

Scott K. Radford, Ph.D

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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- present

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

- 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

- Radford, Scott K. and Peter H. Bloch (2016) "Ritual, Mythology, and Consumption after a Celebrity Death" in Dobscha, S. (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 Herneoja (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 Valentine, S (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

- "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 Mourali, *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

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

Graduate Courses Taught

Consumer Behavior
 Marketing Communication
 Marketing Management (EMBA, PhD)

PROFESSIONAL SERVICE

Graduate Student Supervision

Carly Drake – PhD Supervisor 2014-
 Mohammad Farrokhi – PhD Supervisor 2015-
 Yizhe Lin – PhD Committee 2016-
 Daniel Sun – PhD Committee 2016-
 Xianfang Zeng – PhD Committee 2015-
 Gary Gress (Mechanical and Manufacturing Engineering) – PhD Committee Member 2015-
 Lisa Hanslip (Comm Culture) – PhD Committee Member – 2014-2015
 Osama Elsaed (EVDS)– PhD Committee Member 2013-2015
 Bonnie Simpson – PhD Committee Co-supervisor 2008-2012 (Placed Western University)

Examination Committees

Brenda McDermott – PhD Thesis 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
Canadian Journal of Administrative Science
International Journal of Design
The International Review of Retail, Distribution and Consumer Research

Conference Reviewing

World Marketing Congress, 2009
Macromarketing Conference, 2008, 2010, 2012
American Marketing Association Conference, 2007, 2009, 2010, 2013, 2014
Administrative Sciences Association of Canada Conference, 2010-2012

Faculty Service

Faculty of Arts – External member of Drama Recruiting Committee – 2015-2016
Marketing Area Recruitment Committee - 2015
Long Range Development Plan – Stakeholder Group – 2015-2016
General Faculty Council – Teaching and Learning – 2015-
Haskayne Student Levy Committee – 2015-
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
New Faculty Orientation 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

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

- “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 Atmospheric 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*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, 2105
- “Social Media: the new complaints department; Businesses embrace feedback” Kim Guttormson – Calgary Herald, Jan 23, 2012, B5