the Sixth Conference on Historical Research in Marketing and Marketing Thought, S. Hollander, J.B. Schmidt, T. Nevett and J.N. Sheth Eds., Michigan State University, 407-425.

"Ethical Behaviour in International Organizations, A Management Task," Proceedings of the First International Conference on Expatriate Management, Hong Kong, November 1992, p. 89-92.

"Marketing's Role in International Strategic Alliances: A Model and Propositions", with P. Rajan Varadarajan, Enhancing Knowledge Development in Marketing, Proceedings of the AMA Educators' Conference, M.C. Gilly et al., Eds., Vol. 2, San Diego, CA, August 1991, 64-65.

"Can Ethics Be Taught? Insights from Modelling Students' Personal Ethical Dilemmas," Show and Tell Educators' Conference, Guelph, May 1991.

"The Greening of North America - Marketing, Technology and the Environment", Special Session: Public Policy Track, AMA Summer Educators' Conference, Washington, August 1990.

"Marketing's Greatest Challenge: The Social Impact of the Globalization of Markets," (1989), co-authored with O.C. Ferrell, Developments in Marketing Science, Proceedings of the 13th Annual Conference of the Academy of Marketing Science, Vol XII, May, p. 231-234.

"A Task-Structure-Performance Model of Marketing Ethics in International Strategic Alliances," (1989), co-authored with O.C. Ferrell, Public Policy Track, Enhancing Knowledge Development in Marketing, Proceedings of the AMA Educators' Conference, P. Bloom et al., Eds., Chicago, August 1989, 300.

"Marketing as Exchange" (1988), Proceedings of the Annual Meeting of the Southern Marketing Association, J.H. Summey and P.J. Hensel Editors, pp. 252-256.

PUBLICATIONS – MISC AND TRADE PRESS

Does CSR matter for small and growing firms? National Post, September 25, 2007.

The List: 7 Practical Ways to Improve Corporate Social Responsibility at your Firm, Queen's Leaders Forum, Issue #14, September 2007.

Understanding Social Alliances," Canadian Business Magazine, August 15, 2005, (based on research done by Peggy Cunningham in collaboration with Ida Berger and Meme Drumwright).

"How to Benefit From Social Alliances," Queen's Leaders Forum, Issue #4, February 28, 2005 (based on research done by Peggy Cunningham in collaboration with Ida Berger and Meme Drumwright).

"Marketing in The 1990s: The Era of Paradox," The Briefcase, Vol. 8 (March 1995), p. 1-2

"Fair Value Exchange Rates: Creating 'Added Value' for American Customers," Chamber News, Kingston Chamber of Commerce, May 1993.

REFEREED PROPOSALS FOR SPECIAL SESSIONS

"Public Policy Concerns and Ethical Issues Related to Internet Marketing," Academy of Marketing Science Annual Conference, Miami, May 1999.

"Teaching Marketing Ethics: Challenges and Practices", A Special Session sponsored by the Ethics Special Interest Group of the AMA Academic Council, with Patrick E. Murphy, AMA Marketing Educators= Conference, August, 1997.

"Understanding Consumer Responses to Cause-Related Marketing," with I.E. Berger, Academy of Consumer Research (ACR) 1995 Conference, October, Minneapolis, MN.

"Event Marketing: Building Bridges Between Theory and Practice," with S. Taylor, Marketing Track, A.S.A.C. 1993, Lake Louise, Alberta (proposal also published in the conference proceedings).

OTHER PUBLICATIONS

2005 Syllabus for Marketing Ethics Course, Materials Binder for the Marketing Ethics Workshop, Notre Dame, Editor: Patrick Murphy, AMA

"Social Alliances: Company/Non-Profit Collaboration," Report No. 00-101, Marketing Science Institute, 2000.

"Starbucks Coffee," ICBC Competition Case, 2002.

"Canadian Arctic Diamonds," ICBC Competition Case, 2002.

Marketing Ethics Syllabus," Teaching Marketing and Society Topics: Pedagogy and Curricular Priorities, Marketing and Society SIG Mini-Conference Proceedings, Kathleen Kelly (ed.), August 1997, Colorado State University, Marketing Department, 107-119.

"The Processing of Cause-Related Advertising: Cues, Arguments, Biases or Motivators?" with Ida Berger and Robert Kozinets, Queen's Working Paper, March 1996.

"James Ross Limited," case (co-author H. Gibson), for the Preliminary round, Business Policy, ICBC Competition, October 1995.

"The Beer Wars Continue with Ice Brews," with Maria Lama, case study, Queen's University, September 1993, used in the ICBC National Competition.

"A Role Conflict Model of Ethical Decision Making in Marketing Research," Queen's Working Paper 92-27.

