

Scott K. Radford, Ph.D

Haskayne School of Business
University of Calgary
2500 University Drive NW
Calgary, AB
T2N 1N4

scott.radford@haskayne.ucalgary.ca
Office (403) 220-7247
Fax: (403) 282-0095

EDUCATION

University of Missouri, College of Business, Columbia, MO, USA

Ph.D., May 2007

Support area: Social Psychology / Environmental Design

University of New Brunswick, Faculty of Administration, Fredericton, NB, Canada

M.B.A., May 2003

University of New Brunswick, Faculty of Arts, Fredericton, NB, Canada

Bachelor of Arts, December 1997

1st class honors in Philosophy, minors in Art History and Fine Arts.

Technical University of Nova Scotia, School of Architecture, Halifax, NS, Canada

Bachelor of Environmental Design Studies, July 1995

EMPLOYMENT HISTORY

Academic Positions

University of Calgary, Calgary AB

Associate Dean, Teaching and Learning 2015 - 2020

Associate Professor of Marketing 2014 - present

Assistant Professor of Marketing, 2007-2014

University of Missouri, Columbia MO

Graduate Instructor, 2005-2007

Research Assistant, 2003-2005

University of New Brunswick, Fredericton, NB

Strategic Consultant for the Electronic Text Centre, Summer 2003

Graduate Teaching Assistant, 2002-2003

Tutor for Students with Disabilities, 2003

Management Science Research Assistant, 2001-2002

Course Instructor, ARTS 1000, 2001-2002

Industry Experience

Department of Foreign Affairs and International Trade and Centre for International Business Studies, Canadian Embassy, Paris, France

MBA internship, Summer 2002

Collins Safety Footwear, Montreal, QC

Marketing and Operations Manager, 1999-2001

R. Nicholls Distributors Inc., Longueuil, QC

Director of Advertising and Information Technology, 1998-1999

REFEREED PUBLICATIONS

- Drake, Carly and Scott K. Radford (2019), "Here is a Place for You/Know your Place: Critiquing "Biopedagogy" Embedded in Images of the Female Body in Fitness Advertising", *Journal of Consumer Culture*
- Hunt, David M. and Scott K. Radford (2018), "Teaching Business Ethics: How to Use Experience- Based Projects to Achieve Higher-Order Learning Outcomes", *Journal of Business Ethics Education*, 15, 169-183
- Mansour, Osama and Scott Radford. (2016) "Rethinking the Environmental and Experiential Categories of Sustainable Building Design: A Conjoint Study" *Building and Environment*, 98 (March), 47-54
- Radford, Scott K, David M. Hunt, and Deborah Andrus. (2015) "Using Experiential Learning Projects to Infuse Marketing Courses with Managerial Rigor and Systems Perspective." *Journal of Macromarketing*, 35(4), 466-72
- Simpson, Bonnie J.K. and Scott K. Radford, (2014) "Situational Variables and Sustainability in Multi-Attribute Decision Making," *European Journal of Marketing*, 48 (5/6), 1046-69
- Hunt, David M, Scott K. Radford, and Kenneth R. Evans, (2013) "Individual Differences in Consumer Value for Mass Customized Products," *Journal of Consumer Behavior*, 12 (3), 327-36
- Radford, Scott K. and Peter H. Bloch (2013) "Buyer and Seller Responses to the Death of a Celebrity: The "Death Effect" Online," *Marketing Letters*, 24(1), 43-55
- Simpson, Bonnie J.K. and Scott K. Radford, (2012) "Consumer Perceptions of Sustainability: A Free Elicitation Study," *Journal of Non-Profit and Public Sector Marketing*, 24(4), 272-91
- Radford, Scott K and Peter H. Bloch, (2012) "Grief, Commiseration, and Consumption Following the Death of a Celebrity" *Journal of Consumer Culture*, 12(2), 137-55

- Radford, Scott K. and Peter H. Bloch, (2011) "Linking Innovation to Design: Consumer Responses to Visual Product Newness," *Journal of Product Innovation Management*, 28(S1), 208-20

OTHER PUBLICATIONS

- Drake, Carly and Scott K. Radford (2018) "[Softly Assembled] Gender Performance Through Products: Four Practices Responding to Masculine and Feminine Codes in Product Design" in Samantha N.N. Cross, Cecilia Ruvalcaba, Alladi Venkatesh, and Russell W. Belk (eds) *Consumer Culture Theory (Research in Consumer Behaviour, Vol 19)*, Emerald Publishing Limited, 123-144
- Radford, Scott K. and Peter H. Bloch (2016) "Ritual, Mythology, and Consumption after a Celebrity Death" in Susan Dobscha (ed) *Death in a Consumer Culture*, Routledge, 108-122
- Mansour, Osama E, and Scott K Radford (2014) "Green Building Perception Matrix: A Theoretical Framework," Helka-Liisa Hentila and Aulikki Hernejoja (eds), *Proceedings of the 6th Annual Architectural Research Symposium in Finland: Designing and Planning the Built Environment for Human Well-Being*, 40-52
- Radford, Scott K, David M. Hunt, and Terri Rittenburg (2014) "Millennials as New Salespeople: Moral Reasoning and Implications for Employee Well-Being," in Sean Valentine (Ed) *Organizational Ethics and Stakeholder Well-Being in the Business Environment*, Information Age Publishing, 255-273
- Radford, Scott K. and David M. Hunt (2008), "Marketing, Society, and Government: Reflections on an Undergraduate Elective," *Journal of Macromarketing*, 28(2), 192-194
- Radford, Scott K. and David M. Hunt (2008), "An Introduction to the Invited Commentaries on Macromarketing Education," *Journal of Macromarketing*, 28(2), 187-188

CONFERENCE PRESENTATIONS

- "How Do Bodies 'Become' Through Advertising? Poststructuralist Feminist Theory and Women's Embodied Consumption" with Carly Drake, *Macromarketing Virtual Symposium 2020, Panel Discussion on Gender and Intersectionalities*
- "Navigating Ideal Bodies in Advertising: The Role of Strategic Ideological Filtering in Female Recreational Athletes' Identity Construction" with Carly Drake, *Consumer Culture Theory Virtual Conference 2020*.

- “How Does Runner’s World Shape a Runner’s World? Understanding Representations of the “Ideal” Female Body in Fitness Advertising” with Carly Drake, *Association for Consumer Research Conference*, Dallas, TX, October 2018
- “Be Yourself (But Not Too Much): The Role of the Hair Stylist as a Change Agent in the Service Sector. with Carly Drake *GENMAC Annual Conference*, Dallas, TX, October 2018
- “Here is a Place for You/Know Your Place: Understanding Neoliberal “BioPedagogy Embedded in Representations of the Female Body in Fitness Advertising” with Carly Drake, *Macromarketing Society Conference*, Leipzig, Germany, July 2018
- “Here is a Place for You/Know Your Place: Understanding Neoliberal “BioPedagogy Embedded in Representations of the Female Body in Fitness Advertising” with Carly Drake, *Consumer Culture Theory Conference*, June 2018
- “Preparing Operations Management PhD Students to Teach” with Janice Eliasson, *Canadian Operations Research Society Conference*, Halifax, NS, June 2018
- “Gender Performance Through Products: Four Discourses Responding to Stereotypically Masculine and Feminine Cues in Product Design” with Carly Drake, *Consumer Culture Theory Conference*, Anaheim, CA, July 2017
- “Antecedents and Consequences of Environmental Beliefs: A Meta-Analysis” with Xianfeng Zeng and Mehdi Mourali. *Marketing and Public Policy Conference*, Washington, DC, June 2017
- “Using Experiential Learning to Integrate Ethics into an Undergraduate Sales Course” with David M. Hunt, *Marketing Educators’ Association Conference*, San Diego, CA, April 2017
- “Portrayals of Women in Advertising: Reconciling Instrumental and Ethical Perspectives” with Carly Drake. *Macromarketing Society Conference*, Dublin, IE, July 2016
- “Relational Products and the Emergent Adult Identity” with Derek Hassay, and Edmund Gee. *American Marketing Association Summer Educator’s Conference*, Chicago IL, August 2015
- “Making the Human Brand: American Idol and the Modern Manufactured Celebrity” with Carly Drake. *American Marketing Association Summer Educator’s Conference*, Chicago IL, August 2015
- “Death Matters: A Meta-Analytic Review of Fear Appeals from a Terror Management Perspective” with David M. Hunt & Nancy G. Rhodes. *American Marketing Association Winter Educator’s Conference*, Orlando FL, February 2014
- “Aesthetic Authenticity and Consummate Experience” with James Mason, *American Marketing Association Summer Educator’s Conference*, Boston, MA, August 2013