"Development of Effectiveness Measures for Event Marketing," with S. Taylor and C. Reeder, Queen's Working Paper 92-37.

"Marketing's Role in International Strategic Alliances," (1990), Queen's Working Paper Series, 90-33.

Design of a Computerized Study Guide to accompany Marketing: Concepts and Strategies, 6th Edition, W.M. Pride and O.C. Ferrell, Boston, Houghton Mifflin Co. (1988).

INVITED PAPERS AND PRESENTATIONS

"Reconciling the Paradoxical Nature of Violent Advertisements: A Thematic Analysis," with Tim Jones, as part of the peer reviewed panel presentation on Violence and Marketing, American Marketing Association Marketing Educators' Conference, February 2009, Tampa.

"The Challenges of Integrating Ethics and Responsibility into the core MBA Marketing Course," Teaching and Learning Special Interest Group Feature Panel, American Marketing Association Marketing Educators' Conference, February 2009, Tampa.

"Queen's School of Business Initiatives to Implement the PRME Principles," First Global Forum for Responsible Management Education, Session 1B, United Nations Headquarters, New York, December 2008.

"Can Canadian Business Schools be Leaders in CSR and Sustainability Education?" Panel moderator and participant, Canadian Federation of Business School Deans, November 2008, Montreal.

"The Supply and Demand Sides of Socially Responsible Consumption," Research Network for Business Sustainability, Workshop on Sustainable Consumption, November 2008.

"The Dimensions and Outcomes of CSR Authenticity: The Good, The Bad, and the Ugly," All ASAC Symposium, ASAC Conference, Halifax, May 28, 2008.

"Mainstreaming Corporate Social Responsibility: Developing Markets for Virtue," Management and Strategy Research Workshop, Mays Business School, Texas A&M University, February 2008.

"Talking with Your Dollars: The Power of the Ethical Consumer," Later Life Learning, Kingston, September, 2007.

"Marketing Ethics – The Discipline We Love to Hate," Ottawa Women's Canadian Club, Chateau Laurier, November 16, 2006.

"Branding Your Company as a Socially Responsible Employer," Human Resources Professionals Association of Ontario, 8th Annual HR Best Practices Conference 2006: Best Practices: Getting Human Resources to the Executive Table, Cobourg, October 4, 2006.

"Integrating CSR with Business Strategy," Conference Board of Canada Corporate Social Responsibility Conference, Toronto, May 17, 2006.

"Overcoming Obstacles to Mainstreaming Corporate Responsibility," with Craig Smith, Refereed; presented at Corporate Responsibility and Global Business: Implications for Corporate and Marketing Strategy, London, July 13-14, 2006.

"Developing the Next Generation of Globally Responsible Leaders," with Anders Aspling, Bjorn Larsson, and Anthony Sampson, UN Global Compact Conference, Barcelona, Spain, September, 2005.

"Teaching the Marketing Ethics Course: Tools for 'Whole Person Learning' Essays, Reports and Debates," Notre Dame, AMA Marketing Ethics Workshop, May 2005

"Leveraging Strategic Marketing," 27th Annual Conference on Management and Executive Development, Phoenix, November 2004 (invited/refereed).

"Accelerating Learning: Lessons from a new MBA program," The Canadian Centre for Learning and Development conference, October 2004. (invited)

"Why Marketing Ethics," Alumni Reunion, MBAST, Kingston, May 2004.

"Why Teaching Ethics is Like Eating Chinese Food," 2003 Doctoral Consortium, Society for Marketing Advances, New Orleans, November 2003.

"Workplace Supported Volunteerism," Symposium on Workplace Supported Volunteerism, Kingston, September 2003.

"Customer Relationship Management, High Tech And High Touch," Canada's 50 Best Managed Companies Symposium, Jan 28, 2003, Toronto.

"Growth through Social Alliances," America Marketing Association Foundation Conference, Chicago, July 2002.

"Understanding and Profiting from Social Alliances," Alliance Edge Conference, Toronto, April 2002.

"CRM - The Reality," Queen's Business Club, Toronto, January 2002.

"Customer Relationship Management: A Research Agenda for Marketers," American Marketing Association (AMA) Summer Educators' Conference, Washington, DC, August 2001.

Canadian Co-operatives Association Congress, presentation "E-Commerce and CRM: Trends and Strategies," invited presentation, St. John, N.B., June 2001

Panel Chair and Presentation, "The Economic and Social Impacts of Electronic Commerce," National E-Commerce Agenda Workshop, Halifax, May 2000.

"Enhancing Wolfe Island Tourism," Island Economic Development Conference, "Wave of the Future," Pelee Island, September 2000, with Barb Quarry.

"Understanding Social Partnerships: Lessons for Improving Practice," Childrens' Miracle Network Annual Conference, Orlando, Florida, April 2000.