- “Fear and Death: A Meta-Analytic Review of Fear Appeals from a Terror Management Perspective” with Nancy G. Rhodes & David M. Hunt, Health Communication Division Top 3 Paper, *International Communication Association Annual Conference*, London, UK, June 2013
- “The Moderating Role of Situational Consumer Skepticism Towards Sustainability Claims in the Effectiveness of Credibility Signals” with Bonnie J.K. Simpson and Mehdi Murali, *Association for Consumer Research Conference*, Vancouver, BC, October 2012
- “Consumers Online Responses to the Death of a Celebrity” with Peter H. Bloch, *American Marketing Association Summer Educator’s Conference*, Chicago, IL, August 2012.
- “Experiential Marketing and Macro-Education: Integrating Macromarketing Principles into Traditional Marketing Courses” with David M. Hunt and Debi Andrus, *Macromarketing Society Conference*, Berlin, Germany, June 2012
- “Establishing Moral Boundaries: Determinants of Moral Reasoning Among New Salespeople” with David M. Hunt, *International Conference Promoting Business Ethics*, St John’s University, New York, NY, October 2011
- “I did it my way: Individual differences and the value of mass customized products” with David M. Hunt and Kenneth Evans, *American Marketing Association Summer Educator’s Conference*, San Francisco, CA, August 2011
- “Consumer Willingness to Co-Produce: Engaging through Sustainable Business Practices, Compromise, and Confidence” with Bonnie J.K. Simpson, *American Marketing Association Summer Educator’s Conference*, San Francisco, CA, August 2011
- “Consumer Perceptions of Sustainability: A Free Elicitation Study”, with Bonnie J.K. Simpson, *Macromarketing Society Conference*, Williamsburg Virginia, June 2011
- “How to be Macro: Research Advice for Doctoral Students and Emerging Scholars” Special session organized with David M. Hunt, *Macromarketing Society Conference*, Williamsburg Virginia, June 2011
- “Willingness to Pay and Socially Conscious Consumerism” with Bonnie J. K. Simpson, *Macromarketing Conference*, Laramie Wyoming, June 2010
- “Deception in Market Exchange: Structure and Process of Moral Reasoning in a Sales Negotiation Context” with David M. Hunt, *Macromarketing Conference*, Laramie Wyoming, June 2010
- “Consumer Responses to Visual Product Newness: The Moderating Effect of Innovativeness, Design Acumen, and Uniqueness” with Peter H. Bloch, *Administrative Sciences Association of Canada Conference*, Regina, SK, May 2010

- “Engaging Consumers in Sustainable Co-Production: The Role of Compromise and Confidence” with Bonnie J.K. Simpson, *American Marketing Association Summer Educators’ Conference*, Chicago, IL, August 2009
- “Ethics and Marketplace Deception: An Exploration into the Accommodative Role of Deceptive Practices in Market Exchanges” with David M. Hunt, *Macromarketing Conference*, Clemson SC, June 2008
- “Yet We Hardly Knew You: A Netnography of Grief and Consumption in Parasocial Relationships” with Peter H. Bloch, *Administrative Sciences Association of Canada Conference*, Halifax NS, May 2008
- “Marketing Society and Government: Reflections on an Undergraduate Elective” with David M. Hunt, *ISMD/Macromarketing Conference*, Washington DC, June 2007
- “When We Practice to Deceive: An Exploration into the Accommodative Role of Deceptive Practices in Market Exchanges” with David M. Hunt, *Association for Consumer Research Conference*, Orlando FL, October 2006
- “All Co-Production is not Created Equal: A Value Congruence Approach for Examining the Degree of Co-Production,” with Srihari Sridhar, *American Marketing Association Summer Educators’ Conference*, San Francisco CA, July 2005
- “Sacralization and Opportunism in Online Auctions: An Investigation of Consumer and Marketer Responses to the Death of a Celebrity Icon,” with Peter H. Bloch, *Mittelstaedt Doctoral Symposium*, University of Nebraska, March 2005

TEACHING

Undergraduate Courses Taught

Digital Marketing
Marketing Arts and Culture
Marketing Communication
Consumer Behavior
Marketing, Society, and Government
Introduction to Marketing

Graduate Courses Taught

Consumer Behavior (MBA)
Marketing Communication (MBA)
Marketing Management (MMGMT, EMBA, PhD)
Digital Marketing and Digital Transformation (EMBA)
Capstone Course (MMGMT)

EXECUTIVE EDUCATION

Rozsa Arts Management Program (RAMP)

Academic Director, 2015-2020

Instructor

Audience Development, 2012-
Strategic Resource Development, 2014 - 2020
Strategic Resource Development (University of Alberta) - 2016

Business Essentials

Instructor
Marketing Strategy, 2018-2020
Designing and Implementing Data Collection, 2016-2017

Strategic Leadership Development

Instructor
Living Your Brand, 2021-
Digital Marketing, 2021-

Directors Education Program (DEP)

Instructor
Social Media for Boards, 2019-

PROFESSIONAL SERVICE

Graduate Student Supervision

Jordan Hahn, DBA Supervisor 2019 –
Stephen Bathory, DBA Supervisor 2020 –
Mark Ward, DBA Committee 2020 –
Carly Drake – PhD Supervisor 2014-2019 (Placed North Central College)
Mohammad Farrokhi – PhD Supervisor 2015-2020
Yizhe Lin – PhD Committee 2016-
Daniel Sun – PhD Committee 2016-2019
Xianfang Zeng – PhD Committee 2015-2020
Gary Gress (Mechanical and Manufacturing Engineering) – PhD Committee
Member 2015-2020
Lisa Hanslip (Comm Culture) – PhD Committee Member – 2014-2020
Osama Elsaed (EVDS)– PhD Committee Member 2013-2015
Bonnie Simpson – PhD Committee Co-supervisor 2008-2012 (Placed Western
University)

Examination Committees

Will Kay – EdD Dissertation 2018
Brenda McDermott – PhD Dissertation 2015
Tian Jin – MSc Thesis 2015
Lei Zhao – MSc Thesis 2014
Chris Morin – MBA Thesis 2013
Edmund Gee – MBA Thesis 2008-2010
Brenda Nguyen – PhD Candidacy – 2012

Conference Leadership Activities

Track Co-Chair – *New Product Design and Development, Product Management, and Entrepreneurship*, American Marketing Association Summer Educators' Conference, 2009

Track Co-Chair – *Macromarketing Education*, Macromarketing Conference, 2007, 2008, 2010, 2011

Reviewer Activities

Editorial Review Board

Marketing Education Review

Ad hoc Reviewer for:

Journal of Product Innovation Management

Marketing Letters

Journal of Consumer Culture

Consumption Markets and Culture

Journal of Business Ethics

Celebrity Studies

Journal of Macromarketing

Academy of Marketing Science Review

Canadian Journal of Administrative Science

International Journal of Design

The International Review of Retail, Distribution and Consumer Research

Conference Reviewing

Consumer Culture Theory Conference, 2020

Marketing Educators Association Conference, 2016

World Marketing Congress, 2009

Macromarketing Conference, 2008, 2010, 2012, 2018

American Marketing Association Conference, 2007, 2009, 2010, 2013, 2014, 2017

Administrative Sciences Association of Canada Conference, 2010-2012

Faculty Service

EMBA House Leader, 2019 -

PhD Committee, 2019-2020

Doctor of Business Administration Advisory Committee, 2017-2020

Master's of Management, Advisory Committee, 2018-2020

University of Calgary Properties Group Board, 2020-

West Campus Development Trust Board, 2017-2020

Chair, Assurance of Learning Committee, 2015-2020

Chair, Student Experience Fund Review Committee, 2016-2020

Chair, Competitions Committee, 2016-2020

External Teaching and Learning Awards Committee, 2019-2020

Chair, Haskayne Course Based Research Ethics, 2018-2020

Chair, Haskayne Teaching Awards Committee, 2018-2020

Mathison Hall – Project Working Committee, 2019-2020

Undergraduate Review Committee, 2015-2020

BComm Core Committee, 2015-2020

Teaching and Learning Leaders Network, 2015-2020
 Directors Cabinet, 2018-2020
 President's Award Selection Committee, 2019-2020
 Mathison Hall Committee – Chair, Classrooms Subcommittee, 2018-2019
 McCaig-Killam Teaching Award Adjudication Committee, 2017
 NSSE Survey Lead for Haskayne, 2015, 2017
 Taylor Institute External Member of Director Search Committee, 2019
 General Faculty Council – Teaching and Learning, 2015-2018, 2019
 Haskayne Student Levy Committee, 2015-2017
 Haskayne New Faculty Orientation Committee, 2013, 2015-2018
 Facilitator, Instructional Skills Workshop, Spring 2016 (lead), Fall 2016, Spring 2017
 (lead), Spring 2018 (lead), Spring 2019 (lead)
 Masters Program Committee, 2015-2017
 Information Asset Management Committee, 2017-2018
 Chair, Downtown Option Advisory Committee, 2017-2018
 Computer Science Head Selection Committee, 2017
 Judge, Undergraduate Research Symposium, 2018
 Survey Software RFP Evaluation Committee, 2016
 Faculty Merit Assessment Review Committee, 2015
 Faculty of Arts – External member of School of Creative and Performing Arts
 Recruiting Committee, 2015, 2016
 Marketing Area Recruitment Committee, 2015, 2016, 2017
 Faculty Retreat Committee and Emcee, 2015
 Long Range Development Plan – Stakeholder Group, 2015-2016
 Student Experiences Fund Committee, 2014-2015
 First Year PhD Project Assessment Committee, 2014
 Graduate Awards Nomination Committee, 2014
 CCAL Grant Review Committee, 2013-2014
 PhD Program Review Committee, 2013
 Enbridge Centre for Corporate Sustainability Academic Committee, 2012-2013
 Faculty Advisor and John Dobson Fellow, Enactus Calgary, 2009-2015
 Commerce Undergraduate Society Faculty Service Award, 2010
 Haskayne Research Ethics Committee, 2009-2014
 Haskayne IT Task Force, 2011
 Year End Business Banquet Awards Selection Committee, 2011, 2012, 2014, 2015,
 2016
 Online Survey Software Decision Making Group, 2009-2010