"Customer Relationship Marketing," Power in Professionalism Conference, the Millenium Conference for Management Consultants Worldwide, Toronto, April 2000.

"A Comparison of Policy Approaches to Internet Marketing: Canada, the U.S. and Europe," Academy of Marketing Science Conference, Miami, May 1999.

"An Undergraduate Marketing Ethics Course," Symposium on Teaching Ethics, Notre Dame, May 1999.

"Breakthroughs in Undergraduate Marketing Ethics Training," Special Session presentation, Academy of Marketing Science Conference, Miami, May 1999.

"Ethics, Public Policy and the New Information Highway," 1998 Queen's Business Law Symposium, The Electronic Evolution: Business and Law Adapt to New Realities, Faculty of Law, Queen's University, November 1998.

"Trends in Canadian Marketing," Algonquin College, Ottawa, Ont., September 1998.

"From Cause-Related Marketing to Social Alliances," University of Waitkato, Hamilton, New Zealand, March 1998.

"Challenges: International Business Ethics," University of the South Pacific, Suva, Fiji, February 1998.

"From Cause-Related Marketing to Social Alliances: A Research Journey", Seminar, Texas A&M University, October 1997.

"Cause-Related Marketing and Social Alliances Research: Understanding Strategic Relationships Between For-Profit and Not-for-Profit Organizations," Children's Miracle Network Annual Conference, Toronto, October 22, 1997.

University Lecture, "Business Ethics in the Global Era: Paradox, Oxymoron, or Imperative?" 8th Annual Theology Conference, Queen's University, October 21, 1997.

"Understanding Charitable Giving: Perceptions of the United Way," presented to the Annual Conference of United Way Directors, Montreal, February 28, 1997.

"Understanding Charitable Giving: Perceptions of the United Way," presented to the Board of Directors, Kingston United Way, September 24, 1996.

"Corporate Sponsorships for School Boards: Avoiding the Pitfalls and Maximizing the Benefits," Plenary Presentation to the Ontario Public School Board's Association Conference *Future Shock: A Survivor's Guide to Changing Times*, January 19, 1996, Toronto.

"What's the Difference Between Social and Cause Marketing?", Social Marketing for Business Conference, What's the Bottom Line, Toronto, November 9, 1995.

"Damned if You Do, Damned if You Don't: Understanding Ethical Pitfalls in Cause-Related Marketing," Center on Philanthropy, 8th Annual Symposium, Taking Fun Raising Seriously: Diversifying Non-Profit Income in the Age of the New Politics, University of Indiana, Indianapolis, Indiana, August 25-26, 1995.

"Cause-Related Marketing: State of the Industry," 5th National Conference on Business and the Community: Engaged in the Future (Business Strategy for Community Involvement) (Conference Board of Canada - Institute of Donations and Public Affairs Research), Toronto, May 29-30, 1995.

"Do Organizational Factors Influence Ethical Behavior?" York University, Toronto, December 1994.

"International Business Ethics", Centre for Business Ethics, Toronto, December 1994.

"International Marketing - Special Course for Senior Managers," People's Republic of China, sponsored by APEC, October 10-14, 1994, Shanghai.

"Strategic Alliances for Competitive Advantage," with P.R. Varadarajan, Plenary Session, East Asia Joint Venture Conference, De Paul University, Chicago, December 1993.

"International Strategic Alliances: Responses to Market Complexity," Industrie Kontaktseminar, Universitat Kaiserslautern, July 1992.

"Walking the Thin White Line: Role Stress and Ethics in Organizations," Society of Applied Socio-Economics Annual Conference, Irving, CA, March 1992.

"A Role Conflict Model of Ethical-Decision-Making Behavior," Queen's University's School of Business Marketing Seminar Series, January 1992.

"The Importance of Ethical Training for Professional Accountants," Association of Professional Accountants, Kingston, April 1991.

"Ethics and Modern Banking," Presentation to the Canadian Association of Bankers, Kingston, October 1991.

"Factors Influencing Marketing Research Ethics," General Motors Corporation, Detroit, Nov. 1991.

"A Role Stress Model of Salespersons' Ethics", Annual Meeting of the Academy of Marketing Science, New Orleans, April 1990.

ACADEMIC SERVICE

Editorial Positions

Co-Editor, Journal of Historical Research in Marketing, 2007 –
Book Review Section Editor, Journal of the Academy of Marketing Sciences (2001-2005)
Co-Editor, Proceedings, 9th Marketing History Conference
Co-Editor, Special Edition, Journal of Business Ethics, Spring 1999.
Co-Editor, Proceedings, 8th Marketing History Conference

Administrative Positions

Vice President, Education Special Interest Group, American Marketing Association, 2008 to Present
Vice President for Membership, International 2002 – 2004, Academy of Marketing Science Officer and Board of Governors (elected by membership).

Review Board and Reviewer Positions

Review Board, Journal of the Academy of Marketing Science, 1994 to present.
Review Board, Journal of Non-Profit and Public Sector Marketing, 2000 to present.
Review Board, European Management Review: 2005 to present.
Review Board, Journal of Macromarketing, 1999 to 2005.
Review Board, International Journal of Business and Emerging Markets, 2008 to present.
Reviewer, California Management Review: 2005 to present.
Reviewer, Journal of Marketing, 1995 to present.
Reviewer, Journal of Business Ethics, 1994 to present.
Reviewer, Reviewer, Journal of International Marketing, 1998 to 2002.
Reviewer, Journal of Technological Studies, 1994
Reviewer, SSHRC Grant Proposals, Ethics, 1993 to present.
Review of proposed international marketing text Global Marketing, M. Kotabe and K. Helsen, New York: Wiley Inc., February 1995.
Review, Principles of Marketing, T. Kinnear, K. Bernhardt, K. Krentler, 4th Edition, Chapter 1, Canadian Edition, New York: Harper Collins, January 1994.
Review of Marketing: Concepts and Strategies, 8th Edition, Wm. Pride and O.C. Ferrell, Boston: Houghton Mifflin, December 1993.
Review of Ethics in Decision Making, J. R. Glenn Jr., New York: John Wiley & Sons, 1992.

Professional Service

Marketing and Society Track Chair, AMA Winter 2009 Educator's Conference, Tampa.
Marketing and Environment Track Chair for the 2009 AMS World Marketing Congress, Oslo, Norway.
Reviewer, Johnson Professorship, University of Manitoba (2008)
Reviewer, Judith Madill, Tenure Application, Telfer School of Management, University of Ottawa (2008)
Reviewer, Walter Wymer, Application for Promotion, University of Lethbridge (2008)
External Examiner, Ph.D. Thesis, John Peloza, University of Calgary, January 2006.
External Examiner, MSc Thesis, Xin (Sheena)Chen, Faculty of Management, University of Lethbridge, September 2005.
Member, Committee to Draft a National E-Commerce Research Agenda, 1999 to 2000.
Track Co-Chair, Public Policy and Social Marketing, AMA Winter Educators' Conference 2001, Scottsdale, Arizona, with Linda Ferrell.
Track Chair, "Macro Marketing and Public Policy," The Academy of Marketing Science Annual Conference, May 1999, Coral Gables, FL.
Conference Chair, "1998 Ethical and Societal Issues Conference," AMA Marketing Exchange Colloquium, Vienna, Austria, July 1998.
Track Chair, "Relationship Marketing and Strategic Alliances," The 1997 Academy of Marketing Science Annual Conference, May 1997, Coral Gables, FL.
Conference Co-Chair, 8th Marketing History Conference, with Brian Jones, Queen's University, May 1997.
Track Co-Chair, Modelling and Theory, with S. Arnold, AMA Winter Educators' Conference, February 1997, St. Petersburg, FL.
Co-Chair, "Gender Issues in Research, Service and Teaching," with Ruth Wilson, Queen's University, November 1994, supported by Principals Research Fund.

Board Directorship

Member of the Board of Directors and Member of the Audit Committee, Bioniche Life Sciences (2004-
Executive Board Member, Concerned Children's Advertisers (2008 -

University Service

Member, Board of Trustees, Queen's University, June 2008 to Present
Co-Chair, E-Commerce Research Program, Queen's School of Business
Member, General Ethics Research Board, Queen's University
Member, Queen's University Faculty Association (School of Business Union Rep)
Member, Cross Faculty Teaching Forum, Queen's University
Member, Undergraduate Progress Committee, School of Business
Co-Chair, Research Ethics Committee, School of Business
Member, Sesquicentennial Speaker Series, School of Business

Community and Other Service

Founding Member, Global Responsible Leadership Initiative (GRLI) 2004 to present
Board Member, Transparency International Canada, 2001 to 2006.
Vice-President of the Board and Board Member, Kingston United Way (1995 to 2000)
Board Member, Eastern Ontario Rails to Trails (1990 - 1993)

PROFESSIONAL ASSOCIATIONS

American Marketing Association - Member
Academy of Marketing Science - Member

REFERENCES

Dr. Philip Kotler, S. C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, 2001 Sheridan Rd., Evanston, IL 60208, p-kotler@kellogg.northwestern.edu.
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Dr. Jay Handelman, Associate Professor, School of Business, Queen's University, Kingston, Ontario, Canada K7L 3N6, 613 533-3213, jhandelman@business.queensu.ca
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