RESEARCH GRANTS, HONORS, AND AWARDS

RBC Teaching Fellow in Entrepreneurial Thinking, 2020 -

Taylor Institute for Teaching and Learning Grant: “Navigating Learning Technologies in Management Education”, 2016

Commerce Undergraduate Society Teaching Award, 2013

John Dobson Enactus Fellow of the Year, Enactus Canada National Award, 2013

- Student Union Excellence in Teaching Award, Honourable Mention, University of Calgary, 2013
- Fellow, *Canadian Centre for Advanced Leadership*, University of Calgary, 2013-2016
- Service Learning and Student Engagement Grant – Centre for Community-Engaged Learning, 2013
- Student Union Excellence in Teaching Award, University of Calgary, 2012
- Nominated for Student Union Teaching Excellence Award, University of Calgary, 2010
- “The Role of Visual Design in the Adoption of Innovation”, URGC Starter Grant, University of Calgary, 2008
- Fellow, *American Marketing Association Sheth Foundation Doctoral Consortium*, University of Maryland, July 2006
- “Ebay as Reliquary: Online Auction Responses to the Death of a Celebrity”, 3rd place, *Research and Creative Activities Forum*, University of Missouri
- “Market Mavericks: The New Diffusers of Marketplace Information,” *eResearch Fellowship*, University of Missouri, 2005
- Outstanding Teaching Assistant, Department of Marketing, University of Missouri, 2005 and 2007
- Nominated for Allan P. Stewart Excellence in Teaching Award, University of New Brunswick, Winter 2002

INVITED LECTURES

- “Advice for presenting academic research”. PhD First Year Research Course. Guest Lecture, Summer 2013 – 2018.
- M. ARCH, Senior Research Studio. Guest Reviewer – March 2017
- “Yet we Hardly Knew Ye” presentation to Society of Young Researcher Interdisciplinary Research Forum, University of Calgary, February 2014
- “Audience Development for the Arts” Executive Education Workshop for Rozsa Foundation Arts Management Award Winners, April 2012
- “Social Media and Arts Marketing,” Executive Education Workshop for Rozsa Foundation Arts Management Award Winners, September 2011
- “Audience Development for the Arts” Executive Education Workshop for Rozsa Foundation Arts Management Award Winners, January 2011

“Marketing Atmospherics and Design”, Guest Lecturer for Studio 3, Department of Architectural Studies, University of Missouri, 2004

“Retail Store Adaptive Re-use,” Guest Reviewer for Studio 3, Department of Architectural Studies, University of Missouri, 2004

“Marketing Issues in Retail Store Design,” Guest Lecturer for Studio 1, Department of Architectural Studies, University of Missouri, 2004

PUBLIC PRESENTATIONS AND MEDIA INTERVIEWS

“Post Viral Marketing: Are you digital marketing ready” Haskayne Connects Webinar, June 3, 2020

“Are you on the Right Side of the Cultural Moment” Haskayne Hour, with Scott Hughes, Critical Mass, January 24, 2017

Panels

“Generational Interactions in the Business Community” Panel Participant – Commerce Undergraduate Society Business Day Conference – February 10, 2012

“The Future of Marketing” Panel Participant – Canadian Marketing Association Christmas at Cannes – December 2, 2011

“Global Entrepreneurship” Panel Moderator – Students in Free Enterprise and Haskayne School of Business – November 14th, 2011

Media Interviews

“Dead Celebrities” Everyday Health – Sirius XM Doctor Radio with Dr. Carol Bernstein, January 26, 2016

“Société – Un Prix pour avoir donné à des femmes plus d’indépendance financière” Ici Radio Canada, May 13, 2015

“Social Media: the new complaints department; Businesses embrace feedback” Kim Guttormson – Calgary Herald, Jan 23, 2012, B5